

San Diego Auto Outlook

Comprehensive information on the San Diego County new vehicle market



NEW CAR
DEALERS ASSOCIATION
SAN DIEGO COUNTY

FORECAST

New Vehicle Registrations Predicted to Decline in 2nd Half of '25

Below is a list of five key trends and developments in the San Diego County new vehicle market:

- 

The county market got off to a mediocre start in the first half of this year. New retail light vehicle registrations increased 2.5% during the first six months of 2025 versus a year earlier, below the 6.4% improvement in the U.S.
- 

As discussed in the sidebar on the right, there is heightened uncertainty for the new vehicle sales outlook. At this point, it looks like the market will move lower for the rest of this year. Second half registrations are predicted to decline 6.9% compared to the same period in 2024. The market is expected to decline slightly for all of this year (see graph below).
- 

Hybrid vehicle sales continue to move higher. Hybrid registrations increased 44% in the first half of this year, easily outpacing the overall market. Market share reached 21.3%. BEV market share was 21.0% so far this year, down from 22.7% in the first half of 2024.
- 

Hybrids accounted for 53% of Toyota registrations during the first six months of 2025. More than 40% of Acura and Cadillac registrations were BEVs. ICE powertrain share was greater than 50% for 23 of the top 30 selling brands (see page 7).
- 

First half registrations increased by more than 15% for five of the top 30 selling brands in the county: Mercedes, Porsche, Chevrolet, Kia, and Land Rover.



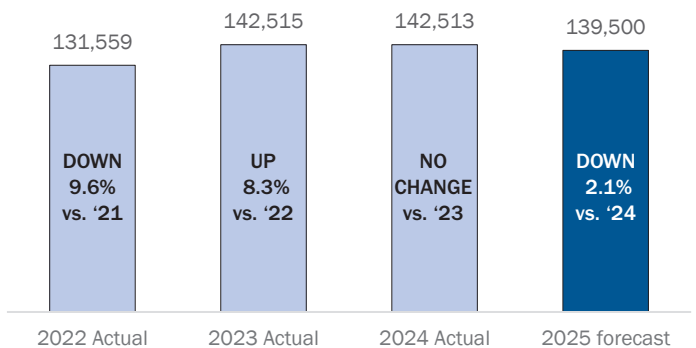
Primary Factors
Driving the San Diego County
New Vehicle Market

As 2025 approached, the outlook for new vehicle sales was positive. Affordability was likely to improve due to lower interest rates and declining transaction prices. The economy was also in relatively good shape: GDP growth was solid, unemployment remained low, incomes were on the rise, and inflation was cooling. Add in pent-up demand resulting from deferred purchases during the pandemic and ensuing supply chain disruptions, and the stage was set for improving sales.

But that clear road quickly turned bumpy. U.S. trade policy was abruptly and dramatically altered, throwing a wrench into a relatively stable economic environment. The global economy is intricately interconnected, and the introduction of this level of policy uncertainty has left both businesses and consumers partially paralyzed. This level of disruption is substantial and without historical precedence, which makes isolating the impact on new vehicle sales very difficult.

Bottom line: Higher tariffs will likely lead to rising vehicle prices and in the short run, increasing inflation, lower economic growth, and stagnant household disposable income, all negatives for new vehicle sales. In addition, sales were pulled ahead this year as shoppers advanced purchases due to the anticipation of higher vehicle prices resulting from tariffs. New vehicle registrations in the second half of the year are projected to decline from the year earlier, but the situation is highly dynamic and subject to change, so stay tuned.

Forecast for County New Retail Light Vehicle Registrations



The graph above shows annual new retail light vehicle registrations from 2022 through 2024, and Auto Outlook’s projection for 2025. Historical data sourced from Experian Automotive.

Market Summary

	YTD '24 thru June	YTD '25 thru June	% Chg. '24 to '25	Mkt. Share YTD '25
TOTAL	72,477	74,301	2.5%	
Car	18,274	17,773	-2.7%	23.9%
Light Truck	54,203	56,528	4.3%	76.1%
Domestic	23,724	21,991	-7.3%	29.5%
European	10,059	10,685	6.2%	14.4%
Japanese	31,207	33,559	7.5%	45.2%
Other Asian	7,487	8,066	7.7%	10.9%

Domestics consist of vehicles sold by GM, Ford, Stellantis (excluding Alfa Romeo and FIAT), Tesla, Rivian, and Lucid. Other Asian includes Genesis, Hyundai, Kia, and VinFast. Data sourced from Experian Automotive.

KEY TRENDS IN SAN DIEGO COUNTY NEW VEHICLE MARKET

COUNTY MARKET VS. U.S.

% Change In New Retail Market YTD '25 thru June vs. YTD '24	San Diego County	California	U.S.
	UP 2.5%	UP 3.9%	UP 6.4%

New retail light vehicle registrations in the county increased 2.5% during the first six months of this year. State market increased 3.9%, while U.S. was up 6.4%.

Data sourced from Experian Automotive.

QUARTERLY RESULTS

Quarter	Registrations (Millions)
Q3 '23	14.8
Q4 '23	15.0
Q1 '24	14.9
Q2 '24	14.8
Q3 '24	14.3
Q4 '24	15.2
Q1 '25	15.3
Q2 '25	15.4

The graph on the left provides an easily recognizable way to gauge the strength of the county market. It shows quarterly registrations based on a seasonally adjusted annual rate. These figures are then indexed to SAAR sales figures for the U.S. new vehicle market. So just like in the national market, when the quarterly SAAR is above 17 million units, the county market is strong, 15 million is about average, and below 13 million is weak. Equivalent SAAR levels in the county increased slightly from 15.3 million in the First Quarter of 2025 to 15.4 million in the Second Quarter.

Data sourced from Experian Automotive. SAAR estimates: Auto Outlook.

% Change in quarterly registrations vs. year earlier (2Q '25 vs. 2Q '24)

UP 2.3%

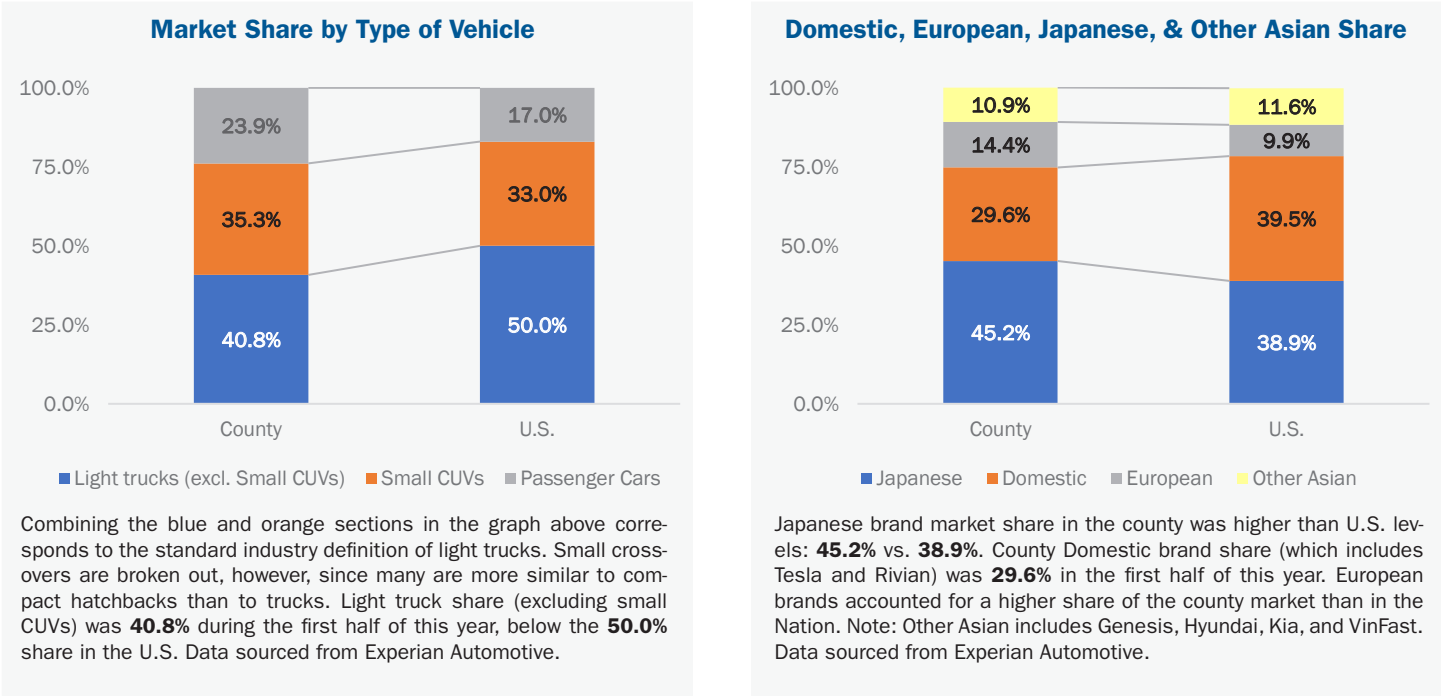
% Change in registrations vs. previous quarter (2Q '25 vs. 1Q '25)

