

San Diego Outlook

Released by:
New Car
Dealers Association
San Diego County

Covering the San Diego County automotive market

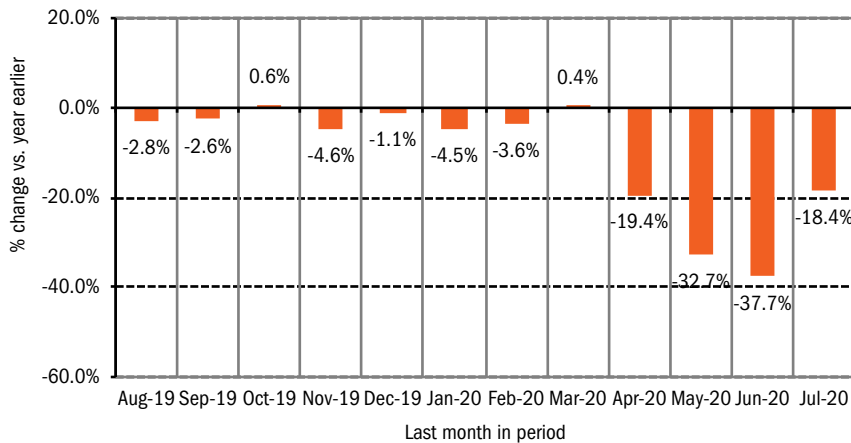
Data thru July 2020

San Diego County New Retail Car and Light Truck Registrations

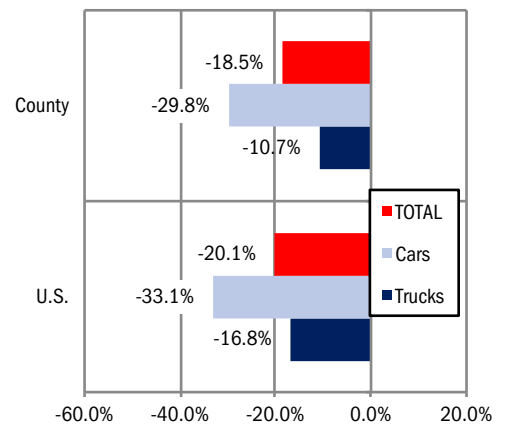
	Most Recent Two Months			YTD thru July			YTD Market Share		
	6/19 and 7/19	6/20 and 7/20	% change	YTD '19	YTD '20	% change	2019	2020	change
Industry Total	22,538	20,746	-8.0%	79,982	65,155	-18.5%			
Cars	9,101	6,512	-28.4%	32,693	22,948	-29.8%	40.9	35.2	-5.7
Light Trucks	13,437	14,234	5.9%	47,289	42,207	-10.7%	59.1	64.8	5.7

Data Source: AutoCount data from Experian.

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



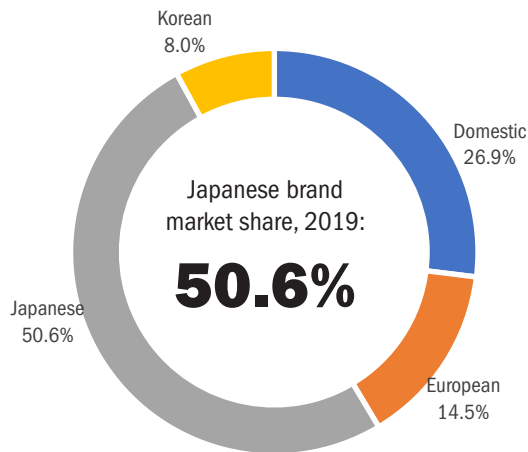
Percent Change in County and U.S. New Retail Light Vehicle Markets YTD 2020 thru July vs. YTD 2019



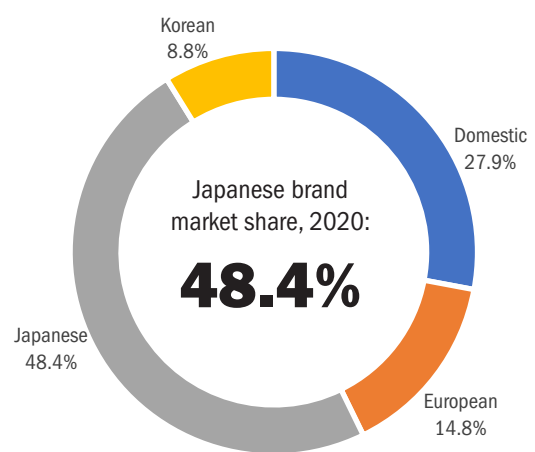
The graph above provides a clear picture of the trending direction of the county market. It shows the year-over-year percent change in the three month moving average of new retail light vehicle registrations. The three month moving average is less erratic than monthly registrations, which can fluctuate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



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



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 July 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.

