

San Diego Outlook

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New Car
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San Diego County

Covering the San Diego County automotive market

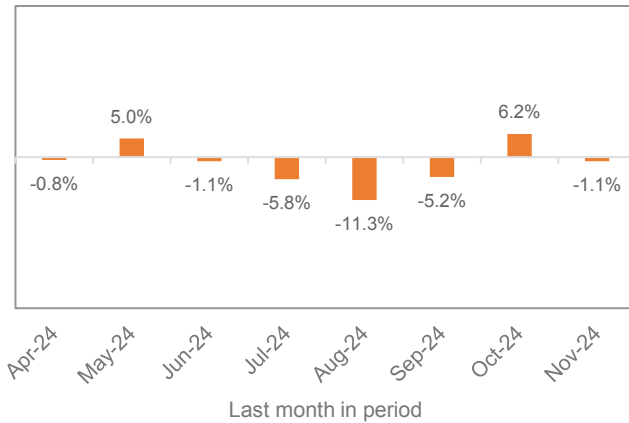
Data thru November 2024

San Diego County New Retail Car and Light Truck Registrations

	Most Recent Two Months			YTD thru Nov.			YTD Market Share		
	10/23 & 11/23	10/24 & 11/24	% change	YTD '23	YTD '24	% change	YTD '23	YTD '24	change
Industry Total	24,320	23,967	-1.5%	132,062	131,023	-0.8%	28.6	25.3	-3.3
Cars	6,885	6,163	-10.5%	37,802	33,140	-12.3%	71.4	74.7	3.3
Light Trucks	17,435	17,804	2.1%	94,260	97,883	3.8%			

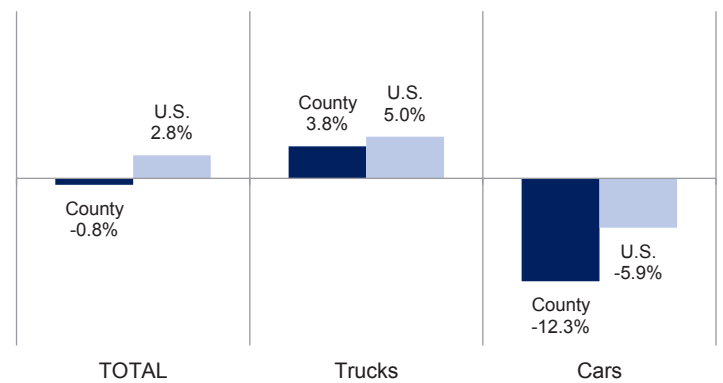
Data sourced from Experian Automotive. Figures for November 2024 are partially estimated.

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



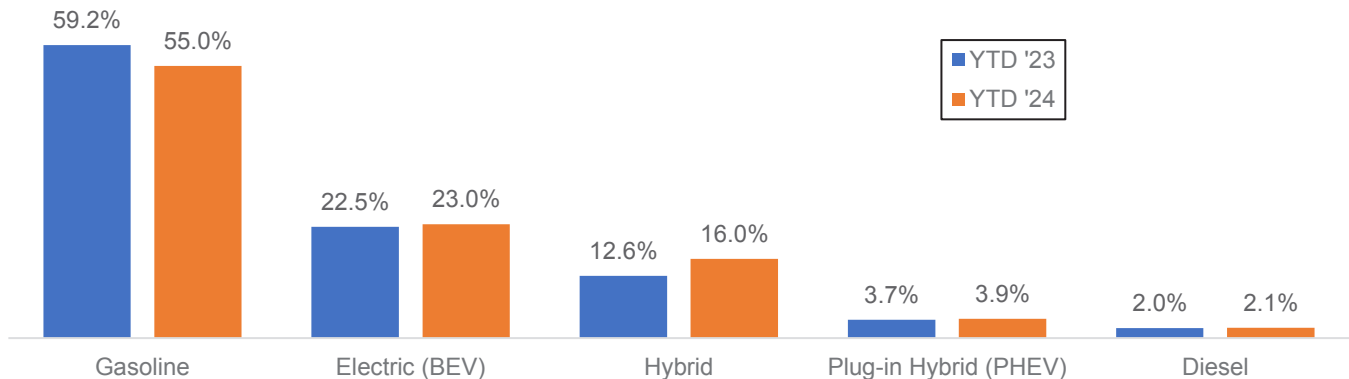
The graph above shows the year-over-year percent change in the three month moving average of new vehicle registrations. Data sourced from Experian Automotive.

