

ORANGE COUNTY AUTO OUTLOOK™

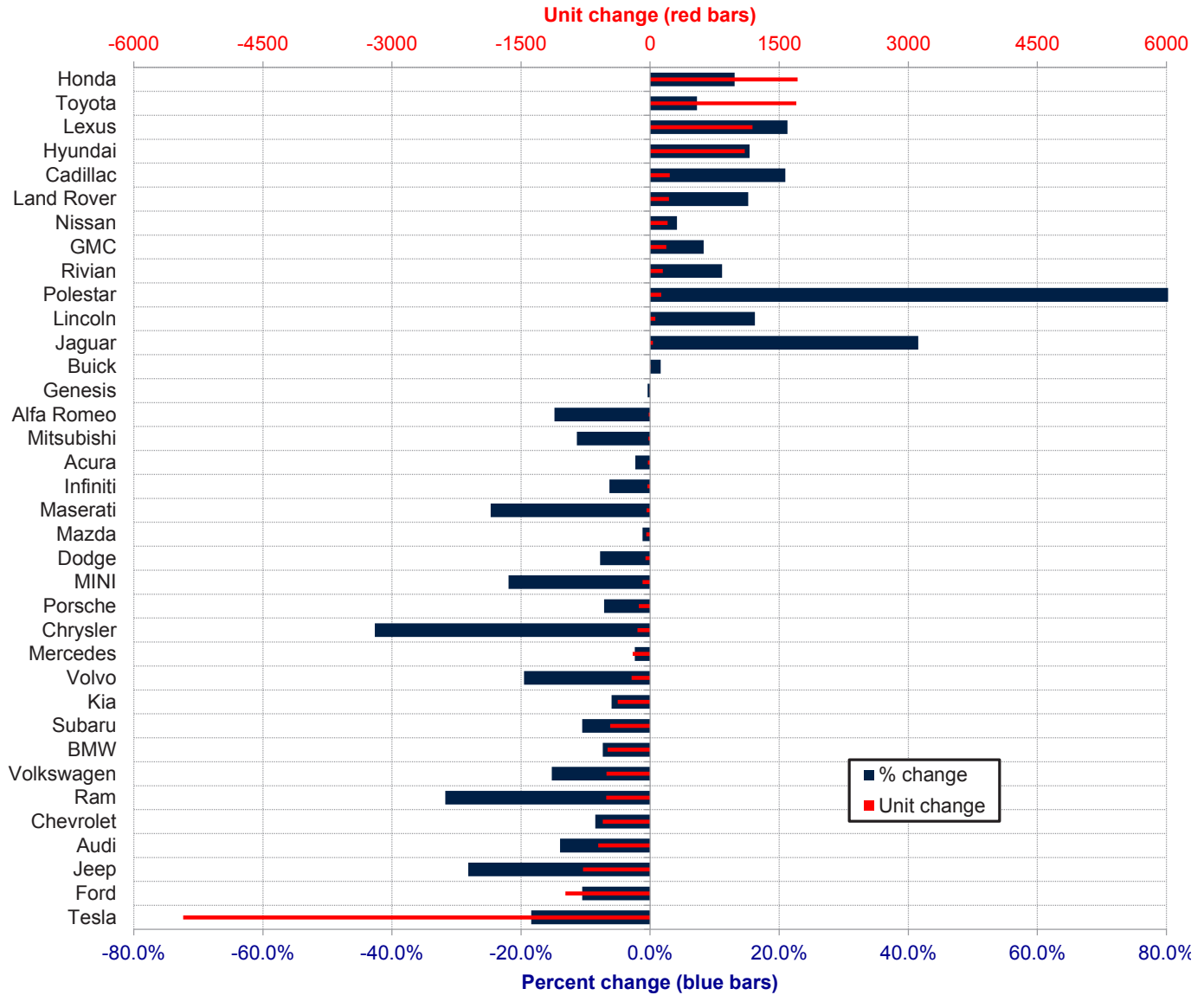
November, 2024

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

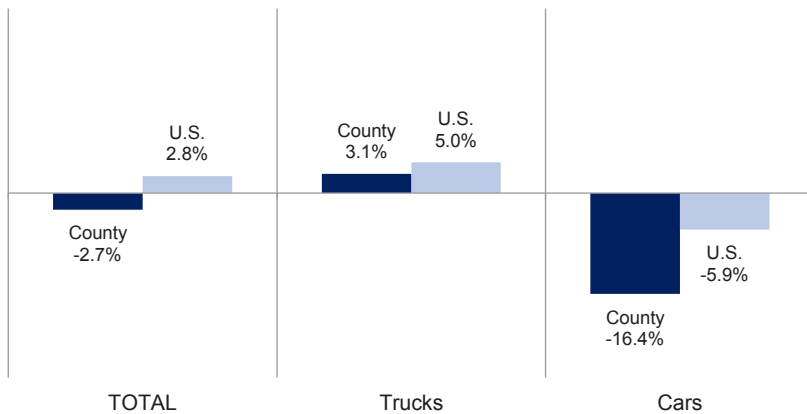
Orange County New Retail Car and Light Truck Registrations									
	October and November combined			YTD thru Nov.			YTD Market Share (%)		
	YTD '23	YTD '24	% chg.	YTD '23	YTD '24	% chg.	YTD '23	YTD '24	Chg.
MARKET SUMMARY									
TOTAL	28,015	28,121	0.4%	156,525	152,314	-2.7%			
Cars	8,151	7,438	-8.7%	46,637	38,989	-16.4%	29.8	25.6	-4.2
Light Trucks	19,864	20,683	4.1%	109,888	113,325	3.1%	70.2	74.4	4.2
Domestic	9,267	8,194	-11.6%	56,389	48,606	-13.8%	36.0	31.9	-4.1
European	5,137	5,241	2.0%	28,656	26,886	-6.2%	18.3	17.7	-0.7
Japanese	11,055	11,443	3.5%	56,962	61,185	7.4%	36.4	40.2	3.8
Korean	2,556	3,243	26.9%	14,518	15,637	7.7%	9.3	10.3	1.0
BRAND REGISTRATIONS									
Acura	213	248	16.4%	1,177	1,150	-2.3%	0.8	0.8	0.0
Alfa Romeo	21	7	-66.7%	108	92	-14.8%	0.1	0.1	0.0
Audi	768	609	-20.7%	4,333	3,729	-13.9%	2.8	2.4	-0.4
BMW	1,205	1,095	-9.1%	6,728	6,234	-7.3%	4.3	4.1	-0.2
Buick	59	61	3.4%	247	251	1.6%	0.2	0.2	0.0
Cadillac	179	222	24.0%	1,083	1,310	21.0%	0.7	0.9	0.2
Chevrolet	1,141	1,220	6.9%	6,481	5,930	-8.5%	4.1	3.9	-0.2
C/D/J/R	1,015	690	-32.0%	5,419	3,928	-27.5%	3.5	2.6	-0.9
Chrysler	71	29	-59.2%	347	199	-42.7%	0.2	0.1	-0.1
Dodge	128	81	-36.7%	698	644	-7.7%	0.4	0.4	0.0
Jeep	500	390	-22.0%	2,766	1,987	-28.2%	1.8	1.3	-0.5
Ram	316	190	-39.9%	1,608	1,098	-31.7%	1.0	0.7	-0.3
Ford	1,621	1,523	-6.0%	9,366	8,381	-10.5%	6.0	5.5	-0.5
