

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 3.3% in October 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.

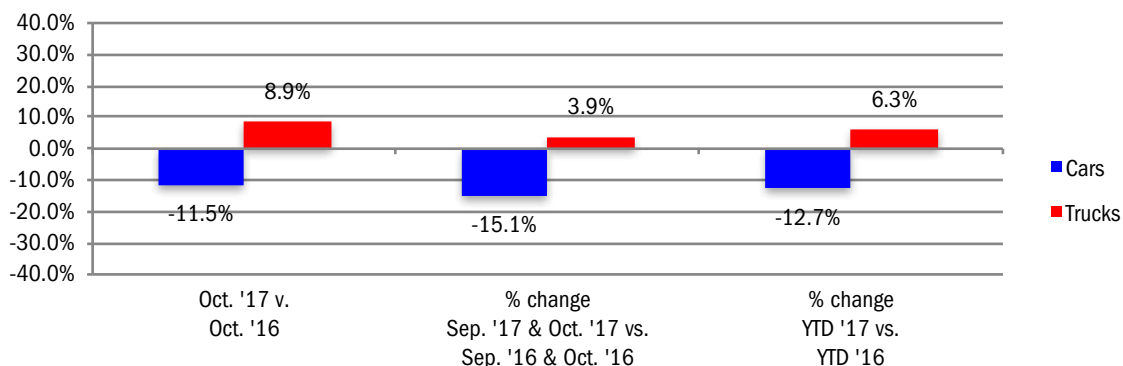
The county market was off 5.2% during the first ten months of this year versus a year earlier. Light truck registrations were up 6.3% while passenger cars fell 12.7%.

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

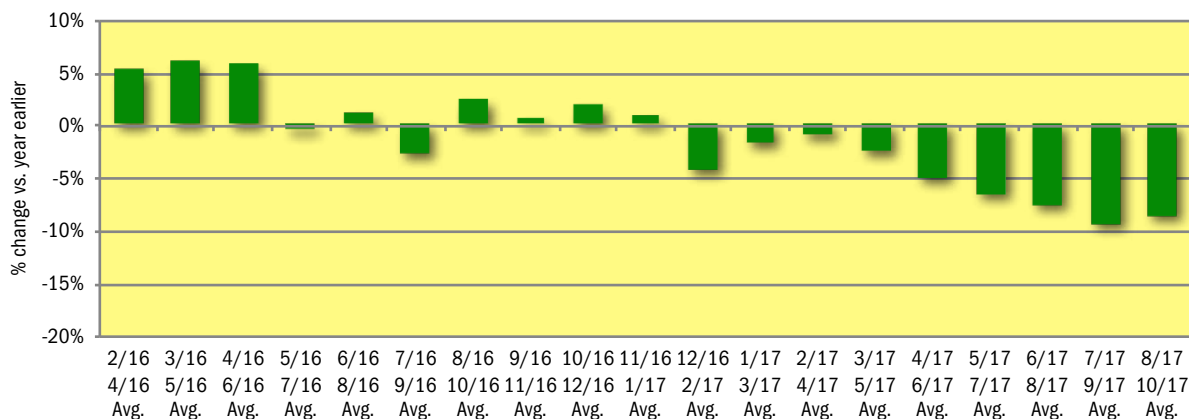
Jaguar, Chrysler, Subaru, Chevrolet, Porsche, Jeep, Land Rover, Honda, and Dodge new vehicle registrations increased during the first ten months of this year.

