

ORANGE COUNTY AUTO OUTLOOK™

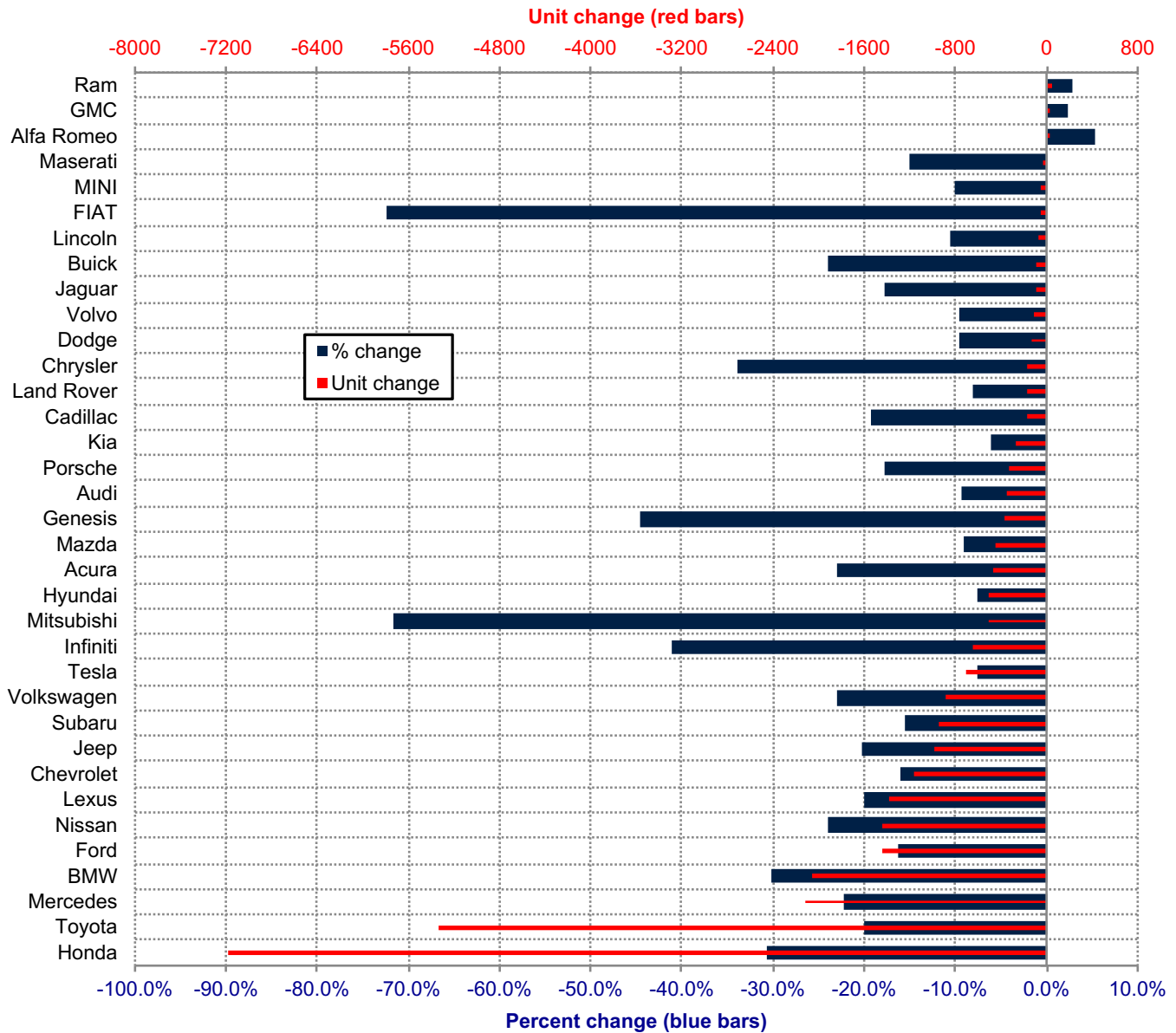
2020

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

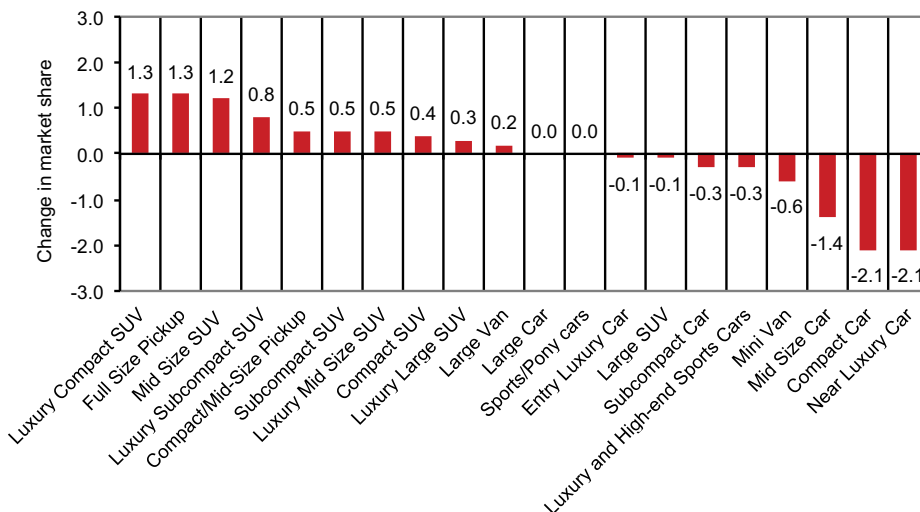
Orange County New Retail Car and Light Truck Registrations												
	November			Three Month Period Sep. '20 thru Nov. '20			YTD thru November			YTD Market Share (%)		
	2019	2020	% chg.	2019	2020	% chg.	2019	2020	% chg.	2019	2020	Chg.
MARKET SUMMARY												
TOTAL	11,606	11,260	-3.0%	42,394	38,325	-9.6%	158,470	127,820	-19.3%			
Cars	4,680	3,832	-18.1%	17,900	13,361	-25.4%	68,675	47,438	-30.9%	43.3	37.1	-6.2
Light Trucks	6,926	7,428	7.2%	24,494	24,964	1.9%	89,795	80,382	-10.5%	56.7	62.9	6.2
Domestic	2,068	2,777	34.3%	9,295	9,816	5.6%	37,185	32,360	-13.0%	23.5	25.3	1.9
European	2,591	2,227	-14.0%	8,615	7,287	-15.4%	31,078	24,777	-20.3%	19.6	19.4	-0.2
Japanese	5,892	5,358	-9.1%	21,008	18,023	-14.2%	78,312	59,951	-23.4%	49.4	46.9	-2.5
Korean	1,055	898	-14.9%	3,476	3,199	-8.0%	11,895	10,732	-9.8%	7.5	8.4	0.9
BRAND REGISTRATIONS												
Acura	174	143	-17.8%	563	409	-27.4%	2,052	1,582	-22.9%	1.3	1.2	-0.1
Alfa Romeo	24	34	41.7%	69	82	18.8%	298	314	5.4%	0.2	0.2	0.0
Audi	324	313	-3.4%	1,004	1,013	0.9%	3,684	3,340	-9.3%	2.3	2.6	0.3
