# San Diego Auto Outlook

**NCDA NEW CAR DEALERS ASSOCIATION SAN DIEGO COUNTY**

**Comprehensive information on the San Diego County new vehicle market**

FORECAST

## New Vehicle Market Predicted to Trend Higher During Next Two Years

### Key factors boosting new vehicle sales

**Pent-up demand is growing.** New vehicle registrations since the onset of the pandemic have been well below average. And although sales recovered from the low point of the recession in 2009, it took several years for the market to rebound. The pent-up demand that accrued between 2009 and 2015 had barely been released before the pandemic and ensuing supply chain issues boosted the total again. Pent-up demand will support new vehicle sales for several years.

**Employment and household incomes are strong.** As mentioned on the right, recession is still a possibility and affordability has weakened, but the unemployment rate is low and wage growth is steady.

**Impressive array of new products.** Today's new vehicles offer significant improvements compared to the average 10 year old car. Aside from the fact that their current vehicle may be wearing out, advances in safety features, performance, alternative powertrains, and infotainment are all factors luring shoppers into dealerships.

### Key factors holding back new vehicle sales

**Interest rates are high.** The prime interest rate has increased by more than five points during the past three years, placing significant upward pressure on vehicle loan and lease payments.

**Vehicle prices are high.** Average transaction prices moved higher last year due to supply chain issues, inflationary pressures, and higher vehicle content. Escalating prices and higher rates have weakened vehicle affordability, which will be an issue holding back sales.

**Soft landing not guaranteed.** Most economists expect growth to remain positive despite higher interest rates, but this is not a sure thing. The economy is essentially at break even right now, and it wouldn't take much to push it to recession.
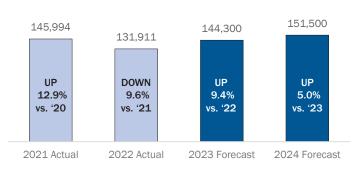
**Other threats.** After being put on hold since the pandemic hit in March of 2020, student loan payments are restarting, gas prices are high, excess household savings have been depleted, and if the UAW strike lingers, sales could be impacted.

### Key Trends in San Diego County Market

» Forecast summary: pent-up demand will provide momentum for the new vehicle market over the next 15 months, while the negative factors will place a ceiling on how high sales can go.

» County new retail light vehicle registrations are predicted to increase 9.4% this year and 5.0% in 2024.

» Registrations exceeded 36,000 units in the Third Quarter of this year and increased 17.3% versus depressed year-earlier levels.

» Battery electric vehicles accounted for 22.4% of the market in the first nine months of this year, up from 15.5% last year. BEV share decreased slightly from the Second to the Third Quarter of 2023, however (see page 4).

» Rivian, Buick, Tesla, Honda, and Cadillac had the largest percentage increases so far this year.

## Forecast for County New Retail Light Vehicle Registrations



| | 2021 Actual | 2022 Actual | 2023 Forecast | 2024 Forecast |
|---|---|---|---|---|
| | 145,994 | 131,911 | 144,300 | 151,500 |
| | UP 12.9% vs. '20 | DOWN 9.6% vs. '21 | UP 9.4% vs. '22 | UP 5.0% vs. '23 |

The graph above shows annual new retail light vehicle registrations in 2021 and 2022 and Auto Outlook's projections for 2023 and 2024.
Historical data sourced from Experian Automotive.

## Market Summary

| | YTD '22 Sept. | YTD '23 Sept. | % Chg. '22 to '23 | Mkt. Share YTD '23 |
|---|---|---|---|---|
| TOTAL | 98,823 | 107,924 | 9.2% | |
| Car | 28,474 | 30,946 | 8.7% | 28.7% |
| Light Truck | 70,349 | 76,978 | 9.4% | 71.3% |
| Domestic | 32,280 | 38,896 | 20.5% | 36.0% |
| European | 15,495 | 15,125 | -2.4% | 14.0% |
| Japanese | 40,231 | 42,865 | 6.5% | 39.7% |
| Korean | 10,817 | 11,038 | 2.0% | 10.2% |

Domestics consist of vehicles sold by GM, Ford, Stellantis (excluding Alfa Romeo and FIAT), Tesla, Rivian, and Lucid.
Data sourced from Experian Automotive.

# San Diego County New Vehicle Market Dashboard

## COUNTY MARKET VS. U.S.

**% Change In
New Retail Market
YTD 2023 thru September
vs.
YTD 2022**

**San Diego County**

## UP 9.2%

**U.S.**

## UP 7.0%

New retail light vehicle registrations in San Diego County increased by 9.2% during the first nine months of this year, higher than the 7.0% improvement in the Nation.

Data sourced from Experian Automotive.

