

San Diego Outlook

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New Car
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San Diego County

Covering the San Diego County automotive market

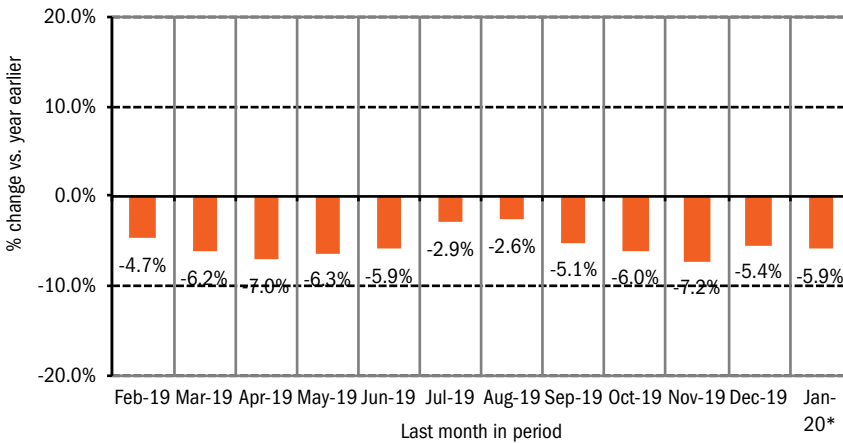
Data thru January 2020

San Diego County New Retail Car and Light Truck Registrations

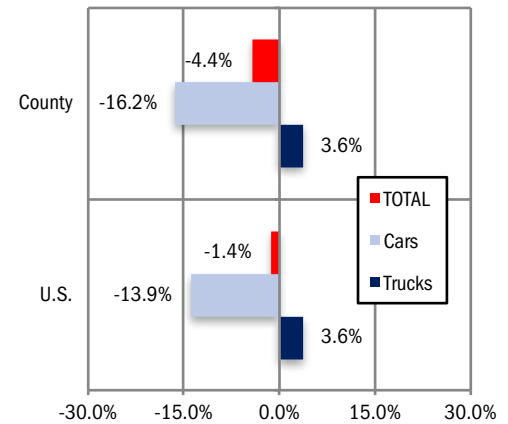
	Most Recent Two Months*			Annual Totals			Annual Market Share		
	12/18 & 1/19	12/19 & 1/20*	% change	2018	2019	% change	2018	2019	change
Industry Total	24,748	23,661	-4.4%	149,793	141,313	-5.7%			
Cars	9,973	8,358	-16.2%	63,491	54,987	-13.4%	42.4	38.9	-3.5
Light Trucks	14,775	15,303	3.6%	86,302	86,326	0.0%	57.6	61.1	3.5

*Figures for January 2020 were estimated by Auto Outlook. Data Source: IHS.

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



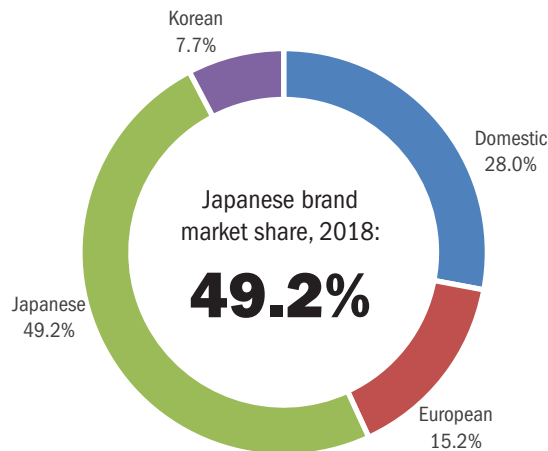
Percent Change in County and U.S. New Retail Light Vehicle Markets Dec. '19 & Jan. '20* combined vs. Dec. '18 & Jan. '19 combined



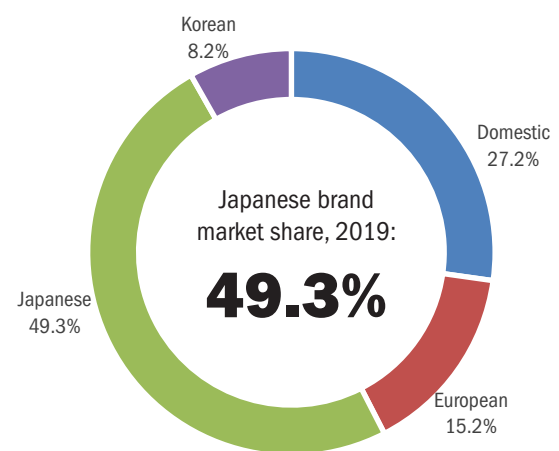
The graph above provides a clear picture of the trending direction of the county market. It shows the year-over-year percent change in the three month moving average of new retail light vehicle registrations. The three month moving average is less erratic than monthly registrations, which can fluctuate due to such factors as the timing of manufacturer incentive programs, weather and title processing delays by governmental agencies. *Figures for January 2020 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 January 2020 were estimated by Auto Outlook. Data Source: IHS.

Japanese, Domestic, European, and Korean Brand Market Shares in County - 2018



Japanese, Domestic, European, and Korean Brand Market Shares in County - 2019



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.

