

ORANGE COUNTY AUTO OUTLOOK™

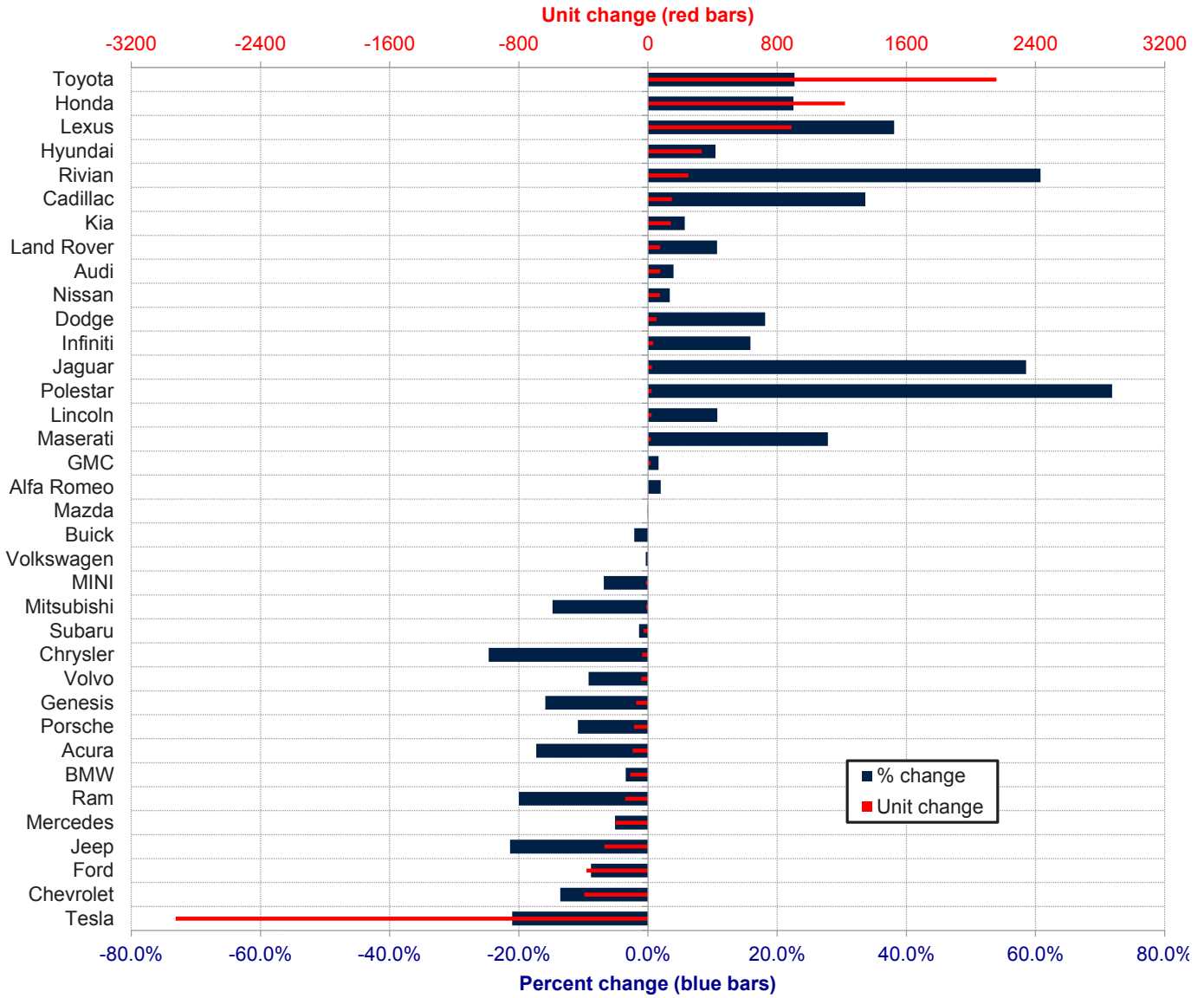
May, 2024

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

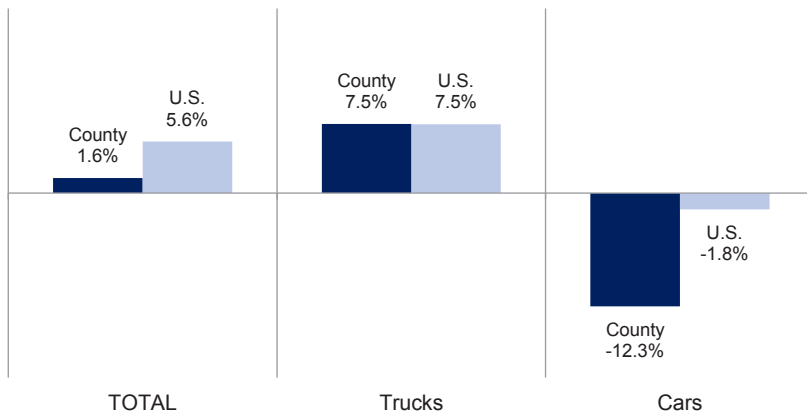
Orange County New Retail Car and Light Truck Registrations												
	May			Three Month Period Mar. '24 thru May '24			YTD thru May			YTD Market Share (%)		
	2023	2024	% chg.	Previous	Current	% chg.	YTD '23	YTD '24	% chg.	YTD '23	YTD '24	Chg.
MARKET SUMMARY												
TOTAL	14,474	15,992	10.5%	40,763	40,799	0.1%	68,811	69,928	1.6%			
Cars	4,410	3,913	-11.3%	12,290	10,264	-16.5%	20,462	17,951	-12.3%	29.7	25.7	-4.1
Light Trucks	10,064	12,079	20.0%	28,473	30,535	7.2%	48,349	51,977	7.5%	70.3	74.3	4.1
Domestic	5,783	4,773	-17.5%	15,725	12,634	-19.7%	25,816	22,248	-13.8%	37.5	31.8	-5.7
European	2,559	2,699	5.5%	7,315	7,006	-4.2%	12,876	12,732	-1.1%	18.7	18.2	-0.5
Japanese	4,903	6,833	39.4%	14,119	16,939	20.0%	23,946	28,185	17.7%	34.8	40.3	5.5
Korean	1,229	1,687	37.3%	3,604	4,220	17.1%	6,173	6,763	9.6%	9.0	9.7	0.7
BRAND REGISTRATIONS												
Acura	122	111	-9.0%	366	257	-29.8%	549	454	-17.3%	0.8	0.6	-0.2
Alfa Romeo	12	13	8.3%	31	33	6.5%	51	52	2.0%	0.1	0.1	0.0
Audi	405	404	-0.2%	1,179	1,134	-3.8%	1,905	1,980	3.9%	2.8	2.8	0.0
BMW	642	679	5.8%	1,747	1,655	-5.3%	3,158	3,049	-3.5%	4.6	4.4	-0.2
Buick	19	20	5.3%	58	63	8.6%	95	93	-2.1%	0.1	0.1	0.0
Cadillac	85	139	63.5%	251	385	53.4%	443	592	33.6%	0.6	0.8	0.2
Chevrolet	484	574	18.6%	1,545	1,429	-7.5%	2,905	2,510	-13.6%	4.2	3.6	-0.6
C/D/J/R	485	402	-17.1%	1,450	1,109	-23.5%	2,403	2,008	-16.4%	3.5	2.9	-0.6
Chrysler	28	25	-10.7%	72	58	-19.4%	142	107	-24.6%	0.2	0.2	0.0
Dodge	62	84	35.5%	180	232	28.9%	287	339	18.1%	0.4	0.5	0.1
Jeep	258	205	-20.5%	760	564	-25.8%	1,268	997	-21.4%	1.8	1.4	-0.4
Ram	137	88	-35.8%	438	255	-41.8%	706	565	-20.0%	1.0	0.8	-0.2
Ford	788	865	9.8%	2,348	2,376	1.2%	4,319	3,938	-8.8%	6.3	5.6	-0.7
