

# San Diego Outlook

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New Car  
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San Diego County

Covering the San Diego County automotive market

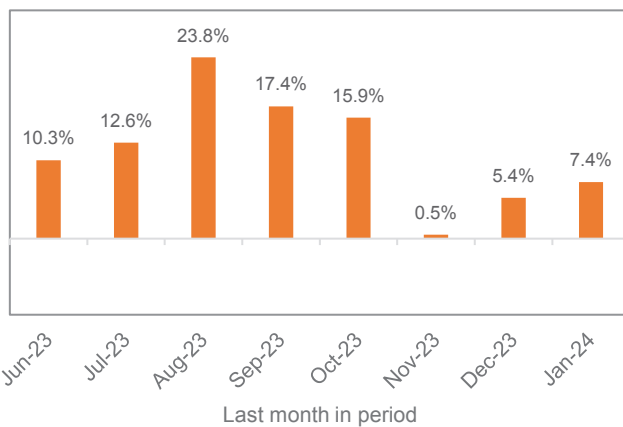
Data thru January 2024

## San Diego County New Retail Car and Light Truck Registrations

	Most Recent Two Months			Annual Total			Annual Market Share		
	12/22 & 1/23	12/23 & 1/24	% change	2022	2023	% change	2022	2023	change
Industry Total	20,009	22,584	12.9%	131,914	142,809	8.3%			
Cars	5,710	5,959	4.4%	38,339	40,656	6.0%	29.1	28.5	-0.6
Light Trucks	14,299	16,625	16.3%	93,575	102,153	9.2%	70.9	71.5	0.6

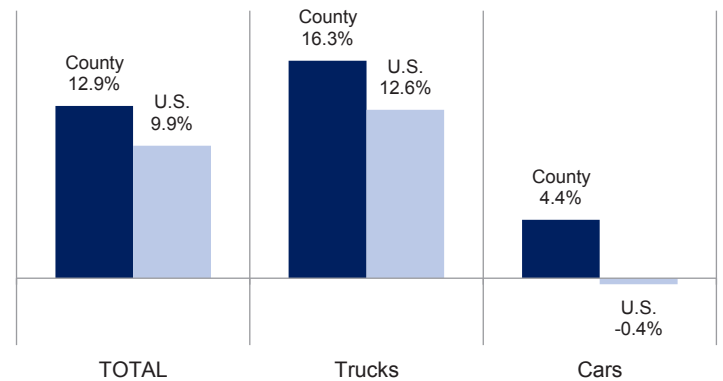
Data sourced from Experian Automotive. January '24 figures partially estimated.

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



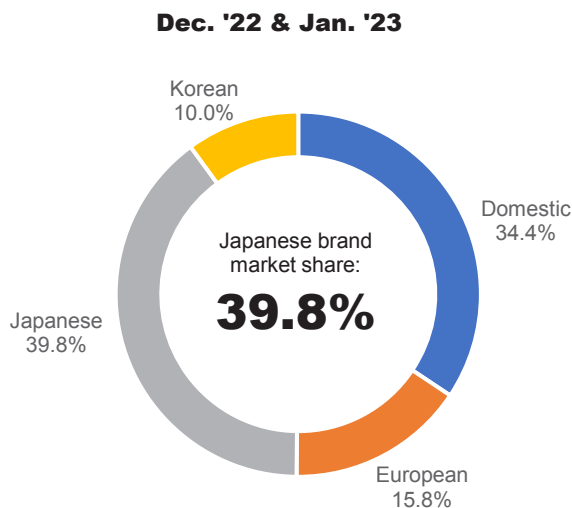
The graph above shows the year-over-year percent change in the three month moving average of new vehicle registrations. Data sourced from Experian Automotive.

### Percent Change in County and U.S. New Retail Light Vehicle Markets Dec. '23 & Jan. '24 vs. Year Earlier

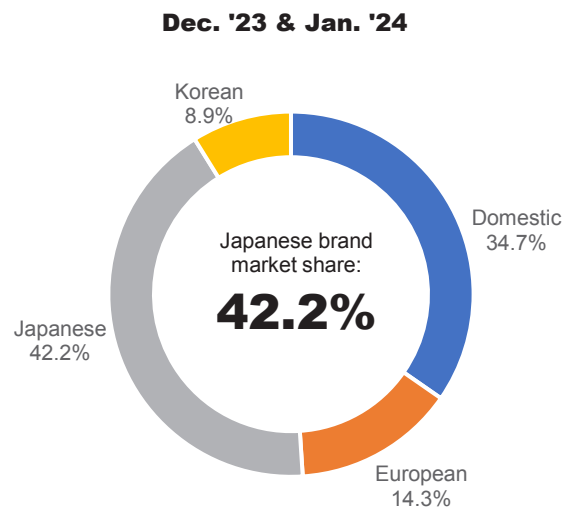


The graph above compares the change in new retail car and light truck registrations in both the county and U.S. markets. Data sourced from Experian Automotive.