## TRACKING ECONOMIC INDICATORS

**Monthly Unemployment Rates in San Diego County**

**Average Hourly Earnings for All Workers in County - Aug. 2023**

The county unemployment rate was 4.3% in August of this year. Wages were up slightly versus year earlier. Consumer sentiment remains subdued, while GDP growth has stayed positive during the past four quarters.

| AUGUST 2022 | JULY 2023 | AUGUST 2023 |
|:---:|:---:|:---:|
| SU MO TU WE TH FR SA | SU MO TU WE TH FR SA | SU MO TU WE TH FR SA |
| **3.5%** | **3.9%** | **4.3%** |

**$36.36**

Up $0.38 vs. year earlier

**University of Michigan Consumer Sentiment (U.S.)**

**Key Values During Past 10 Years**

10 year high - 101.4 (Mar. 2018)

12 month high - 71.6 (July 2023)

**Most recent - 67.7 (Sept. 2023)**

10 year low - 50.0 (Jun. 2022)

**Percent Change in U.S. Gross Domestic Product**

**Change vs. previous quarter**

Chg. vs. preceding quarter — Quarter: 21.1 21.2 21.3 21.4 22.1 22.2 22.3 22.4 23.1 23.2

Sources: Bureau of Labor Statistics, University of Michigan, and U.S. Bureau of Econ. Analysis.

# San Diego County New Vehicle Market Dashboard

## MARKET PERFORMANCE DURING PAST TWO YEARS

**San Diego County Quarterly Registrations**

**Seasonally Adjusted Annual Rate, Converted to Equivalent U.S. New Vehicle Market SAAR (millions of units)**

Millions

| Quarter | Value |
|---------|-------|
| Q3 '21 | 15.0 |
| Q4 '21 | 13.6 |
| Q1 '22 | 14.7 |
| Q2 '22 | 14.2 |
| Q3 '22 | 13.8 |
| Q4 '22 | 14.3 |
| Q1 '23 | 14.8 |
| Q2 '23 | 15.6 |
| Q3 '23 | 15.9 |

Data sourced from Experian Automotive. SAAR estimates: Auto Outlook.
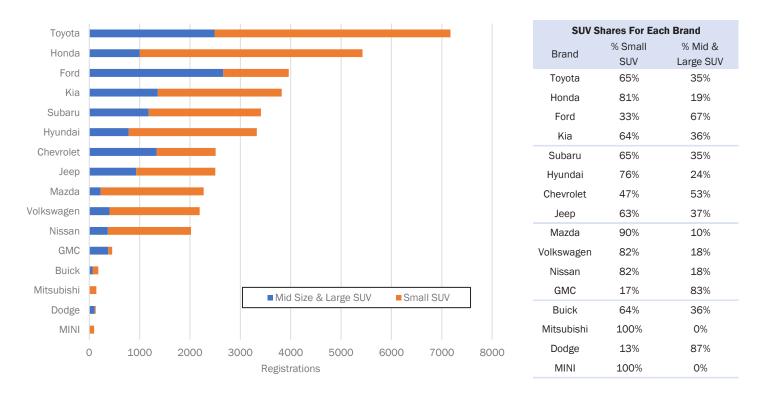
The graph on the left provides an easily recognizable way to gauge the strength of the county market. It shows quarterly registrations based on a seasonally adjusted annual rate. These figures are then indexed to SAAR sales figures for the U.S. new vehicle market. So just like in the national market, when the quarterly SAAR is above 17 million units, the county market is strong, 15 million is about average, and below 13 million is weak. Equivalent SAAR levels in the county increased from 15.6 million in the Second Quarter of this year to 15.9 million in the Third Quarter.

## NON LUXURY BRAND SUV RANKINGS
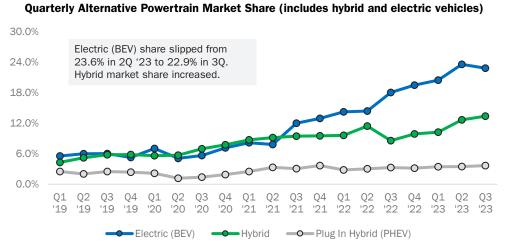
### New Registrations by Brand for Mid Size/Large and Small Non Luxury SUVs in County Market - YTD '23 thru September



Legend: ■ Mid Size & Large SUV  ■ Small SUV

| SUV Shares For Each Brand | | |
|---|---|---|
| Brand | % Small SUV | % Mid & Large SUV |
| Toyota | 65% | 35% |
| Honda | 81% | 19% |
| Ford | 33% | 67% |
| Kia | 64% | 36% |
| Subaru | 65% | 35% |
| Hyundai | 76% | 24% |
| Chevrolet | 47% | 53% |
| Jeep | 63% | 37% |
| Mazda | 90% | 10% |
| Volkswagen | 82% | 18% |
| Nissan | 82% | 18% |
| GMC | 17% | 83% |
| Buick | 64% | 36% |
| Mitsubishi | 100% | 0% |
| Dodge | 13% | 87% |
| MINI | 100% | 0% |

The graph shows registrations by brand for Mid Size/Large SUVs (blue bar) and Small SUVs (orange bar). Table shows the percentage breakdown for each brand. Toyota was the best-selling non luxury SUV brand, with Small SUV registrations accounting for 65% of total. Data sourced from Experian Automotive.

