

**ORANGE COUNTY AUTO OUTLOOK™**

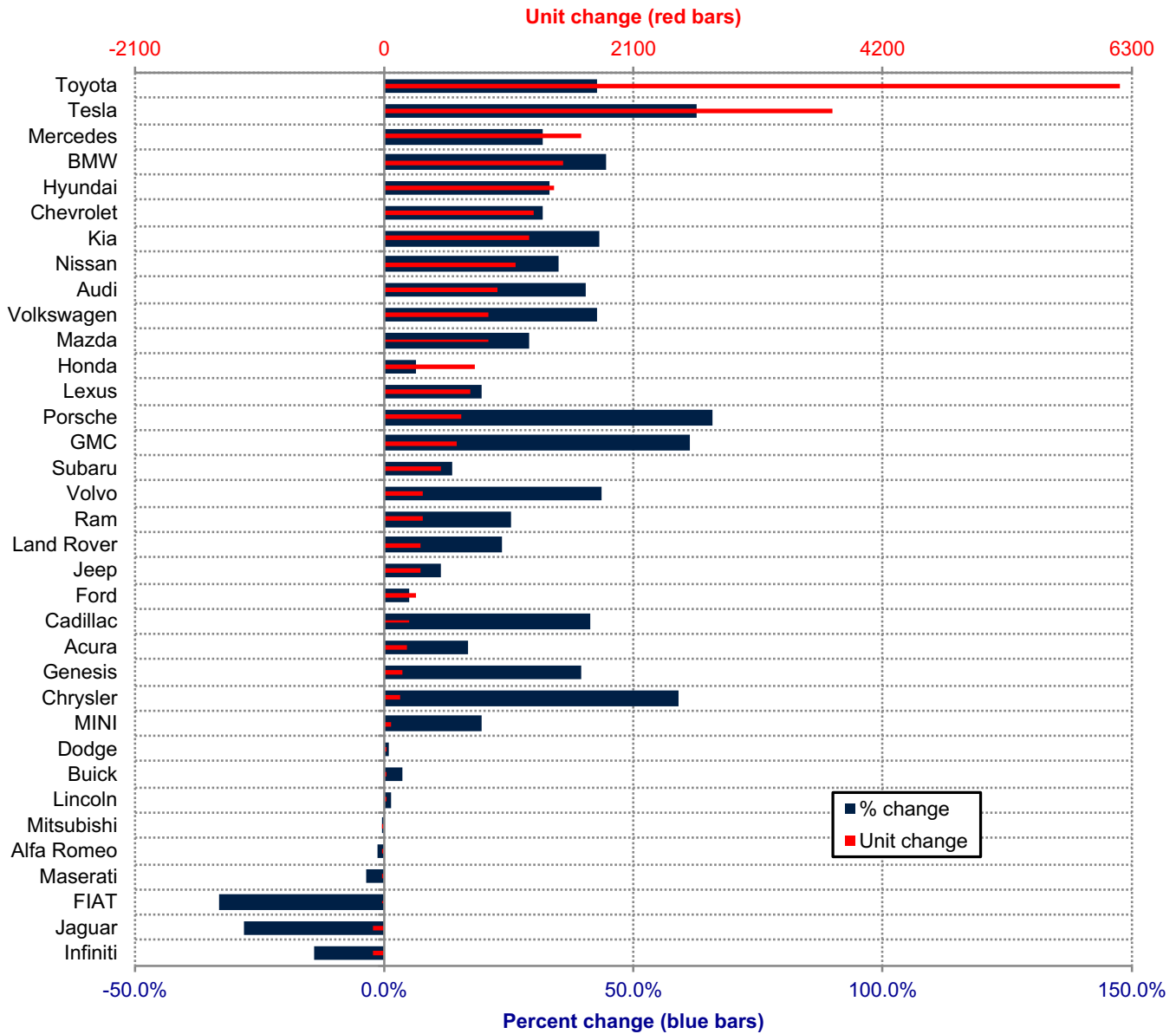
**August, 2021**

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

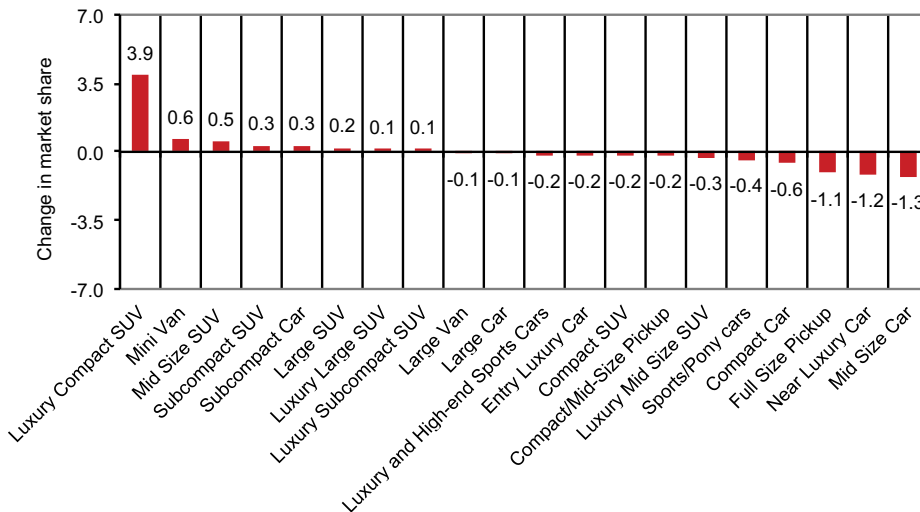
<b>Orange County New Retail Car and Light Truck Registrations</b>									
	July and August combined			YTD thru Aug.			YTD Market Share (%)		
	2020	2021	% chg.	2020	2021	% chg.	2020	2021	Chg.
<b>MARKET SUMMARY</b>									
TOTAL	22,459	28,211	25.6%	89,495	115,696	29.3%			
Cars	7,920	9,796	23.7%	33,807	39,462	16.7%	37.8	34.1	-3.7
Light Trucks	14,539	18,415	26.7%	55,688	76,234	36.9%	62.2	65.9	3.7
Domestic	5,906	6,949	17.7%	22,544	29,447	30.6%	25.2	25.5	0.3
European	4,447	5,668	27.5%	17,490	23,741	35.7%	19.5	20.5	1.0
Japanese	10,207	12,715	24.6%	41,928	52,176	24.4%	46.9	45.1	-1.8
Korean	1,899	2,879	51.6%	7,533	10,332	37.2%	8.4	8.9	0.5
<b>BRAND REGISTRATIONS</b>									
Acura	270	371	37.4%	1,173	1,369	16.7%	1.3	1.2	-0.1
Alfa Romeo	63	54	-14.3%	232	229	-1.3%	0.3	0.2	-0.1
Audi	554	695	25.5%	2,327	3,272	40.6%	2.6	2.8	0.2
BMW	766	1,182	54.3%	3,392	4,900	44.5%	3.8	4.2	0.4
Buick	53	51	-3.8%	196	203	3.6%	0.2	0.2	0.0
Cadillac	134	144	7.5%	514	727	41.4%	0.6	0.6	0.0
Chevrolet	938	1,155	23.1%	3,980	5,247	31.8%	4.4	4.5	0.1
C/D/J/R	1,323	1,264	-4.5%	5,074	5,834	15.0%	5.7	5.0	-0.7
Chrysler	56	31	-44.6%	212	337	59.0%	0.2	0.3	0.1
Dodge	185	193	4.3%	922	930	0.9%	1.0	0.8	-0.2
Jeep	749	711	-5.1%	2,695	3,004	11.5%	3.0	2.6	-0.4
Ram	333	329	-1.2%	1,245	1,563	25.5%	1.4	1.4	0.0
FIAT	3	3	0.0%	18	12	-33.3%	0.0	0.0	0.0
Ford	1,251	976	-22.0%	5,408	5,678	5.0%	6.0	4.9	-1.1
Genesis	76	193	153.9%	371	518	39.6%	0.4	0.4	0.0
GMC	225	317	40.9%	991	1,597	61.2%	1.1	1.4	0.3
Honda	2,720	2,924	7.5%	11,837	12,597	6.4%	13.2	10.9	-2.3
Hyundai	1,194	1,516	27.0%	4,331	5,767	33.2%	4.8	5.0	0.2
