

# 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 increased 31.9% during the first eight months of 2021 versus the same period a year earlier. Registrations for July and August combined were up 26.4%.

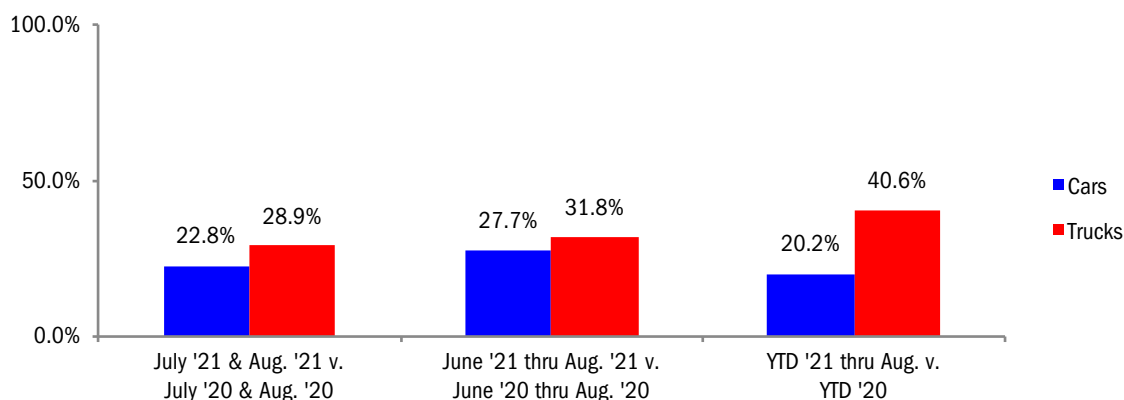
Recording of new vehicle registrations typically lags the reporting of actual sales at dealerships. As a result, registrations for August consist of many vehicles that were sold in July, contributing to the relatively strong results in the month. The new vehicle sales pace weakened during August as inventories declined, which will primarily be reflected in September registration data.

Registrations improved by more than 45% so far this year for the following brands: Genesis, Tesla, Porsche, Cadillac, Kia, Mitsubishi, and BMW.

	July and Aug. Combined			June '21 thru Aug. '21			YTD thru Aug.		
	Previous	Current	% chg.	Previous	Current	% chg.	2020	2021	Chg.
Industry Total	60,660	76,691	26.4%	95,105	123,773	30.1%	236,430	311,856	31.9%
Cars	24,700	30,323	22.8%	38,279	48,893	27.7%	100,650	121,010	20.2%
Light Trucks	35,960	46,368	28.9%	56,826	74,880	31.8%	135,780	190,846	40.6%

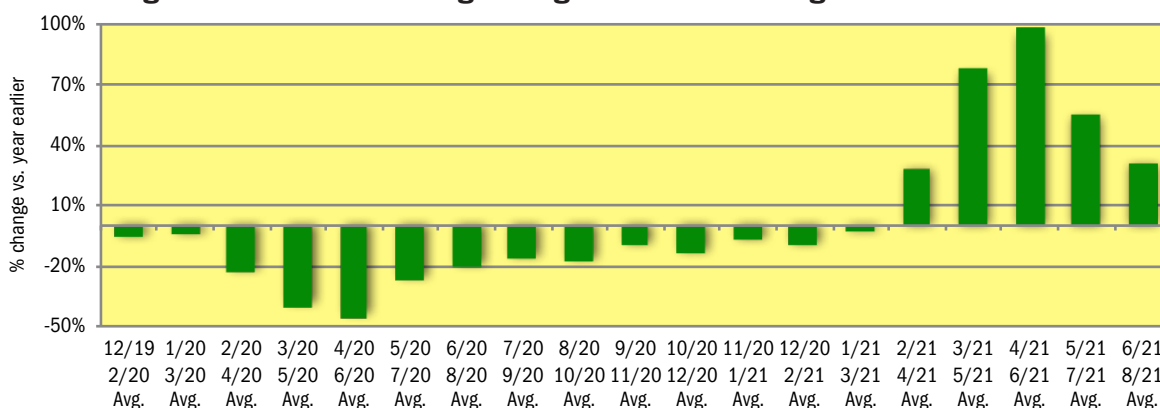
Data Source: AutoCount data from Experian.

