

# San Diego Outlook

Released by:  
New Car  
Dealers Association  
San Diego County

Covering the San Diego County automotive market

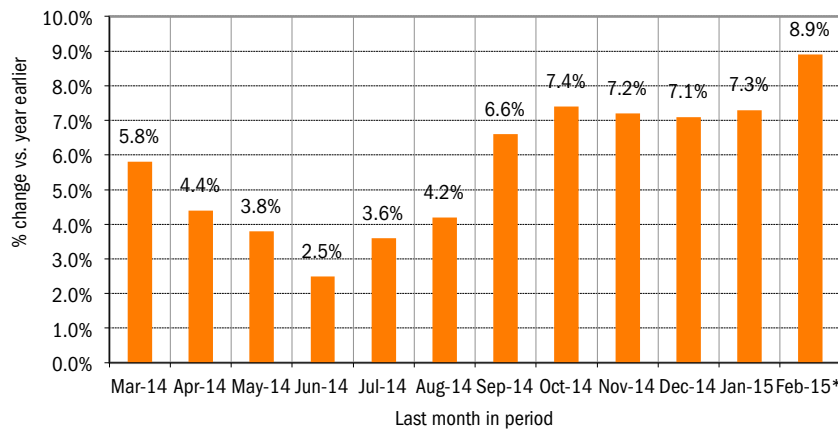
Data thru February 2015

## San Diego County New Retail Car and Light Truck Registrations

	Most Recent Two Months			YTD thru Feb.*			YTD Market share (thru Feb.*)		
	1/14 & 2/14	1/15 & 2/15*	% change	2014	2015	% change	2014	2015	change
	Industry Total	20,958	22,924	9.4%	20,958	22,924	9.4%		
Cars	12,299	12,779	3.9%	12,299	12,779	3.9%	58.7	55.7	-3.0
Light Trucks	8,659	10,145	17.2%	8,659	10,145	17.2%	41.3	44.3	3.0
Japanese Brands	10,741	11,726	9.2%	10,741	11,726	9.2%	51.3	51.2	-0.1
Toyota	5,032	5,320	5.7%	5,032	5,320	5.7%	24.0	23.2	-0.8
Honda	2,383	2,633	10.5%	2,383	2,633	10.5%	11.4	11.5	0.1
Nissan	2,000	2,212	10.6%	2,000	2,212	10.6%	9.5	9.6	0.1
Other	1,326	1,561	17.7%	1,326	1,561	17.7%	6.3	6.8	0.5
Domestic Brands	5,429	5,940	9.4%	5,429	5,940	9.4%	25.9	25.9	0.0
General Motors	1,445	1,644	13.8%	1,445	1,644	13.8%	6.9	7.2	0.3
Ford	2,542	2,637	3.7%	2,542	2,637	3.7%	12.1	11.5	-0.6
Chrysler	1,417	1,549	9.3%	1,417	1,549	9.3%	6.8	6.8	0.0
Other	25	110	340.0%	25	110	340.0%	0.1	0.5	0.4
European Brands	3,298	3,592	8.9%	3,298	3,592	8.9%	15.7	15.7	0.0
Volkswagen	1,233	1,297	5.2%	1,233	1,297	5.2%	5.9	5.7	-0.2
BMW	902	1,048	16.2%	902	1,048	16.2%	4.3	4.6	0.3
Mercedes	635	707	11.3%	635	707	11.3%	3.0	3.1	0.1
Other	528	540	2.3%	528	540	2.3%	2.5	2.4	-0.1
Korean Brands	1,490	1,666	11.8%	1,490	1,666	11.8%	7.1	7.3	0.2

