

ORANGE COUNTY AUTO OUTLOOK™

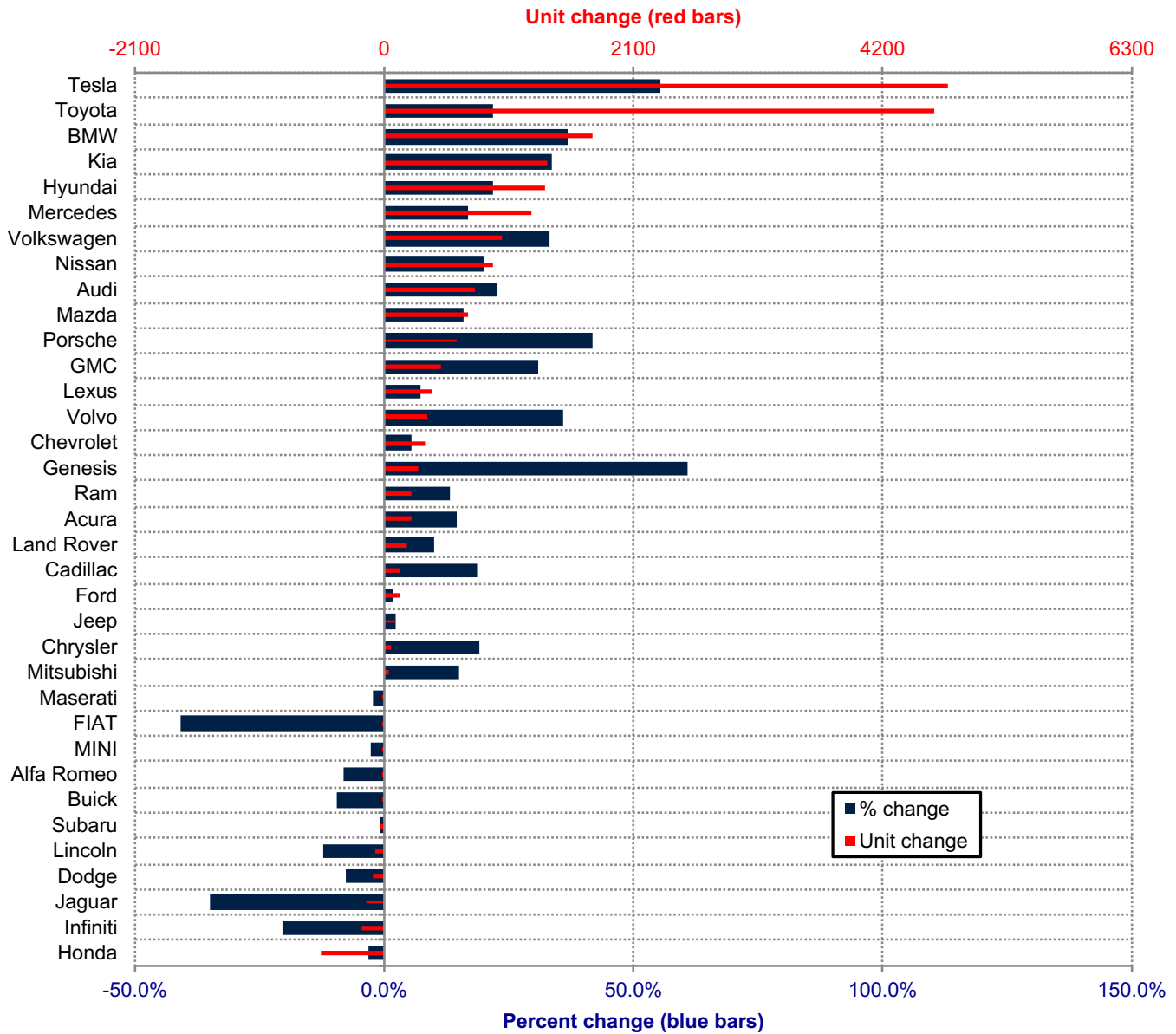
November, 2021

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

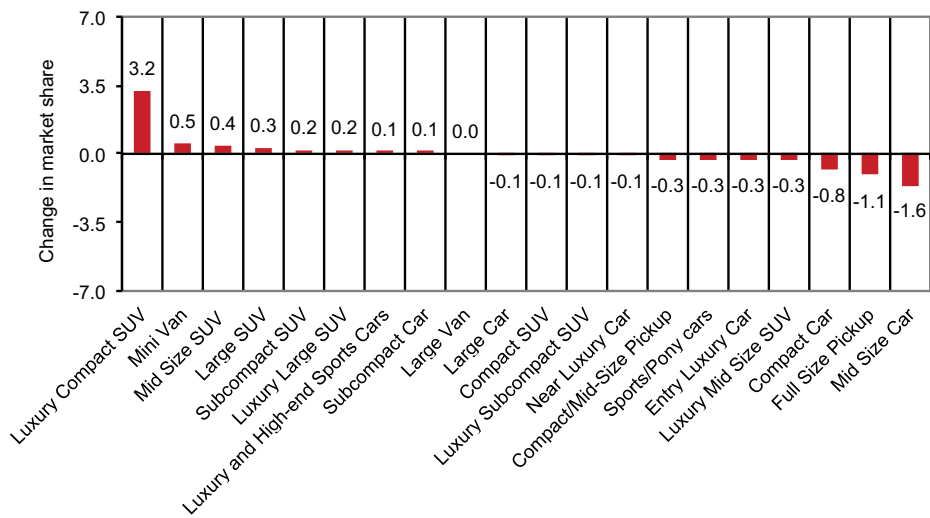
Orange County New Retail Car and Light Truck Registrations												
	November			Three Month Period Sep. '21 thru Nov. '21			YTD thru Nov.			YTD Market Share (%)		
	2020	2021	% chg.	Previous	Current	% chg.	2020	2021	% chg.	2020	2021	Chg.
MARKET SUMMARY												
TOTAL	11,260	12,181	8.2%	38,325	33,078	-13.7%	127,820	148,774	16.4%			
Cars	3,809	3,590	-5.7%	13,247	10,672	-19.4%	47,054	50,134	6.5%	36.8	33.7	-3.1
Light Trucks	7,451	8,591	15.3%	25,078	22,406	-10.7%	80,766	98,640	22.1%	63.2	66.3	3.1
Domestic	2,777	3,698	33.2%	9,816	8,943	-8.9%	32,360	38,390	18.6%	25.3	25.8	0.5
European	2,227	2,547	14.4%	7,287	6,805	-6.6%	24,777	30,546	23.3%	19.4	20.5	1.1
Japanese	5,358	4,716	-12.0%	18,023	13,922	-22.8%	59,951	66,098	10.3%	46.9	44.4	-2.5
Korean	898	1,220	35.9%	3,199	3,408	6.5%	10,732	13,740	28.0%	8.4	9.2	0.8
BRAND REGISTRATIONS												
Acura	143	161	12.6%	409	443	8.3%	1,582	1,812	14.5%	1.2	1.2	0.0
Alfa Romeo	34	21	-38.2%	82	60	-26.8%	314	289	-8.0%	0.2	0.2	0.0
Audi	313	365	16.6%	1,013	831	-18.0%	3,340	4,103	22.8%	2.6	2.8	0.2
