orange county **OCADA** automobile dealers association

QUARTERLY REPORT

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ORANGE COUNTY AUTO OUTLOOK™

2nd Quarter, 2026

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

FORECAST

County New Vehicle Market Predicted to Increase Slightly in 2nd Half of Year

Year-to-date results in county market

Orange County new retail light vehicle registrations declined 10.8% during the first six months of this year versus a year earlier, steeper than the 6% drop in the nation. Second quarter registrations this year were off 9.9% compared to 2Q ‘25, a slight improvement from the 11.9% drop in the First Quarter.

Factors steering the new vehicle market

It might sound like a broken record because we have been emphasizing it for a long time, but pent-up demand resulting from delayed purchases during the pandemic will continue to support the market for the foreseeable future. The vehicle fleet continues to age, and as a result, replacement demand will place a floor on how low sales can go - which is a good thing because other key determinants are pointing to a softening market. Affordability issues continue to keep many prospective purchasers on the sidelines. Relatively high interest rates, elevated vehicle transaction prices, and stagnant real personal incomes have made a new vehicle purchase a stretch for many consumers. Increasing costs and inflationary pressures resulting from tariffs, higher gas prices, and an uncertain economy are other headwinds. It’s a complicated forecast scenario, and there is heightened uncertainty due to changing federal government policies and geopolitical events, but it seems likely that the new vehicle market will drift lower this year, while avoiding a significant decline.

Forecast for rest of this year

New retail light vehicle registrations in the second half of this year are predicted to increase slightly versus year earlier. Third quarter results should be basically flat versus 3Q ‘25, while an increase is possible in the fourth quarter. Annual registrations this year are predicted to approach 159,000 units and decline 4.8% from 2025.

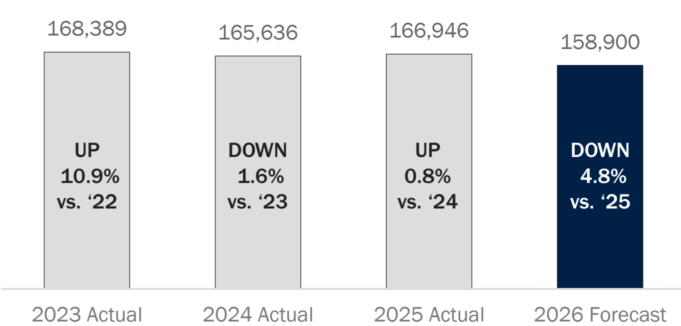
Tracking alternative powertrain sales

Battery electric vehicle registrations declined 27% during the first half of this year versus year earlier, but there were signs that the slide in BEV sales may be subsiding. BEV market share fell from 31.7% in 3Q ‘25 (before expiration of the federal government tax credits), to 18.1% in the first quarter of this year, but then increased to 23.5% in the second quarter. Hybrid vehicles continued to post gains, with registrations declining by less than 1% in the first half of this year and market share reaching 21.9%.

Monitoring brand sales performance

Kia was the only brand among the top 20 sellers to post an increase in registrations during the first half of this year, up 2.7%. Toyota, Hyundai, and Tesla registrations fell by less than 7%. Toyota, Tesla, Honda, Ford, and Mercedes-Benz were top selling brands (see page 4). Based on a comparison to U.S. market share, Tesla, Toyota, Mercedes, Lexus, and BMW are strong performing brands in the county market (see page 5).

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 June	YTD '26 thru June	% Chg. '25 to '26	Mkt. Share YTD '26
TOTAL	85,891	76,576	-10.8%	
Car	22,212	18,660	-16.0%	24.4%
Light Truck	63,679	57,916	-9.1%	75.6%
Domestic	25,589	22,315	-12.8%	29.1%
European	15,085	12,287	-18.5%	16.0%
Japanese	36,882	33,968	-7.9%	44.4%
Other Asian	8,335	8,006	-3.9%	10.5%

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 2026 thru June vs. YTD 2025	Orange County	California	U.S.
	DOWN 10.8%	DOWN 8.5%	DOWN 6.0%

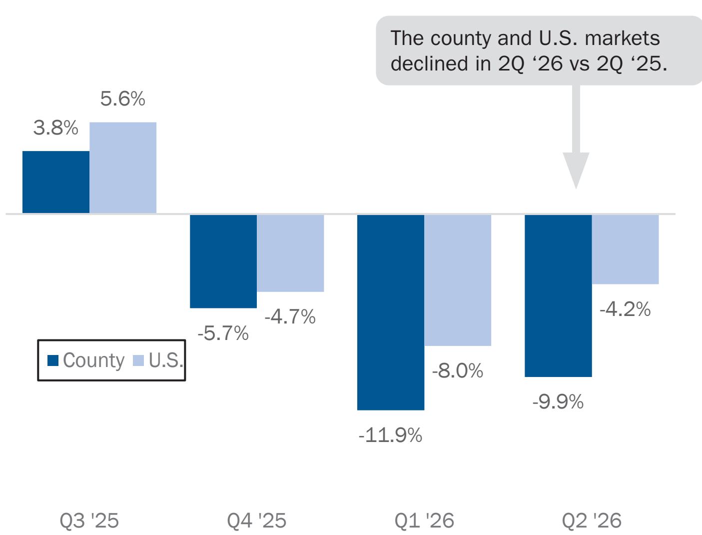
Data sourced from Experian Automotive.

New retail light vehicle registrations in the county declined 10.8% during the first six months of this year versus year earlier. State market was off 8.5%, while U.S. was down 6%.

