

Los Angeles Auto Outlook™

Comprehensive information on the LA County new vehicle market

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Quick Facts

New retail car and light truck registrations in the county slipped 3.6% in April of 2018 versus a year earlier. Note: monthly recording of registrations occurs when the data is processed by the DMV. This can impact the measurement of registrations in individual months.

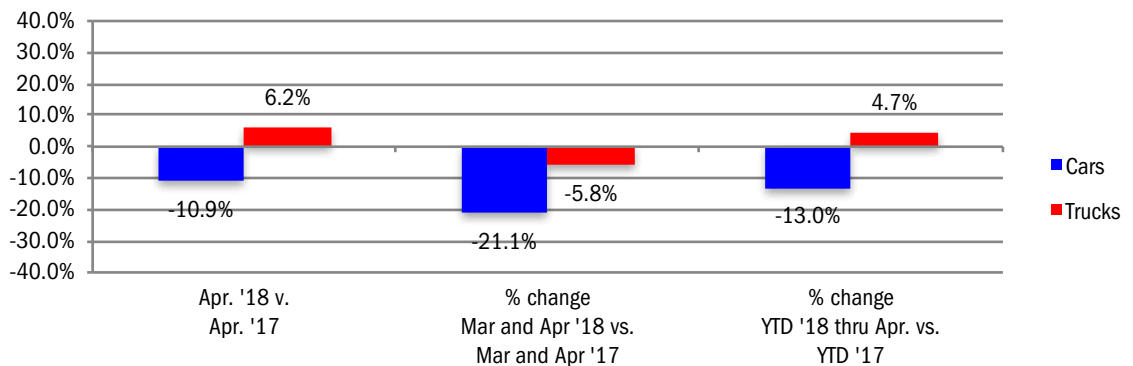
The county market was down 5.4% during the first four months this year versus a year earlier. Light truck registrations were up 4.7% while passenger cars fell 13%.

The three month moving average of new vehicle registrations declined in April of this year, the second consecutive decline.

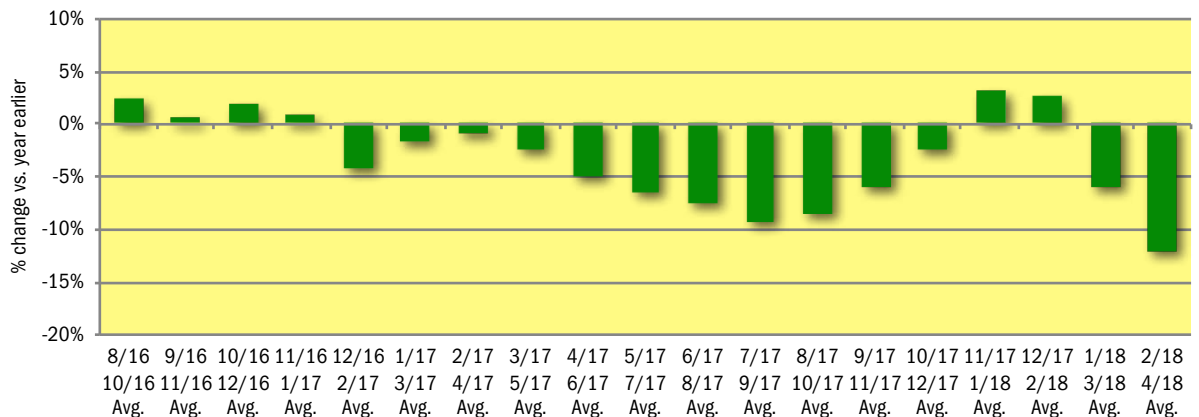
Tesla, Volvo, MINI, Land Rover, and Jeep had the largest percentage increases in registrations during the first four months of this year.

