

**ORANGE COUNTY AUTO OUTLOOK™**

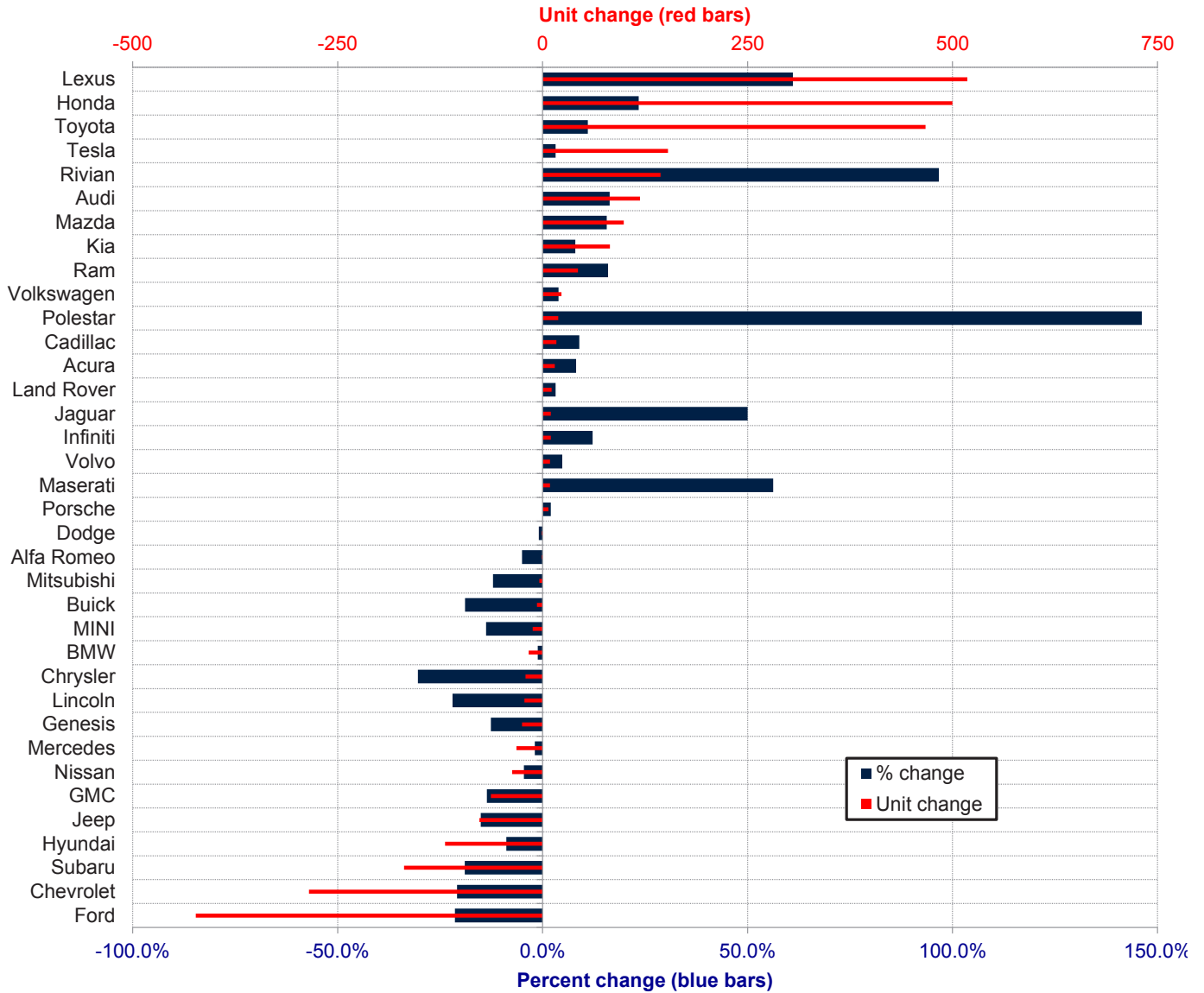
**February, 2024**

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

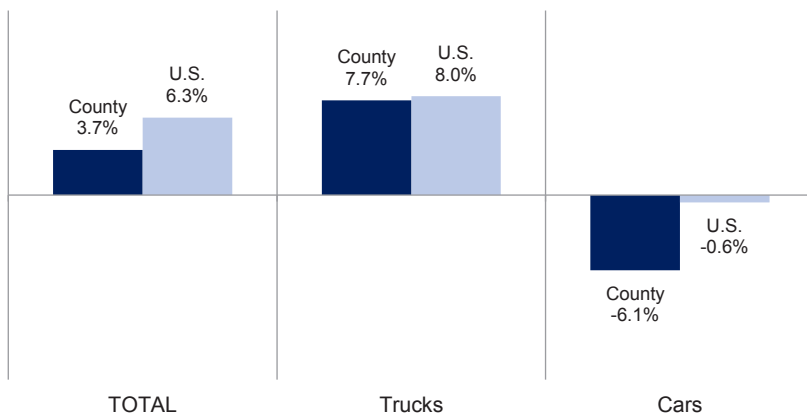
Orange County New Retail Car and Light Truck Registrations												
	February			Three Month Period Dec. '23 thru Feb. '24			YTD thru February			YTD Market Share (%)		
	2023	2024	% chg.	Previous	Current	% chg.	2023	2024	% chg.	2023	2024	Chg.
<b>MARKET SUMMARY</b>												
TOTAL	15,446	14,667	-5.0%	39,912	41,067	2.9%	28,077	29,107	3.7%			
Cars	4,710	3,976	-15.6%	11,847	11,040	-6.8%	8,177	7,677	-6.1%	29.1	26.4	-2.7
Light Trucks	10,736	10,691	-0.4%	28,065	30,027	7.0%	19,900	21,430	7.7%	70.9	73.6	2.7
Domestic	5,613	4,635	-17.4%	14,467	13,215	-8.7%	10,108	9,605	-5.0%	36.0	33.0	-3.0
European	3,012	2,824	-6.2%	7,897	8,046	1.9%	5,565	5,732	3.0%	19.8	19.7	-0.1
Japanese	5,374	5,867	9.2%	13,880	16,181	16.6%	9,834	11,233	14.2%	35.0	38.6	3.6
Korean	1,447	1,341	-7.3%	3,668	3,625	-1.2%	2,570	2,537	-1.3%	9.2	8.7	-0.4
<b>BRAND REGISTRATIONS</b>												
Acura	102	97	-4.9%	225	278	23.6%	183	198	8.2%	0.7	0.7	0.0
Alfa Romeo	16	9	-43.8%	25	31	24.0%	20	19	-5.0%	0.1	0.1	0.0
Audi	423	473	11.8%	1,029	1,191	15.7%	726	845	16.4%	2.6	2.9	0.3
BMW	681	622	-8.7%	2,161	1,991	-7.9%	1,413	1,396	-1.2%	5.0	4.8	-0.2
Buick	24	12	-50.0%	56	45	-19.6%	37	30	-18.9%	0.1	0.1	0.0
Cadillac	110	123	11.8%	265	305	15.1%	190	207	8.9%	0.7	0.7	0.0
Chevrolet	775	544	-29.8%	1,921	1,542	-19.7%	1,366	1,081	-20.9%	4.9	3.7	-1.2
C/D/J/R	502	487	-3.0%	1,372	1,171	-14.7%	955	899	-5.9%	3.4	3.1	-0.3
Chrysler	28	31	10.7%	104	64	-38.5%	69	48	-30.4%	0.2	0.2	0.0
Dodge	59	57	-3.4%	169	144	-14.8%	107	106	-0.9%	0.4	0.4	0.0
Jeep	268	231	-13.8%	713	573	-19.6%	510	433	-15.1%	1.8	1.5	-0.3
Ram	147	168	14.3%	386	390	1.0%	269	312	16.0%	1.0	1.1	0.1
Ford	1,082	849	-21.5%	2,569	2,115	-17.7%	1,977	1,554	-21.4%	7.0	5.3	-1.7
