

Silicon Valley Outlook

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Silicon Valley
Automobile
Dealers Association

Covering the Santa Clara County automotive market

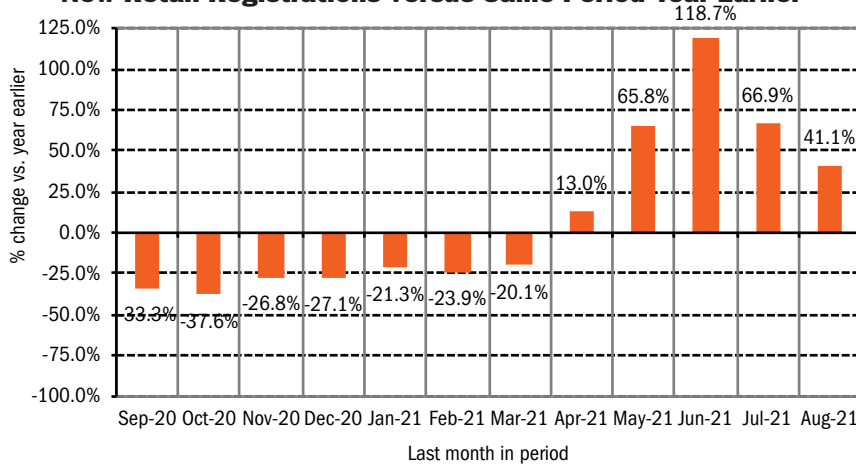
Data thru August 2021

Santa Clara County New Retail Car and Light Truck Registrations

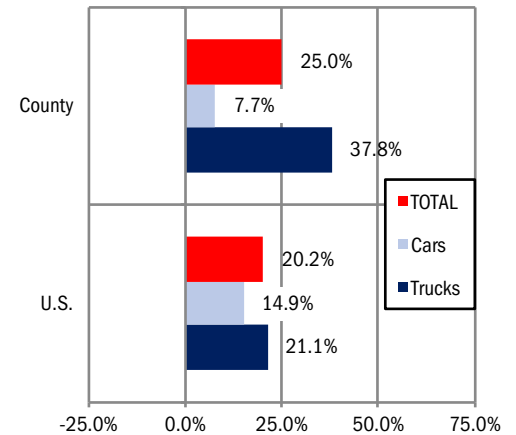
	July			Aug.			YTD thru Aug.			YTD Market Share		
	Jul-20	Jul-21	% change	Aug-20	Aug-21	% change	2020	2021	% change	2020	2021	change
Industry Total	5,421	6,511	20.1%	4,633	7,089	53.0%	40,394	50,483	25.0%			
Cars	1,934	2,467	27.6%	1,689	2,663	57.7%	17,163	18,476	7.7%	42.5	36.6	-5.9
Light Trucks	3,487	4,044	16.0%	2,944	4,426	50.3%	23,231	32,007	37.8%	57.5	63.4	5.9

Data Source: AutoCount data from Experian.

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



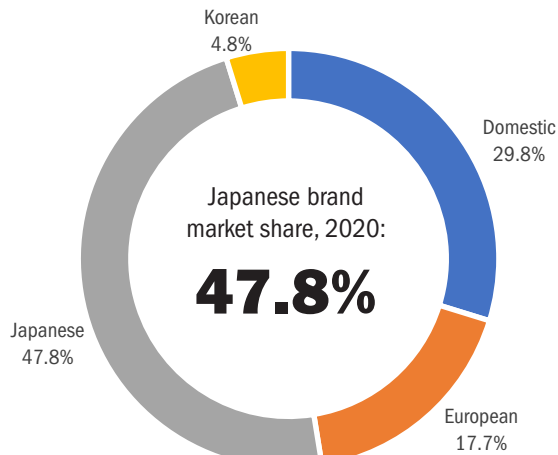
Percent Change in County and U.S. New Retail Light Vehicle Markets YTD 2021 thru August vs. Year Earlier



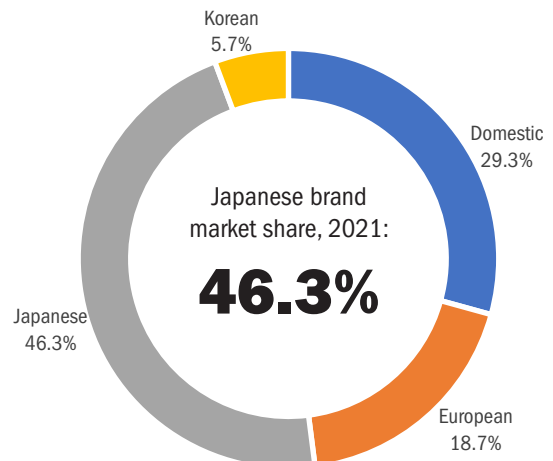
The graph above provides a clear picture of the trending direction of the county market. It shows the year-over-year percent change in the three month moving average of new retail light vehicle registrations. The three month moving average is less erratic than monthly registrations, which can fluctuate 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 2020 thru August



Japanese, Domestic, European, and Korean Brand Market Shares - YTD 2021 thru August



Data Source: AutoCount data from Experian.

Data Information

Data presented in Auto Outlook measures new retail vehicle registrations in Santa Clara 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.

