

# California Auto Outlook™

Comprehensive Information on the California Vehicle Market

Volume 19, Number 1

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Covering Fourth Quarter 2022

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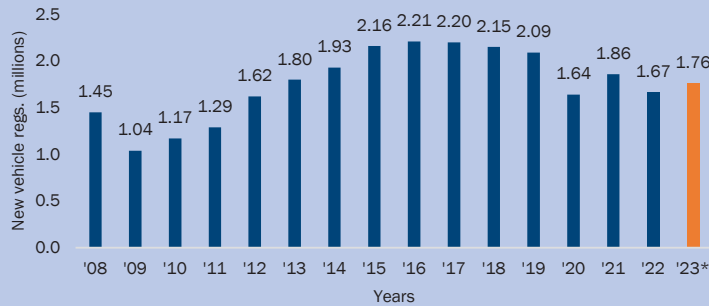


## Positives Outweigh Negatives for 2023 Sales Outlook; New Vehicle Market Predicted to Improve

### ANNUAL TRENDS



California Annual New Light Vehicle Registrations - 2008 thru 2023



Historical data source: AutoCount data from Experian. \*2023 forecast by Auto Outlook.

### KEY TRENDS IN NEW VEHICLE MARKET



Supply chain issues persisted last year and vehicle production cutbacks were significantly higher than projected at the beginning of the year. New light vehicle registrations in the state declined 10.2 percent from 2021 to 2022. National new vehicle sales fell 7.9 percent.

State registrations are predicted to approach 1.76 million units this year, a 5.5 percent improvement from 2022.

Here is a review of key positives for the market in 2023. Pent-up demand is accumulating as new vehicle sales remain below baseline levels. Auto Outlook estimates that approximately 770,000 new vehicle purchases will be postponed since the onset of the pandemic in 2020 through the end of this year, about 43 percent of sales in an average year. In addition, vehicle transaction prices will move lower as supplies become more in-line with demand. These two factors will give a boost to the market that should offset the negatives listed next.

Here are the primary negatives for the 2023 outlook. Supply chain issues are lingering and new vehicle affordability is weakening due to high inflation, increasing interest rates, slower economic growth, and falling trade-in values. Household incomes are increasing, but not fast enough to keep pace with inflation. The stimulative impact resulting from pent-up demand will be tempered due to softer economic conditions, but sales rates should still recover from current levels.

### TWO YEAR PERSPECTIVE



California New Light Vehicle Registrations and U.S. New Vehicle Sales 2021 and 2022 Annual Totals

	California			U.S.		
	2021	2022	Change	2021	2022	Change
<b>Registrations</b>						
TOTAL	1,856,391	1,667,831	-10.2%	15,059,846	13,865,892	-7.9%
Car	624,625	525,008	-15.9%	3,371,420	2,923,551	-13.3%
Light Truck	1,231,766	1,142,823	-7.2%	11,688,426	10,942,341	-6.4%
Domestic	584,936	605,520	3.5%	6,182,382	6,151,484	-0.5%
European	281,524	250,074	-11.2%	1,593,212	1,481,573	-7.0%
Japanese	833,993	658,934	-21.0%	5,795,134	4,758,611	-17.9%
Korean	155,938	153,303	-1.7%	1,489,118	1,474,224	-1.0%
<b>Market Share</b>						
Car	33.6	31.5	-2.1	22.4	21.1	-1.3
Light Truck	66.4	68.5	2.1	77.6	78.9	1.3
Domestic	31.5	36.3	4.8	41.1	44.4	3.3
European	15.2	15.0	-0.2	10.6	10.7	0.1
Japanese	45.0	39.5	-5.5	38.5	34.3	-4.2
Korean	8.4	9.2	0.8	9.9	10.6	0.7

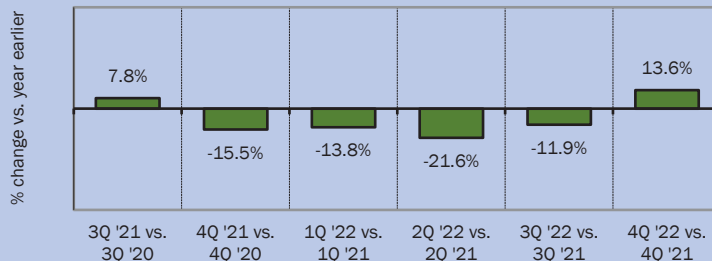
Source for California new vehicle registrations: AutoCount data from Experian.

Source for U.S. sales: Automotive News.

### QUARTERLY RESULTS



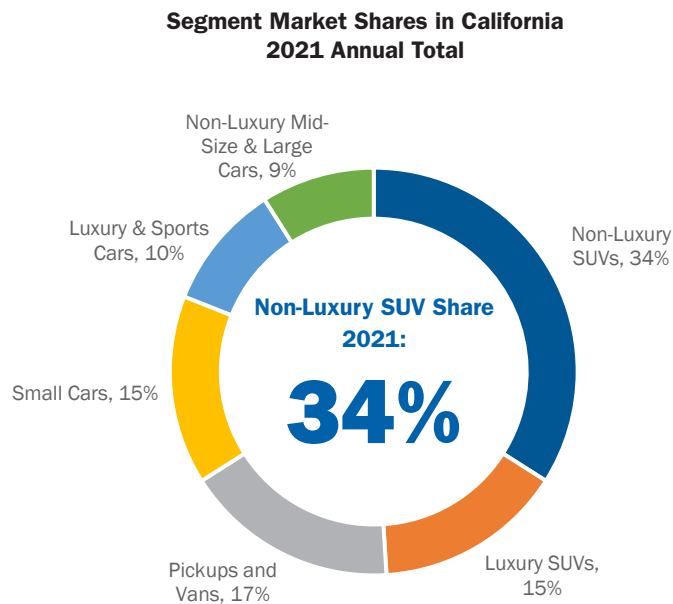
California Quarterly New Light Vehicle Registrations Percent Change vs. Year Earlier



