

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 increased by less than 1% in April 2016 versus a year earlier.

The county market was up 6.8% for the first four months of this year. Light trucks were up 14.2%, versus a 2.8% increase for passenger cars.

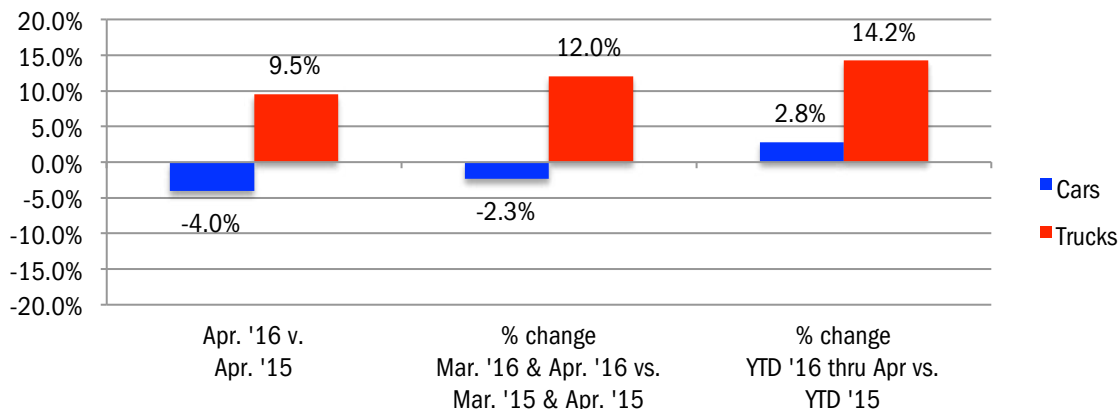
The three month moving average of new vehicle registrations increased for the 52nd consecutive month in April of this year.

Volvo, Buick, Lincoln, Land Rover, Chevrolet, Kia, and Mitsubishi new vehicle registrations have increased sharply this year.

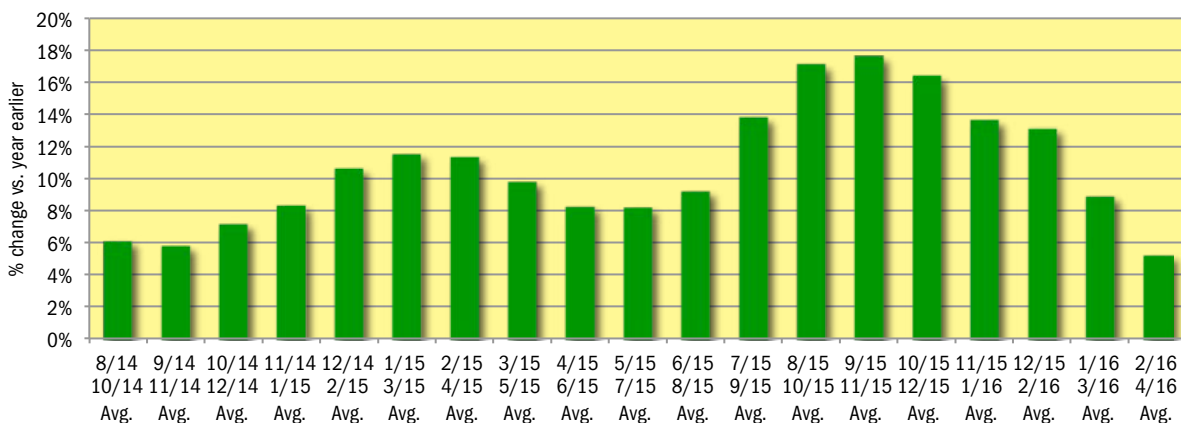
Data measures new vehicle registrations in the county. Monthly recording of registrations occurs when the data is processed by the DMV.

	April			Mar. '16 and Apr. '16 Combined			Year to date thru April		
	2015	2016	% chg.	Previous	Current	% chg.	2015	2016	Chg.
Industry Total	41,489	41,738	0.6%	87,515	89,808	2.6%	162,997	174,096	6.8%
Cars	27,284	26,182	-4.0%	57,374	56,043	-2.3%	106,033	109,028	2.8%
Light Trucks	14,205	15,556	9.5%	30,141	33,765	12.0%	56,964	65,068	14.2%
Detroit Three	7,511	8,230	9.6%	16,296	17,950	10.1%	29,979	34,131	13.8%
European	8,783	8,298	-5.5%	17,966	17,690	-1.5%	35,022	35,672	1.9%
Japanese	21,499	21,562	0.3%	45,772	46,583	1.8%	84,818	89,816	5.9%
Korean	3,696	3,648	-1.3%	7,481	7,585	1.4%	13,178	14,477	9.9%

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.

