

Los Angeles Auto Outlook™

Comprehensive information on the LA County new vehicle market

Sponsored by:



Quick Facts

New retail car and light truck registrations in the county increased 13.2% in January 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.

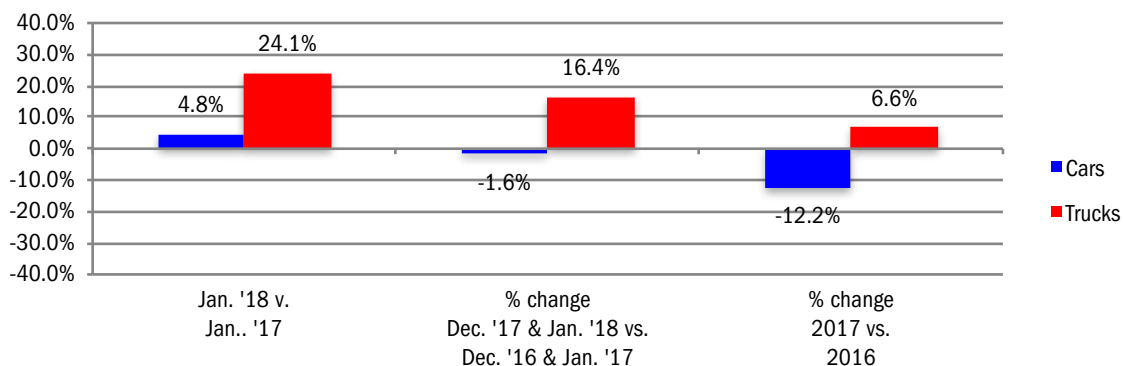
The county market declined 4.7% from 2016 to 2017. Light truck registrations were up 6.6% while passenger cars fell 12.2%.

The three month moving average of new vehicle registrations increased in January of this year, the first monthly increase since January of 2017.

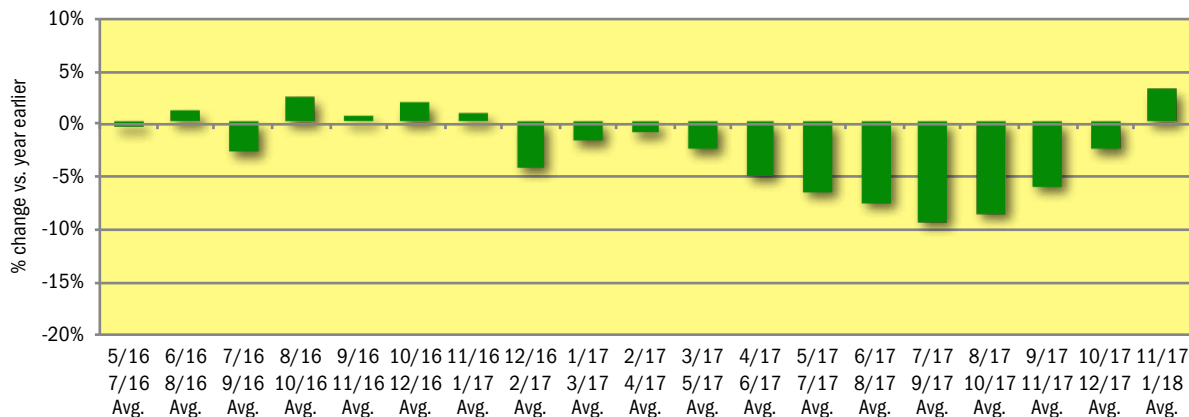
Honda Civic, Toyota Camry, Honda Accord, Toyota RAV4, and Honda CR-V were the top five selling models in the county in January of 2018.

Los Angeles New Retail Car and Light Truck Registrations									
	January			Dec. '17 and Jan. '18 Combined			Annual Totals		
	2017	2018	% chg.	Yr. Earlier	Current	% chg.	2016	2017	Chg.
Industry Total	45,176	51,157	13.2%	87,095	92,429	6.1%	537,968	512,417	-4.7%
Cars	25,445	26,663	4.8%	49,550	48,742	-1.6%	324,386	284,795	-12.2%
Light Trucks	19,731	24,494	24.1%	37,545	43,687	16.4%	213,582	227,622	6.6%
Detroit Three	8,725	9,977	14.3%	16,554	18,252	10.3%	105,613	103,287	-2.2%
European	10,657	11,925	11.9%	19,703	20,958	6.4%	110,985	103,226	-7.0%
Japanese	22,211	25,633	15.4%	43,870	46,520	6.0%	275,620	266,073	-3.5%
Korean	3,583	3,622	1.1%	6,968	6,699	-3.9%	45,750	39,831	-12.9%

