

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 reported 25.6% in November 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.

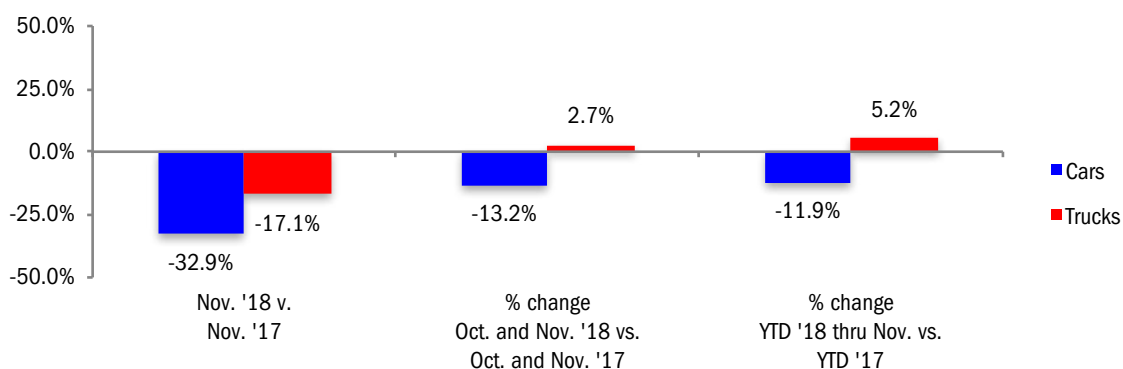
The county market was down 4.4% during the first eleven months this year versus a year earlier. Light truck registrations were up 5.2% while passenger cars fell 11.9%.

The three month moving average of new vehicle registrations moved lower in November of this year.

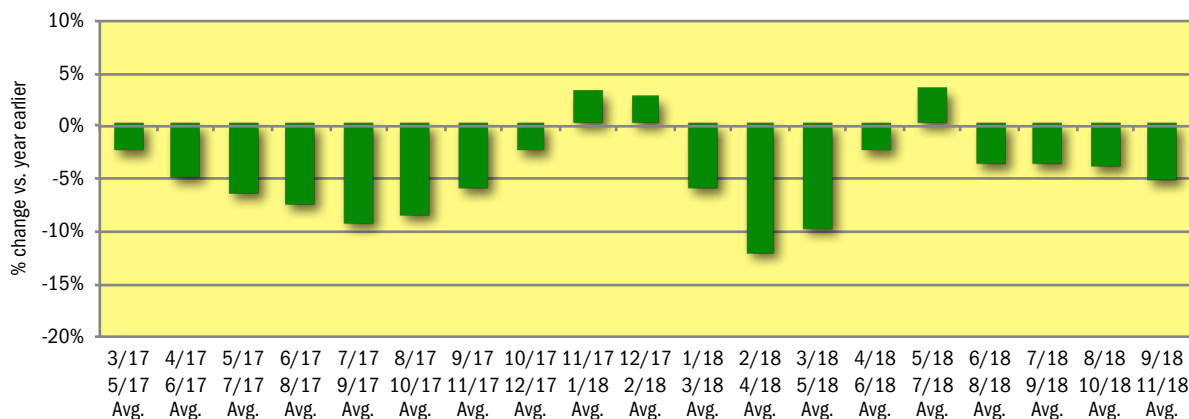
Tesla, Volvo, Jeep, Land Rover, Subaru, and Dodge registrations increased during the first eleven months of this year.

	November			Oct. and Nov. Combined			Year to date thru Nov.		
	2017	2018	% chg.	2017	2018	% chg.	2017	2018	Chg.
Industry Total	41,481	30,851	-25.6%	80,133	75,372	-5.9%	471,145	450,608	-4.4%
Cars	22,485	15,096	-32.9%	43,628	37,890	-13.2%	262,725	231,408	-11.9%
Light Trucks	18,996	15,755	-17.1%	36,505	37,482	2.7%	208,420	219,200	5.2%
Domestic	8,139	6,920	-15.0%	15,883	17,733	11.6%	95,012	97,500	2.6%
European	8,956	6,607	-26.2%	16,740	15,224	-9.1%	94,193	91,129	-3.3%
Japanese	20,923	15,325	-26.8%	41,219	37,571	-8.9%	245,186	229,865	-6.2%
Korean	3,463	1,999	-42.3%	6,291	4,844	-23.0%	36,754	32,114	-12.6%

