

ORANGE COUNTY AUTO OUTLOOK™

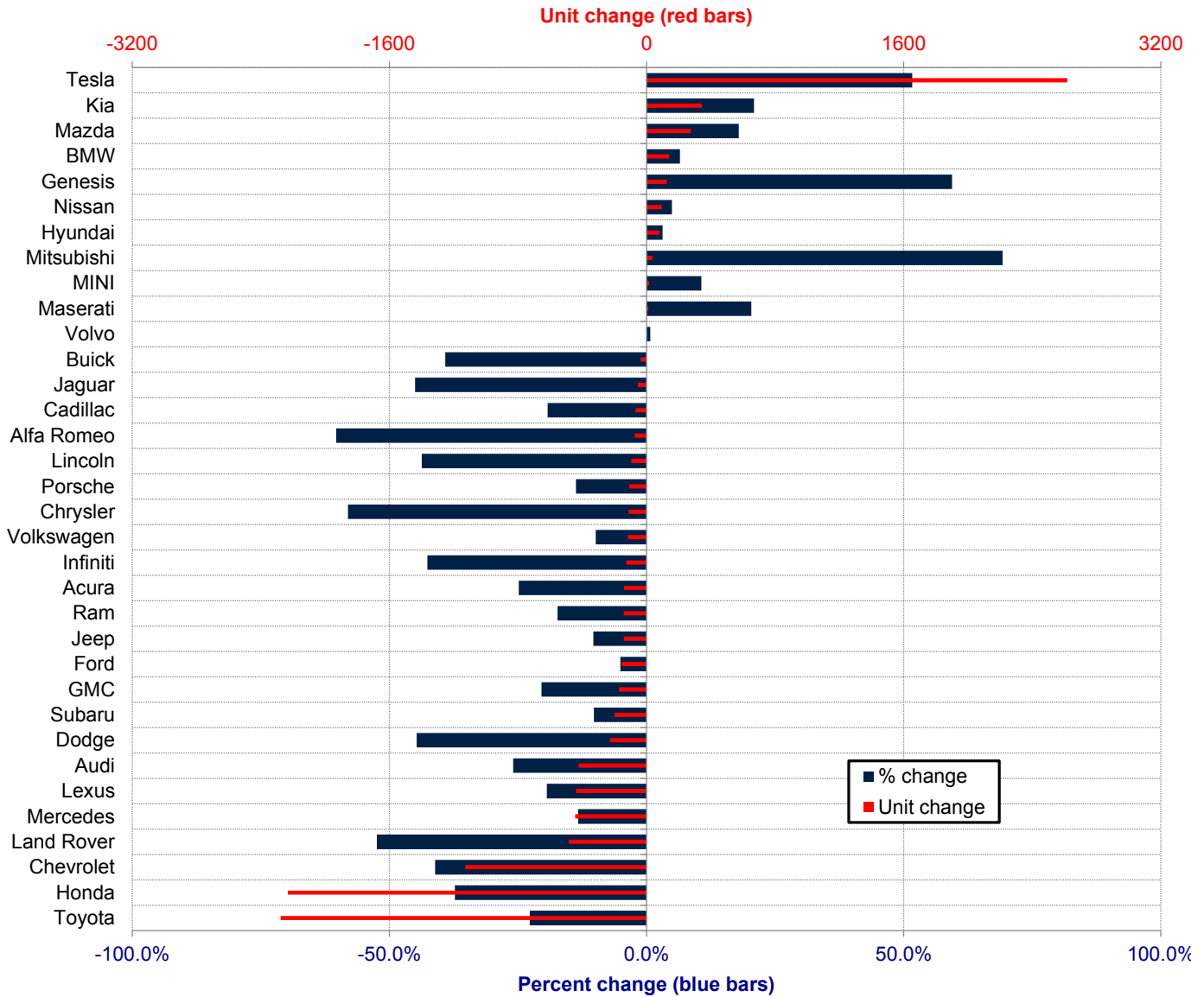
April, 2022

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

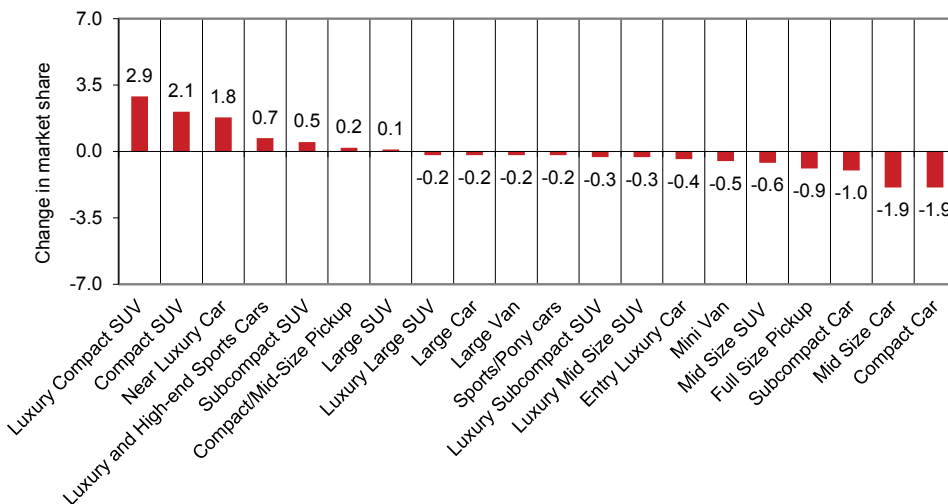
Orange County New Retail Car and Light Truck Registrations												
	April			Three Month Period Feb. '22 thru Apr. '22			YTD thru April			YTD Market Share (%)		
	2021	2022	% chg.	Previous	Current	% chg.	2021	2022	% chg.	2021	2022	Chg.
MARKET SUMMARY												
TOTAL	14,865	11,562	-22.2%	41,705	38,082	-8.7%	55,389	49,711	-10.3%			
Cars	5,247	3,499	-33.3%	14,151	11,557	-18.3%	18,733	15,391	-17.8%	33.8	31.0	-2.9
Light Trucks	9,618	8,063	-16.2%	27,554	26,525	-3.7%	36,656	34,320	-6.4%	66.2	69.0	2.9
Domestic	4,046	3,610	-10.8%	11,358	12,026	5.9%	15,285	15,625	2.2%	27.6	31.4	3.8
European	2,801	2,132	-23.9%	8,046	7,134	-11.3%	11,082	9,522	-14.1%	20.0	19.2	-0.9
Japanese	6,796	4,490	-33.9%	18,948	14,949	-21.1%	24,601	19,593	-20.4%	44.4	39.4	-5.0
Korean	1,222	1,330	8.8%	3,353	3,973	18.5%	4,421	4,971	12.4%	8.0	10.0	2.0
BRAND REGISTRATIONS												
Acura	197	104	-47.2%	421	297	-29.5%	563	423	-24.9%	1.0	0.9	-0.1
Alfa Romeo	21	10	-52.4%	82	43	-47.6%	121	48	-60.3%	0.2	0.1	-0.1
Audi	482	325	-32.6%	1,243	975	-21.6%	1,630	1,207	-26.0%	2.9	2.4	-0.5
