

ORANGE COUNTY AUTO OUTLOOK™

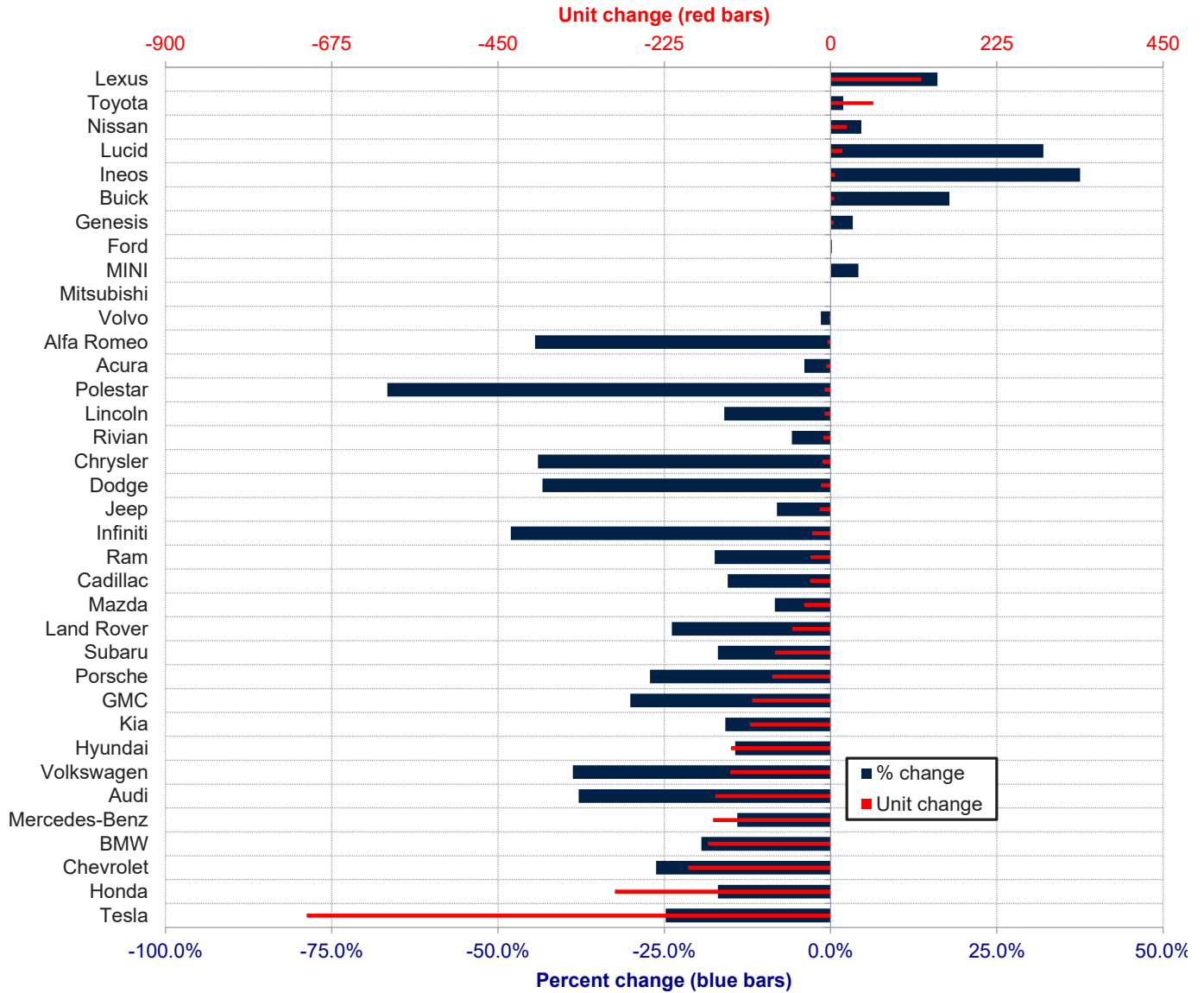
January 2026

Orange County New Retail Automotive Market Data - Retail Sales *Does Not Include Fleet Sales

