

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 a slim 0.3% in May 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.

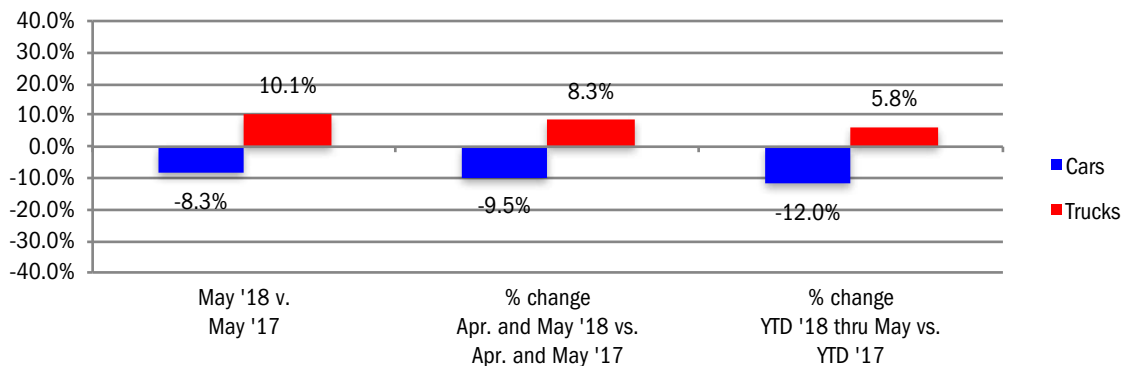
The county market was down 4.3% during the first five months this year versus a year earlier. Light truck registrations were up 5.8% while passenger cars fell 12%.

The three month moving average of new vehicle registrations declined in May of this year, the third consecutive decline.

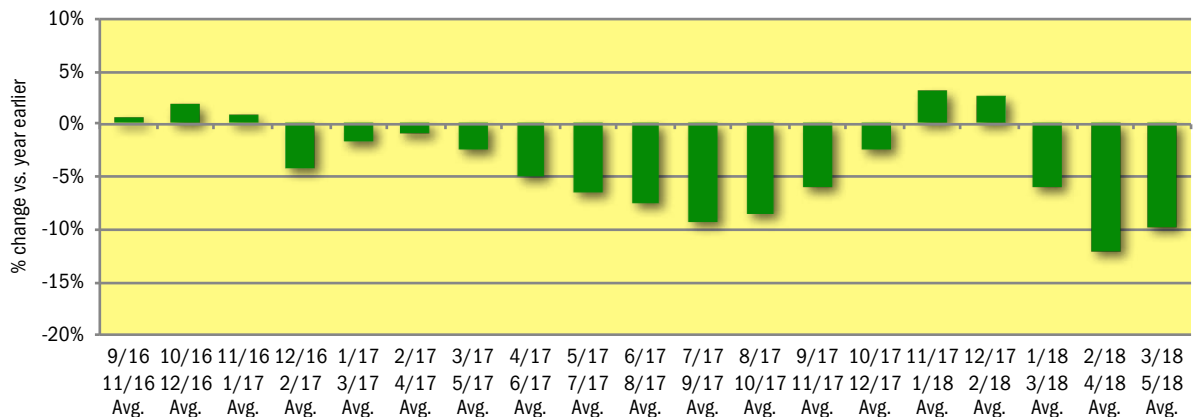
Tesla, Volvo, MINI, Land Rover, and Jeep had the largest percentage increases in registrations during the first five months of this year.

Los Angeles New Retail Car and Light Truck Registrations									
	May			Apr and May Combined			Year to date thru May		
	2017	2018	% chg.	2017	2018	% chg.	2017	2018	Chg.
Industry Total	47,092	46,935	-0.3%	88,336	86,691	-1.9%	218,393	209,059	-4.3%
Cars	26,617	24,401	-8.3%	50,289	45,490	-9.5%	123,851	109,011	-12.0%
Light Trucks	20,475	22,534	10.1%	38,047	41,201	8.3%	94,542	100,048	5.8%
Detroit Three	9,277	10,097	8.8%	17,917	18,733	4.6%	44,436	42,852	-3.6%
European	9,158	9,566	4.5%	17,294	17,743	2.6%	44,361	44,064	-0.7%
Japanese	24,816	23,983	-3.4%	46,026	44,001	-4.4%	112,439	106,720	-5.1%
Korean	3,841	3,289	-14.4%	7,099	6,214	-12.5%	17,157	15,423	-10.1%

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.

