

San Diego Outlook

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New Car
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San Diego County

Covering the San Diego County automotive market

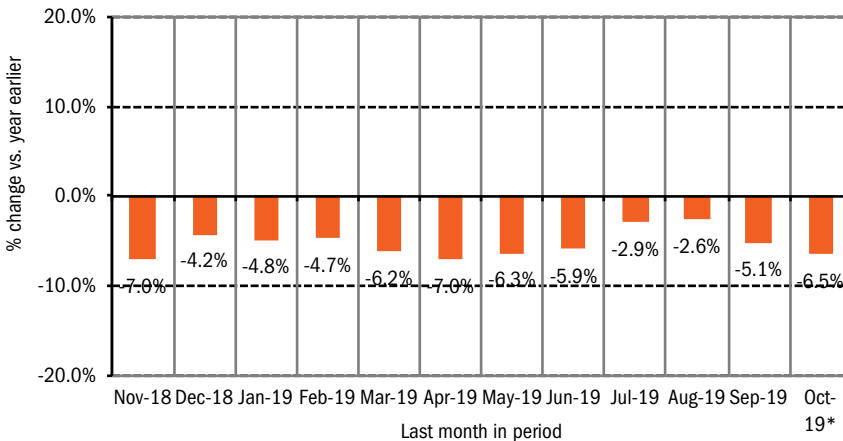
Data thru October 2019

San Diego County New Retail Car and Light Truck Registrations

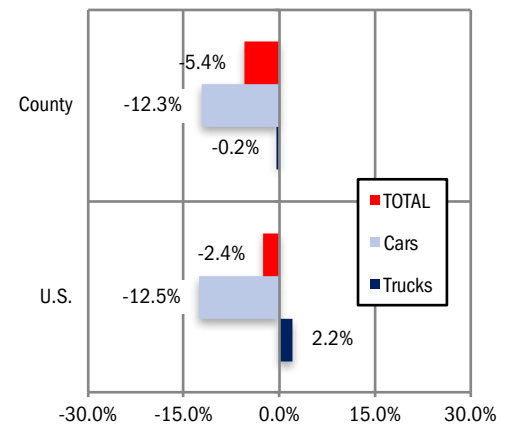
	Most Recent Two Months*			YTD thru October*			YTD Market Share		
	9/18 & 10/18	9/19 & 10/19*	% change	YTD '18	YTD '19*	% change	2018	2019	change
Industry Total	24,256	22,551	-7.0%	123,906	117,214	-5.4%			
Cars	10,203	8,505	-16.6%	53,158	46,609	-12.3%	42.9	39.8	-3.1
Light Trucks	14,053	14,046	0.0%	70,748	70,605	-0.2%	57.1	60.2	3.1

*Figures for October, 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



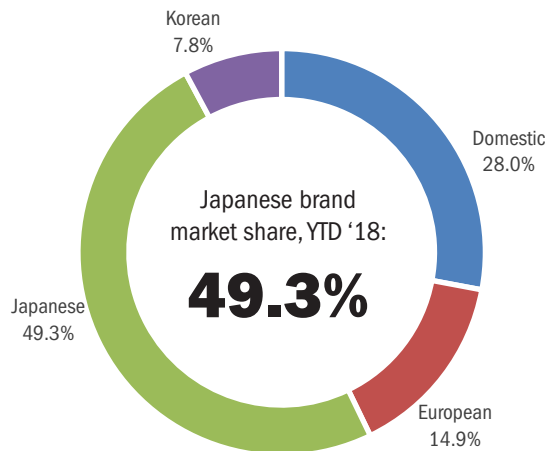
Percent Change in County and U.S. New Retail Light Vehicle Markets YTD '19 thru October* vs. YTD '18



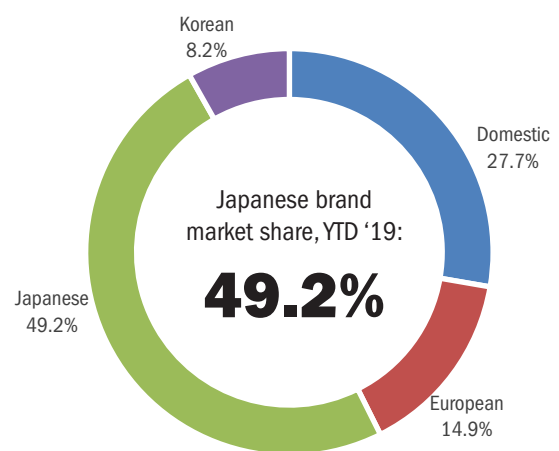
The graph above provides a clear picture of the trending direction of the county market. It shows the year-over-year percent change in the three month moving average of new retail light vehicle registrations. The three month moving average is less erratic than monthly registrations, which can fluctuate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

