

# California Auto Outlook™

Comprehensive Information on the California Vehicle Market

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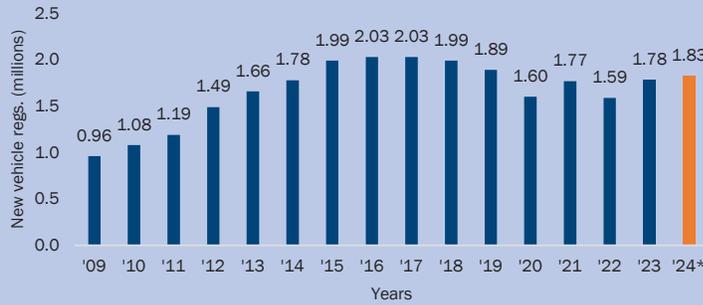


## New Vehicle Market Predicted to Increase in 2024

### ANNUAL TRENDS



California Annual New Light Vehicle Registrations - 2009 thru 2024



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

New vehicle registrations in California are predicted to approach 1.83 million units this year and increase 3.2 percent from 2023.

Pent-up demand is still significant, California labor market is strong, and consensus is for economic growth to remain positive. Vehicle affordability is still an issue, but should improve as the year progresses. As always there are some risks (geopolitical tensions and uncertainties surrounding the presidential election, for example), but if interest rates ease, the market could post a larger increase than expected this year.

California and U.S New Light Vehicle Registrations 2022 and 2023

### TWO YEAR PERSPECTIVE



	California			U.S.		
	2022	2023	Change	2022	2023	Change
<b>Registrations</b>						
TOTAL	1,586,413	1,775,915	11.9%	13,366,498	15,049,478	12.6%
Car	503,542	542,471	7.7%	2,793,044	3,079,645	10.3%
Light Truck	1,082,871	1,233,444	13.9%	10,573,454	11,969,833	13.2%
Domestic	568,568	644,197	13.3%	5,846,843	6,500,785	11.2%
European	239,912	263,545	9.9%	1,405,995	1,528,457	8.7%
Japanese	628,976	701,395	11.5%	4,698,986	5,404,804	15.0%
Korean	148,957	166,778	12.0%	1,414,674	1,615,432	14.2%
<b>Market Share</b>						
Car	31.7	30.5	-1.2	20.9	20.5	-0.4
Light Truck	68.3	69.5	1.2	79.1	79.5	0.4
Domestic	35.8	36.3	0.5	43.7	43.2	-0.5
European	15.1	14.8	-0.3	10.5	10.2	-0.3
Japanese	39.7	39.5	-0.2	35.2	35.9	0.7
Korean	9.4	9.4	0.0	10.6	10.7	0.1

New light vehicle registrations in California increased 11.9 percent from 2022 to 2023, just below the 12.6 percent improvement in the Nation.

Light truck market share in the state reached 69.5 percent. However, the surge in light truck market share during the past several years can send a misleading signal regarding the apparent shift to bigger vehicles. The proliferation of small crossover SUVs, which are typically classified as light trucks, are in many ways more similar to traditional passenger cars (see page 7).

Data sourced from Experian Automotive.

### QUARTERLY RESULTS



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



New vehicle registrations in the state increased for the fifth consecutive quarter in 4Q '23. The total exceeded 426,000 units, 24,000 units higher than in 4Q '22.

The pace of improvement is expected to ease in 2024, with percentage increases expected to remain in the single digits.

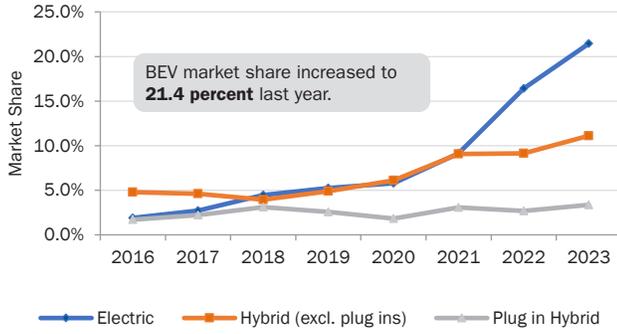
Data sourced from Experian Automotive.