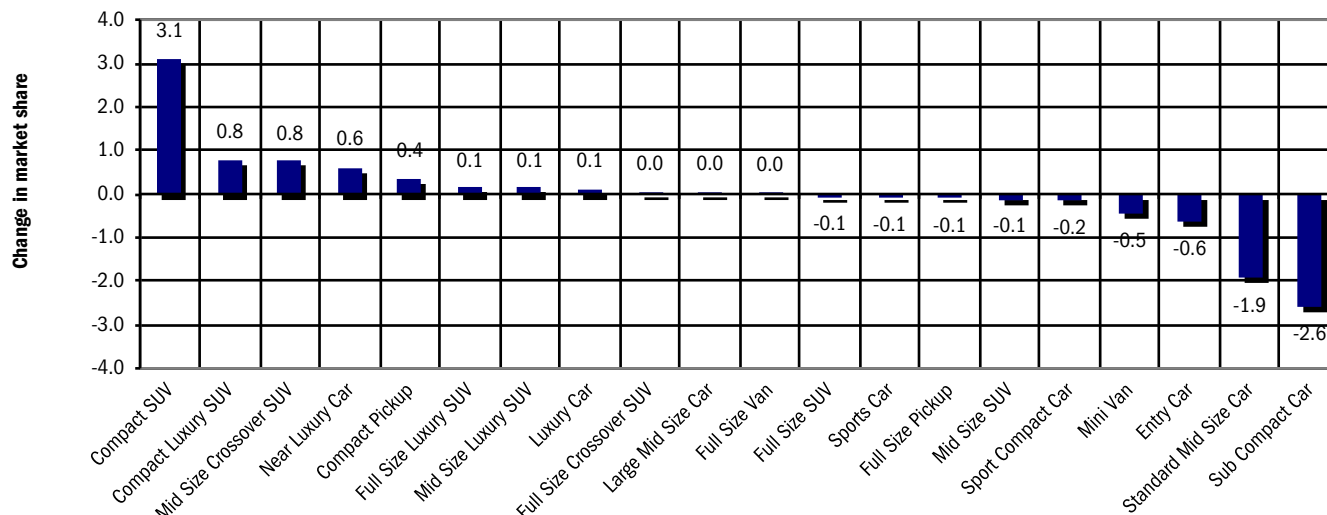
Data Information

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

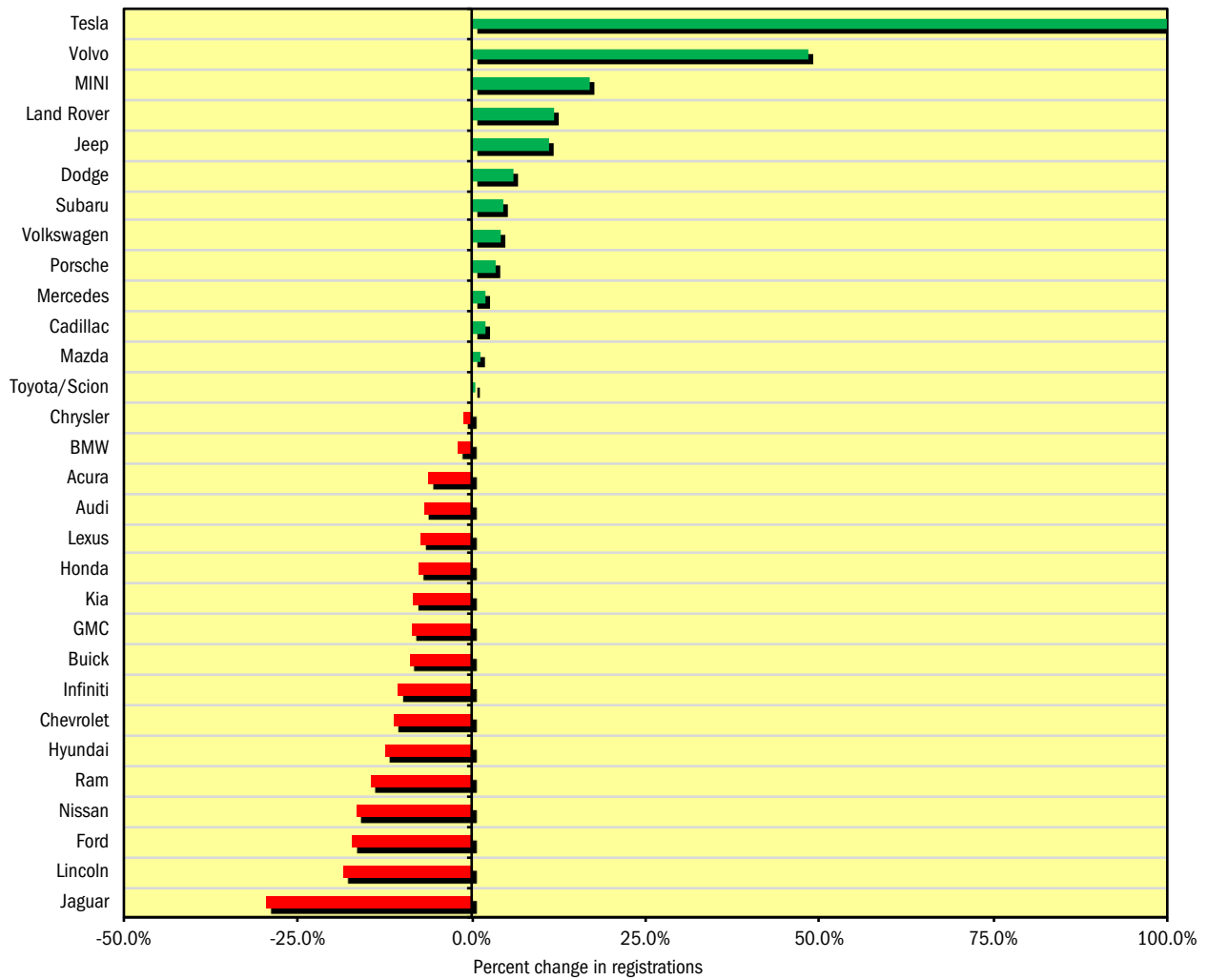
Los Angeles New Retail Car and Light Truck Registrations												
	May			Apr and May Combined			Year to date thru May			YTD Market Share (%)		
	2017	2018	% chg.	2017	2018	% chg.	2017	2018	% chg.	2017	2018	Chg.
TOTAL	47,092	46,935	-0.3%	88,336	86,691	-1.9%	218,393	209,059	-4.3%			
Acura	509	444	-12.8%	916	850	-7.2%	2,265	2,124	-6.2%	1.0	1.0	0.0
Audi	1,462	1,355	-7.3%	2,610	2,396	-8.2%	6,597	6,148	-6.8%	3.0	2.9	-0.1
BMW	1,966	2,129	8.3%	4,031	4,204	4.3%	10,390	10,184	-2.0%	4.8	4.9	0.1
Buick	183	162	-11.5%	345	359	4.1%	831	757	-8.9%	0.4	0.4	0.0
Cadillac	225	219	-2.7%	406	418	3.0%	1,092	1,112	1.8%	0.5	0.5	0.0
Chevrolet	3,075	2,980	-3.1%	6,267	5,634	-10.1%	15,151	13,461	-11.2%	6.9	6.4	-0.5
Chrysler	198	196	-1.0%	356	350	-1.7%	830	820	-1.2%	0.4	0.4	0.0
Dodge	757	854	12.8%	1,396	1,547	10.8%	3,090	3,280	6.1%	1.4	1.6	0.2
Fiat	269	54	-79.9%	633	120	-81.0%	1,692	431	-74.5%	0.8	0.2	-0.6
Ford	2,339	2,160	-7.7%	4,370	3,777	-13.6%	11,457	9,489	-17.2%	5.2	4.5	-0.7
GMC	433	400	-7.6%	835	805	-3.6%	2,271	2,075	-8.6%	1.0	1.0	0.0
Honda	7,849	7,495	-4.5%	14,286	13,193	-7.7%	34,181	31,585	-7.6%	15.7	15.1	-0.5
Hyundai	1,720	1,384	-19.5%	3,103	2,572	-17.1%	7,378	6,462	-12.4%	3.4	3.1	-0.3
Infiniti	596	584	-2.0%	1,321	1,226	-7.2%	3,390	3,032	-10.6%	1.6	1.5	-0.1
