

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 slim 1.1% in October 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.

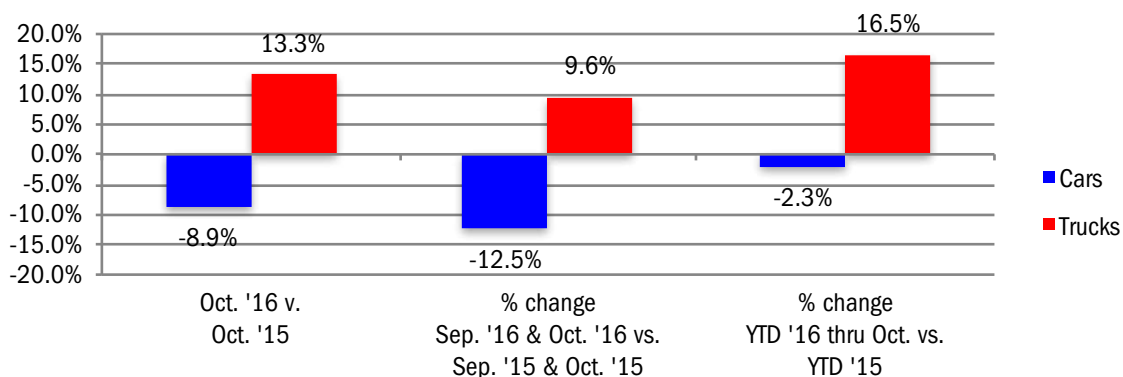
The county market was up 4.3% for the first ten months of this year. Light trucks were up 16.5%, versus a small increase for passenger cars.

The three month moving average of new vehicle registrations increased in October of this year versus a year earlier.

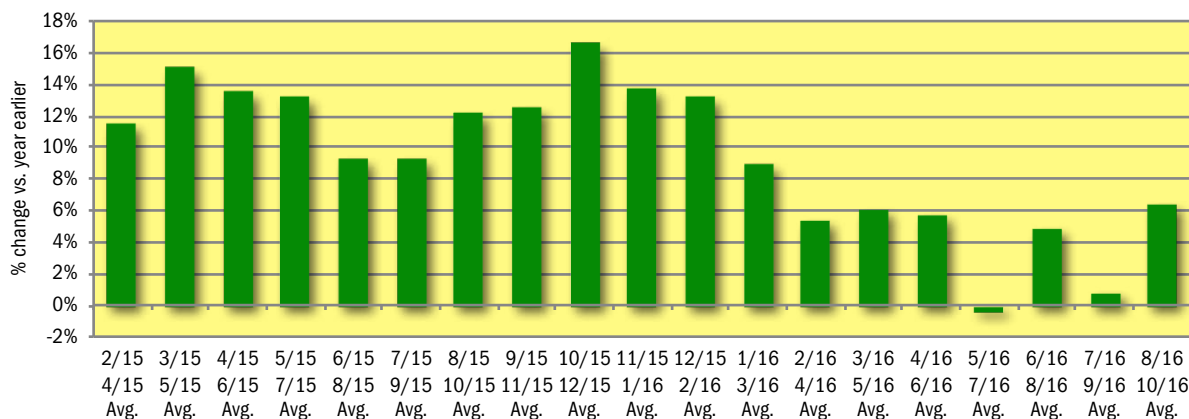
Jaguar, Volvo, Land Rover, Buick, Lincoln, Chevrolet, and Audi new vehicle registrations have increased sharply this year.