	April			Mar and Apr Combined			Year to date thru April		
	2017	2018	% chg.	2017	2018	% chg.	2017	2018	Chg.
Industry Total	41,244	39,756	-3.6%	90,124	77,030	-14.5%	171,301	162,124	-5.4%
Cars	23,672	21,089	-10.9%	51,322	40,494	-21.1%	97,234	84,610	-13.0%
Light Trucks	17,572	18,667	6.2%	38,802	36,536	-5.8%	74,067	77,514	4.7%
Detroit Three	8,640	8,636	0.0%	18,972	16,310	-14.0%	35,159	32,755	-6.8%
European	8,136	8,177	0.5%	17,362	15,536	-10.5%	35,203	34,498	-2.0%
Japanese	21,210	20,018	-5.6%	46,737	39,299	-15.9%	87,623	82,737	-5.6%
Korean	3,258	2,925	-10.2%	7,053	5,885	-16.6%	13,316	12,134	-8.9%

Percent Change in Los Angeles County New Retail Light Vehicle Registrations



% Change in Three Month Moving Average of New Retail Registrations vs. Year Earlier



The graph above provides a clear picture of the trending direction of the LA 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 Information

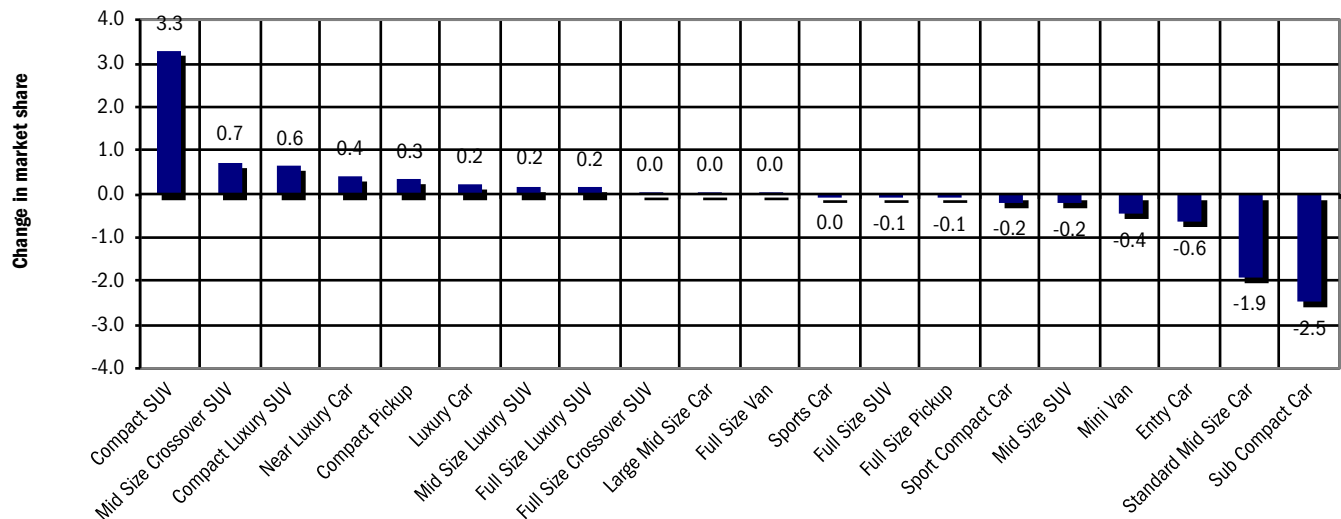
All data represents new and used vehicle retail registrations in Los Angeles County and excludes fleet. Please keep in mind that monthly registration figures can occasionally be subject to fluctuations, resulting in over or under estimation of actual results. This usually occurs due to processing delays by governmental agencies. For this reason, the year-to-date figures will typically be more reflective of market results. Green shaded areas in tables represent the top ten ranked brands. Data Source: AutoCount data from Experian.