Infiniti	159	133	-16.4%	718	616	-14.2%	0.8	0.5	-0.3
Jaguar	84	47	-44.0%	343	247	-28.0%	0.4	0.2	-0.2
Kia	629	1,170	86.0%	2,831	4,047	43.0%	3.2	3.5	0.3
Land Rover	298	320	7.4%	1,320	1,632	23.6%	1.5	1.4	-0.1
Lexus	927	1,097	18.3%	3,755	4,482	19.4%	4.2	3.9	-0.3
Lincoln	87	51	-41.4%	364	369	1.4%	0.4	0.3	-0.1
Maserati	22	44	100.0%	139	134	-3.6%	0.2	0.1	-0.1
Mazda	861	1,117	29.7%	3,048	3,928	28.9%	3.4	3.4	0.0
Mercedes	1,498	1,540	2.8%	5,229	6,882	31.6%	5.8	5.9	0.1
MINI	92	111	20.7%	304	364	19.7%	0.3	0.3	0.0
Mitsubishi	33	50	51.5%	160	159	-0.6%	0.2	0.1	-0.1
Nissan	750	1,086	44.8%	3,154	4,263	35.2%	3.5	3.7	0.2
Porsche	269	396	47.2%	998	1,656	65.9%	1.1	1.4	0.3
Subaru	867	983	13.4%	3,569	4,049	13.4%	4.0	3.5	-0.5
Tesla	1,895	2,991	57.8%	6,017	9,792	62.7%	6.7	8.5	1.8
Toyota	3,620	4,954	36.9%	14,514	20,713	42.7%	16.2	17.9	1.7
Volkswagen	532	835	57.0%	2,087	2,974	42.5%	2.3	2.6	0.3
Volvo	191	347	81.7%	729	1,047	43.6%	0.8	0.9	0.1
Other	75	94	25.3%	372	392	5.4%	0.4	0.3	-0.1

The table shows new retail light vehicle registrations in Orange County. The top 10 ranked brands are shaded green. Recording of new vehicle registrations typically lags the reporting of actual sales at dealerships. As a result, registrations for August consist of many vehicles that were sold in July, contributing to the relatively strong results in the month. The new vehicle sales pace weakened during August as inventories declined, which will primarily be reflected in September registration data. Source: AutoCount data from Experian.

### Change in New Retail Light Vehicle Registrations (YTD 2021 thru August vs. Year Earlier)



### Change in Segment Market Share -YTD 2021 thru August 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.