

ORANGE COUNTY AUTO OUTLOOK™

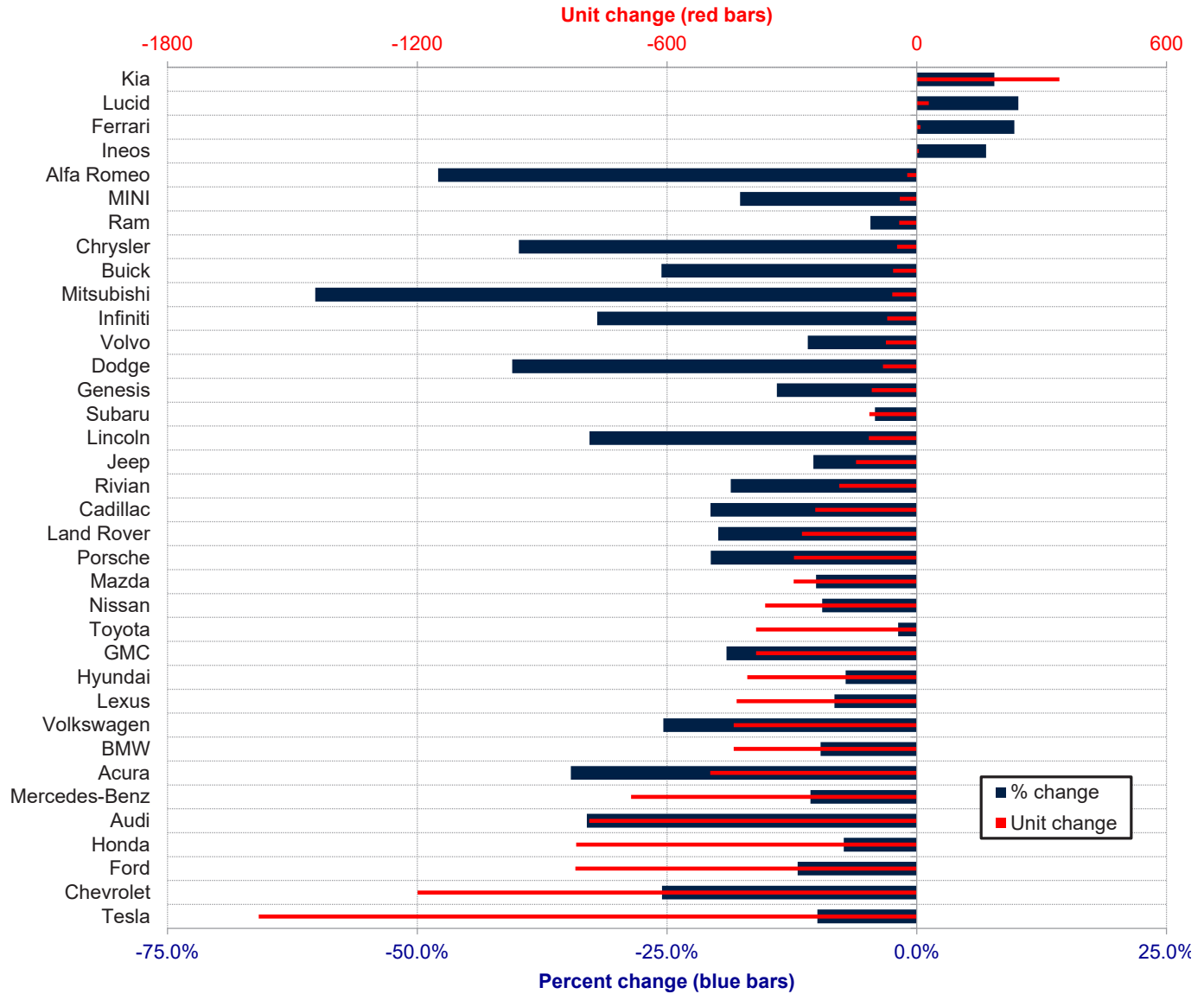
August 2026

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

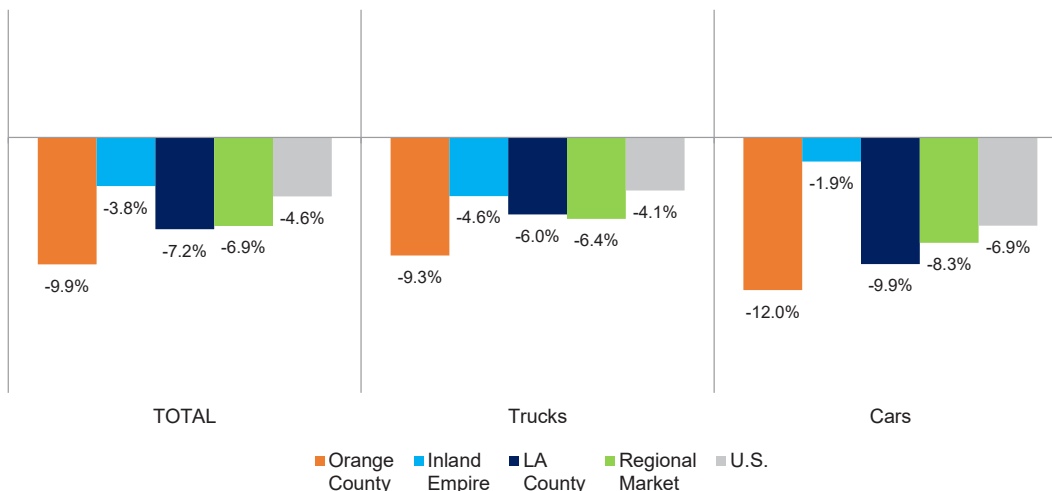
Orange County New Retail Car and Light Truck Registrations												
	Aug.			Three Month Period June '26 thru Aug. '26			YTD thru Aug.			YTD Market Share (%)		
	Aug-'25	Aug-'26	% chg.	Previous	Current	% chg.	YTD '25	YTD '26	% chg.	YTD '25	YTD '26	Chg.
MARKET SUMMARY												
TOTAL	13,119	11,467	-12.6%	41,055	38,942	-5.1%	114,118	102,778	-9.9%			
Cars	2,985	2,784	-6.7%	9,994	9,925	-0.7%	28,750	25,312	-12.0%	25.2	24.6	-0.6
Light Trucks	10,134	8,683	-14.3%	31,061	29,017	-6.6%	85,368	77,466	-9.3%	74.8	75.4	0.6
Domestic	4,078	3,204	-21.4%	13,606	11,863	-12.8%	35,197	30,307	-13.9%	30.8	29.5	-1.4
European	2,312	1,845	-20.2%	6,378	6,012	-5.7%	19,578	16,389	-16.3%	17.2	15.9	-1.2
Japanese	5,342	5,194	-2.8%	17,230	16,922	-1.8%	48,387	45,350	-6.3%	42.4	44.1	1.7
Korean	1,387	1,224	-11.8%	3,841	4,145	7.9%	10,956	10,732	-2.0%	9.6	10.4	0.8
BRAND REGISTRATIONS												
Acura	122	71	-41.8%	566	296	-47.7%	1,432	936	-34.6%	1.3	0.9	-0.4
Alfa Romeo	10	0	-100.0%	18	6	-66.7%	48	25	-47.9%	0.0	0.0	0.0
Audi	365	174	-52.3%	804	577	-28.2%	2,384	1,597	-33.0%	2.1	1.6	-0.5
BMW	503	447	-11.1%	1,436	1,523	6.1%	4,565	4,125	-9.6%	4.0	4.0	0.0
