

ORANGE COUNTY AUTO OUTLOOK™

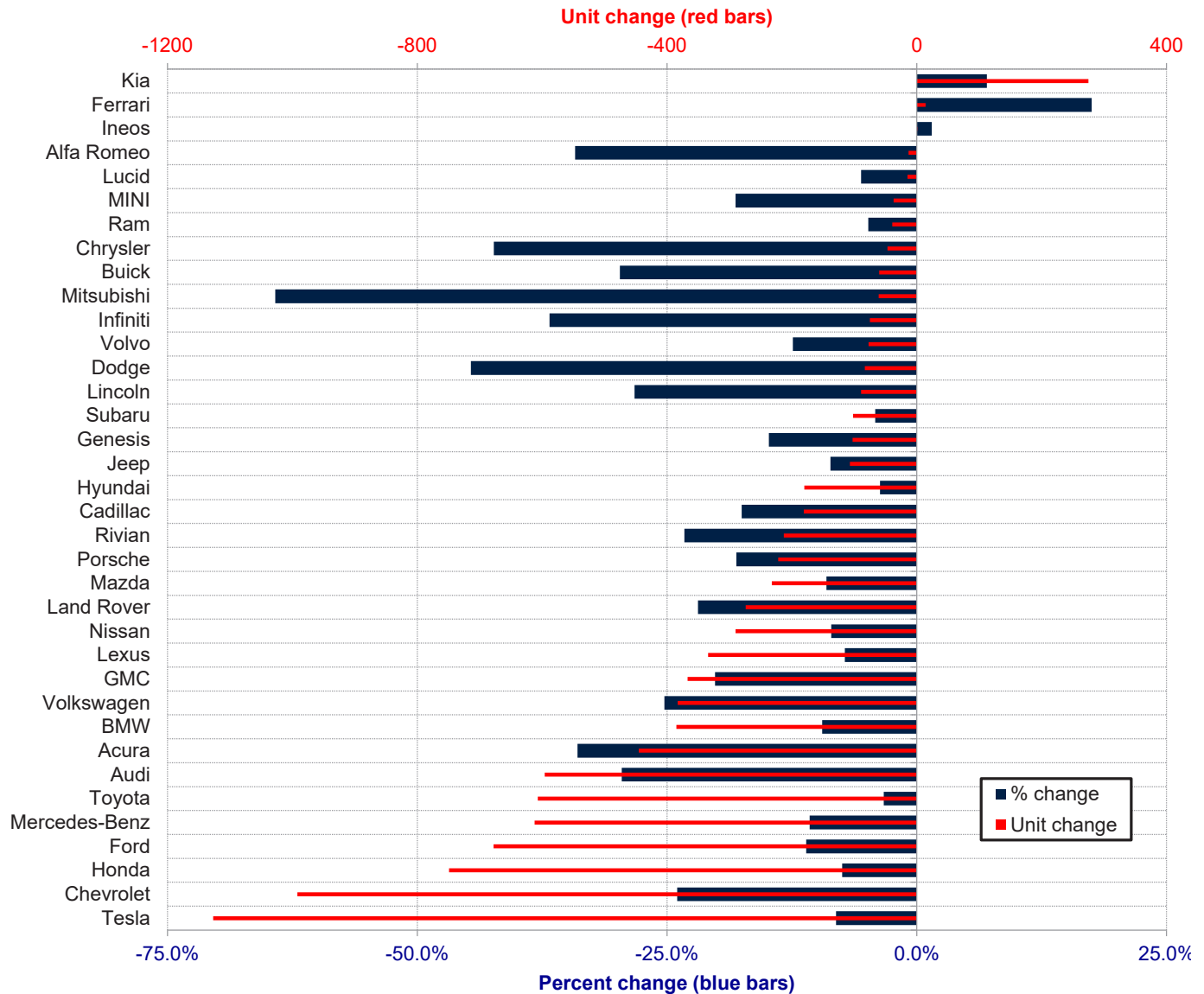
July 2026

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

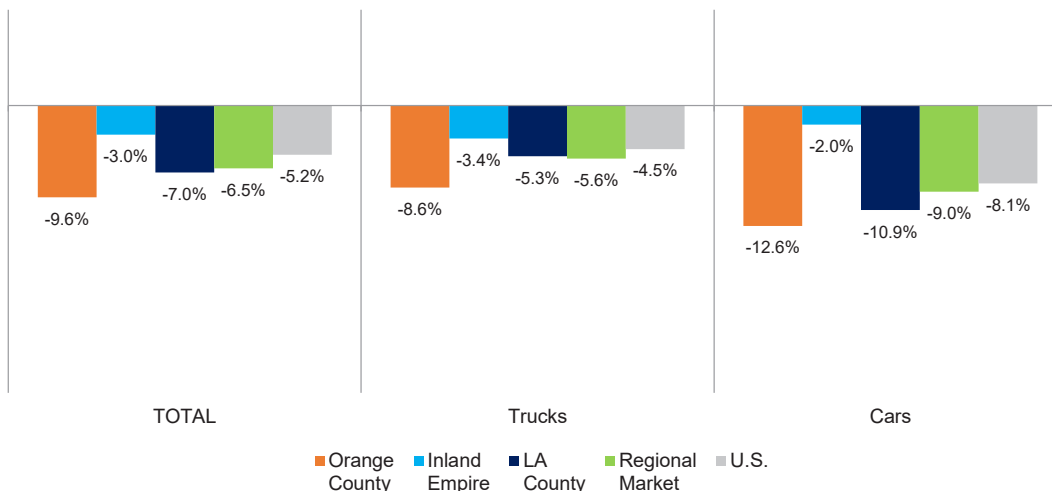
Orange County New Retail Car and Light Truck Registrations												
	July			Three Month Period May '26 thru July '26			YTD thru July			YTD Market Share (%)		
	Jul-25	Jul-26	% chg.	Previous	Current	% chg.	YTD '25	YTD '26	% chg.	YTD '25	YTD '26	Chg.
MARKET SUMMARY												
TOTAL	15,116	14,718	-2.6%	40,845	39,611	-3.0%	101,002	91,314	-9.6%			
Cars	3,555	3,855	8.4%	10,434	10,339	-0.9%	25,765	22,524	-12.6%	25.5	24.7	-0.8
Light Trucks	11,561	10,863	-6.0%	30,411	29,272	-3.7%	75,237	68,790	-8.6%	74.5	75.3	0.8
Domestic	5,537	4,789	-13.5%	12,881	12,171	-5.5%	31,122	27,109	-12.9%	30.8	29.7	-1.1
European	2,181	2,256	3.4%	6,251	6,083	-2.7%	17,266	14,547	-15.7%	17.1	15.9	-1.2
Japanese	6,164	6,172	0.1%	17,912	17,234	-3.8%	43,045	40,150	-6.7%	42.6	44.0	1.4
Korean	1,234	1,501	21.6%	3,801	4,123	8.5%	9,569	9,508	-0.6%	9.5	10.4	0.9
BRAND REGISTRATIONS												
Acura	225	121	-46.2%	602	340	-43.5%	1,310	865	-34.0%	1.3	0.9	-0.4
Alfa Romeo	5	4	-20.0%	15	8	-46.7%	38	25	-34.2%	0.0	0.0	0.0
Audi	253	201	-20.6%	678	564	-16.8%	2,019	1,423	-29.5%	2.0	1.6	-0.4
