

# San Diego Outlook

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New Car  
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San Diego County

Covering the San Diego County automotive market

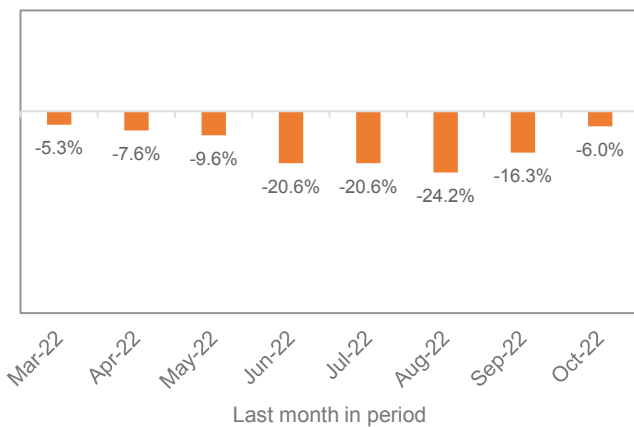
Data thru October 2022

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

	Most Recent Two Months			YTD thru Oct.			YTD Market Share		
	9/21 & 10/21	9/22 & 10/22	% change	2021	2022	% change	2021	2022	change
Industry Total	18,416	18,701	1.5%	119,048	104,304	-12.4%	30.7	29.6	-1.1
Cars	5,408	5,902	9.1%	36,506	30,902	-15.4%	69.3	70.4	1.1
Light Trucks	13,008	12,799	-1.6%	82,542	73,402	-11.1%			

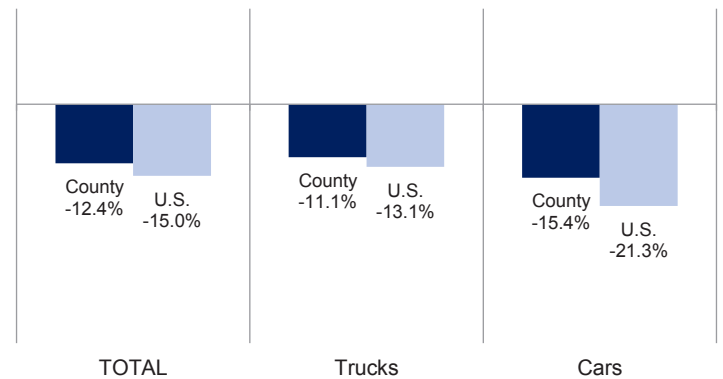
Data Source: AutoCount data from Experian.

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



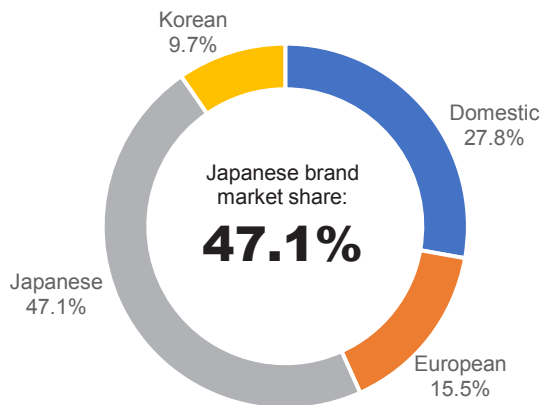
The graph above shows the year-over-year percent change in the three month moving average of new vehicle registrations. Data Source: AutoCount data from Experian.

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

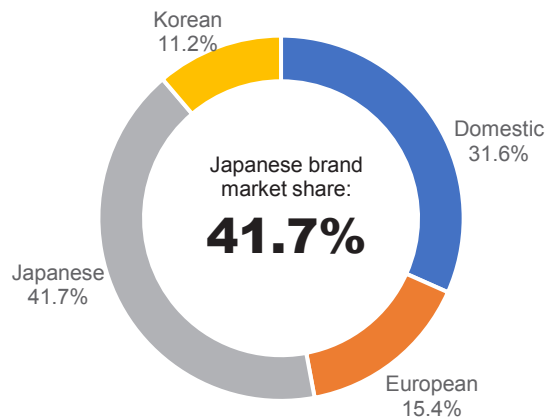


The graph above compares the change in new retail car and light truck registrations in both the county and U.S. markets. U.S. figures were estimated by Auto Outlook. Data Source: AutoCount data from Experian.

