

# 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 14.9% in July 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.

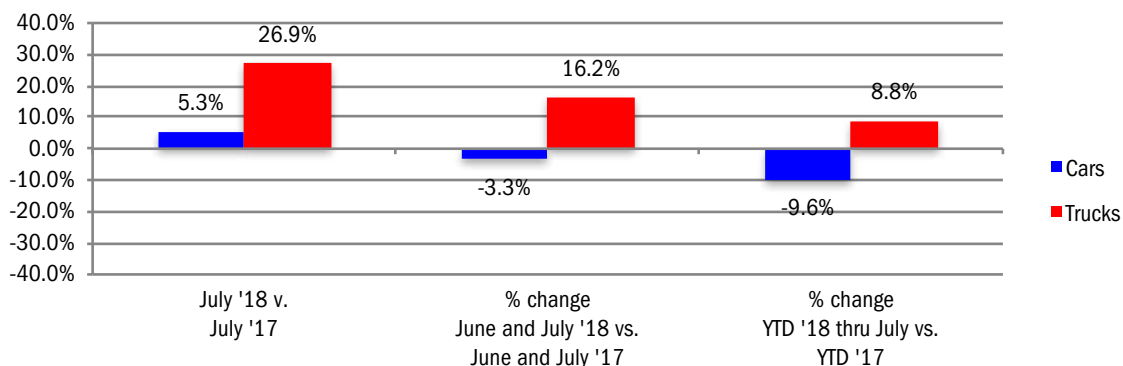
The county market was down 1.6% during the first seven months this year versus a year earlier. Light truck registrations were up 8.8% while passenger cars fell 9.6%.

The three month moving average of new vehicle registrations moved higher in July of this year.

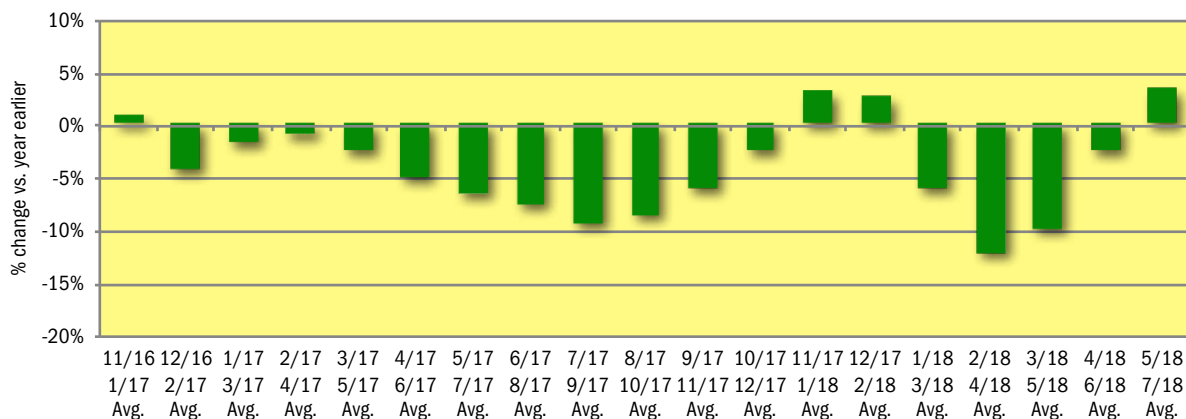
Tesla, Volvo, Jeep, Land Rover, and Subaru had the largest percentage increases in registrations during the first seven months of this year.

Los Angeles New Retail Car and Light Truck Registrations									
	July			June and July Combined			Year to date thru July		
	2017	2018	% chg.	2017	2018	% chg.	2017	2018	Chg.
Industry Total	40,542	46,574	14.9%	83,498	87,964	5.3%	301,891	297,023	-1.6%
Cars	22,597	23,794	5.3%	46,422	44,873	-3.3%	170,273	153,884	-9.6%
Light Trucks	17,945	22,780	26.9%	37,076	43,091	16.2%	131,618	143,139	8.8%
Detroit Three	8,068	10,051	24.6%	16,660	19,164	15.0%	61,096	62,016	1.5%
European	7,956	9,224	15.9%	16,038	17,194	7.2%	60,399	61,258	1.4%
Japanese	21,219	24,021	13.2%	44,039	45,027	2.2%	156,478	151,747	-3.0%
Korean	3,299	3,278	-0.6%	6,761	6,579	-2.7%	23,918	22,002	-8.0%

