

San Diego Outlook

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New Car
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San Diego County

Covering the San Diego County automotive market

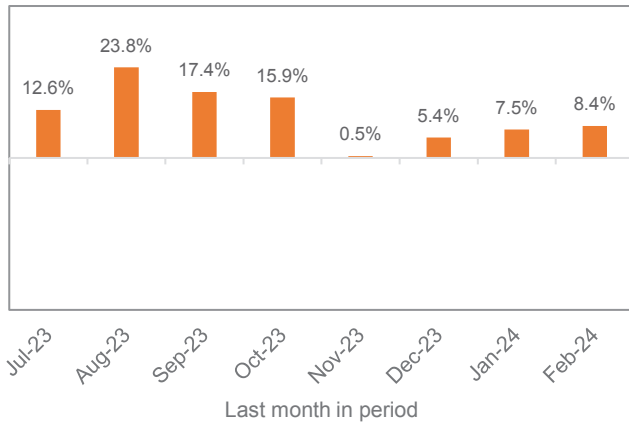
Data thru February 2024

San Diego County New Retail Car and Light Truck Registrations

	February			YTD thru February			YTD Market Share		
	Feb-23	Feb-24	% change	2023	2024	% change	2023	2024	change
Industry Total	12,956	13,139	1.4%	23,145	25,222	9.0%			
Cars	3,743	3,476	-7.1%	6,464	6,620	2.4%	27.9	26.2	-1.7
Light Trucks	9,213	9,663	4.9%	16,681	18,602	11.5%	72.1	73.8	1.7

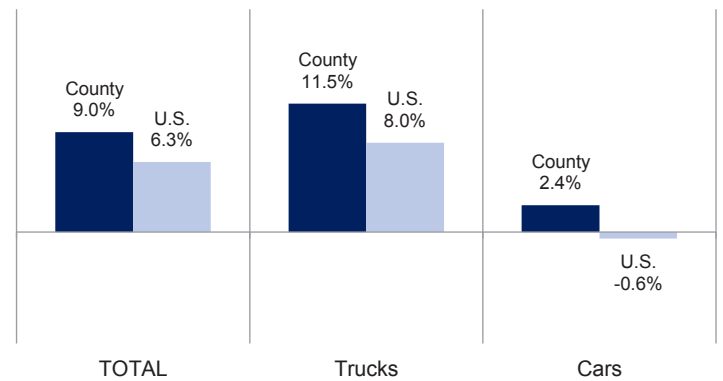
Data sourced from Experian Automotive. Figures for February 2024 are partially estimated.

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



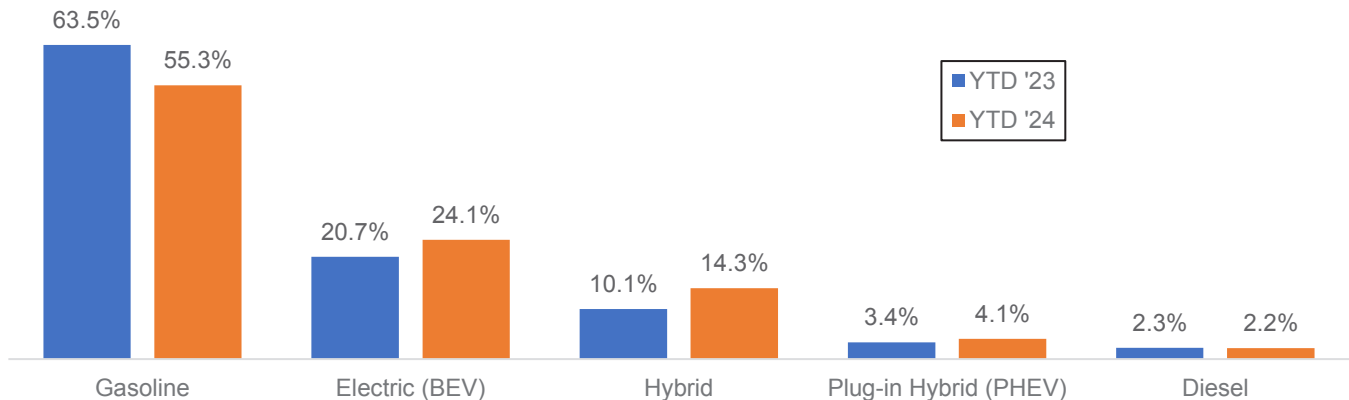
The graph above shows the year-over-year percent change in the three month moving average of new vehicle registrations. Data sourced from Experian Automotive.

Percent Change in County and U.S. New Retail Light Vehicle Markets YTD '24 thru February 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 2023 and YTD 2024, thru February



The graph above shows market share by type of powertrain. Hybrid vehicle market share excludes mild hybrids. Data sourced from Experian Automotive.

