

# San Diego Outlook

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New Car  
Dealers Association  
San Diego County

Covering the San Diego County automotive market

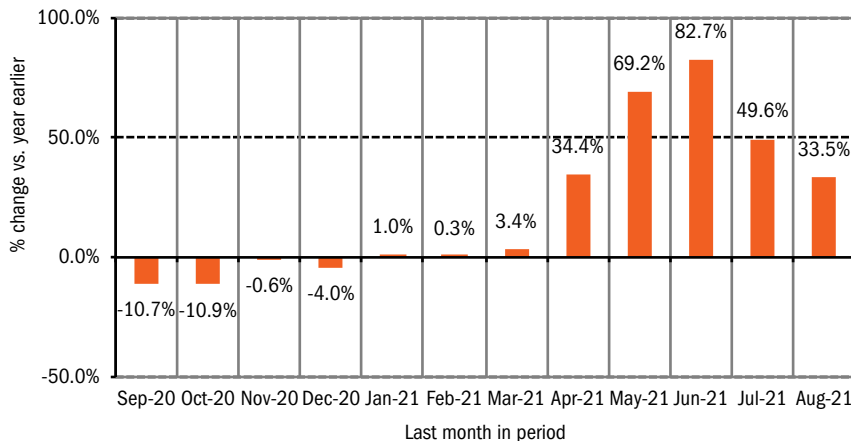
Data thru August 2021

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

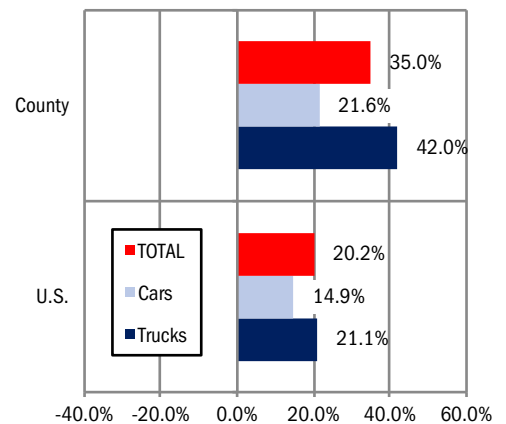
	Most Recent Two Months			YTD thru Aug.			YTD Market Share		
	7/20 & 8/20	7/21 & 8/21	% change	2020	2021	% change	2020	2021	change
Industry Total	18,870	25,369	34.4%	74,547	100,632	35.0%			
Cars	6,063	8,147	34.4%	25,572	31,098	21.6%	34.3	30.9	-3.4
Light Trucks	12,807	17,222	34.5%	48,975	69,534	42.0%	65.7	69.1	3.4

Data Source: AutoCount data from Experian.

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



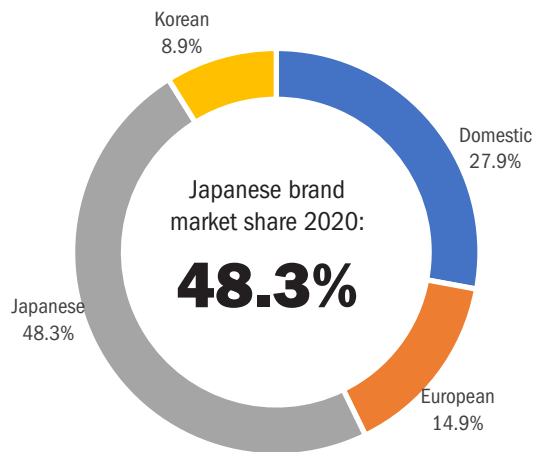
### Percent Change in County and U.S. New Retail Light Vehicle Markets YTD '21 thru August vs. Year Earlier



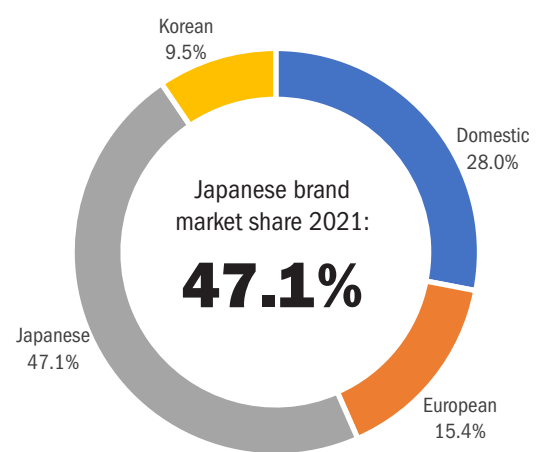
The graph above provides a clear picture of the trending direction of the county market. It shows the year-over-year percent change in the three month moving average of new retail light vehicle registrations. The three month moving average is less erratic than monthly registrations, which can fluctuate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



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



Data Source: AutoCount data from Experian.

## Data Information

Data presented in Auto Outlook measures new retail vehicle registrations in San Diego County. **Recording of new vehicle registrations typically lags the reporting of actual sales at dealerships. As a result, registrations for August consist of many vehicles that were sold in July, contributing to the relatively strong results in the month. The new vehicle sales pace weakened during August as inventories declined, which will primarily be reflected in September registration data.** Data Source: AutoCount data from Experian.

