

California Auto Outlook™

Comprehensive Information on the California Vehicle Market

Volume 18, Number 2

Released May 2022

Covering First Quarter 2022

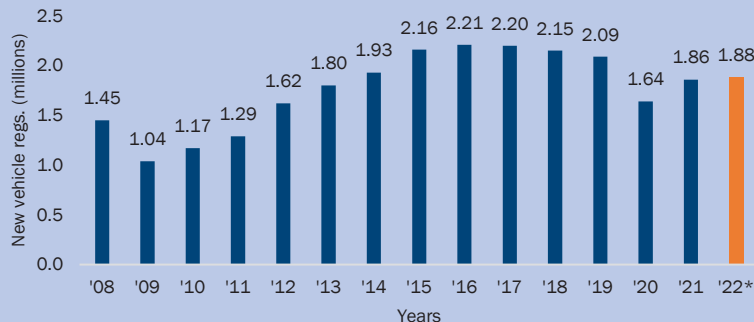
Publication Sponsored By:



California New Vehicle Registrations Predicted to Increase Slightly in 2022

California Annual New Light Vehicle Registrations - 2008 thru 2022

ANNUAL TRENDS



Historical data source: AutoCount data from Experian. *2022 forecast by Auto Outlook.

New vehicle registrations in California are predicted to approach 1.9 million units this year and increase slightly from 2021.

Inflation has surged, interest rates are moving higher, gas prices have increased, and there's a war in Europe. These simultaneous events would typically push new vehicle sales sharply lower, but that's not likely to happen. Vehicle production levels, not demand, will likely be the primary driver of sales for at least the next 12 months.

California New Light Vehicle Registrations and U.S. New Vehicle Sales - YTD '21 and YTD '22 thru March

TWO YEAR PERSPECTIVE



	California			U.S.		
	YTD '21	YTD '22	Change	YTD '21	YTD '22	Change
Registrations						
TOTAL	493,160	425,216	-13.8%	3,937,403	3,318,789	-15.7%
Car	163,587	133,436	-18.4%	891,276	679,178	-23.8%
Light Truck	329,573	291,780	-11.5%	3,046,127	2,639,611	-13.3%
Domestic	164,378	151,781	-7.7%	1,698,947	1,451,051	-14.6%
European	74,292	61,016	-17.9%	395,929	322,040	-18.7%
Japanese	218,441	178,398	-18.3%	1,507,625	1,223,105	-18.9%
Korean	36,049	34,021	-5.6%	334,902	322,593	-3.7%
Market Share						
Car	33.2	31.4	-1.8	22.6	20.5	-2.1
Light Truck	66.8	68.6	1.8	77.4	79.5	2.1
Domestic	33.3	35.7	2.4	43.1	43.7	0.6
European	15.1	14.3	-0.8	10.1	9.7	-0.4
Japanese	44.4	42.0	-2.4	38.3	36.9	-1.4
Korean	7.3	8.0	0.7	8.5	9.7	1.2

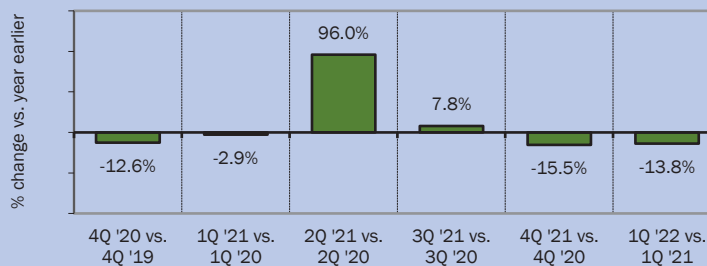
New light vehicle registrations in California declined 13.8 percent in the First Quarter of this year versus year earlier, in line with the 15.7 percent drop in the Nation.

With vehicle supplies tightening, sales have shifted to the retail market. New retail registrations in the state were down 7.3 percent during the first three months of this year versus the 39 percent drop for fleets (see page six).

Source for California new vehicle registrations: AutoCount data from Experian. Source for U.S. sales: Automotive News.

California Quarterly New Light Vehicle Registrations Percent Change vs. Year Earlier

QUARTERLY RESULTS



Data source: AutoCount data from Experian.

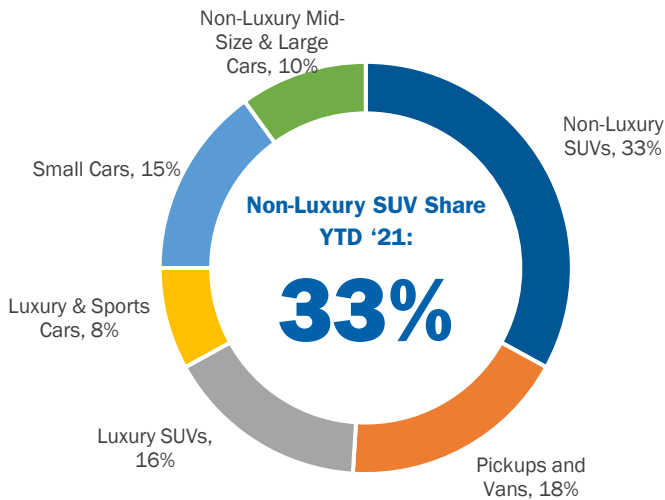
New vehicle registrations in the state fell by more than 10 percent for the second consecutive quarter.

Registrations could fall by 20%, or more, in the Second Quarter of this year as tight inventories will continue to be a factor. The market would have struggled to exceed year-earlier levels even if supplies were plentiful. Registrations during the Second Quarter of last year approached 550,000 units, the highest total since the Second Quarter of 2018.

