

San Diego Outlook

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New Car
Dealers Association
San Diego County

Covering the San Diego County automotive market

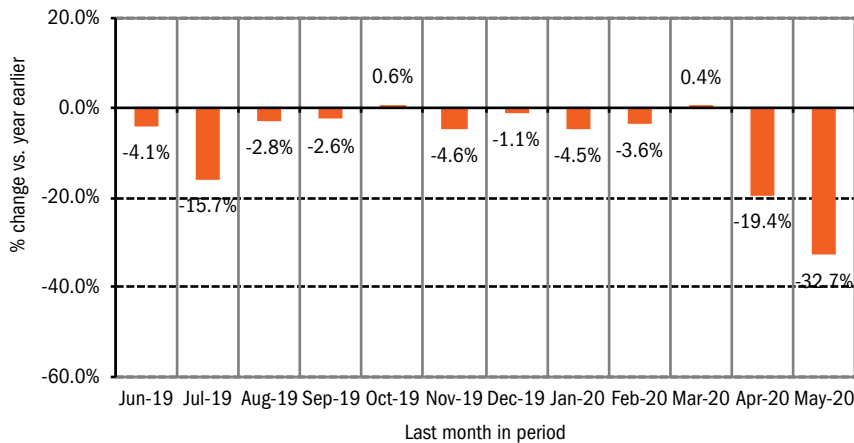
Data thru May 2020

San Diego County New Retail Car and Light Truck Registrations

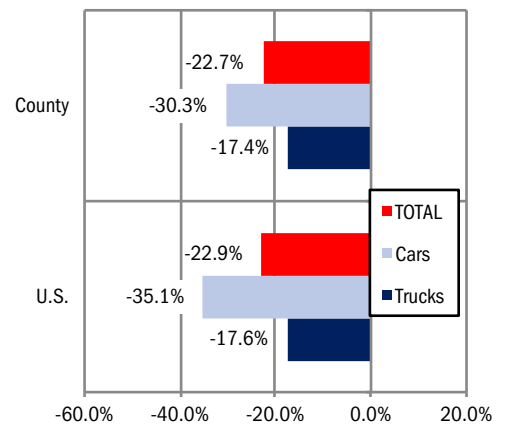
	Most Recent Two Months			YTD thru May			YTD Market Share		
	4/19 and 5/19	4/20 and 5/20	% change	YTD '19	YTD '20	% change	2019	2020	change
Industry Total	24,208	11,039	-54.4%	57,444	44,409	-22.7%			
Cars	10,318	3,840	-62.8%	23,592	16,436	-30.3%	41.1	37.0	-4.1
Light Trucks	13,890	7,199	-48.2%	33,852	27,973	-17.4%	58.9	63.0	4.1

Data Source: AutoCount data from Experian.

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



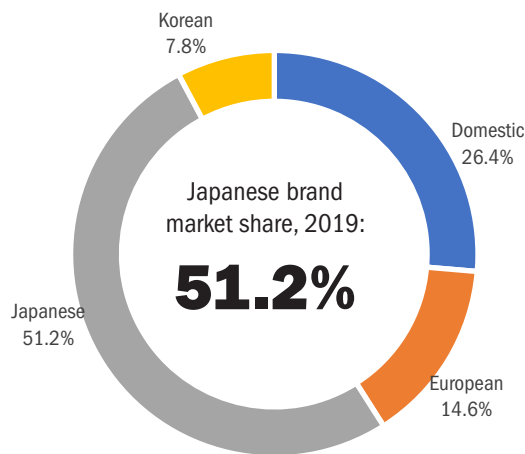
Percent Change in County and U.S. New Retail Light Vehicle Markets YTD 2020 thru May vs. YTD 2019



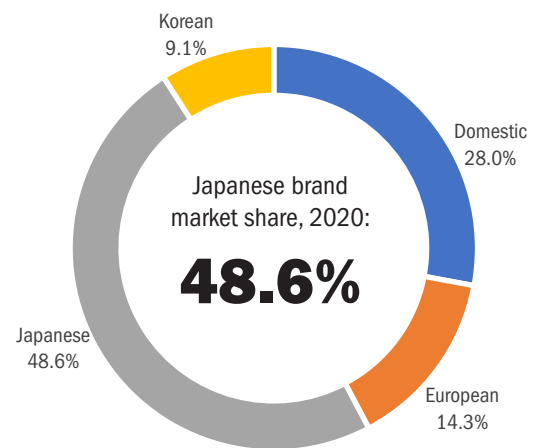
The graph above provides a clear picture of the trending direction of the county market. It shows the year-over-year percent change in the three month moving average of new retail light vehicle registrations. The three month moving average is less erratic than monthly registrations, which can fluctuate 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 May



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



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.

