orange county OCADA automobile dealers association

QUARTERLY REPORT

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ORANGE COUNTY AUTO OUTLOOK™

3rd Quarter, 2026

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

FORECAST

County New Vehicle Market Expected to Drift Lower Over Next 15 Months

Below is a list of four primary questions and answers regarding the Orange County new retail light vehicle market.

How has the county market performed so far this year? County new light vehicle registrations fell 8% during the first nine months of 2026 versus the same period a year earlier. The U.S. market was off 4%. County 3Q '26 registrations declined 2.3% versus 3Q '25, an improvement from the 9.8% drop in 2Q.

What's the outlook for new vehicle sales over the next 15 months? Registrations for all of this year are predicted to just exceed 158,000 units and decline 5.2% from 2025. The market has a chance to increase in the fourth quarter of this year versus relatively weak year-earlier results. Preliminary outlook for 2027: most determinants are pointing to a small decline next year (see right), although a slight increase is not out of the question.

What are brand sales results like so far this year? Among the top 20 selling brands in the county, new vehicle registrations increased for just one brand: Kia. Kia, Cadillac, and Subaru fared better in the county market than in the Nation (see page 4).

What are recent trends in the alternative powertrain market? Expiration of the federal government BEV tax credits shifted demand from electric vehicles to hybrids. In addition, fuel prices have increased significantly since the start of the Iran war. Both are key factors boosting sales of hybrids. Hybrid market share increased to 23.7% in the third quarter of this year and year-to-date registrations were up 9% versus 2025. BEV market share declined from last year to the first nine months of this year, but has recovered from the low-point in 1Q '26 (see page three).

Primary Factors Driving the Orange County New Vehicle Market

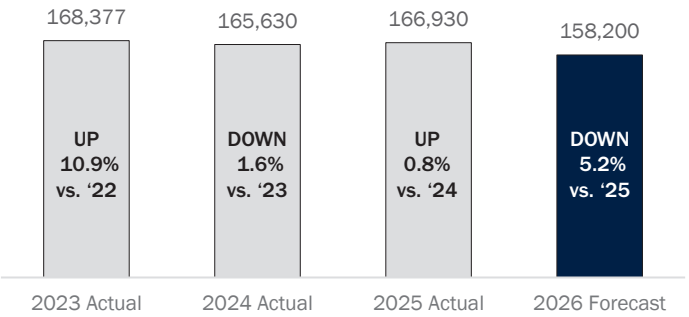
Affordability. Several key factors for affordability are moving in the wrong direction. Interest rates are increasing, tariffs are putting upward pressure on prices, and household incomes are not keeping pace with inflation. These issues are especially acute for lower-income consumers who own many of the older vehicles that are due for replacement. While higher-income households, buoyed by increasing net worth and stock market gains, have supported the market, any growth in new vehicle sales will be difficult to achieve when a significant portion of potential buyers are not actively in the market.

Consumer sentiment. Consumers are increasingly downbeat on economic conditions. Vehicle sales rarely improve when consumer attitudes are weak.

Economic growth and labor market. GDP growth has remained positive, employment gains have been respectable, and unemployment rates remain low, all of which are positive for the market.

Heightened uncertainty. Continually changing federal government policies and geopolitical events have unsettled the new vehicle market. More stability would provide added clarity to the outlook, but that seems unlikely.

Forecast for County New Retail Light Vehicle Registrations



The graph above shows annual new retail light vehicle registrations from 2023 to 2025, and Auto Outlook's projection for 2026.
Historical data sourced from Experian Automotive.

Market Summary

	YTD '25 thru Sep.	YTD '26 thru Sep.	% Chg. '25 to '26	Mkt. Share YTD '26
TOTAL	127,826	117,566	-8.0%	
Car	31,950	28,803	-9.8%	24.5%
Light Truck	95,876	88,763	-7.4%	75.5%
Domestic	39,697	34,457	-13.2%	29.3%
European	21,704	18,771	-13.5%	16.0%
Japanese	53,920	51,866	-3.8%	44.1%
Other Asian	12,505	12,472	-0.3%	10.6%

Domestics consist of vehicles sold by GM, Ford, Stellantis (excluding Alfa Romeo and FIAT), Tesla, Rivian, and Lucid. Other Asian includes Genesis, Hyundai, Kia, and VinFast.
Data sourced from Experian Automotive.

KEY TRENDS IN ORANGE COUNTY NEW VEHICLE MARKET

COUNTY MARKET VS. U.S.

% Change In New Retail Market YTD '26 thru Sep. vs. YTD '25	Orange County	California	U.S.
	DOWN 8.0%	DOWN 5.3%	DOWN 4.0%

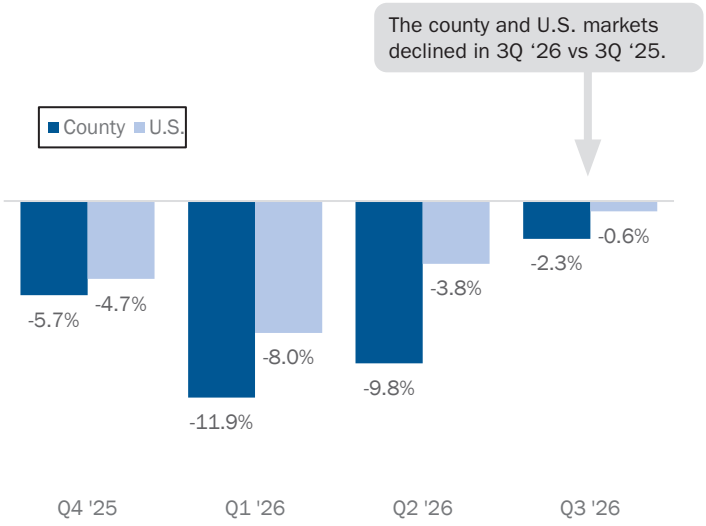
Data sourced from Experian Automotive.

