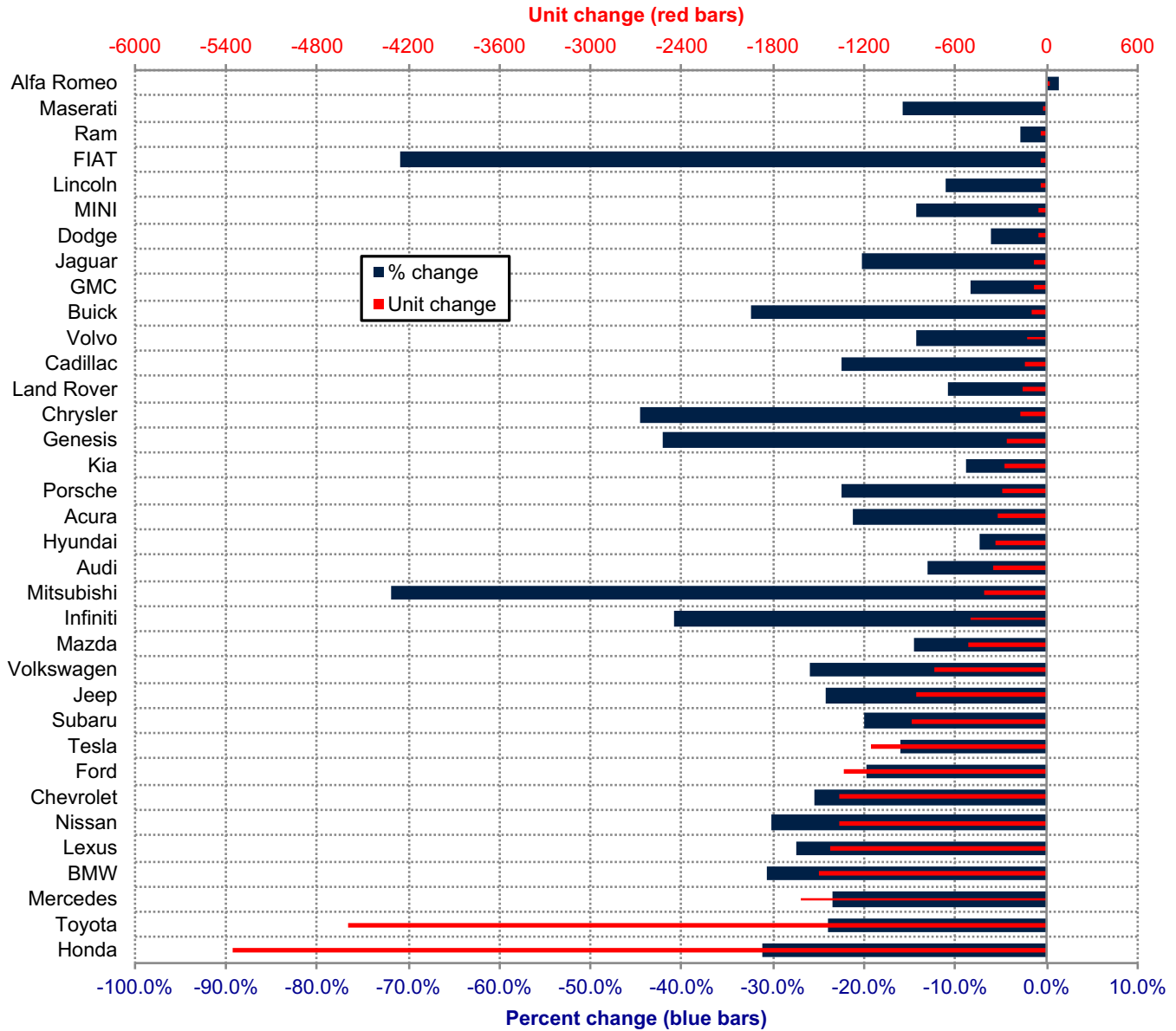


Orange County New Retail Automotive Market Data - Retail Sales *Does Not Include Fleet Sales

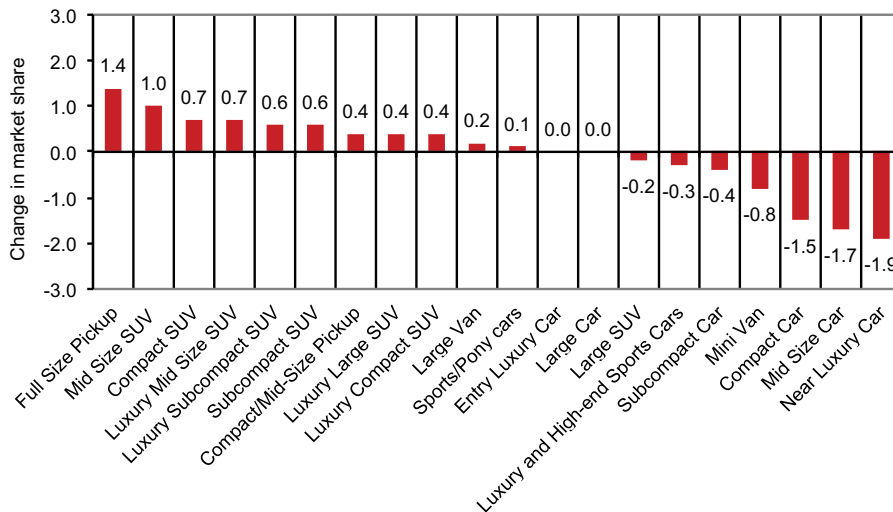
Orange County New Retail Car and Light Truck Registrations												
	August			Three Month Period June '20 thru August '20			YTD thru August			YTD Market Share (%)		
	2019	2020	% chg.	2019	2020	% chg.	2019	2020	% chg.	2019	2020	Chg.
MARKET SUMMARY												
TOTAL	15,727	11,023	-29.9%	43,876	35,815	-18.4%	116,076	89,495	-22.9%			
Cars	6,594	3,918	-40.6%	18,972	12,527	-34.0%	50,775	34,077	-32.9%	43.7	38.1	-5.7
Light Trucks	9,133	7,105	-22.2%	24,904	23,288	-6.5%	65,301	55,418	-15.1%	56.3	61.9	5.7
Domestic	3,298	2,852	-13.5%	10,628	9,152	-13.9%	27,890	22,544	-19.2%	24.0	25.2	1.2
European	3,239	2,131	-34.2%	8,387	7,354	-12.3%	22,463	17,490	-22.1%	19.4	19.5	0.2
Japanese	7,901	5,064	-35.9%	21,369	16,399	-23.3%	57,304	41,928	-26.8%	49.4	46.9	-2.5
Korean	1,289	976	-24.3%	3,492	2,910	-16.7%	8,419	7,533	-10.5%	7.3	8.4	1.2
BRAND REGISTRATIONS												
Acura	168	131	-22.0%	495	440	-11.1%	1,489	1,173	-21.2%	1.3	1.3	0.0
Alfa Romeo	44	30	-31.8%	99	103	4.0%	229	232	1.3%	0.2	0.3	0.1
Audi	360	286	-20.6%	1,000	942	-5.8%	2,680	2,327	-13.2%	2.3	2.6	0.3
