

San Diego Outlook

Released by:
New Car
Dealers Association
San Diego County

Covering the San Diego County automotive market

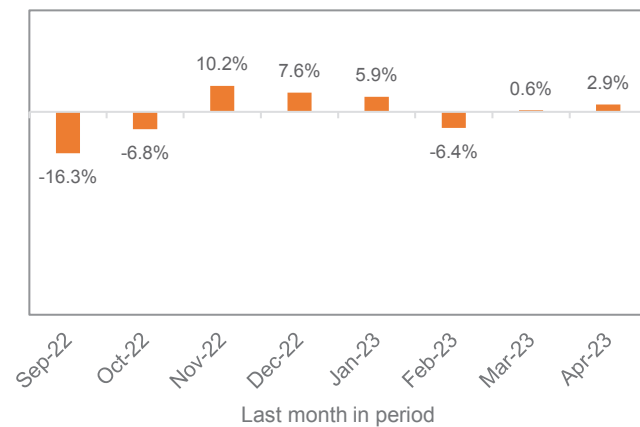
Data thru April 2023

San Diego County New Retail Car and Light Truck Registrations

	Most Recent Two Months			YTD thru April			YTD Market Share		
	3/22 & 4/22	3/23 & 4/23	% change	YTD '22	YTD '23	% change	YTD '22	YTD '23	change
Industry Total	21,037	22,302	6.0%	44,315	45,443	2.5%	28.5	28.4	-0.1
Cars	5,772	6,387	10.7%	12,627	12,902	2.2%	71.5	71.6	0.1
Light Trucks	15,265	15,915	4.3%	31,688	32,541	2.7%			

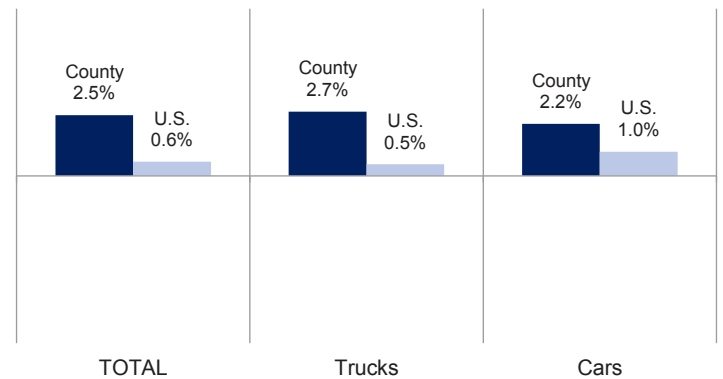
Data sourced from Experian Automotive. April '23 figures partially estimated.

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



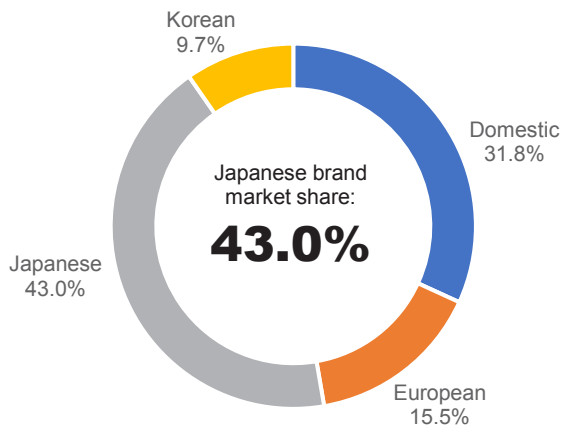
The graph above shows the year-over-year percent change in the three month moving average of new vehicle registrations. Data sourced from Experian Automotive.

Percent Change in County and U.S. New Retail Light Vehicle Markets YTD '23 thru April vs. Year Earlier

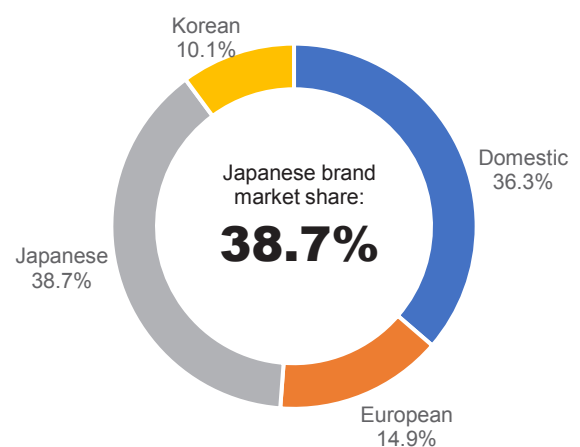


The graph above compares the change in new retail car and light truck registrations in both the county and U.S. markets. Data sourced from Experian Automotive.

San Diego County Market Shares YTD '22 thru Apr.



San Diego County Market Shares YTD '23 thru Apr.