New retail light vehicle registrations in the county declined 8.0% during the first nine months of this year versus year earlier. State market was off 5.3%, while U.S. was down 4%.

QUARTERLY RESULTS

QUARTERLY TREND

Percent Change in Registrations vs. Year Earlier



QUARTERLY PERSPECTIVE

3Q '26 Registrations Versus 3Q Average for Previous Five Years



Data sourced from Experian Automotive.

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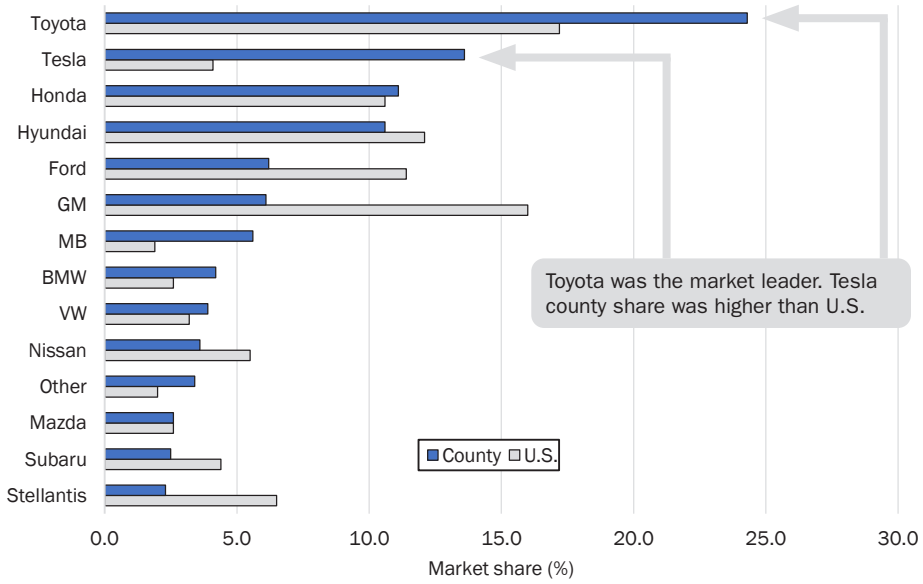
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KEY TRENDS IN ORANGE COUNTY NEW VEHICLE MARKET



MANUFACTURER MARKET SHARES

Orange County and U.S. Manufacturer Market Shares - YTD 2026 thru September



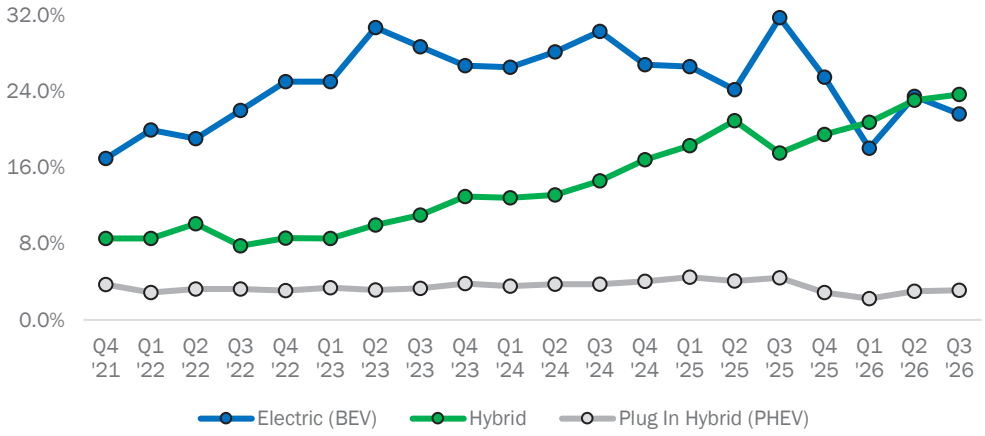
Manufacturer Market Share (%)			
Manufacturer	County Share	U.S. Share	County - U.S.
Toyota	24.3	17.2	7.1
Tesla	13.6	4.1	9.5
Honda	11.1	10.6	0.5
Hyundai	10.6	12.1	-1.5
Ford	6.2	11.4	-5.2
GM	6.1	16.0	-9.9
MB	5.6	1.9	3.7
BMW	4.2	2.6	1.6
VW	3.9	3.2	0.7
Nissan	3.6	5.5	-1.9
Other	3.4	2.0	1.4
Mazda	2.6	2.6	0.0
Subaru	2.5	4.4	-1.9
Stellantis	2.3	6.5	-4.2

The graph and table above show manufacturer market share in both the county and U.S. markets. Far right column in the table is county market share minus U.S. Top three manufacturers are shaded gray. MB is Mercedes-Benz. Data sourced from Experian Automotive.



