

San Diego Outlook

Released by:
New Car
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San Diego County

Covering the San Diego County automotive market

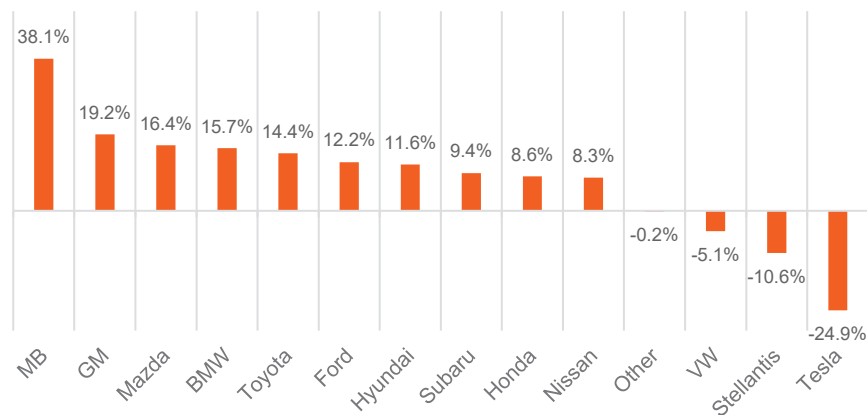
Data thru July 2025

San Diego County New Retail Car and Light Truck Registrations

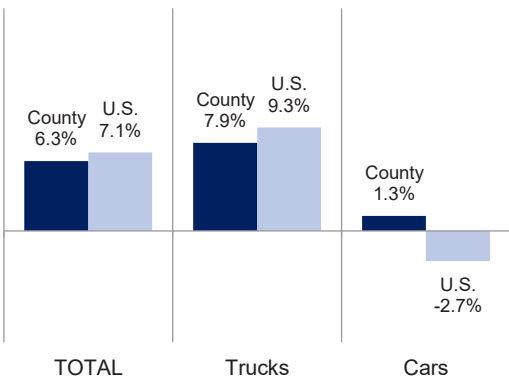
	Most Recent Two Months			YTD thru July			YTD Market Share		
	6/24 & 7/24	6/25 & 7/25	% change	YTD '24	YTD '25	% change	YTD '24	YTD '25	change
Industry Total	21,400	24,033	12.3%	82,303	87,458	6.3%			
Cars	5,017	5,700	13.6%	20,553	20,829	1.3%	25.0	23.8	-1.2
Light Trucks	16,383	18,333	11.9%	61,750	66,629	7.9%	75.0	76.2	1.2

Data sourced from Experian Automotive. July '25 figures partially estimated.

Percent Change in County Registrations by Manufacturer YTD 2025 thru July vs. YTD 2024



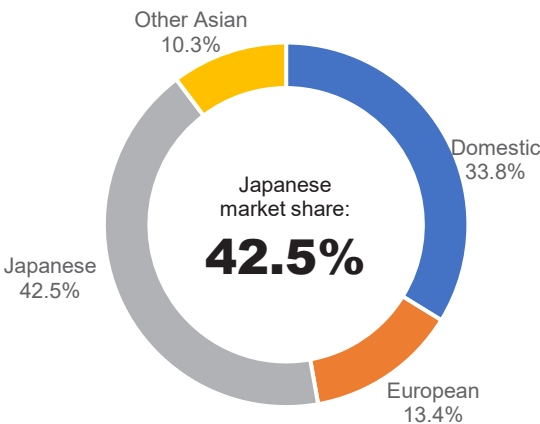
Percent Change in County and U.S. New Retail Light Vehicle Markets YTD 2025 thru July vs. YTD 2024



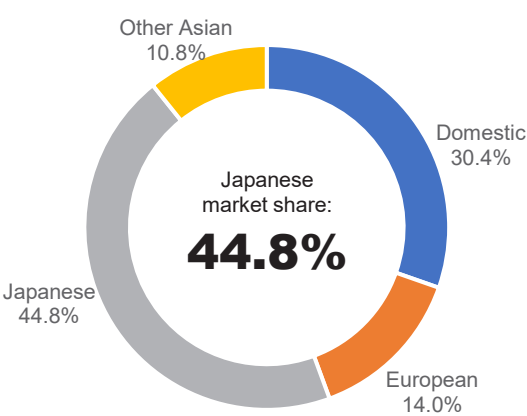
The graph above shows the percent change in new car and light truck registrations by manufacturer during the first seven months of this year versus the same period a year earlier. Data sourced from Experian Automotive. Note: MB is Mercedes-Benz.

