

San Diego Outlook

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New Car
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San Diego County

Covering the San Diego County automotive market

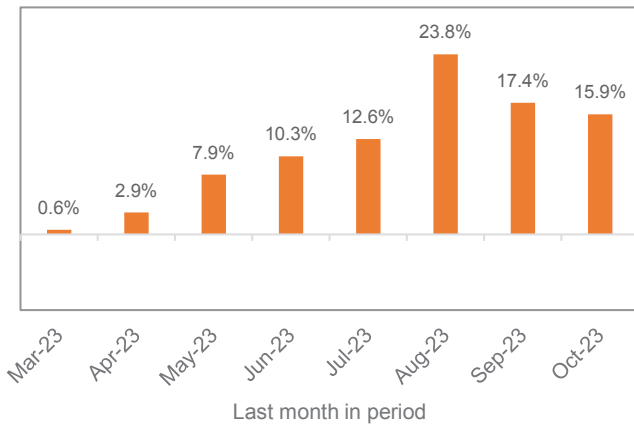
Data thru October 2023

San Diego County New Retail Car and Light Truck Registrations

	Most Recent Two Months			YTD thru October			YTD Market Share		
	9/22 & 10/22	9/23 & 10/23	% change	YTD '22	YTD '23	% change	YTD '22	YTD '23	change
Industry Total	21,903	22,179	1.3%	108,952	119,264	9.5%			
Cars	6,733	6,296	-6.5%	31,688	34,148	7.8%	29.1	28.6	-0.5
Light Trucks	15,170	15,883	4.7%	77,264	85,116	10.2%	70.9	71.4	0.5

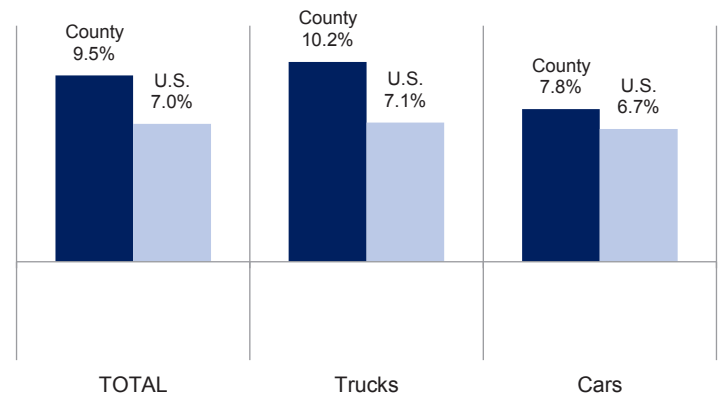
Data sourced from Experian Automotive. October '23 figures partially estimated.

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



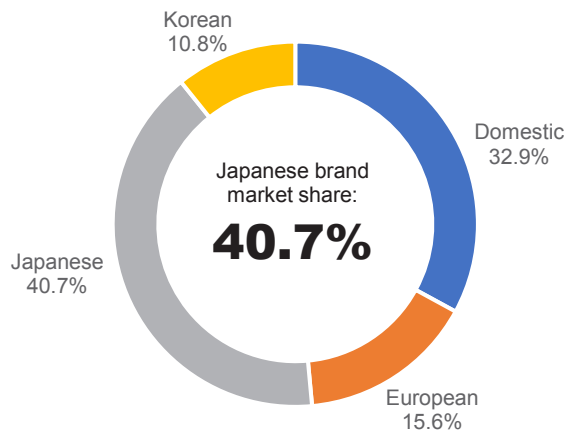
The graph above shows the year-over-year percent change in the three month moving average of new vehicle registrations. Data sourced from Experian Automotive.

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

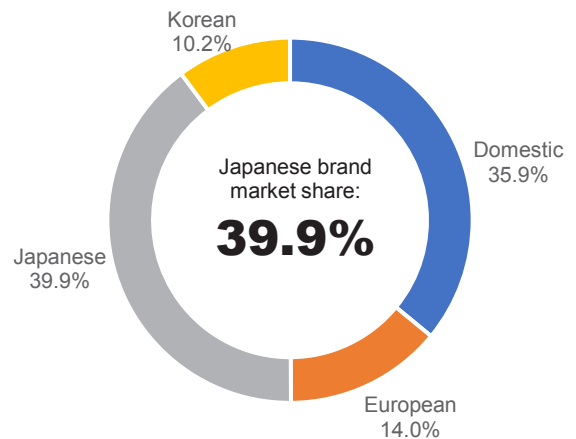


The graph above compares the change in new retail car and light truck registrations in both the county and U.S. markets. Data sourced from Experian Automotive.

San Diego County Market Shares YTD '22 thru Oct.



San Diego County Market Shares YTD '23 thru Oct.