New Vehicle Market Brand Registrations

Los Angeles New Retail Car and Light Truck Registrations

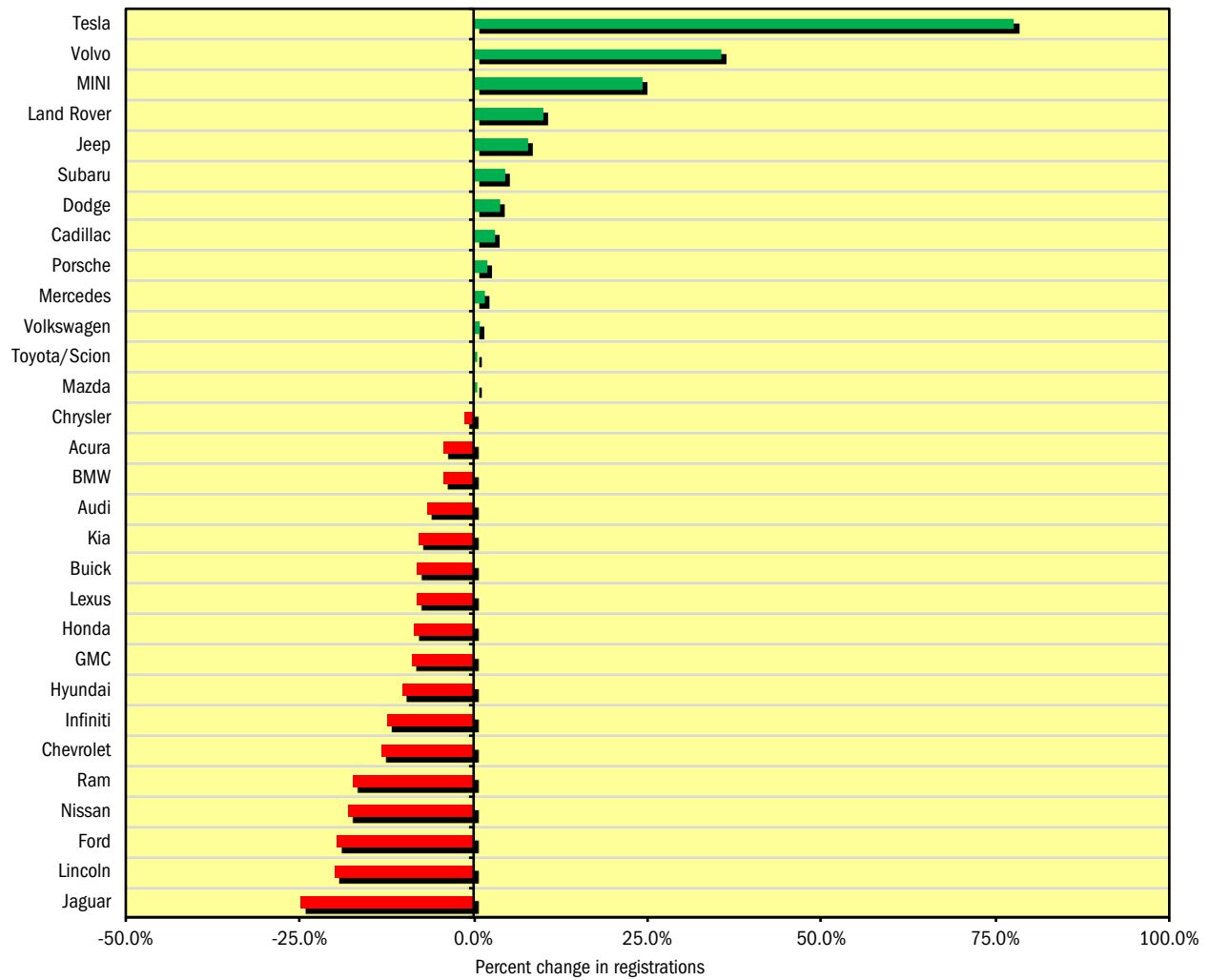
	April			Mar and Apr Combined			Year to date thru April			YTD Market Share (%)		
	2017	2018	% chg.	2017	2018	% chg.	2017	2018	% chg.	2017	2018	Chg.
TOTAL	41,244	39,756	-3.6%	90,124	77,030	-14.5%	171,301	162,124	-5.4%			
Acura	407	406	-0.2%	890	804	-9.7%	1,756	1,680	-4.3%	1.0	1.0	0.0
Audi	1,148	1,041	-9.3%	2,557	2,064	-19.3%	5,135	4,793	-6.7%	3.0	3.0	0.0
BMW	2,065	2,075	0.5%	4,103	3,707	-9.7%	8,424	8,055	-4.4%	4.9	5.0	0.1
Buick	162	197	21.6%	329	320	-2.7%	648	595	-8.2%	0.4	0.4	0.0
Cadillac	181	199	9.9%	403	382	-5.2%	867	893	3.0%	0.5	0.6	0.0
Chevrolet	3,192	2,654	-16.9%	6,806	5,084	-25.3%	12,076	10,481	-13.2%	7.0	6.5	-0.6
Chrysler	158	154	-2.5%	353	285	-19.3%	632	624	-1.3%	0.4	0.4	0.0
Dodge	639	693	8.5%	1,335	1,292	-3.2%	2,333	2,426	4.0%	1.4	1.5	0.1
Fiat	364	66	-81.9%	783	123	-84.3%	1,423	377	-73.5%	0.8	0.2	-0.6
Ford	2,031	1,617	-20.4%	4,951	3,591	-27.5%	9,118	7,329	-19.6%	5.3	4.5	-0.8
GMC	402	405	0.7%	975	787	-19.3%	1,838	1,675	-8.9%	1.1	1.0	0.0
Honda	6,437	5,698	-11.5%	14,258	11,500	-19.3%	26,332	24,090	-8.5%	15.4	14.9	-0.5
Hyundai	1,383	1,188	-14.1%	2,918	2,414	-17.3%	5,658	5,078	-10.3%	3.3	3.1	-0.2
Infiniti	725	642	-11.4%	1,554	1,206	-22.4%	2,794	2,448	-12.4%	1.6	1.5	-0.1
Jaguar	229	129	-43.7%	498	262	-47.4%	865	650	-24.9%	0.5	0.4	-0.1