## 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.

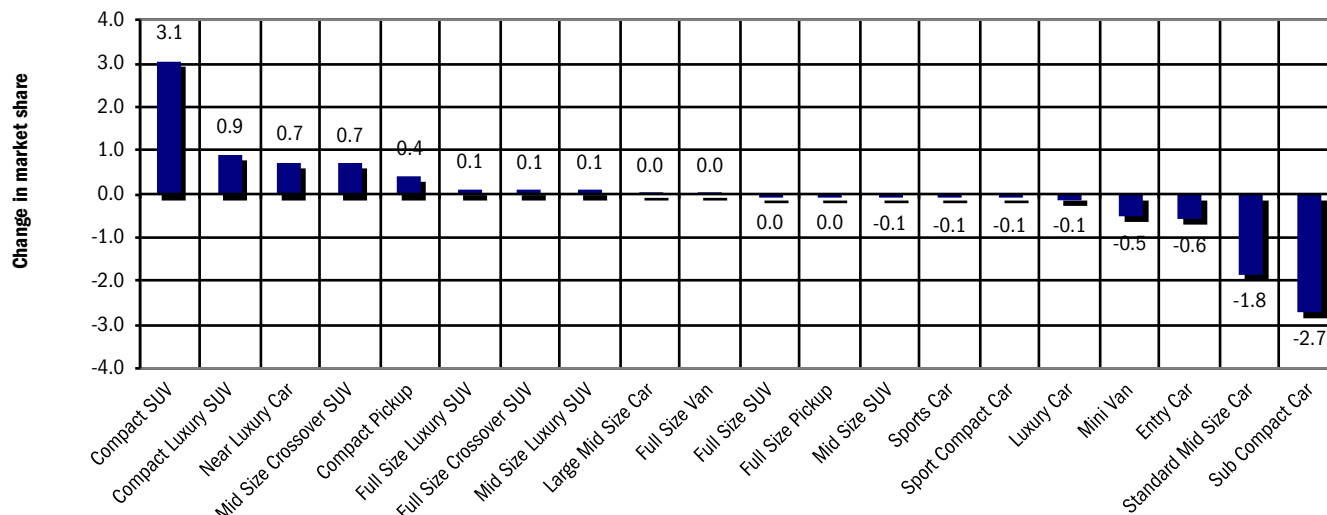
## Data Information

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**

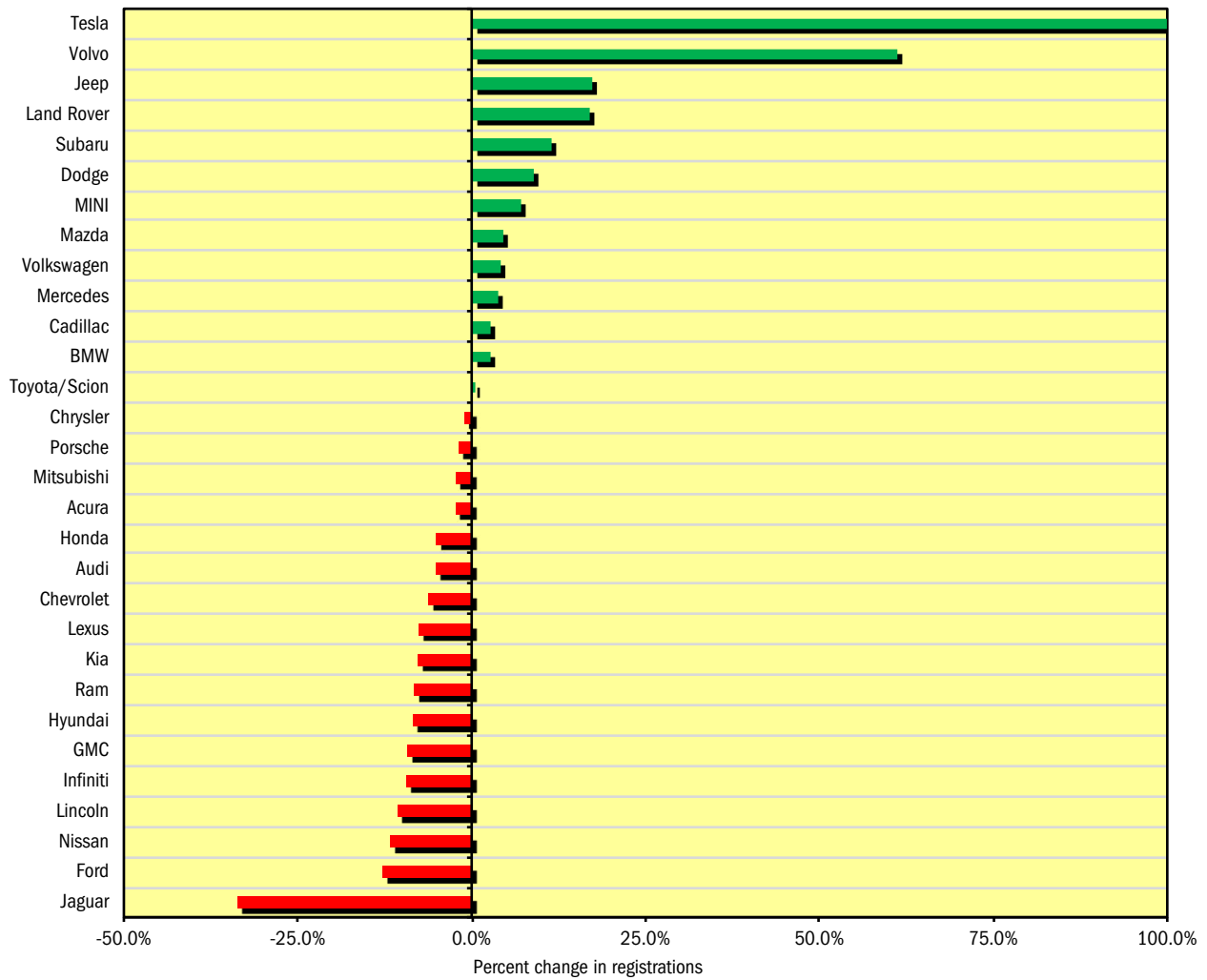
Los Angeles New Retail Car and Light Truck Registrations												
	July			June and July Combined			Year to date thru July			YTD Market Share (%)		
	2017	2018	% chg.	2017	2018	% chg.	2017	2018	% chg.	2017	2018	Chg.
TOTAL	40,542	46,574	14.9%	83,498	87,964	5.3%	301,891	297,023	-1.6%			
Acura	427	536	25.5%	869	937	7.8%	3,134	3,061	-2.3%	1.0	1.0	0.0
Audi	1,155	1,349	16.8%	2,454	2,437	-0.7%	9,051	8,585	-5.1%	3.0	2.9	-0.1
BMW	1,760	2,139	21.5%	3,405	3,962	16.4%	13,795	14,146	2.5%	4.6	4.8	0.2
Buick	134	91	-32.1%	280	186	-33.6%	1,111	943	-15.1%	0.4	0.3	-0.1
Cadillac	224	238	6.3%	441	463	5.0%	1,533	1,575	2.7%	0.5	0.5	0.0
Chevrolet	2,823	3,142	11.3%	5,397	5,811	7.7%	20,548	19,272	-6.2%	6.8	6.5	-0.3
Chrysler	126	165	31.0%	316	314	-0.6%	1,146	1,134	-1.0%	0.4	0.4	0.0
Dodge	495	654	32.1%	1,117	1,308	17.1%	4,207	4,588	9.1%	1.4	1.5	0.2
Fiat	220	84	-61.8%	467	132	-71.7%	2,159	563	-73.9%	0.7	0.2	-0.5
Ford	1,984	2,174	9.6%	4,475	4,402	-1.6%	15,932	13,891	-12.8%	5.3	4.7	-0.6
GMC	357	343	-3.9%	721	641	-11.1%	2,992	2,716	-9.2%	1.0	0.9	-0.1
Honda	6,631	7,137	7.6%	13,384	13,565	1.4%	47,565	45,150	-5.1%	15.8	15.2	-0.6
Hyundai	1,416	1,543	9.0%	2,937	2,982	1.5%	10,315	9,444	-8.4%	3.4	3.2	-0.2
Infiniti	539	510	-5.4%	1,120	1,053	-6.0%	4,510	4,085	-9.4%	1.5	1.4	-0.1