BMW	440	556	26.4%	1,377	1,620	17.6%	4,769	6,520	36.7%	3.7	4.4	0.7
Buick	31	11	-64.5%	85	51	-40.0%	281	254	-9.6%	0.2	0.2	0.0
Cadillac	82	57	-30.5%	227	153	-32.6%	741	880	18.8%	0.6	0.6	0.0
Chevrolet	661	450	-31.9%	2,064	1,139	-44.8%	6,044	6,386	5.7%	4.7	4.3	-0.4
C/D/J/R	604	635	5.1%	2,137	1,664	-22.1%	7,211	7,498	4.0%	5.6	5.0	-0.6
Chrysler	30	13	-56.7%	105	40	-61.9%	317	377	18.9%	0.2	0.3	0.1
Dodge	102	89	-12.7%	337	233	-30.9%	1,259	1,163	-7.6%	1.0	0.8	-0.2
Jeep	326	367	12.6%	1,164	945	-18.8%	3,859	3,949	2.3%	3.0	2.7	-0.3
Ram	146	166	13.7%	531	446	-16.0%	1,776	2,009	13.1%	1.4	1.4	0.0
FIAT	0	0		4	1	-75.0%	22	13	-40.9%	0.0	0.0	0.0
Ford	516	855	65.7%	2,030	1,892	-6.8%	7,438	7,570	1.8%	5.8	5.1	-0.7
Genesis	30	87	190.0%	100	239	139.0%	471	757	60.7%	0.4	0.5	0.1
GMC	148	132	-10.8%	541	405	-25.1%	1,532	2,002	30.7%	1.2	1.3	0.1
Honda	1,277	1,001	-21.6%	4,475	3,183	-28.9%	16,312	15,780	-3.3%	12.8	10.6	-2.2
Hyundai	516	649	25.8%	1,848	1,768	-4.3%	6,179	7,535	21.9%	4.8	5.1	0.3
Infiniti	67	44	-34.3%	219	129	-41.1%	937	745	-20.5%	0.7	0.5	-0.2
Jaguar	27	14	-48.1%	103	43	-58.3%	446	290	-35.0%	0.3	0.2	-0.1
Kia	352	484	37.5%	1,251	1,401	12.0%	4,082	5,448	33.5%	3.2	3.7	0.5
Land Rover	205	145	-29.3%	575	450	-21.7%	1,895	2,082	9.9%	1.5	1.4	-0.1
