

ORANGE COUNTY AUTO OUTLOOK™

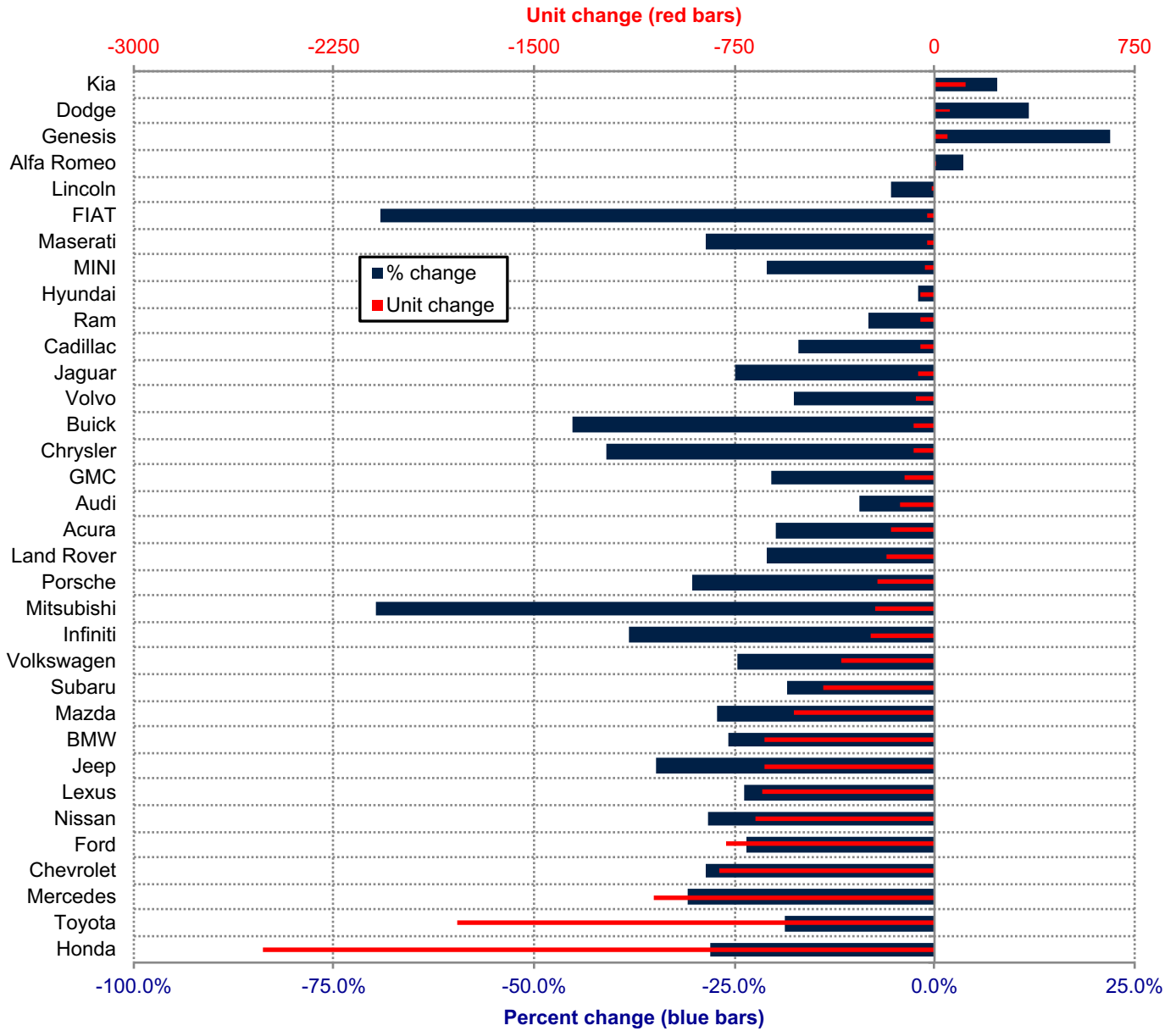
2020

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

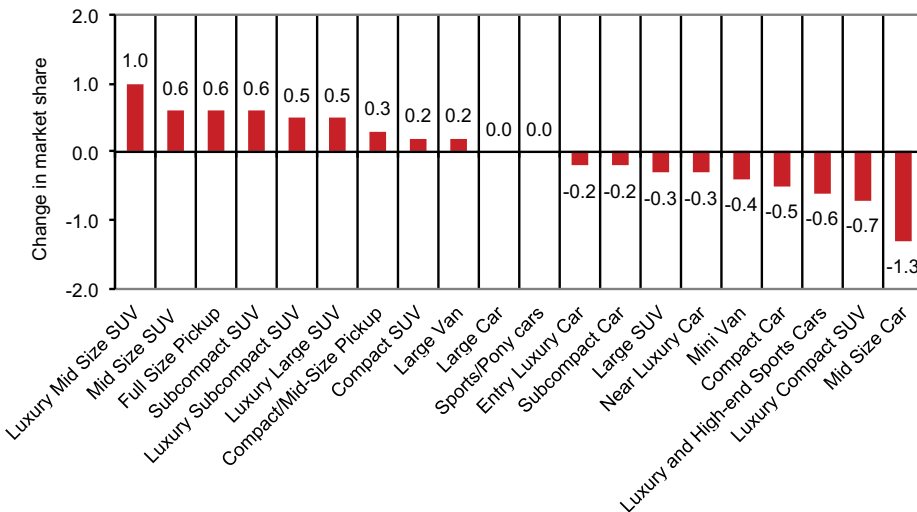
Orange County New Retail Car and Light Truck Registrations												
	April			Three Month Period Feb. '20 thru Apr. '20			YTD thru April			YTD Market Share (%)		
	2019	2020	% chg.	2019	2020	% chg.	2019	2020	% chg.	2019	2020	Chg.
MARKET SUMMARY												
TOTAL	16,895	6,012	-64.4%	40,635	32,019	-21.2%	59,615	46,832	-21.4%			
Cars	7,795	2,548	-67.3%	17,762	13,405	-24.5%	26,261	19,152	-27.1%	44.1	40.9	-3.2
Light Trucks	9,100	3,464	-61.9%	22,873	18,614	-18.6%	33,354	27,680	-17.0%	55.9	59.1	3.2
Domestic	4,111	1,964	-52.2%	9,107	8,383	-7.9%	14,527	11,593	-20.2%	24.4	24.8	0.4
European	3,327	1,025	-69.2%	7,829	5,646	-27.9%	11,524	8,755	-24.0%	19.3	18.7	-0.6
Japanese	8,282	2,629	-68.3%	20,780	15,191	-26.9%	29,588	22,397	-24.3%	49.6	47.8	-1.8
Korean	1,175	394	-66.5%	2,919	2,799	-4.1%	3,976	4,087	2.8%	6.7	8.7	2.1
BRAND REGISTRATIONS												
Acura	204	67	-67.2%	544	401	-26.3%	830	665	-19.9%	1.4	1.4	0.0
Alfa Romeo	29	14	-51.7%	79	79	0.0%	112	116	3.6%	0.2	0.2	0.0
Audi	393	116	-70.5%	899	817	-9.1%	1,359	1,231	-9.4%	2.3	2.6	0.3
BMW	711	172	-75.8%	1,651	1,097	-33.6%	2,469	1,834	-25.7%	4.1	3.9	-0.2