UP 3.4%

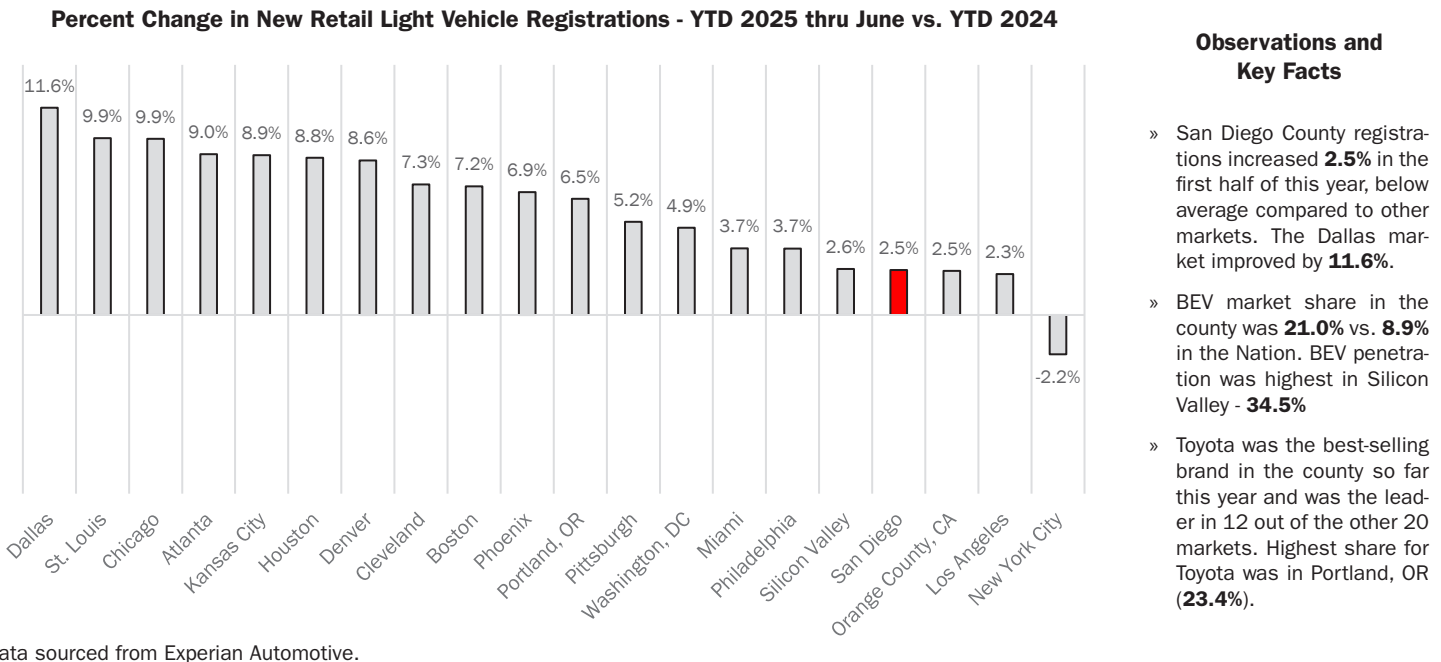
KEY TRENDS IN SAN DIEGO COUNTY NEW VEHICLE MARKET



VEHICLE AND BRAND SEGMENTS - COUNTY AND U.S. (YTD '25 thru June)



COMPARISON OF METRO AREA MARKETS



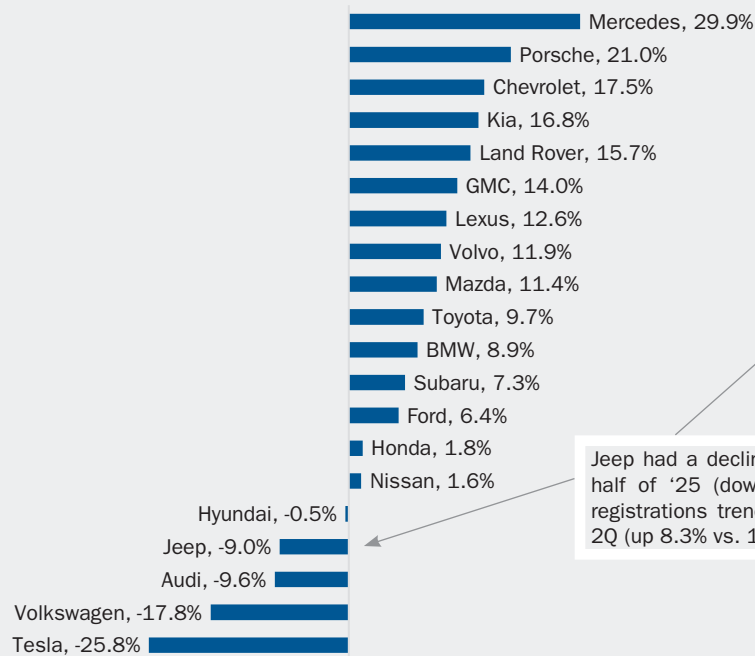
BRANDS AND MODELS



WINNERS AND LOSERS

The primary metric used to identify winning and losing brands is the percent change in registrations vs. year earlier, shown on the graph below. Mercedes and Porsche were the biggest gainers in the county market so far this year among the top 20 brands. BUT this snapshot does not capture the shorter term trend in sales. Registrations for a brand may have posted a big year-over year increase (definitely a positive), but if growth has stalled during the most recent quarter, that's significant. The tables to the right of the graph show results from the First to the Second Quarters of this year.

% Change in County Registrations for Top 20 Brands-YTD '25 thru June vs. YTD '24



Jeep had a decline in the first half of '25 (down 9.0%), but registrations trended higher in 2Q (up 8.3% vs. 1Q).

Brands Gaining Ground

Largest % increases from 1Q '25 to 2Q '25

Nissan	Up	17.4%
Lexus	Up	15.9%
Ford	Up	14.3%
Toyota	Up	11.0%
Jeep	Up	8.3%

Brands Losing Ground

Largest % declines from 1Q '25 to 2Q '25

Volkswagen	Down	30.7%
Land Rover	Down	26.7%
Porsche	Down	20.7%
Audi	Down	20.4%
GMC	Down	9.9%

Largest % increases during YTD '25 vs. YTD '24: Mercedes, Porsche, Chevrolet, Kia, and Land Rover.

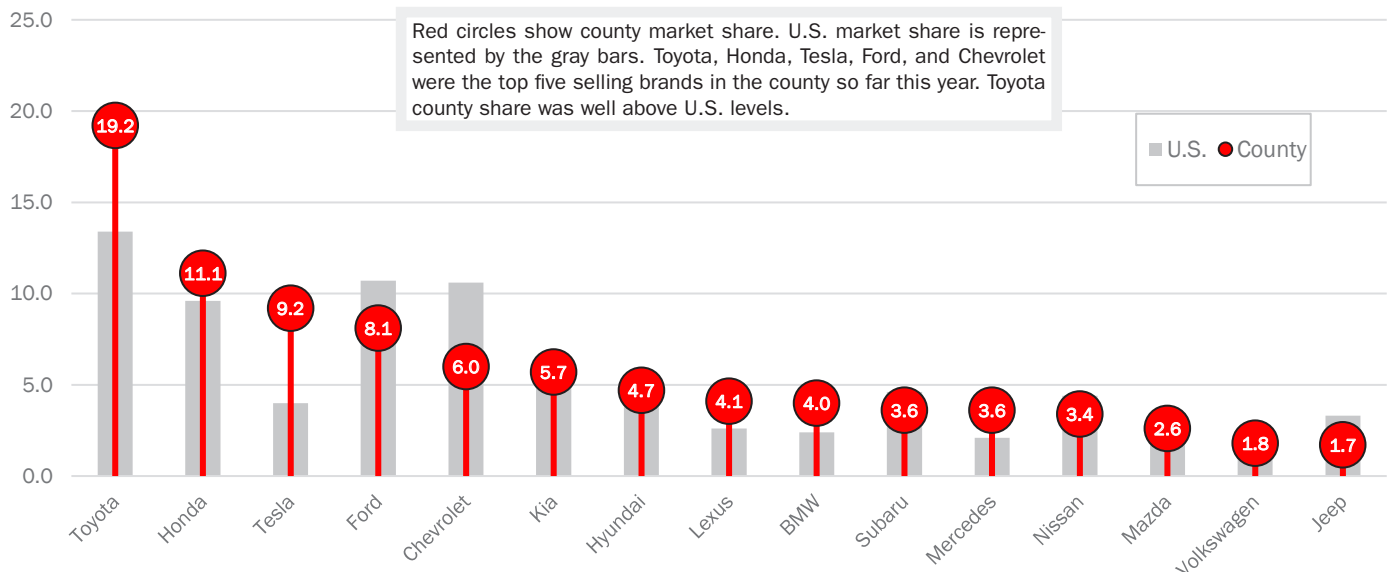
Largest % increases in 2Q '25 vs. 1Q '25: Nissan, Lexus, Ford, Toyota, and Jeep.

Data sourced from Experian Automotive.



TOP SELLING BRANDS

San Diego County and U.S. Market Shares for Top 15 Brands in County - YTD '25 thru June



Red circles show county market share. U.S. market share is represented by the gray bars. Toyota, Honda, Tesla, Ford, and Chevrolet were the top five selling brands in the county so far this year. Toyota county share was well above U.S. levels.

■ U.S. ● County

Data sourced from Experian Automotive.