Buick	21	24	14.3%	79	55	-30.4%	223	166	-25.6%	0.2	0.2	0.0
Cadillac	149	89	-40.3%	413	323	-21.8%	1,182	938	-20.6%	1.0	0.9	-0.1
Chevrolet	562	356	-36.7%	1,765	1,289	-27.0%	4,701	3,502	-25.5%	4.1	3.4	-0.7
C/D/J/R	293	252	-14.0%	934	850	-9.0%	2,634	2,318	-12.0%	2.3	2.3	0.0
Chrysler	7	7	0.0%	43	26	-39.5%	118	71	-39.8%	0.1	0.1	0.0
Dodge	14	15	7.1%	57	54	-5.3%	200	119	-40.5%	0.2	0.1	-0.1
Jeep	172	133	-22.7%	529	458	-13.4%	1,412	1,266	-10.3%	1.2	1.2	0.0
Ram	100	97	-3.0%	305	312	2.3%	904	862	-4.6%	0.8	0.8	0.0
Ferrari	12	6	-50.0%	35	26	-25.7%	92	101	9.8%	0.1	0.1	0.0
Ford	745	601	-19.3%	2,580	2,204	-14.6%	6,872	6,052	-11.9%	6.0	5.9	-0.1
Genesis	76	71	-6.6%	251	234	-6.8%	772	664	-14.0%	0.7	0.6	-0.1
GMC	212	193	-9.0%	701	572	-18.4%	2,028	1,642	-19.0%	1.8	1.6	-0.2
Honda	1,184	1,114	-5.9%	3,840	3,863	0.6%	11,207	10,389	-7.3%	9.8	10.1	0.3
Hyundai	812	585	-28.0%	2,030	1,960	-3.4%	5,710	5,303	-7.1%	5.0	5.2	0.2
Ineos	5	9	80.0%	11	21	90.9%	72	77	6.9%	0.1	0.1	0.0
Infiniti	18	22	22.2%	66	48	-27.3%	222	151	-32.0%	0.2	0.1	-0.1
Kia	499	567	13.6%	1,555	1,947	25.2%	4,409	4,752	7.8%	3.9	4.6	0.7
Land Rover	138	136	-1.4%	457	434	-5.0%	1,389	1,113	-19.9%	1.2	1.1	-0.1
Lexus	606	505	-16.7%	1,836	1,697	-7.6%	5,253	4,820	-8.2%	4.6	4.7	0.1
Lincoln	36	10	-72.2%	133	75	-43.6%	351	236	-32.8%	0.3	0.2	-0.1
