

Silicon Valley Outlook

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Silicon Valley
Automobile
Dealers Association

Covering the Santa Clara County automotive market

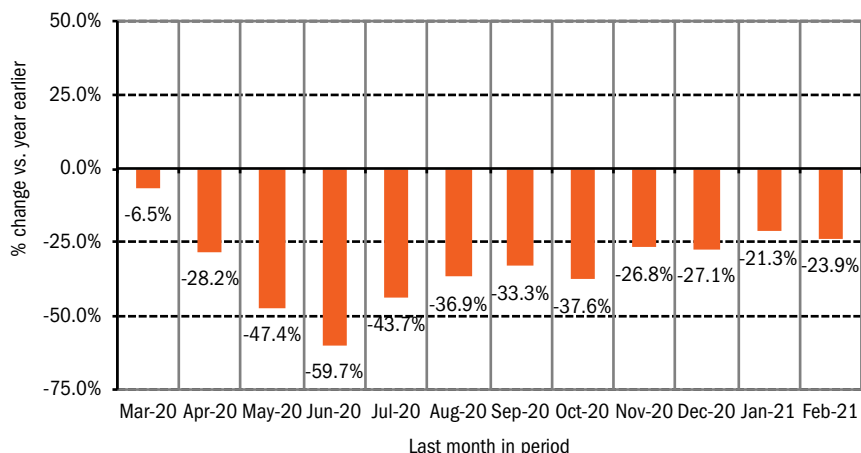
Data thru February 2021

Santa Clara County New Retail Car and Light Truck Registrations

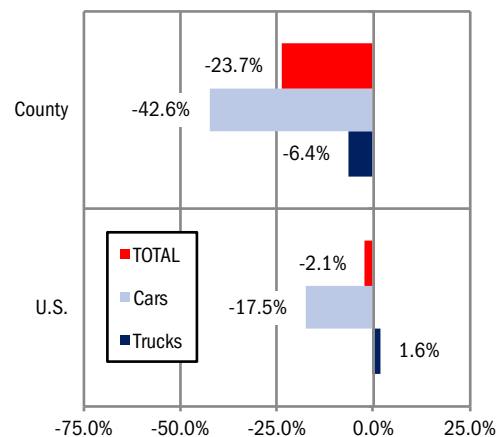
	Jan			Feb			YTD thru Feb.			YTD Market Share		
	Jan-20	Jan-21	% change	Feb-20	Feb-21	% change	2020	2021	% change	2020	2021	change
Industry Total	8,832	6,405	-27.5%	5,459	4,500	-17.6%	14,291	10,905	-23.7%	47.8	36.0	-11.8
Cars	4,451	2,342	-47.4%	2,386	1,584	-33.6%	6,837	3,926	-42.6%	47.8	36.0	-11.8
Light Trucks	4,381	4,063	-7.3%	3,073	2,916	-5.1%	7,454	6,979	-6.4%	52.2	64.0	11.8

Data Source: AutoCount data from Experian.

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



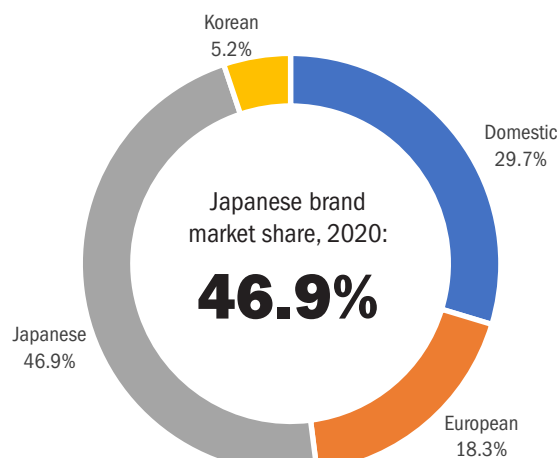
Percent Change in County and U.S. New Retail Light Vehicle Markets YTD 2021 thru Feb. vs. Year Earlier



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.

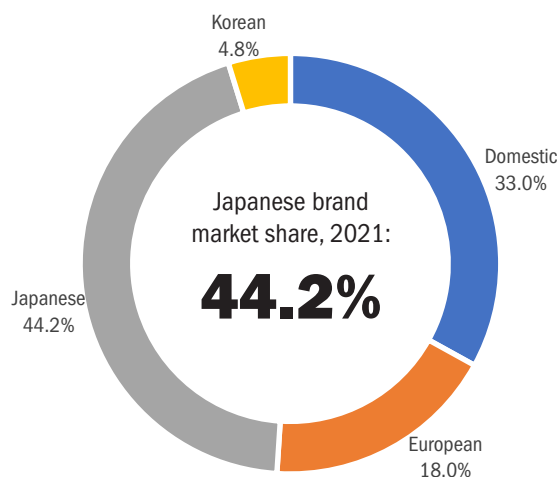
The graph above compares the change in new retail car and light truck registrations in both the county and U.S. markets. U.S. figures were estimated by Auto Outlook. Data Source: AutoCount data from Experian.

Japanese, Domestic, European, and Korean Brand Market Shares - YTD 2020 thru Feb.



Data Source: AutoCount data from Experian.

