

# ORANGE COUNTY AUTO OUTLOOK™

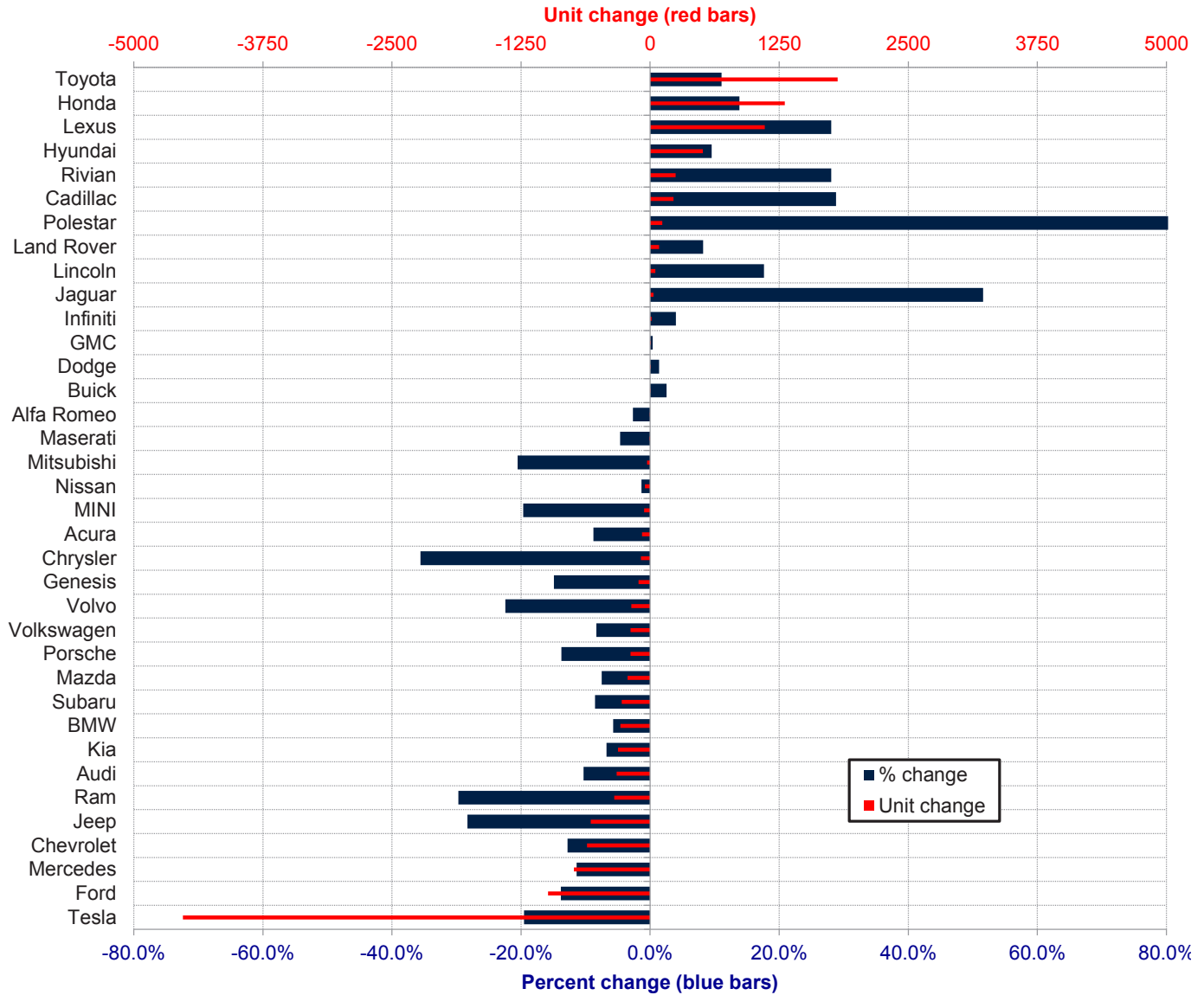
August, 2024

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

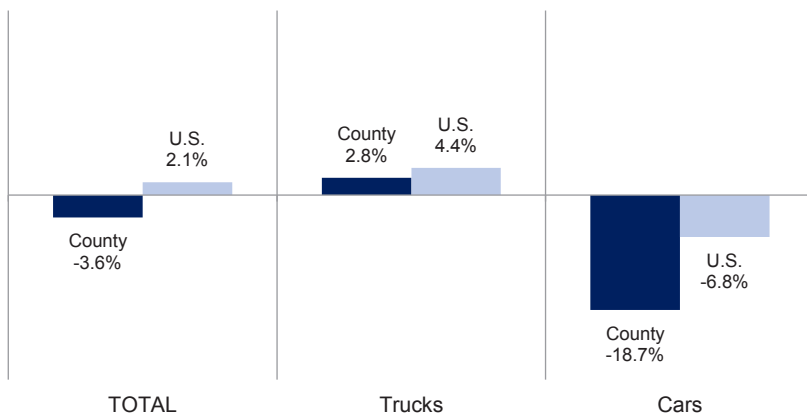
Orange County New Retail Car and Light Truck Registrations												
	Aug.			Three Month Period Jun. '24 thru Aug. '24			YTD thru Aug.			YTD Market Share (%)		
	2023	2024	% chg.	Previous	Current	% chg.	YTD '23	YTD '24	% chg.	YTD '23	YTD '24	Chg.
<b>MARKET SUMMARY</b>												
TOTAL	16,290	16,044	-1.5%	47,059	41,636	-11.5%	115,904	111,696	-3.6%			
Cars	5,129	4,209	-17.9%	14,323	10,284	-28.2%	34,789	28,285	-18.7%	30.0	25.3	-4.7
Light Trucks	11,161	11,835	6.0%	32,736	31,352	-4.2%	81,115	83,411	2.8%	70.0	74.7	4.7
Domestic	5,489	4,552	-17.1%	17,204	14,257	-17.1%	43,028	36,574	-15.0%	37.1	32.7	-4.4
European	2,869	2,798	-2.5%	8,256	6,753	-18.2%	21,147	19,514	-7.7%	18.2	17.5	-0.8
Japanese	6,258	7,038	12.5%	17,052	16,394	-3.9%	41,002	44,595	8.8%	35.4	39.9	4.5
Korean	1,674	1,656	-1.1%	4,547	4,232	-6.9%	10,727	11,013	2.7%	9.3	9.9	0.6
<b>BRAND REGISTRATIONS</b>												
Acura	110	157	42.7%	337	355	5.3%	887	809	-8.8%	0.8	0.7	-0.1
Alfa Romeo	6	3	-50.0%	24	21	-12.5%	75	73	-2.7%	0.1	0.1	0.0
Audi	402	292	-27.4%	1,240	825	-33.5%	3,145	2,821	-10.3%	2.7	2.5	-0.2
BMW	665	725	9.0%	1,874	1,694	-9.6%	5,032	4,744	-5.7%	4.3	4.2	-0.1
Buick	17	23	35.3%	62	67	8.1%	158	162	2.5%	0.1	0.1	0.0
Cadillac	131	153	16.8%	339	408	20.4%	785	1,011	28.8%	0.7	0.9	0.2
Chevrolet	672	647	-3.7%	1,861	1,645	-11.6%	4,768	4,157	-12.8%	4.1	3.7	-0.4
C/D/J/R	526	349	-33.7%	1,547	912	-41.0%	3,956	2,953	-25.4%	3.4	2.6	-0.8
Chrysler	35	17	-51.4%	108	49	-54.6%	250	161	-35.6%	0.2	0.1	-0.1
Dodge	80	44	-45.0%	223	156	-30.0%	510	517	1.4%	0.4	0.5	0.1
Jeep	256	187	-27.0%	758	457	-39.7%	2,028	1,454	-28.3%	1.7	1.3	-0.4
Ram	155	101	-34.8%	458	250	-45.4%	1,168	821	-29.7%	1.0	0.7	-0.3
Ford	952	920	-3.4%	2,825	2,197	-22.2%	7,138	6,150	-13.8%	6.2	5.5	-0.7
