

**ORANGE COUNTY AUTO OUTLOOK™**

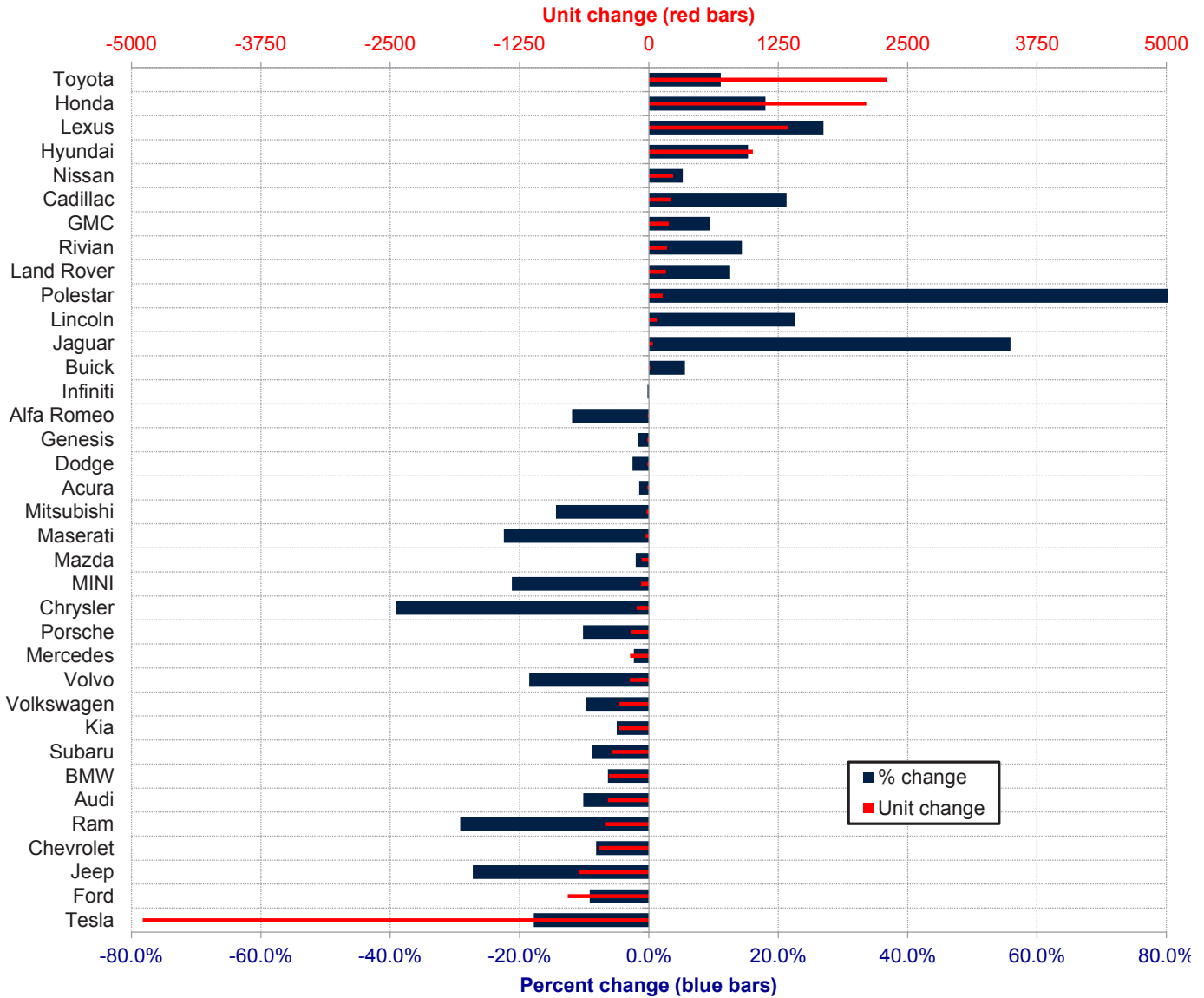
**October, 2024**

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

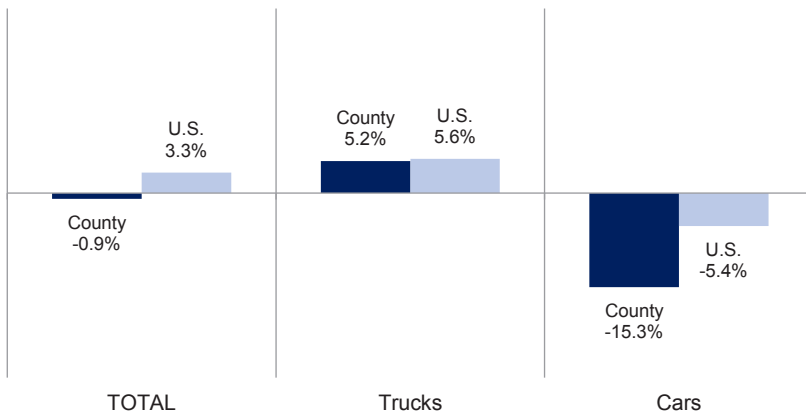
Orange County New Retail Car and Light Truck Registrations												
	Oct.			Three Month Period Aug. '24 thru Oct. '24			YTD thru Oct.			YTD Market Share (%)		
	2023	2024	% chg.	Previous	Current	% chg.	YTD '23	YTD '24	% chg.	YTD '23	YTD '24	Chg.
<b>MARKET SUMMARY</b>												
TOTAL	13,512	16,508	22.2%	42,433	45,037	6.1%	142,019	140,682	-0.9%			
Cars	4,030	4,472	11.0%	12,862	11,939	-7.2%	42,517	36,018	-15.3%	29.9	25.6	-4.3
Light Trucks	9,482	12,036	26.9%	29,571	33,098	11.9%	99,502	104,664	5.2%	70.1	74.4	4.3
Domestic	4,790	4,895	2.2%	14,393	13,282	-7.7%	51,911	45,289	-12.8%	36.6	32.2	-4.4
European	2,356	2,996	27.2%	7,594	7,926	4.4%	25,873	24,641	-4.8%	18.2	17.5	-0.7
Japanese	5,091	6,770	33.0%	16,260	18,946	16.5%	50,998	56,509	10.8%	35.9	40.2	4.3
Korean	1,275	1,847	44.9%	4,186	4,883	16.7%	13,237	14,243	7.6%	9.3	10.1	0.8
<b>BRAND REGISTRATIONS</b>												
Acura	96	142	47.9%	284	392	38.0%	1,060	1,044	-1.5%	0.7	0.7	0.0
Alfa Romeo	14	5	-64.3%	32	18	-43.8%	101	89	-11.9%	0.1	0.1	0.0
Audi	331	379	14.5%	1,153	971	-15.8%	3,896	3,500	-10.2%	2.7	2.5	-0.2
BMW	565	563	-0.4%	1,721	1,684	-2.1%	6,088	5,703	-6.3%	4.3	4.1	-0.2
