

Silicon Valley Outlook

Released by:
Silicon Valley
Automobile
Dealers Association

Covering the Santa Clara County automotive market

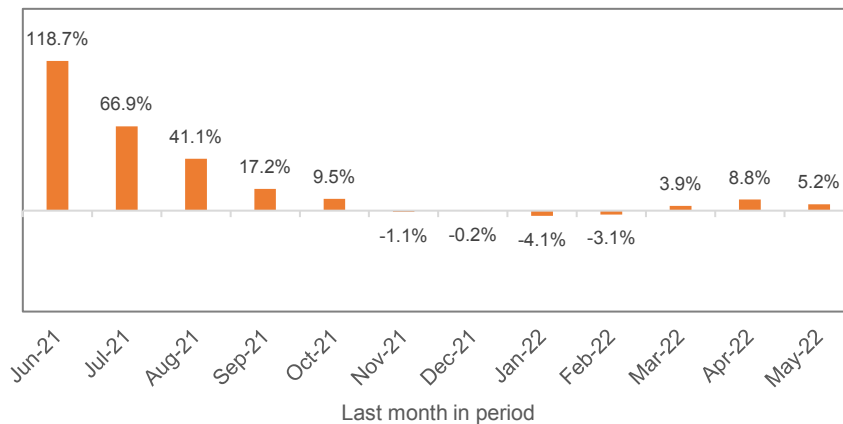
Data thru May 2022

Santa Clara County New Retail Car and Light Truck Registrations

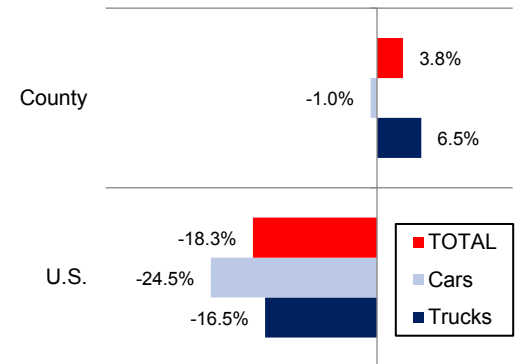
	Most Recent Two Months			YTD thru May			YTD Market Share		
	4/21 & 5/21	4/22 & 5/22	% change	2021	2022	% change	2021	2022	change
Industry Total	12,400	12,869	3.8%	29,360	30,483	3.8%			
Cars	4,636	4,353	-6.1%	10,561	10,459	-1.0%	36.0	34.3	-1.7
Light Trucks	7,764	8,516	9.7%	18,799	20,024	6.5%	64.0	65.7	1.7

Data Source: AutoCount data from Experian.

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



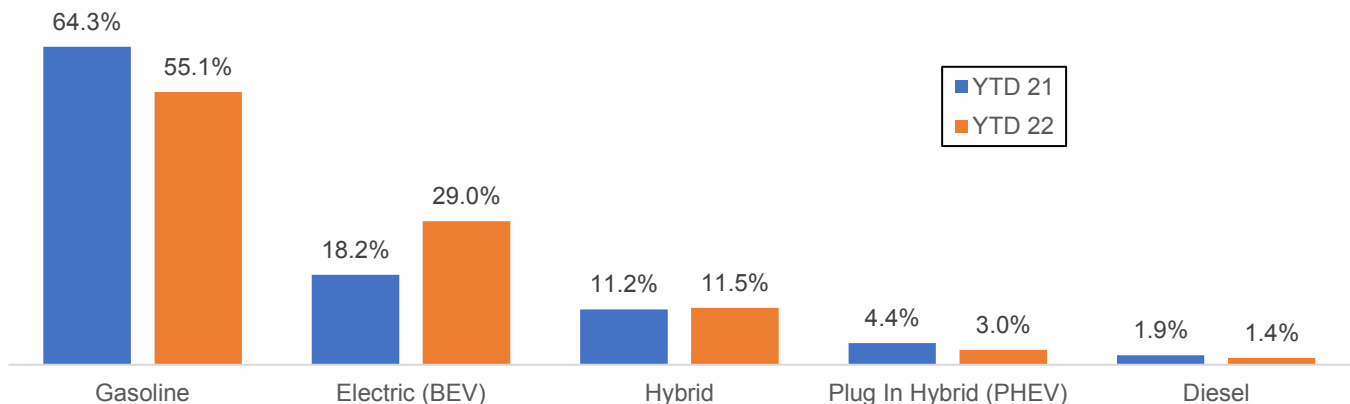
Percent Change in County and U.S. New Retail Light Vehicle Markets YTD '22 thru May vs. Year Earlier



The graph above shows the year-over-year percent change in the three month moving average of new vehicle registrations. The three month moving average is less erratic than monthly registrations, which can fluctuate due to occasional 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.