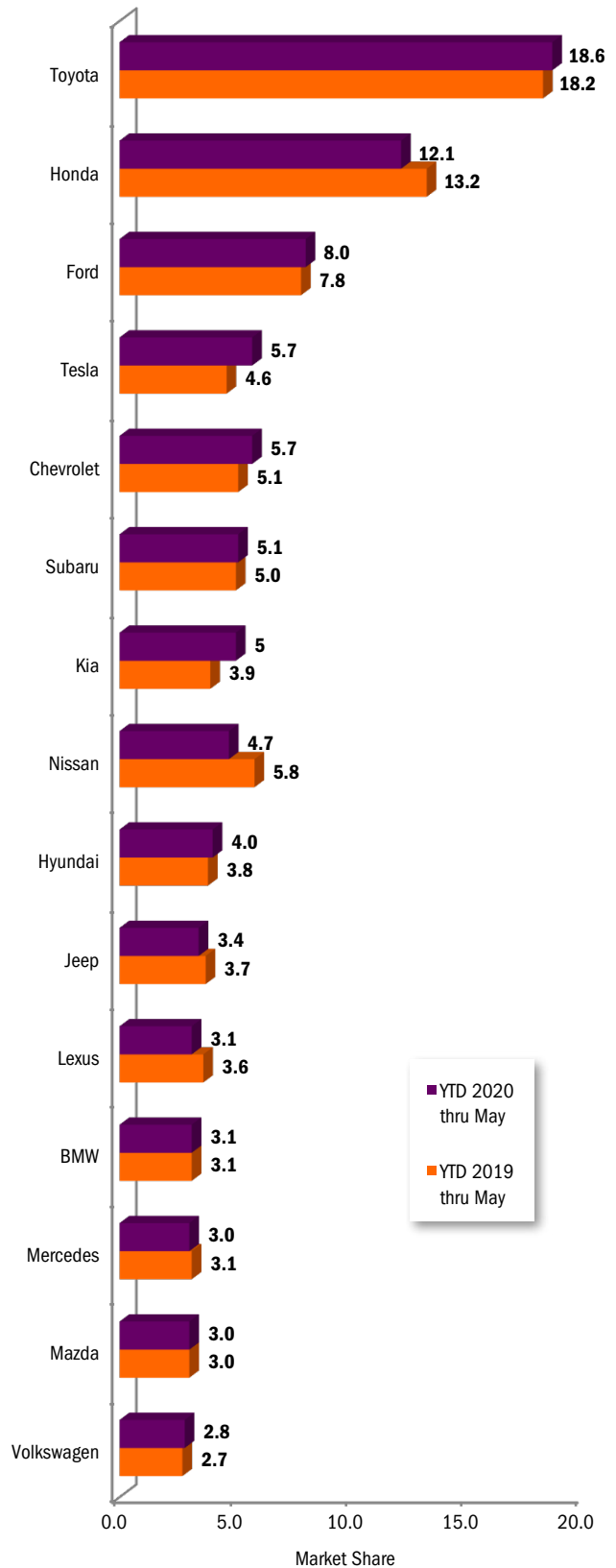
San Diego County New Retail Light Vehicle Registrations					
	Registrations			Market share	
	YTD 2019	YTD 2020	% change	YTD 2019	YTD 2020
	thru May	thru May		thru May	thru May
Acura	713	496	-30%	1.2%	1.1%
Alfa Romeo	144	97	-33%	0.3%	0.2%
Audi	1,056	784	-26%	1.8%	1.8%
BMW	1,775	1,370	-23%	3.1%	3.1%
Buick	176	138	-22%	0.3%	0.3%
Cadillac	237	145	-39%	0.4%	0.3%
Chevrolet	2,926	2,525	-14%	5.1%	5.7%
Chrysler	232	121	-48%	0.4%	0.3%
Dodge	474	423	-11%	0.8%	1.0%
FIAT	64	24	-63%	0.1%	0.1%
Ford	4,491	3,539	-21%	7.8%	8.0%
Genesis	38	70	84%	0.1%	0.2%
GMC	600	492	-18%	1.0%	1.1%
Honda	7,593	5,380	-29%	13.2%	12.1%
Hyundai	2,187	1,780	-19%	3.8%	4.0%
Infiniti	534	295	-45%	0.9%	0.7%
Jaguar	157	101	-36%	0.3%	0.2%
Jeep	2,128	1,494	-30%	3.7%	3.4%
Kia	2,248	2,201	-2%	3.9%	5.0%
Land Rover	648	429	-34%	1.1%	1.0%
Lexus	2,046	1,396	-32%	3.6%	3.1%
Lincoln	220	175	-20%	0.4%	0.4%
Maserati	67	46	-31%	0.1%	0.1%
Mazda	1,751	1,331	-24%	3.0%	3.0%
Mercedes	1,806	1,326	-27%	3.1%	3.0%
MINI	173	172	-1%	0.3%	0.4%
Mitsubishi	151	84	-44%	0.3%	0.2%
Nissan	3,305	2,071	-37%	5.8%	4.7%
Other	144	95	-34%	0.3%	0.2%
Porsche	402	297	-26%	0.7%	0.7%
Ram	995	813	-18%	1.7%	1.8%
Subaru	2,881	2,275	-21%	5.0%	5.1%
Tesla	2,664	2,549	-4%	4.6%	5.7%
Toyota	10,454	8,255	-21%	18.2%	18.6%
Volkswagen	1,562	1,240	-21%	2.7%	2.8%
Volvo	402	380	-5%	0.7%	0.9%

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 May vs. YTD 2019



Data Source: AutoCount data from Experian.