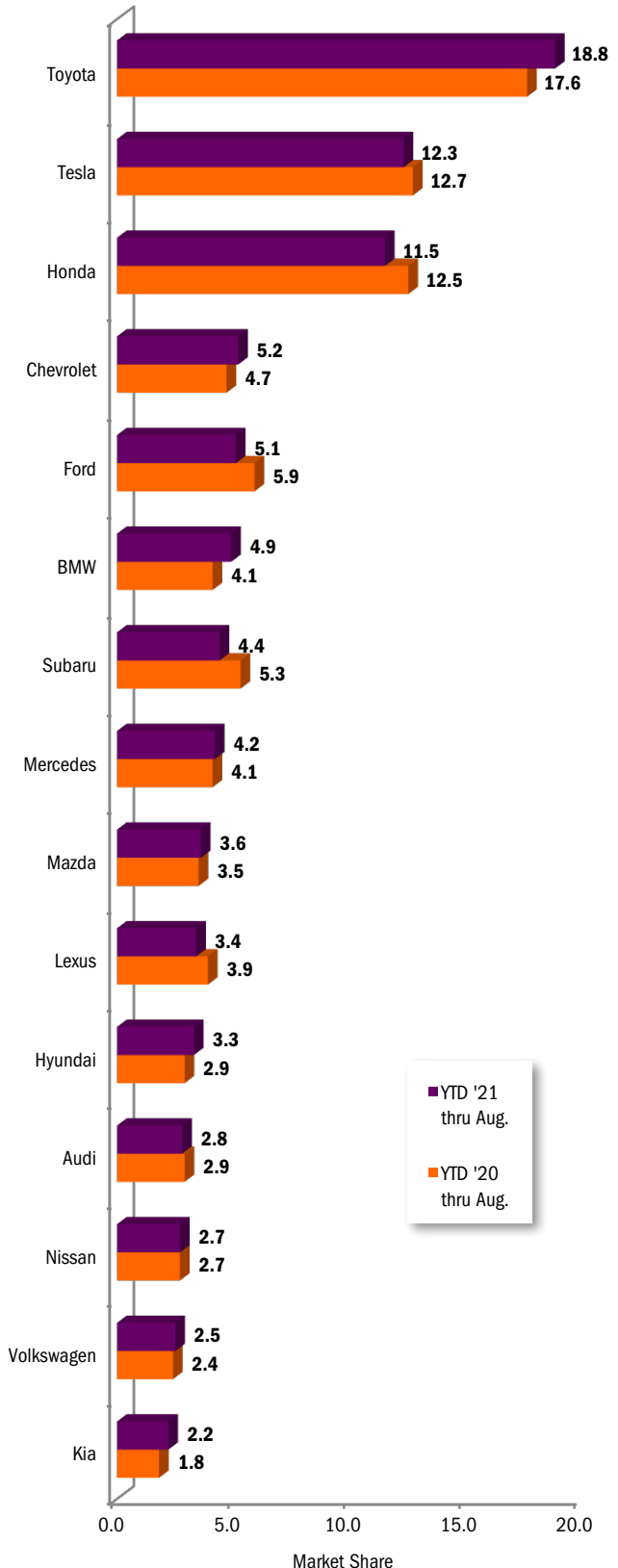
Santa Clara County New Retail Light Vehicle Registrations					
	YTD thru Aug.			Market share	
	YTD '20 thru Aug.	YTD '21 thru Aug.	% change	YTD '20 thru Aug.	YTD '21 thru Aug.
Acura	728	797	9%	1.8%	1.6%
Alfa Romeo	74	70	-5%	0.2%	0.1%
Audi	1,160	1,417	22%	2.9%	2.8%
BMW	1,665	2,467	48%	4.1%	4.9%
Buick	104	95	-9%	0.3%	0.2%
Cadillac	158	200	27%	0.4%	0.4%
Chevrolet	1,886	2,636	40%	4.7%	5.2%
Chrysler	181	300	66%	0.4%	0.6%
Dodge	343	402	17%	0.8%	0.8%
FIAT	10	4	-60%	0.0%	0.0%
Ford	2,375	2,598	9%	5.9%	5.1%
Genesis	35	101	189%	0.1%	0.2%
GMC	560	596	6%	1.4%	1.2%
Honda	5,048	5,785	15%	12.5%	11.5%
Hyundai	1,172	1,680	43%	2.9%	3.3%
Infiniti	107	150	40%	0.3%	0.3%
Jaguar	155	78	-50%	0.4%	0.2%
Jeep	795	1,078	36%	2.0%	2.1%
Kia	731	1,094	50%	1.8%	2.2%
Land Rover	325	415	28%	0.8%	0.8%
Lexus	1,581	1,736	10%	3.9%	3.4%
Lincoln	66	52	-21%	0.2%	0.1%
Maserati	26	22	-15%	0.1%	0.0%
Mazda	1,430	1,819	27%	3.5%	3.6%
Mercedes	1,663	2,125	28%	4.1%	4.2%
MINI	146	184	26%	0.4%	0.4%
Mitsubishi	43	50	16%	0.1%	0.1%
Nissan	1,084	1,354	25%	2.7%	2.7%
Other	73	74	1%	0.2%	0.1%
Porsche	468	681	46%	1.2%	1.3%
Ram	432	634	47%	1.1%	1.3%
Subaru	2,161	2,207	2%	5.3%	4.4%
Tesla	5,125	6,192	21%	12.7%	12.3%
Toyota	7,108	9,492	34%	17.6%	18.8%
Volkswagen	970	1,270	31%	2.4%	2.5%
Volvo	406	628	55%	1.0%	1.2%

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 2021 thru August vs. YTD 2020



Data Source: AutoCount data from Experian.