

San Diego Outlook

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New Car
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San Diego County

Covering the San Diego County automotive market

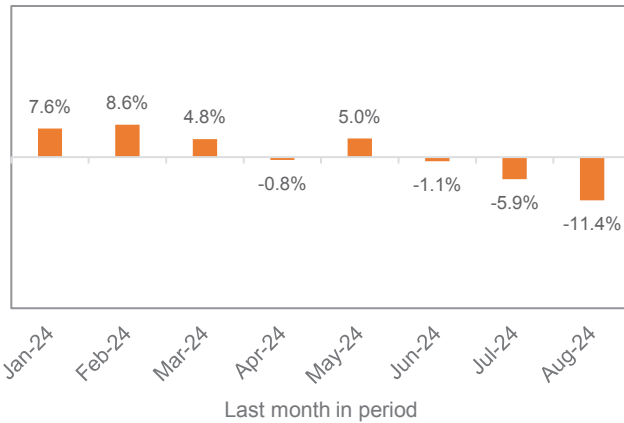
Data thru August 2024

San Diego County New Retail Car and Light Truck Registrations

	Most Recent Two Months			YTD thru Aug.			YTD Market Share		
	7/23 & 8/23	7/24 & 8/24	% change	YTD '23	YTD '24	% change	YTD '23	YTD '24	change
Industry Total	25,648	23,732	-7.5%	96,918	96,205	-0.7%	28.7	25.1	-3.6
Cars	7,836	5,865	-25.2%	27,819	24,133	-13.2%	71.3	74.9	3.6
Light Trucks	17,812	17,867	0.3%	69,099	72,072	4.3%			

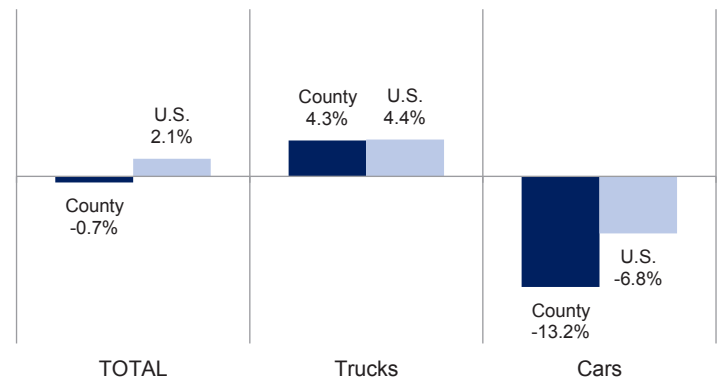
Data sourced from Experian Automotive. Figures for August 2024 are partially estimated.

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



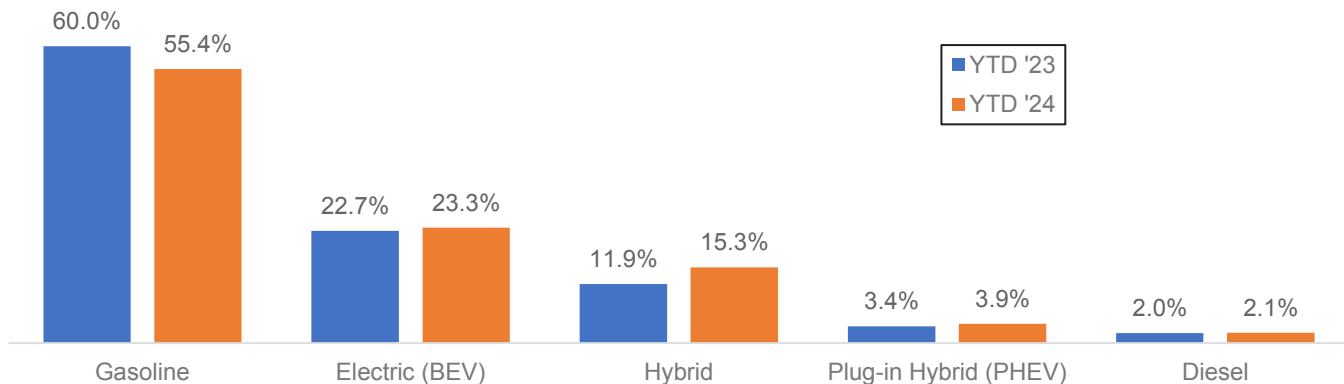
The graph above shows the year-over-year percent change in the three month moving average of new vehicle registrations. Data sourced from Experian Automotive.

