

San Diego Outlook

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New Car
Dealers Association
San Diego County

Covering the San Diego County automotive market

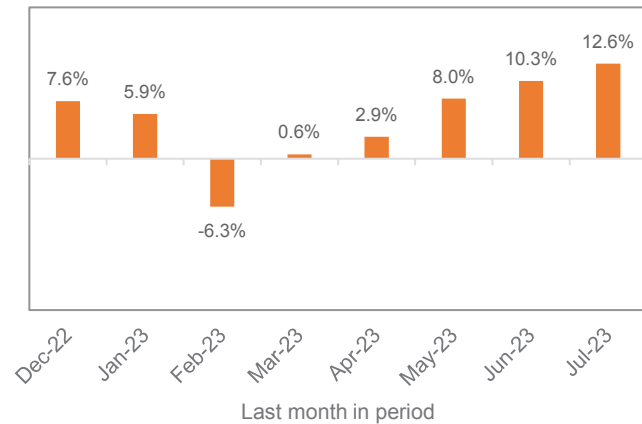
Data thru July 2023

San Diego County New Retail Car and Light Truck Registrations

	Most Recent Two Months			YTD thru July			YTD Market Share		
	6/22 & 7/22	6/23 & 7/23	% change	YTD '22	YTD '23	% change	YTD '22	YTD '23	change
Industry Total	22,840	25,784	12.9%	77,657	82,972	6.8%	28.7	28.4	-0.3
Cars	6,757	7,334	8.5%	22,318	23,598	5.7%	71.3	71.6	0.3
Light Trucks	16,083	18,450	14.7%	55,339	59,374	7.3%			

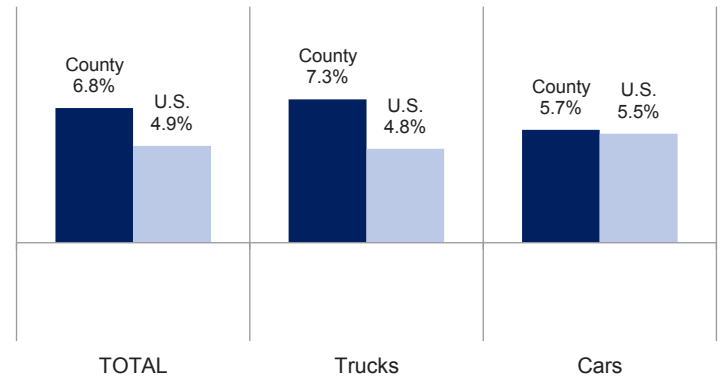
Data sourced from Experian Automotive. July '23 figures partially estimated.

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



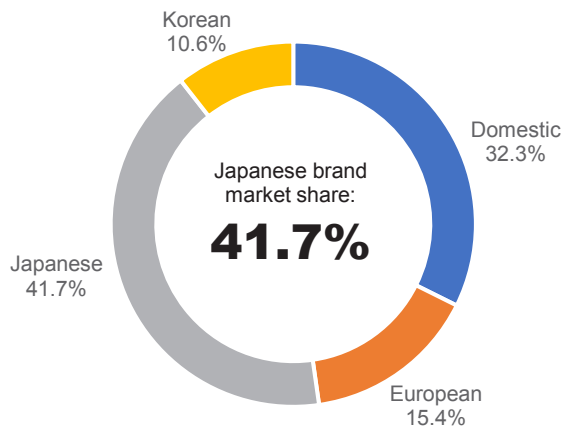
The graph above shows the year-over-year percent change in the three month moving average of new vehicle registrations. Data sourced from Experian Automotive.

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

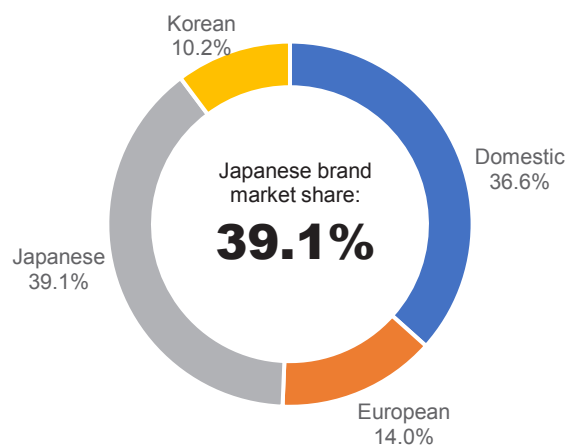


The graph above compares the change in new retail car and light truck registrations in both the county and U.S. markets. Data sourced from Experian Automotive.

