

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 declined 10.5% in August of 2017 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.

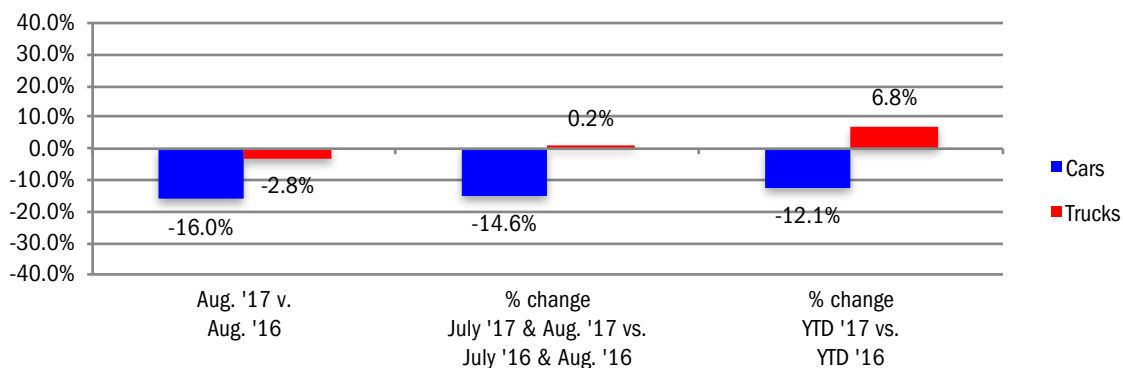
The county market was off 4.7% during the first eight months of this year versus a year earlier. Light truck registrations were up 6.8% while passenger cars fell 12.1%.

The three month moving average of new vehicle registrations decreased for the seventh consecutive month in August of this year.

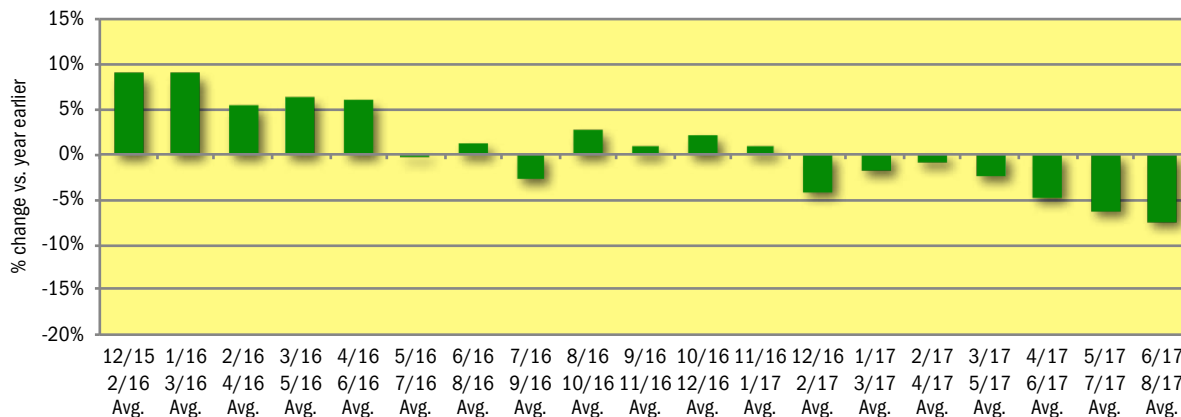
Jaguar, Chrysler, Subaru, FIAT, Chevrolet, and Infiniti new vehicle registrations were up by more than 4% during the first eight months of this year.

