

San Diego Outlook

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New Car
Dealers Association
San Diego County

Covering the San Diego County automotive market

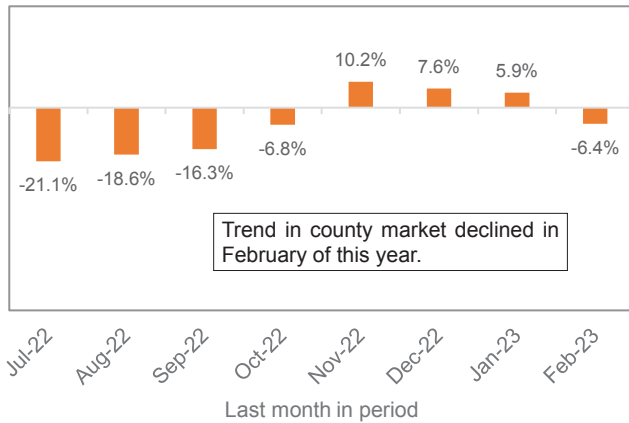
Data thru February 2023

San Diego County New Retail Car and Light Truck Registrations

	February			YTD thru February			YTD Market Share		
	Feb '22	Feb '23	% change	YTD '22	YTD '23	% change	YTD '22	YTD '23	change
Industry Total	13,224	12,948	-2.1%	23,279	23,130	-0.6%	29.4	28.1	-1.3
Cars	3,788	3,763	-0.7%	6,855	6,508	-5.1%	70.6	71.9	1.3
Light Trucks	9,436	9,185	-2.7%	16,424	16,622	1.2%			

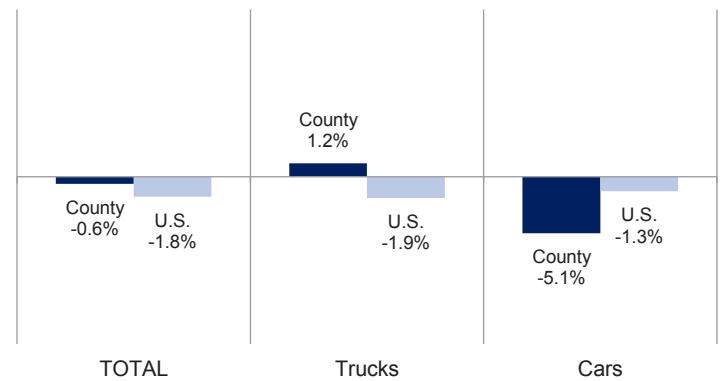
Data sourced from Experian Automotive. Figures for February 2023 are partially estimated.

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



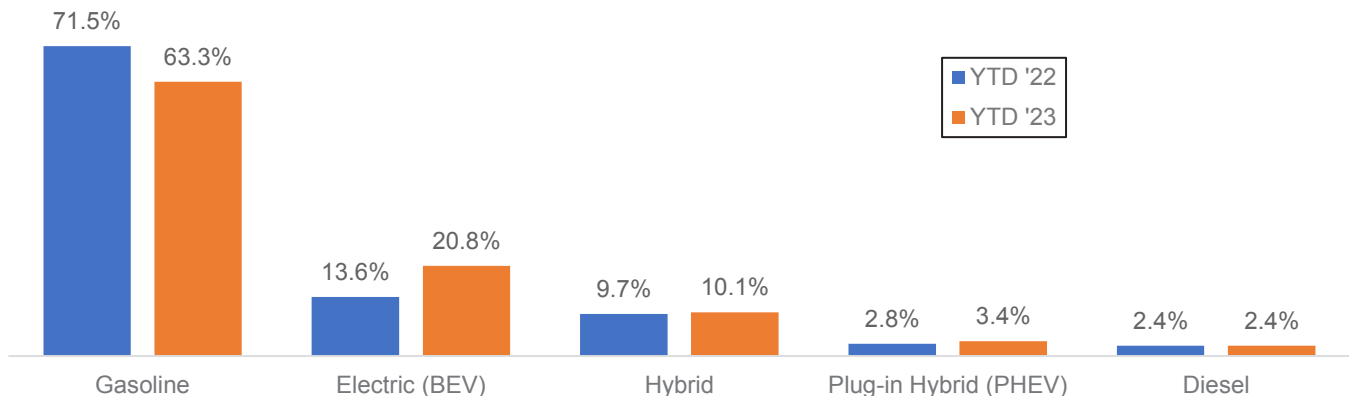
The graph above shows the year-over-year percent change in the three month moving average of new vehicle registrations. Data sourced from Experian Automotive.

Percent Change in County and U.S. New Retail Light Vehicle Markets YTD '23 thru Feb. 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 by Powertrain Type YTD 2022 and YTD 2023, thru February



The graph above shows estimated market share by type of powertrain. Hybrid vehicle market share excludes mild hybrids. Data sourced from Experian Automotive.

