

San Diego Outlook

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New Car
Dealers Association
San Diego County

Covering the San Diego County automotive market

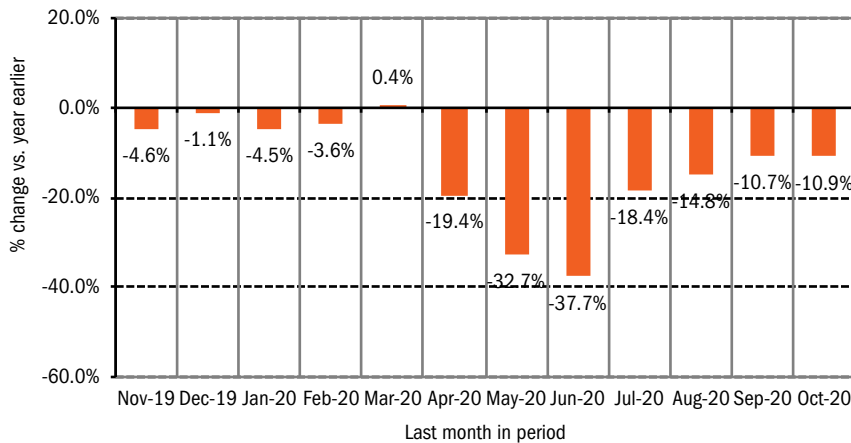
Data thru October 2020

San Diego County New Retail Car and Light Truck Registrations

	Most Recent Two Months			YTD thru Oct.			YTD Market Share		
	9/19 and 10/19	9/20 and 10/20	% change	YTD '19	YTD '20	% change	2019	2020	change
Industry Total	23,815	23,250	-2.4%	116,635	97,797	-16.2%			
Cars	9,374	7,479	-20.2%	47,034	33,466	-28.8%	40.3	34.2	-6.1
Light Trucks	14,441	15,771	9.2%	69,601	64,331	-7.6%	59.7	65.8	6.1

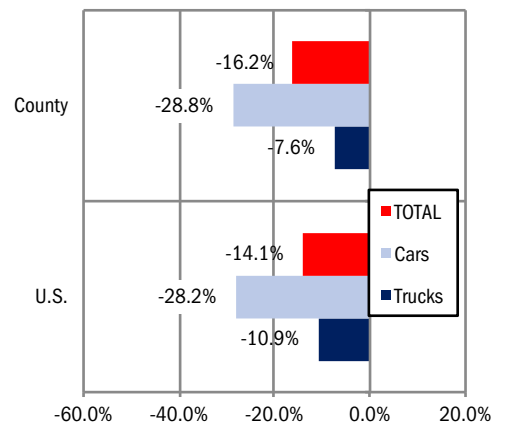
Data Source: AutoCount data from Experian.

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



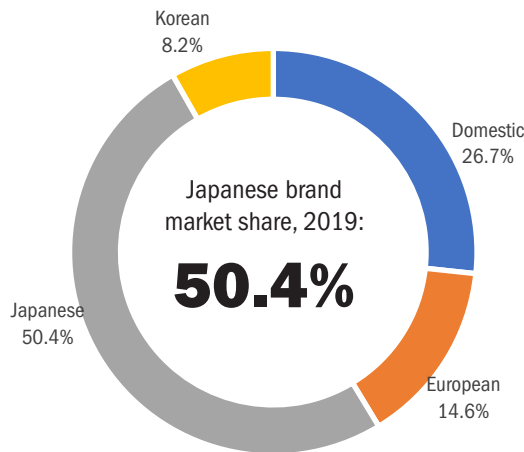
The graph above provides a clear picture of the trending direction of the county market. It shows the year-over-year percent change in the three month moving average of new retail light vehicle registrations. The three month moving average is less erratic than monthly registrations, which can fluctuate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

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

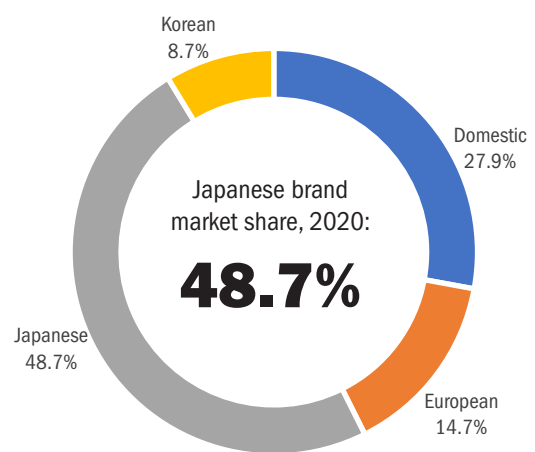


The graph above compares the change in new retail car and light truck registrations in both the county and U.S. markets. U.S. figures were estimated by Auto Outlook. Data Source: AutoCount data from Experian.

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



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



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 October 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.