POWERTRAINS

% Share of Industry Registrations by Powertrain Type



YTD thru September		
	YTD '25	YTD '26
ICE	49.3%	53.5% ↑
Hybrid	18.9%	22.5% ↑
Electric (BEV)	27.5%	21.2% ↓
Plug In Hybrid (PHEV)	4.3%	2.8% ↓

Quarterly		
	2Q '26	3Q '26
ICE	50.5%	51.5% ↑
Hybrid	23.0%	23.7% ↑
Electric (BEV)	23.5%	21.7% ↓
Plug In Hybrid (PHEV)	3.0%	3.1% ↑

BEV market share was **21.2%** during the first nine months of this year, down from **27.5%** a year earlier. BEV share also declined from **23.5%** in 2Q of this year to **21.7%** in 3Q. Hybrid vehicles continued to post big gains, with market share reaching **23.7%** in 3Q '26.

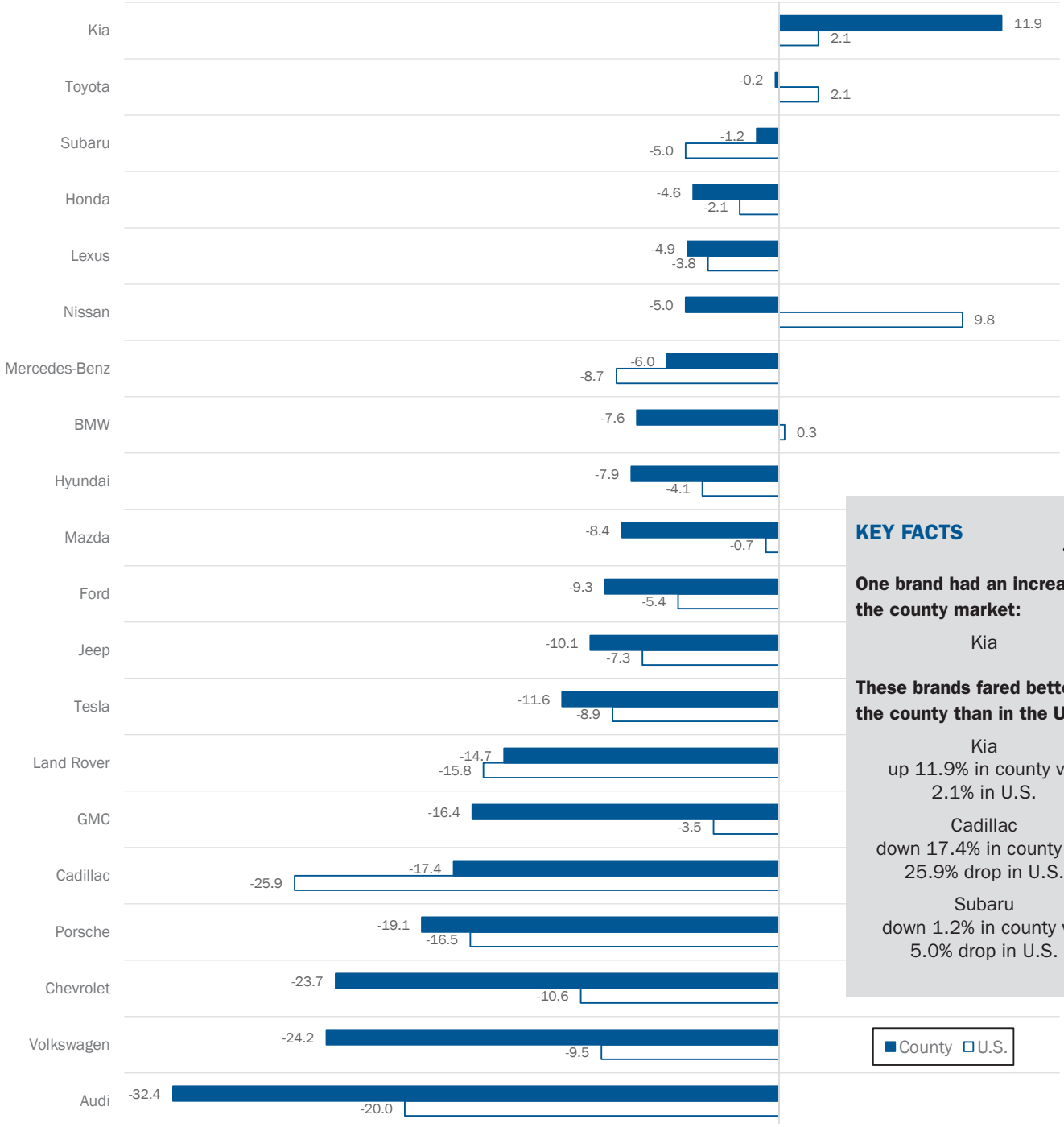
Data sourced from Experian Automotive. Hybrid registrations exclude mild hybrids.

BRANDS AND MODELS

WINNERS AND LOSERS

The graph below shows the percent change in new retail light vehicle registrations during the first nine months of this year versus the same period a year earlier in both the Orange County (solid blue bars) and U.S. (blue outlined bars). Brands are shown from top to bottom based on the change in county registrations.

Percent Change in Orange County and U.S. New Retail Light Vehicle Registrations (Top 20 Selling Brands in County) YTD 2026 thru September vs. YTD 2025



KEY FACTS

One brand had an increase in the county market:

Kia

These brands fared better in the county than in the U.S.:

Kia
up 11.9% in county vs. 2.1% in U.S.

Cadillac
down 17.4% in county vs. 25.9% drop in U.S.

Subaru
down 1.2% in county vs. 5.0% drop in U.S.

Data sourced from Experian Automotive.