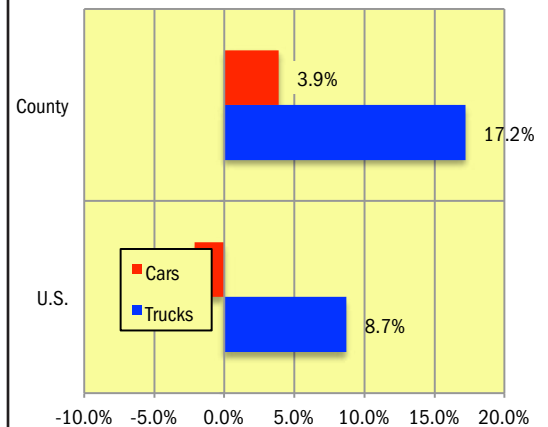
Brands included above: Domestic Brands: GM (Buick, Cadillac, Chevrolet, and GMC), Ford (Ford and Lincoln), Chrysler (Chrysler, Dodge, Jeep, and Ram). Japanese: Toyota (Toyota, Lexus, and Scion), Honda (Honda and Acura), Nissan (Nissan and Infiniti), Other (Mazda, Mitsubishi, and Subaru). European: VW (Audi, Bentley, Porsche, and Volkswagen), BMW (BMW, Rolls Royce, and MINI), MB (Mercedes Benz and smart), Other (Alfa Romeo, Aston Martin, Ferrari, Fiat, Jaguar, Land Rover, Lotus, Maserati, and Volvo). Korean: Hyundai and Kia.  
\*Figures for February 2015 were estimated by Auto Outlook. Data Source: IHS Automotive.

### Percent Change in Three Month Moving Average of New Retail Registrations versus Same Period Year Earlier



The graph above provides a clear picture of the trending direction of the county market. It shows the year-over-year percent change in the three month moving average of new retail light vehicle registrations. The three month moving average is less erratic than monthly registrations, which can fluctuate due to such factors as the timing of manufacturer incentive programs, weather and title processing delays by governmental agencies.  
\*Figures for February 2015 were estimated by Auto Outlook. Data Source: IHS Automotive.

### Percent Change in County and U.S. New Retail Light Vehicle Markets YTD '15 thru Feb\* vs. YTD 14



The graph above compares the change in new retail car and light truck registrations in both the area and U.S. markets.  
\*Figures for February 2015 were estimated by Auto Outlook. Data Source: IHS Automotive.

### Data Information

All data represents new vehicle retail registrations in San Diego County and excludes fleet and wholesale transactions. Please keep in mind that monthly registration figures can occasionally be subject to fluctuations, resulting in over or under estimation of actual results. 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.

Data Source: IHS Automotive.

San Diego County New Retail Light Vehicle Registrations					
	Registrations			Market share	
	YTD '14	YTD '15	% change	YTD '14	YTD '15
	thru Feb	thru Feb*		thru Feb	thru Feb*
TOTAL	20,958	22,924	9%		
Acura	279	325	16%	1.3%	1.4%
Audi	331	360	9%	1.6%	1.6%
BMW	751	889	18%	3.6%	3.9%
Buick	82	81	-1%	0.4%	0.4%
Cadillac	157	171	9%	0.7%	0.7%
Chevrolet	1,023	1,110	9%	4.9%	4.8%
Chrysler	75	119	59%	0.4%	0.5%
Dodge	346	330	-5%	1.7%	1.4%
FIAT	189	148	-22%	0.9%	0.6%
Ford	2,457	2,554	4%	11.7%	11.1%
GMC	183	282	54%	0.9%	1.2%
Honda	2,104	2,294	9%	10.0%	10.0%
Hyundai	787	809	3%	3.8%	3.5%
Infiniti	181	201	11%	0.9%	0.9%
Jaguar	51	35	-31%	0.2%	0.2%
Jeep	757	832	10%	3.6%	3.6%
Kia	703	848	21%	3.4%	3.7%
Land Rover	166	218	31%	0.8%	1.0%
Lexus	777	925	19%	3.7%	4.0%
Lincoln	85	90	6%	0.4%	0.4%
Mazda	621	699	13%	3.0%	3.0%
Mercedes	597	676	13%	2.8%	2.9%
MINI	146	187	28%	0.7%	0.8%
Mitsubishi	82	105	28%	0.4%	0.5%
Nissan	1,819	2,001	10%	8.7%	8.7%
Other	91	62	-32%	0.4%	0.3%
Porsche	102	146	43%	0.5%	0.6%
Ram	239	286	20%	1.1%	1.2%
Subaru	619	719	16%	3.0%	3.1%
Tesla	23	109	374%	0.1%	0.5%
Toyota	4,255	4,458	5%	20.3%	19.4%
Volkswagen	800	766	-4%	3.8%	3.3%
Volvo	80	89	11%	0.4%	0.4%

Data source: IHS Automotive.

