

Los Angeles Auto Outlook™

Comprehensive information on the LA County new vehicle market

Sponsored by:



Quick Facts

Los Angeles County new vehicle registrations increased 13.3% in April '15 vs. '14.

New registrations in the county increased 11.3% during the first four months of this year.

The three month moving average of new vehicle registrations increased for the 39th consecutive month in April of this year.

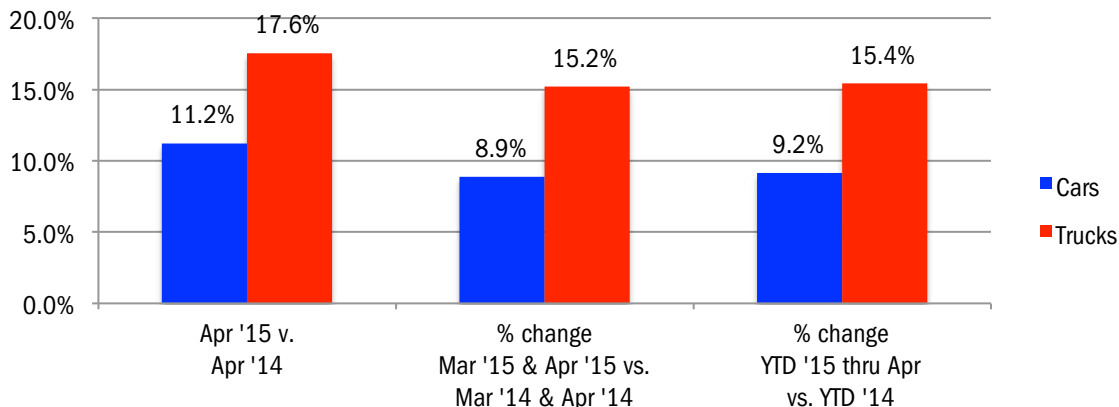
Chrysler, Subaru, GMC, Lincoln, Ram, Infiniti, BMW, Mazda, and Kia new vehicle registrations each increased more than 21%.

Korean brand share increased from 7.6% during the first four months of 2014 to 8.1% this year.

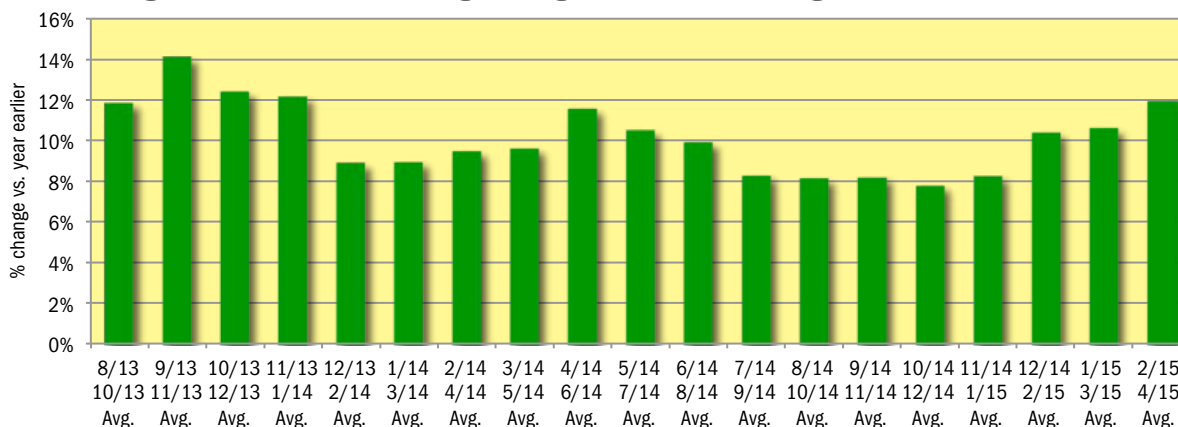
Data measures new vehicle registrations in the county. Monthly recording of registrations occurs when the data is processed by the DMV.

