

Los Angeles Auto Outlook TM

Comprehensive information on the LA County new vehicle market

Sponsored by:



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



Light trucks
+7.3%



Cars
+6.8%

Los Angeles County New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '22 thru May	102,648	56,631	159,279
YTD '23 thru May	110,115	60,508	170,623
% change	7.3%	6.8%	7.1%
May-22	19,012	10,222	29,234
May-23	22,479	13,397	35,876
% change	18.2%	31.1%	22.7%

QUICK FACTS

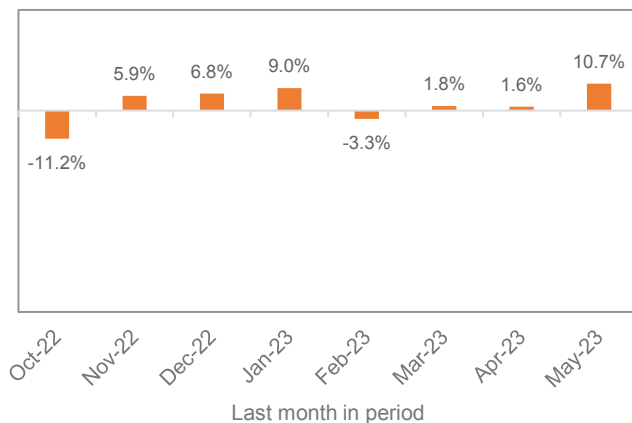
LA County new retail light vehicle registrations increased 7.1% during the first five months of this versus year earlier. U.S. market was up 2.1%. May registrations improved by 22.7%.

Registrations increased by more than 20% for six brands: Rivian, Tesla, Genesis, Audi, Chevrolet, and Land Rover

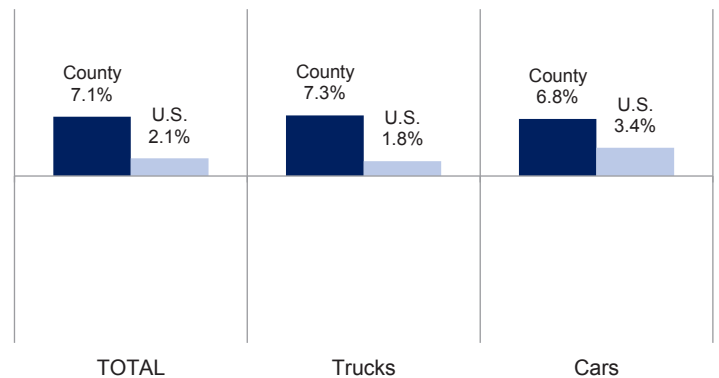
Toyota, Tesla, Honda, Kia, Mercedes, and BMW were market share leaders (see page 3).

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

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 May 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 May
vs. Year Earlier**

