

# Silicon Valley Auto Outlook

Released by:  
Silicon Valley Automobile  
Dealers Association

Covering the Santa Clara County Automotive Market

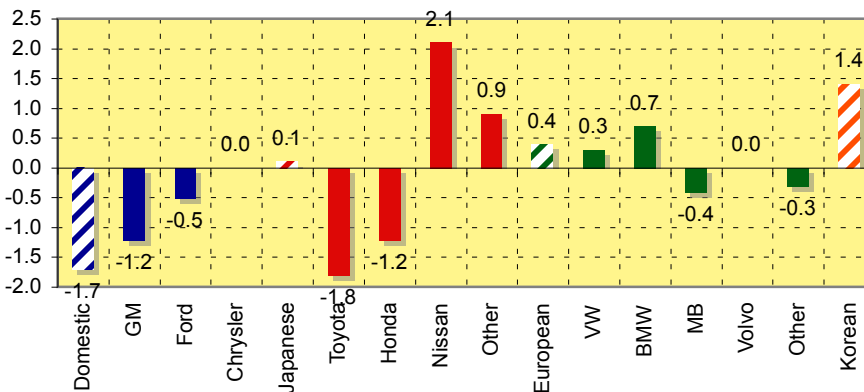
Data thru May 2010

## Santa Clara County New Retail Car and Light Truck Registrations

	Apr 10 and May 10 Combined			YTD thru May				YTD Market Share (%)		
	Santa Clara County			Santa Clara County			U.S.	Santa Clara County		
	Previous	Current	% chg.	2009	2010	% chg.	% chg.	2009	2010	Chg.
Industry Total	6,520	7,567	16.1%	15,056	18,583	23.4%	17.3%			
Cars	4,057	4,738	16.8%	9,206	11,632	26.4%	18.1%	61.1	62.6	1.5
Light Trucks	2,463	2,829	14.9%	5,850	6,951	18.8%	16.4%	38.9	37.4	-1.5
Domestic Brands	970	1,117	15.2%	2,455	2,717	10.7%	18.8%	16.3	14.6	-1.7
General Motors	369	368	-0.3%	915	909	-0.7%	14.9%	6.1	4.9	-1.2
Ford	479	564	17.7%	1,207	1,399	15.9%	31.4%	8.0	7.5	-0.5
Chrysler	122	185	51.6%	333	409	22.8%	7.9%	2.2	2.2	0.0
Japanese Brands	4,260	4,879	14.5%	9,804	12,107	23.5%	15.4%	65.1	65.2	0.1
Toyota	1,970	2,182	10.8%	4,657	5,414	16.3%	10.5%	30.9	29.1	-1.8
Honda	1,524	1,634	7.2%	3,372	3,942	16.9%	13.2%	22.4	21.2	-1.2
Nissan	348	532	52.9%	814	1,394	71.3%	29.8%	5.4	7.5	2.1
Other	418	531	27.0%	961	1,357	41.2%	14.6%	6.4	7.3	0.9
European Brands	1,195	1,329	11.2%	2,596	3,265	25.8%	16.1%	17.2	17.6	0.4
Volkswagen	402	471	17.2%	897	1,163	29.7%	33.7%	6.0	6.3	0.3
BMW	336	427	27.1%	731	1,043	42.7%	5.0%	4.9	5.6	0.7
Mercedes	306	318	3.9%	663	742	11.9%	17.3%	4.4	4.0	-0.4
Volvo	33	33	0.0%	76	88	15.8%	2.2%	0.5	0.5	0.0
Other	118	80	-32.2%	229	229	0.0%	-4.5%	1.5	1.2	-0.3
Korean Brands	95	242	154.7%	201	494	145.8%	19.3%	1.3	2.7	1.4

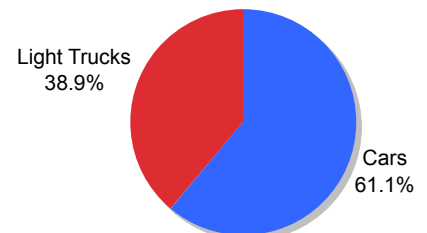
Brands included above: Big 3: GM (Buick, Cadillac, Chevrolet, GMC, Hummer, Pontiac, and Saturn), Ford (Ford, Lincoln, and Mercury), Chrysler (Chrysler, Dodge, and Jeep). Japanese: Toyota (Toyota, Lexus, and Scion), Honda (Honda and Acura), Nissan (Nissan and Infiniti), Other (Isuzu, Mazda, Mitsubishi, Subaru, and Suzuki). European: VW (Audi, Bentley, and Volkswagen), BMW (BMW, Rolls Royce, and Mini), MB (Mercedes Benz), Volvo, Other (Aston Martin, Ferrari, Jaguar, Land Rover, Lotus, Maserati, and Saab). Korean: Hyundai and Kia.

