

ORANGE COUNTY AUTO OUTLOOK™

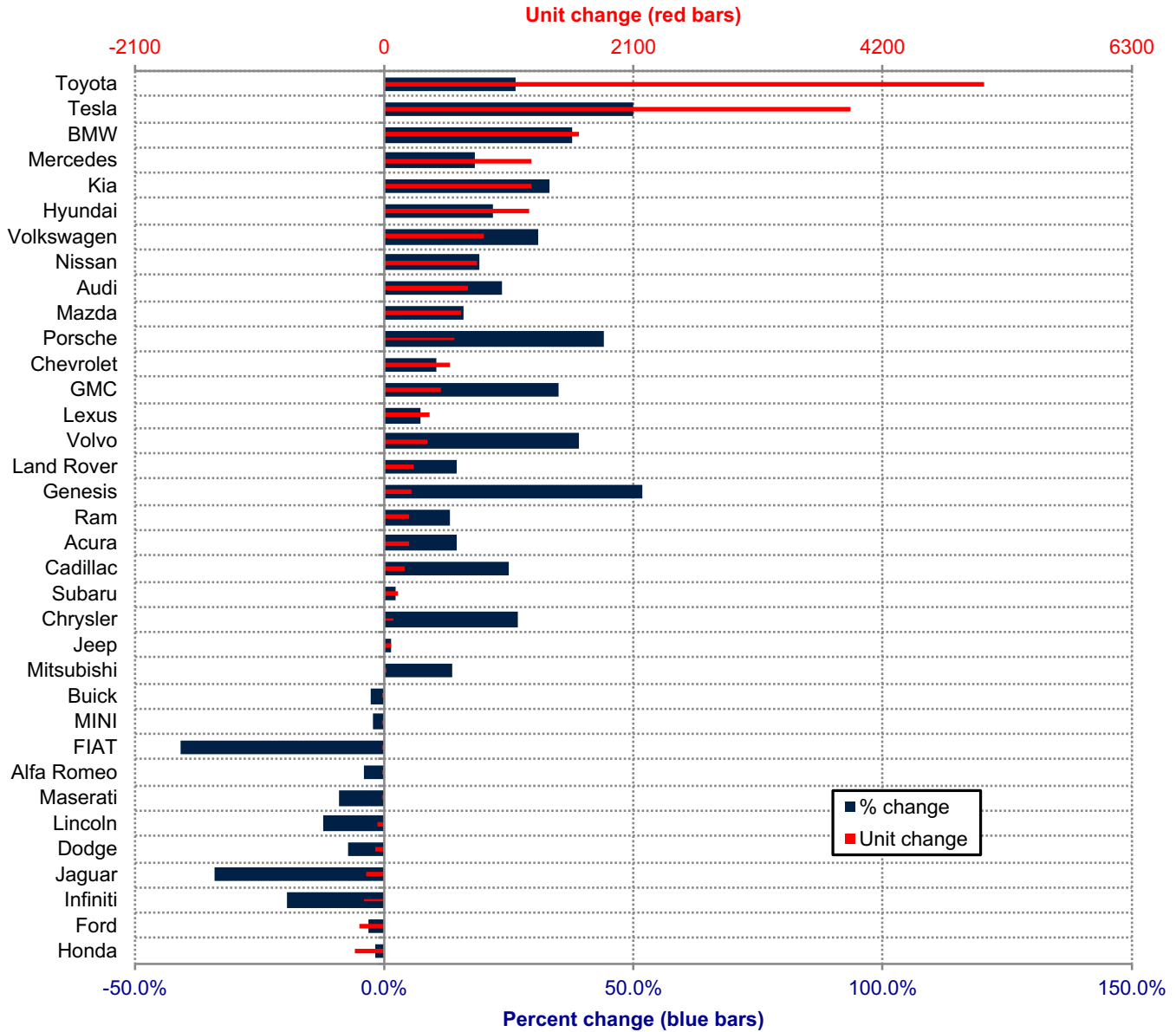
October, 2021

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

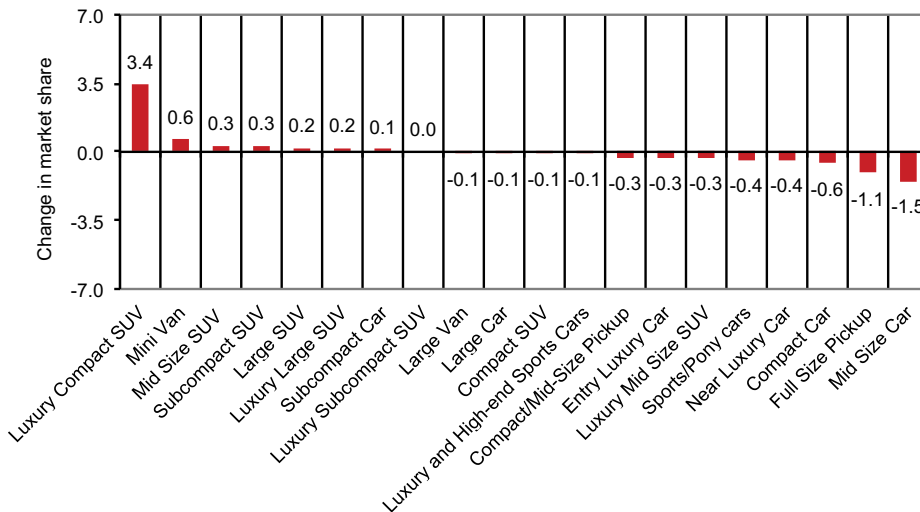
Orange County New Retail Car and Light Truck Registrations												
	October			Three Month Period Aug. '21 thru Oct. '21			YTD thru Oct.			YTD Market Share (%)		
	2020	2021	% chg.	Previous	Current	% chg.	2020	2021	% chg.	2020	2021	Chg.
MARKET SUMMARY												
TOTAL	12,628	9,816	-22.3%	38,088	35,644	-6.4%	116,560	136,593	17.2%			
Cars	4,504	3,328	-26.1%	13,331	12,075	-9.4%	43,245	46,544	7.6%	37.1	34.1	-3.0
Light Trucks	8,124	6,488	-20.1%	24,757	23,569	-4.8%	73,315	90,049	22.8%	62.9	65.9	3.0
Domestic	3,765	2,613	-30.6%	9,891	8,572	-13.3%	29,583	34,692	17.3%	25.4	25.4	0.0
European	2,282	2,017	-11.6%	7,191	7,272	1.1%	22,550	27,999	24.2%	19.3	20.5	1.2
Japanese	5,594	4,079	-27.1%	17,729	16,160	-8.8%	54,593	61,382	12.4%	46.8	44.9	-1.9
Korean	987	1,107	12.2%	3,277	3,640	11.1%	9,834	12,520	27.3%	8.4	9.2	0.7
BRAND REGISTRATIONS												
Acura	115	112	-2.6%	397	492	23.9%	1,439	1,651	14.7%	1.2	1.2	0.0
Alfa Romeo	30	15	-50.0%	78	62	-20.5%	280	268	-4.3%	0.2	0.2	0.0
Audi	343	208	-39.4%	986	831	-15.7%	3,027	3,738	23.5%	2.6	2.7	0.1
