

ORANGE COUNTY AUTO OUTLOOK™

2020

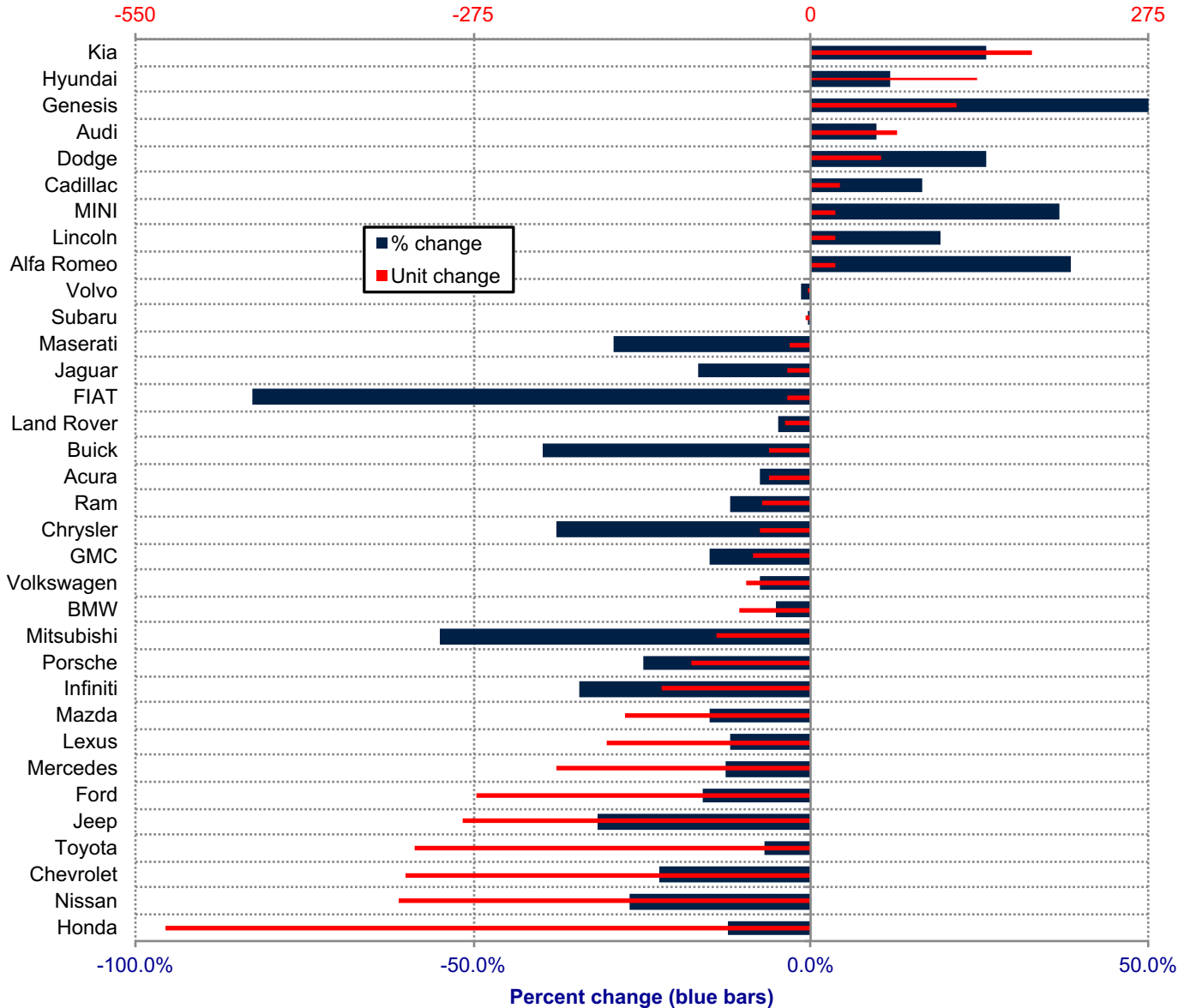
Orange County New Retail Automotive Market Data - Retail Sales *Does Not Include Fleet Sales