	April			Mar '15 and Apr '15 combined			YTD thru April		
	2014	2015	% chg.	2014	2015	% chg.	2014	2015	Chg.
Industry Total	36,615	41,489	13.3%	78,859	87,515	11.0%	146,499	162,997	11.3%
Cars	24,531	27,284	11.2%	52,696	57,374	8.9%	97,141	106,033	9.2%
Light Trucks	12,084	14,205	17.6%	26,163	30,141	15.2%	49,358	56,964	15.4%
Detroit Three	6,783	7,511	10.7%	15,064	16,296	8.2%	27,229	29,979	10.1%
European	7,808	8,783	12.5%	16,682	17,966	7.7%	32,720	35,022	7.0%
Japanese	19,051	21,499	12.8%	40,667	45,772	12.6%	75,422	84,818	12.5%
Korean	2,973	3,696	24.3%	6,446	7,481	16.1%	11,128	13,178	18.4%

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.

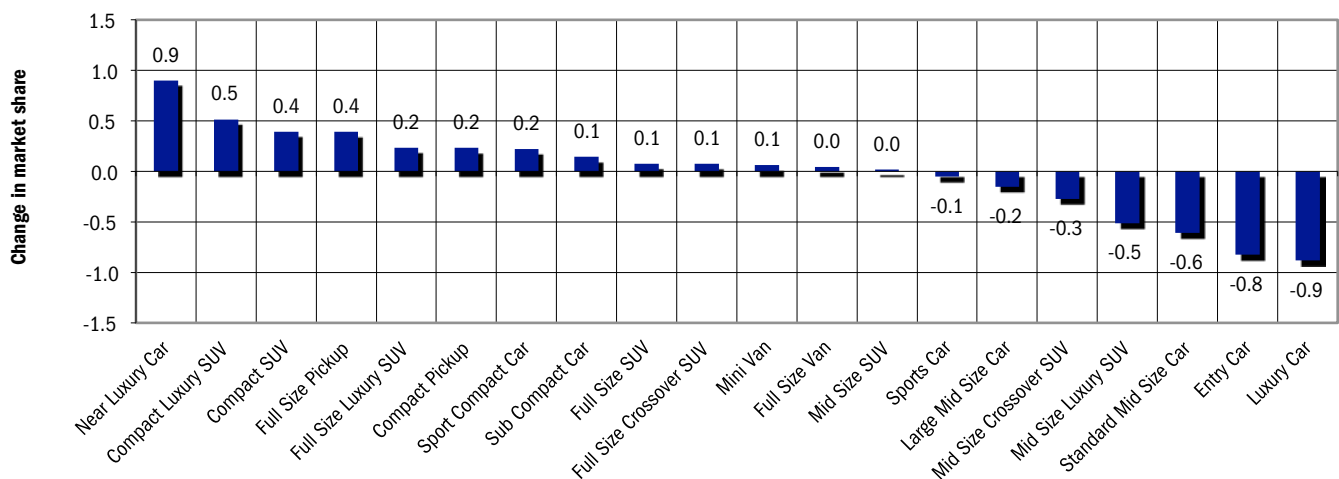
Data Information

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 Automotive.

