

Silicon Valley Outlook

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Automobile
Dealers Association

Covering the Santa Clara County automotive market

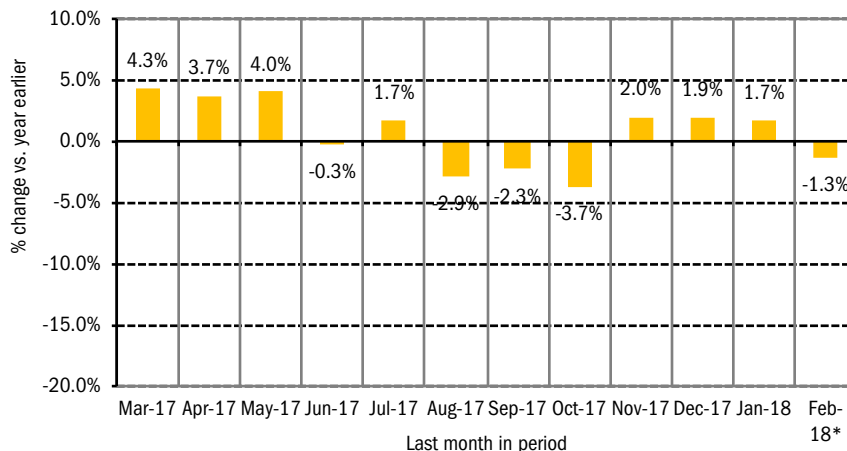
Data thru February 2018

Santa Clara County New Retail Car and Light Truck Registrations

	Most Recent Two Months			Annual Total			YTD Market Share		
	1/17 & 2/17	1/18 & 2/18*	% change	2016	2017	% change	2017	2018	change
Industry Total	14,942	14,714	-1.5%	97,734	98,473	0.8%			
Cars	7,809	7,145	-8.5%	52,586	49,638	-5.6%	52.3	48.6	-3.7
Light Trucks	7,133	7,569	6.1%	45,148	48,835	8.2%	47.7	51.4	3.7
Japanese Brands	7,506	7,346	-2.1%	51,217	51,021	-0.4%	50.2	49.9	-0.3
Honda	2,237	2,143	-4.2%	15,572	16,183	3.9%	15.0	14.6	-0.4
Nissan	877	714	-18.6%	6,106	5,115	-16.2%	5.9	4.9	-1.0
Toyota	2,865	2,978	3.9%	20,581	20,574	0.0%	19.2	20.2	1.0
Other	1,527	1,511	-1.0%	8,958	9,149	2.1%	10.2	10.3	0.1
Domestic Brands	4,051	4,057	0.1%	22,952	24,651	7.4%	27.1	27.6	0.5
FCA (excl. FIAT)	721	748	3.7%	4,782	4,584	-4.1%	4.8	5.1	0.3
Ford	1,265	1,232	-2.6%	7,725	7,464	-3.4%	8.5	8.4	-0.1
General Motors	1,552	1,325	-14.6%	8,023	9,659	20.4%	10.4	9.0	-1.4
Other	513	752	46.6%	2,422	2,944	21.6%	3.4	5.1	1.7
European Brands	2,738	2,690	-1.8%	19,138	18,630	-2.7%	18.3	18.3	0.0
BMW	671	643	-4.2%	5,617	4,948	-11.9%	4.5	4.4	-0.1
Mercedes	610	433	-29.0%	4,282	4,039	-5.7%	4.1	2.9	-1.2
Volkswagen	1,142	1,257	10.1%	7,010	7,470	6.6%	7.6	8.5	0.9
Other	315	357	13.3%	2,229	2,173	-2.5%	2.1	2.4	0.3
Korean Brands	647	621	-4.0%	4,427	4,171	-5.8%	4.3	4.2	-0.1