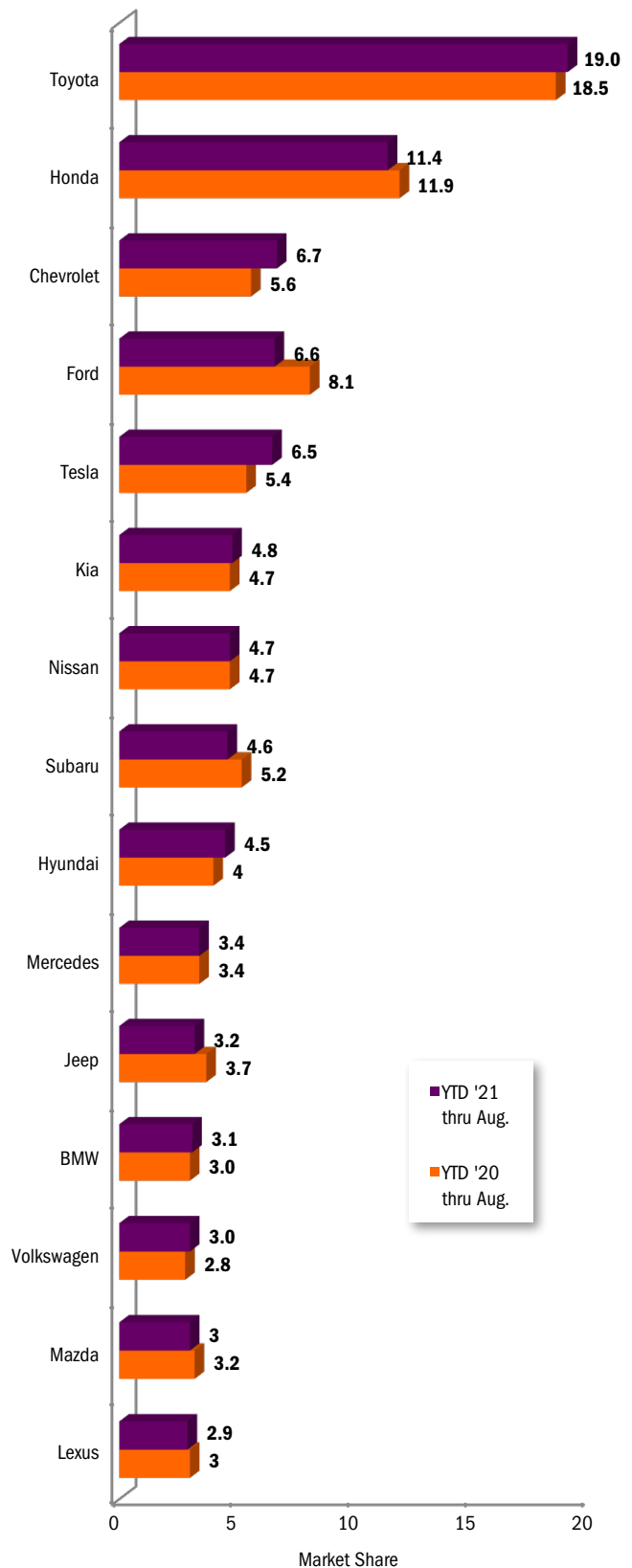
San Diego County New Retail Light Vehicle Registrations					
	Registrations			Market share	
	YTD '20	YTD '21	% change	YTD '20	YTD '21
	thru Aug.	thru Aug.		thru Aug.	thru Aug.
Acura	757	928	23%	1.0%	0.9%
Alfa Romeo	157	115	-27%	0.2%	0.1%
Audi	1,341	1,901	42%	1.8%	1.9%
BMW	2,228	3,121	40%	3.0%	3.1%
Buick	212	215	1%	0.3%	0.2%
Cadillac	251	419	67%	0.3%	0.4%
Chevrolet	4,143	6,782	64%	5.6%	6.7%
Chrysler	185	280	51%	0.2%	0.3%
Dodge	665	781	17%	0.9%	0.8%
FIAT	29	5	-83%	0.0%	0.0%
Ford	6,016	6,674	11%	8.1%	6.6%
Genesis	117	257	120%	0.2%	0.3%
GMC	794	1,160	46%	1.1%	1.2%
Honda	8,876	11,464	29%	11.9%	11.4%
Hyundai	3,007	4,497	50%	4.0%	4.5%
Infiniti	504	394	-22%	0.7%	0.4%
Jaguar	161	185	15%	0.2%	0.2%
Jeep	2,763	3,237	17%	3.7%	3.2%
Kia	3,496	4,789	37%	4.7%	4.8%
Land Rover	742	1,096	48%	1.0%	1.1%
Lexus	2,220	2,929	32%	3.0%	2.9%
Lincoln	267	266	0%	0.4%	0.3%
Maserati	73	89	22%	0.1%	0.1%
Mazda	2,373	3,005	27%	3.2%	3.0%
Mercedes	2,552	3,471	36%	3.4%	3.4%
MINI	294	294	0%	0.4%	0.3%
Mitsubishi	136	155	14%	0.2%	0.2%
Nissan	3,487	4,717	35%	4.7%	4.7%
Other	152	170	12%	0.2%	0.2%
Porsche	576	910	58%	0.8%	0.9%
Ram	1,458	1,823	25%	2.0%	1.8%
Subaru	3,851	4,649	21%	5.2%	4.6%
Tesla	4,050	6,572	62%	5.4%	6.5%
Toyota	13,822	19,161	39%	18.5%	19.0%
Volkswagen	2,107	3,068	46%	2.8%	3.0%
Volvo	685	1,053	54%	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 August vs. Year Earlier



Data Source: AutoCount data from Experian.