

ORANGE COUNTY AUTO OUTLOOK™

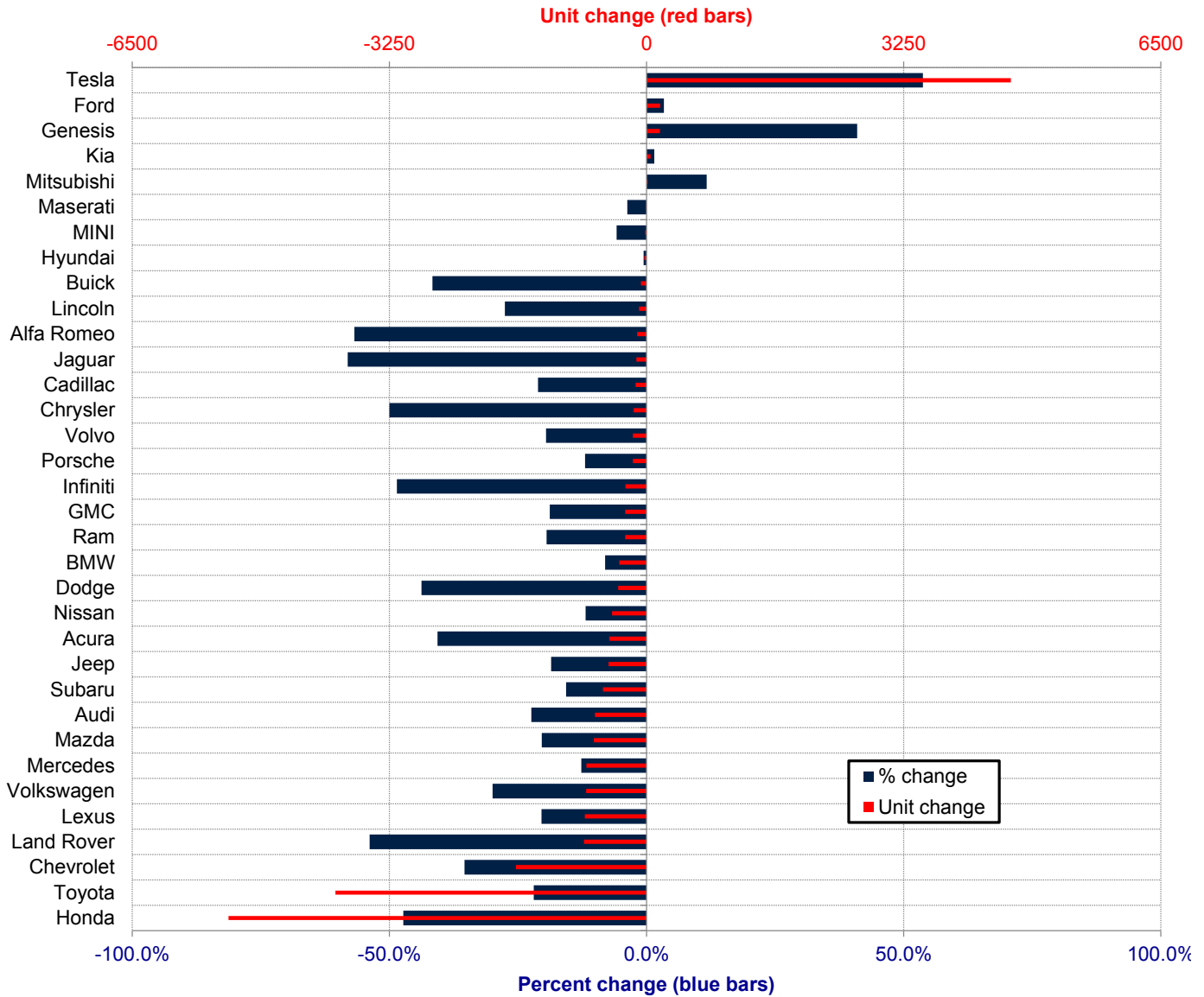
July, 2022

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

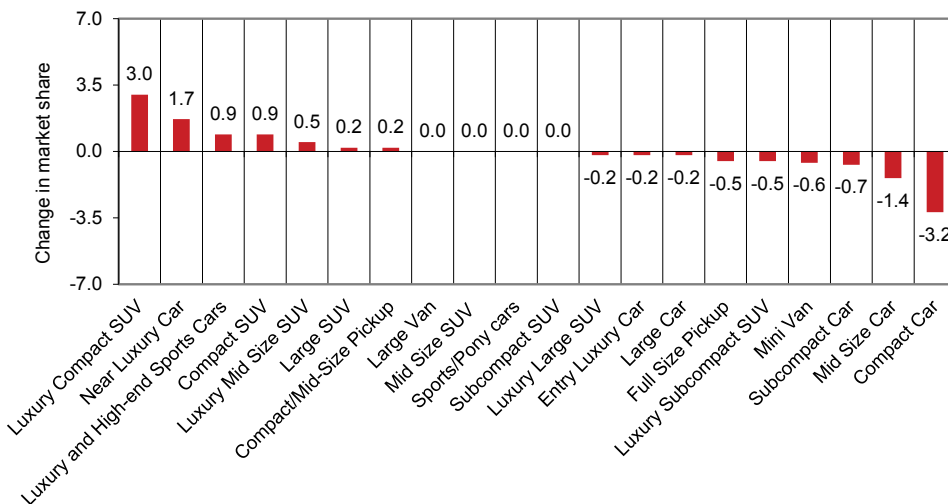
Orange County New Retail Car and Light Truck Registrations												
	July			Three Month Period May '22 thru July '22			YTD thru July			YTD Market Share (%)		
	2021	2022	% chg.	Previous	Current	% chg.	2021	2022	% chg.	2021	2022	Chg.
MARKET SUMMARY												
TOTAL	13,464	11,437	-15.1%	45,560	36,380	-20.1%	100,949	86,091	-14.7%			
Cars	4,803	3,635	-24.3%	15,736	11,344	-27.9%	34,469	26,735	-22.4%	34.1	31.1	-3.1
Light Trucks	8,661	7,802	-9.9%	29,824	25,036	-16.1%	66,480	59,356	-10.7%	65.9	68.9	3.1
Domestic	3,622	4,304	18.8%	10,835	11,777	8.7%	26,120	27,402	4.9%	25.9	31.8	6.0
European	2,654	2,081	-21.6%	9,645	7,247	-24.9%	20,727	16,769	-19.1%	20.5	19.5	-1.1
Japanese	5,761	3,584	-37.8%	20,621	13,255	-35.7%	45,222	32,848	-27.4%	44.8	38.2	-6.6
Korean	1,427	1,468	2.9%	4,459	4,101	-8.0%	8,880	9,072	2.2%	8.8	10.5	1.7
BRAND REGISTRATIONS												
Acura	161	51	-68.3%	596	265	-55.5%	1,159	688	-40.6%	1.1	0.8	-0.3
Alfa Romeo	31	12	-61.3%	85	41	-51.8%	206	89	-56.8%	0.2	0.1	-0.1
Audi	330	290	-12.1%	1,277	1,049	-17.9%	2,907	2,256	-22.4%	2.9	2.6	-0.3
