

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 22.9% during the first four months of 2020 versus a year earlier. Combined registrations for March and April fell by 33.8% versus year earlier.

Passenger car registrations in the county declined by 27.2% so far this year, while light trucks were off 19%.

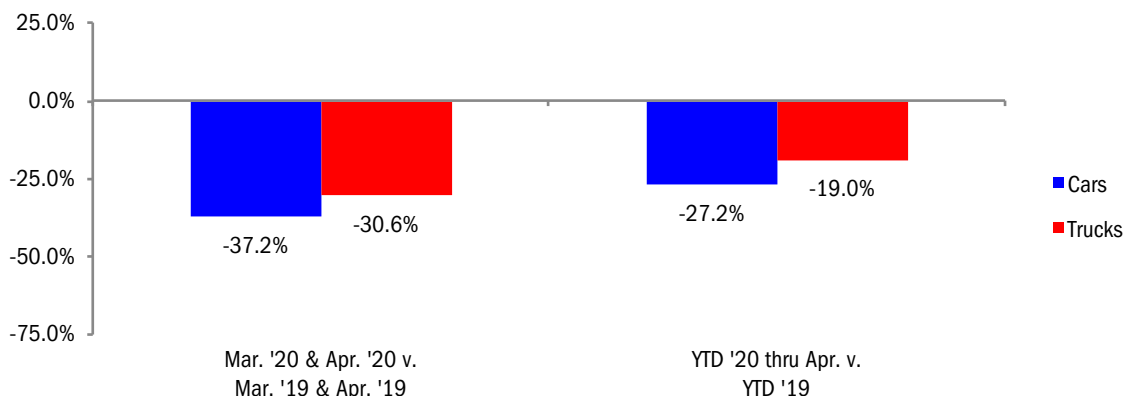
Only three brands had increases during the first four months of this year: Alfa Romeo, Tesla, and Dodge. Hyundai and Kia registrations fell by less than 10%.

Collectively, Toyota and Honda accounted for more than 31% of the LA County market.

Los Angeles New Retail Car and Light Truck Registrations						
	March and April Combined			YTD thru April		
	2019	2020	% chg.	2019	2020	Chg.
Industry Total	81,725	54,119	-33.8%	162,959	125,653	-22.9%
Cars	39,142	24,575	-37.2%	77,607	56,505	-27.2%
Light Trucks	42,583	29,544	-30.6%	85,352	69,148	-19.0%

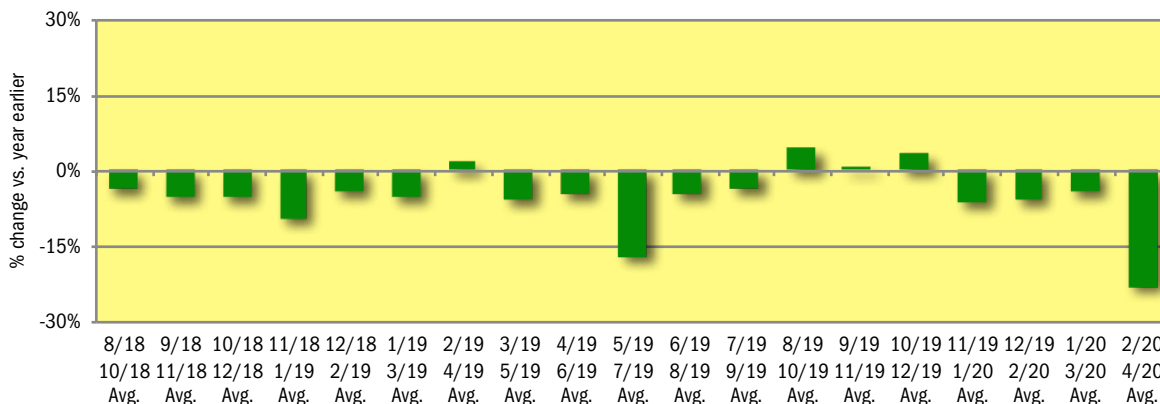
Data Source: AutoCount data from Experian.

Percent Change in LA County New Retail Light Vehicle Registrations



Data Source: AutoCount data from Experian.

% Change in Three Month Moving Average of New Retail Registrations vs. Year Earlier



Data Source: AutoCount data from Experian.

