

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 2.7% in November of 2017 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.

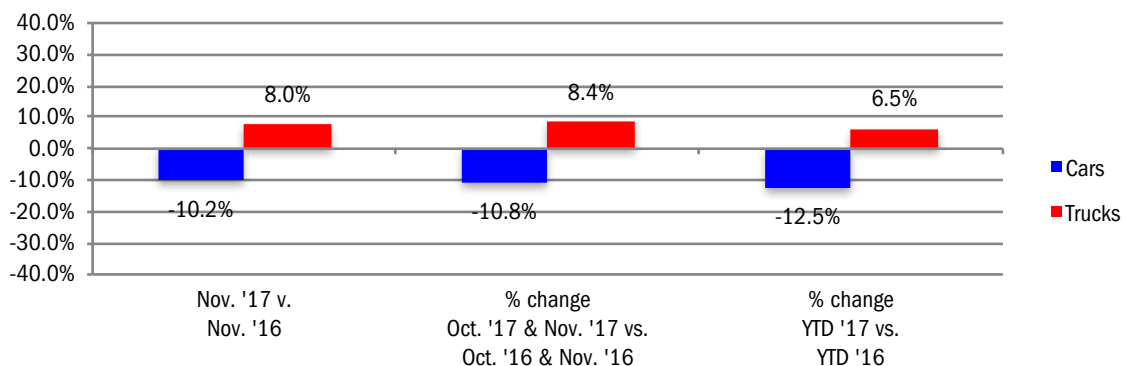
The county market was off 5.0% during the first 11 months of this year versus a year earlier. Light truck registrations were up 6.5% while passenger cars fell 12.5%.

The three month moving average of new vehicle registrations decreased for the tenth consecutive month in November of this year.

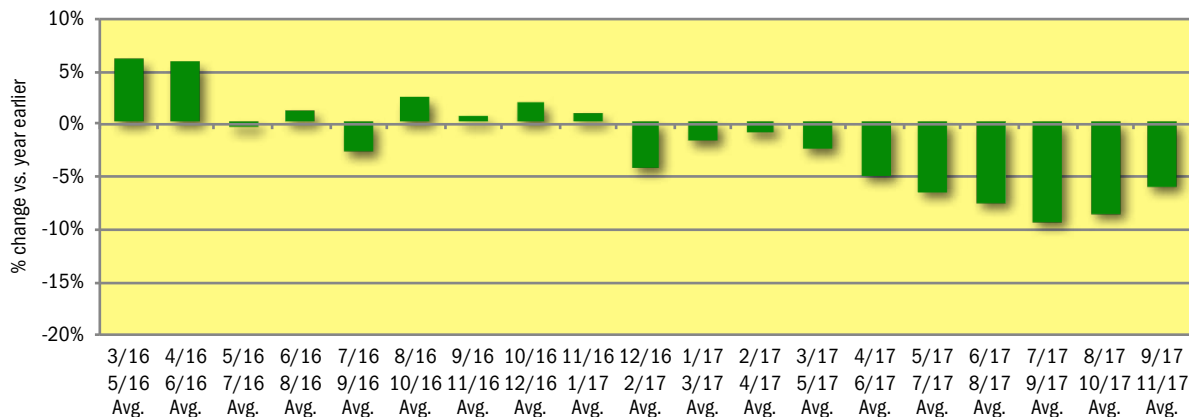
Jaguar, Chrysler, Subaru, Chevrolet, Porsche, Jeep, Dodge, Honda, and Land Rover new vehicle registrations increased during the first eleven months of this year.

