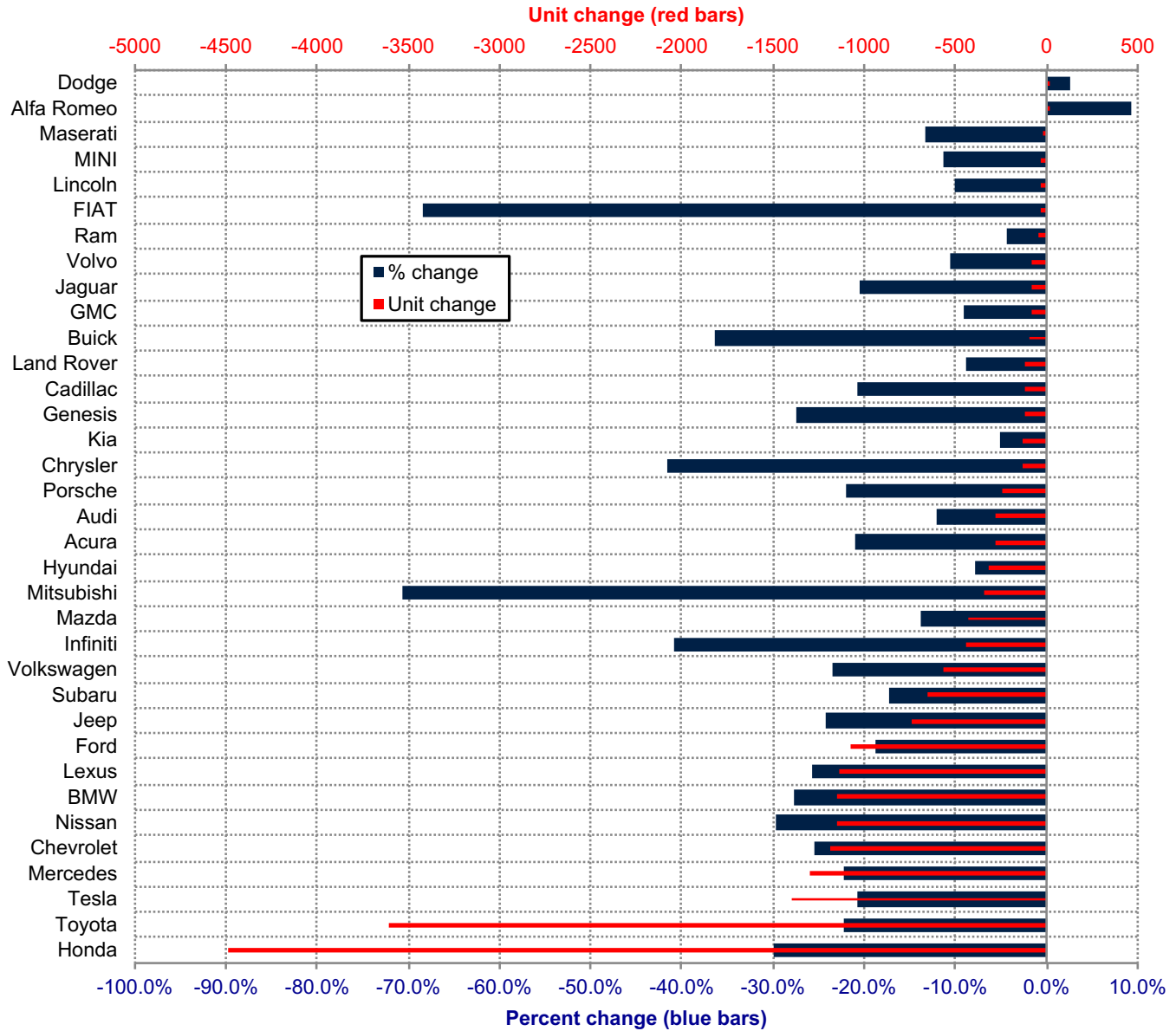


Orange County New Retail Automotive Market Data - Retail Sales *Does Not Include Fleet Sales

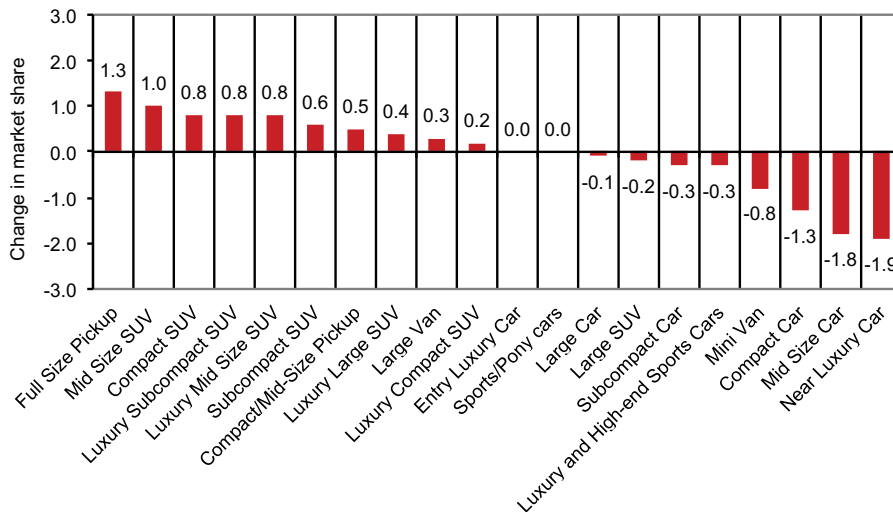
Orange County New Retail Car and Light Truck Registrations												
	July			Three Month Period May '20 thru July '20			YTD thru July			YTD Market Share (%)		
	2019	2020	% chg.	2019	2020	% chg.	2019	2020	% chg.	2019	2020	Chg.
MARKET SUMMARY												
TOTAL	13,747	11,436	-16.8%	40,734	31,640	-22.3%	100,349	78,472	-21.8%			
Cars	6,281	4,068	-35.2%	17,920	11,007	-38.6%	44,181	30,159	-31.7%	44.0	38.4	-5.6
Light Trucks	7,466	7,368	-1.3%	22,814	20,633	-9.6%	56,168	48,313	-14.0%	56.0	61.6	5.6
Domestic	3,718	3,054	-17.9%	10,065	8,099	-19.5%	24,592	19,692	-19.9%	24.5	25.1	0.6
European	2,501	2,316	-7.4%	7,700	6,604	-14.2%	19,224	15,359	-20.1%	19.2	19.6	0.4
Japanese	6,381	5,143	-19.4%	19,815	14,467	-27.0%	49,403	36,864	-25.4%	49.2	47.0	-2.3
Korean	1,147	923	-19.5%	3,154	2,470	-21.7%	7,130	6,557	-8.0%	7.1	8.4	1.3
BRAND REGISTRATIONS												
Acura	148	139	-6.1%	491	377	-23.2%	1,321	1,042	-21.1%	1.3	1.3	0.0
Alfa Romeo	23	33	43.5%	73	86	17.8%	185	202	9.2%	0.2	0.3	0.1
Audi	324	268	-17.3%	961	810	-15.7%	2,320	2,041	-12.0%	2.3	2.6	0.3