**DOMESTIC
BRANDS**
 **UP
13.3%**

**EUROPEAN
BRANDS**
 **UP
10.0%**

**JAPANESE
BRANDS**
 **UP
1.3%**

**KOREAN
BRANDS**
 **UP
9.4%**

Los Angeles County New Retail Car and Light Truck Registrations									
	Three Month Period Mar. '23 thru May '23			YTD thru May			YTD Market Share (%)		
	Yr. Ago	Current	% chg.	YTD '22	YTD '23	% chg.	YTD '22	YTD '23	Chg.
TOTAL	91,019	100,794	10.7%	159,279	170,623	7.1%			
Cars	32,074	36,139	12.7%	56,631	60,508	6.8%	35.6	35.5	-0.1
Trucks	58,945	64,655	9.7%	102,648	110,115	7.3%	64.4	64.5	0.1
Domestic Brands	25,381	30,409	19.8%	45,499	51,534	13.3%	28.6	30.2	1.6
European Brands	16,832	19,697	17.0%	30,221	33,242	10.0%	19.0	19.5	0.5
Japanese Brands	39,423	40,887	3.7%	68,420	69,281	1.3%	43.0	40.6	-2.4
Korean Brands	9,383	9,801	4.5%	15,139	16,566	9.4%	9.5	9.7	0.2
Acura	796	872	9.5%	1,281	1,355	5.8%	0.8	0.8	0.0
Alfa Romeo	240	141	-41.3%	451	227	-49.7%	0.3	0.1	-0.2
Audi	2,004	2,759	37.7%	3,500	4,420	26.3%	2.2	2.6	0.4
BMW	4,403	5,300	20.4%	8,369	9,138	9.2%	5.3	5.4	0.1
Buick	133	149	12.0%	187	256	36.9%	0.1	0.2	0.0
Cadillac	631	652	3.3%	1,030	1,118	8.5%	0.6	0.7	0.0
Chevrolet	3,958	4,666	17.9%	6,665	8,274	24.1%	4.2	4.8	0.7
Chrysler	117	161	37.6%	207	286	38.2%	0.1	0.2	0.0
Dodge	804	696	-13.4%	1,551	1,133	-27.0%	1.0	0.7	-0.3
Ford	4,583	4,583	0.0%	8,331	8,048	-3.4%	5.2	4.7	-0.5
Genesis	403	514	27.5%	718	911	26.9%	0.5	0.5	0.1
GMC	943	1,036	9.9%	1,532	1,821	18.9%	1.0	1.1	0.1
Honda	9,567	11,899	24.4%	16,784	19,595	16.7%	10.5	11.5	0.9
Hyundai	3,529	3,923	11.2%	5,569	6,386	14.7%	3.5	3.7	0.2
Infiniti	373	479	28.4%	767	755	-1.6%	0.5	0.4	0.0
Jaguar	99	67	-32.3%	156	102	-34.6%	0.1	0.1	0.0
Jeep	2,733	2,523	-7.7%	4,848	3,952	-18.5%	3.0	2.3	-0.7
Kia	5,451	5,343	-2.0%	8,852	9,248	4.5%	5.6	5.4	-0.1
Land Rover	853	1,007	18.1%	1,521	1,858	22.2%	1.0	1.1	0.1
Lexus	3,777	4,570	21.0%	6,798	7,035	3.5%	4.3	4.1	-0.1
Lincoln	221	267	20.8%	374	442	18.2%	0.2	0.3	0.0
Maserati	115	64	-44.3%	194	109	-43.8%	0.1	0.1	-0.1
Mazda	2,227	2,026	-9.0%	3,830	3,369	-12.0%	2.4	2.0	-0.4
Mercedes	4,579	5,426	18.5%	7,847	9,166	16.8%	4.9	5.4	0.4
MINI	303	380	25.4%	675	648	-4.0%	0.4	0.4	0.0
Mitsubishi	352	247	-29.8%	541	417	-22.9%	0.3	0.2	-0.1
Nissan	3,925	3,930	0.1%	6,724	6,299	-6.3%	4.2	3.7	-0.5
Other	283	380	34.3%	474	648	36.7%	0.3	0.4	0.1
Polestar	188	57	-69.7%	344	122	-64.5%	0.2	0.1	-0.1
Porsche	1,109	1,099	-0.9%	1,973	1,943	-1.5%	1.2	1.1	-0.1
Ram	1,176	1,019	-13.4%	2,212	1,636	-26.0%	1.4	1.0	-0.4
Rivian	96	372	287.5%	162	548	238.3%	0.1	0.3	0.2
Subaru	2,900	3,060	5.5%	5,539	5,521	-0.3%	3.5	3.2	-0.2
Tesla	9,968	14,162	42.1%	18,369	23,790	29.5%	11.5	13.9	2.4
Toyota	15,506	13,804	-11.0%	26,156	24,935	-4.7%	16.4	14.6	-1.8
Volkswagen	1,884	2,297	21.9%	3,352	3,710	10.7%	2.1	2.2	0.1
Volvo	790	864	9.4%	1,396	1,402	0.4%	0.9	0.8	-0.1

Top ten are shaded yellow.

