

Silicon Valley Outlook

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Silicon Valley
Automobile
Dealers Association

Covering the Santa Clara County automotive market

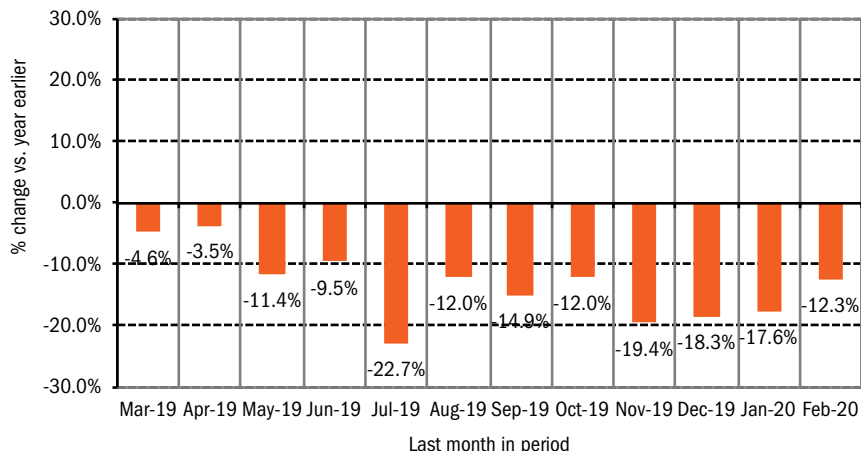
Data thru February 2020

Santa Clara County New Retail Car and Light Truck Registrations

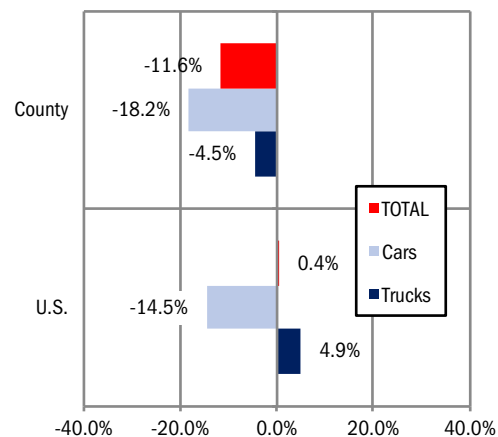
	January			February			YTD thru Feb			YTD Market Share		
	Jan-19	Jan-20	% change	Feb-19	Feb-20	% change	YTD '19	YTD '20	% change	YTD '19	YTD '20	change
Industry Total	10,658	8,832	-17.1%	5,503	5,459	-0.8%	16,161	14,291	-11.6%			
Cars	5,813	4,451	-23.4%	2,541	2,386	-6.1%	8,354	6,837	-18.2%	51.7	47.8	-3.9
Light Trucks	4,845	4,381	-9.6%	2,962	3,073	3.7%	7,807	7,454	-4.5%	48.3	52.2	3.9

Data Source: AutoCount data from Experian.

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



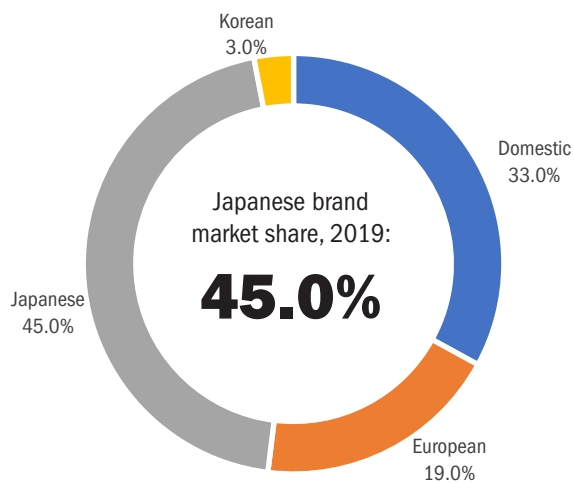
Percent Change in County and U.S. New Retail Light Vehicle Markets YTD 2020 thru Feb. vs. YTD 2019



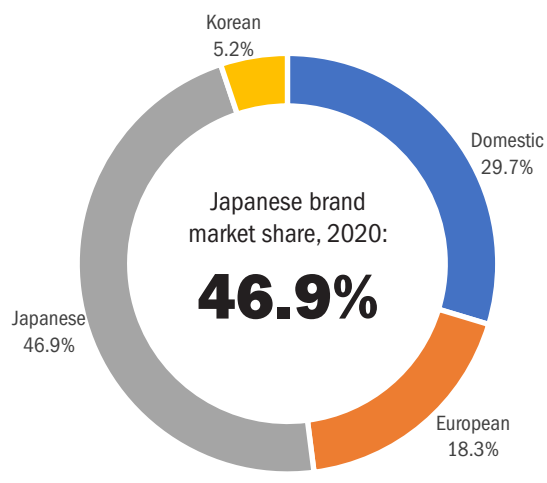
The graph above provides a clear picture of the trending direction of the county market. It shows the year-over-year percent change in the three month moving average of new retail light vehicle registrations. The three month moving average is less erratic than monthly registrations, which can fluctuate 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 in County - YTD '19 thru Feb.



Japanese, Domestic, European, and Korean Brand Market Shares in County - YTD '20 thru Feb



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 Data Source: AutoCount data from Experian.