SEGMENT MARKET SHARE TRENDS

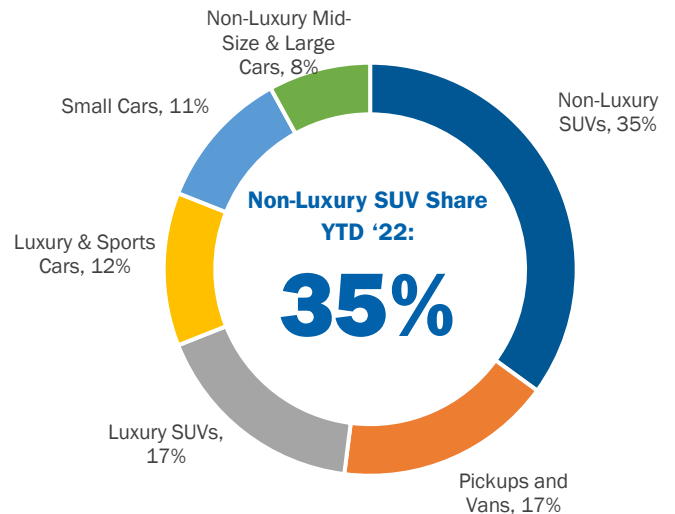
Non-Luxury SUVs Continue to Gain Ground in California Market

Segment Market Shares in California
YTD 2021 thru March



Data Source: AutoCount data from Experian.

Segment Market Shares in California
YTD 2022 thru March



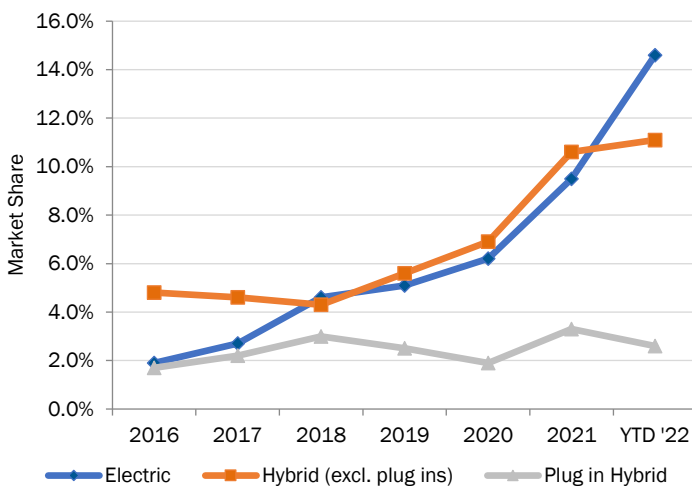
Data Source: AutoCount data from Experian.

The two graphs above show market shares for primary segments during the first three months of 2021 and 2022.

HYBRID AND ELECTRIC VEHICLES

Estimated Electric Vehicle Market Share Increased to 14.6 Percent in 1Q '22

Estimated Hybrid and Electric Vehicle Market Share



Hybrid/electric vehicle market share, YTD '22:
28.3 percent

Estimated Hybrid and Electric New Vehicle Registrations and Market Share					
	2018	2019	2020	2021	YTD 2022
Electric registrations	99121	106752	101628	176357	62082
Electric share	4.6%	5.1%	6.2%	9.5%	14.6%
Hybrid regs. (excl. plug ins)	92658	117218	113103	196777	47198
Hybrid share (excl. plug ins)	4.3%	5.6%	6.9%	10.6%	11.1%
Plug in hybrid regs.	64644	52329	31144	61261	11056
Plug in hybrid share	3.0%	2.5%	1.9%	3.3%	2.6%

The graph above shows the estimated hybrid powertrain and electric vehicle market share in the state. Registrations by powertrain for vehicles equipped with multiple engine types were estimated by Auto Outlook. The estimates are based on model registrations compiled by Experian, and engine installation rates collected from other sources.

MODEL RANKINGS

Tesla Model Y is Top Seller in State During First Quarter of 2022

The table below shows the top five selling models during the first three months of 2022 in 20 segments. In addition to unit registrations, it also shows each model's market share in its respective segment. Sales results in the First Quarter of this year were primarily determined by vehicle production and availability. New registrations of the Honda Civic and Toyota Camry, two perennial top-sellers in the state, were impacted by diminished inventories.



BEST SELLERS IN PRIMARY SEGMENTS

- Compact Car: Honda Civic
- Full Size Pickup: Ford F-Series
- Mid-Size Car: Toyota Camry
- Compact SUV: Toyota RAV4
- Near Luxury Car: Tesla Model 3
- Mid-Size SUV: Toyota Highlander
- Comp./Mid Pickup: Toyota Tacoma
- Luxury Compact SUV: Tesla Model Y

