New Vehicle Market Predicted to Trend Higher During Next Two Years

California Annual New Light Vehicle Registrations - 2009 thru 2024

Historical Data sourced from Experian Automotive. *2023 and 2024 forecasts by Auto Outlook. Historical figures have been updated since the previous release.

California and U.S New Light Vehicle Registrations
YTD ‘22 and YTD ‘23 thru September

<table>
<thead>
<tr>
<th>Registrations</th>
<th>California</th>
<th>U.S.</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>1,184,367</td>
<td>10,013,566</td>
<td>14.3%</td>
</tr>
<tr>
<td>Car</td>
<td>376,104</td>
<td>2,089,764</td>
<td>11.7%</td>
</tr>
<tr>
<td>Light Truck</td>
<td>808,263</td>
<td>7,923,802</td>
<td>15.6%</td>
</tr>
<tr>
<td>Domestic</td>
<td>419,613</td>
<td>4,403,612</td>
<td>19.4%</td>
</tr>
<tr>
<td>European</td>
<td>179,691</td>
<td>1,045,724</td>
<td>11.2%</td>
</tr>
<tr>
<td>Japanese</td>
<td>473,657</td>
<td>3,517,342</td>
<td>10.4%</td>
</tr>
<tr>
<td>Korean</td>
<td>111,106</td>
<td>1,046,888</td>
<td>17.0%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Market Share</th>
<th>California</th>
<th>U.S.</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Car</td>
<td>31.8</td>
<td>20.9</td>
<td>-0.2%</td>
</tr>
<tr>
<td>Light Truck</td>
<td>68.2</td>
<td>79.1</td>
<td>0.2%</td>
</tr>
<tr>
<td>Domestic</td>
<td>35.5</td>
<td>44.0</td>
<td>8.5%</td>
</tr>
<tr>
<td>European</td>
<td>15.2</td>
<td>10.4</td>
<td>-4.8%</td>
</tr>
<tr>
<td>Japanese</td>
<td>40.1</td>
<td>35.1</td>
<td>-4.5%</td>
</tr>
<tr>
<td>Korean</td>
<td>9.4</td>
<td>10.5</td>
<td>1.1%</td>
</tr>
</tbody>
</table>

Key factors holding back state new vehicle market: higher interest rates are leading to weakening consumer affordability, soft landing for the economy is not guaranteed, excess household savings built up during the pandemic have been depleted, and if the UAW strike lingers, sales could be impacted.

Forecast summary: pent-up demand will provide momentum for the new vehicle market over the next 15 months, while the negative factors will place a ceiling on how high sales can go. State new retail light vehicle registrations are predicted to reach 1.8 million units for all of this year and increase 13.7 percent from 2022. Preliminary projection for 2024: 1.88 million units, up 4.3 percent from this year.

New light vehicle registrations in California increased 14.3 percent during the first nine months of this year versus the year earlier, higher than the 13.3 percent improvement in the Nation.

As expected, the pace of improvement accelerated in the Third Quarter of this year with registrations increasing 21.1 percent versus depressed year-earlier levels.

Data sourced from Experian Automotive.
BEV market share increased to **21.5 percent** during the first nine months of 2023.

**Vehicle Powertrain Dashboard**

**Hybrid and Electric Vehicle Market Share**

**Annual and Year-to-date**

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
<th>YTD '23</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electric registrations</td>
<td>99048</td>
<td>92396</td>
<td>161863</td>
<td>260702</td>
<td>291518</td>
</tr>
<tr>
<td>Electric share</td>
<td>5.2%</td>
<td>5.8%</td>
<td>9.1%</td>
<td>16.4%</td>
<td>21.5%</td>
</tr>
<tr>
<td>Hybrid regs. (excl. plug ins)</td>
<td>92282</td>
<td>97938</td>
<td>160209</td>
<td>144803</td>
<td>140948</td>
</tr>
<tr>
<td>Hybrid share (excl. plug ins)</td>
<td>4.9%</td>
<td>6.1%</td>
<td>9.0%</td>
<td>9.1%</td>
<td>10.4%</td>
</tr>
<tr>
<td>Plug in hybrid regs.</td>
<td>48360</td>
<td>29152</td>
<td>54413</td>
<td>42582</td>
<td>44630</td>
</tr>
<tr>
<td>Plug in hybrid share</td>
<td>2.6%</td>
<td>1.8%</td>
<td>3.1%</td>
<td>2.7%</td>
<td>3.3%</td>
</tr>
</tbody>
</table>

