

# San Diego Outlook

Released by:  
New Car  
Dealers Association  
San Diego County

Covering the San Diego County automotive market

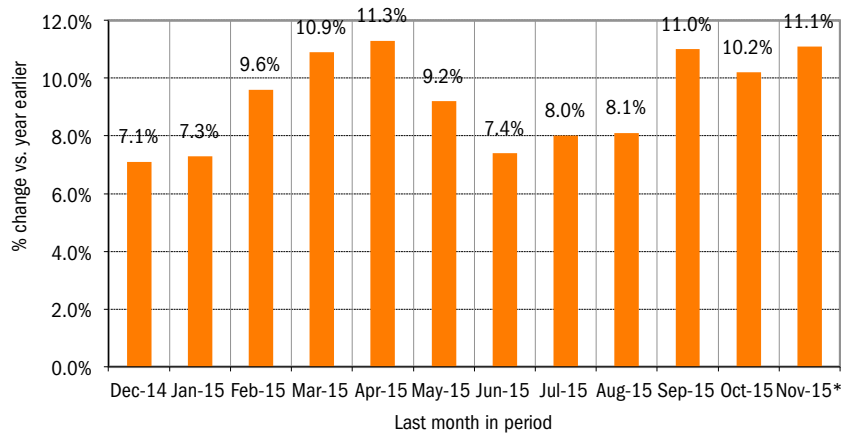
Data thru November 2015

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

	Most Recent Two Months			YTD thru Nov.*			YTD Market share (thru Nov.*)		
	10/14 & 11/14	10/15 & 11/15*	% change	2014	2015	% change	2014	2015	change
	Industry Total	23,292	25,319	8.7%	132,979	145,723	9.6%		
Cars	13,887	14,143	1.8%	79,962	82,901	3.7%	60.1	56.9	-3.2
Light Trucks	9,405	11,176	18.8%	53,017	62,822	18.5%	39.9	43.1	3.2
Japanese Brands	11,873	13,040	9.8%	69,301	74,929	8.1%	52.1	51.4	-0.7
Toyota	5,361	5,867	9.4%	31,289	32,375	3.5%	23.5	22.2	-1.3
Honda	3,065	3,256	6.2%	16,468	18,232	10.7%	12.4	12.5	0.1
Nissan	1,969	2,192	11.3%	12,884	13,864	7.6%	9.7	9.5	-0.2
Other	1,478	1,725	16.7%	8,660	10,458	20.8%	6.5	7.2	0.7
Domestic Brands	5,725	6,353	11.0%	32,916	37,451	13.8%	24.8	25.7	0.9
General Motors	1,722	2,023	17.5%	9,381	11,141	18.8%	7.1	7.6	0.5
Ford	2,570	2,783	8.3%	14,730	16,120	9.4%	11.1	11.1	0.0
Chrysler	1,319	1,451	10.0%	8,386	9,552	13.9%	6.3	6.6	0.3
Other	114	96	-15.8%	419	638	52.3%	0.3	0.4	0.1
European Brands	4,099	4,147	1.2%	20,999	22,216	5.8%	15.8	15.2	-0.6
Volkswagen	1,520	1,520	0.0%	7,835	8,043	2.7%	5.9	5.5	-0.4
BMW	1,215	1,184	-2.6%	6,082	6,281	3.3%	4.6	4.3	-0.3
Mercedes	877	918	4.7%	4,125	4,902	18.8%	3.1	3.4	0.3
Other	487	525	7.8%	2,957	2,990	1.1%	2.2	2.1	-0.1
Korean Brands	1,595	1,779	11.5%	9,763	11,127	14.0%	7.3	7.6	0.3

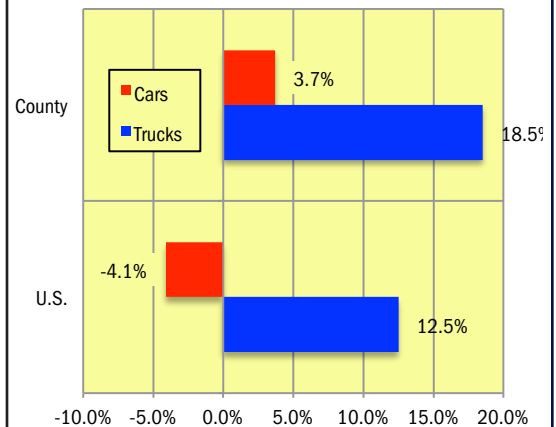
Brands included above: Domestic Brands: GM (Buick, Cadillac, Chevrolet, and GMC), Ford (Ford and Lincoln), Chrysler (Chrysler, Dodge, Jeep, and Ram). Japanese: Toyota (Toyota, Lexus, and Scion), Honda (Honda and Acura), Nissan (Nissan and Infiniti), Other (Mazda, Mitsubishi, and Subaru). European: VW (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 November 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 November 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 November\* vs. YTD '14



