

Silicon Valley Outlook

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Silicon Valley
Automobile
Dealers Association

Covering the Santa Clara County automotive market

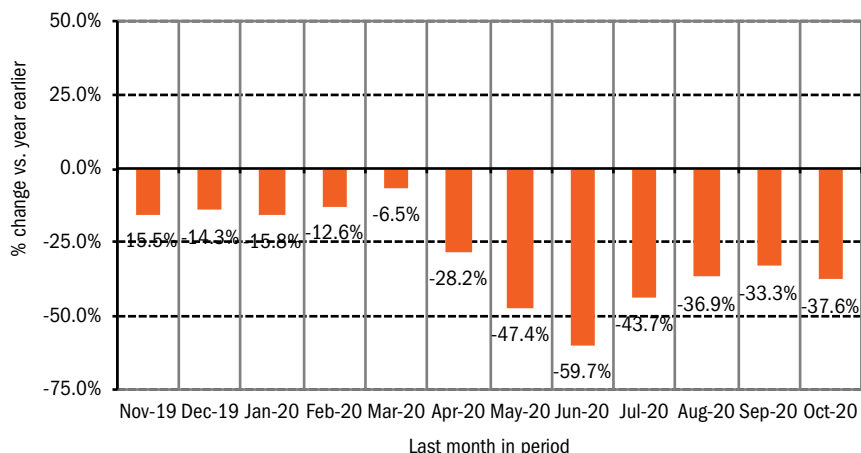
Data thru October 2020

Santa Clara County New Retail Car and Light Truck Registrations

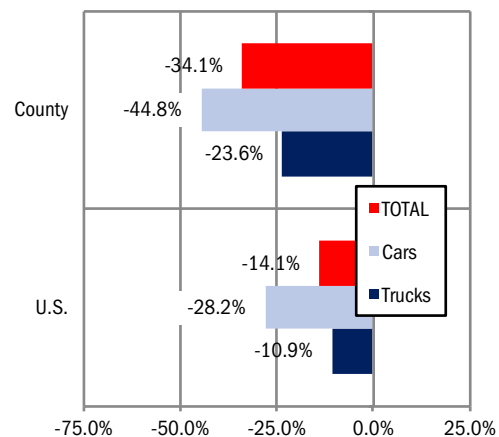
	Sep.			Oct.			YTD thru Oct.			YTD Market Share		
	Sep-19	Sep-20	% change	Oct-19	Oct-20	% change	YTD '19	YTD '20	% change	YTD '19	YTD '20	change
Industry Total	7,447	5,725	-23.1%	8,801	5,121	-41.8%	77,749	51,240	-34.1%	49.6	41.5	-8.0
Cars	3,421	2,081	-39.2%	4,514	1,957	-56.6%	38,531	21,274	-44.8%	49.6	41.5	-8.0
Light Trucks	4,026	3,644	-9.5%	4,287	3,164	-26.2%	39,218	29,966	-23.6%	50.4	58.5	8.0

Data Source: AutoCount data from Experian.

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



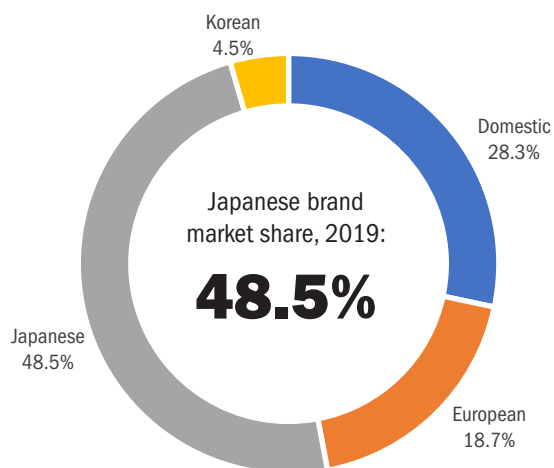
Percent Change in County and U.S. New Retail Light Vehicle Markets YTD 2020 thru October vs. YTD 2019



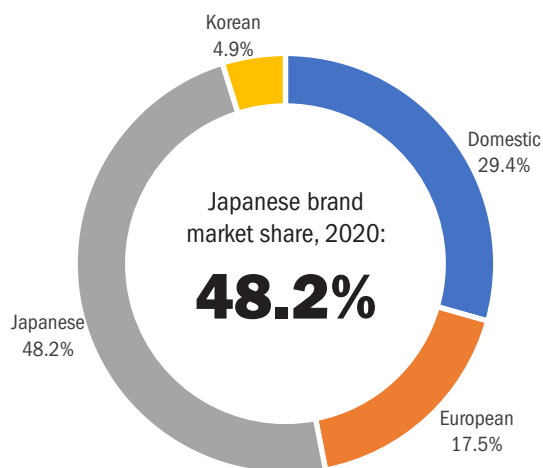
The graph above provides a clear picture of the trending direction of the county market. It shows the year-over-year percent change in the three month moving average of new retail light vehicle registrations. The three month moving average is less erratic than monthly registrations, which can fluctuate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



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



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 October 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.

