

ORANGE COUNTY AUTO OUTLOOK™

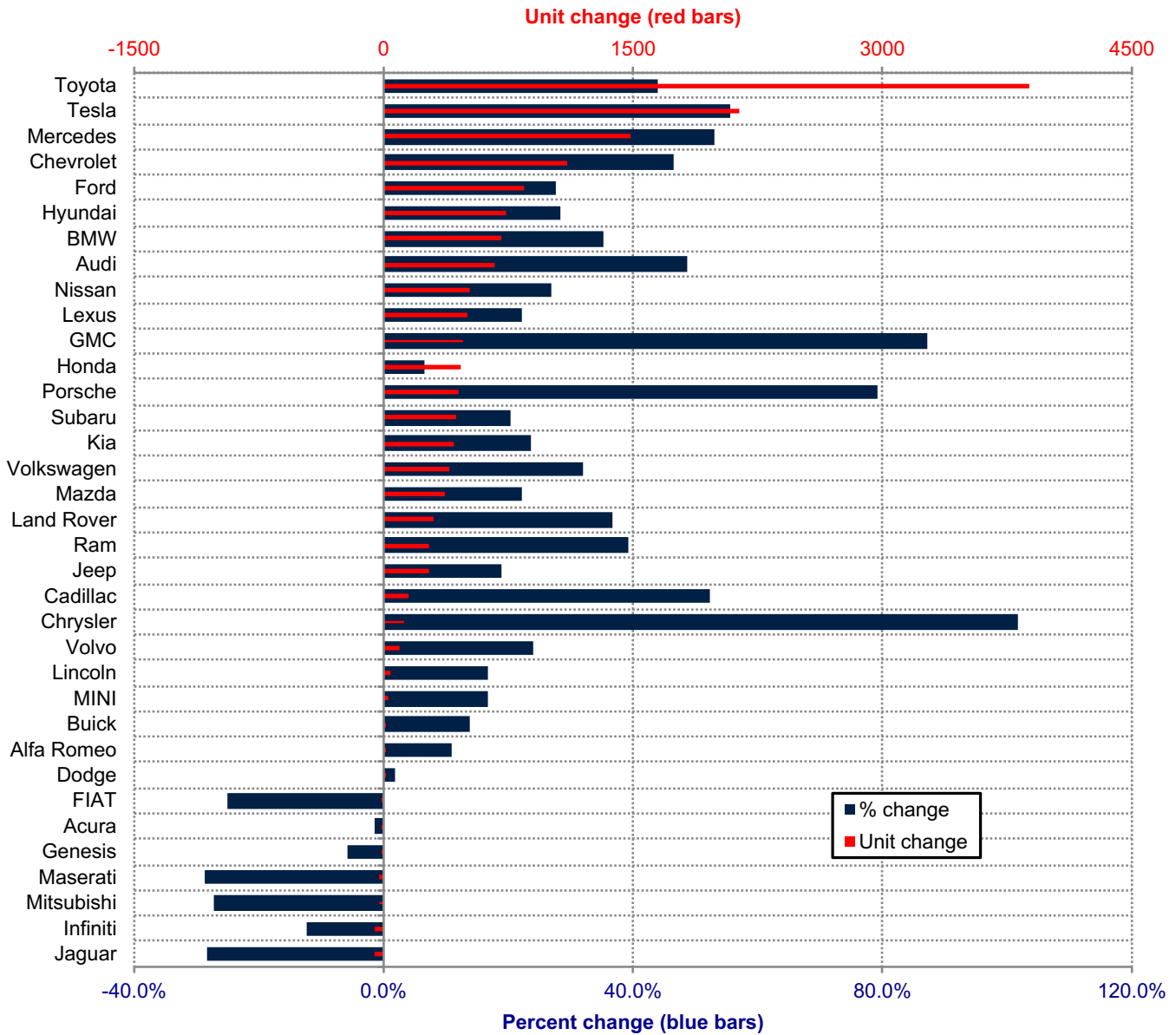
May, 2021

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

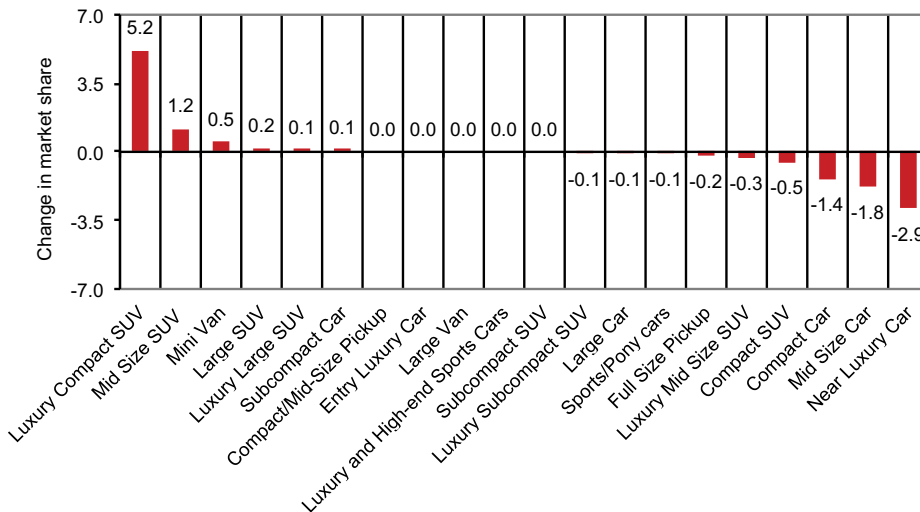
Orange County New Retail Car and Light Truck Registrations												
	May			Three Month Period Mar. '21 thru May '21			YTD thru May			YTD Market Share (%)		
	2020	2021	% chg.	Previous	Current	% chg.	2020	2021	% chg.	2020	2021	Chg.
MARKET SUMMARY												
TOTAL	6,848	15,061	119.9%	26,743	45,338	69.5%	53,680	70,450	31.2%			
Cars	2,376	5,076	113.6%	10,523	15,353	45.9%	21,399	23,809	11.3%	39.9	33.8	-6.1
Light Trucks	4,472	9,985	123.3%	16,220	29,985	84.9%	32,281	46,641	44.5%	60.1	66.2	6.1
Domestic	1,799	3,573	98.6%	6,942	11,718	68.8%	13,392	18,858	40.8%	24.9	26.8	1.8
European	1,381	3,133	126.9%	4,873	8,926	83.2%	10,136	14,215	40.2%	18.9	20.2	1.3
Japanese	3,132	7,020	124.1%	12,648	20,872	65.0%	25,529	31,621	23.9%	47.6	44.9	-2.7
Korean	536	1,335	149.1%	2,280	3,822	67.6%	4,623	5,756	24.5%	8.6	8.2	-0.4
BRAND REGISTRATIONS												
Acura	68	160	135.3%	308	465	51.0%	733	723	-1.4%	1.4	1.0	-0.4
Alfa Romeo	13	22	69.2%	57	71	24.6%	129	143	10.9%	0.2	0.2	0.0
Audi	154	429	178.6%	609	1,382	126.9%	1,385	2,059	48.7%	2.6	2.9	0.3
BMW	201	585	191.0%	927	1,738	87.5%	2,035	2,749	35.1%	3.8	3.9	0.1
Buick	16	32	100.0%	59	80	35.6%	109	124	13.8%	0.2	0.2	0.0
Cadillac	36	100	177.8%	128	288	125.0%	298	454	52.3%	0.6	0.6	0.0
Chevrolet	346	720	108.1%	1,223	2,263	85.0%	2,363	3,464	46.6%	4.4	4.9	0.5
C/D/J/R	523	712	36.1%	1,665	2,331	40.0%	2,916	3,609	23.8%	5.4	5.1	-0.3
Chrysler	10	57	470.0%	56	168	200.0%	124	250	101.6%	0.2	0.4	0.2
Dodge	96	112	16.7%	334	426	27.5%	610	620	1.6%	1.1	0.9	-0.2
Jeep	277	374	35.0%	853	1,133	32.8%	1,472	1,750	18.9%	2.7	2.5	-0.2
Ram	140	169	20.7%	422	604	43.1%	710	989	39.3%	1.3	1.4	0.1