Buick	49	13	-73.5%	114	68	-40.4%	170	93	-45.3%	0.3	0.2	-0.1
Cadillac	81	24	-70.4%	220	162	-26.4%	316	262	-17.1%	0.5	0.6	0.1
Chevrolet	789	279	-64.6%	1,871	1,365	-27.0%	2,827	2,017	-28.7%	4.7	4.3	-0.4
C/D/J/R	812	429	-47.2%	2,140	1,663	-22.3%	3,106	2,393	-23.0%	5.2	5.1	-0.1
Chrysler	39	14	-64.1%	119	69	-42.0%	193	114	-40.9%	0.3	0.2	-0.1
Dodge	127	96	-24.4%	327	365	11.6%	460	514	11.7%	0.8	1.1	0.3
Jeep	511	203	-60.3%	1,277	853	-33.2%	1,831	1,195	-34.7%	3.1	2.6	-0.5
Ram	135	116	-14.1%	417	376	-9.8%	622	570	-8.4%	1.0	1.2	0.2
FIAT	10	4	-60.0%	21	11	-47.6%	39	12	-69.2%	0.1	0.0	-0.1
Ford	859	361	-58.0%	2,317	1,778	-23.3%	3,320	2,536	-23.6%	5.6	5.4	-0.2
Genesis	95	7	-92.6%	206	142	-31.1%	210	256	21.9%	0.4	0.5	0.1
GMC	140	69	-50.7%	335	297	-11.3%	558	445	-20.3%	0.9	1.0	0.1
Honda	2,516	776	-69.2%	6,392	4,346	-32.0%	8,995	6,482	-27.9%	15.1	13.8	-1.3
Hyundai	657	210	-68.0%	1,608	1,529	-4.9%	2,299	2,250	-2.1%	3.9	4.8	0.9
Infiniti	153	42	-72.5%	404	242	-40.1%	632	391	-38.1%	1.1	0.8	-0.3
Jaguar	55	11	-80.0%	176	137	-22.2%	249	187	-24.9%	0.4	0.4	0.0
Kia	423	177	-58.2%	1,105	1,128	2.1%	1,467	1,581	7.8%	2.5	3.4	0.9
Land Rover	216	46	-78.7%	596	476	-20.1%	871	689	-20.9%	1.5	1.5	0.0
Lexus	743	233	-68.6%	1,811	1,311	-27.6%	2,721	2,073	-23.8%	4.6	4.4	-0.2
