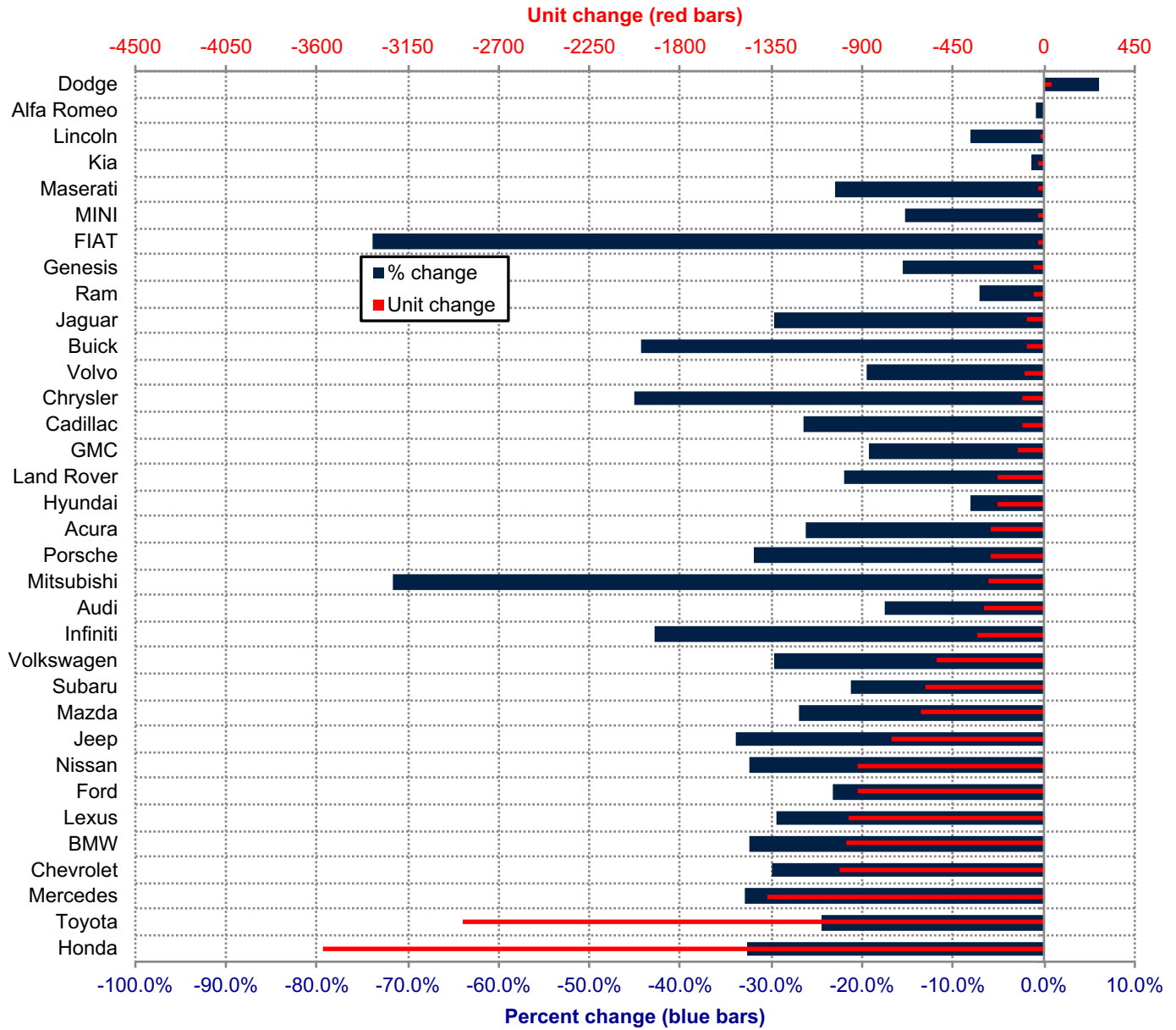


Orange County New Retail Automotive Market Data - Retail Sales *Does Not Include Fleet Sales

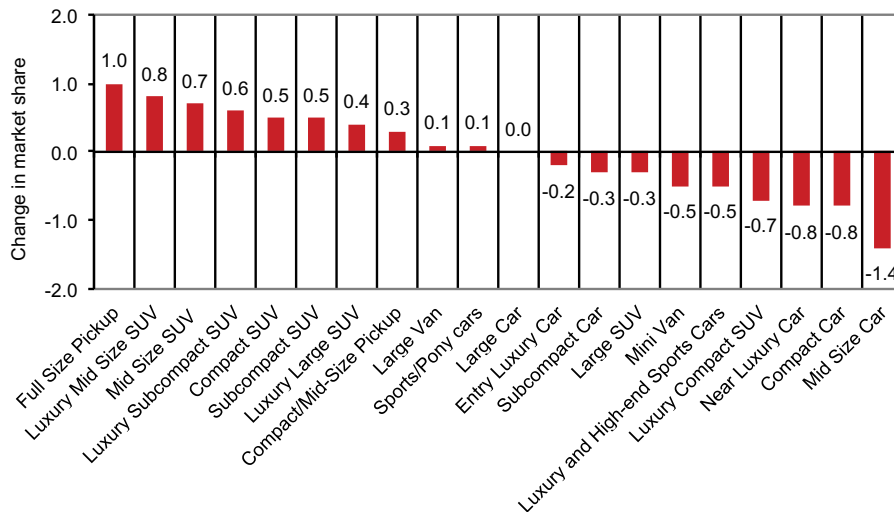
Orange County New Retail Car and Light Truck Registrations												
	May			Three Month Period March '20 thru May '20			YTD thru May			YTD Market Share (%)		
	2019	2020	% chg.	2019	2020	% chg.	2019	2020	% chg.	2019	2020	Chg.
MARKET SUMMARY												
TOTAL	12,585	6,848	-45.6%	41,841	26,743	-36.1%	72,200	53,680	-25.7%			
Cars	5,542	2,398	-56.7%	18,548	10,602	-42.8%	31,803	21,550	-32.2%	44.0	40.1	-3.9
Light Trucks	7,043	4,450	-36.8%	23,293	16,141	-30.7%	40,397	32,130	-20.5%	56.0	59.9	3.9
Domestic	2,735	1,799	-34.2%	9,471	6,942	-26.7%	17,262	13,392	-22.4%	23.9	24.9	1.0
European	2,552	1,381	-45.9%	8,281	4,873	-41.2%	14,076	10,136	-28.0%	19.5	18.9	-0.6
Japanese	6,347	3,132	-50.7%	21,078	12,648	-40.0%	35,935	25,529	-29.0%	49.8	47.6	-2.2
Korean	951	536	-43.6%	3,011	2,280	-24.3%	4,927	4,623	-6.2%	6.8	8.6	1.8
BRAND REGISTRATIONS												
Acura	164	68	-58.5%	534	308	-42.3%	994	733	-26.3%	1.4	1.4	0.0
Alfa Romeo	18	13	-27.8%	76	57	-25.0%	130	129	-0.8%	0.2	0.2	0.0
Audi	321	154	-52.0%	959	609	-36.5%	1,680	1,385	-17.6%	2.3	2.6	0.3
