

San Diego Outlook

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New Car
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San Diego County

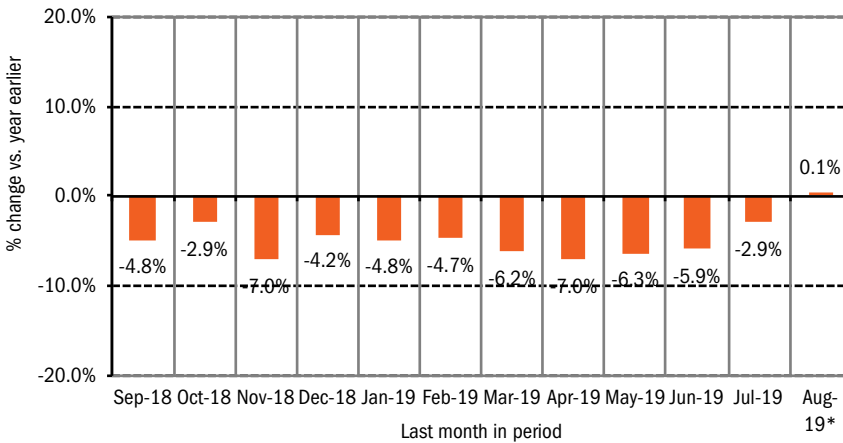
Covering the San Diego County automotive market Data thru July/August 2019

San Diego County New Retail Car and Light Truck Registrations

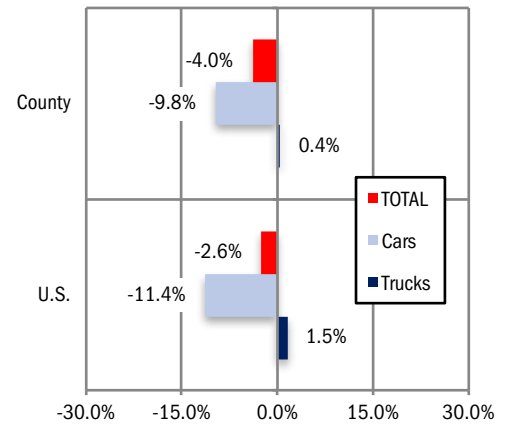
	Most Recent Two Months*			YTD thru August*			YTD Market Share		
	7/18 & 8/18	7/19 & 8/19*	% change	YTD '18	YTD '19*	% change	2018	2019	change
Industry Total	25,962	26,472	2.0%	99,650	95,672	-4.0%			
Cars	11,040	10,704	-3.0%	42,955	38,752	-9.8%	43.1	40.5	-2.6
Light Trucks	14,922	15,768	5.7%	56,695	56,920	0.4%	56.9	59.5	2.6

*Figures for August, 2019 were estimated by Auto Outlook. Data Source: IHS.

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



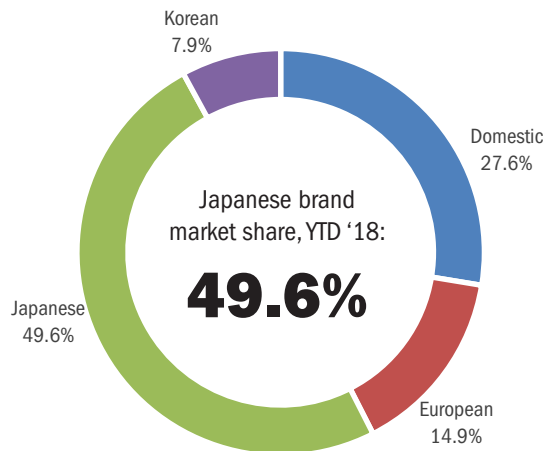
Percent Change in County and U.S. New Retail Light Vehicle Markets YTD '19 thru August* vs. YTD '18



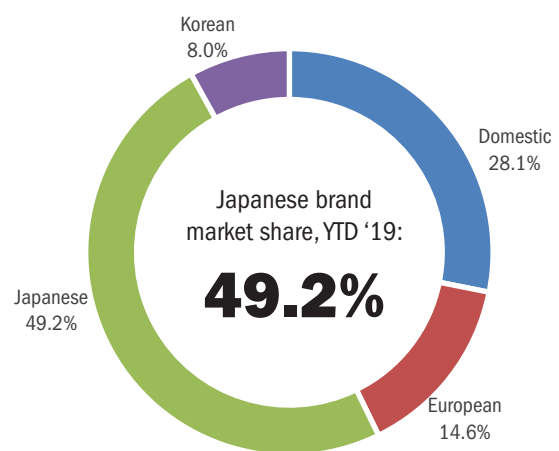
The graph above provides a clear picture of the trending direction of the county market. It shows the year-over-year percent change in the three month moving average of new retail light vehicle registrations. The three month moving average is less erratic than monthly registrations, which can fluctuate due to such factors as the timing of manufacturer incentive programs, weather and title processing delays by governmental agencies. *Figures for August 2019 were estimated by Auto Outlook. Data Source: IHS.

The graph above compares the change in new retail car and light truck registrations in both the county and U.S. markets. *Figures for August, 2019 were estimated by Auto Outlook. Data Source: IHS.

Japanese, Domestic, European, and Korean Brand Market Shares in County - YTD '18 thru July



Japanese, Domestic, European, and Korean Brand Market Shares in County - YTD '19 thru July



Data Source: IHS.

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.

