

ORANGE COUNTY AUTO OUTLOOK™

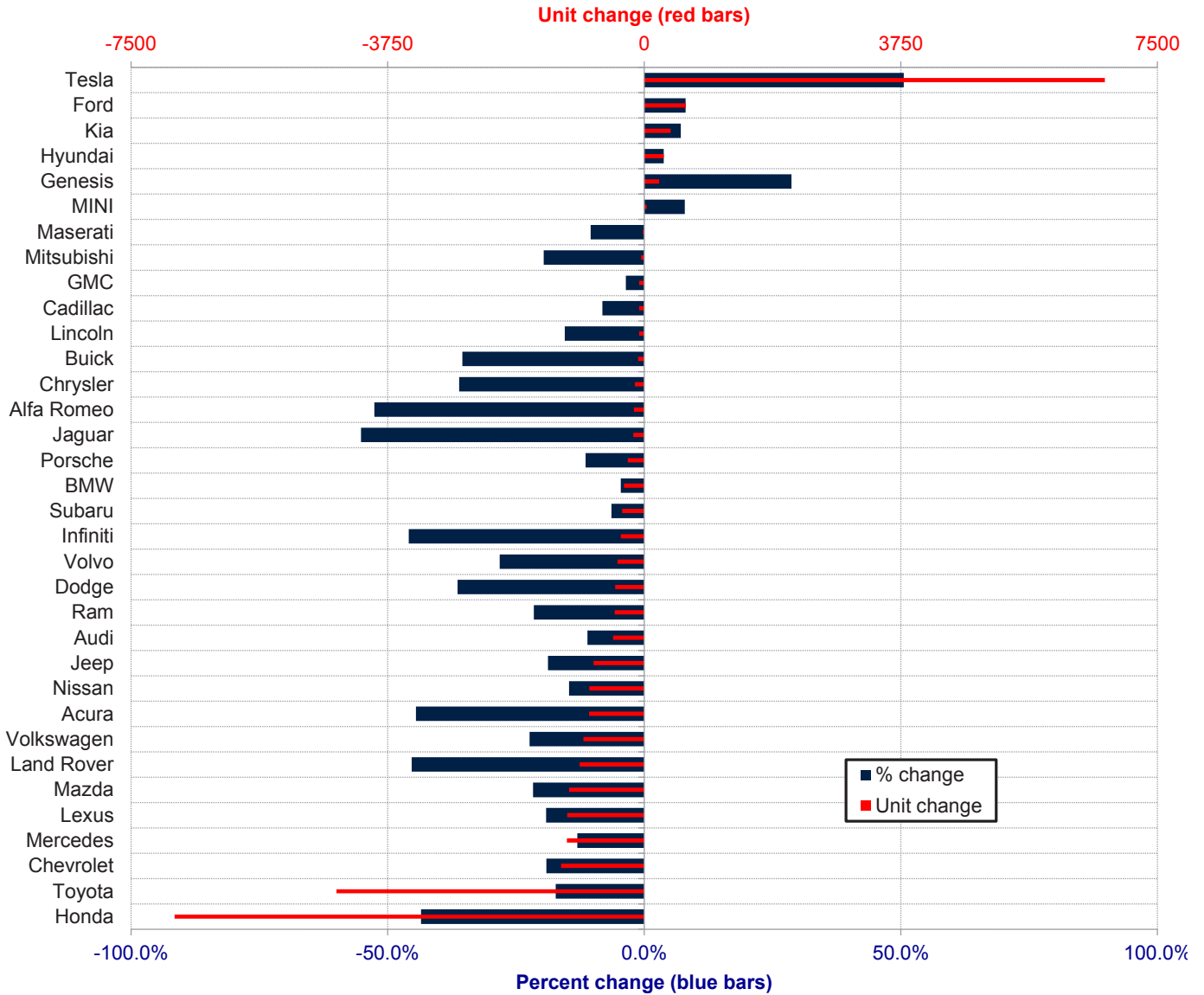
November, 2022

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

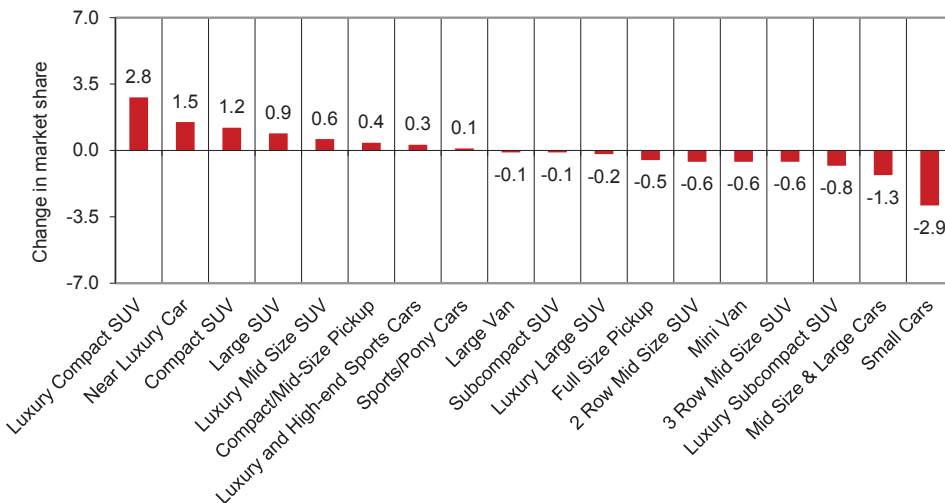
Orange County New Retail Car and Light Truck Registrations												
	November			Three Month Period Sep. '22 thru Nov. '22			YTD thru Nov.			YTD Market Share (%)		
	2021	2022	% chg.	Previous	Current	% chg.	2021	2022	% chg.	2021	2022	Chg.
MARKET SUMMARY												
TOTAL	12,181	13,058	7.2%	33,078	34,829	5.3%	148,774	133,149	-10.5%			
Cars	3,599	3,970	10.3%	10,681	11,064	3.6%	50,143	41,680	-16.9%	33.7	31.3	-2.4
Light Trucks	8,582	9,088	5.9%	22,397	23,765	6.1%	98,631	91,469	-7.3%	66.3	68.7	2.4
Domestic	3,698	3,944	6.7%	8,943	11,738	31.3%	38,390	42,473	10.6%	25.8	31.9	6.1
European	2,547	2,564	0.7%	6,805	6,173	-9.3%	30,546	25,856	-15.4%	20.5	19.4	-1.1
Japanese	4,716	5,002	6.1%	13,922	12,989	-6.7%	66,098	50,190	-24.1%	44.4	37.7	-6.7
Korean	1,220	1,548	26.9%	3,408	3,929	15.3%	13,740	14,630	6.5%	9.2	11.0	1.8
BRAND REGISTRATIONS												
Acura	161	108	-32.9%	443	242	-45.4%	1,812	1,006	-44.5%	1.2	0.8	-0.4
Alfa Romeo	21	9	-57.1%	60	38	-36.7%	289	137	-52.6%	0.2	0.1	-0.1
Audi	365	383	4.9%	831	1,031	24.1%	4,103	3,649	-11.1%	2.8	2.7	-0.1