Los Angeles New Retail Car and Light Truck Registrations									
	November			Oct. and Nov. Combined			Year-to-date thru November		
	2016	2017	% chg.	2016	2017	% chg.	2016	2017	Chg.
Industry Total	42,630	41,481	-2.7%	82,612	80,133	-3.0%	496,049	471,145	-5.0%
Cars	25,026	22,476	-10.2%	48,927	43,619	-10.8%	300,281	262,716	-12.5%
Light Trucks	17,604	19,005	8.0%	33,685	36,514	8.4%	195,768	208,429	6.5%
Detroit Three	7,815	8,139	4.1%	15,965	15,883	-0.5%	97,784	95,012	-2.8%
European	9,464	8,956	-5.4%	17,420	16,740	-3.9%	101,939	94,193	-7.6%
Japanese	21,639	20,923	-3.3%	42,070	41,219	-2.0%	253,961	245,186	-3.5%
Korean	3,712	3,463	-6.7%	7,157	6,291	-12.1%	42,365	36,754	-13.2%

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

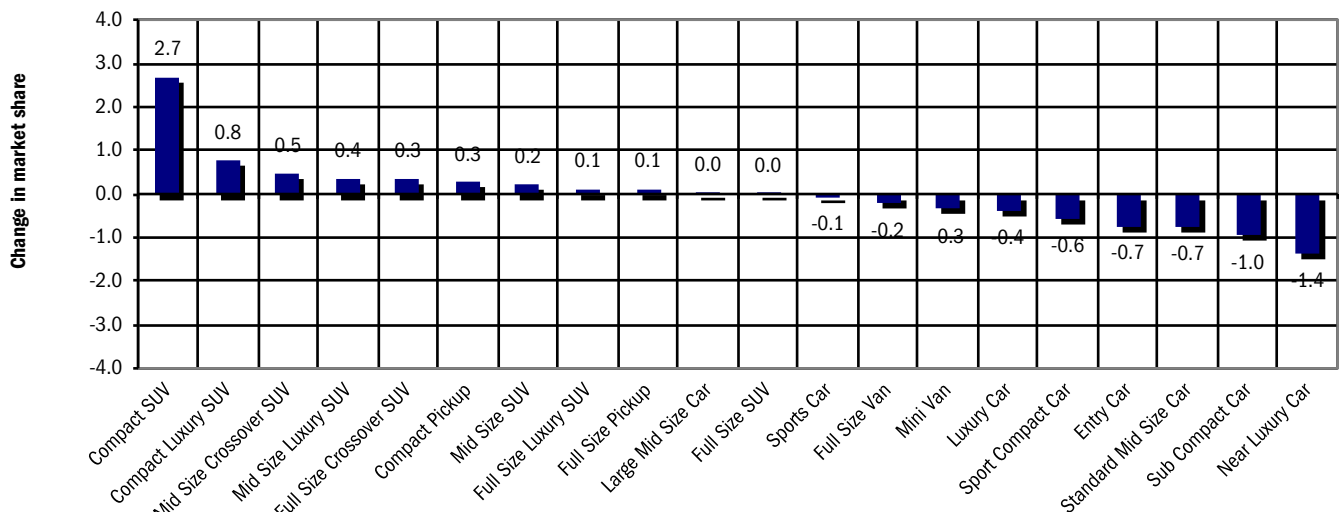
All data represents new and used vehicle retail registrations in Los Angeles County and excludes fleet. Please keep in mind that monthly registration figures can occasionally be subject to fluctuations, resulting in over or under estimation of actual results. This usually occurs due to processing delays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