BMW	569	440	-22.7%	1,939	1,377	-29.0%	6,826	4,769	-30.1%	4.3	3.7	-0.6
Buick	23	31	34.8%	80	85	6.3%	370	281	-24.1%	0.2	0.2	0.0
Cadillac	78	82	5.1%	254	227	-10.6%	918	741	-19.3%	0.6	0.6	0.0
Chevrolet	513	661	28.8%	1,861	2,064	10.9%	7,202	6,044	-16.1%	4.5	4.7	0.2
C/D/J/R	616	604	-1.9%	2,235	2,137	-4.4%	8,436	7,211	-14.5%	5.3	5.6	0.3
Chrysler	19	30	57.9%	97	105	8.2%	479	317	-33.8%	0.3	0.2	-0.1
Dodge	107	102	-4.7%	412	337	-18.2%	1,393	1,259	-9.6%	0.9	1.0	0.1
Jeep	352	326	-7.4%	1,280	1,164	-9.1%	4,837	3,859	-20.2%	3.1	3.0	-0.1
Ram	138	146	5.8%	446	531	19.1%	1,727	1,776	2.8%	1.1	1.4	0.3
FIAT	3	0	-100.0%	18	4	-77.8%	80	22	-72.5%	0.1	0.0	-0.1
Ford	479	516	7.7%	2,148	2,030	-5.5%	8,884	7,438	-16.3%	5.6	5.8	0.2
Genesis	68	30	-55.9%	209	100	-52.2%	849	471	-44.5%	0.5	0.4	-0.1
GMC	106	148	39.6%	415	541	30.4%	1,496	1,532	2.4%	0.9	1.2	0.3
Honda	1,629	1,277	-21.6%	6,295	4,475	-28.9%	23,496	16,312	-30.6%	14.8	12.8	-2.0
Hyundai	640	516	-19.4%	2,020	1,848	-8.5%	6,693	6,179	-7.7%	4.2	4.8	0.6
Infiniti	108	67	-38.0%	376	219	-41.8%	1,589	937	-41.0%	1.0	0.7	-0.3
Jaguar	24	27	12.5%	113	103	-8.8%	543	446	-17.9%	0.3	0.3	0.0
Kia	347	352	1.4%	1,247	1,251	0.3%	4,353	4,082	-6.2%	2.7	3.2	0.5
