California New Light Vehicle Registrations Predicted to Exceed 1.8 Million Units in 2024

New vehicle registrations in California are predicted to exceed 1.8 million units this year and increase 2.7 percent from 2023.

The projection is 15% higher than the total in 2022 when the market was significantly impacted by product shortages and is approaching the pre-pandemic level of 1.89 million units in 2019.

Pent-up demand should provide a boost to sales for at least the rest of this year. Elevated interest rates are keeping loan and lease payments high, but rising incentives have stabilized transaction prices.

New light vehicle registrations in California increased by less than one percent during the first three months of this year versus year earlier, below the 9.6 percent improvement in the Nation. Weaker results in California were partially attributable to relatively strong sales in the First Quarter of 2023.

California domestic brand registrations (which include Tesla) declined 7.7 percent so far this year. Large increases for Honda and Toyota contributed to the 10.2 percent improvement in Japanese brand registrations.

New vehicle registrations in the state increased for the sixth consecutive quarter in 1Q ‘23.

As mentioned in the previous release, the pace of improvement is expected to ease in 2024, with percentage increases likely to remain positive, but in the single digits.
Vehicle Powertrain Dashboard

Hybrid and Electric Vehicle Market Share

**Annual and Year-to-date**

- BEV market share fell from 21.5 percent in 2023 to 20.9 percent in 1Q '24.

**Quarterly**

Data sourced from Experian Automotive. BEVs are full battery electric vehicles. PHEVs are plug in hybrids. Hybrid vehicle registrations and market share excludes mild hybrids.

<table>
<thead>
<tr>
<th>Annual Registrations and Market Share</th>
<th>Quarterly Registrations and Market Share</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2020 2021 2022 2023 YTD '24</td>
</tr>
<tr>
<td>BEV registrations</td>
<td>92387 161865 260692 380562 90296</td>
</tr>
<tr>
<td>BEV share</td>
<td>5.8% 9.1% 16.4% 21.5% 20.9%</td>
</tr>
<tr>
<td>Hybrid regs. (excl. plug ins)</td>
<td>97971 160254 144790 197053 56291</td>
</tr>
<tr>
<td>Hybrid share (excl. plug ins)</td>
<td>6.1% 9.1% 9.1% 11.1% 13.0%</td>
</tr>
<tr>
<td>PHEV regs.</td>
<td>29162 54394 42579 59674 15698</td>
</tr>
<tr>
<td>PHEV share</td>
<td>1.6% 3.1% 2.7% 3.4% 3.6%</td>
</tr>
</tbody>
</table>

Market Share for all Powertrain Types - YTD '24 thru March

- Gasoline powered vehicles accounted for 60 percent of state new vehicle registrations in 1Q '24.
- ICE market share (including gasoline and diesel vehicles) was 62.5 percent during the first three months of this year, down from 71.6 percent in 2022 and 88.4 percent in 2018.
- Combined share for BEVs, PHEVs, hybrids, and fuel cell vehicles was 37.5 percent in 1Q '24, up from just 11.6 percent in 2018.

Data sourced from Experian Automotive.

California and U.S. Markets

- **California BEV market share YTD '24**: 20.9%
- **U.S. BEV market share YTD '24**: 7.4%
- **California share of U.S. BEV registrations YTD '24**: 32.5%

Data sourced from Experian Automotive. BEVs are full battery electric vehicles.
Vehicle Powertrain Dashboard

