

San Diego Outlook

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New Car
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San Diego County

Covering the San Diego County automotive market

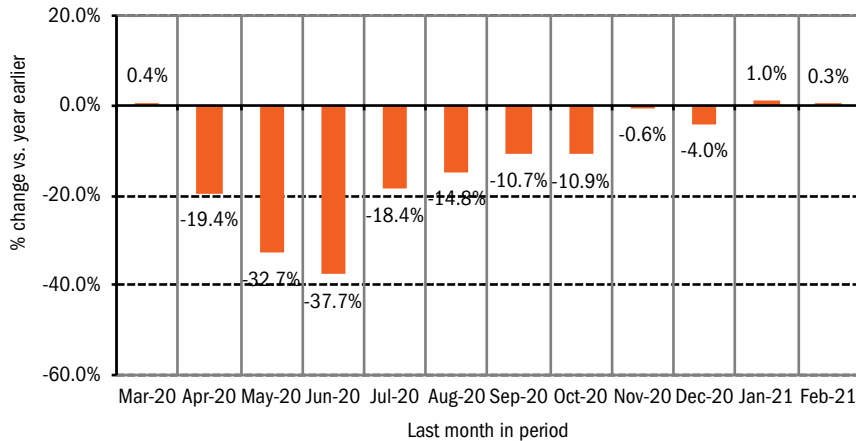
Data thru February 2021

San Diego County New Retail Car and Light Truck Registrations

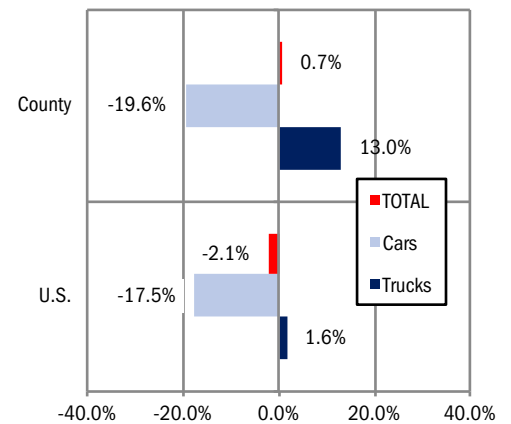
	YTD thru Feb.			YTD Market Share		
	2020	2021	% change	2020	2021	change
Industry Total	21,495	21,646	0.7%			
Cars	8,117	6,530	-19.6%	37.8	30.2	-7.6
Light Trucks	13,378	15,116	13.0%	62.2	69.8	7.6

Data Source: AutoCount data from Experian.

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



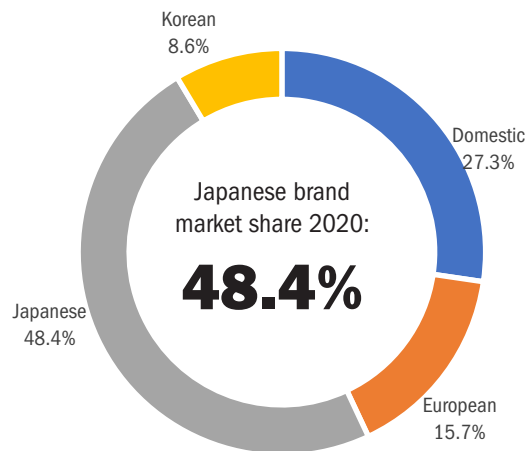
Percent Change in County and U.S. New Retail Light Vehicle Markets YTD '21 thru Feb. vs. Year Earlier



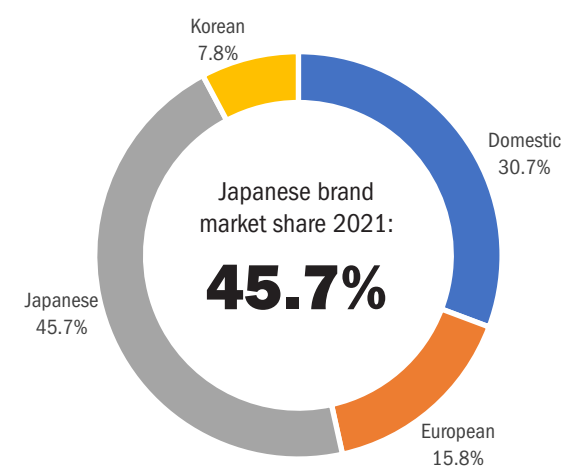
The graph above provides a clear picture of the trending direction of the county market. It shows the year-over-year percent change in the three month moving average of new retail light vehicle registrations. The three month moving average is less erratic than monthly registrations, which can fluctuate 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 - YTD '20 thru Feb.



Japanese, Domestic, European, and Korean Brand Market Shares - YTD '21 thru Feb.



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.