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 '24 thru July



San Diego County Market Shares YTD '25 thru July



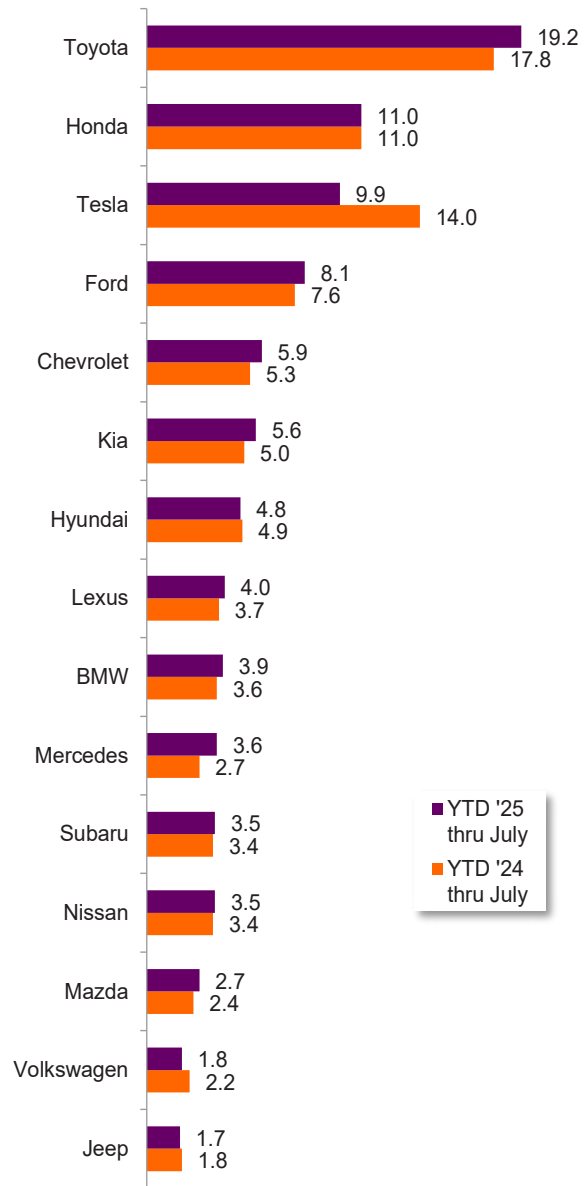
Data Information

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 '24 thru July	YTD '25 thru July	% change	YTD '24 thru July	YTD '25 thru July
Acura	419	652	56%	0.5%	0.7%
Alfa Romeo	41	30	-27%	0.0%	0.0%
Audi	1,339	1,293	-3%	1.6%	1.5%
BMW	2,926	3,383	16%	3.6%	3.9%
Buick	137	167	22%	0.2%	0.2%
Cadillac	504	612	21%	0.6%	0.7%
Chevrolet	4,352	5,200	19%	5.3%	5.9%
Chrysler	149	108	-28%	0.2%	0.1%
Dodge	355	132	-63%	0.4%	0.2%
Ford	6,253	7,080	13%	7.6%	8.1%
Genesis	265	304	15%	0.3%	0.3%
GMC	1,186	1,384	17%	1.4%	1.6%
Honda	9,015	9,596	6%	11.0%	11.0%
Hyundai	3,997	4,171	4%	4.9%	4.8%
Infiniti	185	163	-12%	0.2%	0.2%
Jaguar	75	40	-47%	0.1%	0.0%
Jeep	1,489	1,473	-1%	1.8%	1.7%
Kia	4,141	4,903	18%	5.0%	5.6%
Land Rover	702	839	20%	0.9%	1.0%
Lexus	3,067	3,513	15%	3.7%	4.0%
Lincoln	216	177	-18%	0.3%	0.2%
Maserati	37	25	-32%	0.0%	0.0%
Mazda	1,994	2,321	16%	2.4%	2.7%
Mercedes	2,261	3,122	38%	2.7%	3.6%
MINI	228	265	16%	0.3%	0.3%
Mitsubishi	85	107	26%	0.1%	0.1%
Nissan	2,759	3,025	10%	3.4%	3.5%
Polestar	127	72	-43%	0.2%	0.1%
Porsche	591	693	17%	0.7%	0.8%
Ram	706	702	-1%	0.9%	0.8%
Rivian	760	741	-3%	0.9%	0.8%
Subaru	2,798	3,062	9%	3.4%	3.5%
Tesla	11,486	8,625	-25%	14.0%	9.9%
Toyota	14,669	16,777	14%	17.8%	19.2%
Volkswagen	1,832	1,583	-14%	2.2%	1.8%
Volvo	612	704	15%	0.7%	0.8%
Other	545	414	-24%	0.7%	0.5%

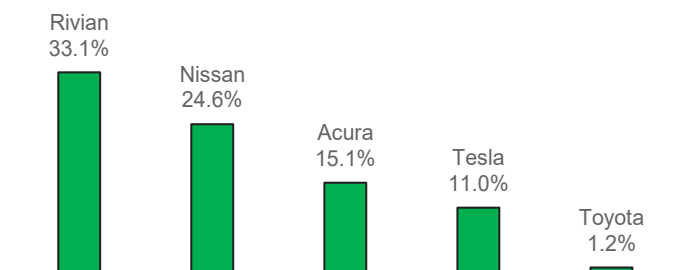
Top ten ranked brands in each percent change category are shaded gray. Data sourced from Experian Automotive.

**County Market Share for
Top 15 Selling Brands
YTD '25 thru July vs. YTD '24**



Brands On the Move

**Largest % increase in registrations
during past 3 months (May '25 thru Jul '25) vs.
preceding 3 months (Feb '25 thru Apr '25)
Among top 20 selling brands in past three months**



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