

# 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 8.1% in October '14 vs. '13.

New registrations in the county increased 9.5% during the first ten months of this year, compared to a year earlier.

The three month moving average of new vehicle registrations increased for the 33rd consecutive month in October of this year.

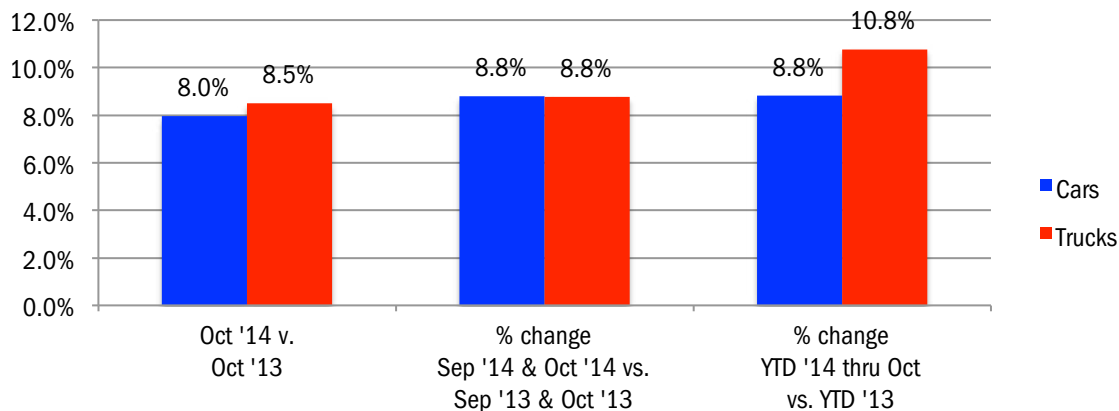
Ram, Fiat, Jeep, Lexus, Mazda, Lincoln, and Subaru new vehicle registrations each increased more than 20% so far this year.

Japanese brand share increased from 51.1% during the first ten months of 2013 to 52.5% this year.

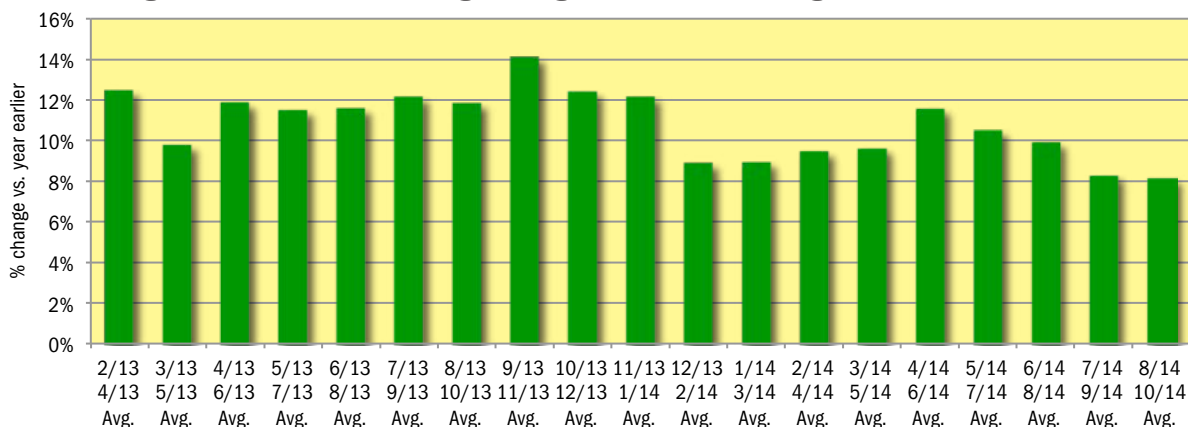
Data measures new vehicle registrations in the county. Monthly recording of registrations occurs when the data is processed by the DMV.

	October			Sep '14 and Oct '14 combined			YTD thru October		
	2013	2014	% chg.	2013	2014	% chg.	2013	2014	Chg.
Industry Total	31,393	33,947	8.1%	77,206	83,995	8.8%	353,865	387,348	9.5%
Cars	21,237	22,928	8.0%	52,348	56,957	8.8%	237,856	258,843	8.8%
Light Trucks	10,156	11,019	8.5%	24,858	27,038	8.8%	116,009	128,505	10.8%
Detroit Three	5,655	6,029	6.6%	14,060	15,208	8.2%	65,197	70,097	7.5%
European	6,759	7,262	7.4%	16,414	17,378	5.9%	79,409	83,421	5.1%
Japanese	16,602	18,066	8.8%	40,872	44,769	9.5%	180,548	203,415	12.7%
Korean	2,377	2,590	9.0%	5,860	6,640	13.3%	28,711	30,415	5.9%