Lucid	16	60	275.0%	85	82	-3.5%	285	314	10.2%	0.2	0.3	0.1
Mazda	370	305	-17.6%	1,008	992	-1.6%	2,936	2,640	-10.1%	2.6	2.6	0.0
Mercedes-Benz	728	660	-9.3%	2,150	2,117	-1.5%	6,440	5,754	-10.7%	5.6	5.6	0.0
MINI	28	24	-14.3%	81	74	-8.6%	232	191	-17.7%	0.2	0.2	0.0
Mitsubishi	3	5	66.7%	39	17	-56.4%	98	39	-60.2%	0.1	0.0	-0.1
Nissan	461	391	-15.2%	1,475	1,306	-11.5%	3,847	3,483	-9.5%	3.4	3.4	0.0
Porsche	200	126	-37.0%	515	403	-21.7%	1,430	1,135	-20.6%	1.3	1.1	-0.2
Rivian	83	111	33.7%	405	361	-10.9%	999	813	-18.6%	0.9	0.8	-0.1
Subaru	269	256	-4.8%	781	935	19.7%	2,727	2,613	-4.2%	2.4	2.5	0.1
Tesla	1,961	1,508	-23.1%	6,511	6,044	-7.2%	15,897	14,316	-9.9%	13.9	13.9	0.0
Toyota	2,309	2,525	9.4%	7,619	7,768	2.0%	20,665	20,279	-1.9%	18.1	19.7	1.6
Volkswagen	218	161	-26.1%	518	450	-13.1%	1,734	1,294	-25.4%	1.5	1.3	-0.2
Volvo	58	61	5.2%	213	234	9.9%	679	605	-10.9%	0.6	0.6	0.0
Other	47	42	-10.6%	145	159	9.7%	603	395	-34.5%	0.5	0.4	-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 August 2026 are partially estimated.

Change in New Retail Light Vehicle Registrations (YTD 2026 thru August vs. YTD 2025)



Percent Change in Area and U.S. New Retail Light Vehicle Markets YTD 2026 thru August vs. YTD 2025



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 (610-640-1233).

Data sourced from Experian Automotive.