

San Diego Outlook

Released by:
New Car
Dealers Association
San Diego County

Covering the San Diego County automotive market

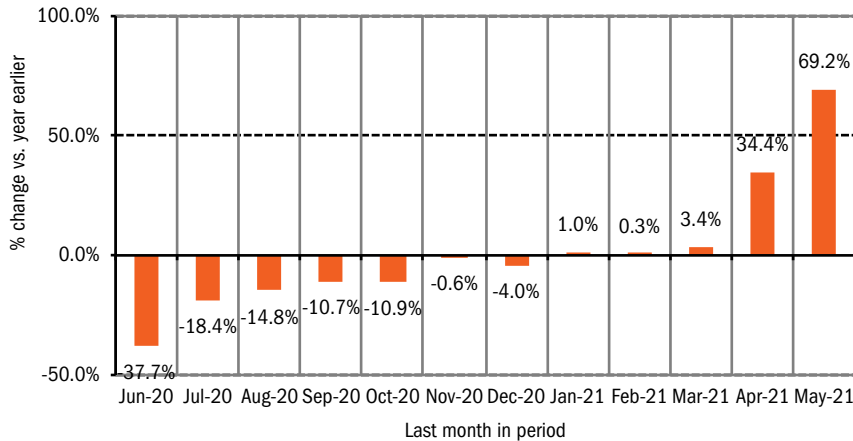
Data thru May 2021

San Diego County New Retail Car and Light Truck Registrations

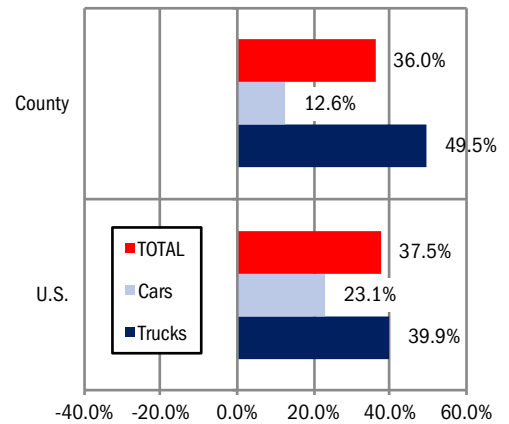
	Most Recent Two Months			YTD thru May			YTD Market Share		
	4/20 & 5/20	4/21 & 5/21	% change	2020	2021	% change	2020	2021	change
Industry Total	11,039	25,899	134.6%	44,409	60,409	36.0%			
Cars	3,771	8,193	117.3%	16,189	18,226	12.6%	36.5	30.2	-6.3
Light Trucks	7,268	17,706	143.6%	28,220	42,183	49.5%	63.5	69.8	6.3

Data Source: AutoCount data from Experian.

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



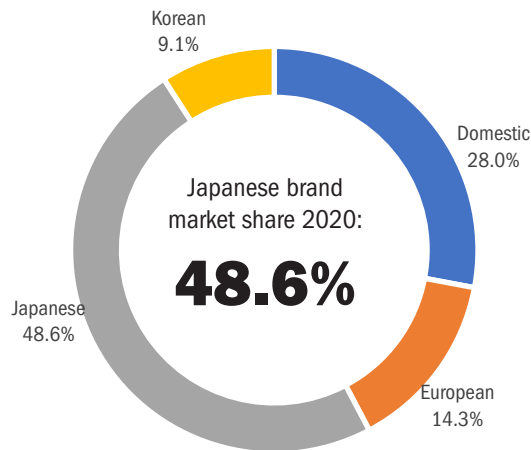
Percent Change in County and U.S. New Retail Light Vehicle Markets YTD '21 thru May vs. Year Earlier



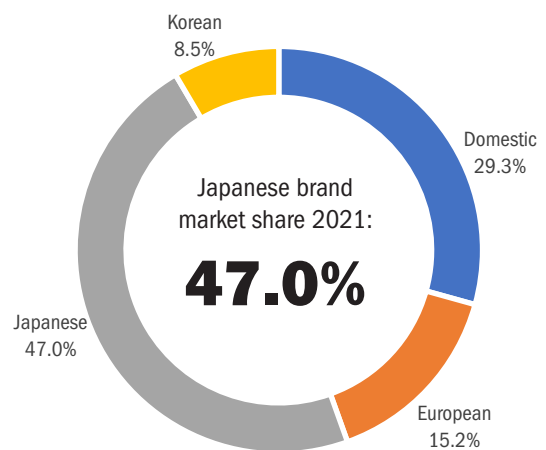
The graph above provides a clear picture of the trending direction of the county market. It shows the year-over-year percent change in the three month moving average of new retail light vehicle registrations. The three month moving average is less erratic than monthly registrations, which can fluctuate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



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



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.

