

ORANGE COUNTY AUTO OUTLOOK™

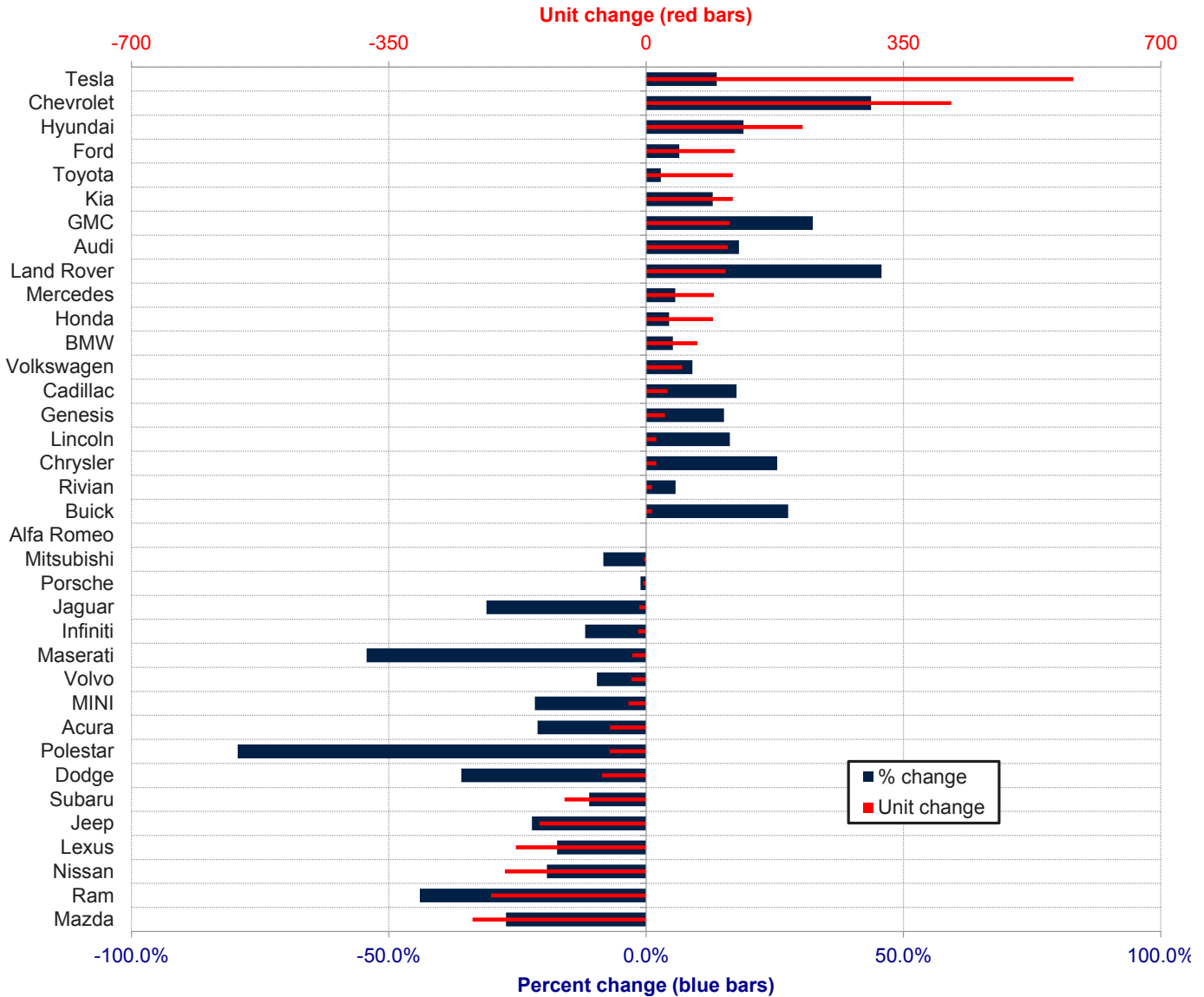
February, 2023

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

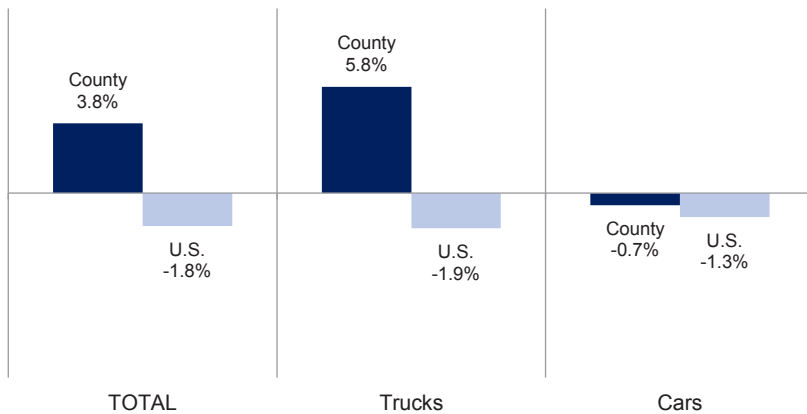
Orange County New Retail Car and Light Truck Registrations												
	February			Three Month Period Dec. '22 thru Feb. '23			YTD thru February			YTD Market Share (%)		
	2022	2023	% chg.	Previous	Current	% chg.	YTD '22	YTD '23	% chg.	YTD '22	YTD '23	Chg.
MARKET SUMMARY												
TOTAL	15,125	15,447	2.1%	41,352	39,898	-3.5%	27,044	28,066	3.8%			
Cars	4,537	4,766	5.0%	12,636	12,006	-5.0%	8,354	8,299	-0.7%	30.9	29.6	-1.3
Light Trucks	10,588	10,681	0.9%	28,716	27,892	-2.9%	18,690	19,767	5.8%	69.1	70.4	1.3
Domestic	5,052	5,617	11.2%	14,233	14,466	1.6%	9,166	10,108	10.3%	33.9	36.0	2.1
European	2,999	3,015	0.5%	8,210	7,900	-3.8%	5,276	5,569	5.6%	19.5	19.8	0.3
Japanese	5,808	5,373	-7.5%	15,463	13,869	-10.3%	10,394	9,824	-5.5%	38.4	35.0	-3.4
Korean	1,266	1,442	13.9%	3,446	3,663	6.3%	2,208	2,565	16.2%	8.2	9.1	1.0
BRAND REGISTRATIONS												
Acura	113	102	-9.7%	353	225	-36.3%	232	183	-21.1%	0.9	0.7	-0.2
Alfa Romeo	15	16	6.7%	37	25	-32.4%	20	20	0.0%	0.1	0.1	0.0
Audi	413	423	2.4%	957	1,029	7.5%	615	726	18.0%	2.3	2.6	0.3
BMW	755	679	-10.1%	2,070	2,156	4.2%	1,340	1,410	5.2%	5.0	5.0	0.0
Buick	13	24	84.6%	43	56	30.2%	29	37	27.6%	0.1	0.1	0.0
Cadillac	114	114	0.0%	222	269	21.2%	165	194	17.6%	0.6	0.7	0.1
Chevrolet	548	775	41.4%	1,452	1,916	32.0%	949	1,364	43.7%	3.5	4.9	1.4
C/D/J/R	771	500	-35.1%	2,020	1,373	-32.0%	1,355	953	-29.7%	5.0	3.4	-1.6
Chrysler	39	28	-28.2%	72	104	44.4%	55	69	25.5%	0.2	0.2	0.0
Dodge	107	59	-44.9%	254	169	-33.5%	167	107	-35.9%	0.6	0.4	-0.2
Jeep	359	266	-25.9%	986	711	-27.9%	653	508	-22.2%	2.4	1.8	-0.6
Ram	266	147	-44.7%	708	389	-45.1%	480	269	-44.0%	1.8	1.0	-0.8
Ford	1,067	1,082	1.4%	2,921	2,568	-12.1%	1,856	1,976	6.5%	6.9	7.0	0.1
Genesis	94	97	3.2%	280	275	-1.8%	172	198	15.1%	0.6	0.7	0.1