	August			July and Aug. Combined			Year-to-date thru August		
	2016	2017	% chg.	2016	2017	% chg.	2016	2017	Chg.
Industry Total	52,860	47,291	-10.5%	96,097	87,833	-8.6%	366,479	349,182	-4.7%
Cars	31,103	26,138	-16.0%	57,079	48,735	-14.6%	223,477	196,411	-12.1%
Light Trucks	21,757	21,153	-2.8%	39,018	39,098	0.2%	143,002	152,771	6.8%
Detroit Three	10,159	9,277	-8.7%	18,959	17,345	-8.5%	72,369	70,373	-2.8%
European	10,700	9,107	-14.9%	19,553	17,063	-12.7%	74,753	69,506	-7.0%
Japanese	27,441	25,542	-6.9%	49,197	46,761	-5.0%	188,120	182,020	-3.2%
Korean	4,560	3,365	-26.2%	8,388	6,664	-20.6%	31,237	27,283	-12.7%

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.

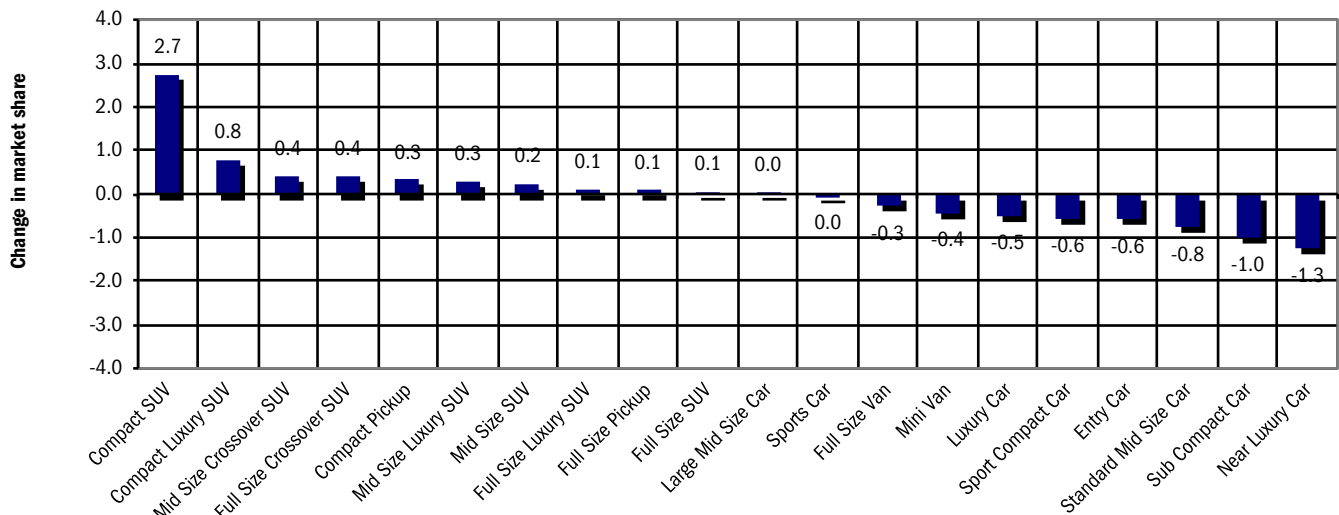
Data Information

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

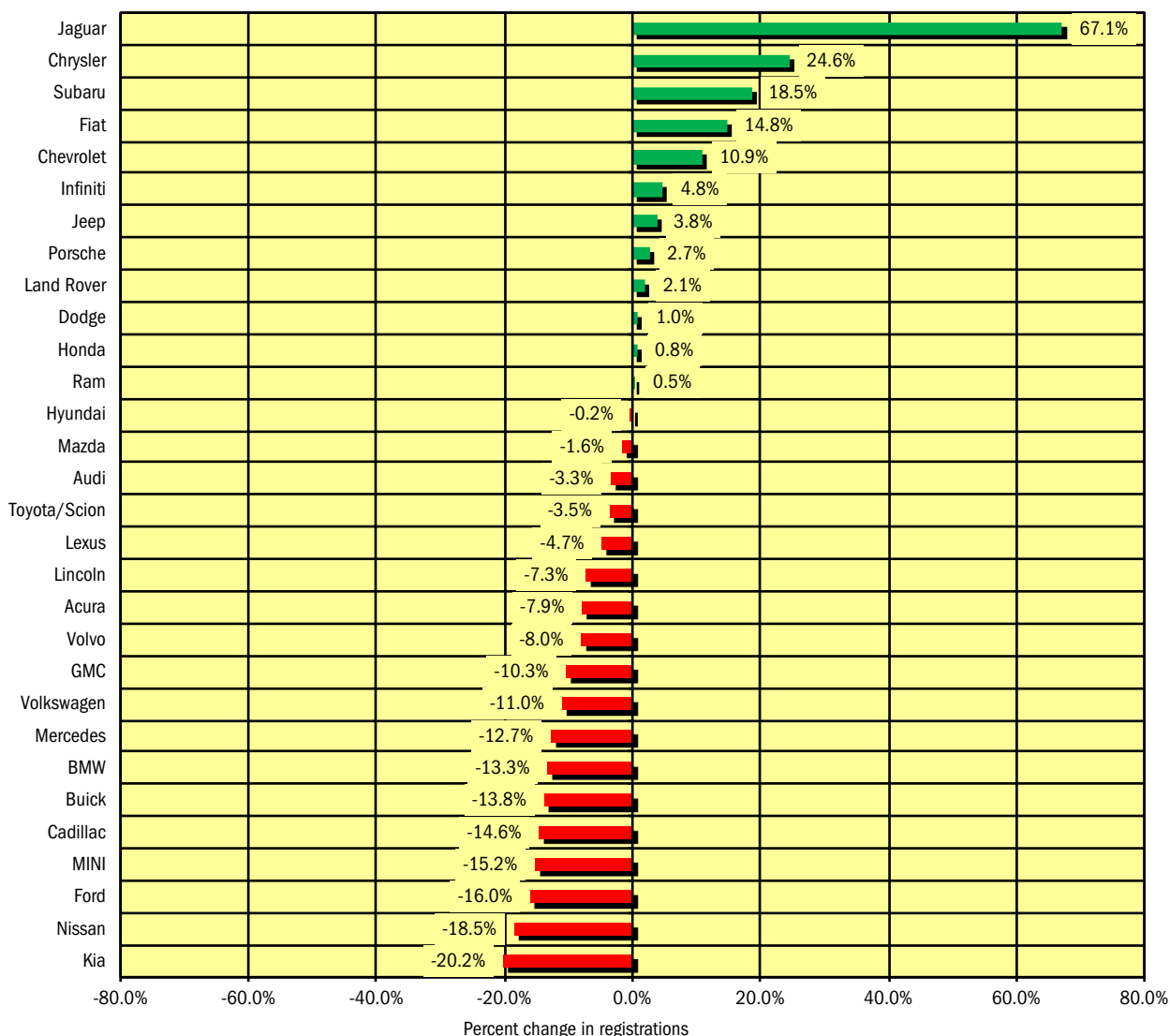
Los Angeles New Retail Car and Light Truck Registrations												
	August			July and Aug. Combined			Year-to-date thru August			YTD Market Share (%)		
	2016	2017	% chg.	2016	2017	% chg.	2016	2017	% chg.	2016	2017	Chg.
TOTAL	52,860	47,291	-10.5%	96,097	87,833	-8.6%	366,479	349,182	-4.7%			
Acura	557	525	-5.7%	980	952	-2.9%	3,971	3,659	-7.9%	1.1	1.0	0.0