**Quarterly**

<table>
<thead>
<tr>
<th></th>
<th>04Q '22</th>
<th>1Q '23</th>
<th>2Q '23</th>
<th>3Q '23</th>
<th>4Q '23</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electric registrations</td>
<td>64332</td>
<td>76508</td>
<td>87860</td>
<td>100597</td>
<td>100597</td>
</tr>
<tr>
<td>Electric share</td>
<td>17.2%</td>
<td>19.0%</td>
<td>20.5%</td>
<td>21.8%</td>
<td>22.3%</td>
</tr>
<tr>
<td>Hybrid regs. (excl. plug ins)</td>
<td>31500</td>
<td>34849</td>
<td>36844</td>
<td>51257</td>
<td>52847</td>
</tr>
<tr>
<td>Hybrid share (excl. plug ins)</td>
<td>8.4%</td>
<td>8.7%</td>
<td>8.6%</td>
<td>10.8%</td>
<td>11.7%</td>
</tr>
<tr>
<td>Plug in hybrid regs.</td>
<td>10332</td>
<td>11109</td>
<td>14382</td>
<td>15155</td>
<td>15093</td>
</tr>
<tr>
<td>Plug in hybrid share</td>
<td>2.8%</td>
<td>2.8%</td>
<td>3.4%</td>
<td>3.2%</td>
<td>3.3%</td>
</tr>
</tbody>
</table>

Data sourced from Experian Automotive. Hybrid vehicle registrations and market share excludes mild hybrids.

**Market Share for all Powertrain Types - YTD '23 thru September**

- Gasoline powered vehicles accounted for 62.3 percent of state new vehicle registrations in the first nine months of this year.
- ICE market share (including gasoline and diesel vehicles) was 64.6 percent so far 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 35.4 percent thru September of this year, up from just 11.6 percent in 2018.

Data sourced from Experian Automotive. Hybrid vehicle registrations and market share excludes mild hybrids.

### California and U.S. Markets

- **21.5%**
  - California BEV market share
  - YTD 2023:

- **7.4%**
  - U.S. BEV market share
  - YTD 2023:

- **34.8%**
  - California share of U.S. BEV registrations
  - YTD 2023:

Data sourced from Experian Automotive.
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></td>
<td>YTD '22</td>
<td>YTD '23</td>
</tr>
<tr>
<td>TOTAL</td>
<td>184,194</td>
<td>291,518</td>
</tr>
<tr>
<td>Audi</td>
<td>3,975</td>
<td>5,443</td>
</tr>
<tr>
<td>BMW</td>
<td>2,280</td>
<td>10,862</td>
</tr>
<tr>
<td>Cadillac</td>
<td>8</td>
<td>948</td>
</tr>
<tr>
<td>Chevrolet</td>
<td>5,642</td>
<td>15,152</td>
</tr>
<tr>
<td>Ford</td>
<td>8,187</td>
<td>11,107</td>
</tr>
<tr>
<td>Genesis</td>
<td>507</td>
<td>1,051</td>
</tr>
<tr>
<td>GMC</td>
<td>102</td>
<td>55</td>
</tr>
<tr>
<td>Hyundai</td>
<td>7,491</td>
<td>12,717</td>
</tr>
<tr>
<td>Jaguar</td>
<td>72</td>
<td>41</td>
</tr>
<tr>
<td>Kia</td>
<td>6,107</td>
<td>6,511</td>
</tr>
<tr>
<td>Lexus</td>
<td>0</td>
<td>873</td>
</tr>
<tr>
<td>Mazda</td>
<td>357</td>
<td>98</td>
</tr>
<tr>
<td>Mercedes</td>
<td>2,285</td>
<td>10,999</td>
</tr>
<tr>
<td>MINI</td>
<td>828</td>
<td>596</td>
</tr>
<tr>
<td>Nissan</td>
<td>2,828</td>
<td>3,292</td>
</tr>
<tr>
<td>Other</td>
<td>644</td>
<td>2,032</td>
</tr>
<tr>
<td>Polestar</td>
<td>2,011</td>
<td>2,797</td>
</tr>
<tr>
<td>Porsche</td>
<td>2,013</td>
<td>1,809</td>
</tr>
<tr>
<td>Rivian</td>
<td>2,435</td>
<td>6,740</td>
</tr>
<tr>
<td>Subaru</td>
<td>0</td>
<td>1,320</td>
</tr>
<tr>
<td>Tesla</td>
<td>132,309</td>
<td>183,278</td>
</tr>
<tr>
<td>Volkswagen</td>
<td>2,785</td>
<td>8,921</td>
</tr>
<tr>
<td>Volvo</td>
<td>1,125</td>
<td>2,446</td>
</tr>
</tbody>
</table>

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

Data sourced from Experian Automotive.

Top 10 Selling PHEV Makes - YTD '23 thru September

<table>
<thead>
<tr>
<th>Make</th>
<th>Registrations</th>
<th>Market Share (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jeep</td>
<td>13,301</td>
<td>13.0%</td>
</tr>
<tr>
<td>Toyota</td>
<td>7,857</td>
<td>(7.6%)</td>
</tr>
<tr>
<td>BMW</td>
<td>5,699</td>
<td>(5.6%)</td>
</tr>
<tr>
<td>Chrysler</td>
<td>3,338</td>
<td>(3.3%)</td>
</tr>
<tr>
<td>Kia</td>
<td>3,186</td>
<td>(3.2%)</td>
</tr>
<tr>
<td>Volvo</td>
<td>3,135</td>
<td>(3.1%)</td>
</tr>
<tr>
<td>Lexus</td>
<td>1,945</td>
<td>(1.9%)</td>
</tr>
<tr>
<td>Hyundai</td>
<td>1,144</td>
<td>(1.1%)</td>
</tr>
<tr>
<td>Audi</td>
<td>991</td>
<td>(1.0%)</td>
</tr>
<tr>
<td>Mitsubishi</td>
<td>802</td>
<td>(0.8%)</td>
</tr>
</tbody>
</table>

Top 15 Selling BEV and PHEV Models - YTD '23 thru September

<table>
<thead>
<tr>
<th>Rank</th>
<th>Model</th>
<th>Type</th>
<th>Registrations</th>
<th>Market Share (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Tesla Model Y</td>
<td>BEV</td>
<td>106,398</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Tesla Model 3</td>
<td>BEV</td>
<td>66,686</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Chevrolet Bolt</td>
<td>BEV</td>
<td>15,151</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Jeep Wrangler</td>
<td>PHEV</td>
<td>10,175</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Volkswagen ID.4</td>
<td>BEV</td>
<td>8,921</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Ford Mustang Mach-E</td>
<td>BEV</td>
<td>7,972</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Hyundai Ioniq 5</td>
<td>BEV</td>
<td>7,209</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>BMW i4</td>
<td>BEV</td>
<td>7,107</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Tesla Model X</td>
<td>BEV</td>
<td>7,032</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Toyota RAV4</td>
<td>PHEV</td>
<td>4,822</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Rivian R1S</td>
<td>BEV</td>
<td>3,832</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Kia Niro</td>
<td>BEV</td>
<td>3,395</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Chrysler Pacifica</td>
<td>PHEV</td>
<td>3,338</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>BMW iX</td>
<td>BEV</td>
<td>3,307</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Tesla Model S</td>
<td>BEV</td>
<td>3,150</td>
<td></td>
</tr>
</tbody>
</table>