GMC	200	256	28.0%	510	647	26.9%	352	466	32.4%	1.3	1.7	0.4
Honda	1,126	1,308	16.2%	3,053	2,928	-4.1%	2,040	2,131	4.5%	7.5	7.6	0.1
Hyundai	625	750	20.0%	1,736	1,879	8.2%	1,125	1,338	18.9%	4.2	4.8	0.6
Infiniti	38	49	28.9%	151	108	-28.5%	93	82	-11.8%	0.3	0.3	0.0
Jaguar	21	12	-42.9%	38	29	-23.7%	29	20	-31.0%	0.1	0.1	0.0
Kia	547	595	8.8%	1,430	1,509	5.5%	911	1,029	13.0%	3.4	3.7	0.3
Land Rover	129	197	52.7%	374	462	23.5%	236	344	45.8%	0.9	1.2	0.3
Lexus	547	509	-6.9%	1,556	1,202	-22.8%	1,024	847	-17.3%	3.8	3.0	-0.8
Lincoln	57	51	-10.5%	133	130	-2.3%	86	100	16.3%	0.3	0.4	0.1
Maserati	22	8	-63.6%	49	28	-42.9%	35	16	-54.3%	0.1	0.1	0.0
Mazda	510	371	-27.3%	1,308	906	-30.7%	867	631	-27.2%	3.2	2.2	-1.0
Mercedes	882	925	4.9%	2,447	2,344	-4.2%	1,620	1,712	5.7%	6.0	6.1	0.1
MINI	46	49	6.5%	146	126	-13.7%	111	87	-21.6%	0.4	0.3	-0.1
Mitsubishi	9	16	77.8%	57	45	-21.1%	36	33	-8.3%	0.1	0.1	0.0
Nissan	551	485	-12.0%	1,590	1,168	-26.5%	997	805	-19.3%	3.7	2.9	-0.8
Polestar	39	8	-79.5%	95	23	-75.8%	63	13	-79.4%	0.2	0.0	-0.2
Porsche	205	192	-6.3%	570	491	-13.9%	360	356	-1.1%	1.3	1.3	0.0
Rivian	31	75	141.9%	207	225	8.7%	140	148	5.7%	0.5	0.5	0.0
Subaru	608	508	-16.4%	1,329	1,205	-9.3%	1,003	892	-11.1%	3.7	3.2	-0.5
Tesla	2,246	2,695	20.0%	6,716	7,207	7.3%	4,226	4,807	13.7%	15.6	17.1	1.5
Toyota	2,306	2,025	-12.2%	6,066	6,082	0.3%	4,102	4,220	2.9%	15.2	15.0	-0.2
Volkswagen	291	356	22.3%	949	796	-16.1%	544	593	9.0%	2.0	2.1	0.1
Volvo	131	99	-24.4%	335	266	-20.6%	209	189	-9.6%	0.8	0.7	-0.1
Other	55	96	74.5%	152	200	31.6%	102	146	43.1%	0.4	0.5	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. Data sourced from Experian Automotive. Figures for February 2023 are partially estimated.

Change in New Retail Light Vehicle Registrations (YTD 2023 thru February vs. Year Earlier)



Percent Change in County and U.S. New Retail Light Vehicle Markets YTD 2023 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).

Data sourced from Experian Automotive.