

San Diego Outlook

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**New Car
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San Diego County**

Covering the San Diego County automotive market

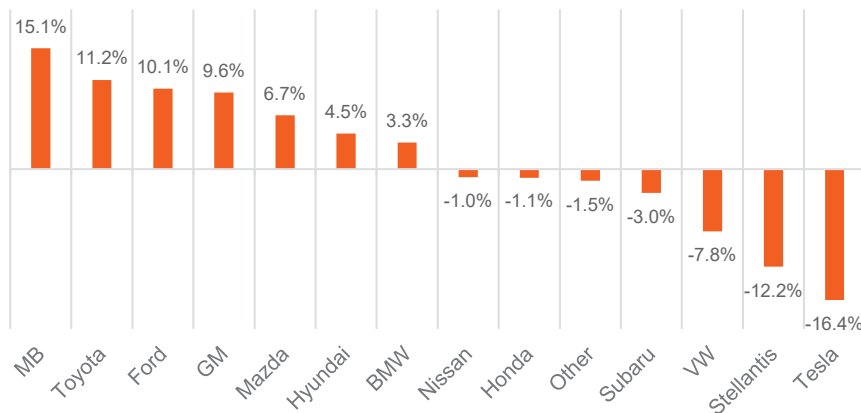
Data thru November 2025

San Diego County New Retail Car and Light Truck Registrations

	Most Recent Two Months			YTD thru Nov.			YTD Market Share		
	10/24 & 11/24	10/25 & 11/25	% change	YTD '24	YTD '25	% change	YTD '24	YTD '25	change
Industry Total	24,008	23,901	-0.4%	131,022	133,710	2.1%			
Cars	6,176	5,573	-9.8%	33,144	31,224	-5.8%	25.3	23.4	-1.9
Light Trucks	17,832	18,328	2.8%	97,878	102,486	4.7%	74.7	76.6	1.9

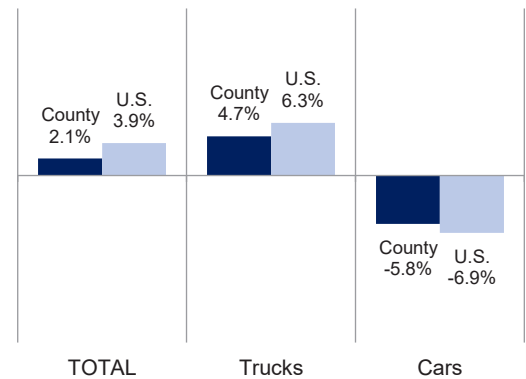
Data sourced from Experian Automotive. Figures for November 2025 are partially estimated.

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



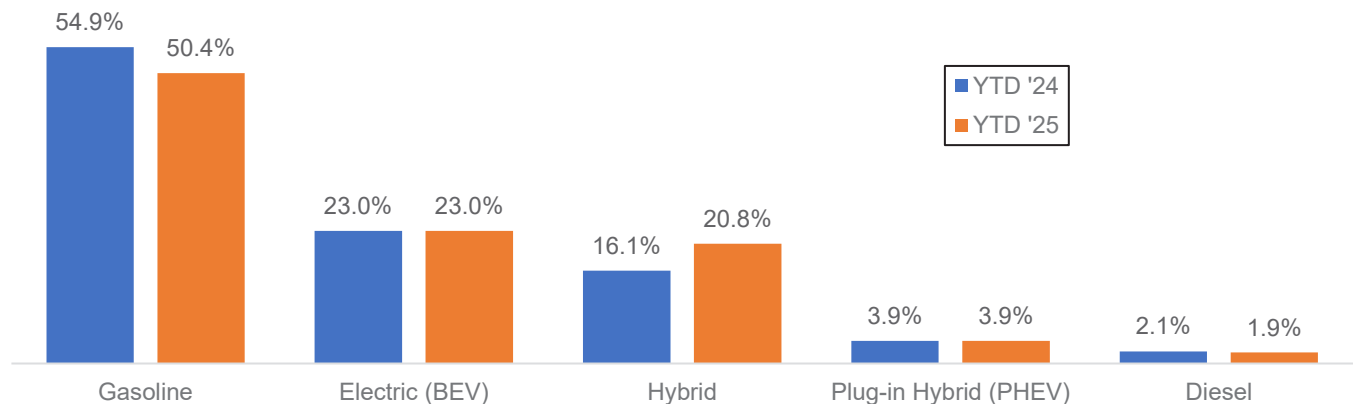
The graph above shows the percent change in new car and light truck registrations by manufacturer during the first 11 months of this year versus the same period a year earlier. Data sourced from Experian Automotive. Note: MB is Mercedes-Benz.