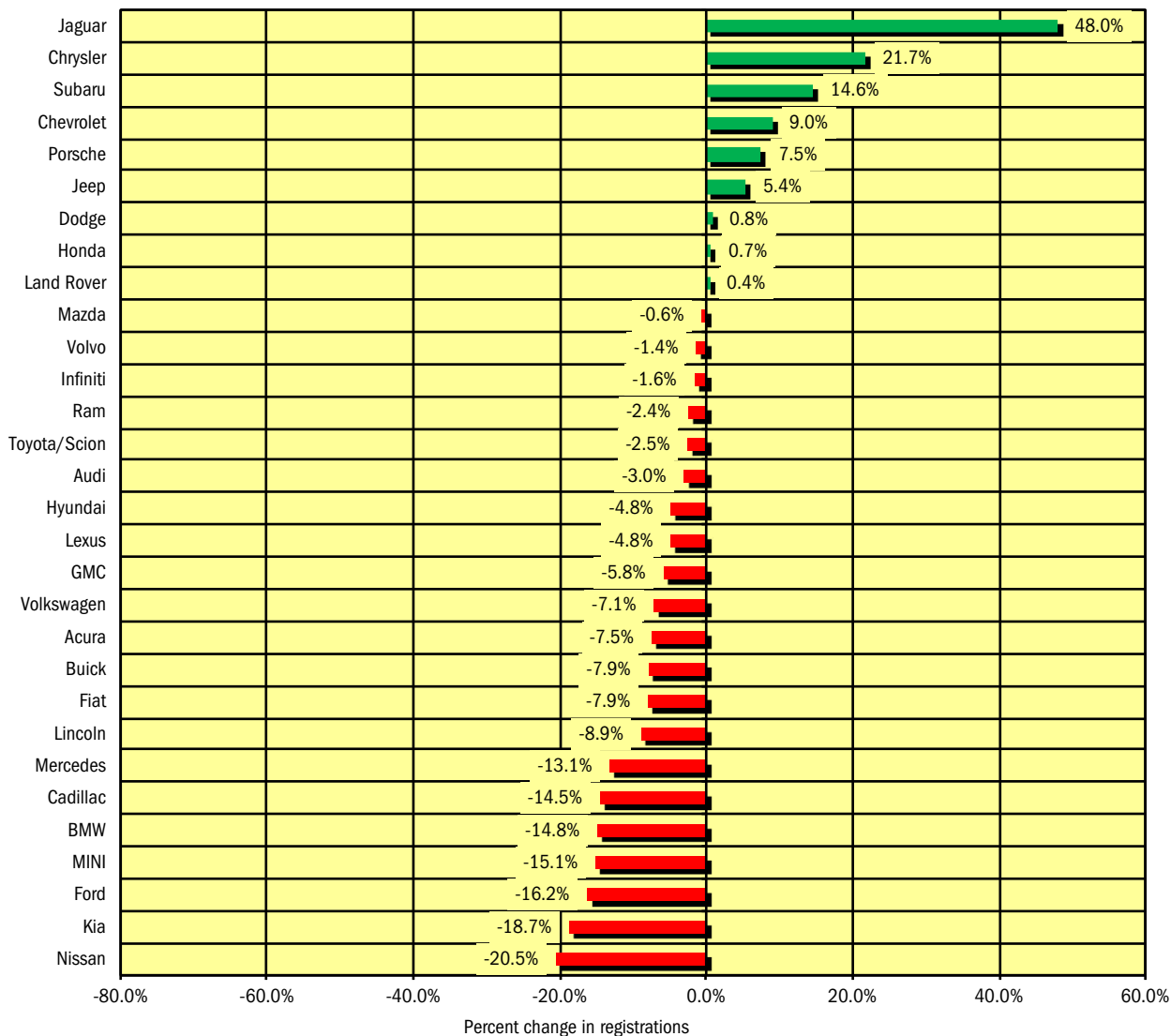
	November			Oct. and Nov. Combined			Year-to-date thru November			YTD Market Share (%)		
	2016	2017	% chg.	2016	2017	% chg.	2016	2017	% chg.	2016	2017	Chg.
TOTAL	42,630	41,481	-2.7%	82,612	80,133	-3.0%	496,049	471,145	-5.0%			
Acura	465	455	-2.2%	854	830	-2.8%	5,293	4,898	-7.5%	1.1	1.0	0.0
Audi	1,338	1,336	-0.1%	2,374	2,439	2.7%	14,583	14,143	-3.0%	2.9	3.0	0.1
BMW	2,265	2,079	-8.2%	4,212	3,744	-11.1%	24,620	20,966	-14.8%	5.0	4.5	-0.5
Buick	148	164	10.8%	271	299	10.3%	1,854	1,708	-7.9%	0.4	0.4	0.0
Cadillac	276	256	-7.2%	504	475	-5.8%	2,902	2,481	-14.5%	0.6	0.5	-0.1
Chevrolet	2,643	2,744	3.8%	5,057	5,240	3.6%	29,161	31,782	9.0%	5.9	6.7	0.9
Chrysler	141	160	13.5%	273	300	9.9%	1,476	1,797	21.7%	0.3	0.4	0.1
Dodge	561	580	3.4%	1,092	1,106	1.3%	6,544	6,597	0.8%	1.3	1.4	0.1
Fiat	327	154	-52.9%	696	273	-60.8%	3,087	2,842	-7.9%	0.6	0.6	0.0
Ford	2,061	1,776	-13.8%	4,408	3,722	-15.6%	29,178	24,439	-16.2%	5.9	5.2	-0.7
GMC	387	515	33.1%	762	914	19.9%	5,030	4,737	-5.8%	1.0	1.0	0.0
Honda	6,139	6,087	-0.8%	11,996	12,082	0.7%	73,643	74,140	0.7%	14.8	15.7	0.9
Hyundai	1,692	1,439	-15.0%	3,139	2,658	-15.3%	16,647	15,847	-4.8%	3.4	3.4	0.0
Infiniti	594	522	-12.1%	1,229	1,031	-16.1%	6,751	6,643	-1.6%	1.4	1.4	0.0
Jaguar	226	250	10.6%	394	470	19.3%	1,713	2,535	48.0%	0.3	0.5	0.2
Jeep	931	1,143	22.8%	1,795	2,048	14.1%	11,101	11,700	5.4%	2.2	2.5	0.2
