

San Diego Outlook

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New Car
Dealers Association
San Diego County

Covering the San Diego County automotive market

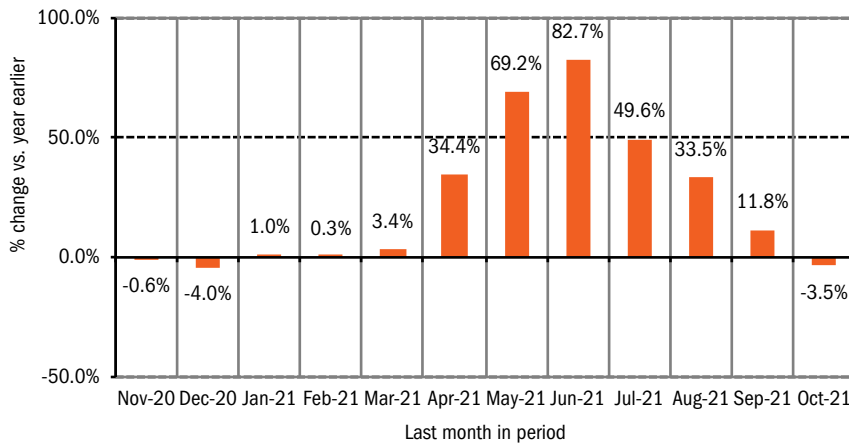
Data thru October 2021

San Diego County New Retail Car and Light Truck Registrations

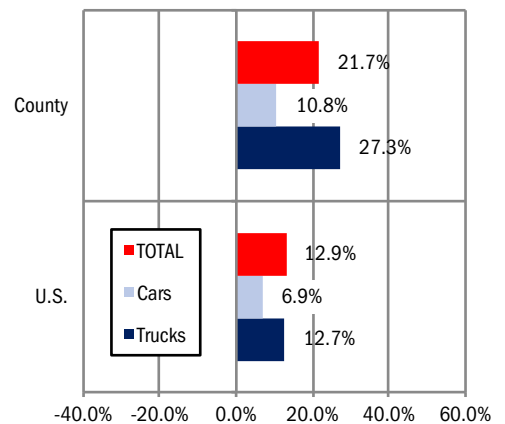
	Most Recent Two Months			YTD thru Oct.			YTD Market Share		
	9/20 & 10/20	9/21 & 10/21	% change	2020	2021	% change	2020	2021	change
Industry Total	23,250	18,416	-20.8%	97,797	119,048	21.7%			
Cars	7,388	5,408	-26.8%	32,960	36,506	10.8%	33.7	30.7	-3.0
Light Trucks	15,862	13,008	-18.0%	64,837	82,542	27.3%	66.3	69.3	3.0

Data Source: AutoCount data from Experian.

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



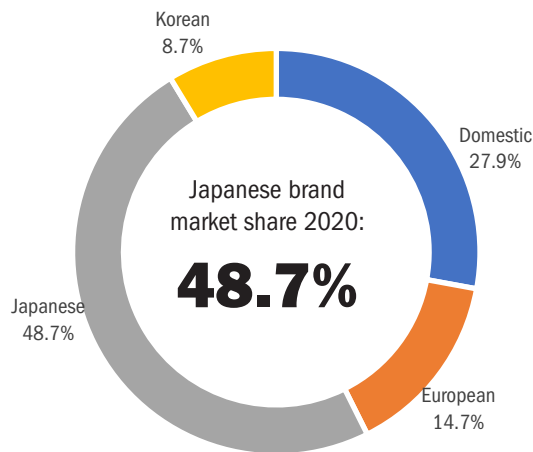
Percent Change in County and U.S. New Retail Light Vehicle Markets YTD '21 thru October vs. Year Earlier



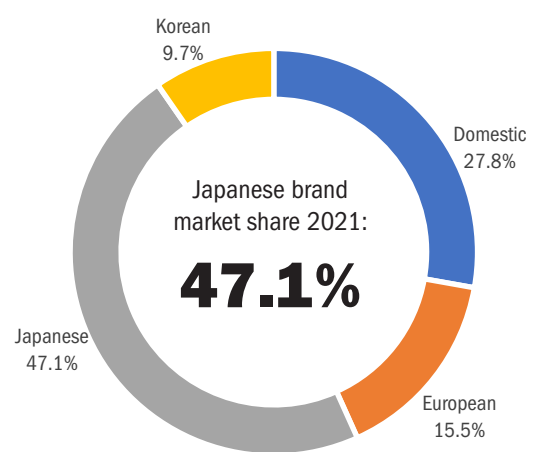
The graph above provides a clear picture of the trending direction of the county market. It shows the year-over-year percent change in the three month moving average of new retail light vehicle registrations. The three month moving average is less erratic than monthly registrations, which can fluctuate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



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



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.