BMW	724	378	-47.8%	1,879	1,357	-27.8%	4,887	3,392	-30.6%	4.2	3.8	-0.4
Buick	31	31	0.0%	94	87	-7.4%	290	196	-32.4%	0.2	0.2	0.0
Cadillac	100	67	-33.0%	259	216	-16.6%	664	514	-22.6%	0.6	0.6	0.0
Chevrolet	673	501	-25.6%	1,966	1,617	-17.8%	5,341	3,980	-25.5%	4.6	4.4	-0.2
C/D/J/R	876	652	-25.6%	2,405	2,158	-10.3%	6,201	5,074	-18.2%	5.3	5.7	0.4
Chrysler	62	25	-59.7%	156	88	-43.6%	382	212	-44.5%	0.3	0.2	-0.1
Dodge	171	91	-46.8%	406	312	-23.2%	981	922	-6.0%	0.8	1.0	0.2
Jeep	478	359	-24.9%	1,327	1,223	-7.8%	3,557	2,695	-24.2%	3.1	3.0	-0.1
Ram	165	177	7.3%	516	535	3.7%	1,281	1,245	-2.8%	1.1	1.4	0.3
FIAT	8	1	-87.5%	16	6	-62.5%	62	18	-71.0%	0.1	0.0	-0.1
Ford	953	706	-25.9%	2,732	2,331	-14.7%	6,736	5,408	-19.7%	5.8	6.0	0.2
Genesis	187	42	-77.5%	320	101	-68.4%	640	371	-42.0%	0.6	0.4	-0.2
GMC	135	132	-2.2%	407	446	9.6%	1,081	991	-8.3%	0.9	1.1	0.2
Honda	2,227	1,350	-39.4%	6,280	4,492	-28.5%	17,201	11,837	-31.2%	14.8	13.2	-1.6
Hyundai	629	603	-4.1%	1,871	1,757	-6.1%	4,673	4,331	-7.3%	4.0	4.8	0.8
Infiniti	131	78	-40.5%	430	270	-37.2%	1,213	718	-40.8%	1.0	0.8	-0.2
Jaguar	49	40	-18.4%	137	137	0.0%	430	343	-20.2%	0.4	0.4	0.0
Kia	473	331	-30.0%	1,301	1,052	-19.1%	3,106	2,831	-8.9%	2.7	3.2	0.5
Land Rover	170	123	-27.6%	446	511	14.6%	1,482	1,320	-10.9%	1.3	1.5	0.2
