

ORANGE COUNTY AUTO OUTLOOK™

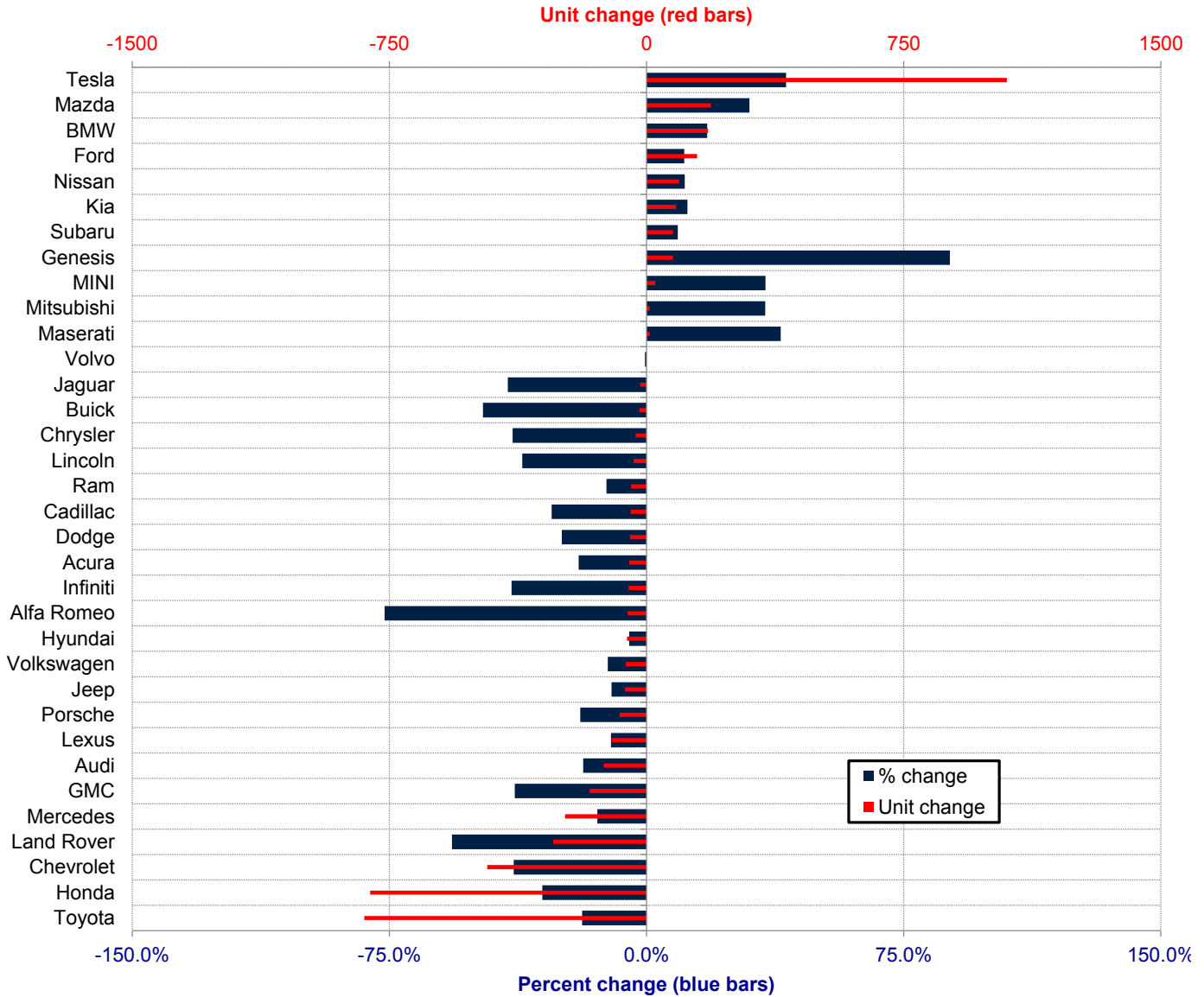
February, 2022

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

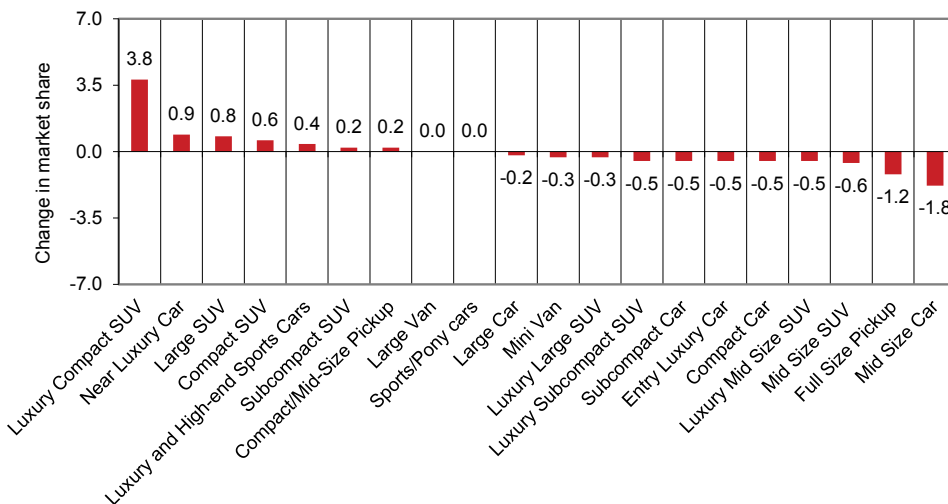
Orange County New Retail Car and Light Truck Registrations												
	February			Three Month Period Nov. '21 thru Jan. '22			YTD thru Feb			YTD Market Share (%)		
	2021	2022	% chg.	Previous	Current	% chg.	2021	2022	% chg.	2021	2022	Chg.
MARKET SUMMARY												
TOTAL	11,428	11,750	2.8%	39,567	35,091	-11.3%	25,112	23,379	-6.9%			
Cars	3,874	3,502	-9.6%	12,899	10,996	-14.8%	8,456	7,336	-13.2%	33.7	31.4	-2.3
Light Trucks	7,554	8,248	9.2%	26,668	24,095	-9.6%	16,656	16,043	-3.7%	66.3	68.6	2.3
Domestic	3,213	3,816	18.8%	10,534	11,552	9.7%	7,140	7,415	3.9%	28.4	31.7	3.3
European	2,253	2,252	0.0%	8,522	6,940	-18.6%	5,289	4,640	-12.3%	21.1	19.8	-1.2
Japanese	5,096	4,640	-8.9%	17,394	13,277	-23.7%	10,749	9,284	-13.6%	42.8	39.7	-3.1
Korean	866	1,042	20.3%	3,117	3,322	6.6%	1,934	2,040	5.5%	7.7	8.7	1.0
BRAND REGISTRATIONS												
Acura	116	81	-30.2%	455	315	-30.8%	258	207	-19.8%	1.0	0.9	-0.1
Alfa Romeo	33	12	-63.6%	107	29	-72.9%	72	17	-76.4%	0.3	0.1	-0.2
Audi	290	320	10.3%	1,107	793	-28.4%	677	552	-18.5%	2.7	2.4	-0.3
BMW	389	577	48.3%	1,708	1,789	4.7%	1,011	1,190	17.7%	4.0	5.1	1.1
Buick	17	9	-47.1%	71	32	-54.9%	44	23	-47.7%	0.2	0.1	-0.1
Cadillac	75	70	-6.7%	255	165	-35.3%	166	120	-27.7%	0.7	0.5	-0.2
Chevrolet	525	381	-27.4%	2,073	1,086	-47.6%	1,201	736	-38.7%	4.8	3.1	-1.7
C/D/J/R	654	585	-10.6%	2,046	1,617	-21.0%	1,278	1,090	-14.7%	5.1	4.7	-0.4
Chrysler	44	33	-25.0%	121	64	-47.1%	82	50	-39.0%	0.3	0.2	-0.1
Dodge	114	88	-22.8%	303	207	-31.7%	194	146	-24.7%	0.8	0.6	-0.2
Jeep	310	284	-8.4%	1,029	833	-19.0%	617	554	-10.2%	2.5	2.4	-0.1
Ram	186	180	-3.2%	593	513	-13.5%	385	340	-11.7%	1.5	1.5	0.0