BMW	586	484	-17.4%	2,140	1,653	-22.8%	4,304	3,958	-8.0%	4.3	4.6	0.3
Buick	21	15	-28.6%	81	45	-44.4%	173	101	-41.6%	0.2	0.1	-0.1
Cadillac	66	77	16.7%	295	226	-23.4%	649	512	-21.1%	0.6	0.6	0.0
Chevrolet	570	456	-20.0%	1,918	1,395	-27.3%	4,662	3,011	-35.4%	4.6	3.5	-1.1
C/D/J/R	559	517	-7.5%	2,232	1,583	-29.1%	5,129	3,857	-24.8%	5.1	4.5	-0.6
Chrysler	18	18	0.0%	131	81	-38.2%	324	162	-50.0%	0.3	0.2	-0.1
Dodge	81	52	-35.8%	310	179	-42.3%	818	460	-43.8%	0.8	0.5	-0.3
Jeep	300	313	4.3%	1,217	878	-27.9%	2,593	2,112	-18.5%	2.6	2.5	-0.1
Ram	160	134	-16.3%	574	445	-22.5%	1,394	1,123	-19.4%	1.4	1.3	-0.1
Ford	454	650	43.2%	2,083	2,414	15.9%	5,156	5,330	3.4%	5.1	6.2	1.1
Genesis	85	103	21.2%	198	240	21.2%	410	578	41.0%	0.4	0.7	0.3
GMC	160	125	-21.9%	597	498	-16.6%	1,440	1,169	-18.8%	1.4	1.4	0.0
Honda	1,494	519	-65.3%	5,176	2,124	-59.0%	11,167	5,883	-47.3%	11.1	6.8	-4.3
Hyundai	779	864	10.9%	2,467	2,359	-4.4%	5,030	5,002	-0.6%	5.0	5.8	0.8
Infiniti	69	20	-71.0%	254	113	-55.5%	552	284	-48.6%	0.5	0.3	-0.2
Jaguar	22	6	-72.7%	102	27	-73.5%	222	93	-58.1%	0.2	0.1	-0.1
Kia	563	501	-11.0%	1,794	1,502	-16.3%	3,440	3,492	1.5%	3.4	4.1	0.7
Land Rover	154	62	-59.7%	543	238	-56.2%	1,466	677	-53.8%	1.5	0.8	-0.7
