

Silicon Valley Outlook

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Silicon Valley
Automobile
Dealers Association

Covering the Santa Clara County automotive market

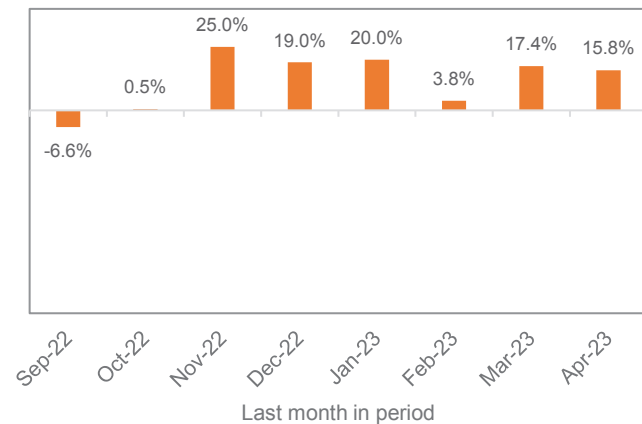
Data thru April 2023

Santa Clara County New Retail Car and Light Truck Registrations

	Most Recent Two Months			YTD thru April			YTD Market Share		
	3/22 & 4/22	3/23 & 4/23	% change	YTD '22	YTD '23	% change	YTD '22	YTD '23	change
Industry Total	11,915	14,583	22.4%	24,758	28,659	15.8%			
Cars	4,049	4,709	16.3%	8,462	9,352	10.5%	34.2	32.6	-1.6
Light Trucks	7,866	9,874	25.5%	16,296	19,307	18.5%	65.8	67.4	1.6

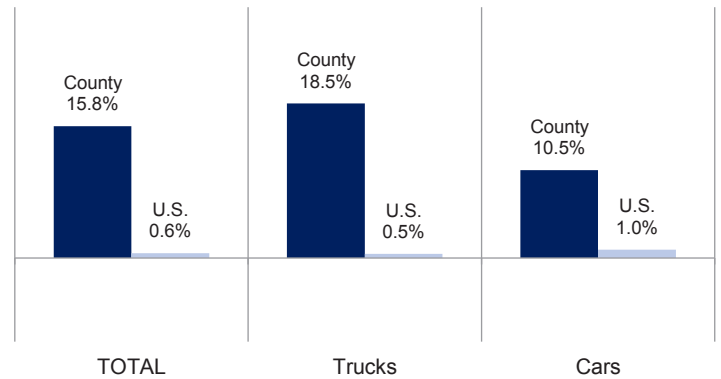
Data sourced from Experian Automotive. April '23 figures partially estimated.

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



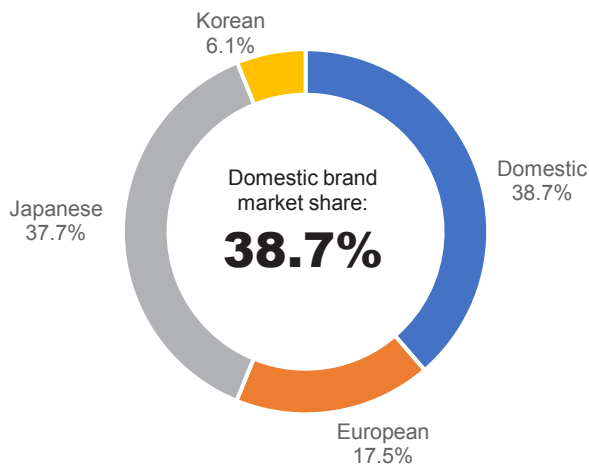
The graph above shows the year-over-year percent change in the three month moving average of new vehicle registrations. Data sourced from Experian Automotive.

Percent Change in County and U.S. New Retail Light Vehicle Markets YTD '23 thru April vs. Year Earlier

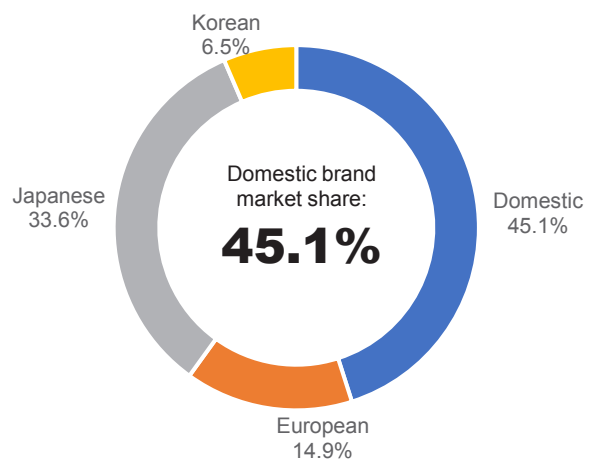


The graph above compares the change in new retail car and light truck registrations in both the county and U.S. markets. Data sourced from Experian Automotive.

Santa Clara County Market Shares YTD '22 thru Apr.



Santa Clara County Market Shares YTD '23 thru Apr.



