

# Los Angeles Auto Outlook™

Comprehensive information on the LA County new vehicle market

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## Quick Facts

Los Angeles County new vehicle registrations increased 14.5% in February '15 vs. '14.

New registrations in the county increased 11.6% during the first two months of this year.

The three month moving average of new vehicle registrations increased for the 37th consecutive month in February of this year.

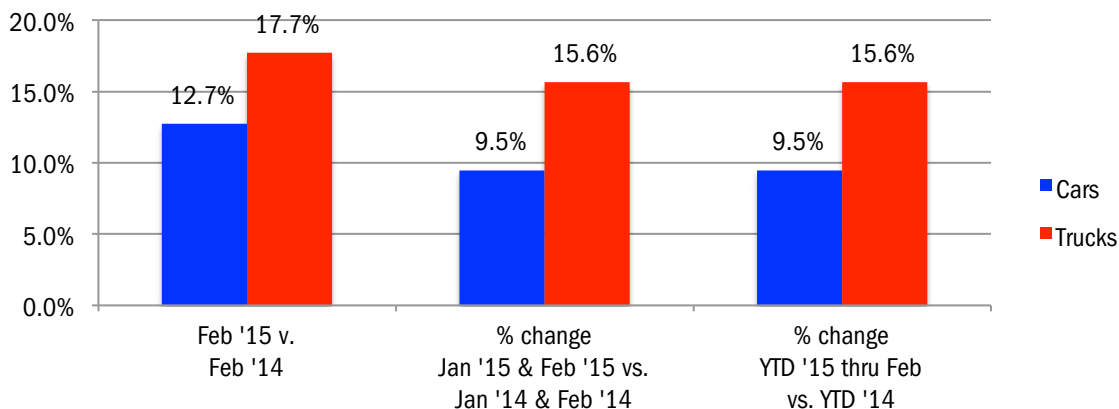
Chrysler, Subaru, GMC, Kia, and BMW new vehicle registrations each increased more than 30%.

Korean brand share increased from 6.9% during the first two months of 2014 to 7.5% this year.

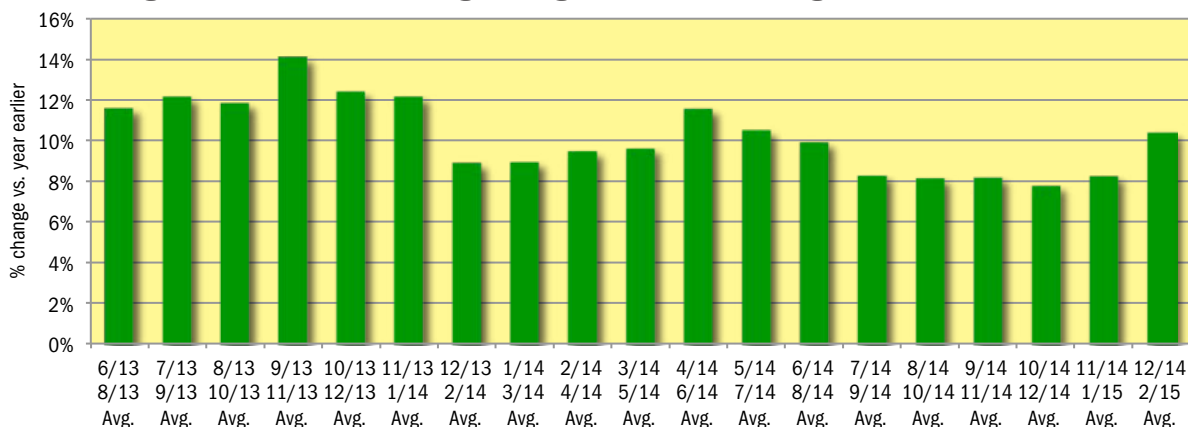
Data measures new vehicle registrations in the county. Monthly recording of registrations occurs when the data is processed by the DMV.