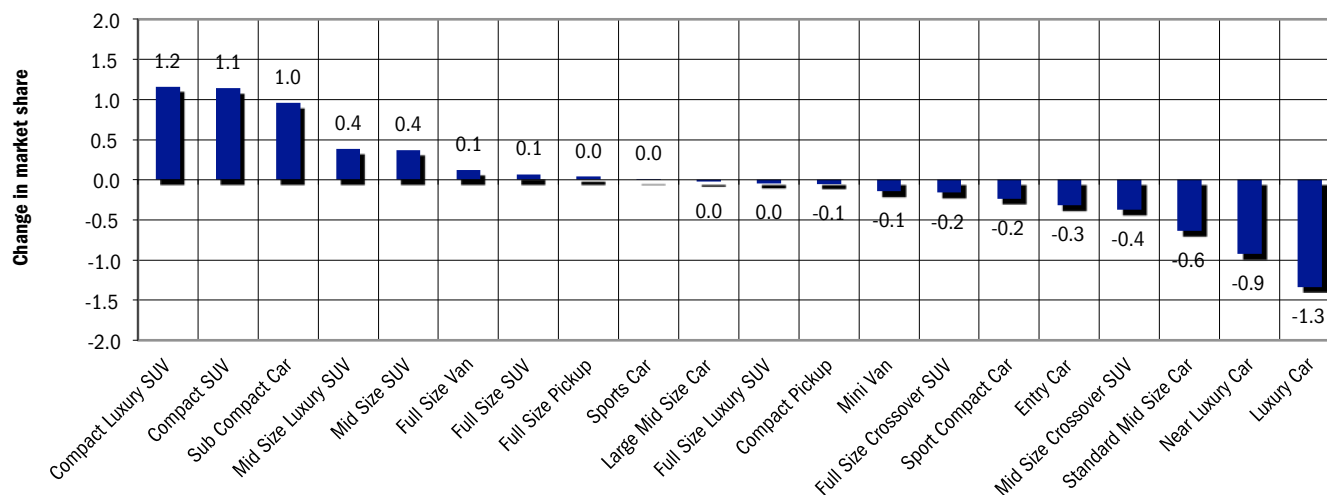
Data Information

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 Automotive.

