

# San Diego Outlook

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New Car  
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San Diego County

Covering the San Diego County automotive market

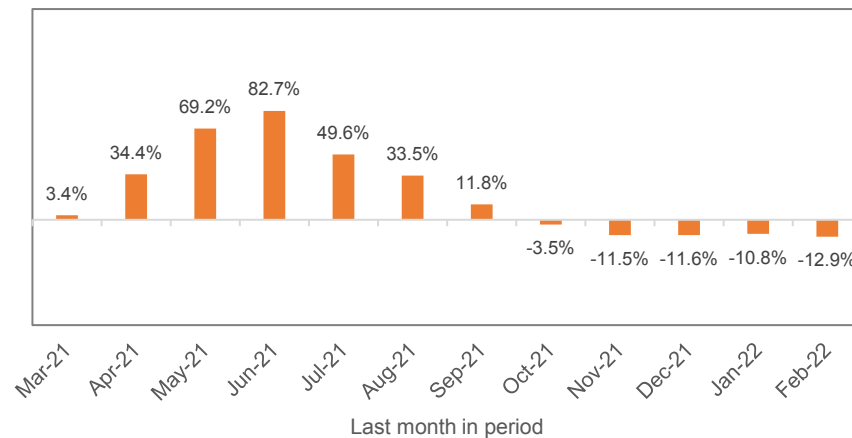
Data thru February 2022

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

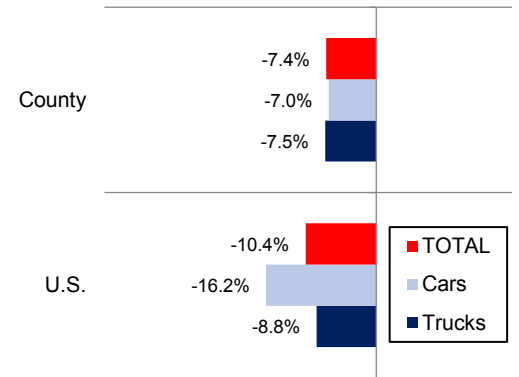
	Annual Totals			YTD thru Feb			YTD Market Share		
	2020	2021	% change	2021	2022	% change	2021	2022	change
Industry Total	119,841	139,335	16.3%	21,646	20,052	-7.4%	29.8	30.0	0.2
Cars	39,426	42,313	7.3%	6,459	6,008	-7.0%	29.8	30.0	0.2
Light Trucks	80,415	97,022	20.7%	15,187	14,044	-7.5%	70.2	70.0	-0.2

Data Source: AutoCount data from Experian.

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



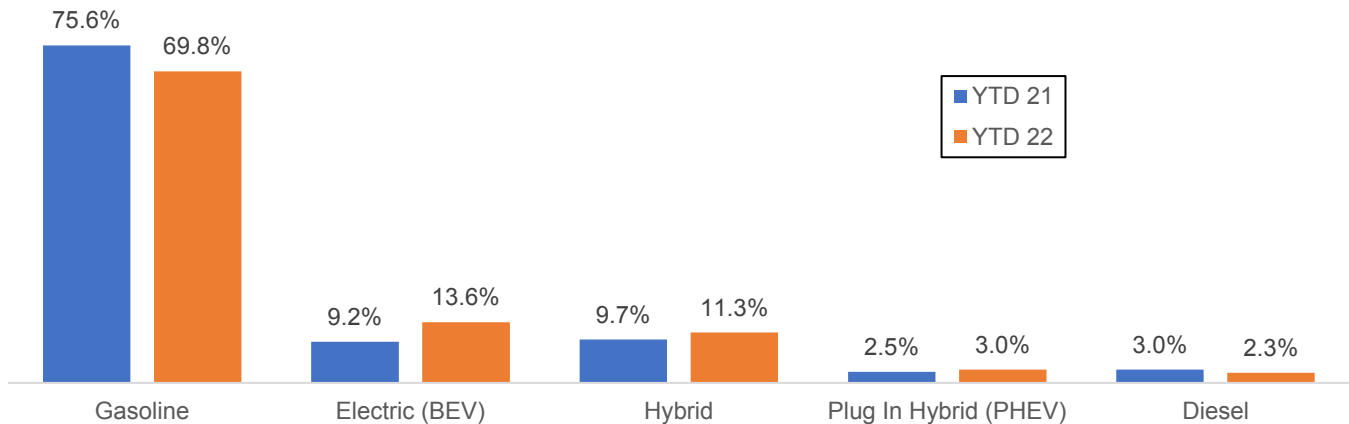
### Percent Change in County and U.S. New Retail Light Vehicle Markets YTD '22 thru Feb. vs. Year Earlier



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.

### San Diego County Estimated Market Shares by Powertrain Type YTD 2021 and YTD 2022, thru February



The graph above shows estimated market share by type of powertrain. Registrations by powertrain for vehicles equipped with multiple engine types were estimated by Auto Outlook. The estimates are based on model registrations compiled by Experian, and engine installation rates collected from other sources.