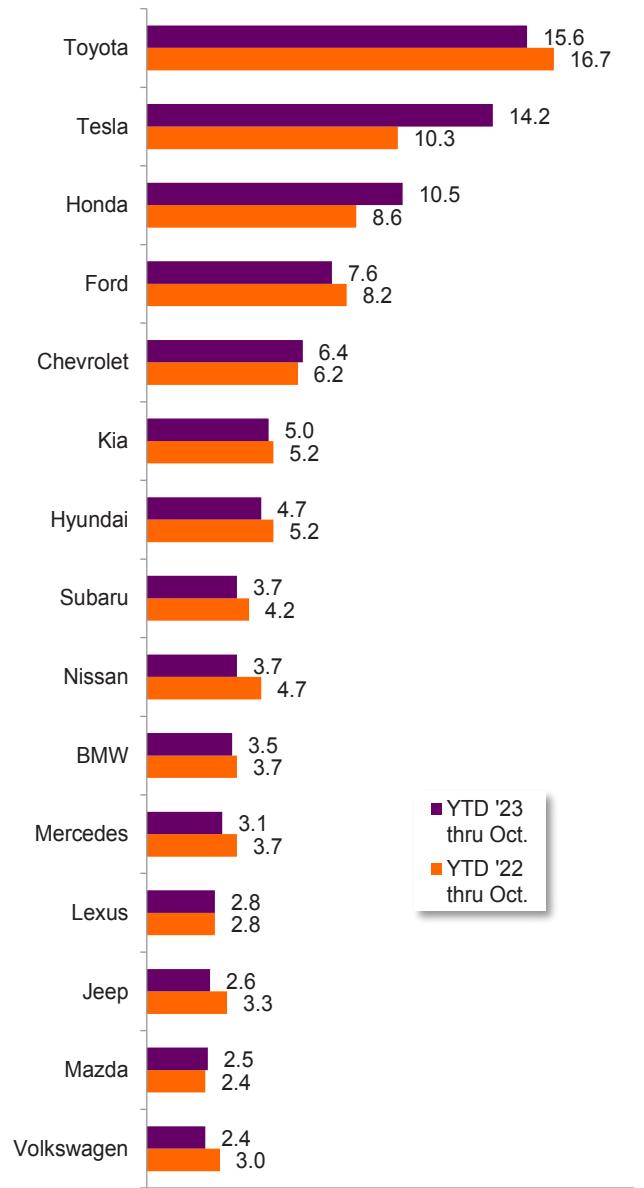


Data Information

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 Oct.	YTD '23 thru Oct.	% change	YTD '22 thru Oct.	YTD '23 thru Oct.
Acura	753	789	5%	0.7%	0.7%
Alfa Romeo	85	61	-28%	0.1%	0.1%
Audi	1,925	2,127	10%	1.8%	1.8%
BMW	4,008	4,116	3%	3.7%	3.5%
Buick	127	200	57%	0.1%	0.2%
Cadillac	531	635	20%	0.5%	0.5%
Chevrolet	6,798	7,631	12%	6.2%	6.4%
Chrysler	273	302	11%	0.3%	0.3%
Dodge	583	575	-1%	0.5%	0.5%
Ford	8,901	9,115	2%	8.2%	7.6%
Genesis	428	488	14%	0.4%	0.4%
GMC	1,346	1,469	9%	1.2%	1.2%
Honda	9,401	12,510	33%	8.6%	10.5%
Hyundai	5,650	5,643	0%	5.2%	4.7%
Infiniti	296	317	7%	0.3%	0.3%
Jaguar	113	95	-16%	0.1%	0.1%
Jeep	3,570	3,151	-12%	3.3%	2.6%
Kia	5,652	5,981	6%	5.2%	5.0%
Land Rover	821	959	17%	0.8%	0.8%
Lexus	3,103	3,350	8%	2.8%	2.8%
Lincoln	243	234	-4%	0.2%	0.2%
Maserati	100	76	-24%	0.1%	0.1%
Mazda	2,659	2,981	12%	2.4%	2.5%
Mercedes	4,029	3,692	-8%	3.7%	3.1%
MINI	420	373	-11%	0.4%	0.3%
Mitsubishi	200	199	-1%	0.2%	0.2%
Nissan	5,072	4,440	-12%	4.7%	3.7%
Other	260	503	93%	0.2%	0.4%
Polestar	145	69	-52%	0.1%	0.1%
Porsche	901	901	0%	0.8%	0.8%
Ram	1,873	1,500	-20%	1.7%	1.3%
Rivian	344	890	159%	0.3%	0.7%
Subaru	4,630	4,366	-6%	4.2%	3.7%
Tesla	11,253	16,900	50%	10.3%	14.2%
Toyota	18,230	18,654	2%	16.7%	15.6%
Volkswagen	3,255	2,844	-13%	3.0%	2.4%
Volvo	974	1,128	16%	0.9%	0.9%

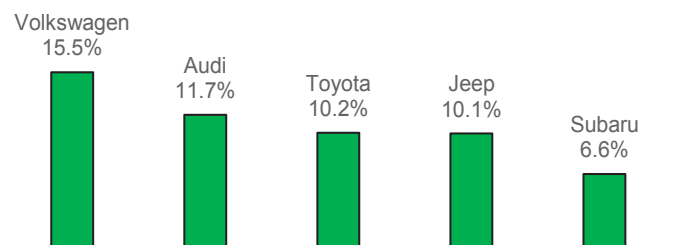
County Market Share for Top 15 Selling Brands YTD '23 thru October vs. Year Earlier



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 (Aug '23 thru Oct '23) vs. preceding 3 months (May '23 thru Jul '23) Among top 20 selling brands in past three months



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