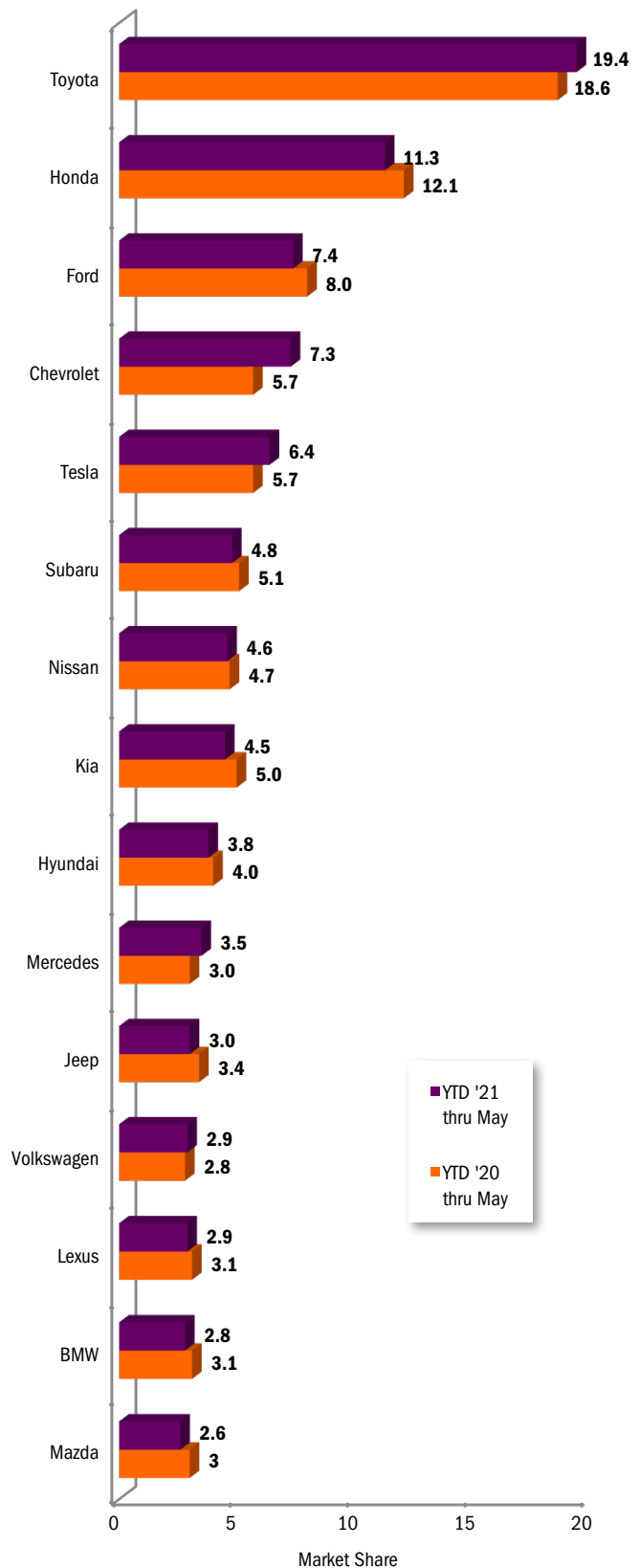
San Diego County New Retail Light Vehicle Registrations					
	Registrations			Market share	
	YTD '20	YTD '21	% change	YTD '20	YTD '21
	thru May	thru May		thru May	thru May
Acura	496	548	10%	1.1%	0.9%
Alfa Romeo	97	68	-30%	0.2%	0.1%
Audi	784	1,269	62%	1.8%	2.1%
BMW	1,370	1,703	24%	3.1%	2.8%
Buick	138	122	-12%	0.3%	0.2%
Cadillac	145	279	92%	0.3%	0.5%
Chevrolet	2,525	4,380	73%	5.7%	7.3%
Chrysler	121	210	74%	0.3%	0.3%
Dodge	423	491	16%	1.0%	0.8%
FIAT	24	5	-79%	0.1%	0.0%
Ford	3,539	4,482	27%	8.0%	7.4%
Genesis	70	131	87%	0.2%	0.2%
GMC	492	730	48%	1.1%	1.2%
Honda	5,380	6,801	26%	12.1%	11.3%
Hyundai	1,780	2,296	29%	4.0%	3.8%
Infiniti	295	235	-20%	0.7%	0.4%
Jaguar	101	120	19%	0.2%	0.2%
Jeep	1,494	1,816	22%	3.4%	3.0%
Kia	2,201	2,693	22%	5.0%	4.5%
Land Rover	429	704	64%	1.0%	1.2%
Lexus	1,396	1,781	28%	3.1%	2.9%
Lincoln	175	203	16%	0.4%	0.3%
Maserati	46	44	-4%	0.1%	0.1%
Mazda	1,331	1,562	17%	3.0%	2.6%
Mercedes	1,326	2,140	61%	3.0%	3.5%
MINI	172	155	-10%	0.4%	0.3%
Mitsubishi	84	84	0%	0.2%	0.1%
Nissan	2,071	2,787	35%	4.7%	4.6%
Other	95	107	13%	0.2%	0.2%
Porsche	297	552	86%	0.7%	0.9%
Ram	813	1,133	39%	1.8%	1.9%
Subaru	2,275	2,892	27%	5.1%	4.8%
Tesla	2,549	3,861	51%	5.7%	6.4%
Toyota	8,255	11,701	42%	18.6%	19.4%
Volkswagen	1,240	1,758	42%	2.8%	2.9%
Volvo	380	566	49%	0.9%	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.

Copyright June 2021.

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



Data Source: AutoCount data from Experian.