Genesis	97	89	-8.2%	275	240	-12.7%	198	173	-12.6%	0.7	0.6	-0.1
GMC	255	185	-27.5%	645	588	-8.8%	464	401	-13.6%	1.7	1.4	-0.3
Honda	1,308	1,514	15.7%	2,930	3,696	26.1%	2,133	2,633	23.4%	7.6	9.0	1.4
Hyundai	753	644	-14.5%	1,883	1,810	-3.9%	1,342	1,223	-8.9%	4.8	4.2	-0.6
Infiniti	49	43	-12.2%	108	135	25.0%	82	92	12.2%	0.3	0.3	0.0
Jaguar	12	14	16.7%	29	39	34.5%	20	30	50.0%	0.1	0.1	0.0
Kia	597	587	-1.7%	1,510	1,546	2.4%	1,030	1,112	8.0%	3.7	3.8	0.1
Land Rover	197	178	-9.6%	462	472	2.2%	344	355	3.2%	1.2	1.2	0.0
Lexus	510	639	25.3%	1,203	1,936	60.9%	848	1,366	61.1%	3.0	4.7	1.7
Lincoln	51	33	-35.3%	130	98	-24.6%	100	78	-22.0%	0.4	0.3	-0.1
Maserati	8	11	37.5%	28	32	14.3%	16	25	56.3%	0.1	0.1	0.0
Mazda	372	377	1.3%	908	991	9.1%	633	732	15.6%	2.3	2.5	0.2
Mercedes	917	783	-14.6%	2,335	2,314	-0.9%	1,704	1,672	-1.9%	6.1	5.7	-0.4
MINI	49	39	-20.4%	126	114	-9.5%	87	75	-13.8%	0.3	0.3	0.0
Mitsubishi	16	8	-50.0%	45	40	-11.1%	33	29	-12.1%	0.1	0.1	0.0
Nissan	486	456	-6.2%	1,170	1,146	-2.1%	807	770	-4.6%	2.9	2.6	-0.3
Polestar	8	21	162.5%	23	33	43.5%	13	32	146.2%	0.0	0.1	0.1
Porsche	191	162	-15.2%	488	507	3.9%	353	360	2.0%	1.3	1.2	-0.1
Rivian	75	76	1.3%	226	463	104.9%	149	293	96.6%	0.5	1.0	0.5
Subaru	507	382	-24.7%	1,205	1,045	-13.3%	891	722	-19.0%	3.2	2.5	-0.7
Tesla	2,694	2,266	-15.9%	7,206	6,738	-6.5%	4,805	4,958	3.2%	17.1	17.0	-0.1
Toyota	2,024	2,351	16.2%	6,086	6,914	13.6%	4,224	4,691	11.1%	15.0	16.1	1.1
Volkswagen	357	360	0.8%	797	900	12.9%	594	617	3.9%	2.1	2.1	0.0
Volvo	98	95	-3.1%	265	278	4.9%	188	197	4.8%	0.7	0.7	0.0
Other	100	138	38.0%	206	323	56.8%	152	242	59.2%	0.5	0.8	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. Data sourced from Experian Automotive. Figures for February 2024 are partially estimated.

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



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