

San Diego Outlook

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New Car
Dealers Association
San Diego County

Covering the San Diego County automotive market

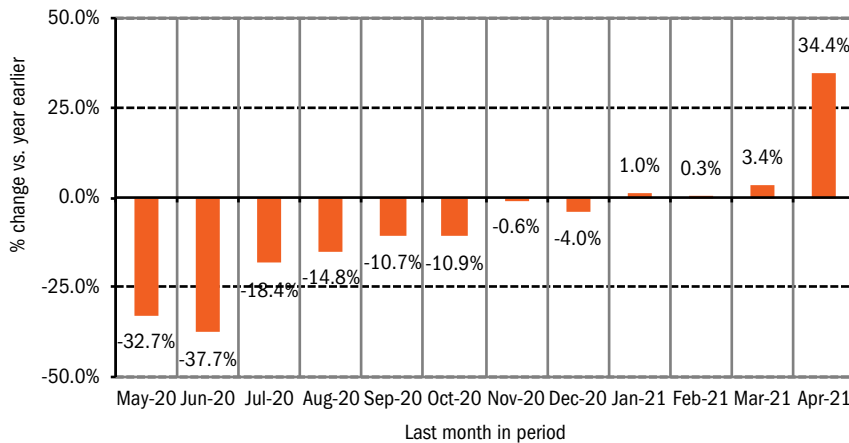
Data thru April 2021

San Diego County New Retail Car and Light Truck Registrations

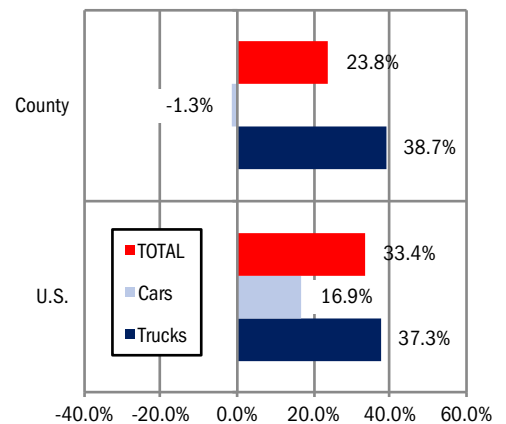
	Most Recent Two Months			YTD thru Apr.			YTD Market Share		
	3/20 & 4/20	3/21 & 4/21	% change	2020	2021	% change	2020	2021	change
Industry Total	16,875	25,855	53.2%	38,370	47,501	23.8%			
Cars	6,325	7,686	21.5%	14,326	14,145	-1.3%	37.3	29.8	-7.5
Light Trucks	10,550	18,169	72.2%	24,044	33,356	38.7%	62.7	70.2	7.5

Data Source: AutoCount data from Experian.

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



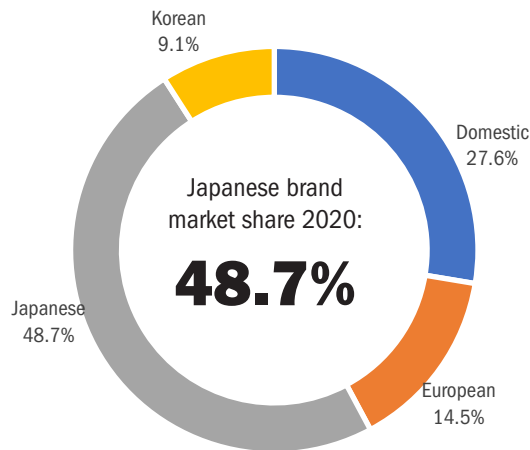
Percent Change in County and U.S. New Retail Light Vehicle Markets YTD '21 thru Apr. vs. Year Earlier



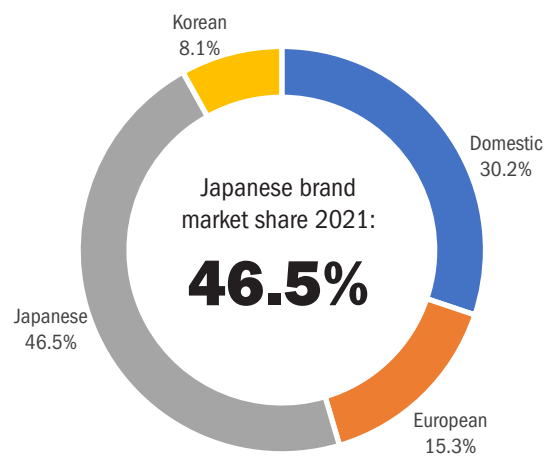
The graph above provides a clear picture of the trending direction of the county market. It shows the year-over-year percent change in the three month moving average of new retail light vehicle registrations. The three month moving average is less erratic than monthly registrations, which can fluctuate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



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



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.