BMW	573	420	-26.7%	1,542	1,692	9.7%	2,164	2,305	6.5%	3.9	4.6	0.7
Buick	29	21	-27.6%	65	42	-35.4%	92	56	-39.1%	0.2	0.1	-0.1
Cadillac	77	71	-7.8%	263	236	-10.3%	354	286	-19.2%	0.6	0.6	0.0
Chevrolet	748	432	-42.2%	2,068	1,261	-39.0%	2,744	1,616	-41.1%	5.0	3.3	-1.7
C/D/J/R	734	476	-35.1%	2,273	1,769	-22.2%	2,897	2,274	-21.5%	5.2	4.6	-0.6
Chrysler	52	9	-82.7%	155	64	-58.7%	193	81	-58.0%	0.3	0.2	-0.1
Dodge	139	58	-58.3%	428	223	-47.9%	508	281	-44.7%	0.9	0.6	-0.3
Jeep	336	276	-17.9%	1,069	964	-9.8%	1,376	1,234	-10.3%	2.5	2.5	0.0
Ram	207	133	-35.7%	621	518	-16.6%	820	678	-17.3%	1.5	1.4	-0.1
Ford	788	620	-21.3%	2,325	2,248	-3.3%	3,073	2,916	-5.1%	5.5	5.9	0.4
Genesis	57	102	78.9%	168	247	47.0%	212	338	59.4%	0.4	0.7	0.3
GMC	202	171	-15.3%	571	547	-4.2%	843	671	-20.4%	1.5	1.3	-0.2
Honda	1,539	843	-45.2%	4,564	2,766	-39.4%	5,991	3,759	-37.3%	10.8	7.6	-3.2
Hyundai	718	731	1.8%	1,971	2,109	7.0%	2,563	2,643	3.1%	4.6	5.3	0.7
Infiniti	74	41	-44.6%	221	128	-42.1%	298	171	-42.6%	0.5	0.3	-0.2
Jaguar	28	14	-50.0%	99	56	-43.4%	120	66	-45.0%	0.2	0.1	-0.1
Kia	447	497	11.2%	1,214	1,617	33.2%	1,646	1,990	20.9%	3.0	4.0	1.0
Land Rover	195	118	-39.5%	677	349	-48.4%	923	439	-52.4%	1.7	0.9	-0.8
