

Los Angeles Auto Outlook TM

Comprehensive information on the LA County new vehicle market

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YTD thru May 2022
% Change In
New Retail Market
vs. Year Earlier



Light trucks
-10.8%



Cars
-20.3%

Los Angeles County New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '21 thru May	115,966	72,117	188,083
YTD '22 thru May	103,481	57,476	160,957
% change	-10.8%	-20.3%	-14.4%
May-21	24,986	16,026	41,012
May-22	22,182	12,023	34,205
% change	-11.2%	-25.0%	-16.6%

Data Source: AutoCount data from Experian

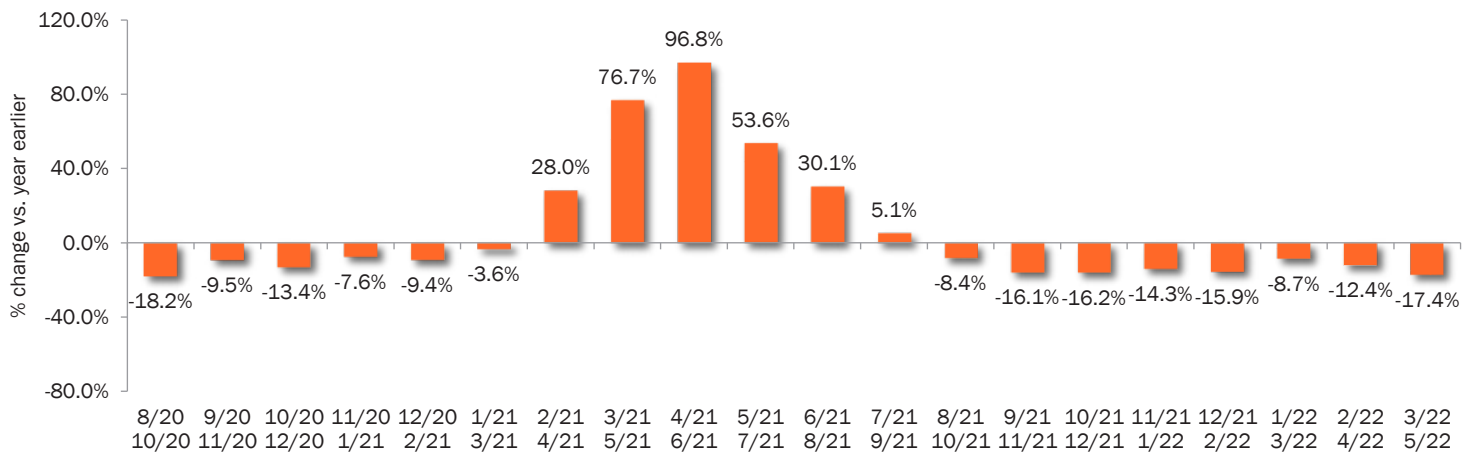
QUICK FACTS

New retail light vehicle registrations in Los Angeles County declined 14.4% during the first five months of this year versus year earlier. U.S. market fell by an estimated 18.3%

Registrations in May of this year fell 16.6% versus year earlier.

Four brands posted an increase in registrations during the first five months of 2022: Genesis, Tesla, Mitsubishi, and Ford. Mazda, Nissan, BMW, and Kia were off by less than 5%.

Percent Change in Three Month Moving Average of New Retail Registrations versus Same Period Year Earlier



The graph above provides a clear picture of the trending direction of the 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 Source: AutoCount data from Experian.