Genesis	174	215	23.6%	1,003	999	-0.4%	0.6	0.7	0.1
GMC	408	540	32.4%	2,258	2,445	8.3%	1.4	1.6	0.2
Honda	2,589	2,726	5.3%	13,078	14,793	13.1%	8.4	9.7	1.3
Hyundai	1,228	1,645	34.0%	7,144	8,244	15.4%	4.6	5.4	0.8
Infiniti	106	69	-34.9%	509	477	-6.3%	0.3	0.3	0.0
Jaguar	13	9	-30.8%	77	109	41.6%	0.0	0.1	0.1
Kia	1,146	1,190	3.8%	6,335	5,958	-6.0%	4.0	3.9	-0.1
Land Rover	230	368	60.0%	1,435	1,653	15.2%	0.9	1.1	0.2
Lexus	1,149	1,087	-5.4%	5,589	6,779	21.3%	3.6	4.5	0.9
Lincoln	68	72	5.9%	382	444	16.2%	0.2	0.3	0.1
Maserati	40	11	-72.5%	162	122	-24.7%	0.1	0.1	0.0
Mazda	546	736	34.8%	3,800	3,756	-1.2%	2.4	2.5	0.1
Mercedes	1,447	1,941	34.1%	8,582	8,379	-2.4%	5.5	5.5	0.0
MINI	81	68	-16.0%	397	310	-21.9%	0.3	0.2	-0.1
Mitsubishi	19	29	52.6%	176	156	-11.4%	0.1	0.1	0.0
Nissan	793	1,032	30.1%	4,881	5,085	4.2%	3.1	3.3	0.2
Polestar	21	17	-19.0%	71	199	180.3%	0.0	0.1	0.1
Porsche	292	351	20.2%	1,841	1,710	-7.1%	1.2	1.1	-0.1
Rivian	342	272	-20.5%	1,328	1,476	11.1%	0.8	1.0	0.2
Subaru	784	676	-13.8%	4,405	3,942	-10.5%	2.8	2.6	-0.2
Tesla	4,302	3,535	-17.8%	29,454	24,027	-18.4%	18.8	15.8	-3.0
Toyota	4,856	4,840	-0.3%	23,347	25,047	7.3%	14.9	16.4	1.5
Volkswagen	743	481	-35.3%	3,338	2,830	-15.2%	2.1	1.9	-0.2
Volvo	189	167	-11.6%	1,095	881	-19.5%	0.7	0.6	-0.1
Other	227	369	62.6%	896	1,488	66.1%	0.6	1.0	0.4

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 November 2024 are partially estimated.

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



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