San Diego County Market Shares YTD '22 thru July



San Diego County Market Shares YTD '23 thru July



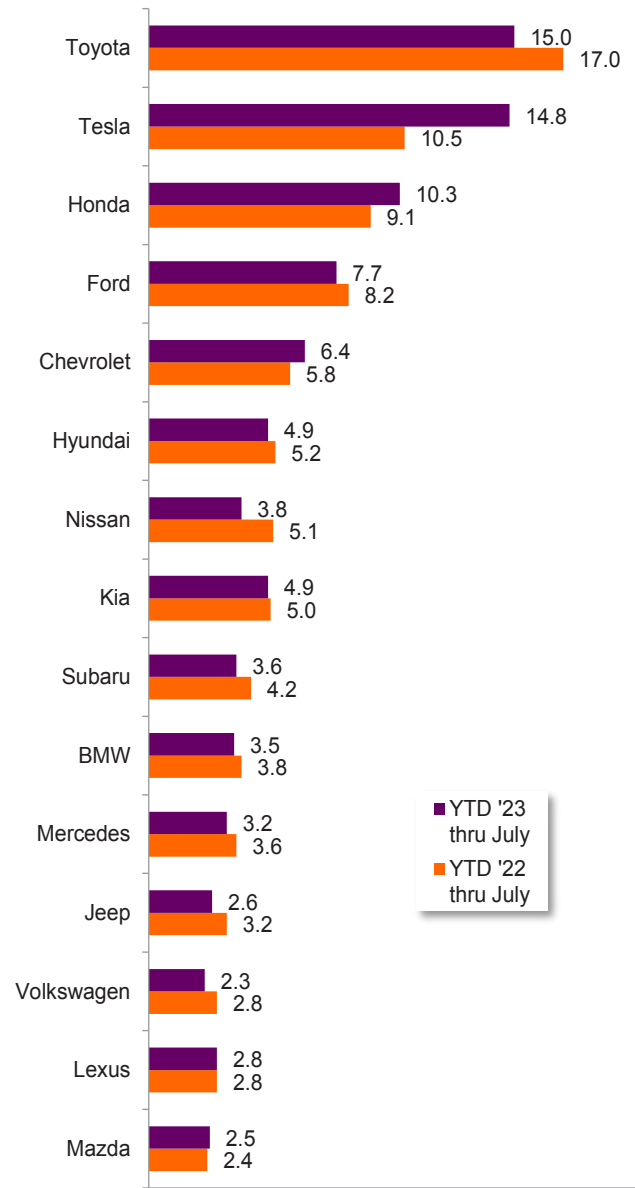
Data Information

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 July	YTD '23 thru July	% change	YTD '22 thru July	YTD '23 thru July
Acura	562	567	1%	0.7%	0.7%
Alfa Romeo	62	37	-40%	0.1%	0.0%
Audi	1,347	1,441	7%	1.7%	1.7%
BMW	2,915	2,898	-1%	3.8%	3.5%
Buick	94	134	43%	0.1%	0.2%
Cadillac	365	448	23%	0.5%	0.5%
Chevrolet	4,492	5,308	18%	5.8%	6.4%
Chrysler	180	200	11%	0.2%	0.2%
Dodge	388	393	1%	0.5%	0.5%
Ford	6,381	6,430	1%	8.2%	7.7%
Genesis	289	337	17%	0.4%	0.4%
GMC	941	1,050	12%	1.2%	1.3%
Honda	7,029	8,586	22%	9.1%	10.3%
Hyundai	4,031	4,051	0%	5.2%	4.9%
Infiniti	225	204	-9%	0.3%	0.2%
Jaguar	84	63	-25%	0.1%	0.1%
Jeep	2,460	2,140	-13%	3.2%	2.6%
Kia	3,892	4,088	5%	5.0%	4.9%
Land Rover	632	679	7%	0.8%	0.8%
Lexus	2,156	2,305	7%	2.8%	2.8%
Lincoln	171	175	2%	0.2%	0.2%
Maserati	72	55	-24%	0.1%	0.1%
Mazda	1,887	2,108	12%	2.4%	2.5%
Mercedes	2,778	2,664	-4%	3.6%	3.2%
MINI	273	269	-1%	0.4%	0.3%
Mitsubishi	147	151	3%	0.2%	0.2%
Nissan	3,925	3,126	-20%	5.1%	3.8%
Other	165	327	98%	0.2%	0.4%
Polestar	100	43	-57%	0.1%	0.1%
Porsche	641	599	-7%	0.8%	0.7%
Ram	1,329	1,071	-19%	1.7%	1.3%
Rivian	183	588	221%	0.2%	0.7%
Subaru	3,260	2,991	-8%	4.2%	3.6%
Tesla	8,117	12,295	51%	10.5%	14.8%
Toyota	13,180	12,420	-6%	17.0%	15.0%
Volkswagen	2,167	1,942	-10%	2.8%	2.3%
Volvo	737	789	7%	0.9%	1.0%



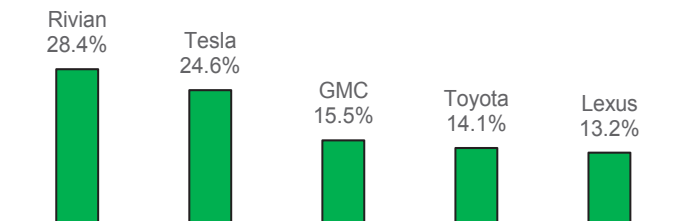
County Market Share for Top 15 Selling Brands YTD '23 thru July vs. Year Earlier



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 (May '23 thru Jul '23) vs. preceding 3 months (Feb '23 thru Apr '23) Among top 20 selling brands



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