Audi	1,545	1,447	-6.3%	3,034	2,602	-14.2%	10,857	10,498	-3.3%	3.0	3.0	0.0
BMW	2,632	1,785	-32.2%	4,665	3,545	-24.0%	17,965	15,580	-13.3%	4.9	4.5	-0.4
Buick	190	120	-36.8%	363	254	-30.0%	1,428	1,231	-13.8%	0.4	0.4	0.0
Cadillac	300	289	-3.7%	560	513	-8.4%	2,133	1,822	-14.6%	0.6	0.5	-0.1
Chevrolet	3,332	3,089	-7.3%	5,938	5,912	-0.4%	21,310	23,637	10.9%	5.8	6.8	1.0
Chrysler	151	173	14.6%	282	299	6.0%	1,059	1,319	24.6%	0.3	0.4	0.1
Dodge	662	670	1.2%	1,214	1,165	-4.0%	4,831	4,877	1.0%	1.3	1.4	0.1
Fiat	273	209	-23.4%	439	429	-2.3%	2,063	2,368	14.8%	0.6	0.7	0.1
Ford	2,791	2,417	-13.4%	5,328	4,401	-17.4%	21,846	18,349	-16.0%	6.0	5.3	-0.7
GMC	515	435	-15.5%	976	792	-18.9%	3,821	3,427	-10.3%	1.0	1.0	-0.1
Honda	8,239	7,860	-4.6%	14,822	14,491	-2.2%	54,989	55,425	0.8%	15.0	15.9	0.9
Hyundai	1,853	1,432	-22.7%	3,432	2,848	-17.0%	11,769	11,747	-0.2%	3.2	3.4	0.2
Infiniti	594	574	-3.4%	1,094	1,113	1.7%	4,850	5,084	4.8%	1.3	1.5	0.1
Jaguar	265	234	-11.7%	444	480	8.1%	1,114	1,862	67.1%	0.3	0.5	0.2
Jeep	1,183	1,329	12.3%	2,182	2,342	7.3%	8,312	8,624	3.8%	2.3	2.5	0.2
Kia	2,707	1,933	-28.6%	4,956	3,816	-23.0%	19,468	15,536	-20.2%	5.3	4.4	-0.9
Land Rover	503	508	1.0%	872	934	7.1%	3,514	3,587	2.1%	1.0	1.0	0.1