Orange County New Retail Car and Light Truck Registrations												
	February			Three Month Period Dec. '19 thru Feb. '20			YTD thru Feb.			YTD Market Share (%)		
	2019	2020	% chg.	2019	2020	% chg.	2019	2020	% chg.	2019	2020	Chg.
MARKET SUMMARY												
TOTAL	11,181	12,124	8.4%	44,866	41,817	-6.8%	29,902	26,937	-9.9%			
Cars	4,677	5,201	11.2%	19,440	16,628	-14.5%	13,061	10,948	-16.2%	43.7	40.6	-3.0
Light Trucks	6,504	6,923	6.4%	25,426	25,189	-0.9%	16,841	15,989	-5.1%	56.3	59.4	3.0
Domestic	2,350	3,240	37.9%	11,607	9,501	-18.1%	7,748	6,450	-16.8%	25.9	23.9	-2.0
European	2,040	2,154	5.6%	8,542	8,569	0.3%	5,625	5,263	-6.4%	18.8	19.5	0.7
Japanese	5,935	5,675	-4.4%	21,516	20,093	-6.6%	14,620	12,881	-11.9%	48.9	47.8	-1.1
Korean	856	1,055	23.2%	3,201	3,654	14.2%	1,909	2,343	22.7%	6.4	8.7	2.3
BRAND REGISTRATIONS												
Acura	173	161	-6.9%	645	606	-6.0%	459	425	-7.4%	1.5	1.6	0.1
Alfa Romeo	20	35	75.0%	112	84	-25.0%	52	72	38.5%	0.2	0.3	0.1
Audi	255	362	42.0%	1,094	1,153	5.4%	706	776	9.9%	2.4	2.9	0.5
BMW	389	371	-4.6%	1,734	1,794	3.5%	1,166	1,108	-5.0%	3.9	4.1	0.2
Buick	28	25	-10.7%	152	83	-45.4%	83	50	-39.8%	0.3	0.2	-0.1
Cadillac	67	70	4.5%	238	247	3.8%	146	170	16.4%	0.5	0.6	0.1
Chevrolet	515	488	-5.2%	2,322	1,808	-22.1%	1,470	1,140	-22.4%	4.9	4.2	-0.7
C/D/J/R	593	521	-12.1%	2,343	2,018	-13.9%	1,558	1,251	-19.7%	5.2	4.6	-0.6
Chrysler	36	23	-36.1%	181	93	-48.6%	109	68	-37.6%	0.4	0.3	-0.1
Dodge	86	127	47.7%	342	393	14.9%	219	276	26.0%	0.7	1.0	0.3
Jeep	349	277	-20.6%	1,304	1,035	-20.6%	903	619	-31.5%	3.0	2.3	-0.7
Ram	122	94	-23.0%	516	497	-3.7%	327	288	-11.9%	1.1	1.1	0.0
FIAT	5	3	-40.0%	51	7	-86.3%	23	4	-82.6%	0.1	0.0	-0.1
Ford	686	658	-4.1%	2,589	2,269	-12.4%	1,688	1,416	-16.1%	5.6	5.3	-0.3
Genesis	57	66	15.8%	71	350	393.0%	61	180	195.1%	0.2	0.7	0.5
GMC	93	120	29.0%	497	419	-15.7%	315	268	-14.9%	1.1	1.0	-0.1
Honda	1,812	1,650	-8.9%	6,102	5,786	-5.2%	4,311	3,786	-12.2%	14.4	14.1	-0.3
Hyundai	469	573	22.2%	2,105	2,032	-3.5%	1,159	1,294	11.6%	3.9	4.8	0.9
Infiniti	129	86	-33.3%	560	393	-29.8%	357	235	-34.2%	1.2	0.9	-0.3
Jaguar	48	46	-4.2%	171	160	-6.4%	115	96	-16.5%	0.4	0.4	0.0
Kia	330	416	26.1%	1,025	1,272	24.1%	689	869	26.1%	2.3	3.2	0.9
Land Rover	177	198	11.9%	682	613	-10.1%	431	411	-4.6%	1.4	1.5	0.1
Lexus	498	479	-3.8%	2,221	1,994	-10.2%	1,408	1,241	-11.9%	4.7	4.6	-0.1
Lincoln	51	54	5.9%	190	190	0.0%	109	130	19.3%	0.4	0.5	0.1
Maserati	21	11	-47.6%	92	59	-35.9%	62	44	-29.0%	0.2	0.2	0.0
Mazda	420	362	-13.8%	1,427	1,330	-6.8%	1,013	861	-15.0%	3.4	3.2	-0.2
Mercedes	555	567	2.2%	2,542	2,705	6.4%	1,652	1,444	-12.6%	5.5	5.4	-0.1
MINI	15	31	106.7%	108	117	8.3%	57	78	36.8%	0.2	0.3	0.1
Mitsubishi	66	28	-57.6%	208	98	-52.9%	140	63	-55.0%	0.5	0.2	-0.3
Nissan	579	415	-28.3%	1,797	1,412	-21.4%	1,246	911	-26.9%	4.2	3.4	-0.8
Porsche	188	153	-18.6%	528	455	-13.8%	393	296	-24.7%	1.3	1.1	-0.2
Subaru	413	455	10.2%	1,515	1,576	4.0%	1,048	1,044	-0.4%	3.5	3.9	0.4
Toyota	1,845	2,039	10.5%	7,041	6,898	-2.0%	4,638	4,315	-7.0%	15.5	16.0	0.5
Volkswagen	249	239	-4.0%	997	962	-3.5%	679	627	-7.7%	2.3	2.3	0.0
Volvo	73	90	23.3%	298	293	-1.7%	191	188	-1.6%	0.6	0.7	0.1
Other	362	1,352	273.5%	3,409	2,634	-22.7%	2,477	2,144	-13.4%	8.3	8.0	-0.3