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

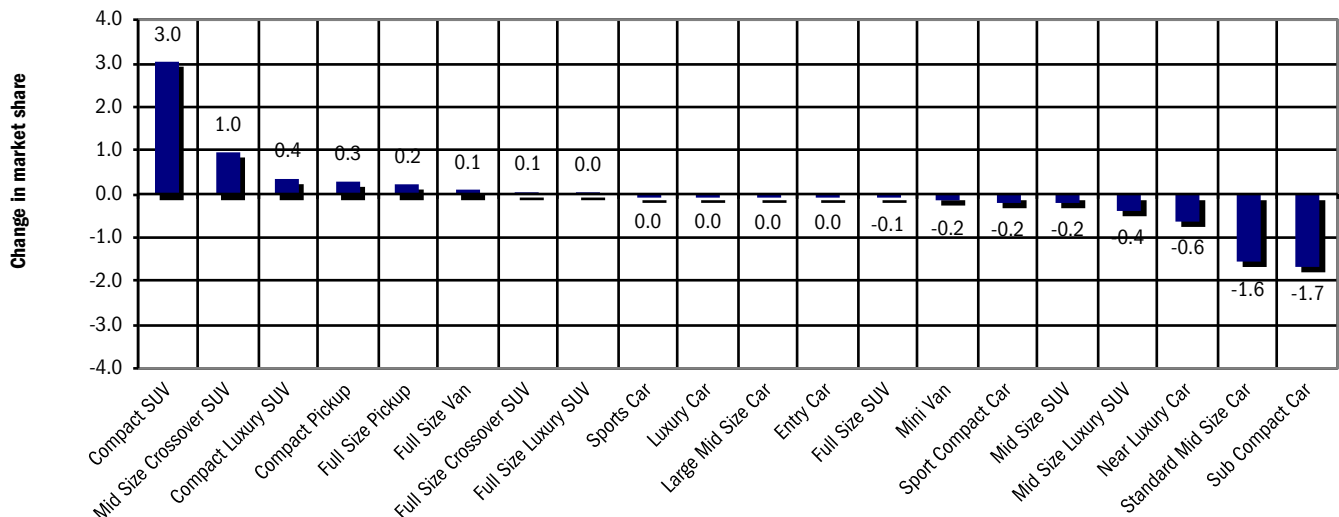
All data represents new and used vehicle retail registrations in Los Angeles County and excludes fleet. Please keep in mind that monthly registration figures can occasionally be subject to fluctuations, resulting in over or under estimation of actual results. This usually occurs due to processing delays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