Jeep	895	1,111	24.1%	1,991	2,231	12.1%	3,963	4,269	7.7%	2.3	2.6	0.3
Kia	1,875	1,737	-7.4%	4,135	3,471	-16.1%	7,658	7,056	-7.9%	4.5	4.4	-0.1
Land Rover	443	527	19.0%	921	1,017	10.4%	1,779	1,955	9.9%	1.0	1.2	0.2
Lexus	2,125	1,854	-12.8%	4,279	3,501	-18.2%	8,466	7,772	-8.2%	4.9	4.8	-0.1
Lincoln	154	136	-11.7%	359	244	-32.0%	692	554	-19.9%	0.4	0.3	-0.1
Maserati	102	71	-30.4%	254	156	-38.6%	522	334	-36.0%	0.3	0.2	-0.1
Mazda	845	838	-0.8%	1,877	1,774	-5.5%	3,661	3,683	0.6%	2.1	2.3	0.1
Mercedes	1,976	1,969	-0.4%	4,288	3,860	-10.0%	8,915	9,067	1.7%	5.2	5.6	0.4
MINI	264	394	49.2%	516	632	22.5%	986	1,227	24.4%	0.6	0.8	0.2
Mitsubishi	116	130	12.1%	289	232	-19.7%	554	506	-8.7%	0.3	0.3	0.0
Nissan	2,541	2,311	-9.1%	5,728	4,366	-23.8%	10,631	8,710	-18.1%	6.2	5.4	-0.8
Porsche	330	349	5.8%	687	638	-7.1%	1,403	1,431	2.0%	0.8	0.9	0.1
Ram	360	281	-21.9%	753	593	-21.2%	1,483	1,226	-17.3%	0.9	0.8	-0.1
smart	32	15	-53.1%	58	20	-65.5%	113	40	-64.6%	0.1	0.0	0.0
Subaru	1,219	1,246	2.2%	2,716	2,430	-10.5%	4,936	5,160	4.5%	2.9	3.2	0.3
Tesla	466	1,189	155.2%	717	1,501	109.3%	1,509	2,683	77.8%	0.9	1.7	0.8
Toyota/Scion	6,795	6,893	1.4%	15,146	13,486	-11.0%	28,493	28,688	0.7%	16.6	17.7	1.1
Volkswagen	902	968	7.3%	2,088	2,033	-2.6%	4,466	4,505	0.9%	2.6	2.8	0.2
Volvo	180	277	53.9%	408	521	27.7%	812	1,100	35.5%	0.5	0.7	0.2
Other	101	296	193.1%	201	503	150.2%	360	964	167.8%	0.2	0.6	0.4