QUARTERLY RESULTS

QUARTERLY TREND

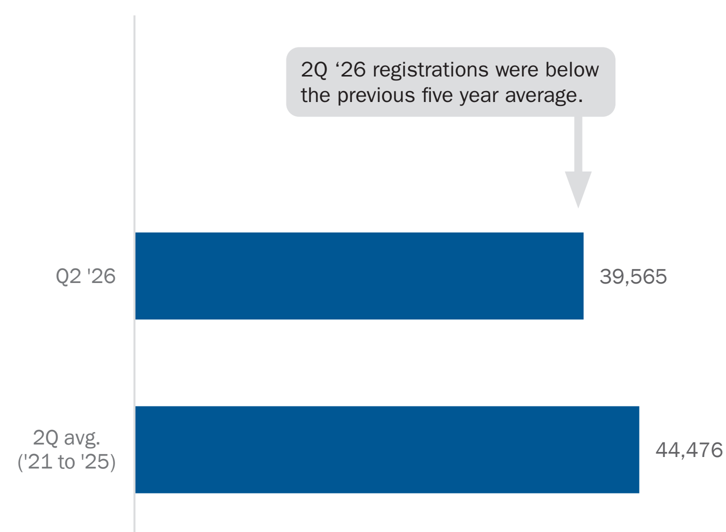
Percent Change in Registrations vs. Year Earlier



Data sourced from Experian Automotive.

QUARTERLY PERSPECTIVE

2Q '26 Registrations Versus 2Q Average for Previous Five Years



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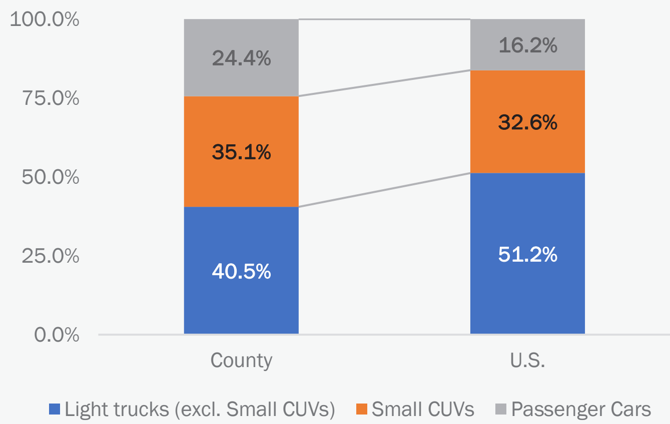
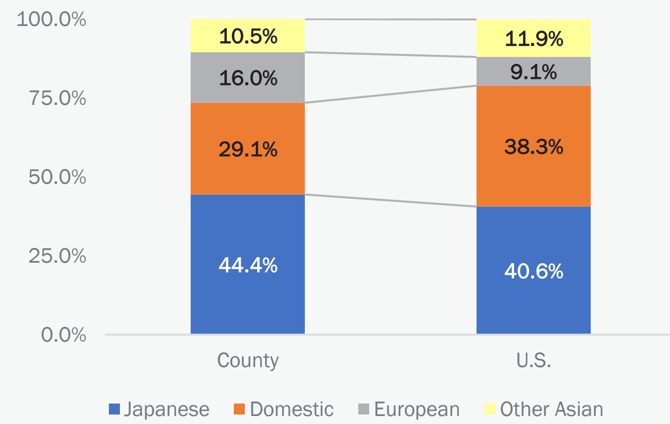
VEHICLE AND BRAND SEGMENTS - COUNTY AND U.S. (YTD '26 THRU JUNE)

Market Share by Type of Vehicle



Combining the blue and orange sections in the graph above corresponds to the standard industry definition of light trucks. Small crossovers are broken out, however, since many are more similar to compact hatchbacks than to trucks. Small CUV share was **35.1%** during the first half of this year, higher than the **32.6%** share in the U.S. Data sourced from Experian Automotive.

Domestic, European, Japanese, & Other Asian Share



Japanese brand market share in the county was higher than U.S. levels: **44.4%** vs. **40.6%**. County Domestic brand share (which includes Tesla and Rivian) was **29.1%** in the first half of this year. European brands accounted for a higher share of the county market than in the Nation. Note: Other Asian includes Genesis, Hyundai, Kia, and VinFast. Data sourced from Experian Automotive.

COMPARE

COMPARISON OF METRO AREA MARKETS - SEGMENT MARKET SHARES

Market Share for Primary Segments in 20 Selected Metro Area Markets - YTD 2026 thru June

	Mainstream Passenger Cars		Mainstream Small SUVs		Mainstream Mid and Full Size SUVs		Pickup Trucks		Luxury Segments	
Rank	Area	% share	Area	% share	Area	% share	Area	% share	Area	% share
1	Inland Empire, CA	23.1	Cleveland	37.9	Denver	22.4	Houston	23.6	Silicon Valley	43.0
2	Los Angeles	19.1	Pittsburgh	37.6	Kansas City	22.0	Dallas Fort Worth	22.1	Orange County, CA	36.1
3	San Diego	16.2	Boston	33.8	Pittsburgh	20.8	Kansas City	20.7	Los Angeles	33.5
4	Atlanta	15.7	Chicago	33.8	Philadelphia	20.2	Phoenix	19.8	Miami	31.1
5	Wash DC	15.5	Philadelphia	33.8	Cleveland	20.1	Pittsburgh	18.9	New York City	28.1
6	Orange County, CA	15.3	Portland, OR	33.3	New York City	19.9	Cleveland	17.6	San Diego	26.7
7	Phoenix	15.1	New York City	31.6	Atlanta	19.7	Atlanta	17.5	Wash DC	23.6
8	Silicon Valley	15.0	Denver	30.9	Chicago	19.4	Inland Empire, CA	17.3	Philadelphia	21.2
9	Miami	14.6	Kansas City	28.8	Houston	19.4	Denver	17.0	Phoenix	21.0
10	Dallas Fort Worth	13.4	Wash DC	28.6	Dallas Fort Worth	19.2	Portland, OR	16.0	Denver	20.8
11	Houston	13.2	Miami	26.4	Boston	19.0	San Diego	14.6	Inland Empire, CA	20.5
12	Chicago	12.7	San Diego	24.9	Portland, OR	18.8	Boston	13.3	Chicago	20.4
13	Cleveland	11.2	Atlanta	24.2	Phoenix	18.5	Orange County, CA	11.3	Boston	20.1
14	Kansas City	10.9	Los Angeles	23.3	Wash DC	18.3	Miami	10.9	Atlanta	19.9
15	Portland, OR	10.8	Dallas Fort Worth	23.1	Miami	14.9	Philadelphia	10.5	Dallas Fort Worth	19.9
16	Philadelphia	10.8	Phoenix	22.8	Inland Empire, CA	14.7	Wash DC	10.0	Houston	19.9
17	Boston	10.3	Inland Empire, CA	21.8	San Diego	14.4	Chicago	9.7	Portland, OR	16.9
18	Pittsburgh	9.1	Houston	21.7	Orange County, CA	13.1	Los Angeles	9.6	Kansas City	14.0
19	New York City	9.0	Orange County, CA	20.9	Los Angeles	11.9	Silicon Valley	7.3	Pittsburgh	11.0
20	Denver	6.0	Silicon Valley	20.4	Silicon Valley	10.6	New York City	6.9	Cleveland	10.0

