

# San Diego Outlook

Released by:  
New Car  
Dealers Association  
San Diego County

Covering the San Diego County automotive market

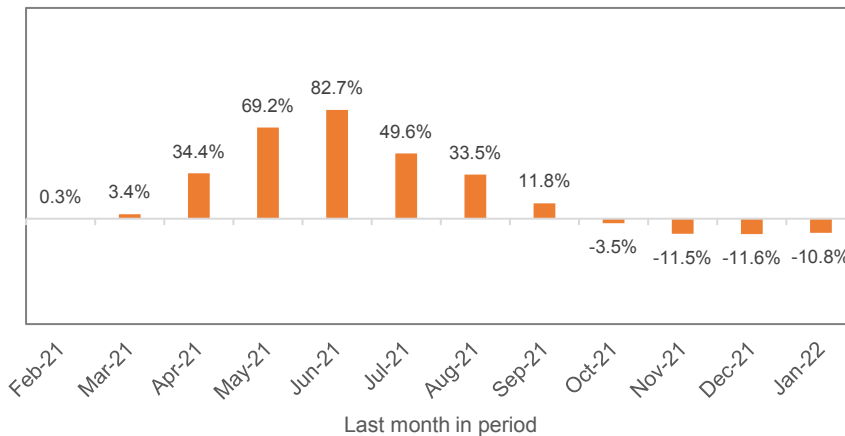
Data thru January 2022

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

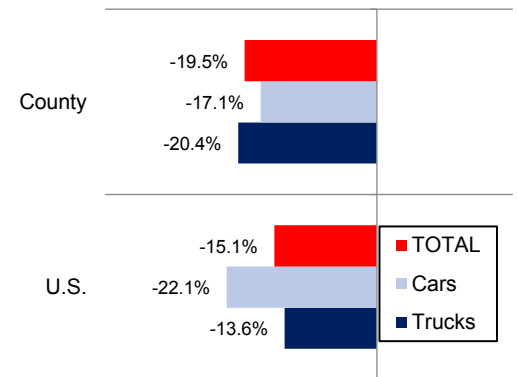
	Most Recent Two Months			Annual Totals			Annual Market Share		
	12/20 & 1/21	12/21 & 1/22	% change	2020	2021	% change	2020	2021	change
Industry Total	23,870	19,223	-19.5%	119,841	139,335	16.3%	32.9	30.4	-2.5
Cars	6,921	5,737	-17.1%	39,426	42,313	7.3%	67.1	69.6	2.5
Light Trucks	16,949	13,486	-20.4%	80,415	97,022	20.7%			

Data Source: AutoCount data from Experian.

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



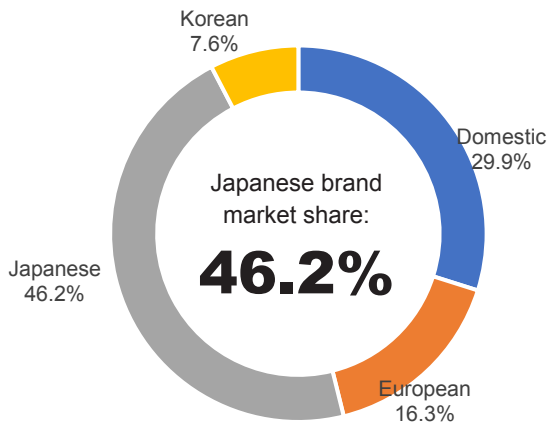
### Percent Change in County and U.S. New Retail Light Vehicle Markets Dec. '21 & Jan. '22 combined vs. Year Earlier



