

San Diego Outlook

Released by:
New Car
Dealers Association
San Diego County

Covering the San Diego County automotive market

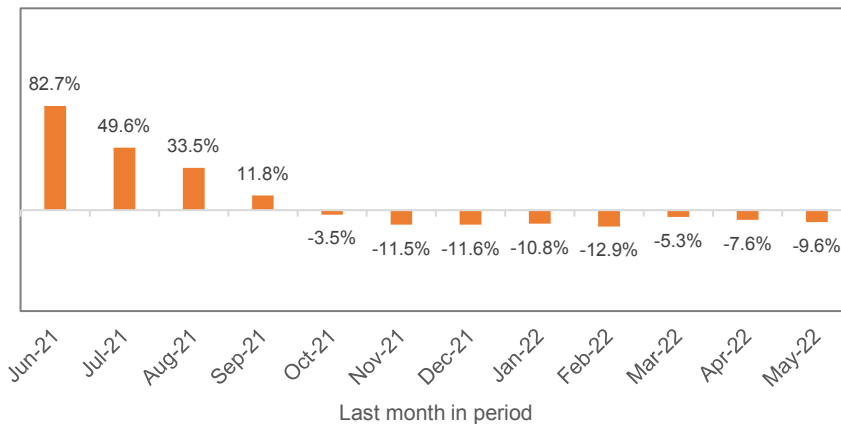
Data thru May 2022

San Diego County New Retail Car and Light Truck Registrations

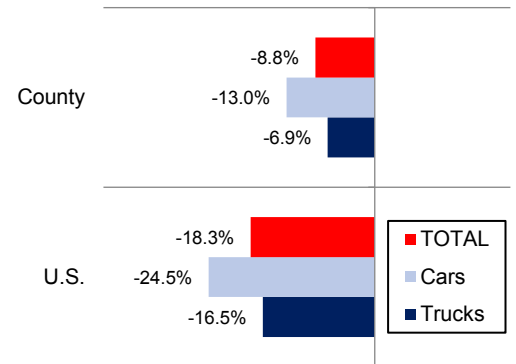
	Most Recent Two Months			YTD thru May			YTD Market Share		
	4/21 & 5/21	4/22 & 5/22	% change	2021	2022	% change	2021	2022	change
Industry Total	25,899	22,431	-13.4%	60,409	55,113	-8.8%	30.2	28.8	-1.4
Cars	8,193	6,284	-23.3%	18,226	15,856	-13.0%	69.8	71.2	1.4
Light Trucks	17,706	16,147	-8.8%	42,183	39,257	-6.9%			

Data Source: AutoCount data from Experian.

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



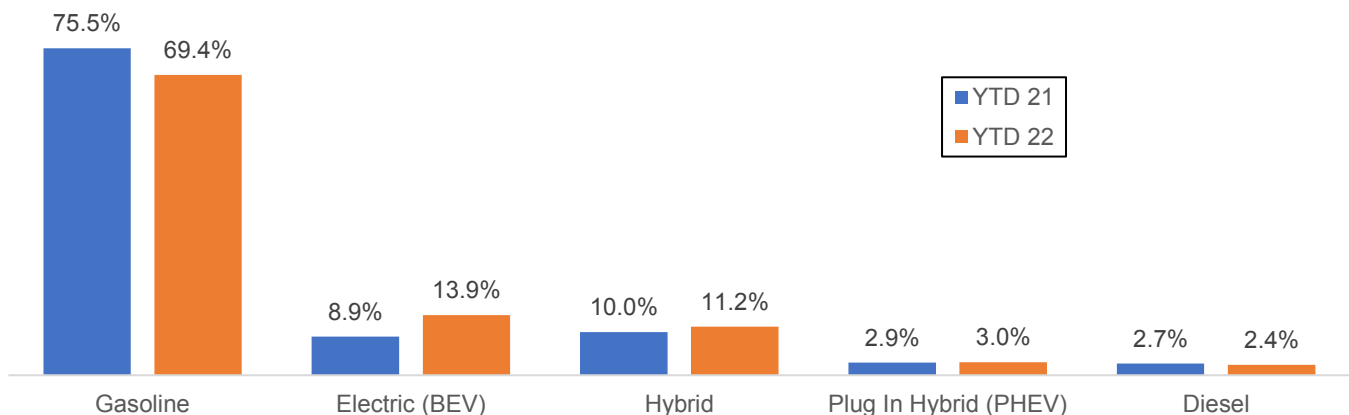
Percent Change in County and U.S. New Retail Light Vehicle Markets YTD '22 thru May vs. Year Earlier



