

San Diego Outlook

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New Car
Dealers Association
San Diego County

Covering the San Diego County automotive market

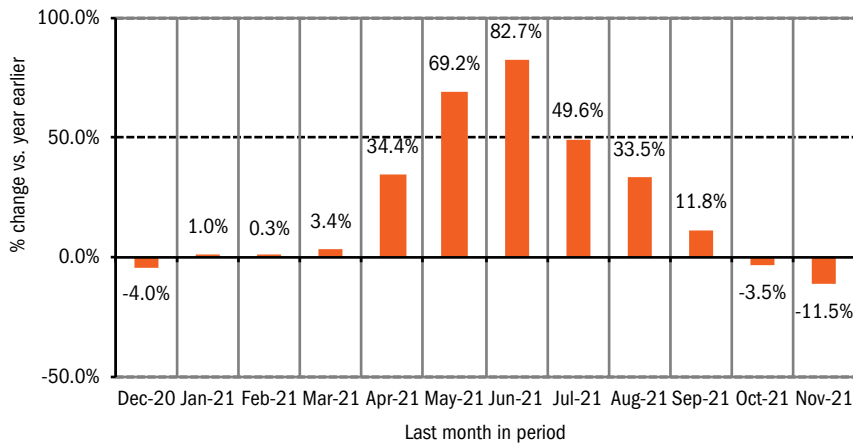
Data thru November 2021

San Diego County New Retail Car and Light Truck Registrations

	Most Recent Two Months			YTD thru Nov.			YTD Market Share		
	10/20 & 11/20	10/21 & 11/21	% change	2020	2021	% change	2020	2021	change
Industry Total	20,724	19,686	-5.0%	107,812	130,055	20.6%	33.4	30.5	-2.9
Cars	6,622	5,770	-12.9%	36,034	39,698	10.2%	66.6	69.5	2.9
Light Trucks	14,102	13,916	-1.3%	71,778	90,357	25.9%			

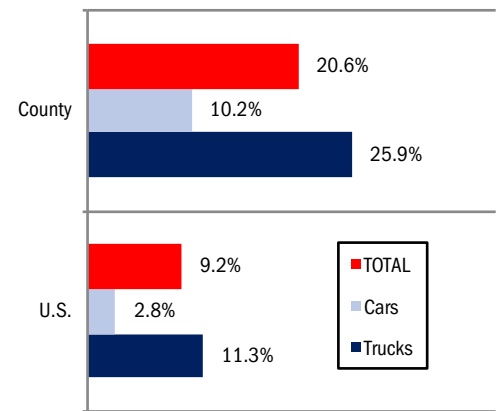
Data Source: AutoCount data from Experian.

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



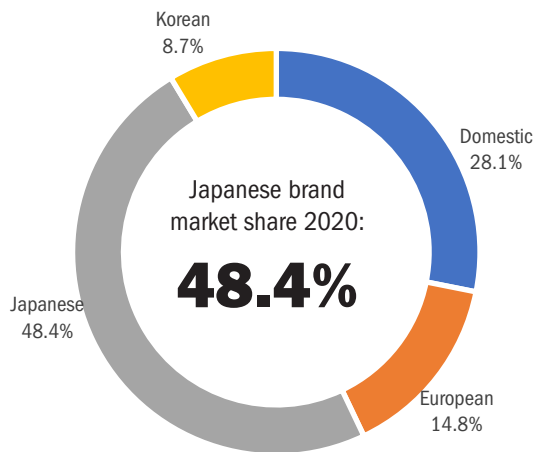
The graph above provides a clear picture of the trending direction of the county market. It shows the year-over-year percent change in the three month moving average of new retail light vehicle registrations. The three month moving average is less erratic than monthly registrations, which can fluctuate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

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

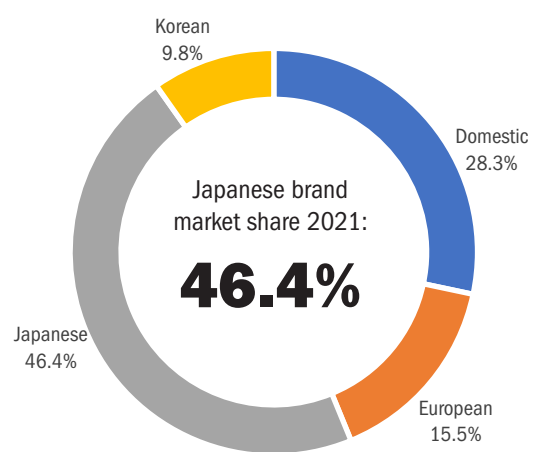


The graph above compares the change in new retail car and light truck registrations in both the county and U.S. markets. U.S. figures were estimated by Auto Outlook. Data Source: AutoCount data from Experian.

Japanese, Domestic, European, and Korean Brand Market Shares - YTD '20 thru November



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



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.

