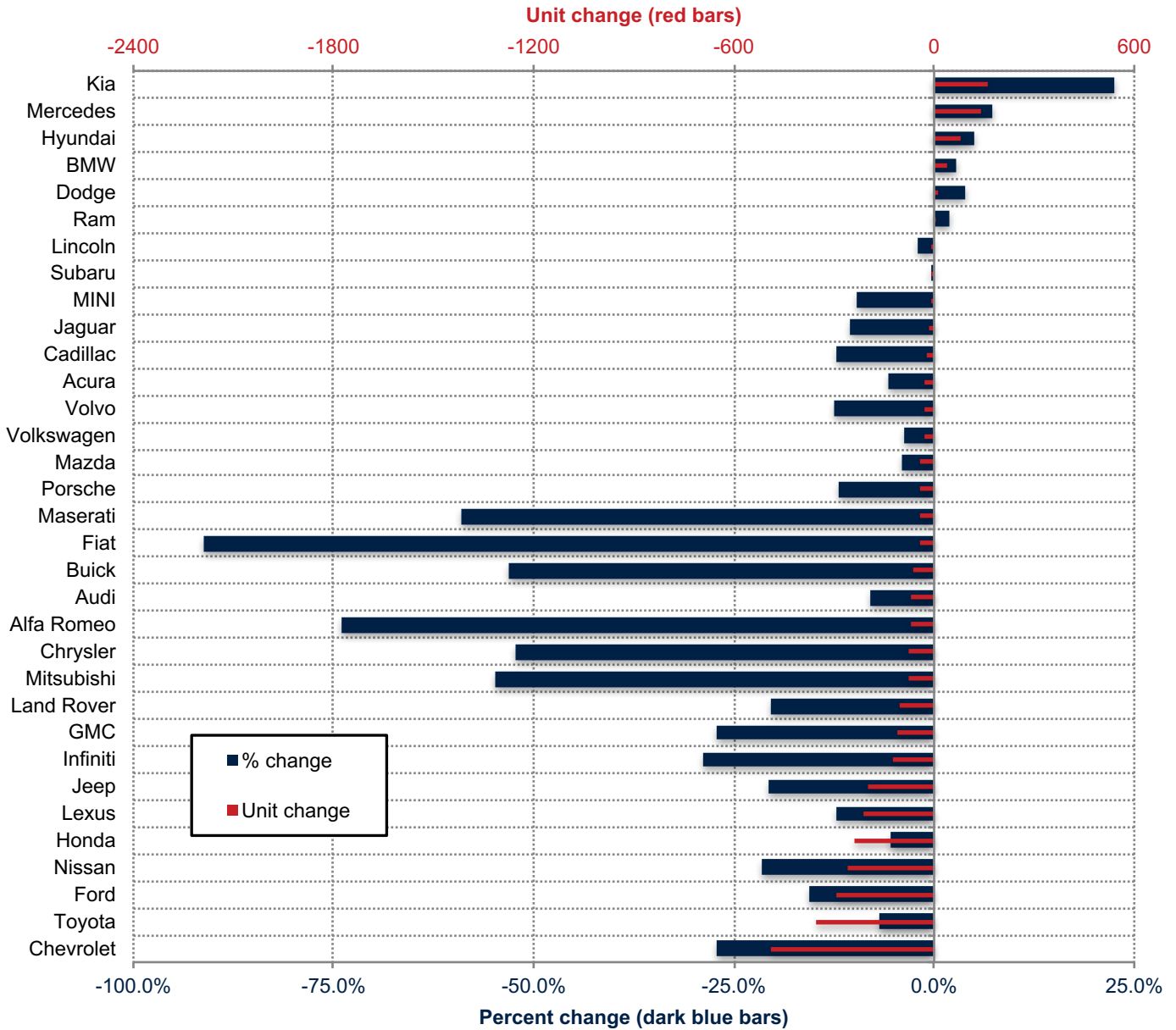


Orange County New Retail Automotive Market Data - Retail Sales *Does Not Include Fleet Sales