New Vehicle Market Brand Registrations

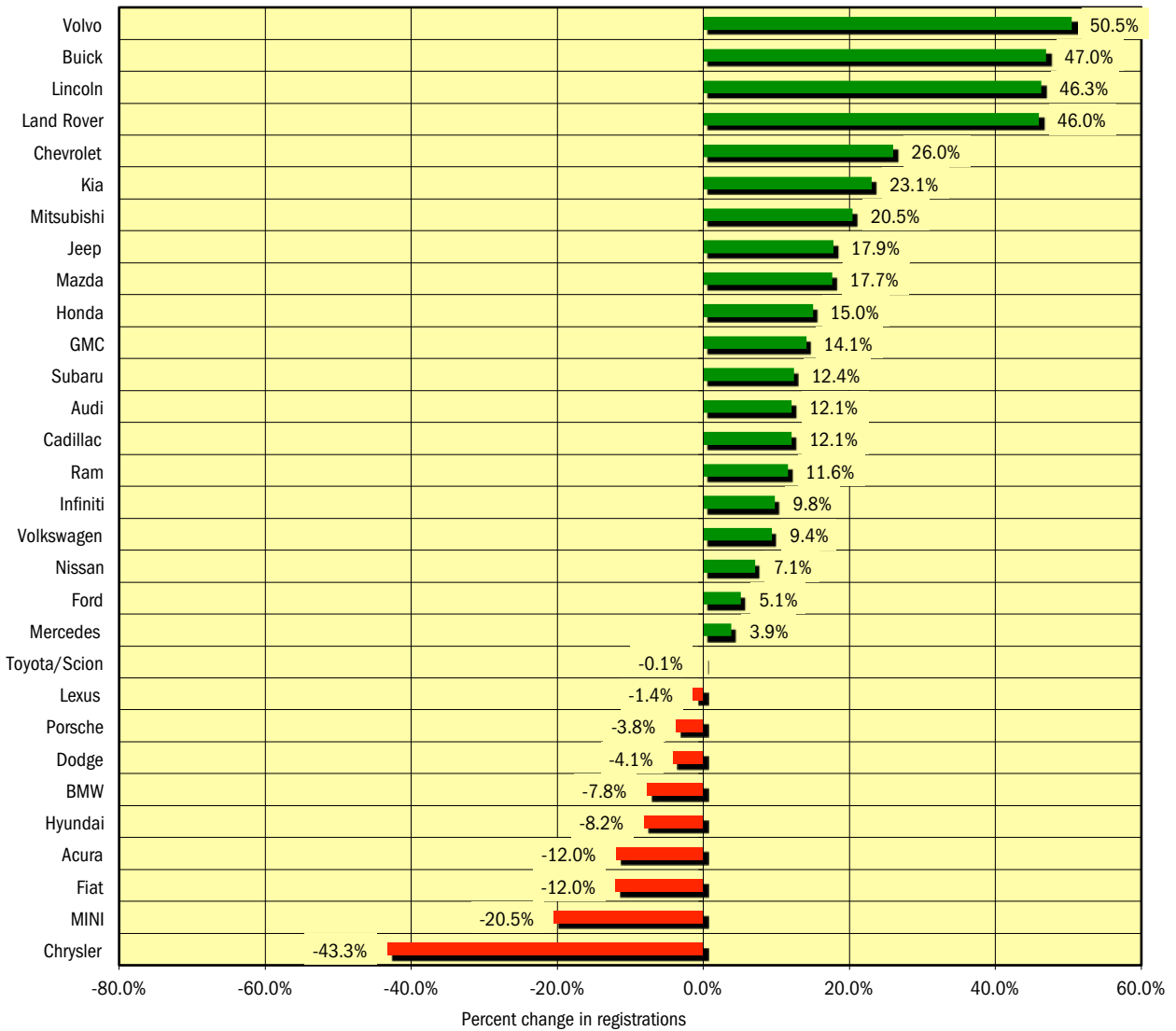
Los Angeles New Retail Car and Light Truck Registrations												
	April			Mar. '16 and Apr. '16 Combined			Year to date thru April			YTD Market Share (%)		
	2015	2016	% chg.	Previous	Current	% chg.	2015	2016	% chg.	2015	2016	Chg.
TOTAL	41,489	41,738	0.6%	87,515	89,808	2.6%	162,997	174,096	6.8%			
Acura	493	464	-5.9%	1,135	961	-15.3%	2,194	1,931	-12.0%	1.3	1.1	-0.2
Audi	1,033	1,122	8.6%	2,084	2,483	19.1%	4,269	4,787	12.1%	2.6	2.7	0.1
BMW	2,385	1,987	-16.7%	4,778	4,197	-12.2%	9,851	9,084	-7.8%	6.0	5.2	-0.8
Buick	102	142	39.2%	243	362	49.0%	445	654	47.0%	0.3	0.4	0.1
Cadillac	194	224	15.5%	444	520	17.1%	924	1,036	12.1%	0.6	0.6	0.0
Chevrolet	1,998	2,189	9.6%	4,187	4,922	17.6%	7,736	9,750	26.0%	4.7	5.6	0.9
Chrysler	235	102	-56.6%	498	239	-52.0%	914	518	-43.3%	0.6	0.3	-0.3
Dodge	573	518	-9.6%	1,274	1,153	-9.5%	2,290	2,195	-4.1%	1.4	1.3	-0.1
Fiat	519	279	-46.2%	841	613	-27.1%	1,246	1,096	-12.0%	0.8	0.6	-0.1
Ford	2,458	2,510	2.1%	5,531	5,778	4.5%	9,914	10,424	5.1%	6.1	6.0	-0.1
GMC	362	366	1.1%	847	870	2.7%	1,602	1,828	14.1%	1.0	1.0	0.1
Honda	5,477	6,388	16.6%	11,656	13,419	15.1%	21,765	25,031	15.0%	13.4	14.4	1.0
Hyundai	1,648	1,284	-22.1%	3,305	2,693	-18.5%	5,569	5,114	-8.2%	3.4	2.9	-0.5
Infiniti	637	603	-5.3%	1,297	1,296	-0.1%	2,331	2,559	9.8%	1.4	1.5	0.0
Jaguar	82	88	7.3%	185	220	18.9%	396	393	-0.8%	0.2	0.2	0.0
Jeep	831	932	12.2%	1,805	1,979	9.6%	3,297	3,886	17.9%	2.0	2.2	0.2
Kia	2,048	2,364	15.4%	4,176	4,892	17.1%	7,609	9,363	23.1%	4.7	5.4	0.7
Land Rover	335	454	35.5%	658	1,008	53.2%	1,255	1,832	46.0%	0.8	1.1	0.3
Lexus	2,381	2,233	-6.2%	4,797	4,660	-2.9%	9,501	9,365	-1.4%	5.8	5.4	-0.4
Lincoln	128	146	14.1%	259	403	55.6%	538	787	46.3%	0.3	0.5	0.1
Maserati	157	109	-30.6%	267	222	-16.9%	477	397	-16.8%	0.3	0.2	-0.1
Mazda	832	864	3.8%	1,679	1,844	9.8%	3,019	3,553	17.7%	1.9	2.0	0.2
Mercedes	2,196	2,070	-5.7%	4,838	4,430	-8.4%	9,016	9,365	3.9%	5.5	5.4	-0.2
MINI	391	354	-9.5%	759	633	-16.6%	1,538	1,223	-20.5%	0.9	0.7	-0.2
Mitsubishi	137	152	10.9%	327	365	11.6%	557	671	20.5%	0.3	0.4	0.0
Nissan	3,139	2,960	-5.7%	6,647	6,701	0.8%	11,715	12,545	7.1%	7.2	7.2	0.0
Porsche	402	305	-24.1%	724	655	-9.5%	1,344	1,293	-3.8%	0.8	0.7	-0.1
Ram	318	342	7.5%	693	758	9.4%	1,272	1,420	11.6%	0.8	0.8	0.0
smart	34	25	-26.5%	82	51	-37.8%	163	92	-43.6%	0.1	0.1	0.0
Subaru	879	926	5.3%	1,936	2,118	9.4%	3,582	4,027	12.4%	2.2	2.3	0.1
Tesla	312	757	142.6%	515	964	87.2%	1,047	1,631	55.8%	0.6	0.9	0.3
Toyota/Scion	7,524	6,972	-7.3%	16,298	15,219	-6.6%	30,154	30,134	-0.1%	18.5	17.3	-1.2
Volkswagen	1,048	1,251	19.4%	2,319	2,622	13.1%	4,584	5,013	9.4%	2.8	2.9	0.1
Volvo	112	198	76.8%	264	437	65.5%	543	817	50.5%	0.3	0.5	0.1
Other	89	58	-34.8%	167	121	-27.5%	340	282	-17.1%	0.2	0.2	0.0