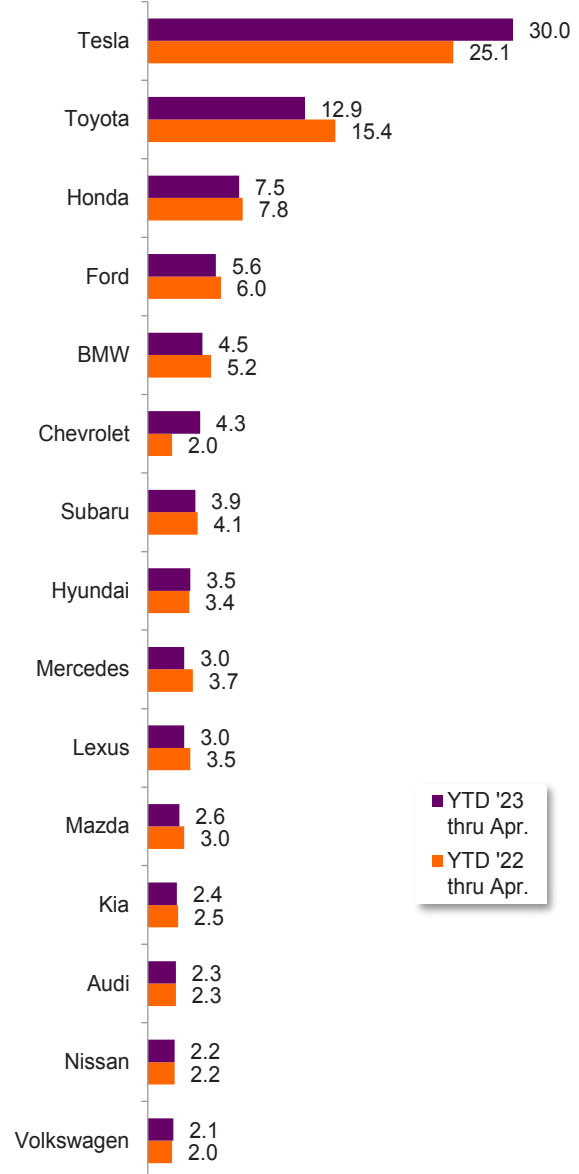
Data Information

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 '22 thru Apr.	YTD '23 thru Apr.	% change	YTD '22 thru Apr.	YTD '23 thru Apr.
Acura	313	308	-2%	1.3%	1.1%
Alfa Romeo	16	12	-25%	0.1%	0.0%
Audi	571	648	13%	2.3%	2.3%
BMW	1,278	1,285	1%	5.2%	4.5%
Buick	20	38	90%	0.1%	0.1%
Cadillac	89	90	1%	0.4%	0.3%
Chevrolet	496	1,232	148%	2.0%	4.3%
Chrysler	68	99	46%	0.3%	0.3%
Dodge	105	75	-29%	0.4%	0.3%
Ford	1,478	1,609	9%	6.0%	5.6%
Genesis	57	157	175%	0.2%	0.5%
GMC	252	287	14%	1.0%	1.0%
Honda	1,920	2,156	12%	7.8%	7.5%
Hyundai	838	1,000	19%	3.4%	3.5%
Infiniti	42	64	52%	0.2%	0.2%
Jaguar	27	11	-59%	0.1%	0.0%
Jeep	443	352	-21%	1.8%	1.2%
Kia	616	693	13%	2.5%	2.4%
Land Rover	169	105	-38%	0.7%	0.4%
Lexus	875	848	-3%	3.5%	3.0%
Lincoln	24	30	25%	0.1%	0.1%
Maserati	28	8	-71%	0.1%	0.0%
Mazda	754	739	-2%	3.0%	2.6%
Mercedes	916	847	-8%	3.7%	3.0%
MINI	141	97	-31%	0.6%	0.3%
Mitsubishi	35	47	34%	0.1%	0.2%
Nissan	555	618	11%	2.2%	2.2%
Other	52	112	115%	0.2%	0.4%
Polestar	80	47	-41%	0.3%	0.2%
Porsche	289	321	11%	1.2%	1.1%
Ram	297	209	-30%	1.2%	0.7%
Rivian	77	227		0.3%	0.8%
Subaru	1,020	1,132	11%	4.1%	3.9%
Tesla	6,212	8,592	38%	25.1%	30.0%
Toyota	3,825	3,710	-3%	15.4%	12.9%
Volkswagen	490	613	25%	2.0%	2.1%
Volvo	290	241	-17%	1.2%	0.8%



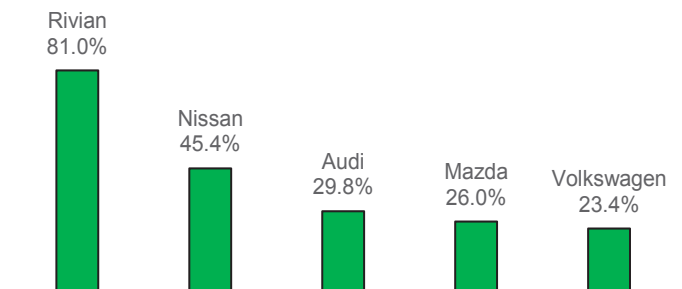
County Market Share for Top 15 Selling Brands YTD '23 thru April vs. Year Earlier



Top ten ranked brands in each percent change category are shaded gray. Data sourced from Experian Automotive.

Brands On the Move

Largest % increase in registrations during past 3 months (Feb '23 thru Apr '23) vs. preceding 3 months (Nov '22 thru Jan '23) Among top 20 selling brands



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