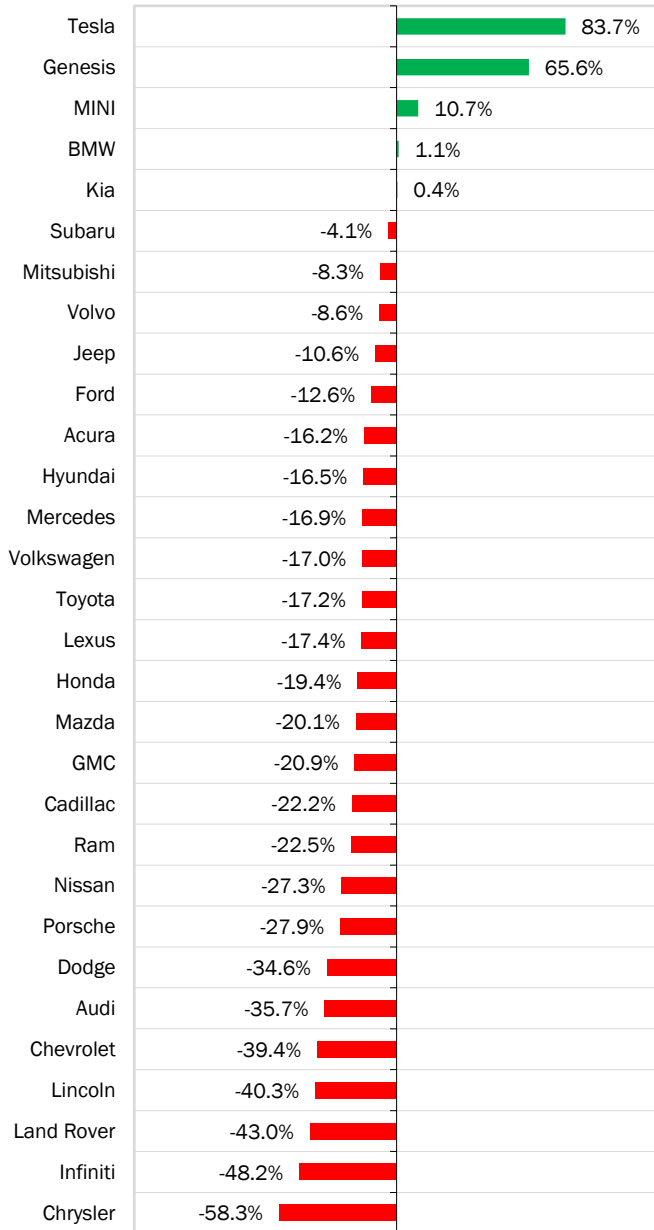
Top Selling Models in Each Segment - New Light Vehicle Registrations (YTD 2022, thru March)											
Cars											
Subcompact			Compact			Sports/Pony Cars			Mid-Size		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Toyota Mirai	470	25.1	Honda Civic	11057	27.2	Ford Mustang	2788	44.7	Toyota Camry	12257	38.1
Kia Rio	429	22.9	Toyota Corolla	9318	22.9	Dodge Challenger	1315	21.1	Honda Accord	9061	28.2
Mitsubishi Mirage	418	22.3	Kia Forte	3813	9.4	Chevrolet Camaro	720	11.5	Nissan Altima	4516	14.0
Nissan Versa	364	19.5	Nissan Sentra	3738	9.2	Toyota 86	580	9.3	Kia K5/Optima	3081	9.6
Hyundai Accent	144	7.7	Toyota Prius	2919	7.2	Subaru BRZ	322	5.2	Chevrolet Malibu	1738	5.4
Large			Entry Luxury			Near Luxury			Luxury and High-End Sports Cars		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Dodge Charger	2128	63.1	BMW 2-Series	770	36.8	Tesla Model 3	21506	65.2	Tesla Model S	3495	25.1
Kia Stinger	448	13.3	Acura ILX	604	28.9	BMW 3-Series	2442	7.4	Mercedes S-Class	1553	11.2
Toyota Avalon	391	11.6	Mercedes A-Class	359	17.2	Lexus ES	2411	7.3	BMW 5-Series	1531	11.0
Nissan Maxima	271	8.0	Audi A3	353	16.9	BMW 4-Series	1711	5.2	Mercedes E-Class	1028	7.4
Chrysler 300	130	3.9	BMW i3	5	0.2	Lexus IS	1250	3.8	Chevrolet Corvette	857	6.2
Light Trucks											
Compact/Mid-Size Pickup			Full Size Pickup			Mini Van			Large Van		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Toyota Tacoma	9616	43.4	Ford F-Series	10279	28.3	Toyota Sienna	3753	51.9	Ford Transit Connect	1846	30.5
Ford Ranger	2462	11.1	Chevrolet Silverado	9378	25.8	Chrysler Pacifica	1893	26.2	Mercedes Sprinter	1842	30.5
Nissan Frontier	2383	10.7	Ram Pickup	9137	25.2	Honda Odyssey	1037	14.4	Ram Promaster	1752	29.0
Ford Maverick	2307	10.4	GMC Sierra	4406	12.1	Kia Carnival	352	4.9	Chevrolet Express	368	6.1
Chevrolet Colorado	1862	8.4	Toyota Tundra	1885	5.2	Chrysler Voyager	180	2.5	Mercedes Metris	116	1.9
Subcompact SUV			Compact SUV			Mid-Size SUV			Large SUV		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Honda HR-V	6048	22.1	Toyota RAV4	15990	26.6	Toyota Highlander	8061	14.9	Chevrolet Tahoe	2006	27.7
Subaru Crosstrek	5486	20.0	Honda CR-V	6189	10.3	Ford Explorer	4293	7.9	Jeep Grand Wagoneer	1441	19.9
Nissan Kicks	2475	9.0	Mazda CX5	5554	9.2	Toyota 4Runner	4004	7.4	Chevrolet Suburban	1087	15.0
Kia Niro	2220	8.1	Subaru Forester	4346	7.2	Subaru Outback	3534	6.5	GMC Yukon	952	13.2
Volkswagen Taos	1720	6.3	Jeep Wrangler	4338	7.2	Jeep Grand Cherokee	3455	6.4	GMC Yukon XL	858	11.9
Luxury Subcompact SUV			Luxury Compact SUV			Luxury Mid-Size SUV			Luxury Large SUV		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Audi Q3	1105	22.7	Tesla Model Y	21812	55.5	Lexus RX	4409	20.6	Cadillac Escalade	1417	26.7
Lexus UX	1028	21.1	Mercedes GLC-Class	4050	10.3	Mercedes GLE-Class	3357	15.7	Mercedes GLS-Class	993	18.7
Mercedes GLB-Class	677	13.9	BMW X3	2833	7.2	BMW X5	3075	14.4	BMW X7	952	18.0
Mercedes GLA-Class	573	11.8	Audi Q5	1842	4.7	Acura MDX	1365	6.4	Land Rover Range Rover	708	13.4
Volvo XC40	565	11.6	Lexus NX	1808	4.6	Tesla Model X	1225	5.7	Mercedes G-Class	641	12.1

Data Source: AutoCount data from Experian. Figures for Prius include Prius Prime.