Kia	2,020	2,024	0.2%	4,018	3,633	-9.6%	25,718	20,907	-18.7%	5.2	4.4	-0.7
Land Rover	511	424	-17.0%	921	834	-9.4%	4,859	4,880	0.4%	1.0	1.0	0.1
Lexus	2,032	1,875	-7.7%	3,773	3,644	-3.4%	24,493	23,310	-4.8%	4.9	4.9	0.0
Lincoln	168	150	-10.7%	309	261	-15.5%	2,014	1,835	-8.9%	0.4	0.4	0.0
Maserati	150	100	-33.3%	289	208	-28.0%	1,312	1,263	-3.7%	0.3	0.3	0.0
Mazda	850	879	3.4%	1,726	1,784	3.4%	10,289	10,228	-0.6%	2.1	2.2	0.1
Mercedes	2,641	2,357	-10.8%	4,767	4,335	-9.1%	27,248	23,666	-13.1%	5.5	5.0	-0.5
MINI	305	234	-23.3%	523	488	-6.7%	3,584	3,043	-15.1%	0.7	0.6	-0.1
Mitsubishi	138	142	2.9%	296	269	-9.1%	1,658	1,514	-8.7%	0.3	0.3	0.0
Nissan	2,762	2,213	-19.9%	5,641	4,294	-23.9%	34,128	27,140	-20.5%	6.9	5.8	-1.1
Porsche	353	497	40.8%	669	904	35.1%	3,952	4,249	7.5%	0.8	0.9	0.1
Ram	368	383	4.1%	752	723	-3.9%	4,323	4,218	-2.4%	0.9	0.9	0.0
smart	16	6	-62.5%	31	21	-32.3%	225	218	-3.1%	0.0	0.0	0.0
Subaru	1,337	1,281	-4.2%	2,284	2,443	7.0%	12,029	13,785	14.6%	2.4	2.9	0.5
Tesla	130	268	106.2%	740	794	7.3%	4,188	3,717	-11.2%	0.8	0.8	-0.1
Toyota/Scion	7,322	7,469	2.0%	14,271	14,842	4.0%	85,676	83,528	-2.5%	17.3	17.7	0.5
Volkswagen	1,039	1,061	2.1%	1,976	2,182	10.4%	13,484	12,521	-7.1%	2.7	2.7	-0.1
Volvo	212	273	28.8%	408	497	21.8%	2,402	2,369	-1.4%	0.5	0.5	0.0
Other	82	185	125.6%	162	346	113.6%	884	1,499	69.6%	0.2	0.3	0.1