Change in New Vehicle Segment Market Share - YTD 2016 thru April vs. YTD 2015

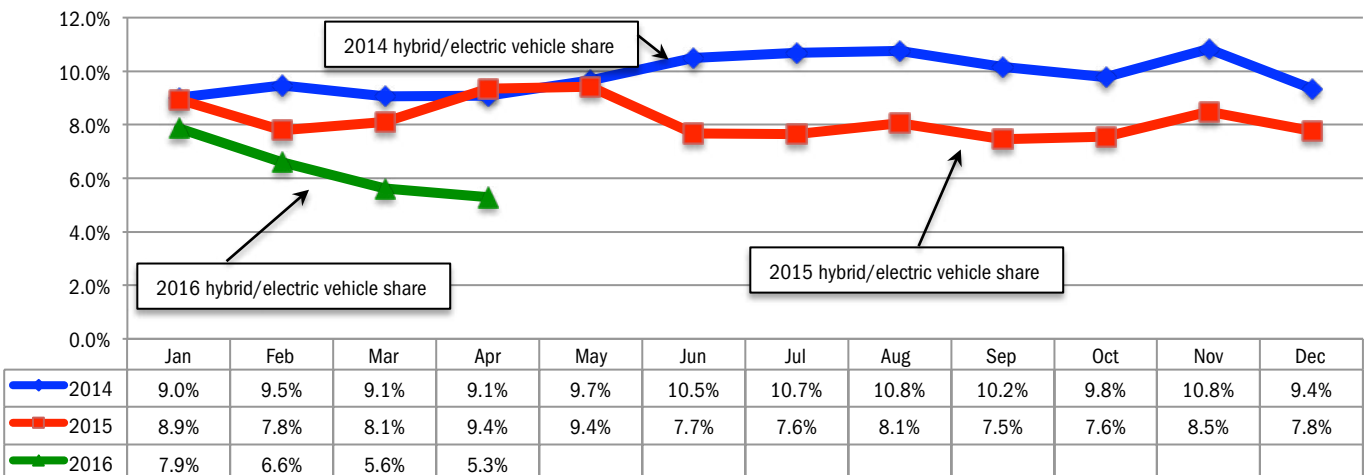


Data Source: AutoCount data from Experian Automotive.