BRAND SUMMARY

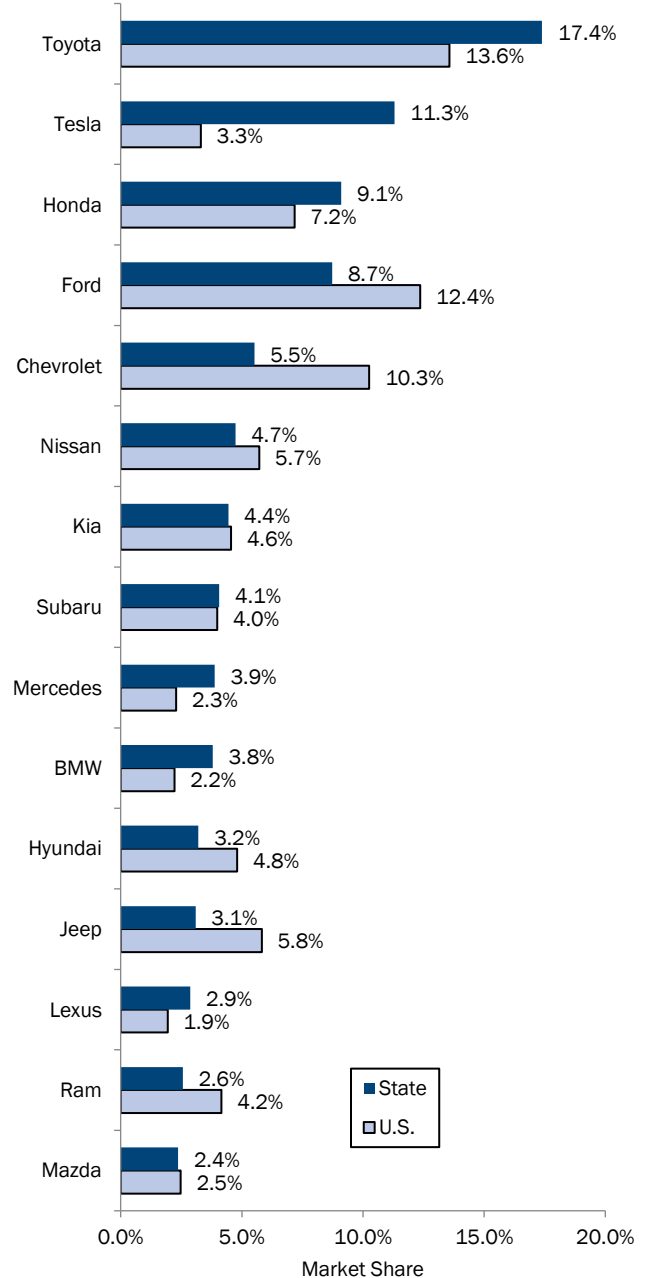
Registrations Declined for Most Brands as Supply Issues Continue to Restrict Sales

Percent Change in Brand Registrations
YTD 2022 thru March vs. YTD 2021
(Top 30 selling brands in state)



Percent change in registrations

California and U.S. Market Share - YTD 2022 thru March
(Top 15 selling brands in state)



Registrations increased for Tesla, Genesis, MINI, BMW, and Kia. Subaru, Mitsubishi, Volvo, Jeep, and Ford had declines of less than 13 percent.



Toyota, Tesla, Honda, Ford, and Chevrolet were market share leaders in California.

Source for California new vehicle registrations: AutoCount data from Experian. Source for U.S. market share: Automotive News.