## 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.

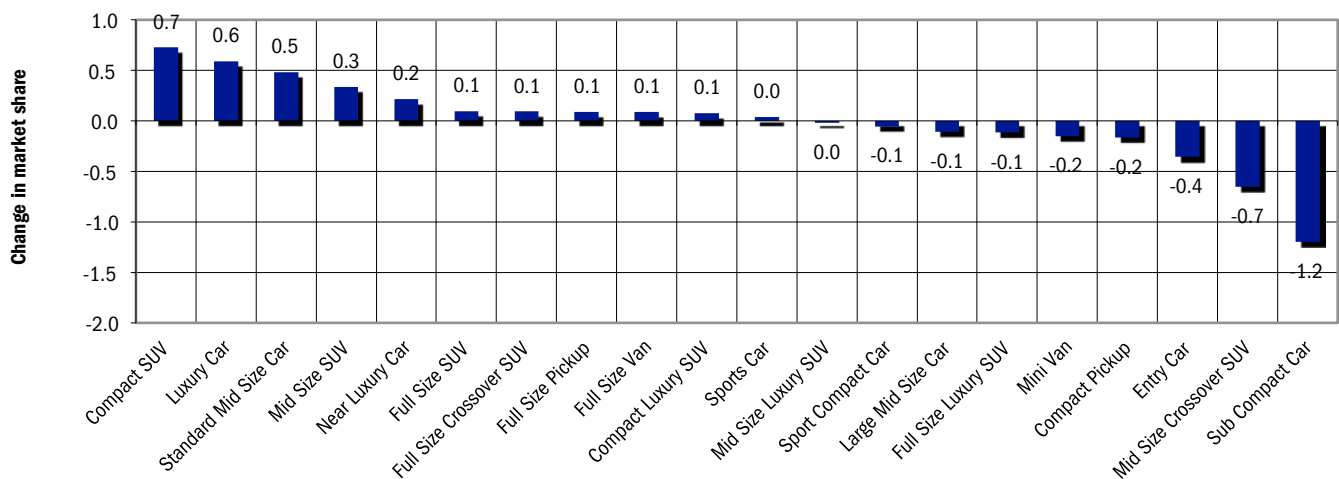
## Data Information

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 Automotive.

