

San Diego Outlook

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New Car
Dealers Association
San Diego County

Covering the San Diego County automotive market

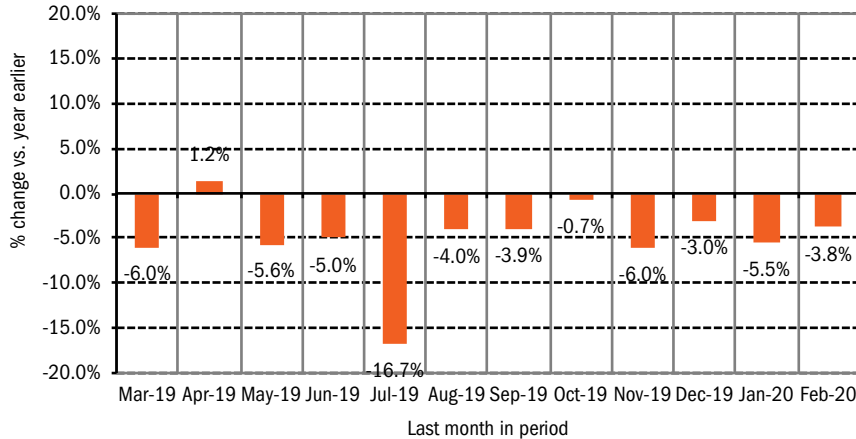
Data thru February 2020

San Diego County New Retail Car and Light Truck Registrations

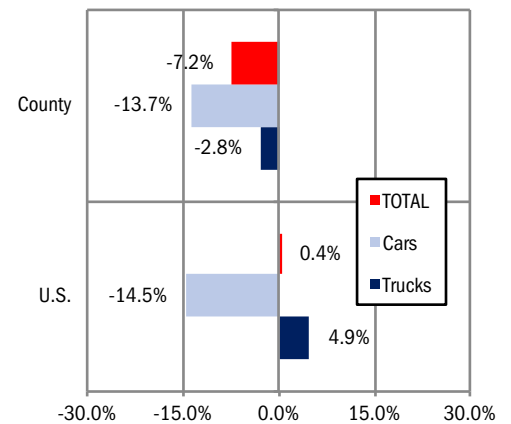
	Most Recent Two Months			YTD Market Share		
	1/19 and 2/19	1/20 and 2/20	% change	2019	2020	change
Industry Total	23,160	21,495	-7.2%			
Cars	9,402	8,117	-13.7%	40.6	37.8	-2.8
Light Trucks	13,758	13,378	-2.8%	59.4	62.2	2.8

Data Source: AutoCount data from Experian.

Percent Change in Three Month Moving Average of New Retail Registrations versus Same Period Year Earlier



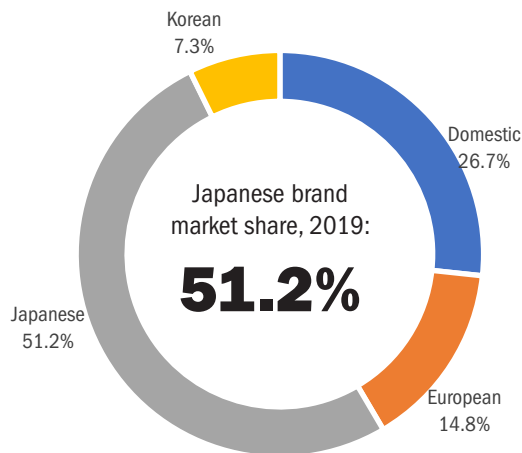
Percent Change in County and U.S. New Retail Light Vehicle Markets YTD 2020 thru Feb. vs. YTD 2019



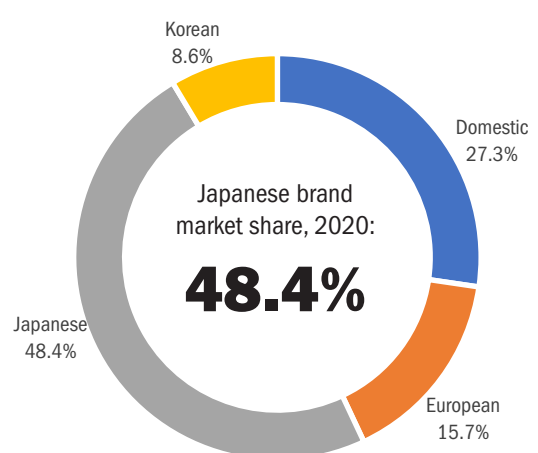
The graph above provides a clear picture of the trending direction of the county market. It shows the year-over-year percent change in the three month moving average of new retail light vehicle registrations. The three month moving average is less erratic than monthly registrations, which can fluctuate due to such factors as the timing of manufacturer incentive programs, weather and title processing delays by governmental agencies. Data Source: AutoCount data from Experian.

The graph above compares the change in new retail car and light truck registrations in both the county and U.S. markets. U.S. figures were estimated by Auto Outlook. Data Source: AutoCount data from Experian.

Japanese, Domestic, European, and Korean Brand Market Shares in County - YTD '19 thru Feb.



Japanese, Domestic, European, and Korean Brand Market Shares in County - YTD '20 thru Feb.



Data Source: AutoCount data from Experian.

Data Information

Data presented in Auto Outlook measures new retail vehicle registrations in San Diego County. Monthly recording of registrations occurs when vehicle title information is processed, which may differ from date of sale. Title recording can occasionally be subject to processing delays by governmental agencies. For this reason, the year-to-date figures will typically be more reflective of market results Data Source: AutoCount data from Experian.