FIAT	0	3		8	8	0.0%	12	9	-25.0%	0.0	0.0	0.0
Ford	541	855	58.0%	1,661	2,594	56.2%	3,077	3,928	27.7%	5.7	5.6	-0.1
Genesis	14	42	200.0%	90	167	85.6%	270	254	-5.9%	0.5	0.4	-0.1
GMC	100	177	77.0%	277	588	112.3%	545	1,020	87.2%	1.0	1.4	0.4
Honda	863	1,822	111.1%	3,559	5,165	45.1%	7,345	7,813	6.4%	13.7	11.1	-2.6
Hyundai	324	741	128.7%	1,280	2,180	70.3%	2,574	3,304	28.4%	4.8	4.7	-0.1
Infiniti	57	94	64.9%	213	260	22.1%	448	392	-12.5%	0.8	0.6	-0.2
Jaguar	19	28	47.4%	110	101	-8.2%	206	148	-28.2%	0.4	0.2	-0.2
Kia	198	552	178.8%	910	1,475	62.1%	1,779	2,198	23.6%	3.3	3.1	-0.2
Land Rover	120	184	53.3%	398	628	57.8%	809	1,107	36.8%	1.5	1.6	0.1
Lexus	227	542	138.8%	1,059	1,821	72.0%	2,300	2,807	22.0%	4.3	4.0	-0.3
Lincoln	23	55	139.1%	101	168	66.3%	231	270	16.9%	0.4	0.4	0.0
Maserati	16	11	-31.3%	47	42	-10.6%	91	65	-28.6%	0.2	0.1	-0.1
Mazda	242	491	102.9%	797	1,401	75.8%	1,658	2,028	22.3%	3.1	2.9	-0.2
Mercedes	462	966	109.1%	1,366	2,636	93.0%	2,810	4,300	53.0%	5.2	6.1	0.9
MINI	32	51	59.4%	94	126	34.0%	172	201	16.9%	0.3	0.3	0.0
Mitsubishi	10	25	150.0%	43	51	18.6%	106	77	-27.4%	0.2	0.1	-0.1
Nissan	229	535	133.6%	1,025	1,601	56.2%	1,936	2,455	26.8%	3.6	3.5	-0.1
Porsche	81	236	191.4%	276	615	122.8%	572	1,024	79.0%	1.1	1.5	0.4
Subaru	316	639	102.2%	1,110	1,750	57.7%	2,154	2,592	20.3%	4.0	3.7	-0.3
Tesla	214	922	330.8%	1,828	3,406	86.3%	3,853	5,989	55.4%	7.2	8.5	1.3
Toyota	1,120	2,712	142.1%	4,534	8,358	84.3%	8,849	12,734	43.9%	16.5	18.1	1.6
Volkswagen	183	471	157.4%	630	1,125	78.6%	1,257	1,657	31.8%	2.3	2.4	0.1
Volvo	63	104	65.1%	220	305	38.6%	408	506	24.0%	0.8	0.7	-0.1
Other	37	43	16.2%	131	149	13.7%	250	247	-1.2%	0.5	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 2021 thru May vs. Year Earlier)



Change in Segment Market Share -YTD 2021 thru May 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.