

San Diego Outlook

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New Car
Dealers Association
San Diego County

Covering the San Diego County automotive market

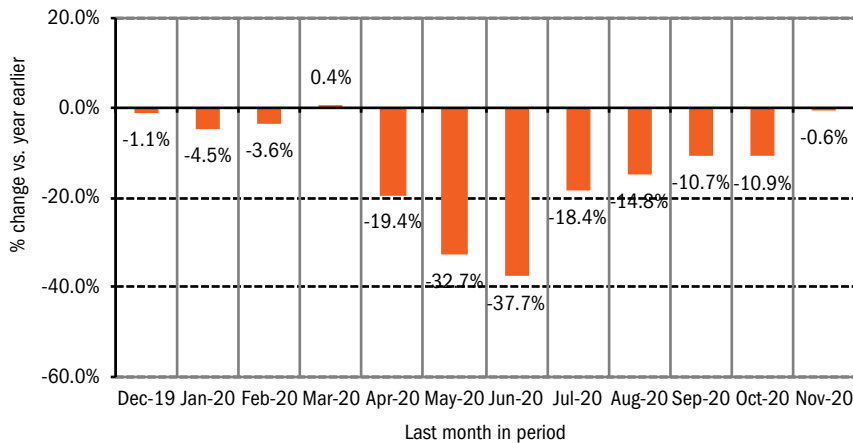
Data thru November 2020

San Diego County New Retail Car and Light Truck Registrations

	Most Recent Two Months			YTD thru Nov.			YTD Market Share		
	10/19 & 11/19	10/20 & 11/20	% change	YTD '19	YTD '20	% change	2019	2020	change
Industry Total	22,035	20,724	-5.9%	126,274	107,812	-14.6%			
Cars	8,491	6,697	-21.1%	50,528	36,576	-27.6%	40.0	33.9	-6.1
Light Trucks	13,544	14,027	3.6%	75,746	71,236	-6.0%	60.0	66.1	6.1

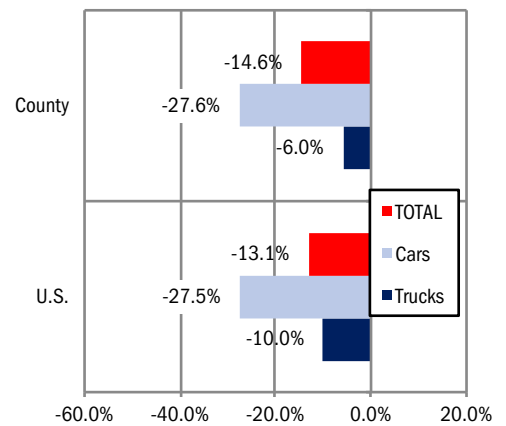
Data Source: AutoCount data from Experian.

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



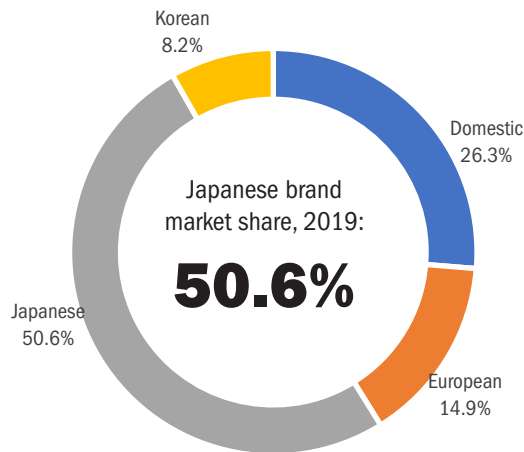
The graph above provides a clear picture of the trending direction of the county market. It shows the year-over-year percent change in the three month moving average of new retail light vehicle registrations. The three month moving average is less erratic than monthly registrations, which can fluctuate 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 November vs. YTD 2019

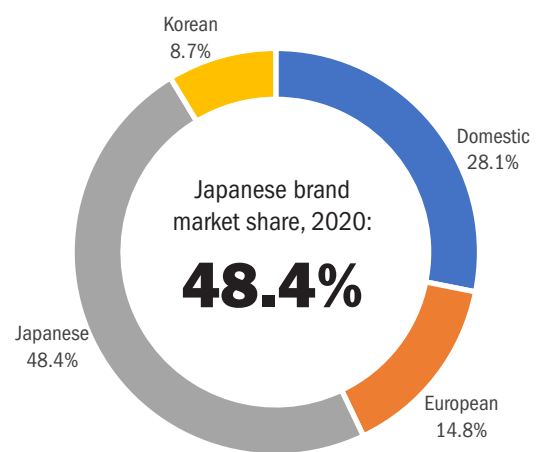


The graph above compares the change in new retail car and light truck registrations in both the county and U.S. markets. U.S. figures were estimated by Auto Outlook. Data Source: AutoCount data from Experian.

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



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



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 November 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.