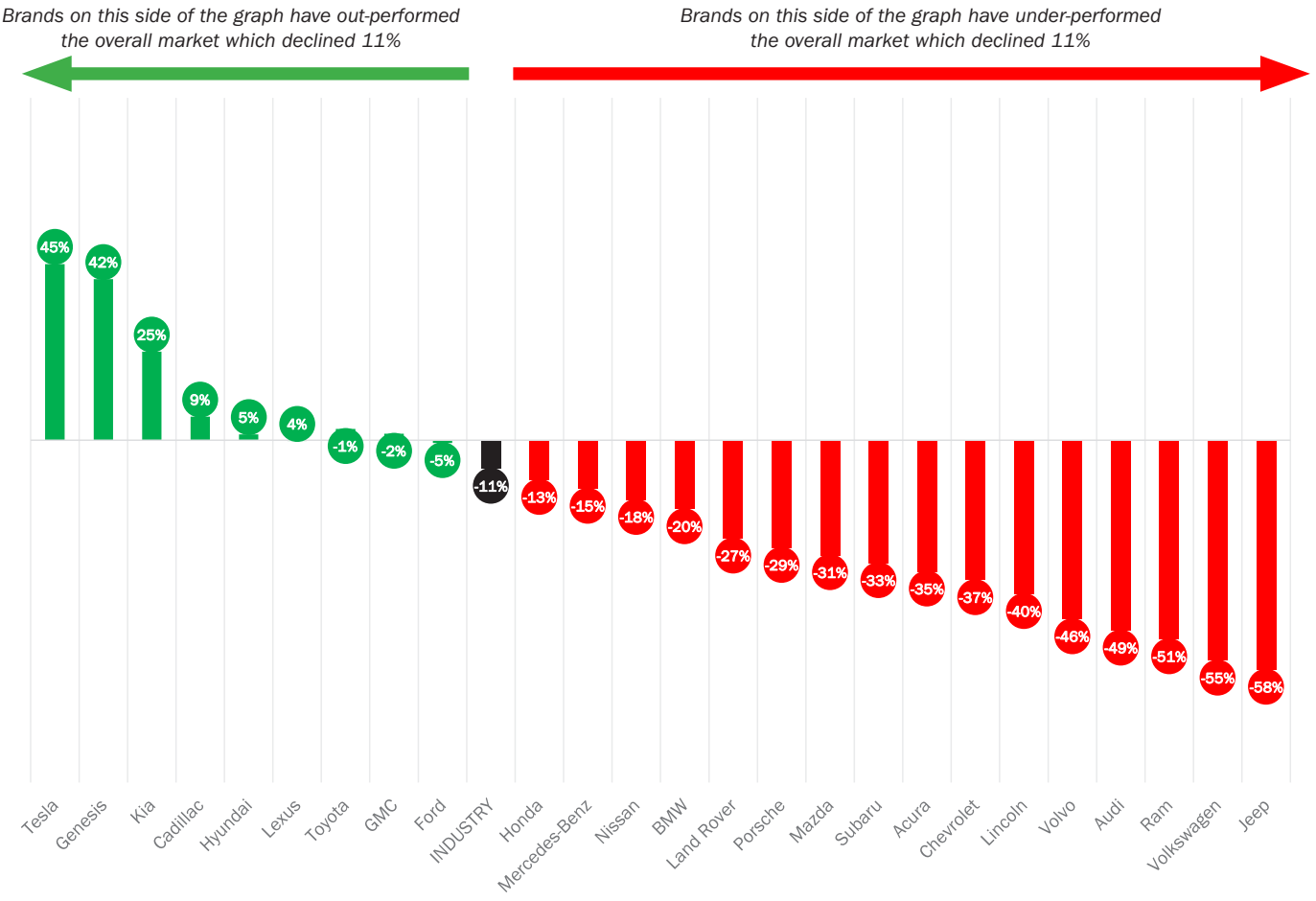
BRANDS AND MODELS

LONG TERM TRENDS

The graph below shows the percentage change in Orange County new vehicle registrations during the first nine months of this year versus the same period five years earlier. New vehicle registrations in 2021 were relatively strong as the market recovered from lower sales levels during the pandemic. Industry registrations declined 11% over the five year period.

Data sourced from Experian Automotive.

Five Year Percent Change in Orange County New Retail Light Vehicle Registrations for Top 25 Selling Brands YTD 2026 thru September vs. YTD 2021



TOP SELLING MODELS

Top 20 Selling Models during YTD '26 thru September - Market Share and % Change in Registrations vs. YTD '25

Rank	Model	County Share %	% chg. '25 to '26	Rank	Model	County Share %	% chg. '25 to '26
1	Tesla Model Y	9.7	4.2	11	Lexus RX	1.4	6.3
2	Toyota Camry	3.5	8.1	12	Mercedes GLC-Class	1.2	5.4
3	Honda CR-V	3.3	8.7	13	Kia Sportage	1.1	38.8
4	Toyota RAV4	3.0	-28.7	14	Toyota 4Runner	1.1	95.5
5	Toyota Tacoma	2.9	10.0	15	Hyundai Ioniq 5	1.1	-19.9
6	Honda Civic	2.8	0.9	16	Chevrolet Silverado	1.1	-10.6
7	Tesla Model 3	2.7	-41.3	17	Mercedes GLE-Class	1.1	13.3
8	Toyota Corolla	2.3	11.0	18	Toyota Sienna	1.1	6.6
9	Ford F-Series	1.8	-3.4	19	Toyota Tundra	1.1	-8.9
10	Honda Accord	1.5	6.5	20	Hyundai Tucson	1.0	-7.5

Table on the left shows the top 20 selling models so far this year. Share of industry registrations and the percent change versus the same period a year earlier are also shown. Models with the five largest percentage increase are shaded blue.