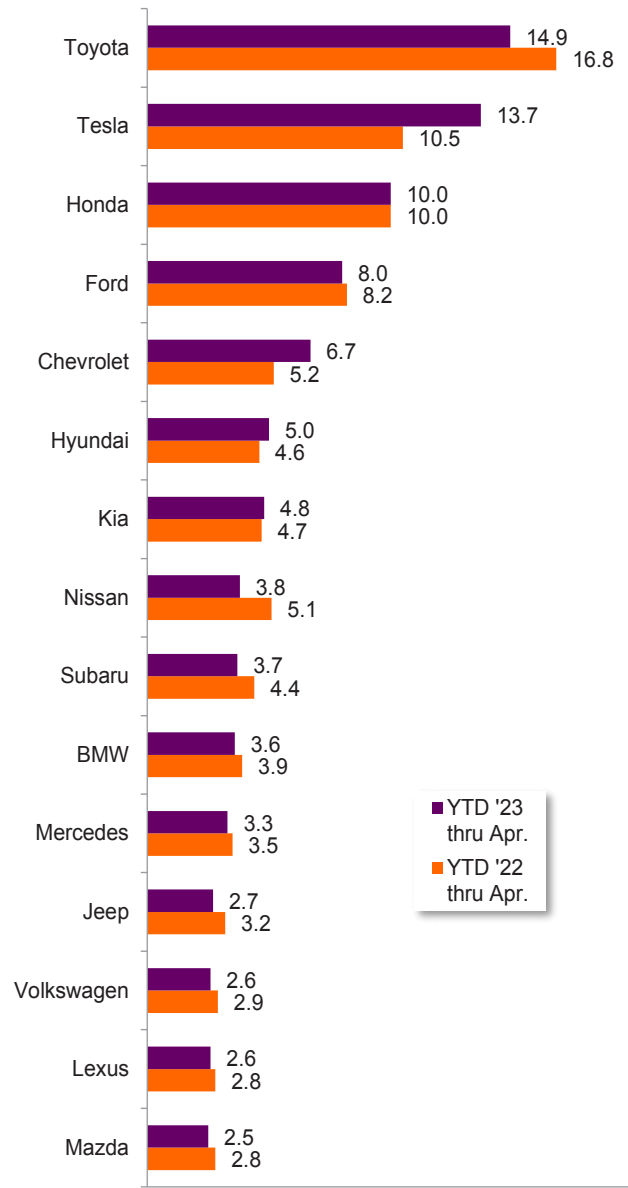
Data Information

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 Apr.	YTD '23 thru Apr.	% change	YTD '22 thru Apr.	YTD '23 thru Apr.
Acura	322	294	-9%	0.7%	0.6%
Alfa Romeo	30	27	-10%	0.1%	0.1%
Audi	734	829	13%	1.7%	1.8%
BMW	1,725	1,635	-5%	3.9%	3.6%
Buick	46	77	67%	0.1%	0.2%
Cadillac	216	268	24%	0.5%	0.6%
Chevrolet	2,283	3,060	34%	5.2%	6.7%
Chrysler	89	104	17%	0.2%	0.2%
Dodge	233	206	-12%	0.5%	0.5%
Ford	3,632	3,654	1%	8.2%	8.0%
Genesis	170	173	2%	0.4%	0.4%
GMC	539	558	4%	1.2%	1.2%
Honda	4,441	4,531	2%	10.0%	10.0%
Hyundai	2,038	2,259	11%	4.6%	5.0%
Infiniti	117	116	-1%	0.3%	0.3%
Jaguar	55	47	-15%	0.1%	0.1%
Jeep	1,438	1,222	-15%	3.2%	2.7%
Kia	2,083	2,170	4%	4.7%	4.8%
Land Rover	412	445	8%	0.9%	1.0%
Lexus	1,227	1,193	-3%	2.8%	2.6%
Lincoln	96	104	8%	0.2%	0.2%
Maserati	48	29	-40%	0.1%	0.1%
Mazda	1,219	1,137	-7%	2.8%	2.5%
Mercedes	1,534	1,506	-2%	3.5%	3.3%
MINI	172	174	1%	0.4%	0.4%
Mitsubishi	79	93	18%	0.2%	0.2%
Nissan	2,276	1,727	-24%	5.1%	3.8%
Other	76	213	180%	0.2%	0.5%
Polestar	53	30	-43%	0.1%	0.1%
Porsche	360	310	-14%	0.8%	0.7%
Ram	820	615	-25%	1.9%	1.4%
Rivian	54	290		0.1%	0.6%
Subaru	1,936	1,700	-12%	4.4%	3.7%
Tesla	4,653	6,245	34%	10.5%	13.7%
Toyota	7,449	6,780	-9%	16.8%	14.9%
Volkswagen	1,271	1,160	-9%	2.9%	2.6%
Volvo	389	462	19%	0.9%	1.0%



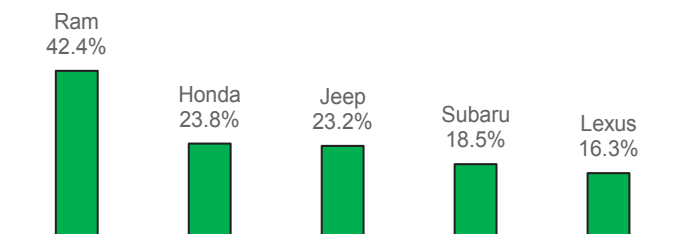
County Market Share for Top 15 Selling Brands YTD '23 thru April vs. Year Earlier



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



This report is sponsored by the New Car Dealers Association San Diego County (858-550-0080) and produced by Auto Outlook (610-640-1233). Any material quoted must be attributed to San Diego Auto Outlook, published by Auto Outlook, Inc. on behalf of NCDA San Diego County. Data source must also be shown as "Data sourced from Experian Automotive." Please contact the Association with any questions or comments regarding the publication.

Copyright May 2023.