

# Los Angeles Auto Outlook <sup>TM</sup>

Comprehensive information on the LA County new vehicle market

Sponsored by:



YTD thru July 2023  
% Change In  
New Retail Market  
vs. Year Earlier



Light trucks  
**+10.3%**



Cars  
**+6.4%**

## Los Angeles County New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '22 thru July	145,673	80,634	226,307
YTD '23 thru July	160,623	85,803	246,426
<b>% change</b>	<b>10.3%</b>	<b>6.4%</b>	<b>8.9%</b>
Jul-22	18,829	10,385	29,214
Jul-23	21,089	12,002	33,091
<b>% change</b>	<b>12.0%</b>	<b>15.6%</b>	<b>13.3%</b>

Data sourced from Experian Automotive. Figures for July 2023 are partially estimated.

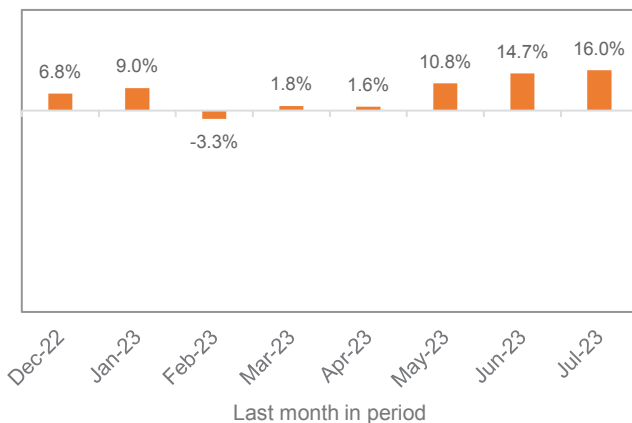
## QUICK FACTS

LA County new retail light vehicle registrations increased 8.9% during the first seven months of this year versus year earlier. U.S. market was up 4.9%. July registrations improved by 13.3%.

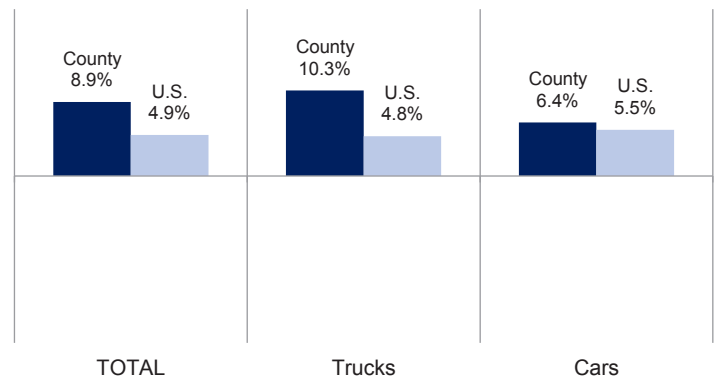
Registrations increased by more than 20% for seven brands: Rivian, Honda, Tesla, Audi, Land Rover, Acura, and Genesis.

Tesla Model Y, Tesla Model 3, Toyota Camry, Honda Civic, and Toyota RAV4 were top-selling models (see page 4).

Percent Change in Three Month Moving Average of New Retail Registrations versus Year Earlier



Percent Change in LA County and U.S. New Retail Light Vehicle Markets YTD 2023 thru July vs. YTD 2022



The graph above shows the year-over-year percent change in the three month moving average of new vehicle registrations. Data sourced from Experian Automotive.

The graph above compares the change in new retail car and light truck registrations in both the county and U.S. markets. Data sourced from Experian Automotive.