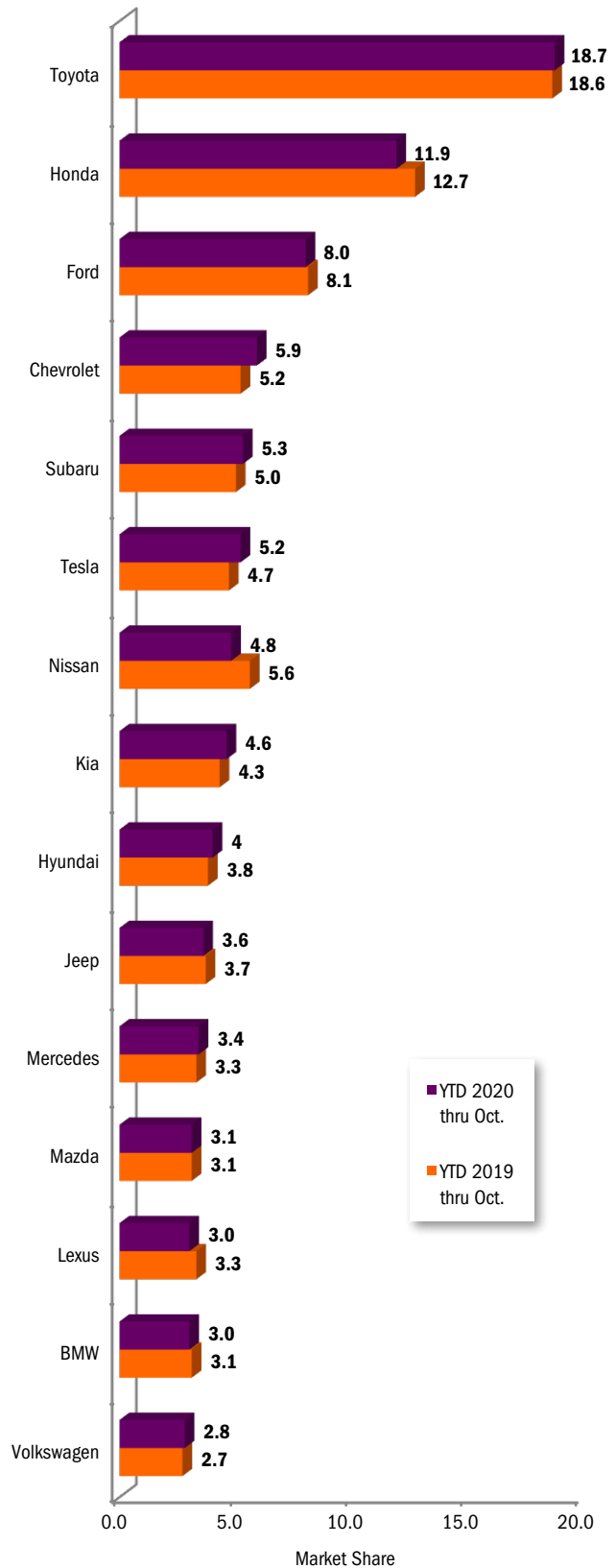
San Diego County New Retail Light Vehicle Registrations					
	Registrations			Market share	
	YTD 2019	YTD 2020	% change	YTD 2019	YTD 2020
	thru Oct.	thru Oct.		thru Oct.	thru Oct.
Acura	1,259	981	-22%	1.1%	1.0%
Alfa Romeo	313	178	-43%	0.3%	0.2%
Audi	2,005	1,761	-12%	1.7%	1.8%
BMW	3,664	2,915	-20%	3.1%	3.0%
Buick	313	252	-19%	0.3%	0.3%
Cadillac	464	330	-29%	0.4%	0.3%
Chevrolet	6,074	5,786	-5%	5.2%	5.9%
Chrysler	436	250	-43%	0.4%	0.3%
Dodge	986	908	-8%	0.8%	0.9%
FIAT	127	31	-76%	0.1%	0.0%
Ford	9,460	7,811	-17%	8.1%	8.0%
Genesis	145	135	-7%	0.1%	0.1%
GMC	1,173	1,078	-8%	1.0%	1.1%
Honda	14,858	11,683	-21%	12.7%	11.9%
Hyundai	4,469	3,873	-13%	3.8%	4.0%
Infiniti	1,007	624	-38%	0.9%	0.6%
Jaguar	292	230	-21%	0.3%	0.2%
Jeep	4,315	3,556	-18%	3.7%	3.6%
Kia	4,981	4,502	-10%	4.3%	4.6%
Land Rover	1,162	954	-18%	1.0%	1.0%
Lexus	3,806	2,950	-22%	3.3%	3.0%
Lincoln	452	361	-20%	0.4%	0.4%
Maserati	128	88	-31%	0.1%	0.1%
Mazda	3,564	3,047	-15%	3.1%	3.1%
Mercedes	3,889	3,308	-15%	3.3%	3.4%
MINI	337	382	13%	0.3%	0.4%
Mitsubishi	309	173	-44%	0.3%	0.2%
Nissan	6,560	4,666	-29%	5.6%	4.8%
Other	269	186	-31%	0.2%	0.2%
Porsche	821	762	-7%	0.7%	0.8%
Ram	1,982	1,903	-4%	1.7%	1.9%
Subaru	5,814	5,161	-11%	5.0%	5.3%
Tesla	5,473	5,038	-8%	4.7%	5.2%
Toyota	21,650	18,313	-15%	18.6%	18.7%
Volkswagen	3,189	2,747	-14%	2.7%	2.8%
Volvo	889	874	-2%	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 October vs. YTD 2019



Data Source: AutoCount data from Experian.