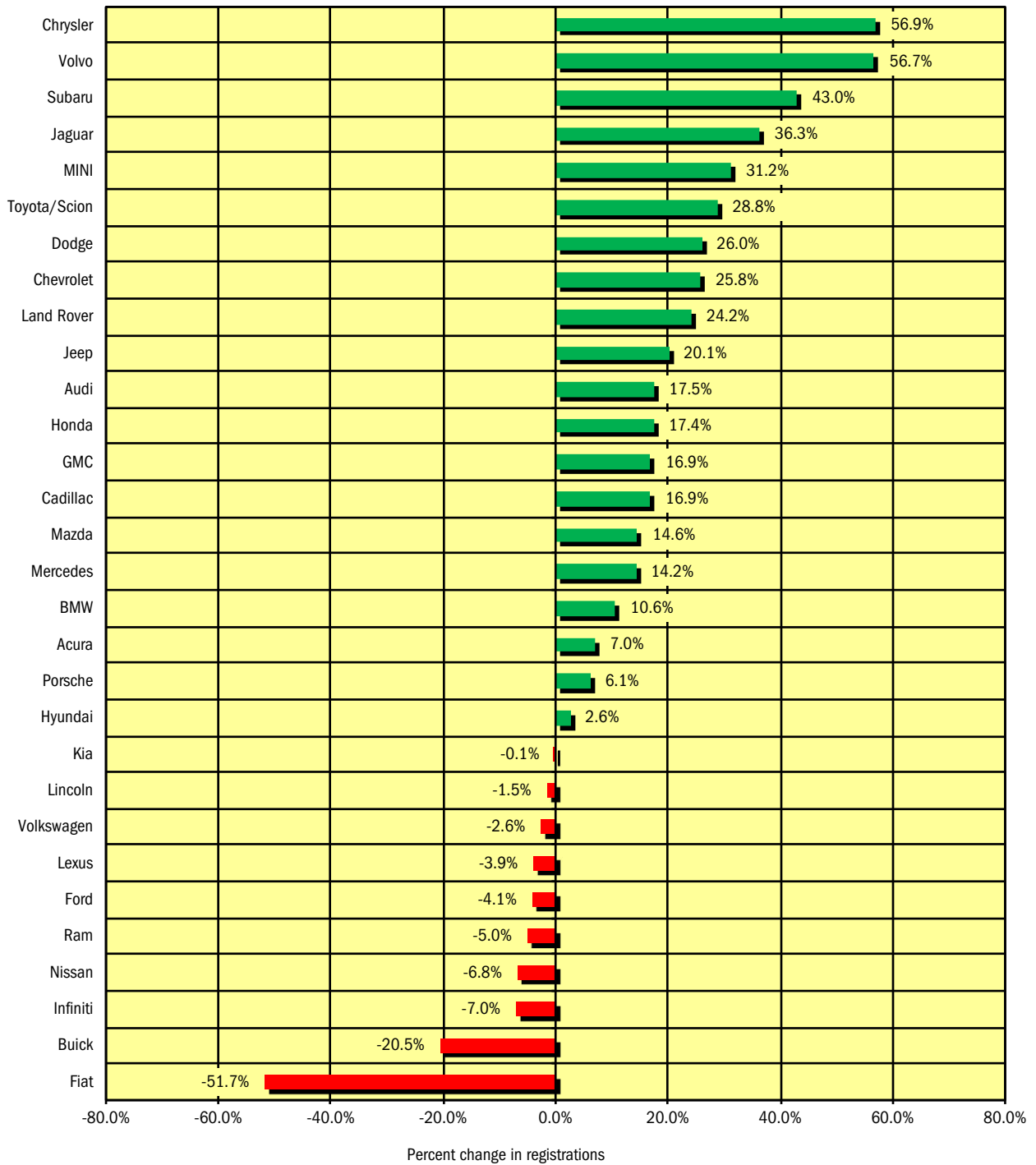
	January			Dec. '17 and Jan. '18 Combined			Annual Totals			YTD Market Share (%)		
	2017	2018	% chg.	Yr. Earlier	Current	% chg.	2016	2017	% chg.	2016	2017	Chg.
	TOTAL	45,176	51,157	13.2%	87,095	92,429	6.1%	537,968	512,417	-4.7%		
Acura	503	538	7.0%	921	1,069	16.1%	5,711	5,429	-4.9%	1.1	1.1	0.0
Audi	1,435	1,686	17.5%	2,732	2,937	7.5%	15,880	15,394	-3.1%	3.0	3.0	0.1
BMW	2,701	2,988	10.6%	4,675	5,259	12.5%	26,594	23,237	-12.6%	4.9	4.5	-0.4
Buick	190	151	-20.5%	355	290	-18.3%	2,019	1,847	-8.5%	0.4	0.4	0.0
Cadillac	255	298	16.9%	501	519	3.6%	3,148	2,702	-14.2%	0.6	0.5	-0.1
Chevrolet	2,694	3,389	25.8%	5,297	6,055	14.3%	31,764	34,448	8.4%	5.9	6.7	0.8
Chrysler	144	226	56.9%	304	401	31.9%	1,636	1,972	20.5%	0.3	0.4	0.1
Dodge	493	621	26.0%	1,025	1,170	14.1%	7,076	7,146	1.0%	1.3	1.4	0.1
Fiat	321	155	-51.7%	638	344	-46.1%	3,404	3,031	-11.0%	0.6	0.6	0.0
Ford	2,283	2,189	-4.1%	4,341	4,283	-1.3%	31,236	26,533	-15.1%	5.8	5.2	-0.6
GMC	474	554	16.9%	879	963	9.6%	5,435	5,146	-5.3%	1.0	1.0	0.0
Honda	6,368	7,477	17.4%	12,626	13,537	7.2%	79,901	80,200	0.4%	14.9	15.7	0.8
Hyundai	1,584	1,625	2.6%	3,001	3,087	2.9%	18,064	17,309	-4.2%	3.4	3.4	0.0
Infiniti	782	727	-7.0%	1,495	1,463	-2.1%	7,464	7,379	-1.1%	1.4	1.4	0.1
Jaguar	190	259	36.3%	389	476	22.4%	1,912	2,752	43.9%	0.4	0.5	0.2
Jeep	974	1,170	20.1%	1,795	2,212	23.2%	11,922	12,742	6.9%	2.2	2.5	0.3
