San Diego Outlook

**Covering the San Diego County automotive market**   **Data thru May 2024**

San Diego County New Retail Car and Light Truck Registrations

|	Most Recent Two Months			YTD thru May			YTD Market Share		
	4/23 & 5/23	4/24 & 5/24	% change	YTD '23	YTD '24	% change	YTD '23	YTD '24	change
Industry Total	23,136	25,294	9.3%	57,084	60,844	6.6%			
Cars	6,723	6,287	-6.5%	16,231	15,522	-4.4%	28.4	25.5	-2.9
Light Trucks	16,413	19,007	15.8%	40,853	45,322	10.9%	71.6	74.5	2.9

Data sourced from Experian Automotive. Figures for May 2024 are partially estimated.

Percent Change in Three Month Moving Average of New Retail Registrations versus Year Earlier
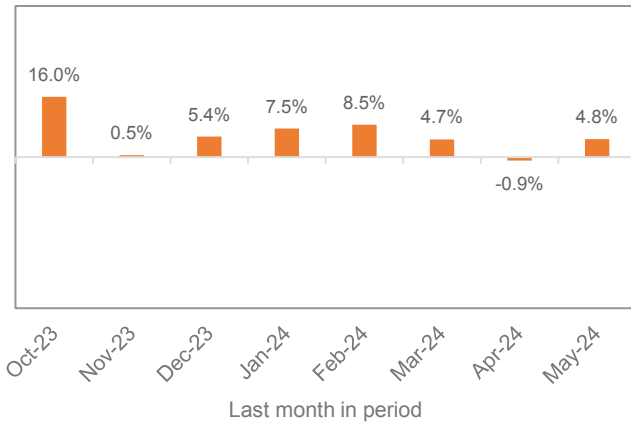

The graph above shows the year-over-year percent change in the three month moving average of new vehicle registrations. Data sourced from Experian Automotive.

Percent Change in County and U.S. New Retail Light Vehicle Markets YTD '24 thru May vs. Year Earlier
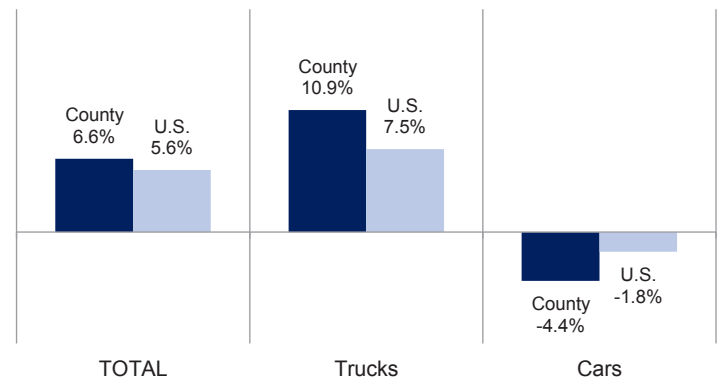
The graph above compares the change in new retail car and light truck registrations in both the county and U.S. markets.
Data sourced from Experian Automotive.

San Diego County Market Shares by Powertrain Type YTD 2023 and YTD 2024, thru May
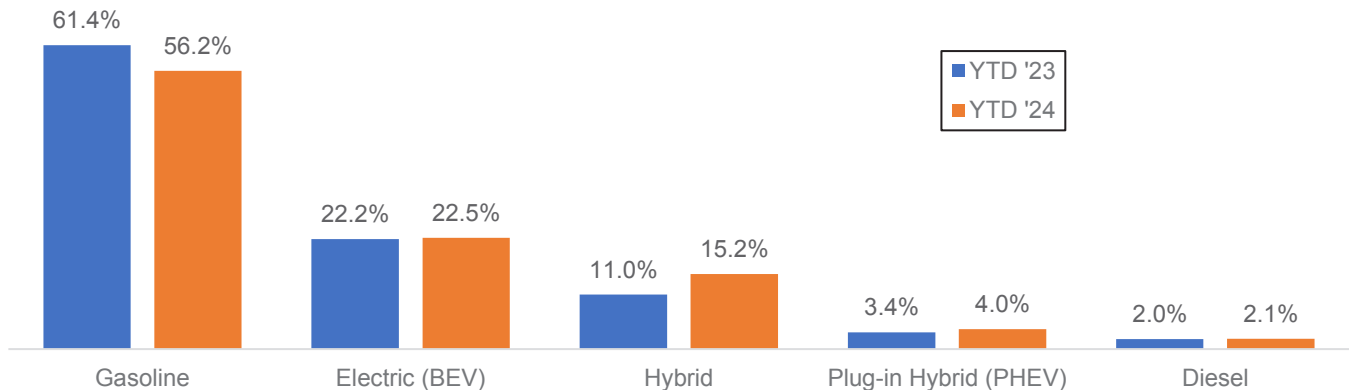
The graph above shows market share by type of powertrain. Hybrid vehicle market share excludes mild hybrids.
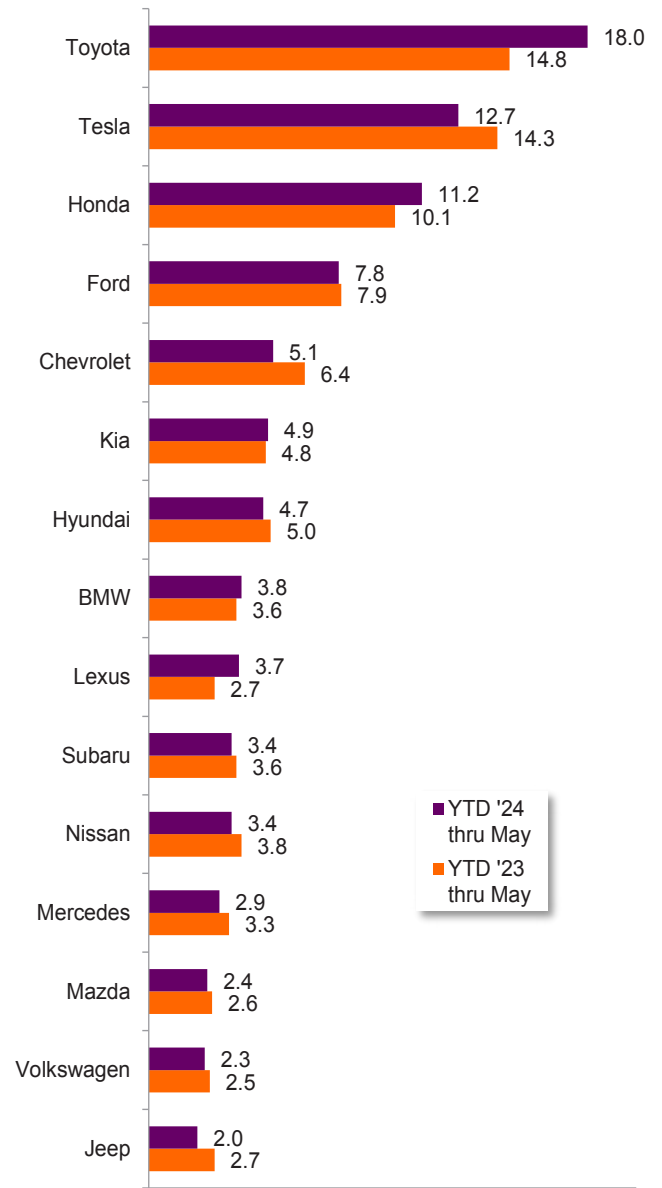Data sourced from Experian Automotive.

