

# ORANGE COUNTY AUTO OUTLOOK™

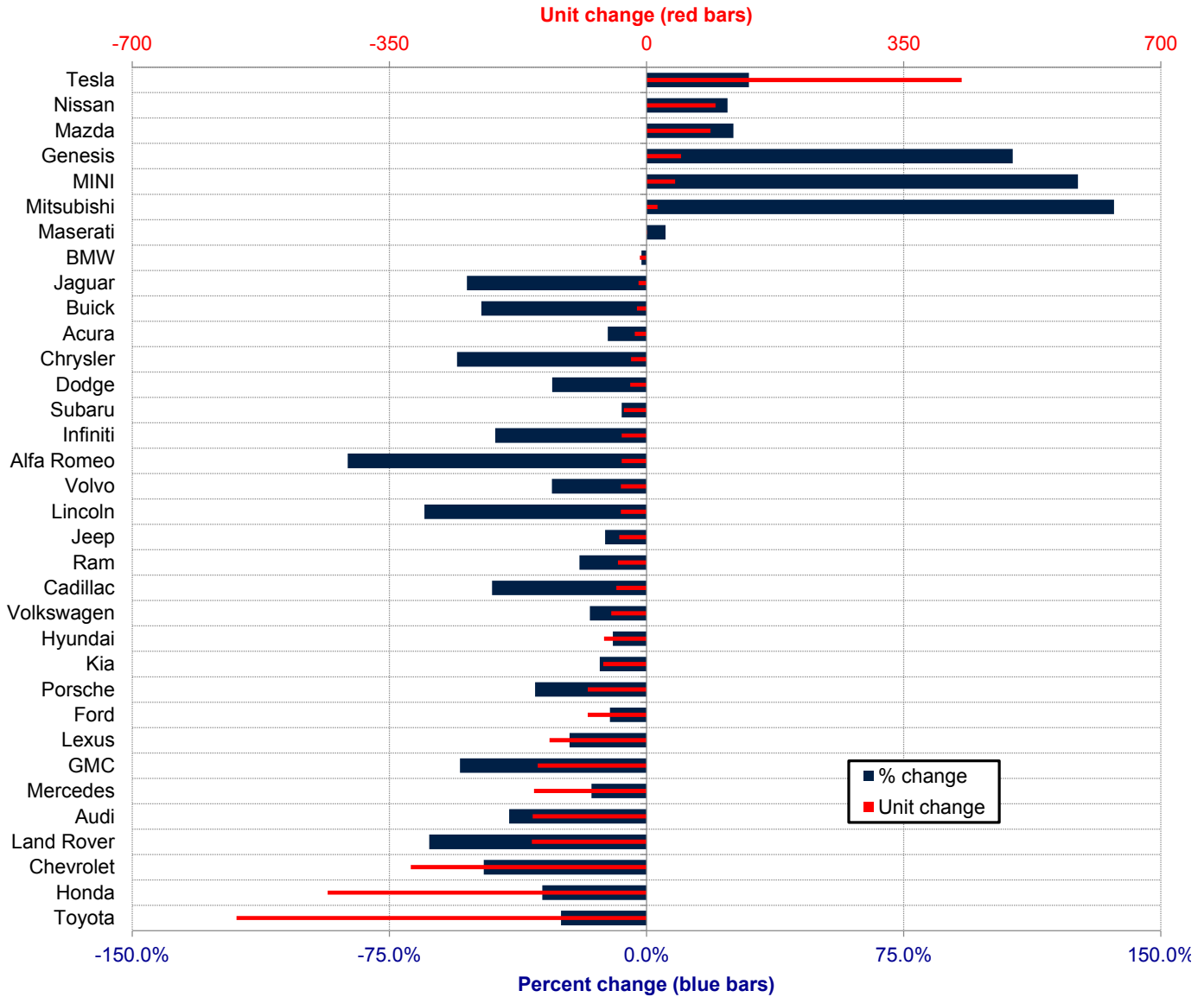
January, 2022

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

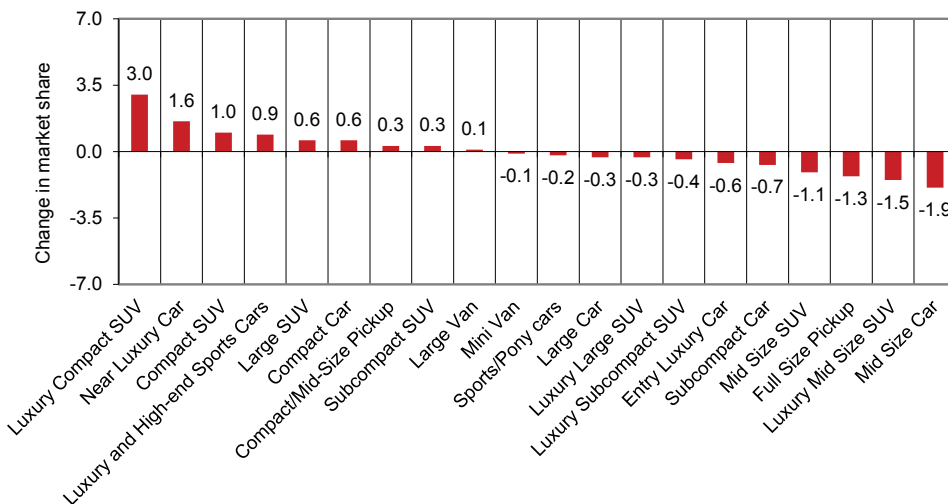
Orange County New Retail Car and Light Truck Registrations												
	January			Three Month Period Nov. '21 thru Jan. '22			Annual Totals			Annual Market Share (%)		
	2021	2022	% chg.	Previous	Current	% chg.	2020	2021	% chg.	2020	2021	Chg.
<b>MARKET SUMMARY</b>												
TOTAL	13,684	11,629	-15.0%	39,399	35,522	-9.8%	142,275	160,486	12.8%			
Cars	4,582	3,834	-16.3%	12,834	11,084	-13.6%	51,497	53,794	4.5%	36.2	33.5	-2.7
Light Trucks	9,102	7,795	-14.4%	26,565	24,438	-8.0%	90,778	106,692	17.5%	63.8	66.5	2.7
Domestic	3,927	3,599	-8.4%	10,098	11,434	13.2%	35,754	42,527	18.9%	25.1	26.5	1.4
European	3,036	2,388	-21.3%	8,496	7,235	-14.8%	28,010	32,846	17.3%	19.7	20.5	0.8
Japanese	5,653	4,644	-17.8%	17,656	13,353	-24.4%	66,596	70,091	5.2%	46.8	43.7	-3.1
Korean	1,068	998	-6.6%	3,149	3,500	11.1%	11,915	15,022	26.1%	8.4	9.4	1.0
<b>BRAND REGISTRATIONS</b>												
Acura	142	126	-11.3%	482	395	-18.0%	1,779	1,920	7.9%	1.3	1.2	-0.1
Alfa Romeo	39	5	-87.2%	108	38	-64.8%	349	301	-13.8%	0.2	0.2	0.0