Lexus	2,806	2,725	-2.9%	4,806	4,606	-4.2%	18,335	17,466	-4.7%	5.0	5.0	0.0
Lincoln	179	156	-12.8%	367	320	-12.8%	1,502	1,393	-7.3%	0.4	0.4	0.0
Maserati	102	128	25.5%	202	213	5.4%	876	973	11.1%	0.2	0.3	0.0
Mazda	1,158	1,065	-8.0%	2,186	1,894	-13.4%	7,637	7,511	-1.6%	2.1	2.2	0.1
Mercedes	2,932	2,256	-23.1%	5,398	4,193	-22.3%	20,040	17,491	-12.7%	5.5	5.0	-0.5
MINI	348	372	6.9%	661	663	0.3%	2,682	2,274	-15.2%	0.7	0.7	-0.1
Mitsubishi	161	163	1.2%	283	246	-13.1%	1,221	1,132	-7.3%	0.3	0.3	0.0
Nissan	3,677	2,561	-30.4%	6,503	4,962	-23.7%	25,525	20,815	-18.5%	7.0	6.0	-1.0
Porsche	433	420	-3.0%	757	785	3.7%	2,928	3,008	2.7%	0.8	0.9	0.1
Ram	499	448	-10.2%	873	799	-8.5%	3,123	3,139	0.5%	0.9	0.9	0.0
smart	26	16	-38.5%	39	31	-20.5%	178	188	5.6%	0.0	0.1	0.0
Subaru	1,276	1,469	15.1%	2,299	2,589	12.6%	8,497	10,072	18.5%	2.3	2.9	0.6
Tesla	356	151	-57.6%	875	548	-37.4%	2,995	2,555	-14.7%	0.8	0.7	-0.1
Toyota/Scion	8,972	8,600	-4.1%	16,223	15,908	-1.9%	63,094	60,856	-3.5%	17.2	17.4	0.2
Volkswagen	1,302	1,245	-4.4%	2,367	2,344	-1.0%	10,162	9,042	-11.0%	2.8	2.6	-0.2
Volvo	259	266	2.7%	523	473	-9.6%	1,775	1,633	-8.0%	0.5	0.5	0.0
Other	82	221	169.5%	154	371	140.9%	609	1,002	64.5%	0.2	0.3	0.1

