

San Diego Outlook

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New Car
Dealers Association
San Diego County

Covering the San Diego County automotive market

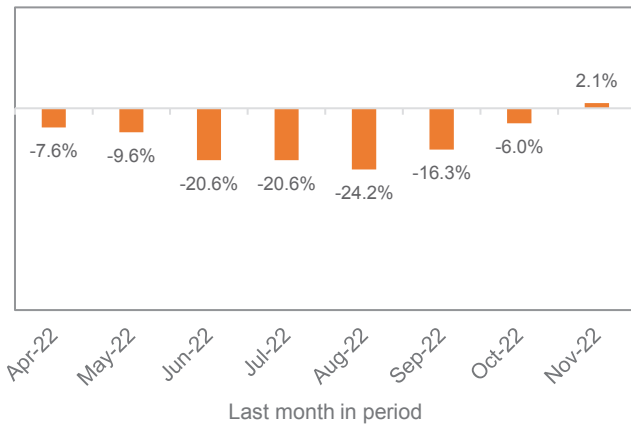
Data thru November 2022

San Diego County New Retail Car and Light Truck Registrations

	Most Recent Two Months			YTD thru Nov.			YTD Market Share		
	10/21 & 11/21	10/22 & 11/22	% change	2021	2022	% change	2021	2022	change
Industry Total	19,686	21,237	7.9%	130,055	115,646	-11.1%			
Cars	5,780	6,389	10.5%	39,708	34,116	-14.1%	30.5	29.5	-1.0
Light Trucks	13,906	14,848	6.8%	90,347	81,530	-9.8%	69.5	70.5	1.0

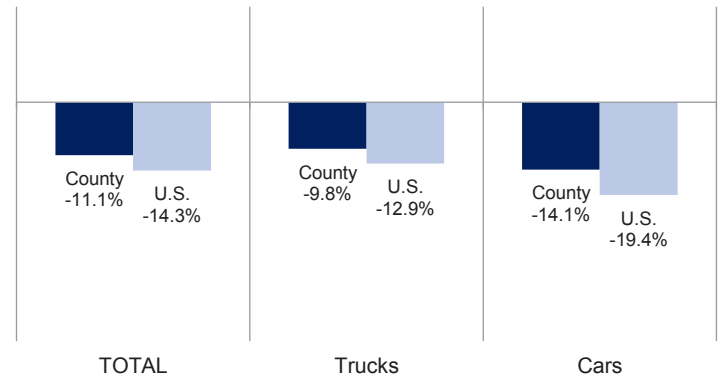
Data Source: AutoCount data from Experian.

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



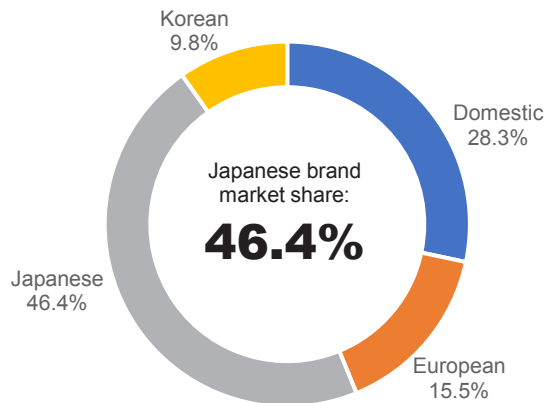
The graph above shows the year-over-year percent change in the three month moving average of new vehicle registrations. Data Source: AutoCount data from Experian.

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

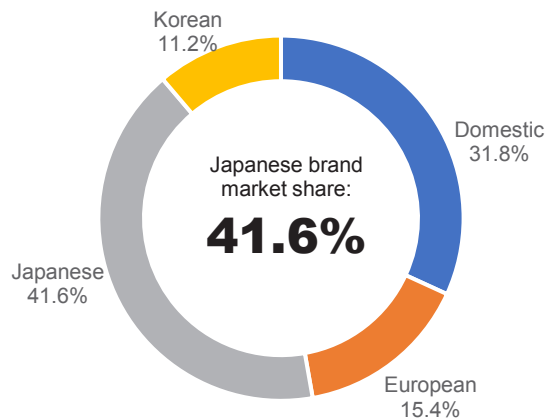


The graph above compares the change in new retail car and light truck registrations in both the county and U.S. markets. U.S. figures were estimated by Auto Outlook. Data Source: AutoCount data from Experian.

San Diego County Market Shares YTD '21 thru Nov.



San Diego County Market Shares YTD '22 thru Nov.