Audi	387	232	-40.1%	1,130	838	-25.8%	3,770	4,344	15.2%	2.6	2.7	0.1
BMW	622	613	-1.4%	1,759	1,768	0.5%	5,466	7,119	30.2%	3.8	4.4	0.6
Buick	27	14	-48.1%	85	34	-60.0%	308	263	-14.6%	0.2	0.2	0.0
Cadillac	91	50	-45.1%	262	152	-42.0%	830	925	11.4%	0.6	0.6	0.0
Chevrolet	676	355	-47.5%	2,209	1,155	-47.7%	6,916	6,736	-2.6%	4.9	4.2	-0.7
C/D/J/R	624	505	-19.1%	1,996	1,667	-16.5%	7,979	8,025	0.6%	5.6	5.0	-0.6
Chrysler	38	17	-55.3%	107	44	-58.9%	356	391	9.8%	0.3	0.2	-0.1
Dodge	80	58	-27.5%	291	208	-28.5%	1,368	1,224	-10.5%	1.0	0.8	-0.2
Jeep	307	270	-12.1%	1,045	916	-12.3%	4,271	4,228	-1.0%	3.0	2.6	-0.4
Ram	199	160	-19.6%	553	499	-9.8%	1,984	2,182	10.0%	1.4	1.4	0.0
Ford	748	668	-10.7%	1,905	2,370	24.4%	8,079	8,417	4.2%	5.7	5.2	-0.5
Genesis	44	91	106.8%	105	493	369.5%	502	1,072	113.5%	0.4	0.7	0.3
GMC	272	124	-54.4%	625	368	-41.1%	1,737	2,114	21.7%	1.2	1.3	0.1
Honda	1,427	993	-30.4%	4,304	2,766	-35.7%	17,912	16,552	-7.6%	12.6	10.3	-2.3
Hyundai	592	534	-9.8%	1,834	1,705	-7.0%	6,905	8,057	16.7%	4.9	5.0	0.1
Infiniti	77	43	-44.2%	223	144	-35.4%	1,016	802	-21.1%	0.7	0.5	-0.2
Jaguar	21	10	-52.4%	83	32	-61.4%	481	298	-38.0%	0.3	0.2	-0.1
Kia	432	373	-13.7%	1,210	1,302	7.6%	4,508	5,893	30.7%	3.2	3.7	0.5
Land Rover	246	90	-63.4%	737	359	-51.3%	2,181	2,206	1.1%	1.5	1.4	-0.1
