

San Diego Outlook

Released by:
New Car
Dealers Association
San Diego County

Covering the San Diego County automotive market

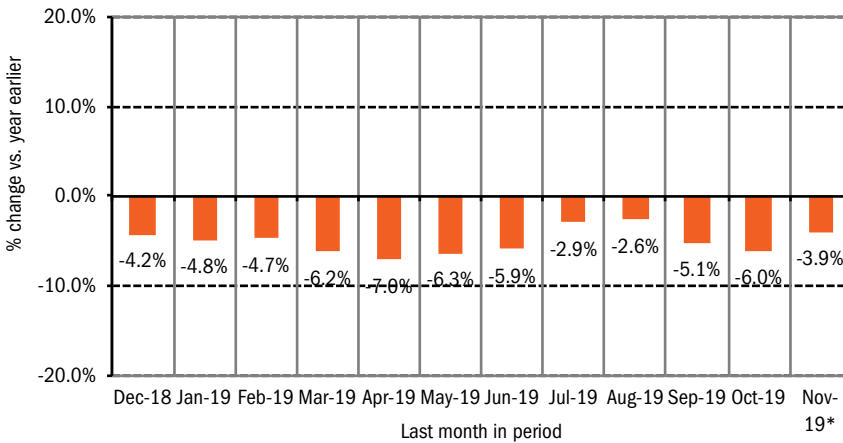
Data thru November 2019

San Diego County New Retail Car and Light Truck Registrations

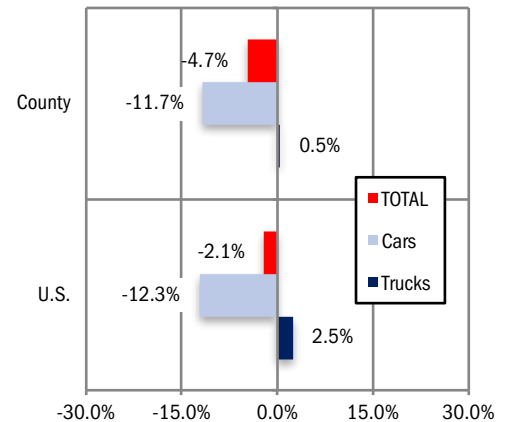
	Most Recent Two Months*			YTD thru November*			YTD Market Share		
	10/18 & 11/18	10/19 & 11/19*	% change	YTD '18	YTD '19*	% change	2018	2019	change
Industry Total	23,873	23,939	0.3%	136,085	129,693	-4.7%	42.7	39.5	-3.2
Cars	9,896	9,076	-8.3%	58,064	51,254	-11.7%	57.3	60.5	3.2
Light Trucks	13,977	14,863	6.3%	78,021	78,439	0.5%			

*Figures for November, 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



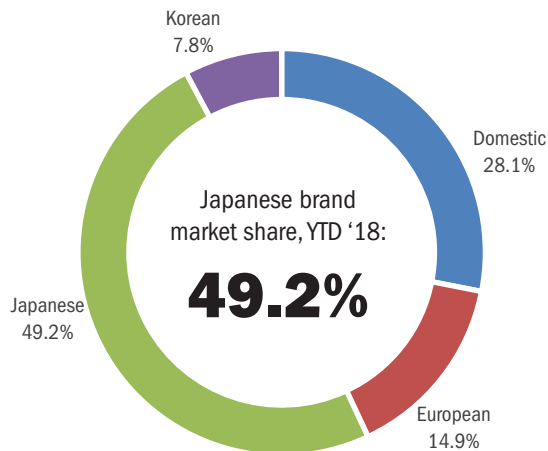
Percent Change in County and U.S. New Retail Light Vehicle Markets YTD '19 thru November* vs. YTD '18



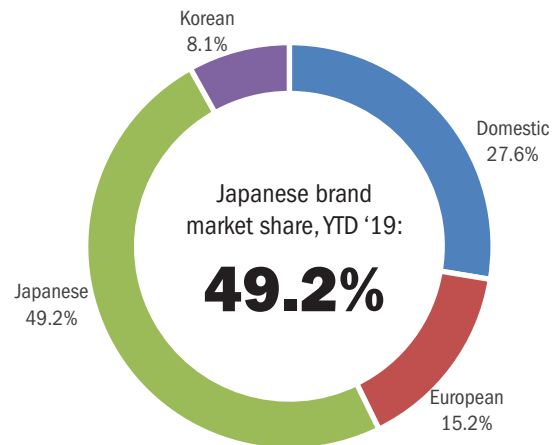
The graph above provides a clear picture of the trending direction of the county market. It shows the year-over-year percent change in the three month moving average of new retail light vehicle registrations. The three month moving average is less erratic than monthly registrations, which can fluctuate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