Make and Model Registrations for BEVs and PHEVs in California

<table>
<thead>
<tr>
<th>California New Battery Electric Vehicle Registrations by Make</th>
<th>Registrations</th>
<th>Market Share (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>YTD 2023 and YTD 2024 thru March</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Make</th>
<th>YTD '23</th>
<th>YTD '24</th>
<th>% Change</th>
<th>YTD '23 Market Share</th>
<th>YTD '24 Market Share</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>87,815</td>
<td>90,296</td>
<td>2.8</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Audi</td>
<td>1,150</td>
<td>2,929</td>
<td>154.7</td>
<td>1.3</td>
<td>3.2</td>
<td>1.9</td>
</tr>
<tr>
<td>BMW</td>
<td>2,163</td>
<td>4,445</td>
<td>105.5</td>
<td>2.5</td>
<td>4.9</td>
<td>2.4</td>
</tr>
<tr>
<td>Cadillac</td>
<td>141</td>
<td>1,038</td>
<td>636.2</td>
<td>0.2</td>
<td>1.1</td>
<td>0.9</td>
</tr>
<tr>
<td>Chevrolet</td>
<td>7,096</td>
<td>2,993</td>
<td>-57.8</td>
<td>8.1</td>
<td>3.3</td>
<td>-4.8</td>
</tr>
<tr>
<td>Ford</td>
<td>3,876</td>
<td>4,250</td>
<td>9.6</td>
<td>4.4</td>
<td>4.7</td>
<td>0.3</td>
</tr>
<tr>
<td>Genesis</td>
<td>295</td>
<td>418</td>
<td>41.7</td>
<td>0.3</td>
<td>0.5</td>
<td>0.2</td>
</tr>
<tr>
<td>GMC</td>
<td>1</td>
<td>248</td>
<td>2470.0</td>
<td>0.0</td>
<td>0.3</td>
<td>0.3</td>
</tr>
<tr>
<td>Hyundai</td>
<td>2,584</td>
<td>3,796</td>
<td>46.9</td>
<td>2.9</td>
<td>4.2</td>
<td>1.3</td>
</tr>
<tr>
<td>Jaguar</td>
<td>1</td>
<td>297</td>
<td>2960.0</td>
<td>0.0</td>
<td>0.3</td>
<td>0.3</td>
</tr>
<tr>
<td>Kia</td>
<td>2,457</td>
<td>3,086</td>
<td>25.6</td>
<td>2.8</td>
<td>3.4</td>
<td>0.6</td>
</tr>
<tr>
<td>Lexus</td>
<td>2</td>
<td>872</td>
<td>43500.0</td>
<td>0.0</td>
<td>1.0</td>
<td>1.0</td>
</tr>
<tr>
<td>Mazda</td>
<td>16</td>
<td>0</td>
<td>-100.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>Mercedes</td>
<td>2,223</td>
<td>5,006</td>
<td>125.2</td>
<td>2.5</td>
<td>5.5</td>
<td>3.0</td>
</tr>
<tr>
<td>MINI</td>
<td>213</td>
<td>251</td>
<td>17.8</td>
<td>0.2</td>
<td>0.3</td>
<td>0.1</td>
</tr>
<tr>
<td>Nissan</td>
<td>938</td>
<td>1,014</td>
<td>8.1</td>
<td>1.1</td>
<td>1.1</td>
<td>0.0</td>
</tr>
<tr>
<td>Other</td>
<td>601</td>
<td>1,475</td>
<td>145.4</td>
<td>0.7</td>
<td>1.6</td>
<td>0.9</td>
</tr>
<tr>
<td>Polestar</td>
<td>2,051</td>
<td>384</td>
<td>-81.3</td>
<td>2.3</td>
<td>0.4</td>
<td>-1.9</td>
</tr>
<tr>
<td>Porsche</td>
<td>615</td>
<td>575</td>
<td>-6.5</td>
<td>0.7</td>
<td>0.6</td>
<td>-0.1</td>
</tr>
<tr>
<td>Rivian</td>
<td>1,693</td>
<td>3,167</td>
<td>87.1</td>
<td>1.9</td>
<td>3.5</td>
<td>1.6</td>
</tr>
<tr>
<td>Subaru</td>
<td>250</td>
<td>332</td>
<td>32.8</td>
<td>0.3</td>
<td>0.4</td>
<td>0.1</td>
</tr>
<tr>
<td>Tesla</td>
<td>54,265</td>
<td>50,025</td>
<td>-7.8</td>
<td>61.8</td>
<td>55.4</td>
<td>-6.4</td>
</tr>
<tr>
<td>Toyota</td>
<td>780</td>
<td>919</td>
<td>17.8</td>
<td>0.9</td>
<td>1.0</td>
<td>0.1</td>
</tr>
<tr>
<td>Volkswagen</td>
<td>3,777</td>
<td>2,437</td>
<td>-35.5</td>
<td>4.3</td>
<td>2.7</td>
<td>-1.6</td>
</tr>
<tr>
<td>Volvo</td>
<td>627</td>
<td>339</td>
<td>-45.9</td>
<td>0.7</td>
<td>0.4</td>
<td>-0.3</td>
</tr>
</tbody>
</table>

Bevs are full battery electric vehicles. PHEVs are plug in hybrids.