# Vehicle Powertrain Dashboard

**Quarterly Alternative Powertrain Market Share (includes hybrid and electric vehicles)**

Electric (BEV) share slipped from 23.6% in 2Q '23 to 22.9% in 3Q. Hybrid market share increased.



Legend: Electric (BEV) — Hybrid — Plug In Hybrid (PHEV)

Data sourced from Experian Automotive. Hybrid vehicle market share excludes mild hybrids.

**YTD Share by Engine Type (2022 and 2023, thru Sept.)**

|                        | YTD '22 | YTD '23 |
|------------------------|---------|---------|
| Electric (BEV)         | 15.5%   | 22.4%   |
| Hybrid                 | 9.9%    | 12.2%   |
| Plug In Hybrid (PHEV)  | 3.0%    | 3.5%    |

**Alternative Powertrain Registrations in San Diego County by Brand YTD 2023 thru September**



Tesla was the top-seller. Toyota was second with hybrids accounting for the majority of sales.

Legend: BEV — Hybrid — PHEV

**Market Share for Top 25 Selling BEVs, PHEVs, and Hybrids YTD '23 thru September**

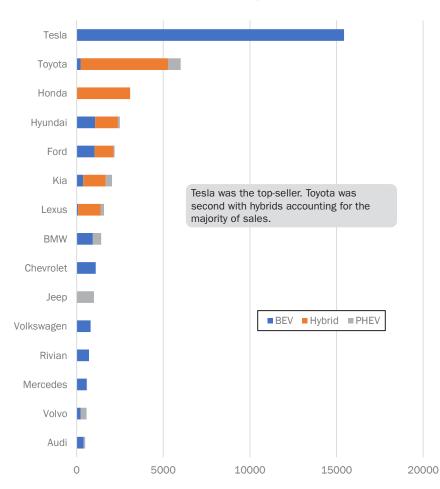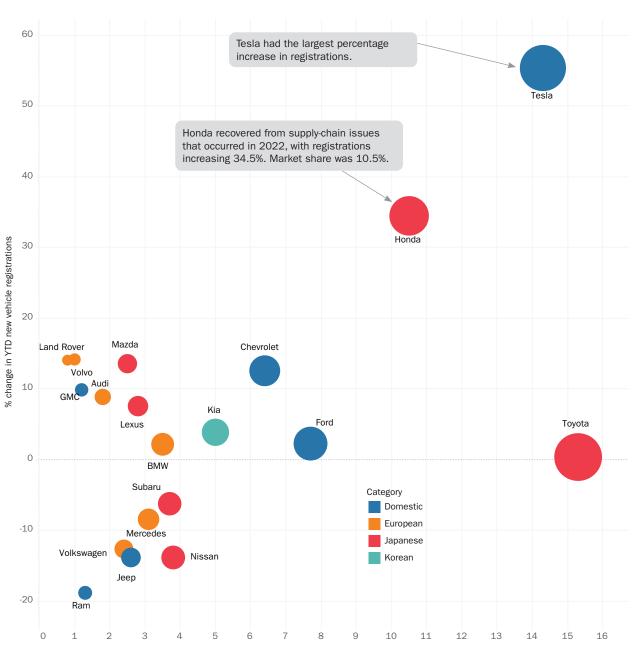| Model | Type | Mkt. Share |
|-------|------|-----------|
| Tesla Model Y | BEV | 22.2% |
| Tesla Model 3 | BEV | 13.5% |
| Honda CR-V | Hybrid | 4.6% |
| Toyota RAV4 | Hybrid | 3.6% |
| Honda Accord | Hybrid | 3.0% |
| Chevrolet Bolt | BEV | 2.7% |
| Toyota Corolla | Hybrid | 2.1% |
| Volkswagen ID.4 | BEV | 2.0% |
| Ford Mustang Mach-E | BEV | 1.8% |
| Ford Maverick | Hybrid | 1.8% |
| Jeep Wrangler | PHEV | 1.8% |
| BMW i4 | BEV | 1.6% |
| Hyundai Ioniq 5 | BEV | 1.6% |
| Toyota Highlander | Hybrid | 1.4% |
| Tesla Model X | BEV | 1.3% |
| Hyundai Tucson | Hybrid | 1.3% |
| Toyota RAV4 | PHEV | 1.2% |
| Lexus RX | Hybrid | 1.2% |
| Hyundai Elantra | Hybrid | 1.2% |
| Kia Niro | Hybrid | 1.2% |
| Toyota Sienna | Hybrid | 1.1% |
| Toyota Prius | Hybrid | 1.1% |
| Rivian R1S | BEV | 1.1% |
| Kia Sorento | Hybrid | 1.0% |
| Toyota Camry | Hybrid | 1.0% |

Data sourced from Experian Automotive.
Hybrid vehicle market share excludes mild hybrids.