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 June 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

**Change in New Retail
Light Vehicle Registrations
YTD '22 thru May
vs. Year Earlier**

**DOMESTIC
BRANDS**

**NO
CHANGE**

**EUROPEAN
BRANDS**
 **DOWN
19.3%**

**JAPANESE
BRANDS**
 **DOWN
21.6%**

**KOREAN
BRANDS**
 **DOWN
3.1%**

Los Angeles County New Retail Car and Light Truck Registrations									
	Three Month Period March '22 thru May '22			YTD thru May			YTD Market Share (%)		
	Yr. Ago	Current	% chg.	2021	2022	% chg.	2021	2022	Chg.
TOTAL	123,305	101,859	-17.4%	188,083	160,957	-14.4%			
Cars	47,628	35,939	-24.5%	72,117	57,476	-20.3%	38.3	35.7	-2.6
Trucks	75,677	65,920	-12.9%	115,966	103,481	-10.8%	61.7	64.3	2.6
Domestic Brands	28,270	27,635	-2.2%	44,464	44,452	0.0%	23.6	27.6	4.0
European Brands	24,376	19,039	-21.9%	37,858	30,537	-19.3%	20.1	19.0	-1.2
Japanese Brands	59,485	44,419	-25.3%	89,313	70,034	-21.6%	47.5	43.5	-4.0
Korean Brands	11,174	10,766	-3.7%	16,448	15,934	-3.1%	8.7	9.9	1.2
Acura	1,151	885	-23.1%	1,714	1,309	-23.6%	0.9	0.8	-0.1
Alfa Romeo	489	262	-46.4%	886	454	-48.8%	0.5	0.3	-0.2
Audi	3,856	2,367	-38.6%	5,750	3,633	-36.8%	3.1	2.3	-0.8
BMW	5,693	4,930	-13.4%	8,736	8,346	-4.5%	4.6	5.2	0.5
Buick	230	137	-40.4%	335	180	-46.3%	0.2	0.1	-0.1
Cadillac	619	598	-3.4%	1,071	885	-17.4%	0.6	0.5	0.0
Chevrolet	6,658	4,380	-34.2%	10,226	6,628	-35.2%	5.4	4.1	-1.3
Chrysler	379	144	-62.0%	527	223	-57.7%	0.3	0.1	-0.1
Dodge	1,921	905	-52.9%	2,801	1,585	-43.4%	1.5	1.0	-0.5
Ford	5,287	5,042	-4.6%	7,919	8,010	1.1%	4.2	5.0	0.8
Genesis	203	473	133.0%	322	741	130.1%	0.2	0.5	0.3
GMC	1,021	989	-3.1%	1,689	1,454	-13.9%	0.9	0.9	0.0
Honda	16,889	10,805	-36.0%	24,607	17,447	-29.1%	13.1	10.8	-2.2
Hyundai	4,386	4,145	-5.5%	6,448	5,977	-7.3%	3.4	3.7	0.3
Infiniti	779	431	-44.7%	1,239	781	-37.0%	0.7	0.5	-0.2
Jaguar	244	119	-51.2%	333	173	-48.0%	0.2	0.1	-0.1
Jeep	3,541	3,034	-14.3%	5,429	4,858	-10.5%	2.9	3.0	0.1
Kia	6,585	6,148	-6.6%	9,678	9,216	-4.8%	5.1	5.7	0.6
Land Rover	1,637	1,022	-37.6%	2,666	1,638	-38.6%	1.4	1.0	-0.4
Lexus	5,795	4,171	-28.0%	9,163	6,829	-25.5%	4.9	4.2	-0.6
Lincoln	319	234	-26.6%	560	360	-35.7%	0.3	0.2	-0.1
Maserati	118	129	9.3%	178	191	7.3%	0.1	0.1	0.0
Mazda	2,723	2,467	-9.4%	3,966	3,905	-1.5%	2.1	2.4	0.3
Mercedes	5,819	5,371	-7.7%	9,450	8,196	-13.3%	5.0	5.1	0.1
MINI	449	327	-27.2%	731	667	-8.8%	0.4	0.4	0.0
Mitsubishi	284	374	31.7%	391	532	36.1%	0.2	0.3	0.1
Nissan	4,697	4,482	-4.6%	7,082	6,948	-1.9%	3.8	4.3	0.6
Other	303	253	-16.5%	486	384	-21.0%	0.3	0.2	0.0
Porsche	1,473	1,270	-13.8%	2,332	2,059	-11.7%	1.2	1.3	0.0
Ram	1,643	1,237	-24.7%	2,622	2,046	-22.0%	1.4	1.3	-0.1
Subaru	4,097	3,370	-17.7%	6,200	5,687	-8.3%	3.3	3.5	0.2
Tesla	6,652	10,935	64.4%	11,285	18,223	61.5%	6.0	11.3	5.3
Toyota	23,070	17,435	-24.4%	34,951	26,597	-23.9%	18.6	16.5	-2.1
Volkswagen	3,311	2,108	-36.3%	4,730	3,386	-28.4%	2.5	2.1	-0.4
Volvo	984	880	-10.6%	1,580	1,409	-10.8%	0.8	0.9	0.0

