

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 less than 1% during the most recent two month period (December of 2018 and January of 2019) versus the same period a year earlier

The county market declined by 3.1% for all of 2018 vs. 2017. Light truck registrations were up 7% while passenger cars fell 11.8%.

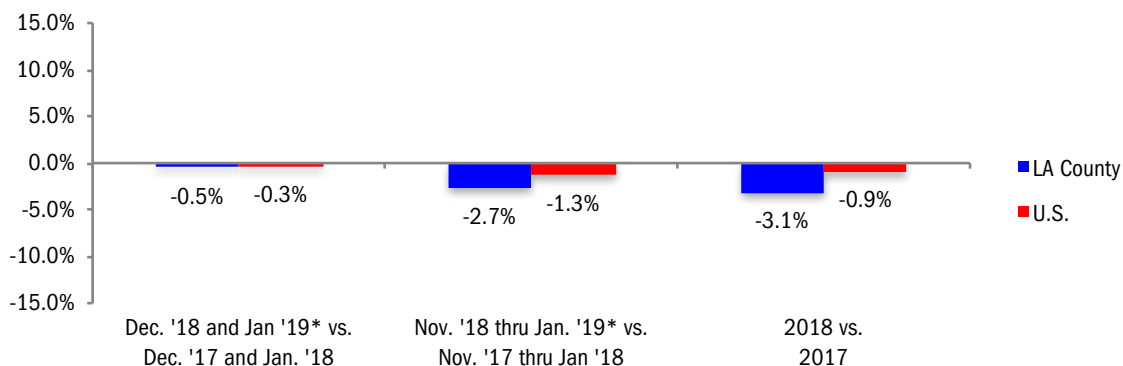
The three month moving average of new vehicle registrations moved lower in January of this year.

Tesla, Land Rover, Ram, Lincoln, Porsche, Subaru, and Jeep registrations increased during the past two months (Dec. 18 and Jan. '19) versus the same period a year earlier.

	Dec '18 and Jan '19* combined			Nov '18 thru Jan. '19*			Annual Total		
	Previous	Current	% chg.	Previous	Current	% chg.	2017	2018	Chg.
Industry Total	85,384	84,971	-0.5%	129,499	126,038	-2.7%	523,308	506,875	-3.1%
Cars	42,731	39,964	-6.5%	65,851	59,318	-9.9%	282,140	248,910	-11.8%
Light Trucks	42,653	45,007	5.5%	63,648	66,720	4.8%	241,168	257,965	7.0%
Domestic	17,749	19,152	7.9%	26,659	28,875	8.3%	109,756	116,304	6.0%
European	19,704	19,298	-2.1%	29,795	27,971	-6.1%	109,611	105,544	-3.7%
Japanese	41,890	40,871	-2.4%	63,681	60,724	-4.6%	264,569	250,112	-5.5%
Korean	6,041	5,650	-6.5%	9,364	8,468	-9.6%	39,372	34,915	-11.3%

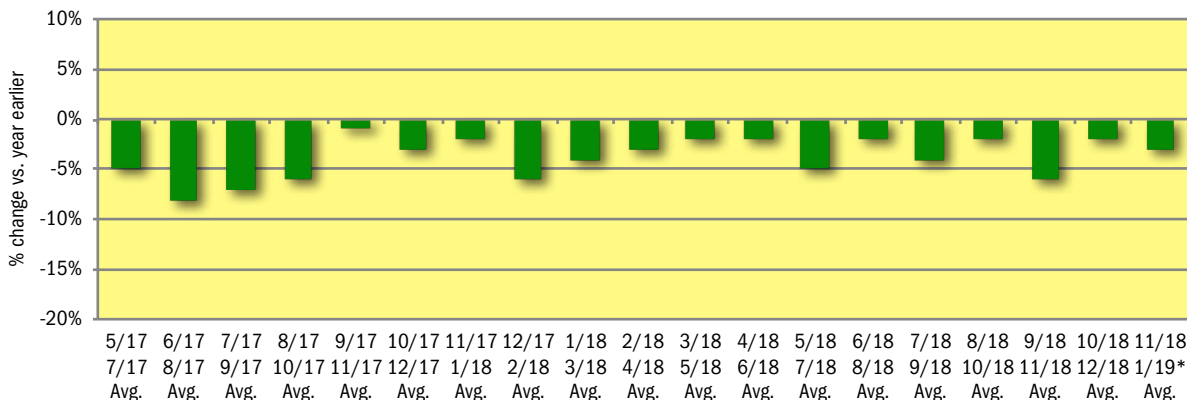
Source: IHS.