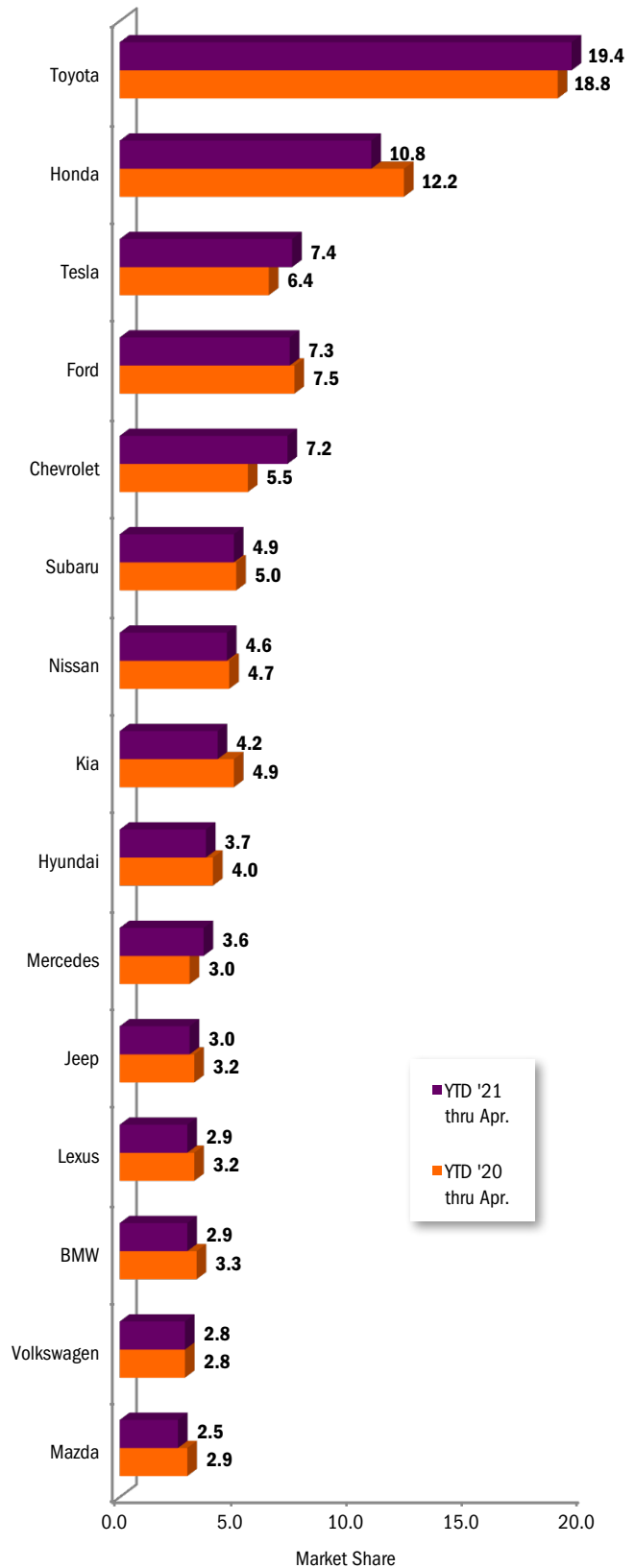
San Diego County New Retail Light Vehicle Registrations					
	Registrations			Market share	
	YTD '20	YTD '21	% change	YTD '20	YTD '21
	thru Apr.	thru Apr.		thru Apr.	thru Apr.
Acura	436	412	-6%	1.1%	0.9%
Alfa Romeo	87	64	-26%	0.2%	0.1%
Audi	697	1,019	46%	1.8%	2.1%
BMW	1,250	1,357	9%	3.3%	2.9%
Buick	116	101	-13%	0.3%	0.2%
Cadillac	121	223	84%	0.3%	0.5%
Chevrolet	2,128	3,407	60%	5.5%	7.2%
Chrysler	108	159	47%	0.3%	0.3%
Dodge	360	384	7%	0.9%	0.8%
FIAT	20	4	-80%	0.1%	0.0%
Ford	2,876	3,488	21%	7.5%	7.3%
Genesis	65	102	57%	0.2%	0.2%
GMC	397	594	50%	1.0%	1.3%
Honda	4,673	5,120	10%	12.2%	10.8%
Hyundai	1,546	1,758	14%	4.0%	3.7%
Infiniti	271	198	-27%	0.7%	0.4%
Jaguar	93	88	-5%	0.2%	0.2%
Jeep	1,236	1,402	13%	3.2%	3.0%
Kia	1,876	1,977	5%	4.9%	4.2%
Land Rover	368	583	58%	1.0%	1.2%
Lexus	1,226	1,379	12%	3.2%	2.9%
Lincoln	156	165	6%	0.4%	0.3%
Maserati	44	33	-25%	0.1%	0.1%
Mazda	1,123	1,200	7%	2.9%	2.5%
Mercedes	1,156	1,714	48%	3.0%	3.6%
MINI	147	103	-30%	0.4%	0.2%
Mitsubishi	80	60	-25%	0.2%	0.1%
Nissan	1,788	2,183	22%	4.7%	4.6%
Other	79	95	20%	0.2%	0.2%
Porsche	243	428	76%	0.6%	0.9%
Ram	663	896	35%	1.7%	1.9%
Subaru	1,908	2,337	22%	5.0%	4.9%
Tesla	2,440	3,505	44%	6.4%	7.4%
Toyota	7,196	9,195	28%	18.8%	19.4%
Volkswagen	1,074	1,336	24%	2.8%	2.8%
Volvo	323	432	34%	0.8%	0.9%

Top ten ranked brands in each percent change category are shaded gray.
Data Source: AutoCount data from Experian.

This report is sponsored by the New Car Dealers Association San Diego County (858-550-0080) and produced by Auto Outlook (610-640-1233). Any material quoted must be attributed to San Diego Auto Outlook, published by Auto Outlook, Inc. on behalf of NCDA San Diego County. Data source must also be shown as "Data Source: AutoCount Data from Experian." Please contact the Association with any questions or comments regarding the publication.

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County Market Share for Top 15 Selling Brands
YTD '21 thru Apr. vs. Year Earlier



Data Source: AutoCount data from Experian.