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

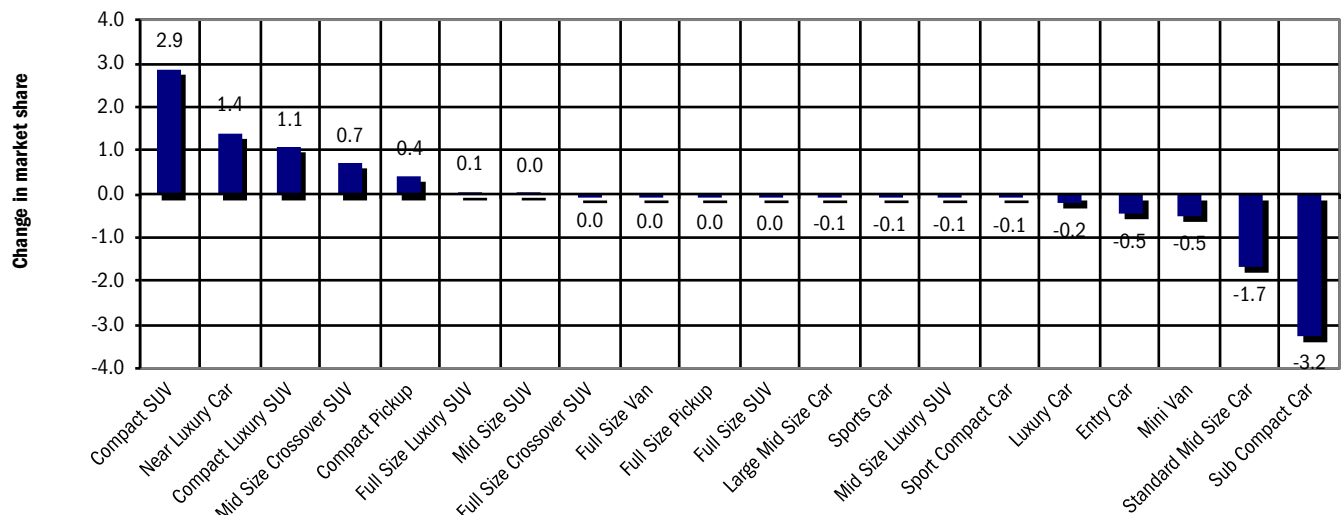
All data represents new and used vehicle retail registrations in Los Angeles County and excludes fleet. Please keep in mind that monthly registration figures can occasionally be subject to fluctuations, resulting in over or under estimation of actual results. This usually occurs due to processing delays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

