

# 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 a reported 15.2% in July 2016 versus a year earlier. Note: monthly recording of registrations occurs when the data is processed by the DMV. This can impact the measurement of registrations in individual months.

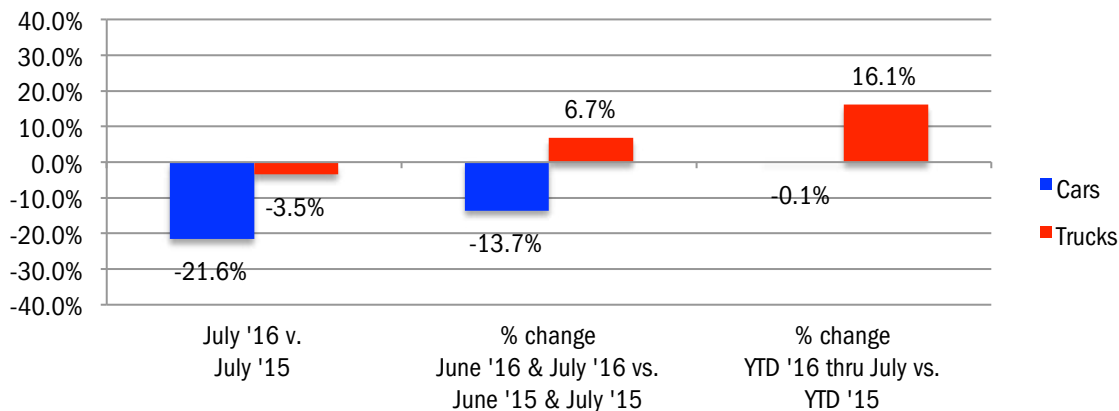
The county market was up 5.6% for the first seven months of this year. Light trucks were up 16.1%, versus a small decline for passenger cars.

The three month moving average of new vehicle registrations increased for the 55th consecutive month in July of this year.

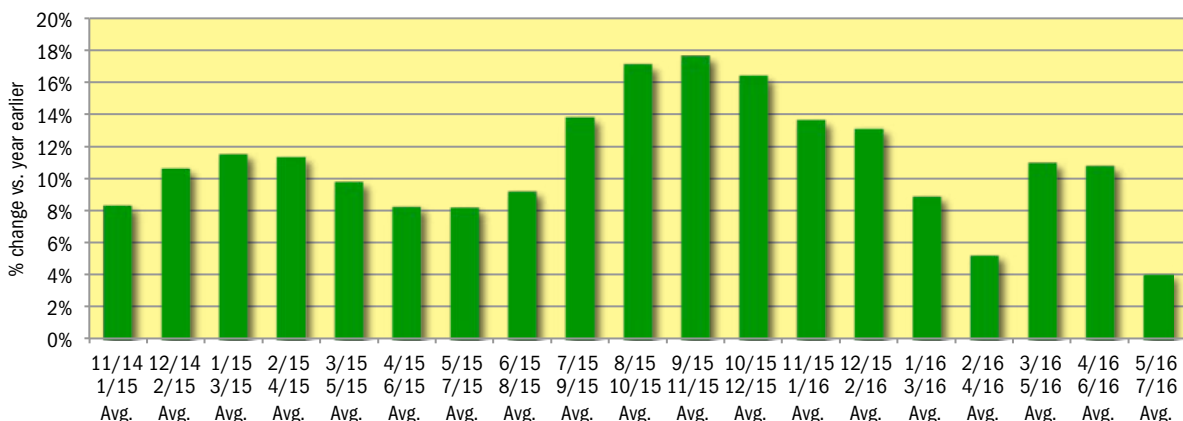
Volvo, Buick, Land Rover, Lincoln, Chevrolet, Kia, Audi, Honda, and Cadillac new vehicle registrations have increased sharply this year.

	July			June '16 and July '16 Combined			Year to date thru July		
	2015	2016	% chg.	Previous	Current	% chg.	2015	2016	Chg.
Industry Total	51,017	43,237	-15.2%	94,852	88,642	-6.5%	297,069	313,619	5.6%
Cars	33,243	26,079	-21.6%	61,545	53,092	-13.7%	192,729	192,509	-0.1%
Light Trucks	17,774	17,158	-3.5%	33,307	35,550	6.7%	104,340	121,110	16.1%
Detroit Three	9,768	8,800	-9.9%	18,236	18,014	-1.2%	55,876	62,210	11.3%
European	10,189	8,853	-13.1%	19,110	17,809	-6.8%	62,356	64,053	2.7%
Japanese	26,679	21,756	-18.5%	49,533	45,200	-8.7%	154,464	160,679	4.0%
Korean	4,381	3,828	-12.6%	7,973	7,619	-4.4%	24,373	26,677	9.5%