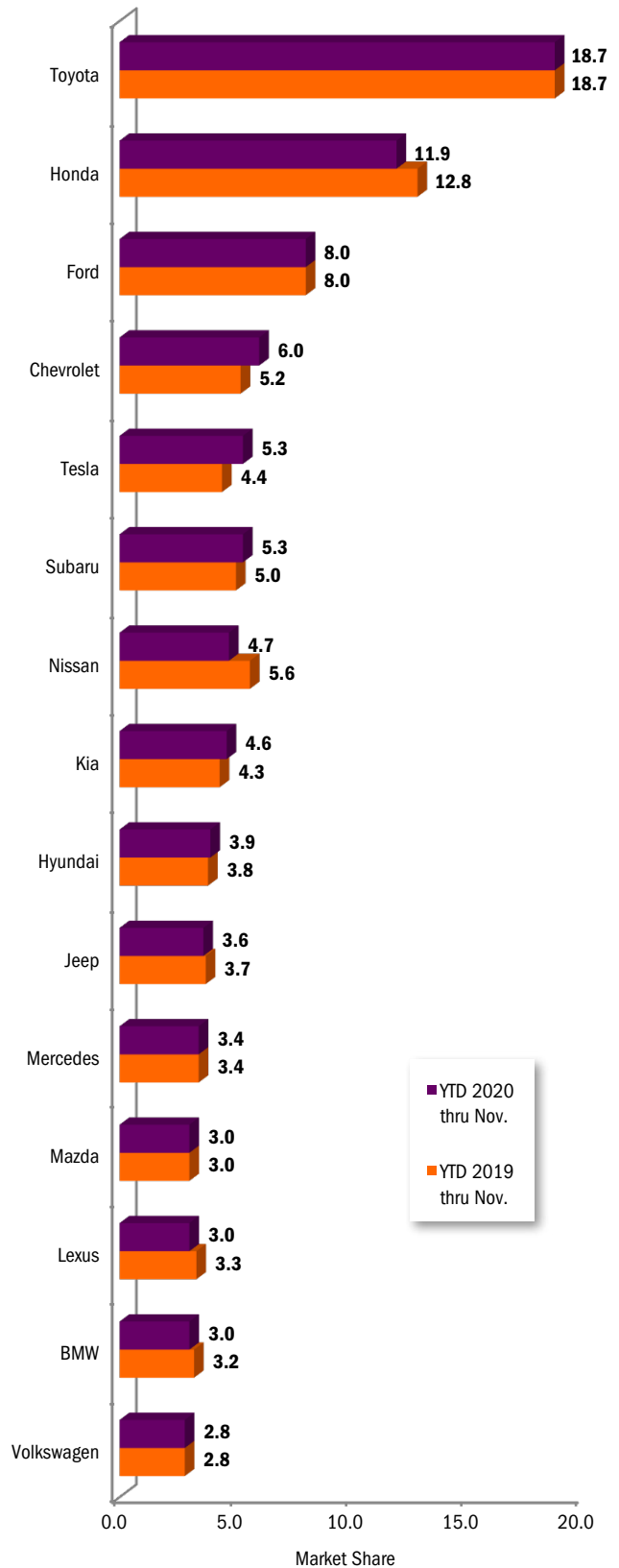
San Diego County New Retail Light Vehicle Registrations					
	Registrations			Market share	
	YTD 2019	YTD 2020	% change	YTD 2019	YTD 2020
	thru Nov.	thru Nov.		thru Nov.	thru Nov.
Acura	1,362	1,095	-20%	1.1%	1.0%
Alfa Romeo	324	189	-42%	0.3%	0.2%
Audi	2,206	1,972	-11%	1.7%	1.8%
BMW	4,001	3,186	-20%	3.2%	3.0%
Buick	329	270	-18%	0.3%	0.3%
Cadillac	523	370	-29%	0.4%	0.3%
Chevrolet	6,592	6,485	-2%	5.2%	6.0%
Chrysler	466	278	-40%	0.4%	0.3%
Dodge	1,081	984	-9%	0.9%	0.9%
FIAT	137	33	-76%	0.1%	0.0%
Ford	10,108	8,620	-15%	8.0%	8.0%
Genesis	164	144	-12%	0.1%	0.1%
GMC	1,264	1,233	-2%	1.0%	1.1%
Honda	16,182	12,805	-21%	12.8%	11.9%
Hyundai	4,836	4,241	-12%	3.8%	3.9%
Infiniti	1,085	660	-39%	0.9%	0.6%
Jaguar	314	245	-22%	0.2%	0.2%
Jeep	4,667	3,898	-16%	3.7%	3.6%
Kia	5,409	4,951	-8%	4.3%	4.6%
Land Rover	1,276	1,100	-14%	1.0%	1.0%
Lexus	4,123	3,281	-20%	3.3%	3.0%
Lincoln	482	408	-15%	0.4%	0.4%
Maserati	134	92	-31%	0.1%	0.1%
Mazda	3,839	3,270	-15%	3.0%	3.0%
Mercedes	4,301	3,694	-14%	3.4%	3.4%
MINI	373	419	12%	0.3%	0.4%
Mitsubishi	339	188	-45%	0.3%	0.2%
Nissan	7,056	5,119	-27%	5.6%	4.7%
Other	299	200	-33%	0.2%	0.2%
Porsche	908	844	-7%	0.7%	0.8%
Ram	2,159	2,073	-4%	1.7%	1.9%
Subaru	6,313	5,667	-10%	5.0%	5.3%
Tesla	5,527	5,706	3%	4.4%	5.3%
Toyota	23,589	20,112	-15%	18.7%	18.7%
Volkswagen	3,541	3,000	-15%	2.8%	2.8%
Volvo	965	980	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 November vs. YTD 2019



Data Source: AutoCount data from Experian.