Buick	29	38	31.0%	75	89	18.7%	216	228	5.6%	0.2	0.2	0.0
Cadillac	92	121	31.5%	342	349	2.0%	996	1,208	21.3%	0.7	0.9	0.2
Chevrolet	540	696	28.9%	1,784	1,889	5.9%	5,880	5,399	-8.2%	4.1	3.8	-0.3
C/D/J/R	465	399	-14.2%	1,438	1,032	-28.2%	4,869	3,635	-25.3%	3.4	2.6	-0.8
Chrysler	32	17	-46.9%	91	43	-52.7%	307	187	-39.1%	0.2	0.1	-0.1
Dodge	59	54	-8.5%	200	140	-30.0%	630	614	-2.5%	0.4	0.4	0.0
Jeep	237	225	-5.1%	731	557	-23.8%	2,503	1,822	-27.2%	1.8	1.3	-0.5
Ram	137	103	-24.8%	416	292	-29.8%	1,429	1,012	-29.2%	1.0	0.7	-0.3
Ford	798	911	14.2%	2,377	2,542	6.9%	8,542	7,759	-9.2%	6.0	5.5	-0.5
Genesis	93	123	32.3%	288	377	30.9%	922	906	-1.7%	0.6	0.6	0.0
GMC	188	329	75.0%	616	817	32.6%	2,038	2,230	9.4%	1.4	1.6	0.2
Honda	1,167	1,691	44.9%	3,788	4,791	26.5%	11,656	13,757	18.0%	8.2	9.8	1.6
Hyundai	638	958	50.2%	2,008	2,565	27.7%	6,554	7,559	15.3%	4.6	5.4	0.8
Infiniti	46	40	-13.0%	150	146	-2.7%	449	448	-0.2%	0.3	0.3	0.0
Jaguar	4	6	50.0%	12	23	91.7%	68	106	55.9%	0.0	0.1	0.1
Kia	537	671	25.0%	1,880	1,809	-3.8%	5,726	5,440	-5.0%	4.0	3.9	-0.1
Land Rover	116	199	71.6%	391	505	29.2%	1,321	1,485	12.4%	0.9	1.1	0.2
Lexus	526	613	16.5%	1,585	2,007	26.6%	4,965	6,305	27.0%	3.5	4.5	1.0
Lincoln	27	47	74.1%	87	129	48.3%	341	418	22.6%	0.2	0.3	0.1
Maserati	25	4	-84.0%	55	16	-70.9%	147	114	-22.4%	0.1	0.1	0.0