### 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.

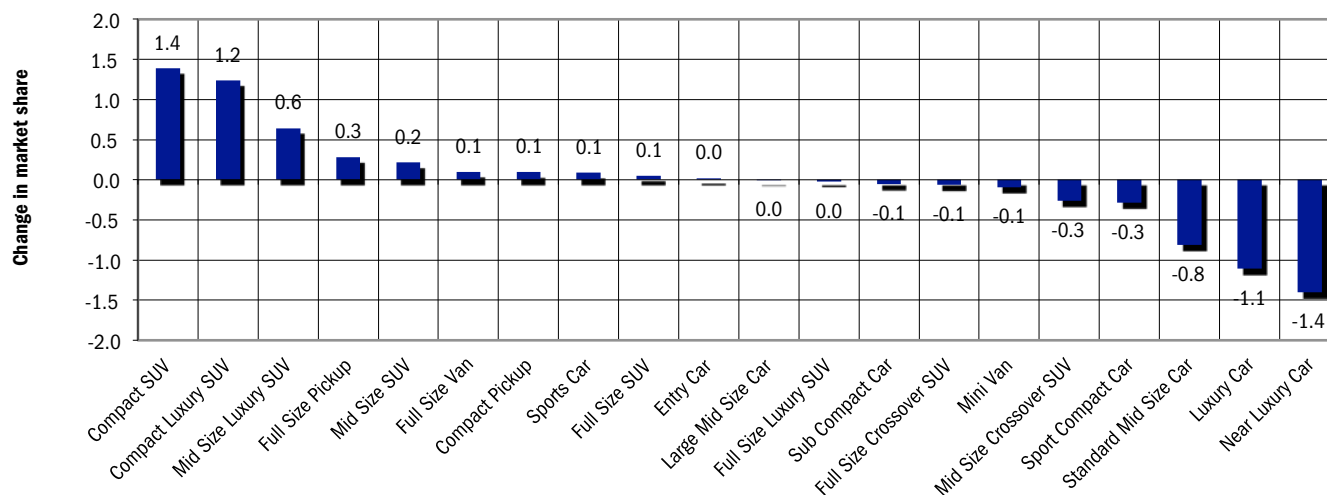
## Data Information

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**

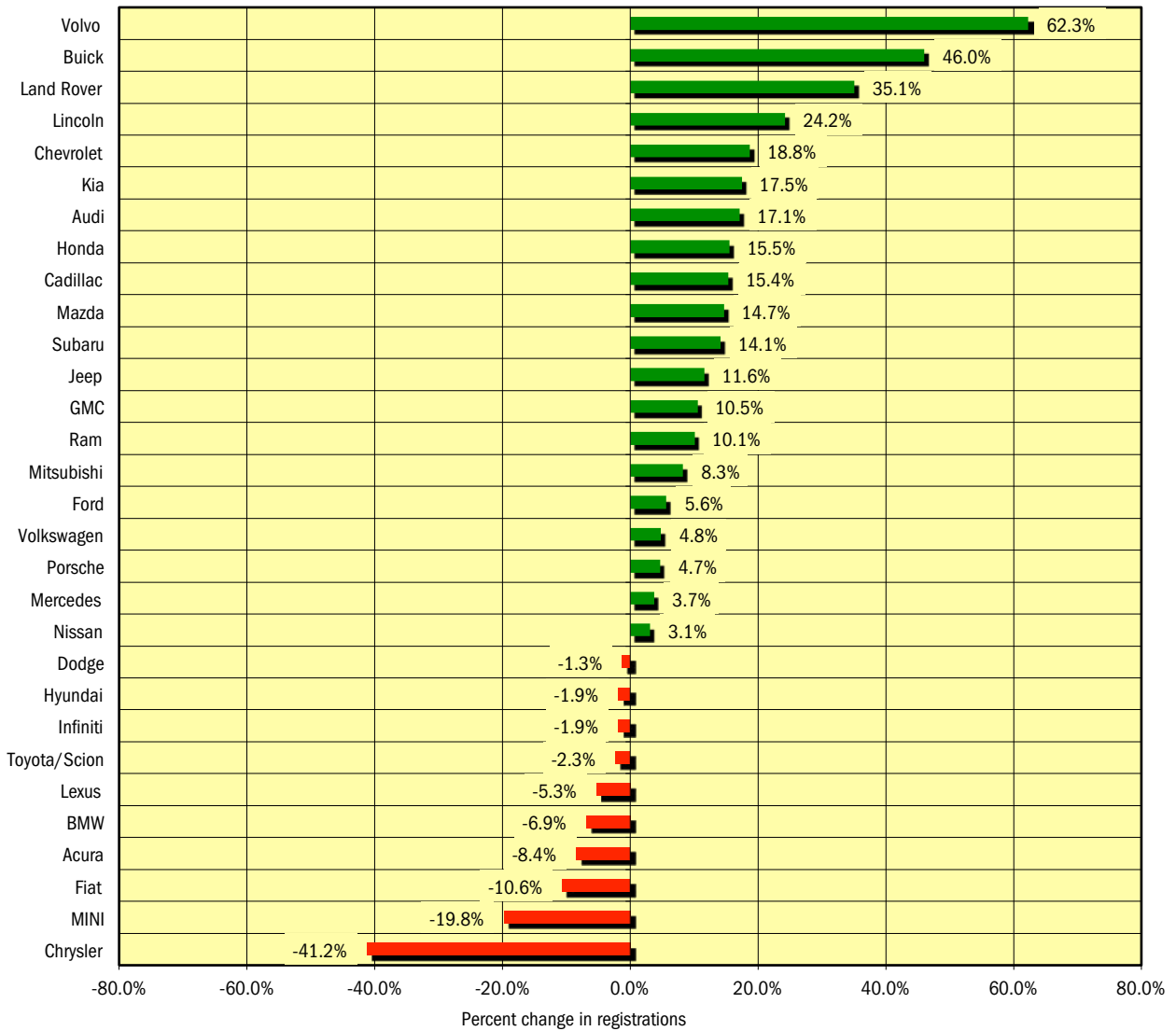
Los Angeles New Retail Car and Light Truck Registrations												
	July			June '16 and July '16 Combined			Year to date thru July			YTD Market Share (%)		
	2015	2016	% chg.	Previous	Current	% chg.	2015	2016	% chg.	2015	2016	Chg.
TOTAL	51,017	43,237	-15.2%	94,852	88,642	-6.5%	297,069	313,619	5.6%			
Acura	603	423	-29.9%	1,073	871	-18.8%	3,729	3,414	-8.4%	1.3	1.1	-0.2
Audi	1,317	1,489	13.1%	2,494	2,858	14.6%	7,950	9,312	17.1%	2.7	3.0	0.3
BMW	2,543	2,033	-20.1%	4,763	3,961	-16.8%	16,466	15,333	-6.9%	5.5	4.9	-0.7
Buick	157	173	10.2%	282	338	19.9%	848	1,238	46.0%	0.3	0.4	0.1
Cadillac	221	260	17.6%	440	534	21.4%	1,589	1,833	15.4%	0.5	0.6	0.0
Chevrolet	2,942	2,606	-11.4%	5,292	5,195	-1.8%	15,139	17,978	18.8%	5.1	5.7	0.6
Chrysler	239	131	-45.2%	437	268	-38.7%	1,545	908	-41.2%	0.5	0.3	-0.2
Dodge	726	552	-24.0%	1,345	1,244	-7.5%	4,222	4,169	-1.3%	1.4	1.3	-0.1
Fiat	262	166	-36.6%	490	406	-17.1%	2,003	1,790	-10.6%	0.7	0.6	-0.1
Ford	2,823	2,537	-10.1%	5,586	5,509	-1.4%	18,036	19,055	5.6%	6.1	6.1	0.0
GMC	525	461	-12.2%	987	946	-4.2%	2,991	3,306	10.5%	1.0	1.1	0.0
Honda	7,139	6,583	-7.8%	13,333	13,967	4.8%	40,460	46,750	15.5%	13.6	14.9	1.3
Hyundai	1,802	1,579	-12.4%	3,280	3,121	-4.8%	10,107	9,916	-1.9%	3.4	3.2	-0.2
Infiniti	701	500	-28.7%	1,339	1,023	-23.6%	4,338	4,256	-1.9%	1.5	1.4	-0.1