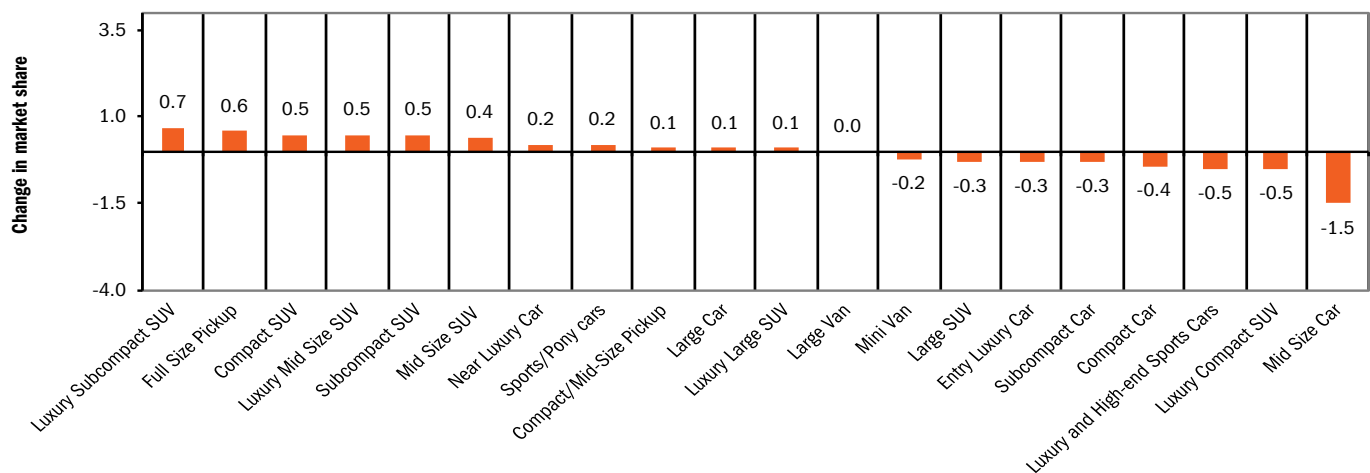
The graph above provides a clear picture of the trending direction of the LA County market. It shows the year-over-year percent change in the three month moving average of new retail light vehicle registrations. The three month moving average is less erratic than monthly registrations, which can fluctuate due to such factors as the timing of manufacturer incentive programs, weather and title processing delays by governmental agencies.

Data Information

Data presented in Auto Outlook measures new retail vehicle registrations in Los Angeles County. Monthly recording of registrations occurs when vehicle title information is processed, which may differ from date of sale. Title recording can occasionally be subject to processing delays by governmental agencies. For this reason, the year-to-date figures will typically be more reflective of market results Data Source: AutoCount data from Experian.