Top ten ranked brands in each percent change category are shaded green.

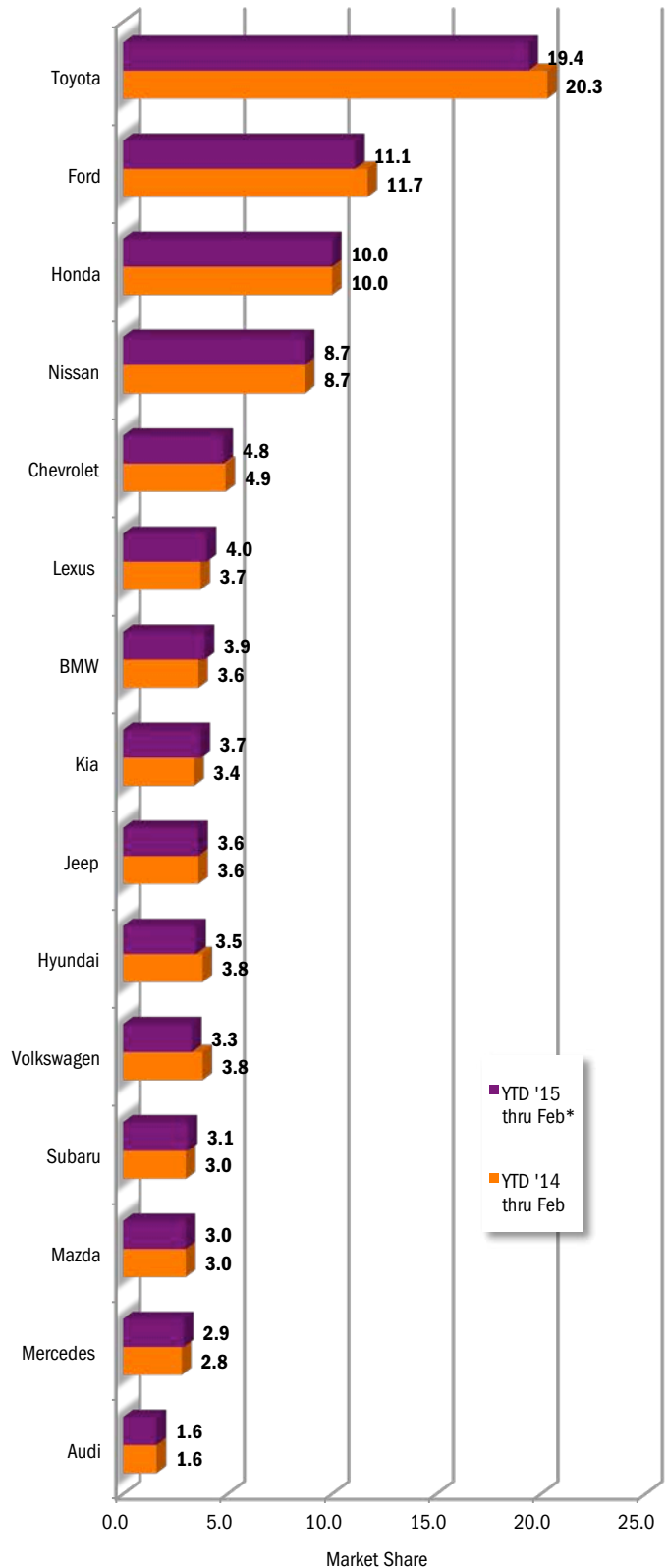
\*Figures for February 2015 were estimated by Auto Outlook.

This report is sponsored by the New Car Dealers Association San Diego County (858-550-0080) and produced by Auto Outlook (800-206-0102).

Auto Outlook, Inc. is not responsible for management decisions based on the content of San Diego Auto Outlook. Copyright Auto Outlook, March 2015.

Reproduction, including photocopying of this publication in whole or in part, is prohibited without the express permission of Auto Outlook, Inc. Any material quoted must be attributed to San Diego Auto Outlook, published by Auto Outlook, Inc. on behalf of the New Car Dealers Association San Diego County and must also include the statement: "Data Source: IHS Automotive."

County Market Share for Top 15 Selling Brands  
YTD '15 thru Feb\* vs. YTD '14



Data source: IHS Automotive.

\*Figures for February 2015 were estimated by Auto Outlook.