Top ten are shaded yellow.

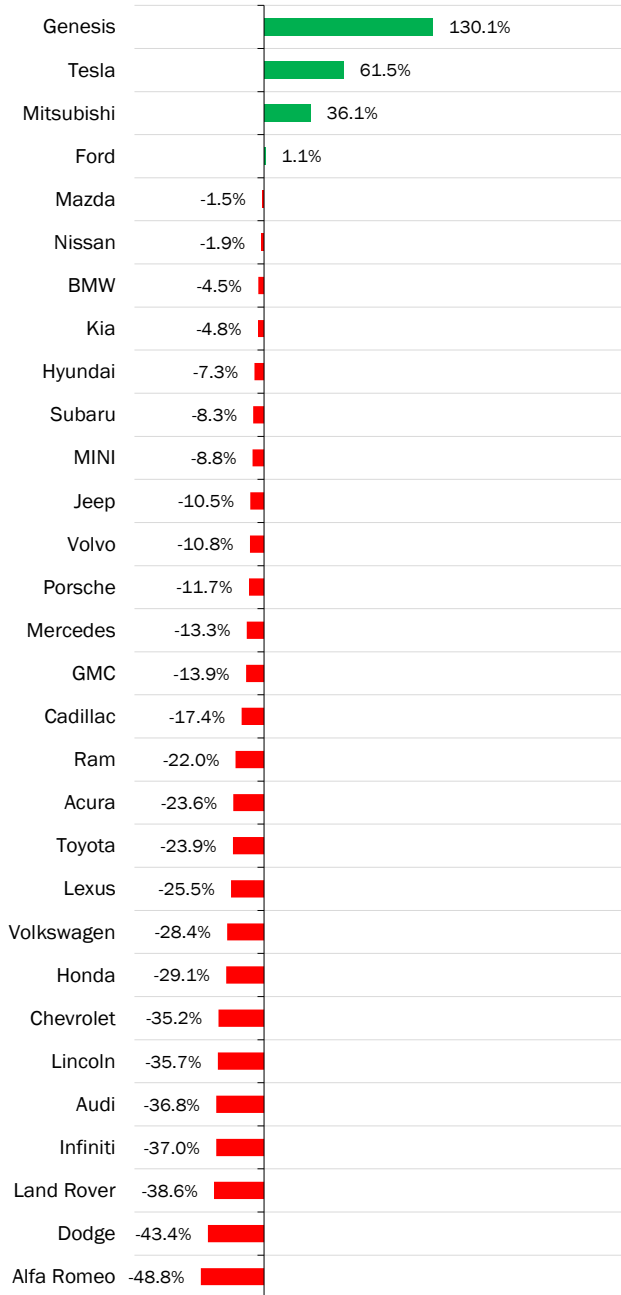
Source: AutoCount data from Experian

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BRAND RESULTS



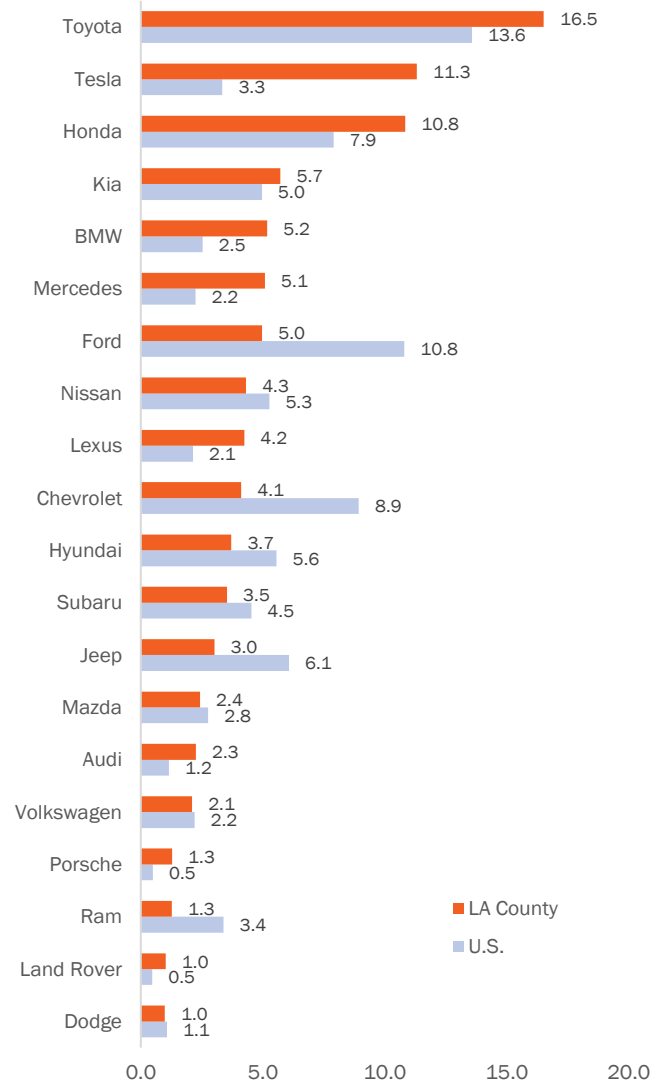
**Percent Change in Registrations
YTD '22 (May) vs. YTD '21
(Top 30 selling brands)**



Registrations increased for Genesis, Tesla, Mitsubishi, and Ford.