BMW	505	565	11.9%	1,487	1,564	5.2%	4,062	3,677	-9.5%	4.0	4.0	0.0
Buick	27	16	-40.7%	75	53	-29.3%	202	142	-29.7%	0.2	0.2	0.0
Cadillac	142	122	-14.1%	391	340	-13.0%	1,033	852	-17.5%	1.0	0.9	-0.1
Chevrolet	643	526	-18.2%	1,704	1,321	-22.5%	4,139	3,147	-24.0%	4.1	3.4	-0.7
C/D/J/R	344	313	-9.0%	946	862	-8.9%	2,341	2,065	-11.8%	2.3	2.3	0.0
Chrysler	19	11	-42.1%	51	29	-43.1%	111	64	-42.3%	0.1	0.1	0.0
Dodge	20	22	10.0%	70	51	-27.1%	186	103	-44.6%	0.2	0.1	-0.1
Jeep	201	169	-15.9%	521	460	-11.7%	1,240	1,133	-8.6%	1.2	1.2	0.0
Ram	104	111	6.7%	304	322	5.9%	804	765	-4.9%	0.8	0.8	0.0
Ferrari	10	14	40.0%	38	33	-13.2%	80	94	17.5%	0.1	0.1	0.0
Ford	905	893	-1.3%	2,593	2,240	-13.6%	6,129	5,451	-11.1%	6.1	6.0	-0.1
Genesis	83	103	24.1%	270	225	-16.7%	696	593	-14.8%	0.7	0.6	-0.1
GMC	260	201	-22.7%	696	582	-16.4%	1,817	1,450	-20.2%	1.8	1.6	-0.2
Honda	1,382	1,419	2.7%	4,066	4,037	-0.7%	10,023	9,274	-7.5%	9.9	10.2	0.3
Hyundai	619	684	10.5%	1,917	1,959	2.2%	4,898	4,718	-3.7%	4.8	5.2	0.4
Ineos	6	7	16.7%	18	27	50.0%	67	68	1.5%	0.1	0.1	0.0
Infiniti	26	19	-26.9%	76	43	-43.4%	204	129	-36.8%	0.2	0.1	-0.1
Kia	530	714	34.7%	1,597	1,934	21.1%	3,910	4,185	7.0%	3.9	4.6	0.7
Land Rover	177	157	-11.3%	438	434	-0.9%	1,251	977	-21.9%	1.2	1.1	-0.1