BRAND SCOREBOARD

# Registrations Improved for Most Brands So Far This Year

The graph below presents a well-rounded view of brand sales results in the county market. It shows both the percentage change in registrations so far this year versus year earlier (vertical axis) and market share (horizontal axis, also denoted by relative size of the circles). Brand category (Domestic, European, Japanese, or Korean) is identified by color of the circles. Brands on the right side of the graph have higher market share, and those at the top have had larger percentage gains in registrations.

### San Diego County Market Share (YTD '23 thru September) and Percent Change in Registrations (YTD '23 thru Sept. vs. YTD '22) Top 20 Selling Brands



Tesla had the largest percentage increase in registrations.

Honda recovered from supply-chain issues that occurred in 2022, with registrations increasing 34.5%. Market share was 10.5%.

% change in YTD new vehicle registrations

Category
- Domestic
- European
- Japanese
- Korean
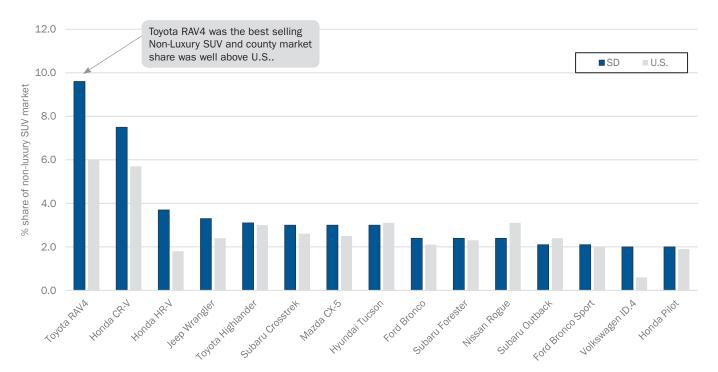
YTD Market share (%) - also indicated by size of circles

Data sourced from Experian Automotive.

**MODEL SCOREBOARD**
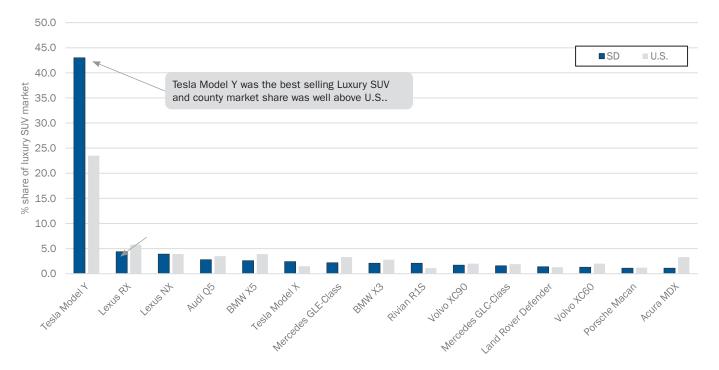
# RAV4 is On Top for Non-Luxury SUVs; Model Y Has Big Lead in Luxury Segment

The two graphs below show market shares in the San Diego County and National Non-Luxury and Luxury SUV segments during and the first nine months of this year. Includes the top 15 selling models in the county market.

### Market Share for Top 15 Selling Non Luxury SUVs - County and U.S. Market, YTD 2023 thru September

Toyota RAV4 was the best selling Non-Luxury SUV and county market share was well above U.S..

*% share of non-luxury SUV market*

Legend: SD, U.S.

### Market Share for Top 15 Selling Luxury SUVs - County and U.S. Market, YTD 2023 thru September

Tesla Model Y was the best selling Luxury SUV and county market share was well above U.S..

*% share of luxury SUV market*

Legend: SD, U.S.
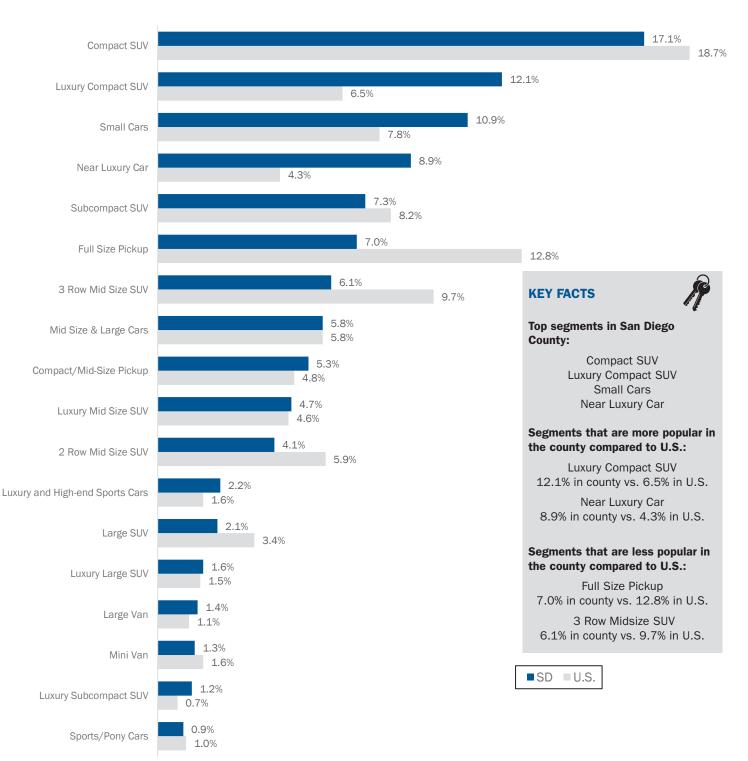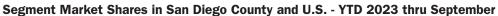
Data sourced from Experian Automotive.