BMW	536	388	-27.6%	1,694	1,180	-30.3%	4,163	3,014	-27.6%	4.1	3.8	-0.3
Buick	34	22	-35.3%	89	72	-19.1%	259	165	-36.3%	0.3	0.2	-0.1
Cadillac	75	67	-10.7%	248	185	-25.4%	564	447	-20.7%	0.6	0.6	0.0
Chevrolet	570	437	-23.3%	1,841	1,462	-20.6%	4,668	3,479	-25.5%	4.7	4.4	-0.3
C/D/J/R	789	671	-15.0%	2,219	2,029	-8.6%	5,325	4,422	-17.0%	5.3	5.6	0.3
Chrysler	46	31	-32.6%	127	73	-42.5%	320	187	-41.6%	0.3	0.2	-0.1
Dodge	126	94	-25.4%	350	317	-9.4%	810	831	2.6%	0.8	1.1	0.3
Jeep	410	390	-4.9%	1,248	1,141	-8.6%	3,079	2,336	-24.1%	3.1	3.0	-0.1
Ram	207	156	-24.6%	494	498	0.8%	1,116	1,068	-4.3%	1.1	1.4	0.3
FIAT	4	2	-50.0%	15	5	-66.7%	54	17	-68.5%	0.1	0.0	-0.1
Ford	762	545	-28.5%	2,463	2,166	-12.1%	5,783	4,702	-18.7%	5.8	6.0	0.2
Genesis	84	34	-59.5%	243	73	-70.0%	453	329	-27.4%	0.5	0.4	-0.1
GMC	121	93	-23.1%	388	414	6.7%	946	859	-9.2%	0.9	1.1	0.2
Honda	1,931	1,370	-29.1%	5,979	4,005	-33.0%	14,974	10,487	-30.0%	14.9	13.4	-1.5
Hyundai	610	591	-3.1%	1,745	1,478	-15.3%	4,044	3,728	-7.8%	4.0	4.8	0.8
Infiniti	150	81	-46.0%	450	249	-44.7%	1,082	640	-40.9%	1.1	0.8	-0.3
Jaguar	43	44	2.3%	132	116	-12.1%	381	303	-20.5%	0.4	0.4	0.0
Kia	453	298	-34.2%	1,166	919	-21.2%	2,633	2,500	-5.1%	2.6	3.2	0.6
Land Rover	146	175	19.9%	441	508	15.2%	1,312	1,197	-8.8%	1.3	1.5	0.2