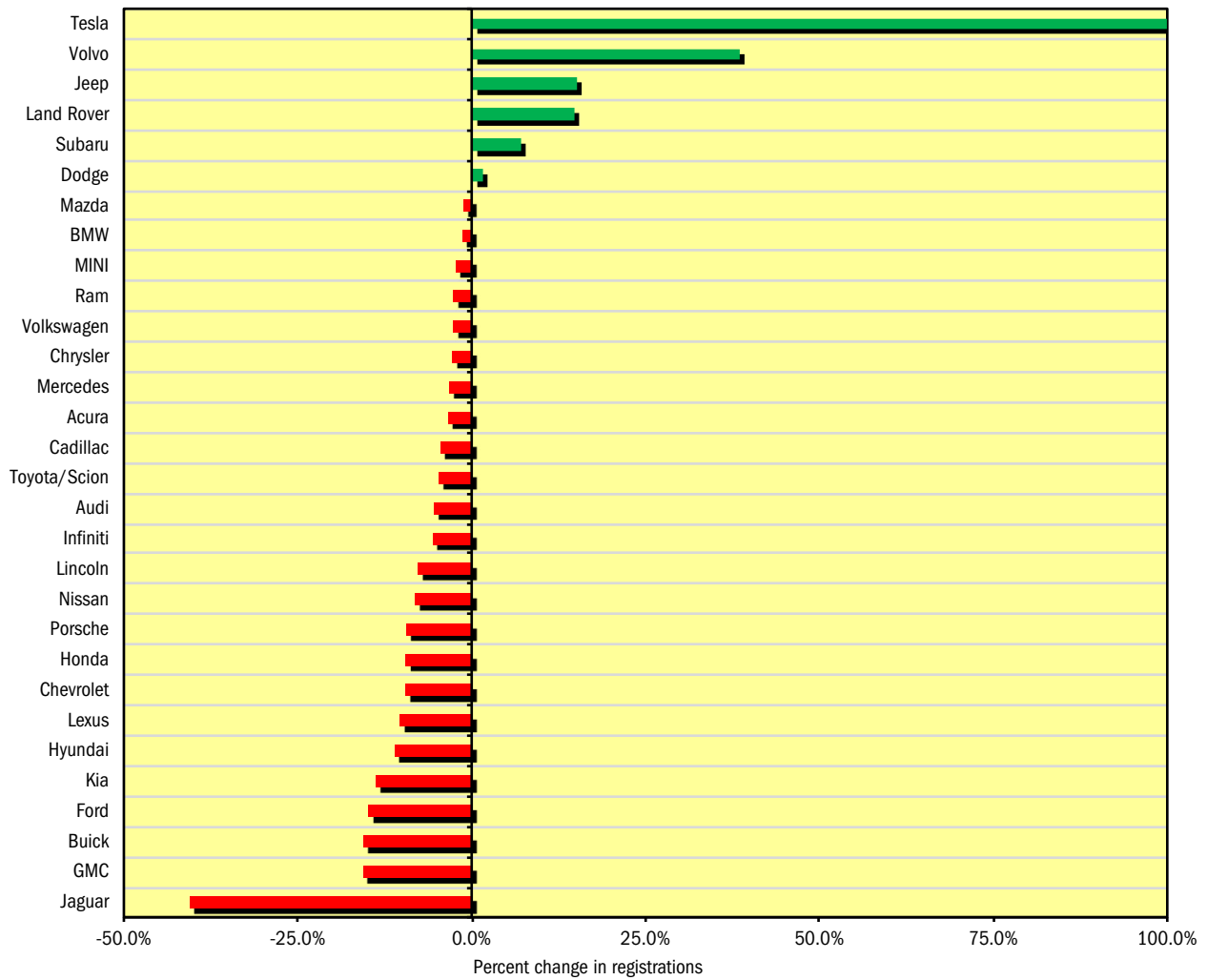
	November			Oct. and Nov. Combined			Year to date thru Nov.			YTD Market Share (%)		
	2017	2018	% chg.	2017	2018	% chg.	2017	2018	% chg.	2017	2018	Chg.
TOTAL	41,481	30,851	-25.6%	80,133	75,372	-5.9%	471,145	450,608	-4.4%			
Acura	455	332	-27.0%	830	877	5.7%	4,898	4,733	-3.4%	1.0	1.1	0.0
Audi	1,336	890	-33.4%	2,439	2,167	-11.2%	14,143	13,379	-5.4%	3.0	3.0	0.0
BMW	2,079	1,448	-30.4%	3,744	3,316	-11.4%	20,966	20,687	-1.3%	4.5	4.6	0.1
Buick	164	120	-26.8%	299	252	-15.7%	1,708	1,443	-15.5%	0.4	0.3	0.0
Cadillac	256	190	-25.8%	475	379	-20.2%	2,481	2,370	-4.5%	0.5	0.5	0.0
Chevrolet	2,744	1,961	-28.5%	5,240	4,665	-11.0%	31,782	28,756	-9.5%	6.7	6.4	-0.4
Chrysler	160	122	-23.8%	300	295	-1.7%	1,797	1,747	-2.8%	0.4	0.4	0.0
Dodge	580	435	-25.0%	1,106	1,080	-2.4%	6,597	6,701	1.6%	1.4	1.5	0.1
Fiat	154	63	-59.1%	273	141	-48.4%	2,842	918	-67.7%	0.6	0.2	-0.4
Ford	1,776	1,326	-25.3%	3,722	3,297	-11.4%	24,439	20,818	-14.8%	5.2	4.6	-0.6
GMC	515	260	-49.5%	914	622	-31.9%	4,737	3,997	-15.6%	1.0	0.9	-0.1
Honda	6,087	4,148	-31.9%	12,082	10,557	-12.6%	74,140	67,124	-9.5%	15.7	14.9	-0.8
Hyundai	1,439	861	-40.2%	2,658	2,115	-20.4%	15,847	14,095	-11.1%	3.4	3.1	-0.2
Infiniti	522	566	8.4%	1,031	1,102	6.9%	6,643	6,272	-5.6%	1.4	1.4	0.0
Jaguar	250	105	-58.0%	470	229	-51.3%	2,535	1,507	-40.6%	0.5	0.3	-0.2
Jeep	1,143	1,017	-11.0%	2,048	2,456	19.9%	11,700	13,473	15.2%	2.5	3.0	0.5
Kia	2,024	1,138	-43.8%	3,633	2,729	-24.9%	20,907	18,019	-13.8%	4.4	4.0	-0.4
Land Rover	424	471	11.1%	834	1,140	36.7%	4,880	5,600	14.8%	1.0	1.2	0.2
Lexus	1,875	1,386	-26.1%	3,644	3,443	-5.5%	23,310	20,903	-10.3%	4.9	4.6	-0.3
Lincoln	150	101	-32.7%	261	252	-3.4%	1,835	1,694	-7.7%	0.4	0.4	0.0
Maserati	100	67	-33.0%	208	149	-28.4%	1,263	854	-32.4%	0.3	0.2	-0.1
Mazda	879	659	-25.0%	1,784	1,526	-14.5%	10,228	10,112	-1.1%	2.2	2.2	0.1
Mercedes	2,357	1,692	-28.2%	4,335	3,780	-12.8%	23,666	22,907	-3.2%	5.0	5.1	0.1
MINI	234	204	-12.8%	488	469	-3.9%	3,043	2,974	-2.3%	0.6	0.7	0.0
Mitsubishi	142	96	-32.4%	269	229	-14.9%	1,514	1,424	-5.9%	0.3	0.3	0.0
Nissan	2,213	1,897	-14.3%	4,294	4,480	4.3%	27,140	24,927	-8.2%	5.8	5.5	-0.2
Porsche	497	338	-32.0%	904	745	-17.6%	4,249	3,848	-9.4%	0.9	0.9	0.0
Ram	383	332	-13.3%	723	826	14.2%	4,218	4,108	-2.6%	0.9	0.9	0.0
smart	6	8	33.3%	21	16	-23.8%	218	106	-51.4%	0.0	0.0	0.0
Subaru	1,281	1,068	-16.6%	2,443	2,373	-2.9%	13,785	14,746	7.0%	2.9	3.3	0.3
Tesla	268	1,056	294.0%	794	3,609	354.5%	3,717	12,392	233.4%	0.8	2.8	2.0
Toyota/Scion	7,469	5,173	-30.7%	14,842	12,984	-12.5%	83,528	79,624	-4.7%	17.7	17.7	-0.1
Volkswagen	1,061	925	-12.8%	2,182	2,137	-2.1%	12,521	12,194	-2.6%	2.7	2.7	0.0
Volvo	273	200	-26.7%	497	494	-0.6%	2,369	3,284	38.6%	0.5	0.7	0.2
Other	185	196	5.9%	346	441	27.5%	1,499	2,872	91.6%	0.3	0.6	0.3