## 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

**Change in New Retail  
Light Vehicle Registrations  
YTD 2023 thru July  
vs. Year Earlier**

**DOMESTIC  
BRANDS**  
 **UP  
14.1%**

**EUROPEAN  
BRANDS**  
 **UP  
9.2%**

**JAPANESE  
BRANDS**  
 **UP  
6.6%**

**KOREAN  
BRANDS**  
 **UP  
2.9%**

Los Angeles County New Retail Car and Light Truck Registrations									
	Three Month Period May '23 thru July '23			YTD thru July			YTD Market Share (%)		
	Yr. Ago	Current	% chg.	YTD '22	YTD '23	% chg.	YTD '22	YTD '23	Chg.
TOTAL	96,272	111,670	16.0%	226,307	246,426	8.9%			
Cars	34,231	39,189	14.5%	80,634	85,803	6.4%	35.6	34.8	-0.8
Trucks	62,041	72,481	16.8%	145,673	160,623	10.3%	64.4	65.2	0.8
Domestic Brands	28,365	35,871	26.5%	66,430	75,766	14.1%	29.4	30.7	1.4
European Brands	18,317	20,668	12.8%	42,900	46,858	9.2%	19.0	19.0	0.1
Japanese Brands	38,826	44,893	15.6%	94,056	100,225	6.6%	41.6	40.7	-0.9
Korean Brands	10,764	10,238	-4.9%	22,921	23,577	2.9%	10.1	9.6	-0.6
Acura	666	978	46.8%	1,693	2,061	21.7%	0.7	0.8	0.1
Alfa Romeo	261	163	-37.5%	627	328	-47.7%	0.3	0.1	-0.1
Audi	2,364	3,229	36.6%	5,193	6,629	27.7%	2.3	2.7	0.4
BMW	4,625	5,385	16.4%	11,582	12,516	8.1%	5.1	5.1	0.0
Buick	153	158	3.3%	291	358	23.0%	0.1	0.1	0.0
Cadillac	656	725	10.5%	1,462	1,631	11.6%	0.6	0.7	0.0
Chevrolet	4,612	4,929	6.9%	9,847	11,690	18.7%	4.4	4.7	0.4
Chrysler	179	219	22.3%	335	437	30.4%	0.1	0.2	0.0
Dodge	799	777	-2.8%	2,089	1,683	-19.4%	0.9	0.7	-0.2
Ford	5,185	5,389	3.9%	11,908	11,854	-0.5%	5.3	4.8	-0.5
Genesis	473	533	12.7%	1,049	1,275	21.5%	0.5	0.5	0.1
GMC	1,170	1,180	0.9%	2,388	2,620	9.7%	1.1	1.1	0.0
Honda	8,274	13,473	62.8%	21,904	28,754	31.3%	9.7	11.7	2.0
Hyundai	4,099	4,074	-0.6%	8,389	9,184	9.5%	3.7	3.7	0.0
Infiniti	357	543	52.1%	1,010	1,134	12.3%	0.4	0.5	0.0
Jaguar	67	62	-7.5%	202	144	-28.7%	0.1	0.1	0.0
Jeep	2,836	2,470	-12.9%	6,889	5,619	-18.4%	3.0	2.3	-0.8
Kia	6,192	5,607	-9.4%	13,483	13,089	-2.9%	6.0	5.3	-0.6
Land Rover	738	889	20.5%	1,994	2,444	22.6%	0.9	1.0	0.1
Lexus	4,007	4,805	19.9%	9,530	10,357	8.7%	4.2	4.2	0.0
Lincoln	254	229	-9.8%	557	586	5.2%	0.2	0.2	0.0
Maserati	120	78	-35.0%	280	158	-43.6%	0.1	0.1	-0.1
Mazda	1,502	2,178	45.0%	4,668	4,859	4.1%	2.1	2.0	-0.1
Mercedes	5,345	5,795	8.4%	11,568	12,958	12.0%	5.1	5.3	0.1
MINI	327	372	13.8%	929	906	-2.5%	0.4	0.4	0.0
Mitsubishi	311	277	-10.9%	709	612	-13.7%	0.3	0.2	-0.1
Nissan	3,736	3,905	4.5%	9,098	8,946	-1.7%	4.0	3.6	-0.4
Other	351	394	12.3%	730	902	23.6%	0.3	0.4	0.0
Polestar	221	60	-72.9%	477	163	-65.8%	0.2	0.1	-0.1
Porsche	1,275	1,296	1.6%	2,798	2,862	2.3%	1.2	1.2	-0.1
Ram	1,215	1,114	-8.3%	3,060	2,406	-21.4%	1.4	1.0	-0.4
Rivian	183	455	148.6%	319	910	185.3%	0.1	0.4	0.2
Subaru	3,125	3,281	5.0%	7,733	7,781	0.6%	3.4	3.2	-0.3
Tesla	11,078	18,110	63.5%	27,210	35,662	31.1%	12.0	14.5	2.4
Toyota	16,848	15,453	-8.3%	37,711	35,721	-5.3%	16.7	14.5	-2.2
Volkswagen	1,865	2,092	12.2%	4,688	5,092	8.6%	2.1	2.1	0.0
Volvo	803	993	23.7%	1,907	2,095	9.9%	0.8	0.9	0.0

