

ORANGE COUNTY AUTO OUTLOOK™

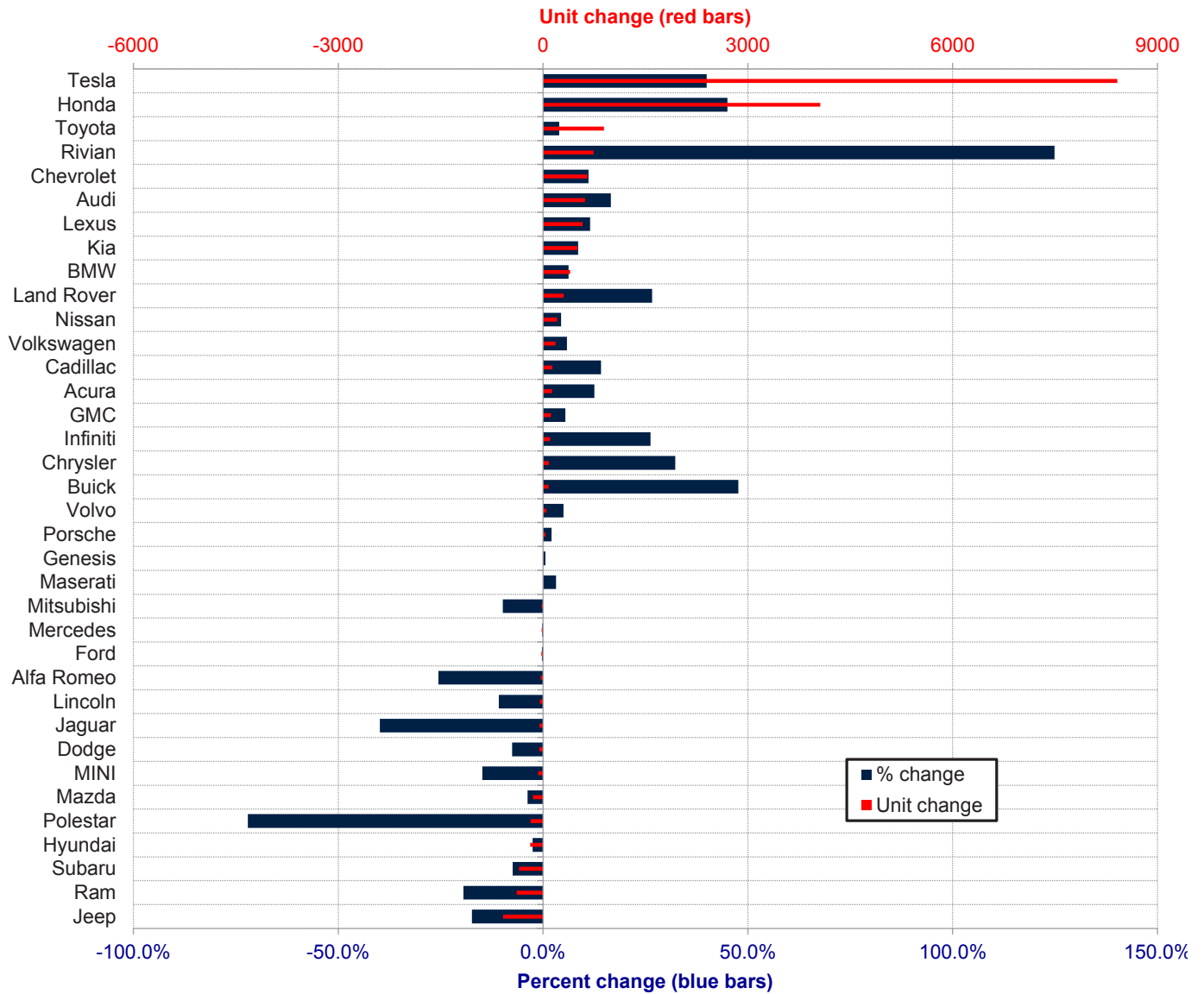
November, 2023

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

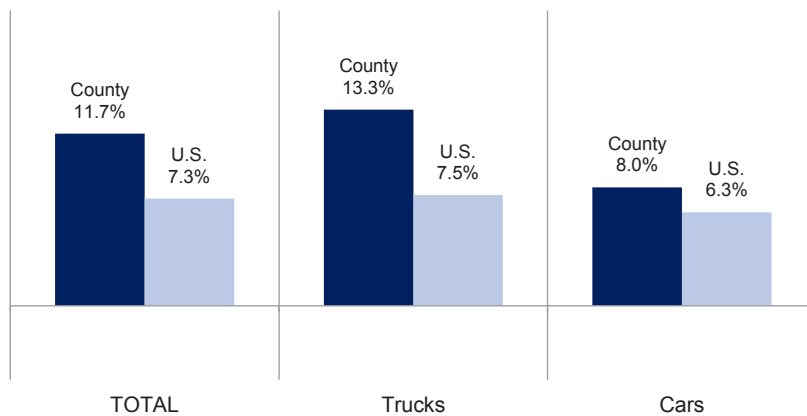
Orange County New Retail Car and Light Truck Registrations									
	October and November combined			YTD thru November			YTD Market Share (%)		
	2022	2023	% chg.	YTD '22	YTD '23	% chg.	YTD '22	YTD '23	Chg.
MARKET SUMMARY									
TOTAL	26,759	28,050	4.8%	140,344	156,717	11.7%			
Cars	8,306	8,158	-1.8%	43,207	46,675	8.0%	30.8	29.8	-1.0
Light Trucks	18,453	19,892	7.8%	97,137	110,042	13.3%	69.2	70.2	1.0
Domestic	9,578	9,289	-3.0%	47,180	56,519	19.8%	33.6	36.1	2.4
European	4,940	5,129	3.8%	27,420	28,641	4.5%	19.5	18.3	-1.3
Japanese	9,623	11,070	15.0%	51,573	57,029	10.6%	36.7	36.4	-0.4
Korean	2,618	2,562	-2.1%	14,171	14,528	2.5%	10.1	9.3	-0.8
BRAND REGISTRATIONS									
Acura	183	214	16.9%	1,048	1,179	12.5%	0.7	0.8	0.1
Alfa Romeo	25	21	-16.0%	145	108	-25.5%	0.1	0.1	0.0
Audi	733	769	4.9%	3,720	4,335	16.5%	2.7	2.8	0.1
BMW	1,048	1,204	14.9%	6,332	6,728	6.3%	4.5	4.3	-0.2
Buick	37	62	67.6%	170	251	47.6%	0.1	0.2	0.1
Cadillac	169	176	4.1%	947	1,081	14.1%	0.7	0.7	0.0
Chevrolet	1,272	1,145	-10.0%	5,856	6,507	11.1%	4.2	4.2	0.0
C/D/J/R	1,002	1,017	1.5%	6,374	5,429	-14.8%	4.5	3.5	-1.0
Chrysler	60	70	16.7%	260	344	32.3%	0.2	0.2	0.0
Dodge	124	127	2.4%	757	700	-7.5%	0.5	0.4	-0.1
Jeep	538	503	-6.5%	3,359	2,775	-17.4%	2.4	1.8	-0.6
Ram	280	317	13.2%	1,998	1,610	-19.4%	1.4	1.0	-0.4
Ford	1,706	1,629	-4.5%	9,441	9,417	-0.3%	6.7	6.0	-0.7
Genesis	206	179	-13.1%	994	1,000	0.6%	0.7	0.6	-0.1
GMC	430	415	-3.5%	2,152	2,269	5.4%	1.5	1.4	-0.1