Los Angeles New Retail Car and Light Truck Registrations									
	March and April Combined			YTD thru April			YTD Market Share (%)		
	2019	2020	% chg.	2019	2020	% chg.	2019	2020	Chg.
TOTAL	81,725	54,119	-33.8%	162,959	125,653	-22.9%			
Acura	917	555	-39.5%	1,880	1,259	-33.0%	1.2	1.0	-0.2
Alfa Romeo	290	308	6.2%	665	770	15.8%	0.4	0.6	0.2
Audi	2,252	1,420	-36.9%	4,598	3,798	-17.4%	2.8	3.0	0.2
BMW	3,977	2,252	-43.4%	7,821	5,777	-26.1%	4.8	4.6	-0.2
Buick	236	107	-54.7%	499	213	-57.3%	0.3	0.2	-0.1
Cadillac	318	220	-30.8%	711	534	-24.9%	0.4	0.4	0.0
Chevrolet	4,503	2,934	-34.8%	9,516	6,586	-30.8%	5.8	5.2	-0.6
Chrysler	193	96	-50.3%	438	230	-47.5%	0.3	0.2	-0.1
Dodge	1,105	1,083	-2.0%	2,040	2,143	5.0%	1.3	1.7	0.5
FIAT	76	29	-61.8%	202	75	-62.9%	0.1	0.1	-0.1
Ford	3,270	2,204	-32.6%	6,905	4,925	-28.7%	4.2	3.9	-0.3
Genesis	45	91	102.2%	59	209	254.2%	0.0	0.2	0.1
GMC	594	422	-29.0%	1,213	946	-22.0%	0.7	0.8	0.0
Honda	13,171	8,234	-37.5%	25,511	18,860	-26.1%	15.7	15.0	-0.6
Hyundai	2,283	1,877	-17.8%	4,374	4,185	-4.3%	2.7	3.3	0.6
Infiniti	1,081	566	-47.6%	2,295	1,326	-42.2%	1.4	1.1	-0.4
Jaguar	336	161	-52.1%	619	422	-31.8%	0.4	0.3	0.0
Jeep	2,560	1,775	-30.7%	4,919	3,565	-27.5%	3.0	2.8	-0.2
Kia	3,799	2,897	-23.7%	6,842	6,444	-5.8%	4.2	5.1	0.9
Land Rover	1,258	741	-41.1%	2,462	1,825	-25.9%	1.5	1.5	-0.1
Lexus	4,250	2,508	-41.0%	8,593	6,159	-28.3%	5.3	4.9	-0.4
Lincoln	258	187	-27.5%	579	507	-12.4%	0.4	0.4	0.0
Maserati	112	77	-31.3%	256	165	-35.5%	0.2	0.1	0.0
Mazda	1,896	1,216	-35.9%	3,712	2,919	-21.4%	2.3	2.3	0.0
Mercedes	4,328	1,929	-55.4%	8,486	5,616	-33.8%	5.2	4.5	-0.7
MINI	453	221	-51.2%	894	552	-38.3%	0.5	0.4	-0.1
Mitsubishi	173	146	-15.6%	387	308	-20.4%	0.2	0.2	0.0
Nissan	4,065	2,625	-35.4%	8,116	5,439	-33.0%	5.0	4.3	-0.7
Other	202	166	-17.8%	462	395	-14.5%	0.3	0.3	0.0
Porsche	711	463	-34.9%	1,544	1,177	-23.8%	0.9	0.9	0.0
Ram	832	716	-13.9%	1,718	1,515	-11.8%	1.1	1.2	0.2
Subaru	2,941	1,808	-38.5%	5,683	4,259	-25.1%	3.5	3.4	-0.1
Tesla	2,381	3,006	26.2%	6,451	7,010	8.7%	4.0	5.6	1.6
Toyota	13,715	9,239	-32.6%	26,507	21,113	-20.3%	16.3	16.8	0.5
Volkswagen	2,517	1,426	-43.3%	4,782	3,378	-29.4%	2.9	2.7	-0.2
Volvo	627	414	-34.0%	1,220	1,049	-14.0%	0.7	0.8	0.1

