San Diego Outlook

Covering the San Diego County automotive market   Data thru November 2023

San Diego County New Retail Car and Light Truck Registrations

|	Most Recent Two Months			YTD thru November			YTD Market Share		
	10/22 & 11/22	10/23 & 11/23	% change	YTD '22	YTD '23	% change	YTD '22	YTD '23	change
Industry Total	23,266	24,363	4.7%	122,092	132,300	8.4%			
Cars	6,877	6,887	0.1%	35,350	37,839	7.0%	29.0	28.6	-0.4
Light Trucks	16,389	17,476	6.6%	86,742	94,461	8.9%	71.0	71.4	0.4

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

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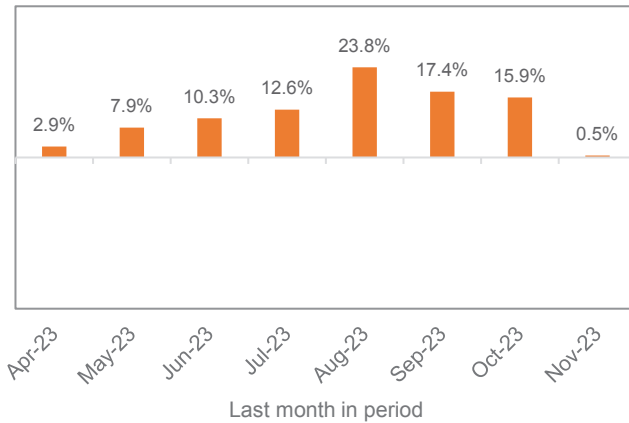

The graph above shows the year-over-year percent change in the three month moving average of new vehicle registrations. Data sourced from Experian Automotive.

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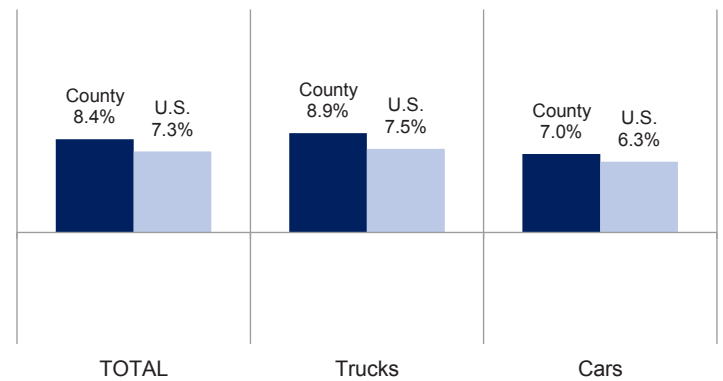
The graph above compares the change in new retail car and light truck registrations in both the county and U.S. markets.
Data sourced from Experian Automotive.

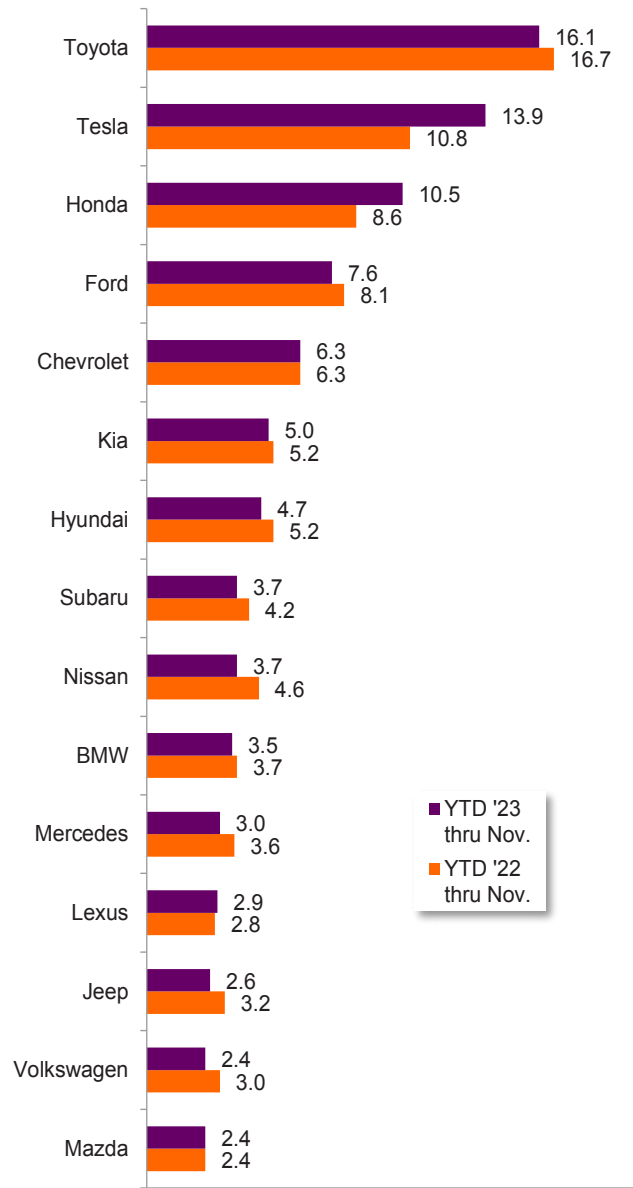### San Diego County Market Shares by Powertrain Type YTD 2022 and YTD 2023, thru November
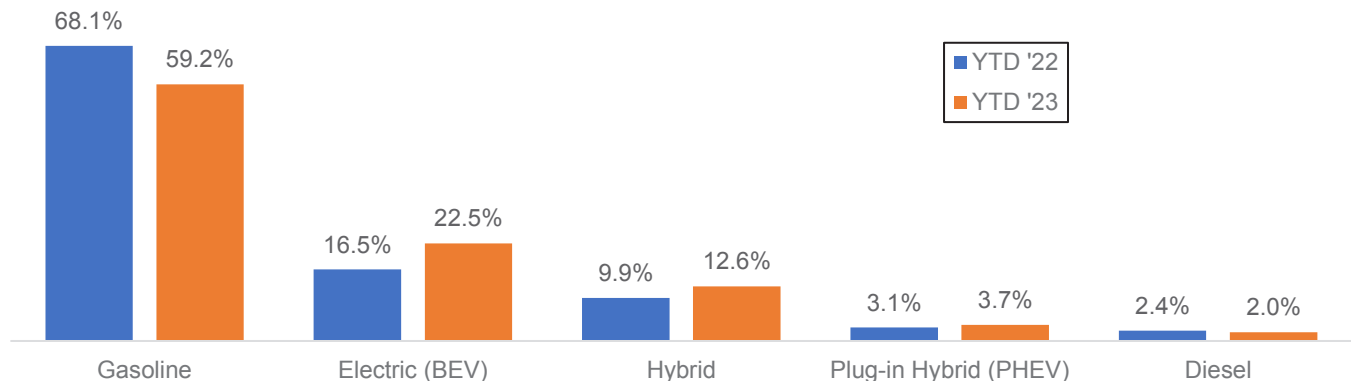
The graph above shows market share by type of powertrain. Hybrid vehicle market share excludes mild hybrids.
Data sourced from Experian Automotive.