	February			Jan '15 and Feb '15 combined			YTD thru February		
	2014	2015	% chg.	Prev.	Curr.	% chg.	2014	2015	Chg.
Industry Total	29,218	33,445	14.5%	67,640	75,482	11.6%	67,640	75,482	11.6%
Cars	19,124	21,562	12.7%	44,445	48,659	9.5%	44,445	48,659	9.5%
Light Trucks	10,094	11,883	17.7%	23,195	26,823	15.6%	23,195	26,823	15.6%
Detroit Three	5,344	6,029	12.8%	12,165	13,683	12.5%	12,165	13,683	12.5%
European	6,392	7,106	11.2%	16,038	17,056	6.3%	16,038	17,056	6.3%
Japanese	15,334	17,714	15.5%	34,755	39,046	12.3%	34,755	39,046	12.3%
Korean	2,148	2,596	20.9%	4,682	5,697	21.7%	4,682	5,697	21.7%

## 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.

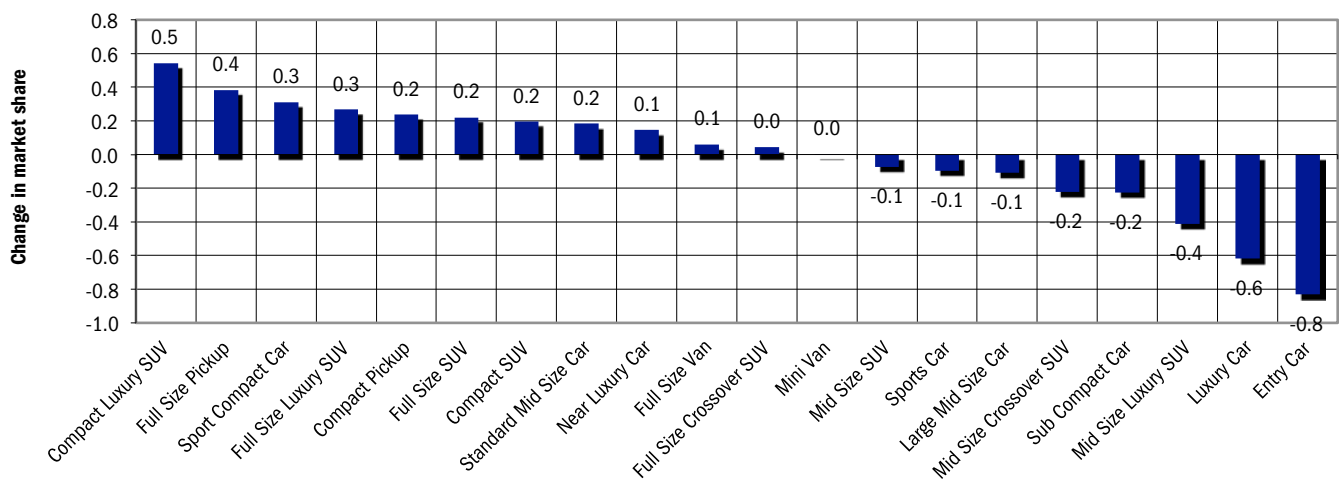
## Data Information

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**

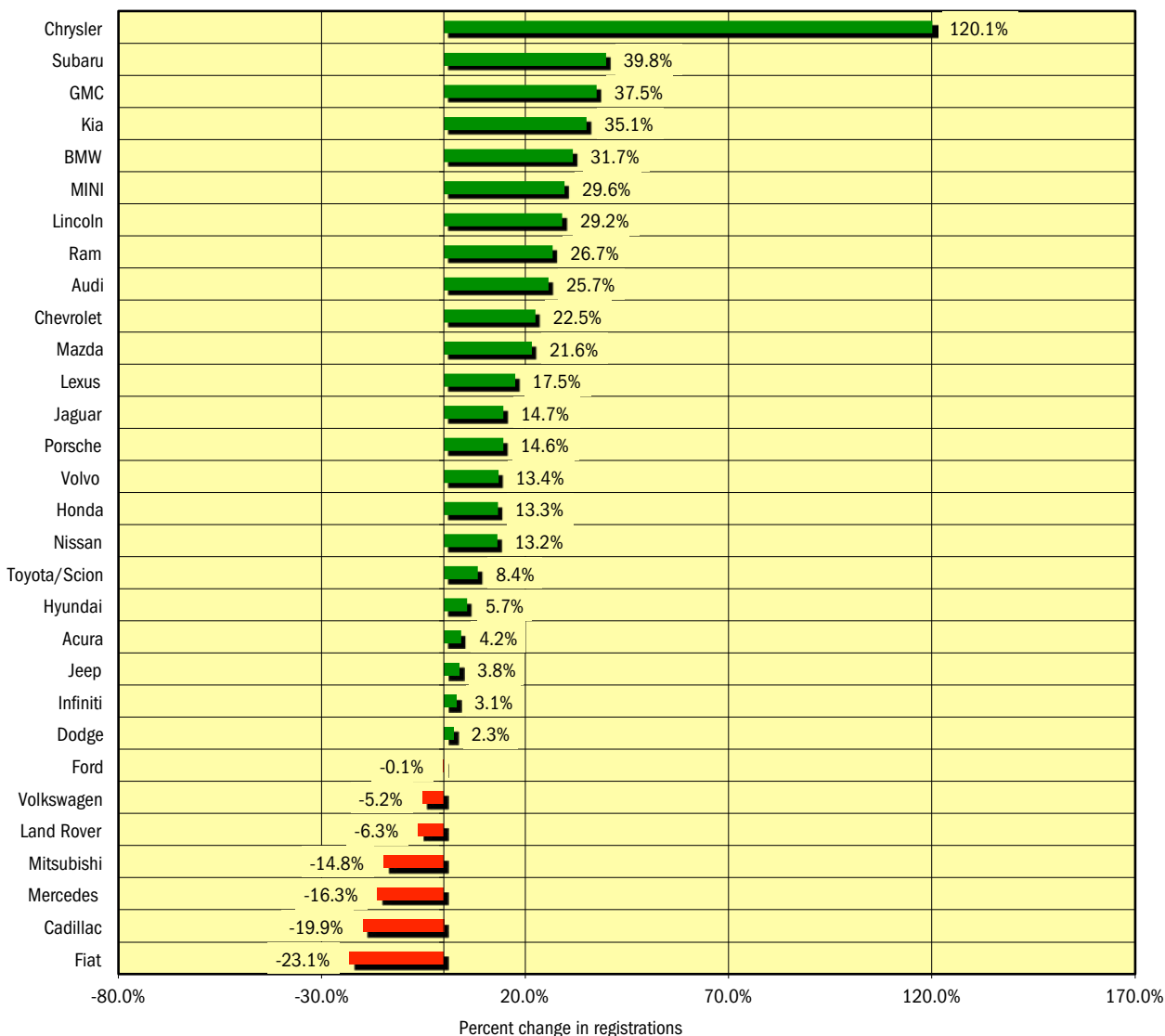
Los Angeles New Retail Car and Light Truck Registrations												
	February			Jan '15 and Feb '15 combined			YTD thru February			YTD Market Share (%)		
	2014	2015	% chg.	Prev.	Curr.	% chg.	2014	2015	% chg.	2014	2015	Chg.
TOTAL	29,218	33,445	14.5%	67,640	75,482	11.6%	67,640	75,482	11.6%			
Acura	387	439	13.4%	1,016	1,059	4.2%	1,016	1,059	4.2%	1.5	1.4	-0.1
Audi	749	793	5.9%	1,738	2,185	25.7%	1,738	2,185	25.7%	2.6	2.9	0.3
BMW	1,441	1,924	33.5%	3,852	5,073	31.7%	3,852	5,073	31.7%	5.7	6.7	1.0
Buick	82	67	-18.3%	202	202	0.0%	202	202	0.0%	0.3	0.3	0.0
Cadillac	250	218	-12.8%	599	480	-19.9%	599	480	-19.9%	0.9	0.6	-0.2
Chevrolet	1,294	1,546	19.5%	2,898	3,549	22.5%	2,898	3,549	22.5%	4.3	4.7	0.4
Chrysler	89	203	128.1%	189	416	120.1%	189	416	120.1%	0.3	0.6	0.3
Dodge	451	503	11.5%	993	1,016	2.3%	993	1,016	2.3%	1.5	1.3	-0.1
Fiat	257	213	-17.1%	527	405	-23.1%	527	405	-23.1%	0.8	0.5	-0.2