Jaguar	246	140	-43.1%	462	258	-44.2%	1,628	1,080	-33.7%	0.5	0.4	-0.2
Jeep	1,013	1,443	42.4%	2,137	2,837	32.8%	7,295	8,560	17.3%	2.4	2.9	0.5
Kia	1,883	1,735	-7.9%	3,824	3,597	-5.9%	13,603	12,558	-7.7%	4.5	4.2	-0.3
Land Rover	426	558	31.0%	799	1,049	31.3%	3,079	3,596	16.8%	1.0	1.2	0.2
Lexus	1,881	1,988	5.7%	4,013	3,678	-8.3%	14,741	13,624	-7.6%	4.9	4.6	-0.3
Lincoln	164	193	17.7%	353	384	8.8%	1,237	1,105	-10.7%	0.4	0.4	0.0
Maserati	85	93	9.4%	184	163	-11.4%	845	579	-31.5%	0.3	0.2	-0.1
Mazda	829	1,040	25.5%	1,783	2,011	12.8%	6,446	6,738	4.5%	2.1	2.3	0.1
Mercedes	1,937	2,352	21.4%	3,972	4,349	9.5%	15,235	15,828	3.9%	5.0	5.3	0.3
MINI	291	282	-3.1%	595	513	-13.8%	1,902	2,040	7.3%	0.6	0.7	0.1
Mitsubishi	83	150	80.7%	239	279	16.7%	969	947	-2.3%	0.3	0.3	0.0
Nissan	2,401	2,709	12.8%	4,925	4,990	1.3%	18,254	16,116	-11.7%	6.0	5.4	-0.6
Porsche	365	318	-12.9%	762	648	-15.0%	2,588	2,539	-1.9%	0.9	0.9	0.0
Ram	351	433	23.4%	738	799	8.3%	2,691	2,469	-8.2%	0.9	0.8	-0.1
smart	15	9	-40.0%	34	20	-41.2%	172	72	-58.1%	0.1	0.0	0.0
Subaru	1,120	1,695	51.3%	2,359	3,053	29.4%	8,603	9,586	11.4%	2.8	3.2	0.4
Tesla	397	1,175	196.0%	685	2,018	194.6%	2,404	5,762	139.7%	0.8	1.9	1.1
Toyota/Scion	7,308	8,256	13.0%	15,347	15,461	0.7%	52,256	52,440	0.4%	17.3	17.7	0.3
Volkswagen	1,099	1,199	9.1%	2,250	2,339	4.0%	7,797	8,109	4.0%	2.6	2.7	0.1
Volvo	207	407	96.6%	379	736	94.2%	1,367	2,202	61.1%	0.5	0.7	0.3
Other	150	294	96.0%	275	589	114.2%	781	1,920	145.8%	0.3	0.6	0.4