Percent Change in LA County and U.S. New Retail Light Vehicle Registrations



Source: IHS.

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



Source: IHS.

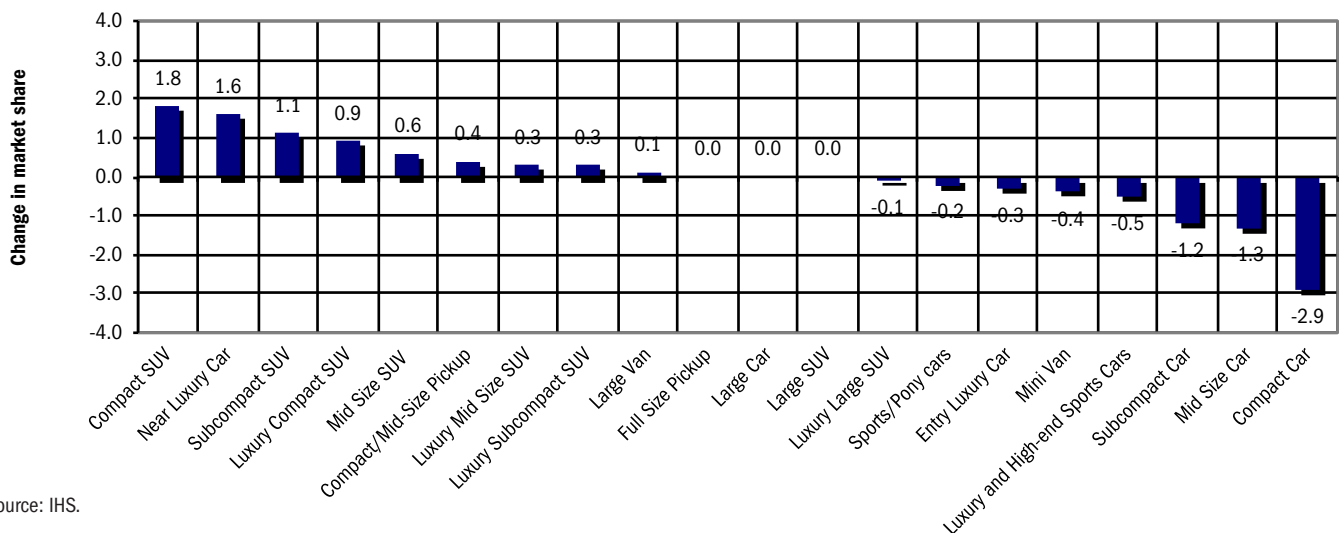
The graph above provides a clear picture of the trending direction of the LA County market. It shows the year-over-year percent change in the three month moving average of new retail light vehicle registrations. The three month moving average is less erratic than monthly registrations, which can fluctuate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