Lexus	548	456	-16.8%	1,699	1,211	-28.7%	4,420	3,284	-25.7%	4.4	4.2	-0.2
Lincoln	43	41	-4.7%	134	110	-17.9%	354	318	-10.2%	0.4	0.4	0.0
Maserati	8	8	0.0%	39	50	28.2%	144	125	-13.2%	0.1	0.2	0.1
Mazda	395	501	26.8%	1,180	1,272	7.8%	3,122	2,688	-13.9%	3.1	3.4	0.3
Mercedes	792	795	0.4%	2,423	2,178	-10.1%	5,821	4,526	-22.2%	5.8	5.8	0.0
MINI	39	38	-2.6%	105	110	4.8%	282	250	-11.3%	0.3	0.3	0.0
Mitsubishi	56	17	-69.6%	170	48	-71.8%	489	144	-70.6%	0.5	0.2	-0.3
Nissan	532	336	-36.8%	1,514	1,033	-31.8%	3,891	2,740	-29.6%	3.9	3.5	-0.4
Porsche	136	131	-3.7%	399	369	-7.5%	1,104	860	-22.1%	1.1	1.1	0.0
Subaru	484	444	-8.3%	1,546	1,308	-15.4%	3,800	3,146	-17.2%	3.8	4.0	0.2
Tesla	1,324	1,178	-11.0%	2,683	1,661	-38.1%	6,693	5,300	-20.8%	6.7	6.8	0.1
Toyota	2,137	1,799	-15.8%	6,786	4,964	-26.8%	16,304	12,693	-22.1%	16.2	16.2	0.0
Volkswagen	307	275	-10.4%	971	756	-22.1%	2,394	1,830	-23.6%	2.4	2.3	-0.1
Volvo	104	121	16.3%	318	314	-1.3%	736	659	-10.5%	0.7	0.8	0.1
Other	39	38	-2.6%	129	122	-5.4%	328	335	2.1%	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 (YTD 2020 thru July vs. Year Earlier)



Change in Segment Market Share -YTD '20 thru July vs. YTD '19



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.