BMW	556	649	16.7%	1,620	1,562	-3.6%	6,520	6,222	-4.6%	4.4	4.7	0.3
Buick	11	22	100.0%	51	47	-7.8%	254	164	-35.4%	0.2	0.1	-0.1
Cadillac	57	82	43.9%	153	205	34.0%	880	808	-8.2%	0.6	0.6	0.0
Chevrolet	450	524	16.4%	1,139	1,560	37.0%	6,386	5,169	-19.1%	4.3	3.9	-0.4
C/D/J/R	635	448	-29.4%	1,664	1,329	-20.1%	7,498	5,766	-23.1%	5.0	4.3	-0.7
Chrysler	13	32	146.2%	40	66	65.0%	377	241	-36.1%	0.3	0.2	-0.1
Dodge	89	46	-48.3%	233	188	-19.3%	1,163	740	-36.4%	0.8	0.6	-0.2
Jeep	367	272	-25.9%	945	756	-20.0%	3,949	3,208	-18.8%	2.7	2.4	-0.3
Ram	166	98	-41.0%	446	319	-28.5%	2,009	1,577	-21.5%	1.4	1.2	-0.2
Ford	855	671	-21.5%	1,892	1,963	3.8%	7,570	8,180	8.1%	5.1	6.1	1.0
Genesis	87	102	17.2%	239	271	13.4%	757	974	28.7%	0.5	0.7	0.2
GMC	132	201	52.3%	405	545	34.6%	2,002	1,930	-3.6%	1.3	1.4	0.1
Honda	1,001	1,042	4.1%	3,183	2,462	-22.7%	15,780	8,915	-43.5%	10.6	6.7	-3.9
Hyundai	649	850	31.0%	1,768	2,004	13.3%	7,535	7,820	3.8%	5.1	5.9	0.8
Infiniti	44	31	-29.5%	129	78	-39.5%	745	403	-45.9%	0.5	0.3	-0.2
Jaguar	14	10	-28.6%	43	26	-39.5%	290	130	-55.2%	0.2	0.1	-0.1
Kia	484	596	23.1%	1,401	1,654	18.1%	5,448	5,836	7.1%	3.7	4.4	0.7
Land Rover	145	156	7.6%	450	344	-23.6%	2,082	1,138	-45.3%	1.4	0.9	-0.5