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 May



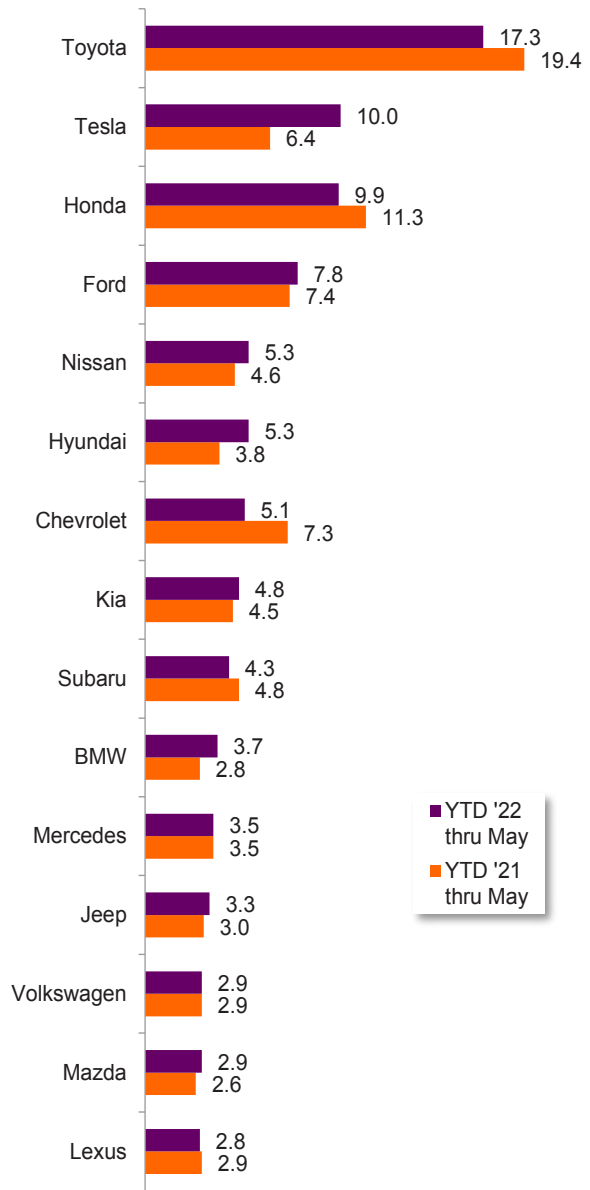
The graph above shows estimated market share by type of powertrain. Registrations by powertrain for models equipped with multiple engine types were estimated by Auto Outlook. The estimates are based on model registrations compiled by Experian and engine installation rates collected from other sources.

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 May	YTD '22 thru May	% change	YTD '21 thru May	YTD '22 thru May
Acura	548	436	-20%	0.9%	0.8%
Alfa Romeo	68	47	-31%	0.1%	0.1%
Audi	1,269	987	-22%	2.1%	1.8%
BMW	1,703	2,051	20%	2.8%	3.7%
Buick	122	65	-47%	0.2%	0.1%
Cadillac	279	232	-17%	0.5%	0.4%
Chevrolet	4,380	2,822	-36%	7.3%	5.1%
Chrysler	210	104	-50%	0.3%	0.2%
Dodge	490	290	-41%	0.8%	0.5%
Ford	4,482	4,313	-4%	7.4%	7.8%
Genesis	131	205	56%	0.2%	0.4%
GMC	730	597	-18%	1.2%	1.1%
Honda	6,801	5,454	-20%	11.3%	9.9%
Hyundai	2,296	2,909	27%	3.8%	5.3%
Infiniti	235	166	-29%	0.4%	0.3%
Jaguar	120	67	-44%	0.2%	0.1%
Jeep	1,816	1,812	0%	3.0%	3.3%
Kia	2,693	2,671	-1%	4.5%	4.8%
Land Rover	704	498	-29%	1.2%	0.9%
Lexus	1,781	1,542	-13%	2.9%	2.8%
Lincoln	203	117	-42%	0.3%	0.2%
Maserati	44	53	20%	0.1%	0.1%
Mazda	1,562	1,587	2%	2.6%	2.9%
Mercedes	2,140	1,920	-10%	3.5%	3.5%
MINI	155	185	19%	0.3%	0.3%
Mitsubishi	84	115	37%	0.1%	0.2%
Nissan	2,787	2,906	4%	4.6%	5.3%
Other	112	86	-23%	0.2%	0.2%
Porsche	552	471	-15%	0.9%	0.9%
Ram	1,134	846	-25%	1.9%	1.5%
Subaru	2,892	2,379	-18%	4.8%	4.3%
Tesla	3,861	5,496	42%	6.4%	10.0%
Toyota	11,701	9,548	-18%	19.4%	17.3%
Volkswagen	1,758	1,604	-9%	2.9%	2.9%
Volvo	566	532	-6%	0.9%	1.0%

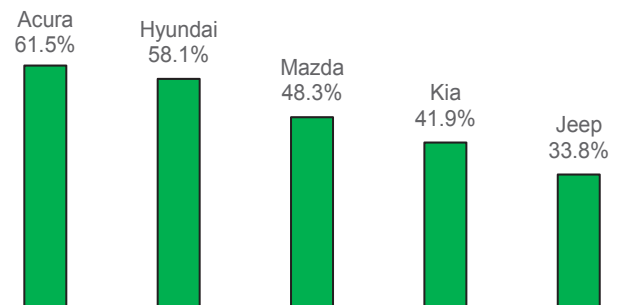
County Market Share for Top 15 Selling Brands YTD '22 thru May vs. Year Earlier



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 (Mar '22 thru May '22) vs. preceding 3 months (Dec '21 thru Feb '22) Among top 20 selling brands



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 June 2022.