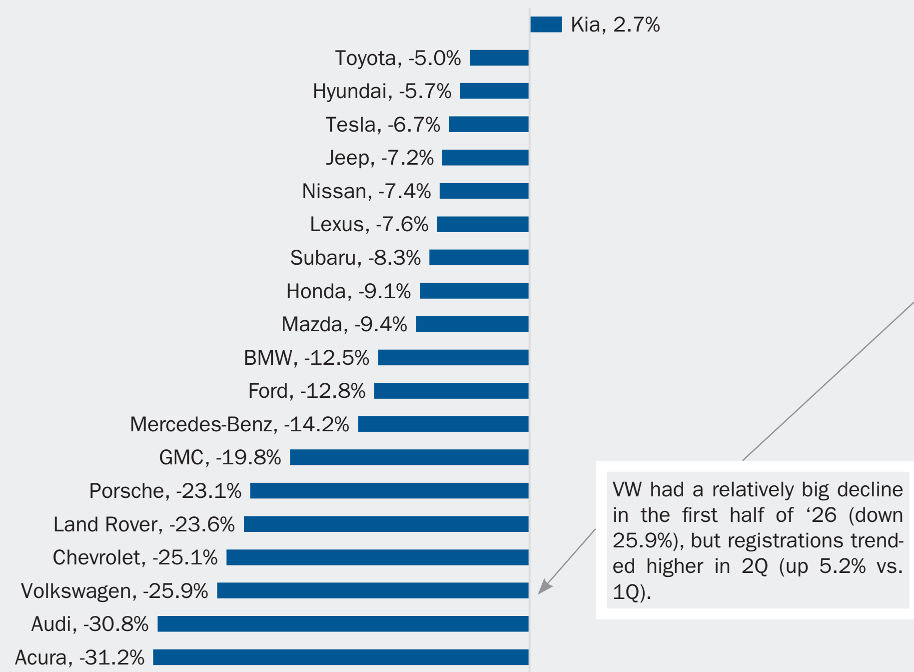
The table above shows percent market share for five primary segments in 20 selected metro county markets during the first half of this year. Data sourced from Experian Automotive.

BRANDS AND MODELS

WINNERS AND LOSERS

The primary metric used to identify winning and losing brands is the percent change in registrations vs. year earlier, shown on the graph below. Kia was the only gainer so far this year among the top 20 brands. But this snapshot does not capture the shorter term trend in sales. Year to date registrations for a brand may have posted a decline, but if growth picked up during the most recent quarter, that’s significant. The table below shows the ten brands with the largest increases, or smallest declines, from the first to the second quarters of last year. Data for all brands are shown on page 8.

% Change in County Registrations for Top 20 Brands-YTD '26 thru June vs. YTD '25



Quarterly Results

Largest % increases from 1Q '26 to 2Q '26

Tesla	Up	40.0%
Kia	Up	18.6%
Nissan	Up	15.7%
Mazda	Up	15.5%
Honda	Up	11.2%
Volkswagen	Up	5.2%
Subaru	Up	4.6%
Toyota	Up	4.2%
Hyundai	Up	4.1%

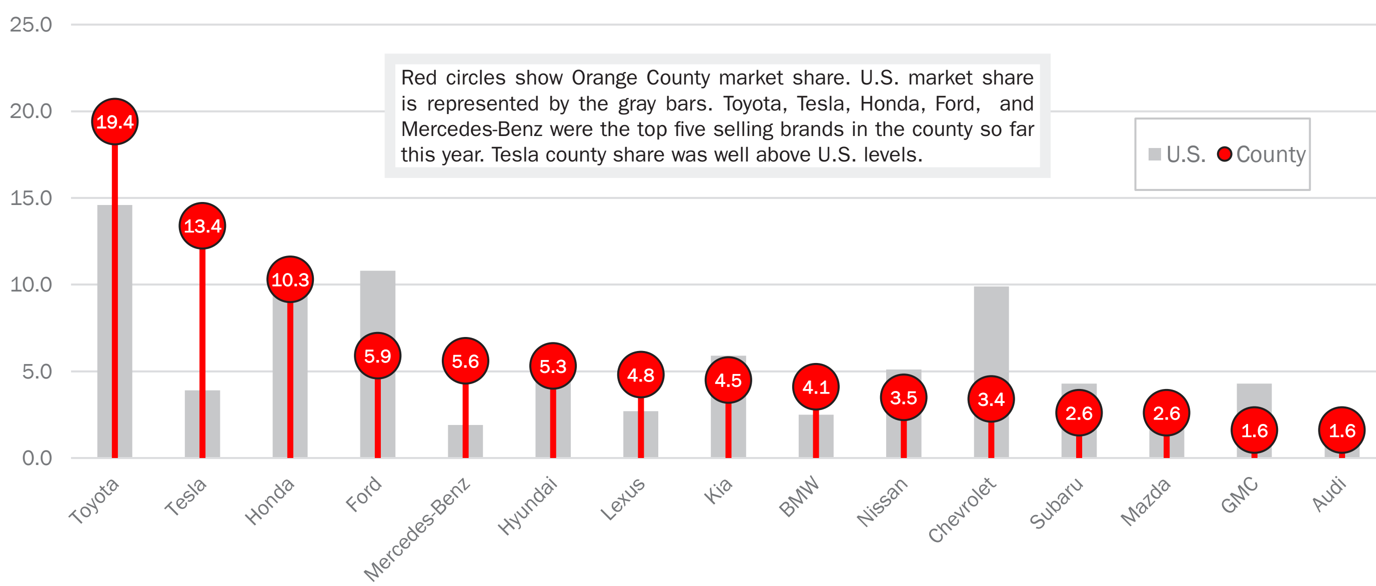
Only brand with a % increase during YTD ‘26 vs. YTD ‘25: Kia.