Land Rover	181	205	13.3%	579	575	-0.7%	2,061	1,895	-8.1%	1.3	1.5	0.2
Lexus	591	528	-10.7%	1,703	1,748	2.6%	6,882	5,503	-20.0%	4.3	4.3	0.0
Lincoln	67	48	-28.4%	208	188	-9.6%	617	552	-10.5%	0.4	0.4	0.0
Maserati	14	8	-42.9%	42	37	-11.9%	207	176	-15.0%	0.1	0.1	0.0
Mazda	301	325	8.0%	1,254	1,326	5.7%	4,816	4,374	-9.2%	3.0	3.4	0.4
Mercedes	824	623	-24.4%	2,713	2,202	-18.8%	9,556	7,431	-22.2%	6.0	5.8	-0.2
MINI	51	42	-17.6%	139	140	0.7%	494	444	-10.1%	0.3	0.3	0.0
Mitsubishi	39	14	-64.1%	152	44	-71.1%	721	204	-71.7%	0.5	0.2	-0.3
Nissan	430	393	-8.6%	1,462	1,388	-5.1%	5,983	4,542	-24.1%	3.8	3.6	-0.2
Porsche	157	142	-9.6%	511	480	-6.1%	1,799	1,478	-17.8%	1.1	1.2	0.1
Subaru	442	412	-6.8%	1,575	1,520	-3.5%	6,030	5,089	-15.6%	3.8	4.0	0.2
Tesla	186	687	269.4%	2,094	2,544	21.5%	9,262	8,561	-7.6%	5.8	6.7	0.9
Toyota	2,178	2,199	1.0%	7,628	6,894	-9.6%	26,743	21,408	-19.9%	16.9	16.7	-0.2
Volkswagen	324	267	-17.6%	1,051	892	-15.1%	3,872	2,979	-23.1%	2.4	2.3	-0.1
Volvo	60	103	71.7%	276	290	5.1%	1,126	1,019	-9.5%	0.7	0.8	0.1
Other	36	23	-36.1%	161	92	-42.9%	532	464	-12.8%	0.3	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 2020 thru November vs. Year Earlier)



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