Los Angeles New Retail Car and Light Truck Registrations									
	October			Sep. and Oct. Combined			Year-to-date thru October		
	2016	2017	% chg.	2016	2017	% chg.	2016	2017	Chg.
Industry Total	39,982	38,652	-3.3%	86,940	80,482	-7.4%	453,419	429,664	-5.2%
Cars	23,901	21,143	-11.5%	51,778	43,956	-15.1%	275,255	240,240	-12.7%
Light Trucks	16,081	17,509	8.9%	35,162	36,526	3.9%	178,164	189,424	6.3%
Detroit Three	8,150	7,744	-5.0%	17,600	16,500	-6.3%	89,969	86,873	-3.4%
European	7,956	7,784	-2.2%	17,722	15,731	-11.2%	92,475	85,237	-7.8%
Japanese	20,431	20,296	-0.7%	44,202	42,243	-4.4%	232,322	224,263	-3.5%
Korean	3,445	2,828	-17.9%	7,416	6,008	-19.0%	38,653	33,291	-13.9%

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

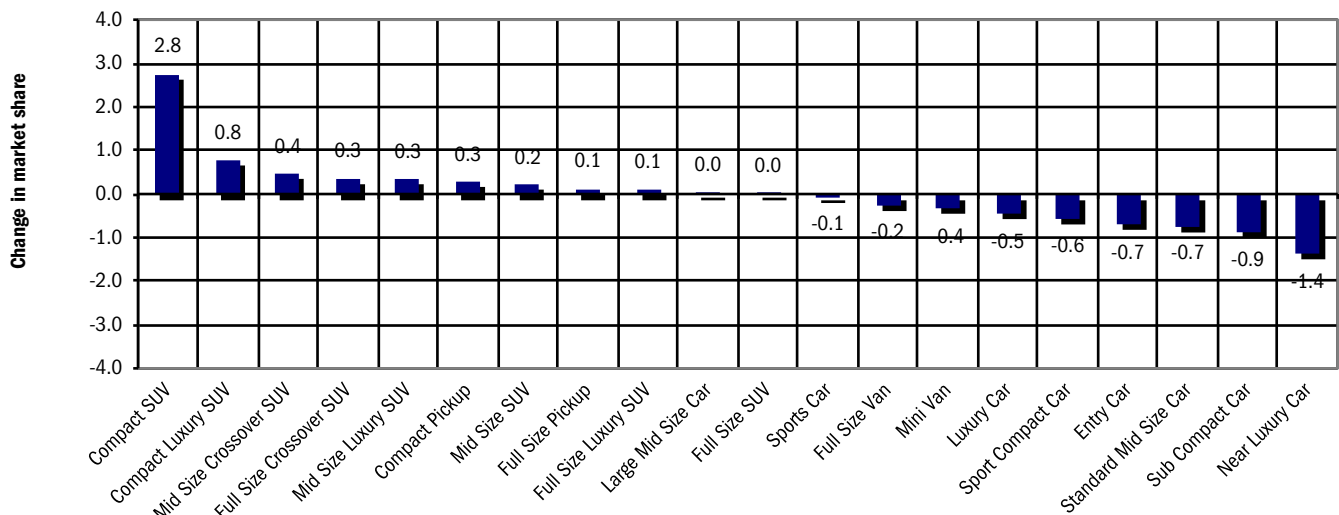
All data represents new and used vehicle retail registrations in Los Angeles County and excludes fleet. Please keep in mind that monthly registration figures can occasionally be subject to fluctuations, resulting in over or under estimation of actual results. This usually occurs due to processing delays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

