

# 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 25.7% during the first eight months of 2020 versus a year earlier. U.S. market declined by an estimated 19.8% during the same period.

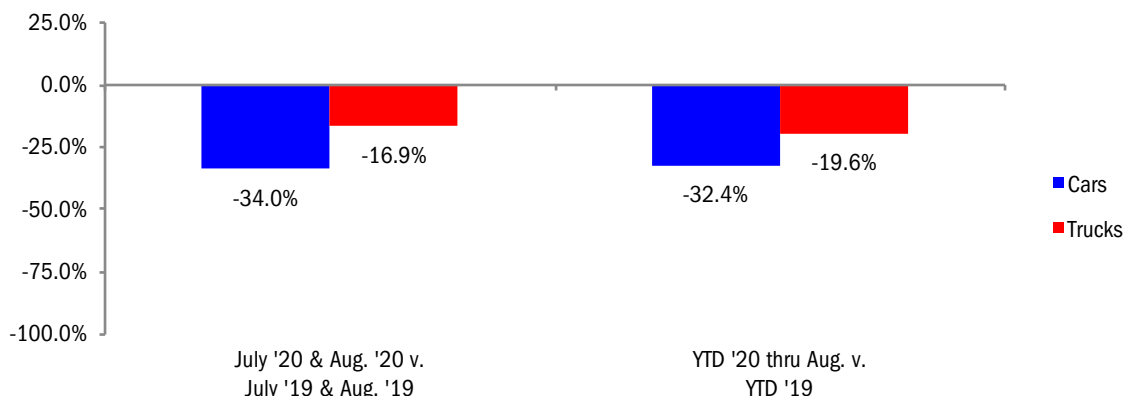
Passenger car registrations in the county declined by 32.4% so far this year, while light trucks were off 19.6%

Toyota, Honda, Mercedes, and Chevrolet were market share leaders during the first eight months of this year.

Los Angeles County New Retail Car and Light Truck Registrations									
	July and Aug. Combined			June '20 thru Aug. '20			YTD thru Aug.		
	Previous	Current	% chg.	Previous	Current	% chg.	2019	2020	Chg.
Industry Total	80,744	60,660	-24.9%	120,090	95,105	-20.8%	318,002	236,430	-25.7%
Cars	37,780	24,944	-34.0%	56,056	38,665	-31.0%	150,274	101,595	-32.4%
Light Trucks	42,964	35,716	-16.9%	64,034	56,440	-11.9%	167,728	134,835	-19.6%

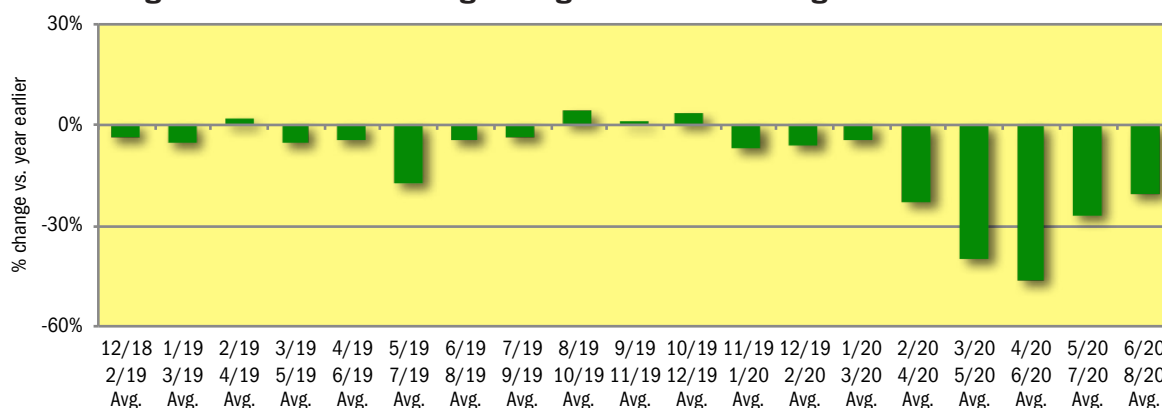
Data Source: AutoCount data from Experian.