# Vehicle Powertrain Dashboard

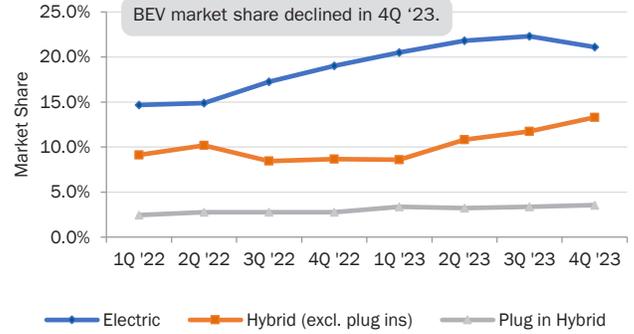


## Hybrid and Electric Vehicle Market Share

Annual



Quarterly

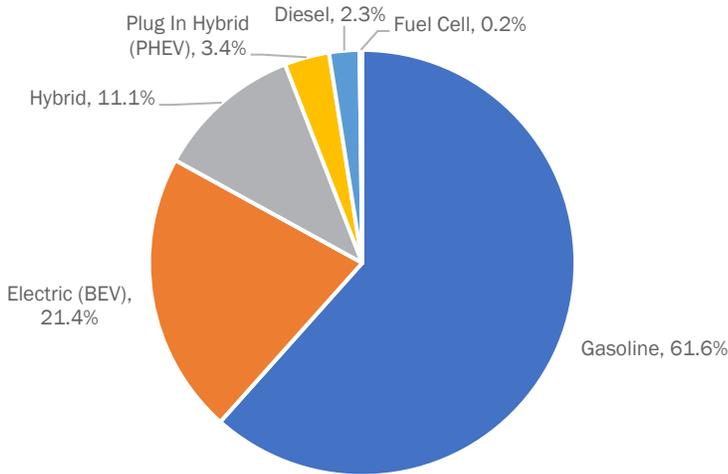


	2019	2020	2021	2022	2023
Electric registrations	99049	92393	161863	260687	380891
Electric share	5.2%	5.8%	9.1%	16.4%	21.4%
Hybrid regs. (excl. plug ins)	92279	97945	160225	144794	197368
Hybrid share (excl. plug ins)	4.9%	6.1%	9.0%	9.1%	11.1%
Plug in hybrid regs.	48360	29151	54414	42578	59725
Plug in hybrid share	2.6%	1.8%	3.1%	2.7%	3.4%

	4Q '22	1Q '23	2Q '23	3Q '23	4Q '23
Electric registrations	76501	87816	102991	100151	89933
Electric share	19.0%	20.5%	21.8%	22.3%	21.1%
Hybrid regs. (excl. plug ins)	34841	36814	51163	52700	56691
Hybrid share (excl. plug ins)	8.7%	8.6%	10.8%	11.7%	13.3%
Plug in hybrid regs.	11107	14359	15136	15068	15162
Plug in hybrid share	2.8%	3.3%	3.2%	3.4%	3.6%

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

## Market Share for all Powertrain Types - 2023



- Gasoline powered vehicles accounted for 61.6 percent of state new vehicle registrations in 2023.
- ICE market share (including gasoline and diesel vehicles) was 63.9 percent last 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 35.9 percent in 2023, 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

**21.4%**

California BEV market share 2023:



**7.5%**

U.S. BEV market share 2023:



**33.8%**

California share of U.S. BEV registrations 2023:



Data sourced from Experian Automotive.

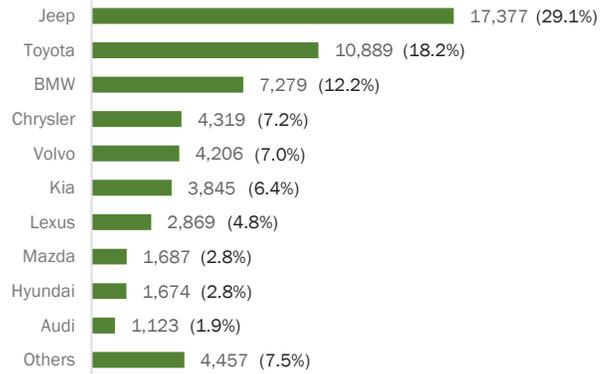
# Vehicle Powertrain Dashboard



## Make and Model Registrations for BEVs and PHEVs in California

California New Battery Electric Vehicle Registrations by Make 2022 and 2023						
	Registrations			Market Share (%)		
	2022	2023	% Change	2022	2023	Change
TOTAL	260,687	380,891	46.1			
Audi	5,120	8,270	61.5	2.0	2.2	0.2
BMW	4,241	14,585	243.9	1.6	3.8	2.2
Cadillac	25	1,339	5256.0	0.0	0.4	0.4
Chevrolet	10,593	19,149	80.8	4.1	5.0	0.9
Ford	12,152	16,259	33.8	4.7	4.3	-0.4
Genesis	879	1,552	76.6	0.3	0.4	0.1
GMC	125	230	84.0	0.0	0.1	0.1
Hyundai	9,608	16,858	75.5	3.7	4.4	0.7
Jaguar	74	174	135.1	0.0	0.0	0.0
Kia	7,056	8,042	14.0	2.7	2.1	-0.6
Lexus	0	1,870		0.0	0.5	0.5
Mazda	358	102	-71.5	0.1	0.0	-0.1
Mercedes	3,679	15,878	331.6	1.4	4.2	2.8
MINI	1,130	871	-22.9	0.4	0.2	-0.2
Nissan	3,454	4,651	34.7	1.3	1.2	-0.1
Other	1,106	3,624	227.7	0.4	1.0	0.6
Polestar	2,956	3,124	5.7	1.1	0.8	-0.3
Porsche	2,154	2,375	10.3	0.8	0.6	-0.2
Rivian	4,242	10,297	142.7	1.6	2.7	1.1
Subaru	2	2,019		0.0	0.5	0.5
Tesla	185,090	230,588	24.6	71.0	60.5	-10.5
Toyota	348	3,753	978.4	0.1	1.0	0.9
Volkswagen	4,791	12,280	156.3	1.8	3.2	1.4
Volvo	1,504	3,001	99.5	0.6	0.8	0.2