Honda	1,851	2,592	40.0%	9,027	13,089	45.0%	6.4	8.4	2.0
Hyundai	1,314	1,227	-6.6%	7,335	7,148	-2.5%	5.2	4.6	-0.6
Infiniti	66	106	60.6%	404	510	26.2%	0.3	0.3	0.0
Jaguar	17	13	-23.5%	128	77	-39.8%	0.1	0.0	-0.1
Kia	1,098	1,148	4.6%	5,842	6,344	8.6%	4.2	4.0	-0.2
Land Rover	269	230	-14.5%	1,135	1,437	26.6%	0.8	0.9	0.1
Lexus	885	1,155	30.5%	5,031	5,610	11.5%	3.6	3.6	0.0
Lincoln	83	68	-18.1%	427	381	-10.8%	0.3	0.2	-0.1
Maserati	24	40	66.7%	157	162	3.2%	0.1	0.1	0.0
Mazda	714	546	-23.5%	3,955	3,806	-3.8%	2.8	2.4	-0.4
Mercedes	1,532	1,445	-5.7%	8,597	8,577	-0.2%	6.1	5.5	-0.6
MINI	82	81	-1.2%	466	397	-14.8%	0.3	0.3	0.0
Mitsubishi	22	18	-18.2%	194	175	-9.8%	0.1	0.1	0.0
Nissan	754	795	5.4%	4,679	4,884	4.4%	3.3	3.1	-0.2
Polestar	39	21	-46.2%	254	71	-72.0%	0.2	0.0	-0.2
Porsche	273	288	5.5%	1,803	1,840	2.1%	1.3	1.2	-0.1
Rivian	156	342	119.2%	592	1,331	124.8%	0.4	0.8	0.4
Subaru	823	784	-4.7%	4,756	4,404	-7.4%	3.4	2.8	-0.6
Tesla	4,645	4,303	-7.4%	21,070	29,481	39.9%	15.0	18.8	3.8
Toyota	4,325	4,860	12.4%	22,479	23,372	4.0%	16.0	14.9	-1.1
Volkswagen	651	742	14.0%	3,146	3,330	5.8%	2.2	2.1	-0.1
Volvo	168	189	12.5%	1,042	1,094	5.0%	0.7	0.7	0.0
Other	157	226	43.9%	646	893	38.2%	0.5	0.6	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. Data sourced from Experian Automotive. Figures for November 2023 are partially estimated.

Change in New Retail Light Vehicle Registrations (YTD 2023 thru November vs. Year Earlier)



**Percent Change in County and U.S. New Retail Light Vehicle Markets
YTD 2023 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).

Data sourced from Experian Automotive.