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



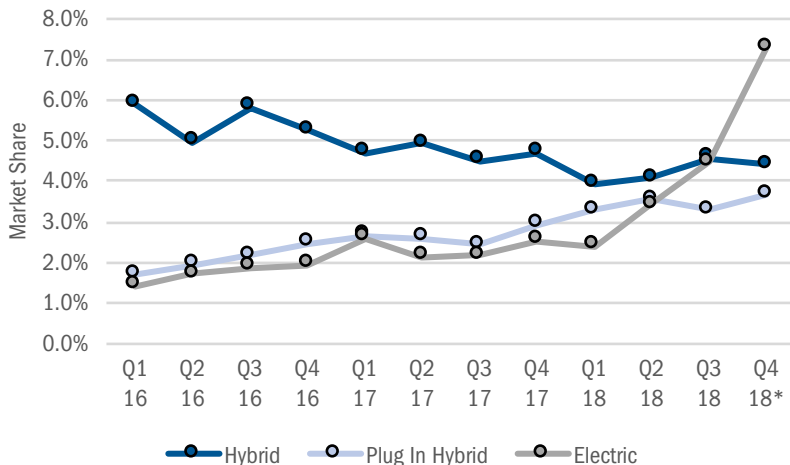
Data Source: AutoCount data from Experian.

Percent Change in Brand Registrations - YTD 2018 thru November 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 Q4 '18:

15.4%

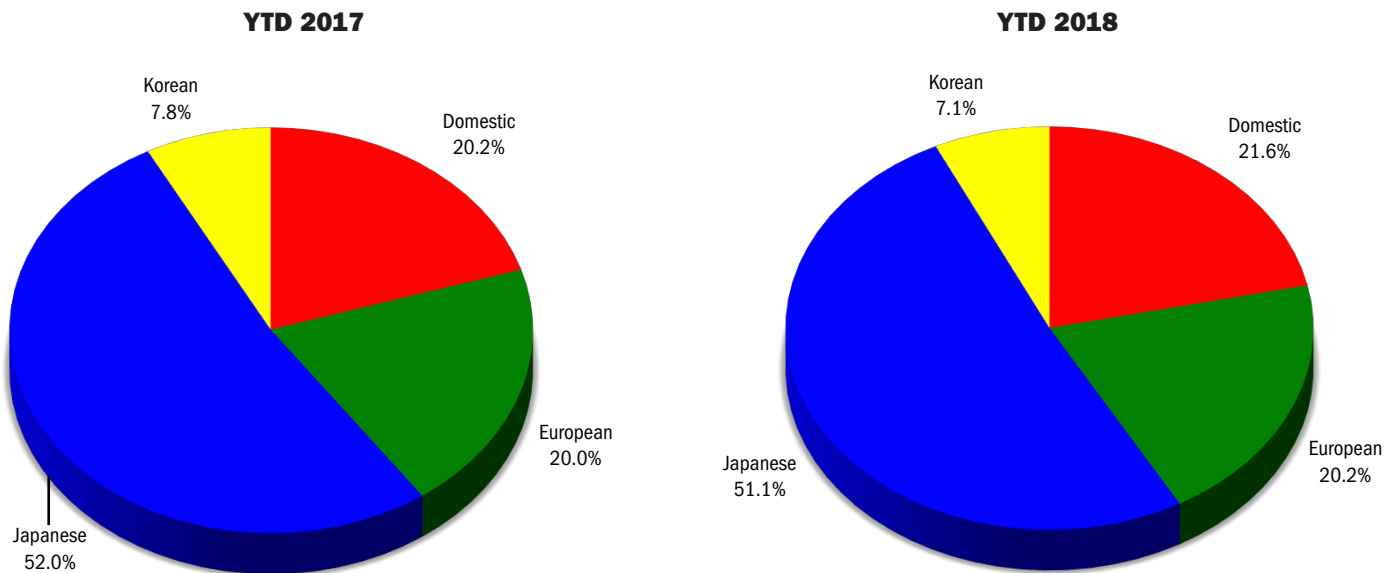
New Retail Hybrid and Electric Vehicle Registrations

Top 10 Selling Models in County - YTD '18 thru October

Rank	Model	Regs.
1	Tesla Model 3	8174
2	Toyota Prius	8024
3	Chevrolet Volt	2733
4	Tesla Model S	2294
5	Tesla Model X	1992
6	Ford Fusion	1677
7	Kia Niro	1604
8	Toyota RAV4	1570
9	Honda Clarity	1547
10	Chevrolet Bolt	1318

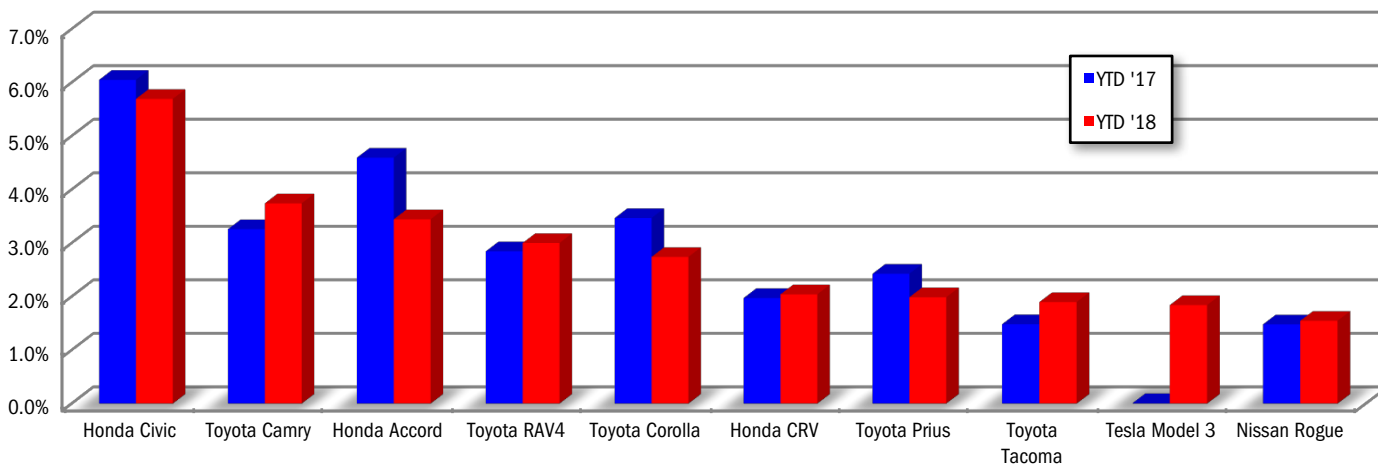
The graph above shows hybrid powertrain and electric vehicle quarterly market share in the county. *Fourth Quarter includes October only. Source: IHS Markit.

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



Data Source: AutoCount data from Experian Automotive.

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



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