Top ten are shaded yellow.

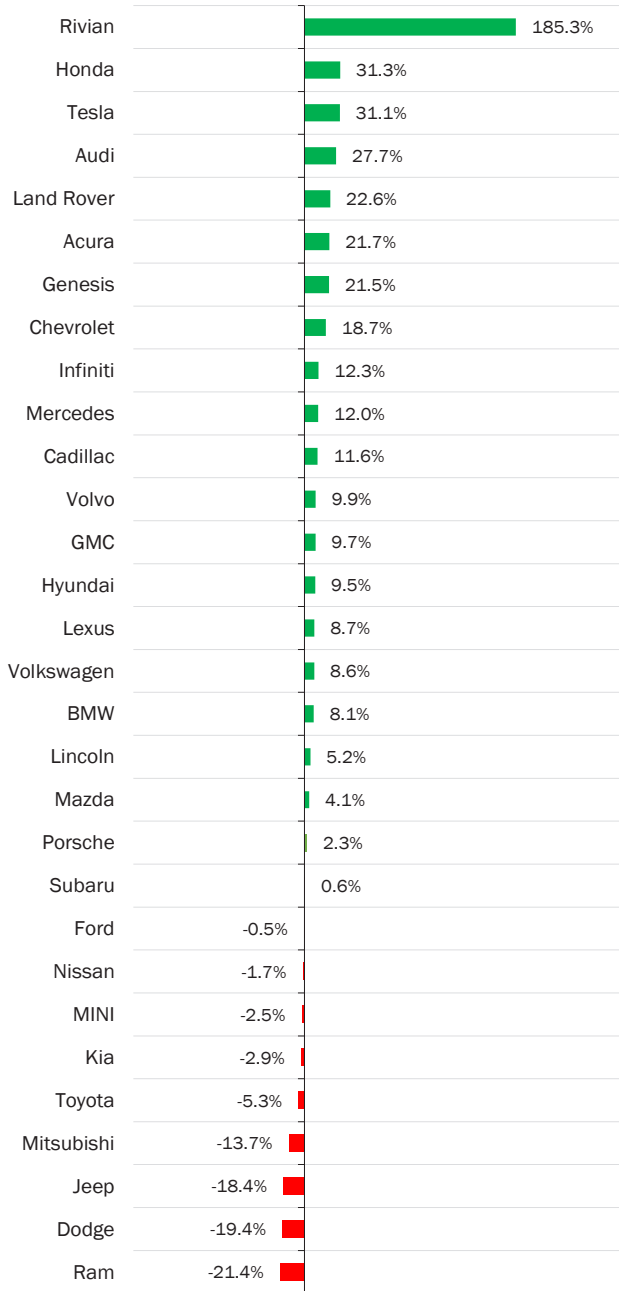
Data sourced from Experian Automotive.

