

ORANGE COUNTY AUTO OUTLOOK™

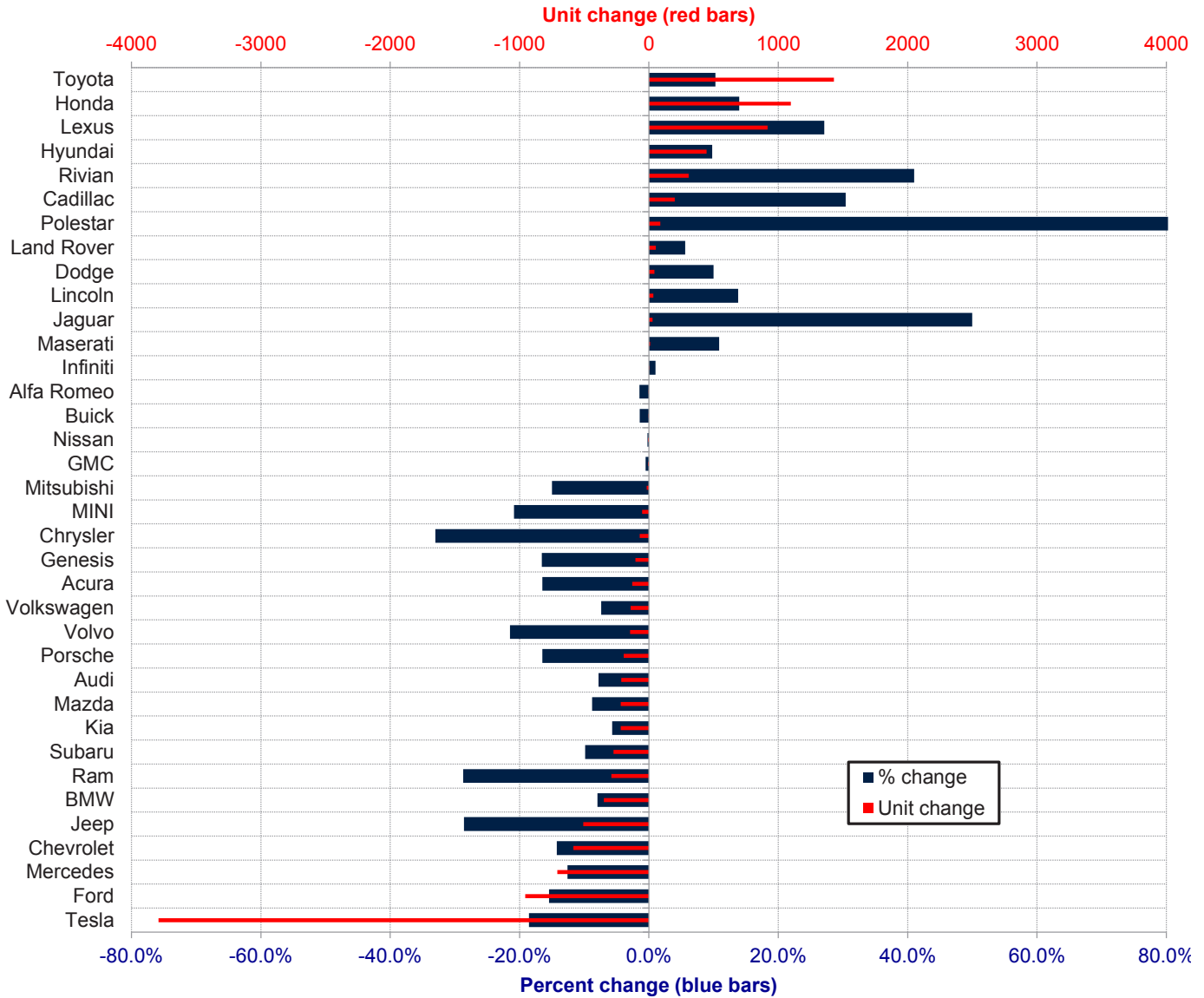
July, 2024

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

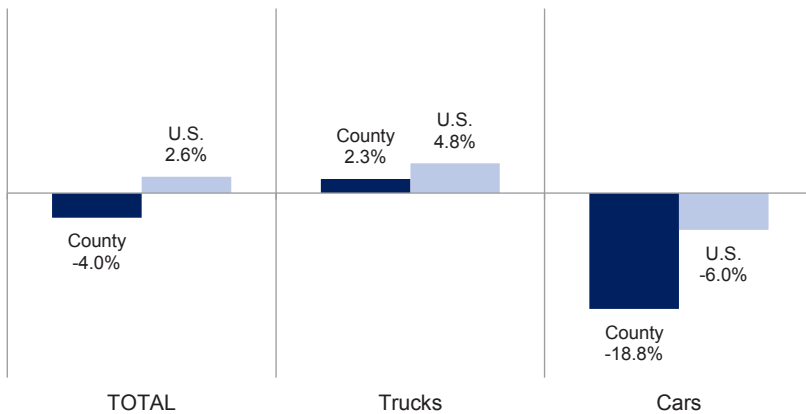
Orange County New Retail Car and Light Truck Registrations												
	July			Three Month Period May '24 thru Jul. '24			YTD thru July			YTD Market Share (%)		
	2023	2024	% chg.	Previous	Current	% chg.	YTD '23	YTD '24	% chg.	YTD '23	YTD '24	Chg.
MARKET SUMMARY												
TOTAL	14,106	11,853	-16.0%	45,261	41,626	-8.0%	99,629	95,648	-4.0%			
Cars	4,643	2,856	-38.5%	13,605	10,002	-26.5%	29,660	24,071	-18.8%	29.8	25.2	-4.6
Light Trucks	9,463	8,997	-4.9%	31,656	31,624	-0.1%	69,969	71,577	2.3%	70.2	74.8	4.6
Domestic	5,663	5,227	-7.7%	17,509	14,509	-17.1%	37,551	32,026	-14.7%	37.7	33.5	-4.2
European	2,263	1,678	-25.9%	7,946	6,663	-16.1%	18,279	16,716	-8.6%	18.3	17.5	-0.9
Japanese	4,867	3,852	-20.9%	15,701	16,189	3.1%	34,745	37,549	8.1%	34.9	39.3	4.4
Korean	1,313	1,096	-16.5%	4,105	4,265	3.9%	9,054	9,357	3.3%	9.1	9.8	0.7
BRAND REGISTRATIONS												
Acura	113	86	-23.9%	350	306	-12.6%	777	649	-16.5%	0.8	0.7	-0.1
Alfa Romeo	10	6	-40.0%	30	29	-3.3%	69	68	-1.4%	0.1	0.1	0.0
Audi	371	222	-40.2%	1,243	940	-24.4%	2,743	2,529	-7.8%	2.8	2.6	-0.2
BMW	489	419	-14.3%	1,851	1,648	-11.0%	4,367	4,019	-8.0%	4.4	4.2	-0.2
Buick	21	21	0.0%	64	65	1.6%	141	139	-1.4%	0.1	0.1	0.0
Cadillac	90	114	26.7%	294	394	34.0%	654	853	30.4%	0.7	0.9	0.2
Chevrolet	529	472	-10.8%	1,673	1,577	-5.7%	4,097	3,513	-14.3%	4.1	3.7	-0.4
C/D/J/R	410	219	-46.6%	1,510	985	-34.8%	3,431	2,605	-24.1%	3.4	2.7	-0.7
Chrysler	33	18	-45.5%	101	60	-40.6%	215	144	-33.0%	0.2	0.2	0.0
Dodge	60	48	-20.0%	205	206	0.5%	430	473	10.0%	0.4	0.5	0.1
Jeep	192	98	-49.0%	763	475	-37.7%	1,773	1,266	-28.6%	1.8	1.3	-0.5
Ram	125	55	-56.0%	441	244	-44.7%	1,013	722	-28.7%	1.0	0.8	-0.2
Ford	738	496	-32.8%	2,664	2,148	-19.4%	6,195	5,238	-15.4%	6.2	5.5	-0.7
Genesis	69	59	-14.5%	265	217	-18.1%	634	529	-16.6%	0.6	0.6	0.0
