

San Diego Outlook

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New Car
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San Diego County

Covering the San Diego County automotive market

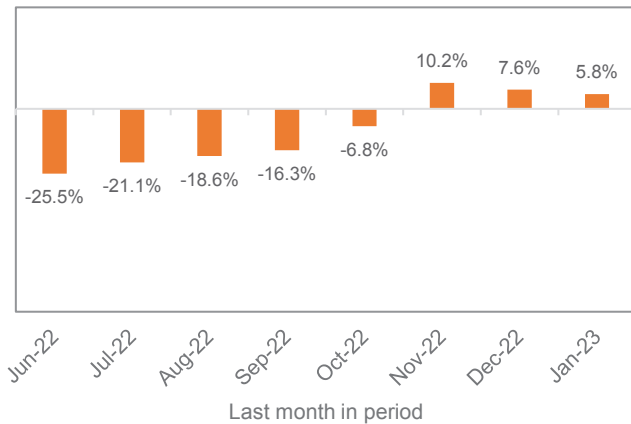
Data thru January 2023

San Diego County New Retail Car and Light Truck Registrations

	Most Recent Two Months			Annual Total			Annual Market Share		
	12/21 & 1/22	12/22 & 1/23	% change	2021	2022	% change	2021	2022	change
Industry Total	21,973	19,978	-9.1%	145,999	131,915	-9.6%	29.8	29.1	-0.7
Cars	6,313	5,739	-9.1%	43,514	38,380	-11.8%	70.2	70.9	0.7
Light Trucks	15,660	14,239	-9.1%	102,485	93,535	-8.7%			

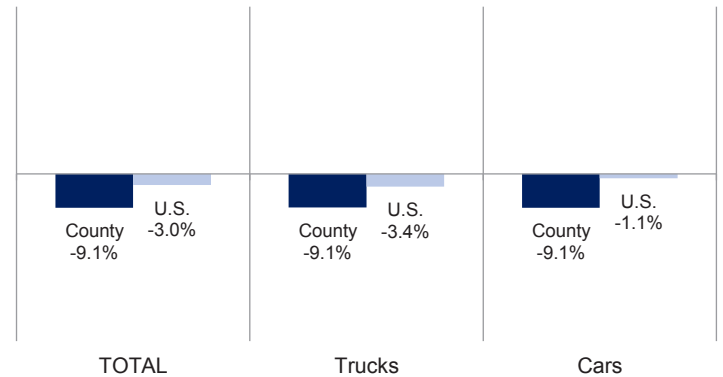
Data sourced from Experian Automotive.

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 sourced from Experian Automotive.

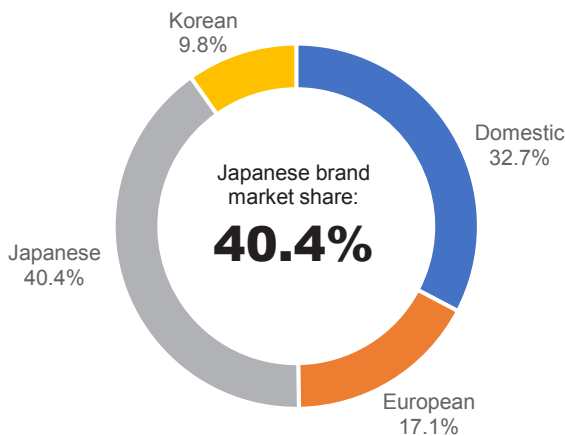
Percent Change in County and U.S. New Retail Light Vehicle Markets Dec '22 & Jan '23 vs. Year Earlier



The graph above compares the change in new retail car and light truck registrations in both the county and U.S. markets. Data sourced from Experian Automotive.

