

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 a reported 31.5% in August 2016 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.

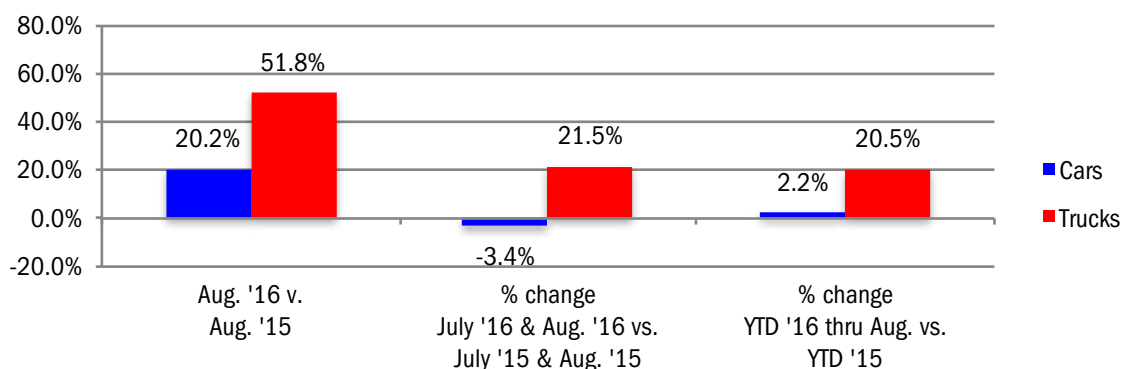
The county market was up 8.7% for the first eight months of this year. Light trucks were up 20.5%, versus a small increase for passenger cars.

The three month moving average of new vehicle registrations increased for the 56th consecutive month in August of this year.

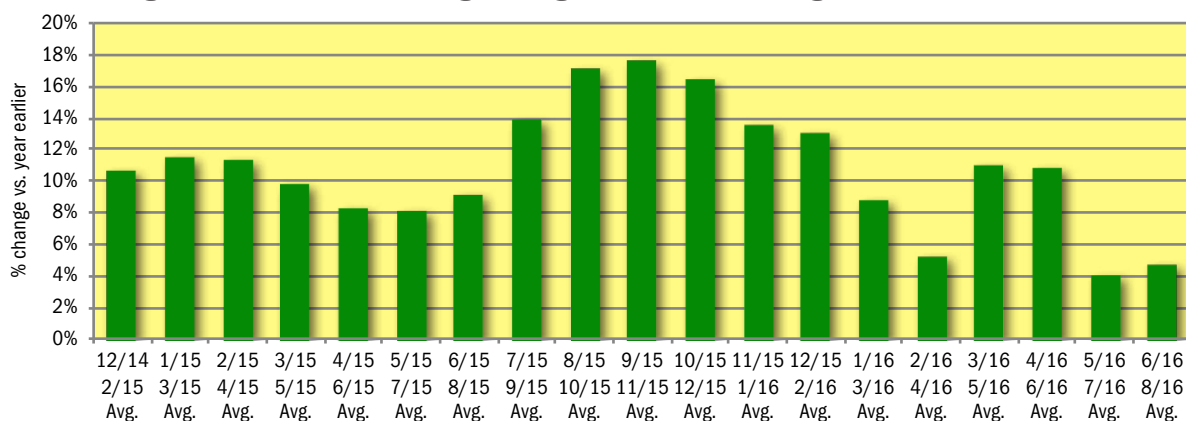
Volvo, Jaguar, Buick, Land Rover, Lincoln, and Chevrolet new vehicle registrations have increased sharply this year.

