

Silicon Valley Outlook

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Silicon Valley
Automobile
Dealers Association

Covering the Santa Clara County automotive market

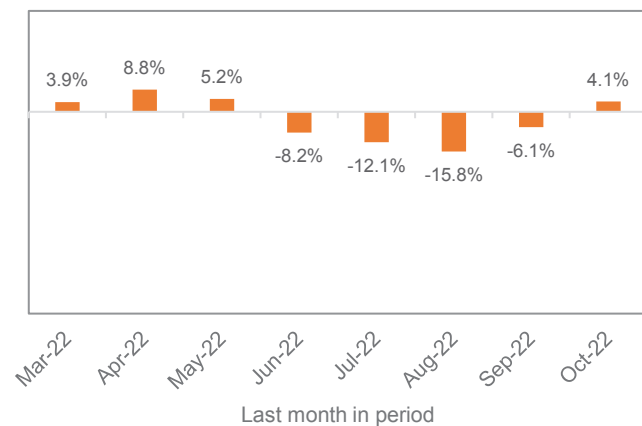
Data thru October 2022

Santa Clara County New Retail Car and Light Truck Registrations

	Most Recent Two Months			YTD thru Oct.			YTD Market Share		
	9/21 & 10/21	9/22 & 10/22	% change	2021	2022	% change	2021	2022	change
Industry Total	9,854	10,937	11.0%	60,337	59,213	-1.9%			
Cars	3,619	3,991	10.3%	22,095	20,943	-5.2%	36.6	35.4	-1.2
Light Trucks	6,235	6,946	11.4%	38,242	38,270	0.1%	63.4	64.6	1.2

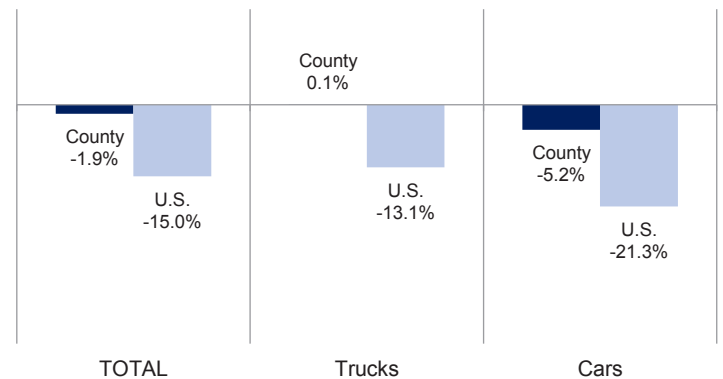
Data Source: AutoCount data from Experian.

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



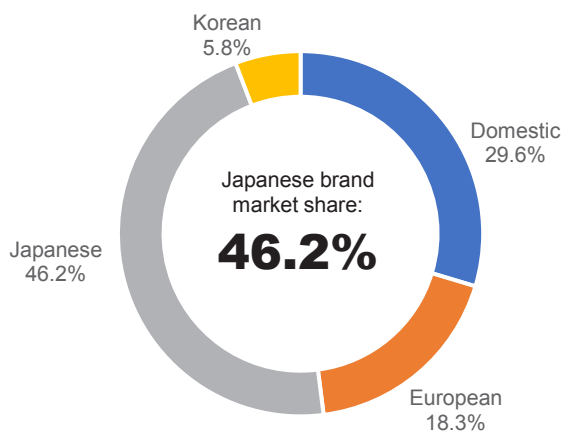
The graph above shows the year-over-year percent change in the three month moving average of new vehicle registrations. Data Source: AutoCount data from Experian.

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

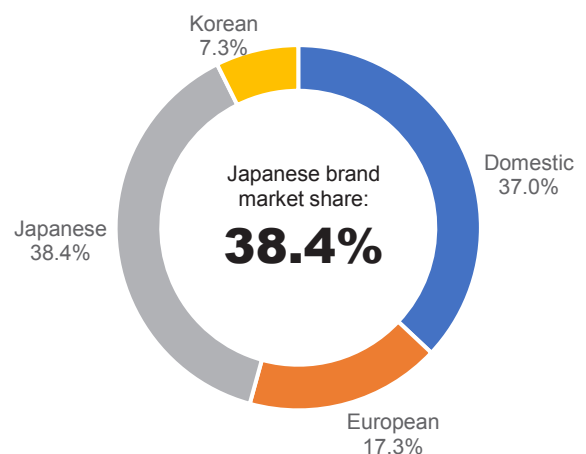


The graph above compares the change in new retail car and light truck registrations in both the county and U.S. markets. U.S. figures were estimated by Auto Outlook. Data Source: AutoCount data from Experian.

Santa Clara County Market Shares YTD '21 thru Oct.