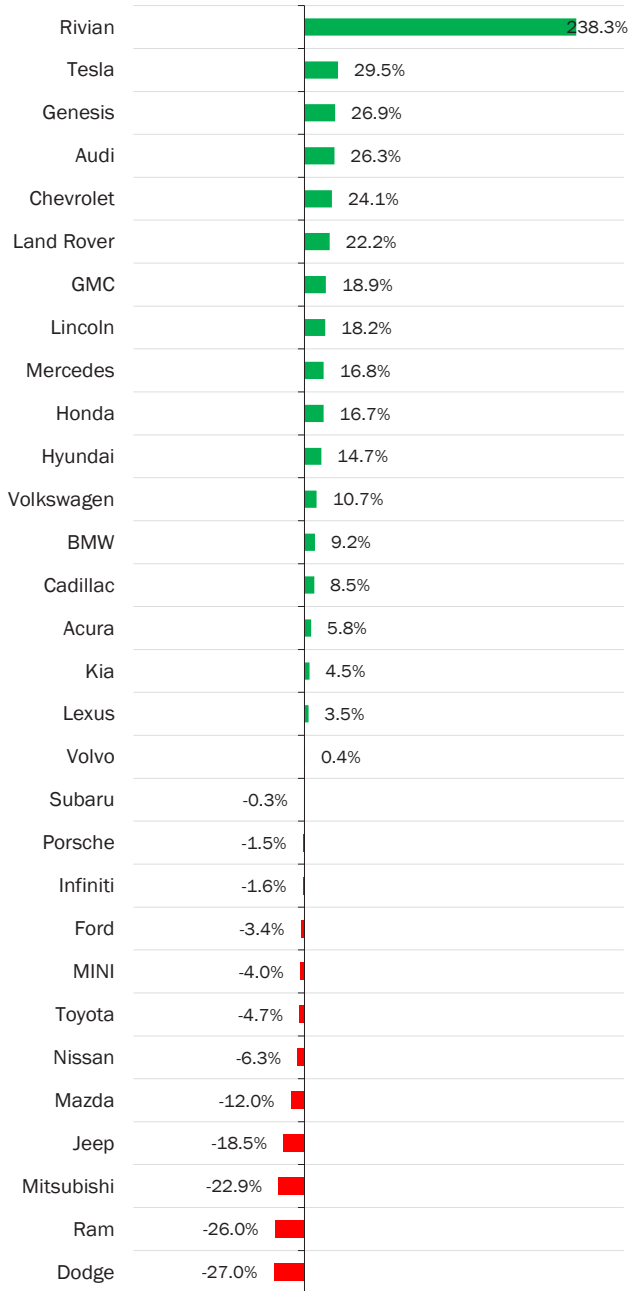
Data sourced from Experian Automotive.

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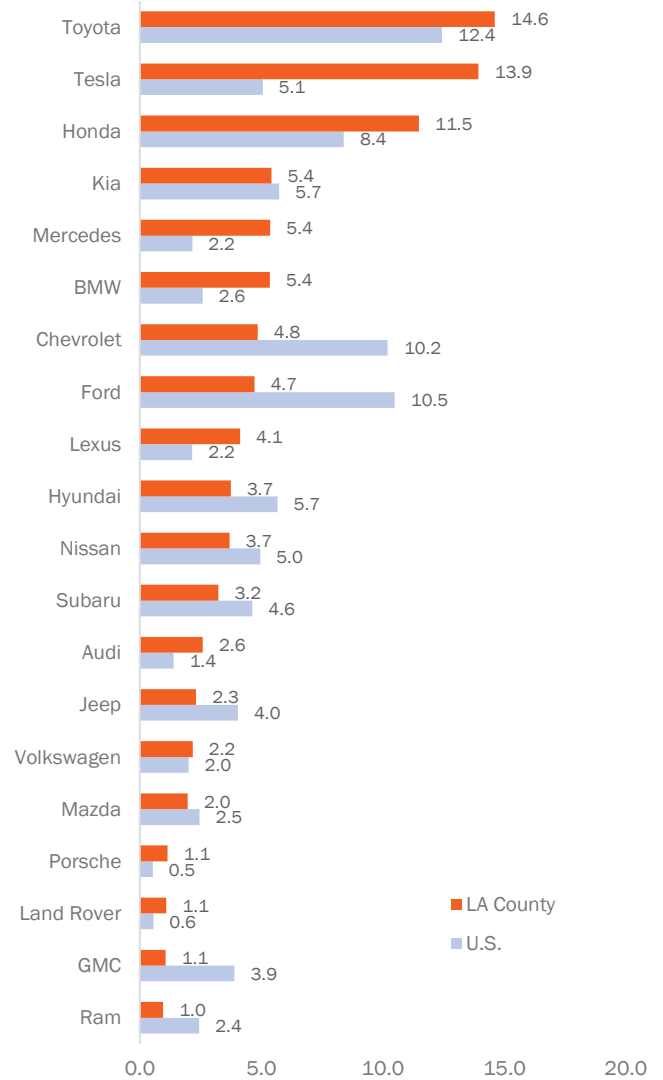
BRAND RESULTS