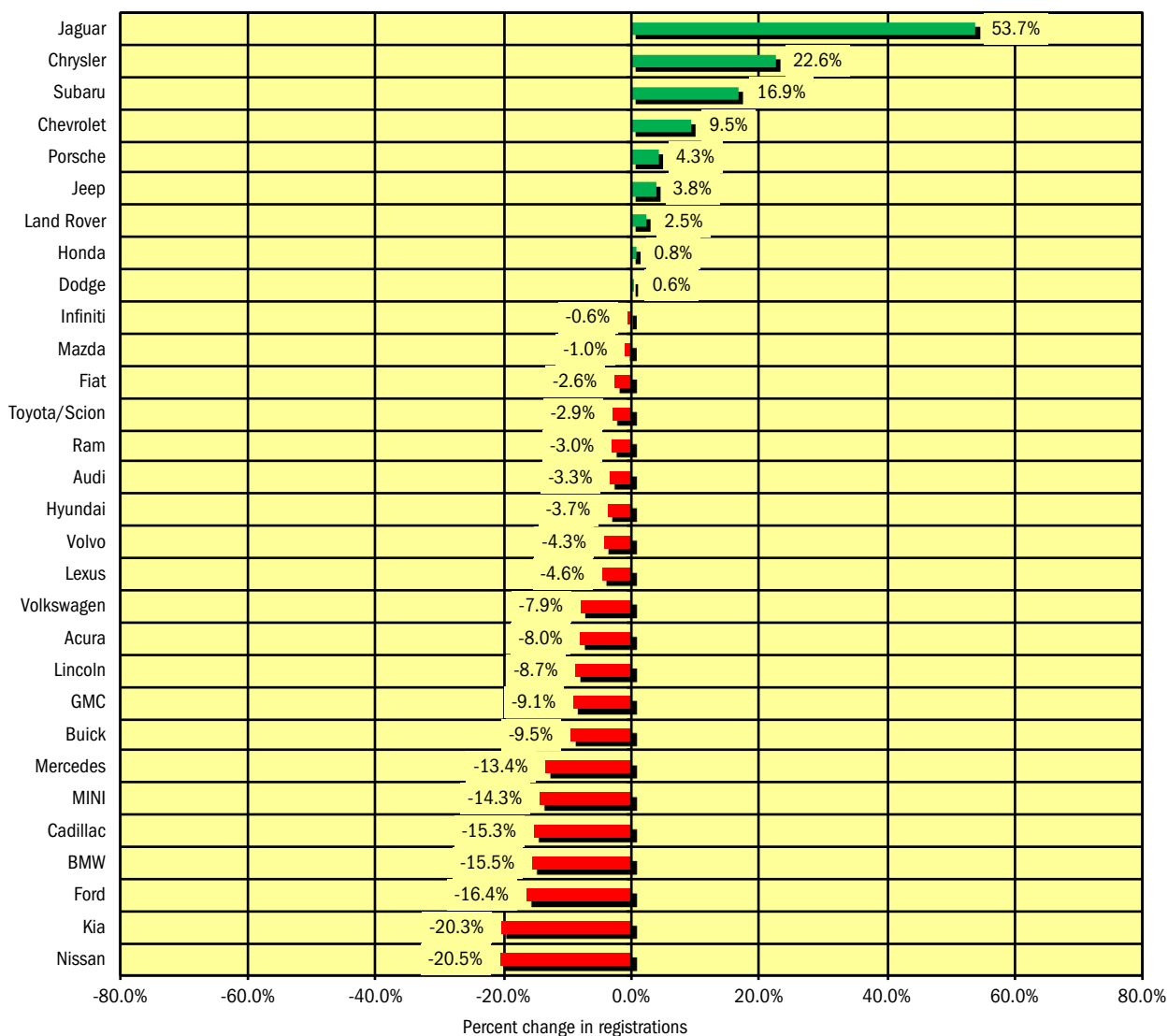
	October			Sep. and Oct. Combined			Year-to-date thru October			YTD Market Share (%)		
	2016	2017	% chg.	2016	2017	% chg.	2016	2017	% chg.	2016	2017	Chg.
TOTAL	39,982	38,652	-3.3%	86,940	80,482	-7.4%	453,419	429,664	-5.2%			
Acura	389	375	-3.6%	857	784	-8.5%	4,828	4,443	-8.0%	1.1	1.0	0.0
Audi	1,036	1,103	6.5%	2,388	2,309	-3.3%	13,245	12,807	-3.3%	2.9	3.0	0.1
BMW	1,947	1,665	-14.5%	4,390	3,307	-24.7%	22,355	18,887	-15.5%	4.9	4.4	-0.5
Buick	123	135	9.8%	278	313	12.6%	1,706	1,544	-9.5%	0.4	0.4	0.0
Cadillac	228	219	-3.9%	493	403	-18.3%	2,626	2,225	-15.3%	0.6	0.5	-0.1
Chevrolet	2,414	2,496	3.4%	5,208	5,401	3.7%	26,518	29,038	9.5%	5.8	6.8	0.9
Chrysler	132	140	6.1%	276	318	15.2%	1,335	1,637	22.6%	0.3	0.4	0.1
Dodge	531	526	-0.9%	1,152	1,140	-1.0%	5,983	6,017	0.6%	1.3	1.4	0.1
Fiat	369	119	-67.8%	697	320	-54.1%	2,760	2,688	-2.6%	0.6	0.6	0.0
Ford	2,347	1,946	-17.1%	5,271	4,314	-18.2%	27,117	22,663	-16.4%	6.0	5.3	-0.7
GMC	375	399	6.4%	822	795	-3.3%	4,643	4,222	-9.1%	1.0	1.0	0.0
Honda	5,857	5,995	2.4%	12,515	12,628	0.9%	67,504	68,053	0.8%	14.9	15.8	1.0
Hyundai	1,447	1,219	-15.8%	3,186	2,661	-16.5%	14,955	14,408	-3.7%	3.3	3.4	0.1
Infiniti	635	509	-19.8%	1,307	1,037	-20.7%	6,157	6,121	-0.6%	1.4	1.4	0.1
Jaguar	168	220	31.0%	373	423	13.4%	1,487	2,285	53.7%	0.3	0.5	0.2
Jeep	864	905	4.7%	1,858	1,933	4.0%	10,170	10,557	3.8%	2.2	2.5	0.2