Los Angeles New Retail Car and Light Truck Registrations									
	Aug.			July '16 and Aug. '16 Combined			Year to date thru August		
	2015	2016	% chg.	Previous	Current	% chg.	2015	2016	Chg.
Industry Total	40,206	52,860	31.5%	91,223	96,097	5.3%	337,275	366,479	8.7%
Cars	25,875	31,103	20.2%	59,118	57,079	-3.4%	218,604	223,477	2.2%
Light Trucks	14,331	21,757	51.8%	32,105	39,018	21.5%	118,671	143,002	20.5%
Detroit Three	7,589	10,159	33.9%	17,357	18,959	9.2%	63,465	72,369	14.0%
European	8,067	10,700	32.6%	18,256	19,553	7.1%	70,423	74,753	6.1%
Japanese	21,222	27,441	29.3%	47,901	49,197	2.7%	175,686	188,120	7.1%
Korean	3,328	4,560	37.0%	7,709	8,388	8.8%	27,701	31,237	12.8%

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

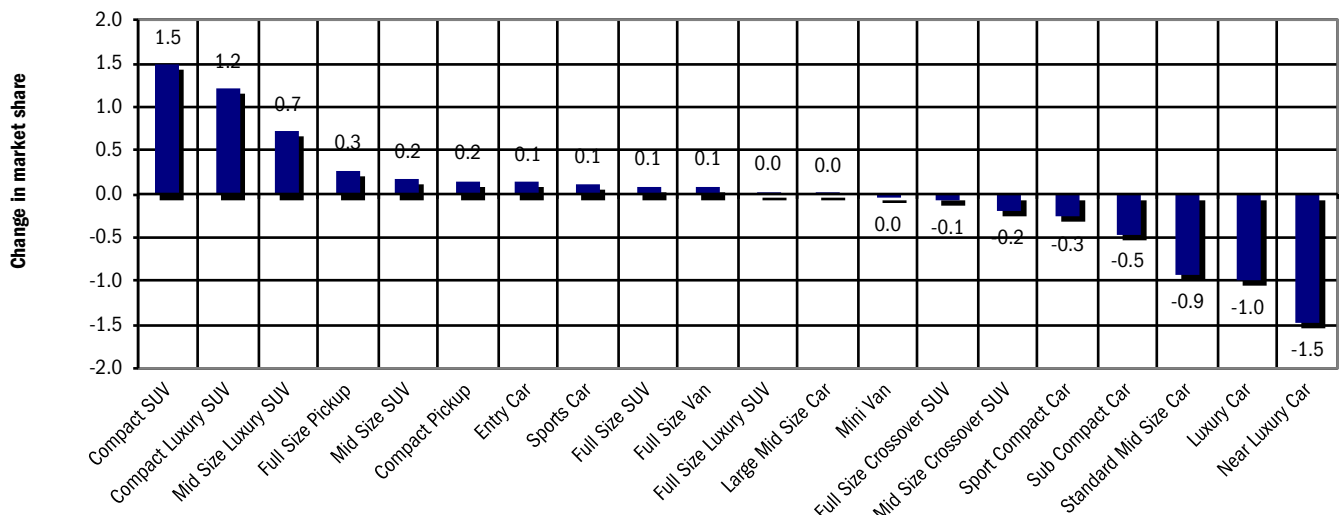
All data represents new and used vehicle retail registrations in Los Angeles County and excludes fleet. Please keep in mind that monthly registration figures can occasionally be subject to fluctuations, resulting in over or under estimation of actual results. This usually occurs due to processing delays 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