Ford	1,895	2,006	5.9%	4,386	4,383	-0.1%	4,386	4,383	-0.1%	6.5	5.8	-0.7
GMC	243	330	35.8%	549	755	37.5%	549	755	37.5%	0.8	1.0	0.2
Honda	3,875	4,658	20.2%	8,924	10,109	13.3%	8,924	10,109	13.3%	13.2	13.4	0.2
Hyundai	956	1,025	7.2%	2,141	2,264	5.7%	2,141	2,264	5.7%	3.2	3.0	-0.2
Infiniti	409	445	8.8%	1,003	1,034	3.1%	1,003	1,034	3.1%	1.5	1.4	-0.1
Jaguar	86	103	19.8%	184	211	14.7%	184	211	14.7%	0.3	0.3	0.0
Jeep	683	680	-0.4%	1,437	1,492	3.8%	1,437	1,492	3.8%	2.1	2.0	-0.1
Kia	1,192	1,571	31.8%	2,541	3,433	35.1%	2,541	3,433	35.1%	3.8	4.5	0.8
Land Rover	272	300	10.3%	637	597	-6.3%	637	597	-6.3%	0.9	0.8	-0.2
Lexus	1,632	1,924	17.9%	4,002	4,704	17.5%	4,002	4,704	17.5%	5.9	6.2	0.3
Lincoln	83	124	49.4%	216	279	29.2%	216	279	29.2%	0.3	0.4	0.1
Mazda	517	664	28.4%	1,102	1,340	21.6%	1,102	1,340	21.6%	1.6	1.8	0.1
Mercedes	1,887	1,914	1.4%	4,990	4,178	-16.3%	4,990	4,178	-16.3%	7.4	5.5	-1.8
MINI	243	296	21.8%	601	779	29.6%	601	779	29.6%	0.9	1.0	0.1
Mitsubishi	138	114	-17.4%	270	230	-14.8%	270	230	-14.8%	0.4	0.3	-0.1
Nissan	1,950	2,349	20.5%	4,477	5,068	13.2%	4,477	5,068	13.2%	6.6	6.7	0.1
Porsche	255	324	27.1%	541	620	14.6%	541	620	14.6%	0.8	0.8	0.0
Ram	210	264	25.7%	457	579	26.7%	457	579	26.7%	0.7	0.8	0.1
smart	44	36	-18.2%	96	81	-15.6%	96	81	-15.6%	0.1	0.1	0.0
Subaru	525	791	50.7%	1,177	1,646	39.8%	1,177	1,646	39.8%	1.7	2.2	0.4
Tesla	64	88	37.5%	239	532	122.6%	239	532		0.4	0.7	0.4
Toyota/Scion	5,901	6,330	7.3%	12,784	13,856	8.4%	12,784	13,856	8.4%	18.9	18.4	-0.5
Volkswagen	979	954	-2.6%	2,390	2,265	-5.2%	2,390	2,265	-5.2%	3.5	3.0	-0.5
Volvo	79	99	25.3%	246	279	13.4%	246	279	13.4%	0.4	0.4	0.0
Other	100	150	50.0%	236	383	62.3%	236	383	62.3%	0.3	0.5	0.2