## Percent Change in LA County New Retail Light Vehicle Registrations



Data Source: AutoCount data from Experian.

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



Data Source: AutoCount data from Experian.

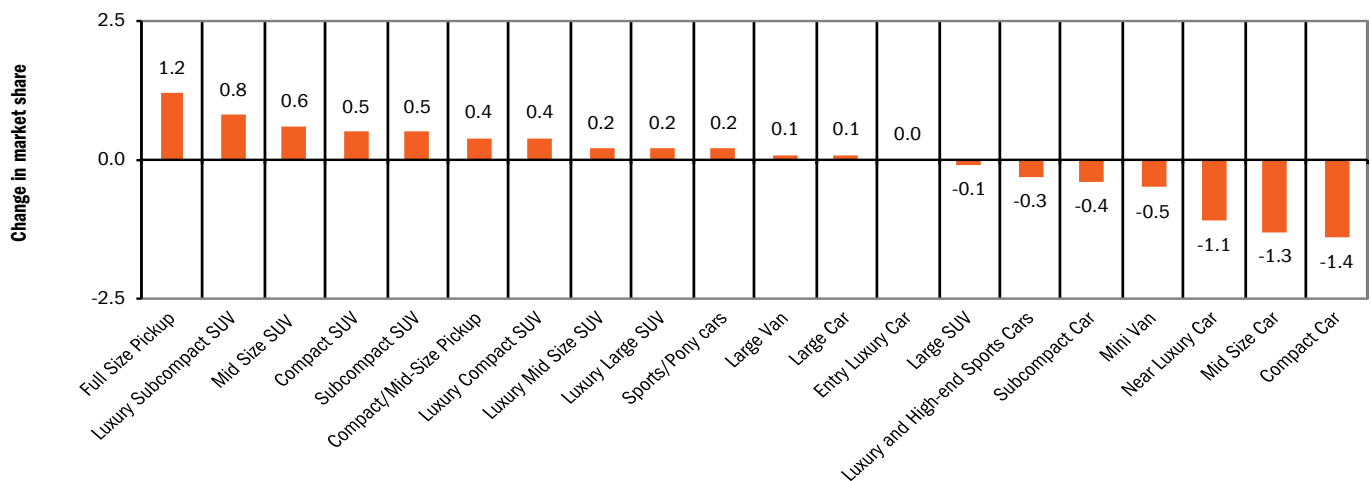
The graph above provides a clear picture of the trending direction of the LA County market. It shows the year-over-year percent change in the three month moving average of new retail light vehicle registrations. The three month moving average is less erratic than monthly registrations, which can fluctuate due to such factors as the timing of manufacturer incentive programs, weather and title processing delays by governmental agencies.

## Data Information

Data presented in Auto Outlook measures new retail vehicle registrations in Los Angeles County. Monthly recording of registrations occurs when vehicle title information is processed, which may differ from date of sale. Title recording can occasionally be subject to processing delays by governmental agencies. For this reason, the year-to-date figures will typically be more reflective of market results Data Source: AutoCount data from Experian.