Data sourced from Experian Automotive.

Alternative Powertrain Sales by Type of Selling Dealership - YTD ‘23 and ‘24, thru March

- The graph on the left shows new vehicle registrations for Hybrids, BEVs, and PHEVs broken down by type of selling dealership. Franchised dealerships accounted for more than 66 percent of combined sales for all three alternative powertrain types.
- Franchised dealership share of the BEV only market increased to 39.5 percent in 1Q ‘24, up from 35.6 percent in 1Q ‘23.
- Sales of BEVs at franchised dealerships increased 14 percent in 1Q ‘24, compared to the 3 percent drop for direct sellers.

Data sourced from Experian Automotive.
The table below shows the top five selling models during the first three months of this year in 18 segments. In addition to unit registrations, it also shows each model’s market share in its respective segment.

<table>
<thead>
<tr>
<th>MODEL RANKINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Tesla Model Y Retains Top Spot in California New Vehicle Market</strong></td>
</tr>
</tbody>
</table>

The table below shows the top five selling models during the first three months of this year in 18 segments. In addition to unit registrations, it also shows each model’s market share in its respective segment.
**BRAND SUMMARY**

Registrations Increased by More Than 22 Percent for Five Brands; Toyota Market Share Exceeded 16 Percent

### Percent Change in Brand Registrations
YTD '24 thru March vs. YTD '23
(Top 30 selling brands in CA)

<table>
<thead>
<tr>
<th>Brand</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rivian</td>
<td>87.1%</td>
</tr>
<tr>
<td>Dodge</td>
<td>76.2%</td>
</tr>
<tr>
<td>Lexus</td>
<td>37.3%</td>
</tr>
<tr>
<td>Lincoln</td>
<td>25.8%</td>
</tr>
<tr>
<td>Volvo</td>
<td>22.0%</td>
</tr>
<tr>
<td>Honda</td>
<td>18.6%</td>
</tr>
<tr>
<td>Cadillac</td>
<td>16.7%</td>
</tr>
<tr>
<td>Infiniti</td>
<td>15.2%</td>
</tr>
<tr>
<td>Mazda</td>
<td>14.0%</td>
</tr>
<tr>
<td>Toyota</td>
<td>9.3%</td>
</tr>
<tr>
<td>Audi</td>
<td>7.2%</td>
</tr>
<tr>
<td>MINI</td>
<td>6.5%</td>
</tr>
<tr>
<td>BMW</td>
<td>5.2%</td>
</tr>
<tr>
<td>Land Rover</td>
<td>4.0%</td>
</tr>
<tr>
<td>Buick</td>
<td>3.2%</td>
</tr>
<tr>
<td>Volkswagen</td>
<td>2.7%</td>
</tr>
<tr>
<td>Nissan</td>
<td>0.1%</td>
</tr>
<tr>
<td>Mercedes</td>
<td>-0.3%</td>
</tr>
<tr>
<td>Ford</td>
<td>-1.1%</td>
</tr>
<tr>
<td>Hyundai</td>
<td>-4.0%</td>
</tr>
<tr>
<td>Acura</td>
<td>-6.0%</td>
</tr>
<tr>
<td>GMC</td>
<td>-6.8%</td>
</tr>
<tr>
<td>Tesla</td>
<td>-7.8%</td>
</tr>
<tr>
<td>Kia</td>
<td>-9.2%</td>
</tr>
<tr>
<td>Porsche</td>
<td>-9.3%</td>
</tr>
<tr>
<td>Subaru</td>
<td>-12.0%</td>
</tr>
<tr>
<td>Genesis</td>
<td>-15.4%</td>
</tr>
<tr>
<td>Ram</td>
<td>-16.7%</td>
</tr>
<tr>
<td>Chevrolet</td>
<td>-20.9%</td>
</tr>
<tr>
<td>Jeep</td>
<td>-31.3%</td>
</tr>
</tbody>
</table>