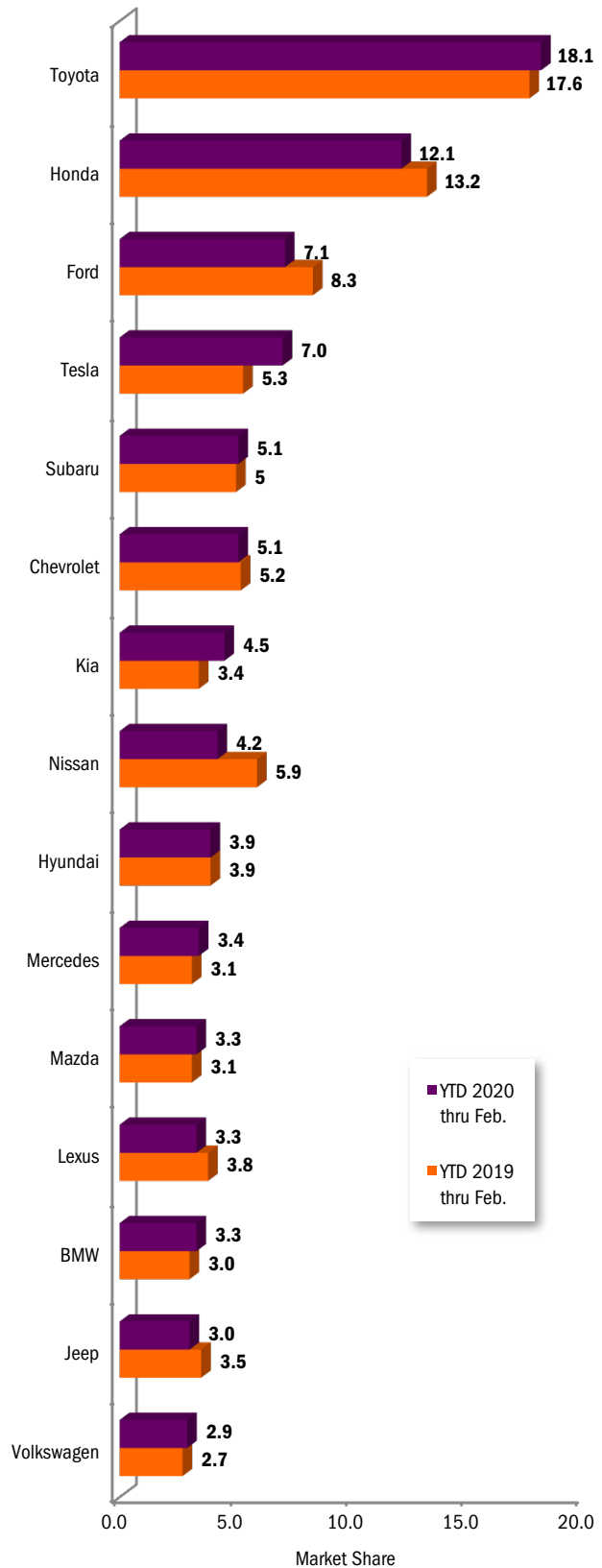
San Diego County New Retail Light Vehicle Registrations					
	Registrations			Market share	
	YTD 2019	YTD 2020	% change	YTD 2019	YTD 2020
	thru Feb.	thru Feb.		thru Feb.	thru Feb.
Acura	309	278	-10%	1.3%	1.3%
Alfa Romeo	62	47	-24%	0.3%	0.2%
Audi	425	459	8%	1.8%	2.1%
BMW	692	719	4%	3.0%	3.3%
Buick	36	72	100%	0.2%	0.3%
Cadillac	61	75	23%	0.3%	0.3%
Chevrolet	1,204	1,106	-8%	5.2%	5.1%
Chrysler	88	67	-24%	0.4%	0.3%
Dodge	162	195	20%	0.7%	0.9%
FIAT	33	14	-58%	0.1%	0.1%
Ford	1,921	1,524	-21%	8.3%	7.1%
Genesis	3	37	1133%	0.0%	0.2%
GMC	138	220	59%	0.6%	1.0%
Honda	3,066	2,597	-15%	13.2%	12.1%
Hyundai	895	834	-7%	3.9%	3.9%
Infiniti	229	174	-24%	1.0%	0.8%
Jaguar	67	55	-18%	0.3%	0.3%
Jeep	804	651	-19%	3.5%	3.0%
Kia	788	977	24%	3.4%	4.5%
Land Rover	301	230	-24%	1.3%	1.1%
Lexus	880	713	-19%	3.8%	3.3%
Lincoln	122	93	-24%	0.5%	0.4%
Maserati	32	22	-31%	0.1%	0.1%
Mazda	714	701	-2%	3.1%	3.3%
Mercedes	712	722	1%	3.1%	3.4%
MINI	74	86	16%	0.3%	0.4%
Mitsubishi	60	53	-12%	0.3%	0.2%
Nissan	1,367	908	-34%	5.9%	4.2%
Other	59	42	-29%	0.3%	0.2%
Porsche	183	155	-15%	0.8%	0.7%
Ram	422	375	-11%	1.8%	1.7%
Subaru	1,166	1,096	-6%	5.0%	5.1%
Tesla	1,225	1,495	22%	5.3%	7.0%
Toyota	4,066	3,880	-5%	17.6%	18.1%
Volkswagen	630	614	-3%	2.7%	2.9%
Volvo	164	209	27%	0.7%	1.0%

Top ten ranked brands in each percent change category are shaded gray.
Data Source: AutoCount data from Experian.

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County Market Share for Top 15 Selling Brands
YTD 2020 thru February vs. YTD 2019



Data Source: AutoCount data from Experian.