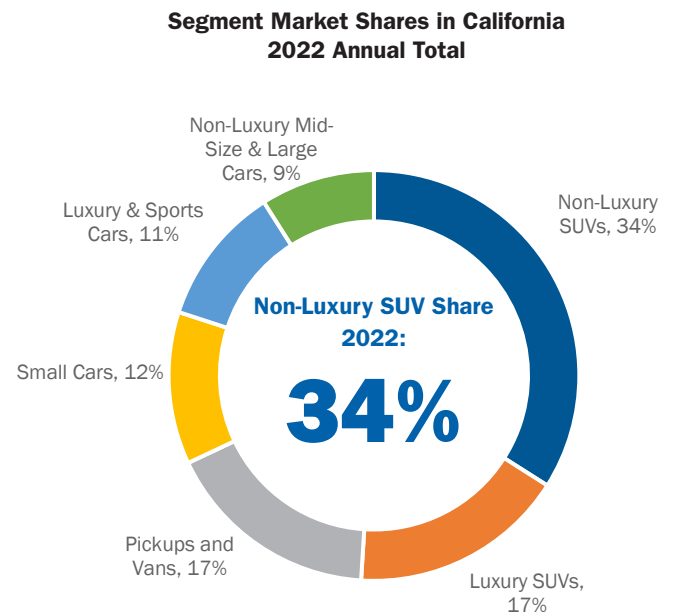
Data source: AutoCount data from Experian.

## SEGMENT MARKET SHARE TRENDS

## Market Share for Luxury Vehicles Increased by Three Market Share Points



Data Source: AutoCount data from Experian.



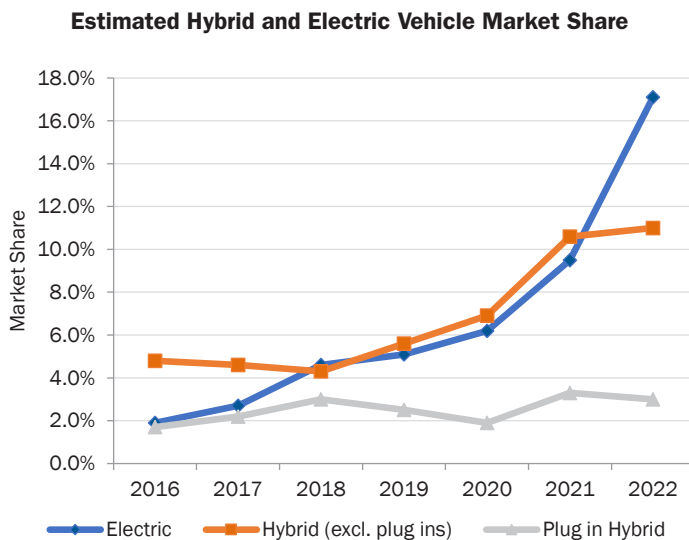
Data Source: AutoCount data from Experian.

The two graphs above show market shares for primary segments in 2021 and 2022.

## HYBRID AND ELECTRIC VEHICLES

## Estimated Electric Vehicle Market Share Increased to 17.1 Percent in 2022

Hybrid/electric vehicle market share in 2022:

**31.1%**Up from  
**23.4%**  
in 2021

Estimated Hybrid and Electric New Vehicle Registrations and Market Share					
	2018	2019	2020	2021	2022
Electric registrations	99121	106752	101628	176357	285199
Electric share	4.6%	5.1%	6.2%	9.5%	17.1%
Hybrid regs. (excl. plug ins)	92658	117218	113103	196777	183461
Hybrid share (excl. plug ins)	4.3%	5.6%	6.9%	10.6%	11.0%
Plug in hybrid regs.	64644	52329	31144	61261	50035
Plug in hybrid share	3.0%	2.5%	1.9%	3.3%	3.0%

The graph above shows the estimated hybrid powertrain and electric vehicle market share in the state. Registrations by powertrain for vehicles equipped with multiple engine types were estimated by Auto Outlook. The estimates are based on model registrations compiled by Experian, and engine installation rates collected from other sources.

## MODEL RANKINGS

## Tesla Model Y Was Top-Selling Model in California During 2022

The table below shows the top five selling models in 2022 in 18 segments. In addition to unit registrations, it also shows each model's market share in its respective segment. Sales results in 2022 were primarily determined by vehicle production and availability. New registrations of the Honda Civic and Toyota Camry, two perennial top-sellers in the state, were impacted by diminished inventories.



