



San Diego Outlook

Covering the San Diego County automotive market

Data thru August 2026

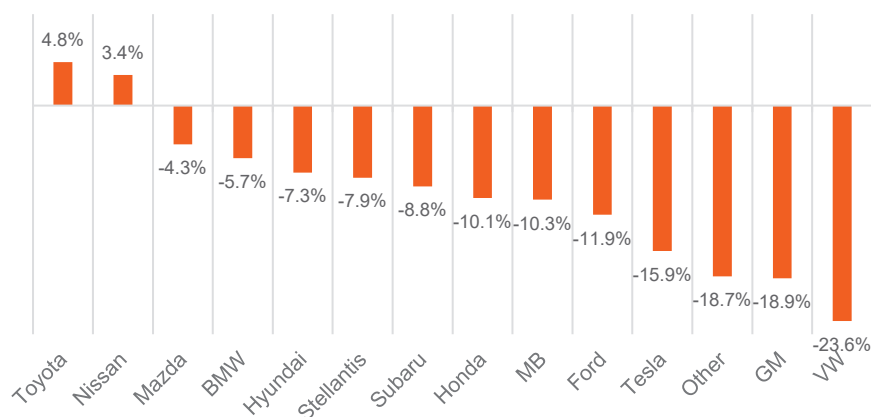


San Diego County New Retail Car and Light Truck Registrations

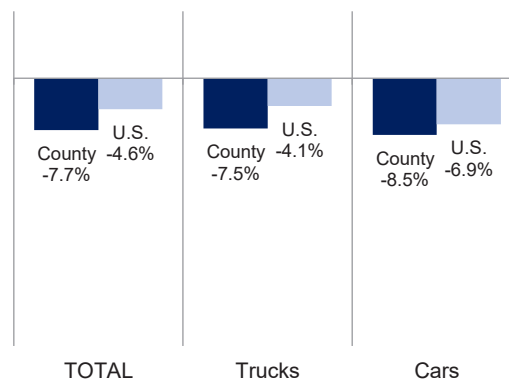
	Most Recent Two Months			YTD thru Aug.			YTD Market Share		
	7/25 & 8/25	7/26 & 8/26	% change	YTD '25	YTD '26	% change	YTD '25	YTD '26	change
Industry Total	24,063	23,022	-4.3%	98,421	90,802	-7.7%			
Cars	5,315	5,585	5.1%	23,114	21,160	-8.5%	23.5	23.3	-0.2
Light Trucks	18,748	17,437	-7.0%	75,307	69,642	-7.5%	76.5	76.7	0.2

Data sourced from Experian Automotive. Figures for August 2026 are partially estimated.

Percent Change in County Registrations by Manufacturer YTD 2026 thru Aug. vs. YTD 2025



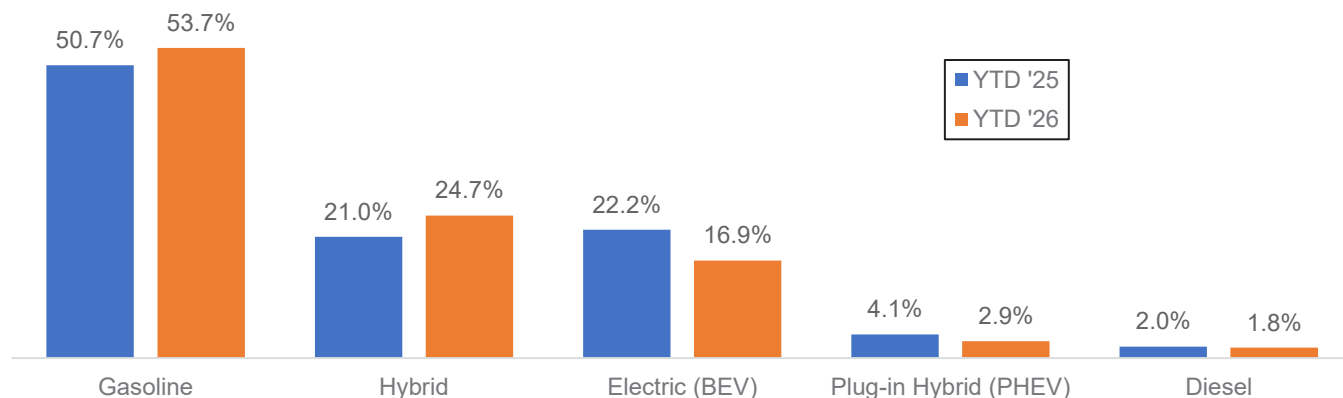
Percent Change in County and U.S. New Retail Light Vehicle Markets YTD 2026 thru Aug. vs. YTD 2025



The graph above shows the percent change in new car and light truck registrations by manufacturer during the first eight 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 by Powertrain Type YTD 2025 and YTD 2026, thru August