Top Ten Selling PHEV Makes - 2023  
Registrations and market share



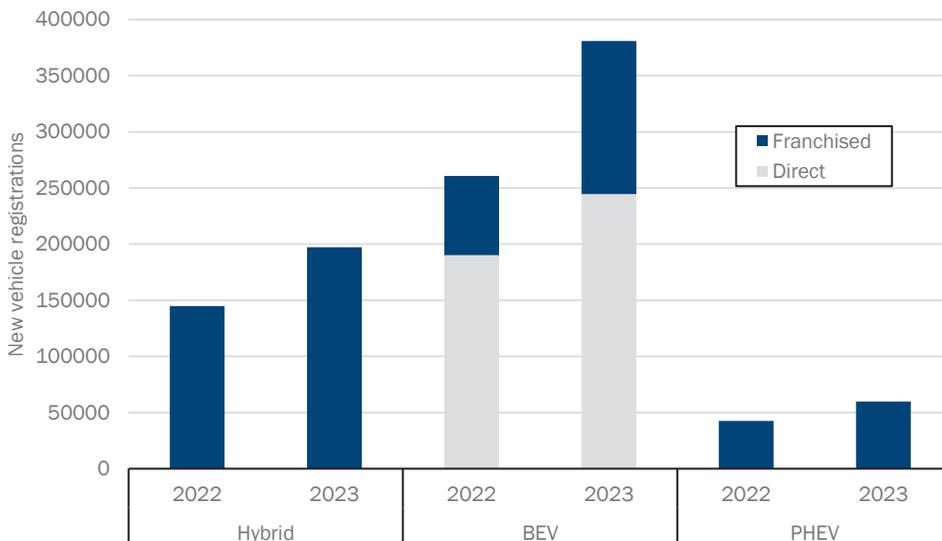
Top 15 Selling BEV and PHEV Models - 2023

Rank	Model	Type	Regs.
1	Tesla Model Y	BEV	132,636
2	Tesla Model 3	BEV	82,786
3	Chevrolet Bolt	BEV	19,041
4	Jeep Wrangler	PHEV	13,351
5	Volkswagen ID.4	BEV	12,280
6	Ford Mustang Mach-E	BEV	11,311
7	Tesla Model X	BEV	10,448
8	Hyundai Ioniq 5	BEV	9,632
9	BMW i4	BEV	8,695
10	Toyota RAV4	PHEV	7,181
11	Rivian R1S	BEV	6,665
12	Tesla Model S	BEV	4,718
13	BMW iX	BEV	4,603
14	Chrysler Pacifica	PHEV	4,319
15	Kia EV6	BEV	4,148

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

Data sourced from Experian Automotive.

## Alternative Powertrain Sales by Type of Selling Dealership - 2022 and 2023



- 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 **62 percent** of combined sales for all three alternative powertrain types.
- Franchised dealership share of the BEV only market increased to **35.8 percent** last year.
- Sales of BEVs at franchised dealerships increased **94 percent** from 2022 to 2023, compared to the **29 percent** increase for direct sellers.

Data sourced from Experian Automotive.

MODEL RANKINGS

# Tesla Model Y Retains Top Spot in California New Vehicle Market

The table below shows the top five selling models in 2023 in 18 segments. In addition to unit registrations, it also shows each model's market share in its respective segment.



