

# ORANGE COUNTY AUTO OUTLOOK™

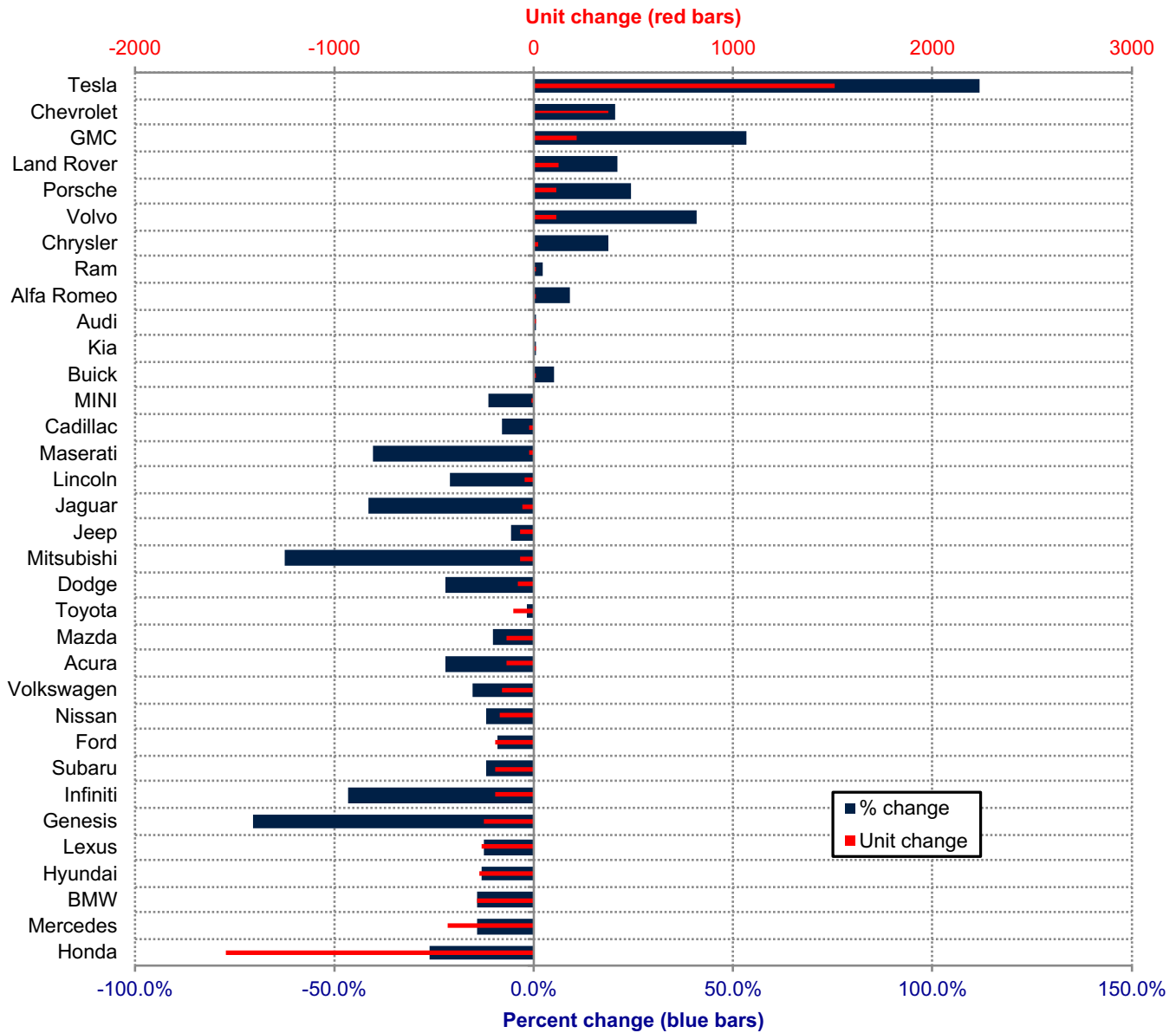
January, 2021

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

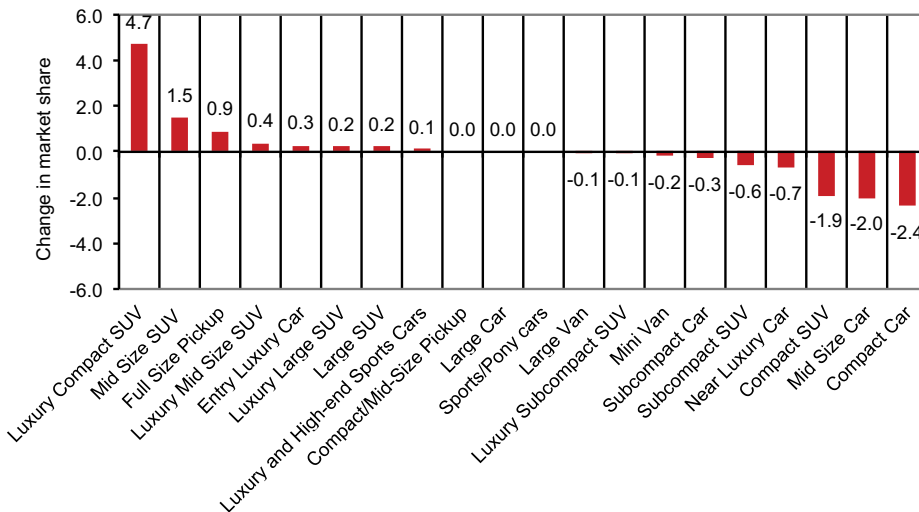
Orange County New Retail Car and Light Truck Registrations												
	January			Three Month Period Nov. '20 thru Jan. '21			Annual Totals			Annual Market Share (%)		
	2020	2021	% chg.	Previous	Current	% chg.	2019	2020	% chg.	2019	2020	Chg.
<b>MARKET SUMMARY</b>												
TOTAL	14,813	13,684	-7.6%	41,672	39,399	-5.5%	173,723	142,275	-18.1%			
Cars	5,747	4,623	-19.6%	16,291	12,924	-20.7%	74,539	51,907	-30.4%	42.9	36.5	-6.4
Light Trucks	9,066	9,061	-0.1%	25,381	26,475	4.3%	99,184	90,368	-8.9%	57.1	63.5	6.4
Domestic	3,210	3,927	22.3%	8,367	10,098	20.7%	40,274	35,754	-11.2%	23.2	25.1	1.9
European	3,109	3,036	-2.3%	9,174	8,496	-7.4%	34,552	28,010	-18.9%	19.9	19.7	-0.2
Japanese	7,206	5,653	-21.6%	20,465	17,656	-13.7%	85,679	66,596	-22.3%	49.3	46.8	-2.5
Korean	1,288	1,068	-17.1%	3,666	3,149	-14.1%	13,218	11,915	-9.9%	7.6	8.4	0.8
<b>BRAND REGISTRATIONS</b>												
Acura	264	142	-46.2%	619	482	-22.1%	2,233	1,779	-20.3%	1.3	1.3	0.0
Alfa Romeo	37	39	5.4%	99	108	9.1%	336	349	3.9%	0.2	0.2	0.0
Audi	414	387	-6.5%	1,123	1,130	0.6%	4,069	3,770	-7.3%	2.3	2.6	0.3