Jaguar	301	172	-42.9%	530	301	-43.2%	1,166	822	-29.5%	0.5	0.4	-0.1
Jeep	1,195	1,454	21.7%	2,090	2,565	22.7%	5,158	5,723	11.0%	2.4	2.7	0.4
Kia	2,121	1,905	-10.2%	3,996	3,642	-8.9%	9,779	8,961	-8.4%	4.5	4.3	-0.2
Land Rover	501	592	18.2%	944	1,119	18.5%	2,280	2,547	11.7%	1.0	1.2	0.2
Lexus	2,262	2,174	-3.9%	4,387	4,028	-8.2%	10,728	9,946	-7.3%	4.9	4.8	-0.2
Lincoln	192	167	-13.0%	346	303	-12.4%	884	721	-18.4%	0.4	0.3	-0.1
Maserati	139	82	-41.0%	241	153	-36.5%	661	416	-37.1%	0.3	0.2	-0.1
Mazda	1,002	1,044	4.2%	1,847	1,882	1.9%	4,663	4,727	1.4%	2.1	2.3	0.1
Mercedes	2,348	2,412	2.7%	4,324	4,381	1.3%	11,263	11,479	1.9%	5.2	5.5	0.3
MINI	321	300	-6.5%	585	694	18.6%	1,307	1,527	16.8%	0.6	0.7	0.1
Mitsubishi	176	162	-8.0%	292	292	0.0%	730	668	-8.5%	0.3	0.3	0.0
Nissan	2,698	2,416	-10.5%	5,239	4,727	-9.8%	13,329	11,126	-16.5%	6.1	5.3	-0.8
Porsche	423	460	8.7%	753	809	7.4%	1,826	1,891	3.6%	0.8	0.9	0.1
Ram	470	444	-5.5%	830	725	-12.7%	1,953	1,670	-14.5%	0.9	0.8	-0.1
smart	25	12	-52.0%	57	27	-52.6%	138	52	-62.3%	0.1	0.0	0.0
Subaru	1,308	1,373	5.0%	2,527	2,619	3.6%	6,244	6,533	4.6%	2.9	3.1	0.3
Tesla	210	1,061	405.2%	676	2,250	232.8%	1,719	3,744	117.8%	0.8	1.8	1.0
Toyota/Scion	8,416	8,291	-1.5%	15,211	15,184	-0.2%	36,909	36,979	0.2%	16.9	17.7	0.8
Volkswagen	1,081	1,265	17.0%	1,983	2,233	12.6%	5,547	5,770	4.0%	2.5	2.8	0.2
Volvo	176	366	108.0%	356	643	80.6%	988	1,466	48.4%	0.5	0.7	0.2
Other	146	367	151.4%	247	663	168.4%	506	1,331	163.0%	0.2	0.6	0.4

