

ORANGE COUNTY AUTO OUTLOOK™

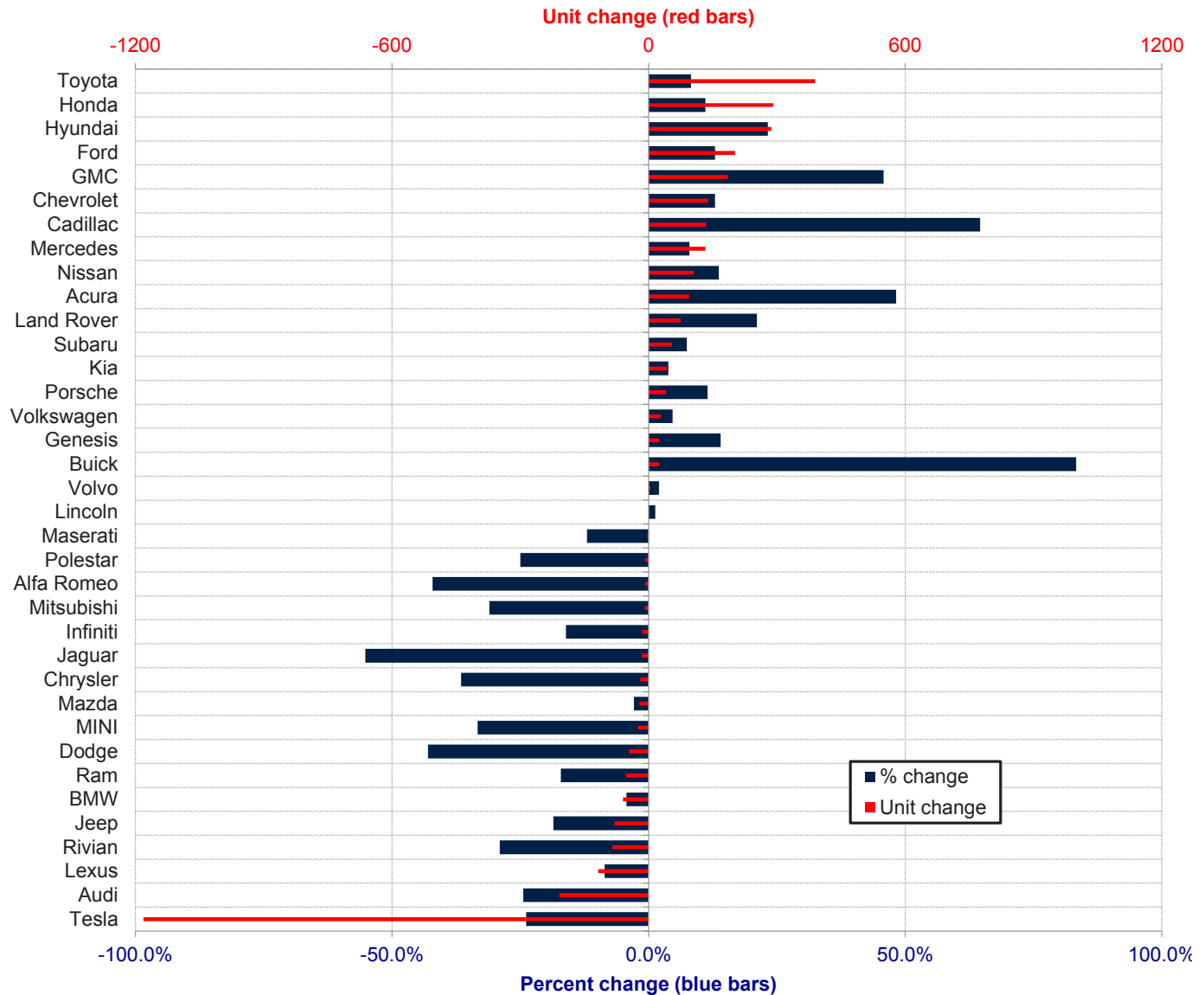
February, 2025

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

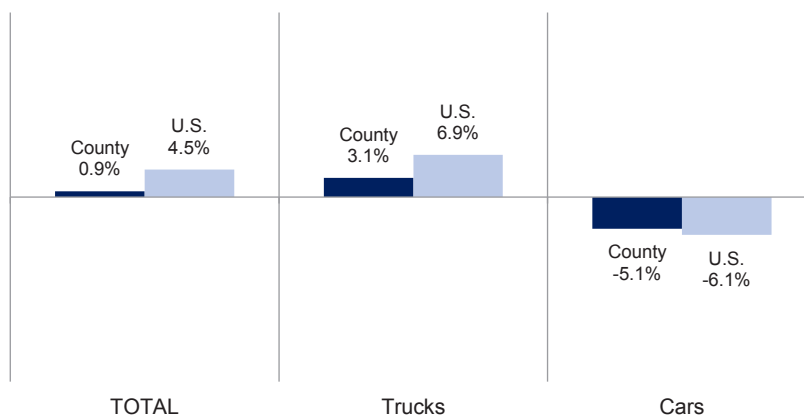
Orange County New Retail Car and Light Truck Registrations									
	Three Month Period Dec. '24 thru Feb. '25			YTD thru Feb.			YTD Market Share (%)		
	Previous	Current	% chg.	YTD '24	YTD '25	% chg.	YTD '24	YTD '25	Chg.
MARKET SUMMARY									
TOTAL	41,111	42,744	4.0%	29,157	29,431	0.9%			
Cars	11,063	10,582	-4.3%	7,698	7,302	-5.1%	26.4	24.8	-1.6
Light Trucks	30,048	32,162	7.0%	21,459	22,129	3.1%	73.6	75.2	1.6
Domestic	13,226	12,891	-2.5%	9,618	8,799	-8.5%	33.0	29.9	-3.1
European	8,055	8,202	1.8%	5,739	5,711	-0.5%	19.7	19.4	-0.3
Japanese	16,186	17,372	7.3%	11,247	12,019	6.9%	38.6	40.8	2.3
Korean	3,644	4,279	17.4%	2,553	2,902	13.7%	8.8	9.9	1.1
BRAND REGISTRATIONS									
Acura	277	413	49.1%	197	292	48.2%	0.7	1.0	0.3
Alfa Romeo	31	13	-58.1%	19	11	-42.1%	0.1	0.0	-0.1
Audi	1,203	943	-21.6%	856	647	-24.4%	2.9	2.2	-0.7
BMW	1,992	1,964	-1.4%	1,396	1,336	-4.3%	4.8	4.5	-0.3
Buick	46	91	97.8%	30	55	83.3%	0.1	0.2	0.1
Cadillac	308	462	50.0%	209	344	64.6%	0.7	1.2	0.5
Chevrolet	1,540	1,869	21.4%	1,082	1,222	12.9%	3.7	4.2	0.5
C/D/J/R	1,173	981	-16.4%	900	702	-22.0%	3.1	2.4	-0.7
Chrysler	68	44	-35.3%	52	33	-36.5%	0.2	0.1	-0.1
Dodge	146	86	-41.1%	107	61	-43.0%	0.4	0.2	-0.2
Jeep	571	513	-10.2%	431	351	-18.6%	1.5	1.2	-0.3
Ram	388	338	-12.9%	310	257	-17.1%	1.1	0.9	-0.2
Ford	2,119	2,467	16.4%	1,561	1,763	12.9%	5.4	6.0	0.6
Genesis	247	306	23.9%	178	203	14.0%	0.6	0.7	0.1