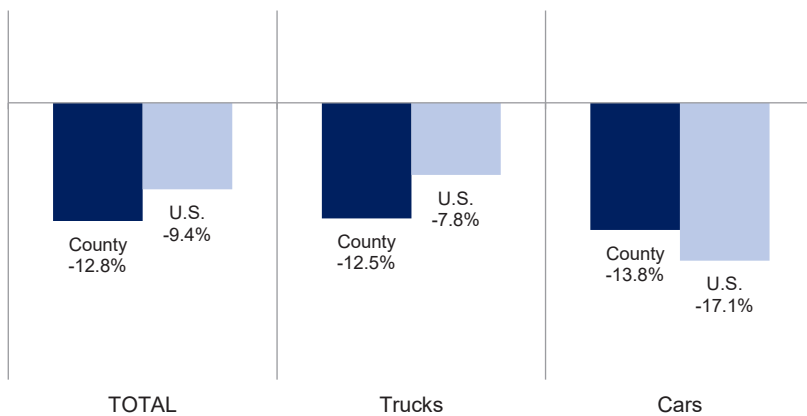
Orange County New Retail Car and Light Truck Registrations												
	Jan.			Three Month Period Nov. '25 thru Jan. '26			Annual Totals			Annual Market Share (%)		
	2025	2026	% chg.	Previous	Current	% chg.	2024	2025	% chg.	2024	2025	Chg.
MARKET SUMMARY												
TOTAL	18,280	15,936	-12.8%	43,244	37,399	-13.5%	165,657	166,985	0.8%			
Cars	4,395	3,789	-13.8%	10,649	9,046	-15.1%	42,268	41,484	-1.9%	25.5	24.8	-0.7
Light Trucks	13,885	12,147	-12.5%	32,595	28,353	-13.0%	123,389	125,501	1.7%	74.5	75.2	0.7
Domestic	5,846	4,742	-18.9%	13,256	10,792	-18.6%	52,710	52,274	-0.8%	31.8	31.3	-0.5
European	3,545	2,787	-21.4%	8,290	6,311	-23.9%	29,409	27,973	-4.9%	17.8	16.8	-1.0
Japanese	7,126	6,895	-3.2%	17,163	16,945	-1.3%	66,533	70,481	5.9%	40.2	42.2	2.0
Korean	1,763	1,512	-14.2%	4,535	3,351	-26.1%	17,005	16,257	-4.4%	10.3	9.7	-0.5
BRAND REGISTRATIONS												
Acura	152	146	-3.9%	378	323	-14.6%	1,268	1,811	42.8%	0.8	1.1	0.3
Alfa Romeo	9	5	-44.4%	13	7	-46.2%	94	63	-33.0%	0.1	0.0	-0.1
Audi	412	256	-37.9%	939	586	-37.6%	4,026	3,450	-14.3%	2.4	2.1	-0.3
BMW	855	689	-19.4%	2,024	1,679	-17.0%	6,892	6,681	-3.1%	4.2	4.0	-0.2
Buick	28	33	17.9%	87	85	-2.3%	287	343	19.5%	0.2	0.2	0.0
Cadillac	181	153	-15.5%	404	394	-2.5%	1,440	1,786	24.0%	0.9	1.1	0.2
Chevrolet	736	543	-26.2%	1,898	1,452	-23.5%	6,558	6,809	3.8%	4.0	4.1	0.1
C/D/J/R	396	330	-16.7%	970	844	-13.0%	4,214	3,868	-8.2%	2.5	2.3	-0.2
Chrysler	25	14	-44.0%	48	28	-41.7%	211	150	-28.9%	0.1	0.1	0.0
Dodge	30	17	-43.3%	82	59	-28.0%	667	316	-52.6%	0.4	0.2	-0.2
Jeep	186	171	-8.1%	513	448	-12.7%	2,148	2,080	-3.2%	1.3	1.2	-0.1
Ram	155	128	-17.4%	327	309	-5.5%	1,188	1,322	11.3%	0.7	0.8	0.1
Ford	1,012	1,014	0.2%	2,335	2,459	5.3%	9,088	10,193	12.2%	5.5	6.1	0.6
Genesis	120	124	3.3%	315	249	-21.0%	1,104	1,076	-2.5%	0.7	0.6	-0.1
GMC	352	246	-30.1%	806	648	-19.6%	2,690	2,890	7.4%	1.6	1.7	0.1
Honda	1,725	1,433	-16.9%	3,960	3,530	-10.9%	15,983	16,162	1.1%	9.6	9.7	0.1
Hyundai	940	805	-14.4%	2,358	1,684	-28.6%	8,970	8,664	-3.4%	5.4	5.2	-0.2
Ineos	16	22	37.5%	33	35	6.1%	165	109	-33.9%	0.1	0.1	0.0
Infiniti	52	27	-48.1%	104	58	-44.2%	501	294	-41.3%	0.3	0.2	-0.1