Largest % increases in 2Q ‘26 vs. 1Q ‘26: Tesla, Kia, Nissan, Mazda, and Honda.

Data sourced from Experian Automotive.

TOP SELLING BRANDS

Orange County and U.S. Market Shares for Top 15 Brands in County - YTD '26 thru June



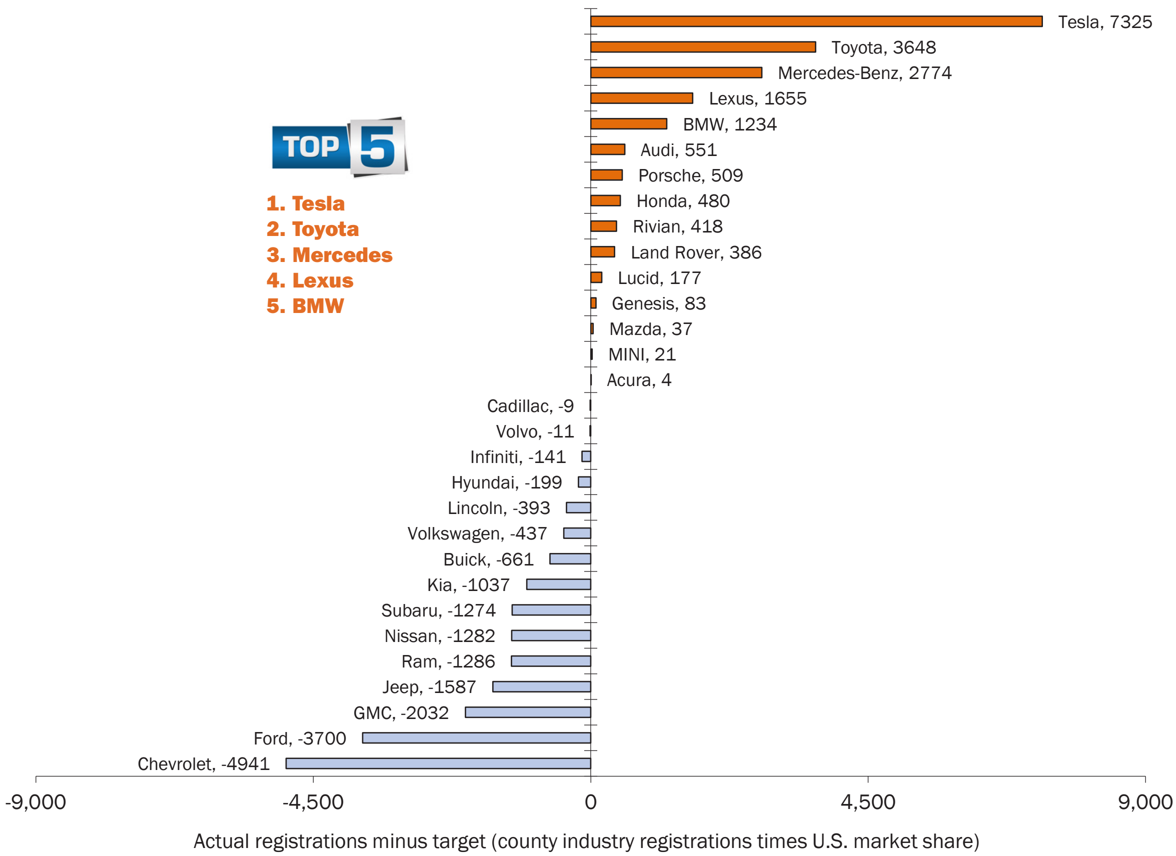
Data sourced from Experian Automotive.

BRANDS AND MODELS

BRAND SALES PERFORMANCE

The graph below provides an indicator of brands that are popular in Orange County (relative to the National standard), and those that are not. Here's how it works: For the top 30 selling brands, each brand's share of the U.S. market is multiplied by industry retail registrations in the county during the first six months of this year. This yields a "target" for the county market. Target registrations are subtracted from actual registrations to derive the measurement of sales performance. Brands at the top of the graph (i.e., Tesla, Toyota, Mercedes-Benz, Lexus, and BMW) are relatively strong sellers in the county, with actual registrations exceeding calculated targets by large margins. For instance, Tesla registrations exceeded the target by 7,325 units.

Orange County Retail Market Performance based on registrations during YTD 2026 thru June
Actual registrations minus target (county industry registrations times U.S. market share)



Data sourced from Experian Automotive.

TOP SELLING MODELS

Top 20 Selling Models during YTD '26 thru June - 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	9.4	20.0	11	Honda Accord	1.5	7.3
2	Toyota Camry	3.4	0.2	12	Mercedes GLC-Class	1.2	2.9
3	Honda CR-V	3.3	-1.1	13	Hyundai Tucson	1.1	-9.7
4	Toyota Tacoma	3.0	8.6	14	Hyundai Ioniq 5	1.1	6.3
5	Honda Civic	2.9	-6.5	15	Toyota 4Runner	1.1	160.7
6	Toyota RAV4	2.8	-36.2	16	Toyota Tundra	1.1	-10.7
7	Tesla Model 3	2.6	-49.0	17	Chevrolet Silverado	1.1	-15.7
8	Toyota Corolla	2.3	9.7	18	Toyota Corolla Cross	1.1	4.4
9	Ford F-Series	1.8	-5.4	19	Mercedes GLE-Class	1.1	11.2
10	Lexus RX	1.5	1.9	20	Kia Sportage	1.1	32.8

Table on the left presents the top 20 selling models in the county during the first six months of 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

SEGMENT LEADERS

The table below shows the top five selling models during the first six months of this year in 20 segments. In addition to unit registrations, it also shows each model's market share in its respective segment.