Change in New Vehicle Segment Market Share - YTD '17 thru August vs. YTD '16

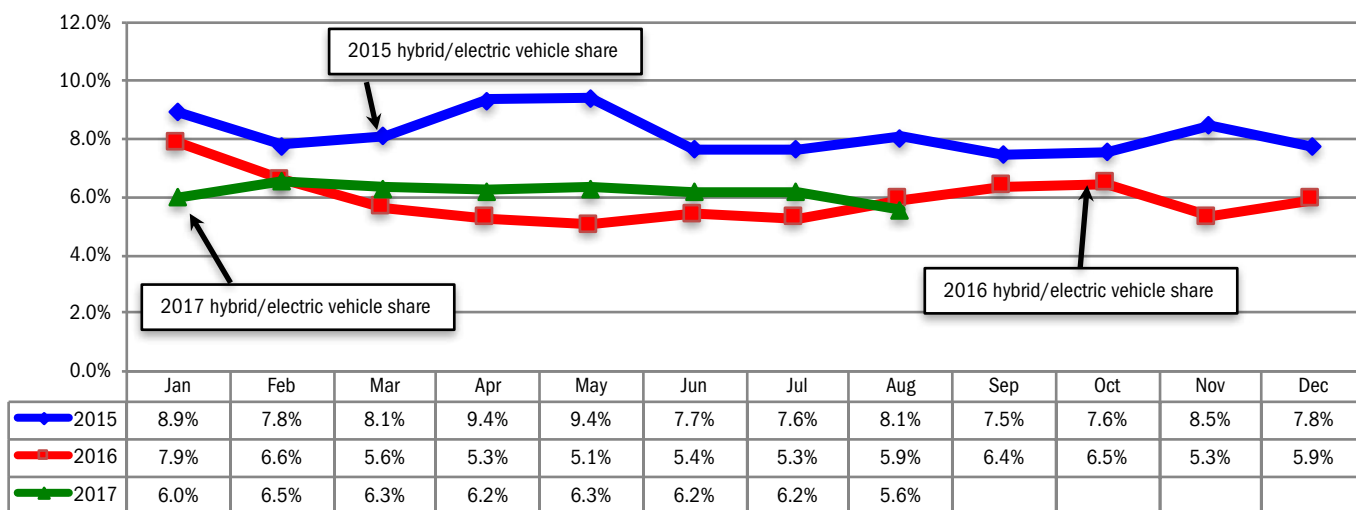


Data Source: AutoCount data from Experian.