Mazda	258	422	63.6%	1,038	1,178	13.5%	3,513	3,441	-2.0%	2.5	2.4	-0.1
Mercedes	654	1,168	78.6%	2,155	2,683	24.5%	7,788	7,606	-2.3%	5.5	5.4	-0.1
MINI	38	37	-2.6%	100	78	-22.0%	354	279	-21.2%	0.2	0.2	0.0
Mitsubishi	10	16	60.0%	47	41	-12.8%	167	143	-14.4%	0.1	0.1	0.0
Nissan	395	663	67.8%	1,352	1,593	17.8%	4,483	4,717	5.2%	3.2	3.4	0.2
Polestar	8	10	25.0%	22	68	209.1%	58	192	231.0%	0.0	0.1	0.1
Porsche	157	172	9.6%	521	542	4.0%	1,705	1,531	-10.2%	1.2	1.1	-0.1
Rivian	240	198	-17.5%	479	347	-27.6%	1,226	1,402	14.4%	0.9	1.0	0.1
Subaru	373	377	1.1%	1,222	1,142	-6.5%	3,994	3,642	-8.8%	2.8	2.6	-0.2
Tesla	2,344	2,113	-9.9%	7,065	5,968	-15.5%	27,497	22,605	-17.8%	19.4	16.1	-3.3
Toyota	2,220	2,806	26.4%	6,794	7,656	12.7%	20,711	23,012	11.1%	14.6	16.4	1.8
Volkswagen	321	282	-12.1%	995	850	-14.6%	2,916	2,631	-9.8%	2.1	1.9	-0.2
Volvo	89	97	9.0%	315	276	-12.4%	995	811	-18.5%	0.7	0.6	-0.1
Other	108	212	96.3%	262	464	77.1%	777	1,337	72.1%	0.5	1.0	0.5

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 October 2024 are partially estimated.

**Change in New Retail Light Vehicle Registrations (YTD 2024 thru October vs. Year Earlier)**



**Percent Change in County and U.S. New Retail Light Vehicle Markets YTD 2024 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).

Data sourced from Experian Automotive.