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

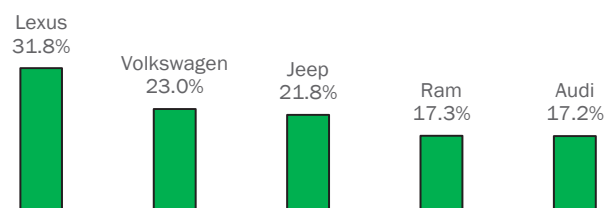


**County and U.S. Market Share
YTD 2023 thru May
(Top 20 selling brands in county)**



Brands On the Move

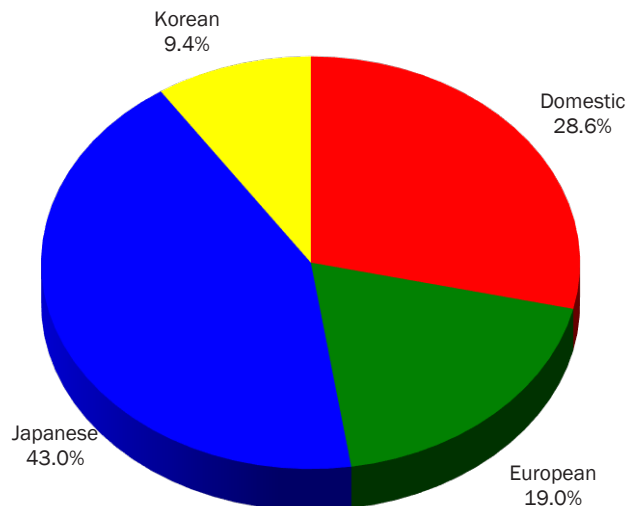
**Largest % increase in registrations
during past 3 months (Mar '23 thru May '23) vs.
preceding 3 months (Dec '22 thru Feb '23)
Among top 20 selling brands**



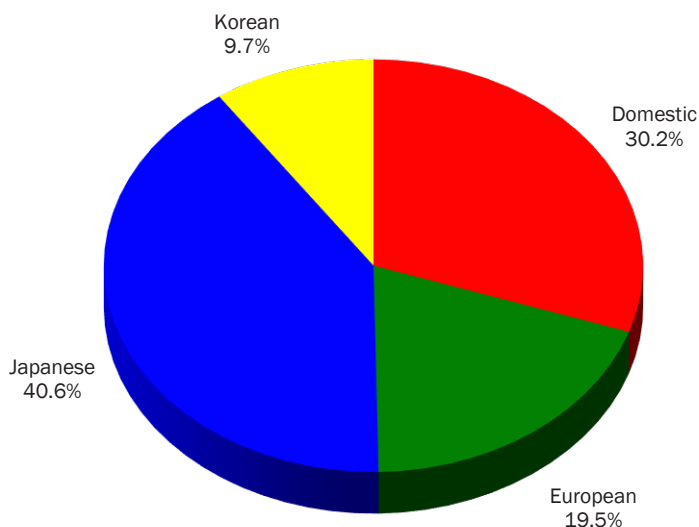
Registrations increased by more than 20% for Rivian, Tesla, Genesis, Audi, Chevrolet, and Land Rover

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

YTD '22 thru May

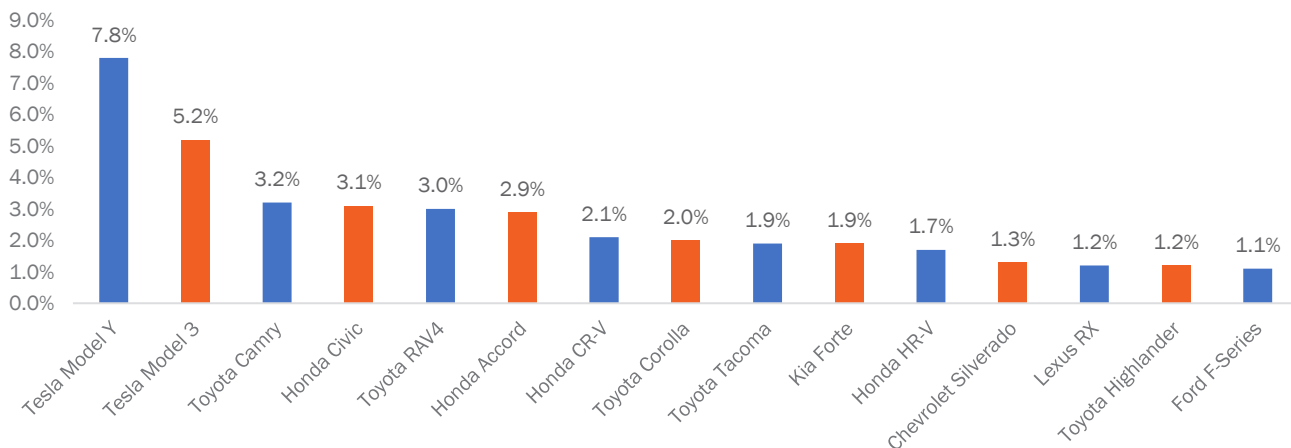


YTD '23 thru May



Data sourced from Experian Automotive.

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



Data sourced from Experian Automotive.

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