Jaguar	82	179	118.3%	151	363	140.4%	608	849	39.6%	0.2	0.3	0.1
Jeep	1,189	999	-16.0%	2,193	2,052	-6.4%	6,387	7,129	11.6%	2.2	2.3	0.1
Kia	2,579	2,249	-12.8%	4,693	4,498	-4.2%	14,266	16,761	17.5%	4.8	5.3	0.5
Land Rover	365	369	1.1%	670	740	10.4%	2,229	3,011	35.1%	0.8	1.0	0.2
Lexus	2,473	2,000	-19.1%	4,873	4,050	-16.9%	16,393	15,529	-5.3%	5.5	5.0	-0.6
Lincoln	202	188	-6.9%	396	355	-10.4%	1,065	1,323	24.2%	0.4	0.4	0.1
Maserati	211	100	-52.6%	437	221	-49.4%	1,072	774	-27.8%	0.4	0.2	-0.1
Mazda	1,005	1,028	2.3%	1,936	1,947	0.6%	5,648	6,479	14.7%	1.9	2.1	0.2
Mercedes	2,730	2,466	-9.7%	5,113	4,840	-5.3%	16,492	17,108	3.7%	5.6	5.5	-0.1
MINI	557	313	-43.8%	1,053	667	-36.7%	2,910	2,334	-19.8%	1.0	0.7	-0.2
Mitsubishi	179	122	-31.8%	286	233	-18.5%	979	1,060	8.3%	0.3	0.3	0.0
Nissan	3,748	2,826	-24.6%	6,839	5,800	-15.2%	21,190	21,848	3.1%	7.1	7.0	-0.2
Porsche	366	324	-11.5%	641	705	10.0%	2,384	2,495	4.7%	0.8	0.8	0.0
Ram	421	374	-11.2%	758	782	3.2%	2,384	2,624	10.1%	0.8	0.8	0.0
smart	34	13	-61.8%	75	38	-49.3%	264	152	-42.4%	0.1	0.0	0.0
Subaru	1,024	1,023	-0.1%	1,923	2,024	5.3%	6,326	7,221	14.1%	2.1	2.3	0.2
Tesla	323	519	60.7%	520	789	51.7%	1,670	2,639	58.0%	0.6	0.8	0.3
Toyota/Scion	9,807	7,251	-26.1%	17,931	15,285	-14.8%	55,401	54,122	-2.3%	18.6	17.3	-1.4
Volkswagen	1,479	1,065	-28.0%	2,776	2,404	-13.4%	8,453	8,860	4.8%	2.8	2.8	0.0
Volvo	141	264	87.2%	280	471	68.2%	934	1,516	62.3%	0.3	0.5	0.2
Other	102	72	-29.4%	167	137	-18.0%	591	527	-10.8%	0.2	0.2	0.0

