

San Diego Outlook

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New Car
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San Diego County

Covering the San Diego County automotive market

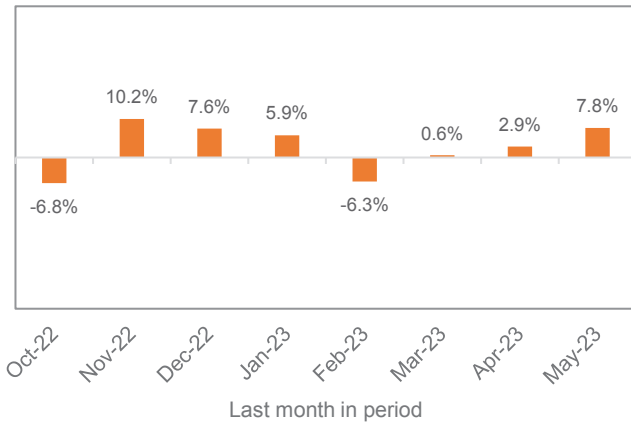
Data thru May 2023

San Diego County New Retail Car and Light Truck Registrations

	Most Recent Two Months			YTD thru May			YTD Market Share		
	4/22 & 5/22	4/23 & 5/23	% change	YTD '22	YTD '23	% change	YTD '22	YTD '23	change
Industry Total	21,006	23,144	10.2%	54,818	57,156	4.3%	28.4	28.7	0.3
Cars	5,702	6,790	19.1%	15,561	16,382	5.3%	71.6	71.3	-0.3
Light Trucks	15,304	16,354	6.9%	39,257	40,774	3.9%			

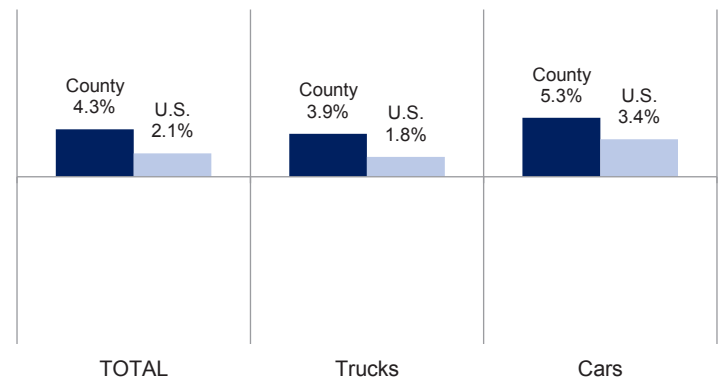
Data sourced from Experian Automotive. Figures for May 2023 are partially estimated.

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



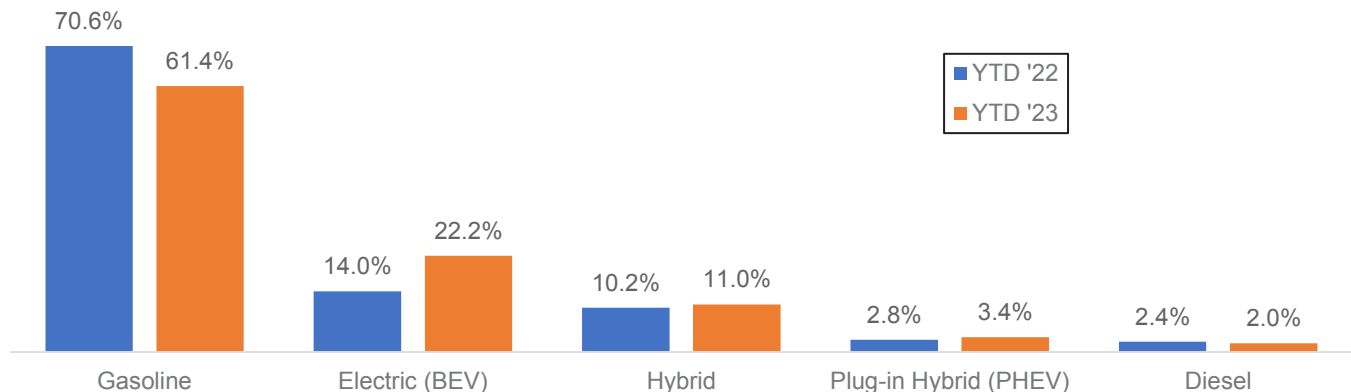
The graph above shows the year-over-year percent change in the three month moving average of new vehicle registrations. Data sourced from Experian Automotive.

