

## BRAND REGISTRATIONS

## Detailed Results for All Brands in California Market

California New Car and Light Truck Registrations											
	Third Quarter 2018 and 2019				Year-to-date thru September				YTD Market Share		
	California			U.S.	California			U.S.	California		
	3Q '18	3Q '19	% chg.	% chg.	YTD '18	YTD '19	% chg.	% chg.	YTD '18	YTD '19	Chg.
TOTAL	499,672	478,752	-4.2%	2.5%	1,504,342	1,427,578	-5.1%	-0.7%			
Acura	6,244	5,060	-19.0%	-7.3%	16,952	15,442	-8.9%	-1.7%	1.1	1.1	0.0
Alfa Romeo	1,305	980	-24.9%	-27.0%	3,863	2,799	-27.5%	-24.4%	0.3	0.2	-0.1
Audi	11,119	10,441	-6.1%	1.2%	31,727	28,810	-9.2%	-3.7%	2.1	2.0	-0.1
BMW	15,802	18,584	17.6%	25.8%	50,260	51,152	1.8%	11.9%	3.3	3.6	0.3
Buick	1,885	1,432	-24.0%	15.2%	6,321	5,324	-15.8%	3.0%	0.4	0.4	0.0
Cadillac	2,653	2,951	11.2%	7.8%	8,008	8,265	3.2%	3.0%	0.5	0.6	0.1
Chevrolet	37,242	30,916	-17.0%	4.3%	117,373	100,247	-14.6%	-2.8%	7.8	7.0	-0.8
Chrysler	2,856	1,390	-51.3%	-24.4%	11,079	6,634	-40.1%	-25.2%	0.7	0.5	-0.2
Dodge	7,625	8,119	6.5%	-4.2%	26,205	26,385	0.7%	-4.6%	1.7	1.8	0.1
FIAT	915	434	-52.6%	-37.8%	2,146	1,143	-46.7%	-39.3%	0.1	0.1	0.0
Ford	44,396	40,176	-9.5%	-2.9%	134,574	126,497	-6.0%	-3.8%	8.9	8.9	0.0
Genesis	369	822	122.8%	105.7%	1,906	1,619	-15.1%	23.3%	0.1	0.1	0.0
GMC	7,991	7,635	-4.5%	14.0%	24,271	23,047	-5.0%	5.5%	1.6	1.6	0.0
Honda	63,019	62,642	-0.6%	3.9%	189,074	183,391	-3.0%	-0.1%	12.6	12.8	0.2
Hyundai	15,409	15,976	3.7%	8.6%	45,682	46,532	1.9%	4.6%	3.0	3.3	0.3
Infiniti	4,096	3,123	-23.8%	-20.0%	13,658	11,043	-19.1%	-15.5%	0.9	0.8	-0.1
Jaguar	1,125	1,015	-9.8%	-6.8%	3,930	4,018	2.2%	-0.3%	0.3	0.3	0.0
Jeep	16,764	14,754	-12.0%	-1.6%	50,514	45,089	-10.7%	-4.4%	3.4	3.2	-0.2
Kia	16,363	18,975	16.0%	11.8%	50,508	51,463	1.9%	4.6%	3.4	3.6	0.2
Land Rover	4,174	3,532	-15.4%	-2.3%	12,938	12,462	-3.7%	-0.8%	0.9	0.9	0.0
Lexus	16,606	15,467	-6.9%	-3.4%	45,456	44,916	-1.2%	-1.0%	3.0	3.1	0.1
Lincoln	1,766	1,646	-6.8%	8.8%	5,140	4,557	-11.3%	2.3%	0.3	0.3	0.0
Maserati	572	319	-44.2%	-32.9%	1,808	1,058	-41.5%	-33.7%	0.1	0.1	0.0
Mazda	11,771	10,922	-7.2%	-1.7%	35,734	31,959	-10.6%	-11.1%	2.4	2.2	-0.2
Mercedes	18,442	20,026	8.6%	11.7%	58,008	56,881	-1.9%	-0.3%	3.9	4.0	0.1
MINI	2,015	1,765	-12.4%	-10.4%	6,856	5,460	-20.4%	-16.8%	0.5	0.4	-0.1
Mitsubishi	1,875	1,611	-14.1%	-0.4%	6,521	6,463	-0.9%	4.9%	0.4	0.5	0.1
Nissan	27,147	22,956	-15.4%	-1.0%	99,638	75,884	-23.8%	-8.3%	6.6	5.3	-1.3
Other	864	953	10.3%	11.8%	2,712	2,990	10.3%	6.8%	0.2	0.2	0.0
Porsche	3,055	4,109	34.5%	25.6%	9,993	10,671	6.8%	9.0%	0.7	0.7	0.0
Ram	10,297	9,775	-5.1%	18.9%	28,084	29,333	4.4%	26.3%	1.9	2.1	0.2
Subaru	20,375	20,450	0.4%	2.6%	58,501	57,930	-1.0%	4.9%	3.9	4.1	0.2
Tesla	22,744	18,542	-18.5%	-1.4%	44,365	58,627	32.1%	50.8%	2.9	4.1	1.2
Toyota	86,909	86,115	-0.9%	-0.9%	257,684	244,644	-5.1%	-2.5%	17.1	17.1	0.0
Volkswagen	10,753	11,933	11.0%	1.4%	33,626	35,747	6.3%	3.5%	2.2	2.5	0.3
Volvo	3,129	3,206	2.5%	8.9%	9,227	9,096	-1.4%	1.0%	0.6	0.6	0.0

The table above shows new retail light vehicle (car and light truck) registrations in California. Figures are shown for the Third Quarters of 2018 and 2019, and ytd totals. The top ten ranked brands in each category are shaded yellow Source: IHS Markit.

## California Auto Outlook

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

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