

# ORANGE COUNTY AUTO OUTLOOK™

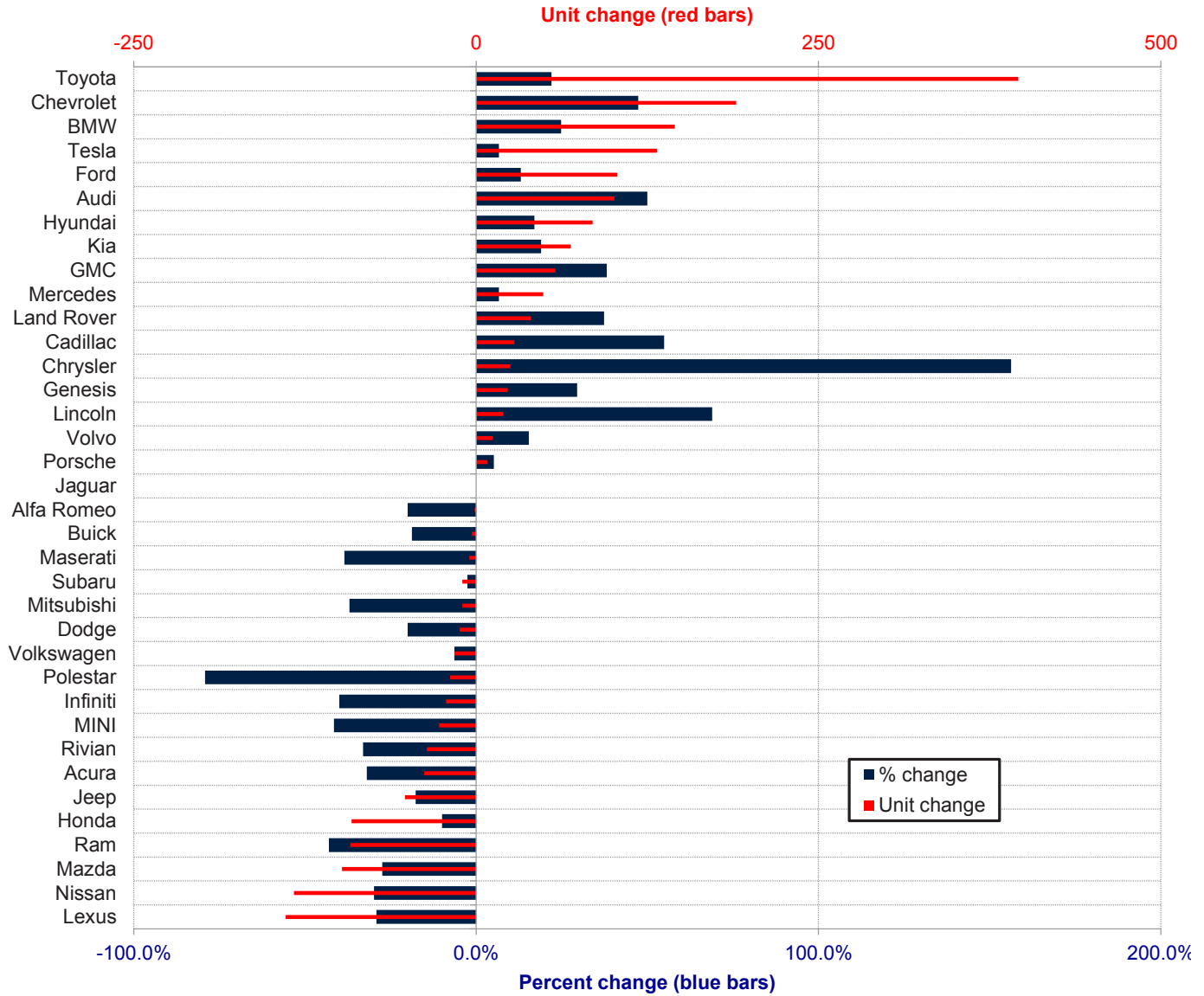
January, 2023

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

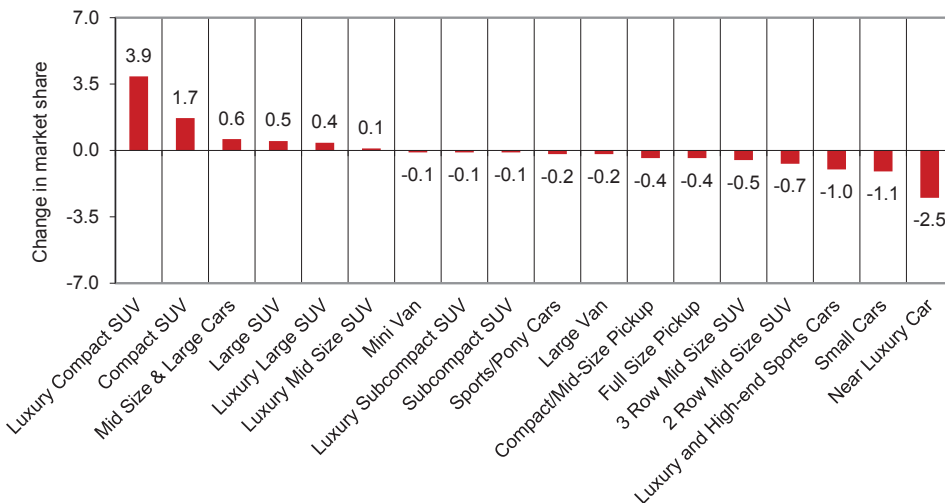
Orange County New Retail Car and Light Truck Registrations												
	January			Three Month Period Nov. '22 thru Jan. '23			Annual Total			Annual Market Share (%)		
	2022	2023	% chg.	Previous	Current	% chg.	2021	2022	% chg.	2021	2022	Chg.
<b>MARKET SUMMARY</b>												
TOTAL	11,919	12,595	5.7%	36,437	39,224	7.6%	167,321	152,188	-9.0%			
Cars	3,817	3,526	-7.6%	11,064	11,759	6.3%	55,023	46,999	-14.6%	32.9	30.9	-2.0
Light Trucks	8,102	9,069	11.9%	25,373	27,465	8.2%	112,298	105,189	-6.3%	67.1	69.1	2.0
Domestic	4,114	4,484	9.0%	12,348	13,883	12.4%	46,528	51,541	10.8%	27.8	33.9	6.1
European	2,277	2,551	12.0%	7,273	7,606	4.6%	34,193	29,748	-13.0%	20.4	19.5	-0.9
Japanese	4,586	4,441	-3.2%	13,620	13,957	2.5%	72,407	55,630	-23.2%	43.3	36.6	-6.7
Korean	942	1,119	18.8%	3,196	3,778	18.2%	14,193	15,269	7.6%	8.5	10.0	1.6
<b>BRAND REGISTRATIONS</b>												
Acura	119	81	-31.9%	341	245	-28.2%	1,943	1,089	-44.0%	1.2	0.7	-0.5
Alfa Romeo	5	4	-20.0%	37	19	-48.6%	311	150	-51.8%	0.2	0.1	-0.1
Audi	202	303	50.0%	836	994	18.9%	4,494	4,022	-10.5%	2.7	2.6	-0.1
