

San Diego Outlook

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New Car
Dealers Association
San Diego County

Covering the San Diego County automotive market

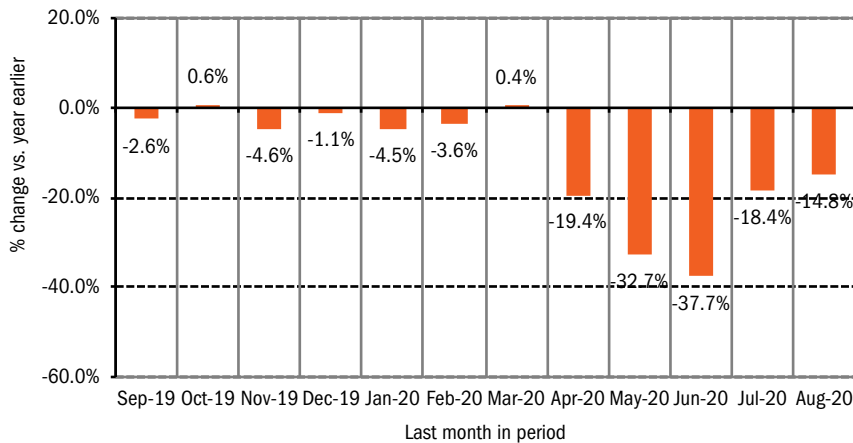
Data thru August 2020

San Diego County New Retail Car and Light Truck Registrations

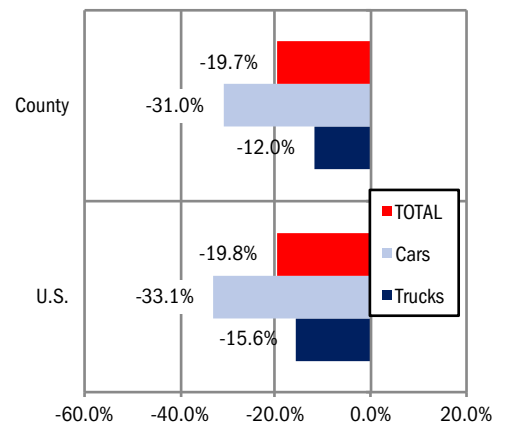
	Most Recent Two Months			YTD thru Aug.			YTD Market Share		
	7/19 and 8/19	7/20 and 8/20	% change	YTD '19	YTD '20	% change	2019	2020	change
Industry Total	23,772	18,870	-20.6%	92,820	74,547	-19.7%			
Cars	9,353	6,167	-34.1%	37,660	25,987	-31.0%	40.6	34.9	-5.7
Light Trucks	14,419	12,703	-11.9%	55,160	48,560	-12.0%	59.4	65.1	5.7

Data Source: AutoCount data from Experian.

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



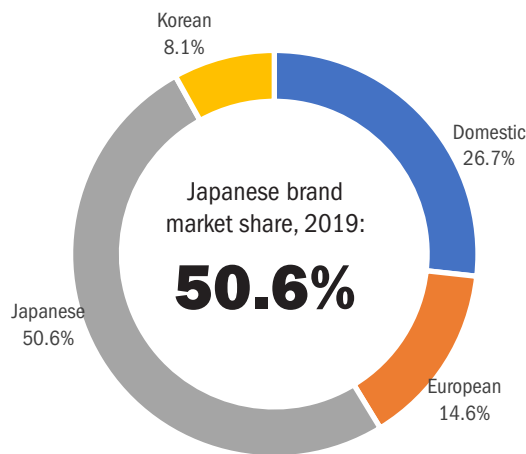
Percent Change in County and U.S. New Retail Light Vehicle Markets YTD 2020 thru August vs. YTD 2019



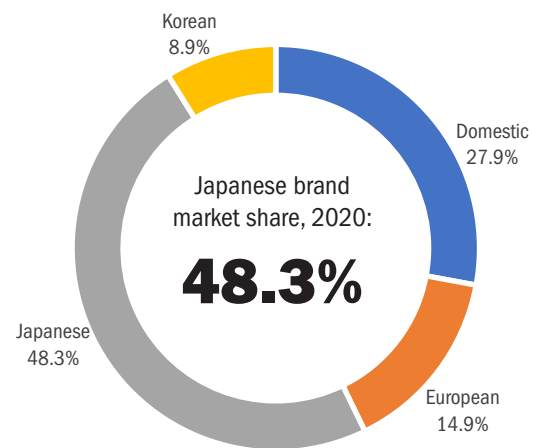
The graph above provides a clear picture of the trending direction of the county market. It shows the year-over-year percent change in the three month moving average of new retail light vehicle registrations. The three month moving average is less erratic than monthly registrations, which can fluctuate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



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



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 August 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.