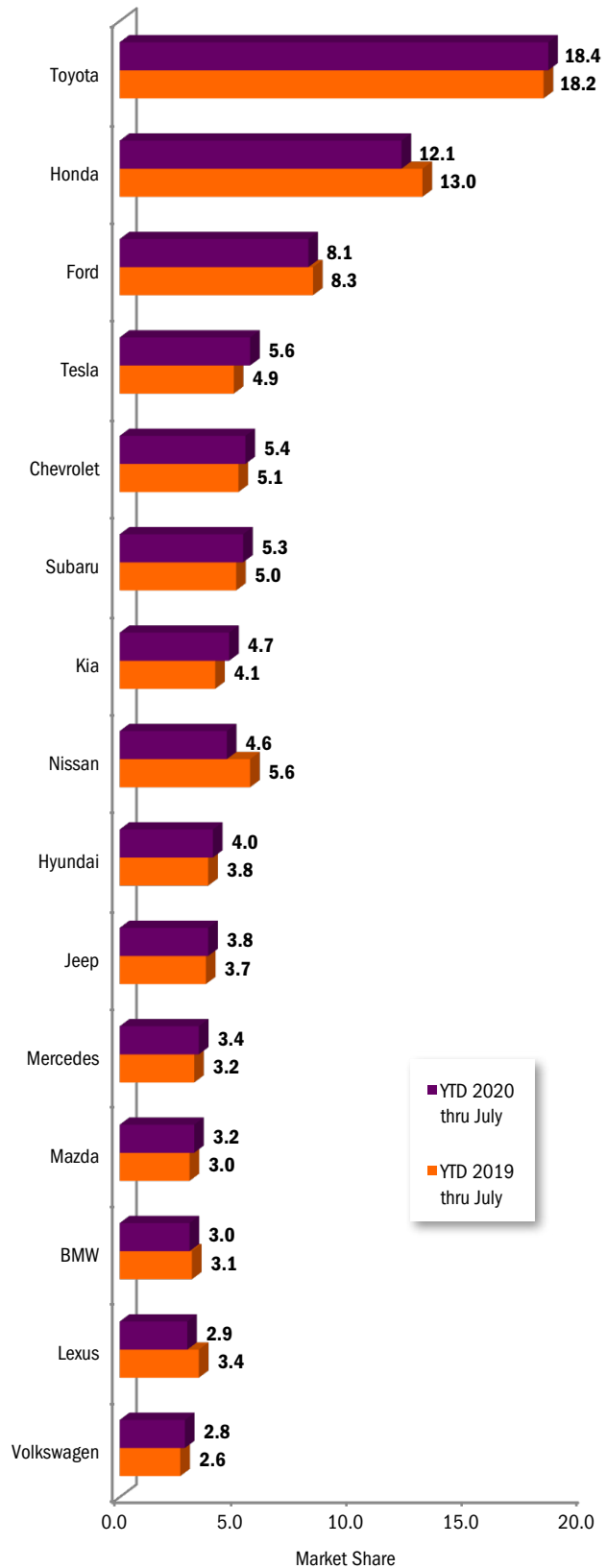
San Diego County New Retail Light Vehicle Registrations					
	Registrations			Market share	
	YTD 2019	YTD 2020	% change	YTD 2019	YTD 2020
	thru July	thru July		thru July	thru July
Acura	917	688	-25%	1.1%	1.1%
Alfa Romeo	220	148	-33%	0.3%	0.2%
Audi	1,393	1,167	-16%	1.7%	1.8%
BMW	2,495	1,956	-22%	3.1%	3.0%
Buick	226	180	-20%	0.3%	0.3%
Cadillac	321	202	-37%	0.4%	0.3%
Chevrolet	4,091	3,517	-14%	5.1%	5.4%
Chrysler	314	164	-48%	0.4%	0.3%
Dodge	635	580	-9%	0.8%	0.9%
FIAT	86	28	-67%	0.1%	0.0%
Ford	6,600	5,288	-20%	8.3%	8.1%
Genesis	82	104	27%	0.1%	0.2%
GMC	818	683	-17%	1.0%	1.0%
Honda	10,378	7,866	-24%	13.0%	12.1%
Hyundai	3,008	2,585	-14%	3.8%	4.0%
Infiniti	726	442	-39%	0.9%	0.7%
Jaguar	201	142	-29%	0.3%	0.2%
Jeep	2,924	2,453	-16%	3.7%	3.8%
Kia	3,281	3,057	-7%	4.1%	4.7%
Land Rover	830	648	-22%	1.0%	1.0%
Lexus	2,749	1,900	-31%	3.4%	2.9%
Lincoln	301	246	-18%	0.4%	0.4%
Maserati	90	66	-27%	0.1%	0.1%
Mazda	2,414	2,096	-13%	3.0%	3.2%
Mercedes	2,590	2,197	-15%	3.2%	3.4%
MINI	229	251	10%	0.3%	0.4%
Mitsubishi	216	122	-44%	0.3%	0.2%
Nissan	4,479	3,029	-32%	5.6%	4.6%
Other	191	132	-31%	0.2%	0.2%
Porsche	539	489	-9%	0.7%	0.8%
Ram	1,390	1,267	-9%	1.7%	1.9%
Subaru	4,019	3,447	-14%	5.0%	5.3%
Tesla	3,934	3,627	-8%	4.9%	5.6%
Toyota	14,578	11,957	-18%	18.2%	18.4%
Volkswagen	2,114	1,832	-13%	2.6%	2.8%
Volvo	603	599	-1%	0.8%	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 July vs. YTD 2019



Data Source: AutoCount data from Experian.