Los Angeles New Retail Car and Light Truck Registrations									
	October			Sep. '16 and Oct. '16 Combined			Year to date thru October		
	2015	2016	% chg.	Previous	Current	% chg.	2015	2016	Chg.
Industry Total	40,415	39,982	-1.1%	91,253	86,940	-4.7%	434,528	453,419	4.3%
Cars	26,206	23,882	-8.9%	59,147	51,763	-12.5%	281,596	275,240	-2.3%
Light Trucks	14,209	16,100	13.3%	32,106	35,177	9.6%	152,932	178,179	16.5%
Detroit Three	7,466	8,150	9.2%	17,247	17,600	2.0%	81,884	89,969	9.9%
European	8,477	7,956	-6.1%	18,042	17,722	-1.8%	89,716	92,475	3.1%
Japanese	20,970	20,431	-2.6%	48,267	44,202	-8.4%	227,034	232,322	2.3%
Korean	3,502	3,445	-1.6%	7,697	7,416	-3.7%	35,894	38,653	7.7%

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

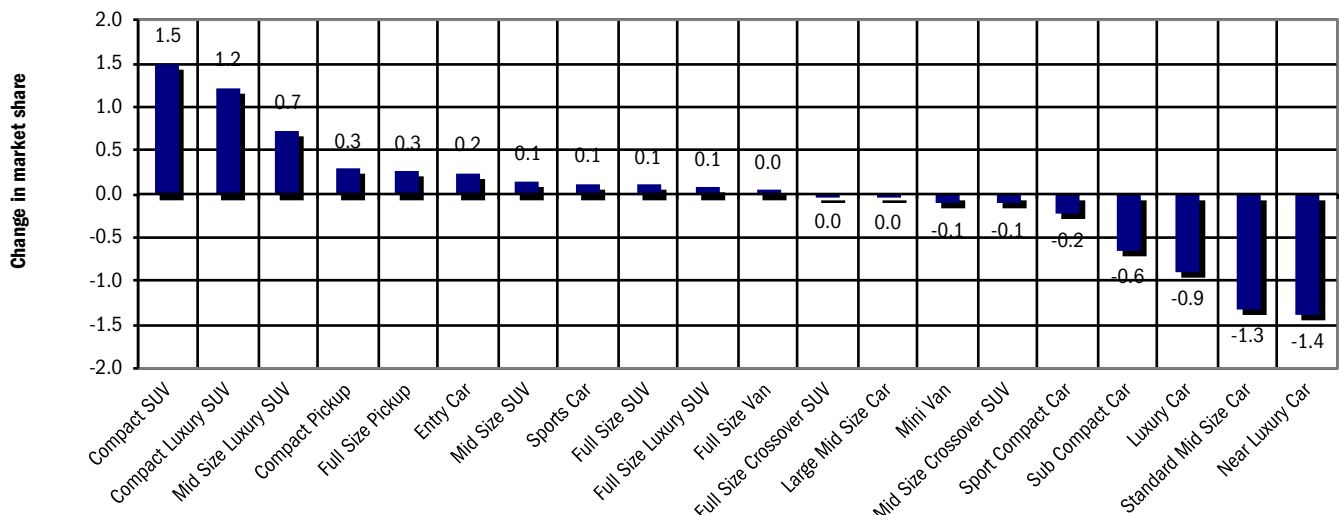
All data represents new and used vehicle retail registrations in Los Angeles County and excludes fleet. Please keep in mind that monthly registration figures can occasionally be subject to fluctuations, resulting in over or under estimation of actual results. This usually occurs due to processing delays 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