SEGMENTS

# Two SUV Segments Lead the San Diego County Market

The graph below shows segment market shares in both the county (blue bars) and U.S. markets (grey bars). Segments are shown from top to bottom based on San Diego County share.

### Segment Market Shares in San Diego County and U.S. - YTD 2023 thru September

| Segment | SD | U.S. |
|---|---|---|
| Compact SUV | 17.1% | 18.7% |
| Luxury Compact SUV | 12.1% | 6.5% |
| Small Cars | 10.9% | 7.8% |
| Near Luxury Car | 8.9% | 4.3% |
| Subcompact SUV | 7.3% | 8.2% |
| Full Size Pickup | 7.0% | 12.8% |
| 3 Row Mid Size SUV | 6.1% | 9.7% |
| Mid Size & Large Cars | 5.8% | 5.8% |
| Compact/Mid-Size Pickup | 5.3% | 4.8% |
| Luxury Mid Size SUV | 4.7% | 4.6% |
| 2 Row Mid Size SUV | 4.1% | 5.9% |
| Luxury and High-end Sports Cars | 2.2% | 1.6% |
| Large SUV | 2.1% | 3.4% |
| Luxury Large SUV | 1.6% | 1.5% |
| Large Van | 1.4% | 1.1% |
| Mini Van | 1.3% | 1.6% |
| Luxury Subcompact SUV | 1.2% | 0.7% |
| Sports/Pony Cars | 0.9% | 1.0% |

**KEY FACTS**

**Top segments in San Diego County:**

Compact SUV
Luxury Compact SUV
Small Cars
Near Luxury Car

**Segments that are more popular in the county compared to U.S.:**

Luxury Compact SUV
12.1% in county vs. 6.5% in U.S.

Near Luxury Car
8.9% in county vs. 4.3% in U.S.

**Segments that are less popular in the county compared to U.S.:**

Full Size Pickup
7.0% in county vs. 12.8% in U.S.

3 Row Midsize SUV
6.1% in county vs. 9.7% in U.S.

■ SD ▢ U.S.

Data sourced from Experian Automotive.

# Comparison of Selected Metro Area Markets

### Results in Area New Vehicle Markets
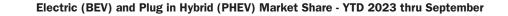
The graph below provides a comparison of how metro area new vehicle markets have performed so far this year. It shows the percent change in new retail light vehicle registrations during the first nine months of this year versus the same period a year earlier.

**Percent Change in New Retail Light Vehicle Registrations - YTD 2023 vs. YTD 2022 (thru September)**

San Diego County registrations increased 9.2% during the first nine months of this year, above the average for other markets. The Silicon Valley market improved by 21.0%.
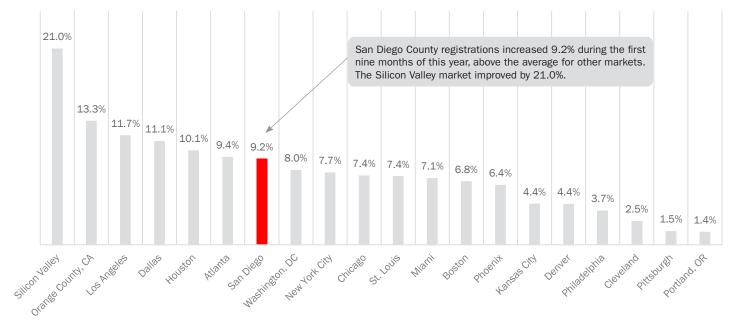
| Market | Percent Change |
|--------|----------------|
| Silicon Valley | 21.0% |
| Orange County, CA | 13.3% |
| Los Angeles | 11.7% |
| Dallas | 11.1% |
| Houston | 10.1% |
| Atlanta | 9.4% |
| San Diego | 9.2% |
| Washington, DC | 8.0% |
| New York City | 7.7% |
| Chicago | 7.4% |
| St. Louis | 7.4% |
| Miami | 7.1% |
| Boston | 6.8% |
| Phoenix | 6.4% |
| Kansas City | 4.4% |
| Denver | 4.4% |
| Philadelphia | 3.7% |
| Cleveland | 2.5% |
| Pittsburgh | 1.5% |
| Portland, OR | 1.4% |