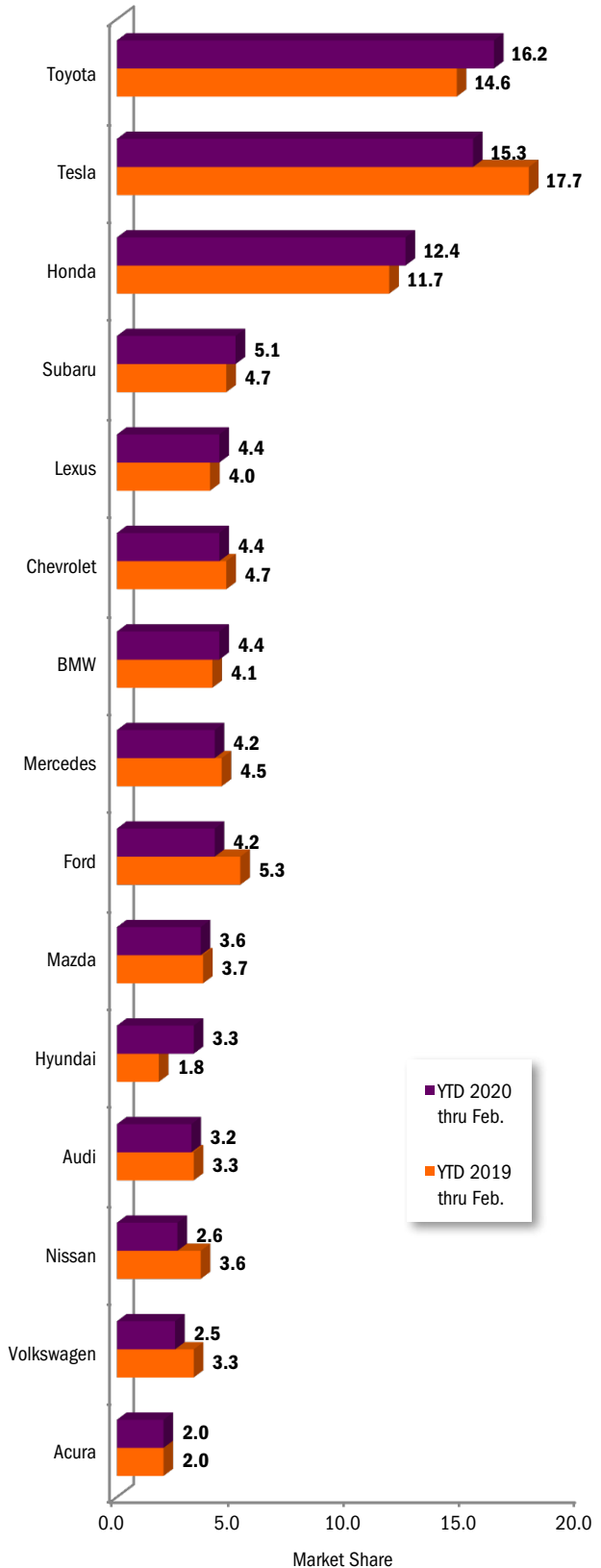
Santa Clara County New Retail Light Vehicle Registrations					
	Registrations			Market share	
	YTD 2019	YTD 2020	% change	YTD 2019	YTD 2020
	thru Feb.	thru Feb.		thru Feb.	thru Feb.
Acura	328	291	-11%	2.0%	2.0%
Alfa Romeo	25	25	0%	0.2%	0.2%
Audi	527	457	-13%	3.3%	3.2%
BMW	660	632	-4%	4.1%	4.4%
Buick	60	43	-28%	0.4%	0.3%
Cadillac	44	48	9%	0.3%	0.3%
Chevrolet	762	631	-17%	4.7%	4.4%
Chrysler	104	86	-17%	0.6%	0.6%
Dodge	81	120	48%	0.5%	0.8%
FIAT	20	4	-80%	0.1%	0.0%
Ford	850	604	-29%	5.3%	4.2%
Genesis	4	15	275%	0.0%	0.1%
GMC	188	167	-11%	1.2%	1.2%
Honda	1,896	1,777	-6%	11.7%	12.4%
Hyundai	291	467	60%	1.8%	3.3%
Infiniti	106	51	-52%	0.7%	0.4%
Jaguar	67	47	-30%	0.4%	0.3%
Jeep	231	213	-8%	1.4%	1.5%
Kia	199	254	28%	1.2%	1.8%
Land Rover	129	138	7%	0.8%	1.0%
Lexus	648	633	-2%	4.0%	4.4%
Lincoln	15	23	53%	0.1%	0.2%
Maserati	18	4	-78%	0.1%	0.0%
Mazda	601	510	-15%	3.7%	3.6%
Mercedes	726	596	-18%	4.5%	4.2%
MINI	75	43	-43%	0.5%	0.3%
Mitsubishi	11	12	9%	0.1%	0.1%
Nissan	574	377	-34%	3.6%	2.6%
Other	18	25	39%	0.1%	0.2%
Porsche	154	149	-3%	1.0%	1.0%
Ram	135	122	-10%	0.8%	0.9%
Subaru	755	730	-3%	4.7%	5.1%
Tesla	2,859	2,182	-24%	17.7%	15.3%
Toyota	2,355	2,317	-2%	14.6%	16.2%
Volkswagen	533	352	-34%	3.3%	2.5%
Volvo	116	146	26%	0.7%	1.0%

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 2020 thru February vs. YTD 2019



Data Source: AutoCount data from Experian.