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



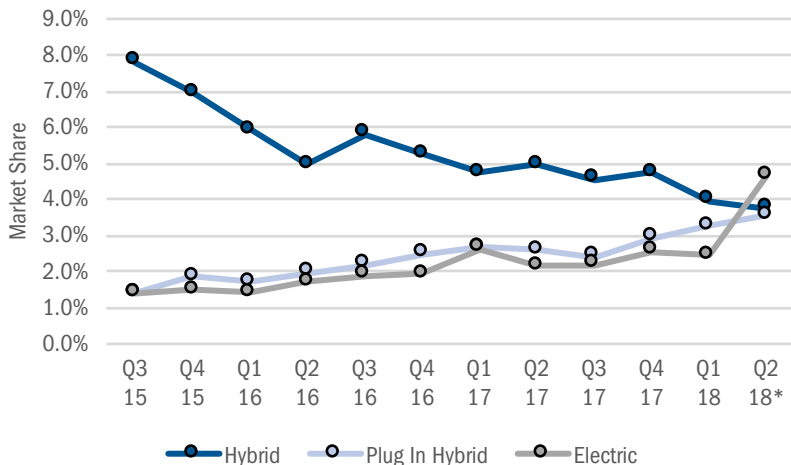
Data Source: AutoCount data from Experian.

Percent Change in Brand Registrations - YTD 2018 thru May 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*:

