

ORANGE COUNTY AUTO OUTLOOK™

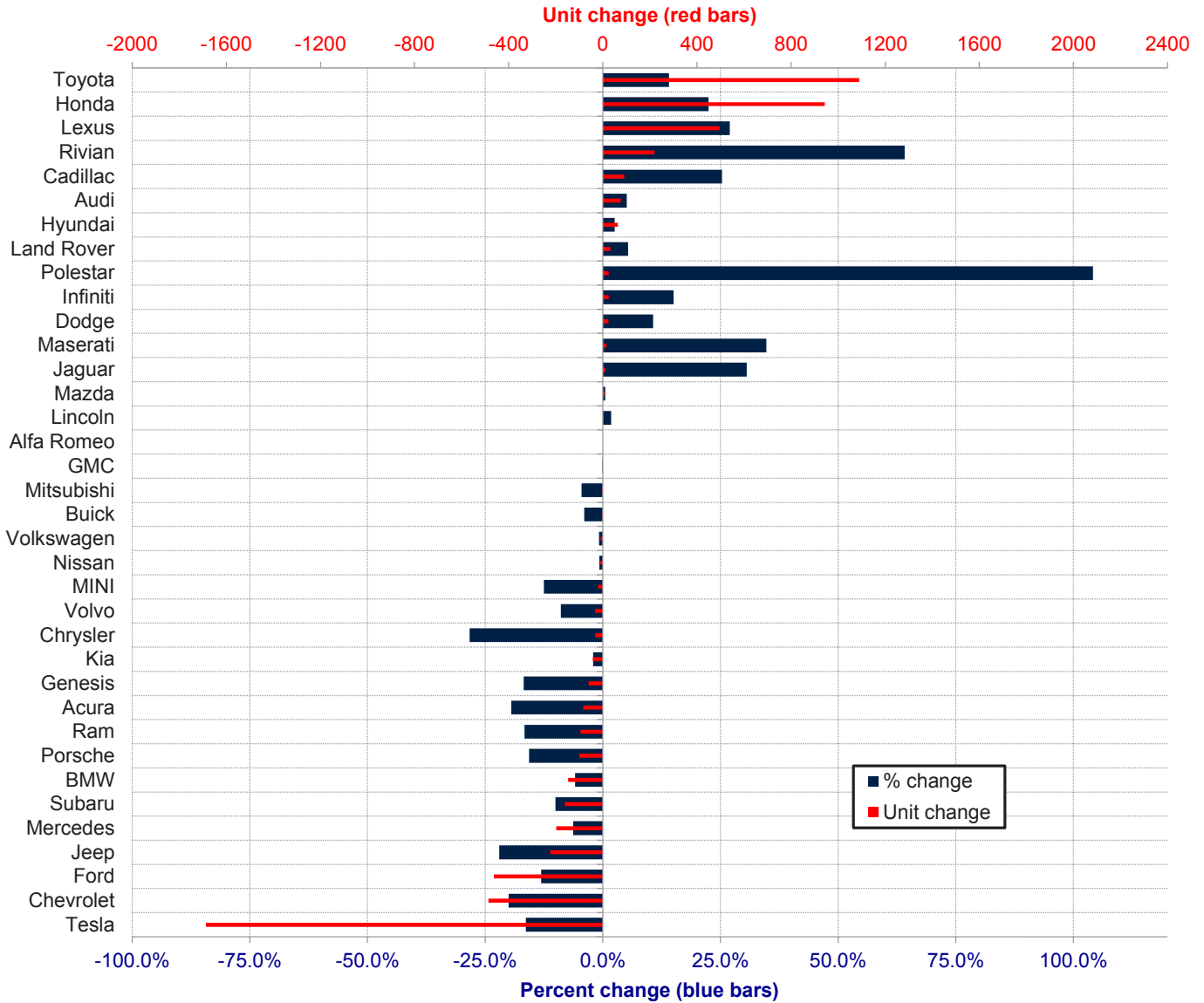
April, 2024

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

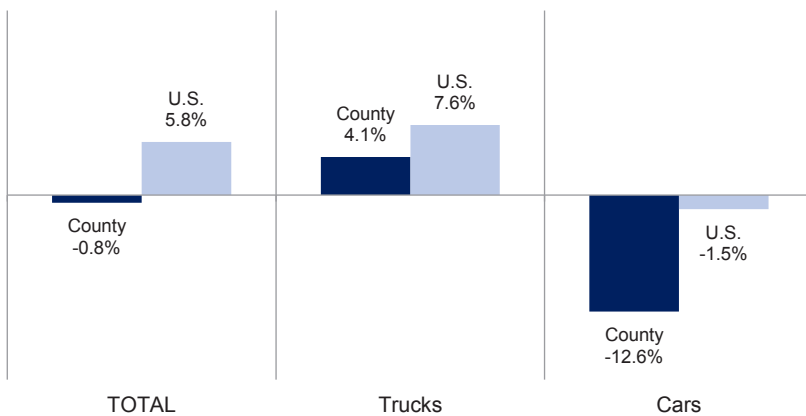
Orange County New Retail Car and Light Truck Registrations												
	April			Three Month Period Feb. '24 thru Apr. '24			YTD thru April			YTD Market Share (%)		
	2023	2024	% chg.	Previous	Current	% chg.	YTD '23	YTD '24	% chg.	YTD '23	YTD '24	Chg.
MARKET SUMMARY												
TOTAL	14,248	13,114	-8.0%	41,760	39,496	-5.4%	54,390	53,943	-0.8%			
Cars	4,439	3,409	-23.2%	12,593	10,329	-18.0%	16,060	14,033	-12.6%	29.5	26.0	-3.5
Light Trucks	9,809	9,705	-1.1%	29,167	29,167	0.0%	38,330	39,910	4.1%	70.5	74.0	3.5
Domestic	5,852	4,270	-27.0%	15,571	12,504	-19.7%	20,066	17,474	-12.9%	36.9	32.4	-4.5
European	2,516	2,294	-8.8%	7,773	7,129	-8.3%	10,325	10,037	-2.8%	19.0	18.6	-0.4
Japanese	4,684	5,182	10.6%	14,594	15,985	9.5%	19,054	21,355	12.1%	35.0	39.6	4.6
Korean	1,196	1,368	14.4%	3,822	3,878	1.5%	4,945	5,077	2.7%	9.1	9.4	0.3
BRAND REGISTRATIONS												
Acura	117	73	-37.6%	346	243	-29.8%	427	344	-19.4%	0.8	0.6	-0.2
Alfa Romeo	2	6	200.0%	35	29	-17.1%	39	39	0.0%	0.1	0.1	0.0
Audi	370	370	0.0%	1,197	1,204	0.6%	1,500	1,576	5.1%	2.8	2.9	0.1
BMW	641	518	-19.2%	1,787	1,596	-10.7%	2,518	2,370	-5.9%	4.6	4.4	-0.2
Buick	23	26	13.0%	63	55	-12.7%	76	73	-3.9%	0.1	0.1	0.0
Cadillac	95	100	5.3%	279	365	30.8%	359	450	25.3%	0.7	0.8	0.1
Chevrolet	558	439	-21.3%	1,837	1,405	-23.5%	2,428	1,942	-20.0%	4.5	3.6	-0.9
C/D/J/R	496	347	-30.0%	1,469	1,187	-19.2%	1,922	1,596	-17.0%	3.5	3.0	-0.5
Chrysler	26	16	-38.5%	72	64	-11.1%	113	81	-28.3%	0.2	0.2	0.0
Dodge	60	85	41.7%	177	200	13.0%	225	249	10.7%	0.4	0.5	0.1
Jeep	262	170	-35.1%	772	589	-23.7%	1,014	791	-22.0%	1.9	1.5	-0.4
Ram	148	76	-48.6%	448	334	-25.4%	570	475	-16.7%	1.0	0.9	-0.1
Ford	730	787	7.8%	2,644	2,370	-10.4%	3,539	3,076	-13.1%	6.5	5.7	-0.8
Genesis	83	75	-9.6%	262	218	-16.8%	363	302	-16.8%	0.7	0.6	-0.1