### California and U.S. Market Share - YTD '24 thru March
(Top 15 selling brands in CA)

<table>
<thead>
<tr>
<th>Brand</th>
<th>Market Share State</th>
<th>Market Share U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Toyota</td>
<td>16.6%</td>
<td>13.4%</td>
</tr>
<tr>
<td>Tesla</td>
<td>11.6%</td>
<td></td>
</tr>
<tr>
<td>Honda</td>
<td>10.5%</td>
<td>7.9%</td>
</tr>
<tr>
<td>Ford</td>
<td>12.4%</td>
<td>8.0%</td>
</tr>
<tr>
<td>Chevrolet</td>
<td>10.4%</td>
<td>5.8%</td>
</tr>
<tr>
<td>Kia</td>
<td>4.7%</td>
<td>4.4%</td>
</tr>
<tr>
<td>Mercedes</td>
<td>2.0%</td>
<td>4.0%</td>
</tr>
<tr>
<td>BMW</td>
<td>2.5%</td>
<td>3.9%</td>
</tr>
<tr>
<td>Hyundai</td>
<td>4.8%</td>
<td>3.8%</td>
</tr>
<tr>
<td>Nissan</td>
<td>5.6%</td>
<td>3.8%</td>
</tr>
<tr>
<td>Lexus</td>
<td>2.3%</td>
<td>3.7%</td>
</tr>
<tr>
<td>Subaru</td>
<td>4.0%</td>
<td>3.4%</td>
</tr>
<tr>
<td>Mazda</td>
<td>2.6%</td>
<td>2.3%</td>
</tr>
<tr>
<td>Audi</td>
<td>1.4%</td>
<td>2.2%</td>
</tr>
<tr>
<td>Volkswagen</td>
<td>2.1%</td>
<td>2.0%</td>
</tr>
</tbody>
</table>

Registrations increased by more than 15 percent for Rivian, Dodge, Lexus, Lincoln, Volvo, Honda, Cadillac, and Infiniti.

Data sourced from Experian Automotive.
### Detailed Results for All Brands in California Market