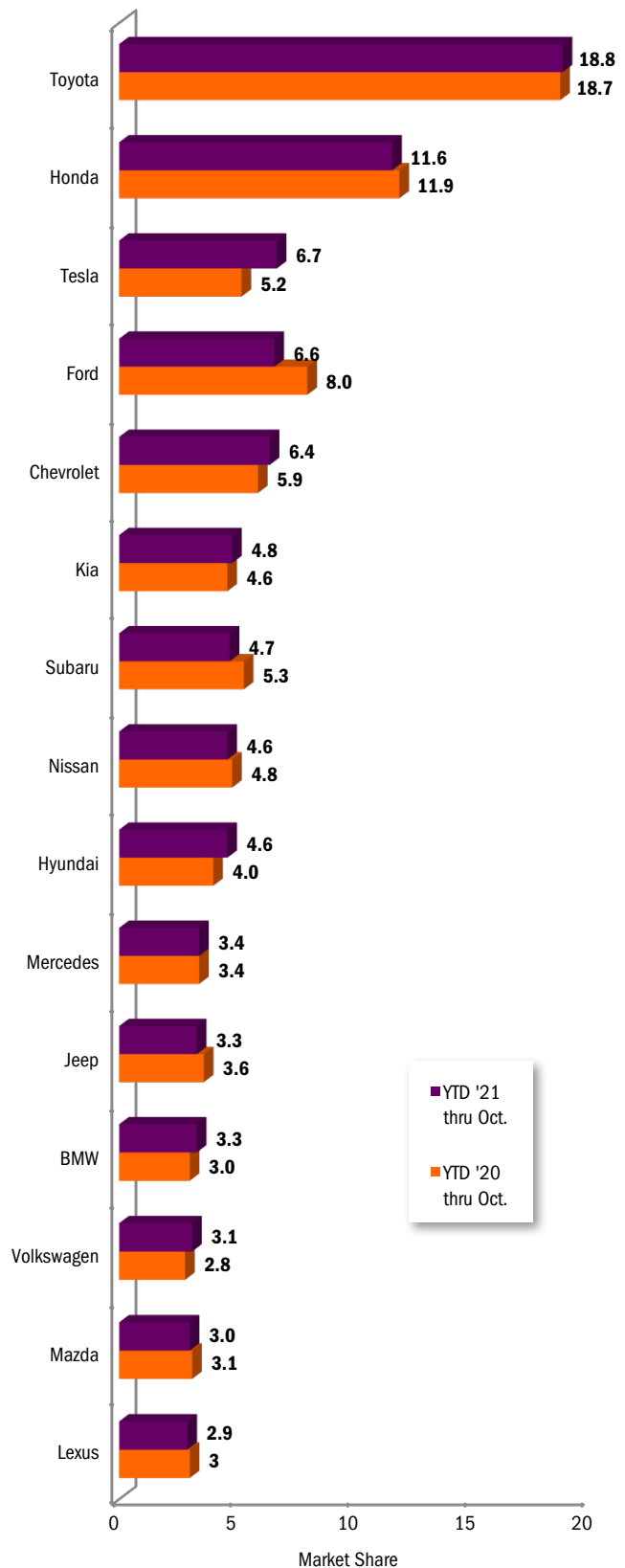
San Diego County New Retail Light Vehicle Registrations					
	Registrations			Market share	
	YTD '20	YTD '21	% change	YTD '20	YTD '21
	thru Oct.	thru Oct.		thru Oct.	thru Oct.
Acura	981	1,138	16%	1.0%	1.0%
Alfa Romeo	178	144	-19%	0.2%	0.1%
Audi	1,761	2,210	25%	1.8%	1.9%
BMW	2,915	3,877	33%	3.0%	3.3%
Buick	252	241	-4%	0.3%	0.2%
Cadillac	330	491	49%	0.3%	0.4%
Chevrolet	5,786	7,600	31%	5.9%	6.4%
Chrysler	250	301	20%	0.3%	0.3%
Dodge	908	906	0%	0.9%	0.8%
FIAT	31	5	-84%	0.0%	0.0%
Ford	7,811	7,856	1%	8.0%	6.6%
Genesis	135	333	147%	0.1%	0.3%
GMC	1,078	1,311	22%	1.1%	1.1%
Honda	11,683	13,822	18%	11.9%	11.6%
Hyundai	3,873	5,479	41%	4.0%	4.6%
Infiniti	624	448	-28%	0.6%	0.4%
Jaguar	230	201	-13%	0.2%	0.2%
Jeep	3,556	3,921	10%	3.6%	3.3%
Kia	4,502	5,679	26%	4.6%	4.8%
Land Rover	954	1,293	36%	1.0%	1.1%
Lexus	2,950	3,475	18%	3.0%	2.9%
Lincoln	361	296	-18%	0.4%	0.2%
Maserati	88	112	27%	0.1%	0.1%
Mazda	3,047	3,527	16%	3.1%	3.0%
Mercedes	3,308	4,049	22%	3.4%	3.4%
MINI	382	323	-15%	0.4%	0.3%
Mitsubishi	173	195	13%	0.2%	0.2%
Nissan	4,666	5,447	17%	4.8%	4.6%
Other	186	200	8%	0.2%	0.2%
Porsche	762	1,035	36%	0.8%	0.9%
Ram	1,903	2,183	15%	1.9%	1.8%
Subaru	5,161	5,619	9%	5.3%	4.7%
Tesla	5,038	7,991	59%	5.2%	6.7%
Toyota	18,313	22,369	22%	18.7%	18.8%
Volkswagen	2,747	3,710	35%	2.8%	3.1%
Volvo	874	1,261	44%	0.9%	1.1%

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 October vs. Year Earlier



Data Source: AutoCount data from Experian.