Change in Market Share - YTD '10 thru May vs. Year Earlier

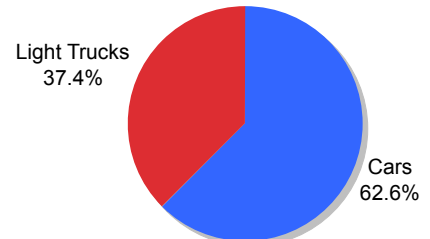


Car and Light Truck Market Share

YTD '09 thru May



YTD '10 thru May



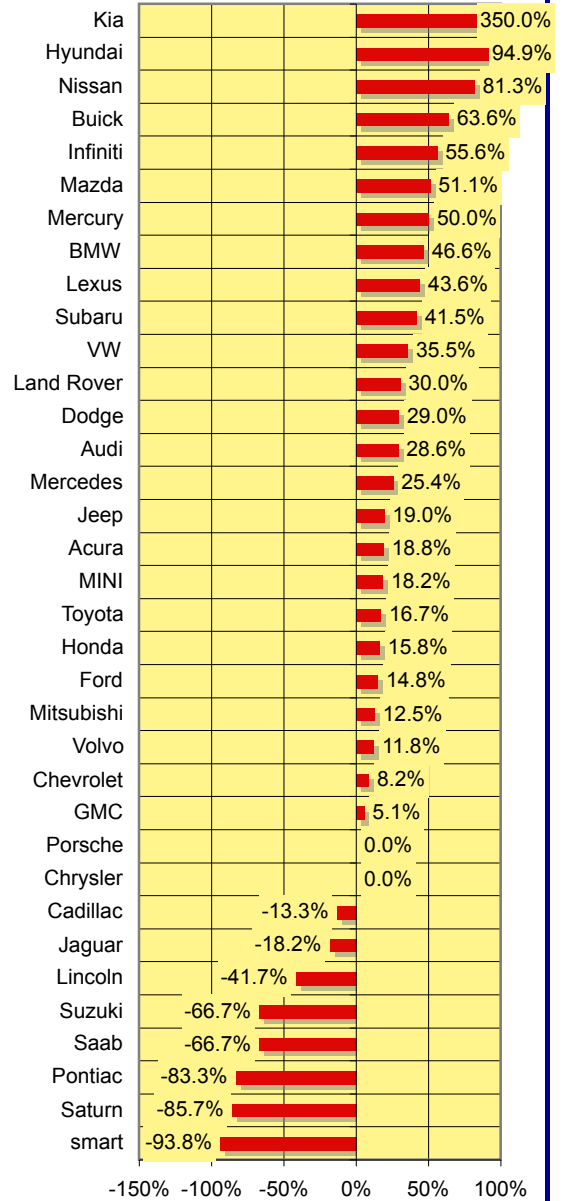
The table above shows new retail light vehicle registrations in Santa Clara County. Please keep in mind that monthly registration figures can occasionally be subject to fluctuations, resulting in over or under estimation of actual results. This usually occurs due to processing delays by governmental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

Source for state registrations: AutoCount, an Experian Company. U.S. sales: Automotive News. Note: U.S. data includes fleet sales.