## BEST SELLERS IN PRIMARY SEGMENTS

Small Cars: Toyota Corolla	Full Size Pickup: Ford F-Series
Mid-Size and Large Cars: Toyota Camry	Compact SUV: Toyota RAV4
Near Luxury Cars: Tesla Model 3	3 Row Mid-Size SUV: Toyota Highlander
Comp./Mid Size Pickup: Toyota Tacoma	Luxury Mid Size SUV: Lexus RX

Top Selling Models in Each Segment - New Retail Light Vehicle Registrations (2022 Annual Totals)

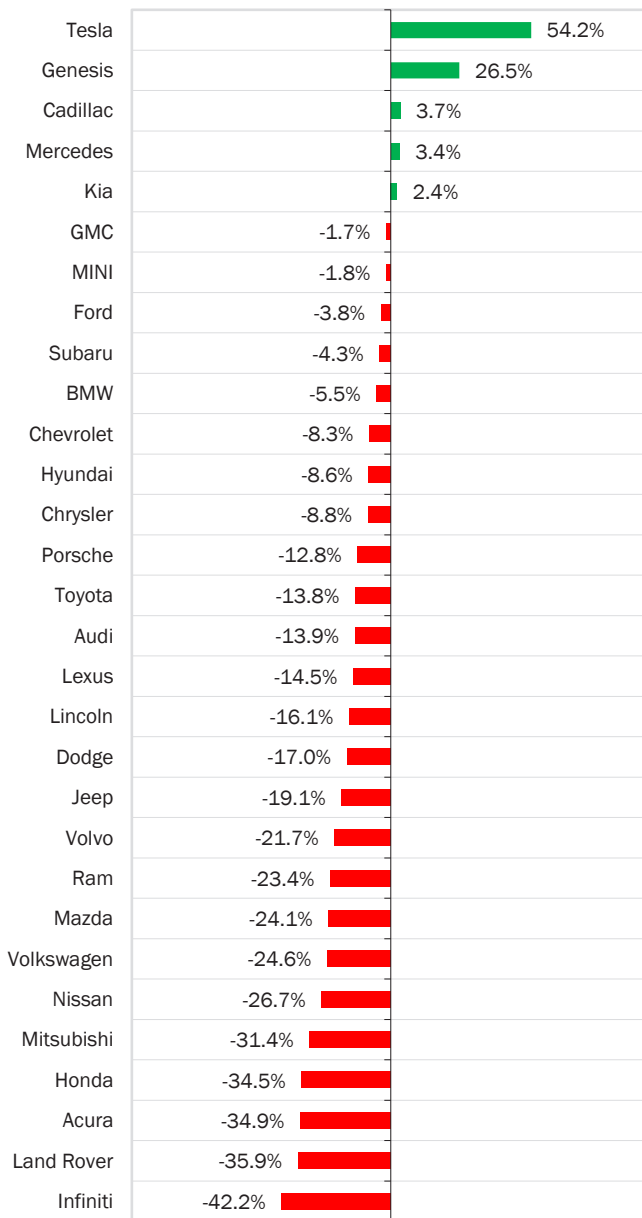
Small Cars			Mid Size and Large Cars			Sports/Pony Cars			Near Luxury Cars		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Toyota Corolla	39865	23.3	Toyota Camry	55967	39.2	Ford Mustang	6989	33.3	Tesla Model 3	78934	55.1
Honda Civic	31867	18.6	Honda Accord	32605	22.8	Dodge Challenger	5560	26.5	Lexus ES	9888	6.9
Kia Forte	20618	12.1	Nissan Altima	17156	12.0	Chevrolet Camaro	2592	12.4	BMW 3-Series	7720	5.4
Hyundai Elantra	11415	6.7	Dodge Charger	10273	7.2	Toyota 86	2541	12.1	Mercedes C-Class	5985	4.2
Chevrolet Bolt	11114	6.5	Chevrolet Malibu	9566	6.7	Toyota Supra	1053	5.0	BMW 4-Series	5911	4.1
Luxury and High End Sports Cars			Compact/Mid Size Pickup			Full Size Pickup			Mini Van		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Tesla Model S	9234	19.7	Toyota Tacoma	38306	46.2	Ford F-Series	40232	28.7	Toyota Sienna	10940	42.9
BMW 5-Series	4898	10.4	Ford Maverick	8530	10.3	Chevrolet Silverado	38601	27.5	Chrysler Pacifica	7883	30.9
Mercedes E-Class	4482	9.6	Nissan Frontier	7742	9.3	Ram Pickup	31600	22.5	Honda Odyssey	4401	17.3
Mercedes S-Class	4444	9.5	Chevrolet Colorado	7482	9.0	GMC Sierra	17418	12.4	Kia Carnival	1280	5.0
Mercedes EQS	3331	7.1	Ford Ranger	6624	8.0	Toyota Tundra	10065	7.2	Chrysler Voyager	978	3.8
Large Van			Subcompact SUV			Compact SUV			2 Row Mid Size SUV		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Ford Transit Connect	10587	33.8	Subaru Crosstrek	20590	18.5	Toyota RAV4	59794	25.8	Subaru Outback	15353	20.9
Mercedes Sprinter	7937	25.4	Honda HR-V	16468	14.8	Honda CR-V	27401	11.8	Toyota 4Runner	12136	16.5
Ram Promaster	6198	19.8	Toyota Corolla Cross	8510	7.7	Jeep Wrangler	17582	7.6	Ford Mustang Mach-E	9788	13.3
Chevrolet Express	2564	8.2	Kia Soul	7914	7.1	Mazda CX-5	16267	7.0	Hyundai Santa Fe	8386	11.4
Ford E-Series	2230	7.1	Kia Niro	7655	6.9	Subaru Forester	12434	5.4	Ford Edge	6775	9.2
3 Row Mid Size SUV			Large SUV			Luxury Subcompact SUV			Luxury Compact SUV		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Toyota Highlander	26191	22.7	Ford Bronco	10898	27.5	Audi Q3	4474	27.0	Tesla Model Y	87257	53.5
Ford Explorer	15682	13.6	Chevrolet Tahoe	7292	18.4	Mercedes GLA-Class	2938	17.7	Mercedes GLC-Class	14627	9.0
Honda Pilot	10005	8.7	Chevrolet Suburban	4183	10.6	Lexus UX	2840	17.1	BMW X3	10615	6.5
Kia Sorento	9182	8.0	Jeep Grand Wagoneer	3934	9.9	Volvo XC40	2008	12.1	Audi Q5	10210	6.3
Kia Telluride	8295	7.2	Ford Expedition	3642	9.2	BMW X1	1264	7.6	Lexus NX	9996	6.1
Luxury Mid Size SUV			Luxury Large SUV			Top Selling Passenger Cars			Top Selling Light Trucks		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Lexus RX	15993	17.4	Cadillac Escalade	4765	24.1	Tesla Model 3	78934	15.0	Tesla Model Y	87257	7.6
BMW X5	12639	13.8	BMW X7	4063	20.5	Toyota Camry	55967	10.7	Toyota RAV4	59794	5.2
Mercedes GLE-Class	11689	12.7	Mercedes GLS-Class	3851	19.5	Toyota Corolla	39865	7.6	Ford F-Series	40232	3.5
Tesla Model X	11273	12.3	Land Rover Range Rover	2388	12.1	Honda Accord	32605	6.2	Chevrolet Silverado	38601	3.4
Acura MDX	4760	5.2	Mercedes G-Class	1894	9.6	Honda Civic	31867	6.1	Toyota Tacoma	38306	3.4