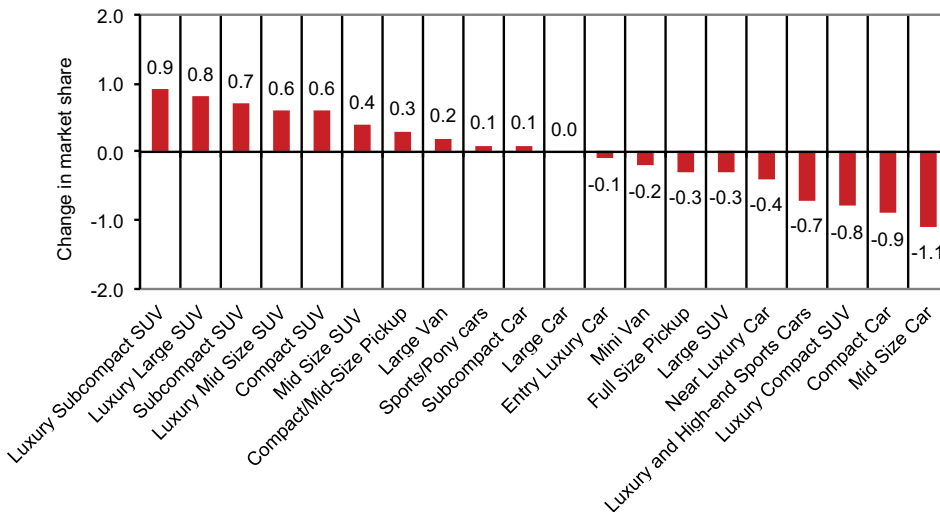
The table shows new retail light vehicle registrations in Orange County. Monthly registration figures can be subject to fluctuations. This usually occurs due to processing delays by governmental agencies. For this reason, the year-to-date figures will typically be more reflective of market results. The top 10 ranked brands are shaded green. Source: AutoCount data from Experian.

Change in New Retail Light Vehicle Registrations (YTD 2020 thru February vs. Year Earlier)

Unit change (red bars)



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