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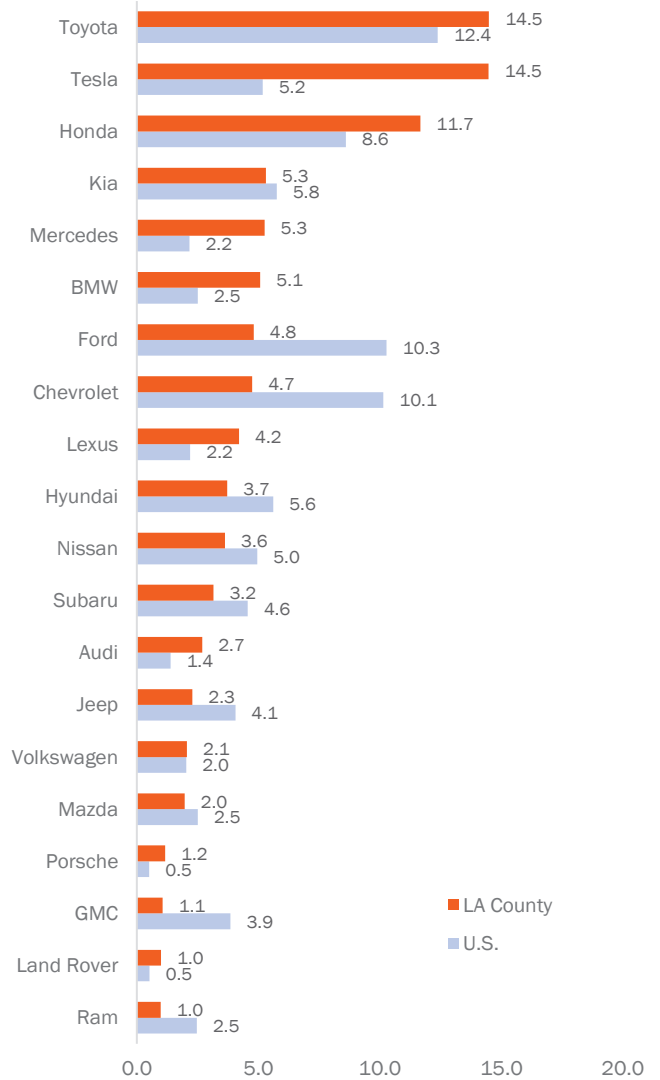
**BRAND RESULTS**



**Percent Change in Registrations  
YTD 2023 thru July vs. Year Earlier  
(Top 30 selling brands)**

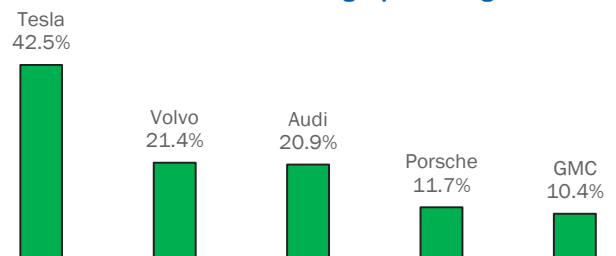


**County and U.S. Market Share  
YTD 2023 thru July  
(Top 20 selling brands in county)**



**Brands On the Move**

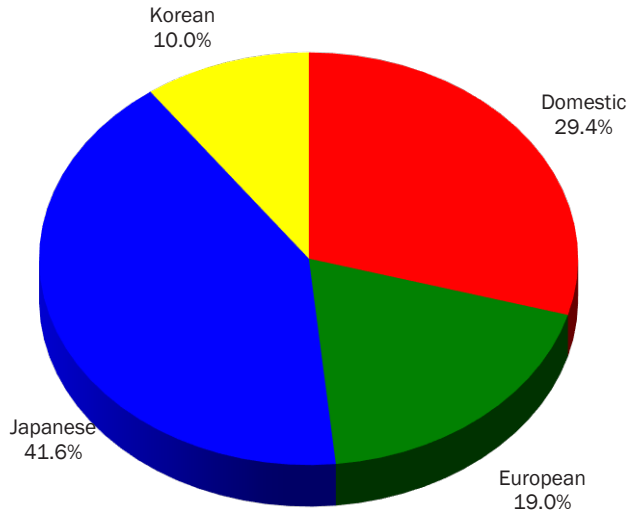
**Largest % increase in registrations  
during past 3 months (May '23 thru Jul '23) vs.  
preceding 3 months (Feb '23 thru Apr '23)  
Among top 20 selling brands**



