

San Diego Outlook

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New Car
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San Diego County

Covering the San Diego County automotive market

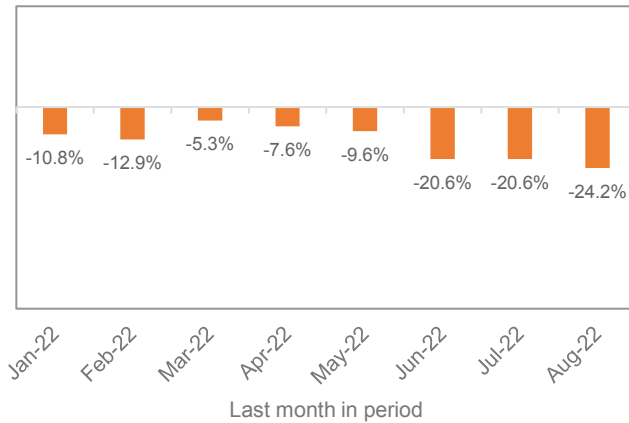
Data thru August 2022

San Diego County New Retail Car and Light Truck Registrations

	Most Recent Two Months			YTD thru Aug.			YTD Market Share		
	7/21 & 8/21	7/22 & 8/22	% change	2021	2022	% change	2021	2022	change
Industry Total	25,369	20,563	-18.9%	100,632	85,603	-14.9%			
Cars	8,147	6,136	-24.7%	31,098	25,000	-19.6%	30.9	29.2	-1.7
Light Trucks	17,222	14,427	-16.2%	69,534	60,603	-12.8%	69.1	70.8	1.7

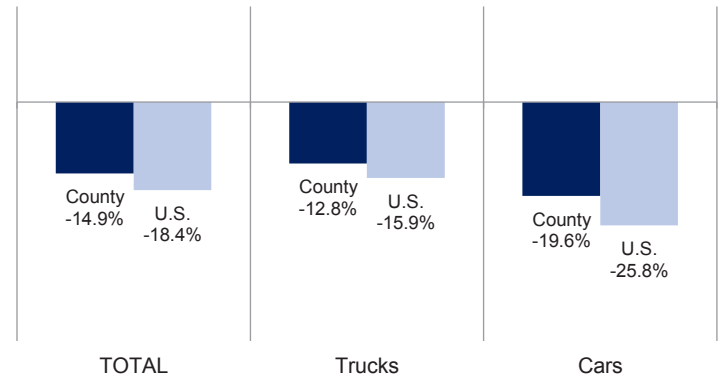
Data Source: AutoCount data from Experian.

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



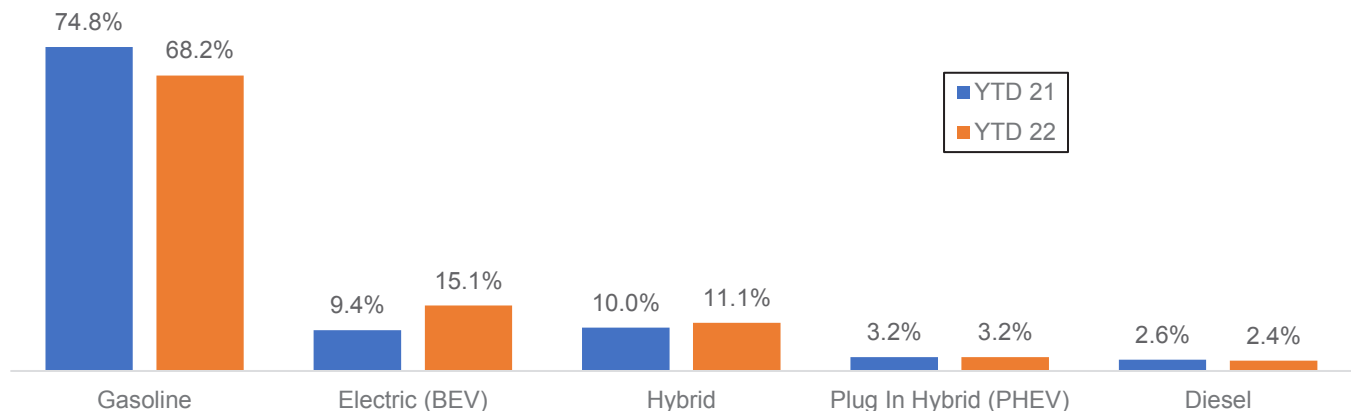
The graph above shows the year-over-year percent change in the three month moving average of new vehicle registrations. Data Source: AutoCount data from Experian.

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



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 August



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.