BRAND REGISTRATIONS

Detailed Results for All Brands in California Market

California New Car and Light Truck Registrations												
	First Quarter						Annual Totals					
	Registrations			Market Share (%)			Registrations			Market Share (%)		
	1Q '21	1Q '22	% Change	1Q '21	1Q '22	Change	2020	2021	% Change	2020	2021	Change
TOTAL	493,160	425,216	-13.8				1,639,166	1,856,391	13.3			
Acura	3,765	3,155	-16.2	0.8	0.7	-0.1	16,321	18,455	13.1	1.0	1.0	0.0
Alfa Romeo	1,011	590	-41.6	0.2	0.1	-0.1	3,504	3,159	-9.8	0.2	0.2	0.0
Audi	10,949	7,042	-35.7	2.2	1.7	-0.5	33,790	37,524	11.1	2.1	2.0	-0.1
BMW	15,999	16,168	1.1	3.2	3.8	0.6	56,144	65,310	16.3	3.4	3.5	0.1
Buick	1,505	958	-36.3	0.3	0.2	-0.1	5,319	6,816	28.1	0.3	0.4	0.1
Cadillac	3,367	2,619	-22.2	0.7	0.6	-0.1	9,853	10,295	4.5	0.6	0.6	0.0
Chevrolet	38,696	23,469	-39.4	7.8	5.5	-2.3	127,231	123,006	-3.3	7.8	6.6	-1.2
Chrysler	5,281	2,204	-58.3	1.1	0.5	-0.6	11,113	10,760	-3.2	0.7	0.6	-0.1
Dodge	6,748	4,412	-34.6	1.4	1.0	-0.4	26,066	23,102	-11.4	1.6	1.2	-0.4
Ford	42,479	37,106	-12.6	8.6	8.7	0.1	146,425	146,486	0.0	8.9	7.9	-1.0
Genesis	900	1,490	65.6	0.2	0.4	0.2	2,289	5,952	160.0	0.1	0.3	0.2
GMC	9,752	7,717	-20.9	2.0	1.8	-0.2	33,172	32,879	-0.9	2.0	1.8	-0.2
Honda	48,031	38,706	-19.4	9.7	9.1	-0.6	188,277	201,196	6.9	11.5	10.8	-0.7
Hyundai	16,336	13,638	-16.5	3.3	3.2	-0.1	55,534	71,271	28.3	3.4	3.8	0.4
Infiniti	2,512	1,301	-48.2	0.5	0.3	-0.2	10,154	7,813	-23.1	0.6	0.4	-0.2
Jaguar	645	436	-32.4	0.1	0.1	0.0	3,826	2,755	-28.0	0.2	0.1	-0.1
Jeep	14,724	13,161	-10.6	3.0	3.1	0.1	52,647	56,216	6.8	3.2	3.0	-0.2
Kia	18,813	18,893	0.4	3.8	4.4	0.6	60,996	78,715	29.0	3.7	4.2	0.5
Land Rover	5,147	2,936	-43.0	1.0	0.7	-0.3	15,506	16,167	4.3	0.9	0.9	0.0
Lexus	14,806	12,228	-17.4	3.0	2.9	-0.1	51,793	57,005	10.1	3.2	3.1	-0.1
Lincoln	1,624	969	-40.3	0.3	0.2	-0.1	6,044	4,853	-19.7	0.4	0.3	-0.1
Maserati	281	367	30.6	0.1	0.1	0.0	1,109	1,291	16.4	0.1	0.1	0.0
Mazda	12,636	10,095	-20.1	2.6	2.4	-0.2	39,145	45,286	15.7	2.4	2.4	0.0
Mercedes	19,891	16,521	-16.9	4.0	3.9	-0.1	64,665	70,497	9.0	3.9	3.8	-0.1
MINI	1,306	1,446	10.7	0.3	0.3	0.0	5,397	5,294	-1.9	0.3	0.3	0.0
Mitsubishi	1,652	1,515	-8.3	0.3	0.4	0.1	5,759	6,301	9.4	0.4	0.3	-0.1
Nissan	27,717	20,156	-27.3	5.6	4.7	-0.9	78,507	95,650	21.8	4.8	5.2	0.4
Other	962	984	2.3	0.2	0.2	0.0	3,275	3,474	6.1	0.2	0.2	0.0
Porsche	4,805	3,463	-27.9	1.0	0.8	-0.2	13,121	17,130	30.6	0.8	0.9	0.1
Ram	14,047	10,889	-22.5	2.8	2.6	-0.2	43,203	49,348	14.2	2.6	2.7	0.1
Subaru	18,043	17,302	-4.1	3.7	4.1	0.4	68,333	66,700	-2.4	4.2	3.6	-0.6
Tesla	26,154	48,038	83.7	5.3	11.3	6.0	71,390	121,080	69.6	4.4	6.5	2.1
Toyota	89,279	73,941	-17.2	18.1	17.4	-0.7	281,391	335,587	19.3	17.2	18.1	0.9
Volkswagen	10,110	8,388	-17.0	2.1	2.0	-0.1	35,576	44,471	25.0	2.2	2.4	0.2
Volvo	3,187	2,913	-8.6	0.6	0.7	0.1	12,291	14,547	18.4	0.7	0.8	0.1

Source: AutoCount data from Experian.

The table above shows new light vehicle (car and light truck) registrations in California. Figures are shown for the First Quarters of 2021 and 2022, and annual totals during 2020 and 2021. Vehicle registrations are recorded based on when the vehicle title information is processed by the state, which typically occurs after the vehicle is sold. The top ten ranked brands in each category are shaded yellow.

California Auto Outlook

Published by: Auto Outlook, Inc., PO Box 390 Exton, PA 19341 Phone 610-640-1233 Email: jfoltz@autooutlook.com

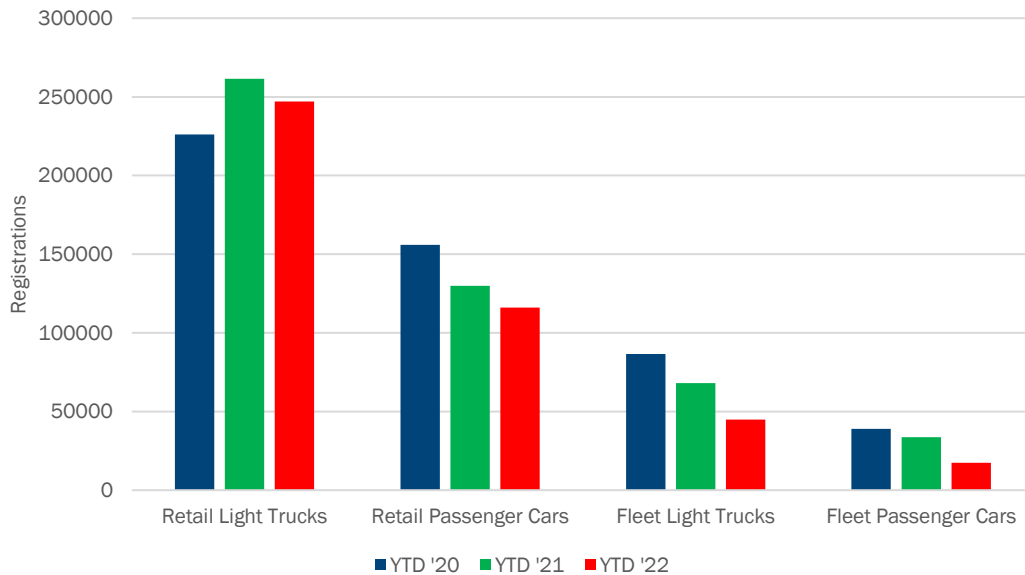
Any material quoted must be attributed to California Auto Outlook, published by Auto Outlook, Inc. on behalf of the California New Car Dealers Association. Data source must also be shown as "Data Source: AutoCount data from Experian" **Please contact CNCDA with any questions or comments regarding the publication.** Copyright: Auto Outlook, Inc. May 2022.