BEST SELLERS IN PRIMARY SEGMENTS

Small Cars: Honda Civic

Mid Size & Large Cars: Toyota Camry

Full Size Pickup: Ford F-Series

Subcompact SUV: Corolla Cross

Compact SUV: Honda CR-V

3 Row Mid Size SUV: Grand Highlander

Luxury Compact SUV: Tesla Model Y

Luxury Midsize SUV: Lexus RX

Top Selling Models in Each Segment - New Retail Light Vehicle Registrations (YTD '26 thru June)

Small Cars

Model	Regs.	Share
Honda Civic	2183	31.4
Toyota Corolla	1758	25.3
Nissan Sentra	686	9.9
Hyundai Elantra	542	7.8
Toyota Prius	468	6.7

Mid Size and Large Cars

Model	Regs.	Share
Toyota Camry	2581	60.8
Honda Accord	1116	26.3
Hyundai Sonata	176	4.1
Kia K5	169	4.0
Toyota Crown	70	1.6

Sports/Pony Cars

Model	Regs.	Share
Ford Mustang	201	39.1
Toyota 86	98	19.1
Mazda MX5	67	13.0
Toyota Supra	50	9.7
Subaru BRZ	38	7.4

Near Luxury Cars

Model	Regs.	Share
Tesla Model 3	1956	44.8
Mercedes C-Class	377	8.6
BMW 3-Series	371	8.5
Lexus IS	279	6.4
BMW i4	207	4.7

Luxury and High End Sports Cars

Model	Regs.	Share
Tesla Model S	326	12.6
Mercedes CLE-Class	276	10.7
Porsche 911	265	10.3
BMW 5-Series	229	8.9
Mercedes E-Class	203	7.9

Compact/Mid Size Pickup

Model	Regs.	Share
Toyota Tacoma	2267	57.4
Ford Maverick	509	12.9
Chevrolet Colorado	279	7.1
Nissan Frontier	270	6.8
Ford Ranger	228	5.8

Full Size Pickup

Model	Regs.	Share
Ford F-Series	1395	29.7
Toyota Tundra	847	18.0
Chevrolet Silverado	846	18.0
GMC Sierra	568	12.1
Ram Pickup	542	11.5

Mini Van

Model	Regs.	Share
Toyota Sienna	791	48.1
Kia Carnival	457	27.8
Honda Odyssey	274	16.6
Volkswagen ID.Buzz	71	4.3
Chrysler Pacifica	50	3.0

Large Van

Model	Regs.	Share
Ford Transit Connect	359	41.5
Mercedes Sprinter	305	35.3
Ram Promaster	110	12.7
Chevrolet Express	47	5.4
Ford E-Series	22	2.5

Subcompact SUV

Model	Regs.	Share
Toyota Corolla Cross	830	20.4
Honda HR-V	684	16.8
Nissan Kicks	603	14.8
Subaru Crosstrek	596	14.7
Hyundai Kona	260	6.4

Compact SUV

Model	Regs.	Share
Honda CR-V	2518	21.0
Toyota RAV4	2167	18.1
Hyundai Tucson	869	7.3
Hyundai Ioniq 5	863	7.2
Kia Sportage	821	6.9

2 Row Mid Size SUV

Model	Regs.	Share
Toyota 4Runner	855	27.6
Hyundai Santa Fe	542	17.5
Subaru Outback	312	10.1
Honda Prologue	272	8.8
Ford Mustang Mach-E	242	7.8

3 Row Mid Size SUV

Model	Regs.	Share
Toyota Grand Highlan	735	15.1
Kia Telluride	730	15.0
Hyundai Palisade	514	10.6
Honda Pilot	465	9.6
Ford Explorer	381	7.8

Large SUV

Model	Regs.	Share
Ford Bronco	637	30.3
Toyota Land Cruiser	335	15.9
Chevrolet Tahoe	234	11.1
Chevrolet Suburban	187	8.9
GMC Yukon XL	170	8.1

Luxury Subcompact SUV

Model	Regs.	Share
Acura ADX	224	26.5
Audi Q3	162	19.2
Lexus UX	144	17.0
Mercedes GLA-Class	96	11.4
BMW X1	91	10.8

Luxury Compact SUV

Model	Regs.	Share
Tesla Model Y	7163	65.6
Mercedes GLC-Class	902	8.3
Lexus NX	785	7.2
BMW X3	447	4.1
Audi Q5	431	3.9

Luxury Mid Size SUV

Model	Regs.	Share
Lexus RX	1139	18.5
Mercedes GLE-Class	823	13.4
BMW X5	603	9.8
Tesla Model X	577	9.4
Lexus RZ	345	5.6

Luxury Large SUV

Model	Regs.	Share
Lexus TX	517	18.8
Rivian R1S	470	17.1
Mercedes GLS-Class	310	11.3
Land Rover Range Ro	310	11.3
Mercedes G-Class	274	10.0

Top Selling Passenger Cars

Model	Regs.	Share
Toyota Camry	2581	13.8
Honda Civic	2183	11.7
Tesla Model 3	1956	10.5
Toyota Corolla	1758	9.4
Honda Accord	1116	6.0

Top Selling Light Trucks

Model	Regs.	Share
Tesla Model Y	7163	12.4
Honda CR-V	2518	4.3
Toyota Tacoma	2267	3.9
Toyota RAV4	2167	3.7
Ford F-Series	1395	2.4

Data sourced from Experian Automotive.