Data Source: AutoCount data from Experian. Figures for Prius include Prius Prime.

## BRAND SUMMARY

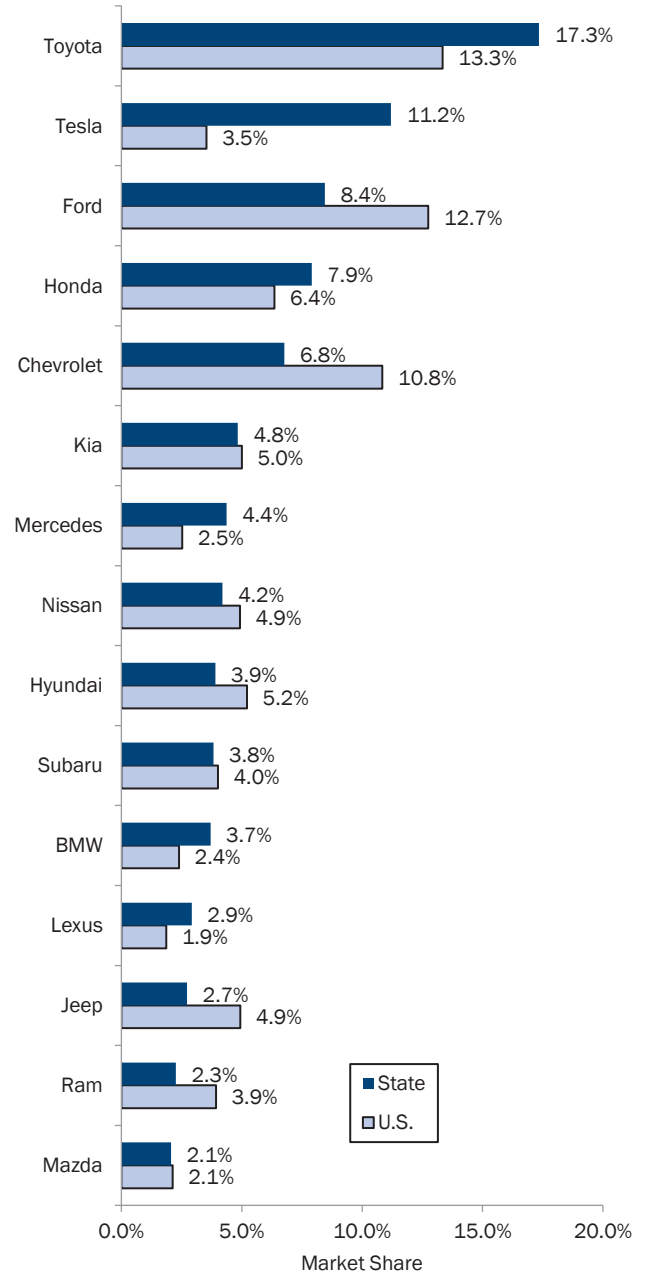
## Registrations Increased for Five Brands in 2022; Toyota Captures Title of Top Selling Brand in CA for 2022

**Percent Change in Brand Registrations  
2022 vs. 2021  
(Top 30 selling brands in CA)**



Percent change in registrations

**California and U.S. Market Share - 2022  
(Top 15 selling brands in CA)**



Market Share



**Registrations increased for Tesla, Genesis, Cadillac, Mercedes, and Kia. GMC, MINI, Ford, and Subaru declined by less than 5 percent.**