Genesis	102	88	-13.7%	267	217	-18.7%	465	391	-15.9%	0.7	0.6	-0.1
GMC	193	211	9.3%	518	597	15.3%	982	998	1.6%	1.4	1.4	0.0
Honda	1,225	1,506	22.9%	3,284	4,008	22.0%	5,416	6,636	22.5%	7.9	9.5	1.6
Hyundai	659	927	40.7%	1,859	2,304	23.9%	3,200	3,534	10.4%	4.7	5.1	0.4
Infiniti	42	50	19.0%	126	148	17.5%	208	241	15.9%	0.3	0.3	0.0
Jaguar	5	18	260.0%	21	35	66.7%	41	65	58.5%	0.1	0.1	0.0
Kia	455	642	41.1%	1,462	1,524	4.2%	2,492	2,634	5.7%	3.6	3.8	0.2
Land Rover	106	150	41.5%	357	421	17.9%	701	776	10.7%	1.0	1.1	0.1
Lexus	494	881	78.3%	1,486	1,850	24.5%	2,334	3,224	38.1%	3.4	4.6	1.2
Lincoln	34	53	55.9%	105	149	41.9%	205	227	10.7%	0.3	0.3	0.0
Maserati	15	16	6.7%	45	53	17.8%	61	78	27.9%	0.1	0.1	0.0
Mazda	406	397	-2.2%	1,078	978	-9.3%	1,710	1,709	-0.1%	2.5	2.4	-0.1
Mercedes	795	789	-0.8%	2,231	2,062	-7.6%	3,932	3,731	-5.1%	5.7	5.3	-0.4
MINI	23	30	30.4%	88	88	0.0%	175	163	-6.9%	0.3	0.2	-0.1
Mitsubishi	22	12	-45.5%	55	46	-16.4%	88	75	-14.8%	0.1	0.1	0.0
Nissan	468	553	18.2%	1,377	1,483	7.7%	2,184	2,258	3.4%	3.2	3.2	0.0
Polestar	8	6	-25.0%	19	23	21.1%	32	55	71.9%	0.0	0.1	0.1
Porsche	156	171	9.6%	441	351	-20.4%	794	708	-10.8%	1.2	1.0	-0.2
Rivian	71	102	43.7%	264	371	40.5%	413	664	60.8%	0.6	0.9	0.3
Subaru	343	478	39.4%	1,049	1,187	13.2%	1,939	1,912	-1.4%	2.8	2.7	-0.1
Tesla	3,601	2,356	-34.6%	9,117	6,037	-33.8%	13,917	10,992	-21.0%	20.2	15.7	-4.5
Toyota	1,781	2,845	59.7%	5,298	6,982	31.8%	9,518	11,676	22.7%	13.8	16.7	2.9
Volkswagen	258	260	0.8%	780	751	-3.7%	1,374	1,369	-0.4%	2.0	2.0	0.0
Volvo	99	89	-10.1%	267	217	-18.7%	456	414	-9.2%	0.7	0.6	-0.1
Other	71	155	118.3%	194	476	145.4%	346	722	108.7%	0.5	1.0	0.5

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 May 2024 are partially estimated.

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



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

Data sourced from Experian Automotive.