

ORANGE COUNTY AUTO OUTLOOK™

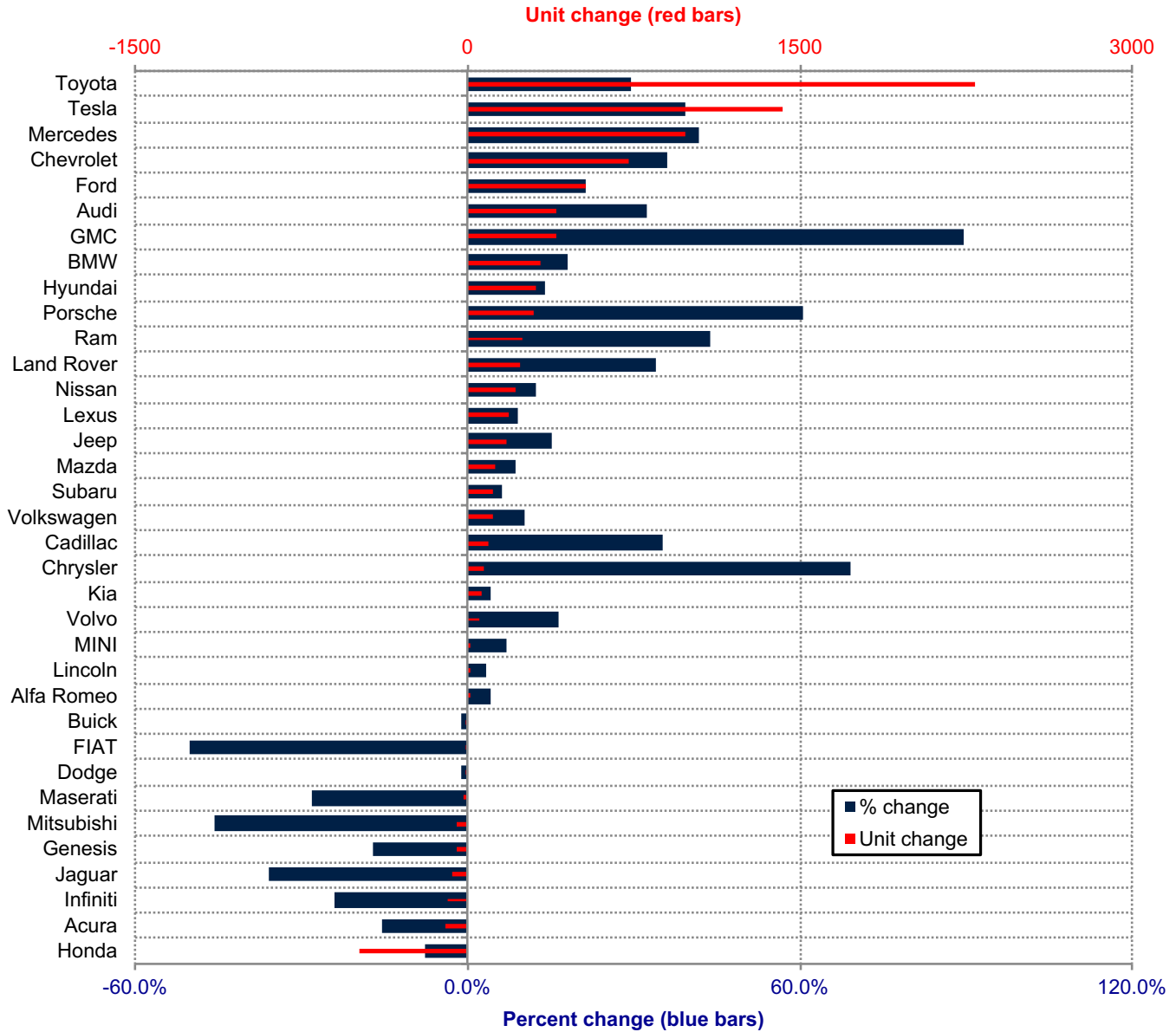
April, 2021

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

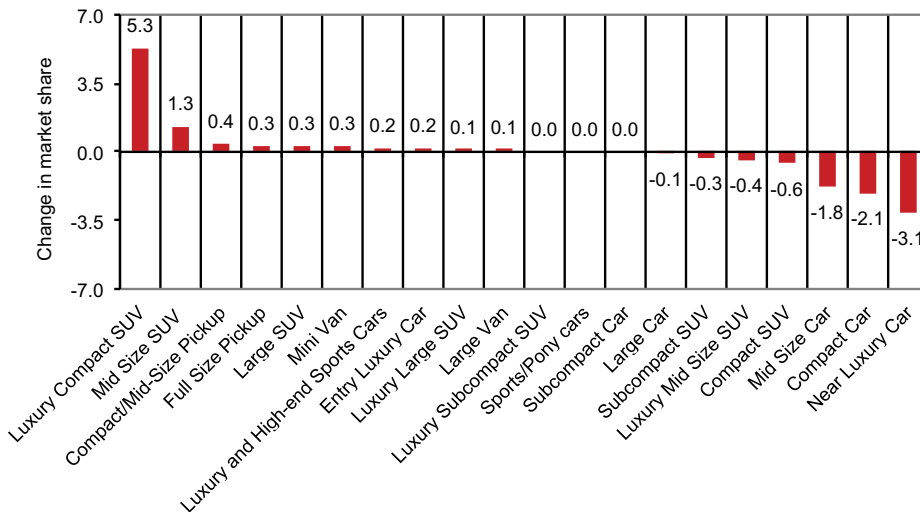
Orange County New Retail Car and Light Truck Registrations												
	April			Three Month Period Feb. '21 thru Apr. '21			YTD thru Apr.			YTD Market Share (%)		
	2020	2021	% chg.	Previous	Current	% chg.	2020	2021	% chg.	2020	2021	Chg.
MARKET SUMMARY												
TOTAL	6,012	14,865	147.3%	32,019	41,705	30.3%	46,832	55,389	18.3%			
Cars	2,540	5,247	106.6%	13,323	14,151	6.2%	19,023	18,733	-1.5%	40.6	33.8	-6.8
Light Trucks	3,472	9,618	177.0%	18,696	27,554	47.4%	27,809	36,656	31.8%	59.4	66.2	6.8
Domestic	1,964	4,046	106.0%	8,383	11,358	35.5%	11,593	15,285	31.8%	24.8	27.6	2.8
European	1,025	2,801	173.3%	5,646	8,046	42.5%	8,755	11,082	26.6%	18.7	20.0	1.3
Japanese	2,629	6,796	158.5%	15,191	18,948	24.7%	22,397	24,601	9.8%	47.8	44.4	-3.4
Korean	394	1,222	210.2%	2,799	3,353	19.8%	4,087	4,421	8.2%	8.7	8.0	-0.7
BRAND REGISTRATIONS												
Acura	67	197	194.0%	401	421	5.0%	665	563	-15.3%	1.4	1.0	-0.4
Alfa Romeo	14	21	50.0%	79	82	3.8%	116	121	4.3%	0.2	0.2	0.0
Audi	116	482	315.5%	817	1,243	52.1%	1,231	1,630	32.4%	2.6	2.9	0.3
BMW	172	573	233.1%	1,097	1,542	40.6%	1,834	2,164	18.0%	3.9	3.9	0.0
Buick	13	29	123.1%	68	65	-4.4%	93	92	-1.1%	0.2	0.2	0.0
Cadillac	24	77	220.8%	162	263	62.3%	262	354	35.1%	0.6	0.6	0.0
Chevrolet	279	748	168.1%	1,365	2,068	51.5%	2,017	2,744	36.0%	4.3	5.0	0.7
C/D/J/R	429	734	71.1%	1,663	2,273	36.7%	2,393	2,897	21.1%	5.1	5.2	0.1
Chrysler	14	52	271.4%	69	155	124.6%	114	193	69.3%	0.2	0.3	0.1
Dodge	96	139	44.8%	365	428	17.3%	514	508	-1.2%	1.1	0.9	-0.2
Jeep	203	336	65.5%	853	1,069	25.3%	1,195	1,376	15.1%	2.6	2.5	-0.1
Ram	116	207	78.4%	376	621	65.2%	570	820	43.9%	1.2	1.5	0.3
FIAT	4	1	-75.0%	11	6	-45.5%	12	6	-50.0%	0.0	0.0	0.0