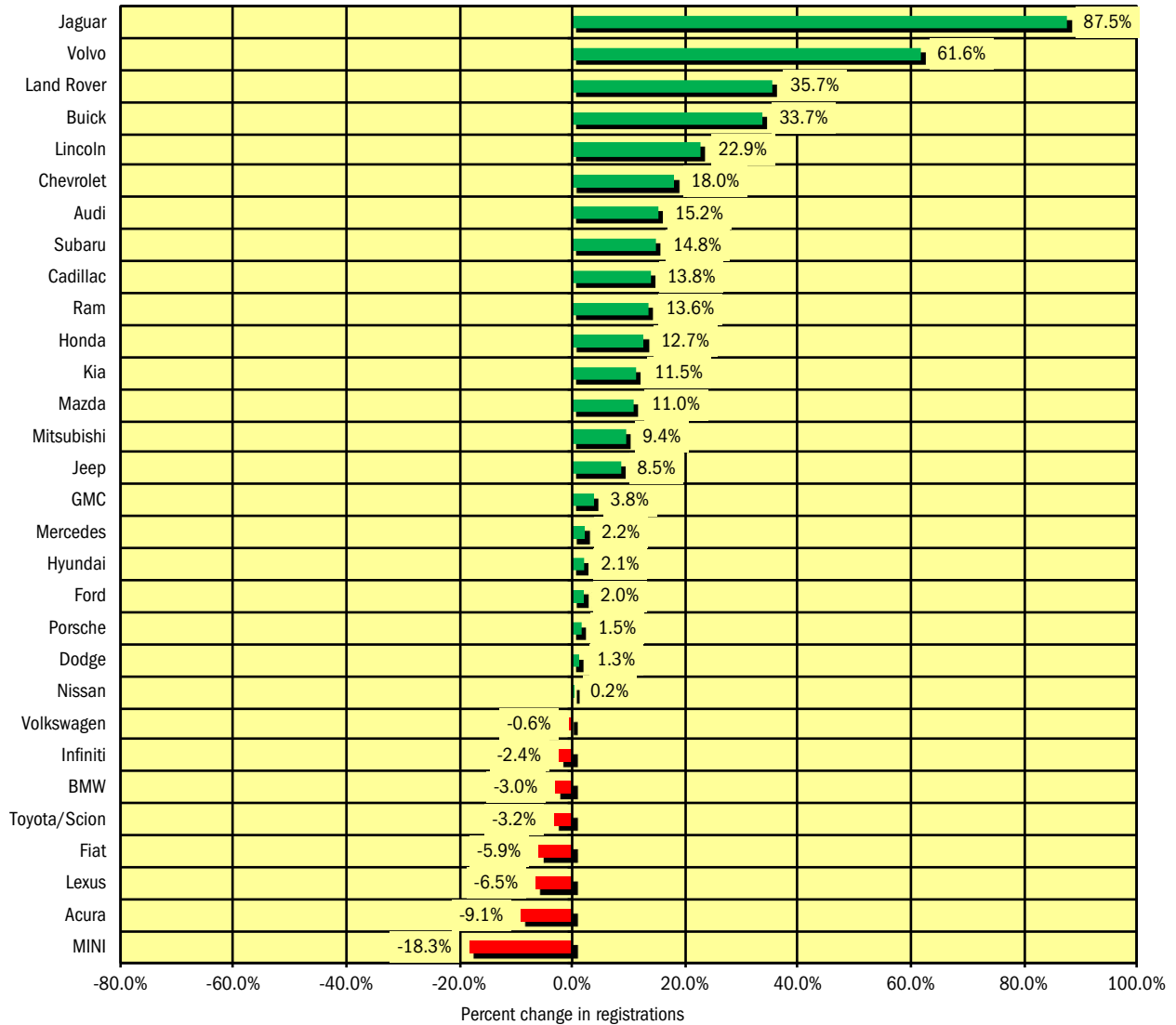
	October			Sep. '16 and Oct. '16 Combined			Year to date thru October			YTD Market Share (%)		
	2015	2016	% chg.	Previous	Current	% chg.	2015	2016	% chg.	2015	2016	Chg.
TOTAL	40,415	39,982	-1.1%	91,253	86,940	-4.7%	434,528	453,419	4.3%			
Acura	460	389	-15.4%	1,038	857	-17.4%	5,311	4,828	-9.1%	1.2	1.1	-0.2
Audi	1,120	1,036	-7.5%	2,265	2,388	5.4%	11,502	13,245	15.2%	2.6	2.9	0.3
BMW	2,075	1,947	-6.2%	4,405	4,390	-0.3%	23,046	22,355	-3.0%	5.3	4.9	-0.4
Buick	135	123	-8.9%	280	278	-0.7%	1,276	1,706	33.7%	0.3	0.4	0.1
Cadillac	226	228	0.9%	462	493	6.7%	2,308	2,626	13.8%	0.5	0.6	0.0
Chevrolet	2,048	2,414	17.9%	4,696	5,208	10.9%	22,470	26,518	18.0%	5.2	5.8	0.7
Chrysler	142	132	-7.0%	395	276	-30.1%	2,147	1,335	-37.8%	0.5	0.3	-0.2
Dodge	464	531	14.4%	1,093	1,152	5.4%	5,904	5,983	1.3%	1.4	1.3	0.0
Fiat	274	369	34.7%	628	697	11.0%	2,934	2,760	-5.9%	0.7	0.6	-0.1
Ford	2,497	2,347	-6.0%	5,934	5,271	-11.2%	26,590	27,117	2.0%	6.1	6.0	-0.1
GMC	403	375	-6.9%	946	822	-13.1%	4,475	4,643	3.8%	1.0	1.0	0.0
Honda	5,634	5,857	4.0%	12,994	12,515	-3.7%	59,909	67,504	12.7%	13.8	14.9	1.1
Hyundai	1,308	1,447	10.6%	2,984	3,186	6.8%	14,649	14,955	2.1%	3.4	3.3	-0.1
Infiniti	541	635	17.4%	1,285	1,307	1.7%	6,308	6,157	-2.4%	1.5	1.4	-0.1
Jaguar	49	168	242.9%	108	373	245.4%	793	1,487	87.5%	0.2	0.3	0.1
Jeep	810	864	6.7%	1,949	1,858	-4.7%	9,375	10,170	8.5%	2.2	2.2	0.1