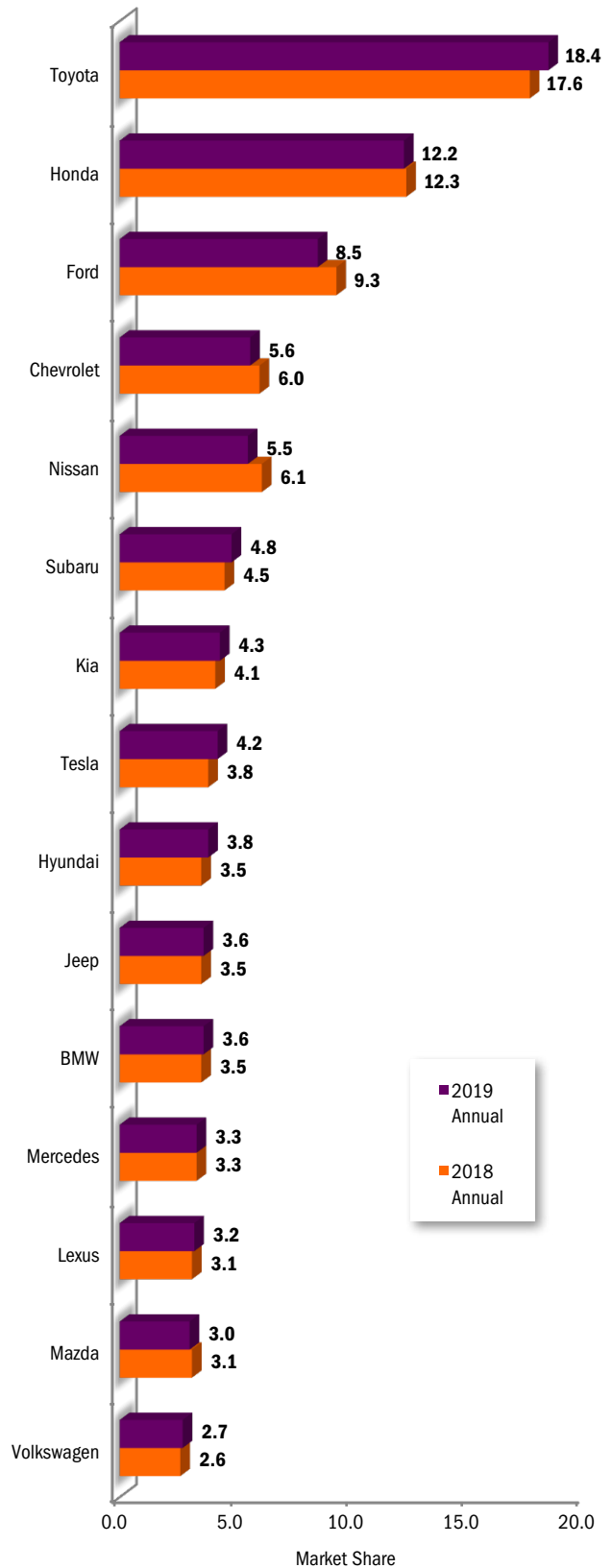
San Diego County New Retail Light Vehicle Registrations					
	Registrations			Market share	
	2018	2019	% change	2018	2019
	Annual	Annual		Annual	Annual
Acura	1,818	1,535	-16%	1.2%	1.1%
Alfa Romeo	454	351	-23%	0.3%	0.2%
Audi	2,907	2,588	-11%	1.9%	1.8%
BMW	5,244	5,065	-3%	3.5%	3.6%
Buick	456	391	-14%	0.3%	0.3%
Cadillac	777	741	-5%	0.5%	0.5%
Chevrolet	9,054	7,949	-12%	6.0%	5.6%
Chrysler	702	450	-36%	0.5%	0.3%
Dodge	1,328	1,194	-10%	0.9%	0.8%
FIAT	261	137	-48%	0.2%	0.1%
Ford	13,949	11,999	-14%	9.3%	8.5%
Genesis	129	198	53%	0.1%	0.1%
GMC	1,760	1,509	-14%	1.2%	1.1%
Honda	18,441	17,280	-6%	12.3%	12.2%
Hyundai	5,227	5,372	3%	3.5%	3.8%
Infiniti	1,403	1,172	-16%	0.9%	0.8%
Jaguar	374	337	-10%	0.2%	0.2%
Jeep	5,298	5,098	-4%	3.5%	3.6%
Kia	6,123	6,035	-1%	4.1%	4.3%
Land Rover	1,430	1,371	-4%	1.0%	1.0%
Lexus	4,571	4,510	-1%	3.1%	3.2%
Lincoln	559	570	2%	0.4%	0.4%
Maserati	181	134	-26%	0.1%	0.1%
Mazda	4,666	4,284	-8%	3.1%	3.0%
Mercedes	4,882	4,666	-4%	3.3%	3.3%
MINI	709	480	-32%	0.5%	0.3%
Mitsubishi	647	377	-42%	0.4%	0.3%
Nissan	9,103	7,781	-15%	6.1%	5.5%
Other	299	345	15%	0.2%	0.2%
Porsche	994	1,089	10%	0.7%	0.8%
Ram	2,290	2,649	16%	1.5%	1.9%
Subaru	6,688	6,800	2%	4.5%	4.8%
Tesla	5,676	5,895	4%	3.8%	4.2%
Toyota	26,351	25,972	-1%	17.6%	18.4%
Volkswagen	3,923	3,879	-1%	2.6%	2.7%
Volvo	1,119	1,110	-1%	0.7%	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
2019 vs. 2018



Data Source: IHS.