**Toyota, Tesla, Ford, Honda, and Chevrolet were market share leaders in California during 2022.**

## BRAND REGISTRATIONS

## Detailed Results for All Brands in California Market

California New Car and Light Truck Registrations												
	Fourth Quarter						Annual Totals					
	Registrations			Market Share (%)			Registrations			Market Share (%)		
	4Q '21	4Q '22	% Change	4Q '21	4Q '22	Change	YTD '21	YTD '22	% Change	YTD '21	YTD '22	Change
TOTAL	371,529	422,083	13.6				1,856,391	1,667,831	-10.2			
Acura	3,996	2,953	-26.1	1.1	0.7	-0.4	18,455	12,008	-34.9	1.0	0.7	-0.3
Alfa Romeo	660	393	-40.5	0.2	0.1	-0.1	3,159	2,150	-31.9	0.2	0.1	-0.1
Audi	6,082	8,417	38.4	1.6	2.0	0.4	37,524	32,308	-13.9	2.0	1.9	-0.1
BMW	15,103	16,490	9.2	4.1	3.9	-0.2	65,310	61,718	-5.5	3.5	3.7	0.2
Buick	1,273	788	-38.1	0.3	0.2	-0.1	6,816	3,230	-52.6	0.4	0.2	-0.2
Cadillac	1,767	3,064	73.4	0.5	0.7	0.2	10,295	10,676	3.7	0.6	0.6	0.0
Chevrolet	18,883	29,898	58.3	5.1	7.1	2.0	123,006	112,826	-8.3	6.6	6.8	0.2
Chrysler	2,217	1,731	-21.9	0.6	0.4	-0.2	10,760	9,812	-8.8	0.6	0.6	0.0
Dodge	3,993	4,514	13.0	1.1	1.1	0.0	23,108	19,181	-17.0	1.2	1.2	0.0
Ford	33,420	34,987	4.7	9.0	8.3	-0.7	146,486	140,881	-3.8	7.9	8.4	0.5
Genesis	2,214	2,222	0.4	0.6	0.5	-0.1	5,952	7,528	26.5	0.3	0.5	0.2
GMC	5,540	8,433	52.2	1.5	2.0	0.5	32,879	32,313	-1.7	1.8	1.9	0.1
Honda	35,563	34,154	-4.0	9.6	8.1	-1.5	201,196	131,793	-34.5	10.8	7.9	-2.9
Hyundai	14,017	17,373	23.9	3.8	4.1	0.3	71,271	65,149	-8.6	3.8	3.9	0.1
Infiniti	1,355	994	-26.6	0.4	0.2	-0.2	7,813	4,519	-42.2	0.4	0.3	-0.1
Jaguar	301	336	11.6	0.1	0.1	0.0	2,755	1,449	-47.4	0.1	0.1	0.0
Jeep	12,506	9,485	-24.2	3.4	2.2	-1.2	56,216	45,492	-19.1	3.0	2.7	-0.3
Kia	17,394	20,282	16.6	4.7	4.8	0.1	78,715	80,626	2.4	4.2	4.8	0.6
Land Rover	3,130	3,044	-2.7	0.8	0.7	-0.1	16,167	10,365	-35.9	0.9	0.6	-0.3
Lexus	11,697	11,069	-5.4	3.1	2.6	-0.5	57,005	48,726	-14.5	3.1	2.9	-0.2
Lincoln	1,079	1,026	-4.9	0.3	0.2	-0.1	4,853	4,071	-16.1	0.3	0.2	-0.1
Maserati	303	260	-14.2	0.1	0.1	0.0	1,291	1,178	-8.8	0.1	0.1	0.0
Mazda	7,099	9,254	30.4	1.9	2.2	0.3	45,286	34,388	-24.1	2.4	2.1	-0.3
Mercedes	13,379	17,513	30.9	3.6	4.1	0.5	70,453	72,879	3.4	3.8	4.4	0.6
MINI	913	1,464	60.4	0.2	0.3	0.1	5,294	5,199	-1.8	0.3	0.3	0.0
Mitsubishi	1,244	747	-40.0	0.3	0.2	-0.1	6,301	4,321	-31.4	0.3	0.3	0.0
Nissan	17,620	14,998	-14.9	4.7	3.6	-1.1	95,650	70,075	-26.7	5.2	4.2	-1.0
Other	738	2,709	267.1	0.2	0.6	0.4	3,517	5,491	56.1	0.2	0.3	0.1
Porsche	3,535	3,479	-1.6	1.0	0.8	-0.2	17,130	14,940	-12.8	0.9	0.9	0.0
Ram	10,647	7,561	-29.0	2.9	1.8	-1.1	49,343	37,794	-23.4	2.7	2.3	-0.4
Subaru	12,235	15,713	28.4	3.3	3.7	0.4	66,700	63,799	-4.3	3.6	3.8	0.2
Tesla	39,040	53,166	36.2	10.5	12.6	2.1	121,080	186,711	54.2	6.5	11.2	4.7
Toyota	60,394	72,804	20.5	16.3	17.2	0.9	335,587	289,304	-13.8	18.1	17.3	-0.8
Volkswagen	9,319	7,874	-15.5	2.5	1.9	-0.6	44,471	33,537	-24.6	2.4	2.0	-0.4
Volvo	2,873	2,888	0.5	0.8	0.7	-0.1	14,547	11,394	-21.7	0.8	0.7	-0.1

Source: AutoCount data from Experian.