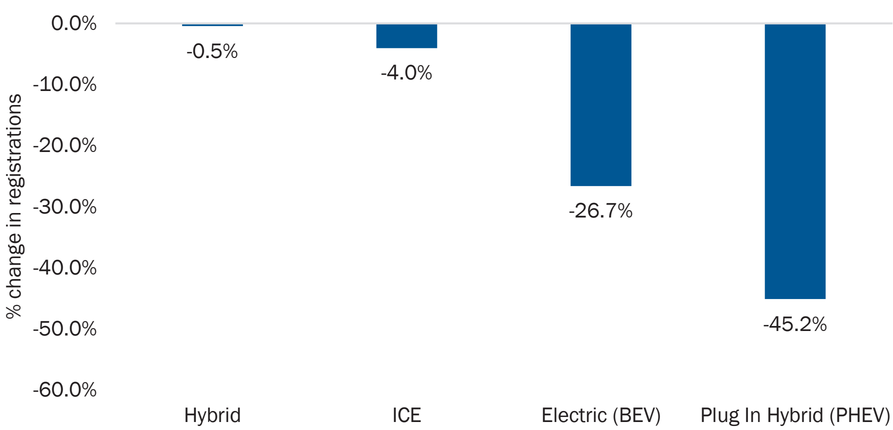
POWERTRAINS

FIVE KEY TRENDS

1. BEV registrations declined 26.7% during the first six months of 2026 vs. year earlier.
2. BEV market share was 23.5% in 2Q '26, up from 18.1% in the first quarter.
3. Hybrid vehicle registrations slipped 0.5% so far this year vs. the 10.8% drop in the overall market.
4. ICE vehicle market share increased from 50.7% in the first half of 2025 to 54.6% this year.
5. Franchised dealerships accounted for 68% of alternative powertrain sales so far this year (see below).

ICE, BEV, PHEV, AND HYBRID MARKET SHARE

% Change in Registrations by Powertrain Type YTD '26 thru June vs YTD '25



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

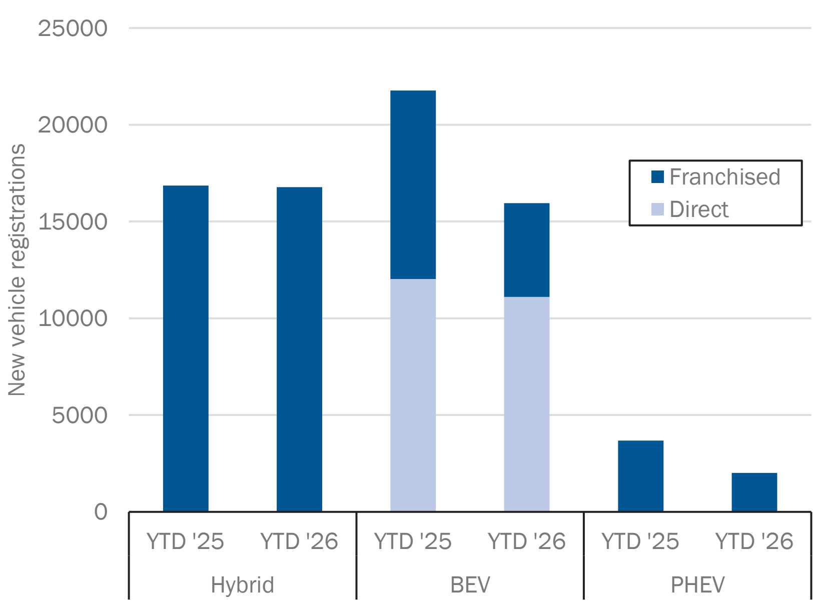
% Share of Industry Registrations by Powertrain Type

YTD thru June	YTD '25	YTD '26	
ICE	50.7%	54.6%	↑
Hybrid	19.6%	21.9%	↑
Electric (BEV)	25.4%	20.9%	↓
Plug In Hybrid (PHEV)	4.3%	2.6%	↓

Quarterly	1Q '26	2Q '26	
ICE	59.0%	50.5%	↓
Electric (BEV)	18.1%	23.5%	↑
Hybrid	20.7%	23.0%	↑
Plug In Hybrid (PHEV)	2.2%	3.0%	↑

FRANCHISED DEALERSHIPS AND DIRECT SELLERS

New Hybrid, BEV, and PHEV Registrations in Orange County by Type of Selling Dealership