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



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



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 Oct.	thru Oct.*		thru Oct.	thru Oct.*
Acura	1,439	1,233	-14%	1.2%	1.1%
Alfa Romeo	370	287	-22%	0.3%	0.2%
Audi	2,372	2,013	-15%	1.9%	1.7%
BMW	4,177	4,152	-1%	3.4%	3.5%
Buick	374	326	-13%	0.3%	0.3%
Cadillac	616	594	-4%	0.5%	0.5%
Chevrolet	7,383	6,489	-12%	6.0%	5.5%
Chrysler	593	395	-33%	0.5%	0.3%
Dodge	1,132	1,020	-10%	0.9%	0.9%
FIAT	221	121	-45%	0.2%	0.1%
Ford	11,732	10,342	-12%	9.5%	8.8%
Genesis	122	139	14%	0.1%	0.1%
GMC	1,435	1,243	-13%	1.2%	1.1%
Honda	15,316	14,422	-6%	12.4%	12.3%
Hyundai	4,335	4,487	4%	3.5%	3.8%
Infiniti	1,136	979	-14%	0.9%	0.8%
Jaguar	293	265	-10%	0.2%	0.2%
Jeep	4,482	4,409	-2%	3.6%	3.8%
Kia	5,251	4,960	-6%	4.2%	4.2%
Land Rover	1,130	1,095	-3%	0.9%	0.9%
Lexus	3,599	3,588	0%	2.9%	3.1%
Lincoln	472	472	0%	0.4%	0.4%
Maserati	146	122	-16%	0.1%	0.1%
Mazda	3,916	3,529	-10%	3.2%	3.0%
Mercedes	3,964	3,897	-2%	3.2%	3.3%
MINI	589	400	-32%	0.5%	0.3%
Mitsubishi	584	304	-48%	0.5%	0.3%
Nissan	7,574	6,665	-12%	6.1%	5.7%
Other	233	296	27%	0.2%	0.3%
Porsche	801	867	8%	0.6%	0.7%
Ram	1,855	2,120	14%	1.5%	1.8%
Subaru	5,563	5,765	4%	4.5%	4.9%
Tesla	4,543	5,057	11%	3.7%	4.3%
Toyota	21,996	21,176	-4%	17.8%	18.1%
Volkswagen	3,228	3,096	-4%	2.6%	2.6%
Volvo	934	889	-5%	0.8%	0.8%

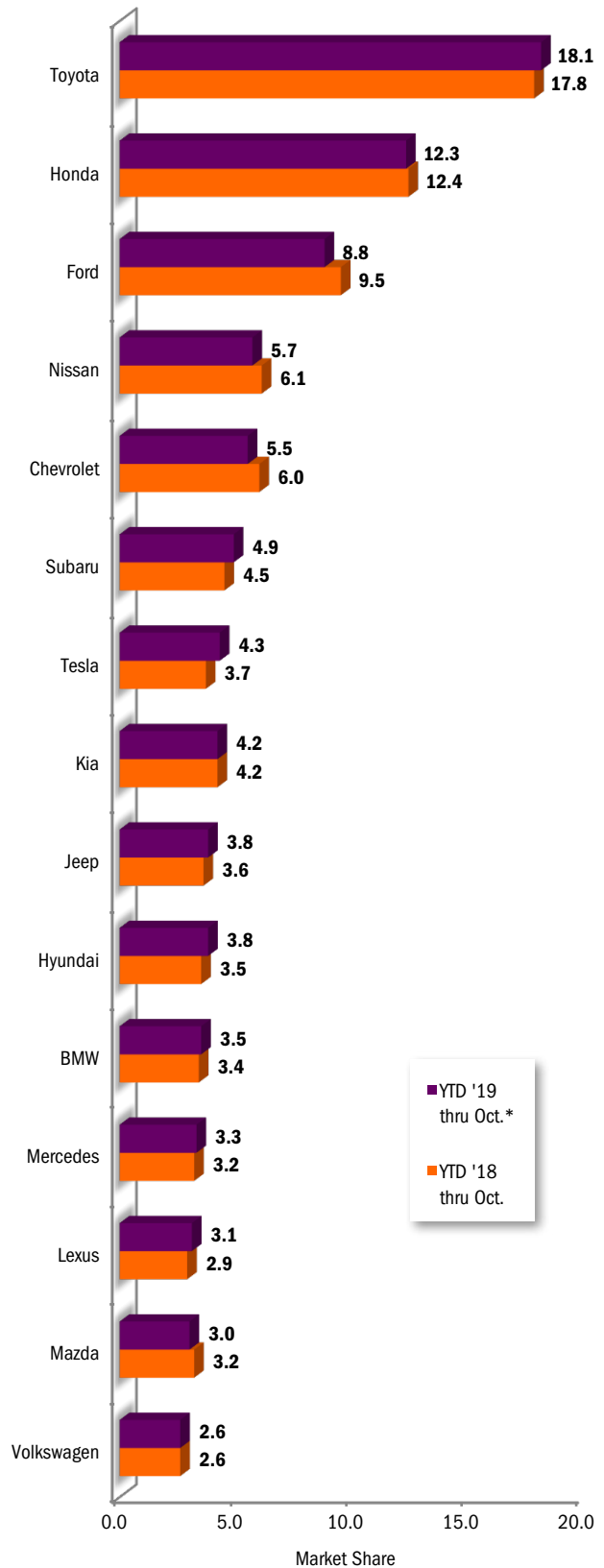
Top ten ranked brands in each percent change category are shaded green.
Data Source: IHS.

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



Data Source: IHS.

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