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

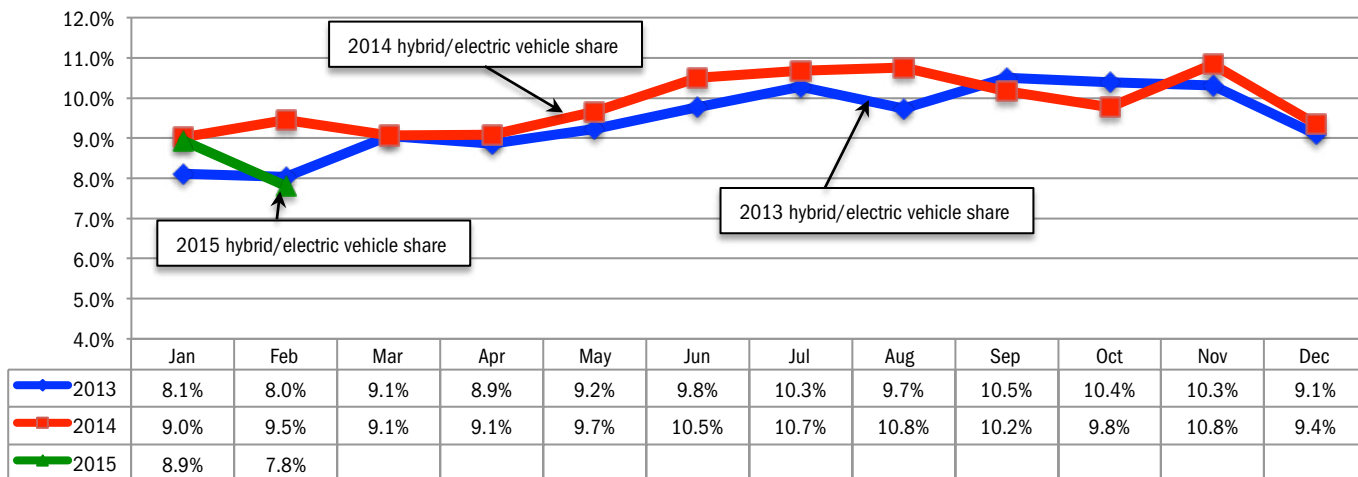


Data Source: AutoCount data from Experian Automotive.