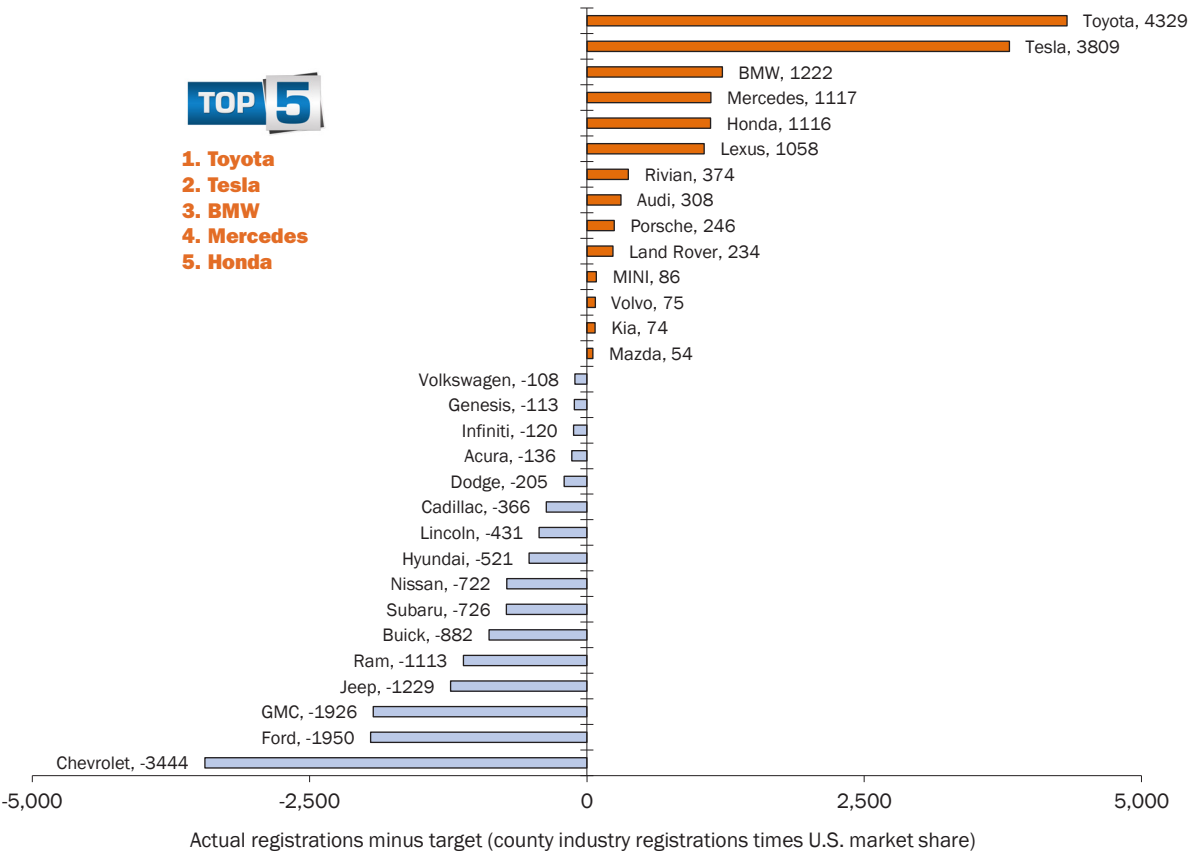
BRANDS AND MODELS



BRAND SALES PERFORMANCE

The graph below provides an indicator of brands that are popular in San Diego County (relative to the National standard), and those that are not. Here’s how it works: For the top 30 selling brands, each brand’s share of the U.S. market is multiplied by industry retail registrations in the county during the first six months of this year. This yields a “target” for the county market. Target registrations are subtracted from actual registrations to derive the measurement of sales performance. Brands at the top of the graph (i.e., Toyota, Tesla, BMW, Mercedes, and Honda) are relatively strong sellers in the county, with actual registrations exceeding calculated targets by large margins. For instance, Toyota registrations exceeded the target by 4,329 units.

San Diego County Retail Market Performance based on registrations during YTD 2025 thru June
Actual registrations minus target (county industry registrations times U.S. market share)



TOP SELLING MODELS

Top 20 Selling Models during YTD '25 thru June - Market Share and % Change in Registrations vs. YTD '24						
Rank	Model	County Share %	% chg. '24 to '25	Rank	Model	County Share %
1	Tesla Model Y	5.0	-41.0	11	Toyota Tundra	1.4
2	Toyota RAV4	4.3	-11.9	12	Chevrolet Equinox	1.3
3	Honda CR-V	3.4	7.0	13	Honda Accord	1.3
4	Tesla Model 3	3.4	31.0	14	Honda HR-V	1.2
5	Honda Civic	3.1	1.1	15	Hyundai Tucson	1.2
6	Toyota Tacoma	3.0	102.1	16	Ford Maverick	1.2
7	Toyota Camry	2.8	5.2	17	Subaru Crosstrek	1.1
8	Ford F-Series	2.0	17.9	18	Subaru Forester	1.1
9	Toyota Corolla	2.0	-1.6	19	Lexus NX	1.1
10	Chevrolet Silverado	1.8	-6.4	20	Kia Sportage	1.1
						21.2

Table on the left presents the top 20 selling models in the county during the first six months of 2025. Share of industry registrations and the percent change versus the same period in 2024 are also shown. Models with the five largest percentage increase are shaded blue.

Data sourced from Experian Automotive.

ALTERNATIVE POWERTRAIN MARKET

FIVE KEY TRENDS

1.

BEV share was 19.8% in 2Q '25, down vs. year earlier and off from 1Q '25.

2.

Hybrid vehicles continued to post gains. Hybrid share was 21.3% so far this year, up 6.1 points vs. year earlier.

3.

Tesla registrations declined 25.8% so far this year. BEV sales by franchised dealerships increased 26.9% vs. year earlier.

4.

Hybrids accounted for more than 40% of registrations for Toyota, Lexus, and Honda (see next page).

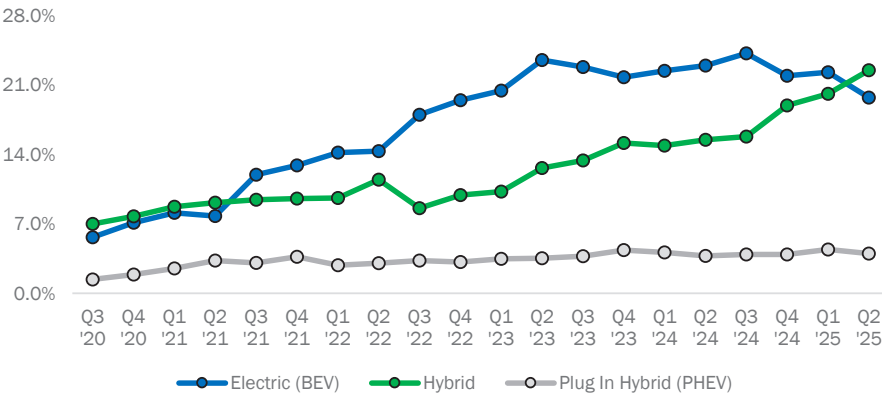
5.

ICE powertrains accounted for more than 50% of registrations for 23 of the top 30 selling brands.



BEV, PHEV, AND HYBRID MARKET SHARE

Percent Share of Industry Registrations by Powertrain Type



YTD thru June		
	YTD '24	YTD '25
Hybrid	15.2%	21.3% ▲
Electric (BEV)	22.7%	21.0% ▼
Plug In Hybrid (PHEV)	4.0%	4.2% ▲

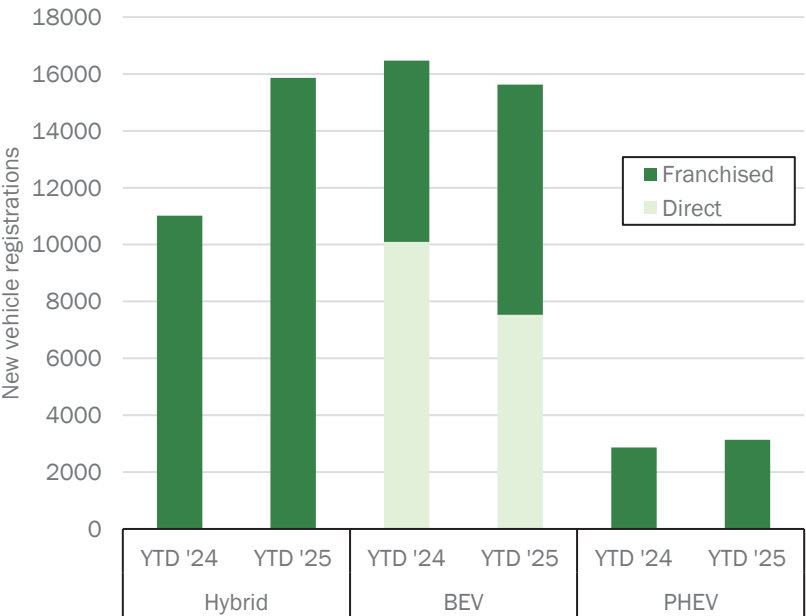
Quarterly		
	1Q '25	2Q '25
Hybrid	20.1%	22.5% ▲
Electric (BEV)	22.3%	19.8% ▼
Plug In Hybrid (PHEV)	4.4%	4.0% ▼

Data sourced from Experian Automotive. Hybrid registrations exclude mild hybrids.