New Vehicle Market Brand Registrations

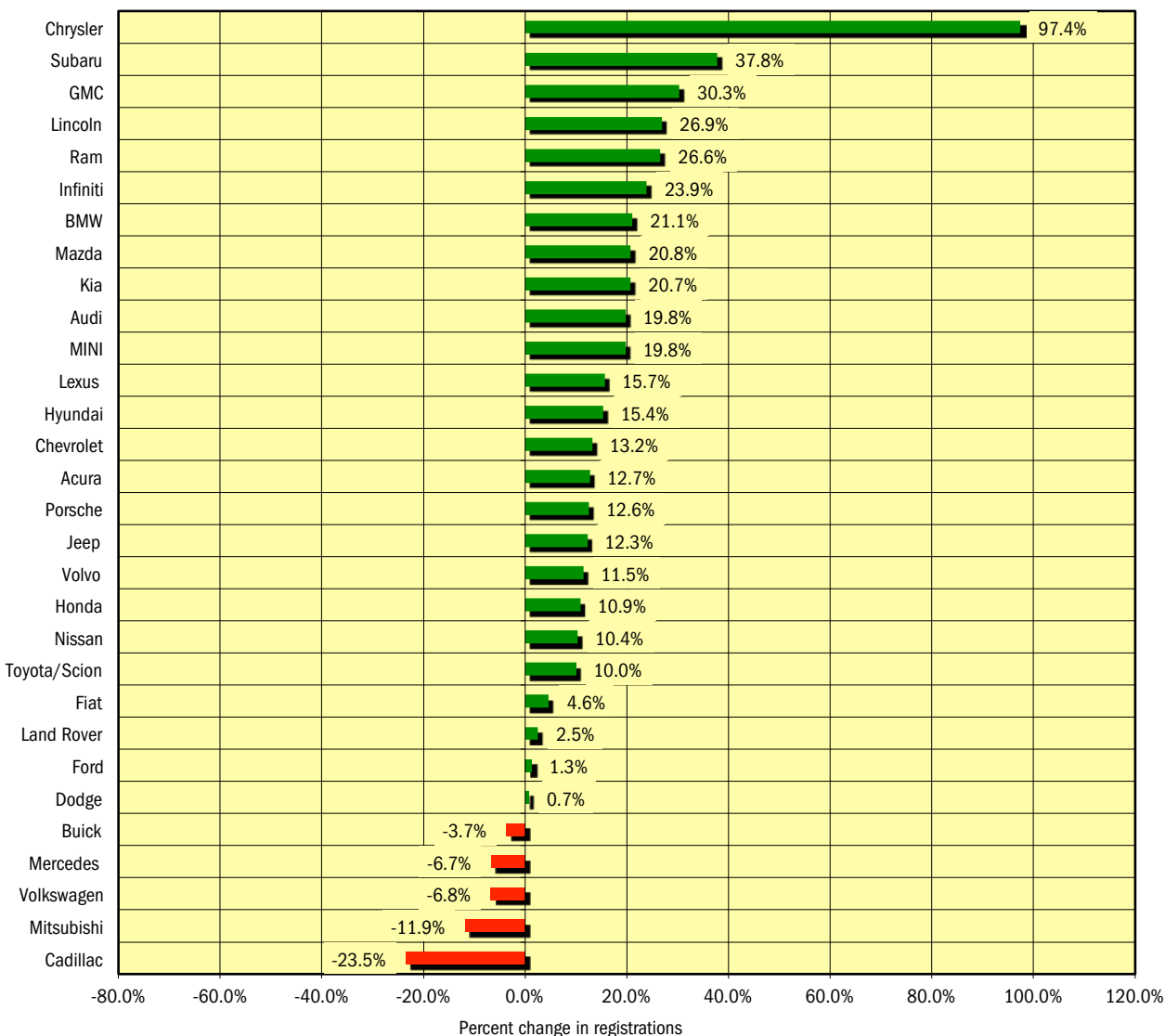
Los Angeles New Retail Car and Light Truck Registrations												
	April			Mar '15 and Apr '15 combined			YTD thru April			YTD Market Share (%)		
	2014	2015	% chg.	2014	2015	% chg.	2014	2015	% chg.	2014	2015	Chg.
TOTAL	36,615	41,489	13.3%	78,859	87,515	11.0%	146,499	162,997	11.3%			
Acura	421	493	17.1%	930	1,135	22.0%	1,946	2,194	12.7%	1.3	1.3	0.0
Audi	939	1,033	10.0%	1,825	2,084	14.2%	3,563	4,269	19.8%	2.4	2.6	0.2
BMW	2,052	2,385	16.2%	4,282	4,778	11.6%	8,134	9,851	21.1%	5.6	6.0	0.5
Buick	99	102	3.0%	260	243	-6.5%	462	445	-3.7%	0.3	0.3	0.0
Cadillac	274	194	-29.2%	609	444	-27.1%	1,208	924	-23.5%	0.8	0.6	-0.3
Chevrolet	1,823	1,998	9.6%	3,933	4,187	6.5%	6,831	7,736	13.2%	4.7	4.7	0.1
Chrysler	121	235	94.2%	274	498	81.8%	463	914	97.4%	0.3	0.6	0.2
Dodge	580	573	-1.2%	1,282	1,274	-0.6%	2,275	2,290	0.7%	1.6	1.4	-0.1
Fiat	306	519	69.6%	664	841	26.7%	1,191	1,246	4.6%	0.8	0.8	0.0
Ford	2,336	2,458	5.2%	5,396	5,531	2.5%	9,782	9,914	1.3%	6.7	6.1	-0.6
GMC	311	362	16.4%	680	847	24.6%	1,229	1,602	30.3%	0.8	1.0	0.1
Honda	4,839	5,477	13.2%	10,708	11,656	8.9%	19,632	21,765	10.9%	13.4	13.4	0.0
Hyundai	1,236	1,648	33.3%	2,685	3,305	23.1%	4,826	5,569	15.4%	3.3	3.4	0.1
Infiniti	393	637	62.1%	878	1,297	47.7%	1,881	2,331	23.9%	1.3	1.4	0.1