Kia	2,194	1,998	-8.9%	4,713	4,230	-10.2%	21,245	23,698	11.5%	4.9	5.2	0.3
Land Rover	304	410	34.9%	631	834	32.2%	3,205	4,348	35.7%	0.7	1.0	0.2
Lexus	1,998	1,741	-12.9%	4,883	4,126	-15.5%	24,015	22,461	-6.5%	5.5	5.0	-0.6
Lincoln	143	141	-1.4%	289	344	19.0%	1,502	1,846	22.9%	0.3	0.4	0.1
Maserati	131	139	6.1%	309	286	-7.4%	1,522	1,162	-23.7%	0.4	0.3	-0.1
Mazda	915	876	-4.3%	1,899	1,802	-5.1%	8,502	9,439	11.0%	2.0	2.1	0.1
Mercedes	2,427	2,126	-12.4%	4,981	4,567	-8.3%	24,078	24,607	2.2%	5.5	5.4	-0.1
MINI	280	218	-22.1%	746	597	-20.0%	4,012	3,279	-18.3%	0.9	0.7	-0.2
Mitsubishi	118	158	33.9%	281	299	6.4%	1,389	1,520	9.4%	0.3	0.3	0.0
Nissan	3,036	2,879	-5.2%	6,781	5,841	-13.9%	31,305	31,366	0.2%	7.2	6.9	-0.3
Porsche	372	316	-15.1%	774	671	-13.3%	3,545	3,599	1.5%	0.8	0.8	0.0
Ram	280	384	37.1%	706	832	17.8%	3,483	3,955	13.6%	0.8	0.9	0.1
smart	20	15	-25.0%	56	31	-44.6%	358	209	-41.6%	0.1	0.0	0.0
Subaru	823	947	15.1%	1,933	2,195	13.6%	9,313	10,692	14.8%	2.1	2.4	0.2
Tesla	318	610	91.8%	497	1,063	113.9%	2,354	4,058	72.4%	0.5	0.9	0.4
Toyota/Scion	7,445	6,949	-6.7%	17,173	15,260	-11.1%	80,982	78,354	-3.2%	18.6	17.3	-1.4
Volkswagen	1,184	937	-20.9%	2,698	2,283	-15.4%	12,524	12,445	-0.6%	2.9	2.7	-0.1
Volvo	140	196	40.0%	275	415	50.9%	1,355	2,190	61.6%	0.3	0.5	0.2
Other	101	80	-20.8%	166	193	16.3%	842	802	-4.8%	0.2	0.2	0.0