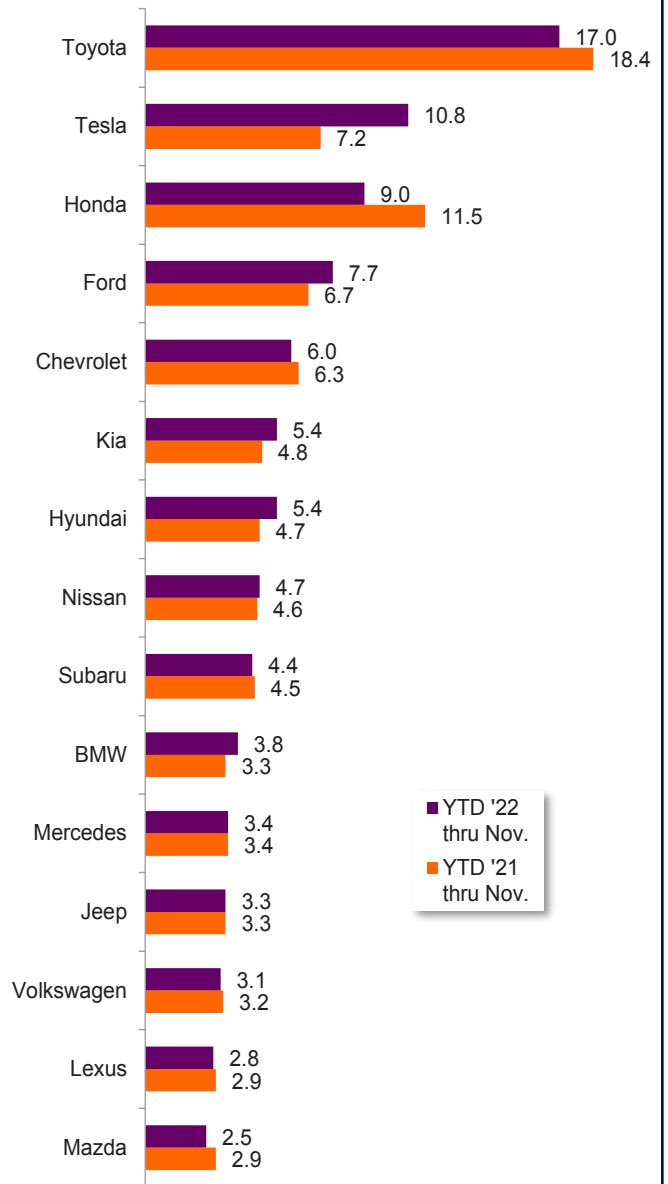


Data Information

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 Nov.	YTD '22 thru Nov.	% change	YTD '21 thru Nov.	YTD '22 thru Nov.
Acura	1,301	803	-38%	1.0%	0.7%
Alfa Romeo	159	85	-47%	0.1%	0.1%
Audi	2,421	2,076	-14%	1.9%	1.8%
BMW	4,316	4,342	1%	3.3%	3.8%
Buick	258	130	-50%	0.2%	0.1%
Cadillac	523	522	0%	0.4%	0.5%
Chevrolet	8,239	6,920	-16%	6.3%	6.0%
Chrysler	315	300	-5%	0.2%	0.3%
Dodge	963	627	-35%	0.7%	0.5%
Ford	8,693	8,899	2%	6.7%	7.7%
Genesis	378	452	20%	0.3%	0.4%
GMC	1,426	1,306	-8%	1.1%	1.1%
Honda	14,957	10,361	-31%	11.5%	9.0%
Hyundai	6,050	6,262	4%	4.7%	5.4%
Infiniti	469	334	-29%	0.4%	0.3%
Jaguar	204	126	-38%	0.2%	0.1%
Jeep	4,330	3,779	-13%	3.3%	3.3%
Kia	6,290	6,257	-1%	4.8%	5.4%
Land Rover	1,398	898	-36%	1.1%	0.8%
Lexus	3,794	3,257	-14%	2.9%	2.8%
Lincoln	326	253	-22%	0.3%	0.2%
Maserati	123	97	-21%	0.1%	0.1%
Mazda	3,749	2,912	-22%	2.9%	2.5%
Mercedes	4,361	3,885	-11%	3.4%	3.4%
MINI	358	469	31%	0.3%	0.4%
Mitsubishi	212	206	-3%	0.2%	0.2%
Nissan	6,001	5,470	-9%	4.6%	4.7%
Other	223	221	-1%	0.2%	0.2%
Porsche	1,110	972	-12%	0.9%	0.8%
Ram	2,374	1,621	-32%	1.8%	1.4%
Subaru	5,916	5,046	-15%	4.5%	4.4%
Tesla	9,387	12,450	33%	7.2%	10.8%
Toyota	23,959	19,681	-18%	18.4%	17.0%
Volkswagen	4,133	3,583	-13%	3.2%	3.1%
Volvo	1,339	1,044	-22%	1.0%	0.9%

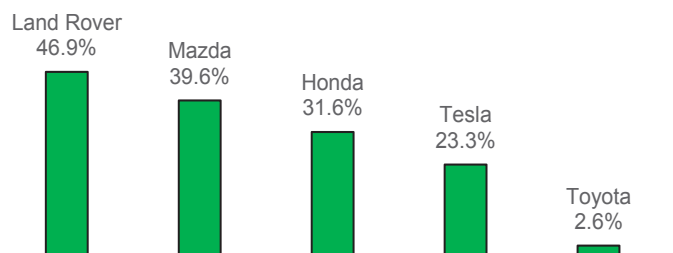
County Market Share for Top 15 Selling Brands YTD '22 thru November vs. Year Earlier



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 (Sep '22 thru Nov '22) vs. preceding 3 months (Jun '22 thru Aug '22) Among top 20 selling brands



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