Kia	688	579	-15.8%	1,722	1,412	-18.0%	6,468	6,445	-0.4%	3.9	3.9	0.0
Land Rover	218	166	-23.9%	555	403	-27.4%	1,821	1,931	6.0%	1.1	1.2	0.1
Lexus	766	889	16.1%	1,842	1,970	6.9%	7,379	7,513	1.8%	4.5	4.5	0.0
Lincoln	50	42	-16.0%	129	108	-16.3%	499	497	-0.4%	0.3	0.3	0.0
Lucid	50	66	32.0%	95	133	40.0%	341	499	46.3%	0.2	0.3	0.1
Mazda	429	393	-8.4%	1,052	902	-14.3%	4,062	4,162	2.5%	2.5	2.5	0.0
Mercedes-Benz	1,133	974	-14.0%	2,671	2,157	-19.2%	9,151	9,111	-0.4%	5.5	5.5	0.0
MINI	24	25	4.2%	83	77	-7.2%	338	344	1.8%	0.2	0.2	0.0
Mitsubishi	10	10	0.0%	30	20	-33.3%	162	147	-9.3%	0.1	0.1	0.0
Nissan	475	497	4.6%	1,232	1,287	4.5%	5,468	5,662	3.5%	3.3	3.4	0.1
Polestar	12	4	-66.7%	23	9	-60.9%	203	86	-57.6%	0.1	0.1	0.0
Porsche	291	212	-27.1%	630	434	-31.1%	1,866	1,999	7.1%	1.1	1.2	0.1
Rivian	172	162	-5.8%	376	250	-33.5%	1,605	1,443	-10.1%	1.0	0.9	-0.1
Subaru	443	368	-16.9%	1,097	890	-18.9%	4,299	3,811	-11.4%	2.6	2.3	-0.3
Tesla	2,861	2,152	-24.8%	6,140	4,417	-28.1%	25,871	23,925	-7.5%	15.6	14.3	-1.3
Toyota	3,074	3,132	1.9%	7,468	7,965	6.7%	27,411	30,919	12.8%	16.5	18.5	2.0
Volkswagen	351	215	-38.7%	813	512	-37.0%	3,093	2,515	-18.7%	1.9	1.5	-0.4
Volvo	138	136	-1.4%	325	263	-19.1%	997	973	-2.4%	0.6	0.6	0.0
Other	109	88	-19.3%	337	157	-53.4%	1,343	804	-40.1%	0.8	0.5	-0.3

The table shows new retail light vehicle registrations in Orange County. Monthly registration figures can be subject to fluctuations. This usually occurs due to processing delays by governmental agencies. For this reason, the year-to-date figures will typically be more reflective of market results. The top 10 ranked brands are shaded green. Data sourced from Experian Automotive. Figures for January 2026 are partially estimated.

Change in New Retail Light Vehicle Registrations (January 2026 vs. January 2025)



Percent Change in County and U.S. New Retail Light Vehicle Markets January 2026 vs. January 2025



This report is sponsored by the Orange County Automobile Dealers Association and produced by Auto Outlook. For questions or comments regarding this report, please contact the Association (949-428-5050) or Auto Outlook (800-206-0102).

Data sourced from Experian Automotive.