Lexus	547	413	-24.5%	1,413	1,226	-13.2%	5,895	4,769	-19.1%	4.0	3.6	-0.4
Lincoln	43	39	-9.3%	116	119	2.6%	485	410	-15.5%	0.3	0.3	0.0
Maserati	19	9	-52.6%	38	35	-7.9%	172	154	-10.5%	0.1	0.1	0.0
Mazda	376	390	3.7%	1,147	1,004	-12.5%	5,075	3,975	-21.7%	3.4	3.0	-0.4
Mercedes	626	667	6.5%	1,796	1,424	-20.7%	8,678	7,546	-13.0%	5.8	5.7	-0.1
MINI	38	58	52.6%	67	121	80.6%	431	465	7.9%	0.3	0.3	0.0
Mitsubishi	19	15	-21.1%	76	43	-43.4%	235	189	-19.6%	0.2	0.1	-0.1
Nissan	523	411	-21.4%	1,195	1,012	-15.3%	5,458	4,657	-14.7%	3.7	3.5	-0.2
Porsche	175	137	-21.7%	441	380	-13.8%	2,097	1,857	-11.4%	1.4	1.4	0.0
Subaru	263	445	69.2%	998	1,238	24.0%	5,047	4,725	-6.4%	3.4	3.5	0.1
Tesla	1,515	1,957	29.2%	3,523	5,970	69.5%	13,315	20,046	50.6%	8.9	15.1	6.2
Toyota	1,782	2,147	20.5%	5,338	5,684	6.5%	26,051	21,551	-17.3%	17.5	16.2	-1.3
Volkswagen	422	363	-14.0%	996	886	-11.0%	3,970	3,082	-22.4%	2.7	2.3	-0.4
Volvo	113	86	-23.9%	338	218	-35.5%	1,385	995	-28.2%	0.9	0.7	-0.2
Other	53	37	-30.2%	125	108	-13.6%	529	481	-9.1%	0.4	0.4	0.0

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 2022 thru November vs. Year Earlier)



Change in Segment Market Share -YTD 2022 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.