### BEST SELLERS IN PRIMARY SEGMENTS

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

Top Selling Models in Each Segment - New Retail Light Vehicle Registrations (2023)

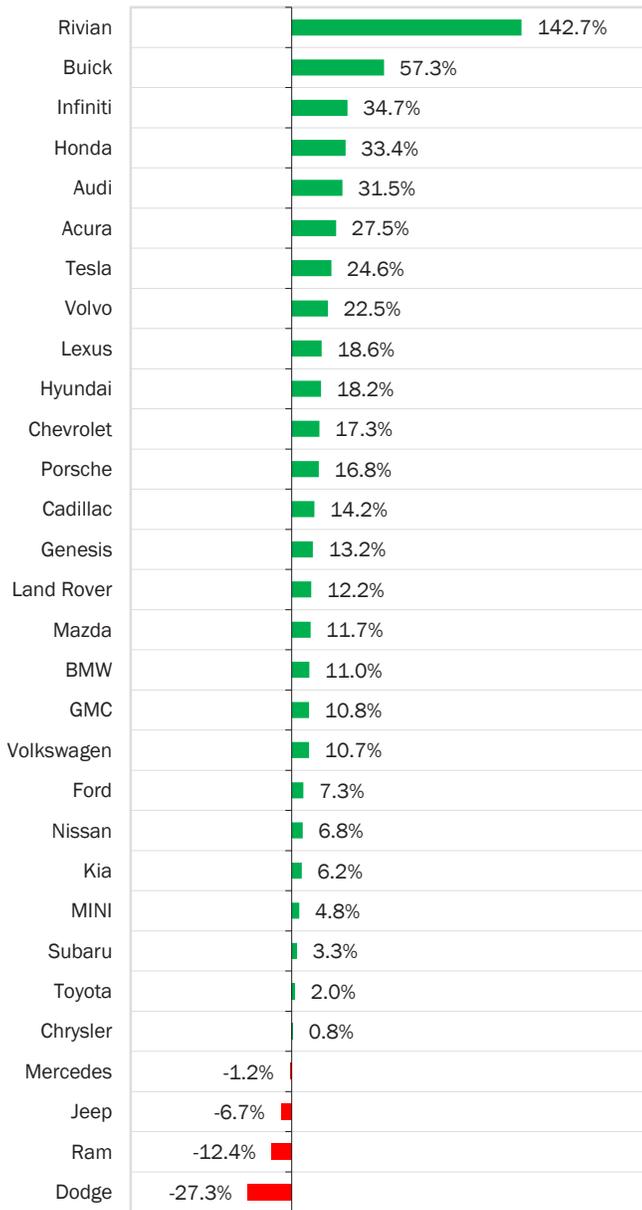
Small Cars		Mid Size and Large Cars		Sports/Pony Cars		Near Luxury Cars	
Model	Regs. Share	Model	Regs. Share	Model	Regs. Share	Model	Regs. Share
Honda Civic	42564 22.7	Toyota Camry	51330 38.0	Ford Mustang	6149 33.2	Tesla Model 3	82786 52.8
Toyota Corolla	38198 20.4	Honda Accord	40878 30.2	Dodge Challenger	3559 19.2	BMW i4	8695 5.5
Kia Forte	21555 11.5	Nissan Altima	9726 7.2	Chevrolet Camaro	2967 16.0	Lexus ES	8459 5.4
Chevrolet Bolt	19041 10.2	Chevrolet Malibu	7864 5.8	Toyota 86	2387 12.9	Mercedes C-Class	7749 4.9
Hyundai Elantra	14125 7.5	Dodge Charger	6086 4.5	Mazda MX5	1689 9.1	BMW 3-Series	7175 4.6
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	4718 10.6	Toyota Tacoma	35513 48.4	Ford F-Series	40507 28.9	Toyota Sienna	9123 36.3
BMW 5-Series	4614 10.4	Ford Maverick	10721 14.6	Chevrolet Silverado	36821 26.3	Honda Odyssey	7322 29.2
Mercedes S-Class	3442 7.7	Chevrolet Colorado	5869 8.0	Ram Pickup	22501 16.1	Chrysler Pacifica	5565 22.2
Mercedes EQS Sedar	3095 7.0	Nissan Frontier	5537 7.5	GMC Sierra	20234 14.4	Kia Carnival	2684 10.7
Chevrolet Corvette	2939 6.6	Honda Ridgeline	3938 5.4	Toyota Tundra	11978 8.5	Chrysler Voyager	412 1.6
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	10076 36.1	Honda HR-V	20356 17.4	Toyota RAV4	58496 21.7	Subaru Outback	15259 20.4
Mercedes Sprinter	7034 25.2	Subaru Crosstrek	17805 15.2	Honda CR-V	42044 15.6	Ford Mustang Mach-E	11311 15.1
Ram Promaster	5905 21.1	Kia Niro	10211 8.7	Jeep Wrangler	19090 7.1	Toyota 4Runner	10740 14.3
Chevrolet Express	1554 5.6	Toyota Corolla Cross	9524 8.1	Nissan Rogue	16741 6.2	Hyundai Santa Fe	8215 11.0
Ford E-Series	1303 4.7	Hyundai Kona	8512 7.3	Hyundai Tucson	15092 5.6	Jeep Grand Cherokee	8163 10.9
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	19148 17.3	Ford Bronco	10198 29.1	Mercedes EQB	4023 16.9	Tesla Model Y	132636 64.8
Ford Explorer	13893 12.5	Chevrolet Tahoe	7093 20.3	Audi Q3	3490 14.7	Lexus NX	15309 7.5
Honda Pilot	12361 11.2	Chevrolet Suburban	3753 10.7	Lexus UX	3224 13.6	Audi Q5	11580 5.7
Kia Telluride	8999 8.1	Ford Expedition	3679 10.5	Volvo XC40	3090 13.0	BMW X3	8127 4.0
Kia Sorento	8671 7.8	GMC Yukon	3054 8.7	Audi Q4 E-Tron	2933 12.3	Porsche Macan	6215 3.0
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	17149 17.3	Rivian R1S	6665 21.0	Tesla Model 3	82786 15.3	Tesla Model Y	132636 10.8
Tesla Model X	10449 10.5	Cadillac Escalade	4309 13.6	Toyota Camry	51330 9.5	Toyota RAV4	58496 4.7
BMW X5	9848 9.9	BMW X7	3617 11.4	Honda Civic	42564 7.8	Honda CR-V	42044 3.4
Mercedes GLE-Class	9349 9.4	Mercedes EQS SUV	3547 11.2	Honda Accord	40878 7.5	Ford F-Series	40507 3.3
Acura MDX	5554 5.6	Land Rover Range Rover	3285 10.4	Toyota Corolla	38198 7.0	Chevrolet Silverado	36821 3.0