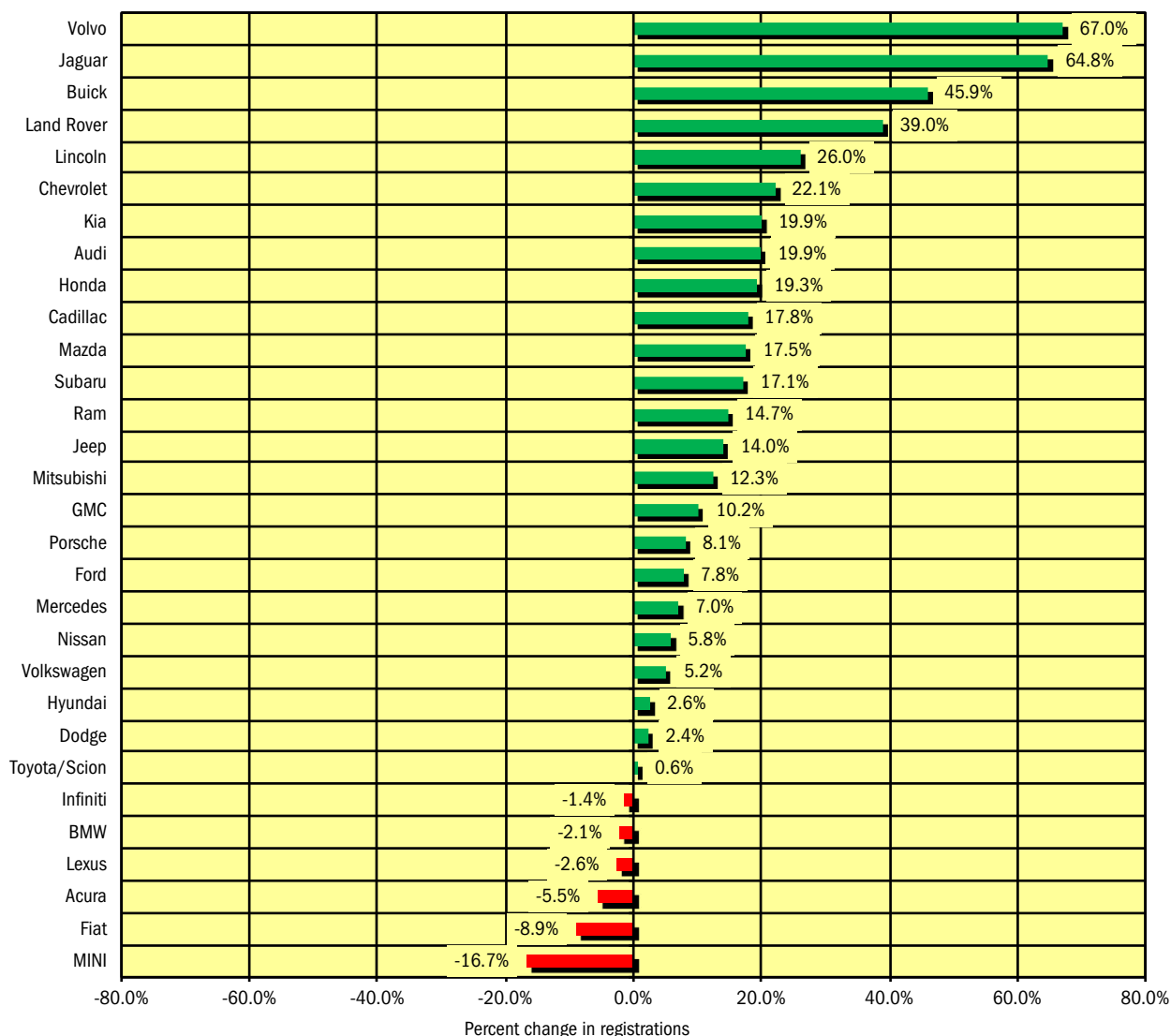
	Aug.			July '16 and Aug. '16 Combined			Year to date thru August			YTD Market Share (%)		
	2015	2016	% chg.	Previous	Current	% chg.	2015	2016	% chg.	2015	2016	Chg.
TOTAL	40,206	52,860	31.5%	91,223	96,097	5.3%	337,275	366,479	8.7%			
Acura	474	557	17.5%	1,077	980	-9.0%	4,203	3,971	-5.5%	1.2	1.1	-0.2
Audi	1,107	1,545	39.6%	2,424	3,034	25.2%	9,057	10,857	19.9%	2.7	3.0	0.3
BMW	1,891	2,632	39.2%	4,434	4,665	5.2%	18,357	17,965	-2.1%	5.4	4.9	-0.5
Buick	131	190	45.0%	288	363	26.0%	979	1,428	45.9%	0.3	0.4	0.1
Cadillac	222	300	35.1%	443	560	26.4%	1,811	2,133	17.8%	0.5	0.6	0.0
Chevrolet	2,312	3,332	44.1%	5,254	5,938	13.0%	17,451	21,310	22.1%	5.2	5.8	0.6
Chrysler	178	151	-15.2%	417	282	-32.4%	1,723	1,059	-38.5%	0.5	0.3	-0.2
Dodge	498	662	32.9%	1,224	1,214	-0.8%	4,720	4,831	2.4%	1.4	1.3	-0.1
Fiat	262	273	4.2%	524	439	-16.2%	2,265	2,063	-8.9%	0.7	0.6	-0.1
Ford	2,233	2,791	25.0%	5,056	5,328	5.4%	20,269	21,846	7.8%	6.0	6.0	0.0
GMC	476	515	8.2%	1,001	976	-2.5%	3,467	3,821	10.2%	1.0	1.0	0.0
Honda	5,635	8,239	46.2%	12,774	14,822	16.0%	46,095	54,989	19.3%	13.7	15.0	1.3
Hyundai	1,363	1,853	36.0%	3,165	3,432	8.4%	11,470	11,769	2.6%	3.4	3.2	-0.2
Infiniti	583	594	1.9%	1,284	1,094	-14.8%	4,921	4,850	-1.4%	1.5	1.3	-0.1
Jaguar	68	265	289.7%	150	444	196.0%	676	1,114	64.8%	0.2	0.3	0.1