## 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.

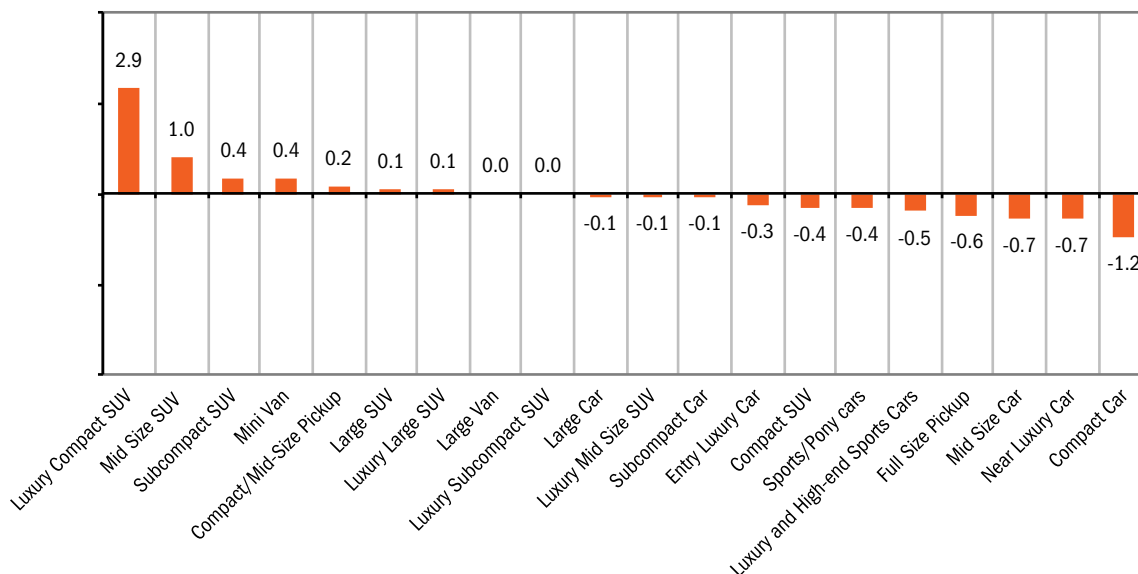
The graph above provides a clear picture of the trending direction of the LA County market. It shows the year-over-year percent change in the three month moving average of new retail light vehicle registrations. The three month moving average is less erratic than monthly registrations, which can fluctuate 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.