Change in New Vehicle Segment Market Share - YTD 2018 thru April vs. YTD 2017



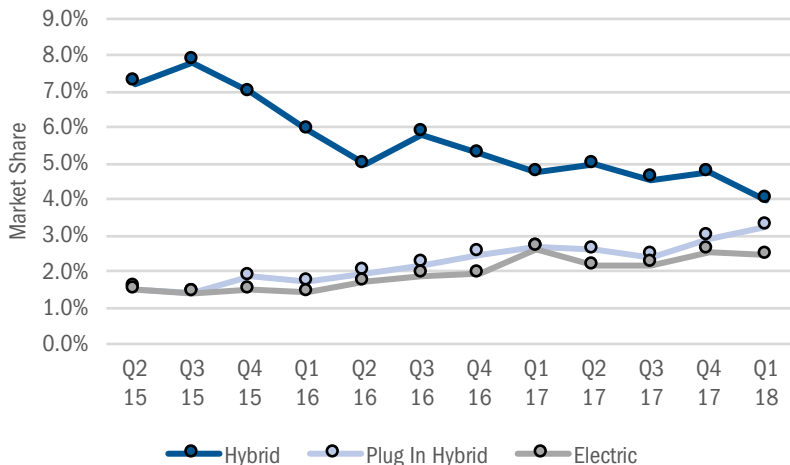
Data Source: AutoCount data from Experian.

Percent Change in Brand Registrations - YTD 2018 thru April vs. YTD 2017 (Top 30 selling brands)



Data Source: AutoCount data from Experian.

Quarterly Alternative Powertrain Market Share (includes hybrid and electric vehicles)



Hybrid/electric vehicle market share in Q1 '18:

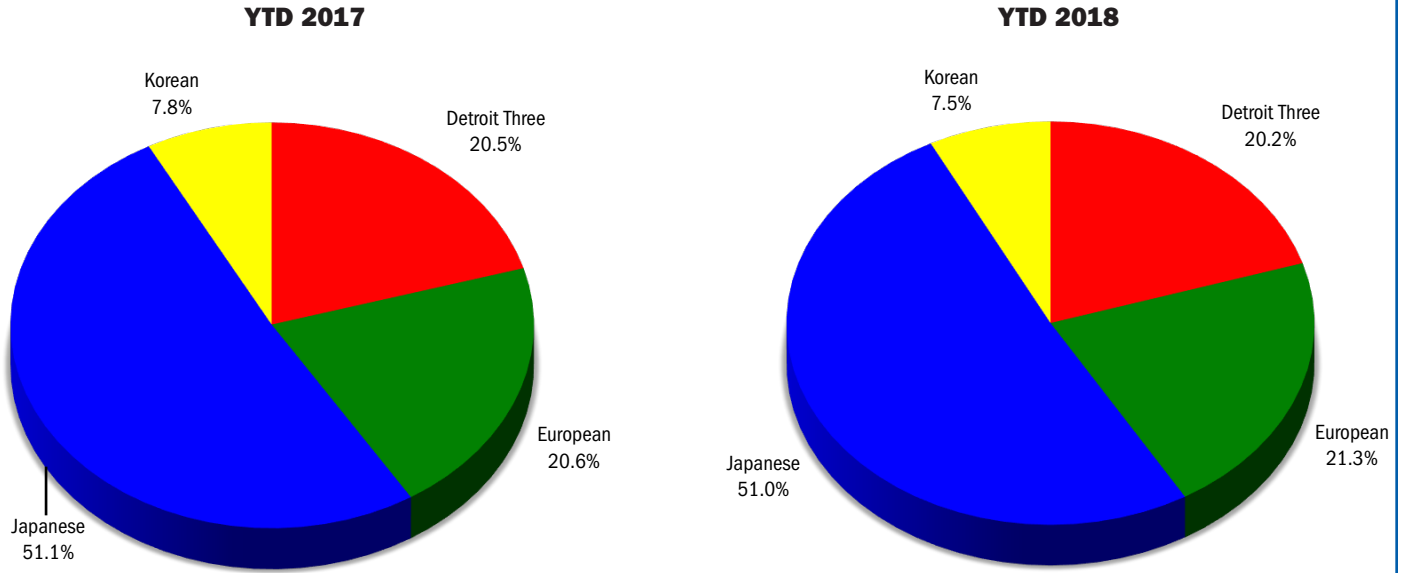
9.6%

**New Retail Hybrid and Electric Vehicle Registrations
Top 10 Selling Models in County - YTD '18 thru March**

Rank	Model	Regs.
1	Toyota Prius	2428
2	Tesla Model 3	787
3	Chevrolet Volt	601
4	Toyota RAV4	530
5	Tesla Model S	526
6	BMW I3	466
7	Chevrolet Bolt	459
8	Ford Fusion	447
9	Tesla Model X	445
10	Kia Niro	406

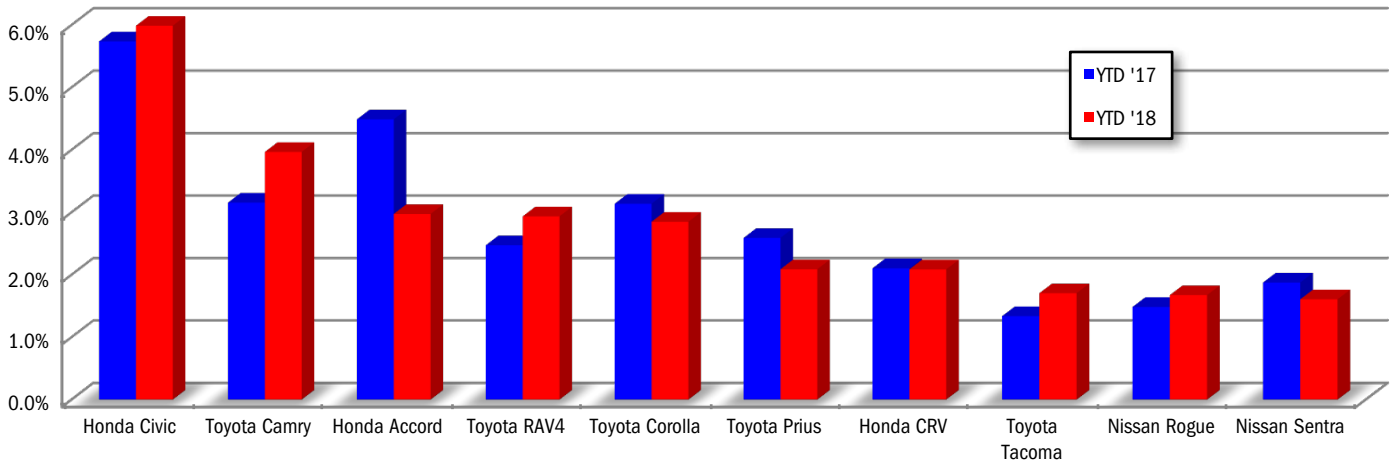
The graph above shows hybrid powertrain and electric vehicle quarterly market share in the county. Source: IHS Markit.

Market Share for Japanese, Detroit Three, European, and Korean Brands - YTD '17 thru April and YTD '18



Data Source: AutoCount data from Experian Automotive.

Market Share for Top 10 Selling Models in LA County - YTD 2018 thru April and YTD 2017



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