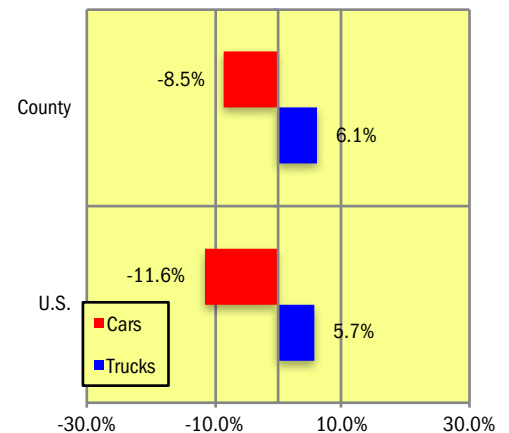
Brands included above: Domestic Brands: GM (Buick, Cadillac, Chevrolet, and GMC), Ford (Ford and Lincoln), Chrysler (Chrysler, Dodge, Jeep, and Ram). Japanese: Toyota (Toyota, Lexus, and Scion), Honda (Honda and Acura), Nissan (Nissan and Infiniti), Other (Mazda, Mitsubishi, and Subaru). European: VW (Audi, Bentley, Porsche, and Volkswagen), BMW (BMW, Rolls Royce, and MINI), MB (Mercedes Benz and smart), Other (Alfa Romeo, Aston Martin, Ferrari, Fiat, Jaguar, Land Rover, Lotus, Maserati, and Volvo). Korean: Hyundai and Kia.
*Figures for February 2018 were estimated by Auto Outlook. Data Source: IHS Markit.

Percent Change in Three Month Moving Average of New Retail Registrations versus Same Period 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.
*Figures for February 2018 were estimated by Auto Outlook. Data Source: IHS Markit.

Percent Change in County and U.S. New Retail Light Vehicle Markets YTD '18 thru February* vs. YTD '17



The graph above compares the change in new retail car and light truck registrations in both the county and U.S. markets. Figures for February, 2018 were estimated by Auto Outlook.
Data Source: IHS Markit.

Data Information

All data represents new vehicle retail registrations in Santa Clara County and excludes fleet and wholesale transactions. Please keep in mind that monthly registration figures can occasionally be subject to fluctuations, resulting in over or under estimation of actual results. This usually occurs due to processing delays by governmental agencies. For this reason, the year-to-date figures will typically be more reflective of market results.

Data Source: IHS Markit.

Santa Clara County New Retail Light Vehicle Registrations					
	Registrations			Market share	
	YTD '17	YTD '18	% change	YTD '17	YTD '18
	thru Feb.	thru Feb.*		thru Feb.	thru Feb.*
TOTAL	14,942	14,714	-2%		
Acura	295	263	-11%	2.0%	1.8%
Alfa Romeo	4	20	400%	0.0%	0.1%
Audi	436	484	11%	2.9%	3.3%
BMW	591	563	-5%	4.0%	3.8%
Buick	61	51	-16%	0.4%	0.3%
Cadillac	48	37	-23%	0.3%	0.3%
Chevrolet	1,203	1,036	-14%	8.1%	7.0%
Chrysler	75	114	52%	0.5%	0.8%
Dodge	175	141	-19%	1.2%	1.0%
FIAT	35	18	-49%	0.2%	0.1%
Ford	1,228	1,197	-3%	8.2%	8.1%
Genesis	21	25	19%	0.1%	0.2%
GMC	240	201	-16%	1.6%	1.4%
Honda	1,942	1,880	-3%	13.0%	12.8%
Hyundai	429	385	-10%	2.9%	2.6%
Infiniti	130	127	-2%	0.9%	0.9%
Jaguar	69	51	-26%	0.5%	0.3%
Jeep	325	365	12%	2.2%	2.5%
Kia	197	211	7%	1.3%	1.4%
Land Rover	71	89	25%	0.5%	0.6%
Lexus	476	487	2%	3.2%	3.3%
Lincoln	37	35	-5%	0.2%	0.2%
Maserati	24	18	-25%	0.2%	0.1%
Mazda	680	646	-5%	4.6%	4.4%
Mercedes	606	431	-29%	4.1%	2.9%
MINI	80	80	0%	0.5%	0.5%
Mitsubishi	14	24	71%	0.1%	0.2%
Nissan	747	587	-21%	5.0%	4.0%
Other	26	15	-42%	0.2%	0.1%
Porsche	164	176	7%	1.1%	1.2%
Ram	146	128	-12%	1.0%	0.9%
Subaru	831	840	1%	5.6%	5.7%
Tesla	512	752	47%	3.4%	5.1%
Toyota	2,389	2,491	4%	16.0%	16.9%
Volkswagen	542	597	10%	3.6%	4.1%
Volvo	93	149	60%	0.6%	1.0%