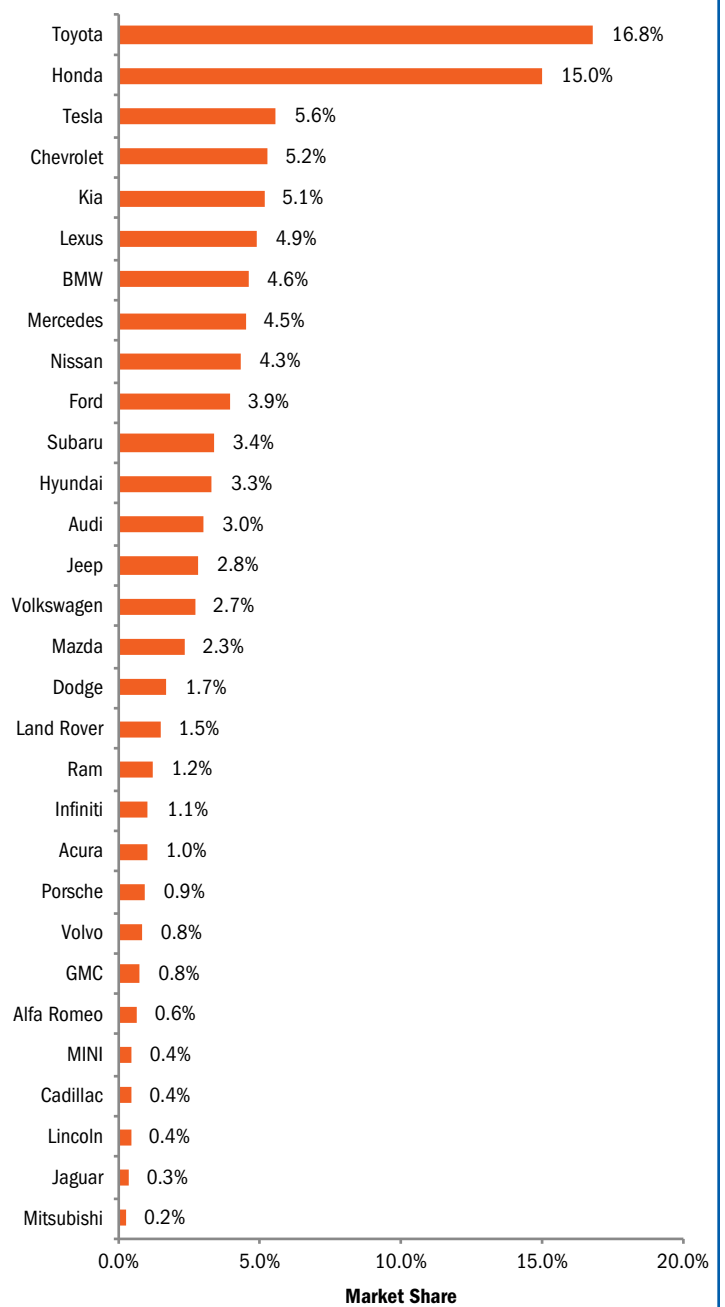
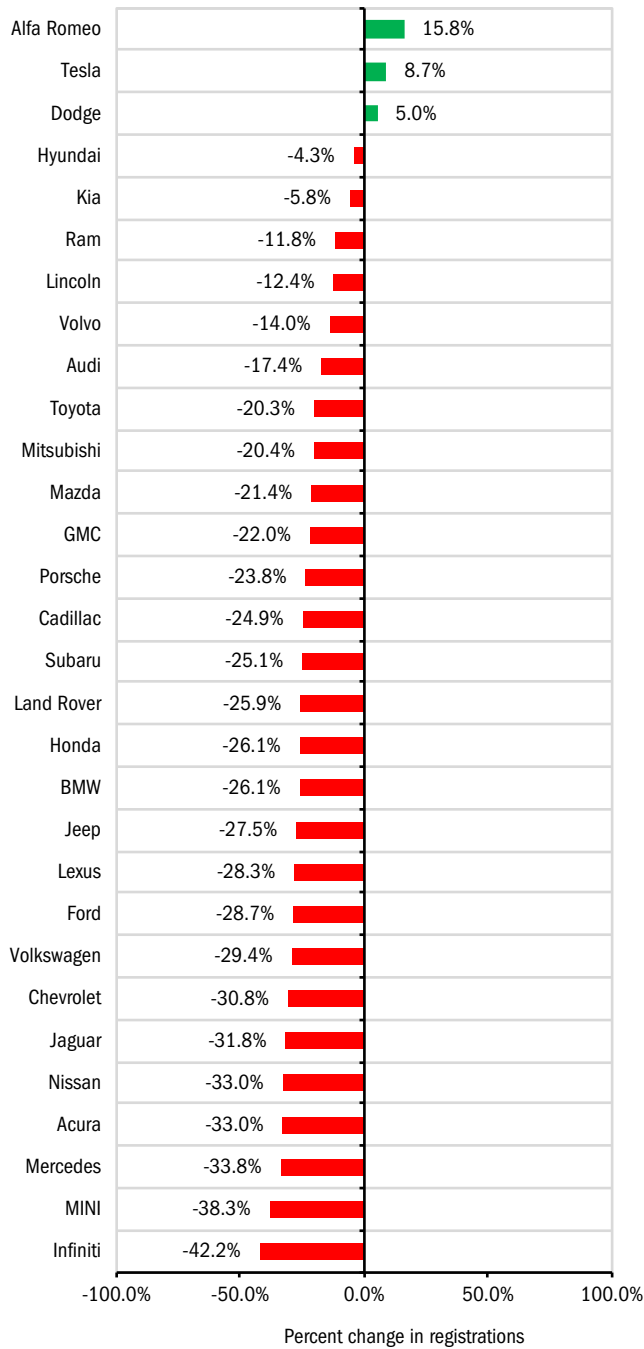
Change in New Vehicle Segment Market Share - YTD 2020 thru April vs. YTD 2019



Data Source: AutoCount data from Experian.

**Percent Change in Brand Registrations
YTD 2020 thru April vs. YTD 2019
(Top 30 selling brands)**

**Los Angeles County Market Share
YTD 2020 thru April
(Top 30 selling brands in county)**



Registrations increased for Alfa Romeo, Tesla, and Dodge.