Lexus	759	471	-37.9%	1,914	1,455	-24.0%	5,179	3,755	-27.5%	4.5	4.2	-0.3
Lincoln	55	46	-16.4%	158	133	-15.8%	409	364	-11.0%	0.4	0.4	0.0
Maserati	21	14	-33.3%	47	48	2.1%	165	139	-15.8%	0.1	0.2	0.1
Mazda	440	360	-18.2%	1,292	1,390	7.6%	3,562	3,048	-14.4%	3.1	3.4	0.3
Mercedes	1,022	703	-31.2%	2,661	2,419	-9.1%	6,843	5,229	-23.6%	5.9	5.8	-0.1
MINI	73	54	-26.0%	152	132	-13.2%	355	304	-14.4%	0.3	0.3	0.0
Mitsubishi	80	16	-80.0%	194	54	-72.2%	569	160	-71.9%	0.5	0.2	-0.3
Nissan	630	414	-34.3%	1,658	1,218	-26.5%	4,521	3,154	-30.2%	3.9	3.5	-0.4
Porsche	184	138	-25.0%	448	426	-4.9%	1,288	998	-22.5%	1.1	1.1	0.0
Subaru	655	423	-35.4%	1,718	1,415	-17.6%	4,455	3,569	-19.9%	3.8	4.0	0.2
Tesla	475	717	50.9%	2,607	2,164	-17.0%	7,168	6,017	-16.1%	6.2	6.7	0.5
Toyota	2,811	1,821	-35.2%	7,388	5,665	-23.3%	19,115	14,514	-24.1%	16.5	16.2	-0.3
Volkswagen	427	257	-39.8%	1,034	830	-19.7%	2,821	2,087	-26.0%	2.4	2.3	-0.1
Volvo	114	70	-38.6%	343	321	-6.4%	850	729	-14.2%	0.7	0.8	0.1
Other	43	37	-14.0%	125	122	-2.4%	371	372	0.3%	0.3	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 2020 thru August vs. Year Earlier)



Change in Segment Market Share -YTD '20 thru August 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.