BMW	539	201	-62.7%	1,784	927	-48.0%	3,008	2,035	-32.3%	4.2	3.8	-0.4
Buick	26	16	-38.5%	112	59	-47.3%	196	109	-44.4%	0.3	0.2	-0.1
Cadillac	89	36	-59.6%	228	128	-43.9%	405	298	-26.4%	0.6	0.6	0.0
Chevrolet	548	346	-36.9%	1,903	1,223	-35.7%	3,375	2,363	-30.0%	4.7	4.4	-0.3
C/D/J/R	690	523	-24.2%	2,236	1,665	-25.5%	3,796	2,916	-23.2%	5.3	5.4	0.1
Chrysler	33	10	-69.7%	116	56	-51.7%	226	124	-45.1%	0.3	0.2	-0.1
Dodge	115	96	-16.5%	356	334	-6.2%	575	610	6.1%	0.8	1.1	0.3
Jeep	399	277	-30.6%	1,327	853	-35.7%	2,230	1,472	-34.0%	3.1	2.7	-0.4
Ram	143	140	-2.1%	437	422	-3.4%	765	710	-7.2%	1.1	1.3	0.2
FIAT	7	0	-100.0%	22	8	-63.6%	46	12	-73.9%	0.1	0.0	-0.1
Ford	684	541	-20.9%	2,313	1,661	-28.2%	4,004	3,077	-23.2%	5.5	5.7	0.2
Genesis	110	14	-87.3%	259	90	-65.3%	320	270	-15.6%	0.4	0.5	0.1
GMC	116	100	-13.8%	355	277	-22.0%	674	545	-19.1%	0.9	1.0	0.1
Honda	1,926	863	-55.2%	6,415	3,559	-44.5%	10,921	7,345	-32.7%	15.1	13.7	-1.4
Hyundai	503	324	-35.6%	1,640	1,280	-22.0%	2,802	2,574	-8.1%	3.9	4.8	0.9
Infiniti	151	57	-62.3%	426	213	-50.0%	783	448	-42.8%	1.1	0.8	-0.3
Jaguar	44	19	-56.8%	166	110	-33.7%	293	206	-29.7%	0.4	0.4	0.0
Kia	338	198	-41.4%	1,112	910	-18.2%	1,805	1,779	-1.4%	2.5	3.3	0.8