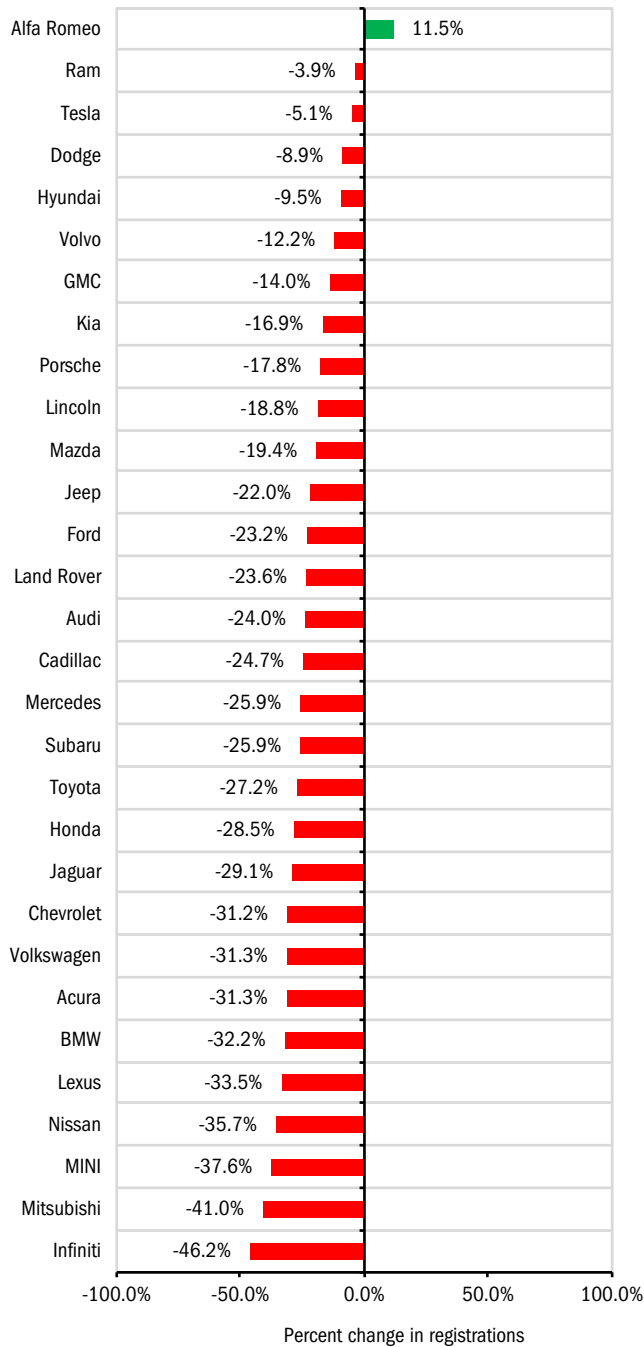
Los Angeles County New Retail Car and Light Truck Registrations												
	July and Aug. Combined			June '20 thru Aug. '20			YTD thru Aug.			YTD Market Share (%)		
	Previous	Current	% chg.	Previous	Current	% chg.	2019	2020	% chg.	2019	2020	Chg.
TOTAL	80,744	60,660	-24.9%	120,090	95,105	-20.8%	318,002	236,430	-25.7%			
Acura	733	595	-18.8%	1,126	902	-19.9%	3,343	2,295	-31.3%	1.1	1.0	-0.1
Alfa Romeo	299	329	10.0%	442	541	22.4%	1,248	1,392	11.5%	0.4	0.6	0.2
Audi	2,098	1,613	-23.1%	3,181	2,521	-20.7%	8,822	6,702	-24.0%	2.8	2.8	0.1
BMW	3,937	2,429	-38.3%	5,741	4,060	-29.3%	15,401	10,440	-32.2%	4.8	4.4	-0.4
Buick	192	132	-31.3%	294	186	-36.7%	875	418	-52.2%	0.3	0.2	-0.1
Cadillac	325	260	-20.0%	493	459	-6.9%	1,408	1,060	-24.7%	0.4	0.4	0.0
Chevrolet	4,245	2,941	-30.7%	6,584	4,776	-27.5%	17,944	12,338	-31.2%	5.6	5.2	-0.4
Chrysler	170	96	-43.5%	280	157	-43.9%	794	414	-47.9%	0.2	0.2	-0.1
Dodge	1,164	894	-23.2%	1,748	1,406	-19.6%	4,276	3,896	-8.9%	1.3	1.6	0.3
FIAT	80	47	-41.3%	114	65	-43.0%	363	147	-59.5%	0.1	0.1	-0.1
Ford	3,435	2,626	-23.6%	5,728	4,763	-16.8%	13,911	10,685	-23.2%	4.4	4.5	0.1
Genesis	126	95	-24.6%	173	141	-18.5%	278	379	36.3%	0.1	0.2	0.1
GMC	574	478	-16.7%	852	834	-2.1%	2,310	1,986	-14.0%	0.7	0.8	0.1
Honda	12,369	8,897	-28.1%	18,341	14,173	-22.7%	49,266	35,224	-28.5%	15.5	14.9	-0.6
Hyundai	2,586	2,245	-13.2%	3,841	3,507	-8.7%	9,208	8,330	-9.5%	2.9	3.5	0.6
Infiniti	1,017	501	-50.7%	1,483	761	-48.7%	4,152	2,233	-46.2%	1.3	0.9	-0.4
