

ORANGE COUNTY AUTO OUTLOOK™

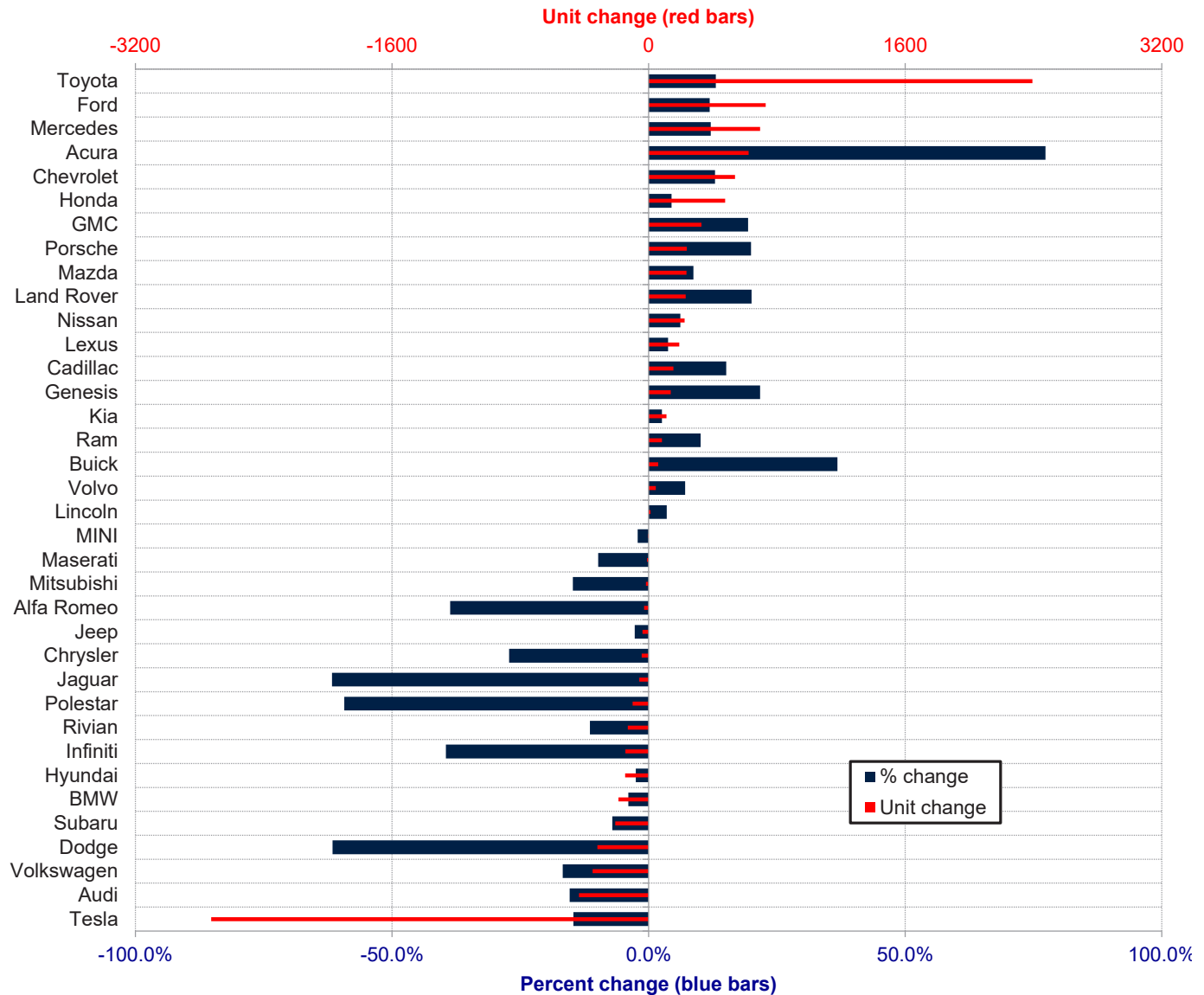
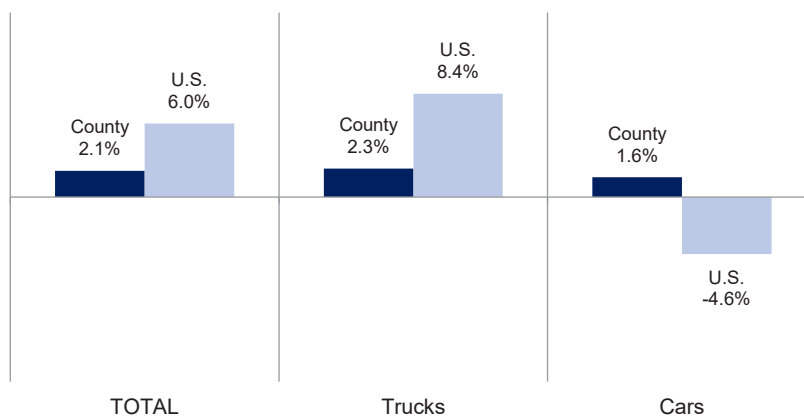
August 2025

