

San Diego Outlook

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New Car
Dealers Association
San Diego County

Covering the San Diego County automotive market

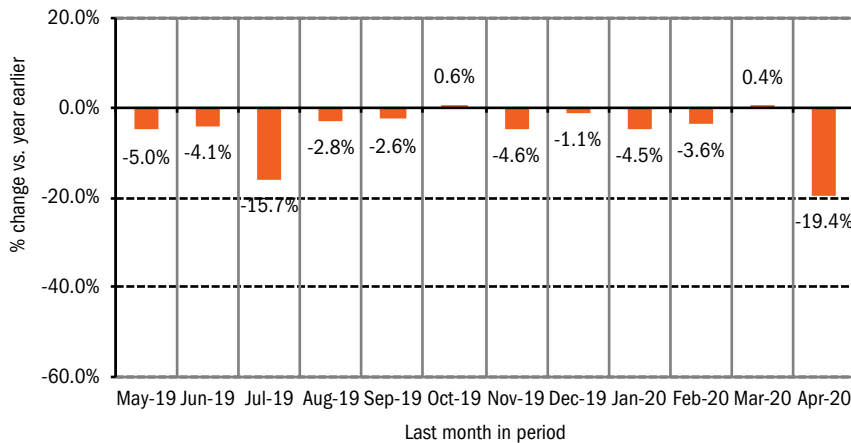
Data thru April 2020

San Diego County New Retail Car and Light Truck Registrations

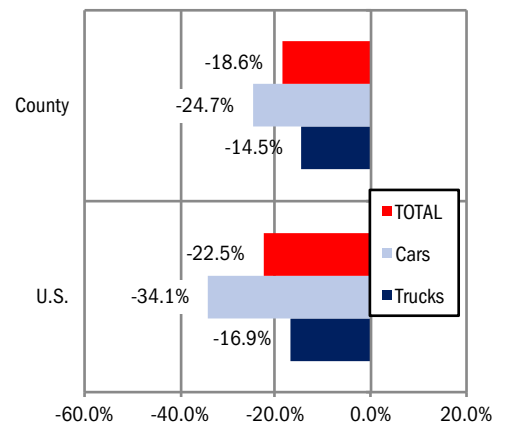
	Most Recent Two Months			YTD thru April			YTD Market Share		
	3/19 and 4/19	3/20 and 4/20	% change	YTD '19	YTD '20	% change	2019	2020	change
Industry Total	23,747	16,875	-28.9%	47,162	38,370	-18.6%			
Cars	9,875	6,420	-35.0%	19,301	14,537	-24.7%	40.9	37.9	-3.0
Light Trucks	13,872	10,455	-24.6%	27,861	23,833	-14.5%	59.1	62.1	3.0

Data Source: AutoCount data from Experian.

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



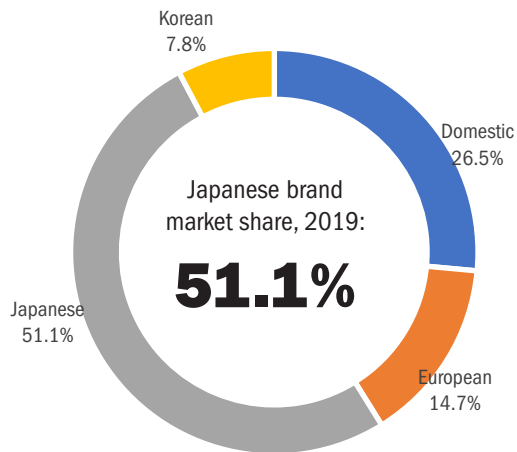
Percent Change in County and U.S. New Retail Light Vehicle Markets YTD 2020 thru Apr. vs. YTD 2019



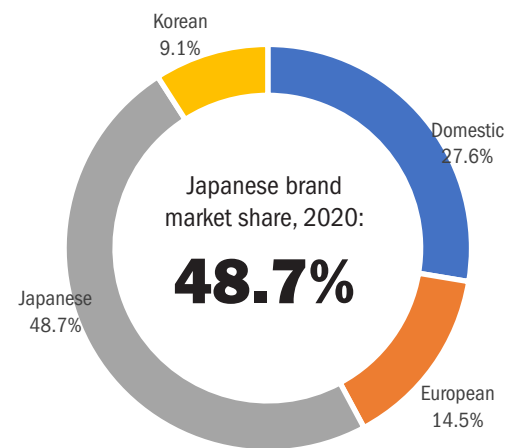
The graph above provides a clear picture of the trending direction of the county market. It shows the year-over-year percent change in the three month moving average of new retail light vehicle registrations. The three month moving average is less erratic than monthly registrations, which can fluctuate 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 in County - YTD '19 thru Apr.



Japanese, Domestic, European, and Korean Brand Market Shares in County - YTD '20 thru Apr.



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.

