

San Diego Outlook

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New Car
Dealers Association
San Diego County

Covering the San Diego County automotive market

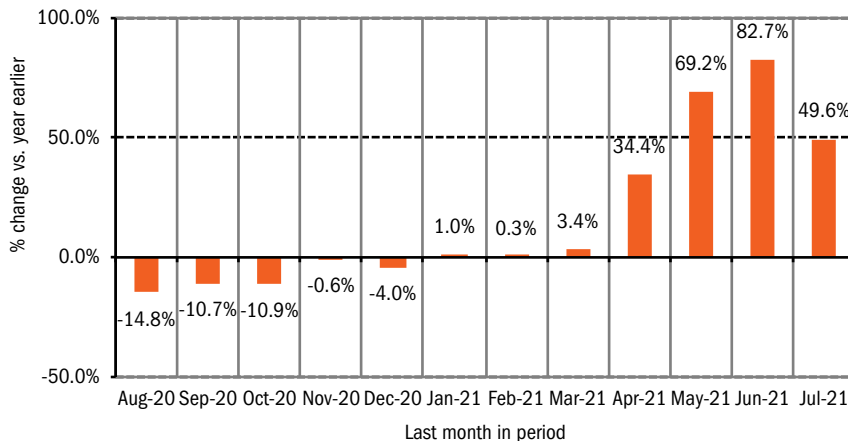
Data thru July 2021

San Diego County New Retail Car and Light Truck Registrations

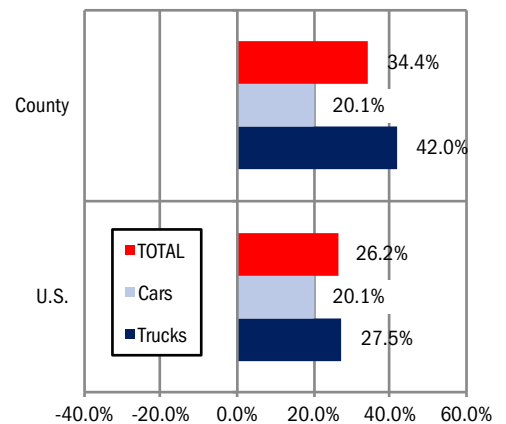
	Most Recent Two Months			YTD thru July			YTD Market Share		
	6/20 & 7/20	6/21 & 7/21	% change	2020	2021	% change	2020	2021	change
Industry Total	20,746	27,147	30.9%	65,155	87,556	34.4%			
Cars	6,404	8,911	39.1%	22,593	27,137	20.1%	34.7	31.0	-3.7
Light Trucks	14,342	18,236	27.2%	42,562	60,419	42.0%	65.3	69.0	3.7

Data Source: AutoCount data from Experian.

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



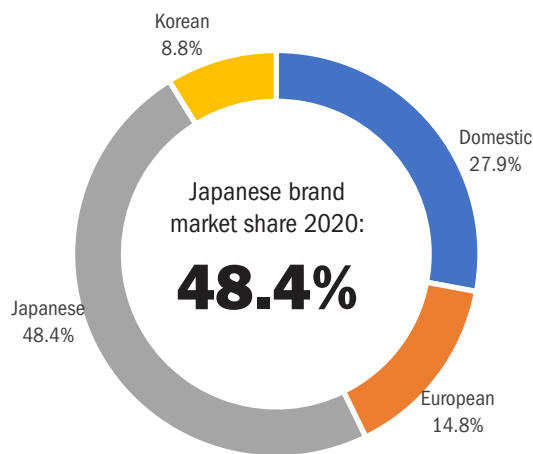
Percent Change in County and U.S. New Retail Light Vehicle Markets YTD '21 thru July vs. Year Earlier



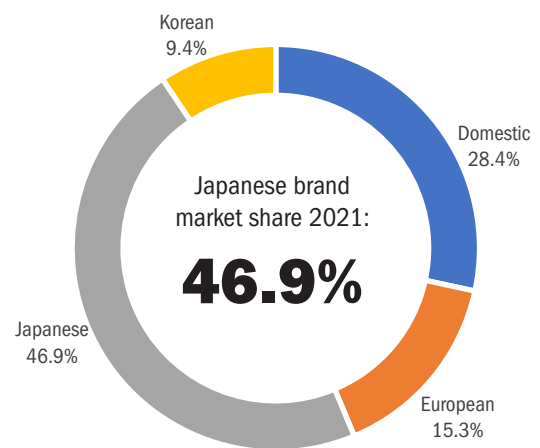
The graph above provides a clear picture of the trending direction of the county market. It shows the year-over-year percent change in the three month moving average of new retail light vehicle registrations. The three month moving average is less erratic than monthly registrations, which can fluctuate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



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



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.