BMW	585	730	24.8%	1,776	2,109	18.8%	7,612	7,078	-7.0%	4.5	4.7	0.2
Buick	16	13	-18.8%	44	56	27.3%	317	189	-40.4%	0.2	0.1	-0.1
Cadillac	51	79	54.9%	170	253	48.8%	1,168	1,022	-12.5%	0.7	0.7	0.0
Chevrolet	401	591	47.4%	1,334	1,828	37.0%	7,590	6,407	-15.6%	4.5	4.2	-0.3
C/D/J/R	584	453	-22.4%	1,864	1,404	-24.7%	8,649	6,795	-21.4%	5.2	4.5	-0.7
Chrysler	16	41	156.3%	43	112	160.5%	421	295	-29.9%	0.3	0.2	-0.1
Dodge	60	48	-20.0%	225	168	-25.3%	1,264	819	-35.2%	0.8	0.5	-0.3
Jeep	294	242	-17.7%	970	744	-23.3%	4,340	3,563	-17.9%	2.6	2.3	-0.3
Ram	214	122	-43.0%	626	380	-39.3%	2,624	2,118	-19.3%	1.6	1.4	-0.2
Ford	789	892	13.1%	2,678	2,394	-10.6%	9,788	10,032	2.5%	5.8	6.6	0.8
Genesis	78	101	29.5%	263	300	14.1%	817	1,071	31.1%	0.5	0.7	0.2
GMC	152	210	38.2%	430	622	44.7%	2,323	2,334	0.5%	1.4	1.5	0.1
Honda	914	823	-10.0%	2,805	2,718	-3.1%	16,829	9,825	-41.6%	10.1	6.5	-3.6
Hyundai	500	585	17.0%	1,603	1,924	20.0%	7,450	7,875	5.7%	4.5	5.2	0.7
Infiniti	55	33	-40.0%	146	94	-35.6%	788	430	-45.4%	0.5	0.3	-0.2
Jaguar	8	8	0.0%	29	26	-10.3%	299	137	-54.2%	0.2	0.1	-0.1
Kia	364	433	19.0%	1,330	1,554	16.8%	5,926	6,323	6.7%	3.5	4.2	0.7
Land Rover	107	147	37.4%	383	423	10.4%	2,223	1,253	-43.6%	1.3	0.8	-0.5
Lexus	477	338	-29.1%	1,494	1,177	-21.2%	6,776	5,386	-20.5%	4.0	3.5	-0.5
