

# San Diego Outlook

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New Car  
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San Diego County

Covering the San Diego County automotive market

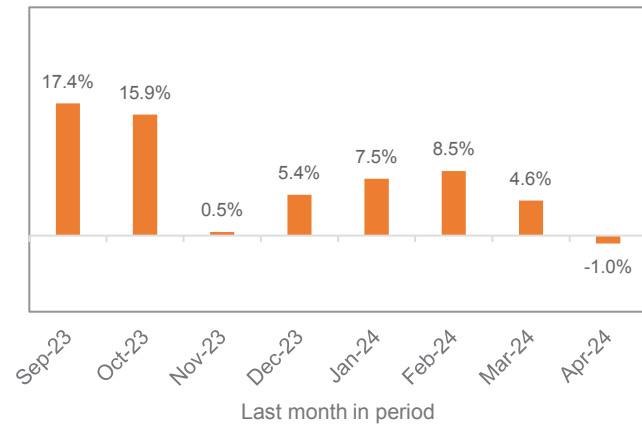
Data thru April 2024

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

	Most Recent Two Months			YTD thru April			YTD Market Share		
	3/23 & 4/23	3/24 & 4/24	% change	YTD '23	YTD '24	% change	YTD '23	YTD '24	change
Industry Total	22,293	21,722	-2.6%	45,435	46,973	3.4%	28.2	25.8	-2.4
Cars	6,334	5,485	-13.4%	12,797	12,115	-5.3%	71.8	74.2	2.4
Light Trucks	15,959	16,237	1.7%	32,638	34,858	6.8%			

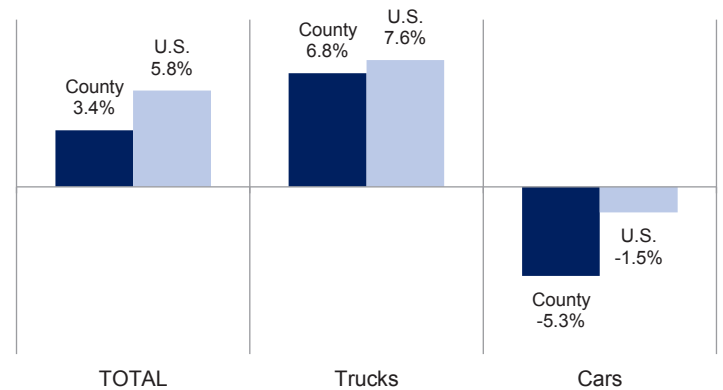
Data sourced from Experian Automotive. April '24 figures partially estimated.

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



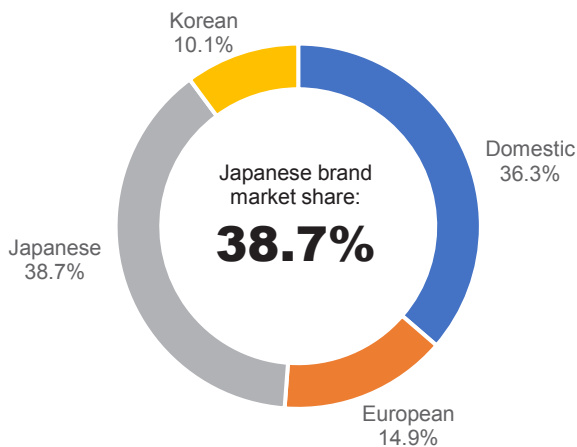
The graph above shows the year-over-year percent change in the three month moving average of new vehicle registrations. Data sourced from Experian Automotive.

### Percent Change in County and U.S. New Retail Light Vehicle Markets YTD '24 thru April vs. Year Earlier

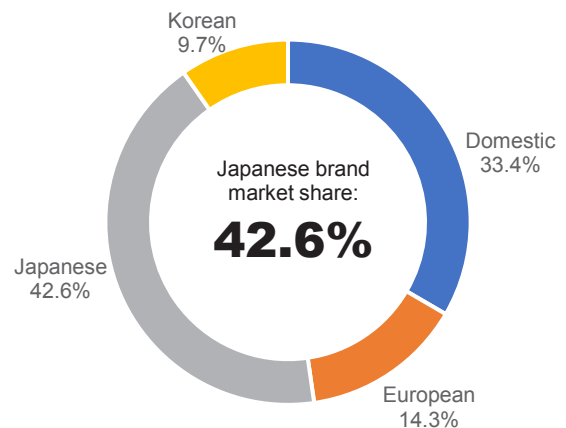


The graph above compares the change in new retail car and light truck registrations in both the county and U.S. markets. Data sourced from Experian Automotive.

