

Silicon Valley Outlook

Released by:
Silicon Valley
Automobile
Dealers Association

Covering the Santa Clara County automotive market

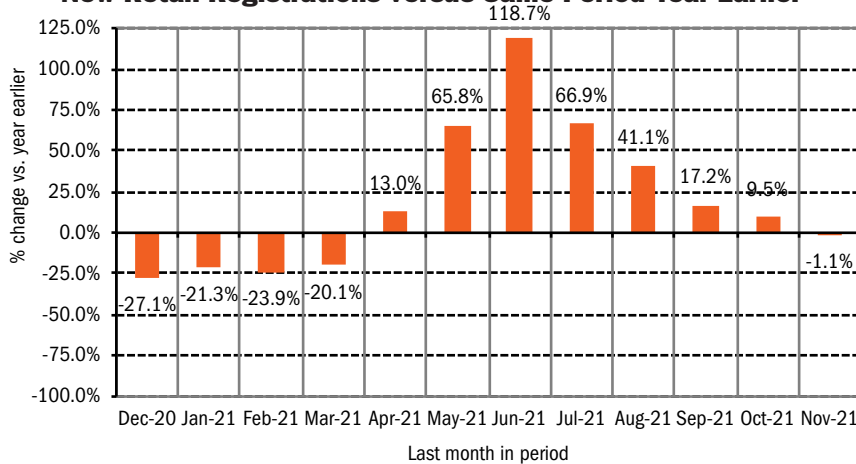
Data thru November 2021

Santa Clara County New Retail Car and Light Truck Registrations

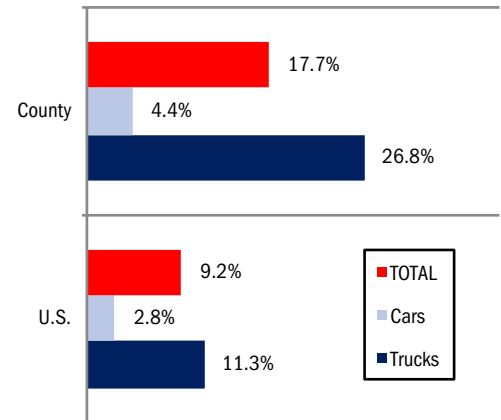
	Oct.			Nov.			YTD thru Nov.			YTD Market Share		
	Oct-20	Oct-21	% change	Nov-20	Nov-21	% change	2020	2021	% change	2020	2021	change
	Industry Total	5,121	4,956	-3.2%	4,860	5,678	16.8%	56,100	66,015	17.7%	40.8	36.2
Cars	1,946	1,826	-6.2%	1,727	1,819	5.3%	22,904	23,914	4.4%	40.8	36.2	-4.6
Light Trucks	3,175	3,130	-1.4%	3,133	3,859	23.2%	33,196	42,101	26.8%	59.2	63.8	4.6

Data Source: AutoCount data from Experian.

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



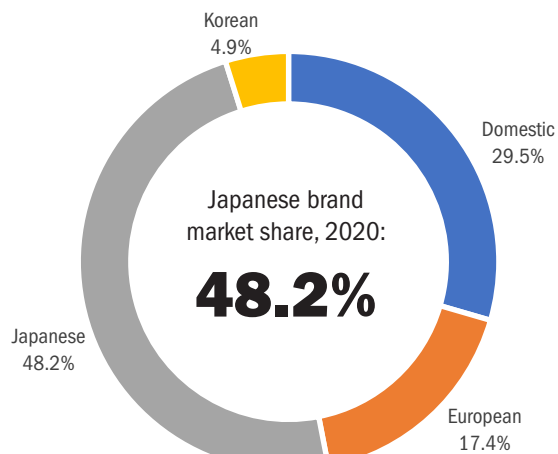
Percent Change in County and U.S. New Retail Light Vehicle Markets YTD 2021 thru Nov. vs. Year Earlier



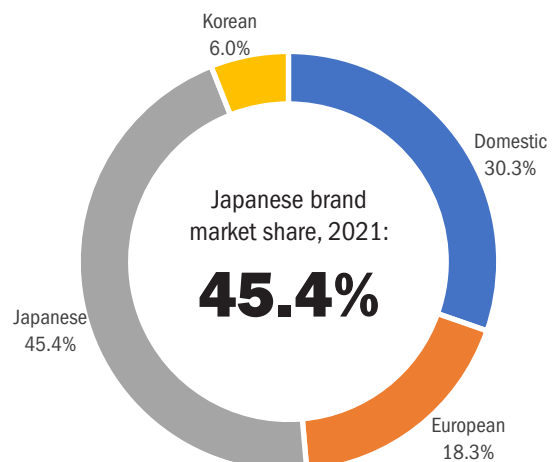
The graph above provides a clear picture of the trending direction of the county market. It shows the year-over-year percent change in the three month moving average of new retail light vehicle registrations. The three month moving average is less erratic than monthly registrations, which can fluctuate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



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



Data Source: AutoCount data from Experian.

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.