### San Diego County Market Shares YTD '21 thru Oct.



### San Diego County Market Shares YTD '22 thru Oct.



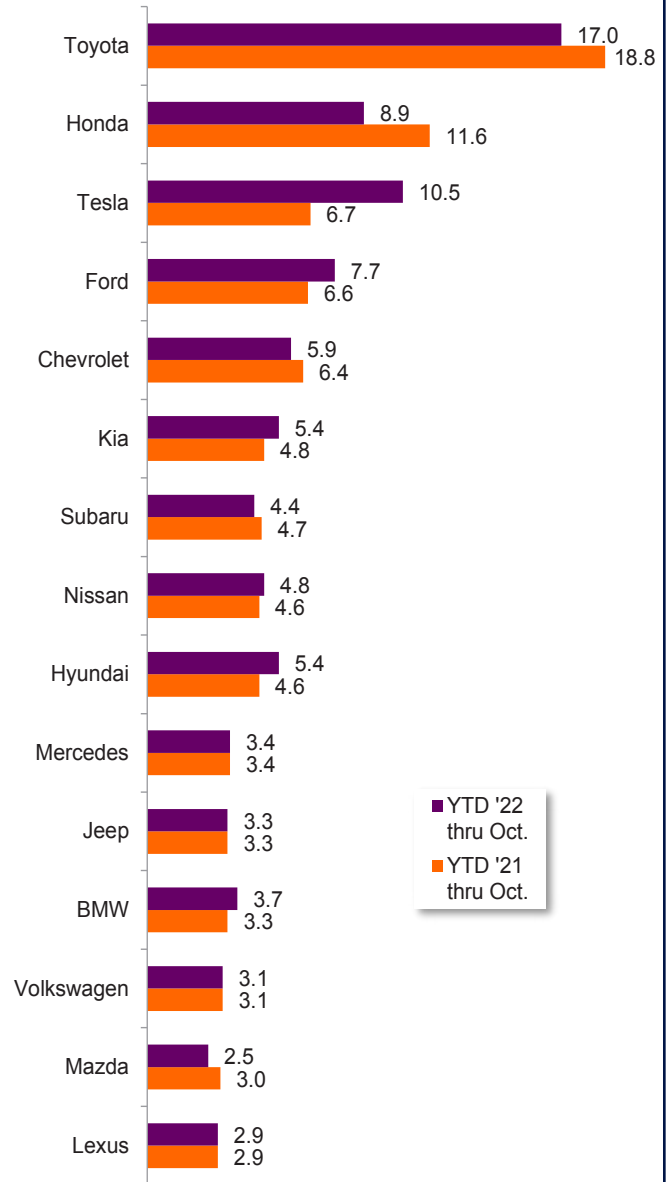
## Data Information

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 Oct.	YTD '22 thru Oct.	% change	YTD '21 thru Oct.	YTD '22 thru Oct.
Acura	1,138	733	-36%	1.0%	0.7%
Alfa Romeo	144	81	-44%	0.1%	0.1%
Audi	2,210	1,885	-15%	1.9%	1.8%
BMW	3,877	3,889	0%	3.3%	3.7%
Buick	241	115	-52%	0.2%	0.1%
Cadillac	491	464	-5%	0.4%	0.4%
Chevrolet	7,600	6,204	-18%	6.4%	5.9%
Chrysler	301	267	-11%	0.3%	0.3%
Dodge	906	579	-36%	0.8%	0.6%
Ford	7,856	8,047	2%	6.6%	7.7%
Genesis	333	406	22%	0.3%	0.4%
GMC	1,311	1,189	-9%	1.1%	1.1%
Honda	13,822	9,284	-33%	11.6%	8.9%
Hyundai	5,479	5,662	3%	4.6%	5.4%
Infiniti	448	304	-32%	0.4%	0.3%
Jaguar	201	115	-43%	0.2%	0.1%
Jeep	3,921	3,457	-12%	3.3%	3.3%
Kia	5,679	5,644	-1%	4.8%	5.4%
Land Rover	1,293	802	-38%	1.1%	0.8%
Lexus	3,475	2,982	-14%	2.9%	2.9%
Lincoln	296	229	-23%	0.2%	0.2%
Maserati	112	93	-17%	0.1%	0.1%
Mazda	3,527	2,645	-25%	3.0%	2.5%
Mercedes	4,049	3,525	-13%	3.4%	3.4%
MINI	323	415	28%	0.3%	0.4%
Mitsubishi	195	190	-3%	0.2%	0.2%
Nissan	5,447	5,007	-8%	4.6%	4.8%
Other	205	197	-4%	0.2%	0.2%
Porsche	1,035	900	-13%	0.9%	0.9%
Ram	2,183	1,519	-30%	1.8%	1.5%
Subaru	5,619	4,586	-18%	4.7%	4.4%
Tesla	7,991	10,934	37%	6.7%	10.5%
Toyota	22,369	17,783	-21%	18.8%	17.0%
Volkswagen	3,710	3,248	-12%	3.1%	3.1%
Volvo	1,261	924	-27%	1.1%	0.9%



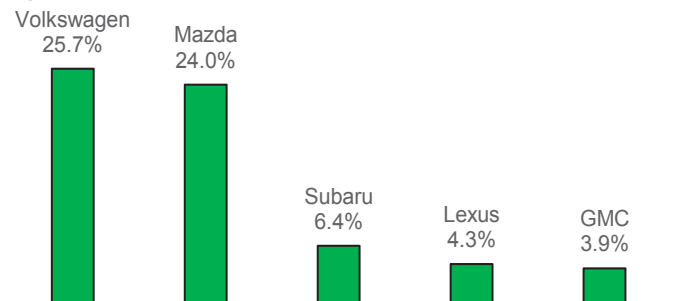
County Market Share for Top 15 Selling Brands YTD '22 thru October vs. Year Earlier



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



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