Ford	586	813	38.7%	1,975	2,328	17.9%	1,334	1,481	11.0%	5.3	6.3	1.0
Genesis	43	73	69.8%	118	479	305.9%	87	164	88.5%	0.3	0.7	0.4
GMC	160	142	-11.3%	637	378	-40.7%	432	266	-38.4%	1.7	1.1	-0.6
Honda	1,221	849	-30.5%	4,248	2,614	-38.5%	2,648	1,842	-30.4%	10.5	7.9	-2.6
Hyundai	532	533	0.2%	1,850	1,589	-14.1%	1,124	1,067	-5.1%	4.5	4.6	0.1
Infiniti	55	37	-32.7%	211	137	-35.1%	132	80	-39.4%	0.5	0.3	-0.2
Jaguar	26	18	-30.8%	82	36	-56.1%	47	28	-40.4%	0.2	0.1	-0.1
Kia	291	436	49.8%	1,149	1,254	9.1%	723	809	11.9%	2.9	3.5	0.6
Land Rover	233	117	-49.8%	765	331	-56.7%	479	207	-56.8%	1.9	0.9	-1.0
Lexus	398	428	7.5%	1,715	1,287	-25.0%	986	884	-10.3%	3.9	3.8	-0.1
Lincoln	48	46	-4.2%	160	100	-37.5%	102	65	-36.3%	0.4	0.3	-0.1
Maserati	5	13	160.0%	40	42	5.0%	23	32	39.1%	0.1	0.1	0.0
Mazda	284	385	35.6%	1,095	1,116	1.9%	627	815	30.0%	2.5	3.5	1.0
Mercedes	712	627	-11.9%	2,642	2,083	-21.2%	1,664	1,426	-14.3%	6.6	6.1	-0.5
MINI	44	31	-29.5%	129	135	4.7%	75	101	34.7%	0.3	0.4	0.1
Mitsubishi	15	9	-40.0%	42	47	11.9%	26	35	34.6%	0.1	0.1	0.0
Nissan	456	457	0.2%	1,353	1,394	3.0%	854	949	11.1%	3.4	4.1	0.7
Porsche	163	164	0.6%	596	517	-13.3%	409	330	-19.3%	1.6	1.4	-0.2
Subaru	412	520	26.2%	1,389	1,250	-10.0%	842	919	9.1%	3.4	3.9	0.5
Tesla	1,148	1,770	54.2%	3,317	5,846	76.2%	2,583	3,634	40.7%	10.3	15.5	5.2
Toyota	2,139	1,874	-12.4%	6,886	5,117	-25.7%	4,376	3,553	-18.8%	17.4	15.2	-2.2
Volkswagen	241	229	-5.0%	860	789	-8.3%	532	472	-11.3%	2.1	2.0	-0.1
Volvo	74	108	45.9%	350	276	-21.1%	201	200	-0.5%	0.8	0.9	0.1
Other	43	36	-16.3%	136	120	-11.8%	99	85	-14.1%	0.4	0.4	0.0

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 2022 thru February vs. Year Earlier)



Change in Segment Market Share -YTD 2022 thru February 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.