Data sourced from Experian Automotive.

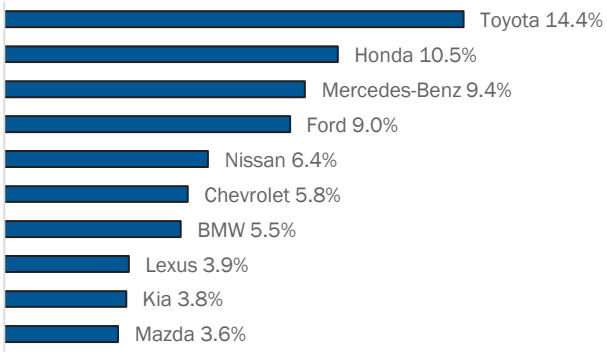
BRANDS AND MODELS

TOP TEN RANKINGS IN COUNTY MARKET - YTD 2026 THRU SEPTEMBER

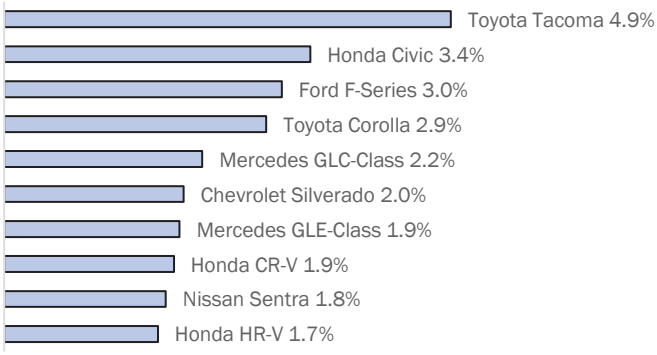
The graphs below show top ten selling brands and models during the first nine months of this year for three powertrain classifications - ICE (internal combustion engines), Hybrids (including plug-in hybrids), and BEVs (battery electric vehicles). Toyota was the top selling brand for ICE vehicles and Tacoma was the number one model. Toyota and Camry were leaders for hybrids. Tesla and Model Y were the top-sellers for BEVs.

ICE VEHICLES (includes gasoline and diesel engines)

Market Share for Top 10 Brands

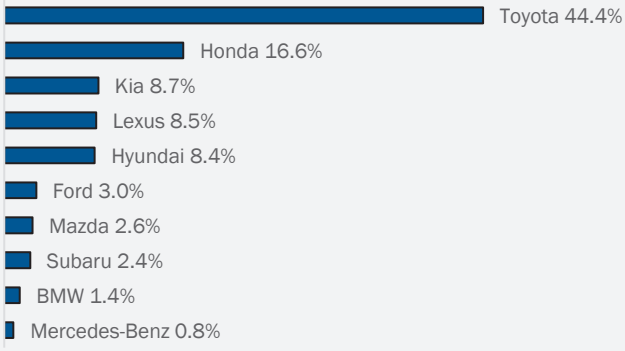


Market Share for Top 10 Models

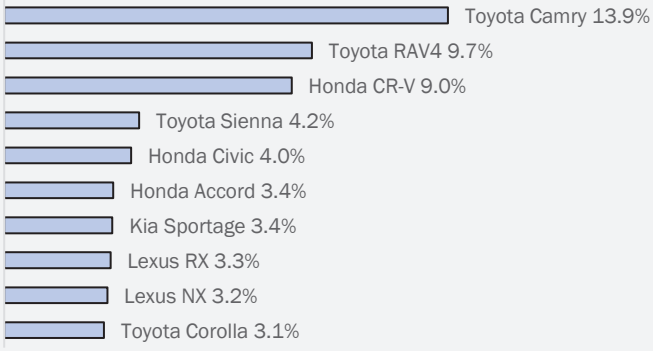


HYBRID VEHICLES (includes plug-ins and excludes mild hybrids)

Market Share for Top 10 Brands

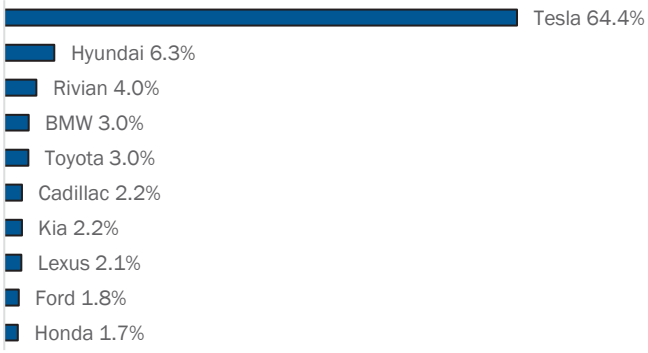


Market Share for Top 10 Models

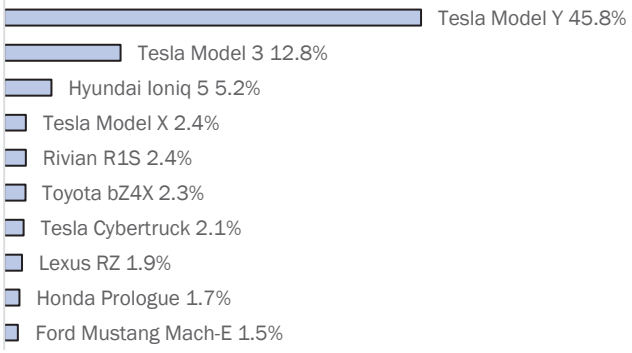


BATTERY ELECTRIC VEHICLES

Market Share for Top 10 Brands



Market Share for Top 10 Models



Data sourced from Experian Automotive. Hybrid registrations exclude mild hybrids.