At Auto Outlook, we strive to provide sound and accurate analyses and forecasts based upon the data available to us. However, our forecasts are derived from third-party data and contain a number of assumptions made by Auto Outlook and its management, including, without limitation, the accuracy of the data compiled. As a result, Auto Outlook can make no representation or warranty with respect to the accuracy or completeness of the data we provide or the forecasts or projections that we make based upon such data. Auto Outlook expressly disclaims any such warranties, and undue reliance should not be placed on any such data, forecasts, projections, or predictions. Auto Outlook undertakes no obligation to update or revise any predictions or forecasts, whether as a result of any new data, the occurrence of future events, or otherwise.

BREAKDOWN OF RETAIL AND FLEET MARKETS

Retail Market Holds Up Much Better in First Quarter of 2022; Fleet Registrations Tumble 39 Percent

California New Car and Light Truck Retail and Fleet Registrations - YTD '20, '21, & '22 thru Mar.



PERCENT CHANGE:
YTD '22 thru Mar. vs. YTD '21

Retail cars: **DOWN 10.7%**

Retail light trucks: **DOWN 5.5%**

Fleet cars: **DOWN 48.4%**

Fleet light trucks: **DOWN 34.2%**

Data Source: AutoCount data from Experian.

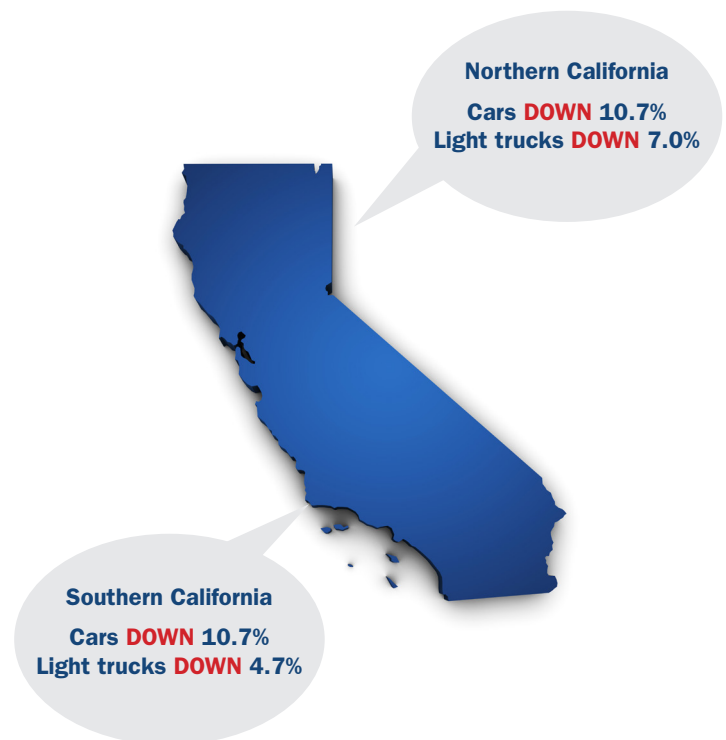
REGIONAL MARKETS IN CALIFORNIA

Northern and Southern California Markets Posted Similar Results in Early 2022

New Retail Light Vehicle Registrations (excluding fleets) YTD thru Mar.			
North and South California	YTD '21	YTD '22	% chg.
Statewide Total	391,435	363,051	-7.3%
Cars	129,944	116,065	-10.7%
Light Trucks	261,491	246,986	-5.5%
Northern California	133,523	122,638	-8.2%
Cars	40,610	36,274	-10.7%
Light Trucks	92,913	86,364	-7.0%
Southern California	257,912	240,413	-6.8%
Cars	89,334	79,791	-10.7%
Light Trucks	168,578	160,622	-4.7%
Selected Regional Markets			
San Francisco Bay	69,304	64,977	-6.2%
Cars	22,290	20,452	-8.2%
Light Trucks	47,014	44,525	-5.3%
LA and Orange Counties	146,903	135,276	-7.9%
Cars	53,238	47,009	-11.7%
Light Trucks	93,665	88,267	-5.8%
San Diego County	34,510	32,682	-5.3%
Cars	10,033	9,572	-4.6%
Light Trucks	24,477	23,110	-5.6%

Data Source: AutoCount data from Experian.