Percent Change in County and U.S. New Retail Light Vehicle Markets YTD '24 thru August 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 August



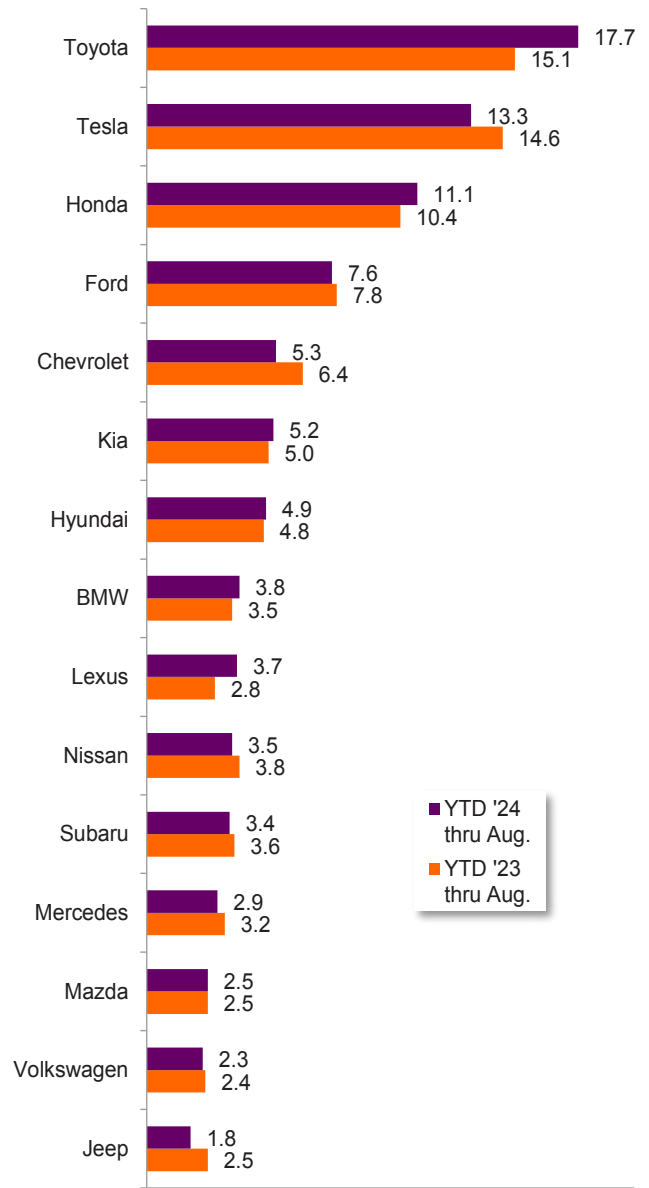
The graph above shows market share by type of powertrain. Hybrid vehicle market share excludes mild hybrids. Data sourced from Experian Automotive.

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 Aug.	YTD '24 thru Aug.	% change	YTD '23 thru Aug.	YTD '24 thru Aug.
Acura	659	495	-25%	0.7%	0.5%
Alfa Romeo	40	45	13%	0.0%	0.0%
Audi	1,709	1,555	-9%	1.8%	1.6%
BMW	3,379	3,624	7%	3.5%	3.8%
Buick	155	160	3%	0.2%	0.2%
Cadillac	509	602	18%	0.5%	0.6%
Chevrolet	6,172	5,054	-18%	6.4%	5.3%
Chrysler	237	168	-29%	0.2%	0.2%
Dodge	453	381	-16%	0.5%	0.4%
Ford	7,539	7,342	-3%	7.8%	7.6%
Genesis	398	313	-21%	0.4%	0.3%
GMC	1,211	1,370	13%	1.2%	1.4%
Honda	10,078	10,706	6%	10.4%	11.1%
Hyundai	4,635	4,719	2%	4.8%	4.9%
Infiniti	248	215	-13%	0.3%	0.2%
Jaguar	75	90	20%	0.1%	0.1%
Jeep	2,470	1,706	-31%	2.5%	1.8%
Kia	4,821	4,981	3%	5.0%	5.2%
Land Rover	788	805	2%	0.8%	0.8%
Lexus	2,748	3,588	31%	2.8%	3.7%
Lincoln	203	250	23%	0.2%	0.3%
Maserati	66	39	-41%	0.1%	0.0%
Mazda	2,458	2,404	-2%	2.5%	2.5%
Mercedes	3,068	2,769	-10%	3.2%	2.9%
MINI	308	259	-16%	0.3%	0.3%
Mitsubishi	171	98	-43%	0.2%	0.1%
Nissan	3,700	3,342	-10%	3.8%	3.5%
Polestar	49	153	212%	0.1%	0.2%
Porsche	719	694	-3%	0.7%	0.7%
Ram	1,248	810	-35%	1.3%	0.8%
Rivian	661	806	22%	0.7%	0.8%
Subaru	3,525	3,268	-7%	3.6%	3.4%
Tesla	14,159	12,820	-9%	14.6%	13.3%
Toyota	14,669	16,994	16%	15.1%	17.7%
Volkswagen	2,283	2,235	-2%	2.4%	2.3%
Volvo	931	724	-22%	1.0%	0.8%
Other	376	621	65%	0.4%	0.6%

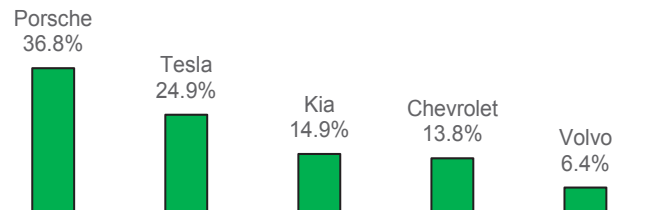
County Market Share for Top 15 Selling Brands YTD '24 thru August vs. Year Earlier



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 (Jun '24 thru Aug '24) vs. preceding 3 months (Mar '24 thru May '24) Among top 20 selling brands in past three months



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