BMW	737	622	-15.6%	2,048	1,759	-14.1%	7,568	5,466	-27.8%	4.4	3.8	-0.6
Buick	25	27	8.0%	81	85	4.9%	403	308	-23.6%	0.2	0.2	0.0
Cadillac	100	91	-9.0%	284	262	-7.7%	1,024	830	-18.9%	0.6	0.6	0.0
Chevrolet	652	676	3.7%	1,833	2,209	20.5%	7,870	6,916	-12.1%	4.5	4.9	0.4
C/D/J/R	730	624	-14.5%	2,116	1,996	-5.7%	9,206	7,979	-13.3%	5.3	5.6	0.3
Chrysler	45	38	-15.6%	90	107	18.9%	505	356	-29.5%	0.3	0.3	0.0
Dodge	149	80	-46.3%	373	291	-22.0%	1,510	1,368	-9.4%	0.9	1.0	0.1
Jeep	342	307	-10.2%	1,111	1,045	-5.9%	5,254	4,271	-18.7%	3.0	3.0	0.0
Ram	194	199	2.6%	542	553	2.0%	1,937	1,984	2.4%	1.1	1.4	0.3
FIAT	1	0	-100.0%	9	0	-100.0%	85	22	-74.1%	0.0	0.0	0.0
Ford	758	748	-1.3%	2,094	1,905	-9.0%	9,741	8,079	-17.1%	5.6	5.7	0.1
Genesis	114	44	-61.4%	353	105	-70.3%	1,020	502	-50.8%	0.6	0.4	-0.2
GMC	148	272	83.8%	407	625	53.6%	1,649	1,737	5.3%	0.9	1.2	0.3
Honda	2,136	1,427	-33.2%	5,844	4,304	-26.4%	25,575	17,912	-30.0%	14.7	12.6	-2.1
Hyundai	721	592	-17.9%	2,109	1,834	-13.0%	7,441	6,905	-7.2%	4.3	4.9	0.6
Infiniti	149	77	-48.3%	417	223	-46.5%	1,749	1,016	-41.9%	1.0	0.7	-0.3
Jaguar	50	21	-58.0%	142	83	-41.5%	611	481	-21.3%	0.4	0.3	-0.1
Kia	453	432	-4.6%	1,204	1,210	0.5%	4,757	4,508	-5.2%	2.7	3.2	0.5
Land Rover	213	246	15.5%	608	737	21.2%	2,275	2,181	-4.1%	1.3	1.5	0.2
Lexus	762	588	-22.8%	2,106	1,845	-12.4%	7,635	6,232	-18.4%	4.4	4.4	0.0