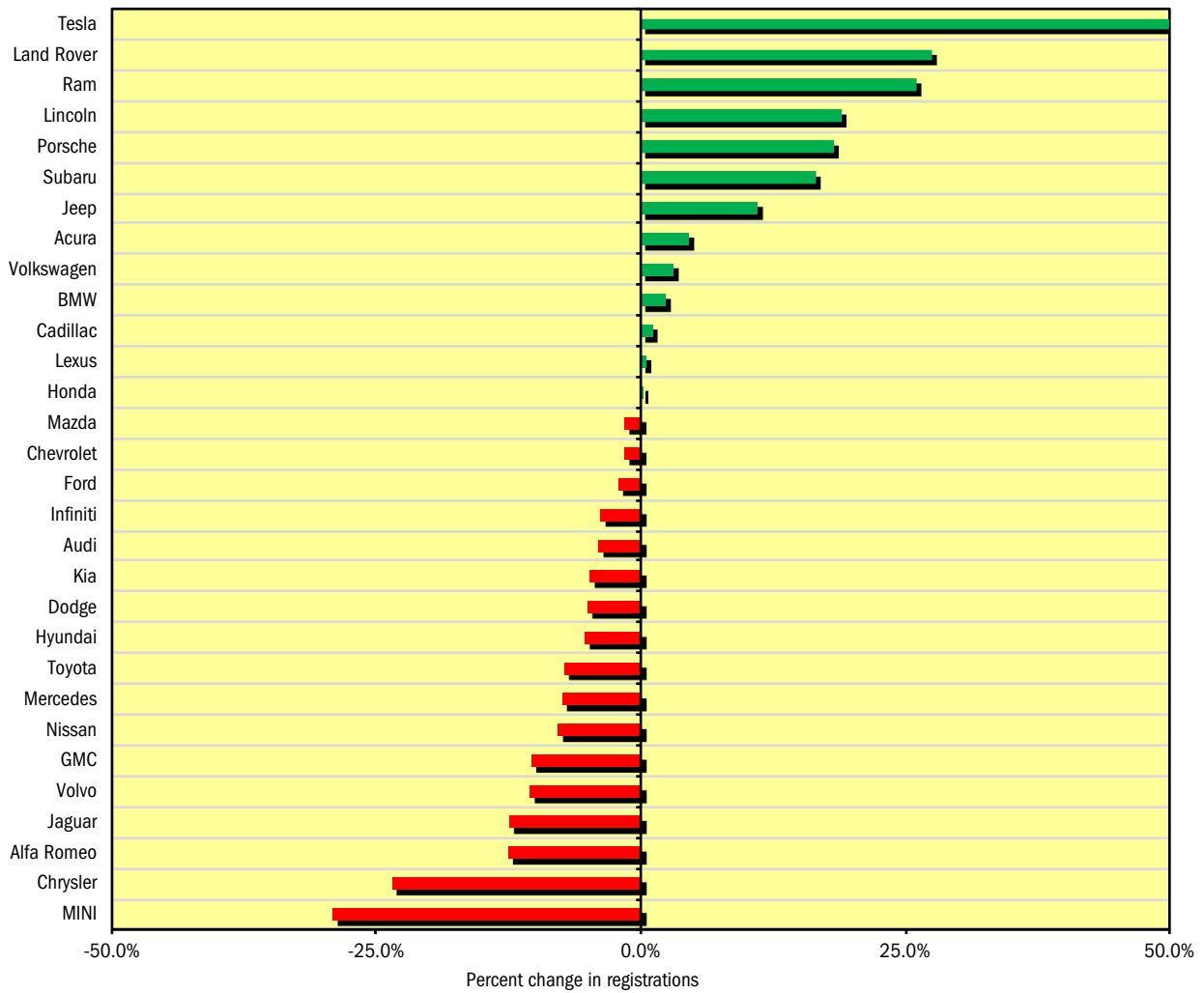
Los Angeles New Retail Car and Light Truck Registrations												
	Dec '18 and Jan '19* combined			Nov '18 thru Jan. '19*			Annual Total			Annual Market Share (%)		
	Previous	Current	% chg.	Previous	Current	% chg.	2017	2018	% chg.	2017	2018	Chg.
TOTAL	85,384	84,971	-0.5%	129,499	126,038	-2.7%	523,308	506,875	-3.1%			
Acura	852	890	4.5%	1,302	1,332	2.3%	5,114	5,133	0.4%	1.0	1.0	0.0
Alfa Romeo	319	279	-12.5%	454	489	7.7%	960	2,389	148.9%	0.2	0.5	0.3
Audi	2,533	2,431	-4.0%	3,889	3,566	-8.3%	15,249	14,187	-7.0%	2.9	2.8	-0.1
BMW	4,989	5,106	2.3%	7,741	7,266	-6.1%	27,277	26,304	-3.6%	5.2	5.2	0.0
Buick	296	245	-17.2%	431	437	1.4%	1,896	1,739	-8.3%	0.4	0.3	-0.1
Cadillac	611	618	1.1%	918	914	-0.4%	3,420	3,486	1.9%	0.7	0.7	0.0
Chevrolet	5,615	5,528	-1.5%	8,543	8,410	-1.6%	36,391	33,362	-8.3%	7.0	6.6	-0.4
Chrysler	362	277	-23.5%	536	418	-22.0%	2,026	1,900	-6.2%	0.4	0.4	0.0
Dodge	1,108	1,053	-5.0%	1,653	1,608	-2.7%	7,262	7,358	1.3%	1.4	1.5	0.1
FIAT	224	125	-44.2%	435	198	-54.5%	2,900	948	-67.3%	0.6	0.2	-0.4
Ford	4,264	4,175	-2.1%	6,663	6,400	-3.9%	28,352	26,012	-8.3%	5.4	5.1	-0.3
Genesis	153	55	-64.1%	234	74	-68.4%	943	487	-48.4%	0.2	0.1	-0.1
GMC	922	827	-10.3%	1,414	1,210	-14.4%	5,656	4,674	-17.4%	1.1	0.9	-0.2
Honda	11,642	11,668	0.2%	17,883	17,002	-4.9%	78,910	71,590	-9.3%	15.1	14.1	-1.0
Hyundai	2,495	2,364	-5.3%	3,900	3,440	-11.8%	16,246	14,702	-9.5%	3.1	2.9	-0.2
Infiniti	1,253	1,205	-3.8%	1,968	1,994	1.3%	7,286	7,088	-2.7%	1.4	1.4	0.0