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



Data Information

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

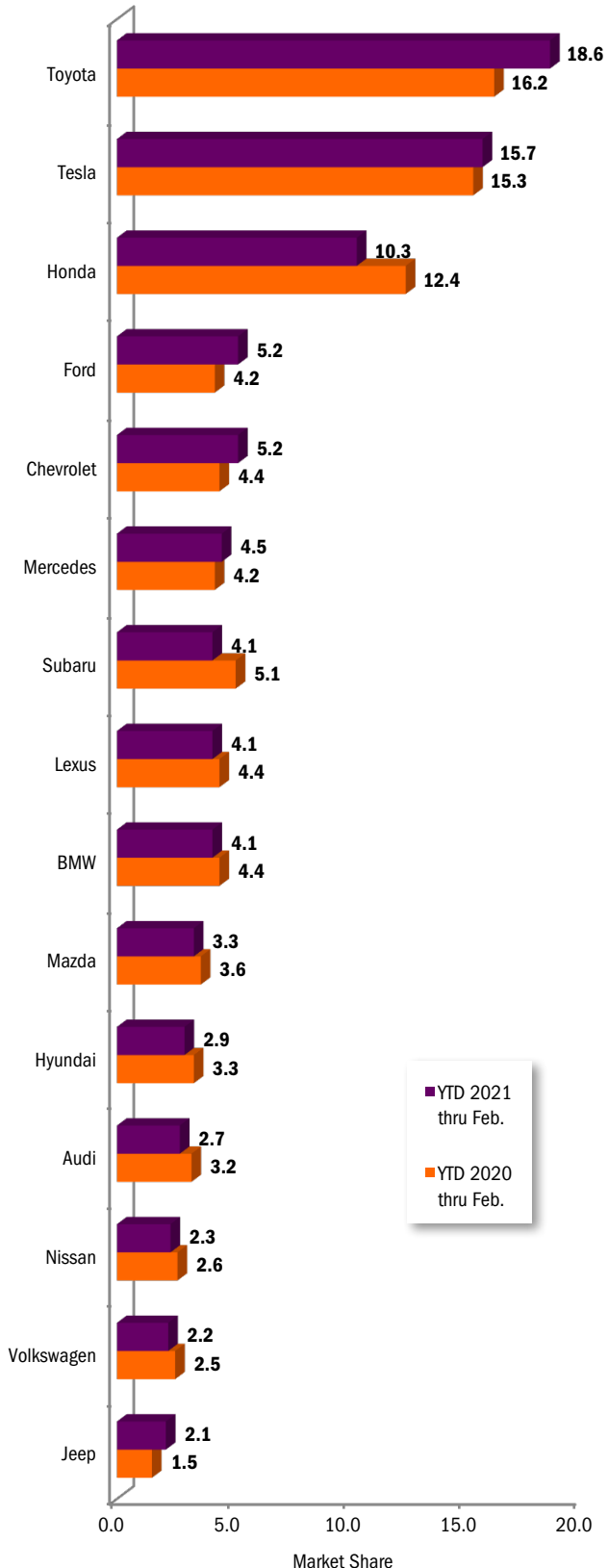
Santa Clara County New Retail Light Vehicle Registrations					
	YTD thru Feb.			Market share	
	YTD '20 thru Feb.	YTD '21 thru Feb.	% change	YTD '20 thru Feb.	YTD '21 thru Feb.
Acura	291	124	-57%	2.0%	1.1%
Alfa Romeo	25	20	-20%	0.2%	0.2%
Audi	457	289	-37%	3.2%	2.7%
BMW	632	446	-29%	4.4%	4.1%
Buick	43	15	-65%	0.3%	0.1%
Cadillac	48	53	10%	0.3%	0.5%
Chevrolet	631	567	-10%	4.4%	5.2%
Chrysler	86	92	7%	0.6%	0.8%
Dodge	120	77	-36%	0.8%	0.7%
FIAT	4	1	-75%	0.0%	0.0%
Ford	604	570	-6%	4.2%	5.2%
Genesis	15	10	-33%	0.1%	0.1%
GMC	167	135	-19%	1.2%	1.2%
Honda	1,777	1,123	-37%	12.4%	10.3%
Hyundai	467	312	-33%	3.3%	2.9%
Infiniti	51	33	-35%	0.4%	0.3%
Jaguar	47	21	-55%	0.3%	0.2%
Jeep	213	224	5%	1.5%	2.1%
Kia	254	199	-22%	1.8%	1.8%
Land Rover	138	118	-14%	1.0%	1.1%
Lexus	633	448	-29%	4.4%	4.1%
Lincoln	23	11	-52%	0.2%	0.1%
Maserati	4	6	50%	0.0%	0.1%
Mazda	510	359	-30%	3.6%	3.3%
Mercedes	596	488	-18%	4.2%	4.5%
MINI	43	35	-19%	0.3%	0.3%
Mitsubishi	12	4	-67%	0.1%	0.0%
Nissan	377	254	-33%	2.6%	2.3%
Other	25	18	-28%	0.2%	0.2%
Porsche	149	158	6%	1.0%	1.4%
Ram	122	147	20%	0.9%	1.3%
Subaru	730	446	-39%	5.1%	4.1%
Tesla	2,182	1,711	-22%	15.3%	15.7%
Toyota	2,317	2,028	-12%	16.2%	18.6%
Volkswagen	352	238	-32%	2.5%	2.2%
Volvo	146	125	-14%	1.0%	1.1%

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 February vs. YTD 2020



Data Source: AutoCount data from Experian.