The table above shows new light vehicle (car and light truck) registrations in California. Figures are shown for the Fourth Quarters of 2021 and 2022, and annual 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.

## California Auto Outlook

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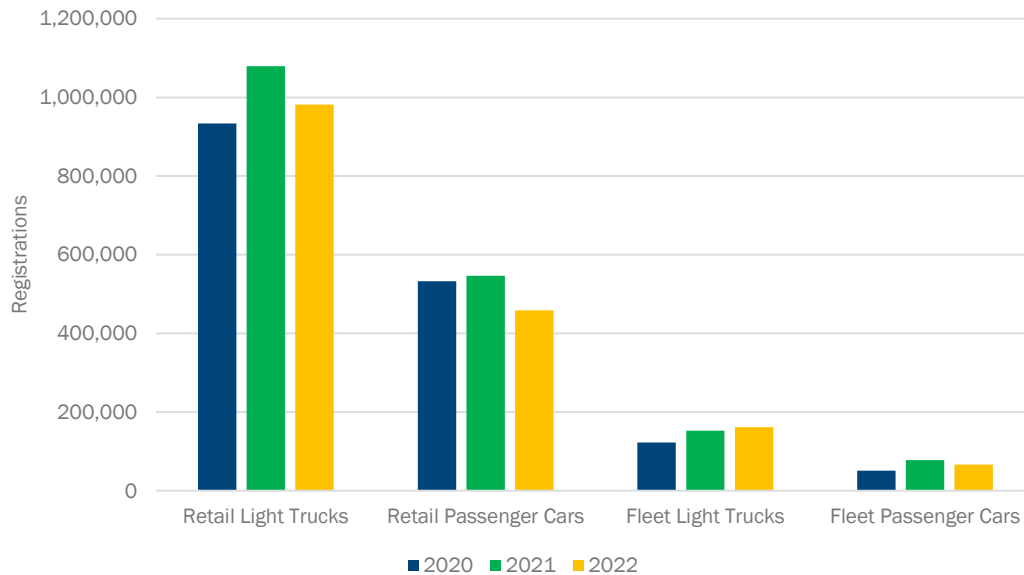
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## BREAKDOWN OF RETAIL AND FLEET MARKETS

## California Fleet Market Fared Better than Retail in 2022

California New Car and Light Truck Retail and Fleet Registrations - 2020, 2021, and 2022



Data Source: AutoCount data from Experian.

PERCENT CHANGE:  
2022 vs. 2021

Retail cars: **DOWN 16.1%**  
 Retail light trucks: **DOWN 9.1%**  
 Fleet cars: **DOWN 15.1%**  
 Fleet light trucks: **UP 9.3%**

## REGIONAL MARKETS IN CALIFORNIA

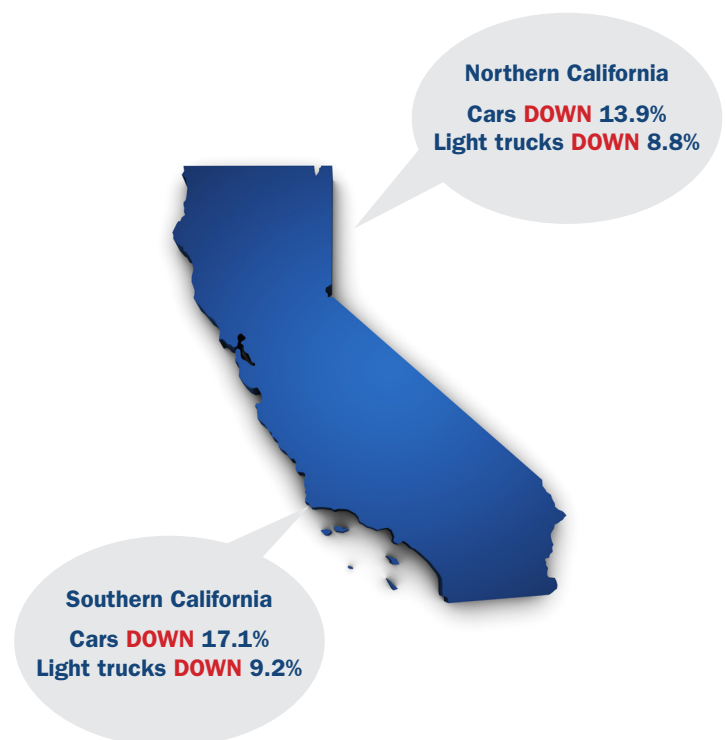
## Northern and Southern California Markets Post Similar Results

## San Francisco Bay Area Retail Market More Insulated from Declines than Other Regional Markets

New Retail Light Vehicle Registrations (excluding fleets) Annual Totals			
North and South California	2021	2022	% chg.
Statewide Total	1,626,025	1,440,365	-11.4%
Cars	546,828	458,944	-16.1%
Light Trucks	1,079,197	981,421	-9.1%
Northern California	551,310	493,967	-10.4%
Cars	171,409	147,643	-13.9%
Light Trucks	379,901	346,324	-8.8%
Southern California	1,074,715	946,398	-11.9%
Cars	375,419	311,301	-17.1%
Light Trucks	699,296	635,097	-9.2%
Selected Regional Markets			
San Francisco Bay	289,538	268,572	-7.2%
Cars	94,612	85,252	-9.9%
Light Trucks	194,926	183,320	-6.0%
LA and Orange Counties	613,467	536,134	-12.6%
Cars	223,949	183,676	-18.0%
Light Trucks	389,518	352,458	-9.5%
San Diego County	145,989	131,901	-9.7%
Cars	43,510	38,379	-11.8%
Light Trucks	102,479	93,522	-8.7%

Data sourced from Experian Automotive.