### San Diego County Market Shares YTD '23 thru Apr.



### San Diego County Market Shares YTD '24 thru Apr.

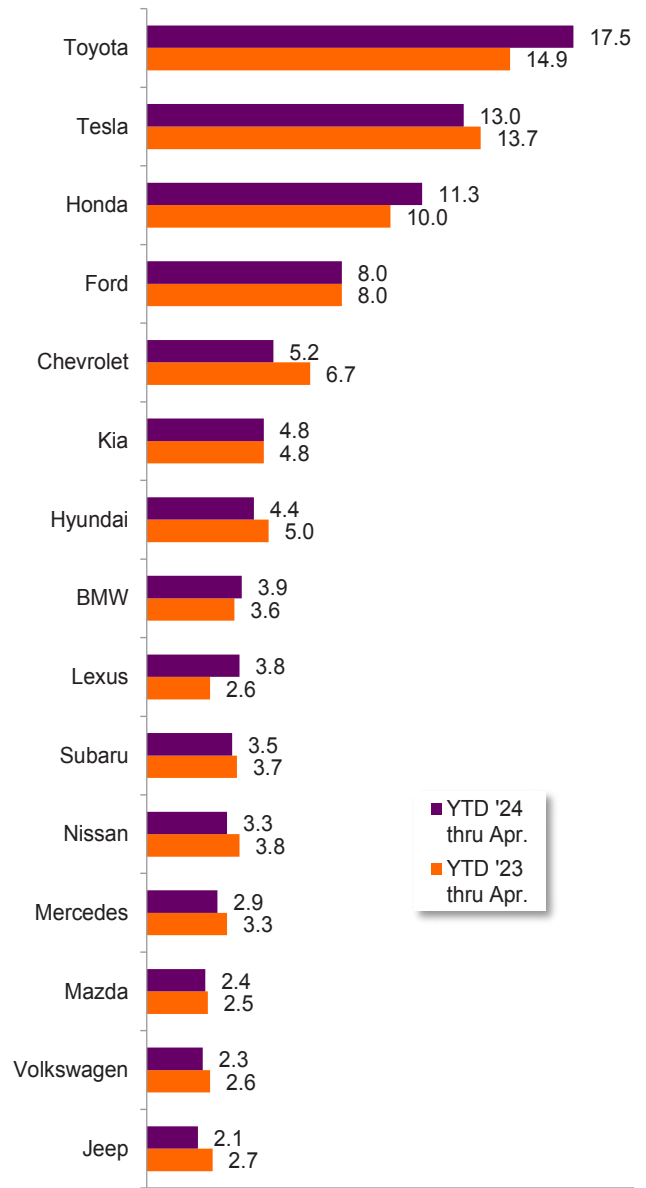


## Data Information

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 Apr.	YTD '24 thru Apr.	% change	YTD '23 thru Apr.	YTD '24 thru Apr.
Acura	293	266	-9%	0.6%	0.6%
Alfa Romeo	27	26	-4%	0.1%	0.1%
Audi	827	875	6%	1.8%	1.9%
BMW	1,636	1,834	12%	3.6%	3.9%
Buick	78	82	5%	0.2%	0.2%
Cadillac	270	274	1%	0.6%	0.6%
Chevrolet	3,053	2,433	-20%	6.7%	5.2%
Chrysler	107	100	-7%	0.2%	0.2%
Dodge	205	213	4%	0.5%	0.5%
Ford	3,652	3,751	3%	8.0%	8.0%
Genesis	173	138	-20%	0.4%	0.3%
GMC	559	629	13%	1.2%	1.3%
Honda	4,528	5,294	17%	10.0%	11.3%
Hyundai	2,261	2,081	-8%	5.0%	4.4%
Infiniti	116	114	-2%	0.3%	0.2%
Jaguar	47	42	-11%	0.1%	0.1%
Jeep	1,222	992	-19%	2.7%	2.1%
Kia	2,169	2,276	5%	4.8%	4.8%
Land Rover	445	446	0%	1.0%	0.9%
Lexus	1,202	1,767	47%	2.6%	3.8%
Lincoln	104	114	10%	0.2%	0.2%
Maserati	29	20	-31%	0.1%	0.0%
Mazda	1,138	1,138	0%	2.5%	2.4%
Mercedes	1,505	1,383	-8%	3.3%	2.9%
MINI	174	147	-16%	0.4%	0.3%
Mitsubishi	93	55	-41%	0.2%	0.1%
Nissan	1,721	1,540	-11%	3.8%	3.3%
Polestar	30	54	80%	0.1%	0.1%
Porsche	310	307	-1%	0.7%	0.7%
Ram	615	461	-25%	1.4%	1.0%
Rivian	290	415	43%	0.6%	0.9%
Subaru	1,701	1,622	-5%	3.7%	3.5%
Tesla	6,243	6,093	-2%	13.7%	13.0%
Toyota	6,780	8,214	21%	14.9%	17.5%
Volkswagen	1,159	1,066	-8%	2.6%	2.3%
Volvo	461	376	-18%	1.0%	0.8%
Other	212	335	58%	0.5%	0.7%

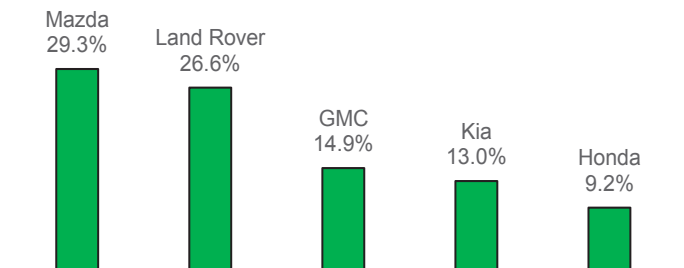
County Market Share for Top 15 Selling Brands YTD '24 thru April vs. Year Earlier



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



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