**Change in New Vehicle Segment Market Share - YTD 2018 thru July vs. YTD 2017**



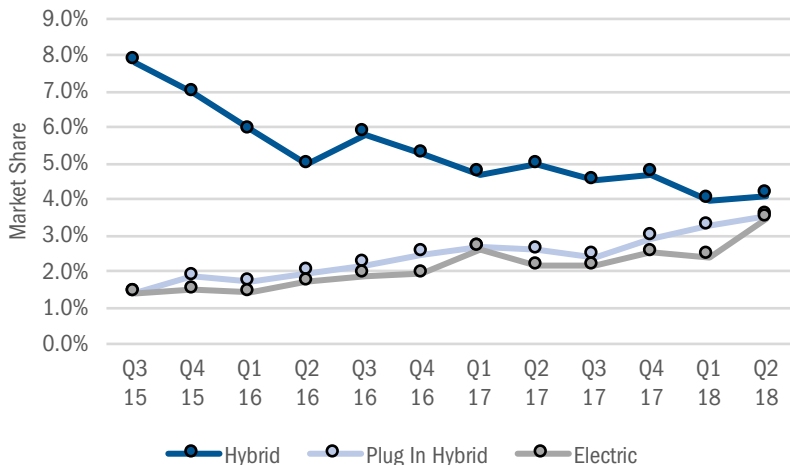
Data Source: AutoCount data from Experian.

**Percent Change in Brand Registrations - YTD 2018 thru July vs. YTD 2017 (Top 30 selling brands)**



Data Source: AutoCount data from Experian.

**Quarterly Alternative Powertrain Market Share (includes hybrid and electric vehicles)**



Hybrid/electric vehicle market share in Q2 '18:

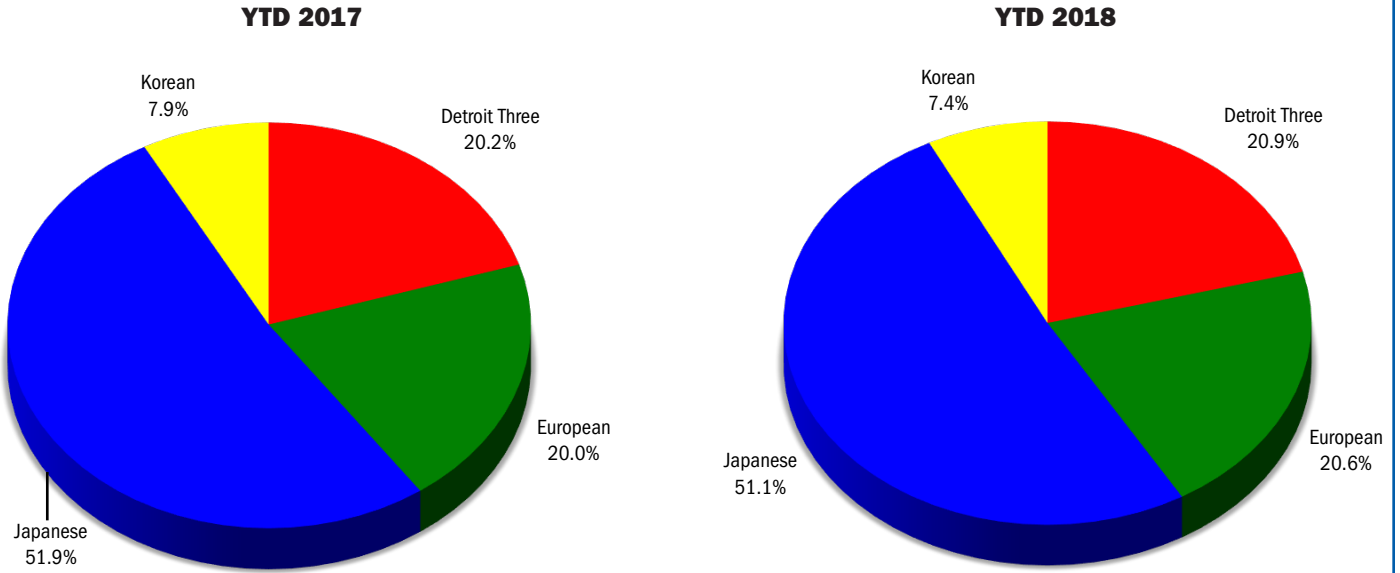
**11.1%**

**New Retail Hybrid and Electric Vehicle Registrations  
Top 10 Selling Models in County - YTD '18 thru June**

Rank	Model	Regs.
1	Toyota Prius	4872
2	Tesla Model 3	2908
3	Chevrolet Volt	1445
4	Tesla Model S	1311
5	Tesla Model X	1057
6	Ford Fusion	969
7	Toyota RAV4	940
8	Kia Niro	908
9	BMW I3	838
10	Chevrolet Bolt	790

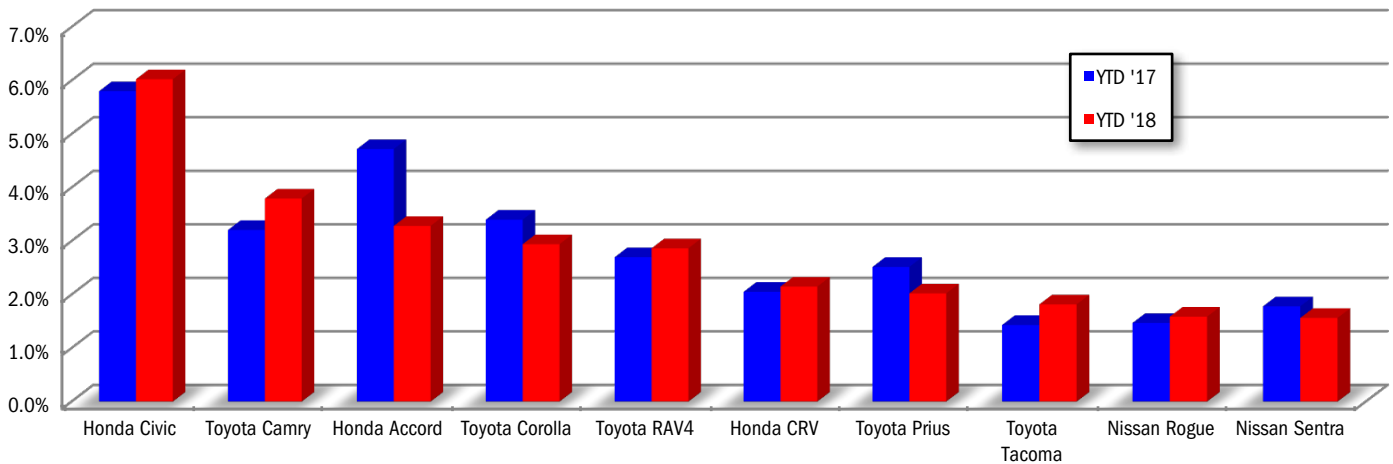
The graph above shows hybrid powertrain and electric vehicle quarterly market share in the county. Source: IHS Markit.

**Market Share for Japanese, Detroit Three, European, and Korean Brands - YTD '17 thru July and YTD '18**



Data Source: AutoCount data from Experian Automotive.

**Market Share for Top 10 Selling Models in LA County - YTD 2018 thru July and YTD 2017**



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