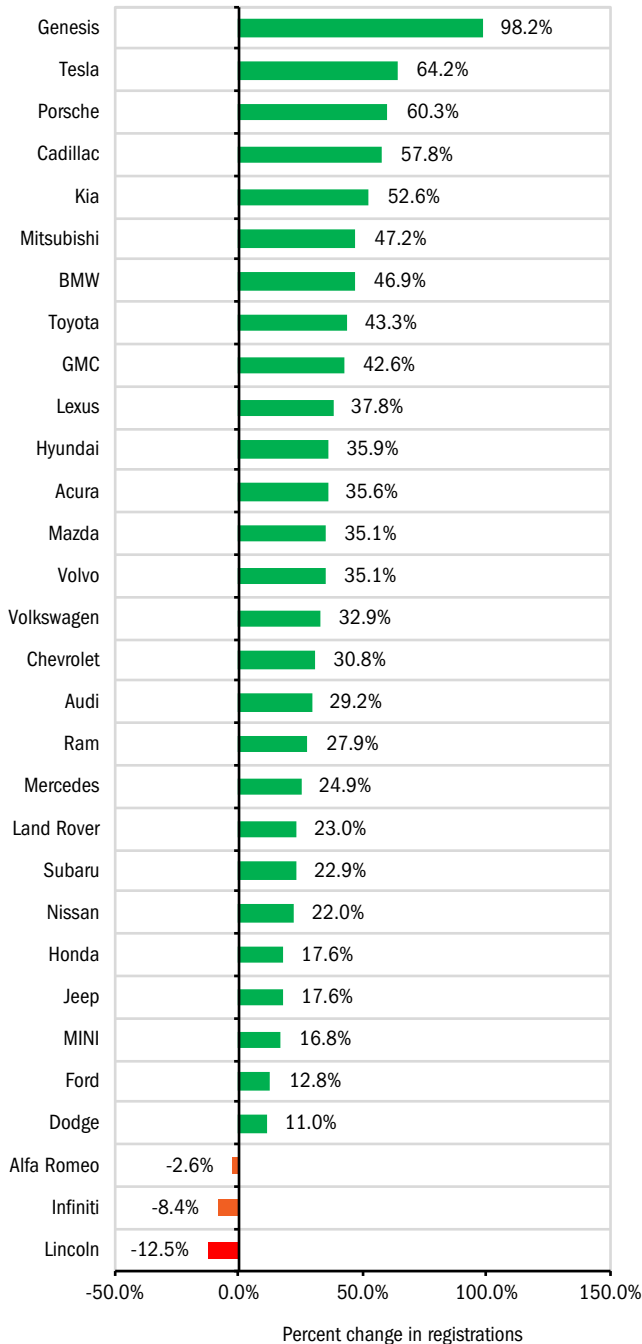
Los Angeles County New Retail Car and Light Truck Registrations												
	July and Aug. Combined			June '21 thru Aug. '21			YTD thru Aug.			YTD Market Share (%)		
	Previous	Current	% chg.	Previous	Current	% chg.	2020	2021	% chg.	2020	2021	Chg.
TOTAL	60,660	76,691	26.4%	95,105	123,773	30.1%	236,430	311,856	31.9%			
Acura	595	921	54.8%	902	1,399	55.1%	2,295	3,113	35.6%	1.0	1.0	0.0
Alfa Romeo	329	304	-7.6%	541	470	-13.1%	1,392	1,356	-2.6%	0.6	0.4	-0.2
Audi	1,613	1,627	0.9%	2,521	2,909	15.4%	6,702	8,659	29.2%	2.8	2.8	-0.1
BMW	2,429	3,931	61.8%	4,060	6,604	62.7%	10,440	15,340	46.9%	4.4	4.9	0.5
Buick	132	134	1.5%	186	247	32.8%	418	582	39.2%	0.2	0.2	0.0
Cadillac	260	354	36.2%	459	602	31.2%	1,060	1,673	57.8%	0.4	0.5	0.1
Chevrolet	2,941	3,721	26.5%	4,776	5,913	23.8%	12,338	16,139	30.8%	5.2	5.2	0.0
Chrysler	96	77	-19.8%	157	166	5.7%	414	693	67.4%	0.2	0.2	0.0
Dodge	894	922	3.1%	1,406	1,522	8.3%	3,896	4,323	11.0%	1.6	1.4	-0.3
FIAT	47	10	-78.7%	65	14	-78.5%	147	42	-71.4%	0.1	0.0	0.0
Ford	2,626	2,173	-17.3%	4,763	4,132	-13.2%	10,685	12,051	12.8%	4.5	3.9	-0.7
Genesis	95	302	217.9%	141	429	204.3%	379	751	98.2%	0.2	0.2	0.1
GMC	478	660	38.1%	834	1,143	37.1%	1,986	2,832	42.6%	0.8	0.9	0.1
Honda	8,897	10,123	13.8%	14,173	16,819	18.7%	35,224	41,426	17.6%	14.9	13.3	-1.6
Hyundai	2,245	2,904	29.4%	3,507	4,876	39.0%	8,330	11,324	35.9%	3.5	3.6	0.1
Infiniti	501	430	-14.2%	761	806	5.9%	2,233	2,045	-8.4%	0.9	0.7	-0.3
Jaguar	183	129	-29.5%	297	214	-27.9%	766	547	-28.6%	0.3	0.2	-0.1
Jeep	2,067	2,132	3.1%	3,439	3,557	3.4%	7,644	8,986	17.6%	3.2	2.9	-0.4
Kia	2,739	4,618	68.6%	4,176	7,565	81.2%	11,302	17,243	52.6%	4.8	5.5	0.7
Land Rover	832	859	3.2%	1,326	1,474	11.2%	3,367	4,140	23.0%	1.4	1.3	-0.1
Lexus	2,680	3,777	40.9%	4,040	5,746	42.2%	10,820	14,909	37.8%	4.6	4.8	0.2
Lincoln	204	118	-42.2%	352	232	-34.1%	905	792	-12.5%	0.4	0.3	-0.1
Maserati	71	79	11.3%	104	135	29.8%	296	313	5.7%	0.1	0.1	0.0
Mazda	1,581	2,215	40.1%	2,414	3,771	56.2%	5,725	7,737	35.1%	2.4	2.5	0.1
Mercedes	3,561	3,635	2.1%	6,004	6,088	1.4%	12,441	15,537	24.9%	5.3	5.0	-0.3
MINI	325	333	2.5%	490	568	15.9%	1,112	1,299	16.8%	0.5	0.4	-0.1
Mitsubishi	100	207	107.0%	151	326	115.9%	487	717	47.2%	0.2	0.2	0.0
Nissan	2,227	3,000	34.7%	3,646	4,893	34.2%	9,812	11,975	22.0%	4.2	3.8	-0.3
Other	149	178	19.5%	245	293	19.6%	699	752	7.6%	0.3	0.2	-0.1
Porsche	681	974	43.0%	1,084	1,521	40.3%	2,404	3,853	60.3%	1.0	1.2	0.2
Ram	973	960	-1.3%	1,485	1,610	8.4%	3,309	4,232	27.9%	1.4	1.4	0.0
Subaru	2,167	2,493	15.0%	3,358	3,776	12.4%	8,115	9,976	22.9%	3.4	3.2	-0.2
Tesla	3,393	5,977	76.2%	3,967	7,384	86.1%	11,372	18,669	64.2%	4.8	6.0	1.2
Toyota	10,211	13,351	30.8%	15,733	21,585	37.2%	39,454	56,536	43.3%	16.7	18.1	1.4
Volkswagen	1,661	2,176	31.0%	2,493	3,556	42.6%	6,234	8,286	32.9%	2.6	2.7	0.0
Volvo	677	887	31.0%	1,049	1,428	36.1%	2,227	3,008	35.1%	0.9	1.0	0.0