Lexus	528	547	3.6%	1,748	1,413	-19.2%	5,503	5,895	7.1%	4.3	4.0	-0.3
Lincoln	48	43	-10.4%	188	116	-38.3%	552	485	-12.1%	0.4	0.3	-0.1
Maserati	8	19	137.5%	37	38	2.7%	176	172	-2.3%	0.1	0.1	0.0
Mazda	325	376	15.7%	1,326	1,147	-13.5%	4,374	5,075	16.0%	3.4	3.4	0.0
Mercedes	623	626	0.5%	2,202	1,796	-18.4%	7,431	8,678	16.8%	5.8	5.8	0.0
MINI	42	38	-9.5%	140	67	-52.1%	444	431	-2.9%	0.3	0.3	0.0
Mitsubishi	14	19	35.7%	44	76	72.7%	204	235	15.2%	0.2	0.2	0.0
Nissan	393	523	33.1%	1,388	1,195	-13.9%	4,542	5,458	20.2%	3.6	3.7	0.1
Porsche	142	175	23.2%	480	441	-8.1%	1,478	2,097	41.9%	1.2	1.4	0.2
Subaru	412	263	-36.2%	1,520	998	-34.3%	5,089	5,047	-0.8%	4.0	3.4	-0.6
Tesla	687	1,515	120.5%	2,544	3,523	38.5%	8,561	13,315	55.5%	6.7	8.9	2.2
Toyota	2,199	1,782	-19.0%	6,894	5,338	-22.6%	21,408	26,051	21.7%	16.7	17.5	0.8
Volkswagen	267	422	58.1%	892	996	11.7%	2,979	3,970	33.3%	2.3	2.7	0.4
Volvo	103	113	9.7%	290	338	16.6%	1,019	1,385	35.9%	0.8	0.9	0.1
Other	23	53	130.4%	92	124	34.8%	464	516	11.2%	0.4	0.3	-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 November vs. Year Earlier)



Change in Segment Market Share -YTD 2021 thru November 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.