Percent Change in New Retail Registrations - YTD '22 vs. YTD '21

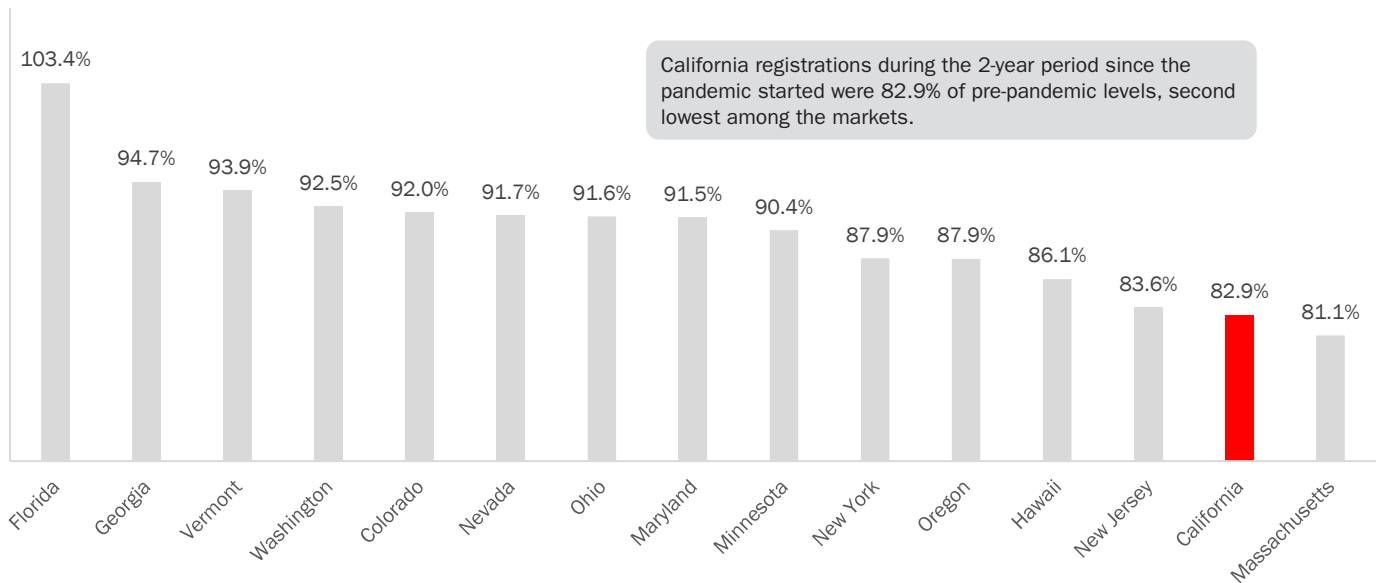


Comparison of Selected State Markets

COVID-19 Impact of COVID-19 Pandemic and Ensuing Vehicle Supply Issues on State Markets

The graph below provides a comparison of how state new vehicle sales have been impacted by the pandemic and resulting vehicle inventory shortages. The percentages shown represent new vehicle registrations during the 2-year period since the pandemic started (2Q '20 thru 1Q '22) divided by registrations during the preceding 2-year period (2Q '18 thru 1Q '20). States on the left of the graph (Florida and Georgia) experienced a relatively mild impact, while those on the right (California and Massachusetts) lost more sales due to the pandemic.

New Vehicle Registrations During 2Q '20 thru 1Q '22 as a % of Registrations during 2Q '18 thru 1Q '20



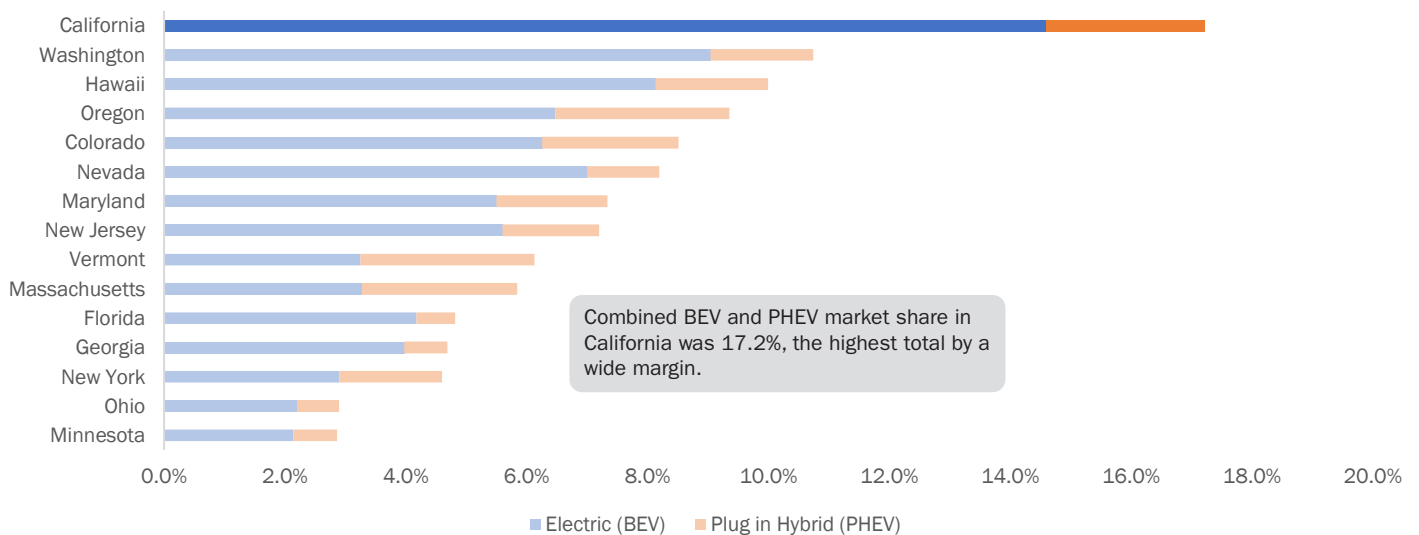
California registrations during the 2-year period since the pandemic started were 82.9% of pre-pandemic levels, second lowest among the markets.

Data Source: AutoCount data from Experian Automotive. California registrations include retail and fleet transactions. Other markets consist of retail transactions only.



Comparison of BEV and PHEV Market Share

Estimated Electric (BEV) and Plug in Hybrid (PHEV) Market Share During 1Q '22



Combined BEV and PHEV market share in California was 17.2%, the highest total by a wide margin.