Jeep	902	1,183	31.2%	2,091	2,182	4.4%	7,289	8,312	14.0%	2.2	2.3	0.1
Kia	1,965	2,707	37.8%	4,544	4,956	9.1%	16,231	19,468	19.9%	4.8	5.3	0.5
Land Rover	299	503	68.2%	664	872	31.3%	2,528	3,514	39.0%	0.7	1.0	0.2
Lexus	2,429	2,806	15.5%	4,902	4,806	-2.0%	18,822	18,335	-2.6%	5.6	5.0	-0.6
Lincoln	127	179	40.9%	329	367	11.6%	1,192	1,502	26.0%	0.4	0.4	0.1
Maserati	118	102	-13.6%	329	202	-38.6%	1,190	876	-26.4%	0.4	0.2	-0.1
Mazda	849	1,158	36.4%	1,854	2,186	17.9%	6,497	7,637	17.5%	1.9	2.1	0.2
Mercedes	2,244	2,932	30.7%	4,974	5,398	8.5%	18,736	20,040	7.0%	5.6	5.5	-0.1
MINI	308	348	13.0%	865	661	-23.6%	3,218	2,682	-16.7%	1.0	0.7	-0.2
Mitsubishi	108	161	49.1%	287	283	-1.4%	1,087	1,221	12.3%	0.3	0.3	0.0
Nissan	2,929	3,677	25.5%	6,677	6,503	-2.6%	24,119	25,525	5.8%	7.2	7.0	-0.2
Porsche	325	433	33.2%	691	757	9.6%	2,709	2,928	8.1%	0.8	0.8	0.0
Ram	339	499	47.2%	760	873	14.9%	2,723	3,123	14.7%	0.8	0.9	0.0
smart	34	26	-23.5%	68	39	-42.6%	298	178	-40.3%	0.1	0.0	0.0
Subaru	928	1,276	37.5%	1,952	2,299	17.8%	7,254	8,497	17.1%	2.2	2.3	0.2
Tesla	171	356	108.2%	494	875	77.1%	1,841	2,995	62.7%	0.5	0.8	0.3
Toyota/Scion	7,287	8,972	23.1%	17,094	16,223	-5.1%	62,688	63,094	0.6%	18.6	17.2	-1.4
Volkswagen	1,206	1,302	8.0%	2,685	2,367	-11.8%	9,659	10,162	5.2%	2.9	2.8	-0.1
Volvo	129	259	100.8%	270	523	93.7%	1,063	1,775	67.0%	0.3	0.5	0.2
Other	76	82	7.9%	178	154	-13.5%	667	609	-8.7%	0.2	0.2	0.0