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

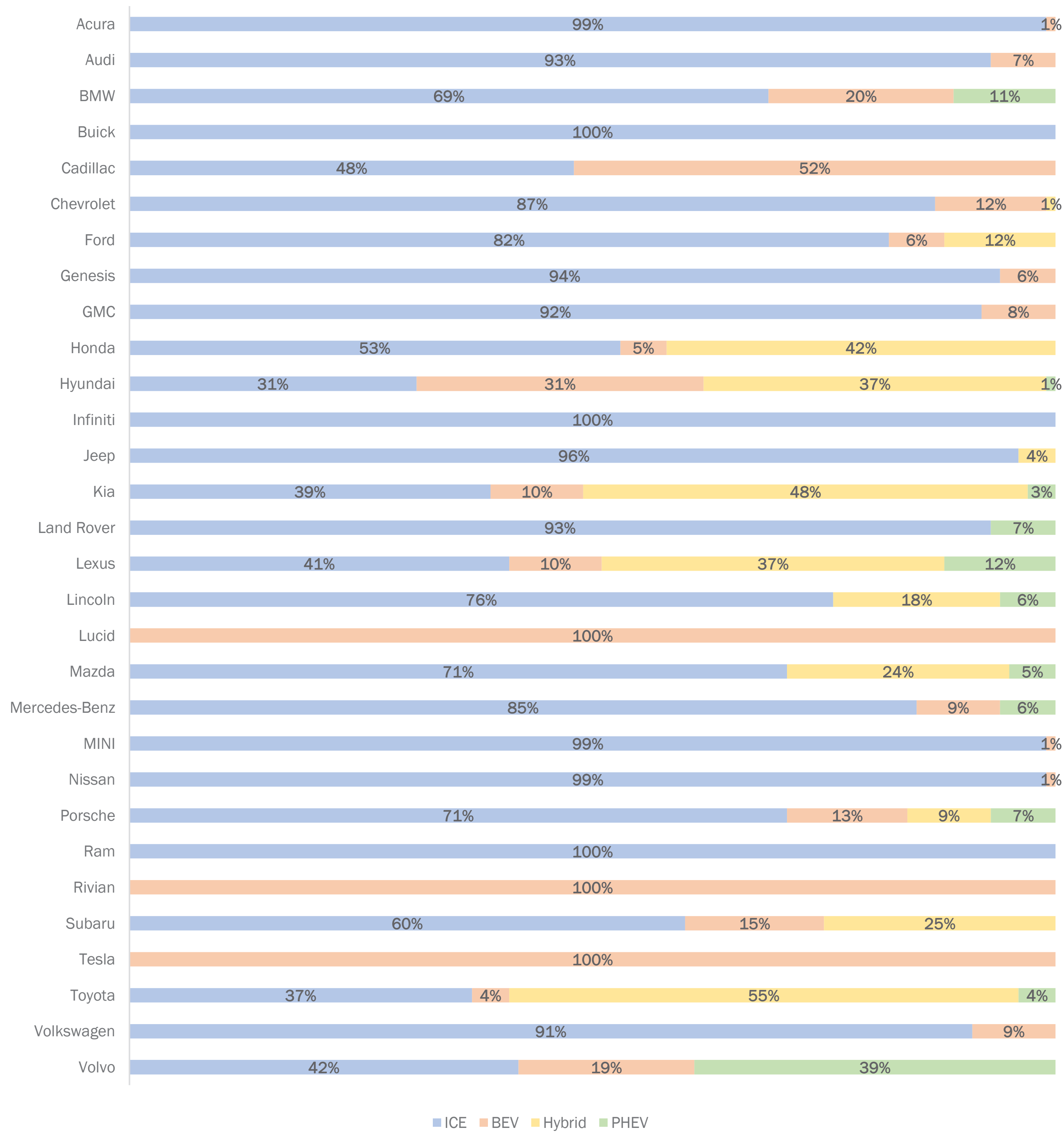
Registrations and Market Share	Franchised Dealerships	Direct Sellers
YTD '25 thru June		
Hybrid registrations	16,859	0
BEV registrations	9,735	12,038
PHEV regisrations	3,678	0
TOTAL	30,272	12,038
YTD '25 Share of total	71.5%	28.5%
YTD '26 thru June		
Hybrid registrations	16,781	0
BEV registrations	4,841	11,107
PHEV regisrations	2,016	0
TOTAL	23,638	11,107
YTD '26 Share of total	68.0%	32.0%

The dark blue areas in the graph show sales by powertrain type for franchised dealerships. Sum of the dark blue areas in YTD '26 is 23,638 units, 68% of the overall total, down from 71.5% during the same period in 2025.

POWERTRAINS

POWERTRAIN MARKET SHARES

Share of Brand Registrations by Type of Powertrain - Second Quarter 2026 (top 30 brands)



The graph above shows the breakdown of new vehicle registrations by powertrain type for each of the top 30 selling brands in the county during the second quarter of 2026. Data sourced from Experian Automotive.

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

Passenger Car Share of County Market Was 24.4% vs 16.2% in U.S.

	Orange County	Inland Empire Area	LA County	California	U.S.
% change in registrations YTD '26 thru June vs. YTD '25	-10.8%	-3.8%	-8.3%	-8.5%	-6.0%
Car share of industry retail light vehicle market YTD '26 thru June	24.4%	29.0%	28.6%	25.9%	16.2%
Domestic brand market share YTD '26 thru June	29.1%	30.3%	24.1%	29.3%	38.3%

	New Retail Registrations - YTD 2026 thru June				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	747	-31.2%	60,973	-1.3%	1.0	1.0	0.0
Alfa Romeo	21	-36.4%	1,620	-40.7%	0.0	0.0	0.0
Audi	1,222	-30.8%	55,011	-25.7%	1.6	0.9	0.7
BMW	3,111	-12.5%	153,929	-2.2%	4.1	2.5	1.6
Buick	126	-28.0%	64,560	-29.7%	0.2	1.0	-0.8
Cadillac	731	-18.0%	60,679	-24.8%	1.0	1.0	0.0
Chevrolet	2,620	-25.1%	620,121	-12.5%	3.4	9.9	-6.5
Chry Dodge Jeep Ram	1,751	-12.3%	408,315	-4.4%	2.3	6.5	-4.2
Chrysler	53	-42.4%	16,971	-9.2%	0.1	0.3	-0.2
Dodge	80	-51.8%	23,015	-21.8%	0.1	0.4	-0.3
Jeep	964	-7.2%	209,238	-6.8%	1.3	3.3	-2.0
Ram	654	-6.6%	159,091	3.0%	0.9	2.5	-1.6
Ferrari	78	11.4%	1,578	12.5%	0.1	0.0	0.1
Ford	4,553	-12.8%	676,890	-5.7%	5.9	10.8	-4.9
Genesis	490	-20.1%	33,378	0.0%	0.6	0.5	0.1
GMC	1,249	-19.8%	269,079	-3.4%	1.6	4.3	-2.7
Honda	7,855	-9.1%	604,861	-6.0%	10.3	9.6	0.7
Hyundai	4,033	-5.7%	347,109	-4.3%	5.3	5.5	-0.2
Ineos	61	0.0%	2,232	-11.0%	0.1	0.0	0.1
Infiniti	111	-37.6%	20,658	-13.0%	0.1	0.3	-0.2
Kia	3,471	2.7%	369,718	-1.7%	4.5	5.9	-1.4
Land Rover	820	-23.6%	35,567	-20.8%	1.1	0.6	0.5
Lexus	3,687	-7.6%	166,646	-5.2%	4.8	2.7	2.1
Lincoln	190	-24.6%	47,797	-9.1%	0.2	0.8	-0.6
Lucid	246	0.0%	5,643	24.7%	0.3	0.1	0.2
Mazda	2,002	-9.4%	161,152	-5.9%	2.6	2.6	0.0
Mercedes-Benz	4,264	-14.2%	122,234	-13.0%	5.6	1.9	3.7
MINI	145	-21.2%	10,171	-21.0%	0.2	0.2	0.0
Mitsubishi	32	-54.9%	21,551	-27.0%	0.0	0.3	-0.3
Nissan	2,647	-7.4%	322,260	10.8%	3.5	5.1	-1.6
Porsche	828	-23.1%	26,129	-19.0%	1.1	0.4	0.7
Rivian	549	-20.4%	10,722	-31.5%	0.7	0.2	0.5
Subaru	2,026	-8.3%	270,622	-12.0%	2.6	4.3	-1.7
Tesla	10,298	-6.7%	243,876	-9.9%	13.4	3.9	9.5
Toyota	14,861	-5.0%	919,634	2.8%	19.4	14.6	4.8
Volkswagen	989	-25.9%	116,918	-11.5%	1.3	1.9	-0.6
Volvo	468	-13.3%	39,260	-18.5%	0.6	0.6	0.0
Other	294	-42.1%	9,703	-34.0%	0.4	0.2	0.2