Kia	1,998	1,609	-19.5%	4,230	3,347	-20.9%	23,698	18,883	-20.3%	5.2	4.4	-0.8
Land Rover	410	410	0.0%	834	869	4.2%	4,348	4,456	2.5%	1.0	1.0	0.1
Lexus	1,741	1,769	1.6%	4,126	3,969	-3.8%	22,461	21,435	-4.6%	5.0	5.0	0.0
Lincoln	141	111	-21.3%	344	292	-15.1%	1,846	1,685	-8.7%	0.4	0.4	0.0
Maserati	139	108	-22.3%	286	190	-33.6%	1,162	1,163	0.1%	0.3	0.3	0.0
Mazda	876	905	3.3%	1,802	1,838	2.0%	9,439	9,349	-1.0%	2.1	2.2	0.1
Mercedes	2,126	1,978	-7.0%	4,567	3,818	-16.4%	24,607	21,309	-13.4%	5.4	5.0	-0.5
MINI	218	254	16.5%	597	535	-10.4%	3,279	2,809	-14.3%	0.7	0.7	-0.1
Mitsubishi	158	127	-19.6%	299	240	-19.7%	1,520	1,372	-9.7%	0.3	0.3	0.0
Nissan	2,879	2,081	-27.7%	5,841	4,112	-29.6%	31,366	24,927	-20.5%	6.9	5.8	-1.1
Porsche	316	407	28.8%	671	744	10.9%	3,599	3,752	4.3%	0.8	0.9	0.1
Ram	384	340	-11.5%	832	696	-16.3%	3,955	3,835	-3.0%	0.9	0.9	0.0
smart	15	15	0.0%	31	24	-22.6%	209	212	1.4%	0.0	0.0	0.0
Subaru	947	1,162	22.7%	2,195	2,432	10.8%	10,692	12,504	16.9%	2.4	2.9	0.6
Tesla	610	526	-13.8%	1,063	894	-15.9%	4,058	3,449	-15.0%	0.9	0.8	-0.1
Toyota/Scion	6,949	7,373	6.1%	15,260	15,203	-0.4%	78,354	76,059	-2.9%	17.3	17.7	0.4
Volkswagen	937	1,121	19.6%	2,283	2,418	5.9%	12,445	11,460	-7.9%	2.7	2.7	-0.1
Volvo	196	224	14.3%	415	463	11.6%	2,190	2,096	-4.3%	0.5	0.5	0.0
Other	80	161	101.3%	193	312	61.7%	802	1,314	63.8%	0.2	0.3	0.1