#### California New Car and Light Truck Registrations

<table>
<thead>
<tr>
<th>Brand</th>
<th>Registrations 1Q '24</th>
<th>Registrations 1Q '23</th>
<th>% Change</th>
<th>Registrations 2022</th>
<th>Registrations 2023</th>
<th>% Change</th>
<th>Market Share (%)</th>
<th>Market Share (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOTAL</strong></td>
<td>428,561</td>
<td>431,638</td>
<td>0.7</td>
<td>1,586,402</td>
<td>1,772,563</td>
<td>11.7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Acura</td>
<td>3,570</td>
<td>3,356</td>
<td>-6.0</td>
<td>11,959</td>
<td>15,216</td>
<td>27.2</td>
<td>0.8</td>
<td>0.9</td>
</tr>
<tr>
<td>Alfa Romeo</td>
<td>299</td>
<td>316</td>
<td>-5.7</td>
<td>2,043</td>
<td>1,259</td>
<td>-38.4</td>
<td>0.1</td>
<td>0.1</td>
</tr>
<tr>
<td>Audi</td>
<td>8,931</td>
<td>9,576</td>
<td>-7.2</td>
<td>29,701</td>
<td>39,028</td>
<td>31.4</td>
<td>1.9</td>
<td>2.2</td>
</tr>
<tr>
<td>BMW</td>
<td>15,899</td>
<td>16,729</td>
<td>-5.2</td>
<td>58,082</td>
<td>64,291</td>
<td>10.7</td>
<td>3.7</td>
<td>3.6</td>
</tr>
<tr>
<td>Buick</td>
<td>1,265</td>
<td>1,306</td>
<td>-3.2</td>
<td>3,107</td>
<td>4,852</td>
<td>56.2</td>
<td>0.2</td>
<td>0.3</td>
</tr>
<tr>
<td>Cadillac</td>
<td>2,959</td>
<td>3,454</td>
<td>-16.7</td>
<td>10,222</td>
<td>11,631</td>
<td>13.8</td>
<td>0.6</td>
<td>0.7</td>
</tr>
<tr>
<td>Chevrolet</td>
<td>31,430</td>
<td>24,864</td>
<td>-20.9</td>
<td>101,420</td>
<td>118,774</td>
<td>17.1</td>
<td>6.4</td>
<td>6.7</td>
</tr>
<tr>
<td>Chrysler</td>
<td>1,511</td>
<td>1,130</td>
<td>-25.2</td>
<td>6,712</td>
<td>6,768</td>
<td>0.8</td>
<td>0.4</td>
<td>0.4</td>
</tr>
<tr>
<td>Dodge</td>
<td>2,823</td>
<td>4,973</td>
<td>76.2</td>
<td>17,391</td>
<td>12,675</td>
<td>-27.1</td>
<td>1.1</td>
<td>0.7</td>
</tr>
<tr>
<td>Ford</td>
<td>35,185</td>
<td>34,549</td>
<td>-1.8</td>
<td>127,949</td>
<td>136,460</td>
<td>6.7</td>
<td>8.1</td>
<td>7.7</td>
</tr>
<tr>
<td>Genesis</td>
<td>2,108</td>
<td>1,784</td>
<td>-15.4</td>
<td>7,187</td>
<td>8,100</td>
<td>12.7</td>
<td>0.5</td>
<td>0.5</td>
</tr>
<tr>
<td>GMc</td>
<td>8,766</td>
<td>8,173</td>
<td>6.8</td>
<td>31,037</td>
<td>34,381</td>
<td>10.6</td>
<td>2.0</td>
<td>1.9</td>
</tr>
<tr>
<td>Honda</td>
<td>38,253</td>
<td>45,366</td>
<td>-16.6</td>
<td>129,581</td>
<td>172,718</td>
<td>33.3</td>
<td>8.2</td>
<td>9.7</td>
</tr>
<tr>
<td>Hyundai</td>
<td>17,295</td>
<td>16,602</td>
<td>-4.0</td>
<td>63,189</td>
<td>74,579</td>
<td>18.0</td>
<td>4.0</td>
<td>4.2</td>
</tr>
<tr>
<td>Infiniti</td>
<td>1,233</td>
<td>1,420</td>
<td>15.2</td>
<td>4,470</td>
<td>5,942</td>
<td>32.9</td>
<td>0.3</td>
<td>0.3</td>
</tr>
<tr>
<td>Jaguar</td>
<td>346</td>
<td>617</td>
<td>-44.7</td>
<td>1,185</td>
<td>3,300</td>
<td>-62.2</td>
<td>0.1</td>
<td>0.1</td>
</tr>
<tr>
<td>Jeep</td>
<td>11,083</td>
<td>7,618</td>
<td>-31.3</td>
<td>43,950</td>
<td>40,961</td>
<td>-6.8</td>
<td>2.8</td>