Change in New Vehicle Segment Market Share - YTD 2021 thru August vs. YTD 2020

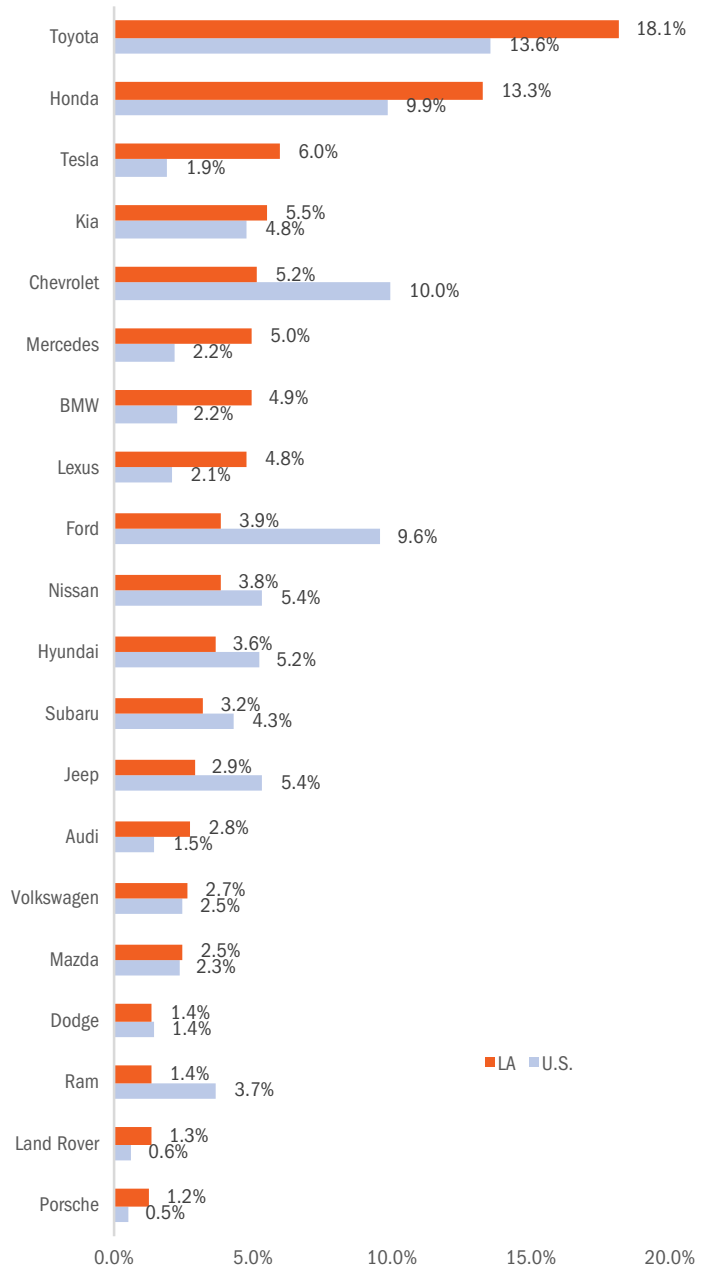


Data Source: AutoCount data from Experian.