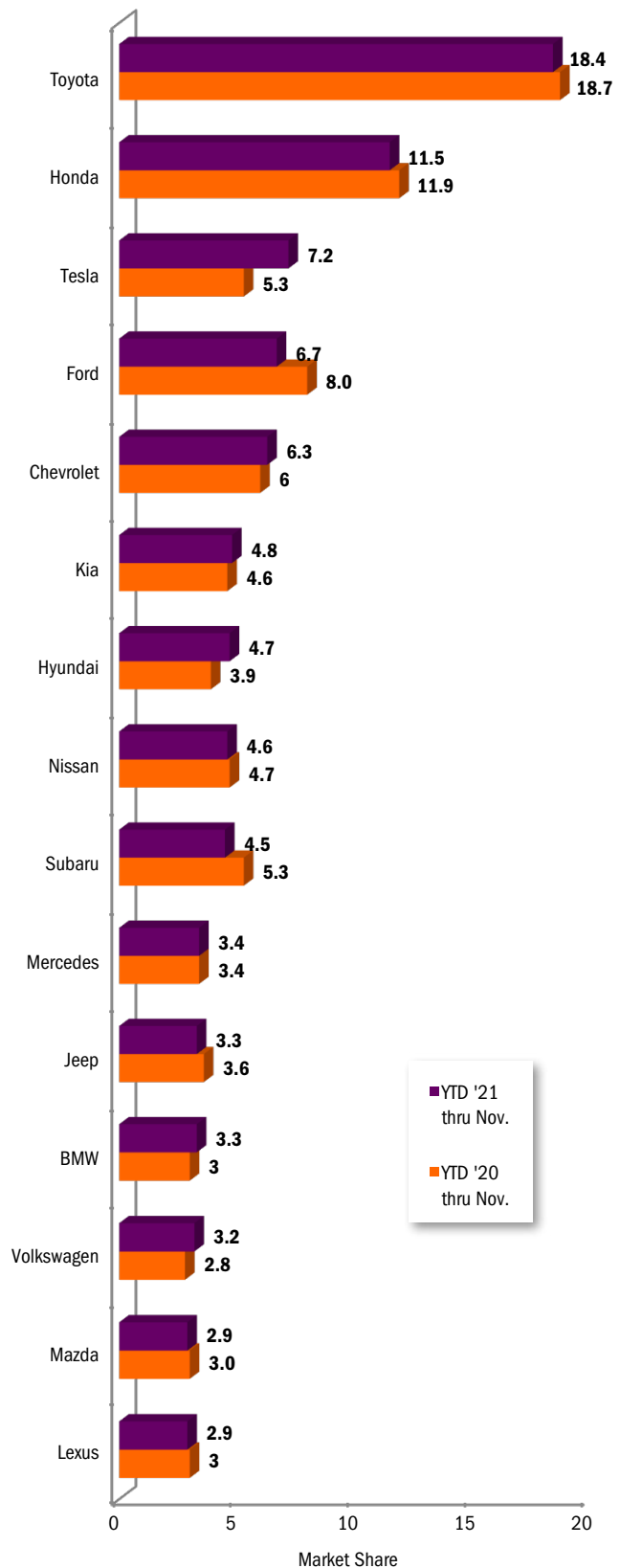
San Diego County New Retail Light Vehicle Registrations					
	Registrations			Market share	
	YTD '20	YTD '21	% change	YTD '20	YTD '21
	thru Nov.	thru Nov.		thru Nov.	thru Nov.
Acura	1,095	1,301	19%	1.0%	1.0%
Alfa Romeo	189	159	-16%	0.2%	0.1%
Audi	1,972	2,421	23%	1.8%	1.9%
BMW	3,186	4,316	35%	3.0%	3.3%
Buick	270	258	-4%	0.3%	0.2%
Cadillac	370	523	41%	0.3%	0.4%
Chevrolet	6,485	8,239	27%	6.0%	6.3%
Chrysler	278	315	13%	0.3%	0.2%
Dodge	984	963	-2%	0.9%	0.7%
FIAT	33	7	-79%	0.0%	0.0%
Ford	8,620	8,693	1%	8.0%	6.7%
Genesis	144	378	163%	0.1%	0.3%
GMC	1,233	1,426	16%	1.1%	1.1%
Honda	12,805	14,957	17%	11.9%	11.5%
Hyundai	4,241	6,050	43%	3.9%	4.7%
Infiniti	660	469	-29%	0.6%	0.4%
Jaguar	245	204	-17%	0.2%	0.2%
Jeep	3,898	4,330	11%	3.6%	3.3%
Kia	4,951	6,290	27%	4.6%	4.8%
Land Rover	1,100	1,398	27%	1.0%	1.1%
Lexus	3,281	3,794	16%	3.0%	2.9%
Lincoln	408	326	-20%	0.4%	0.3%
Maserati	92	123	34%	0.1%	0.1%
Mazda	3,270	3,749	15%	3.0%	2.9%
Mercedes	3,694	4,361	18%	3.4%	3.4%
MINI	419	358	-15%	0.4%	0.3%
Mitsubishi	188	212	13%	0.2%	0.2%
Nissan	5,119	6,001	17%	4.7%	4.6%
Other	200	216	8%	0.2%	0.2%
Porsche	844	1,110	32%	0.8%	0.9%
Ram	2,073	2,374	15%	1.9%	1.8%
Subaru	5,667	5,916	4%	5.3%	4.5%
Tesla	5,706	9,387	65%	5.3%	7.2%
Toyota	20,112	23,959	19%	18.7%	18.4%
Volkswagen	3,000	4,133	38%	2.8%	3.2%
Volvo	980	1,339	37%	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 November vs. Year Earlier



Data Source: AutoCount data from Experian.