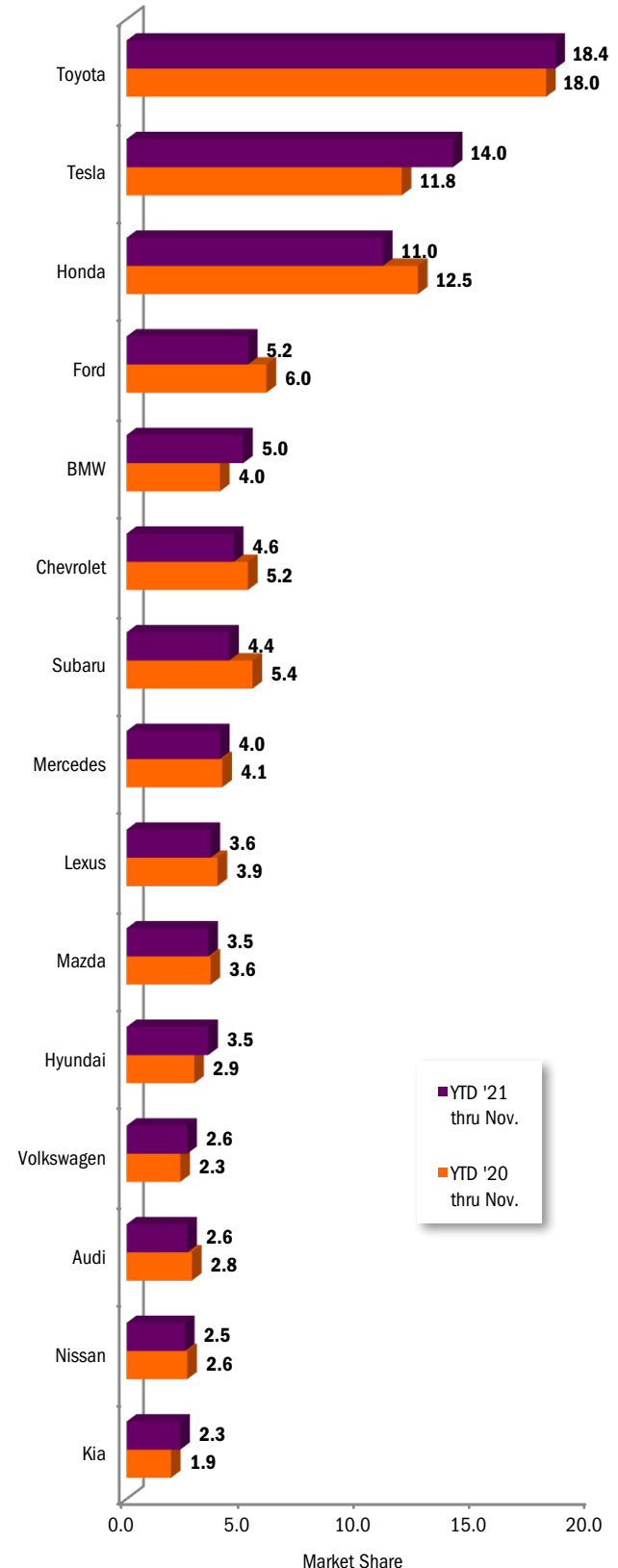
Santa Clara County New Retail Light Vehicle Registrations					
	YTD thru Nov.			Market share	
	YTD '20 thru Nov.	YTD '21 thru Nov.	% change	YTD '20 thru Nov.	YTD '21 thru Nov.
Acura	982	1,031	5%	1.8%	1.6%
Alfa Romeo	90	88	-2%	0.2%	0.1%
Audi	1,578	1,713	9%	2.8%	2.6%
BMW	2,259	3,269	45%	4.0%	5.0%
Buick	132	118	-11%	0.2%	0.2%
Cadillac	223	250	12%	0.4%	0.4%
Chevrolet	2,935	3,052	4%	5.2%	4.6%
Chrysler	244	347	42%	0.4%	0.5%
Dodge	493	506	3%	0.9%	0.8%
FIAT	12	5	-58%	0.0%	0.0%
Ford	3,349	3,419	2%	6.0%	5.2%
Genesis	47	141	200%	0.1%	0.2%
GMC	799	765	-4%	1.4%	1.2%
Honda	6,995	7,270	4%	12.5%	11.0%
Hyundai	1,608	2,302	43%	2.9%	3.5%
Infiniti	152	189	24%	0.3%	0.3%
Jaguar	168	93	-45%	0.3%	0.1%
Jeep	1,088	1,403	29%	1.9%	2.1%
Kia	1,072	1,515	41%	1.9%	2.3%
Land Rover	490	530	8%	0.9%	0.8%
Lexus	2,213	2,364	7%	3.9%	3.6%
Lincoln	88	73	-17%	0.2%	0.1%
Maserati	31	28	-10%	0.1%	0.0%
Mazda	1,998	2,317	16%	3.6%	3.5%
Mercedes	2,298	2,621	14%	4.1%	4.0%
MINI	226	244	8%	0.4%	0.4%
Mitsubishi	61	77	26%	0.1%	0.1%
Nissan	1,475	1,679	14%	2.6%	2.5%
Other	93	86	-8%	0.2%	0.1%
Porsche	659	850	29%	1.2%	1.3%
Ram	599	827	38%	1.1%	1.3%
Subaru	3,048	2,911	-4%	5.4%	4.4%
Tesla	6,598	9,266	40%	11.8%	14.0%
Toyota	10,112	12,135	20%	18.0%	18.4%
Volkswagen	1,307	1,706	31%	2.3%	2.6%
Volvo	578	825	43%	1.0%	1.2%

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

This report is sponsored by the Silicon Valley Automobile Dealers Association (408-437-7557) and produced by Auto Outlook (610-640-1233). Any material quoted must be attributed to Silicon Valley Auto Outlook, published by Auto Outlook, Inc. on behalf of SVADA. Data source must also be shown as "Data Source: AutoCount Data from Experian." Please contact the Association with any questions or comments regarding the publication.

Copyright December 2021.

County Market Share for Top 15 Selling Brands
YTD 2021 thru November vs. YTD 2020



Data Source: AutoCount data from Experian.