Lexus	588	456	-22.4%	1,845	1,406	-23.8%	6,232	6,298	1.1%	4.4	3.9	-0.5
Lincoln	54	19	-64.8%	160	97	-39.4%	610	520	-14.8%	0.4	0.3	-0.1
Maserati	18	19	5.6%	43	48	11.6%	193	182	-5.7%	0.1	0.1	0.0
Mazda	343	430	25.4%	1,136	1,107	-2.6%	4,842	5,376	11.0%	3.4	3.3	-0.1
Mercedes	952	799	-16.1%	2,553	2,082	-18.4%	8,409	9,335	11.0%	5.9	5.8	-0.1
MINI	31	70	125.8%	127	142	11.8%	498	465	-6.6%	0.4	0.3	-0.1
Mitsubishi	11	26	136.4%	41	57	39.0%	220	247	12.3%	0.2	0.2	0.0
Nissan	398	492	23.6%	1,290	1,460	13.2%	5,041	5,903	17.1%	3.5	3.7	0.2
Porsche	246	166	-32.5%	575	528	-8.2%	1,665	2,284	37.2%	1.2	1.4	0.2
Subaru	430	399	-7.2%	1,389	993	-28.5%	5,636	5,378	-4.6%	4.0	3.4	-0.6
Tesla	1,435	1,864	29.9%	2,856	5,591	95.8%	9,295	15,527	67.0%	6.5	9.7	3.2
Toyota	2,237	1,679	-24.9%	6,946	5,025	-27.7%	23,918	27,615	15.5%	16.8	17.2	0.4
Volkswagen	291	243	-16.5%	886	982	10.8%	3,307	4,287	29.6%	2.3	2.7	0.4
Volvo	127	92	-27.6%	379	281	-25.9%	1,168	1,461	25.1%	0.8	0.9	0.1
Other	56	49	-12.5%	116	137	18.1%	523	564	7.8%	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 (January 2022 vs. Year Earlier)



### Change in Segment Market Share - January 2022 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.