Lexus	433	365	-15.7%	1,553	1,212	-22.0%	3,818	3,038	-20.4%	3.8	3.5	-0.3
Lincoln	23	46	100.0%	126	126	0.0%	341	247	-27.6%	0.3	0.3	0.0
Maserati	17	12	-29.4%	53	38	-28.3%	107	103	-3.7%	0.1	0.1	0.0
Mazda	456	203	-55.5%	1,730	788	-54.5%	3,267	2,601	-20.4%	3.2	3.0	-0.2
Mercedes	640	663	3.6%	2,649	2,333	-11.9%	5,984	5,224	-12.7%	5.9	6.1	0.2
MINI	57	68	19.3%	160	126	-21.3%	310	292	-5.8%	0.3	0.3	0.0
Mitsubishi	19	9	-52.6%	76	55	-27.6%	128	143	11.7%	0.1	0.2	0.1
Nissan	517	337	-34.8%	1,774	1,242	-30.0%	3,694	3,257	-11.8%	3.7	3.8	0.1
Porsche	169	140	-17.2%	641	578	-9.8%	1,429	1,258	-12.0%	1.4	1.5	0.1
Subaru	463	352	-24.0%	1,576	1,224	-22.3%	3,529	2,977	-15.6%	3.5	3.5	0.0
Tesla	1,769	2,418	36.7%	3,503	5,490	56.7%	8,570	13,175	53.7%	8.5	15.3	6.8
Toyota	2,149	1,728	-19.6%	7,886	6,232	-21.0%	17,908	13,977	-22.0%	17.7	16.2	-1.5
Volkswagen	415	233	-43.9%	1,368	721	-47.3%	2,554	1,790	-29.9%	2.5	2.1	-0.4
Volvo	174	66	-62.1%	472	298	-36.9%	874	703	-19.6%	0.9	0.8	-0.1
Other	59	45	-23.7%	155	145	-6.5%	364	326	-10.4%	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 (YTD 2022 thru July vs. Year Earlier)



Change in Segment Market Share -YTD 2022 thru July 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.