**New Vehicle Market Brand Registrations**

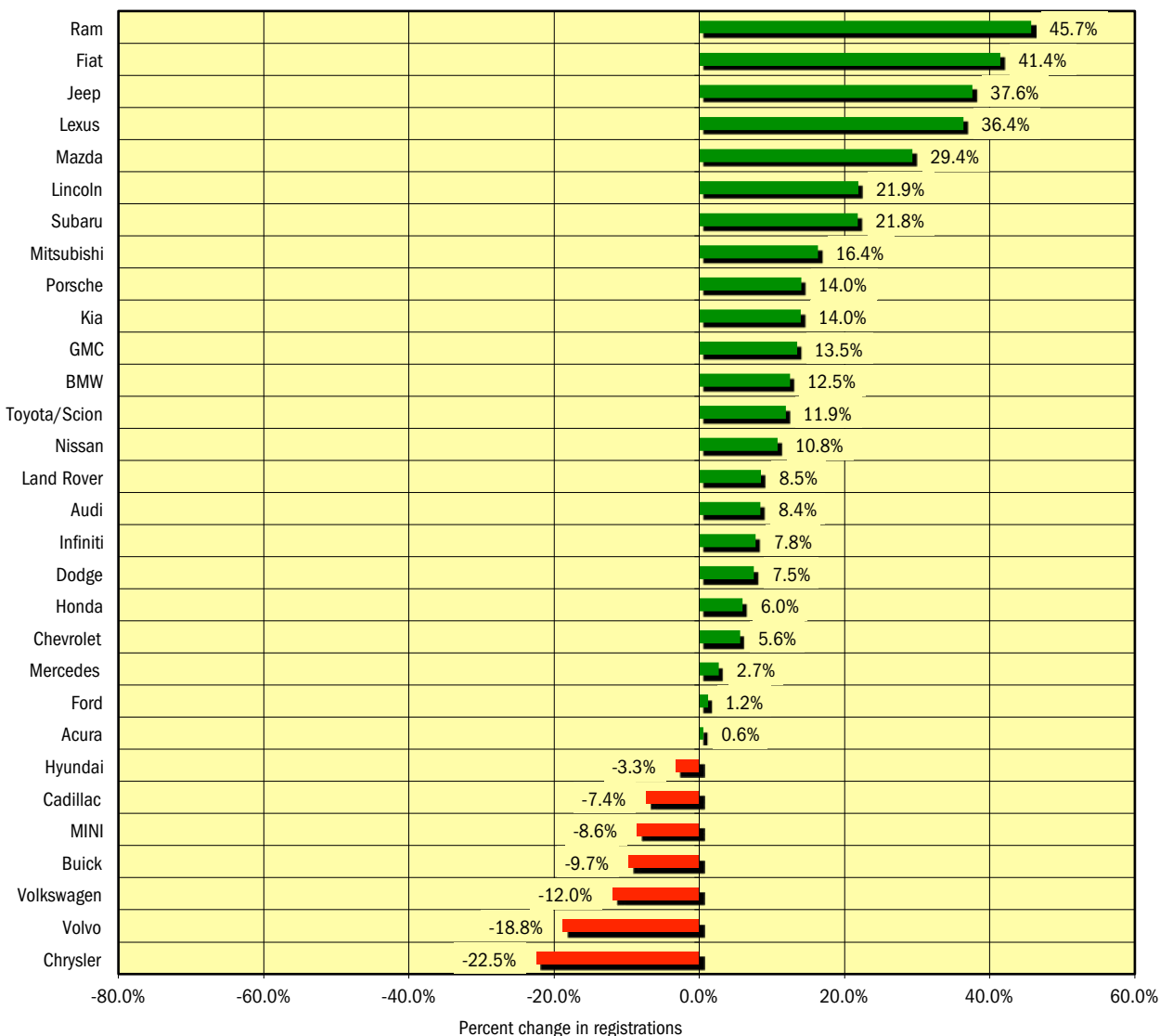
Los Angeles New Retail Car and Light Truck Registrations												
	October			Sep '14 and Oct '14 combined			YTD thru October			YTD Market Share (%)		
	2013	2014	% chg.	2013	2014	% chg.	2013	2014	% chg.	2013	2014	Chg.
TOTAL	31,393	33,947	8.1%	77,206	83,995	8.8%	353,865	387,348	9.5%			
Acura	414	441	6.5%	969	990	2.2%	4,616	4,642	0.6%	1.3	1.2	-0.1
Audi	693	935	34.9%	1,741	2,090	20.0%	8,856	9,603	8.4%	2.5	2.5	0.0
BMW	1,493	1,925	28.9%	3,720	4,667	25.5%	18,883	21,241	12.5%	5.3	5.5	0.1
Buick	117	102	-12.8%	286	280	-2.1%	1,264	1,141	-9.7%	0.4	0.3	-0.1
Cadillac	301	238	-20.9%	662	614	-7.3%	3,206	2,969	-7.4%	0.9	0.8	-0.1
Chevrolet	1,415	1,595	12.7%	3,667	4,028	9.8%	17,341	18,312	5.6%	4.9	4.7	-0.2
Chrysler	122	124	1.6%	304	299	-1.6%	1,535	1,190	-22.5%	0.4	0.3	-0.1
Dodge	470	484	3.0%	1,114	1,262	13.3%	5,379	5,785	7.5%	1.5	1.5	0.0
Fiat	282	277	-1.8%	570	625	9.6%	2,116	2,993	41.4%	0.6	0.8	0.2
Ford	2,006	1,903	-5.1%	5,051	4,975	-1.5%	23,995	24,279	1.2%	6.8	6.3	-0.5
GMC	247	268	8.5%	603	689	14.3%	2,821	3,201	13.5%	0.8	0.8	0.0
Honda	4,453	4,769	7.1%	11,137	12,433	11.6%	50,491	53,503	6.0%	14.3	13.8	-0.5
Hyundai	1,161	1,030	-11.3%	2,741	2,732	-0.3%	13,440	13,003	-3.3%	3.8	3.4	-0.4
Infiniti	487	388	-20.3%	1,061	933	-12.1%	4,263	4,594	7.8%	1.2	1.2	0.0
Jaguar	72	53	-26.4%	176	150	-14.8%	789	828	4.9%	0.2	0.2	0.0
Jeep	549	663	20.8%	1,359	1,797	32.2%	5,707	7,854	37.6%	1.6	2.0	0.4
Kia	1,216	1,560	28.3%	3,119	3,908	25.3%	15,271	17,412	14.0%	4.3	4.5	0.2
Land Rover	192	180	-6.3%	519	450	-13.3%	2,510	2,724	8.5%	0.7	0.7	0.0
Lexus	1,504	1,689	12.3%	3,781	4,203	11.2%	15,241	20,785	36.4%	4.3	5.4	1.1
Lincoln	83	97	16.9%	221	245	10.9%	941	1,147	21.9%	0.3	0.3	0.0
Mazda	473	648	37.0%	1,310	1,653	26.2%	5,544	7,172	29.4%	1.6	1.9	0.3
Mercedes	2,079	1,853	-10.9%	4,798	4,525	-5.7%	22,853	23,463	2.7%	6.5	6.1	-0.4
MINI	318	290	-8.8%	845	707	-16.3%	3,998	3,655	-8.6%	1.1	0.9	-0.2
Mitsubishi	135	128	-5.2%	285	314	10.2%	1,288	1,499	16.4%	0.4	0.4	0.0
Nissan	2,330	2,382	2.2%	5,464	5,850	7.1%	25,138	27,859	10.8%	7.1	7.2	0.1
Porsche	274	269	-1.8%	594	714	20.2%	2,885	3,290	14.0%	0.8	0.8	0.0
Ram	181	221	22.1%	426	624	46.5%	1,866	2,719	45.7%	0.5	0.7	0.2
smart	32	65	103.1%	90	133	47.8%	382	613	60.5%	0.1	0.2	0.1
Subaru	530	641	20.9%	1,228	1,545	25.8%	5,732	6,983	21.8%	1.6	1.8	0.2
Tesla	164	334	103.7%	366	395		1,141	1,500		0.3	0.4	0.1
Toyota/Scion	6,276	6,980	11.2%	15,637	16,848	7.7%	68,232	76,378	11.9%	19.3	19.7	0.4
Volkswagen	1,148	1,091	-5.0%	2,961	2,596	-12.3%	13,791	12,137	-12.0%	3.9	3.1	-0.8
Volvo	108	97	-10.2%	250	261	4.4%	1,585	1,287	-18.8%	0.4	0.3	-0.1
Other	68	227	233.8%	151	460	204.6%	765	1,587	107.5%	0.2	0.4	0.2