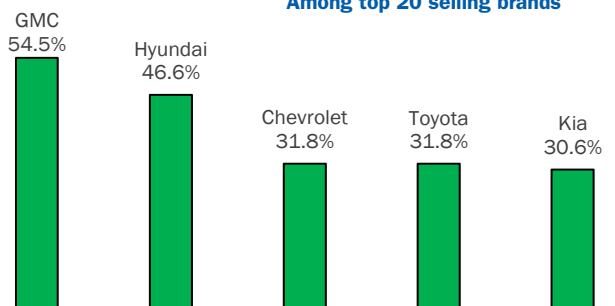


**County and U.S. Market Share - YTD '22
(Top 20 selling brands in county)**



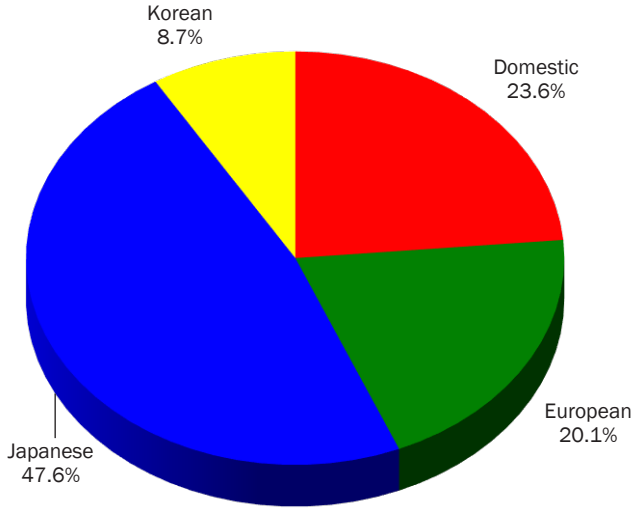
Brands On the Move

Largest % increase in registrations during past 3 months (Mar '22 thru May '22) vs. preceding 3 months (Dec '21 thru Feb '22) Among top 20 selling brands