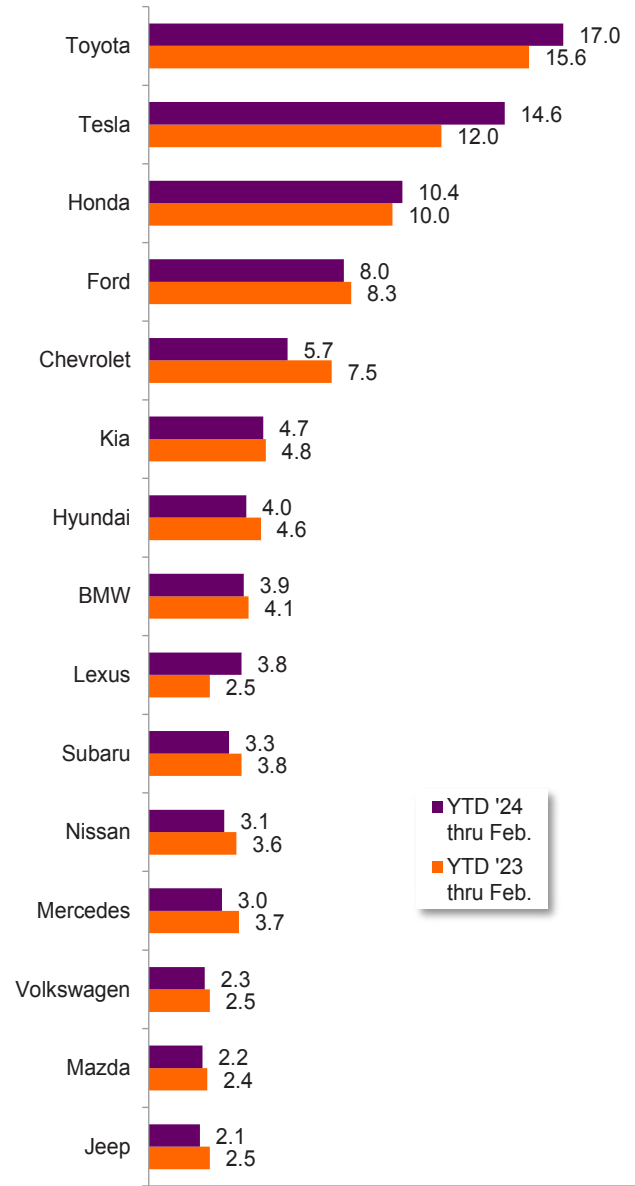
Data Information

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 '23 thru Feb.	YTD '24 thru Feb.	% change	YTD '23 thru Feb.	YTD '24 thru Feb.
Acura	142	153	8%	0.6%	0.6%
Alfa Romeo	13	18	38%	0.1%	0.1%
Audi	428	473	11%	1.8%	1.9%
BMW	945	989	5%	4.1%	3.9%
Buick	34	27	-21%	0.1%	0.1%
Cadillac	128	156	22%	0.6%	0.6%
Chevrolet	1,740	1,436	-17%	7.5%	5.7%
Chrysler	53	56	6%	0.2%	0.2%
Dodge	89	98	10%	0.4%	0.4%
Ford	1,911	2,020	6%	8.3%	8.0%
Genesis	95	82	-14%	0.4%	0.3%
GMC	299	331	11%	1.3%	1.3%
Honda	2,304	2,630	14%	10.0%	10.4%
Hyundai	1,063	1,008	-5%	4.6%	4.0%
Infiniti	55	59	7%	0.2%	0.2%
Jaguar	29	22	-24%	0.1%	0.1%
Jeep	571	531	-7%	2.5%	2.1%
Kia	1,114	1,192	7%	4.8%	4.7%
Land Rover	258	230	-11%	1.1%	0.9%
Lexus	584	958	64%	2.5%	3.8%
Lincoln	62	54	-13%	0.3%	0.2%
Maserati	11	6	-45%	0.0%	0.0%
Mazda	552	555	1%	2.4%	2.2%
Mercedes	855	759	-11%	3.7%	3.0%
MINI	91	88	-3%	0.4%	0.3%
Mitsubishi	47	25	-47%	0.2%	0.1%
Nissan	834	777	-7%	3.6%	3.1%
Polestar	20	40	100%	0.1%	0.2%
Porsche	180	192	7%	0.8%	0.8%
Ram	293	270	-8%	1.3%	1.1%
Rivian	121	220	82%	0.5%	0.9%
Subaru	868	837	-4%	3.8%	3.3%
Tesla	2,777	3,689	33%	12.0%	14.6%
Toyota	3,604	4,281	19%	15.6%	17.0%
Volkswagen	571	577	1%	2.5%	2.3%
Volvo	280	206	-26%	1.2%	0.8%
Other	124	177	43%	0.5%	0.7%



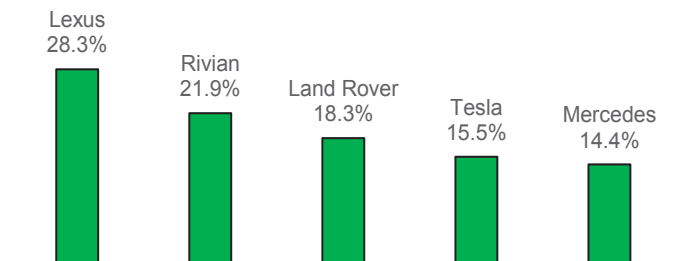
County Market Share for Top 15 Selling Brands YTD '24 thru February vs. Year Earlier



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 (Dec '23 thru Feb '24) vs. preceding 3 months (Sep '23 thru Nov '23) Among top 20 selling brands in past three months



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