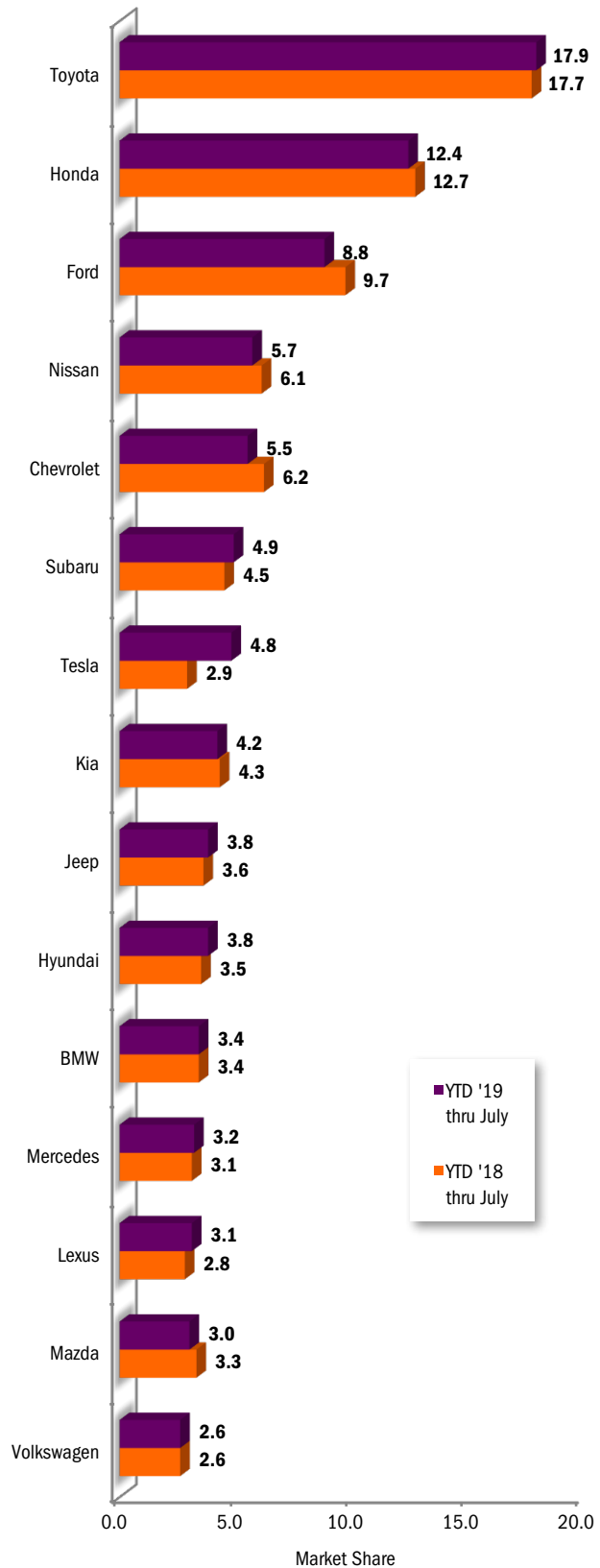
San Diego County New Retail Light Vehicle Registrations					
	Registrations			Market share	
	YTD '18	YTD '19	% change	YTD '18	YTD '19
	thru July	thru July		thru July	thru July
Acura	956	855	-11%	1.1%	1.0%
Alfa Romeo	281	222	-21%	0.3%	0.3%
Audi	1,653	1,373	-17%	1.9%	1.7%
BMW	2,901	2,818	-3%	3.4%	3.4%
Buick	264	234	-11%	0.3%	0.3%
Cadillac	422	404	-4%	0.5%	0.5%
Chevrolet	5,324	4,494	-16%	6.2%	5.5%
Chrysler	401	294	-27%	0.5%	0.4%
Dodge	799	660	-17%	0.9%	0.8%
FIAT	141	81	-43%	0.2%	0.1%
Ford	8,340	7,257	-13%	9.7%	8.8%
Genesis	109	96	-12%	0.1%	0.1%
GMC	997	859	-14%	1.2%	1.0%
Honda	10,921	10,175	-7%	12.7%	12.4%
Hyundai	2,997	3,078	3%	3.5%	3.8%
Infiniti	762	705	-7%	0.9%	0.9%
Jaguar	216	197	-9%	0.3%	0.2%
Jeep	3,132	3,088	-1%	3.6%	3.8%
Kia	3,740	3,405	-9%	4.3%	4.2%
Land Rover	784	783	0%	0.9%	1.0%
Lexus	2,410	2,566	6%	2.8%	3.1%
Lincoln	342	305	-11%	0.4%	0.4%
Maserati	100	87	-13%	0.1%	0.1%
Mazda	2,856	2,455	-14%	3.3%	3.0%
Mercedes	2,697	2,591	-4%	3.1%	3.2%
MINI	422	279	-34%	0.5%	0.3%
Mitsubishi	435	220	-49%	0.5%	0.3%
Nissan	5,266	4,636	-12%	6.1%	5.7%
Other	168	221	32%	0.2%	0.3%
Porsche	580	631	9%	0.7%	0.8%
Ram	1,252	1,506	20%	1.5%	1.8%
Subaru	3,877	4,052	5%	4.5%	4.9%
Tesla	2,516	3,964	58%	2.9%	4.8%
Toyota	15,260	14,675	-4%	17.7%	17.9%
Volkswagen	2,281	2,120	-7%	2.6%	2.6%
Volvo	651	622	-4%	0.8%	0.8%

Top ten ranked brands in each percent change category are shaded green.
Data Source: IHS.

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County Market Share for Top 15 Selling Brands
YTD '19 thru July vs. YTD '18



Data Source: IHS.