San Diego Outlook

Covering the San Diego County automotive market   **Data thru August 2023**

San Diego County New Retail Car and Light Truck Registrations

|	Most Recent Two Months			YTD thru August			YTD Market Share		
	7/22 & 8/22	7/23 & 8/23	% change	YTD '22	YTD '23	% change	YTD '22	YTD '23	change
Industry Total	19,350	25,682	32.7%	87,045	97,078	11.5%			
Cars	5,617	7,836	39.5%	24,954	27,849	11.6%	28.7	28.7	0.0
Light Trucks	13,733	17,846	29.9%	62,091	69,229	11.5%	71.3	71.3	0.0

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

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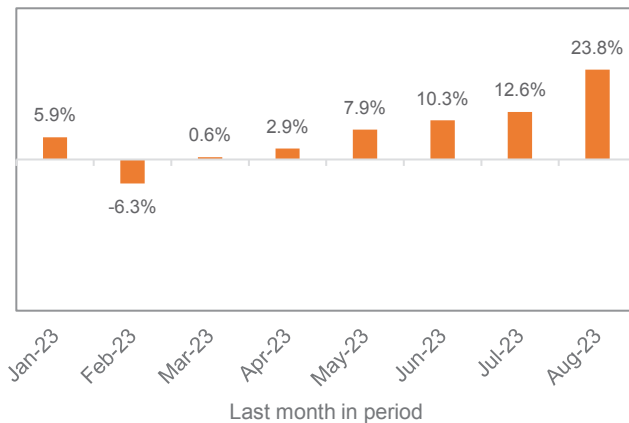

The graph above shows the year-over-year percent change in the three month moving average of new vehicle registrations. Data sourced from Experian Automotive.

Percent Change in County and U.S. New Retail Light Vehicle Markets YTD '23 thru August vs. Year Earlier
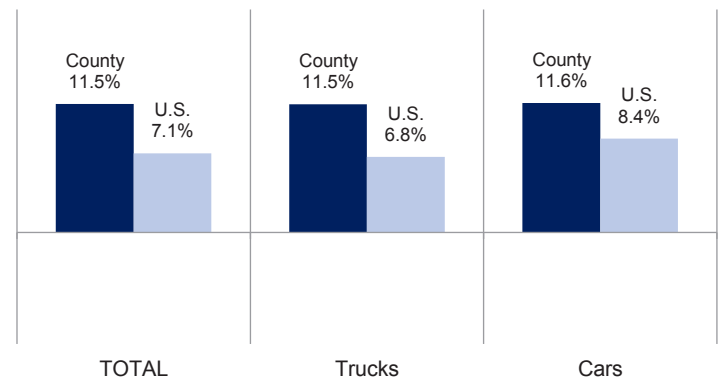
The graph above compares the change in new retail car and light truck registrations in both the county and U.S. markets.
Data sourced from Experian Automotive.

San Diego County Market Shares by Powertrain Type YTD 2022 and YTD 2023, thru August
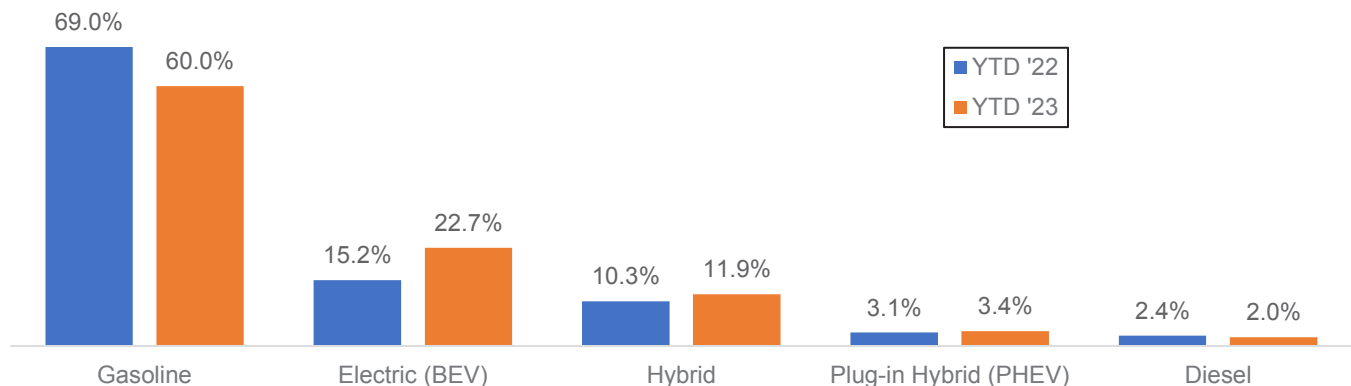
The graph above shows market share by type of powertrain. Hybrid vehicle market share excludes mild hybrids.
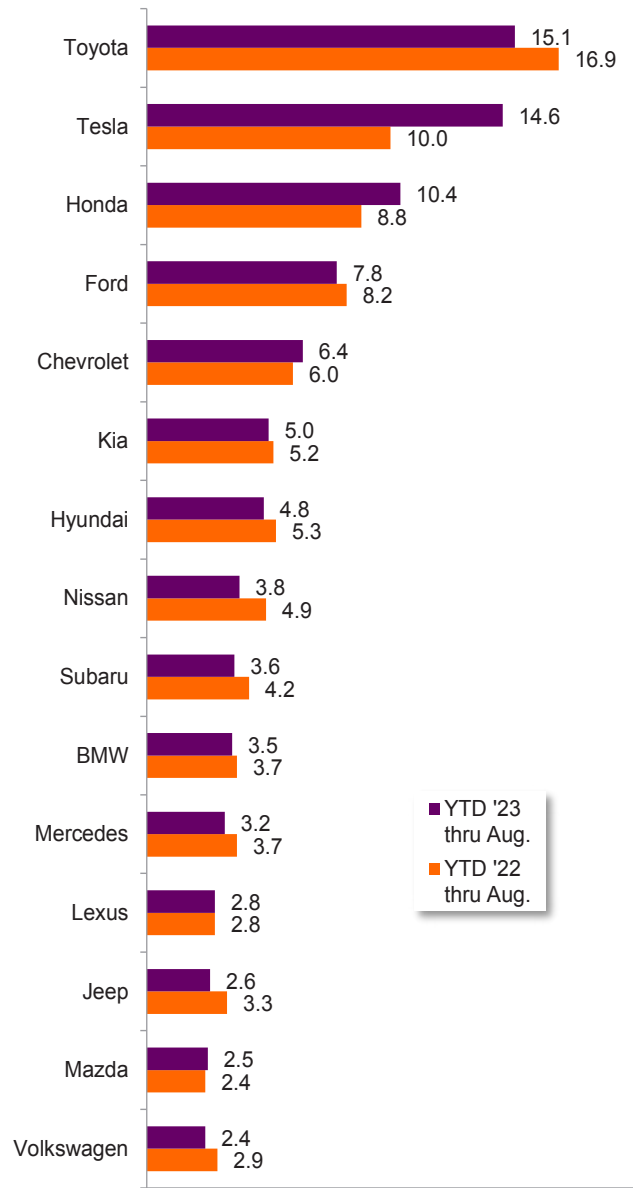Data sourced from Experian Automotive.