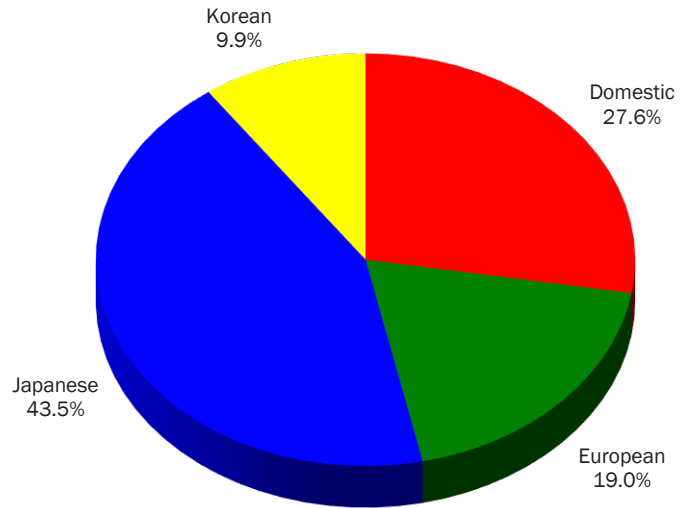


Market Share for Japanese, Domestic, European, and Korean Brands

YTD 2021 thru May

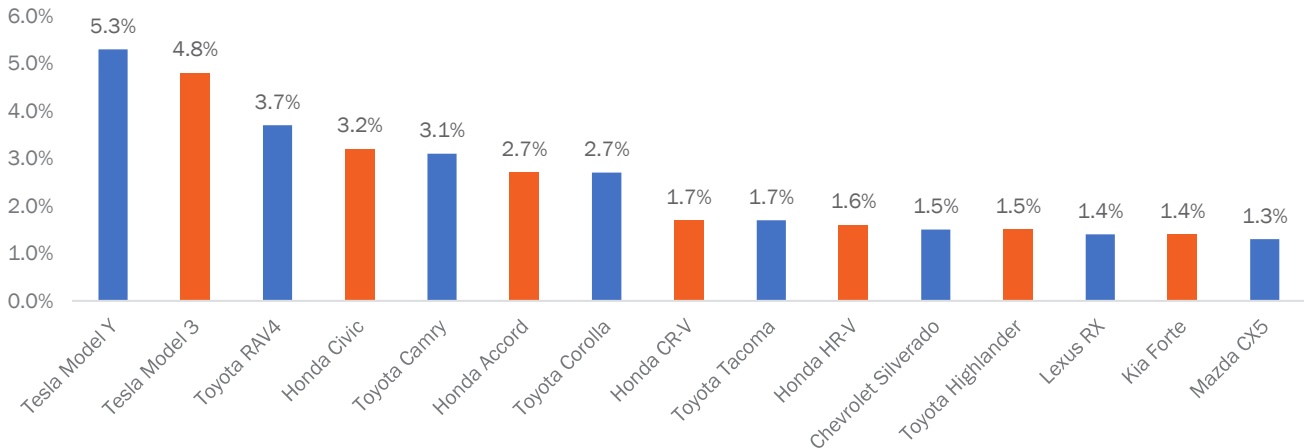


YTD 2022 thru May



Data Source: AutoCount data from Experian.

Market Share for Top 15 Selling Models in LA County - YTD 2022 thru May



Data Source: AutoCount data from Experian.

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