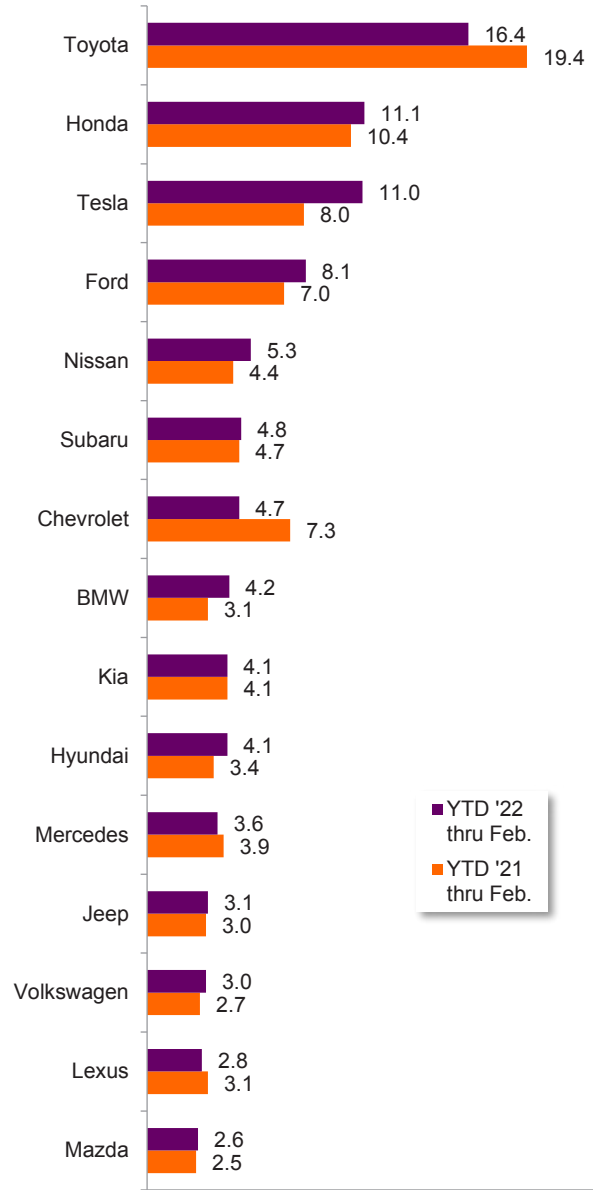
### Data Information

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	
	YTD '21 thru Feb.	YTD '22 thru Feb.	% change	YTD '21 thru Feb.	YTD '22 thru Feb.
Acura	182	126	-31%	0.8%	0.6%
Alfa Romeo	33	16	-52%	0.2%	0.1%
Audi	428	332	-22%	2.0%	1.7%
BMW	662	849	28%	3.1%	4.2%
Buick	40	23	-43%	0.2%	0.1%
Cadillac	94	86	-9%	0.4%	0.4%
Chevrolet	1,570	942	-40%	7.3%	4.7%
Chrysler	69	47	-32%	0.3%	0.2%
Dodge	172	115	-33%	0.8%	0.6%
Ford	1,520	1,628	7%	7.0%	8.1%
Genesis	45	69	53%	0.2%	0.3%
GMC	275	229	-17%	1.3%	1.1%
Honda	2,246	2,224	-1%	10.4%	11.1%
Hyundai	742	816	10%	3.4%	4.1%
Infiniti	88	66	-25%	0.4%	0.3%
Jaguar	29	18	-38%	0.1%	0.1%
Jeep	655	616	-6%	3.0%	3.1%
Kia	896	822	-8%	4.1%	4.1%
Land Rover	295	199	-33%	1.4%	1.0%
Lexus	663	559	-16%	3.1%	2.8%
Lincoln	75	54	-28%	0.3%	0.3%
Maserati	14	20	43%	0.1%	0.1%
Mazda	540	519	-4%	2.5%	2.6%
Mercedes	852	726	-15%	3.9%	3.6%
MINI	51	90	76%	0.2%	0.4%
Mitsubishi	15	36	140%	0.1%	0.2%
Nissan	946	1,054	11%	4.4%	5.3%
Other	51	25	-51%	0.2%	0.1%
Porsche	218	182	-17%	1.0%	0.9%
Ram	443	304	-31%	2.0%	1.5%
Subaru	1,009	969	-4%	4.7%	4.8%
Tesla	1,736	2,198	27%	8.0%	11.0%
Toyota	4,202	3,296	-22%	19.4%	16.4%
Volkswagen	584	597	2%	2.7%	3.0%
Volvo	206	200	-3%	1.0%	1.0%



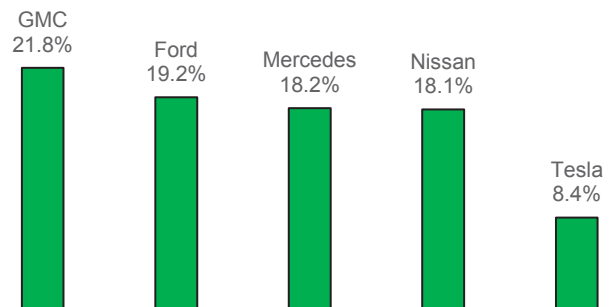
County Market Share for Top 15 Selling Brands YTD '22 thru Feb. vs. Year Earlier



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

Brands On the Move

Largest % increase in registrations during past 3 months (Dec '21 thru Feb '22) vs. preceding 3 months (Sep '21 thru Nov '21) Among top 20 selling brands



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