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

Data Information

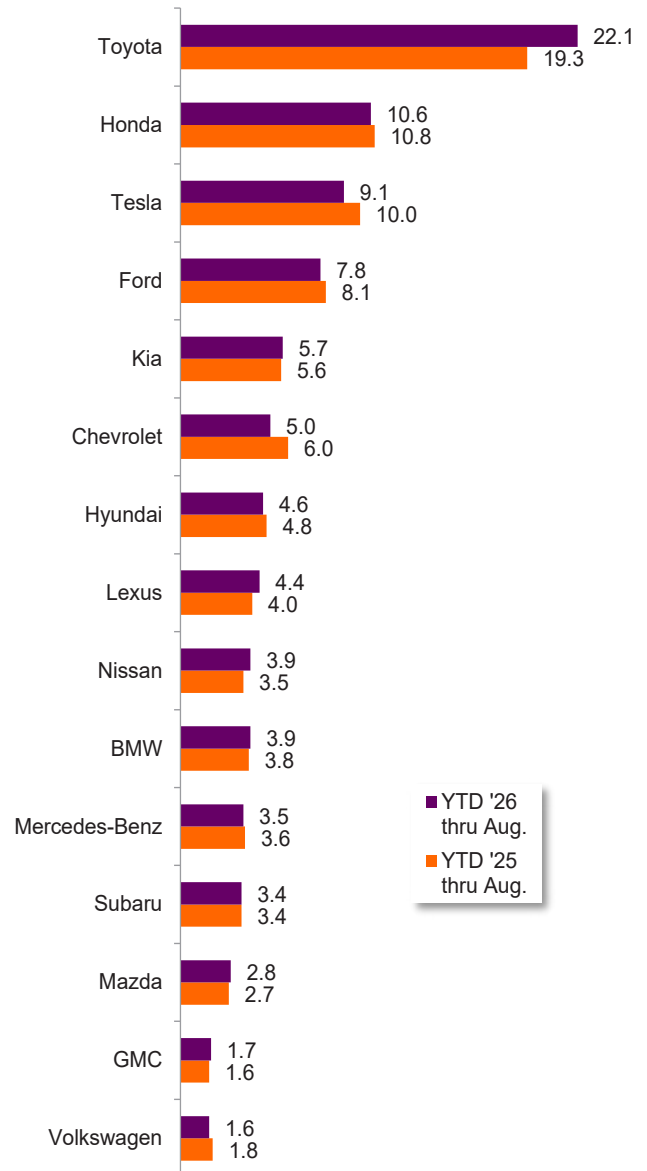
Data presented in Auto Outlook measures new retail vehicle registrations in San Diego County. Monthly recording of registrations occurs when vehicle title information is processed, which may differ from date of sale. Title recording can occasionally be subject to processing delays by governmental agencies. 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 '25 thru Aug.	YTD '26 thru Aug.	% change	YTD '25 thru Aug.	YTD '26 thru Aug.
Acura	711	568	-20%	0.7%	0.6%
Alfa Romeo	33	24	-27%	0.0%	0.0%
Audi	1,517	1,049	-31%	1.5%	1.2%
BMW	3,750	3,530	-6%	3.8%	3.9%
Buick	186	125	-33%	0.2%	0.1%
Cadillac	693	573	-17%	0.7%	0.6%
Chevrolet	5,895	4,542	-23%	6.0%	5.0%
Chrysler	124	68	-45%	0.1%	0.1%
Dodge	136	122	-10%	0.1%	0.1%
Ferrari	27	41	52%	0.0%	0.0%
Ford	8,005	7,039	-12%	8.1%	7.8%
Genesis	337	347	3%	0.3%	0.4%
GMC	1,580	1,540	-3%	1.6%	1.7%
Honda	10,661	9,657	-9%	10.8%	10.6%
Hyundai	4,718	4,213	-11%	4.8%	4.6%
Ineos	70	58	-17%	0.1%	0.1%
Infiniti	177	151	-15%	0.2%	0.2%
Jeep	1,641	1,370	-17%	1.7%	1.5%
Kia	5,477	5,201	-5%	5.6%	5.7%
Land Rover	940	750	-20%	1.0%	0.8%
Lexus	3,945	3,972	1%	4.0%	4.4%
Lincoln	208	193	-7%	0.2%	0.2%
Lucid	167	253	51%	0.2%	0.3%
Mazda	2,635	2,523	-4%	2.7%	2.8%
Mercedes-Benz	3,499	3,139	-10%	3.6%	3.5%
MINI	286	269	-6%	0.3%	0.3%
Mitsubishi	118	41	-65%	0.1%	0.0%
Nissan	3,397	3,543	4%	3.5%	3.9%
Porsche	793	628	-21%	0.8%	0.7%
Ram	775	914	18%	0.8%	1.0%
Rivian	807	615	-24%	0.8%	0.7%
Subaru	3,349	3,053	-9%	3.4%	3.4%
Tesla	9,833	8,270	-16%	10.0%	9.1%
Toyota	18,996	20,059	6%	19.3%	22.1%
Volkswagen	1,819	1,479	-19%	1.8%	1.6%
Volvo	771	628	-19%	0.8%	0.7%
Other	345	255	-26%	0.4%	0.3%

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

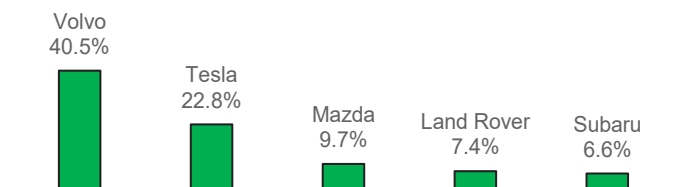


**County Market Share for
Top 15 Selling Brands
YTD '26 thru August vs. Year Earlier**



Brands On the Move

**Largest % increase in registrations
during past 3 months (Jun '26 thru Aug '26) vs.
preceding 3 months (Mar '26 thru May '26)
Among top 20 selling brands in past three months**



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