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

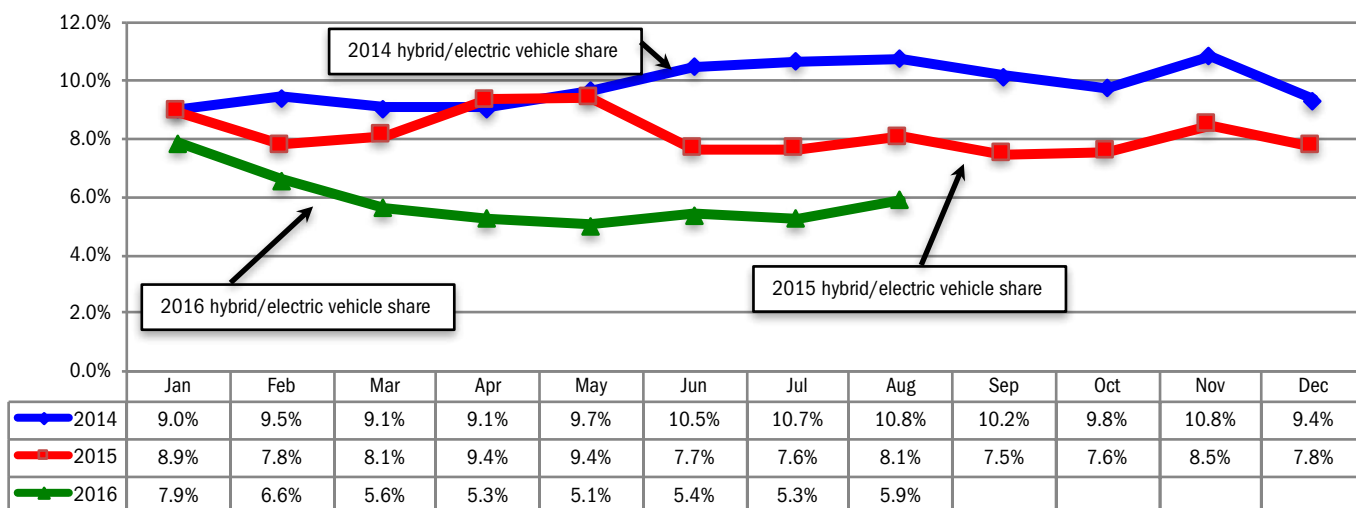


Data Source: AutoCount data from Experian Automotive.

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



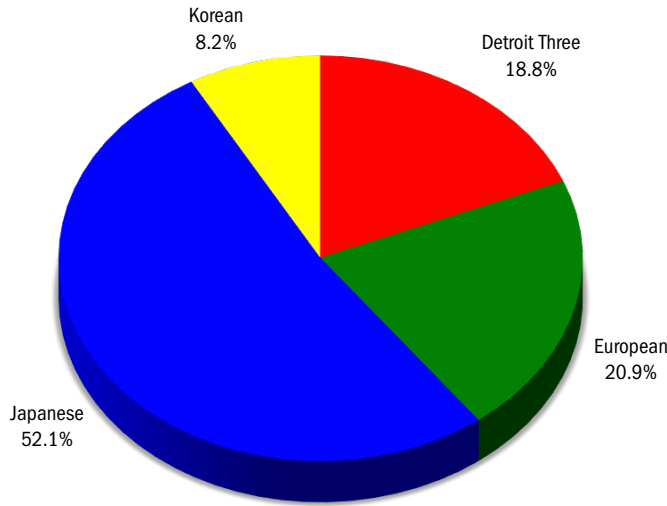
Combined Hybrid and Electric Vehicle Market Share in LA County