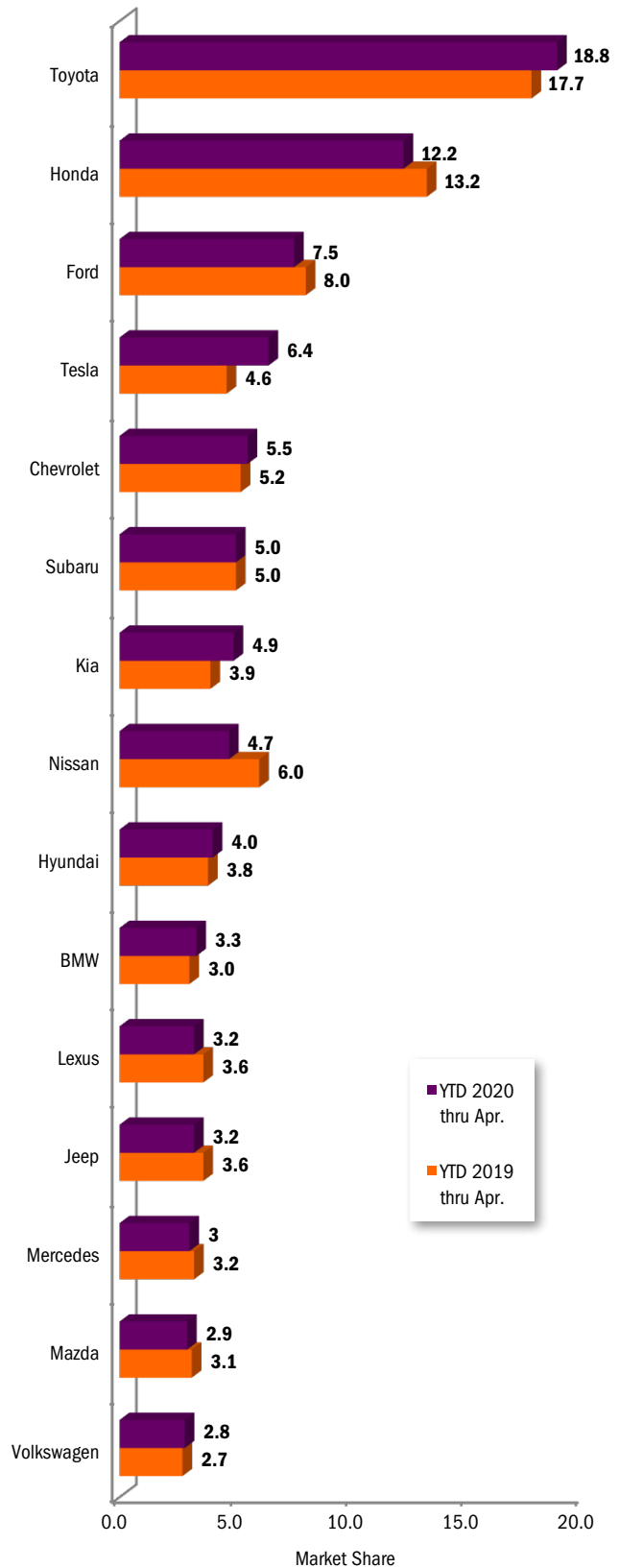
San Diego County New Retail Light Vehicle Registrations					
	Registrations			Market share	
	YTD 2019	YTD 2020	% change	YTD 2019	YTD 2020
	thru Apr.	thru Apr.		thru Apr.	thru Apr.
Acura	597	436	-27%	1.3%	1.1%
Alfa Romeo	128	87	-32%	0.3%	0.2%
Audi	869	697	-20%	1.8%	1.8%
BMW	1,419	1,250	-12%	3.0%	3.3%
Buick	144	116	-19%	0.3%	0.3%
Cadillac	183	121	-34%	0.4%	0.3%
Chevrolet	2,432	2,128	-13%	5.2%	5.5%
Chrysler	188	108	-43%	0.4%	0.3%
Dodge	381	360	-6%	0.8%	0.9%
FIAT	53	20	-62%	0.1%	0.1%
Ford	3,761	2,876	-24%	8.0%	7.5%
Genesis	18	65	261%	0.0%	0.2%
GMC	481	397	-17%	1.0%	1.0%
Honda	6,218	4,673	-25%	13.2%	12.2%
Hyundai	1,797	1,546	-14%	3.8%	4.0%
Infiniti	481	271	-44%	1.0%	0.7%
Jaguar	138	93	-33%	0.3%	0.2%
Jeep	1,701	1,236	-27%	3.6%	3.2%
Kia	1,844	1,876	2%	3.9%	4.9%
Land Rover	544	368	-32%	1.2%	1.0%
Lexus	1,709	1,226	-28%	3.6%	3.2%
Lincoln	191	156	-18%	0.4%	0.4%
Maserati	62	44	-29%	0.1%	0.1%
Mazda	1,450	1,123	-23%	3.1%	2.9%
Mercedes	1,494	1,156	-23%	3.2%	3.0%
MINI	139	147	6%	0.3%	0.4%
Mitsubishi	120	80	-33%	0.3%	0.2%
Nissan	2,807	1,788	-36%	6.0%	4.7%
Other	125	79	-37%	0.3%	0.2%
Porsche	347	243	-30%	0.7%	0.6%
Ram	836	663	-21%	1.8%	1.7%
Subaru	2,357	1,908	-19%	5.0%	5.0%
Tesla	2,186	2,440	12%	4.6%	6.4%
Toyota	8,355	7,196	-14%	17.7%	18.8%
Volkswagen	1,281	1,074	-16%	2.7%	2.8%
Volvo	326	323	-1%	0.7%	0.8%

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 2020 thru April vs. YTD 2019



Data Source: AutoCount data from Experian.