The graph above compares the change in new retail car and light truck registrations in both the county and U.S. markets.  
\*Figures for November 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 Nov.	thru Nov.*		thru Nov.	thru Nov.*
TOTAL	132,979	145,723	10%		
Acura	1,609	1,858	15%	1.2%	1.3%
Audi	2,110	2,383	13%	1.6%	1.6%
BMW	5,148	5,273	2%	3.9%	3.6%
Buick	471	568	21%	0.4%	0.4%
Cadillac	928	818	-12%	0.7%	0.6%
Chevrolet	6,589	7,782	18%	5.0%	5.3%
Chrysler	555	915	65%	0.4%	0.6%
Dodge	1,968	2,049	4%	1.5%	1.4%
FIAT	1,176	870	-26%	0.9%	0.6%
Ford	14,230	15,497	9%	10.7%	10.6%
GMC	1,393	1,976	42%	1.0%	1.4%
Honda	14,859	16,355	10%	11.2%	11.2%
Hyundai	4,925	5,170	5%	3.7%	3.5%
Infiniti	1,048	1,190	14%	0.8%	0.8%
Jaguar	213	176	-17%	0.2%	0.1%
Jeep	4,374	4,807	10%	3.3%	3.3%
Kia	4,838	5,944	23%	3.6%	4.1%
Land Rover	767	1,043	36%	0.6%	0.7%
Lexus	4,880	5,225	7%	3.7%	3.6%
Lincoln	500	632	26%	0.4%	0.4%
Mazda	4,090	4,803	17%	3.1%	3.3%
Mercedes	3,896	4,708	21%	2.9%	3.2%
MINI	912	996	9%	0.7%	0.7%
Mitsubishi	494	616	25%	0.4%	0.4%
Nissan	11,836	12,679	7%	8.9%	8.7%
Other	551	574	4%	0.4%	0.4%
Porsche	667	819	23%	0.5%	0.6%
Ram	1,489	1,786	20%	1.1%	1.2%
Subaru	4,065	5,037	24%	3.1%	3.5%
Tesla	397	605	52%	0.3%	0.4%
Toyota	26,409	27,190	3%	19.9%	18.7%
Volkswagen	5,058	4,775	-6%	3.8%	3.3%
Volvo	534	604	13%	0.4%	0.4%

Data source: IHS Automotive.

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

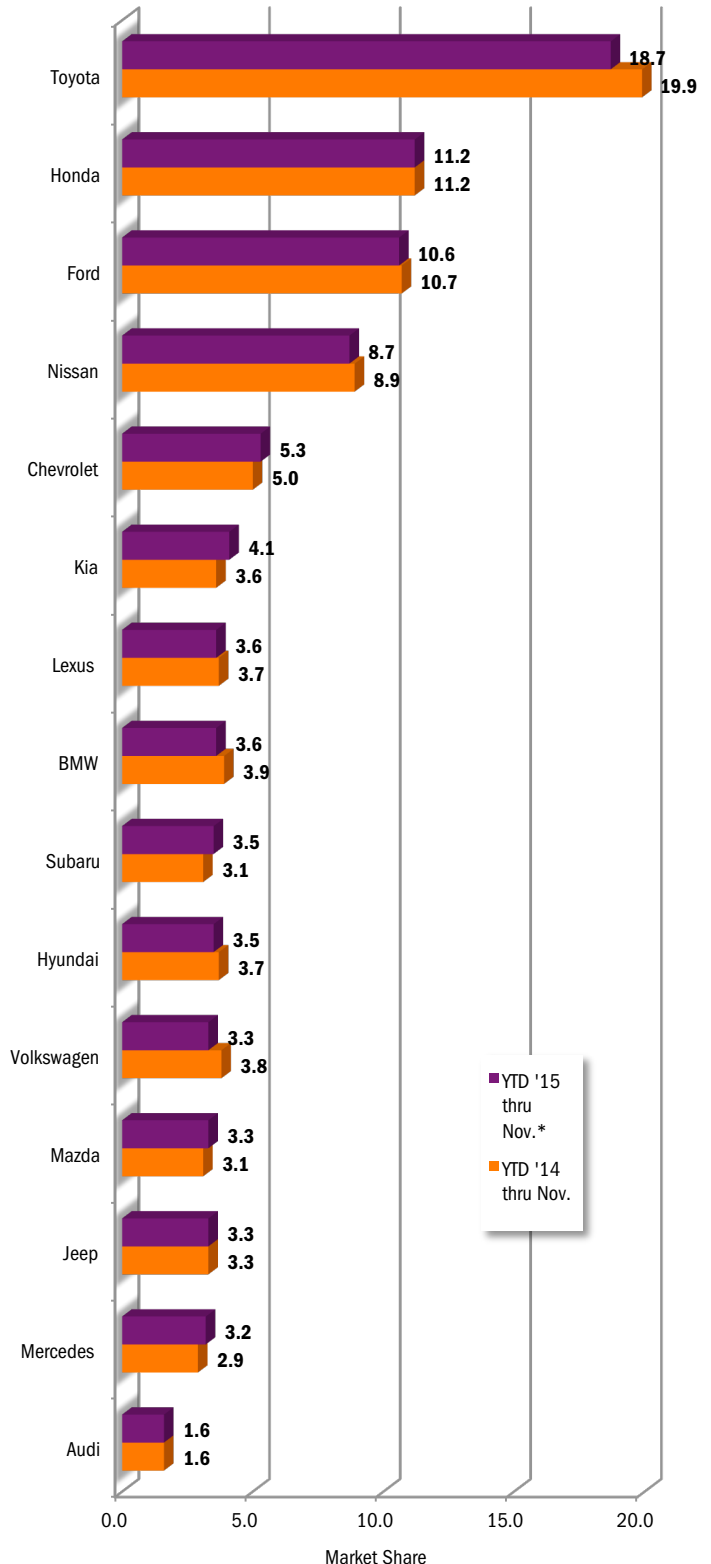
\*Figures for November 2015 were estimated by Auto Outlook.

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, December 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 November\* vs. YTD 14



Data source: IHS Automotive.

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