Jaguar	75	82	9.3%	161	185	14.9%	345	396	14.8%	0.2	0.2	0.0
Jeep	715	831	16.2%	1,500	1,805	20.3%	2,937	3,297	12.3%	2.0	2.0	0.0
Kia	1,737	2,048	17.9%	3,761	4,176	11.0%	6,302	7,609	20.7%	4.3	4.7	0.4
Land Rover	216	335	55.1%	587	658	12.1%	1,224	1,255	2.5%	0.8	0.8	-0.1
Lexus	1,956	2,381	21.7%	4,211	4,797	13.9%	8,213	9,501	15.7%	5.6	5.8	0.2
Lincoln	95	128	34.7%	208	259	24.5%	424	538	26.9%	0.3	0.3	0.0
Mazda	648	832	28.4%	1,398	1,679	20.1%	2,500	3,019	20.8%	1.7	1.9	0.1
Mercedes	2,159	2,196	1.7%	4,676	4,838	3.5%	9,666	9,016	-6.7%	6.6	5.5	-1.1
MINI	305	391	28.2%	683	759	11.1%	1,284	1,538	19.8%	0.9	0.9	0.1
Mitsubishi	162	137	-15.4%	362	327	-9.7%	632	557	-11.9%	0.4	0.3	-0.1
Nissan	2,935	3,139	7.0%	6,138	6,647	8.3%	10,615	11,715	10.4%	7.2	7.2	-0.1
Porsche	310	402	29.7%	653	724	10.9%	1,194	1,344	12.6%	0.8	0.8	0.0
Ram	235	318	35.3%	548	693	26.5%	1,005	1,272	26.6%	0.7	0.8	0.1
smart	40	34	-15.0%	112	82	-26.8%	208	163	-21.6%	0.1	0.1	0.0
Subaru	654	879	34.4%	1,422	1,936	36.1%	2,599	3,582	37.8%	1.8	2.2	0.4
Tesla	194	312	60.8%	374	515	37.7%	613	1,047	70.8%	0.4	0.6	0.2
Toyota/Scion	7,043	7,524	6.8%	14,620	16,298	11.5%	27,404	30,154	10.0%	18.7	18.5	-0.2
Volkswagen	1,159	1,048	-9.6%	2,528	2,319	-8.3%	4,918	4,584	-6.8%	3.4	2.8	-0.5
Volvo	117	112	-4.3%	241	264	9.5%	487	543	11.5%	0.3	0.3	0.0
Other	130	246	89.2%	270	434	60.7%	506	817	61.5%	0.3	0.5	0.2