Data sourced from Experian Automotive.

Orange County New Retail Car and Light Truck Registrations

	Second Quarter			Year to date thru June			YTD Market Share (%)		
	2Q '25	2Q '26	% chg.	YTD '25	YTD '26	% chg.	YTD '25	YTD '26	Chg.
MARKET SUMMARY									
TOTAL	43,893	39,565	-9.9%	85,891	76,576	-10.8%			
Cars	11,690	9,941	-15.0%	22,212	18,660	-16.0%	25.9	24.4	-1.5
Light Trucks	32,203	29,624	-8.0%	63,679	57,916	-9.1%	74.1	75.6	1.5
Domestic	12,890	11,861	-8.0%	25,589	22,315	-12.8%	29.8	29.1	-0.7
European	7,191	6,036	-16.1%	15,085	12,287	-18.5%	17.6	16.0	-1.5
Japanese	19,563	17,499	-10.6%	36,882	33,968	-7.9%	42.9	44.4	1.4
Other Asian	4,249	4,169	-1.9%	8,335	8,006	-3.9%	9.7	10.5	0.8
BRAND REGISTRATIONS									
Acura	628	361	-42.5%	1,085	747	-31.2%	1.3	1.0	-0.3
Alfa Romeo	15	10	-33.3%	33	21	-36.4%	0.0	0.0	0.0
Audi	849	587	-30.9%	1,766	1,222	-30.8%	2.1	1.6	-0.5
BMW	1,707	1,549	-9.3%	3,557	3,111	-12.5%	4.1	4.1	0.0
Buick	84	63	-25.0%	175	126	-28.0%	0.2	0.2	0.0
Cadillac	434	372	-14.3%	891	731	-18.0%	1.0	1.0	0.0
Chevrolet	1,793	1,289	-28.1%	3,497	2,620	-25.1%	4.1	3.4	-0.7
C/D/J/R	994	864	-13.1%	1,997	1,751	-12.3%	2.3	2.3	0.0
Chrysler	51	21	-58.8%	92	53	-42.4%	0.1	0.1	0.0
Dodge	84	41	-51.2%	166	80	-51.8%	0.2	0.1	-0.1
Jeep	524	476	-9.2%	1,039	964	-7.2%	1.2	1.3	0.1
Ram	335	326	-2.7%	700	654	-6.6%	0.8	0.9	0.1
Ferrari	41	43	4.9%	70	78	11.4%	0.1	0.1	0.0
Ford	2,712	2,182	-19.5%	5,224	4,553	-12.8%	6.1	5.9	-0.2
Genesis	316	223	-29.4%	613	490	-20.1%	0.7	0.6	-0.1
GMC	746	610	-18.2%	1,558	1,249	-19.8%	1.8	1.6	-0.2
Honda	4,497	4,135	-8.0%	8,641	7,855	-9.1%	10.1	10.3	0.2
Hyundai	2,199	2,057	-6.5%	4,279	4,033	-5.7%	5.0	5.3	0.3
Ineos	24	27	12.5%	61	61	0.0%	0.1	0.1	0.0
Infiniti	72	51	-29.2%	178	111	-37.6%	0.2	0.1	-0.1
Kia	1,706	1,883	10.4%	3,380	3,471	2.7%	3.9	4.5	0.6
Land Rover	483	407	-15.7%	1,074	820	-23.6%	1.3	1.1	-0.2
Lexus	2,180	1,822	-16.4%	3,992	3,687	-7.6%	4.6	4.8	0.2
Lincoln	138	84	-39.1%	252	190	-24.6%	0.3	0.2	-0.1
Lucid	140	98	-30.0%	246	246	0.0%	0.3	0.3	0.0
Mazda	1,155	1,073	-7.1%	2,210	2,002	-9.4%	2.6	2.6	0.0
Mercedes-Benz	2,464	2,081	-15.5%	4,969	4,264	-14.2%	5.8	5.6	-0.2
MINI	110	74	-32.7%	184	145	-21.2%	0.2	0.2	0.0
Mitsubishi	42	19	-54.8%	71	32	-54.9%	0.1	0.0	-0.1
Nissan	1,583	1,420	-10.3%	2,860	2,647	-7.4%	3.3	3.5	0.2
Porsche	522	387	-25.9%	1,077	828	-23.1%	1.3	1.1	-0.2
Rivian	394	290	-26.4%	690	549	-20.4%	0.8	0.7	-0.1
Subaru	1,109	1,036	-6.6%	2,209	2,026	-8.3%	2.6	2.6	0.0
Tesla	5,446	6,008	10.3%	11,034	10,298	-6.7%	12.8	13.4	0.6
Toyota	8,297	7,582	-8.6%	15,636	14,861	-5.0%	18.2	19.4	1.2
Volkswagen	479	507	5.8%	1,334	989	-25.9%	1.6	1.3	-0.3
Volvo	277	231	-16.6%	540	468	-13.3%	0.6	0.6	0.0
Other	257	140	-45.5%	508	294	-42.1%	0.6	0.4	-0.2

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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