### Comparison of BEV and PHEV Market Share

**Electric (BEV) and Plug in Hybrid (PHEV) Market Share - YTD 2023 thru September**

Combined market share for BEVs and PHEVs in San Diego County was well above average compared to the other markets. BEV market share was higher than 20% in four California markets. BEV share in the county was 22.4% and PHEV share was 3.5%
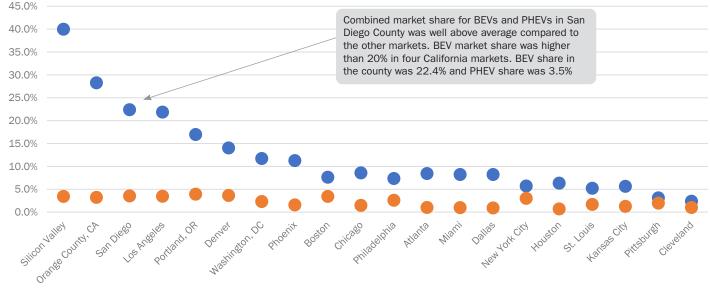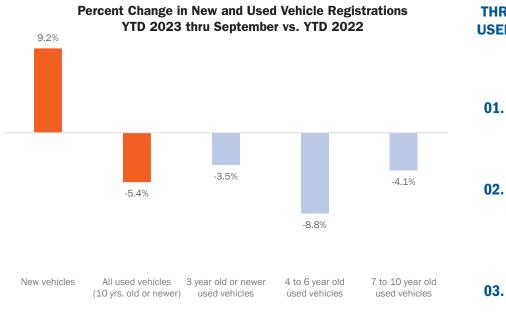


- Electric (BEV)
- Plug In Hybrid (PHEV)

Markets are shown from left (highest) to right (lowest) based on combined BEV and PHEV market share. Data sourced from Experian Automotive.

SAN DIEGO COUNTY USED VEHICLE MARKET

# County Used Vehicle Market Declined 5.4% So Far This Year

### Percent Change in New and Used Vehicle Registrations YTD 2023 thru September vs. YTD 2022

- New vehicles: 9.2%
- All used vehicles (10 yrs. old or newer): -5.4%
- 3 year old or newer used vehicles: -3.5%
- 4 to 6 year old used vehicles: -8.8%
- 7 to 10 year old used vehicles: -4.1%

Data sourced from Experian Automotive.

**THREE KEY TRENDS IN USED VEHICLE MARKET**

**01.** The County used vehicle market declined 5.4% during the first nine months of this year versus a year earlier, compared to the 9.2% increase in new vehicle registrations.

**02.** Elevated vehicle prices, tight supplies, and improving new vehicle inventories will likely prevent any near-term rebound in used vehicle sales.

**03.** As shown on the graph to the left, the three year old or newer market held up relatively well so far this year. Used registrations of three year old or newer vehicles declined 3.5%. The 4 to 6 year old market declined 8.8% and the 7 to 10 year old market fell 4.1%.
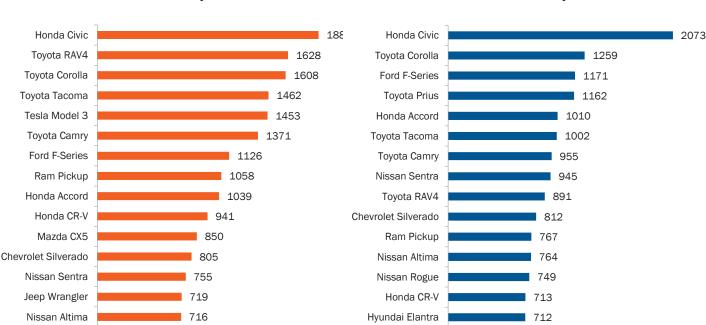
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TOP SELLING MODELS IN USED VEHICLE MARKET

# Honda Civic is Top Seller in County Used Vehicle Market

The two graphs below show the top 15 selling models in San Diego County for two age classifications: vehicles 4 years old or newer, and 5 to 8 year old vehicles. Honda Civic ranked first in each category.