Kia	1,999	1,997	-0.1%	3,967	3,612	-8.9%	27,686	22,522	-18.7%	5.1	4.4	-0.8
Land Rover	447	555	24.2%	825	922	11.8%	5,237	5,247	0.2%	1.0	1.0	0.1
Lexus	2,808	2,698	-3.9%	5,459	4,868	-10.8%	27,144	25,480	-6.1%	5.0	5.0	-0.1
Lincoln	196	193	-1.5%	366	346	-5.5%	2,184	1,988	-9.0%	0.4	0.4	0.0
Maserati	171	111	-35.1%	315	211	-33.0%	1,456	1,363	-6.4%	0.3	0.3	0.0
Mazda	1,017	1,165	14.6%	1,795	2,018	12.4%	11,067	11,081	0.1%	2.1	2.2	0.1
Mercedes	2,997	3,424	14.2%	5,498	5,894	7.2%	29,749	26,136	-12.1%	5.5	5.1	-0.4
MINI	266	349	31.2%	484	593	22.5%	3,802	3,287	-13.5%	0.7	0.6	-0.1
Mitsubishi	144	150	4.2%	272	281	3.3%	1,786	1,645	-7.9%	0.3	0.3	0.0
Nissan	2,591	2,416	-6.8%	5,095	4,792	-5.9%	36,632	29,516	-19.4%	6.8	5.8	-1.0
Porsche	393	417	6.1%	798	807	1.1%	4,357	4,639	6.5%	0.8	0.9	0.1
Ram	399	379	-5.0%	808	782	-3.2%	4,732	4,621	-2.3%	0.9	0.9	0.0
smart	35	9	-74.3%	55	25	-54.5%	245	234	-4.5%	0.0	0.0	0.0
Subaru	1,138	1,627	43.0%	2,179	2,719	24.8%	13,070	14,877	13.8%	2.4	2.9	0.5
Tesla	623	807	29.5%	883	1,231	39.4%	4,448	4,141	-6.9%	0.8	0.8	0.0
Toyota/Scion	6,860	8,835	28.8%	14,028	15,773	12.4%	92,844	90,466	-2.6%	17.3	17.7	0.4
Volkswagen	1,388	1,352	-2.6%	2,716	2,396	-11.8%	14,812	13,565	-8.4%	2.8	2.6	-0.1
Volvo	231	362	56.7%	422	626	48.3%	2,593	2,633	1.5%	0.5	0.5	0.0
Other	82	258	214.6%	156	468	200.0%	958	1,709	78.4%	0.2	0.3	0.2