Jaguar	212	183	-13.7%	316	297	-6.0%	1,081	766	-29.1%	0.3	0.3	0.0
Jeep	2,401	2,067	-13.9%	3,720	3,439	-7.6%	9,798	7,644	-22.0%	3.1	3.2	0.2
Kia	3,622	2,739	-24.4%	5,268	4,176	-20.7%	13,603	11,302	-16.9%	4.3	4.8	0.5
Land Rover	1,007	832	-17.4%	1,461	1,326	-9.2%	4,406	3,367	-23.6%	1.4	1.4	0.0
Lexus	4,000	2,680	-33.0%	5,904	4,040	-31.6%	16,262	10,820	-33.5%	5.1	4.6	-0.5
Lincoln	260	204	-21.5%	422	352	-16.6%	1,115	905	-18.8%	0.4	0.4	0.0
Maserati	71	71	0.0%	113	104	-8.0%	393	296	-24.7%	0.1	0.1	0.0
Mazda	1,701	1,581	-7.1%	2,580	2,414	-6.4%	7,101	5,725	-19.4%	2.2	2.4	0.2
Mercedes	4,315	3,561	-17.5%	6,353	6,004	-5.5%	16,784	12,441	-25.9%	5.3	5.3	0.0
MINI	439	325	-26.0%	687	490	-28.7%	1,782	1,112	-37.6%	0.6	0.5	-0.1
Mitsubishi	255	100	-60.8%	340	151	-55.6%	825	487	-41.0%	0.3	0.2	-0.1
Nissan	3,729	2,227	-40.3%	5,473	3,646	-33.4%	15,264	9,812	-35.7%	4.8	4.2	-0.6
Other	197	149	-24.4%	285	245	-14.0%	854	699	-18.1%	0.3	0.3	0.0
Porsche	824	681	-17.4%	1,093	1,084	-0.8%	2,923	2,404	-17.8%	0.9	1.0	0.1
Ram	905	973	7.5%	1,367	1,485	8.6%	3,442	3,309	-3.9%	1.1	1.4	0.3
Subaru	2,777	2,167	-22.0%	4,156	3,358	-19.2%	10,950	8,115	-25.9%	3.4	3.4	0.0
Tesla	3,300	3,393	2.8%	4,449	3,967	-10.8%	11,980	11,372	-5.1%	3.8	4.8	1.0
Toyota	14,563	10,211	-29.9%	21,454	15,733	-26.7%	54,229	39,454	-27.2%	17.1	16.7	-0.4
Volkswagen	2,118	1,661	-21.6%	3,208	2,493	-22.3%	9,075	6,234	-31.3%	2.9	2.6	-0.2
Volvo	698	677	-3.0%	1,020	1,049	2.8%	2,536	2,227	-12.2%	0.8	0.9	0.1