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 Aug.	YTD '23 thru Aug.	% change	YTD '22 thru Aug.	YTD '23 thru Aug.

	YTD '22 thru Aug.	YTD '23 thru Aug.	% change	YTD '22 thru Aug.	YTD '23 thru Aug.
Acura	613	660	8%	0.7%	0.7%
Alfa Romeo	67	40	-40%	0.1%	0.0%
Audi	1,542	1,711	11%	1.8%	1.8%
BMW	3,244	3,376	4%	3.7%	3.5%
Buick	99	155	57%	0.1%	0.2%
Cadillac	419	512	22%	0.5%	0.5%
Chevrolet	5,245	6,197	18%	6.0%	6.4%
Chrysler	217	236	9%	0.2%	0.2%
Dodge	442	454	3%	0.5%	0.5%
Ford	7,147	7,544	6%	8.2%	7.8%
Genesis	338	401	19%	0.4%	0.4%
GMC	1,071	1,218	14%	1.2%	1.3%
Honda	7,687	10,091	31%	8.8%	10.4%
Hyundai	4,619	4,648	1%	5.3%	4.8%
Infiniti	245	251	2%	0.3%	0.3%
Jaguar	96	76	-21%	0.1%	0.1%
Jeep	2,843	2,478	-13%	3.3%	2.6%
Kia	4,506	4,832	7%	5.2%	5.0%
Land Rover	678	789	16%	0.8%	0.8%
Lexus	2,448	2,751	12%	2.8%	2.8%
Lincoln	188	203	8%	0.2%	0.2%
Maserati	81	66	-19%	0.1%	0.1%
Mazda	2,091	2,462	18%	2.4%	2.5%
Mercedes	3,197	3,076	-4%	3.7%	3.2%
MINI	326	307	-6%	0.4%	0.3%
Mitsubishi	157	171	9%	0.2%	0.2%
Nissan	4,275	3,698	-13%	4.9%	3.8%
Other	197	377	91%	0.2%	0.4%
Polestar	117	49	-58%	0.1%	0.1%
Porsche	751	719	-4%	0.9%	0.7%
Ram	1,496	1,249	-17%	1.7%	1.3%
Rivian	200	661	231%	0.2%	0.7%
Subaru	3,694	3,537	-4%	4.2%	3.6%
Tesla	8,708	14,181	63%	10.0%	14.6%
Toyota	14,683	14,684	0%	16.9%	15.1%
Volkswagen	2,514	2,287	-9%	2.9%	2.4%
Volvo	804	931	16%	0.9%	1.0%

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

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

Brand	YTD '23 thru Aug.	YTD '22 thru Aug.
Toyota	15.1	16.9
Tesla	14.6	10.0
Honda	10.4	8.8
Ford	7.8	8.2
Chevrolet	6.4	6.0
Kia	5.0	5.2
Hyundai	4.8	5.3
Nissan	3.8	4.9
Subaru	3.6	4.2
BMW	3.5	3.7
Mercedes	3.2	3.7
Lexus	2.8	2.8
Jeep	2.6	3.3
Mazda	2.5	2.4
Volkswagen	2.4	2.9

Brands On the Move

Largest % increase in registrations during past 3 months (Jun '23 thru Aug '23) vs. preceding 3 months (Mar '23 thru May '23) Among top 20 selling brands

Brand	%
Rivian	43.2%
Kia	31.2%
Chevrolet	29.1%
Volvo	28.0%
Toyota	27.2%