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



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



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 Nov.	thru Nov.*		thru Nov.	thru Nov.*
Acura	1,618	1,399	-14%	1.2%	1.1%
Alfa Romeo	417	337	-19%	0.3%	0.3%
Audi	2,615	2,285	-13%	1.9%	1.8%
BMW	4,583	4,637	1%	3.4%	3.6%
Buick	416	363	-13%	0.3%	0.3%
Cadillac	694	675	-3%	0.5%	0.5%
Chevrolet	8,208	7,368	-10%	6.0%	5.7%
Chrysler	638	429	-33%	0.5%	0.3%
Dodge	1,230	1,062	-14%	0.9%	0.8%
FIAT	244	124	-49%	0.2%	0.1%
Ford	12,890	11,128	-14%	9.5%	8.6%
Genesis	126	167	33%	0.1%	0.1%
GMC	1,603	1,379	-14%	1.2%	1.1%
Honda	16,651	15,892	-5%	12.2%	12.3%
Hyundai	4,764	4,867	2%	3.5%	3.8%
Infiniti	1,281	1,051	-18%	0.9%	0.8%
Jaguar	332	310	-7%	0.2%	0.2%
Jeep	4,890	4,765	-3%	3.6%	3.7%
Kia	5,704	5,458	-4%	4.2%	4.2%
Land Rover	1,242	1,235	-1%	0.9%	1.0%
Lexus	4,008	3,999	0%	2.9%	3.1%
Lincoln	516	502	-3%	0.4%	0.4%
Maserati	164	128	-22%	0.1%	0.1%
Mazda	4,263	3,932	-8%	3.1%	3.0%
Mercedes	4,370	4,381	0%	3.2%	3.4%
MINI	660	442	-33%	0.5%	0.3%
Mitsubishi	618	342	-45%	0.5%	0.3%
Nissan	8,298	7,158	-14%	6.1%	5.5%
Other	267	314	18%	0.2%	0.2%
Porsche	892	991	11%	0.7%	0.8%
Ram	2,068	2,322	12%	1.5%	1.8%
Subaru	6,094	6,239	2%	4.5%	4.8%
Tesla	5,043	5,777	15%	3.7%	4.5%
Toyota	24,092	23,736	-1%	17.7%	18.3%
Volkswagen	3,561	3,514	-1%	2.6%	2.7%
Volvo	1,025	985	-4%	0.8%	0.8%

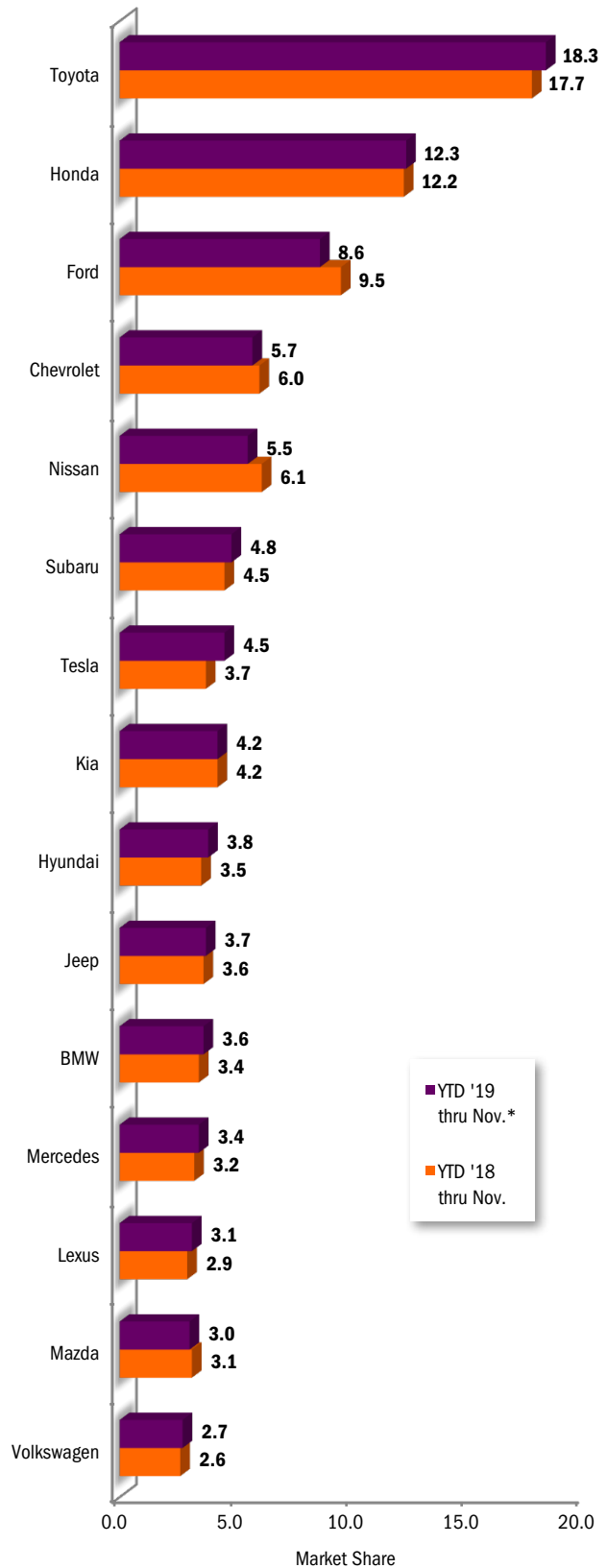
Top ten ranked brands in each percent change category are shaded green.
Data Source: IHS.

*Figures for November 2019 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 (610-640-1233). Auto Outlook, Inc. is not responsible for management decisions based on the content of San Diego Auto Outlook. Copyright Auto Outlook, December 2019.

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."

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



Data Source: IHS.

*Figures for November 2019 were estimated by Auto Outlook.