

San Diego Outlook

Released by:
New Car
Dealers Association
San Diego County

Covering the San Diego County automotive market

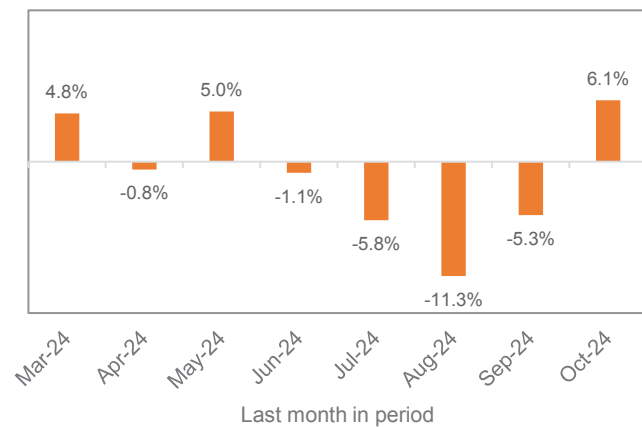
Data thru October 2024

San Diego County New Retail Car and Light Truck Registrations

	Most Recent Two Months			YTD thru Oct.			YTD Market Share		
	9/23 & 10/23	9/24 & 10/24	% change	YTD '23	YTD '24	% change	YTD '23	YTD '24	change
Industry Total	22,144	24,493	10.6%	119,051	120,724	1.4%	28.6	25.3	-3.3
Cars	6,289	6,416	2.0%	34,107	30,553	-10.4%	71.4	74.7	3.3
Light Trucks	15,855	18,077	14.0%	84,944	90,171	6.2%			

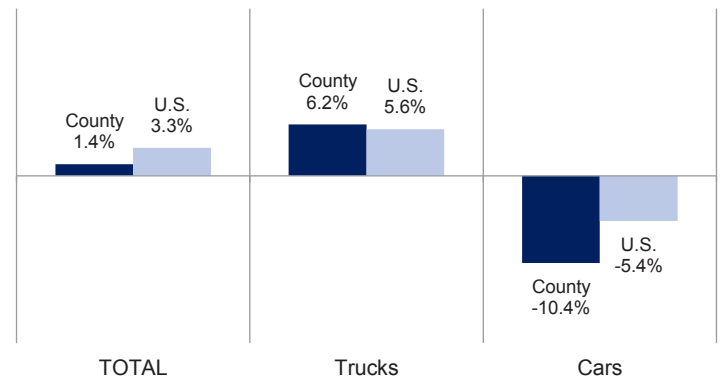
Data sourced from Experian Automotive. October '24 figures partially estimated.

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



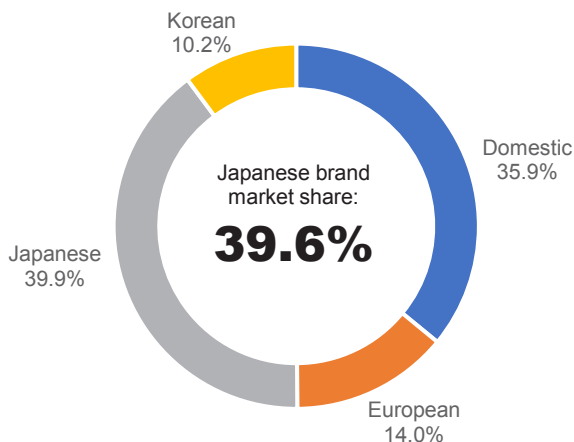
The graph above shows the year-over-year percent change in the three month moving average of new vehicle registrations. Data sourced from Experian Automotive.

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

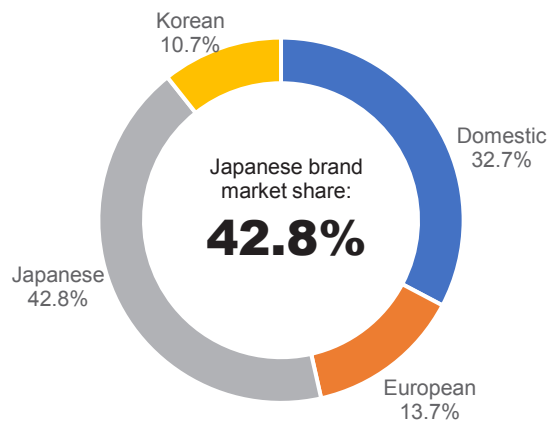


The graph above compares the change in new retail car and light truck registrations in both the county and U.S. markets. Data sourced from Experian Automotive.

San Diego County Market Shares YTD '23 thru Oct.



San Diego County Market Shares YTD '24 thru Oct.



