

# San Diego Outlook

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New Car  
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San Diego County

Covering the San Diego County automotive market

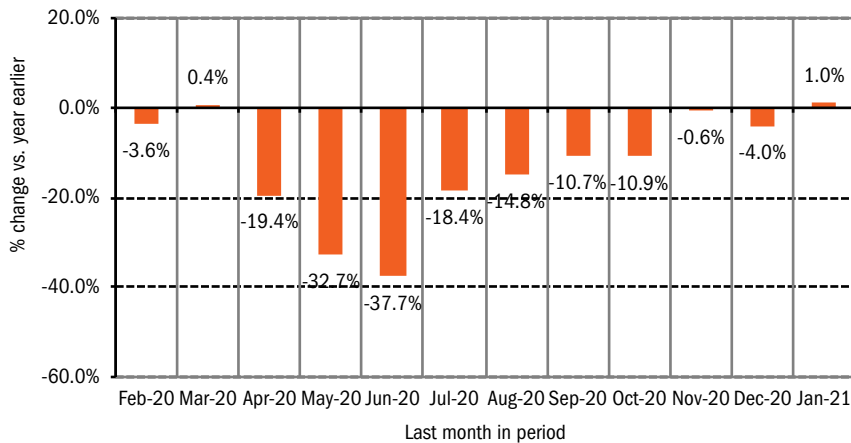
Data thru January 2021

## San Diego County New Retail Car and Light Truck Registrations

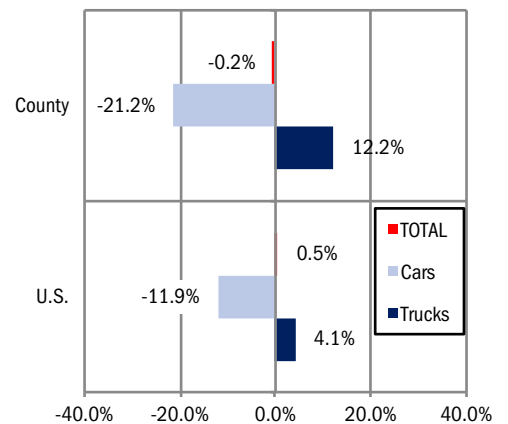
	Most Recent Two Months			Annual Totals			Annual Market Share		
	12/19 & 1/20	12/20 & 1/21	% change	2019	2020	% change	2019	2020	change
Industry Total	23,917	23,870	-0.2%	138,349	119,841	-13.4%			
Cars	8,868	6,990	-21.2%	54,882	40,004	-27.1%	39.7	33.4	-6.3
Light Trucks	15,049	16,880	12.2%	83,467	79,837	-4.3%	60.3	66.6	6.3

Data Source: AutoCount data from Experian.

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



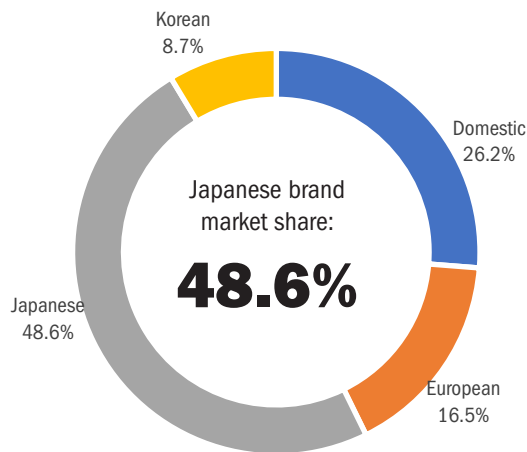
### Percent Change in County and U.S. New Retail Light Vehicle Markets Dec. '20 & Jan. '21 vs. Year Earlier



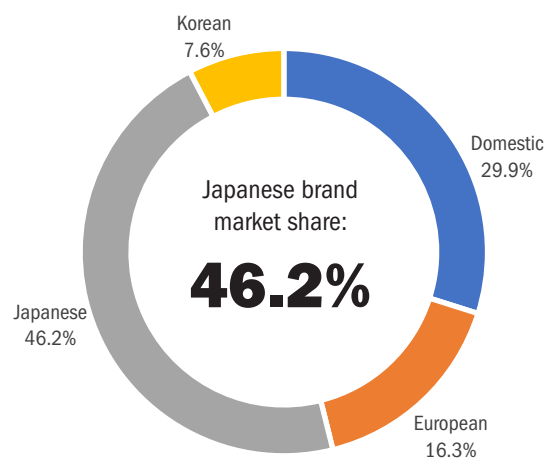
The graph above provides a clear picture of the trending direction of the county market. It shows the year-over-year percent change in the three month moving average of new retail light vehicle registrations. The three month moving average is less erratic than monthly registrations, which can fluctuate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

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 - Dec. '19 & Jan. '20



### Japanese, Domestic, European, and Korean Brand Market Shares - Dec. '20 & Jan. '21



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.

