

San Diego Outlook

Released by:
New Car
Dealers Association
San Diego County

Covering the San Diego County automotive market

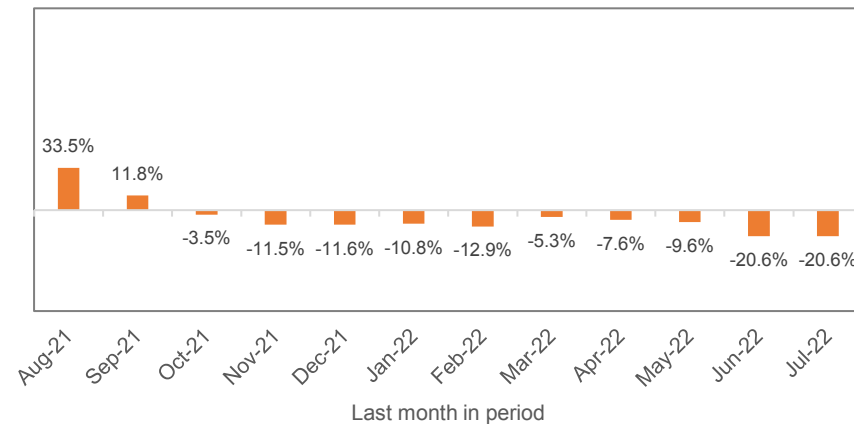
Data thru July 2022

San Diego County New Retail Car and Light Truck Registrations

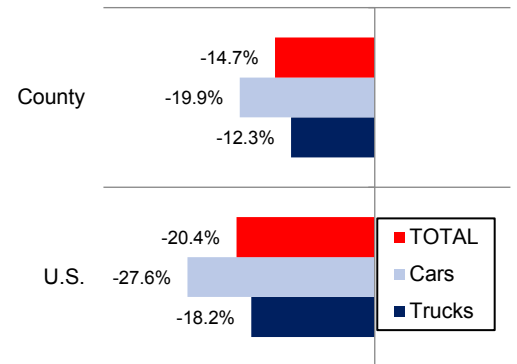
	Most Recent Two Months			YTD thru July			YTD Market Share		
	6/21 & 7/21	6/22 & 7/22	% change	2021	2022	% change	2021	2022	change
Industry Total	27,147	19,586	-27.9%	87,556	74,699	-14.7%			
Cars	8,911	5,882	-34.0%	27,137	21,738	-19.9%	31.0	29.1	-1.9
Light Trucks	18,236	13,704	-24.9%	60,419	52,961	-12.3%	69.0	70.9	1.9

Data Source: AutoCount data from Experian.

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



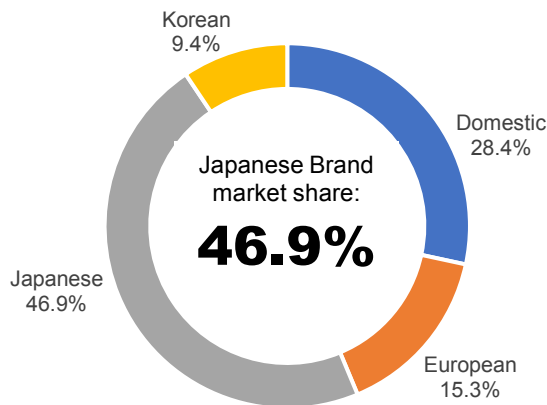
Percent Change in County and U.S. New Retail Light Vehicle Markets YTD '22 thru July vs. Year Earlier



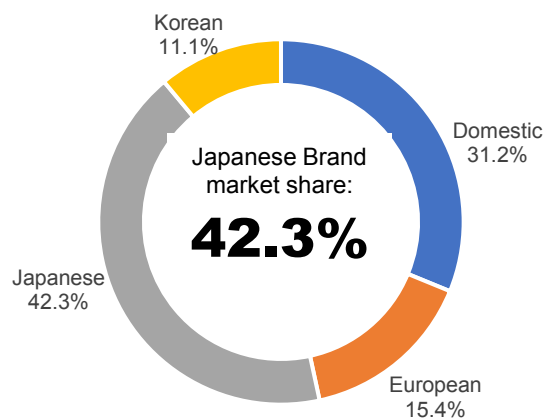
The graph above shows the year-over-year percent change in the three month moving average of new vehicle registrations. The three month moving average is less erratic than monthly registrations, which can fluctuate due to occasional title processing delays by governmental agencies. Data Source: AutoCount 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 Market Shares YTD '21 thru July