FRANCHISED DEALERSHIPS AND DIRECT SELLERS

New Hybrid, BEV, and PHEV Registrations in San Diego County by Type of Selling Dealership



BEV Registrations and Market Share		
	Franchised Dealerships	Direct Sellers
YTD '24 thru Jun. regs.	6,376	10,096
YTD '25 thru Jun. regs.	8,091	7,531
% change	26.9%	-25.4%
YTD '24 mkt. share %	38.7	61.3
YTD '25 mkt. share %	51.8	48.2
change	13.1	-13.1
1Q '25 regs.	4,396	3,759
2Q '25 regs.	3,695	3,772
% change	-15.9%	0.3%
1Q '25 mkt. share %	53.9	46.1
2Q '25 mkt. share %	49.5	50.5
change	-4.4	4.4

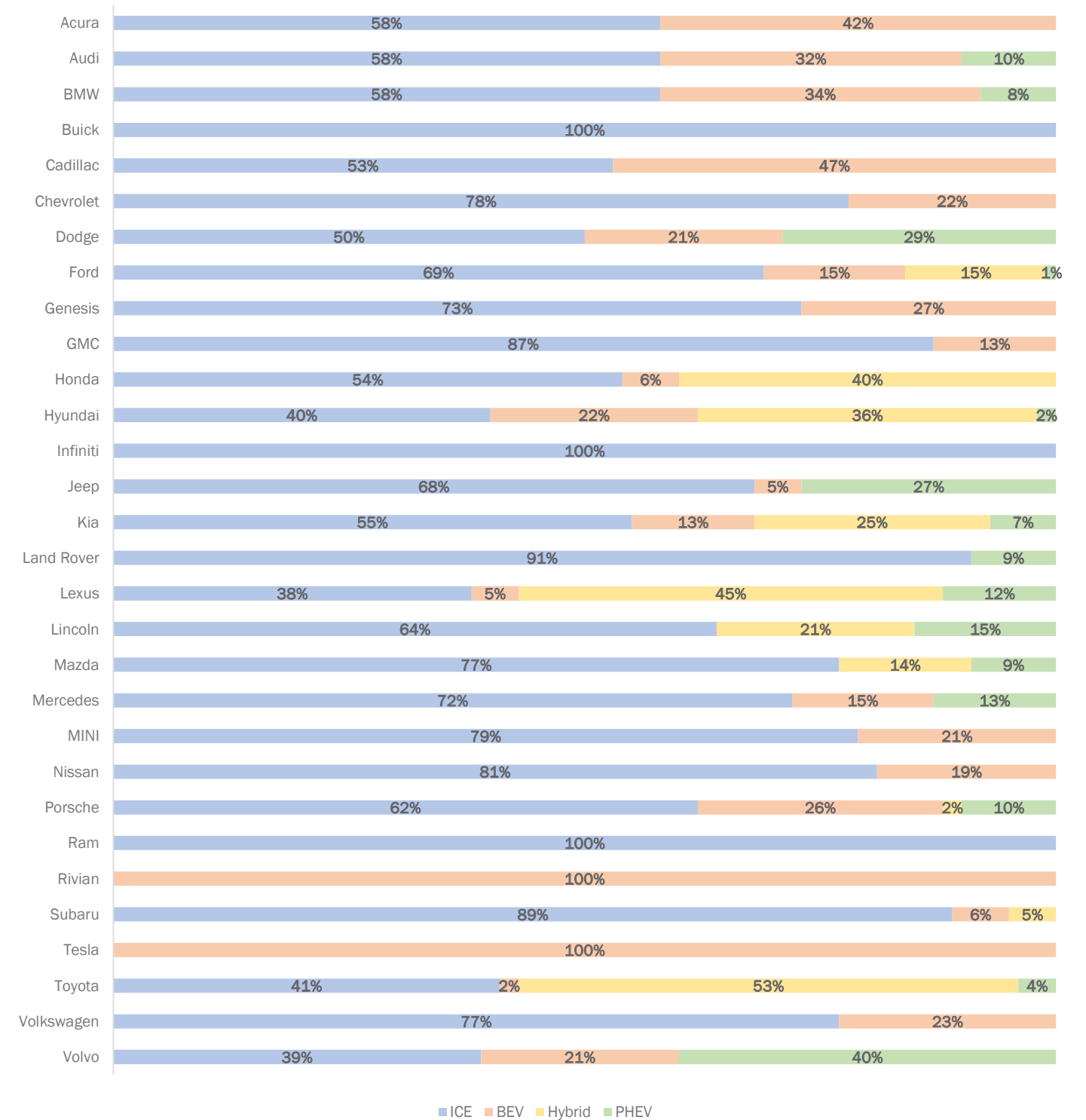
The dark green areas in the graph show registrations by powertrain type for franchised dealerships. Sum of the green areas is 27,092 units, 78% of the overall total.

Data sourced from Experian Automotive. Hybrid registrations exclude mild hybrids.

ALTERNATIVE POWERTRAIN MARKET



Share of Brand Registrations in San Diego County by Type of Powertrain - YTD 2025 thru June (top 30 brands)



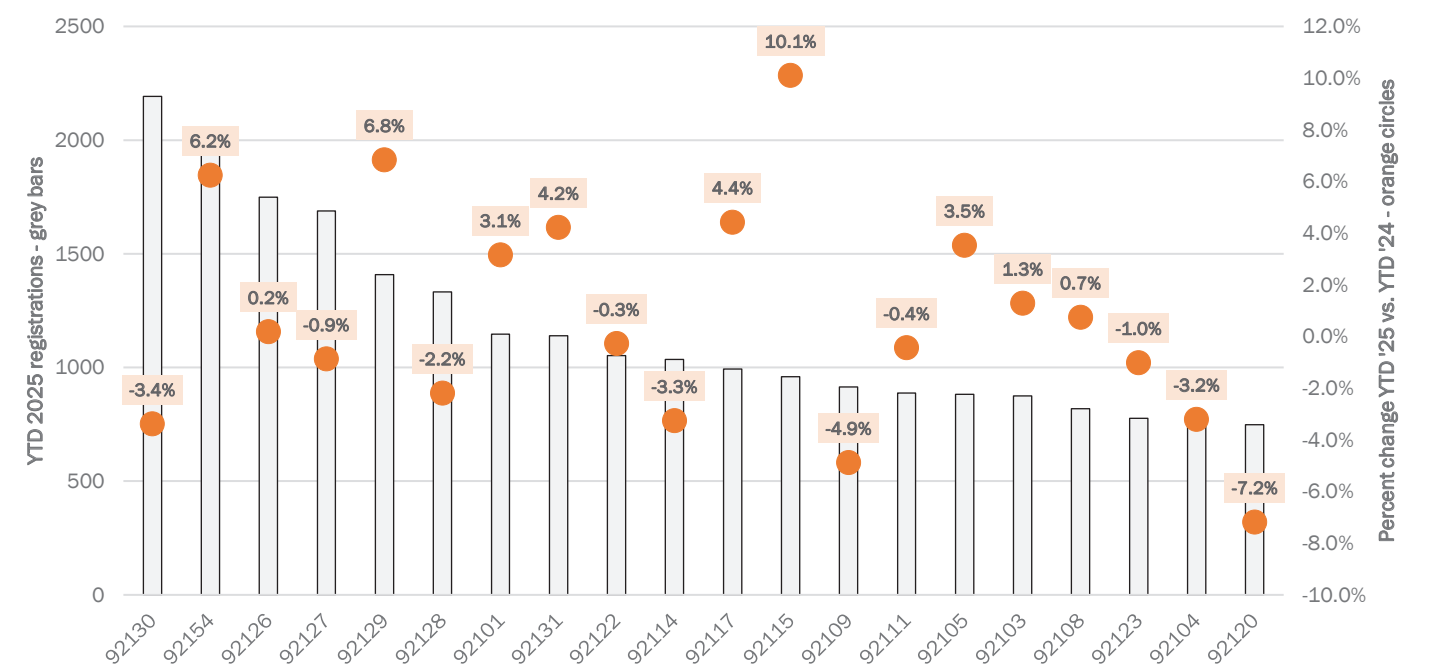
The graph above shows the breakdown of new vehicle registrations by powertrain type for each of the top 30 selling brands in the county during the first six months of 2025. Data sourced from Experian Automotive.

ZIP CODE MARKETS IN SAN DIEGO

Registrations in Zip Code 92115 Increased 10.1% So Far This Year

The graphs and tables on these two pages show specific data on the top 20 zip code markets in San Diego. The figures represent new vehicles registered to retail customers residing in each of the zip codes, and includes both purchase and lease transactions.

Zip Code New Retail Light Vehicle Registrations in San Diego - YTD 2025 thru June and Percent Change vs. YTD 2024



The graph above shows new vehicle registrations during the first six months of this year (grey bars and left axis) and percent change vs. the same period in 2024 (orange circles with labels and right axis). Data sourced from Experian Automotive.