Change in New Vehicle Segment Market Share - YTD 2020 thru August vs. YTD 2019

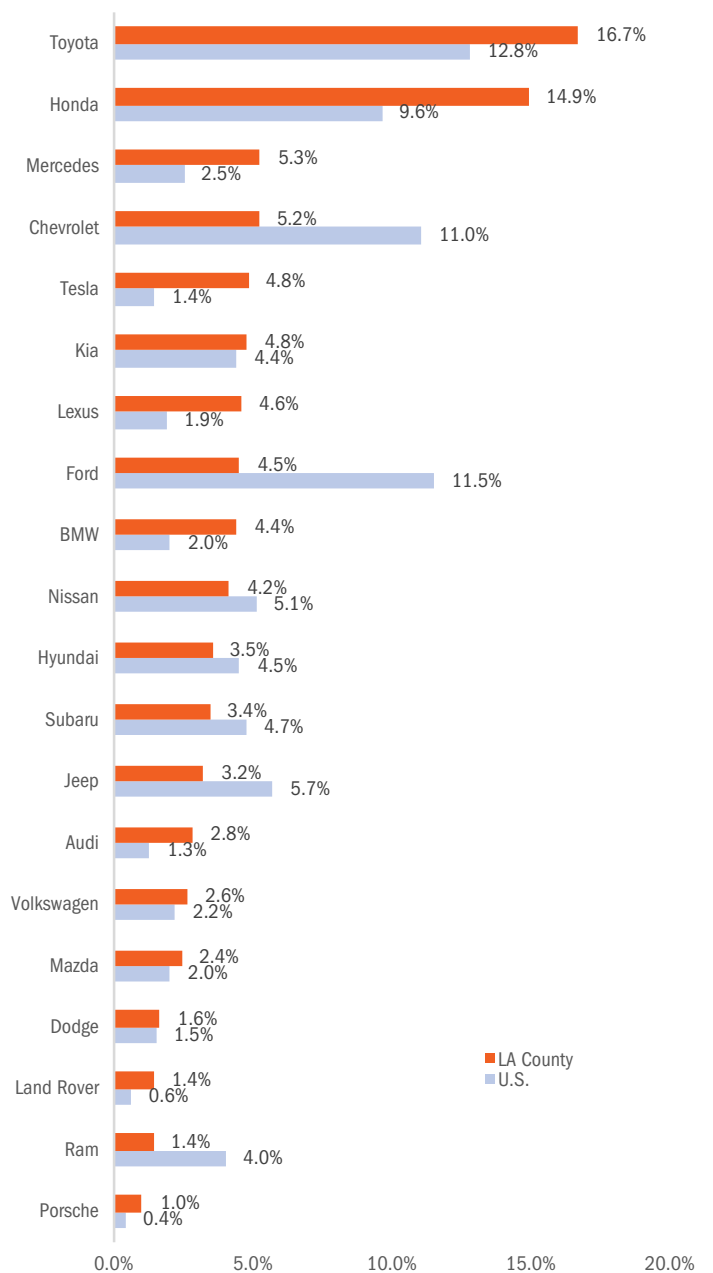


Data Source: AutoCount data from Experian.

### Percent Change in Brand Registrations YTD 2020 thru August vs. YTD 2019 (Top 30 selling brands)



### Los Angeles County and U.S. Market Share YTD 2020 thru August (Top 20 selling brands in county)



**Four brands had declines of less than 10%: Ram, Tesla, Dodge, and Hyundai. Alfa Romeo had a percentage gain.**



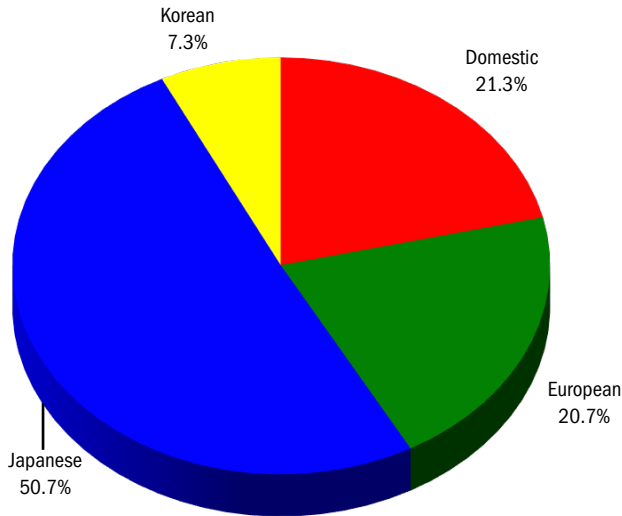
**Toyota, Honda, Mercedes, Chevrolet, and Tesla were market share leaders in the county**

Data Source: AutoCount data from Experian. U.S. market share figures estimated by Auto Outlook.