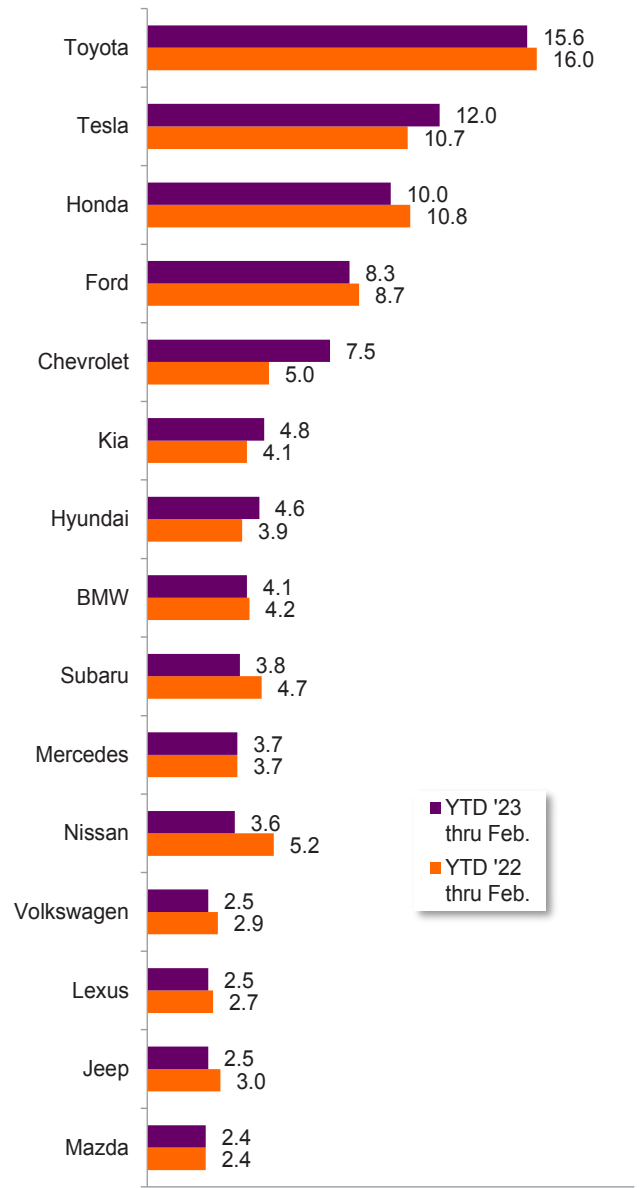
Data Information

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 '22 thru Feb.	YTD '23 thru Feb.	% change	YTD '22 thru Feb.	YTD '23 thru Feb.
Acura	145	142	-2%	0.6%	0.6%
Alfa Romeo	17	13	-24%	0.1%	0.1%
Audi	379	429	13%	1.6%	1.9%
BMW	987	943	-4%	4.2%	4.1%
Buick	26	33	27%	0.1%	0.1%
Cadillac	119	126	6%	0.5%	0.5%
Chevrolet	1,161	1,745	50%	5.0%	7.5%
Chrysler	55	53	-4%	0.2%	0.2%
Dodge	136	89	-35%	0.6%	0.4%
Ford	2,036	1,917	-6%	8.7%	8.3%
Genesis	86	95	10%	0.4%	0.4%
GMC	299	294	-2%	1.3%	1.3%
Honda	2,509	2,305	-8%	10.8%	10.0%
Hyundai	916	1,061	16%	3.9%	4.6%
Infiniti	70	55	-21%	0.3%	0.2%
Jaguar	18	29	61%	0.1%	0.1%
Jeep	701	569	-19%	3.0%	2.5%
Kia	957	1,114	16%	4.1%	4.8%
Land Rover	232	258	11%	1.0%	1.1%
Lexus	639	581	-9%	2.7%	2.5%
Lincoln	56	63	13%	0.2%	0.3%
Maserati	22	11	-50%	0.1%	0.0%
Mazda	564	551	-2%	2.4%	2.4%
Mercedes	852	857	1%	3.7%	3.7%
MINI	102	89	-13%	0.4%	0.4%
Mitsubishi	40	47	18%	0.2%	0.2%
Nissan	1,206	827	-31%	5.2%	3.6%
Other	38	124	226%	0.2%	0.5%
Polestar	29	20	-31%	0.1%	0.1%
Porsche	206	181	-12%	0.9%	0.8%
Ram	447	293	-34%	1.9%	1.3%
Rivian	15	121		0.1%	0.5%
Subaru	1,100	868	-21%	4.7%	3.8%
Tesla	2,494	2,776	11%	10.7%	12.0%
Toyota	3,726	3,600	-3%	16.0%	15.6%
Volkswagen	664	570	-14%	2.9%	2.5%
Volvo	230	281	22%	1.0%	1.2%



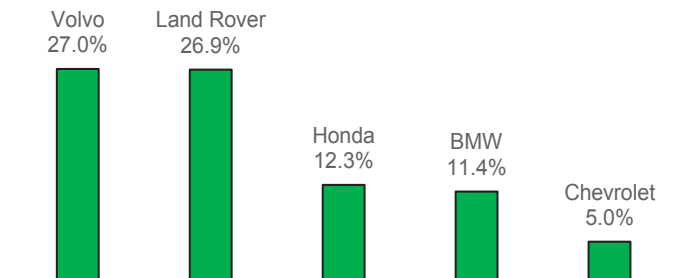
County Market Share for Top 15 Selling Brands YTD '23 thru Feb. vs. Year Earlier



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 (Dec '22 thru Feb '23) vs. preceding 3 months (Sep '22 thru Nov '22) Among top 20 selling brands



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