BMW	436	512	17.4%	1,315	1,660	26.2%	4,329	5,964	37.8%	3.7	4.4	0.7
Buick	23	13	-43.5%	85	70	-17.6%	250	243	-2.8%	0.2	0.2	0.0
Cadillac	72	43	-40.3%	212	174	-17.9%	659	823	24.9%	0.6	0.6	0.0
Chevrolet	660	336	-49.1%	1,904	1,274	-33.1%	5,383	5,936	10.3%	4.6	4.3	-0.3
C/D/J/R	640	513	-19.8%	2,185	1,734	-20.6%	6,607	6,863	3.9%	5.7	5.0	-0.7
Chrysler	43	12	-72.1%	100	40	-60.0%	287	364	26.8%	0.2	0.3	0.1
Dodge	94	89	-5.3%	326	256	-21.5%	1,157	1,074	-7.2%	1.0	0.8	-0.2
Jeep	362	286	-21.0%	1,197	989	-17.4%	3,533	3,582	1.4%	3.0	2.6	-0.4
Ram	141	126	-10.6%	562	449	-20.1%	1,630	1,843	13.1%	1.4	1.3	-0.1
FIAT	2	0		5	1	-80.0%	22	13	-40.9%	0.0	0.0	0.0
Ford	647	521	-19.5%	2,220	1,559	-29.8%	6,922	6,715	-3.0%	5.9	4.9	-1.0
Genesis	24	71	195.8%	112	260	132.1%	441	670	51.9%	0.4	0.5	0.1
GMC	185	112	-39.5%	525	430	-18.1%	1,384	1,870	35.1%	1.2	1.4	0.2
Honda	1,439	974	-32.3%	4,548	3,612	-20.6%	15,035	14,779	-1.7%	12.9	10.8	-2.1
Hyundai	585	540	-7.7%	1,935	1,856	-4.1%	5,663	6,886	21.6%	4.9	5.0	0.1
Infiniti	59	35	-40.7%	230	149	-35.2%	870	701	-19.4%	0.7	0.5	-0.2
Jaguar	35	14	-60.0%	116	54	-53.4%	419	276	-34.1%	0.4	0.2	-0.2
Kia	378	496	31.2%	1,230	1,524	23.9%	3,730	4,964	33.1%	3.2	3.6	0.4
