

ORANGE COUNTY AUTO OUTLOOK™

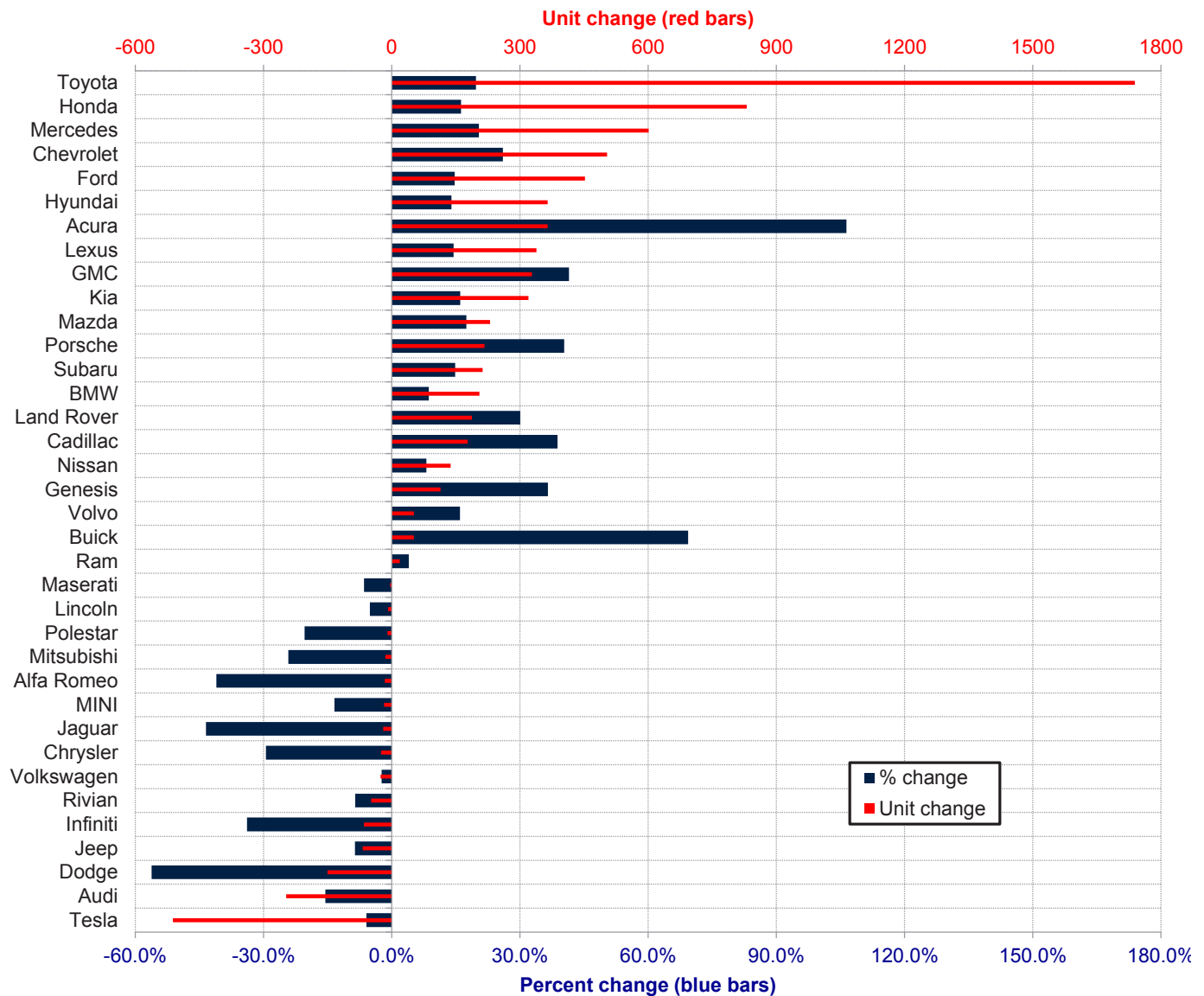
April 2025

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

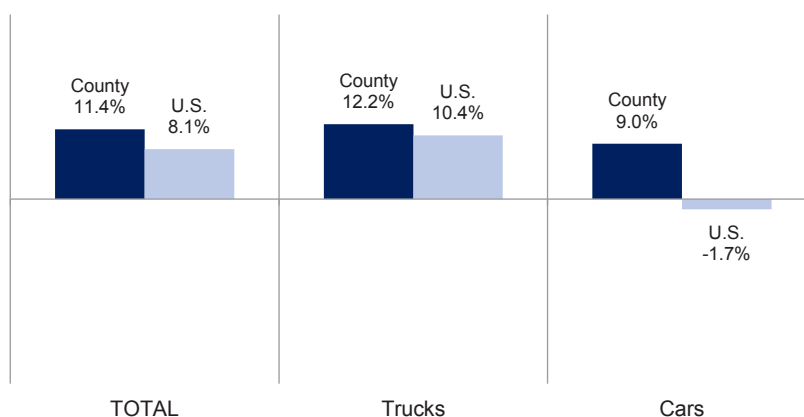
Orange County New Retail Car and Light Truck Registrations									
	Apr.			YTD thru Apr.			YTD Market Share (%)		
	2024	2025	% chg.	YTD '24	YTD '25	% chg.	YTD '24	YTD '25	Chg.
MARKET SUMMARY									
TOTAL	13,134	18,127	38.0%	53,990	60,126	11.4%			
Cars	3,435	4,815	40.2%	14,069	15,336	9.0%	26.1	25.5	-0.6
Light Trucks	9,699	13,312	37.3%	39,921	44,790	12.2%	73.9	74.5	0.6
Domestic	4,275	5,512	28.9%	17,491	18,212	4.1%	32.4	30.3	-2.1
European	2,299	3,127	36.0%	10,052	11,019	9.6%	18.6	18.3	-0.3
Japanese	5,189	7,812	50.5%	21,356	25,131	17.7%	39.6	41.8	2.2
Korean	1,371	1,676	22.2%	5,091	5,764	13.2%	9.4	9.6	0.2
BRAND REGISTRATIONS									
Acura	73	251	243.8%	343	708	106.4%	0.6	1.2	0.6
Alfa Romeo	6	5	-16.7%	39	23	-41.0%	0.1	0.0	-0.1
Audi	372	424	14.0%	1,589	1,342	-15.5%	2.9	2.2	-0.7
BMW	518	725	40.0%	2,371	2,576	8.6%	4.4	4.3	-0.1
Buick	26	36	38.5%	75	127	69.3%	0.1	0.2	0.1
Cadillac	105	181	72.4%	459	637	38.8%	0.9	1.1	0.2
Chevrolet	435	726	66.9%	1,936	2,440	26.0%	3.6	4.1	0.5
C/D/J/R	363	387	6.6%	1,617	1,393	-13.9%	3.0	2.3	-0.7
Chrysler	16	19	18.8%	85	60	-29.4%	0.2	0.1	-0.1
Dodge	101	34	-66.3%	267	117	-56.2%	0.5	0.2	-0.3
Jeep	170	204	20.0%	788	720	-8.6%	1.5	1.2	-0.3
Ram	76	130	71.1%	477	496	4.0%	0.9	0.8	-0.1
Ford	779	1,017	30.6%	3,071	3,523	14.7%	5.7	5.9	0.2