Genesis	111	105	-5.4%	273	234	-14.3%	745	634	-14.9%	0.6	0.6	0.0
GMC	268	283	5.6%	706	690	-2.3%	1,690	1,697	0.4%	1.5	1.5	0.0
Honda	1,565	1,772	13.2%	4,017	4,099	2.0%	9,433	10,738	13.8%	8.1	9.6	1.5
Hyundai	798	863	8.1%	2,144	2,312	7.8%	5,344	5,854	9.5%	4.6	5.2	0.6
Infiniti	53	64	20.8%	144	126	-12.5%	352	366	4.0%	0.3	0.3	0.0
Jaguar	6	11	83.3%	21	30	42.9%	62	94	51.6%	0.1	0.1	0.0
Kia	765	670	-12.4%	2,121	1,666	-21.5%	4,613	4,301	-6.8%	4.0	3.9	-0.1
Land Rover	140	178	27.1%	369	382	3.5%	1,070	1,158	8.2%	0.9	1.0	0.1
Lexus	575	768	33.6%	1,623	1,844	13.6%	3,957	5,067	28.1%	3.4	4.5	1.1
Lincoln	35	51	45.7%	83	110	32.5%	289	340	17.6%	0.2	0.3	0.1
Maserati	16	4	-75.0%	47	24	-48.9%	108	103	-4.6%	0.1	0.1	0.0
Mazda	442	437	-1.1%	1,209	982	-18.8%	2,917	2,698	-7.5%	2.5	2.4	-0.1
Mercedes	850	821	-3.4%	2,550	2,008	-21.3%	6,481	5,744	-11.4%	5.6	5.1	-0.5
MINI	41	36	-12.2%	120	73	-39.2%	295	237	-19.7%	0.3	0.2	-0.1
Mitsubishi	26	14	-46.2%	58	41	-29.3%	146	116	-20.5%	0.1	0.1	0.0
Nissan	546	504	-7.7%	1,492	1,371	-8.1%	3,678	3,628	-1.4%	3.2	3.2	0.0
Polestar	12	43	600.0%	16	112	600.0%	48	167	247.9%	0.0	0.1	0.1
Porsche	200	205	2.5%	586	486	-17.1%	1,384	1,194	-13.7%	1.2	1.1	-0.1
Rivian	132	72	-45.5%	467	465	-0.4%	880	1,127	28.1%	0.8	1.0	0.2
Subaru	433	432	-0.2%	1,263	1,019	-19.3%	3,205	2,931	-8.5%	2.8	2.6	-0.2
Tesla	2,736	2,005	-26.7%	9,252	7,657	-17.2%	23,168	18,643	-19.5%	20.0	16.7	-3.3
Toyota	2,508	2,890	15.2%	6,909	6,557	-5.1%	16,427	18,242	11.0%	14.2	16.3	2.1
Volkswagen	351	303	-13.7%	887	714	-19.5%	2,273	2,084	-8.3%	2.0	1.9	-0.1
Volvo	136	98	-27.9%	360	217	-39.7%	816	633	-22.4%	0.7	0.6	-0.1
Other	64	146	128.1%	233	293	25.8%	579	1,020	76.2%	0.5	0.9	0.4

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 August 2024 are partially estimated.

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



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

Data sourced from Experian Automotive.