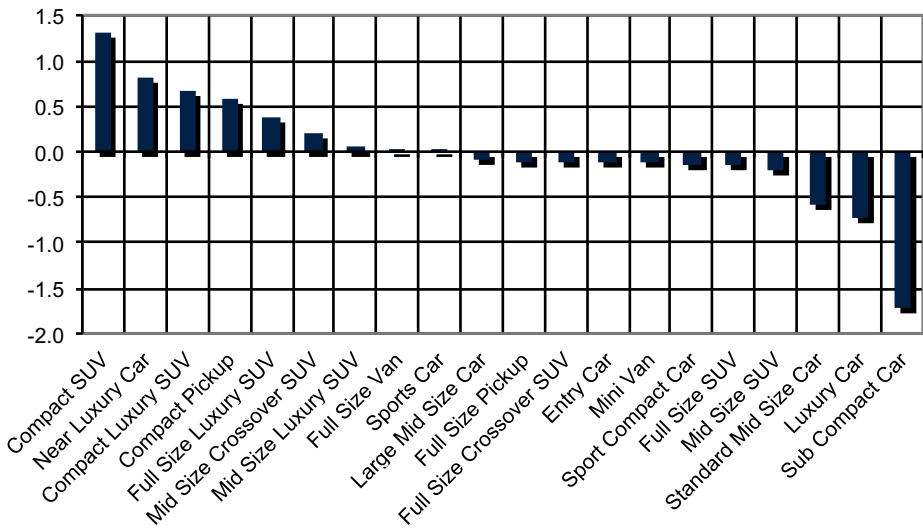
Orange County New Retail Car and Light Truck Registrations												
	Two Month Period Dec. '19 and Jan. '20			Three Month Period Nov. '19 thru Jan. '20			Annual Totals			Annual Market Share (%)		
	Orange County			Orange County			Orange County			Orange County		
	Previous	Current	% chg.	Previous	Current	% chg.	2018	2019	% chg.	2018	2019	Chg.
MARKET SUMMARY												
TOTAL	33,709	29,327	-13.0%	45,027	40,690	-9.6%	178,132	170,570	-4.2%			
Cars	15,148	11,762	-22.4%	20,426	16,495	-19.2%	83,452	75,567	-9.4%	46.8	44.3	-2.5
Light Trucks	18,561	17,565	-5.4%	24,601	24,195	-1.7%	94,680	95,003	0.3%	53.2	55.7	2.5
Domestic	9,257	6,220	-32.8%	12,120	8,264	-31.8%	43,104	39,893	-7.4%	24.2	23.4	-0.8
European	6,522	6,272	-3.8%	8,772	8,767	-0.1%	34,318	33,340	-2.8%	19.3	19.5	0.3
Japanese	15,581	14,246	-8.6%	20,964	20,019	-4.5%	88,271	84,167	-4.6%	49.6	49.3	-0.2
Korean	2,349	2,589	10.2%	3,171	3,640	14.8%	12,439	13,170	5.9%	7.0	7.7	0.7
BRAND REGISTRATIONS												
Acura	472	445	-5.7%	632	619	-2.1%	2,625	2,233	-14.9%	1.5	1.3	-0.2
Alfa Romeo	92	24	-73.9%	118	30	-74.6%	598	248	-58.5%	0.3	0.1	-0.2
Audi	848	780	-8.0%	1,105	1,096	-0.8%	4,436	4,011	-9.6%	2.5	2.4	-0.1
BMW	1,355	1,391	2.7%	1,800	1,931	7.3%	6,992	7,155	2.3%	3.9	4.2	0.3
Buick	124	58	-53.2%	158	81	-48.7%	648	399	-38.4%	0.4	0.2	-0.2
Cadillac	171	150	-12.3%	230	211	-8.3%	787	754	-4.2%	0.4	0.4	0.0
Chevrolet	1,807	1,317	-27.1%	2,461	1,827	-25.8%	9,850	7,846	-20.3%	5.5	4.6	-0.9
C/D/J/R	1,750	1,494	-14.6%	2,386	2,108	-11.7%	9,669	9,181	-5.0%	5.4	5.4	0.0
Chrysler	145	69	-52.4%	191	87	-54.5%	825	499	-39.5%	0.5	0.3	-0.2
Dodge	256	266	3.9%	349	372	6.6%	1,634	1,507	-7.8%	0.9	0.9	0.0
Jeep	955	758	-20.6%	1,305	1,110	-14.9%	5,439	5,242	-3.6%	3.1	3.1	0.0
Ram	394	401	1.8%	541	539	-0.4%	1,771	1,933	9.1%	1.0	1.1	0.1
Fiat	46	4	-91.3%	68	5	-92.6%	289	71	-75.4%	0.2	0.0	-0.2