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

Orange County New Retail Car and Light Truck Registrations									
	Two Month Period July '25 & Aug. '25			YTD thru Aug.			YTD Market Share (%)		
	Previous	Current	% chg.	YTD '24	YTD '25	% chg.	YTD '24	YTD '25	Chg.
MARKET SUMMARY									
TOTAL	27,940	28,191	0.9%	111,712	114,105	2.1%			
Cars	7,077	6,534	-7.7%	28,301	28,754	1.6%	25.3	25.2	-0.1
Light Trucks	20,863	21,657	3.8%	83,411	85,351	2.3%	74.7	74.8	0.1
Domestic	9,791	9,574	-2.2%	36,561	35,173	-3.8%	32.7	30.8	-1.9
European	4,481	4,488	0.2%	19,524	19,582	0.3%	17.5	17.2	-0.3
Japanese	10,915	11,505	5.4%	44,614	48,393	8.5%	39.9	42.4	2.5
Korean	2,753	2,624	-4.7%	11,013	10,957	-0.5%	9.9	9.6	-0.3
BRAND REGISTRATIONS									
Acura	244	346	41.8%	807	1,431	77.3%	0.7	1.3	0.6
Alfa Romeo	10	13	30.0%	75	46	-38.7%	0.1	0.0	-0.1
Audi	513	618	20.5%	2,820	2,386	-15.4%	2.5	2.1	-0.4
BMW	1,156	1,007	-12.9%	4,755	4,567	-4.0%	4.3	4.0	-0.3
Buick	44	48	9.1%	163	223	36.8%	0.1	0.2	0.1
Cadillac	272	278	2.2%	1,017	1,171	15.1%	0.9	1.0	0.1
Chevrolet	1,123	1,191	6.1%	4,165	4,704	12.9%	3.7	4.1	0.4
C/D/J/R	570	634	11.2%	2,951	2,632	-10.8%	2.6	2.3	-0.3
Chrysler	35	26	-25.7%	162	118	-27.2%	0.1	0.1	0.0
Dodge	93	33	-64.5%	518	199	-61.6%	0.5	0.2	-0.3
Jeep	286	372	30.1%	1,451	1,412	-2.7%	1.3	1.2	-0.1
Ram	156	203	30.1%	820	903	10.1%	0.7	0.8	0.1
Ford	1,419	1,640	15.6%	6,134	6,865	11.9%	5.5	6.0	0.5
Genesis	164	161	-1.8%	635	773	21.7%	0.6	0.7	0.1
GMC	430	467	8.6%	1,698	2,027	19.4%	1.5	1.8	0.3
Honda	2,741	2,571	-6.2%	10,735	11,213	4.5%	9.6	9.8	0.2
Hyundai	1,462	1,430	-2.2%	5,854	5,708	-2.5%	5.2	5.0	-0.2
Infiniti	95	44	-53.7%	367	222	-39.5%	0.3	0.2	-0.1
Jaguar	21	4	-81.0%	94	36	-61.7%	0.1	0.0	-0.1
Kia	1,109	1,031	-7.0%	4,300	4,411	2.6%	3.8	3.9	0.1
Land Rover	260	315	21.2%	1,157	1,389	20.1%	1.0	1.2	0.2
Lexus	1,172	1,263	7.8%	5,065	5,257	3.8%	4.5	4.6	0.1
Lincoln	75	99	32.0%	340	352	3.5%	0.3	0.3	0.0
Maserati	9	13	44.4%	102	92	-9.8%	0.1	0.1	0.0
Mazda	673	727	8.0%	2,703	2,939	8.7%	2.4	2.6	0.2
Mercedes	1,338	1,471	9.9%	5,746	6,442	12.1%	5.1	5.6	0.5
MINI	53	48	-9.4%	237	232	-2.1%	0.2	0.2	0.0
Mitsubishi	23	27	17.4%	115	98	-14.8%	0.1	0.1	0.0
Nissan	887	990	11.6%	3,625	3,850	6.2%	3.2	3.4	0.2
Polestar	66	14	-78.8%	167	68	-59.3%	0.1	0.1	0.0
Porsche	342	353	3.2%	1,193	1,431	19.9%	1.1	1.3	0.2
Rivian	247	309	25.1%	1,128	999	-11.4%	1.0	0.9	-0.1
Subaru	658	519	-21.1%	2,936	2,729	-7.1%	2.6	2.4	-0.2
Tesla	5,536	4,869	-12.0%	18,638	15,910	-14.6%	16.7	13.9	-2.8
Toyota	4,422	5,018	13.5%	18,261	20,654	13.1%	16.3	18.1	1.8
Volkswagen	467	400	-14.3%	2,084	1,735	-16.7%	1.9	1.5	-0.4
Volvo	131	138	5.3%	633	678	7.1%	0.6	0.6	0.0
Other	208	135	-35.1%	1,012	835	-17.5%	0.9	0.7	-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 August 2025 are partially estimated.

Change in New Retail Light Vehicle Registrations (YTD '25 thru August vs. YTD '24)

Percent Change in County and U.S. New Retail Light Vehicle Markets
YTD '25 thru August vs. YTD '24

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.