Lincoln	53	31	-41.5%	162	132	-18.5%	220	208	-5.5%	0.4	0.4	0.0
Maserati	29	6	-79.3%	63	42	-33.3%	105	75	-28.6%	0.2	0.2	0.0
Mazda	497	140	-71.8%	1,349	917	-32.0%	1,942	1,416	-27.1%	3.3	3.0	-0.3
Mercedes	1,014	373	-63.2%	2,291	1,471	-35.8%	3,398	2,348	-30.9%	5.7	5.0	-0.7
MINI	66	17	-74.2%	129	93	-27.9%	177	140	-20.9%	0.3	0.3	0.0
Mitsubishi	97	8	-91.8%	242	61	-74.8%	319	96	-69.9%	0.5	0.2	-0.3
Nissan	613	230	-62.5%	1,709	1,211	-29.1%	2,377	1,707	-28.2%	4.0	3.6	-0.4
Porsche	173	59	-65.9%	499	348	-30.3%	705	491	-30.4%	1.2	1.0	-0.2
Subaru	711	237	-66.7%	1,604	1,249	-22.1%	2,254	1,838	-18.5%	3.8	3.9	0.1
Toyota	2,748	896	-67.4%	6,725	5,453	-18.9%	9,518	7,729	-18.8%	16.0	16.5	0.5
Volkswagen	459	144	-68.6%	990	686	-30.7%	1,423	1,074	-24.5%	2.4	2.3	-0.1
Volvo	113	30	-73.5%	297	247	-16.8%	418	345	-17.5%	0.7	0.7	0.0
Other	1,387	791	-43.0%	2,086	3,060	46.7%	4,209	3,852	-8.5%	7.1	8.2	1.1

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. Source: AutoCount data from Experian.

Change in New Retail Light Vehicle Registrations (YTD 2020 thru April vs. Year Earlier)



Change in Segment Market Share -YTD '20 thru April vs. YTD '19



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).

Exclusive source for new vehicle registration data is AutoCount data from Experian.