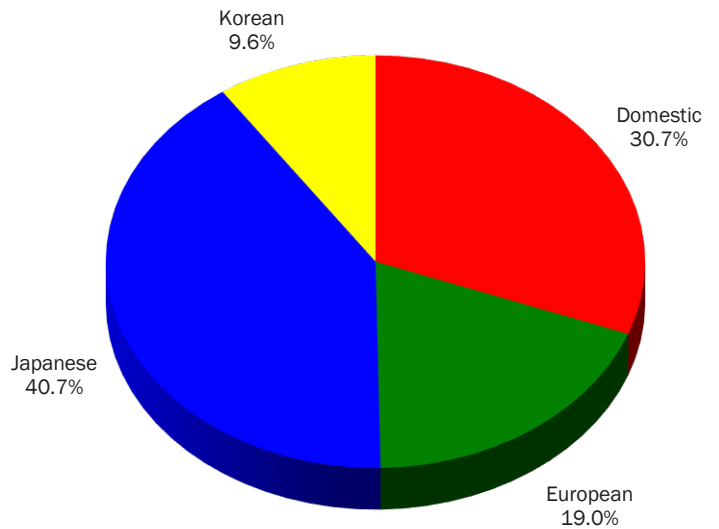
Registrations increased by more than 20% for Rivian, Honda, Tesla, Audi, Land Rover, Acura, and Genesis

Market Share for Japanese, Domestic, European, and Korean Brands

YTD '22 thru July

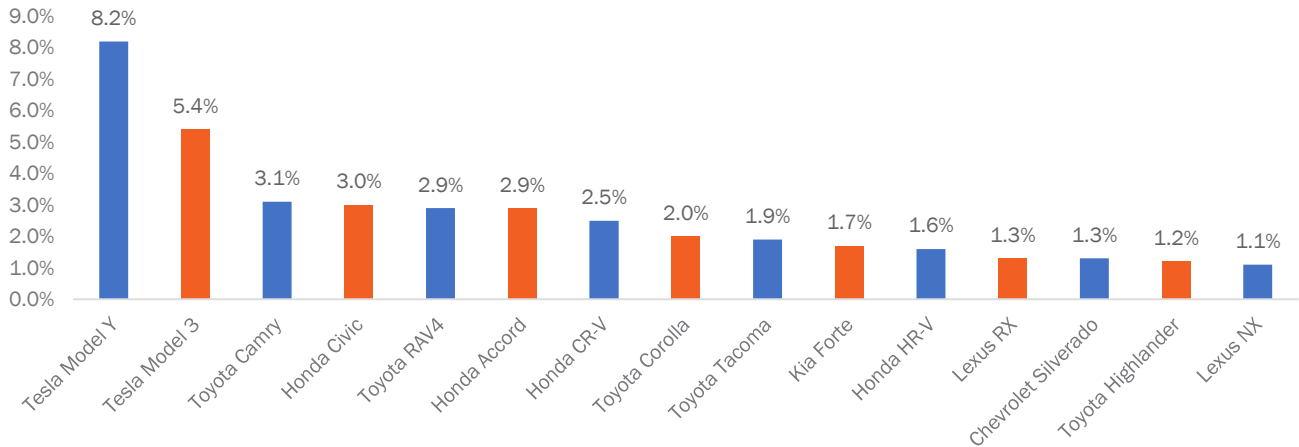


YTD '23 thru July



Data sourced from Experian Automotive.

Market Share for Top 15 Selling Models in LA County - YTD '23 thru July



Data sourced from Experian Automotive.

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