Change in New Vehicle Segment Market Share - YTD 2015 thru April vs. YTD 2014

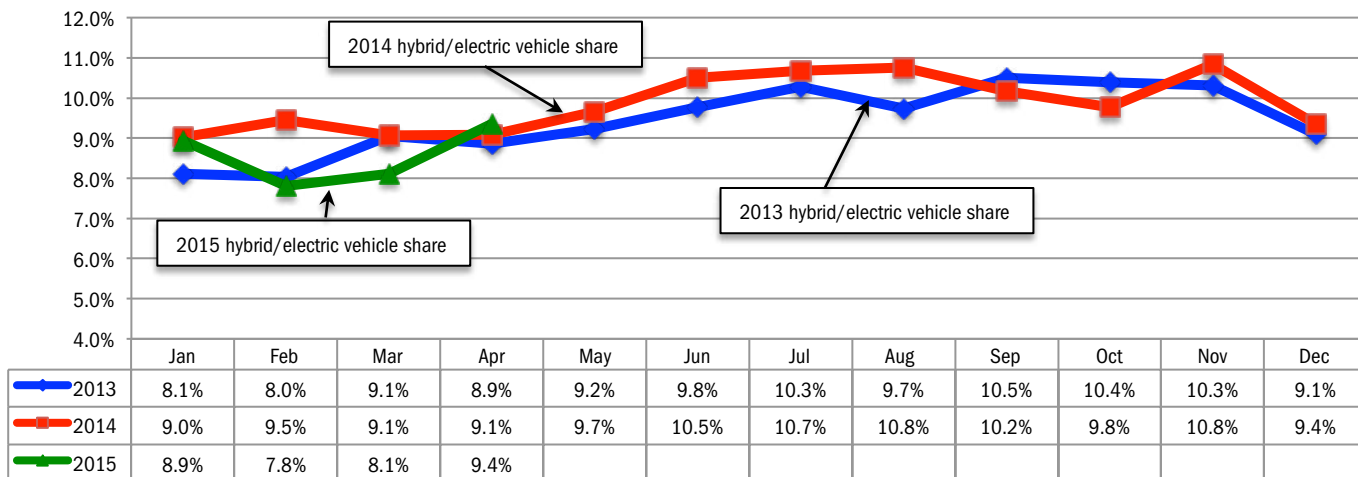


Data Source: AutoCount data from Experian Automotive.

Percent Change in Brand Registrations YTD 2015 thru April vs. YTD 2014 (Top 30 selling brands)



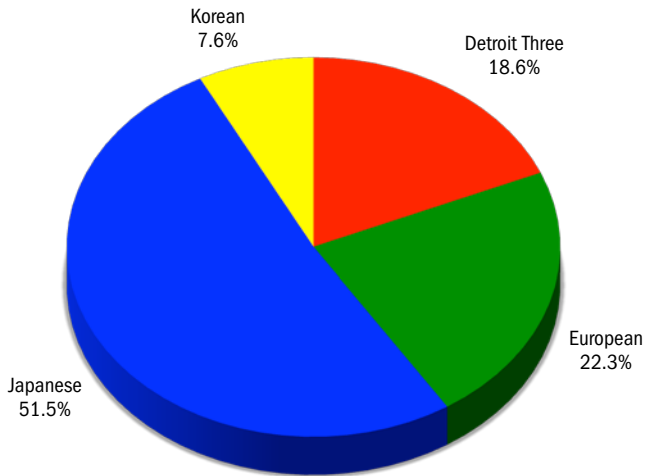
Combined Hybrid and Electric Vehicle Market Share in LA County



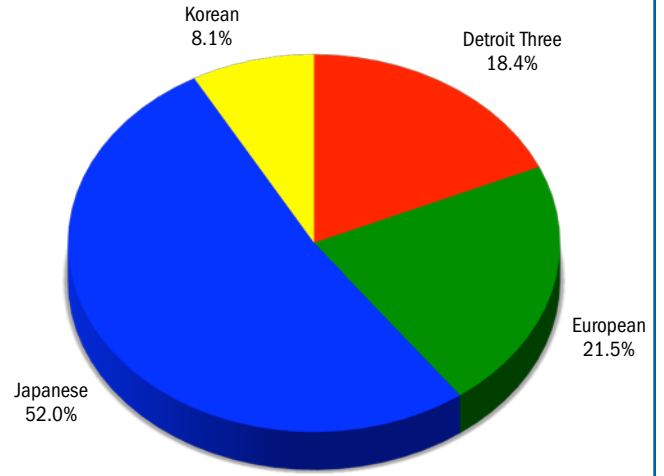
Data Source: AutoCount data from Experian Automotive.