Change in New Vehicle Segment Market Share - YTD '17 thru November vs. YTD '16

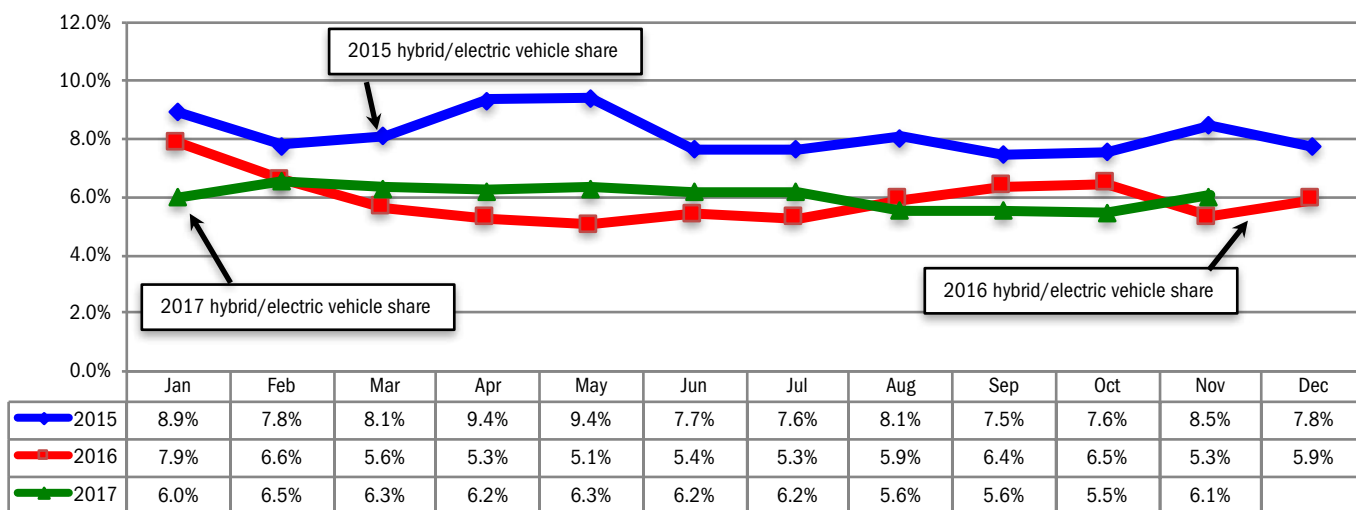


Data Source: AutoCount data from Experian.