Jaguar	354	310	-12.4%	646	462	-28.5%	2,852	1,607	-43.7%	0.5	0.3	-0.2
Jeep	2,048	2,273	11.0%	3,092	3,465	12.1%	12,922	15,193	17.6%	2.5	3.0	0.5
Kia	3,393	3,231	-4.8%	5,230	4,954	-5.3%	22,183	19,726	-11.1%	4.2	3.9	-0.3
Land Rover	878	1,120	27.6%	1,307	1,686	29.0%	5,294	6,437	21.6%	1.0	1.3	0.3
Lexus	4,339	4,361	0.5%	6,518	6,508	-0.2%	24,887	23,360	-6.1%	4.8	4.6	-0.2
Lincoln	312	371	18.9%	487	517	6.2%	2,044	2,009	-1.7%	0.4	0.4	0.0
Maserati	206	135	-34.5%	294	194	-34.0%	1,367	917	-32.9%	0.3	0.2	-0.1
Mazda	1,875	1,847	-1.5%	2,742	2,674	-2.5%	11,303	11,079	-2.0%	2.2	2.2	0.0
Mercedes	5,490	5,083	-7.4%	8,093	7,286	-10.0%	28,495	26,903	-5.6%	5.4	5.3	-0.1
MINI	616	437	-29.1%	891	678	-23.9%	3,589	3,294	-8.2%	0.7	0.6	-0.1
Mitsubishi	286	224	-21.7%	421	351	-16.6%	1,620	1,522	-6.0%	0.3	0.3	0.0
Nissan	4,153	3,827	-7.8%	6,551	5,965	-8.9%	29,237	27,587	-5.6%	5.6	5.4	-0.2
Porsche	775	916	18.2%	1,225	1,299	6.0%	4,731	4,433	-6.3%	0.9	0.9	0.0
Ram	722	910	26.0%	1,164	1,394	19.8%	4,991	5,204	4.3%	1.0	1.0	0.0
Subaru	2,637	3,071	16.5%	3,898	4,379	12.3%	15,113	16,508	9.2%	2.9	3.3	0.4
Tesla	1,483	2,868	93.4%	1,748	4,087	133.8%	4,749	15,307	222.3%	0.9	3.0	2.1
Toyota	14,847	13,776	-7.2%	22,390	20,517	-8.4%	91,072	86,222	-5.3%	17.4	17.0	-0.4
Volkswagen	2,340	2,413	3.1%	3,452	3,527	2.2%	12,803	13,170	2.9%	2.4	2.6	0.2
Volvo	770	689	-10.5%	1,056	964	-8.7%	2,901	3,831	32.1%	0.6	0.8	0.2
Other	222	263	18.5%	330	373	13.0%	1,267	1,207	-4.7%	0.2	0.2	0.0