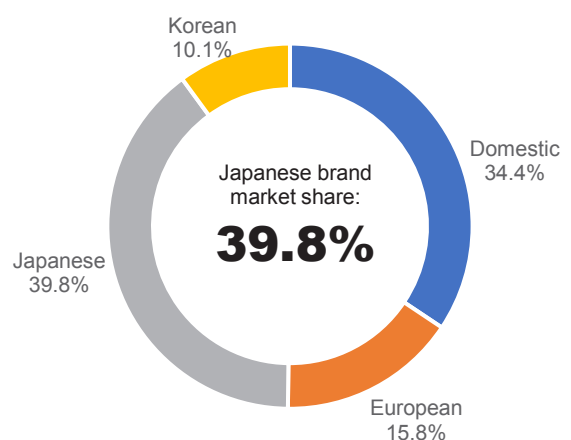
San Diego County Market Shares

Dec. '21 & Jan. '22



San Diego County Market Shares

Dec. '22 & Jan. '23



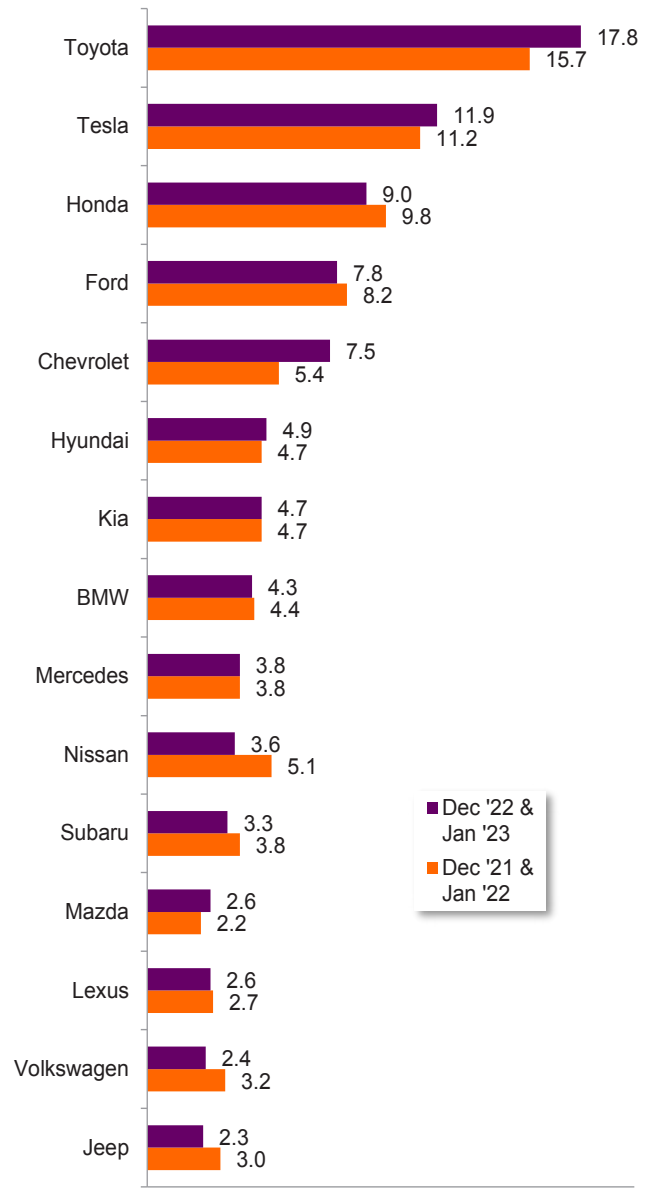
Data Information

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		
	Dec '21 & Jan '22	Dec '22 & Jan '23	% change	Dec '21 & Jan '22	Dec '22 & Jan '23	
Acura	151	119	-21%	0.7%	0.6%	
Alfa Romeo	21	6	-71%	0.1%	0.0%	
Audi	386	321	-17%	1.8%	1.6%	
BMW	959	855	-11%	4.4%	4.3%	
Buick	35	34	-3%	0.2%	0.2%	
Cadillac	88	110	25%	0.4%	0.6%	
Chevrolet	1,192	1,492	25%	5.4%	7.5%	
Chrysler	45	54	20%	0.2%	0.3%	
Dodge	107	78	-27%	0.5%	0.4%	
Ford	1,809	1,557	-14%	8.2%	7.8%	
Genesis	93	82	-12%	0.4%	0.4%	
GMC	226	277	23%	1.0%	1.4%	
Honda	2,153	1,797	-17%	9.8%	9.0%	
Hyundai	1,031	980	-5%	4.7%	4.9%	
Infiniti	47	39	-17%	0.2%	0.2%	
Jaguar	14	24	71%	0.1%	0.1%	
Jeep	666	459	-31%	3.0%	2.3%	
Kia	1,031	947	-8%	4.7%	4.7%	
Land Rover	221	194	-12%	1.0%	1.0%	
Lexus	603	516	-14%	2.7%	2.6%	
Lincoln	38	70	84%	0.2%	0.4%	
Maserati	23	7	-70%	0.1%	0.0%	
Mazda	476	517	9%	2.2%	2.6%	
Mercedes	835	762	-9%	3.8%	3.8%	
MINI	93	95	2%	0.4%	0.5%	
Mitsubishi	36	36	0%	0.2%	0.2%	
Nissan	1,130	720	-36%	5.1%	3.6%	
Other	37	43	16%	0.2%	0.2%	
Polestar	19	15	-21%	0.1%	0.1%	
Porsche	208	160	-23%	0.9%	0.8%	
Ram	495	234	-53%	2.3%	1.2%	
Rivian	20	112		0.1%	0.6%	
Subaru	839	651	-22%	3.8%	3.3%	
Tesla	2,462	2,372	-4%	11.2%	11.9%	
Toyota	3,446	3,549	3%	15.7%	17.8%	
Volkswagen	714	480	-33%	3.2%	2.4%	
Volvo	224	214	-4%	1.0%	1.1%	



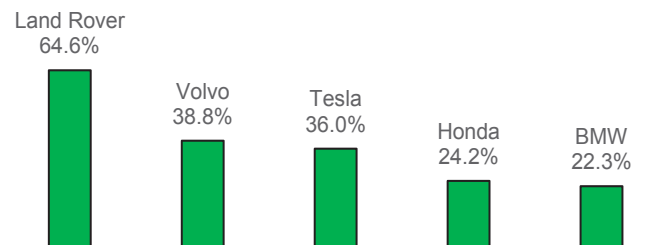
County Market Share for Top 15 Selling Brands Dec '22 & Jan '23 vs. Year Earlier



Top ten ranked brands in each percent change category are shaded gray. Data sourced from Experian Automotive.



Brands On the Move
Largest % increase in registrations during past 3 months (Nov '22 thru Jan '23) vs. preceding 3 months (Aug '22 thru Oct '22) Among top 20 selling brands



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