**Change in New Vehicle Segment Market Share - YTD 2016 thru July vs. YTD 2015**

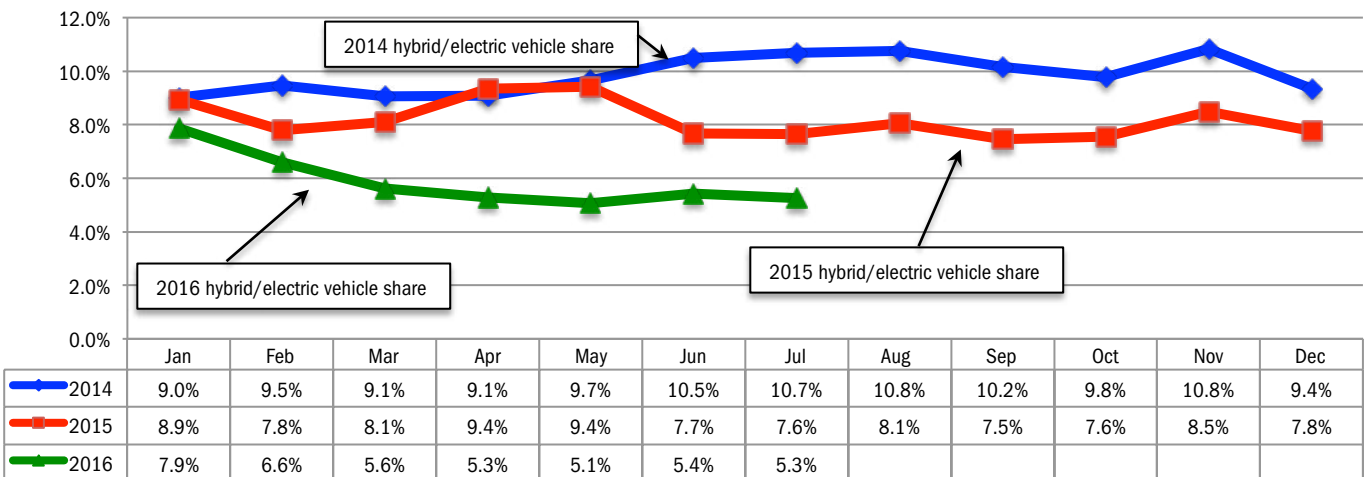


Data Source: AutoCount data from Experian Automotive.