Market Share for Japanese, Detroit Three, European, and Korean Brands - YTD 2014 and 2015

YTD 2014 thru April

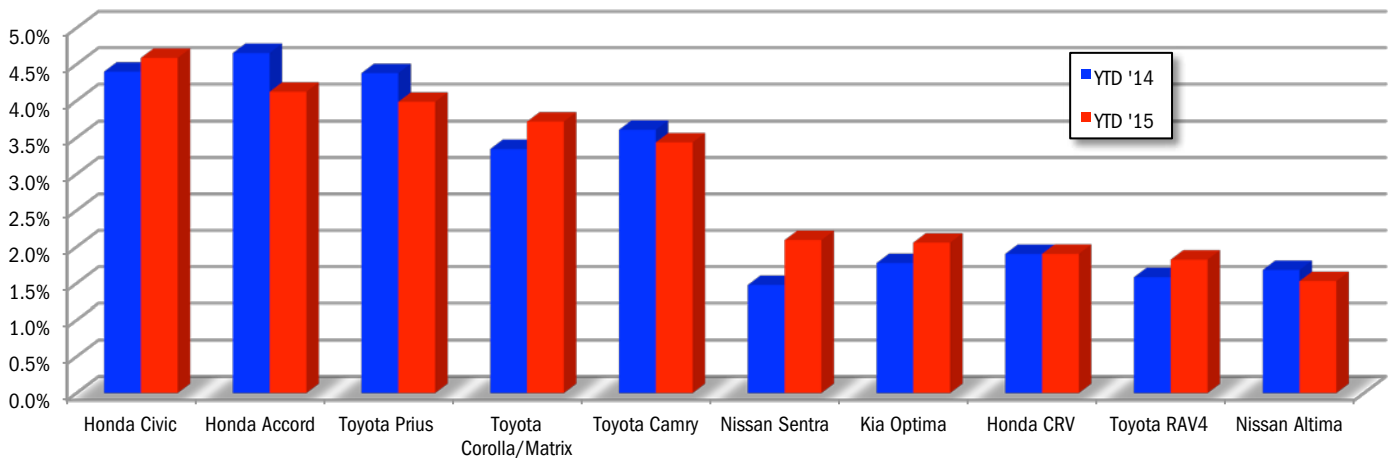


YTD 2015 thru April



Data Source: AutoCount data from Experian Automotive.

Market Share for Top 10 Selling Models in LA County - YTD 2015 thru April



Los Angeles Auto Outlook

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

Phone: 213-748-0240
www.glanccda.org

Published by:
Auto Outlook, Inc.
PO Box 390
Exton, PA 19341

Phone: 800-206-0102
Email: jfoltz@autooutlook.com

Copyright Auto Outlook, Inc.,
May 2015

Los Angeles Auto Outlook is distributed free of charge to all members of Los Angeles New Car Dealers Association. The publication is sponsored and supported by GLANCCDA.

Los Angeles Auto Outlook is published and edited by Auto Outlook, Inc., an independent automotive market research firm. Opinions in Los Angeles Auto Outlook are solely those of Auto Outlook, Inc., and are not necessarily shared by GLANCCDA.

WHAT NEW AND USED CARS SELL WELL IN MY MARKETS?

WHO ARE MY TOP COMPETITORS? -BY MARKET AREA?

ANSWERS DRIVE RESULTS.

You need insights into your marketplace to make the best decisions to maximize profits. The AutoCount® Dealer Report analyzes full details on new and used competitive dealer market share, down to specific areas you define. You bring the questions. We'll bring the answers.



www.experianautomotive.com 888 211 5809

Experian Automotive is the data provider for Los Angeles Auto Outlook.