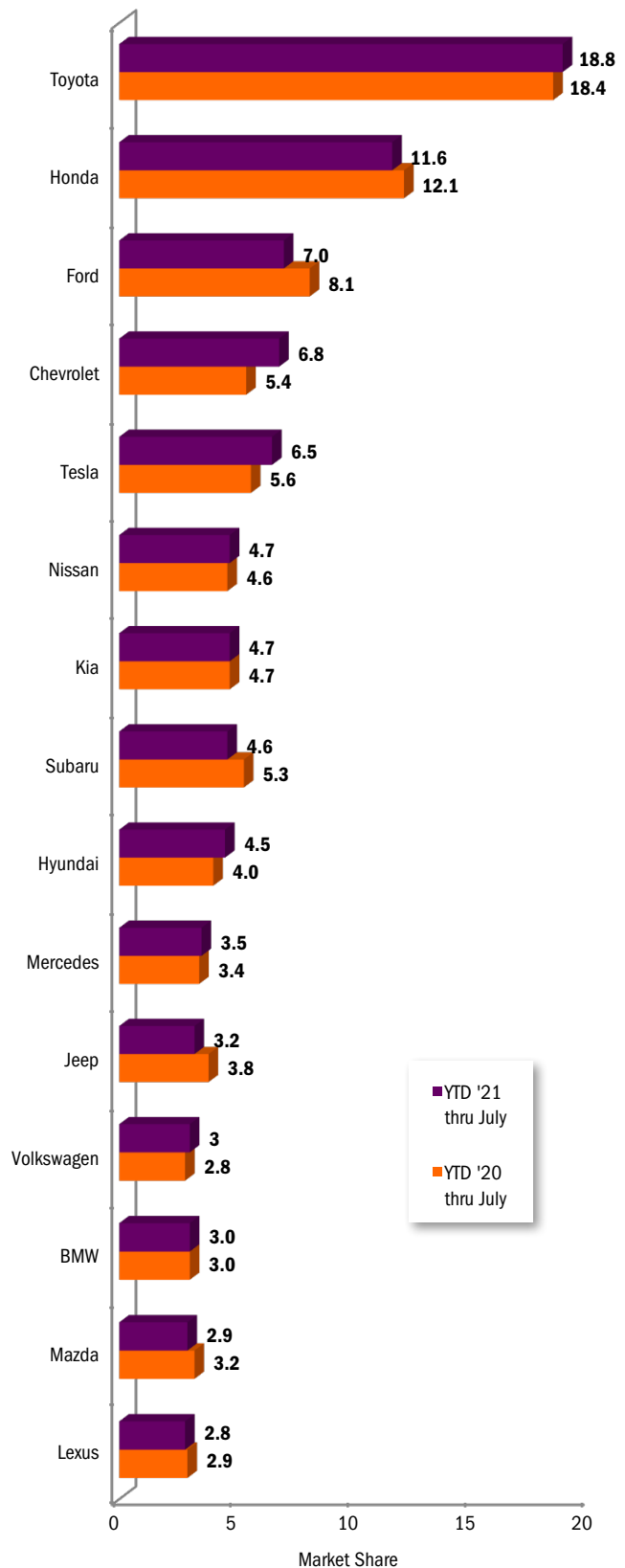
San Diego County New Retail Light Vehicle Registrations					
	Registrations			Market share	
	YTD '20	YTD '21	% change	YTD '20	YTD '21
	thru July	thru July		thru July	thru July
Acura	688	793	15%	1.1%	0.9%
Alfa Romeo	148	103	-30%	0.2%	0.1%
Audi	1,167	1,698	46%	1.8%	1.9%
BMW	1,956	2,653	36%	3.0%	3.0%
Buick	180	191	6%	0.3%	0.2%
Cadillac	202	377	87%	0.3%	0.4%
Chevrolet	3,517	5,952	69%	5.4%	6.8%
Chrysler	164	263	60%	0.3%	0.3%
Dodge	580	671	16%	0.9%	0.8%
FIAT	28	5	-82%	0.0%	0.0%
Ford	5,288	6,094	15%	8.1%	7.0%
Genesis	104	207	99%	0.2%	0.2%
GMC	683	1,028	51%	1.0%	1.2%
Honda	7,866	10,182	29%	12.1%	11.6%
Hyundai	2,585	3,897	51%	4.0%	4.5%
Infiniti	442	347	-21%	0.7%	0.4%
Jaguar	142	169	19%	0.2%	0.2%
Jeep	2,453	2,765	13%	3.8%	3.2%
Kia	3,057	4,121	35%	4.7%	4.7%
Land Rover	648	969	50%	1.0%	1.1%
Lexus	1,900	2,468	30%	2.9%	2.8%
Lincoln	246	247	0%	0.4%	0.3%
Maserati	66	70	6%	0.1%	0.1%
Mazda	2,096	2,539	21%	3.2%	2.9%
Mercedes	2,197	3,042	38%	3.4%	3.5%
MINI	251	250	0%	0.4%	0.3%
Mitsubishi	122	131	7%	0.2%	0.1%
Nissan	3,029	4,113	36%	4.6%	4.7%
Other	132	149	13%	0.2%	0.2%
Porsche	489	771	58%	0.8%	0.9%
Ram	1,267	1,591	26%	1.9%	1.8%
Subaru	3,447	4,032	17%	5.3%	4.6%
Tesla	3,627	5,671	56%	5.6%	6.5%
Toyota	11,957	16,456	38%	18.4%	18.8%
Volkswagen	1,832	2,647	44%	2.8%	3.0%
Volvo	599	894	49%	0.9%	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 July vs. Year Earlier



Data Source: AutoCount data from Experian.