Alternative Powertrain Sales by Type of Selling Dealership - YTD 2022 and 2023 thru September

- 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 59 percent of combined sales for all three alternative powertrain types.
- Franchised dealership share of the BEV only market increased to 34.1 percent in the first nine months of this year.
- Sales of BEVs at franchised dealerships have increased 103 percent during the first nine months of 2023 versus year earlier, compared to the 42 percent increase for direct sellers.

Data sourced from Experian Automotive.
The table below shows the top five selling models during the first nine months of 2023 in 18 segments. In addition to unit registrations, it also shows each model’s market share in its respective segment.

### Top Selling Models in Each Segment - New Retail Light Vehicle Registrations (YTD 2023 thru September)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Small Cars</td>
<td>Honda Civic</td>
<td>31076 21.9</td>
<td>Toyota Camry</td>
<td>39293 37.9</td>
<td>Ford Mustang</td>
</tr>
<tr>
<td>Small Cars</td>
<td>Toyota Corolla</td>
<td>26867 18.9</td>
<td>Honda Accord</td>
<td>31092 30.0</td>
<td>Dodge Challenger</td>
</tr>
<tr>
<td>Small Cars</td>
<td>Kia Forte</td>
<td>17424 12.3</td>
<td>Nissan Altima</td>
<td>7297 7.0</td>
<td>Chevrolet Camaro</td>
</tr>
<tr>
<td>Small Cars</td>
<td>Chevrolet Bolt</td>
<td>15151 10.7</td>
<td>Chevrolet Malibu</td>
<td>7225 7.0</td>
<td>Toyota B6</td>
</tr>
<tr>
<td>Small Cars</td>
<td>Hyundai Elantra</td>
<td>11430 8.1</td>
<td>Dodge Charger</td>
<td>4683 4.5</td>
<td>Mazda MX5</td>
</tr>
</tbody>
</table>

### Best Sellers in Primary Segments

- **Small Cars**: Honda Civic
- **Mid-Size and Large Cars**: Toyota Camry
- **Full Size Pickup**: Ford F-Series
- **Near Luxury Cars**: Tesla Model 3
- **Comp./Mid Size Pickup**: Toyota Tacoma
- **Luxury Compact SUV**: Tesla Model Y

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Data sourced from Experian Automotive. Figures for Prius include Prius Prime.
BRAND SUMMARY

Registrations Increased by More Than 20 Percent for 12 Brands; Toyota is Best-Seller

Percent Change in Brand Registrations
YTD 2023 thru September vs. YTD 2022
(Top 30 selling brands in CA)