ZIP CODE MARKETS REVIEW									
	Industry Registrations			Battery Electric Vehicle Market Share (%)			Luxury Brand Market Share (%)		
	YTD '24 thru June	YTD '25 thru June	% change '25 vs. '24	YTD '24 thru June	YTD '25 thru June	change '25 vs. '24	YTD '24 thru June	YTD '25 thru June	change '25 vs. '24
92101	1,112	1,147	3.1%	32.0	27.4	-4.6	46.9	43.9	-3.0
92103	864	875	1.3%	27.5	25.1	-2.4	39.1	35.3	-3.8
92104	778	753	-3.2%	21.3	18.2	-3.1	24.0	18.6	-5.4
92105	852	882	3.5%	11.0	11.7	0.7	13.3	12.9	-0.4
92108	813	819	0.7%	24.6	26.6	2.0	36.9	33.9	-3.0
92109	962	915	-4.9%	23.3	20.5	-2.8	33.1	29.3	-3.8
92111	892	888	-0.4%	22.3	18.1	-4.2	23.9	21.3	-2.6
92114	1,071	1,036	-3.3%	12.1	13.9	1.8	15.5	17.4	1.9
92115	872	960	10.1%	19.0	17.6	-1.4	21.0	17.2	-3.8
92117	951	993	4.4%	24.9	21.5	-3.4	27.9	23.0	-4.9
92120	807	749	-7.2%	23.9	19.5	-4.4	30.6	26.8	-3.8
92122	1,055	1,052	-0.3%	32.0	27.1	-4.9	40.4	36.7	-3.7
92123	784	776	-1.0%	21.2	19.5	-1.7	26.9	27.2	0.3
92126	1,746	1,749	0.2%	28.1	26.2	-1.9	34.4	29.0	-5.4
92127	1,703	1,688	-0.9%	41.3	35.0	-6.3	54.7	51.9	-2.8
92128	1,363	1,333	-2.2%	30.1	25.3	-4.8	39.5	34.1	-5.4
92129	1,318	1,408	6.8%	37.0	28.8	-8.2	42.3	34.4	-7.9
92130	2,269	2,192	-3.4%	42.4	38.2	-4.2	59.4	55.7	-3.7
92131	1,093	1,139	4.2%	34.1	32.7	-1.4	44.4	42.2	-2.2
92154	1,862	1,978	6.2%	13.6	13.5	-0.1	16.7	17.3	0.6

Data sourced from Experian Automotive.

ZIP CODE MARKETS IN SAN DIEGO

BMW Market Share Approached 10% in Zip Code 92130

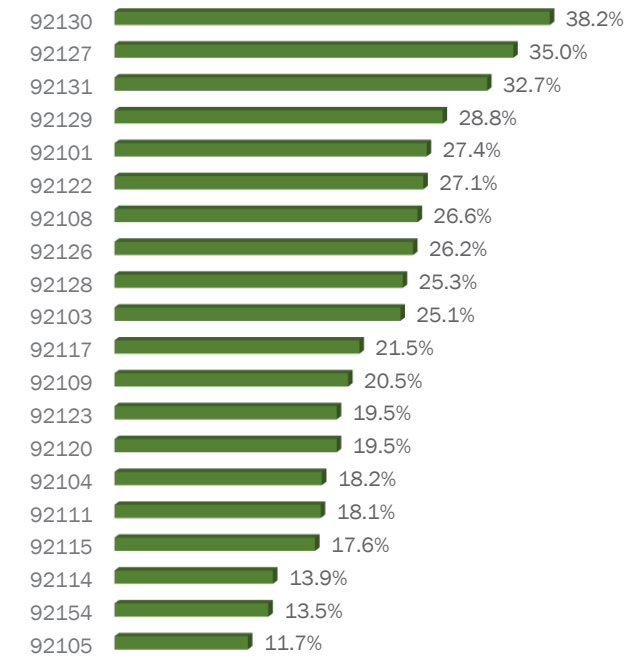
Brand Market Share - YTD 2025 thru June (for top 10 selling brands in county market)

Zip Code	Toyota	Honda	Tesla	Ford	Kia	Hyundai	Chevrolet	BMW	Lexus	Mercedes
92101	11.7	8.2	12.6	7.7	4.5	3.7	4.4	7.5	4.3	5.8
92103	16.5	8.6	8.6	6.7	4.6	7.4	2.4	7.1	2.6	4.7
92104	22.3	16.2	3.9	5.4	5.4	5.6	3.5	3.9	3.3	1.5
92105	34.9	17.2	5.1	5.6	5.2	4.0	5.6	1.2	3.4	1.2
92108	16.8	10.0	12.5	7.9	6.5	4.9	4.3	4.9	3.2	4.9
92109	18.9	7.8	9.8	11.1	4.7	3.8	5.4	3.4	4.0	2.8
92111	24.5	11.3	7.1	7.8	5.9	4.4	6.6	1.8	3.9	3.2
92114	27.7	18.2	8.0	5.0	5.8	4.3	5.9	1.6	3.5	1.9
92115	25.7	16.3	6.5	6.3	7.1	5.6	5.5	1.7	3.5	1.3
92117	21.8	11.0	8.6	7.8	6.3	5.8	5.2	2.8	3.1	2.2
92120	20.7	9.9	6.4	8.9	5.7	6.5	5.9	4.3	3.7	3.7
92122	19.7	10.4	14.7	3.7	5.2	5.8	3.3	4.6	4.8	3.8
92123	19.5	10.4	9.8	8.2	5.5	4.9	8.9	3.1	3.7	4.3
92126	24.6	15.6	14.1	5.1	5.1	5.3	4.7	2.3	5.3	2.6
92127	11.2	7.8	15.9	4.6	4.7	5.4	4.1	8.3	6.2	5.9
92128	16.9	13.0	11.3	5.0	5.8	6.9	3.6	4.5	7.0	3.5
92129	20.0	12.7	15.5	4.3	5.8	6.3	4.0	3.7	5.7	3.0
92130	12.1	6.0	19.2	4.1	3.6	3.9	3.3	9.7	6.1	5.5
92131	14.7	9.7	13.7	5.3	4.9	7.2	4.1	6.3	5.9	4.9
92154	20.7	13.4	6.5	8.5	7.3	3.6	6.7	2.4	2.3	2.5

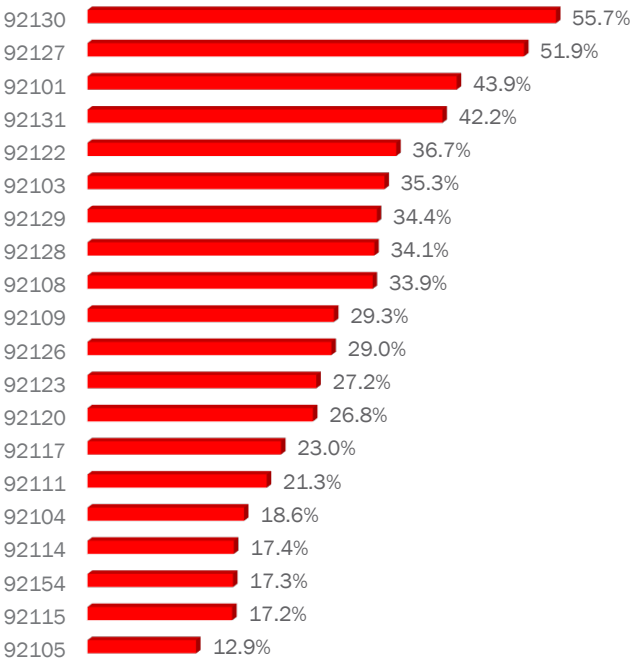
The table above shows brand market shares in each of the top 20 zip code markets. (Includes top ten selling brands in the county.) Three highest market shares for each brand are shaded grey. Data sourced from Experian Automotive.



Battery Electric Vehicle Market Share
in San Diego Zip Codes
YTD 2025 thru June



Luxury Brand Market Share
in San Diego Zip Codes
YTD 2025 thru June

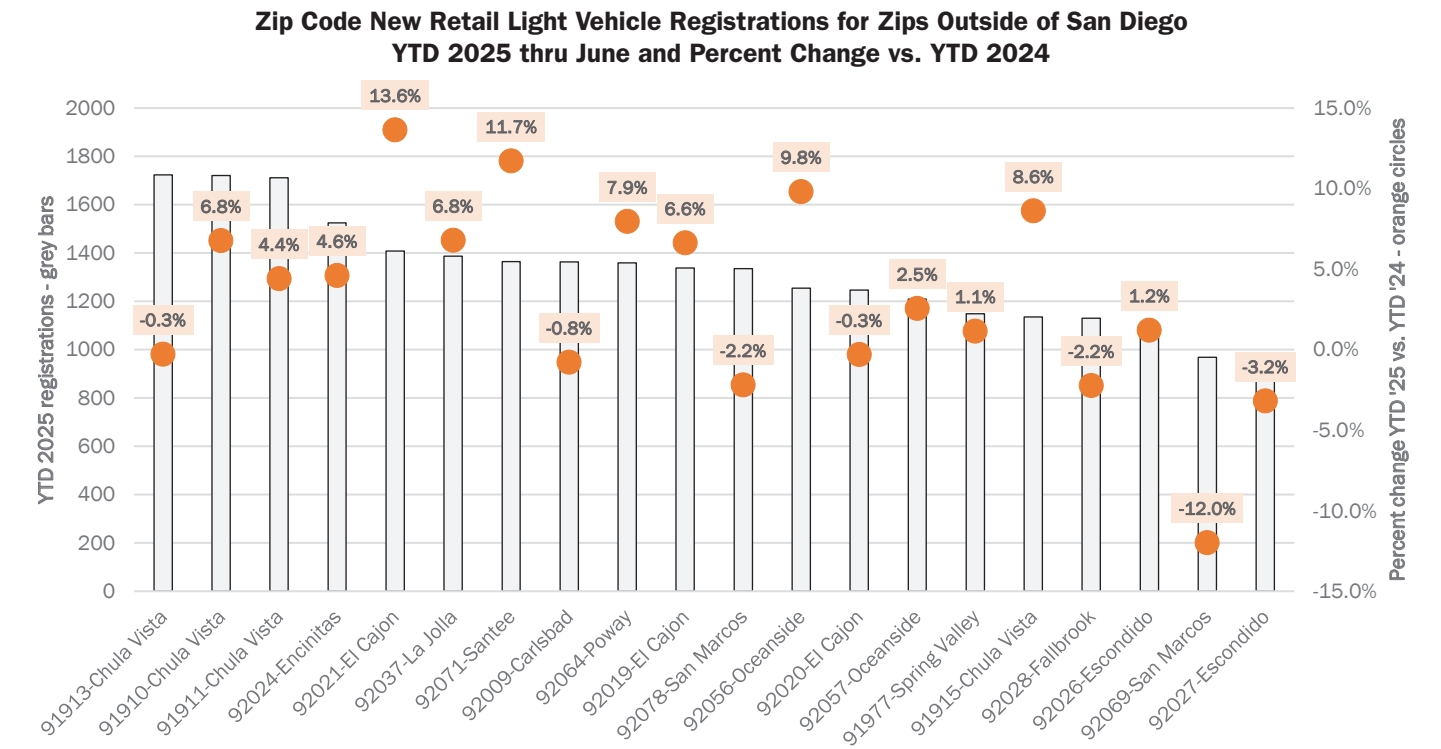


Data sourced from Experian Automotive.