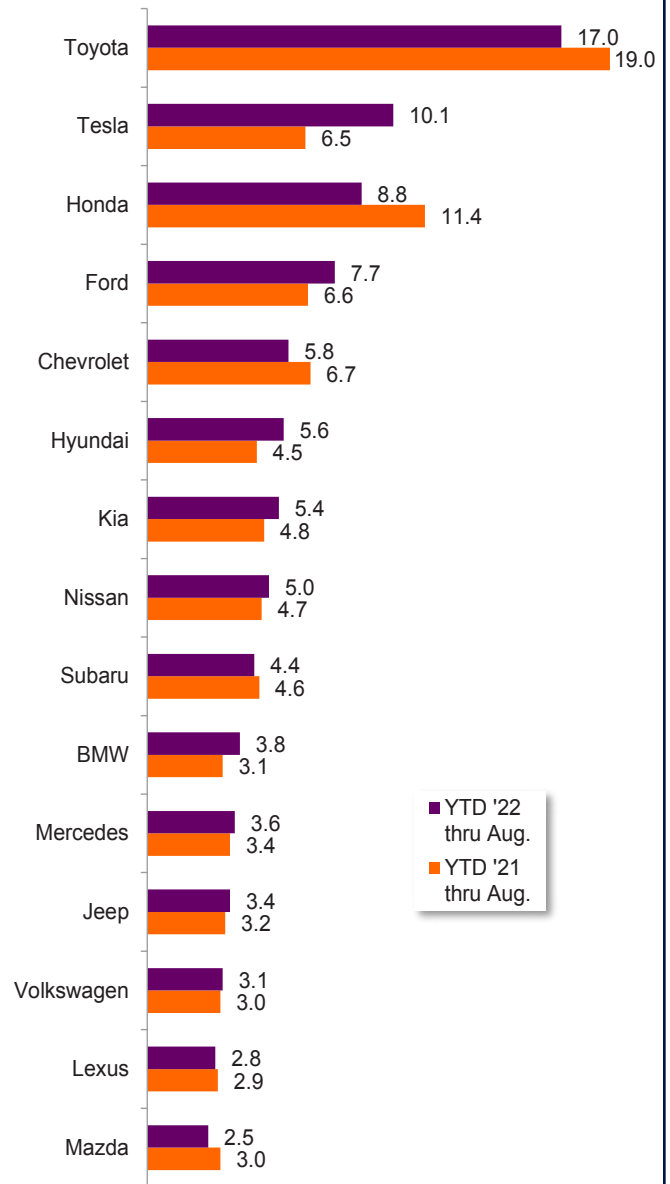
Data Information

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 Aug.	YTD '22 thru Aug.	% change	YTD '21 thru Aug.	YTD '22 thru Aug.
Acura	928	595	-36%	0.9%	0.7%
Alfa Romeo	115	70	-39%	0.1%	0.1%
Audi	1,901	1,570	-17%	1.9%	1.8%
BMW	3,121	3,230	3%	3.1%	3.8%
Buick	215	85	-60%	0.2%	0.1%
Cadillac	419	382	-9%	0.4%	0.4%
Chevrolet	6,782	5,006	-26%	6.7%	5.8%
Chrysler	280	210	-25%	0.3%	0.2%
Dodge	781	455	-42%	0.8%	0.5%
Ford	6,674	6,601	-1%	6.6%	7.7%
Genesis	257	334	30%	0.3%	0.4%
GMC	1,160	959	-17%	1.2%	1.1%
Honda	11,464	7,573	-34%	11.4%	8.8%
Hyundai	4,497	4,821	7%	4.5%	5.6%
Infiniti	394	258	-35%	0.4%	0.3%
Jaguar	185	103	-44%	0.2%	0.1%
Jeep	3,237	2,892	-11%	3.2%	3.4%
Kia	4,789	4,612	-4%	4.8%	5.4%
Land Rover	1,096	660	-40%	1.1%	0.8%
Lexus	2,929	2,415	-18%	2.9%	2.8%
Lincoln	266	180	-32%	0.3%	0.2%
Maserati	89	77	-13%	0.1%	0.1%
Mazda	3,005	2,140	-29%	3.0%	2.5%
Mercedes	3,471	3,088	-11%	3.4%	3.6%
MINI	294	329	12%	0.3%	0.4%
Mitsubishi	155	159	3%	0.2%	0.2%
Nissan	4,717	4,264	-10%	4.7%	5.0%
Other	175	165	-6%	0.2%	0.2%
Porsche	910	756	-17%	0.9%	0.9%
Ram	1,823	1,276	-30%	1.8%	1.5%
Subaru	4,649	3,757	-19%	4.6%	4.4%
Tesla	6,572	8,610	31%	6.5%	10.1%
Toyota	19,161	14,549	-24%	19.0%	17.0%
Volkswagen	3,068	2,637	-14%	3.0%	3.1%
Volvo	1,053	785	-25%	1.0%	0.9%



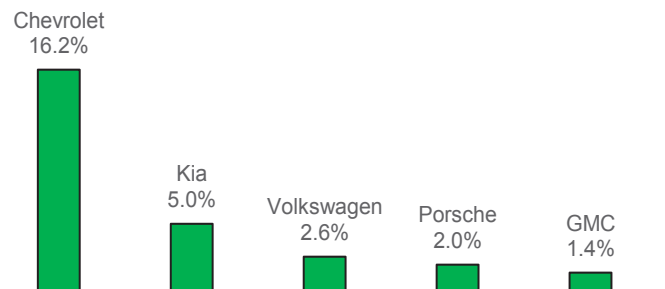
County Market Share for Top 15 Selling Brands YTD '22 thru August vs. Year Earlier



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 (June '22 thru Aug '22) vs. preceding 3 months (Mar '22 thru May '22) Among top 20 selling brands



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