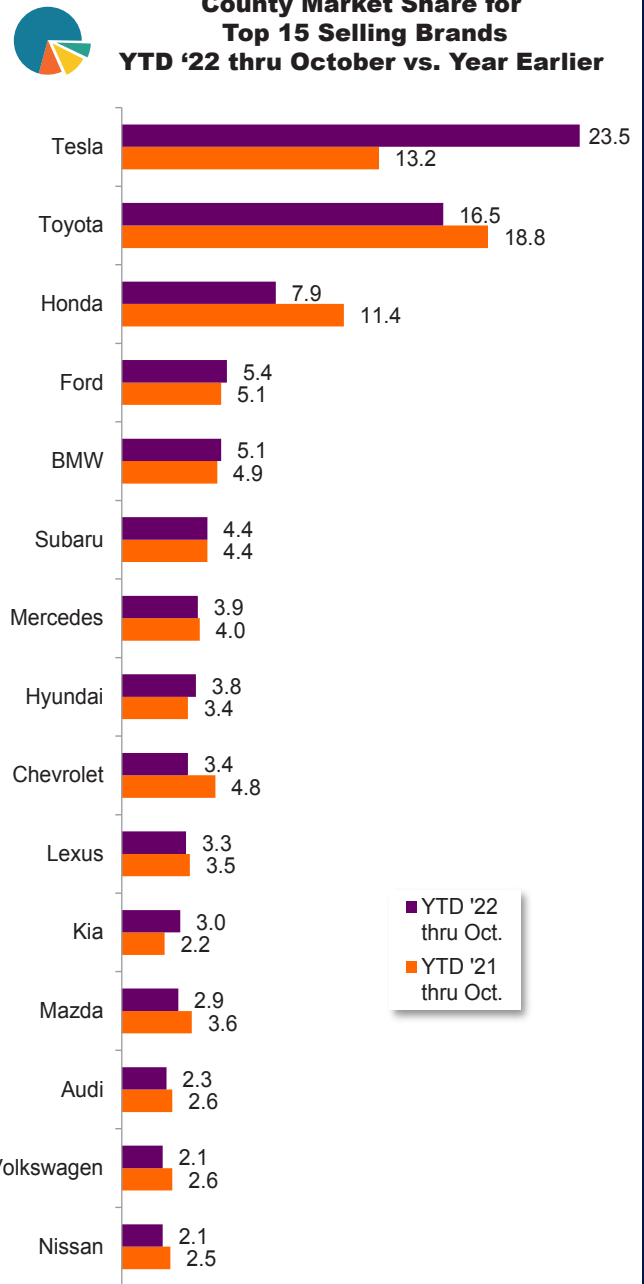
Santa Clara County Market Shares YTD '22 thru Oct.



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.

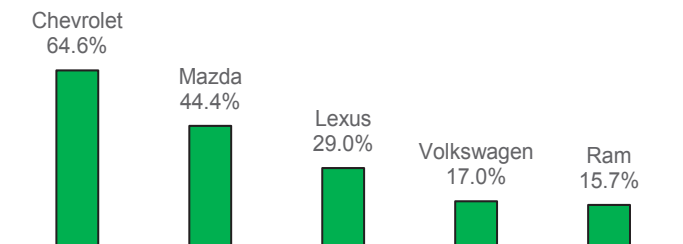
Santa Clara County						
New Retail Light Vehicle Registrations						
	Registrations			Market share		
	YTD '21 thru Oct.	YTD '22 thru Oct.	% change	YTD '21 thru Oct.	YTD '22 thru Oct.	
Acura	937	641	-32%	1.6%	1.1%	
Alfa Romeo	84	43	-49%	0.1%	0.1%	
Audi	1,589	1,384	-13%	2.6%	2.3%	
BMW	2,946	3,014	2%	4.9%	5.1%	
Buick	110	55	-50%	0.2%	0.1%	
Cadillac	238	196	-18%	0.4%	0.3%	
Chevrolet	2,916	2,013	-31%	4.8%	3.4%	
Chrysler	323	161	-50%	0.5%	0.3%	
Dodge	456	298	-35%	0.8%	0.5%	
Ford	3,052	3,183	4%	5.1%	5.4%	
Genesis	129	283	119%	0.2%	0.5%	
GMC	704	556	-21%	1.2%	0.9%	
Honda	6,884	4,679	-32%	11.4%	7.9%	
Hyundai	2,049	2,257	10%	3.4%	3.8%	
Infiniti	174	110	-37%	0.3%	0.2%	
Jaguar	91	55	-40%	0.2%	0.1%	
Jeep	1,280	980	-23%	2.1%	1.7%	
Kia	1,316	1,803	37%	2.2%	3.0%	
Land Rover	493	322	-35%	0.8%	0.5%	
Lexus	2,126	1,964	-8%	3.5%	3.3%	
Lincoln	62	40	-35%	0.1%	0.1%	
Maserati	23	45	96%	0.0%	0.1%	
Mazda	2,148	1,708	-20%	3.6%	2.9%	
Mercedes	2,439	2,323	-5%	4.0%	3.9%	
MINI	211	272	29%	0.3%	0.5%	
Mitsubishi	61	70	15%	0.1%	0.1%	
Nissan	1,534	1,215	-21%	2.5%	2.1%	
Other	89	70	-21%	0.1%	0.1%	
Porsche	789	813	3%	1.3%	1.4%	
Ram	758	543	-28%	1.3%	0.9%	
Subaru	2,679	2,595	-3%	4.4%	4.4%	
Tesla	7,989	13,886	74%	13.2%	23.5%	
Toyota	11,349	9,745	-14%	18.8%	16.5%	
Volkswagen	1,545	1,246	-19%	2.6%	2.1%	
Volvo	764	645	-16%	1.3%	1.1%	



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 (Aug '22 thru Oct '22) vs. preceding 3 months (May '22 thru Jul '22) Among top 20 selling brands



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