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



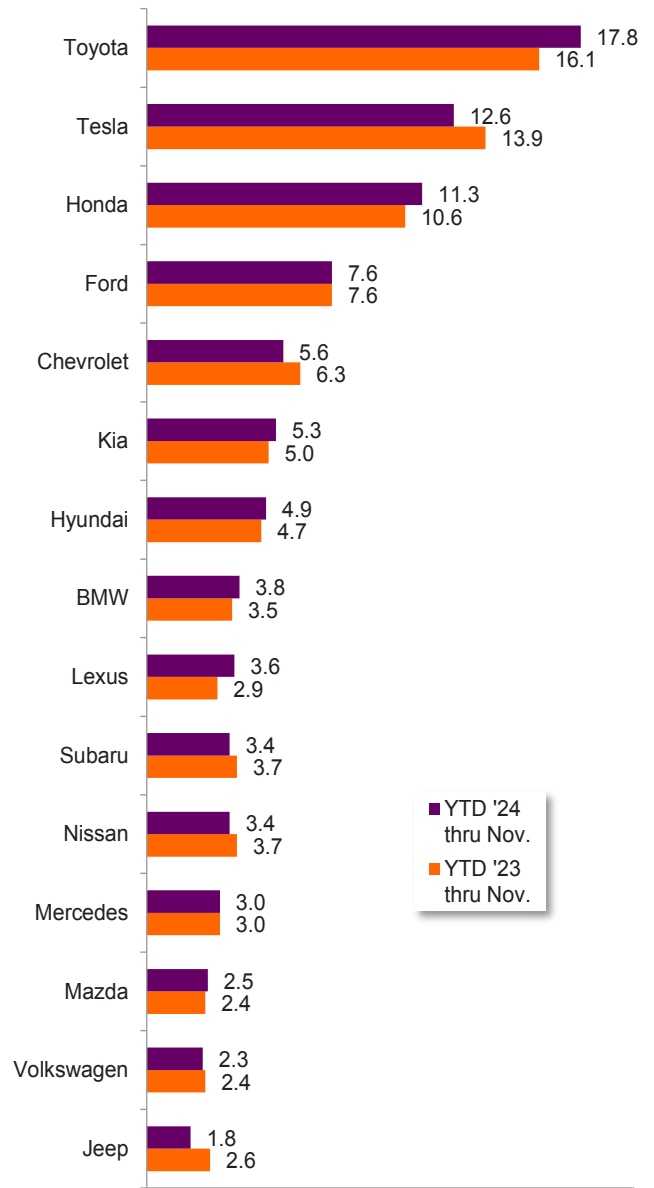
The graph above shows market share by type of powertrain. Hybrid vehicle market share excludes mild hybrids. Data sourced from Experian Automotive.

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 Nov.	YTD '24 thru Nov.	% change	YTD '23 thru Nov.	YTD '24 thru Nov.
Acura	869	660	-24%	0.7%	0.5%
Alfa Romeo	68	63	-7%	0.1%	0.0%
Audi	2,412	2,045	-15%	1.8%	1.6%
BMW	4,660	4,920	6%	3.5%	3.8%
Buick	227	249	10%	0.2%	0.2%
Cadillac	681	784	15%	0.5%	0.6%
Chevrolet	8,356	7,372	-12%	6.3%	5.6%
Chrysler	332	215	-35%	0.3%	0.2%
Dodge	622	462	-26%	0.5%	0.4%
Ford	9,994	9,994	0%	7.6%	7.6%
Genesis	519	424	-18%	0.4%	0.3%
GMC	1,619	1,906	18%	1.2%	1.5%
Honda	13,938	14,779	6%	10.6%	11.3%
Hyundai	6,188	6,459	4%	4.7%	4.9%
Infiniti	351	296	-16%	0.3%	0.2%
Jaguar	103	109	6%	0.1%	0.1%
Jeep	3,482	2,314	-34%	2.6%	1.8%
Kia	6,617	6,972	5%	5.0%	5.3%
Land Rover	1,040	1,094	5%	0.8%	0.8%
Lexus	3,788	4,722	25%	2.9%	3.6%
Lincoln	267	310	16%	0.2%	0.2%
Maserati	87	39	-55%	0.1%	0.0%
Mazda	3,199	3,270	2%	2.4%	2.5%
Mercedes	4,014	3,975	-1%	3.0%	3.0%
MINI	416	344	-17%	0.3%	0.3%
Mitsubishi	221	137	-38%	0.2%	0.1%
Nissan	4,897	4,500	-8%	3.7%	3.4%
Polestar	73	190	160%	0.1%	0.1%
Porsche	995	1,003	1%	0.8%	0.8%
Ram	1,649	1,129	-32%	1.2%	0.9%
Rivian	958	1,079	13%	0.7%	0.8%
Subaru	4,870	4,502	-8%	3.7%	3.4%
Tesla	18,324	16,482	-10%	13.9%	12.6%
Toyota	21,211	23,386	10%	16.1%	17.8%
Volkswagen	3,196	3,000	-6%	2.4%	2.3%
Volvo	1,232	953	-23%	0.9%	0.7%
Other	587	885	51%	0.4%	0.7%

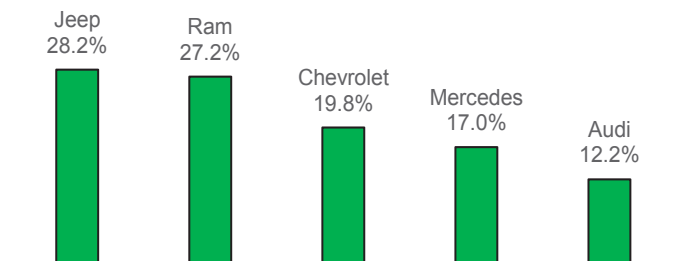
County Market Share for Top 15 Selling Brands YTD '24 thru November vs. Year Earlier



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



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