Ford	361	788	118.3%	1,778	2,325	30.8%	2,536	3,073	21.2%	5.4	5.5	0.1
Genesis	7	57	714.3%	142	168	18.3%	256	212	-17.2%	0.5	0.4	-0.1
GMC	69	202	192.8%	297	571	92.3%	445	843	89.4%	1.0	1.5	0.5
Honda	776	1,539	98.3%	4,346	4,564	5.0%	6,482	5,991	-7.6%	13.8	10.8	-3.0
Hyundai	210	718	241.9%	1,529	1,971	28.9%	2,250	2,563	13.9%	4.8	4.6	-0.2
Infiniti	42	74	76.2%	242	221	-8.7%	391	298	-23.8%	0.8	0.5	-0.3
Jaguar	11	28	154.5%	137	99	-27.7%	187	120	-35.8%	0.4	0.2	-0.2
Kia	177	447	152.5%	1,128	1,214	7.6%	1,581	1,646	4.1%	3.4	3.0	-0.4
Land Rover	46	195	323.9%	476	677	42.2%	689	923	34.0%	1.5	1.7	0.2
Lexus	233	691	196.6%	1,311	1,677	27.9%	2,073	2,265	9.3%	4.4	4.1	-0.3
Lincoln	31	55	77.4%	132	161	22.0%	208	215	3.4%	0.4	0.4	0.0
Maserati	6	20	233.3%	42	36	-14.3%	75	54	-28.0%	0.2	0.1	-0.1
Mazda	140	462	230.0%	917	1,194	30.2%	1,416	1,537	8.5%	3.0	2.8	-0.2
Mercedes	373	717	92.2%	1,471	2,382	61.9%	2,348	3,334	42.0%	5.0	6.0	1.0
MINI	17	42	147.1%	93	119	28.0%	140	150	7.1%	0.3	0.3	0.0
Mitsubishi	8	10	25.0%	61	41	-32.8%	96	52	-45.8%	0.2	0.1	-0.1
Nissan	230	519	125.7%	1,211	1,522	25.7%	1,707	1,920	12.5%	3.6	3.5	-0.1
Porsche	59	173	193.2%	348	542	55.7%	491	788	60.5%	1.0	1.4	0.4
Subaru	237	534	125.3%	1,249	1,523	21.9%	1,838	1,953	6.3%	3.9	3.5	-0.4
Tesla	758	1,413	86.4%	2,918	3,632	24.5%	3,639	5,067	39.2%	7.8	9.1	1.3
Toyota	896	2,770	209.2%	5,453	7,785	42.8%	7,729	10,022	29.7%	16.5	18.1	1.6
Volkswagen	144	409	184.0%	686	895	30.5%	1,074	1,186	10.4%	2.3	2.1	-0.2
Volvo	30	92	206.7%	247	275	11.3%	345	402	16.5%	0.7	0.7	0.0
Other	33	48	45.5%	142	148	4.2%	213	204	-4.2%	0.5	0.4	-0.1

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 2021 thru April vs. Year Earlier)



Change in Segment Market Share -YTD 2021 thru Apr. vs. Year Earlier



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.