<td>2.3</td>
</tr>
<tr>
<td>Kia</td>
<td>20,958</td>
<td>19,034</td>
<td>-9.2</td>
<td>78,585</td>
<td>83,139</td>
<td>5.8</td>
<td>5.0</td>
<td>4.7</td>
</tr>
<tr>
<td>Land Rover</td>
<td>3,275</td>
<td>3,406</td>
<td>-4.0</td>
<td>10,077</td>
<td>11,297</td>
<td>12.1</td>
<td>0.6</td>
<td>0.6</td>
</tr>
<tr>
<td>Lexus</td>
<td>11,725</td>
<td>16,100</td>
<td>-35.7</td>
<td>47,833</td>
<td>56,547</td>
<td>16.2</td>
<td>3.0</td>
<td>3.2</td>
</tr>
<tr>
<td>Lincoln</td>
<td>1,988</td>
<td>1,369</td>
<td>-28.8</td>
<td>6,893</td>
<td>4,052</td>
<td>-42.4</td>
<td>0.2</td>
<td>0.2</td>
</tr>
<tr>
<td>Maserati</td>
<td>181</td>
<td>390</td>
<td>-51.5</td>
<td>1,097</td>
<td>1,002</td>
<td>-8.7</td>
<td>0.1</td>
<td>0.1</td>
</tr>
<tr>
<td>Miatx</td>
<td>695</td>
<td>915</td>
<td>-23.9</td>
<td>33,067</td>
<td>36,906</td>
<td>11.6</td>
<td>2.1</td>
<td>2.1</td>
</tr>
<tr>
<td>Mercedes</td>
<td>17,226</td>
<td>17,172</td>
<td>-0.3</td>
<td>69,515</td>
<td>68,573</td>
<td>-1.4</td>
<td>4.4</td>
<td>3.9</td>
</tr>
<tr>
<td>MINI</td>
<td>1,214</td>
<td>1,293</td>
<td>-6.5</td>
<td>4,924</td>
<td>5,113</td>
<td>3.8</td>
<td>0.3</td>
<td>0.3</td>
</tr>
<tr>
<td>Mitsubishi</td>
<td>901</td>
<td>673</td>
<td>-25.3</td>
<td>3,608</td>
<td>3,527</td>
<td>-2.2</td>
<td>0.2</td>
<td>0.2</td>
</tr>
<tr>
<td>Nissan</td>
<td>16,217</td>
<td>16,230</td>
<td>-0.1</td>
<td>62,713</td>
<td>66,625</td>
<td>6.2</td>
<td>4.0</td>
<td>3.8</td>
</tr>
<tr>
<td>Polestar</td>
<td>2,051</td>
<td>384</td>
<td>-81.3</td>
<td>3,002</td>
<td>3,127</td>
<td>4.2</td>
<td>0.2</td>
<td>0.2</td>
</tr>
<tr>
<td>Porsche</td>
<td>4,253</td>
<td>3,856</td>
<td>-9.3</td>
<td>14,449</td>
<td>16,889</td>
<td>16.7</td>
<td>0.9</td>
<td>1.0</td>
</tr>
<tr>
<td>Ram</td>
<td>6,885</td>
<td>5,735</td>
<td>-16.7</td>
<td>32,429</td>
<td>28,406</td>
<td>-12.4</td>
<td>2.0</td>
<td>1.6</td>
</tr>
<tr>
<td>Rivian</td>
<td>1,693</td>
<td>3,167</td>
<td>87.1</td>
<td>4,242</td>
<td>10,296</td>
<td>142.7</td>
<td>0.3</td>
<td>0.6</td>
</tr>
<tr>
<td>Subaru</td>
<td>16,476</td>
<td>14,495</td>
<td>-12.0</td>
<td>62,741</td>
<td>64,743</td>
<td>3.2</td>
<td>4.0</td>
<td>3.7</td>
</tr>
<tr>
<td>Tesla</td>
<td>54,266</td>
<td>50,027</td>
<td>-8.1</td>
<td>185,089</td>
<td>230,460</td>
<td>24.5</td>
<td>11.7</td>
<td>13.0</td>
</tr>
<tr>
<td>Toyota</td>
<td>65,717</td>
<td>71,832</td>
<td>9.3</td>
<td>273,022</td>
<td>278,071</td>
<td>1.8</td>
<td>17.2</td>
<td>15.7</td>
</tr>
<tr>
<td>Volkswagen</td>
<td>8,513</td>
<td>8,739</td>
<td>-2.7</td>
<td>31,794</td>
<td>35,182</td>
<td>10.7</td>
<td>2.0</td>
<td>2.0</td>
</tr>
<tr>
<td>Volvo</td>
<td>3,023</td>
<td>3,687</td>
<td>-22.0</td>
<td>11,055</td>
<td>13,518</td>
<td>22.3</td>
<td>0.7</td>
<td>0.8</td>
</tr>
<tr>
<td>Other</td>
<td>1,248</td>
<td>2,270</td>
<td>81.9</td>
<td>3,870</td>
<td>6,145</td>
<td>58.8</td>
<td>0.2</td>
<td>0.3</td>
</tr>
</tbody>
</table>