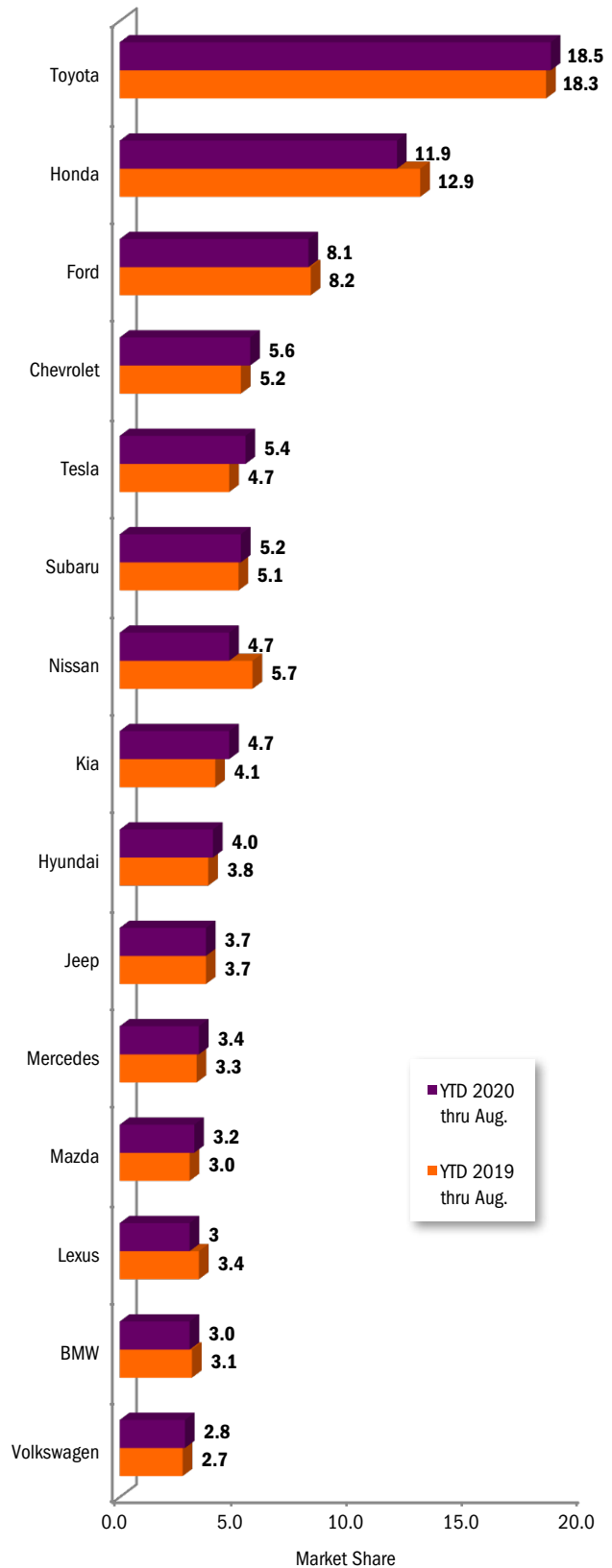
San Diego County New Retail Light Vehicle Registrations					
	Registrations			Market share	
	YTD 2019	YTD 2020	% change	YTD 2019	YTD 2020
	thru Aug.	thru Aug.		thru Aug.	thru Aug.
Acura	1,019	757	-26%	1.1%	1.0%
Alfa Romeo	256	157	-39%	0.3%	0.2%
Audi	1,619	1,341	-17%	1.7%	1.8%
BMW	2,892	2,228	-23%	3.1%	3.0%
Buick	256	212	-17%	0.3%	0.3%
Cadillac	369	251	-32%	0.4%	0.3%
Chevrolet	4,814	4,143	-14%	5.2%	5.6%
Chrysler	371	185	-50%	0.4%	0.2%
Dodge	756	665	-12%	0.8%	0.9%
FIAT	101	29	-71%	0.1%	0.0%
Ford	7,613	6,016	-21%	8.2%	8.1%
Genesis	106	117	10%	0.1%	0.2%
GMC	937	794	-15%	1.0%	1.1%
Honda	11,939	8,876	-26%	12.9%	11.9%
Hyundai	3,539	3,007	-15%	3.8%	4.0%
Infiniti	829	504	-39%	0.9%	0.7%
Jaguar	235	161	-31%	0.3%	0.2%
Jeep	3,424	2,763	-19%	3.7%	3.7%
Kia	3,845	3,496	-9%	4.1%	4.7%
Land Rover	925	742	-20%	1.0%	1.0%
Lexus	3,186	2,220	-30%	3.4%	3.0%
Lincoln	342	267	-22%	0.4%	0.4%
Maserati	108	73	-32%	0.1%	0.1%
Mazda	2,805	2,373	-15%	3.0%	3.2%
Mercedes	3,029	2,552	-16%	3.3%	3.4%
MINI	267	294	10%	0.3%	0.4%
Mitsubishi	242	136	-44%	0.3%	0.2%
Nissan	5,289	3,487	-34%	5.7%	4.7%
Other	216	152	-30%	0.2%	0.2%
Porsche	641	576	-10%	0.7%	0.8%
Ram	1,604	1,458	-9%	1.7%	2.0%
Subaru	4,699	3,851	-18%	5.1%	5.2%
Tesla	4,332	4,050	-7%	4.7%	5.4%
Toyota	16,994	13,822	-19%	18.3%	18.5%
Volkswagen	2,506	2,107	-16%	2.7%	2.8%
Volvo	715	685	-4%	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 August vs. YTD 2019



Data Source: AutoCount data from Experian.