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



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 2024 and YTD 2025, thru November



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

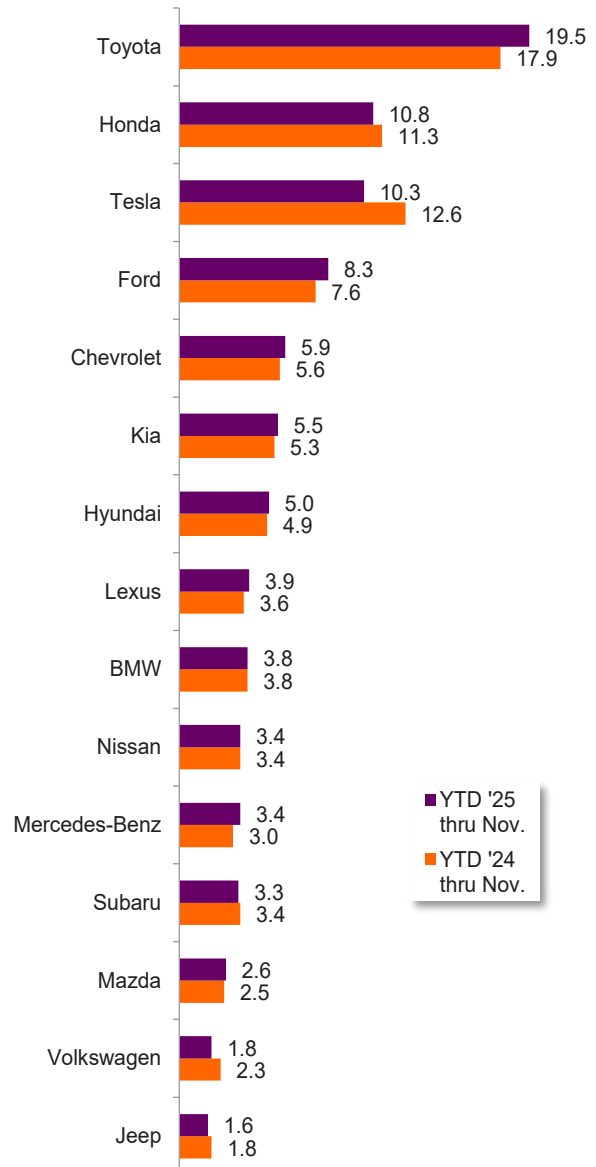
Data Information

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 '24 thru Nov.	YTD '25 thru Nov.	% change	YTD '24 thru Nov.	YTD '25 thru Nov.
Acura	659	875	33%	0.5%	0.7%
Alfa Romeo	63	48	-24%	0.0%	0.0%
Audi	2,045	2,095	2%	1.6%	1.6%
BMW	4,916	5,041	3%	3.8%	3.8%
Buick	249	241	-3%	0.2%	0.2%
Cadillac	788	983	25%	0.6%	0.7%
Chevrolet	7,362	7,952	8%	5.6%	5.9%
Chrysler	218	162	-26%	0.2%	0.1%
Dodge	459	215	-53%	0.4%	0.2%
Ford	10,002	11,066	11%	7.6%	8.3%
Genesis	425	452	6%	0.3%	0.3%
GMC	1,908	2,120	11%	1.5%	1.6%
Honda	14,773	14,392	-3%	11.3%	10.8%
Hyundai	6,461	6,626	3%	4.9%	5.0%
Ineos	147	98	-33%	0.1%	0.1%
Infiniti	296	235	-21%	0.2%	0.2%
Jeep	2,318	2,164	-7%	1.8%	1.6%
Kia	6,968	7,395	6%	5.3%	5.5%
Land Rover	1,093	1,233	13%	0.8%	0.9%
Lexus	4,724	5,222	11%	3.6%	3.9%
Lincoln	310	285	-8%	0.2%	0.2%
Lucid	195	271	39%	0.1%	0.2%
Mazda	3,269	3,489	7%	2.5%	2.6%
Mercedes-Benz	3,974	4,575	15%	3.0%	3.4%
MINI	346	396	14%	0.3%	0.3%
Mitsubishi	137	164	20%	0.1%	0.1%
Nissan	4,502	4,515	0%	3.4%	3.4%
Polestar	190	106	-44%	0.1%	0.1%
Porsche	1,004	1,046	4%	0.8%	0.8%
Ram	1,129	1,084	-4%	0.9%	0.8%
Rivian	1,079	1,143	6%	0.8%	0.9%
Subaru	4,500	4,366	-3%	3.4%	3.3%
Tesla	16,470	13,771	-16%	12.6%	10.3%
Toyota	23,399	26,039	11%	17.9%	19.5%
Volkswagen	2,997	2,434	-19%	2.3%	1.8%
Volvo	951	1,016	7%	0.7%	0.8%
Other	696	395	-43%	0.5%	0.3%

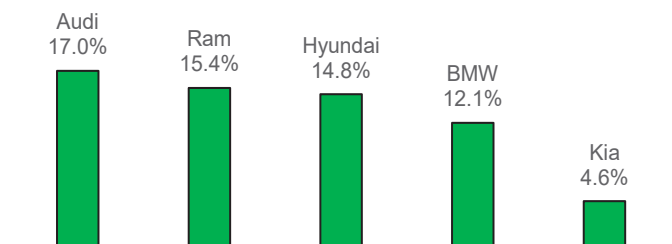
Top ten ranked brands in each percent change category are shaded gray. Data sourced from Experian Automotive.

County Market Share for Top 15 Selling Brands YTD '25 thru November vs. Year Earlier



Brands On the Move

**Largest % increase in registrations
during past 3 months (Sep '25 thru Nov '25) vs.
preceding 3 months (Jun '25 thru Aug '25)
Among top 20 selling brands in past three months**



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