Genesis	77	129	67.5%	312	426	36.5%	0.6	0.7	0.1
GMC	211	305	44.5%	791	1,119	41.5%	1.5	1.9	0.4
Honda	1,273	1,815	42.6%	5,131	5,962	16.2%	9.5	9.9	0.4
Hyundai	757	896	18.4%	2,612	2,977	14.0%	4.8	5.0	0.2
Infiniti	46	22	-52.2%	192	127	-33.9%	0.4	0.2	-0.2
Jaguar	7	7	0.0%	46	26	-43.5%	0.1	0.0	-0.1
Kia	440	638	45.0%	1,993	2,313	16.1%	3.7	3.8	0.1
Land Rover	151	222	47.0%	625	813	30.1%	1.2	1.4	0.2
Lexus	503	865	72.0%	2,340	2,679	14.5%	4.3	4.5	0.2
Lincoln	51	53	3.9%	176	167	-5.1%	0.3	0.3	0.0
Maserati	20	24	20.0%	62	58	-6.5%	0.1	0.1	0.0
Mazda	297	491	65.3%	1,315	1,545	17.5%	2.4	2.6	0.2
Mercedes	700	1,045	49.3%	2,946	3,547	20.4%	5.5	5.9	0.4
MINI	31	42	35.5%	134	116	-13.4%	0.2	0.2	0.0
Mitsubishi	23	18	-21.7%	62	47	-24.2%	0.1	0.1	0.0
Nissan	504	565	12.1%	1,704	1,842	8.1%	3.2	3.1	-0.1
Polestar	8	9	12.5%	49	39	-20.4%	0.1	0.1	0.0
Porsche	97	199	105.2%	538	755	40.3%	1.0	1.3	0.3
Rivian	198	217	9.6%	561	513	-8.6%	1.0	0.9	-0.1
Subaru	361	548	51.8%	1,436	1,649	14.8%	2.7	2.7	0.0
Tesla	2,065	2,525	22.3%	8,630	8,118	-5.9%	16.0	13.5	-2.5
Toyota	2,109	3,237	53.5%	8,833	10,572	19.7%	16.4	17.6	1.2
Volkswagen	261	230	-11.9%	1,110	1,084	-2.3%	2.1	1.8	-0.3
Volvo	71	114	60.6%	325	377	16.0%	0.6	0.6	0.0
Other	196	159	-18.9%	567	486	-14.3%	1.1	0.8	-0.3

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 April 2025 are partially estimated.

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



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