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

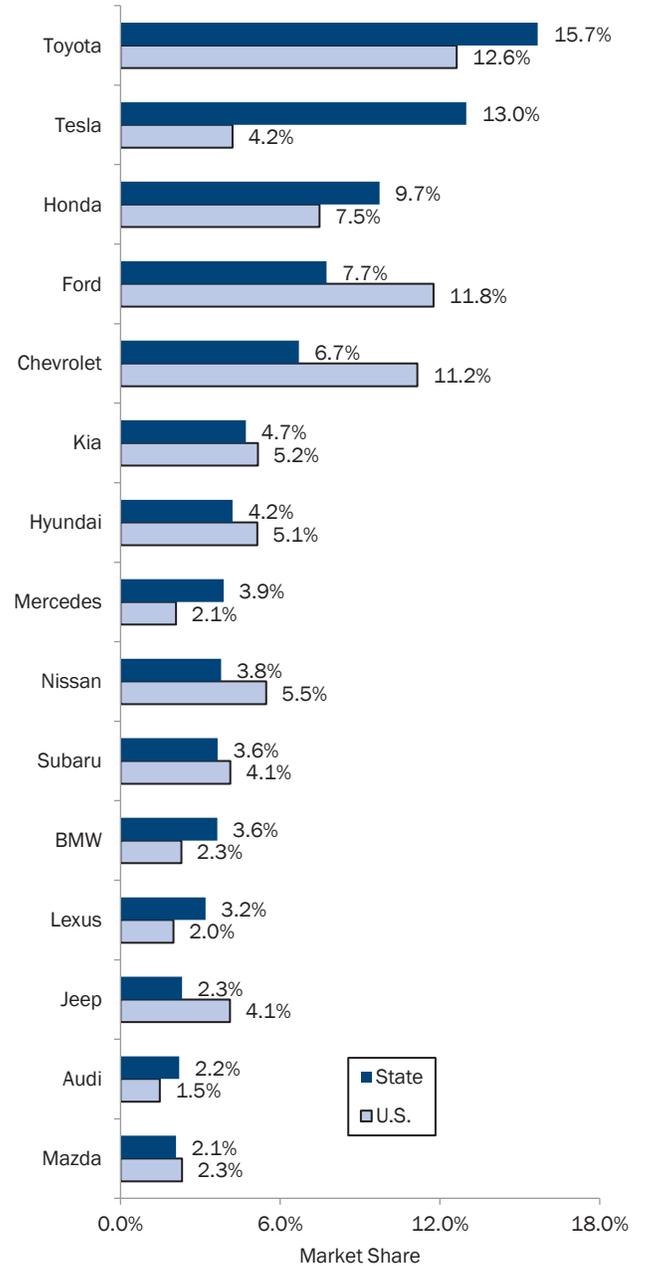
BRAND SUMMARY

Registrations Increased for 26 of the Top 30 Selling Brands in 2023; Toyota was Best-Seller

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



California and U.S. Market Share - 2023  
(Top 15 selling brands in CA)



Registrations increased by more than 22 percent for Rivian, Buick, Infiniti, Honda, Audi, Acura, Tesla, and Volvo.



Toyota, Tesla, Honda, Ford, and Chevrolet were market share leaders in California last year.