Lincoln	76	54	-28.9%	203	160	-21.2%	677	610	-9.9%	0.4	0.4	0.0
Maserati	33	18	-45.5%	72	43	-40.3%	232	193	-16.8%	0.1	0.1	0.0
Mazda	499	343	-31.3%	1,269	1,136	-10.5%	5,285	4,842	-8.4%	3.0	3.4	0.4
Mercedes	877	952	8.6%	2,985	2,553	-14.5%	10,840	8,409	-22.4%	6.2	5.9	-0.3
MINI	47	31	-34.0%	143	127	-11.2%	539	498	-7.6%	0.3	0.4	0.1
Mitsubishi	35	11	-68.6%	110	41	-62.7%	757	220	-70.9%	0.4	0.2	-0.2
Nissan	496	398	-19.8%	1,466	1,290	-12.0%	6,523	5,041	-22.7%	3.8	3.5	-0.3
Porsche	143	246	72.0%	462	575	24.5%	1,961	1,665	-15.1%	1.1	1.2	0.1
Subaru	589	430	-27.0%	1,580	1,389	-12.1%	6,579	5,636	-14.3%	3.8	4.0	0.2
Tesla	721	1,435	99.0%	1,349	2,856	111.7%	9,704	9,295	-4.2%	5.6	6.5	0.9
Toyota	2,276	2,237	-1.7%	7,054	6,946	-1.5%	29,343	23,918	-18.5%	16.9	16.8	-0.1
Volkswagen	388	291	-25.0%	1,048	886	-15.5%	4,208	3,307	-21.4%	2.4	2.3	-0.1
Volvo	98	127	29.6%	269	379	40.9%	1,237	1,168	-5.6%	0.7	0.8	0.1
Other	71	56	-21.1%	166	116	-30.1%	591	501	-15.2%	0.3	0.4	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. Source: AutoCount data from Experian.

**Change in New Retail Light Vehicle Registrations (Nov. 2020 thru January 2021 vs. Year Earlier)**



**Change in Segment Market Share - January 2021 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.