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



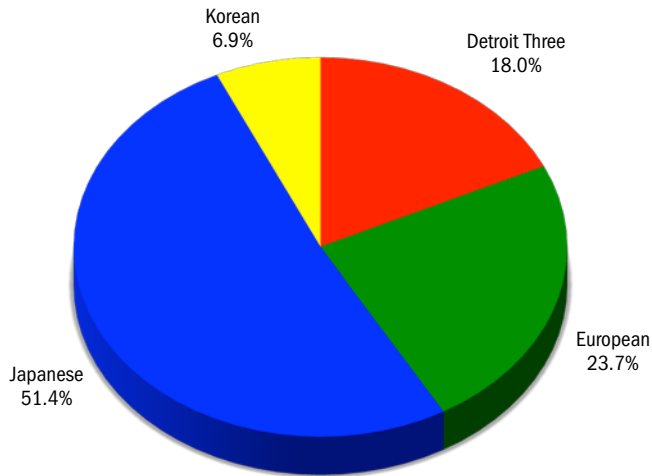
**Combined Hybrid and Electric Vehicle Market Share in LA County**



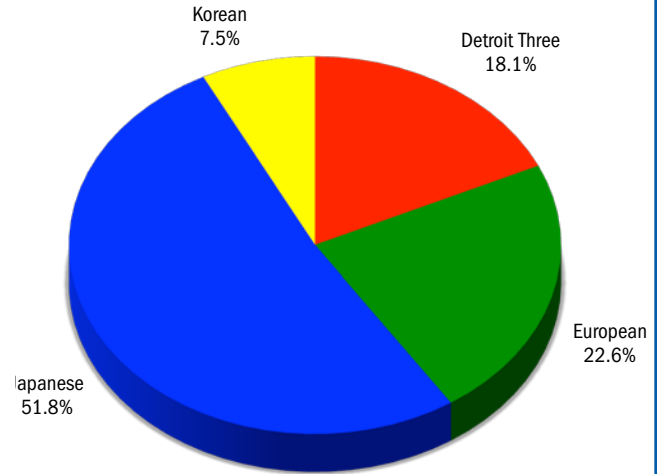
Data Source: AutoCount data from Experian Automotive.

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

**YTD 2014 thru February**

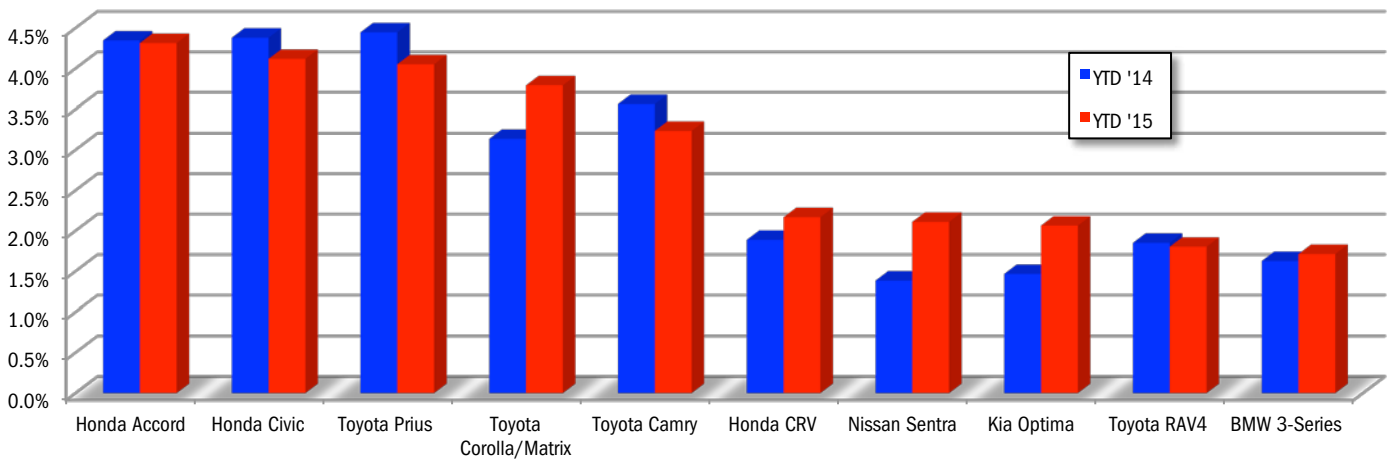


**YTD 2015 thru February**



Data Source: AutoCount data from Experian Automotive.

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



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 PO Box 390  
 Exton, PA 19341  
 Phone: 800-206-0102  
 Email: jfoltz@autooutlook.com

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**WHO ARE MY TOP COMPETITORS? -BY MARKET AREA?**

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