Change in New Vehicle Segment Market Share - 2018 vs. 2017



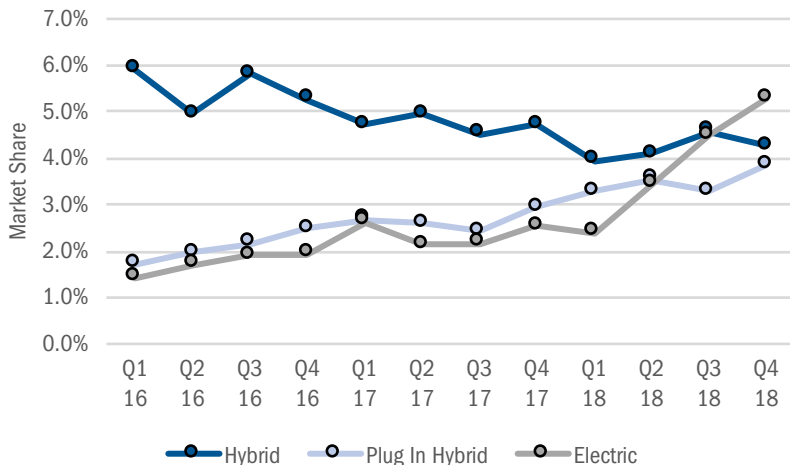
Source: IHS.

Percent Change in Brand Registrations - Dec '18 and Jan '19 combined vs. Year Earlier (Top 30 brands)



Data Source: IHS.

Quarterly Alternative Powertrain Market Share (includes hybrid and electric vehicles)



Hybrid/electric vehicle market share in Q4 '18:

15.4%

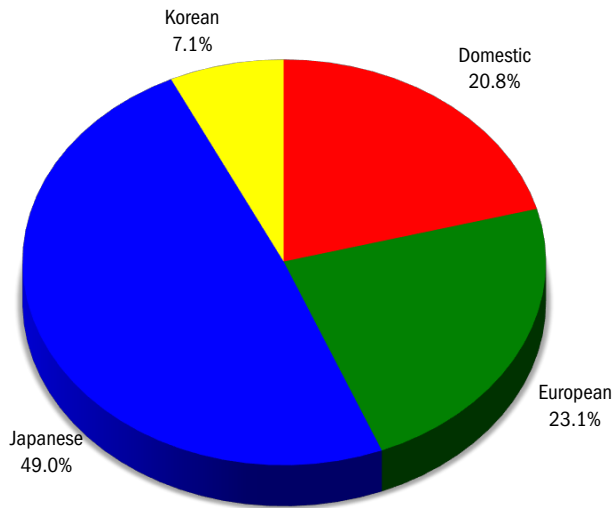
**New Retail Hybrid and Electric Vehicle Registrations
Top 10 Selling Models in County - 2018**

Rank	Model	Regs.
1	Tesla Model 3	10432
2	Toyota Prius	9427
3	Chevrolet Volt	3151
4	Tesla Model S	2625
5	Honda Clarity	2267
6	Tesla Model X	2250
7	Ford Fusion	2058
8	Kia Niro	1911
9	Toyota RAV4	1823
10	BMW 5-Series	1768