### Top 15 Selling Models for Vehicles 4 years Old or Newer YTD 2023 thru September

| Model | Units |
|---|---|
| Honda Civic | 188 |
| Toyota RAV4 | 1628 |
| Toyota Corolla | 1608 |
| Toyota Tacoma | 1462 |
| Tesla Model 3 | 1453 |
| Toyota Camry | 1371 |
| Ford F-Series | 1126 |
| Ram Pickup | 1058 |
| Honda Accord | 1039 |
| Honda CR-V | 941 |
| Mazda CX5 | 850 |
| Chevrolet Silverado | 805 |
| Nissan Sentra | 755 |
| Jeep Wrangler | 719 |
| Nissan Altima | 716 |

### Top 15 Selling Models for 5 to 8 Year Old Vehicles YTD 2023 thru September

| Model | Units |
|---|---|
| Honda Civic | 2073 |
| Toyota Corolla | 1259 |
| Ford F-Series | 1171 |
| Toyota Prius | 1162 |
| Honda Accord | 1010 |
| Toyota Tacoma | 1002 |
| Toyota Camry | 955 |
| Nissan Sentra | 945 |
| Toyota RAV4 | 891 |
| Chevrolet Silverado | 812 |
| Ram Pickup | 767 |
| Nissan Altima | 764 |
| Nissan Rogue | 749 |
| Honda CR-V | 713 |
| Hyundai Elantra | 712 |

Data sourced from Experian Automotive.