Land Rover	165	120	-27.3%	571	398	-30.3%	1,036	809	-21.9%	1.4	1.5	0.1
Lexus	544	227	-58.3%	1,857	1,059	-43.0%	3,265	2,300	-29.6%	4.5	4.3	-0.2
Lincoln	31	23	-25.8%	142	101	-28.9%	251	231	-8.0%	0.3	0.4	0.1
Maserati	13	16	23.1%	52	47	-9.6%	118	91	-22.9%	0.2	0.2	0.0
Mazda	328	242	-26.2%	1,257	797	-36.6%	2,270	1,658	-27.0%	3.1	3.1	0.0
Mercedes	784	462	-41.1%	2,512	1,366	-45.6%	4,182	2,810	-32.8%	5.8	5.2	-0.6
MINI	26	32	23.1%	138	94	-31.9%	203	172	-15.3%	0.3	0.3	0.0
Mitsubishi	56	10	-82.1%	230	43	-81.3%	375	106	-71.7%	0.5	0.2	-0.3
Nissan	486	229	-52.9%	1,616	1,025	-36.6%	2,863	1,936	-32.4%	4.0	3.6	-0.4
Porsche	135	81	-40.0%	445	276	-38.0%	840	572	-31.9%	1.2	1.1	-0.1
Subaru	483	316	-34.6%	1,655	1,110	-32.9%	2,737	2,154	-21.3%	3.8	4.0	0.2
Toyota	2,209	1,120	-49.3%	7,088	4,534	-36.0%	11,727	8,849	-24.5%	16.2	16.5	0.3
Volkswagen	364	183	-49.7%	1,105	630	-43.0%	1,787	1,257	-29.7%	2.5	2.3	-0.2
Volvo	89	63	-29.2%	312	220	-29.5%	507	408	-19.5%	0.7	0.8	0.1
Other	598	251	-58.0%	2,321	1,959	-15.6%	4,807	4,103	-14.6%	6.7	7.6	0.9

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 May vs. Year Earlier)



Change in Segment Market Share -YTD '20 thru May 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.