**Change in New Vehicle Segment Market Share - YTD 2014 thru October vs. YTD 2013**

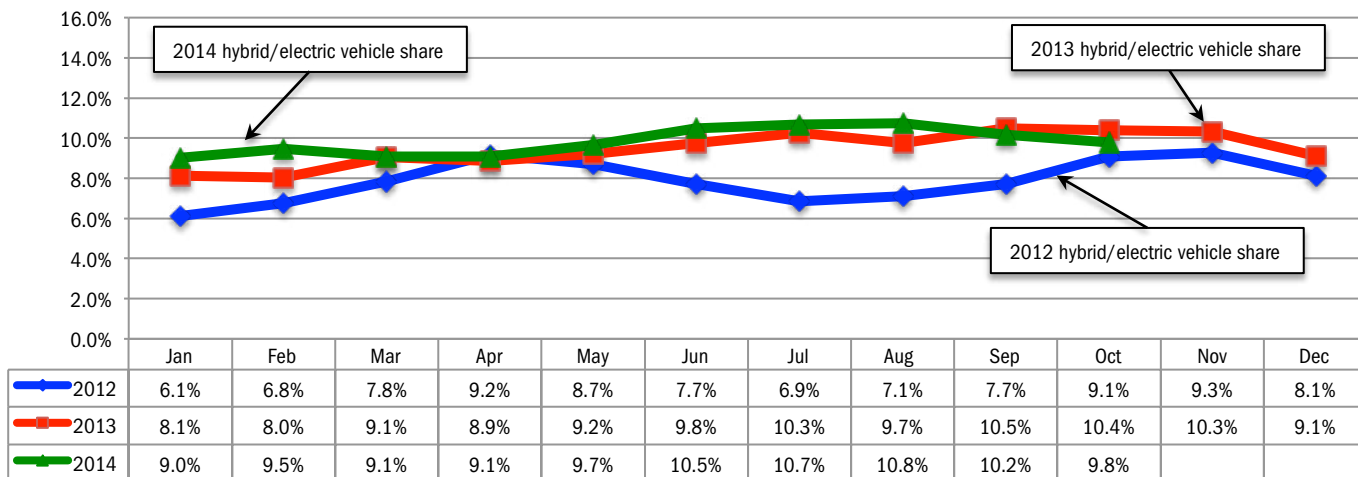


Data Source: AutoCount data from Experian Automotive.