Data sourced from Experian Automotive.

The table above shows new light vehicle (car and light truck) registrations in California. Figures are shown for the First Quarters of 2023 and 2024, and annual totals in 2022 and 2023. Vehicle registrations are recorded based on when the vehicle title information is processed by the state, which typically occurs after the vehicle is sold. The top ten ranked brands in each category are shaded yellow. Historical figures have been updated since the previous release.

---

**California Auto Outlook**

Published by: Auto Outlook, Inc., PO Box 390 Exton, PA 19341  Phone 610-640-1233  Email: jfoltz@autooutlook.com

Any material quoted must be attributed to California Auto Outlook, published by Auto Outlook, Inc. on behalf of the California New Car Dealers Association. Data source must also be shown as “Data sourced from Experian Automotive.” Please contact CNCDA with any questions or comments regarding the publication. Copyright: Auto Outlook, Inc. April 2024.

At Auto Outlook, we strive to provide sound and accurate analyses and forecasts based upon the data available to us. However, our forecasts are derived from third-party data and contain a number of assumptions made by Auto Outlook and its management, including, without limitation, the accuracy of the data compiled. As a result, Auto Outlook can make no representation or warranty with respect to the accuracy or completeness of the data we provide or the forecasts or projections that we make based upon such data. Auto Outlook expressly disclaims any such warranties, and undue reliance should not be placed on any such data, forecasts, projections, or predictions. Auto Outlook undertakes no obligation to update or revise any predictions or forecasts, whether as a result of any new data, the occurrence of future events, or otherwise.
REGIONAL MARKETS IN CALIFORNIA

Northern California New Retail Market Declined Slightly in First Quarter of This Year
San Diego County Market Increased by 4.6 percent

<table>
<thead>
<tr>
<th>New Retail Light Vehicle Registrations (excluding fleets) YTD thru Mar.</th>
<th>YTD ’23</th>
<th>YTD ’24</th>
<th>% chg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Statewide Total</td>
<td>373,977</td>
<td>376,338</td>
<td>0.6%</td>
</tr>
<tr>
<td>Cars</td>
<td>115,072</td>
<td>106,008</td>
<td>-7.9%</td>
</tr>
<tr>
<td>Light Trucks</td>
<td>258,905</td>
<td>270,330</td>
<td>4.4%</td>
</tr>
<tr>
<td>Northern California</td>
<td>130,063</td>
<td>128,294</td>
<td>-1.4%</td>
</tr>
<tr>
<td>Cars</td>
<td>37,619</td>
<td>33,186</td>
<td>-11.8%</td>
</tr>
<tr>
<td>Light Trucks</td>
<td>92,444</td>
<td>95,108</td>
<td>2.9%</td>
</tr>
<tr>
<td>Southern California</td>
<td>243,914</td>
<td>248,044</td>
<td>1.7%</td>
</tr>
<tr>
<td>Cars</td>
<td>77,453</td>
<td>72,822</td>
<td>-6.0%</td>
</tr>
<tr>
<td>Light Trucks</td>
<td>166,461</td>
<td>175,222</td>
<td>5.3%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Selected Regional Markets</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Francisco Bay</td>
</tr>
<tr>
<td>Cars</td>
</tr>
<tr>
<td>Light Trucks</td>
</tr>
<tr>
<td>LA and Orange Counties</td>
</tr>
<tr>
<td>Cars</td>
</tr>
<tr>
<td>Light Trucks</td>
</tr>
<tr>
<td>San Diego County</td>
</tr>
<tr>
<td>Cars</td>
</tr>
<tr>
<td>Light Trucks</td>
</tr>
</tbody>
</table>

