



San Diego Outlook

Covering the San Diego County automotive market
Data thru July 2026

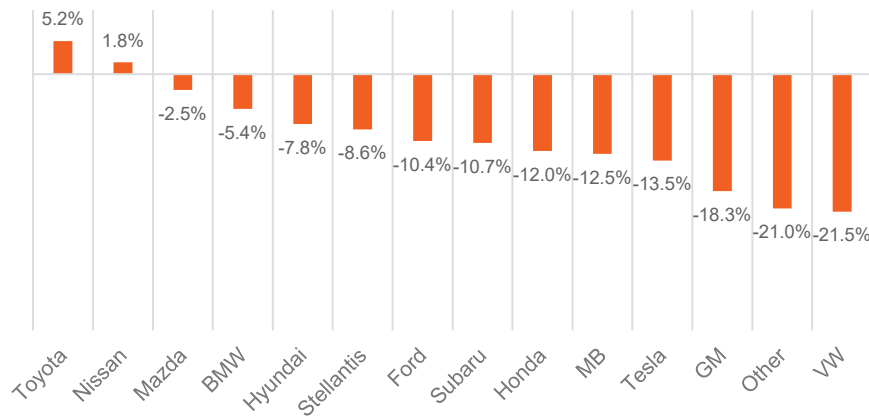


San Diego County New Retail Car and Light Truck Registrations

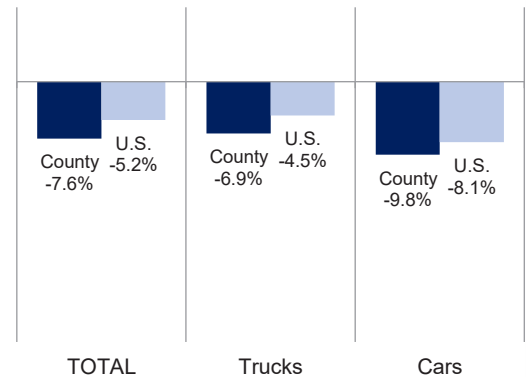
	Most Recent Two Months			YTD thru July			YTD Market Share		
	6/25 & 7/25	6/26 & 7/26	% change	YTD '25	YTD '26	% change	YTD '25	YTD '26	change
Industry Total	24,100	24,381	1.2%	87,495	80,815	-7.6%			
Cars	5,710	5,912	3.5%	20,836	18,788	-9.8%	23.8	23.2	-0.6
Light Trucks	18,390	18,469	0.4%	66,659	62,027	-6.9%	76.2	76.8	0.6

Data sourced from Experian Automotive. July '26 figures partially estimated.

Percent Change in County Registrations by Manufacturer YTD '26 thru July vs. YTD '25



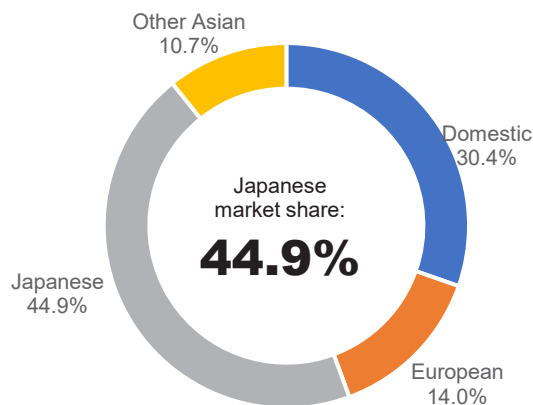
Percent Change in County and U.S. New Retail Light Vehicle Markets YTD '26 thru July vs. YTD '25



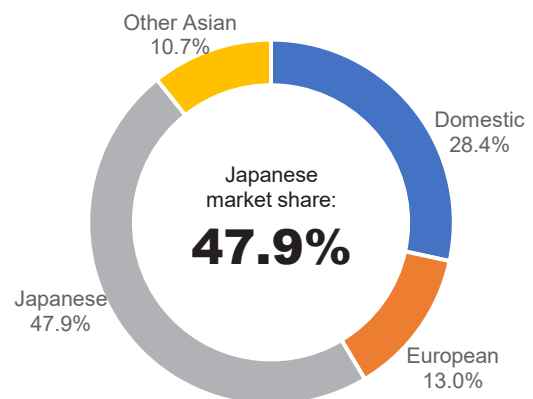
The graph above shows the percent change in new car and light truck registrations by manufacturer during the first seven months of this year versus the same period a year earlier. Data sourced from Experian Automotive. Note: MB is Mercedes-Benz.