### Percent Change in Brand Registrations YTD '21 thru August vs. YTD '20 (Top 30 selling brands)



### Los Angeles County Market Share YTD '21 thru August (Top 20 selling brands in county)



**Seven brands had increases of greater than 45%: Genesis, Tesla, Porsche, Cadillac, Kia, Mitsubishi, and BMW.**



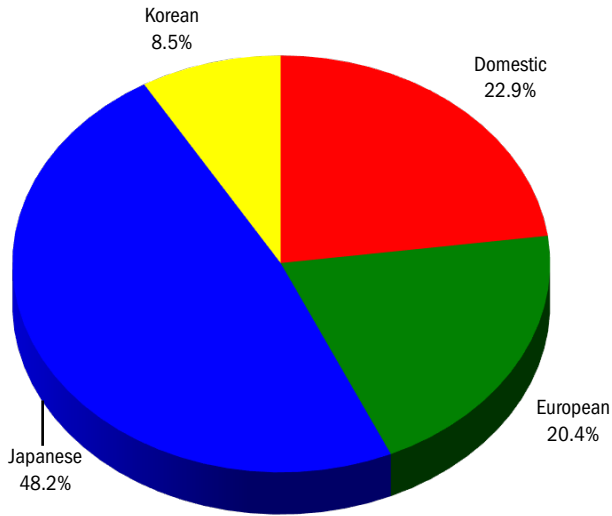
**Toyota, Honda, Tesla, Kia, and Chevrolet were market share leaders in the county**

Data Source: AutoCount data from Experian. U.S. market share figures estimated by Auto Outlook.

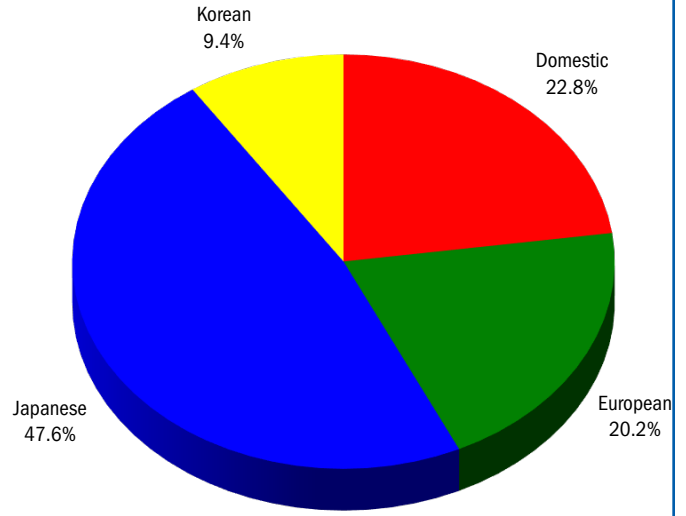
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**Market Share for Japanese, Detroit Three, European, and Korean Brands**

**YTD 2020 thru August**

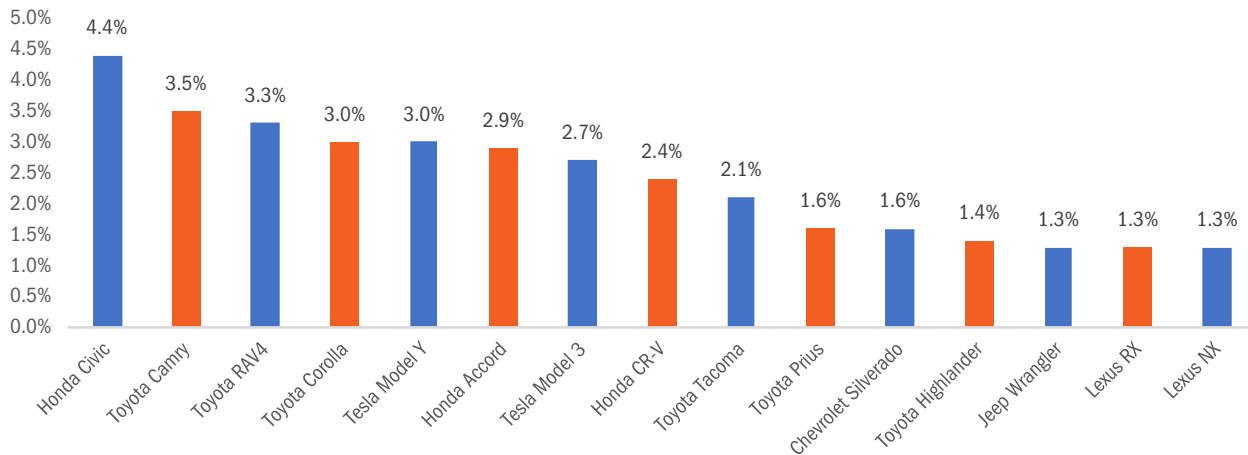


**YTD 2021 thru August**



Data Source: AutoCount data from Experian.

**Market Share for Top 15 Selling Models in LA County - YTD 2021 thru August**



Data Source: AutoCount data from Experian.

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