**Percent Change in Brand Registrations
YTD '17 thru November vs. YTD '16
(Top 30 selling brands)**

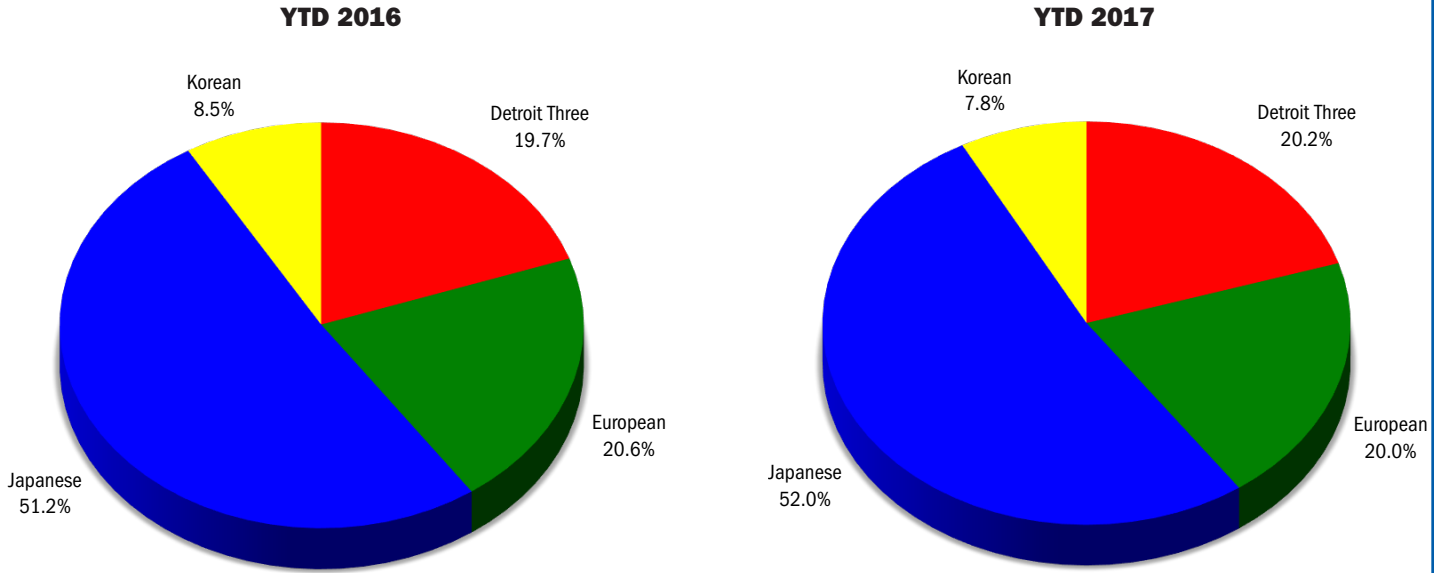


Combined Hybrid and Electric Vehicle Market Share in LA County



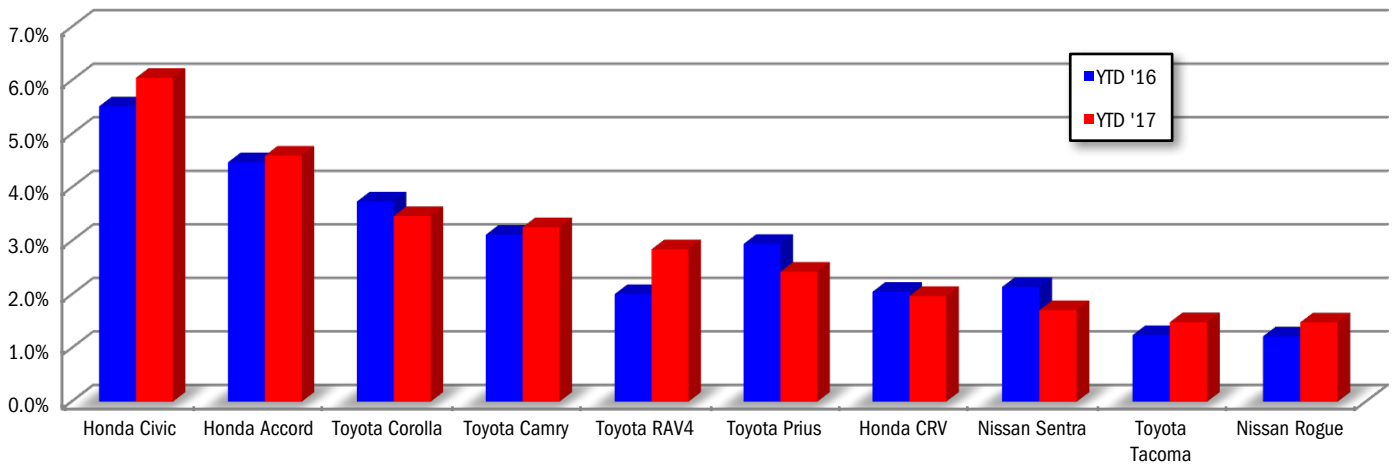
Data Source: AutoCount data from Experian.

Market Share for Japanese, Detroit Three, European, and Korean Brands - YTD '17 thru Nov. and YTD '16



Data Source: AutoCount data from Experian Automotive.

Market Share for Top 10 Selling Models in LA County - YTD 2016 thru Nov. and YTD 2017



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