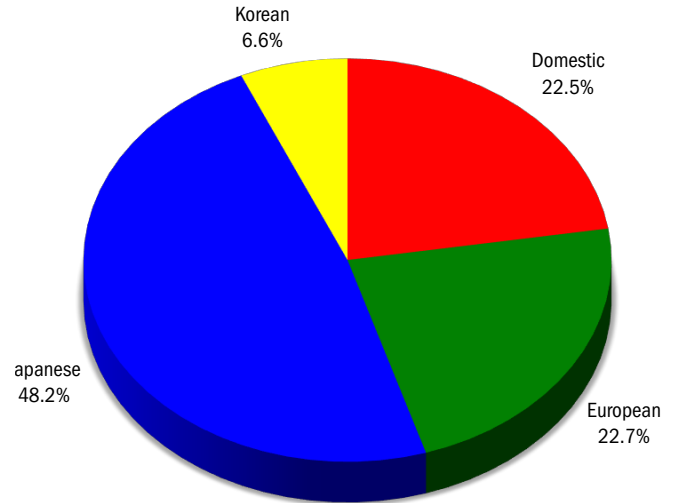
The graph above shows hybrid powertrain and electric vehicle quarterly market share in the county. Source: IHS.

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

Dec '17 and Jan '18 Combined

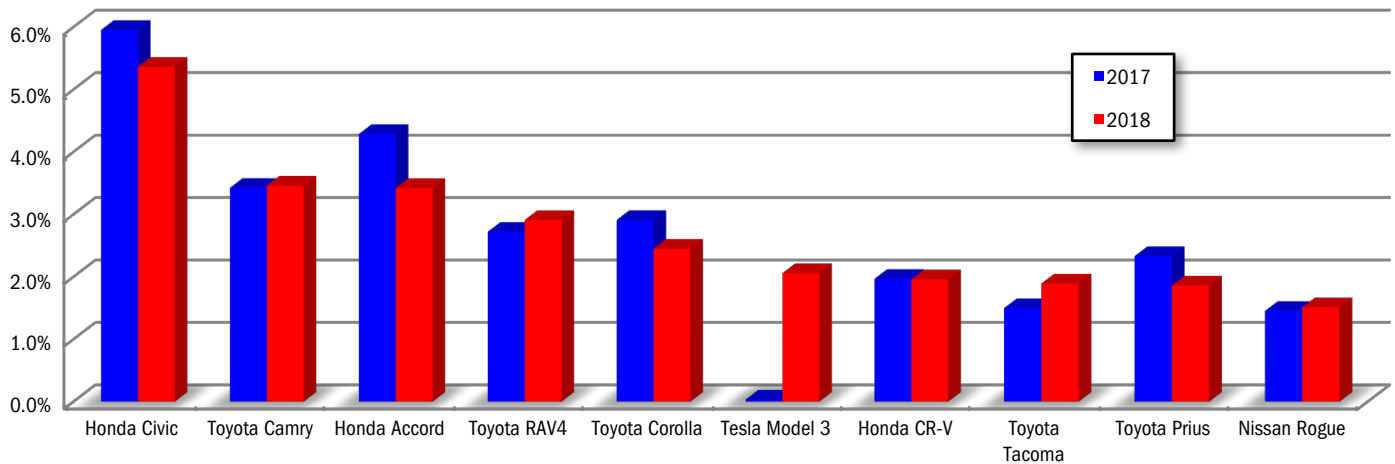


Dec '18 and Jan '19* Combined



Data Source: IHS.

Market Share for Top 10 Selling Models in LA County - 2017 and 2018



Los Angeles Auto Outlook

Published for:
 Greater Los Angeles New Car Dealers Association
 714 West Olympic Boulevard, Suite 601
 Los Angeles, CA 90015
 Phone: 213-748-0240
 www.glanccda.org

Published by:
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 February 2019

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