COMPARISON OF METRO AREA MARKETS

BRAND MARKET SHARE

The table below shows the top five selling brands in 24 selected metro area markets and the U.S. during the first nine months of this year.

Data sourced from Experian Automotive.

PRIMARY OBSERVATIONS

1. Toyota was the county market leader with a 19.6% share.
2. Toyota was number one in 18 of the 24 area markets.
3. Tesla's county share was 13.6%, second highest share among the 24 markets.

Top Five Selling Brands in 24 Selected Metro Area Markets and U.S. - YTD '26 thru September

Atlanta		Boston		Charlotte		Chicago		Cleveland	
Make	Share	Make	Share	Make	Share	Make		Make	Share
Toyota	16.3	Toyota	16.4	Toyota	14.6	Honda	12.2	Chevrolet	12.9
Ford	9.5	Honda	12.9	Honda	12.5	Toyota	11.0	Honda	11.6
Honda	8.3	Ford	6.9	Ford	9.7	Chevrolet	8.8	Ford	10.4
Chevrolet	7.8	Subaru	6.6	Chevrolet	9.0	Ford	7.5	Kia	9.1
Kia	7.2	Chevrolet	5.3	Kia	6.9	Kia	7.1	Toyota	8.8
Dallas Fort Worth		**Denver**		**Houston**		**Inland Empire, CA**		**Kansas City**	
Make	Share	Make	Share	Make	Share	Make		Make	Share
Toyota	14.3	Toyota	17.4	Toyota	16.7	Toyota	23.0	Ford	13.2
Ford	11.5	Ford	9.8	Ford	12.7	Honda	11.7	Toyota	12.4
Chevrolet	10.3	Subaru	9.4	Chevrolet	9.2	Tesla	7.9	Chevrolet	10.2
Honda	7.8	Honda	6.4	Honda	8.0	Chevrolet	7.1	Honda	9.0
Nissan	6.3	Hyundai	6.0	Hyundai	5.7	Ford	7.1	Kia	7.7
Los Angeles		**Miami**		**Minneap./St. Paul**		**New York City**		**Orange County, CA**	
Make	Share	Make	Share	Make	Share	Make		Make	Share
Toyota	19.4	Toyota	14.7	Toyota	11.8	Honda	12.1	Toyota	19.6
Honda	13.2	Honda	9.4	Honda	11.7	Toyota	10.7	Tesla	13.6
Tesla	9.4	Chevrolet	7.4	Chevrolet	11.0	Nissan	7.1	Honda	10.2
Mercedes-Benz	5.8	Kia	6.7	Ford	10.4	Hyundai	6.2	Ford	5.9
Kia	5.2	Hyundai	6.7	Subaru	7.6	Chevrolet	5.2	Mercedes-Benz	5.6
Philadelphia		**Phoenix**		**Pittsburgh**		**Portland, OR**		**San Diego**	
Make	Share	Make	Share	Make	Share	Make		Make	Share
Toyota	12.3	Toyota	18.2	Chevrolet	11.1	Toyota	25.2	Toyota	22.0
Honda	10.7	Chevrolet	8.9	Toyota	10.2	Subaru	11.3	Honda	10.7
Ford	8.8	Ford	8.8	Ford	9.9	Ford	8.1	Tesla	8.9
Kia	6.6	Honda	8.4	Honda	9.1	Honda	7.5	Ford	7.8
Chevrolet	6.6	Kia	7.4	Subaru	8.4	Kia	6.6	Kia	5.9
Seattle/Tacoma		**Silicon Valley**		**Tampa/St. Pete**		**Washington, DC**		**U.S.**	
Make	Share	Make	Share	Make	Share	Make		Make	Share
Toyota	18.7	Tesla	23.1	Toyota	16.4	Toyota	17.3	Toyota	14.6
Tesla	10.9	Toyota	19.2	Ford	10.1	Honda	13.9	Ford	10.7
Honda	10.4	Honda	10.6	Honda	9.3	Ford	7.4	Chevrolet	9.9
Subaru	7.7	Ford	4.8	Hyundai	7.3	Kia	6.6	Honda	9.7
Ford	7.3	Hyundai	4.7	Chevrolet	7.1	Hyundai	6.3	Kia	6.0

MODELS



COMPARISON OF TOP-SELLING MODELS IN COUNTY AND U.S. MARKETS

The table below shows rankings in the Orange County and U.S. markets for the top 30 sellers in the county. Models are shown from top to bottom based on county registrations. The bars on the right of the table show the difference between county and U.S. rankings. Tesla Model Y was the best-selling model in Orange County and fourth in the Nation. Hyundai Ioniq 5 was a relatively strong performer in the county, with county ranking exceeding U.S. by 66 positions, the largest positive differential.