### San Diego County Market Shares Dec. '22 & Jan. '23



### San Diego County Market Shares Dec. '23 & Jan. '24



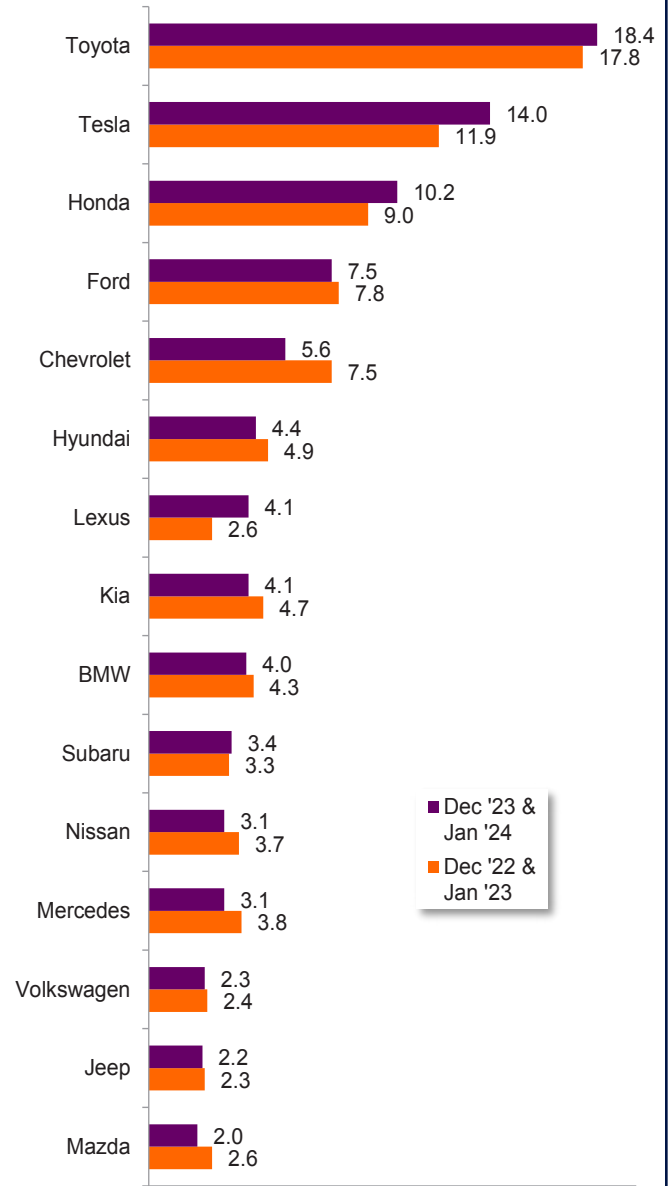
## Data Information

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	
	Dec '22 & Jan '23	Dec '23 & Jan '24	% change	Dec '22 & Jan '23	Dec '23 & Jan '24
Acura	119	135	13%	0.6%	0.6%
Alfa Romeo	6	22	267%	0.0%	0.1%
Audi	319	392	23%	1.6%	1.7%
BMW	856	900	5%	4.3%	4.0%
Buick	34	32	-6%	0.2%	0.1%
Cadillac	110	118	7%	0.5%	0.5%
Chevrolet	1,491	1,259	-16%	7.5%	5.6%
Chrysler	55	59	7%	0.3%	0.3%
Dodge	77	70	-9%	0.4%	0.3%
Ford	1,557	1,684	8%	7.8%	7.5%
Genesis	82	77	-6%	0.4%	0.3%
GMC	279	268	-4%	1.4%	1.2%
Honda	1,795	2,313	29%	9.0%	10.2%
Hyundai	981	998	2%	4.9%	4.4%
Infiniti	39	40	3%	0.2%	0.2%
Jaguar	24	13	-46%	0.1%	0.1%
Jeep	459	489	7%	2.3%	2.2%
Kia	947	923	-3%	4.7%	4.1%
Land Rover	195	181	-7%	1.0%	0.8%
Lexus	517	915	77%	2.6%	4.1%
Lincoln	70	48	-31%	0.3%	0.2%
Maserati	7	15	114%	0.0%	0.1%
Mazda	518	461	-11%	2.6%	2.0%
Mercedes	763	697	-9%	3.8%	3.1%
MINI	97	63	-35%	0.5%	0.3%
Mitsubishi	36	22	-39%	0.2%	0.1%
Nissan	736	706	-4%	3.7%	3.1%
Other	49	133	171%	0.2%	0.6%
Polestar	15	12	-20%	0.1%	0.1%
Porsche	158	193	22%	0.8%	0.9%
Ram	234	251	7%	1.2%	1.1%
Rivian	112	300	168%	0.6%	1.3%
Subaru	651	778	20%	3.3%	3.4%
Tesla	2,374	3,172	34%	11.9%	14.0%
Toyota	3,553	4,155	17%	17.8%	18.4%
Volkswagen	481	523	9%	2.4%	2.3%
Volvo	213	167	-22%	1.1%	0.7%



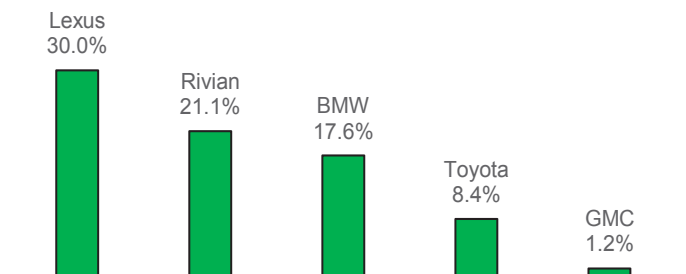
County Market Share for Top 15 Selling Brands Dec. '23 & Jan. '24 vs. Year Earlier



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 (Nov '23 thru Jan '24) vs. preceding 3 months (Aug '23 thru Oct '23) Among top 20 selling brands in past three months



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