Lincoln	29	49	69.0%	117	127	8.5%	578	457	-20.9%	0.3	0.3	0.0
Maserati	13	8	-38.5%	42	30	-28.6%	207	169	-18.4%	0.1	0.1	0.0
Mazda	357	259	-27.5%	1,058	951	-10.1%	5,425	4,230	-22.0%	3.2	2.8	-0.4
Mercedes	738	787	6.6%	2,054	2,221	8.1%	9,689	9,227	-4.8%	5.8	6.1	0.3
MINI	65	38	-41.5%	129	142	10.1%	502	505	0.6%	0.3	0.3	0.0
Mitsubishi	27	17	-37.0%	70	47	-32.9%	258	206	-20.2%	0.2	0.1	-0.1
Nissan	446	313	-29.8%	1,475	1,105	-25.1%	6,344	5,053	-20.3%	3.8	3.3	-0.5
Polestar	24	5	-79.2%	56	34	-39.3%	66	264	300.0%	0.0	0.2	0.2
Porsche	155	163	5.2%	487	425	-12.7%	2,264	1,939	-14.4%	1.4	1.3	-0.1
Rivian	109	73	-33.0%	182	211	15.9%	73	669	816.4%	0.0	0.4	0.4
Subaru	395	385	-2.5%	964	1,149	19.2%	5,411	5,069	-6.3%	3.2	3.3	0.1
Tesla	1,980	2,112	6.7%	5,524	6,908	25.1%	16,029	23,473	46.4%	9.6	15.4	5.8
Toyota	1,796	2,192	22.0%	5,267	6,471	22.9%	28,633	24,342	-15.0%	17.1	16.0	-1.1
Volkswagen	253	237	-6.3%	1,019	809	-20.6%	4,364	3,350	-23.2%	2.6	2.2	-0.4
Volvo	78	90	15.4%	280	263	-6.1%	1,557	1,119	-28.1%	0.9	0.7	-0.2
Other	47	43	-8.5%	150	191	27.3%	618	698	12.9%	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.

### Change in New Retail Light Vehicle Registrations (January 2023 vs. Year Earlier)



### Change in Segment Market Share - January 2023 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.