GMC	144	212	47.2%	580	571	-1.6%	789	788	-0.1%	1.5	1.5	0.0
Honda	1,011	1,274	26.0%	3,370	4,018	19.2%	4,195	5,138	22.5%	7.7	9.5	1.8
Hyundai	614	757	23.3%	1,953	2,024	3.6%	2,542	2,606	2.5%	4.7	4.8	0.1
Infiniti	53	46	-13.2%	133	142	6.8%	166	191	15.1%	0.3	0.4	0.1
Jaguar	8	7	-12.5%	28	31	10.7%	36	47	30.6%	0.1	0.1	0.0
Kia	496	439	-11.5%	1,604	1,470	-8.4%	2,037	1,995	-2.1%	3.7	3.7	0.0
Land Rover	132	151	14.4%	448	450	0.4%	595	627	5.4%	1.1	1.2	0.1
Lexus	491	503	2.4%	1,502	1,609	7.1%	1,840	2,336	27.0%	3.4	4.3	0.9
Lincoln	42	51	21.4%	122	129	5.7%	171	174	1.8%	0.3	0.3	0.0
Maserati	19	20	5.3%	38	48	26.3%	46	62	34.8%	0.1	0.1	0.0
Mazda	394	294	-25.4%	1,045	958	-8.3%	1,306	1,313	0.5%	2.4	2.4	0.0
Mercedes	800	699	-12.6%	2,353	2,053	-12.7%	3,140	2,942	-6.3%	5.8	5.5	-0.3
MINI	38	30	-21.1%	114	97	-14.9%	152	133	-12.5%	0.3	0.2	-0.1
Mitsubishi	18	23	27.8%	49	42	-14.3%	66	63	-4.5%	0.1	0.1	0.0
Nissan	468	502	7.3%	1,395	1,388	-0.5%	1,716	1,703	-0.8%	3.2	3.2	0.0
Polestar	4	8	100.0%	19	38	100.0%	24	49	104.2%	0.0	0.1	0.1
Porsche	138	97	-29.7%	477	341	-28.5%	639	539	-15.6%	1.2	1.0	-0.2
Rivian	117	199	70.1%	269	346	28.6%	343	563	64.1%	0.6	1.0	0.4
Subaru	332	360	8.4%	1,212	1,095	-9.7%	1,596	1,435	-10.1%	2.9	2.7	-0.2
Tesla	3,613	2,067	-42.8%	8,217	5,949	-27.6%	10,328	8,641	-16.3%	19.0	16.0	-3.0
Toyota	1,800	2,107	17.1%	5,542	6,490	17.1%	7,742	8,832	14.1%	14.2	16.4	2.2
Volkswagen	252	261	3.6%	881	852	-3.3%	1,118	1,109	-0.8%	2.1	2.1	0.0
Volvo	78	71	-9.0%	268	224	-16.4%	358	326	-8.9%	0.7	0.6	-0.1
Other	71	195	174.6%	222	459	106.8%	274	563	105.5%	0.5	1.0	0.5

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 April 2024 are partially estimated.

Change in New Retail Light Vehicle Registrations (YTD 2024 thru April vs. Year Earlier)



Percent Change in County and U.S. New Retail Light Vehicle Markets YTD 2024 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).

Data sourced from Experian Automotive.