<table>
<thead>
<tr>
<th>Brand</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rivian</td>
<td>176.8%</td>
</tr>
<tr>
<td>Buick</td>
<td>44.6%</td>
</tr>
<tr>
<td>Tesla</td>
<td>38.5%</td>
</tr>
<tr>
<td>Honda</td>
<td>34.7%</td>
</tr>
<tr>
<td>Audi</td>
<td>32.8%</td>
</tr>
<tr>
<td>Acura</td>
<td>30.9%</td>
</tr>
<tr>
<td>Volvo</td>
<td>26.8%</td>
</tr>
<tr>
<td>Chevrolet</td>
<td>26.5%</td>
</tr>
<tr>
<td>Cadillac</td>
<td>25.9%</td>
</tr>
<tr>
<td>Hyundai</td>
<td>22.2%</td>
</tr>
<tr>
<td>Genesis</td>
<td>21.4%</td>
</tr>
<tr>
<td>Land Rover</td>
<td>20.9%</td>
</tr>
<tr>
<td>Infiniti</td>
<td>17.7%</td>
</tr>
<tr>
<td>Porsche</td>
<td>16.4%</td>
</tr>
<tr>
<td>Mazda</td>
<td>15.4%</td>
</tr>
<tr>
<td>GMC</td>
<td>14.6%</td>
</tr>
<tr>
<td>BMW</td>
<td>12.7%</td>
</tr>
<tr>
<td>Kia</td>
<td>12.2%</td>
</tr>
<tr>
<td>Lexus</td>
<td>11.3%</td>
</tr>
<tr>
<td>Ford</td>
<td>9.1%</td>
</tr>
<tr>
<td>Nissan</td>
<td>8.6%</td>
</tr>
<tr>
<td>Volkswagen</td>
<td>6.8%</td>
</tr>
<tr>
<td>Subaru</td>
<td>4.3%</td>
</tr>
<tr>
<td>Mercedes</td>
<td>0.7%</td>
</tr>
<tr>
<td>Chrysler</td>
<td>-0.2%</td>
</tr>
<tr>
<td>MINI</td>
<td>-0.6%</td>
</tr>
<tr>
<td>Toyota</td>
<td>-0.7%</td>
</tr>
<tr>
<td>Jeep</td>
<td>-6.7%</td>
</tr>
<tr>
<td>Ram</td>
<td>-15.8%</td>
</tr>
<tr>
<td>Dodge</td>
<td>-24.6%</td>
</tr>
</tbody>
</table>

California and U.S. Market Share - YTD 2023 thru September
(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>15.0%</td>
<td>15.0%</td>
</tr>
<tr>
<td>Tesla</td>
<td>13.5%</td>
<td></td>
</tr>
<tr>
<td>Honda</td>
<td>9.5%</td>
<td></td>
</tr>
<tr>
<td>Ford</td>
<td>12.0%</td>
<td></td>
</tr>
<tr>
<td>Chevrolet</td>
<td>11.3%</td>
<td></td>
</tr>
<tr>
<td>Kia</td>
<td>5.3%</td>
<td></td>
</tr>
<tr>
<td>Hyundai</td>
<td>5.1%</td>
<td></td>
</tr>
<tr>
<td>Mercedes</td>
<td>3.9%</td>
<td></td>
</tr>
<tr>
<td>Nissan</td>
<td>5.6%</td>
<td></td>
</tr>
<tr>
<td>Subaru</td>
<td>4.1%</td>
<td></td>
</tr>
<tr>
<td>BMW</td>
<td>3.6%</td>
<td></td>
</tr>
<tr>
<td>Lexus</td>
<td>1.9%</td>
<td></td>
</tr>
<tr>
<td>Jeep</td>
<td>4.3%</td>
<td></td>
</tr>
<tr>
<td>Audi</td>
<td>2.2%</td>
<td>1.5%</td>
</tr>
<tr>
<td>Mazda</td>
<td>2.1%</td>
<td>2.3%</td>
</tr>
</tbody>
</table>

Registrations increased by more than 20 percent for Rivian, Buick, Tesla, Honda, Audi, Acura, Volvo, Chevrolet, Cadillac, Hyundai, Genesis, and Land Rover.

Data sourced from Experian Automotive.

Toyota, Tesla, Honda, Ford, and Chevrolet were market share leaders in California during the first nine months of this year.
## Detailed Results for All Brands in California Market

### California New Car and Light Truck Registrations

<table>
<thead>
<tr>
<th>Brand</th>
<th>Registrations 3Q '22</th>
<th>Registrations 3Q '23</th>
<th>% Change</th>
<th>Registrations YTD '22</th>
<th>Registrations YTD '23</th>
<th>% Change</th>
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<td>TOTAL</td>
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<td>958</td>
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<td>32.8</td>
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<td>11.8</td>
<td>42,978</td>
<td>48,455</td>
<td>12.7</td>
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<td>7,202</td>
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<td>22,844</td>
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<td>96,008</td>
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<td>8,715</td>
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<td>9,377</td>
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<td>MINI</td>
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<td>1,151</td>
<td>-14.0</td>
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<td>Mitsubishi</td>
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<td>62.9</td>
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<td>2,809</td>
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<td>33.5</td>
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<td>47,465</td>
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<td>23,997</td>
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<td>46.3</td>
<td>2,806</td>
<td>3,995</td>
<td>42.4</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 Third Quarters of 2022 and 2023, and year to date totals. 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.
**SEGMENT MARKET SHARE TRENDS**