Orange County and U.S. Rankings for Top 30 Selling Models in County - YTD 2026 thru September

Model	County Rank	U.S. Rank	Difference in county and U.S. rankings Positive # = higher rank in county. Negative # = lower rank in county
Tesla Model Y	1	4	3
Toyota Camry	2	8	6
Honda CR-V	3	2	-1
Toyota RAV4	4	6	2
Toyota Tacoma	5	9	4
Honda Civic	6	10	4
Tesla Model 3	7	37	30
Toyota Corolla	8	13	5
Ford F-Series	9	1	-8
Honda Accord	10	20	10
Lexus RX	11	34	23
Mercedes GLC-Class	12	68	56
Kia Sportage	13	16	3
Toyota 4Runner	14	28	14
Hyundai Ioniq 5	15	81	66
Chevrolet Silverado	16	3	-13
Mercedes GLE-Class	17	65	48
Toyota Sienna	18	47	29
Toyota Tundra	19	22	3
Hyundai Tucson	20	14	-6
Toyota Corolla Cross	21	40	19
Lexus NX	22	62	40
Kia Telluride	23	21	-2
Nissan Sentra	24	42	18
Toyota Grand Highlander	25	25	0
Honda HR-V	26	24	-2
Ford Bronco	27	23	-4
Mazda CX-50	28	44	16
BMW X5	29	50	21
Subaru Crosstrek	30	19	-11

Data sourced from Experian Automotive.

COMPARISON OF ORANGE COUNTY, INLAND EMPIRE AREA, LA COUNTY, CALIFORNIA, AND U.S. RETAIL MARKETS

Domestic Brand Share of County Market Was 29.3% vs 38.2% in U.S.

	Orange County	Inland Empire Area	LA County	California	U.S.
% change in registrations YTD '26 thru September vs. YTD '25	-8.0%	-1.5%	-5.0%	-5.3%	-4.0%
Car share of industry retail light vehicle market YTD '26 thru September	24.5%	29.4%	28.8%	26.2%	16.4%
Domestic brand market share YTD '26 thru September	29.3%	30.1%	24.0%	29.1%	38.2%

	New Retail Registrations - YTD 2026 thru September				Market Share (YTD '26)		
	Orange County		U.S.				
Brand	Regs.	% ch. vs. YTD '25	Regs.	% ch. vs. YTD '25	Orange County	U.S.	Variance
Acura	1,050	-31.2%	91,502	0.9%	0.9	0.9	0.0
Alfa Romeo	27	-53.4%	2,254	-43.7%	0.0	0.0	0.0
Audi	1,855	-32.4%	87,841	-20.0%	1.6	0.9	0.7
BMW	4,677	-7.6%	233,323	0.3%	4.0	2.4	1.6
Buick	188	-25.7%	100,472	-23.2%	0.2	1.0	-0.8
Cadillac	1,084	-17.4%	89,659	-25.9%	0.9	0.9	0.0
Chevrolet	3,994	-23.7%	954,271	-10.6%	3.4	9.9	-6.5
Chry Dodge Jeep Ram	2,658	-9.8%	622,871	-2.1%	2.3	6.4	-4.1
Chrysler	78	-38.6%	26,266	-3.1%	0.1	0.3	-0.2
Dodge	146	-34.5%	36,716	-11.9%	0.1	0.4	-0.3
Jeep	1,427	-10.1%	311,360	-7.3%	1.2	3.2	-2.0
Ram	1,007	-0.2%	248,529	7.5%	0.9	2.6	-1.7
Ferrari	112	10.9%	2,418	10.7%	0.1	0.0	0.1
Ford	6,987	-9.3%	1,032,588	-5.4%	5.9	10.7	-4.8
Genesis	796	-5.8%	50,722	0.7%	0.7	0.5	0.2
GMC	1,864	-16.4%	406,081	-3.5%	1.6	4.2	-2.6
Honda	11,959	-4.6%	936,899	-2.1%	10.2	9.7	0.5
Hyundai	6,097	-7.9%	539,006	-4.1%	5.2	5.6	-0.4
Ineos	98	22.5%	3,478	-4.7%	0.1	0.0	0.1
Infiniti	178	-25.5%	33,622	-1.3%	0.2	0.3	-0.1
Kia	5,564	11.9%	585,763	2.1%	4.7	6.0	-1.3
Land Rover	1,307	-14.7%	53,714	-15.8%	1.1	0.6	0.5
Lexus	5,523	-4.9%	252,108	-3.8%	4.7	2.6	2.1
Lincoln	269	-29.9%	68,248	-11.4%	0.2	0.7	-0.5
Lucid	355	6.9%	8,087	23.4%	0.3	0.1	0.2
Mazda	3,028	-8.4%	253,275	-0.7%	2.6	2.6	0.0
Mercedes-Benz	6,608	-6.0%	186,442	-8.7%	5.6	1.9	3.7
MINI	227	-13.0%	15,983	-16.4%	0.2	0.2	0.0
Mitsubishi	44	-62.1%	33,913	-20.2%	0.0	0.4	-0.4
Nissan	4,076	-5.0%	501,344	9.8%	3.5	5.2	-1.7
Porsche	1,277	-19.1%	38,954	-16.5%	1.1	0.4	0.7
Rivian	1,007	-11.9%	18,898	-21.5%	0.9	0.2	0.7
Subaru	2,969	-1.2%	421,656	-5.0%	2.5	4.4	-1.9
Tesla	16,038	-11.6%	397,117	-8.9%	13.6	4.1	9.5
Toyota	23,039	-0.2%	1,410,027	2.1%	19.6	14.6	5.0
Volkswagen	1,480	-24.2%	180,528	-9.5%	1.3	1.9	-0.6
Volvo	667	-11.4%	58,981	-16.1%	0.6	0.6	0.0
Other	464	-28.8%	15,458	-22.2%	0.4	0.2	0.2

Data sourced from Experian Automotive.