Percent Change in County and U.S. New Retail Light Vehicle Markets YTD '23 thru May 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 May



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

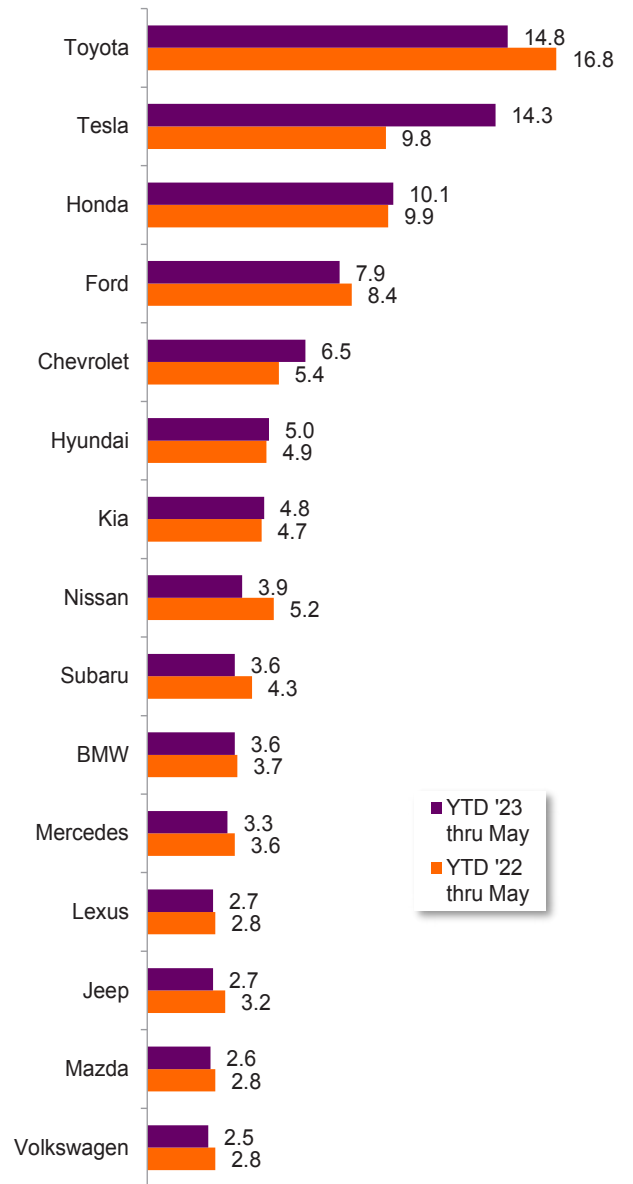
Data Information

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 May	YTD '23 thru May	% change	YTD '22 thru May	YTD '23 thru May
Acura	422	381	-10%	0.8%	0.7%
Alfa Romeo	44	33	-25%	0.1%	0.1%
Audi	939	1,050	12%	1.7%	1.8%
BMW	2,054	2,048	0%	3.7%	3.6%
Buick	68	96	41%	0.1%	0.2%
Cadillac	264	327	24%	0.5%	0.6%
Chevrolet	2,957	3,689	25%	5.4%	6.5%
Chrysler	105	128	22%	0.2%	0.2%
Dodge	278	263	-5%	0.5%	0.5%
Ford	4,584	4,493	-2%	8.4%	7.9%
Genesis	218	219	0%	0.4%	0.4%
GMC	660	705	7%	1.2%	1.2%
Honda	5,406	5,773	7%	9.9%	10.1%
Hyundai	2,681	2,862	7%	4.9%	5.0%
Infiniti	155	138	-11%	0.3%	0.2%
Jaguar	64	51	-20%	0.1%	0.1%
Jeep	1,779	1,525	-14%	3.2%	2.7%
Kia	2,584	2,720	5%	4.7%	4.8%
Land Rover	501	522	4%	0.9%	0.9%
Lexus	1,526	1,546	1%	2.8%	2.7%
Lincoln	112	138	23%	0.2%	0.2%
Maserati	55	34	-38%	0.1%	0.1%
Mazda	1,534	1,496	-2%	2.8%	2.6%
Mercedes	1,968	1,884	-4%	3.6%	3.3%
MINI	195	205	5%	0.4%	0.4%
Mitsubishi	103	115	12%	0.2%	0.2%
Nissan	2,848	2,201	-23%	5.2%	3.9%
Other	104	262	152%	0.2%	0.5%
Polestar	67	36	-46%	0.1%	0.1%
Porsche	475	417	-12%	0.9%	0.7%
Ram	989	758	-23%	1.8%	1.3%
Rivian	78	343		0.1%	0.6%
Subaru	2,343	2,079	-11%	4.3%	3.6%
Tesla	5,390	8,183	52%	9.8%	14.3%
Toyota	9,233	8,457	-8%	16.8%	14.8%
Volkswagen	1,527	1,414	-7%	2.8%	2.5%
Volvo	508	565	11%	0.9%	1.0%



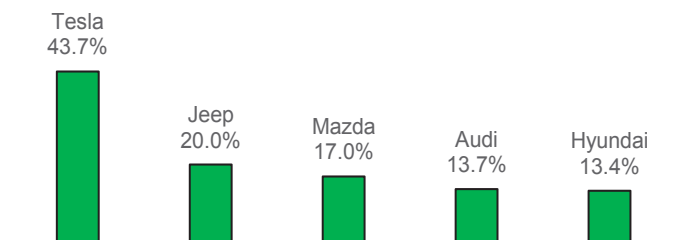
County Market Share for Top 15 Selling Brands YTD '23 thru May vs. Year Earlier



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



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