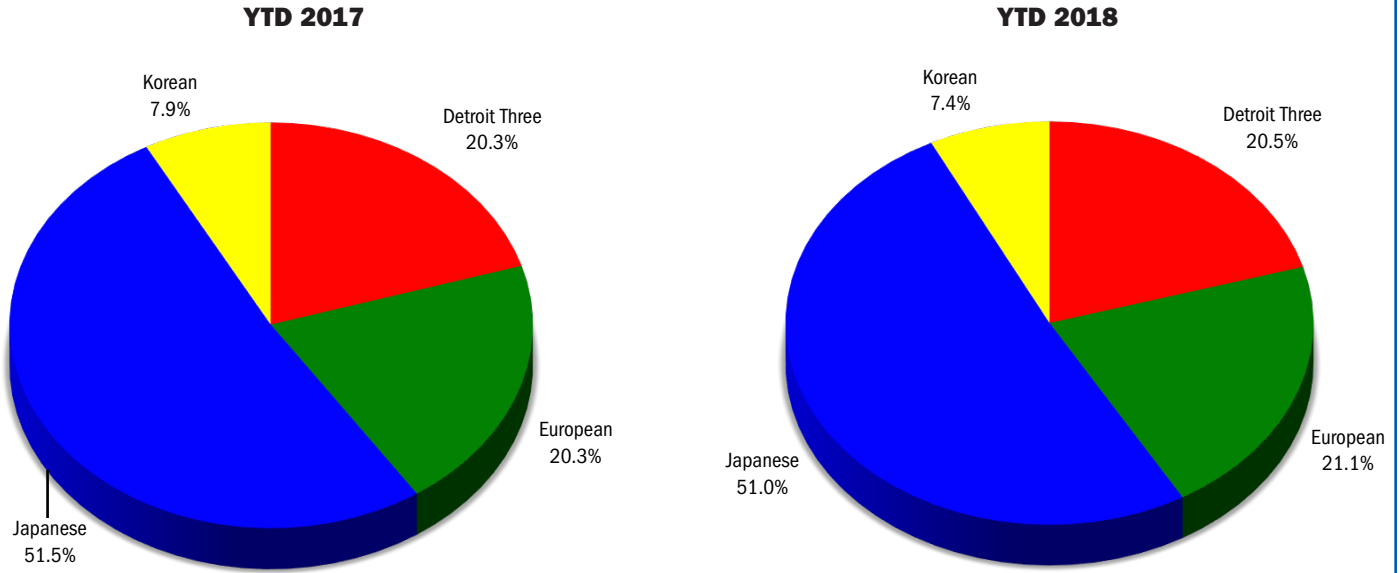
11.9%

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

Rank	Model	Regs.
1	Toyota Prius	3231
2	Tesla Model 3	1617
3	Tesla Model S	974
4	Chevrolet Volt	847
5	Tesla Model X	818
6	Toyota RAV4	671
7	Ford Fusion	640
8	BMW I3	586
9	Chevrolet Bolt	569
10	Kia Niro	551

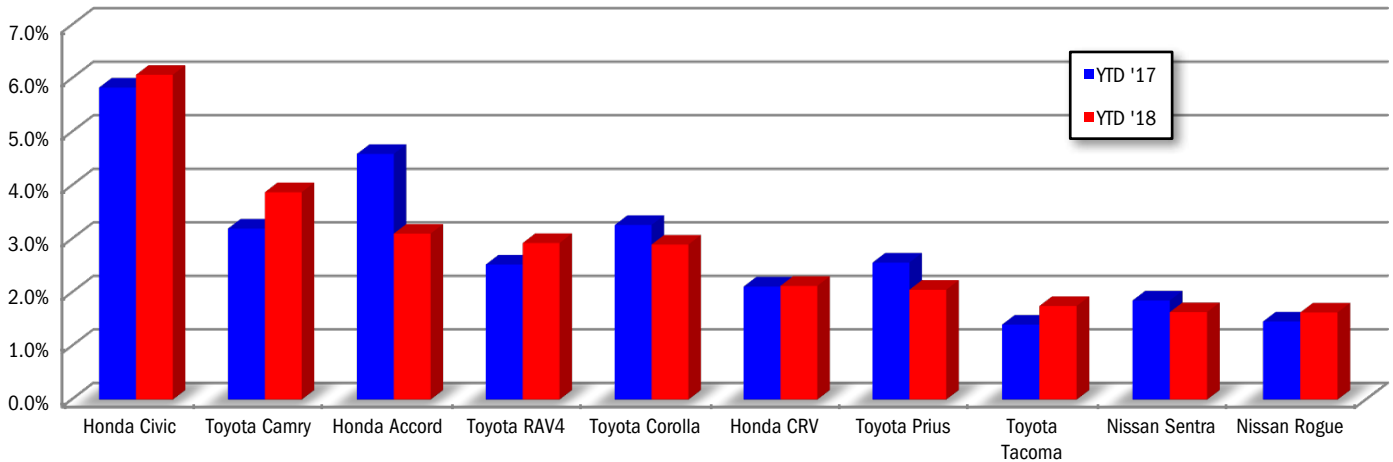
The graph above shows hybrid powertrain and electric vehicle quarterly market share in the county. Second Quarter 2018 includes April only. Source: IHS Markit.

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



Data Source: AutoCount data from Experian Automotive.

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



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

Published by:
 Auto Outlook, Inc.
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 June 2018

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