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 '25 thru July



San Diego County Market Shares YTD '26 thru July



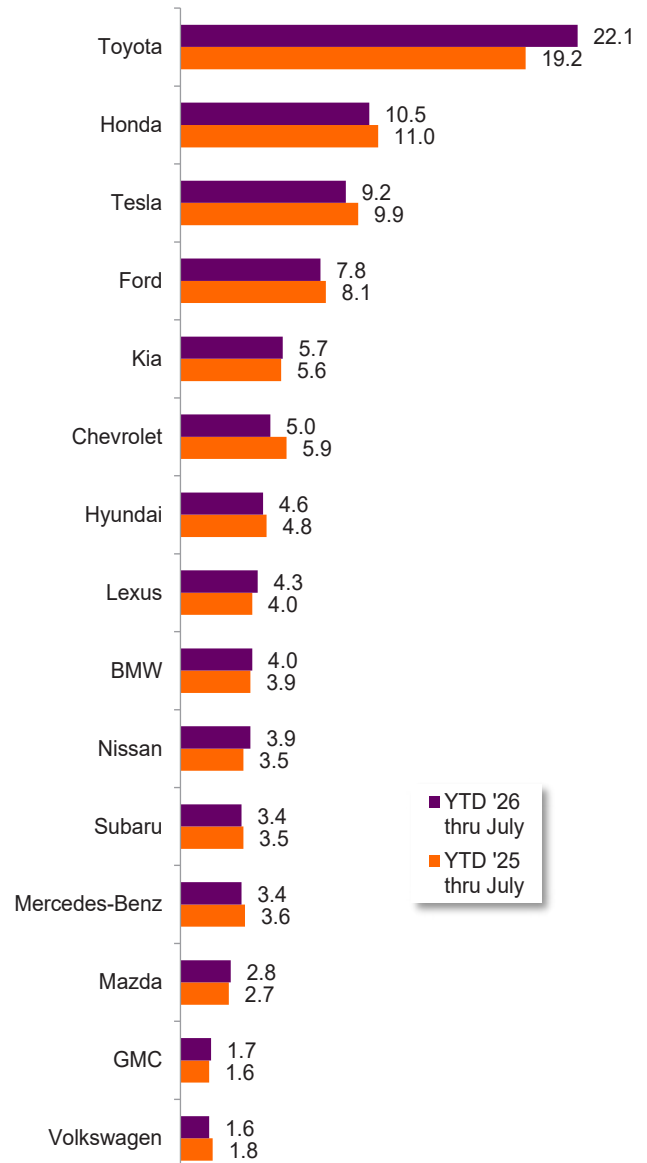
Data Information

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 '25 thru July	YTD '26 thru July	% change	YTD '25 thru July	YTD '26 thru July
Acura	651	516	-21%	0.7%	0.6%
Alfa Romeo	30	23	-23%	0.0%	0.0%
Audi	1,292	930	-28%	1.5%	1.2%
BMW	3,382	3,198	-5%	3.9%	4.0%
Buick	167	120	-28%	0.2%	0.1%
Cadillac	616	493	-20%	0.7%	0.6%
Chevrolet	5,199	4,056	-22%	5.9%	5.0%
Chrysler	108	63	-42%	0.1%	0.1%
Dodge	132	107	-19%	0.2%	0.1%
Ferrari	21	41	95%	0.0%	0.1%
Ford	7,089	6,327	-11%	8.1%	7.8%
Genesis	304	286	-6%	0.3%	0.4%
GMC	1,388	1,358	-2%	1.6%	1.7%
Honda	9,588	8,493	-11%	11.0%	10.5%
Hyundai	4,169	3,754	-10%	4.8%	4.6%
Ineos	64	52	-19%	0.1%	0.1%
Infiniti	163	131	-20%	0.2%	0.2%
Jeep	1,470	1,229	-16%	1.7%	1.5%
Kia	4,897	4,603	-6%	5.6%	5.7%
Land Rover	839	659	-21%	1.0%	0.8%
Lexus	3,511	3,497	0%	4.0%	4.3%
Lincoln	180	184	2%	0.2%	0.2%
Lucid	154	204	32%	0.2%	0.3%
Mazda	2,321	2,264	-2%	2.7%	2.8%
Mercedes-Benz	3,121	2,732	-12%	3.6%	3.4%
MINI	265	244	-8%	0.3%	0.3%
Mitsubishi	107	38	-64%	0.1%	0.0%
Nissan	3,030	3,121	3%	3.5%	3.9%
Porsche	695	541	-22%	0.8%	0.7%
Ram	701	811	16%	0.8%	1.0%
Rivian	741	539	-27%	0.8%	0.7%
Subaru	3,059	2,731	-11%	3.5%	3.4%
Tesla	8,619	7,457	-13%	9.9%	9.2%
Toyota	16,822	17,884	6%	19.2%	22.1%
Volkswagen	1,582	1,332	-16%	1.8%	1.6%
Volvo	702	562	-20%	0.8%	0.7%
Other	316	235	-26%	0.4%	0.3%



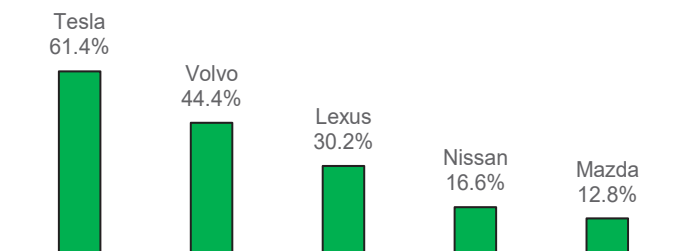
County Market Share for
Top 15 Selling Brands
YTD '26 thru July vs. YTD '25



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 (May '26 thru Jul '26) vs.
preceding 3 months (Feb '26 thru Apr '26)
Among top 20 selling brands in past three months



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