GMC	595	830	39.5%	404	589	45.8%	1.4	2.0	0.6
Honda	3,691	4,117	11.5%	2,630	2,921	11.1%	9.0	9.9	0.9
Hyundai	1,825	2,252	23.4%	1,236	1,523	23.2%	4.2	5.2	1.0
Infiniti	135	102	-24.4%	93	78	-16.1%	0.3	0.3	0.0
Jaguar	38	19	-50.0%	29	13	-55.2%	0.1	0.0	-0.1
Kia	1,543	1,674	8.5%	1,110	1,153	3.9%	3.8	3.9	0.1
Land Rover	472	598	26.7%	355	430	21.1%	1.2	1.5	0.3
Lexus	1,941	1,855	-4.4%	1,374	1,256	-8.6%	4.7	4.3	-0.4
Lincoln	98	131	33.7%	78	79	1.3%	0.3	0.3	0.0
Maserati	32	27	-15.6%	25	22	-12.0%	0.1	0.1	0.0
Mazda	989	1,019	3.0%	731	710	-2.9%	2.5	2.4	-0.1
Mercedes	2,313	2,569	11.1%	1,671	1,804	8.0%	5.7	6.1	0.4
MINI	114	78	-31.6%	75	50	-33.3%	0.3	0.2	-0.1
Mitsubishi	40	27	-32.5%	29	20	-31.0%	0.1	0.1	0.0
Nissan	1,149	1,261	9.7%	774	880	13.7%	2.7	3.0	0.3
Polestar	33	28	-15.2%	32	24	-25.0%	0.1	0.1	0.0
Porsche	505	560	10.9%	357	398	11.5%	1.2	1.4	0.2
Rivian	462	336	-27.3%	293	208	-29.0%	1.0	0.7	-0.3
Subaru	1,051	1,138	8.3%	727	781	7.4%	2.5	2.7	0.2
Tesla	6,731	5,629	-16.4%	4,953	3,772	-23.8%	17.0	12.8	-4.2
Toyota	6,913	7,440	7.6%	4,692	5,081	8.3%	16.1	17.3	1.2
Volkswagen	902	912	1.1%	619	648	4.7%	2.1	2.2	0.1
Volvo	277	318	14.8%	197	201	2.0%	0.7	0.7	0.0
Other	326	315	-3.4%	245	215	-12.2%	0.8	0.7	-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 January 2025 are partially estimated.

Change in New Retail Light Vehicle Registrations (YTD '25 thru February vs. YTD '24)



Percent Change in County and U.S. New Retail Light Vehicle Markets YTD '25 thru February vs. YTD '24



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.