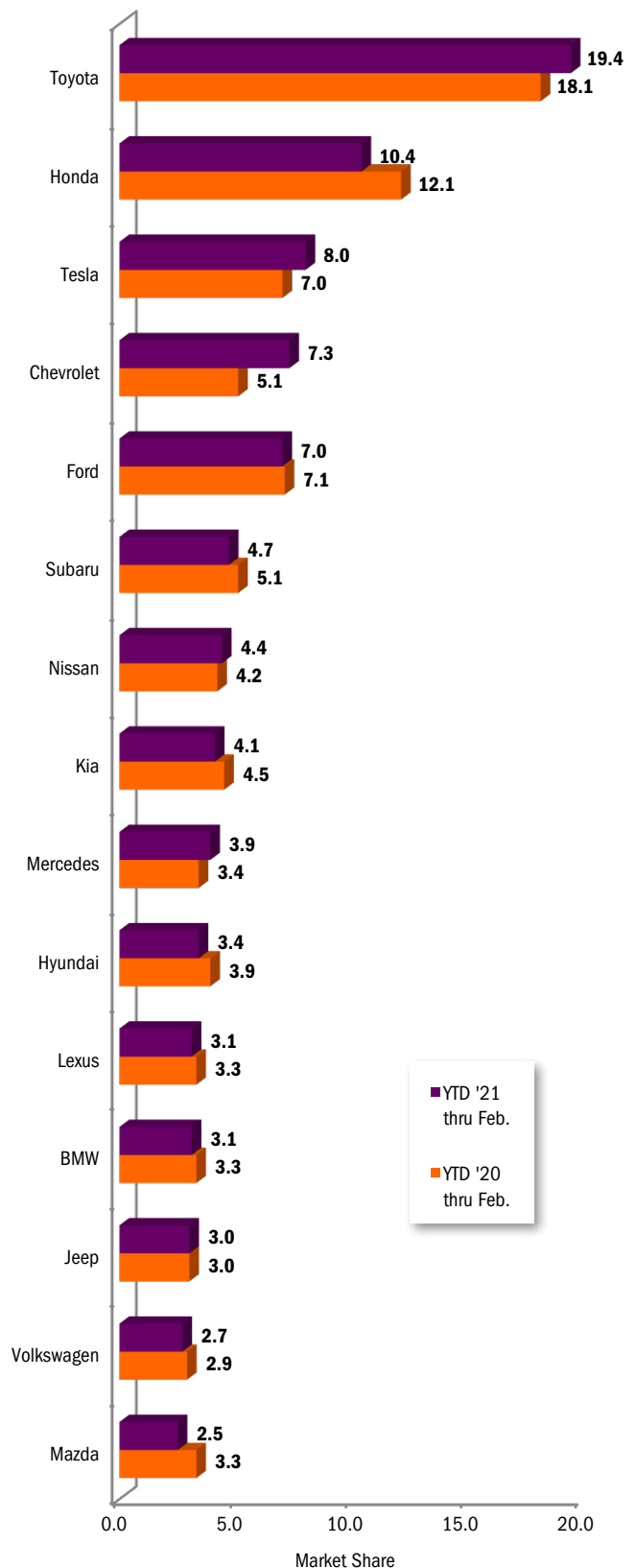
San Diego County New Retail Light Vehicle Registrations					
	Registrations			Market share	
	YTD '20	YTD '21	% change	YTD '20	YTD '21
	thru Feb.	thru Feb.		thru Feb.	thru Feb.
Acura	278	182	-35%	1.3%	0.8%
Alfa Romeo	47	33	-30%	0.2%	0.2%
Audi	459	428	-7%	2.1%	2.0%
BMW	719	662	-8%	3.3%	3.1%
Buick	72	40	-44%	0.3%	0.2%
Cadillac	75	94	25%	0.3%	0.4%
Chevrolet	1,106	1,570	42%	5.1%	7.3%
Chrysler	67	69	3%	0.3%	0.3%
Dodge	195	172	-12%	0.9%	0.8%
FIAT	14	1	-93%	0.1%	0.0%
Ford	1,524	1,520	0%	7.1%	7.0%
Genesis	37	45	22%	0.2%	0.2%
GMC	220	275	25%	1.0%	1.3%
Honda	2,597	2,246	-14%	12.1%	10.4%
Hyundai	834	742	-11%	3.9%	3.4%
Infiniti	174	88	-49%	0.8%	0.4%
Jaguar	55	29	-47%	0.3%	0.1%
Jeep	651	655	1%	3.0%	3.0%
Kia	977	896	-8%	4.5%	4.1%
Land Rover	230	295	28%	1.1%	1.4%
Lexus	713	663	-7%	3.3%	3.1%
Lincoln	93	75	-19%	0.4%	0.3%
Maserati	22	14	-36%	0.1%	0.1%
Mazda	701	540	-23%	3.3%	2.5%
Mercedes	722	852	18%	3.4%	3.9%
MINI	86	51	-41%	0.4%	0.2%
Mitsubishi	53	15	-72%	0.2%	0.1%
Nissan	908	946	4%	4.2%	4.4%
Other	42	50	19%	0.2%	0.2%
Porsche	155	218	41%	0.7%	1.0%
Ram	375	443	18%	1.7%	2.0%
Subaru	1,096	1,009	-8%	5.1%	4.7%
Tesla	1,495	1,736	16%	7.0%	8.0%
Toyota	3,880	4,202	8%	18.1%	19.4%
Volkswagen	614	584	-5%	2.9%	2.7%
Volvo	209	206	-1%	1.0%	1.0%

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 '21 thru Feb. vs. Year Earlier



Data Source: AutoCount data from Experian.