**SUVs Accounted for 53% of California Market So Far This Year**

The two graphs above show market shares for primary segments during the first nine months of 2022 and 2023. Data sourced from Experian Automotive.

**REGIONAL MARKETS IN CALIFORNIA**

**Northern California New Retail Market Posted Larger Increase During First Nine Months of 2023**

San Francisco Bay Market Increased by 17.6 percent

<table>
<thead>
<tr>
<th>New Retail Light Vehicle Registrations (excluding fleets) YTD thru Sept.</th>
<th>North and South California</th>
<th>YTD ‘22</th>
<th>YTD ‘23</th>
<th>% chg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Statewide Total</td>
<td>1,075,792</td>
<td>1,193,167</td>
<td>10.9%</td>
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</tr>
<tr>
<td>Cars</td>
<td>340,801</td>
<td>373,341</td>
<td>9.5%</td>
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</tr>
<tr>
<td>Light Trucks</td>
<td>734,991</td>
<td>819,826</td>
<td>11.5%</td>
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</tr>
<tr>
<td>Northern California</td>
<td>366,564</td>
<td>413,308</td>
<td>12.8%</td>
<td></td>
</tr>
<tr>
<td>Cars</td>
<td>108,860</td>
<td>120,928</td>
<td>11.1%</td>
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</tr>
<tr>
<td>Light Trucks</td>
<td>257,704</td>
<td>292,380</td>
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</tr>
<tr>
<td>Southern California</td>
<td>709,228</td>
<td>779,859</td>
<td>10.0%</td>
<td></td>
</tr>
<tr>
<td>Cars</td>
<td>231,941</td>
<td>252,413</td>
<td>8.8%</td>
<td></td>
</tr>
<tr>
<td>Light Trucks</td>
<td>477,287</td>
<td>527,446</td>
<td>10.5%</td>
<td></td>
</tr>
</tbody>
</table>

**Selected Regional Markets**

| | San Francisco Bay | | | |
|---|---|---|---|
| Cars | 197,810 | 232,583 | 17.6% |
| Light Trucks | 62,573 | 71,822 | 14.8% |
| Light Trucks | 135,237 | 160,761 | 18.9% |

| | LA and Orange Counties | | | |
|---|---|---|---|
| Cars | 400,937 | 449,673 | 12.2% |
| Light Trucks | 136,838 | 150,427 | 9.9% |
| Light Trucks | 264,099 | 299,246 | 13.3% |

| | San Diego County | | | |
|---|---|---|---|
| Cars | 98,823 | 107,924 | 9.2% |
| Light Trucks | 28,474 | 30,946 | 8.7% |

Data sourced from Experian Automotive.
California Used Vehicle Market Moves Lower

The California used vehicle market declined 5.0 percent during the first nine months of this year versus a year earlier, compared to the 14.3 percent increase in new vehicle registrations.

Elevated vehicle prices, tight supplies, and improving new vehicle inventories will likely prevent any near-term rebound in used vehicle sales.

As shown on the graph to the left, the 7- to 10-year-old market held up relatively well so far this year, with registrations declining by less than 3 percent. The 4-to -6-year-old market fell by 9.8 percent.

Used Vehicle Brand Market Share

Toyota is Top Seller in California Used Vehicle Market

The graph below shows used light vehicle registrations by brand for two age categories: vehicles less than 4-years-old and vehicles 5- to 8-years-old. Brands are positioned from left to right based on overall market share.

Data sourced from Experian Automotive.