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

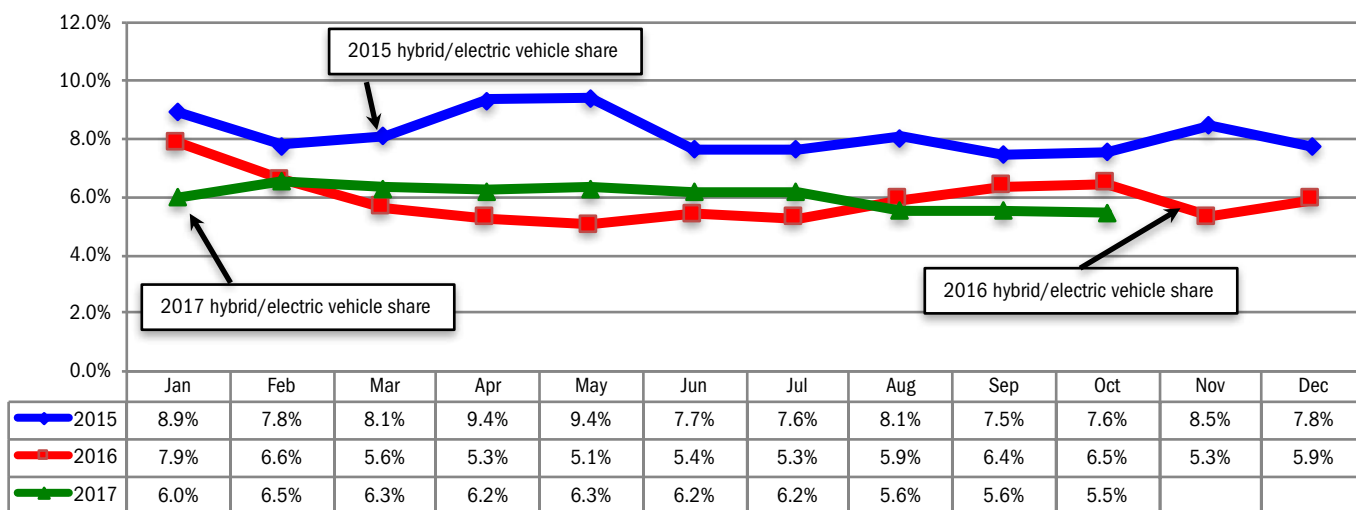


Data Source: AutoCount data from Experian.