**Percent Change in Brand Registrations
YTD 2016 thru April vs. YTD 2015
(Top 30 selling brands)**



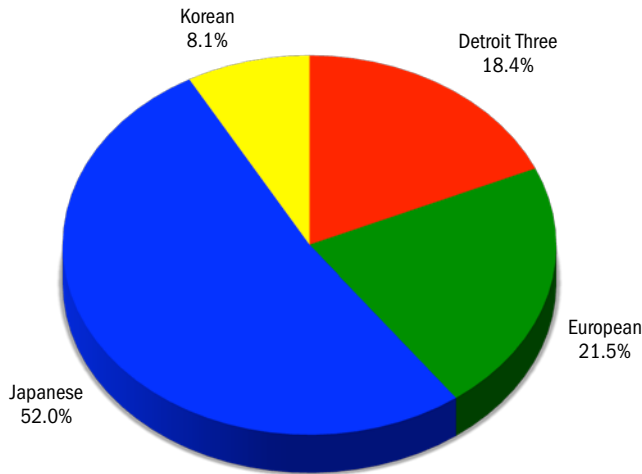
Combined Hybrid and Electric Vehicle Market Share in LA County



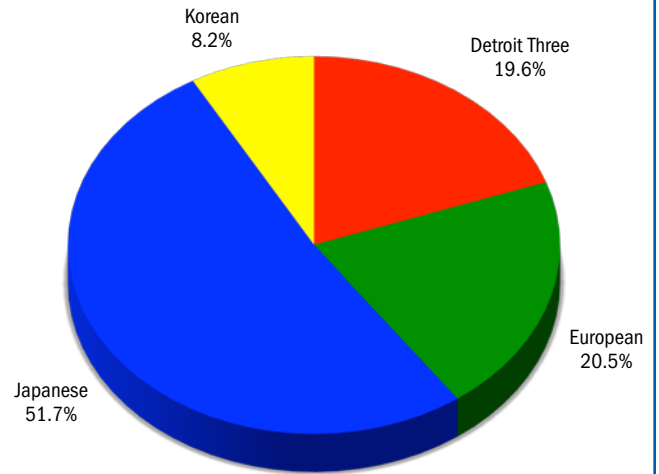
Data Source: AutoCount data from Experian Automotive.

Market Share for Japanese, Detroit Three, European, and Korean Brands - YTD '15 and '16

YTD 2015 thru April

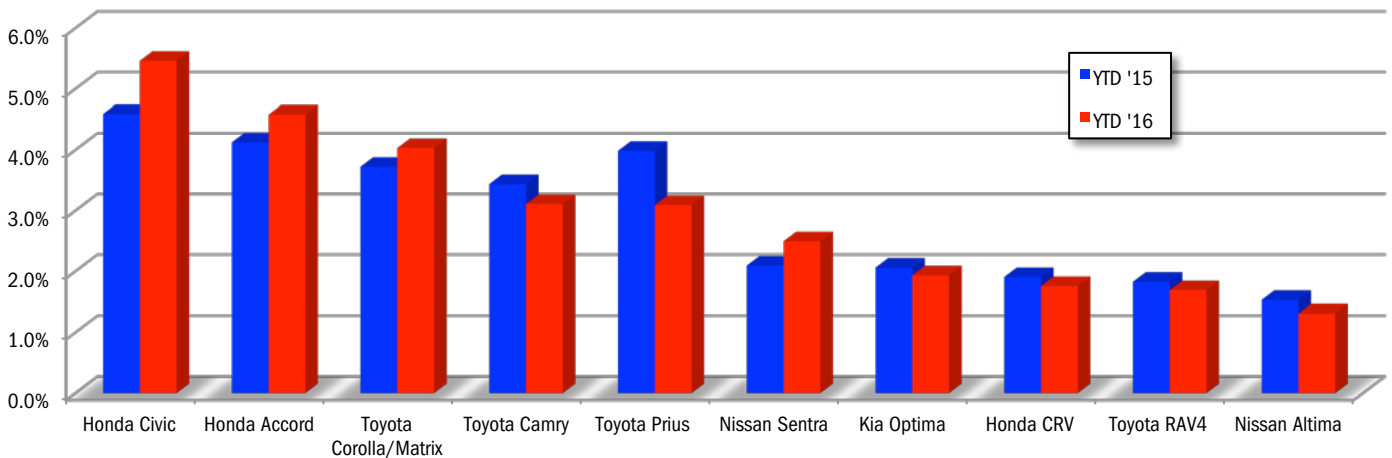


YTD 2016 thru April



Data Source: AutoCount data from Experian Automotive.

Market Share for Top 10 Selling Models in LA County - YTD '15 and '16, thru April



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WHAT NEW AND USED CARS SELL WELL IN MY MARKETS?

WHO ARE MY TOP COMPETITORS? -BY MARKET AREA?

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