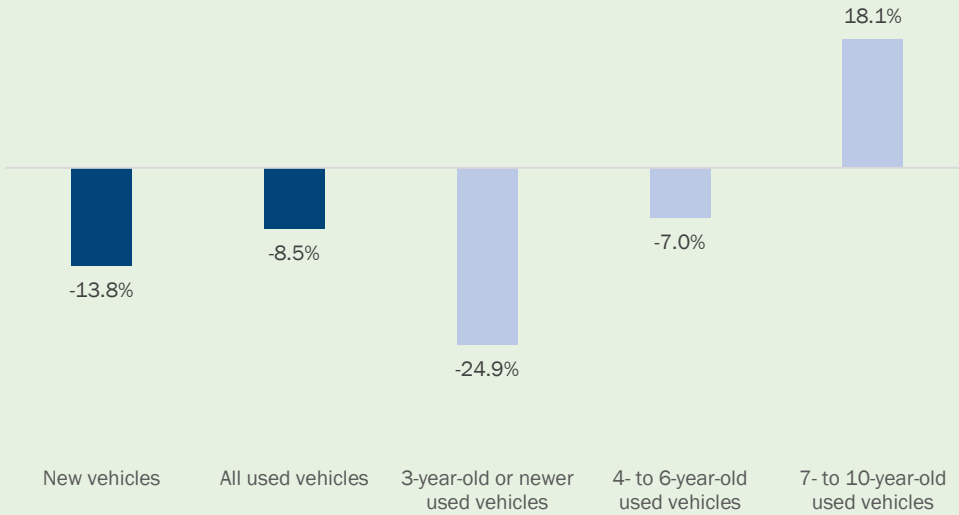
	MN	OH	NY	GA	FL	MA	VT	NJ	MD	NV	CO	OR	HI	WA	CA
Electric	2.1%	2.2%	2.9%	4.0%	4.2%	3.3%	3.2%	5.6%	5.5%	7.0%	6.3%	6.5%	8.1%	9.0%	14.6%
Plug in Hy.	0.7%	0.7%	1.7%	0.7%	0.6%	2.6%	2.9%	1.6%	1.8%	1.2%	2.3%	2.9%	1.9%	1.7%	2.6%

Note: Registrations by powertrain for vehicles equipped with multiple engine types were estimated by Auto Outlook. The estimates are based on model registrations compiled by Experian, and engine installation rates collected from other sources.

CALIFORNIA USED VEHICLE MARKET

California Used Vehicle Market Declined 8.5 Percent

Percent Change in New and Used Vehicle Registrations - YTD '22 thru Mar. vs. YTD '21



Data Source: AutoCount data from Experian.

THREE KEY TRENDS IN USED VEHICLE MARKET



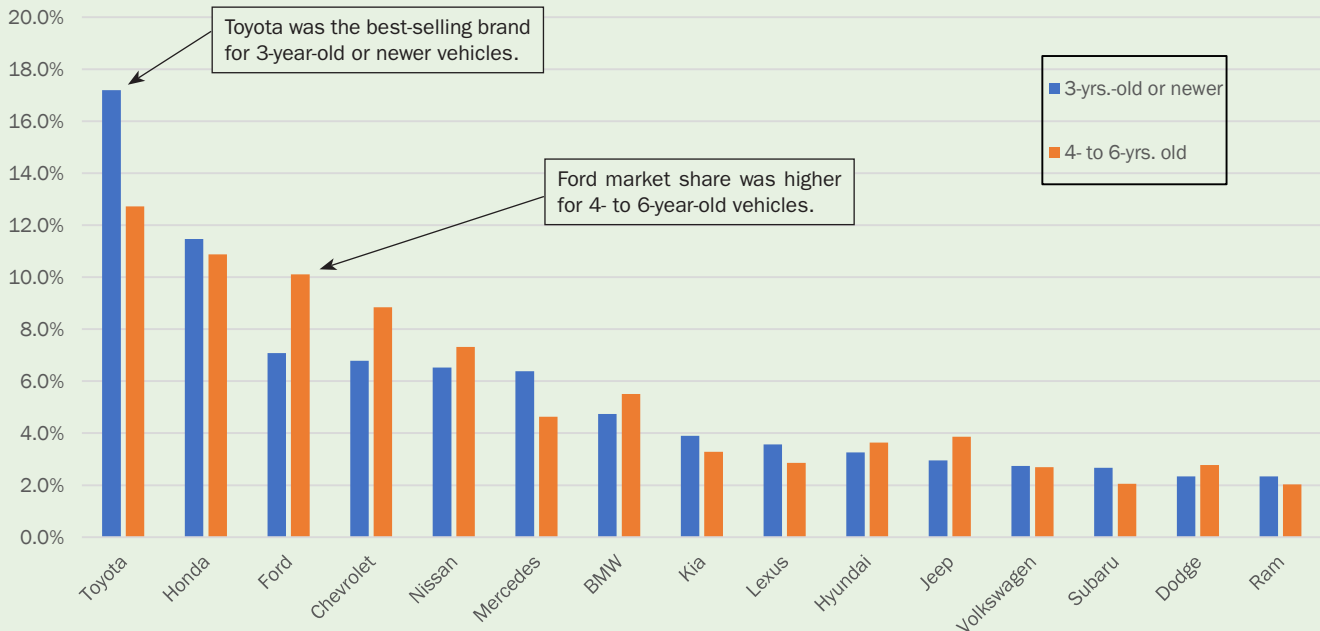
01. Used vehicle registrations in California were off 8.5 percent in the First Quarter of this year, better than the 13.8% drop in the new vehicle market.
02. Registrations of 7- to 10-year old vehicles increased 18.1 percent during the first three months of this year versus year earlier. The 4- to 6-year- old market was off 7 percent. Tight supplies impacted registrations of 3-year-old or newer vehicles.
03. Restricted inventories and record-high prices will likely limit gains in used vehicle sales over the next 12 months. Used vehicle registrations for all of 2022 should be close to 2021 levels.

USED VEHICLE BRAND MARKET SHARE

Toyota is Top Seller in California Used Vehicle Market

The graph below shows used light vehicle registrations by brand for two age categories: vehicles newer than three years old, and vehicles four to six years old. Brands are positioned from left to right based on market share for three year old or newer vehicles.

Brand Market Share for Top 15 Selling Brands, by Vehicle Age (YTD '22 thru March)



Data Source: AutoCount data from Experian.