**Percent Change in Brand Registrations
YTD '17 thru August vs. YTD '16
(Top 30 selling brands)**

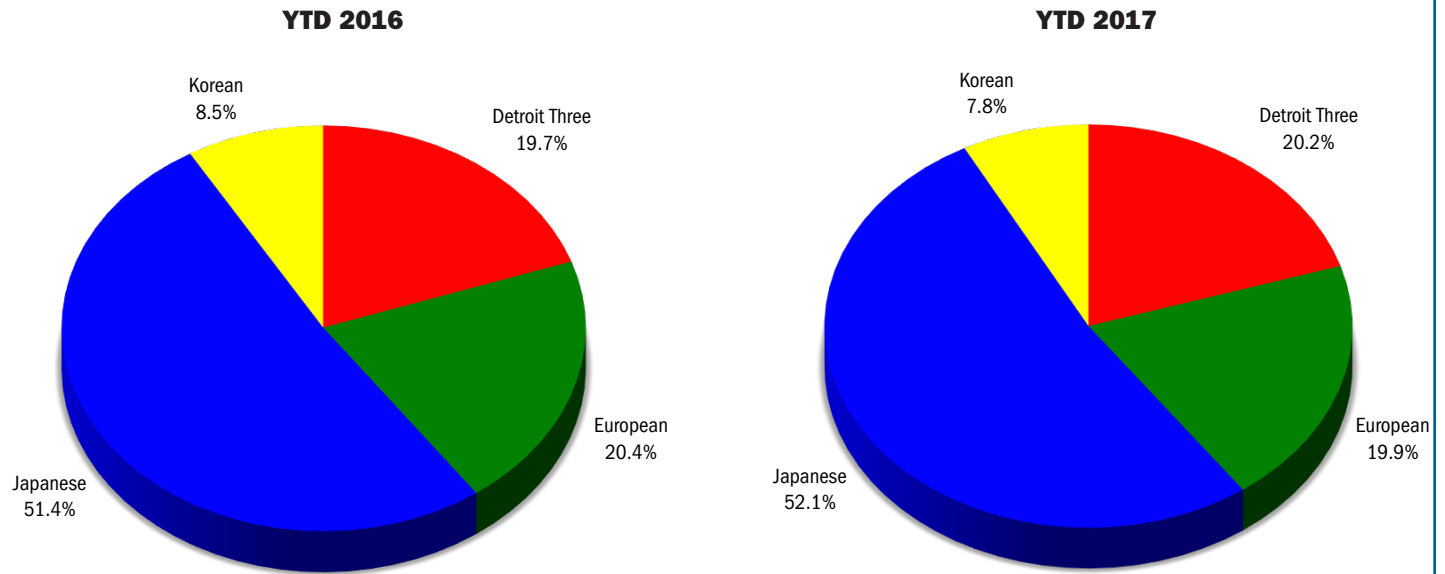


Combined Hybrid and Electric Vehicle Market Share in LA County



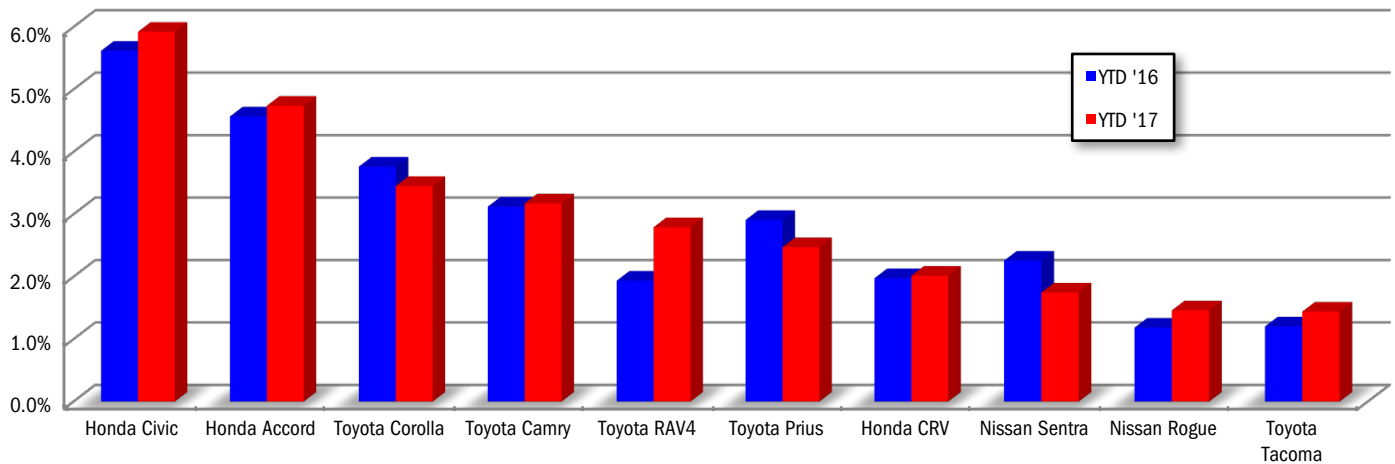
Data Source: AutoCount data from Experian.

Market Share for Japanese, Detroit Three, European, and Korean Brands - YTD '17 thru August and YTD '16



Data Source: AutoCount data from Experian Automotive.

Market Share for Top 10 Selling Models in LA County - YTD 2016 thru August and YTD 2017



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AutoCount data from Experian is the data provider for Los Angeles Auto Outlook.