Top ten ranked brands in each percent change category are shaded green.

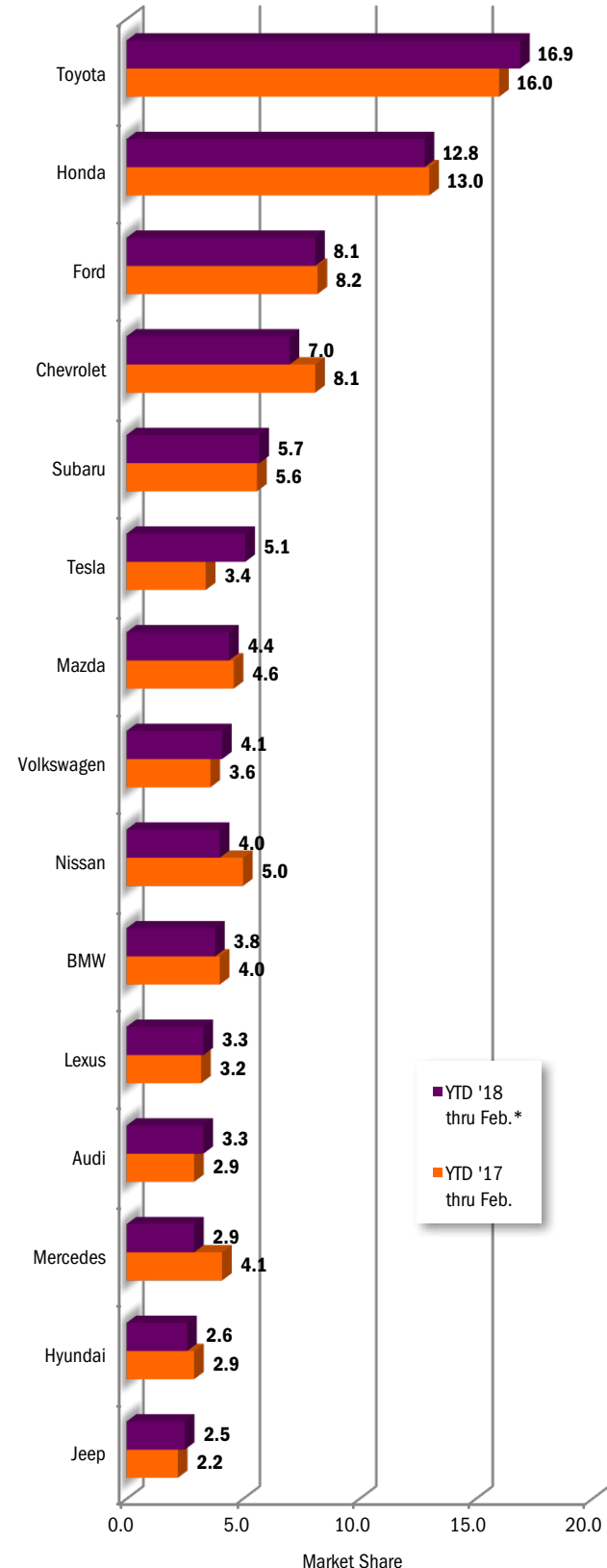
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County Market Share for Top 15 Selling Brands
YTD '18 thru February* vs. YTD '17



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