Lexus	655	626	-4.4%	1,972	1,757	-10.9%	4,647	4,313	-7.2%	4.6	4.7	0.1
Lincoln	63	36	-42.9%	147	91	-38.1%	315	226	-28.3%	0.3	0.2	-0.1
Lucid	23	8	-65.2%	98	40	-59.2%	269	254	-5.6%	0.3	0.3	0.0
Mazda	356	335	-5.9%	1,021	1,044	2.3%	2,566	2,334	-9.0%	2.5	2.6	0.1
Mercedes-Benz	743	835	12.4%	2,168	2,117	-2.4%	5,712	5,100	-10.7%	5.7	5.6	-0.1
MINI	20	22	10.0%	88	63	-28.4%	204	167	-18.1%	0.2	0.2	0.0
Mitsubishi	24	2	-91.7%	48	16	-66.7%	95	34	-64.2%	0.1	0.0	-0.1
Nissan	527	446	-15.4%	1,544	1,324	-14.2%	3,386	3,096	-8.6%	3.4	3.4	0.0
Porsche	153	180	17.6%	477	428	-10.3%	1,230	1,008	-18.0%	1.2	1.1	-0.1
Rivian	226	155	-31.4%	403	313	-22.3%	916	703	-23.3%	0.9	0.8	-0.1
Subaru	249	331	32.9%	810	968	19.5%	2,458	2,356	-4.1%	2.4	2.6	0.2
Tesla	2,904	2,511	-13.5%	5,826	6,321	8.5%	13,936	12,809	-8.1%	13.8	14.0	0.2
Toyota	2,720	2,873	5.6%	7,773	7,705	-0.9%	18,356	17,749	-3.3%	18.2	19.4	1.2
Volkswagen	182	144	-20.9%	431	462	7.2%	1,516	1,133	-25.3%	1.5	1.2	-0.3
Volvo	81	76	-6.2%	243	240	-1.2%	621	544	-12.4%	0.6	0.6	0.0
Other	48	59	22.9%	189	156	-17.5%	556	353	-36.5%	0.6	0.4	-0.2

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 July 2026 are partially estimated.

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



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