San Diego County Market Shares YTD '22 thru July



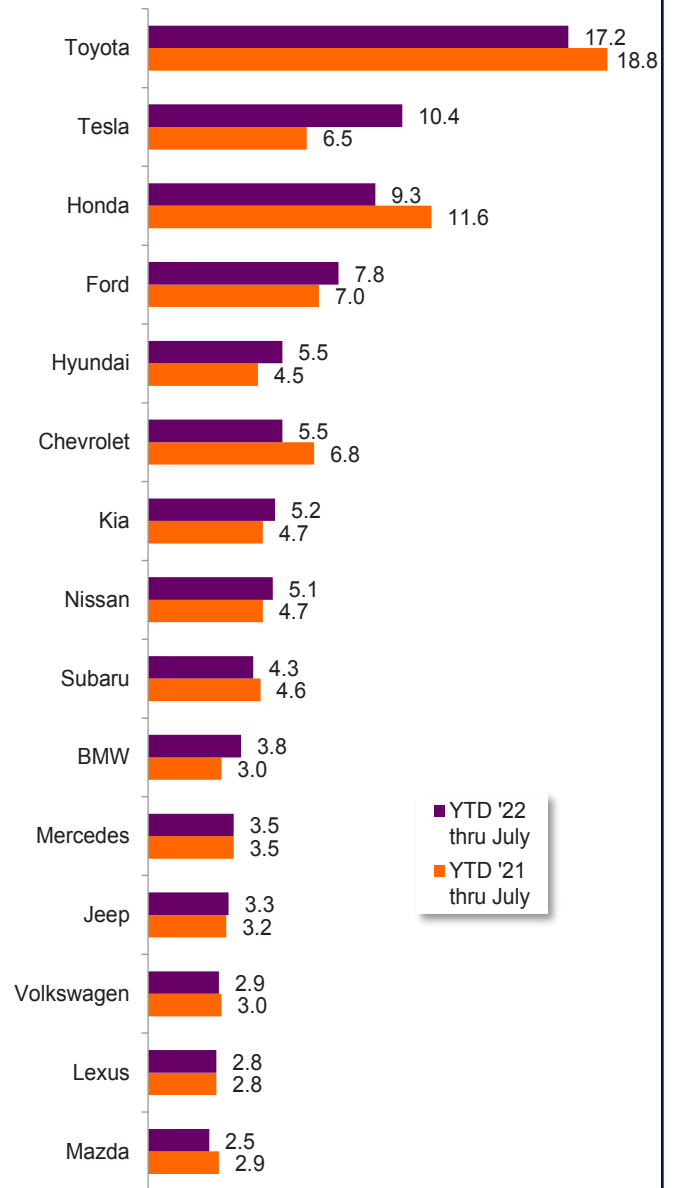
Data Information

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 July	YTD '22 thru July	% change	YTD '21 thru July	YTD '22 thru July
Acura	793	546	-31%	0.9%	0.7%
Alfa Romeo	103	61	-41%	0.1%	0.1%
Audi	1,698	1,344	-21%	1.9%	1.8%
BMW	2,653	2,819	6%	3.0%	3.8%
Buick	191	83	-57%	0.2%	0.1%
Cadillac	377	316	-16%	0.4%	0.4%
Chevrolet	5,952	4,138	-30%	6.8%	5.5%
Chrysler	263	189	-28%	0.3%	0.3%
Dodge	670	389	-42%	0.8%	0.5%
Ford	6,094	5,836	-4%	7.0%	7.8%
Genesis	207	275	33%	0.2%	0.4%
GMC	1,028	816	-21%	1.2%	1.1%
Honda	10,182	6,910	-32%	11.6%	9.3%
Hyundai	3,897	4,089	5%	4.5%	5.5%
Infiniti	347	230	-34%	0.4%	0.3%
Jaguar	169	88	-48%	0.2%	0.1%
Jeep	2,765	2,444	-12%	3.2%	3.3%
Kia	4,121	3,899	-5%	4.7%	5.2%
Land Rover	969	597	-38%	1.1%	0.8%
Lexus	2,468	2,070	-16%	2.8%	2.8%
Lincoln	247	162	-34%	0.3%	0.2%
Maserati	70	72	3%	0.1%	0.1%
Mazda	2,539	1,869	-26%	2.9%	2.5%
Mercedes	3,044	2,646	-13%	3.5%	3.5%
MINI	250	274	10%	0.3%	0.4%
Mitsubishi	131	139	6%	0.1%	0.2%
Nissan	4,113	3,826	-7%	4.7%	5.1%
Other	152	137	-10%	0.2%	0.2%
Porsche	771	630	-18%	0.9%	0.8%
Ram	1,592	1,121	-30%	1.8%	1.5%
Subaru	4,032	3,180	-21%	4.6%	4.3%
Tesla	5,671	7,804	38%	6.5%	10.4%
Toyota	16,456	12,852	-22%	18.8%	17.2%
Volkswagen	2,647	2,132	-19%	3.0%	2.9%
Volvo	894	716	-20%	1.0%	1.0%



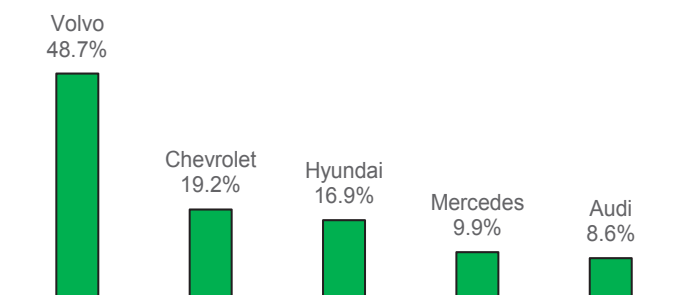
County Market Share for Top 15 Selling Brands YTD '22 thru July vs. Year Earlier



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 (May '22 thru Jul '22) vs. preceding 3 months (Feb '22 thru Apr '22) Among top 20 selling brands



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