## Percent Change in New Retail Registrations - 2022 vs. 2021



## BRAND SCOREBOARD

## Brand Market Share Leaders in Primary Segments



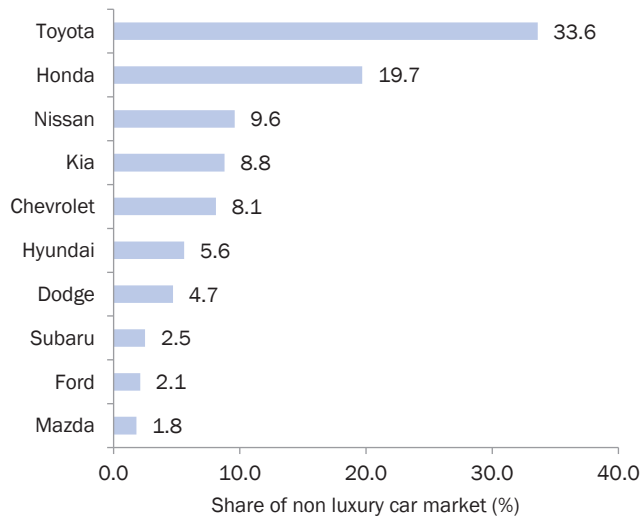
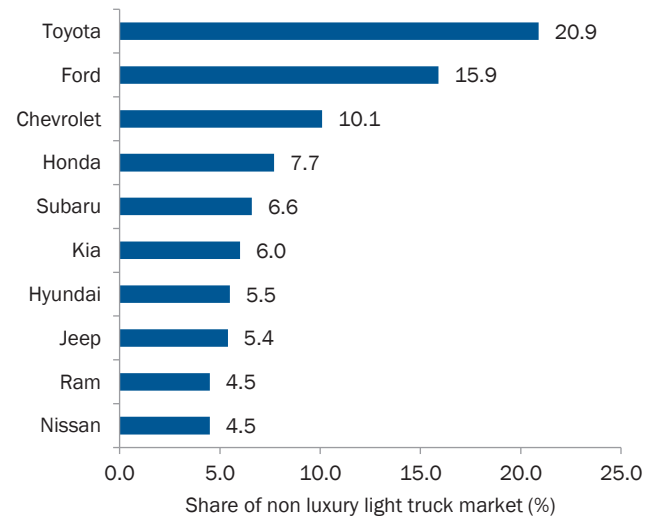
## Leading Car Brands

Non Luxury: Toyota, Honda, and Nissan  
Luxury: Tesla, BMW, and Mercedes

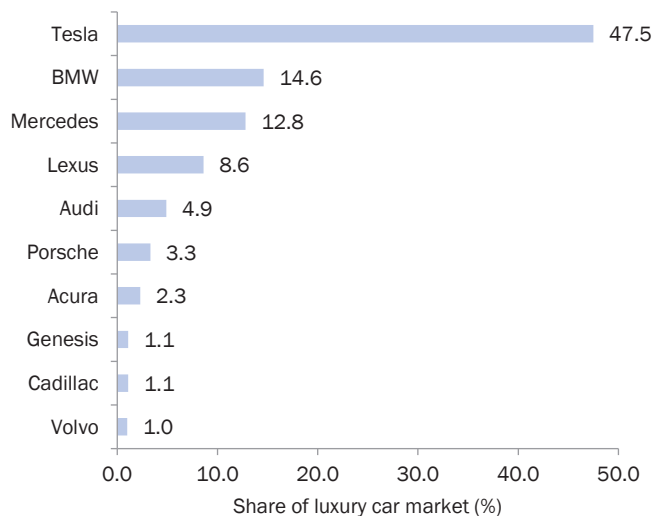
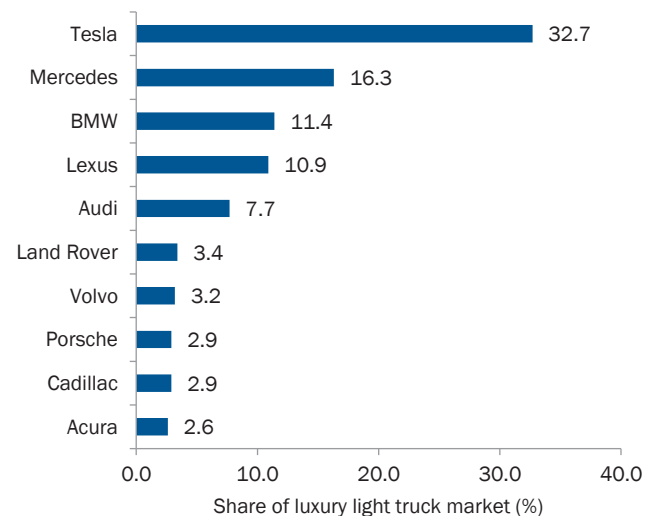


## Leading Light Truck Brands

Non Luxury: Toyota, Ford, and Chevrolet  
Luxury: Tesla, Mercedes, and BMW

Top 10 Non Luxury Car Brands in State Market  
2022 AnnualTop 10 Non Luxury Light Truck Brands in State Market  
2022 Annual

Data Source: AutoCount data from Experian.