Ford	1,903	1,608	-15.5%	2,547	2,087	-18.1%	11,103	9,704	-12.6%	6.2	5.7	-0.5
GMC	404	294	-27.2%	555	399	-28.1%	2,053	1,633	-20.5%	1.2	1.0	-0.2
Honda	4,290	4,052	-5.5%	5,748	5,610	-2.4%	25,093	24,571	-2.1%	14.1	14.4	0.3
Hyundai	1,651	1,733	5.0%	2,171	2,438	12.3%	8,148	8,417	3.3%	4.6	4.9	0.3
Infiniti	431	307	-28.8%	585	415	-29.1%	2,286	1,747	-23.6%	1.3	1.0	-0.3
Jaguar	123	110	-10.6%	153	132	-13.7%	608	567	-6.7%	0.3	0.3	0.0
Kia	698	856	22.6%	1,000	1,202	20.2%	4,291	4,753	10.8%	2.4	2.8	0.4
Land Rover	505	402	-20.4%	657	578	-12.0%	2,337	2,129	-8.9%	1.3	1.2	-0.1
Lexus	1,723	1,513	-12.2%	2,193	2,104	-4.1%	7,828	7,633	-2.5%	4.4	4.5	0.1
Lincoln	139	136	-2.2%	174	202	16.1%	729	673	-7.7%	0.4	0.4	0.0
Maserati	71	29	-59.2%	104	36	-65.4%	450	185	-58.9%	0.3	0.1	-0.2
Mazda	1,007	967	-4.0%	1,343	1,268	-5.6%	5,539	5,282	-4.6%	3.1	3.1	0.0
Mercedes	1,988	2,131	7.2%	2,707	2,940	8.6%	10,564	10,679	1.1%	5.9	6.3	0.4
MINI	93	84	-9.7%	130	132	1.5%	643	496	-22.9%	0.4	0.3	-0.1
Mitsubishi	142	64	-54.9%	202	101	-50.0%	889	709	-20.2%	0.5	0.4	-0.1
Nissan	1,218	956	-21.5%	1,702	1,362	-20.0%	7,021	6,434	-8.4%	3.9	3.8	-0.1
Porsche	340	299	-12.1%	481	455	-5.4%	1,795	1,952	8.7%	1.0	1.1	0.1
smart	13	1	-92.3%	18	1	-94.4%	51	33	-35.3%	0.0	0.0	0.0
Subaru	1,102	1,097	-0.5%	1,510	1,523	0.9%	6,095	6,332	3.9%	3.4	3.7	0.3
Toyota	5,196	4,845	-6.8%	7,049	7,017	-0.5%	30,895	29,226	-5.4%	17.3	17.1	-0.2
Volkswagen	748	720	-3.7%	1,024	1,044	2.0%	4,051	4,165	2.8%	2.3	2.4	0.1
Volvo	225	197	-12.4%	303	255	-15.8%	1,160	1,184	2.1%	0.7	0.7	0.0
Other	3,034	1,263	-58.4%	3,713	1,481	-60.1%	8,609	10,168	18.1%	4.8	6.0	1.2

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 (Dec. '19 and Jan. '20 combined vs. Year Earlier)



Change in Segment Market Share -2019 vs. 2018 (annual totals)



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.