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 '22	4Q '23	% Change	4Q '22	4Q '23	Change	2022	2023	% Change	2022	2023	Change
TOTAL	402,111	426,150	6.0				1,586,413	1,775,915	11.9			
Acura	2,925	3,477	18.9	0.7	0.8	0.1	11,958	15,252	27.5	0.8	0.9	0.1
Alfa Romeo	614	302	-50.8	0.2	0.1	-0.1	2,042	1,260	-38.3	0.1	0.1	0.0
Audi	7,512	9,632	28.2	1.9	2.3	0.4	29,707	39,073	31.5	1.9	2.2	0.3
BMW	15,092	16,172	7.2	3.8	3.8	0.0	58,072	64,447	11.0	3.7	3.6	-0.1
Buick	760	1,547	103.6	0.2	0.4	0.2	3,104	4,883	57.3	0.2	0.3	0.1
Cadillac	3,011	2,656	-11.8	0.7	0.6	-0.1	10,213	11,661	14.2	0.6	0.7	0.1
Chevrolet	28,113	26,392	-6.1	7.0	6.2	-0.8	101,427	118,952	17.3	6.4	6.7	0.3
Chrysler	1,372	1,435	4.6	0.3	0.3	0.0	6,711	6,765	0.8	0.4	0.4	0.0
Dodge	4,233	2,773	-34.5	1.1	0.7	-0.4	17,392	12,646	-27.3	1.1	0.7	-0.4
Ford	30,976	32,311	4.3	7.7	7.6	-0.1	127,976	137,350	7.3	8.1	7.7	-0.4
Genesis	2,082	1,976	-5.1	0.5	0.5	0.0	7,174	8,118	13.2	0.5	0.5	0.0
GMC	8,189	8,280	1.1	2.0	1.9	-0.1	31,034	34,392	10.8	2.0	1.9	-0.1
Honda	33,578	43,642	30.0	8.4	10.2	1.8	129,580	172,834	33.4	8.2	9.7	1.5
Hyundai	16,296	17,552	7.7	4.1	4.1	0.0	63,183	74,713	18.2	4.0	4.2	0.2
Infiniti	955	1,955	104.7	0.2	0.5	0.3	4,468	6,018	34.7	0.3	0.3	0.0
Jaguar	334	399	19.5	0.1	0.1	0.0	1,407	1,331	-5.4	0.1	0.1	0.0
Jeep	9,244	8,693	-6.0	2.3	2.0	-0.3	43,948	40,991	-6.7	2.8	2.3	-0.5
Kia	19,493	18,041	-7.4	4.8	4.2	-0.6	78,600	83,512	6.2	5.0	4.7	-0.3
Land Rover	2,866	2,592	-9.6	0.7	0.6	-0.1	10,075	11,306	12.2	0.6	0.6	0.0
Lexus	11,081	15,904	43.5	2.8	3.7	0.9	47,826	56,706	18.6	3.0	3.2	0.2
Lincoln	975	1,006	3.2	0.2	0.2	0.0	3,881	4,079	5.1	0.2	0.2	0.0
Maserati	216	288	33.3	0.1	0.1	0.0	1,097	1,003	-8.6	0.1	0.1	0.0
Mazda	8,651	8,747	1.1	2.2	2.1	-0.1	33,066	36,922	11.7	2.1	2.1	0.0
Mercedes	16,889	15,772	-6.6	4.2	3.7	-0.5	69,522	68,684	-1.2	4.4	3.9	-0.5
MINI	1,293	1,581	22.3	0.3	0.4	0.1	4,926	5,161	4.8	0.3	0.3	0.0
Mitsubishi	702	721	2.7	0.2	0.2	0.0	3,608	3,528	-2.2	0.2	0.2	0.0
Nissan	13,938	14,567	4.5	3.5	3.4	-0.1	62,717	66,982	6.8	4.0	3.8	-0.2
Polestar	945	327	-65.4	0.2	0.1	-0.1	3,002	3,127	4.2	0.2	0.2	0.0
Porsche	3,296	3,909	18.6	0.8	0.9	0.1	14,469	16,899	16.8	0.9	1.0	0.1
Ram	6,744	6,803	0.9	1.7	1.6	-0.1	32,431	28,406	-12.4	2.0	1.6	-0.4
Rivian	1,807	3,600	99.2	0.4	0.8	0.4	4,242	10,297	142.7	0.3	0.6	0.3
Subaru	15,277	15,397	0.8	3.8	3.6	-0.2	62,740	64,808	3.3	4.0	3.6	-0.4
Tesla	52,782	47,592	-9.8	13.1	11.2	-1.9	185,090	230,589	24.6	11.7	13.0	1.3
Toyota	68,216	75,264	10.3	17.0	17.7	0.7	273,013	278,345	2.0	17.2	15.7	-1.5
Volkswagen	7,796	9,581	22.9	1.9	2.2	0.3	31,792	35,197	10.7	2.0	2.0	0.0
Volvo	2,800	3,125	11.6	0.7	0.7	0.0	11,056	13,544	22.5	0.7	0.8	0.1
Other	1,058	2,139	102.2	0.3	0.5	0.2	3,864	6,134	58.7	0.2	0.3	0.1

Data sourced from Experian Automotive.