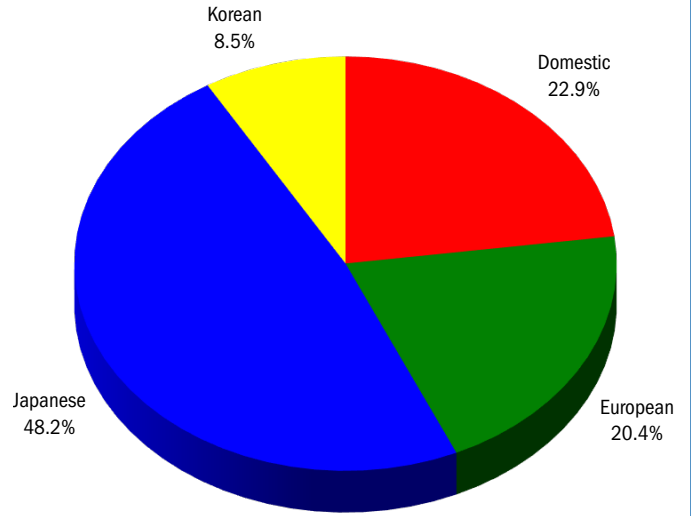
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**Market Share for Japanese, Detroit Three, European, and Korean Brands**

**YTD 2019 thru August**

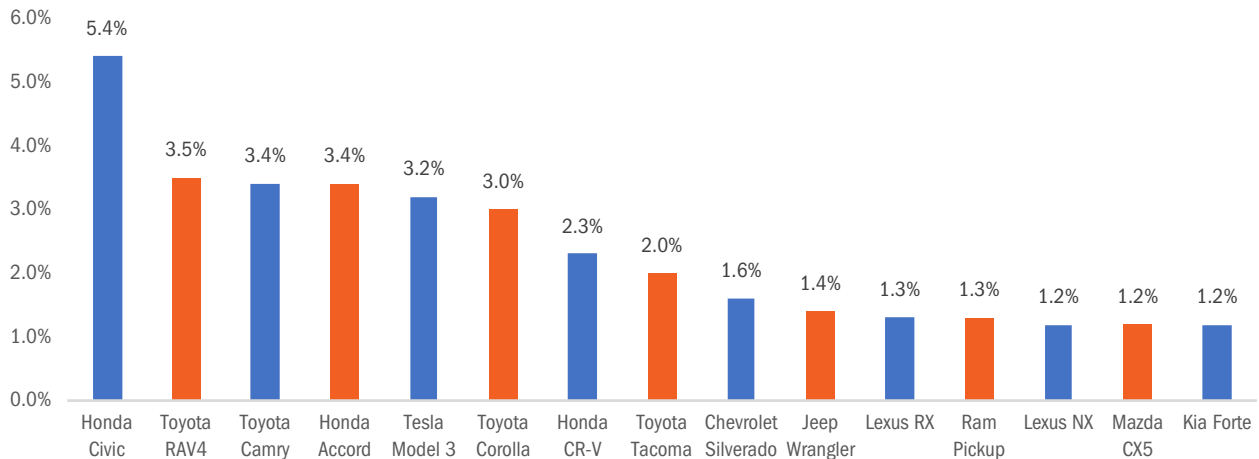


**YTD 2020 thru August**



Data Source: AutoCount data from Experian.

**Market Share for Top 15 Selling Models in LA County - YTD 2020 thru August**



Data Source: AutoCount data from Experian.

**Los Angeles Auto Outlook**

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