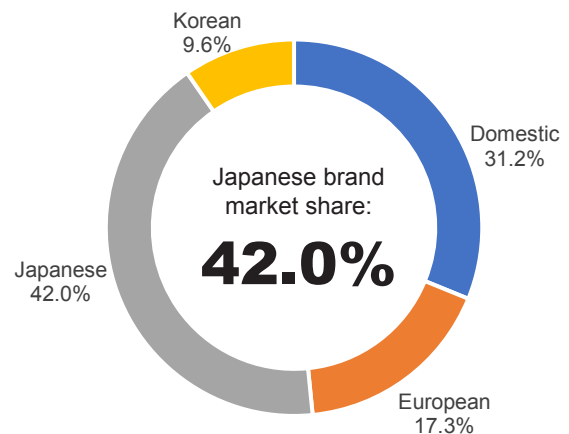
The graph above shows the year-over-year percent change in the three month moving average of new vehicle registrations. The three month moving average is less erratic than monthly registrations, which can fluctuate due to occasional title processing delays by governmental agencies. Data Source: AutoCount data from Experian.

The graph above compares the change in new retail car and light truck registrations in both the county and U.S. markets. U.S. figures were estimated by Auto Outlook. Data Source: AutoCount data from Experian.

### Japanese, Domestic, European, and Korean Brand Market Shares in County - Dec. '20 & Jan. '21



### Japanese, Domestic, European, and Korean Brand Market Shares in County - Dec. '21 & Jan. '22



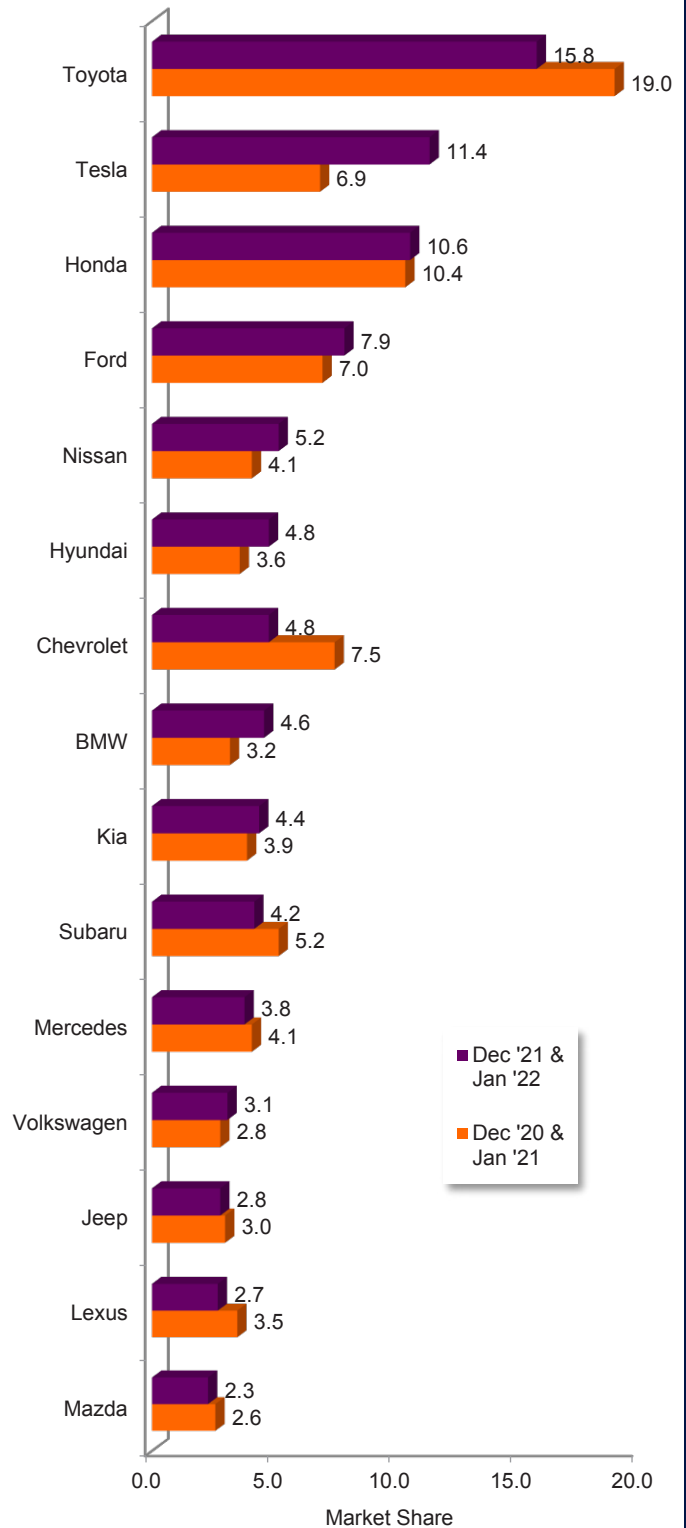
Data Source: AutoCount data from Experian.