The table above shows new light vehicle (car and light truck) registrations in California. Figures are shown for the Fourth Quarters of 2022 and 2023, 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. Historical figures have been updated since the previous release.

California Auto Outlook

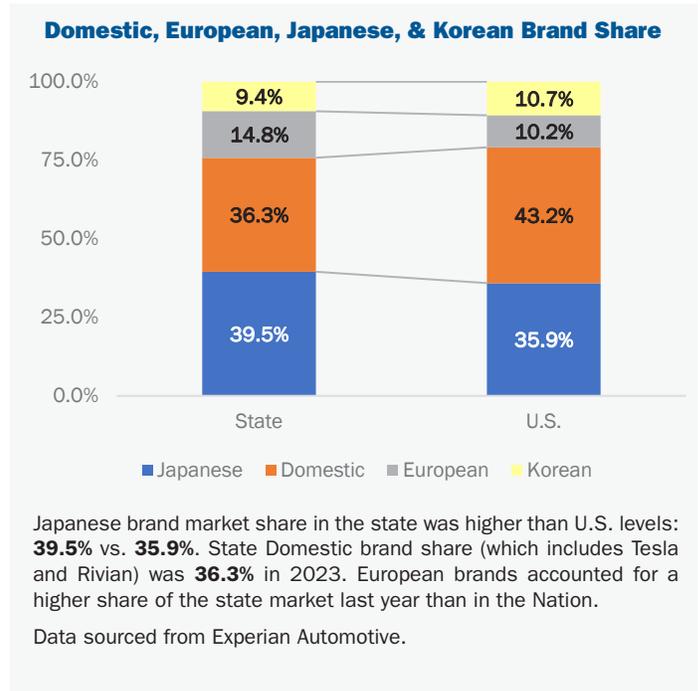
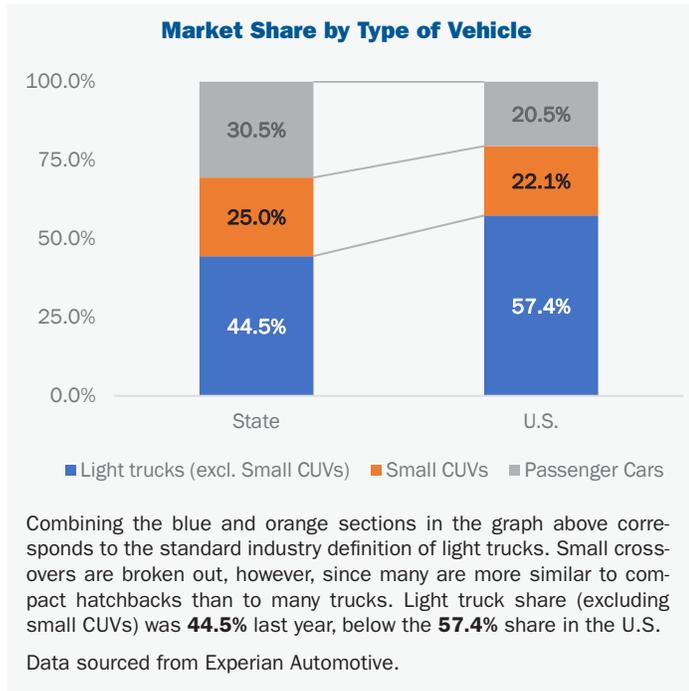
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VEHICLE AND BRAND SEGMENTS