Orange County New Retail Car and Light Truck Registrations									
	Third Quarter			Year to date thru September			YTD Market Share (%)		
	3Q '25	3Q '26	% chg.	YTD '25	YTD '26	% chg.	YTD '25	YTD '26	Chg.
MARKET SUMMARY									
TOTAL	41,944	40,987	-2.3%	127,826	117,566	-8.0%			
Cars	9,740	10,137	4.1%	31,950	28,803	-9.8%	25.0	24.5	-0.5
Light Trucks	32,204	30,850	-4.2%	95,876	88,763	-7.4%	75.0	75.5	0.5
Domestic	14,117	12,142	-14.0%	39,697	34,457	-13.2%	31.1	29.3	-1.7
European	6,619	6,482	-2.1%	21,704	18,771	-13.5%	17.0	16.0	-1.0
Japanese	17,038	17,898	5.0%	53,920	51,866	-3.8%	42.2	44.1	1.9
Other Asian	4,170	4,465	7.1%	12,505	12,472	-0.3%	9.8	10.6	0.8
BRAND REGISTRATIONS									
Acura	441	308	-30.2%	1,526	1,050	-31.2%	1.2	0.9	-0.3
Alfa Romeo	25	6	-76.0%	58	27	-53.4%	0.0	0.0	0.0
Audi	977	633	-35.2%	2,743	1,855	-32.4%	2.1	1.6	-0.5
BMW	1,502	1,563	4.1%	5,059	4,677	-7.6%	4.0	4.0	0.0
Buick	78	62	-20.5%	253	188	-25.7%	0.2	0.2	0.0
Cadillac	423	357	-15.6%	1,313	1,084	-17.4%	1.0	0.9	-0.1
Chevrolet	1,742	1,374	-21.1%	5,237	3,994	-23.7%	4.1	3.4	-0.7
C/D/J/R	949	905	-4.6%	2,946	2,658	-9.8%	2.3	2.3	0.0
Chrysler	35	25	-28.6%	127	78	-38.6%	0.1	0.1	0.0
Dodge	57	64	12.3%	223	146	-34.5%	0.2	0.1	-0.1
Jeep	548	463	-15.5%	1,587	1,427	-10.1%	1.2	1.2	0.0
Ram	309	353	14.2%	1,009	1,007	-0.2%	0.8	0.9	0.1
Ferrari	31	31	0.0%	101	112	10.9%	0.1	0.1	0.0
Ford	2,479	2,428	-2.1%	7,702	6,987	-9.3%	6.0	5.9	-0.1
Genesis	232	306	31.9%	845	796	-5.8%	0.7	0.7	0.0
GMC	673	616	-8.5%	2,229	1,864	-16.4%	1.7	1.6	-0.1
Honda	3,894	4,112	5.6%	12,535	11,959	-4.6%	9.8	10.2	0.4
Hyundai	2,338	2,063	-11.8%	6,617	6,097	-7.9%	5.2	5.2	0.0
Ineos	19	37	94.7%	80	98	22.5%	0.1	0.1	0.0
Infiniti	61	68	11.5%	239	178	-25.5%	0.2	0.2	0.0
Kia	1,594	2,093	31.3%	4,974	5,564	11.9%	3.9	4.7	0.8
Land Rover	458	487	6.3%	1,532	1,307	-14.7%	1.2	1.1	-0.1
Lexus	1,818	1,834	0.9%	5,810	5,523	-4.9%	4.5	4.7	0.2
Lincoln	132	79	-40.2%	384	269	-29.9%	0.3	0.2	-0.1
Lucid	86	109	26.7%	332	355	6.9%	0.3	0.3	0.0
Mazda	1,096	1,029	-6.1%	3,306	3,028	-8.4%	2.6	2.6	0.0
Mercedes-Benz	2,059	2,348	14.0%	7,028	6,608	-6.0%	5.5	5.6	0.1
MINI	77	82	6.5%	261	227	-13.0%	0.2	0.2	0.0
Mitsubishi	45	12	-73.3%	116	44	-62.1%	0.1	0.0	-0.1
Nissan	1,433	1,429	-0.3%	4,292	4,076	-5.0%	3.4	3.5	0.1
Porsche	501	449	-10.4%	1,578	1,277	-19.1%	1.2	1.1	-0.1
Rivian	453	460	1.5%	1,143	1,007	-11.9%	0.9	0.9	0.0
Subaru	796	943	18.5%	3,005	2,969	-1.2%	2.4	2.5	0.1
Tesla	7,102	5,741	-19.2%	18,133	16,038	-11.6%	14.2	13.6	-0.6
Toyota	7,454	8,163	9.5%	23,091	23,039	-0.2%	18.1	19.6	1.5
Volkswagen	619	491	-20.7%	1,953	1,480	-24.2%	1.5	1.3	-0.2
Volvo	213	199	-6.6%	753	667	-11.4%	0.6	0.6	0.0
Other	144	170	18.1%	652	464	-28.8%	0.5	0.4	-0.1

Other Asian includes Genesis, Hyundai, Kia, and VinFast. Data sourced from Experian Automotive.

Orange County Auto Outlook

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Explanation of Data

Data presented in Auto Outlook measures new vehicle registrations in Orange County. Monthly recording of registrations occurs when vehicle title information is processed.

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