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

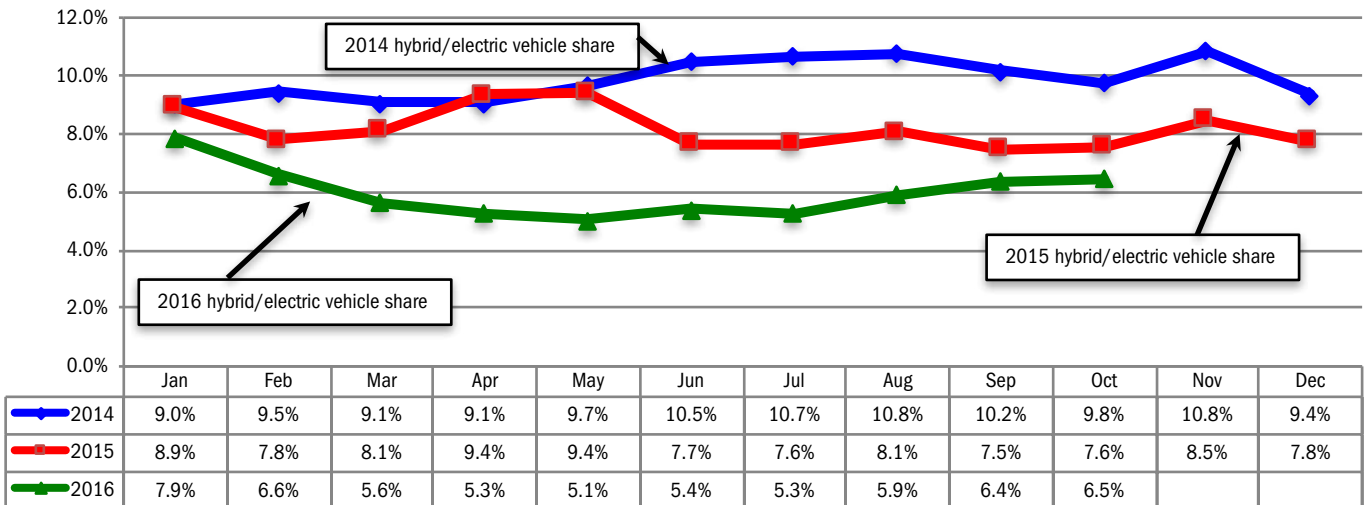


Data Source: AutoCount data from Experian Automotive.

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



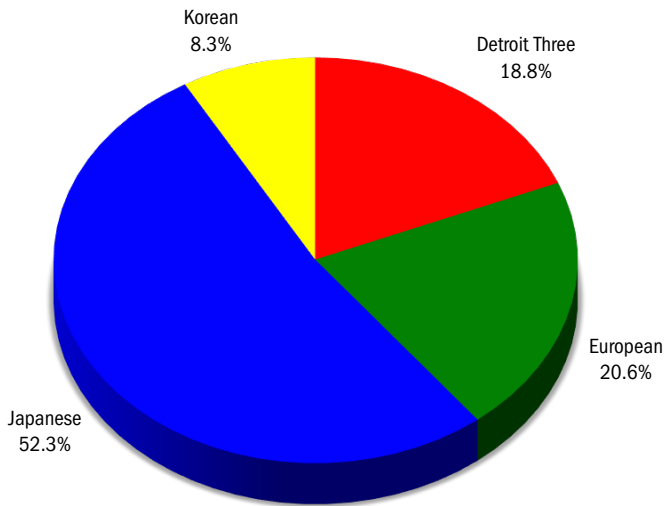
Combined Hybrid and Electric Vehicle Market Share in LA County