Change in New Vehicle Segment Market Share - January 2018 vs. January 2017



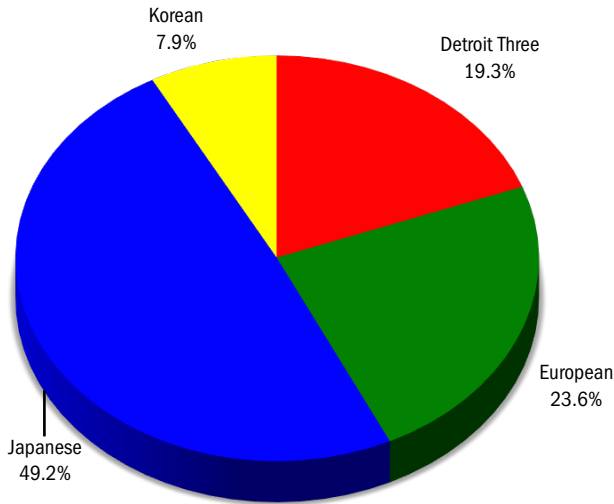
Data Source: AutoCount data from Experian.

**Percent Change in Brand Registrations
January 2018 vs. January 2017
(Top 30 selling brands)**

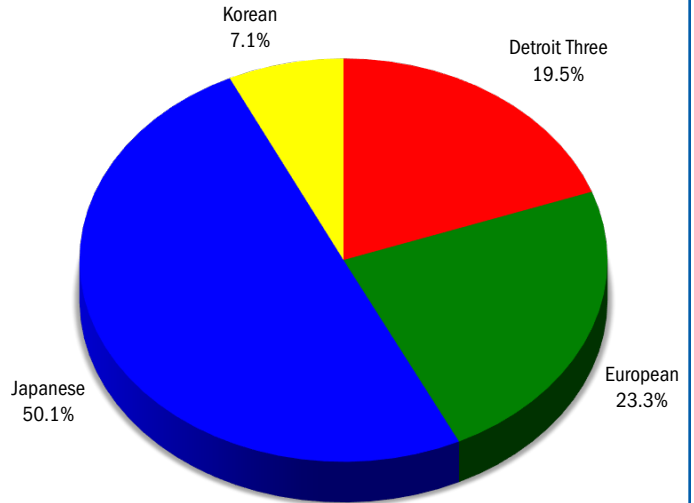


Market Share for Japanese, Detroit Three, European, and Korean Brands - Jan. '17 and Jan. '18

January 2017

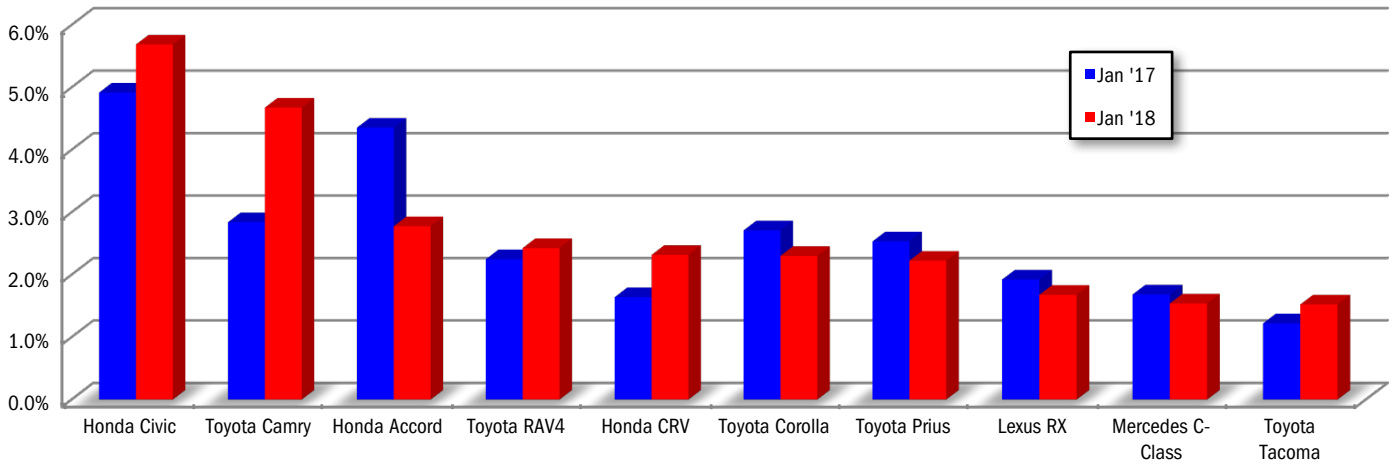


January 2018



Data Source: AutoCount data from Experian Automotive.

Market Share for Top 10 Selling Models in LA County - January 2018 and January 2017



Los Angeles Auto Outlook

Published for:
 Greater Los Angeles New Car Dealers Association
 714 West Olympic Boulevard, Suite 601
 Los Angeles, CA 90015
 Phone: 213-748-0240
 www.glanccda.org

Published by:
 Auto Outlook, Inc.
 PO Box 390
 Exton, PA 19341
 Phone: 800-206-0102
 Email: jfoltz@autooutlook.com

Copyright Auto Outlook, Inc.,
 February 2018

Los Angeles Auto Outlook is distributed free of charge to all members of Los Angeles New Car Dealers Association. The publication is sponsored and supported by GLANCCDA.

Los Angeles Auto Outlook is published and edited by Auto Outlook, Inc., an independent automotive market research firm. Opinions in Los Angeles Auto Outlook are solely those of Auto Outlook, Inc., and are not necessarily shared by GLANCCDA.



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