Land Rover	170	154	-9.4%	493	471	-4.5%	1,690	1,937	14.6%	1.4	1.4	0.0
Lexus	516	389	-24.6%	1,691	1,530	-9.5%	4,975	5,348	7.5%	4.3	3.9	-0.4
Lincoln	63	40	-36.5%	186	101	-45.7%	504	442	-12.3%	0.4	0.3	-0.1
Maserati	13	5	-61.5%	43	46	7.0%	168	153	-8.9%	0.1	0.1	0.0
Mazda	425	296	-30.4%	1,361	1,432	5.2%	4,049	4,699	16.1%	3.5	3.4	-0.1
Mercedes	733	592	-19.2%	2,282	2,070	-9.3%	6,808	8,052	18.3%	5.8	5.9	0.1
MINI	36	5	-86.1%	152	83	-45.4%	402	393	-2.2%	0.3	0.3	0.0
Mitsubishi	13	24	84.6%	46	88	91.3%	190	216	13.7%	0.2	0.2	0.0
Nissan	513	313	-39.0%	1,409	1,241	-11.9%	4,149	4,935	18.9%	3.6	3.6	0.0
Porsche	139	111	-20.1%	476	493	3.6%	1,336	1,922	43.9%	1.1	1.4	0.3
Subaru	468	365	-22.0%	1,531	1,255	-18.0%	4,677	4,784	2.3%	4.0	3.5	-0.5
Tesla	1,475	1,035	-29.8%	2,574	3,230	25.5%	7,874	11,800	49.9%	6.8	8.6	1.8
Toyota	2,046	1,571	-23.2%	6,516	6,361	-2.4%	19,209	24,269	26.3%	16.5	17.8	1.3
Volkswagen	244	266	9.0%	882	994	12.7%	2,712	3,548	30.8%	2.3	2.6	0.3
Volvo	76	96	26.3%	257	398	54.9%	916	1,272	38.9%	0.8	0.9	0.1
Other	25	39	56.0%	106	109	2.8%	441	463	5.0%	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 October vs. Year Earlier)



Change in Segment Market Share -YTD 2021 thru October 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.