ZIP CODE MARKETS OUTSIDE SAN DIEGO

92021 (El Cajon) Had Largest Percentage Gain in First Half of 2025

The graphs and tables on these two pages show specific data on the top 20 San Diego County zip code markets that are outside of San Diego. The figures represent new vehicles registered to retail customers residing in each of the zip codes, and includes both purchase and lease transactions.



The graph above shows new vehicle registrations during the first six months of 2025 (grey bars and left axis) and percent change vs. the same period in 2024 (orange circles with labels and right axis). Data sourced from Experian Automotive.

ZIP CODE MARKETS REVIEW									
	Industry Registrations			Battery Electric Vehicle Market Share (%)			Luxury Brand Market Share (%)		
	YTD '24 thru June	YTD '25 thru June	% change '25 vs. '24	YTD '24 thru June	YTD '25 thru June	change '25 vs. '24	YTD '24 thru June	YTD '25 thru June	change '25 vs. '24
91910-Chula Vista	1,612	1,721	6.8%	15.1	15.9	0.8	20.5	19.7	-0.8
91911-Chula Vista	1,639	1,711	4.4%	9.5	13.6	4.1	12.1	12.6	0.5
91913-Chula Vista	1,728	1,723	-0.3%	24.7	24.1	-0.6	32.5	31.1	-1.4
91915-Chula Vista	1,046	1,136	8.6%	27.3	25.4	-1.9	35.0	34.0	-1.0
91977-Spring Valley	1,136	1,149	1.1%	15.4	15.2	-0.2	18.1	16.3	-1.8
92009-Carlsbad	1,374	1,363	-0.8%	32.4	28.1	-4.3	49.0	46.3	-2.7
92019-El Cajon	1,255	1,338	6.6%	21.9	21.7	-0.2	34.3	32.7	-1.6
92020-El Cajon	1,250	1,246	-0.3%	16.4	15.7	-0.7	22.9	19.7	-3.2
92021-El Cajon	1,239	1,408	13.6%	13.0	15.6	2.6	18.2	17.1	-1.1
92024-Encinitas	1,458	1,525	4.6%	29.6	27.7	-1.9	41.2	44.1	2.9
92026-Escondido	1,083	1,096	1.2%	19.3	18.2	-1.1	24.2	23.8	-0.4
92027-Escondido	999	967	-3.2%	16.6	15.0	-1.6	19.7	17.4	-2.3
92028-Fallbrook	1,156	1,130	-2.2%	20.8	18.6	-2.2	29.2	27.0	-2.2
92037-La Jolla	1,299	1,387	6.8%	35.2	27.0	-8.2	61.5	58.9	-2.6
92056-Oceanside	1,142	1,254	9.8%	18.5	19.1	0.6	24.1	23.8	-0.3
92057-Oceanside	1,179	1,209	2.5%	19.8	18.9	-0.9	23.7	21.5	-2.2
92064-Poway	1,259	1,359	7.9%	26.2	22.5	-3.7	33.4	29.0	-4.4
92069-San Marcos	1,101	969	-12.0%	21.3	17.0	-4.3	24.5	20.4	-4.1
92071-Santee	1,222	1,365	11.7%	18.6	14.0	-4.6	24.7	17.4	-7.3
92078-San Marcos	1,366	1,336	-2.2%	31.1	27.5	-3.6	37.7	35.2	-2.5

Data sourced from Experian Automotive.

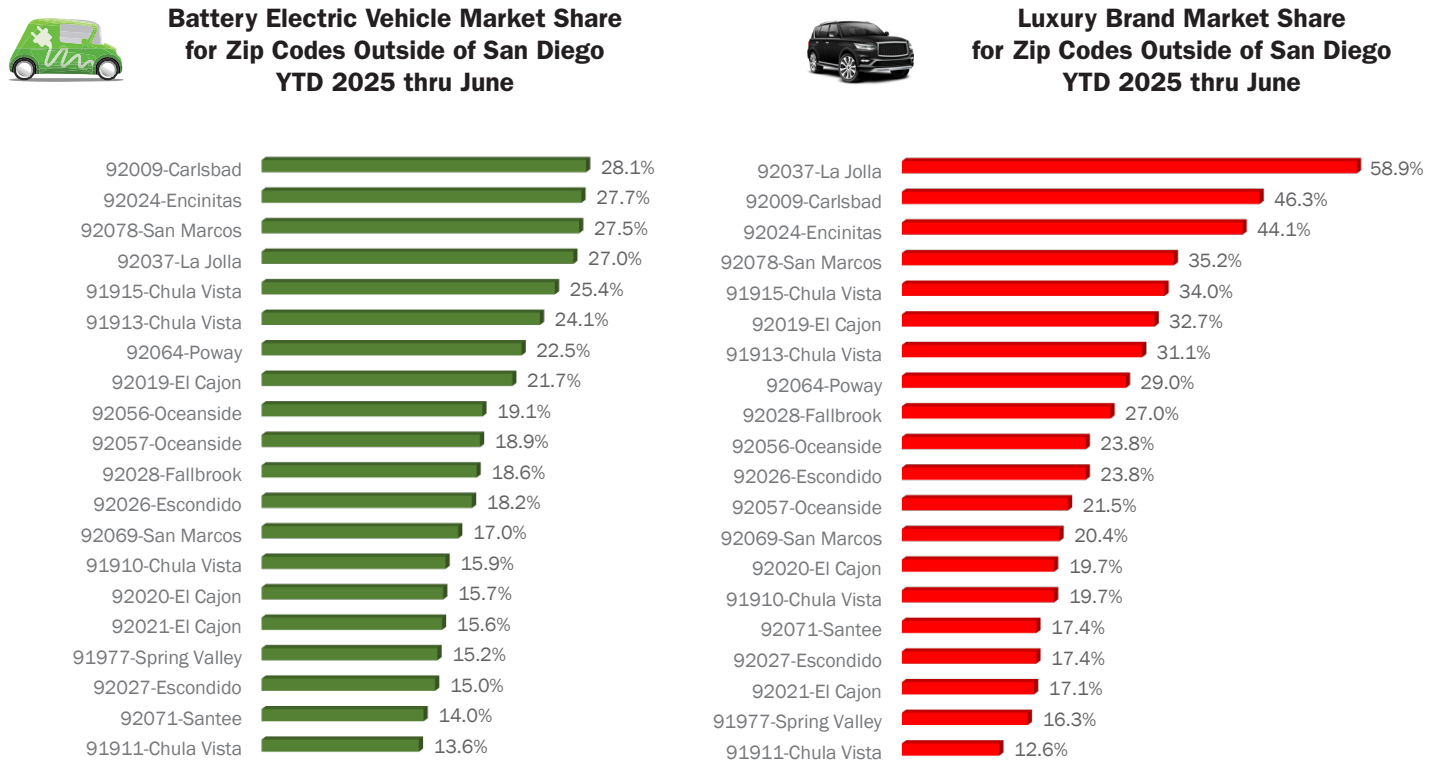
ZIP CODE MARKETS OUTSIDE SAN DIEGO

Toyota Market Share Approached 27% in Zip Code 92027

Brand Market Share - YTD 2025 thru June (for top 10 selling brands in county market)