Santa Clara County Estimated Market Shares by Powertrain Type YTD 2021 and YTD 2022, thru May

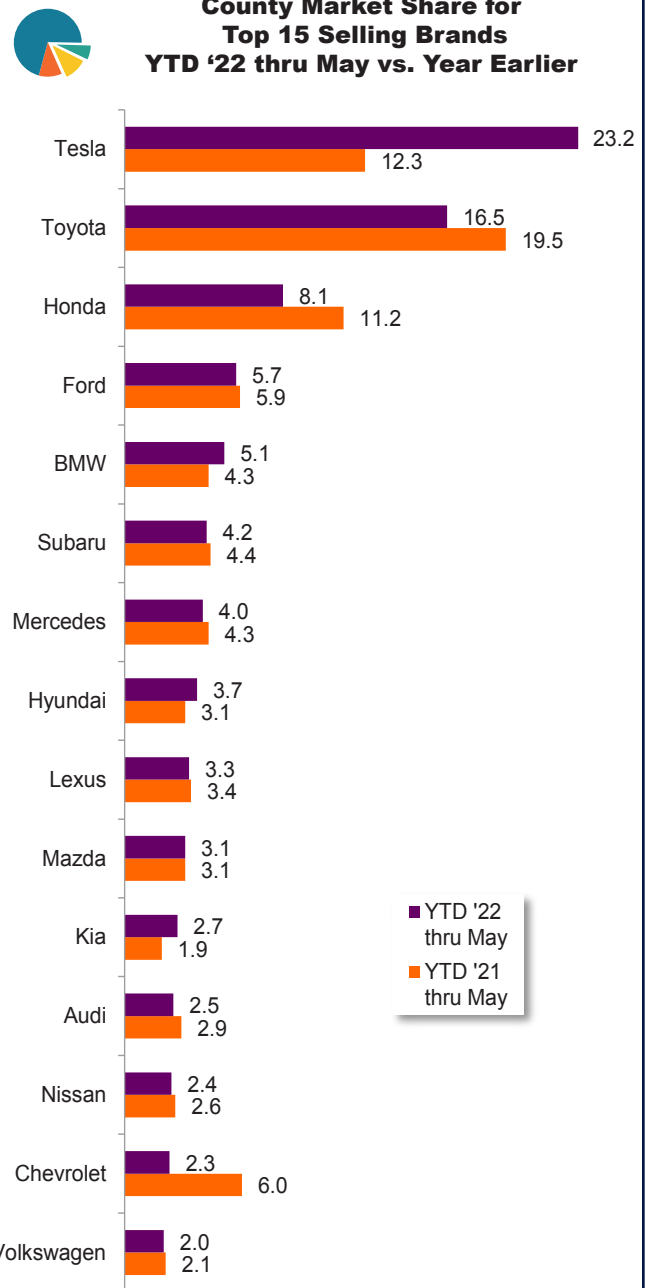


The graph above shows estimated market share by type of powertrain. Registrations by powertrain for models equipped with multiple engine types were estimated by Auto Outlook. The estimates are based on model registrations compiled by Experian and engine installation rates collected from other sources.

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.

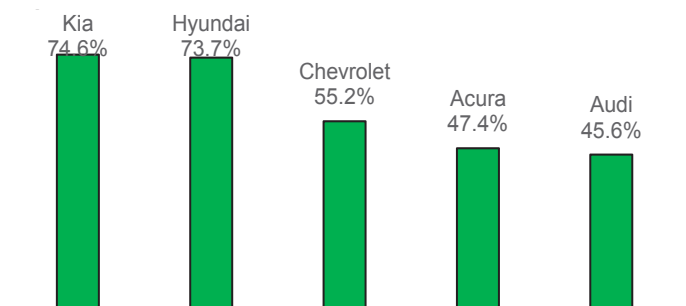
Santa Clara County					
New Retail Light Vehicle Registrations					
	Registrations			Market share	
	YTD '21 thru May	YTD '22 thru May	% change	YTD '21 thru May	YTD '22 thru May
Acura	437	406	-7%	1.5%	1.3%
Alfa Romeo	43	24	-44%	0.1%	0.1%
Audi	850	770	-9%	2.9%	2.5%
BMW	1,252	1,560	25%	4.3%	5.1%
Buick	59	23	-61%	0.2%	0.1%
Cadillac	131	107	-18%	0.4%	0.4%
Chevrolet	1,775	696	-61%	6.0%	2.3%
Chrysler	225	91	-60%	0.8%	0.3%
Dodge	250	143	-43%	0.9%	0.5%
Ford	1,722	1,725	0%	5.9%	5.7%
Genesis	46	98	113%	0.2%	0.3%
GMC	342	307	-10%	1.2%	1.0%
Honda	3,285	2,460	-25%	11.2%	8.1%
Hyundai	921	1,133	23%	3.1%	3.7%
Infiniti	90	57	-37%	0.3%	0.2%
Jaguar	43	33	-23%	0.1%	0.1%
Jeep	621	516	-17%	2.1%	1.7%
Kia	570	834	46%	1.9%	2.7%
Land Rover	260	194	-25%	0.9%	0.6%
Lexus	1,002	1,016	1%	3.4%	3.3%
Lincoln	31	23	-26%	0.1%	0.1%
Maserati	15	33	120%	0.1%	0.1%
Mazda	903	948	5%	3.1%	3.1%
Mercedes	1,251	1,208	-3%	4.3%	4.0%
MINI	97	158	63%	0.3%	0.5%
Mitsubishi	18	41	128%	0.1%	0.1%
Nissan	763	722	-5%	2.6%	2.4%
Other	49	38	-22%	0.2%	0.1%
Porsche	399	433	9%	1.4%	1.4%
Ram	359	306	-15%	1.2%	1.0%
Subaru	1,283	1,287	0%	4.4%	4.2%
Tesla	3,612	7,072	96%	12.3%	23.2%
Toyota	5,713	5,039	-12%	19.5%	16.5%
Volkswagen	618	598	-3%	2.1%	2.0%
Volvo	325	384	18%	1.1%	1.3%



Top ten ranked brands in each percent change category are shaded gray. Data Source: AutoCount data from Experian.



Brands On the Move
Largest % increase in registrations during past 3 months (Mar '22 thru May '22) vs. preceding 3 months (Dec '21 thru Feb '22) Among top 20 selling brands



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