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 Nov.	YTD '23 thru Nov.	% change	YTD '22 thru Nov.	YTD '23 thru Nov.
Acura	831	870	5%	0.7%	0.7%
Alfa Romeo	90	69	-23%	0.1%	0.1%
Audi	2,150	2,414	12%	1.8%	1.8%
BMW	4,491	4,653	4%	3.7%	3.5%
Buick	141	228	62%	0.1%	0.2%
Cadillac	587	683	16%	0.5%	0.5%
Chevrolet	7,663	8,385	9%	6.3%	6.3%
Chrysler	311	331	6%	0.3%	0.3%
Dodge	641	623	-3%	0.5%	0.5%
Ford	9,941	10,009	1%	8.1%	7.6%
Genesis	482	522	8%	0.4%	0.4%
GMC	1,495	1,625	9%	1.2%	1.2%
Honda	10,550	13,952	32%	8.6%	10.5%
Hyundai	6,295	6,206	-1%	5.2%	4.7%
Infiniti	334	354	6%	0.3%	0.3%
Jaguar	122	104	-15%	0.1%	0.1%
Jeep	3,912	3,493	-11%	3.2%	2.6%
Kia	6,336	6,638	5%	5.2%	5.0%
Land Rover	938	1,041	11%	0.8%	0.8%
Lexus	3,416	3,791	11%	2.8%	2.9%
Lincoln	267	267	0%	0.2%	0.2%
Maserati	106	87	-18%	0.1%	0.1%
Mazda	2,938	3,207	9%	2.4%	2.4%
Mercedes	4,439	4,033	-9%	3.6%	3.0%
MINI	477	416	-13%	0.4%	0.3%
Mitsubishi	214	221	3%	0.2%	0.2%
Nissan	5,629	4,894	-13%	4.6%	3.7%
Other	335	589	76%	0.3%	0.4%
Polestar	167	73	-56%	0.1%	0.1%
Porsche	983	994	1%	0.8%	0.8%
Ram	1,993	1,651	-17%	1.6%	1.2%
Rivian	391	958	145%	0.3%	0.7%
Subaru	5,161	4,886	-5%	4.2%	3.7%
Tesla	13,147	18,357	40%	10.8%	13.9%
Toyota	20,367	21,244	4%	16.7%	16.1%
Volkswagen	3,663	3,199	-13%	3.0%	2.4%
Volvo	1,089	1,233	13%	0.9%	0.9%

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 November vs. Year Earlier

Brand	YTD '23 thru Nov.	YTD '22 thru Nov.
Toyota	16.1	16.7
Tesla	13.9	10.8
Honda	10.5	8.6
Ford	7.6	8.1
Chevrolet	6.3	6.3
Kia	5.0	5.2
Hyundai	4.7	5.2
Subaru	3.7	4.2
Nissan	3.7	4.6
BMW	3.5	3.7
Mercedes	3.0	3.6
Lexus	2.9	2.8
Jeep	2.6	3.2
Volkswagen	2.4	3.0
Mazda	2.4	2.4

Brands On the Move
Largest % increase in registrations during past 3 months (Sep '23 thru Nov '23) vs. preceding 3 months (Jun '23 thru Aug '23) Among top 20 selling brands in past three months

Jeep	Audi	Toyota	Volkswagen	BMW
6.7%	6.7%	5.5%	4.7%	0.2%