## Data Information

Data presented in Auto Outlook measures new retail vehicle registrations in San Diego County. Monthly recording of registrations occurs when vehicle title information is processed, which may differ from date of sale. Title recording can occasionally be subject to processing delays by governmental agencies. For this reason, the year-to-date figures will typically be more reflective of market results.

San Diego County New Retail Light Vehicle Registrations					
	Registrations			Market share	
	Dec '20 & Jan '21	Dec '21 & Jan '22	% change	Dec '20 & Jan '21	Dec '21 & Jan '22
Acura	211	137	-35%	0.9%	0.7%
Alfa Romeo	39	18	-54%	0.2%	0.1%
Audi	443	328	-26%	1.9%	1.7%
BMW	772	877	14%	3.2%	4.6%
Buick	48	27	-44%	0.2%	0.1%
Cadillac	107	75	-30%	0.4%	0.4%
Chevrolet	1,788	921	-48%	7.5%	4.8%
Chrysler	88	38	-57%	0.4%	0.2%
Dodge	168	94	-44%	0.7%	0.5%
Ford	1,670	1,514	-9%	7.0%	7.9%
Genesis	36	77	114%	0.2%	0.4%
GMC	323	189	-41%	1.4%	1.0%
Honda	2,491	2,044	-18%	10.4%	10.6%
Hyundai	860	919	7%	3.6%	4.8%
Infiniti	121	45	-63%	0.5%	0.2%
Jaguar	27	14	-48%	0.1%	0.1%
Jeep	714	544	-24%	3.0%	2.8%
Kia	929	853	-8%	3.9%	4.4%
Land Rover	326	196	-40%	1.4%	1.0%
Lexus	840	528	-37%	3.5%	2.7%
Lincoln	74	55	-26%	0.3%	0.3%
Maserati	15	18	20%	0.1%	0.1%
Mazda	609	444	-27%	2.6%	2.3%
Mercedes	990	722	-27%	4.1%	3.8%
MINI	67	90	34%	0.3%	0.5%
Mitsubishi	18	32	78%	0.1%	0.2%
Nissan	969	990	2%	4.1%	5.2%
Other	45	28	-38%	0.2%	0.1%
Porsche	198	202	2%	0.8%	1.1%
Ram	496	339	-32%	2.1%	1.8%
Subaru	1,233	811	-34%	5.2%	4.2%
Tesla	1,655	2,194	33%	6.9%	11.4%
Toyota	4,543	3,035	-33%	19.0%	15.8%
Volkswagen	680	605	-11%	2.8%	3.1%
Volvo	277	220	-21%	1.2%	1.1%

County Market Share for Top 15 Selling Brands  
Dec. '21 & Jan. '22 combined vs. Year Earlier



Top ten ranked brands in each percent change category are shaded gray.  
Data Source: AutoCount data from Experian.

This report is sponsored by the New Car Dealers Association San Diego County (858-550-0080) and produced by Auto Outlook (610-640-1233). Any material quoted must be attributed to San Diego Auto Outlook, published by Auto Outlook, Inc. on behalf of NCDA San Diego County. Data source must also be shown as "Data Source: AutoCount Data from Experian." Please contact the Association with any questions or comments regarding the publication.

Copyright February 2022.

Data Source: AutoCount data from Experian.