**Percent Change in Brand Registrations  
YTD 2014 thru October vs. YTD 2013  
(Top 30 selling brands)**



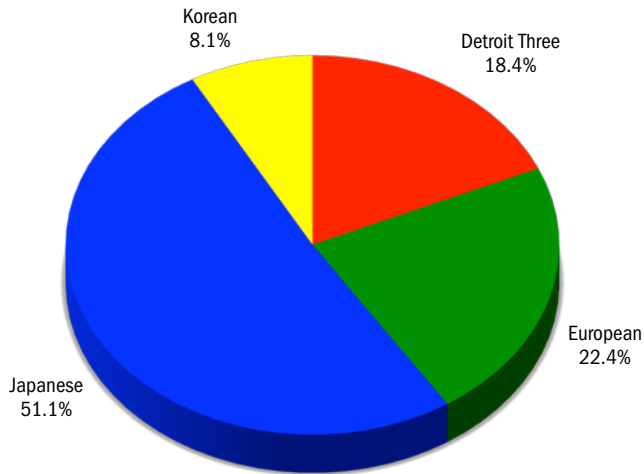
**Combined Hybrid and Electric Vehicle Market Share in LA County**



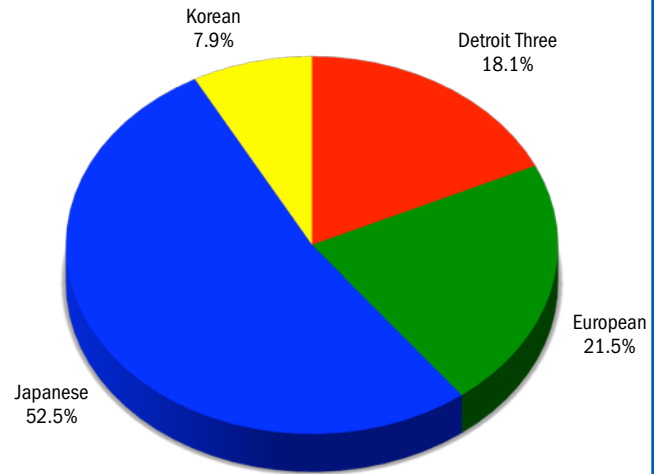
Data Source: AutoCount data from Experian Automotive.

**Market Share for Japanese, Detroit Three, European, and Korean Brands - YTD 2013 and YTD 2014**

**YTD 2013 thru October**

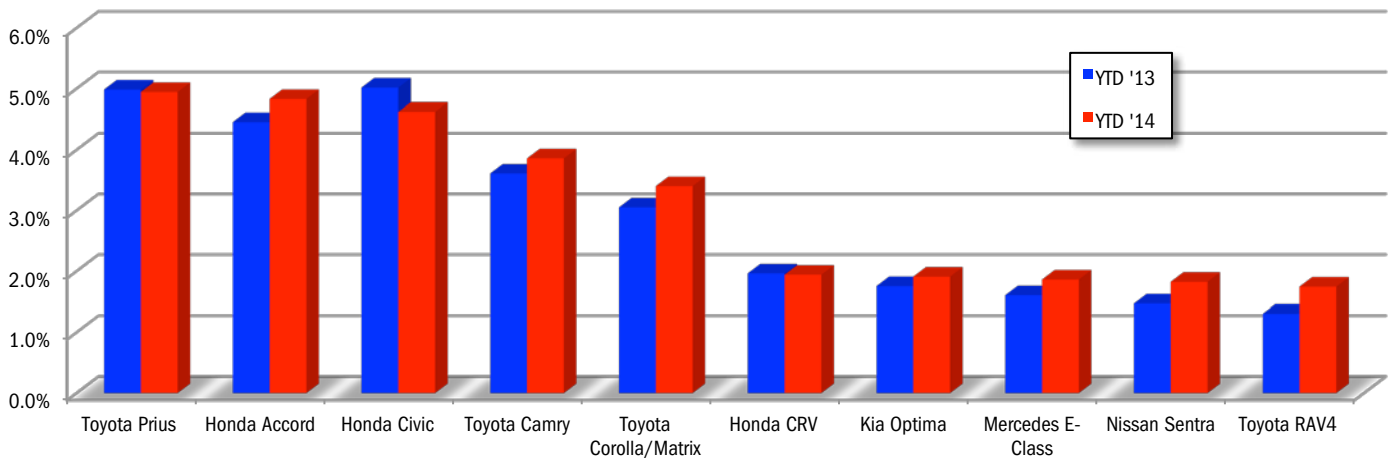


**YTD 2014 thru October**



Data Source: AutoCount data from Experian Automotive.

**Market Share for Top 10 Selling Models in LA County - YTD 2014 thru October**



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**WHAT NEW AND USED CARS SELL WELL IN MY MARKETS?**

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

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