Zip Code	Toyota	Honda	Tesla	Ford	Kia	Hyundai	Chevrolet	BMW	Lexus	Mercedes
91910-Chula Vista	19.4	14.1	7.3	7.8	6.8	6.3	4.3	2.4	3.0	5.9
91911-Chula Vista	23.1	15.3	6.7	8.5	7.5	8.4	3.2	0.9	1.4	6.1
91913-Chula Vista	17.4	12.9	12.4	6.8	4.7	7.0	4.6	4.7	3.9	3.7
91915-Chula Vista	15.8	11.4	15.0	4.6	4.1	9.0	3.4	5.5	3.5	4.7
91977-Spring Valley	22.5	14.4	5.6	9.1	7.9	8.1	4.4	1.9	2.5	4.4
92009-Carlsbad	15.5	6.4	12.5	6.5	3.4	5.4	4.0	7.1	6.4	1.0
92019-El Cajon	18.3	9.3	7.0	6.7	10.4	4.9	3.6	6.6	4.9	3.5
92020-El Cajon	21.6	14.4	5.1	10.5	8.7	5.9	3.6	3.4	3.0	4.2
92021-El Cajon	21.4	12.9	5.2	10.2	11.3	5.8	4.8	2.3	2.8	4.7
92024-Encinitas	14.4	6.3	11.1	8.9	3.0	4.2	4.8	6.6	4.1	1.0
92026-Escondido	21.5	10.9	7.7	8.6	7.6	5.8	4.2	3.3	5.4	4.6
92027-Escondido	26.9	13.9	6.4	7.9	7.5	5.5	3.7	2.4	3.5	4.6
92028-Fallbrook	22.1	8.1	9.4	9.6	8.0	3.7	5.3	2.4	4.9	3.4
92037-La Jolla	10.9	4.3	10.0	5.8	1.8	3.7	3.1	10.3	5.8	0.9
92056-Oceanside	20.9	11.0	8.5	8.6	6.9	6.1	4.9	3.3	4.5	4.7
92057-Oceanside	23.1	10.4	8.0	8.1	7.7	6.0	4.6	3.2	3.9	4.8
92064-Poway	17.4	11.1	9.1	9.3	6.2	4.5	6.4	3.2	5.6	4.1
92069-San Marcos	21.7	11.1	7.2	9.5	6.9	5.8	5.9	2.2	4.4	4.7
92071-Santee	19.0	13.7	6.7	11.6	8.9	7.0	6.0	2.8	2.3	2.5
92078-San Marcos	15.1	9.2	12.4	7.8	5.6	5.6	5.4	4.3	4.3	2.8

The table above shows brand market shares in each of the top 20 zip code markets. (Includes top ten selling brands in the county.) Three highest market shares for each brand are shaded grey. Data sourced from Experian Automotive.



MODEL RANKINGS

Model Y and RAV4 Were Top Sellers in County Market

The table below shows the top five selling models during the first six months of this year in 20 segments. In addition to unit registrations, it also shows each model's market share in its respective segment.



TOP SELLER

BEST SELLERS IN PRIMARY SEGMENTS

Small Cars: Honda Civic	Subcompact SUV: Honda HR-V
Mid Size & Large Cars: Toyota Camry	Compact SUV: Toyota RAV4
Near Luxury Car: Tesla Model 3	2 Row Mid Size SUV: Mustang Mach E
Full Size Pickup: Ford F-Series	Luxury Midsize SUV: Lexus RX

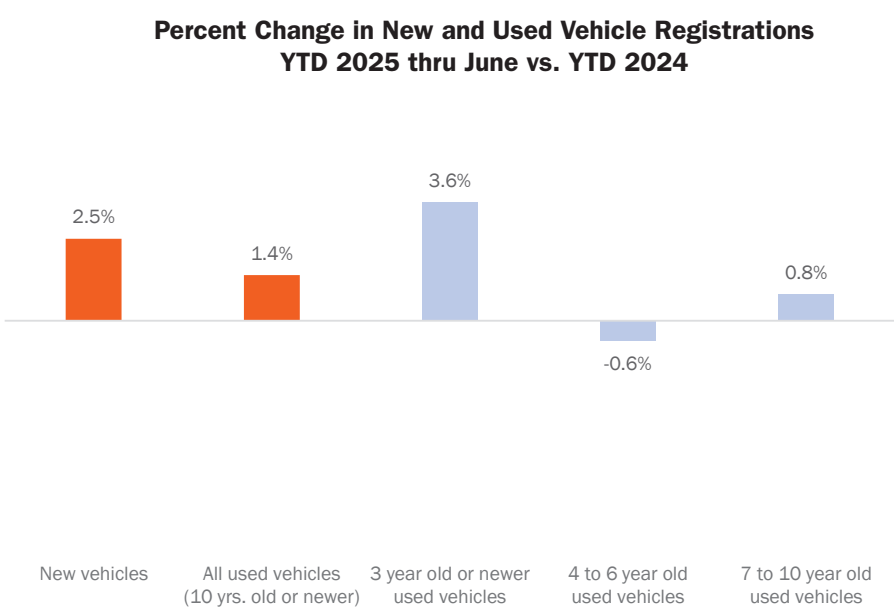
Top Selling Models in Each Segment - New Retail Light Vehicle Registrations (YTD '25 thru June)

Small Cars			Mid Size and Large Cars			Sports/Pony Cars			Near Luxury Cars		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Honda Civic	2298	32.9	Toyota Camry	2059	54.0	Ford Mustang	180	42.9	Tesla Model 3	2534	51.9
Toyota Corolla	1508	21.6	Honda Accord	940	24.7	Toyota 86	86	20.5	BMW i4	555	11.4
Toyota Prius	743	10.6	Kia K5	237	6.2	Mazda MX5	71	16.9	Lexus ES	362	7.4
Kia K4/Forte	556	8.0	Hyundai Sonata	173	4.5	Nissan Z	35	8.3	BMW 3-Series	263	5.4
Hyundai Elantra	453	6.5	Hyundai Ioniq 6	144	3.8	Subaru BRZ	28	6.7	Mercedes C-Class	211	4.3
Luxury and High End Sports Cars			Compact/Mid Size Pickup			Full Size Pickup			Mini Van		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
BMW i5	151	9.0	Toyota Tacoma	2225	49.4	Ford F-Series	1519	26.3	Toyota Sienna	544	39.0
Mercedes E-Class	137	8.2	Ford Maverick	880	19.5	Chevrolet Silverado	1339	23.2	Kia Carnival	407	29.2
Lucid Air	136	8.1	Ford Ranger	353	7.8	Toyota Tundra	1022	17.7	Honda Odyssey	296	21.2
Tesla Model S	131	7.8	Chevrolet Colorado	348	7.7	GMC Sierra	573	9.9	Chrysler Pacifica	75	5.4
Chevrolet Corvette	113	6.7	Nissan Frontier	191	4.2	Ram Pickup	494	8.6	Volkswagen ID.Buzz	57	4.1
Large Van			Subcompact SUV			Compact SUV			2 Row Mid Size SUV		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Mercedes Sprinter	336	43.0	Honda HR-V	912	17.0	Toyota RAV4	3192	22.2	Ford Mustang Mach-E	636	17.2
Ford Transit Connect	208	26.6	Subaru Crosstrek	854	15.9	Honda CR-V	2537	17.7	Hyundai Santa Fe	616	16.7
Ram Promaster	103	13.2	Toyota Corolla Cross	771	14.4	Chevrolet Equinox	977	6.8	Honda Prologue	522	14.1
Chevrolet Express	61	7.8	Nissan Kicks	517	9.7	Hyundai Tucson	893	6.2	Subaru Outback	497	13.4
Ford E-Series	59	7.6	Chevrolet Trax	450	8.4	Subaru Forester	827	5.8	Toyota 4Runner	279	7.5
3 Row Mid Size SUV			Large SUV			Luxury Subcompact SUV			Luxury Compact SUV		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Toyota Grand Highlan	597	13.1	Ford Bronco	700	33.6	Mercedes EQB	159	15.8	Tesla Model Y	3681	54.2
Kia Sorento	569	12.5	Toyota Land Cruiser	424	20.4	Audi Q3	139	13.8	Lexus NX	823	12.1
Kia Telluride	537	11.8	Chevrolet Tahoe	236	11.3	BMW X1	127	12.6	Mercedes GLC-Class	524	7.7
Honda Pilot	511	11.2	Chevrolet Suburban	171	8.2	Lexus UX	124	12.3	BMW X3	335	4.9
Ford Explorer	363	8.0	Toyota Sequoia	98	4.7	Audi Q4 E-Tron	89	8.9	Audi Q5	264	3.9
Luxury Mid Size SUV			Luxury Large SUV			Top Selling Passenger Cars			Top Selling Light Trucks		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Lexus RX	786	17.4	Rivian R1S	449	26.5	Tesla Model 3	2534	14.3	Tesla Model Y	3681	6.5
BMW X5	438	9.7	Lexus TX	279	16.4	Honda Civic	2298	12.9	Toyota RAV4	3192	5.6
Mercedes GLE-Class	428	9.5	Land Rover Range Ro	228	13.4	Toyota Camry	2059	11.6	Honda CR-V	2537	4.5
BMW iX	268	5.9	BMW X7	153	9.0	Toyota Corolla	1508	8.5	Toyota Tacoma	2225	3.9
Lexus GX	243	5.4	Cadillac Escalade	145	8.5	Honda Accord	940	5.3	Ford F-Series	1519	2.7

Data sourced from Experian Automotive.