### Japanese Brand Market Share in California Exceeds U.S. Levels

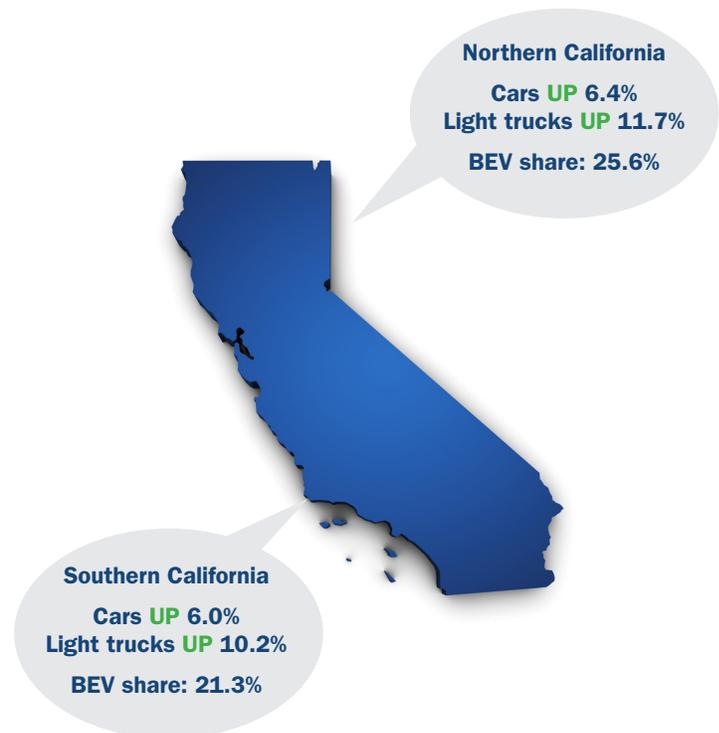


REGIONAL MARKETS IN CALIFORNIA

### Northern California New Retail Market Posted Larger Increase in 2023 San Francisco Bay Market Increased by 13.8 percent

New Retail Light Vehicle Registrations (excluding fleets) Annual Totals			
North and South California	2022	2023	% chg.
Statewide Total	1,440,375	1,573,798	9.3%
Cars	458,398	486,370	6.1%
Light Trucks	981,977	1,087,428	10.7%
Northern California	494,015	544,060	10.1%
Cars	147,454	156,911	6.4%
Light Trucks	346,561	387,149	11.7%
Southern California	946,360	1,029,738	8.8%
Cars	310,944	329,459	6.0%
Light Trucks	635,416	700,279	10.2%
Selected Regional Markets			
San Francisco Bay	268,581	305,771	13.8%
Cars	85,092	92,639	8.9%
Light Trucks	183,489	213,132	16.2%
LA and Orange Counties	536,123	593,028	10.6%
Cars	183,430	195,605	6.6%
Light Trucks	352,693	397,423	12.7%
San Diego County	131,913	142,808	8.3%
Cars	38,339	40,652	6.0%
Light Trucks	93,574	102,156	9.2%

Percent Change in New Retail Registrations - 2023 vs. 2022

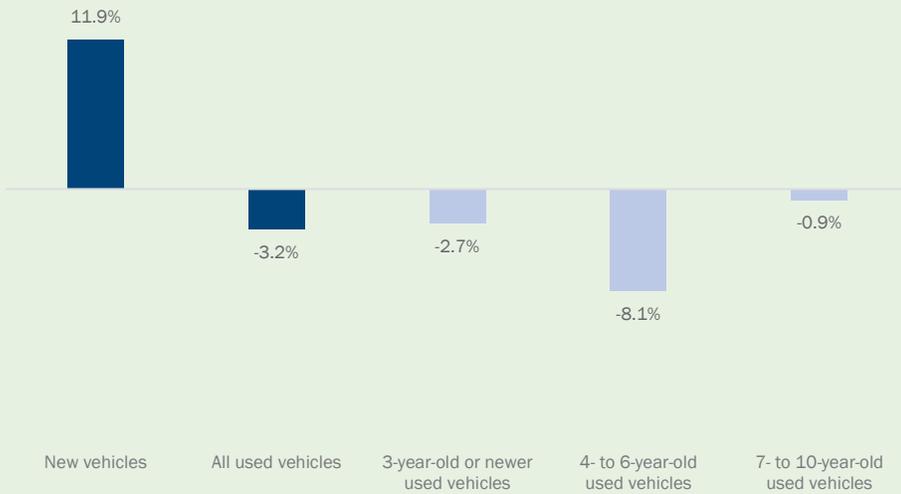


Data sourced from Experian Automotive.

CALIFORNIA USED VEHICLE MARKET

# California Used Vehicle Market Declined in 2023

Percent Change in New and Used Vehicle Registrations  
2023 vs. 2022



Data sourced from Experian Automotive.

## THREE KEY TRENDS IN USED VEHICLE MARKET



- 01.** The California used vehicle market declined 3.2 percent from 2022 to 2023, compared to the 11.9 percent increase in new vehicle registrations.
- 02.** California used light vehicle market is expected to be flat in 2024 as tight supplies continue to hold back sales.
- 03.** As shown on the graph to the left, the 7- to 10-year-old market held up relatively well last year, with registrations declining by less than 1 percent. The 4- to 6-year-old market fell by 8.1 percent.

TOP SELLING MODELS IN USED VEHICLE MARKET

## Honda Civic is Top Seller 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. Honda Civic was the leader in both categories.

Top 15 Selling Models for Vehicles 4-Years-Old or Newer  
2023



Top 15 Selling Models for 5- to 8-Year-Old Vehicles  
2023



Data sourced from Experian Automotive.