Lexus	691	418	-39.5%	1,677	1,370	-18.3%	2,265	1,826	-19.4%	4.1	3.7	-0.4
Lincoln	55	25	-54.5%	161	102	-36.6%	215	121	-43.7%	0.4	0.2	-0.2
Maserati	20	18	-10.0%	36	46	27.8%	54	65	20.4%	0.1	0.1	0.0
Mazda	462	434	-6.1%	1,194	1,383	15.8%	1,537	1,813	18.0%	2.8	3.6	0.8
Mercedes	717	656	-8.5%	2,383	2,092	-12.2%	3,335	2,891	-13.3%	6.0	5.8	-0.2
MINI	42	27	-35.7%	119	96	-19.3%	150	166	10.7%	0.3	0.3	0.0
Mitsubishi	10	26	160.0%	41	62	51.2%	52	88	69.2%	0.1	0.2	0.1
Nissan	519	470	-9.4%	1,522	1,523	0.1%	1,920	2,015	4.9%	3.5	4.1	0.6
Porsche	173	213	23.1%	542	514	-5.2%	788	680	-13.7%	1.4	1.4	0.0
Subaru	534	319	-40.3%	1,523	1,354	-11.1%	1,953	1,753	-10.2%	3.5	3.5	0.0
Tesla	1,413	1,794	27.0%	3,632	5,821	60.3%	5,067	7,685	51.7%	9.1	15.5	6.4
Toyota	2,770	1,835	-33.8%	7,785	6,066	-22.1%	10,022	7,745	-22.7%	18.1	15.6	-2.5
Volkswagen	409	199	-51.3%	895	826	-7.7%	1,186	1,069	-9.9%	2.1	2.2	0.1
Volvo	92	86	-6.5%	275	313	13.8%	402	405	0.7%	0.7	0.8	0.1
Other	49	46	-6.1%	153	132	-13.7%	209	181	-13.4%	0.4	0.4	0.0

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 2022 thru April vs. Year Earlier)



Change in Segment Market Share -YTD 2022 thru April 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.