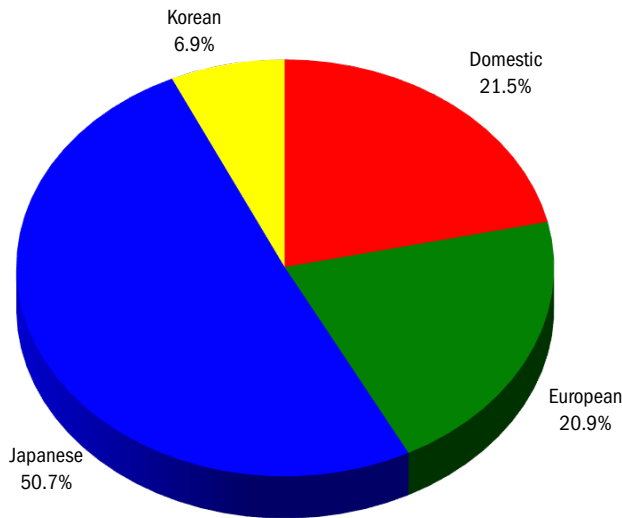
Toyota, Honda, Tesla, Chevrolet, and Kia were market share leaders in the county

Data Source: AutoCount data from Experian.

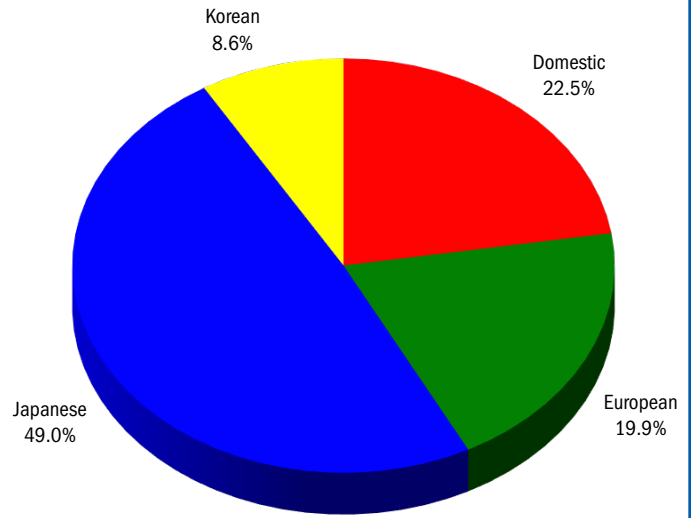
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Market Share for Japanese, Detroit Three, European, and Korean Brands

YTD 2019 thru April

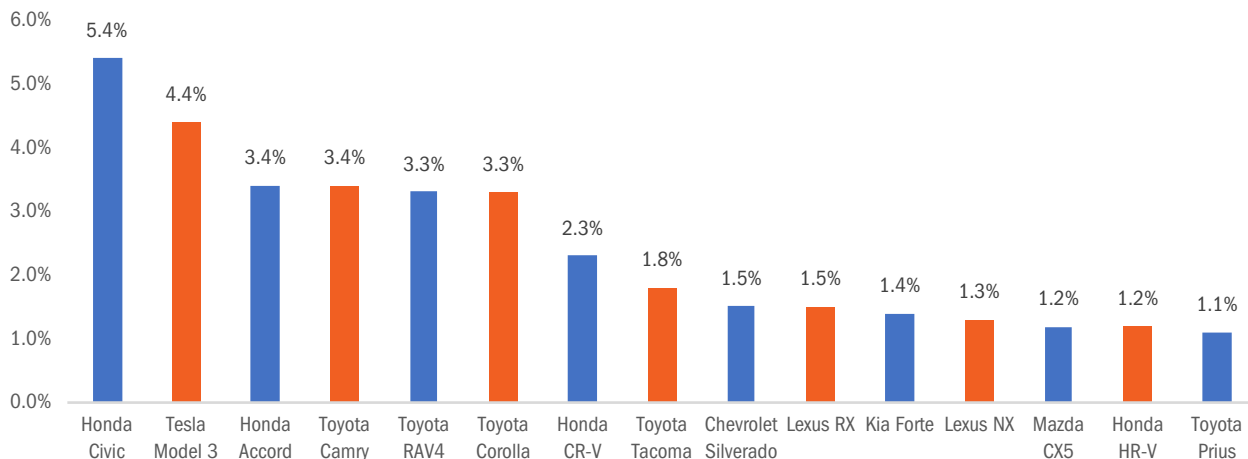


YTD 2020 thru April



Data Source: AutoCount data from Experian.

Market Share for Top 15 Selling Models in LA County - YTD 2020 thru April



Data Source: AutoCount data from Experian.

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