**County New Retail Car and Light Truck Registrations  
(Six Month Average Dec 09 thru May 10 vs. Year Earlier)**

	Avg. Monthly Registrations			U.S. % chg.	County Market Share		
	12/08 to 5/09	12/09 to 5/10	% chg.		Prev.	Recent	Chg.
TOTAL	3,041	3,761	23.7%	16.9%			
Acura	85	101	18.8%	13.8%	2.8	2.7	-0.1
Audi	70	90	28.6%	28.5%	2.3	2.4	0.1
BMW	118	173	46.6%	7.1%	3.9	4.6	0.7
Buick	11	18	63.6%	45.5%	0.4	0.5	0.1
Cadillac	15	13	-13.3%	27.0%	0.5	0.3	-0.2
Chevrolet	97	105	8.2%	24.1%	3.2	2.8	-0.4
Chrysler	14	14	0.0%	14.0%	0.5	0.4	-0.1
Dodge	31	40	29.0%	5.6%	1.0	1.1	0.1
Ford	230	264	14.8%	34.6%	7.6	7.0	-0.6
GMC	39	41	5.1%	22.7%	1.3	1.1	-0.2
Honda	587	680	15.8%	15.3%	19.3	18.1	-1.2
Hummer	2	0	--	-59.5%	0.1	0.0	-0.1
Hyundai	39	76	94.9%	24.9%	1.3	2.0	0.7
Infiniti	36	56	55.6%	19.0%	1.2	1.5	0.3
Jaguar	11	9	-18.2%	-7.5%	0.4	0.2	-0.2
Jeep	21	25	19.0%	-0.1%	0.7	0.7	0.0
Kia	4	18	350.0%	17.8%	0.1	0.5	0.4
Land Rover	10	13	30.0%	26.6%	0.3	0.3	0.0
Lexus	149	214	43.6%	22.9%	4.9	5.7	0.8
Lincoln	12	7	-41.7%	12.4%	0.4	0.2	-0.2
Mazda	88	133	51.1%	10.6%	2.9	3.5	0.6
Mercedes	122	153	25.4%	22.1%	4.0	4.1	0.1
Mercury	4	6	50.0%	10.4%	0.1	0.2	0.1
MINI	33	39	18.2%	-0.3%	1.1	1.0	-0.1
Mitsubishi	16	18	12.5%	-0.1%	0.5	0.5	0.0
Nissan	123	223	81.3%	28.9%	4.0	5.9	1.9
Pontiac	12	2	-83.3%	-88.7%	0.4	0.1	-0.3
Porsche	19	19	0.0%	0.4%	0.6	0.5	-0.1
Saab	3	1	-66.7%	-65.5%	0.1	0.0	-0.1
Saturn	14	2	-85.7%	-76.1%	0.5	0.1	-0.4
smart	16	1	-93.8%	-62.9%	0.5	0.0	-0.5
Subaru	82	116	41.5%	38.6%	2.7	3.1	0.4
Suzuki	6	2	-66.7%	-52.3%	0.2	0.1	-0.1
Toyota/Scion	792	924	16.7%	13.3%	26.0	24.6	-1.4
Volkswagen	107	145	35.5%	31.2%	3.5	3.9	0.4
Volvo	17	19	11.8%	4.3%	0.6	0.5	-0.1
Other	9	3	-66.7%	-3.3%	0.3	0.1	-0.2

**Percent Change in Registrations  
(Dec 09 thru May 10 vs. Year Earlier)**



**WHO ARE MY TOP COMPETITORS? -BY MARKET AREA?**

**WHAT NEW AND USED CARS SELL WELL IN MY MARKETS?**

**ANSWERS DRIVE RESULTS.**

You need insights into your marketplace to make the best decisions to maximize profits. The AutoCount® Dealer Report analyzes full details on new and used competitive dealer market share, down to specific areas you define. You bring the questions. We'll bring the answers.



www.experianautomotive.com 888 211 5809

**Explanation and Notes**

The table above shows combined new car and light truck registrations for all major brands in the county. Average monthly registrations are shown for the most recent six month period (Dec '09 thru May '10) and the same period a year earlier. The six month average trend provides a clearer picture of brand sales performance than individual monthly registrations, which are subject to significant volatility. The table also shows the percent change in U.S new vehicle sales during the same time span, and county market share during the most recent six month period. The top ten brands in each percent change category are shaded green. The graph shows the percent change in county registrations during the most recent six month period versus a year earlier (the fourth column in the table). Brands are ranked from highest to lowest percentage change.

This report is sponsored by the Silicon Valley Automobile Dealers Association and produced by Auto Outlook. For questions or comments, please contact SVADA (408-437-7557) or Auto Outlook (800-206-0102).