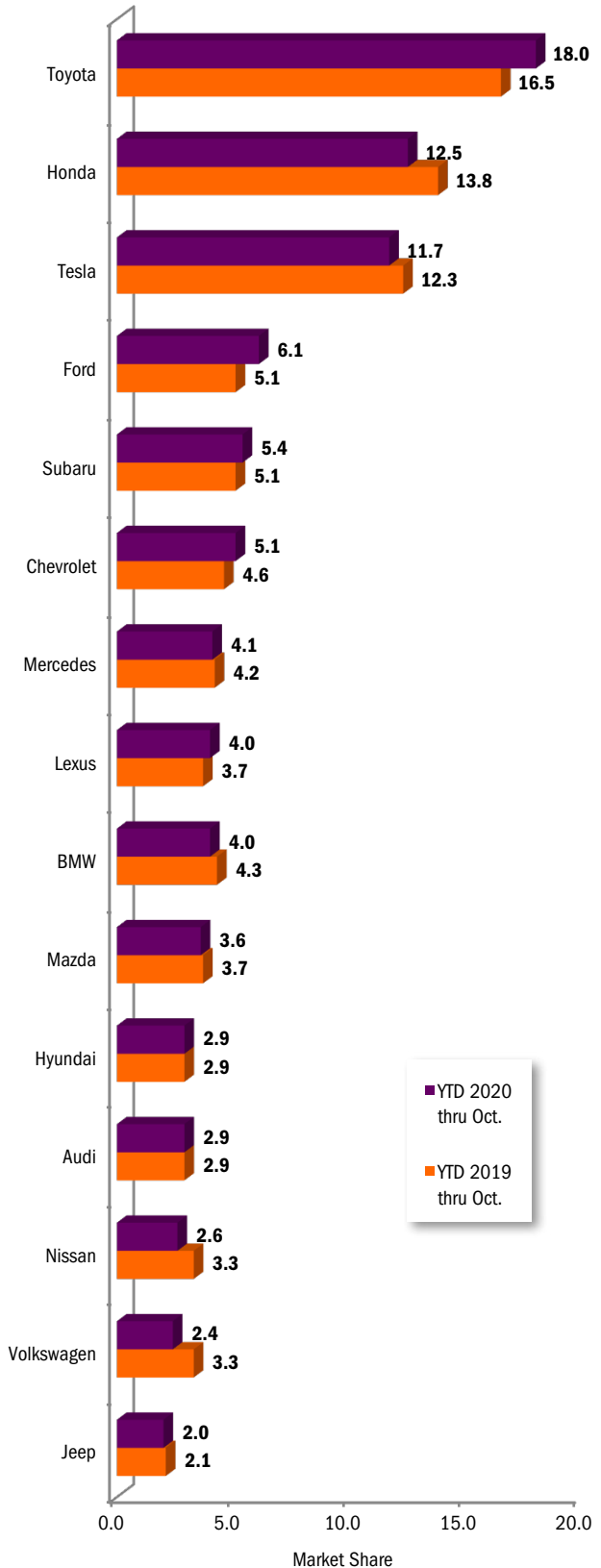
Santa Clara County New Retail Light Vehicle Registrations					
	Registrations			Market share	
	YTD 2019	YTD 2020	% change	YTD 2019	YTD 2020
	thru Oct.	thru Oct.		thru Oct.	thru Oct.
Acura	1,492	900	-40%	1.9%	1.8%
Alfa Romeo	146	87	-40%	0.2%	0.2%
Audi	2,277	1,477	-35%	2.9%	2.9%
BMW	3,328	2,038	-39%	4.3%	4.0%
Buick	231	128	-45%	0.3%	0.2%
Cadillac	180	200	11%	0.2%	0.4%
Chevrolet	3,557	2,605	-27%	4.6%	5.1%
Chrysler	499	228	-54%	0.6%	0.4%
Dodge	654	450	-31%	0.8%	0.9%
FIAT	55	12	-78%	0.1%	0.0%
Ford	3,959	3,102	-22%	5.1%	6.1%
Genesis	56	41	-27%	0.1%	0.1%
GMC	937	728	-22%	1.2%	1.4%
Honda	10,756	6,420	-40%	13.8%	12.5%
Hyundai	2,271	1,477	-35%	2.9%	2.9%
Infiniti	381	133	-65%	0.5%	0.3%
Jaguar	243	163	-33%	0.3%	0.3%
Jeep	1,615	1,004	-38%	2.1%	2.0%
Kia	1,161	968	-17%	1.5%	1.9%
Land Rover	558	436	-22%	0.7%	0.9%
Lexus	2,840	2,027	-29%	3.7%	4.0%
Lincoln	86	81	-6%	0.1%	0.2%
Maserati	57	29	-49%	0.1%	0.1%
Mazda	2,863	1,853	-35%	3.7%	3.6%
Mercedes	3,281	2,108	-36%	4.2%	4.1%
MINI	340	205	-40%	0.4%	0.4%
Mitsubishi	92	57	-38%	0.1%	0.1%
Nissan	2,534	1,350	-47%	3.3%	2.6%
Other	109	88	-19%	0.1%	0.2%
Porsche	785	609	-22%	1.0%	1.2%
Ram	740	538	-27%	1.0%	1.0%
Subaru	3,927	2,753	-30%	5.1%	5.4%
Tesla	9,547	5,999	-37%	12.3%	11.7%
Toyota	12,809	9,206	-28%	16.5%	18.0%
Volkswagen	2,579	1,217	-53%	3.3%	2.4%
Volvo	804	523	-35%	1.0%	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 October vs. YTD 2019



Data Source: AutoCount data from Experian.