SAN DIEGO COUNTY USED VEHICLE MARKET

Used Vehicle Market Up Slightly in First Half of Year



THREE KEY TRENDS IN
USED VEHICLE MARKET

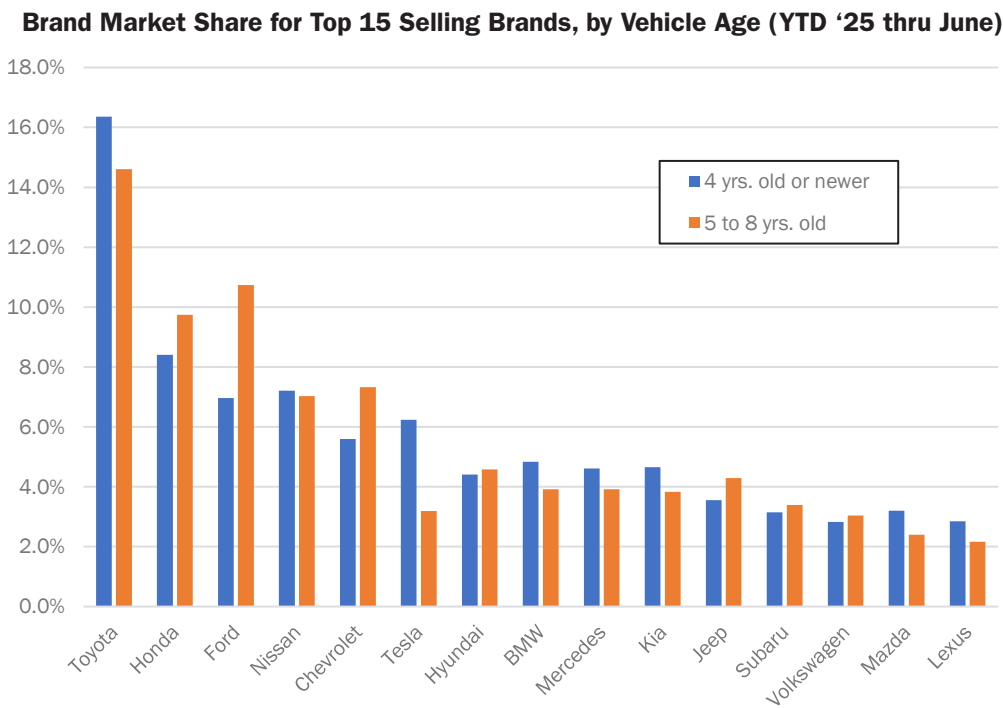
01.
- The San Diego County used vehicle market increased 1.4% during the first six months of this year versus year earlier. The new vehicle market was up 2.5%.
02.
- As shown on the graph to the left, registrations for three year old or newer vehicles increased 3.6% so far this year. The 4 to 6 year old market declined slightly.
03.
- Toyota, Honda, Ford, Nissan, and Chevrolet were top-selling brands in the used vehicle market (see graph below). Tesla and Mercedes had the largest percentage gains

Data sourced from Experian Automotive.

USED VEHICLE BRAND REGISTRATIONS

Toyota and Honda Are Top Sellers in County Used Vehicle Market

The graph below shows used light vehicle registrations by brand for two age categories: vehicles newer than four years old, and vehicles five to eight years old. Brands are positioned from left to right based on total market share. The table below shows the percent change in used registrations from during the first half of '25 vs year earlier for the top 15 selling brands. Data sourced from Experian Automotive.



% Change in Registrations
YTD '25 thru June vs. YTD '24
Year Earlier
8 yr. old or newer vehicles

Brand	% change
Tesla	16.8%
Mercedes	13.7%
Nissan	6.6%
Jeep	3.5%
Subaru	2.6%
Chevrolet	0.4%
Toyota	0.1%
BMW	-0.1%
Honda	-0.4%
Ford	-0.4%
Hyundai	-1.9%
Mazda	-3.9%
Kia	-4.5%
Lexus	-5.1%
Volkswagen	-10.2%

Brand Registrations Report												
San Diego County New Retail Car and Light Truck Registrations												
	Second Quarter						Year to date thru June					
	Registrations			Market Share (%)			Registrations			Market Share (%)		
	2Q '24	2Q '25	% change	2Q '24	2Q '25	Change	YTD '24	YTD '25	% change	YTD '24	YTD '25	Change
TOTAL	36,913	37,779	2.3				72,477	74,301	2.5			
Cars	9,031	9,288	2.8	24.5	24.6	0.1	18,274	17,773	-2.7	25.2	23.9	-1.3
Light Trucks	27,882	28,491	2.2	75.5	75.4	-0.1	54,203	56,528	4.3	74.8	76.1	1.3
Domestic Brands	11,684	11,240	-3.8	31.7	29.7	-2.0	23,724	21,991	-7.3	32.7	29.5	-3.2
European Brands	4,887	5,015	2.6	13.2	13.3	0.1	10,059	10,685	6.2	13.9	14.4	0.5
Japanese Brands	16,228	17,557	8.2	44.0	46.5	2.5	31,207	33,559	7.5	43.1	45.2	2.1
Other Asian Brands	4,114	3,967	-3.6	11.1	10.5	-0.6	7,487	8,066	7.7	10.3	10.9	0.6
Acura	166	307	84.9	0.4	0.8	0.4	372	551	48.1	0.5	0.7	0.2
Alfa Romeo	18	11	-38.9	0.0	0.0	0.0	39	27	-30.8	0.1	0.0	-0.1
Audi	560	502	-10.4	1.5	1.3	-0.2	1,253	1,133	-9.6	1.7	1.5	-0.2
BMW	1,363	1,479	8.5	3.7	3.9	0.2	2,733	2,976	8.9	3.8	4.0	0.2
Buick	77	57	-26.0	0.2	0.2	0.0	124	138	11.3	0.2	0.2	0.0
Cadillac	226	257	13.7	0.6	0.7	0.1	446	527	18.2	0.6	0.7	0.1
Chevrolet	1,804	2,279	26.3	4.9	6.0	1.1	3,770	4,430	17.5	5.2	6.0	0.8
Chrysler	59	42	-28.8	0.2	0.1	-0.1	137	91	-33.6	0.2	0.1	-0.1
Dodge	188	62	-67.0	0.5	0.2	-0.3	337	121	-64.1	0.5	0.2	-0.3
Ford	2,748	3,208	16.7	7.4	8.5	1.1	5,650	6,014	6.4	7.8	8.1	0.3
Genesis	117	125	6.8	0.3	0.3	0.0	231	259	12.1	0.3	0.3	0.0
GMC	581	555	-4.5	1.6	1.5	-0.1	1,027	1,171	14.0	1.4	1.6	0.2
Honda	4,209	4,268	1.4	11.4	11.3	-0.1	8,132	8,279	1.8	11.2	11.1	-0.1
Hyundai	2,020	1,726	-14.6	5.5	4.6	-0.9	3,534	3,518	-0.5	4.9	4.7	-0.2
Infiniti	73	72	-1.4	0.2	0.2	0.0	168	145	-13.7	0.2	0.2	0.0
Jaguar	29	17	-41.4	0.1	0.0	-0.1	63	36	-42.9	0.1	0.0	-0.1
Jeep	611	650	6.4	1.7	1.7	0.0	1,373	1,250	-9.0	1.9	1.7	-0.2
Kia	1,928	2,097	8.8	5.2	5.6	0.4	3,649	4,261	16.8	5.0	5.7	0.7
Land Rover	318	311	-2.2	0.9	0.8	-0.1	635	735	15.7	0.9	1.0	0.1
Lexus	1,309	1,618	23.6	3.5	4.3	0.8	2,676	3,014	12.6	3.7	4.1	0.4
Lincoln	108	89	-17.6	0.3	0.2	-0.1	191	149	-22.0	0.3	0.2	-0.1
Maserati	24	11	-54.2	0.1	0.0	-0.1	36	22	-38.9	0.0	0.0	0.0
Mazda	884	988	11.8	2.4	2.6	0.2	1,761	1,961	11.4	2.4	2.6	0.2
Mercedes	985	1,303	32.3	2.7	3.4	0.7	2,064	2,681	29.9	2.8	3.6	0.8
MINI	82	118	43.9	0.2	0.3	0.1	212	229	8.0	0.3	0.3	0.0
Mitsubishi	31	57	83.9	0.1	0.2	0.1	75	102	36.0	0.1	0.1	0.0
Nissan	1,320	1,365	3.4	3.6	3.6	0.0	2,488	2,528	1.6	3.4	3.4	0.0
Polestar	37	43	16.2	0.1	0.1	0.0	85	65	-23.5	0.1	0.1	0.0
Porsche	255	268	5.1	0.7	0.7	0.0	501	606	21.0	0.7	0.8	0.1
Ram	283	288	1.8	0.8	0.8	0.0	645	597	-7.4	0.9	0.8	-0.1
Rivian	368	287	-22.0	1.0	0.8	-0.2	642	548	-14.6	0.9	0.7	-0.2
Subaru	1,329	1,369	3.0	3.6	3.6	0.0	2,516	2,699	7.3	3.5	3.6	0.1
Tesla	4,555	3,409	-25.2	12.3	9.0	-3.3	9,193	6,817	-25.8	12.7	9.2	-3.5
Toyota	6,907	7,513	8.8	18.7	19.9	1.2	13,019	14,280	9.7	18.0	19.2	1.2
Volkswagen	830	558	-32.8	2.2	1.5	-0.7	1,659	1,363	-17.8	2.3	1.8	-0.5
Volvo	253	306	20.9	0.7	0.8	0.1	546	611	11.9	0.8	0.8	0.0
Other	258	164	-36.4	0.7	0.5	-0.2	495	367	-25.9	0.6	0.9	0.3

Data sourced from Experian Automotive. Other Asian Brands includes Genesis, Hyundai, Kia, and VinFast.

The table shows new retail light vehicle (car and light truck) registrations in the San Diego County market. Figures are shown for the Second Quarters of '24 and '25, and year to date totals. The top ten ranked brands in each change category are shaded yellow. Vehicle registrations are recorded based on when the vehicle title information is processed, which occurs after the vehicle is sold.