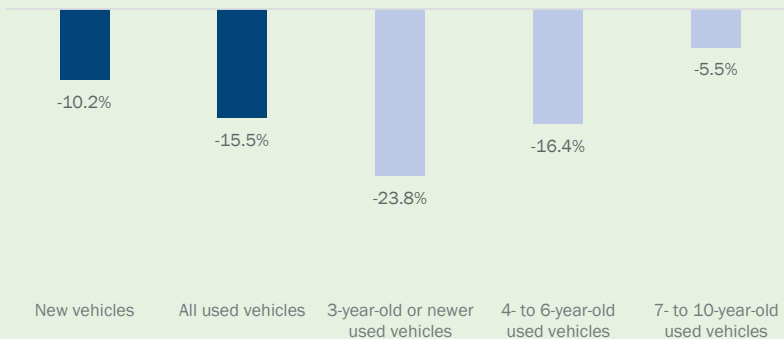
Top 10 Luxury Car Brands in State Market  
2022 AnnualTop 10 Luxury Light Truck Brands in State Market  
2022 Annual

Data Source: AutoCount data from Experian.



## CALIFORNIA USED VEHICLE MARKET

## California Used Vehicle Market Declined 15.5 Percent in 2022

Percent Change in New and Used Vehicle Registrations  
2022 vs. 2021

Data Source: AutoCount data from Experian.

FOUR KEY TRENDS IN  
USED VEHICLE  
MARKET

01.

The California used vehicle market shifted into a lower gear during 2022. Used vehicle registrations fell 15.5% from 2021 to 2022. New vehicle market was off 10.2%.

02.

Record high-prices at the beginning of last year and cooling demand as the economy softened are the key causes for the decline. The used vehicle market responds quickly and efficiently to shifts in supply and demand and that has been plainly evident during 2022.

03.

Wholesale used vehicle prices have generally drifted lower during the past few months and new vehicle inventories continue to be constrained due to supply chain issues. This should provide some support to used vehicle sales during the next six to 12 months, although sales are likely to drift lower.

04.

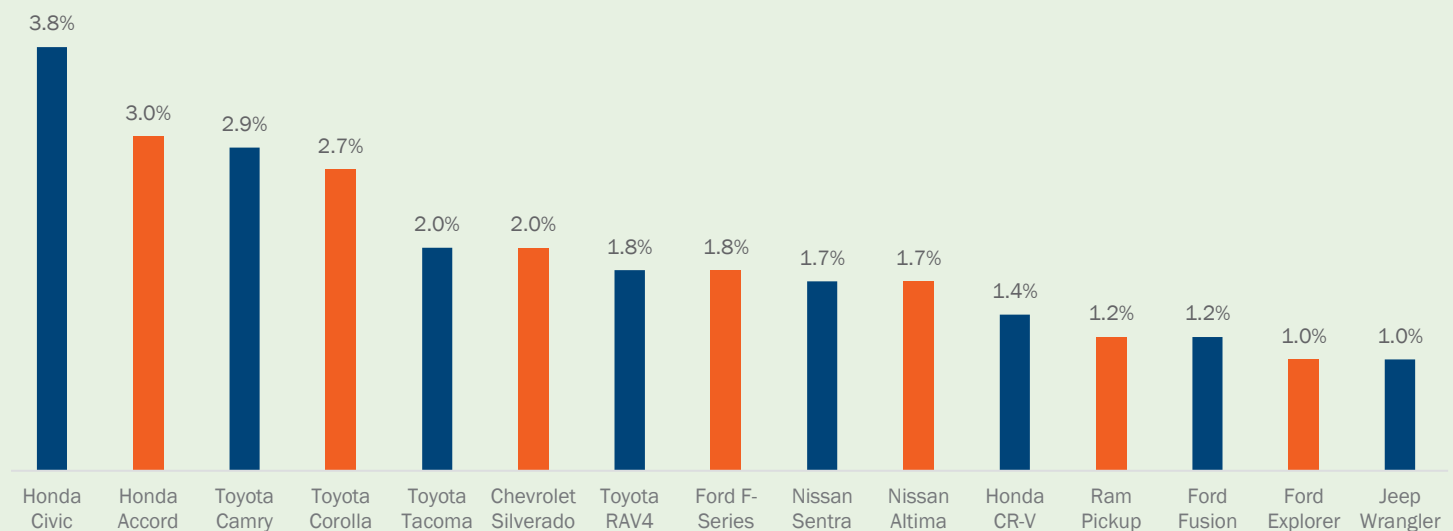
Below average new vehicle sales during the past three years are putting a squeeze on supplies of late model used cars. Registrations of vehicles three years old or newer declined by 23.8% in '22.

## BEST SELLERS IN CALIFORNIA USED VEHICLE MARKET

## Honda Civic Retains #1 Ranking in California Used Vehicle Market

The graph below shows market shares for the top 15 selling models in the California used vehicle market (only includes vehicles 8 years old or newer).

Market Share for Top 15 Selling Models in State Used Vehicle Market (only includes vehicles 8 yrs. old or newer) - 2022



Data Source: AutoCount data from Experian.