Percent Change in New Retail Registrations - YTD ’24 vs. YTD ’23

Northern California
Cars DOWN 11.8%
Light trucks UP 2.9%
BEV share: 24.8%

Southern California
Cars DOWN 6.0%
Light trucks UP 5.3%
BEV share: 21.5%

Data sourced from Experian Automotive.
California Used Vehicle Market Declined in First Quarter of This Year

Percent Change in New and Used Vehicle Registrations YTD '24 thru March vs. YTD '23

<table>
<thead>
<tr>
<th>Category</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>New vehicles</td>
<td>0.7%</td>
</tr>
<tr>
<td>All used vehicles</td>
<td>-2.3%</td>
</tr>
<tr>
<td>3-year-old or newer used vehicles</td>
<td>0.1%</td>
</tr>
<tr>
<td>4- to 6-year-old used vehicles</td>
<td>-13.9%</td>
</tr>
<tr>
<td>7- to 10-year-old used vehicles</td>
<td>-4.0%</td>
</tr>
</tbody>
</table>

Data sourced from Experian Automotive.

Top Selling Models in Used Vehicle Market

Toyota Corolla and Honda Civic are Top Sellers in Used Vehicle Market

The two graphs below show the top 15 selling models in California for two age classifications: vehicles 4-years-old or newer, and 5- to 8-year-old vehicles.

Top 15 Selling Models for Vehicles 4-Years-Old or Newer YTD 2024 thru March

<table>
<thead>
<tr>
<th>Model</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Toyota Corolla</td>
<td>6166</td>
</tr>
<tr>
<td>Toyota Camry</td>
<td>6117</td>
</tr>
<tr>
<td>Honda Civic</td>
<td>5455</td>
</tr>
<tr>
<td>Toyota RAV4</td>
<td>4943</td>
</tr>
<tr>
<td>Toyota Tacoma</td>
<td>4566</td>
</tr>
<tr>
<td>Honda Accord</td>
<td>4479</td>
</tr>
<tr>
<td>Chevrolet Silverado</td>
<td>3845</td>
</tr>
<tr>
<td>Tesla Model 3</td>
<td>3573</td>
</tr>
<tr>
<td>Ram Pickup</td>
<td>3379</td>
</tr>
<tr>
<td>Ford F-Series</td>
<td>3198</td>
</tr>
<tr>
<td>Tesla Model Y</td>
<td>3115</td>
</tr>
<tr>
<td>Honda CR-V</td>
<td>2875</td>
</tr>
<tr>
<td>Nissan Altima</td>
<td>2473</td>
</tr>
<tr>
<td>Toyota Highlander</td>
<td>2040</td>
</tr>
<tr>
<td>Kia Forte</td>
<td>1934</td>
</tr>
</tbody>
</table>

Top 15 Selling Models for 5- to 8-Year-Old Vehicles YTD 2024 thru March

<table>
<thead>
<tr>
<th>Model</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Toyota Corolla</td>
<td>6121</td>
</tr>
<tr>
<td>Honda Civic</td>
<td>4761</td>
</tr>
<tr>
<td>Honda Accord</td>
<td>4757</td>
</tr>
<tr>
<td>Ford F-Series</td>
<td>3866</td>
</tr>
<tr>
<td>Toyota Camry</td>
<td>3780</td>
</tr>
<tr>
<td>Chevrolet Silverado</td>
<td>3416</td>
</tr>
<tr>
<td>Toyota Corolla</td>
<td>3336</td>
</tr>
<tr>
<td>Ram Pickup</td>
<td>3092</td>
</tr>
<tr>
<td>Toyota Tacoma</td>
<td>2726</td>
</tr>
<tr>
<td>Toyota Prius</td>
<td>2684</td>
</tr>
<tr>
<td>Toyota RAV4</td>
<td>2410</td>
</tr>
<tr>
<td>Nissan Sentra</td>
<td>2362</td>
</tr>
<tr>
<td>Honda CR-V</td>
<td>2211</td>
</tr>
<tr>
<td>Nissan Altima</td>
<td>2089</td>
</tr>
<tr>
<td>Ford Fusion</td>
<td>2054</td>
</tr>
</tbody>
</table>

Data sourced from Experian Automotive.