**Percent Change in Brand Registrations  
YTD 2016 thru July vs. YTD 2015  
(Top 30 selling brands)**



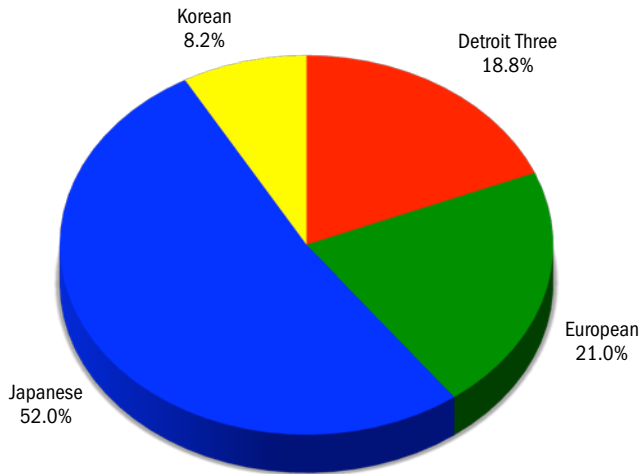
**Combined Hybrid and Electric Vehicle Market Share in LA County**



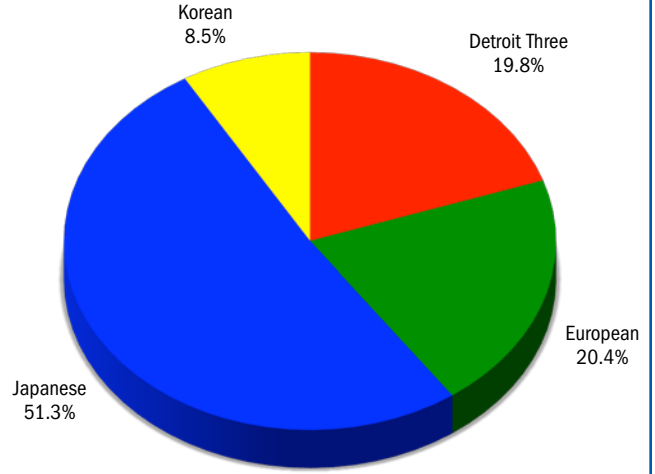
Data Source: AutoCount data from Experian Automotive.

**Market Share for Japanese, Detroit Three, European, and Korean Brands - YTD '15 and '16**

**YTD 2015 thru July**

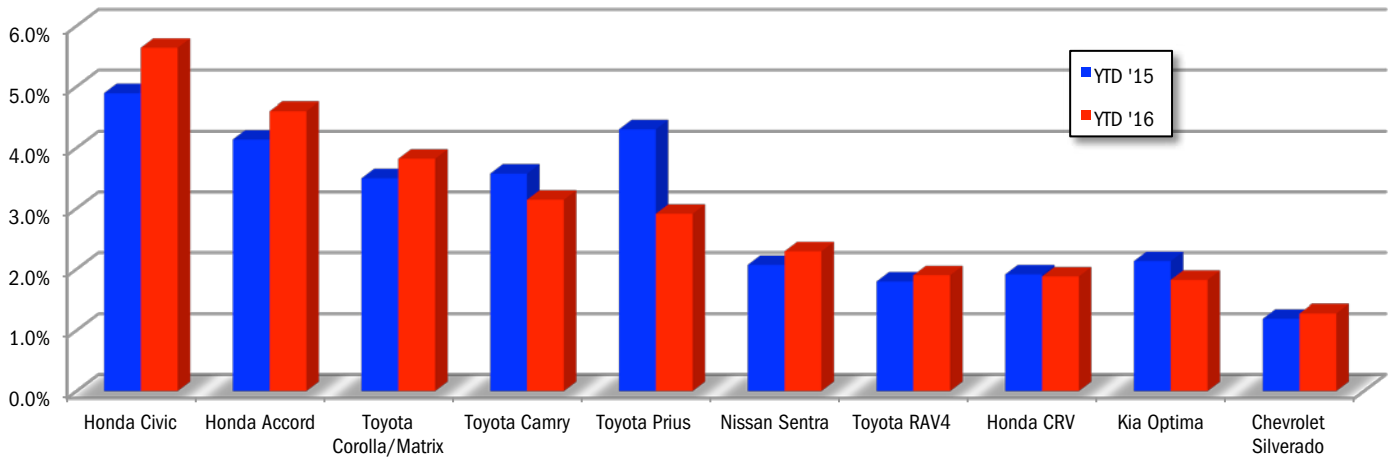


**YTD 2016 thru July**



Data Source: AutoCount data from Experian Automotive.

**Market Share for Top 10 Selling Models in LA County - YTD '15 and '16, thru July**



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

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

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