| | Third Quarter | | | | | | YTD thru September | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Registrations | | | Market Share (%) | | | Registrations | | | Market Share (%) | | |
| | 3Q '22 | 3Q '23 | % change | 3Q '22 | 3Q '23 | Change | YTD '22 | YTD '23 | % change | YTD '22 | YTD '23 | Change |
| TOTAL | 31,129 | 36,528 | 17.3 | | | | 98,823 | 107,924 | 9.2 | | | |
| Cars | 9,137 | 10,933 | 19.7 | 29.4 | 29.9 | 0.5 | 28,474 | 30,946 | 8.7 | 28.8 | 28.7 | -0.1 |
| Light Trucks | 21,992 | 25,595 | 16.4 | 70.6 | 70.1 | -0.5 | 70,349 | 76,978 | 9.4 | 71.2 | 71.3 | 0.1 |
| Domestic Brands | 10,897 | 12,958 | 18.9 | 35.0 | 35.5 | 0.5 | 32,280 | 38,896 | 20.5 | 32.7 | 36.0 | 3.3 |
| European Brands | 5,007 | 4,836 | -3.4 | 16.1 | 13.2 | -2.9 | 15,495 | 15,125 | -2.4 | 15.7 | 14.0 | -1.7 |
| Japanese Brands | 11,470 | 14,865 | 29.6 | 36.8 | 40.7 | 3.9 | 40,231 | 42,865 | 6.5 | 40.7 | 39.7 | -1.0 |
| Korean Brands | 3,755 | 3,869 | 3.0 | 12.1 | 10.6 | -1.5 | 10,817 | 11,038 | 2.0 | 10.9 | 10.2 | -0.7 |
| Acura | 179 | 239 | 33.5 | 0.6 | 0.7 | 0.1 | 681 | 714 | 4.8 | 0.7 | 0.7 | 0.0 |
| Alfa Romeo | 23 | 18 | -21.7 | 0.1 | 0.0 | -0.1 | 78 | 55 | -29.5 | 0.1 | 0.1 | 0.0 |
| Audi | 591 | 645 | 9.1 | 1.9 | 1.8 | -0.1 | 1,762 | 1,919 | 8.9 | 1.8 | 1.8 | 0.0 |
| BMW | 1,150 | 1,165 | 1.3 | 3.7 | 3.2 | -0.5 | 3,670 | 3,749 | 2.2 | 3.7 | 3.5 | -0.2 |
| Buick | 28 | 65 | 132.1 | 0.1 | 0.2 | 0.1 | 113 | 180 | 59.3 | 0.1 | 0.2 | 0.1 |
| Cadillac | 176 | 190 | 8.0 | 0.6 | 0.5 | -0.1 | 492 | 585 | 18.9 | 0.5 | 0.5 | 0.0 |
| Chevrolet | 2,384 | 2,263 | -5.1 | 7.7 | 6.2 | -1.5 | 6,125 | 6,895 | 12.6 | 6.2 | 6.4 | 0.2 |
| Chrysler | 113 | 94 | -16.8 | 0.4 | 0.3 | -0.1 | 243 | 263 | 8.2 | 0.2 | 0.2 | 0.0 |
| Dodge | 174 | 189 | 8.6 | 0.6 | 0.5 | -0.1 | 519 | 523 | 0.8 | 0.5 | 0.5 | 0.0 |
| Ford | 2,555 | 2,735 | 7.0 | 8.2 | 7.5 | -0.7 | 8,133 | 8,317 | 2.3 | 8.2 | 7.7 | -0.5 |
| Genesis | 137 | 154 | 12.4 | 0.4 | 0.4 | 0.0 | 394 | 443 | 12.4 | 0.4 | 0.4 | 0.0 |
| GMC | 393 | 453 | 15.3 | 1.3 | 1.2 | -0.1 | 1,224 | 1,345 | 9.9 | 1.2 | 1.2 | 0.0 |
| Honda | 2,002 | 3,941 | 96.9 | 6.4 | 10.8 | 4.4 | 8,425 | 11,330 | 34.5 | 8.5 | 10.5 | 2.0 |
| Hyundai | 1,731 | 1,702 | -1.7 | 5.6 | 4.7 | -0.9 | 5,221 | 5,177 | -0.8 | 5.3 | 4.8 | -0.5 |
| Infiniti | 85 | 111 | 30.6 | 0.3 | 0.3 | 0.0 | 277 | 286 | 3.2 | 0.3 | 0.3 | 0.0 |
| Jaguar | 30 | 24 | -20.0 | 0.1 | 0.1 | 0.0 | 109 | 83 | -23.9 | 0.1 | 0.1 | 0.0 |
| Jeep | 1,101 | 893 | -18.9 | 3.5 | 2.4 | -1.1 | 3,265 | 2,815 | -13.8 | 3.3 | 2.6 | -0.7 |
| Kia | 1,887 | 2,011 | 6.6 | 6.1 | 5.5 | -0.6 | 5,202 | 5,404 | 3.9 | 5.3 | 5.0 | -0.3 |
| Land Rover | 142 | 218 | 53.5 | 0.5 | 0.6 | 0.1 | 743 | 848 | 14.1 | 0.8 | 0.8 | 0.0 |
| Lexus | 931 | 1,026 | 10.2 | 3.0 | 2.8 | -0.2 | 2,812 | 3,026 | 7.6 | 2.8 | 2.8 | 0.0 |
| Lincoln | 68 | 55 | -19.1 | 0.2 | 0.2 | 0.0 | 219 | 218 | -0.5 | 0.2 | 0.2 | 0.0 |
| Maserati | 23 | 27 | 17.4 | 0.1 | 0.1 | 0.0 | 88 | 74 | -15.9 | 0.1 | 0.1 | 0.0 |
| Mazda | 655 | 837 | 27.8 | 2.1 | 2.3 | 0.2 | 2,403 | 2,729 | 13.6 | 2.4 | 2.5 | 0.1 |
| Mercedes | 1,207 | 1,060 | -12.2 | 3.9 | 2.9 | -1.0 | 3,671 | 3,362 | -8.4 | 3.7 | 3.1 | -0.6 |
| MINI | 160 | 90 | -43.8 | 0.5 | 0.2 | -0.3 | 382 | 331 | -13.4 | 0.4 | 0.3 | -0.1 |
| Mitsubishi | 46 | 35 | -23.9 | 0.1 | 0.1 | 0.0 | 186 | 178 | -4.3 | 0.2 | 0.2 | 0.0 |
| Nissan | 1,287 | 1,337 | 3.9 | 4.1 | 3.7 | -0.4 | 4,718 | 4,066 | -13.8 | 4.8 | 3.8 | -1.0 |
| Other | 93 | 141 | 51.6 | 0.3 | 0.4 | 0.1 | 226 | 434 | 92.0 | 0.2 | 0.4 | 0.2 |
| Polestar | 40 | 19 | -52.5 | 0.1 | 0.1 | 0.0 | 124 | 62 | -50.0 | 0.1 | 0.1 | 0.0 |
| Porsche | 244 | 307 | 25.8 | 0.8 | 0.8 | 0.0 | 818 | 819 | 0.1 | 0.8 | 0.8 | 0.0 |
| Ram | 535 | 455 | -15.0 | 1.7 | 1.2 | -0.5 | 1,711 | 1,390 | -18.8 | 1.7 | 1.3 | -0.4 |
| Rivian | 144 | 274 | 90.3 | 0.5 | 0.8 | 0.3 | 264 | 717 | 171.6 | 0.3 | 0.7 | 0.4 |
| Subaru | 1,349 | 1,371 | 1.6 | 4.3 | 3.8 | -0.5 | 4,242 | 3,980 | -6.2 | 4.3 | 3.7 | -0.6 |
| Tesla | 3,206 | 5,211 | 62.5 | 10.3 | 14.3 | 4.0 | 9,934 | 15,433 | 55.4 | 10.1 | 14.3 | 4.2 |
| Toyota | 4,936 | 5,968 | 20.9 | 15.9 | 16.3 | 0.4 | 16,487 | 16,556 | 0.4 | 16.7 | 15.3 | -1.4 |
| Volkswagen | 1,046 | 862 | -17.6 | 3.4 | 2.4 | -1.0 | 2,954 | 2,581 | -12.6 | 3.0 | 2.4 | -0.6 |
| Volvo | 278 | 343 | 23.4 | 0.9 | 0.9 | 0.0 | 908 | 1,037 | 14.2 | 0.9 | 1.0 | 0.1 |

**Brand Registrations Report**
**San Diego County New Retail Car and Light Truck Registrations**

Data sourced from Experian Automotive.

The table shows new retail light vehicle (car and light truck) registrations in the San Diego County market. Figures are shown for the 3rd Quarters of '22 and '23, and year to date totals thru September. The top ten ranked brands in each change category are shaded yellow.