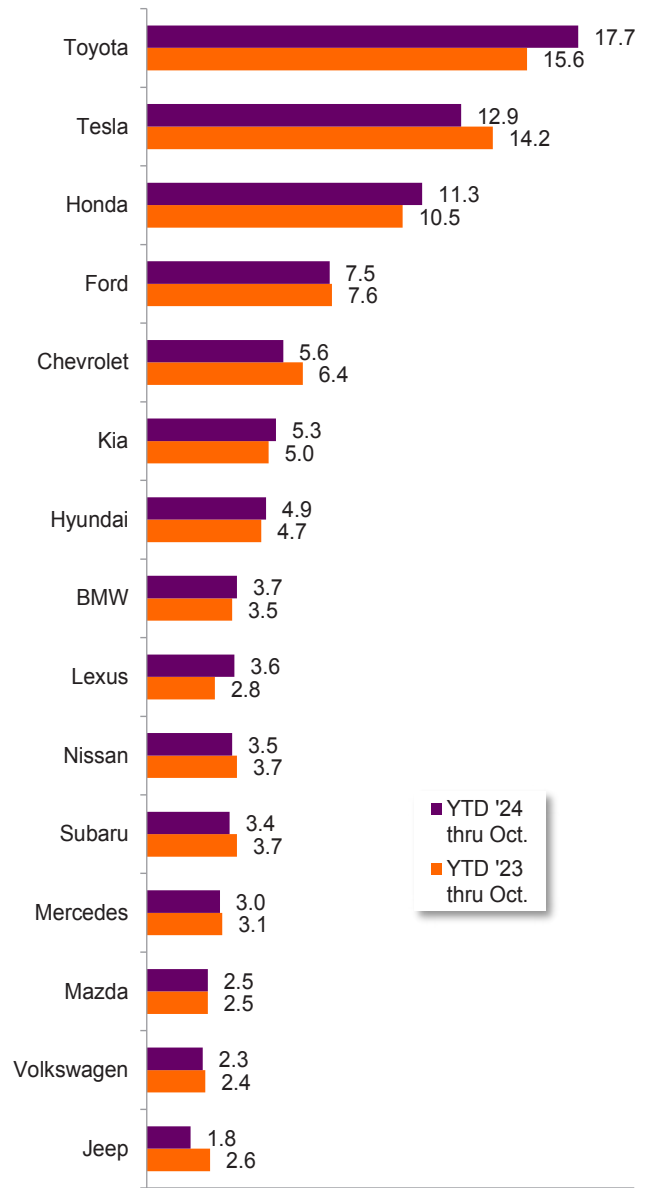
Data Information

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 Oct.	YTD '24 thru Oct.	% change	YTD '23 thru Oct.	YTD '24 thru Oct.
Acura	788	604	-23%	0.7%	0.5%
Alfa Romeo	60	59	-2%	0.1%	0.0%
Audi	2,124	1,924	-9%	1.8%	1.6%
BMW	4,119	4,415	7%	3.5%	3.7%
Buick	200	226	13%	0.2%	0.2%
Cadillac	633	732	16%	0.5%	0.6%
Chevrolet	7,605	6,729	-12%	6.4%	5.6%
Chrysler	304	202	-34%	0.3%	0.2%
Dodge	574	436	-24%	0.5%	0.4%
Ford	9,101	9,114	0%	7.6%	7.5%
Genesis	485	396	-18%	0.4%	0.3%
GMC	1,464	1,758	20%	1.2%	1.5%
Honda	12,493	13,603	9%	10.5%	11.3%
Hyundai	5,629	5,975	6%	4.7%	4.9%
Infiniti	314	277	-12%	0.3%	0.2%
Jaguar	94	107	14%	0.1%	0.1%
Jeep	3,140	2,147	-32%	2.6%	1.8%
Kia	5,967	6,371	7%	5.0%	5.3%
Land Rover	958	1,005	5%	0.8%	0.8%
Lexus	3,346	4,377	31%	2.8%	3.6%
Lincoln	234	288	23%	0.2%	0.2%
Maserati	77	39	-49%	0.1%	0.0%
Mazda	2,974	3,063	3%	2.5%	2.5%
Mercedes	3,677	3,566	-3%	3.1%	3.0%
MINI	372	304	-18%	0.3%	0.3%
Mitsubishi	199	128	-36%	0.2%	0.1%
Nissan	4,445	4,196	-6%	3.7%	3.5%
Polestar	69	181	162%	0.1%	0.1%
Porsche	901	925	3%	0.8%	0.8%
Ram	1,497	1,037	-31%	1.3%	0.9%
Rivian	891	1,019	14%	0.7%	0.8%
Subaru	4,354	4,142	-5%	3.7%	3.4%
Tesla	16,869	15,551	-8%	14.2%	12.9%
Toyota	18,625	21,333	15%	15.6%	17.7%
Volkswagen	2,840	2,796	-2%	2.4%	2.3%
Volvo	1,128	886	-21%	0.9%	0.7%
Other	501	813	62%	0.4%	0.7%



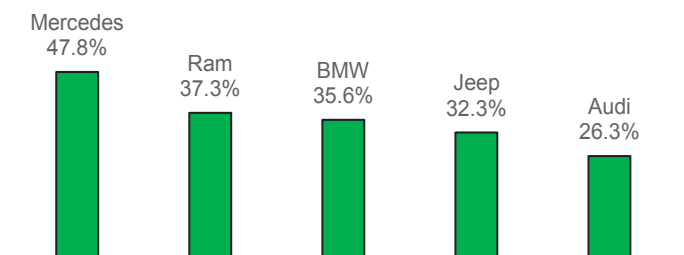
County Market Share for Top 15 Selling Brands YTD '24 thru October vs. Year Earlier



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



This report is sponsored by the New Car Dealers Association San Diego County (858-550-0080) and produced by Auto Outlook (610-640-1233). Any material quoted must be attributed to San Diego Auto Outlook, published by Auto Outlook, Inc. on behalf of NCDA San Diego County. Data source must also be shown as "Data sourced from Experian Automotive." Please contact the Association with any questions or comments regarding the publication.

Copyright November 2024.