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 '23 thru May	YTD '24 thru May	% change	YTD '23 thru May	YTD '24 thru May
Acura	380	319	-16%	0.7%	0.5%
Alfa Romeo	33	32	-3%	0.1%	0.1%
Audi	1,046	1,108	6%	1.8%	1.8%
BMW	2,047	2,335	14%	3.6%	3.8%
Buick	97	102	5%	0.2%	0.2%
Cadillac	331	370	12%	0.6%	0.6%
Chevrolet	3,667	3,129	-15%	6.4%	5.1%
Chrysler	131	118	-10%	0.2%	0.2%
Dodge	263	275	5%	0.5%	0.5%
Ford	4,485	4,755	6%	7.9%	7.8%
Genesis	219	205	-6%	0.4%	0.3%
GMC	704	849	21%	1.2%	1.4%
Honda	5,766	6,840	19%	10.1%	11.2%
Hyundai	2,854	2,842	0%	5.0%	4.7%
Infiniti	138	147	7%	0.2%	0.2%
Jaguar	50	55	10%	0.1%	0.1%
Jeep	1,520	1,232	-19%	2.7%	2.0%
Kia	2,716	2,981	10%	4.8%	4.9%
Land Rover	522	539	3%	0.9%	0.9%
Lexus	1,547	2,271	47%	2.7%	3.7%
Lincoln	138	156	13%	0.2%	0.3%
Maserati	35	28	-20%	0.1%	0.0%
Mazda	1,494	1,452	-3%	2.6%	2.4%
Mercedes	1,882	1,751	-7%	3.3%	2.9%
MINI	204	181	-11%	0.4%	0.3%
Mitsubishi	115	67	-42%	0.2%	0.1%
Nissan	2,191	2,059	-6%	3.8%	3.4%
Polestar	36	60	67%	0.1%	0.1%
Porsche	417	403	-3%	0.7%	0.7%
Ram	756	556	-26%	1.3%	0.9%
Rivian	343	507	48%	0.6%	0.8%
Subaru	2,077	2,094	1%	3.6%	3.4%
Tesla	8,170	7,749	-5%	14.3%	12.7%
Toyota	8,470	10,952	29%	14.8%	18.0%
Volkswagen	1,413	1,424	1%	2.5%	2.3%
Volvo	565	457	-19%	1.0%	0.8%
Other	262	444	69%	0.5%	0.7%

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 '24 thru May vs. Year Earlier

Brand	YTD '24 thru May	YTD '23 thru May
Toyota	18.0	14.8
Tesla	12.7	14.3
Honda	11.2	10.1
Ford	7.8	7.9
Chevrolet	5.1	6.4
Kia	4.9	4.8
Hyundai	4.7	5.0
BMW	3.8	3.6
Lexus	3.7	2.7
Subaru	3.4	3.6
Nissan	3.4	3.8
Mercedes	2.9	3.3
Mazda	2.4	2.6
Volkswagen	2.3	2.5
Jeep	2.0	2.7

Brands On the Move

Largest % increase in registrations during past 3 months (Mar '24 thru May '24) vs. preceding 3 months (Dec '23 thru Feb '24) Among top 20 selling brands in past three months

Hyundai	Mazda	Nissan	GMC	Honda
23.9%	17.3%	14.1%	13.3%	12.5%