GMC	222	145	-34.7%	632	623	-1.4%	1,422	1,415	-0.5%	1.4	1.5	0.1
Honda	1,041	970	-6.8%	3,677	3,834	4.3%	7,868	8,965	13.9%	7.9	9.4	1.5
Hyundai	614	597	-2.8%	2,006	2,377	18.5%	4,546	4,991	9.8%	4.6	5.2	0.6
Infiniti	28	31	10.7%	133	111	-16.5%	299	302	1.0%	0.3	0.3	0.0
Jaguar	4	10	150.0%	20	37	85.0%	56	84	50.0%	0.1	0.1	0.0
Kia	629	440	-30.0%	1,812	1,639	-9.5%	3,849	3,631	-5.7%	3.9	3.8	-0.1
Land Rover	93	84	-9.7%	335	356	6.3%	930	982	5.6%	0.9	1.0	0.1
Lexus	504	403	-20.0%	1,542	1,955	26.8%	3,382	4,299	27.1%	3.4	4.5	1.1
Lincoln	18	24	33.3%	83	113	36.1%	254	289	13.8%	0.3	0.3	0.0
Maserati	20	5	-75.0%	46	40	-13.0%	92	102	10.9%	0.1	0.1	0.0
Mazda	316	230	-27.2%	1,174	944	-19.6%	2,476	2,259	-8.8%	2.5	2.4	-0.1
Mercedes	710	520	-26.8%	2,495	1,979	-20.7%	5,632	4,923	-12.6%	5.7	5.1	-0.6
MINI	42	17	-59.5%	102	67	-34.3%	254	201	-20.9%	0.3	0.2	-0.1
Mitsubishi	17	9	-47.1%	54	39	-27.8%	120	102	-15.0%	0.1	0.1	0.0
Nissan	410	385	-6.1%	1,414	1,420	0.4%	3,132	3,125	-0.2%	3.1	3.3	0.2
Polestar	0	23		12	75	525.0%	36	124	244.4%	0.0	0.1	0.1
Porsche	165	139	-15.8%	542	451	-16.8%	1,184	989	-16.5%	1.2	1.0	-0.2
Rivian	219	175	-20.1%	407	495	21.6%	749	1,056	41.0%	0.8	1.1	0.3
Subaru	356	223	-37.4%	1,174	1,064	-9.4%	2,772	2,499	-9.8%	2.8	2.6	-0.2
Tesla	3,390	3,535	4.3%	10,117	8,006	-20.9%	20,432	16,640	-18.6%	20.5	17.4	-3.1
Toyota	2,082	1,515	-27.2%	6,183	6,516	5.4%	13,919	15,349	10.3%	14.0	16.0	2.0
Volkswagen	218	164	-24.8%	795	671	-15.6%	1,923	1,781	-7.4%	1.9	1.9	0.0
Volvo	87	33	-62.1%	323	209	-35.3%	680	534	-21.5%	0.7	0.6	-0.1
Other	81	62	-23.5%	239	296	23.8%	514	864	68.1%	0.5	0.9	0.4

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. Figures for July 2024 are partially estimated.

Change in New Retail Light Vehicle Registrations (YTD 2024 thru July vs. Year Earlier)



**Percent Change in County and U.S. New Retail Light Vehicle Markets
YTD 2024 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).

Data sourced from Experian Automotive.