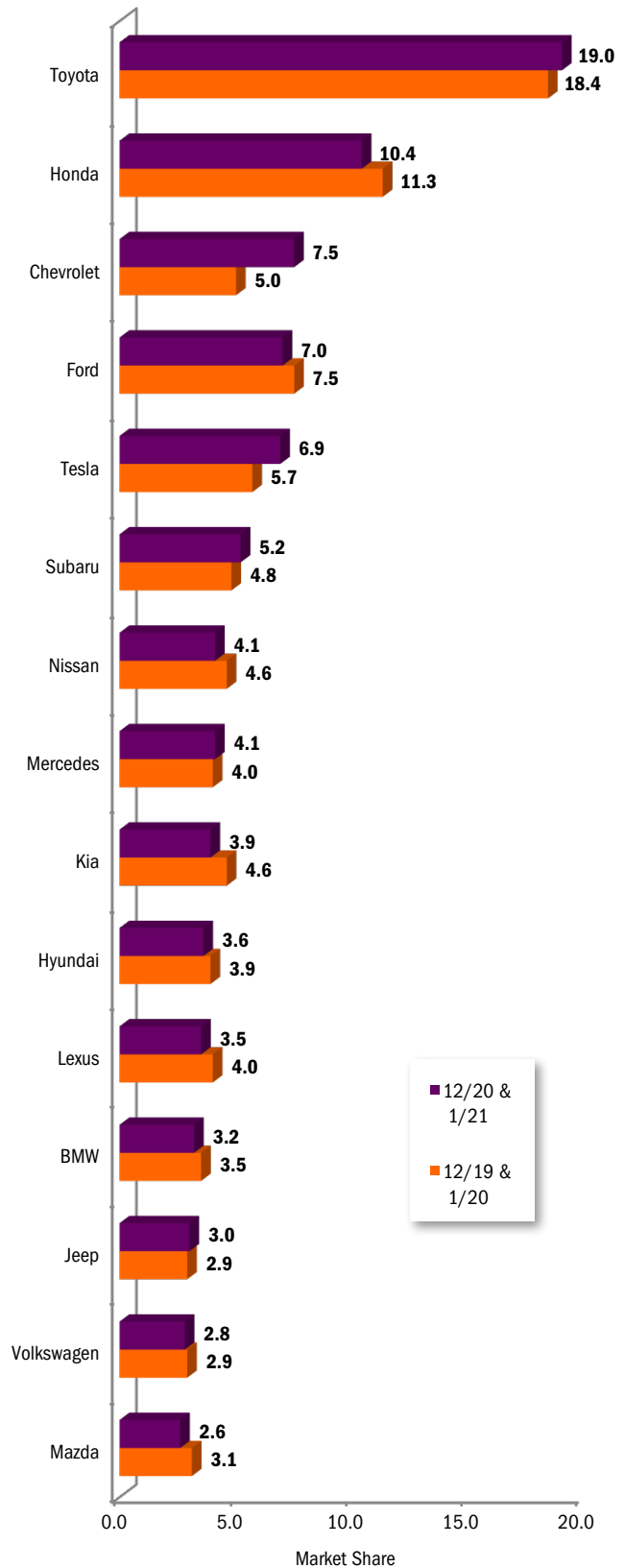
San Diego County New Retail Light Vehicle Registrations					
	Registrations - 2 months combined			Market share	
	12/19 & 12/20 & 1/20		% change	12/19 & 1/20	12/20 & 1/21
	12/19 & 1/20	12/20 & 1/21		12/19 & 1/20	12/20 & 1/21
Acura	303	211	-30%	1.3%	0.9%
Alfa Romeo	63	39	-38%	0.3%	0.2%
Audi	541	443	-18%	2.3%	1.9%
BMW	840	772	-8%	3.5%	3.2%
Buick	63	48	-24%	0.3%	0.2%
Cadillac	104	107	3%	0.4%	0.4%
Chevrolet	1,186	1,788	51%	5.0%	7.5%
Chrysler	64	88	38%	0.3%	0.4%
Dodge	205	168	-18%	0.9%	0.7%
FIAT	13	0	-100%	0.1%	0.0%
Ford	1,790	1,670	-7%	7.5%	7.0%
Genesis	45	36	-20%	0.2%	0.2%
GMC	241	323	34%	1.0%	1.4%
Honda	2,703	2,491	-8%	11.3%	10.4%
Hyundai	935	860	-8%	3.9%	3.6%
Infiniti	226	121	-46%	0.9%	0.5%
Jaguar	60	27	-55%	0.3%	0.1%
Jeep	695	714	3%	2.9%	3.0%
Kia	1,091	929	-15%	4.6%	3.9%
Land Rover	254	326	28%	1.1%	1.4%
Lexus	957	840	-12%	4.0%	3.5%
Lincoln	123	74	-40%	0.5%	0.3%
Maserati	26	15	-42%	0.1%	0.1%
Mazda	741	609	-18%	3.1%	2.6%
Mercedes	949	990	4%	4.0%	4.1%
MINI	70	67	-4%	0.3%	0.3%
Mitsubishi	56	18	-68%	0.2%	0.1%
Nissan	1,100	969	-12%	4.6%	4.1%
Other	48	45	-6%	0.2%	0.2%
Porsche	187	198	6%	0.8%	0.8%
Ram	433	496	15%	1.8%	2.1%
Subaru	1,137	1,233	8%	4.8%	5.2%
Tesla	1,372	1,655	21%	5.7%	6.9%
Toyota	4,403	4,543	3%	18.4%	19.0%
Volkswagen	693	680	-2%	2.9%	2.8%
Volvo	200	277	39%	0.8%	1.2%

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  
Dec. '20 & Jan. '21 vs. Year Earlier



Data Source: AutoCount data from Experian.