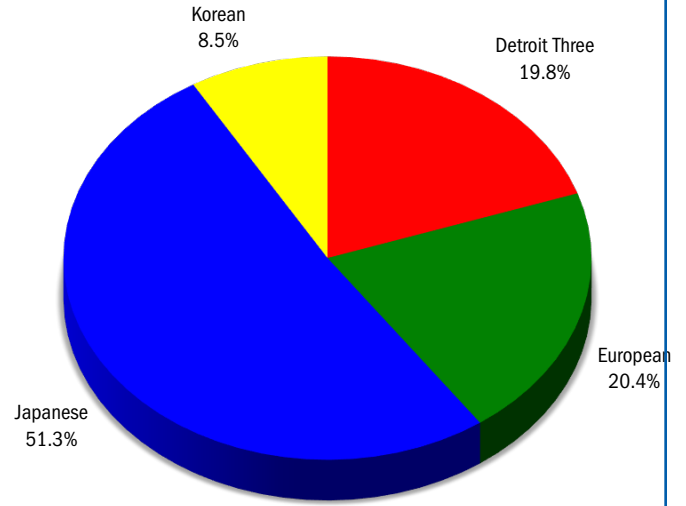
Data Source: AutoCount data from Experian Automotive.

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

YTD 2015 thru October

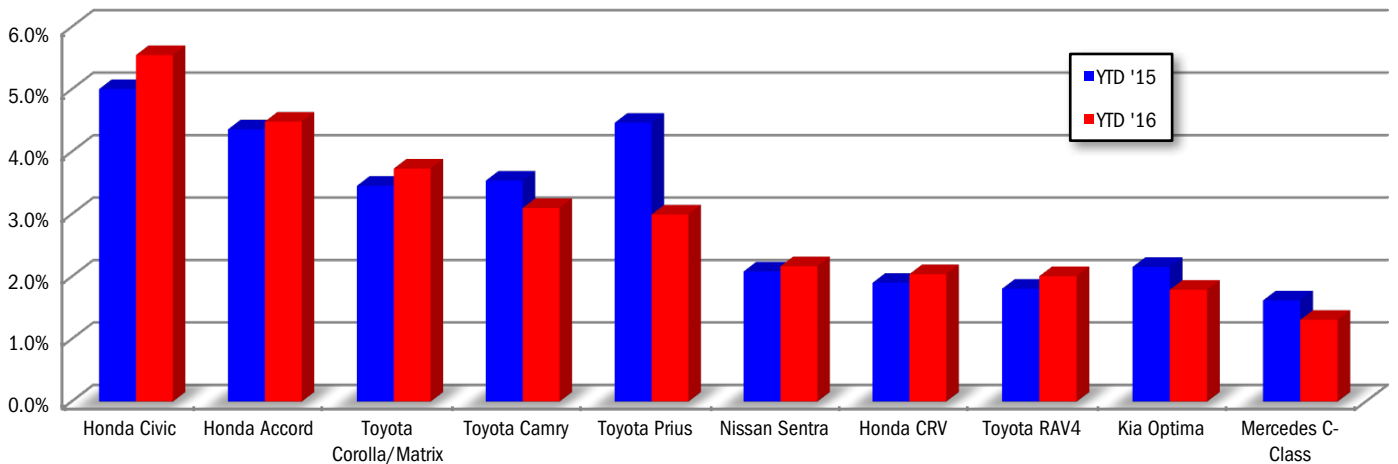


YTD 2016 thru October



Data Source: AutoCount data from Experian Automotive.

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



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WHO ARE MY TOP COMPETITORS? -BY MARKET AREA?

WHAT NEW AND USED CARS SELL WELL IN MY MARKETS?

ANSWERS DRIVE RESULTS.

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Experian Automotive is the data provider for Los Angeles Auto Outlook.