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

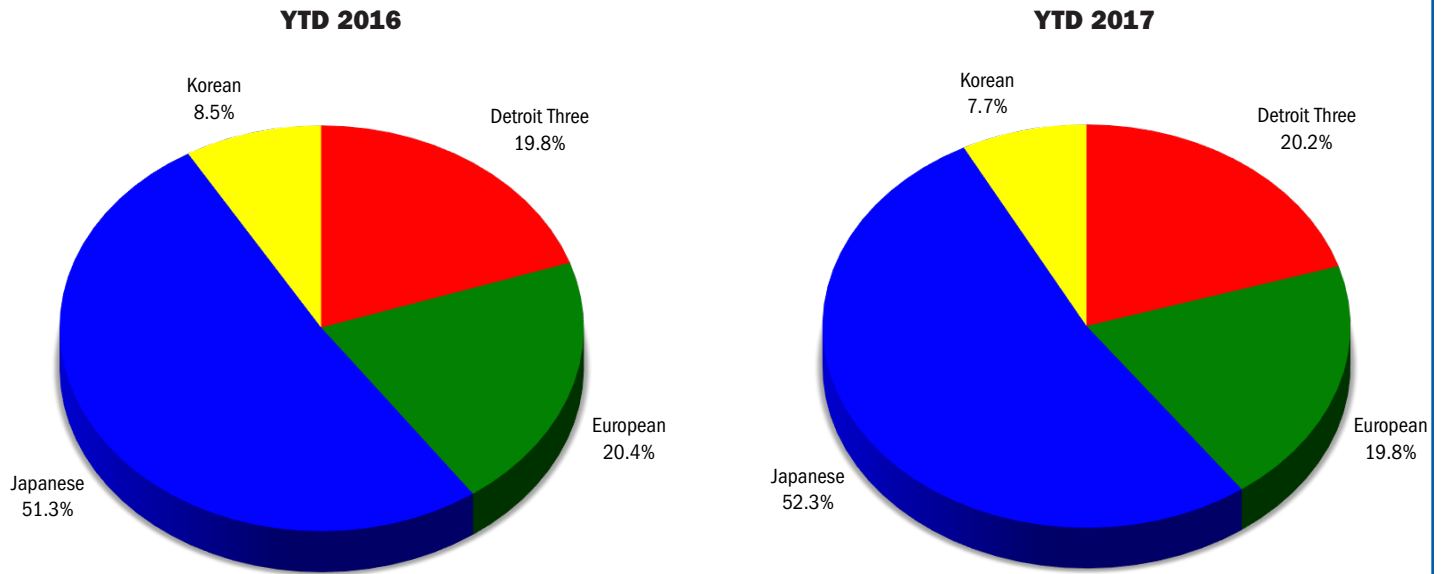


Combined Hybrid and Electric Vehicle Market Share in LA County



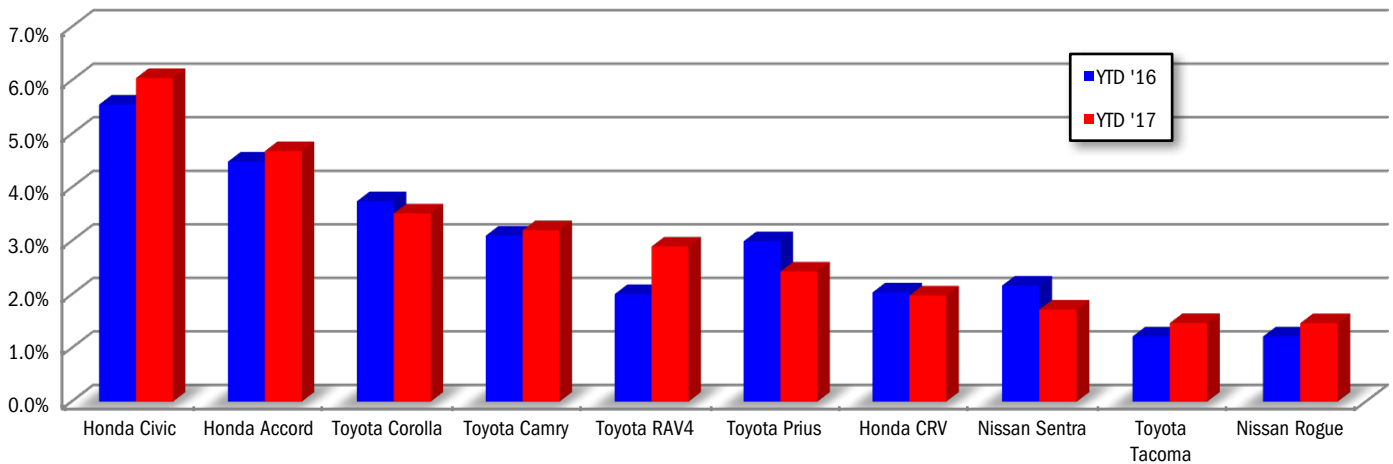
Data Source: AutoCount data from Experian.

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



Data Source: AutoCount data from Experian Automotive.

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



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