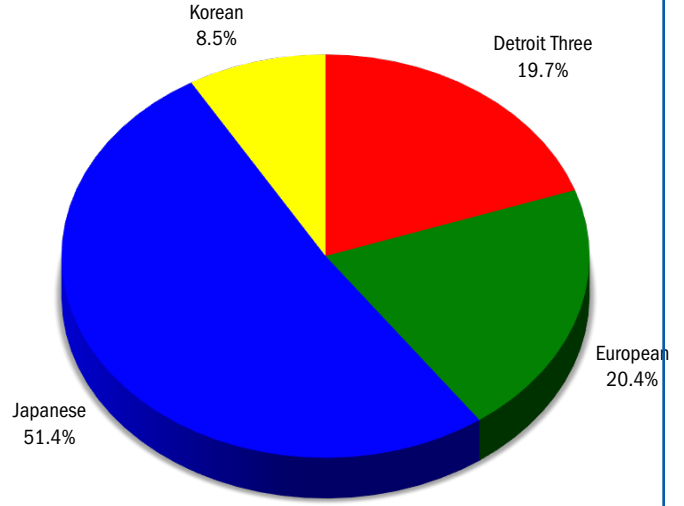
Data Source: AutoCount data from Experian Automotive.

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

YTD 2015 thru August

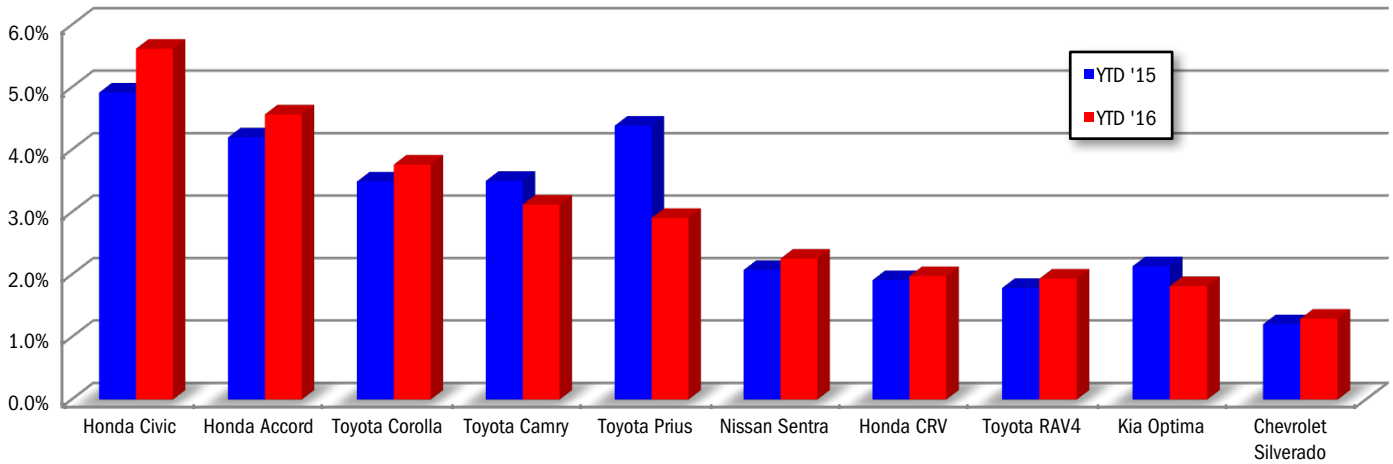


YTD 2016 thru August



Data Source: AutoCount data from Experian Automotive.

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



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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.



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Experian Automotive is the data provider for Los Angeles Auto Outlook.