

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 increased 15.2% in October of 2018 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.

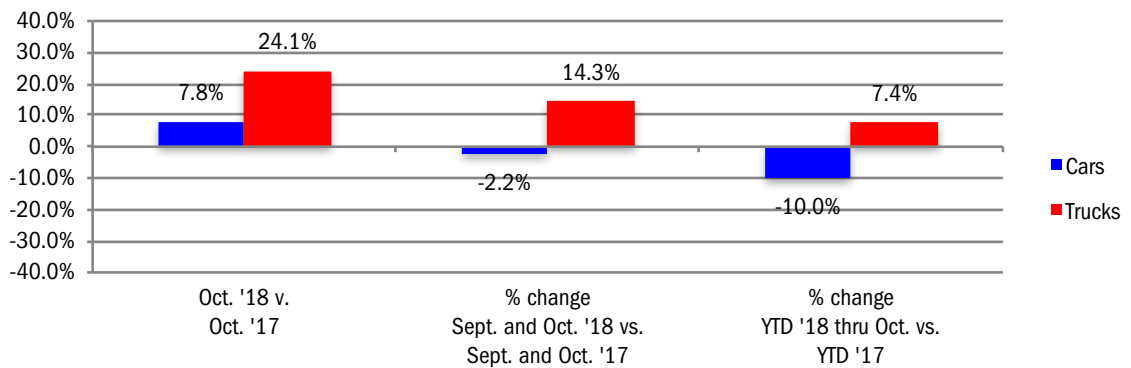
The county market was down 2.3% during the first ten months this year versus a year earlier. Light truck registrations were up 7.4% while passenger cars fell 10%.

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

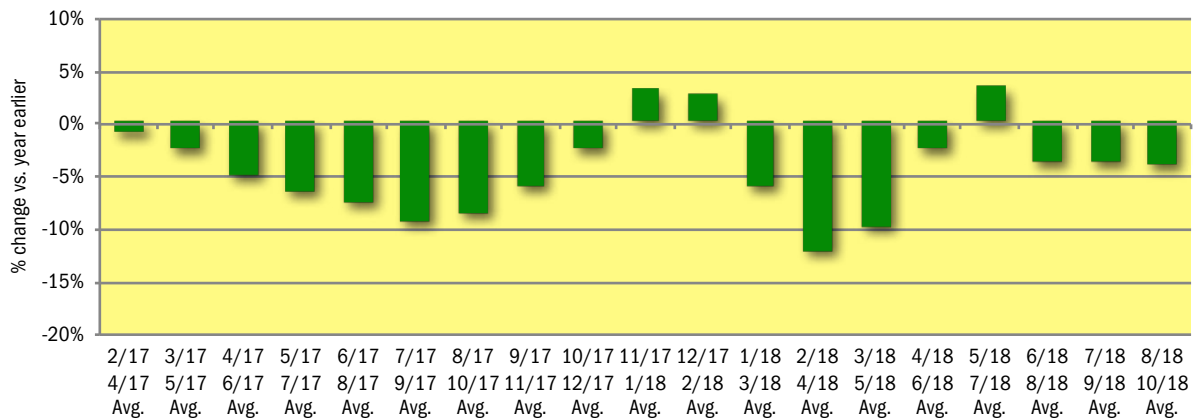
Tesla, Volvo, Jeep, Land Rover, Subaru, Dodge, BMW, and Mazda registrations increased during the first ten months of this year.

Los Angeles New Retail Car and Light Truck Registrations									
	October			Sept. and Oct. Combined			Year to date thru Oct.		
	2017	2018	% chg.	2017	2018	% chg.	2017	2018	Chg.
Industry Total	38,652	44,521	15.2%	80,482	84,708	5.3%	429,664	419,757	-2.3%
Cars	21,143	22,794	7.8%	43,956	42,970	-2.2%	240,240	216,312	-10.0%
Light Trucks	17,509	21,727	24.1%	36,526	41,738	14.3%	189,424	203,445	7.4%
Domestic	7,744	10,813	39.6%	16,500	20,048	21.5%	86,873	90,580	4.3%
European	7,784	8,617	10.7%	15,731	16,209	3.0%	85,237	84,522	-0.8%
Japanese	20,296	22,246	9.6%	42,243	43,116	2.1%	224,263	214,540	-4.3%
Korean	2,828	2,845	0.6%	6,008	5,335	-11.2%	33,291	30,115	-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

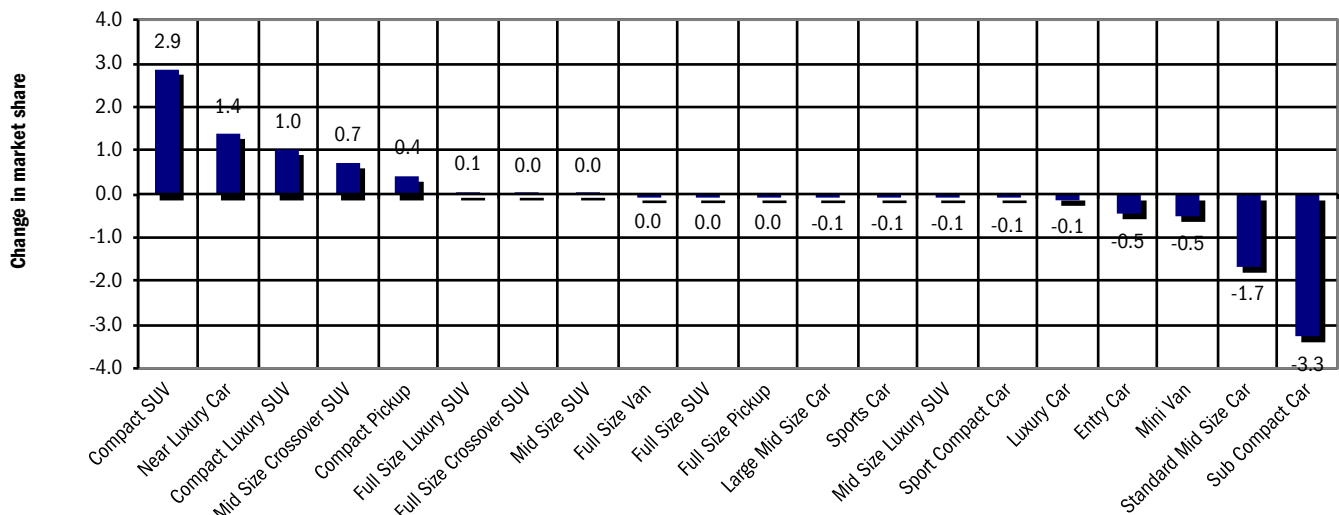
All data represents new and used vehicle retail registrations in Los Angeles County and excludes fleet. Please keep in mind that monthly registration figures can occasionally be subject to fluctuations, resulting in over or under estimation of actual results. This usually occurs due to processing delays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

New Vehicle Market Brand Registrations

Los Angeles New Retail Car and Light Truck Registrations

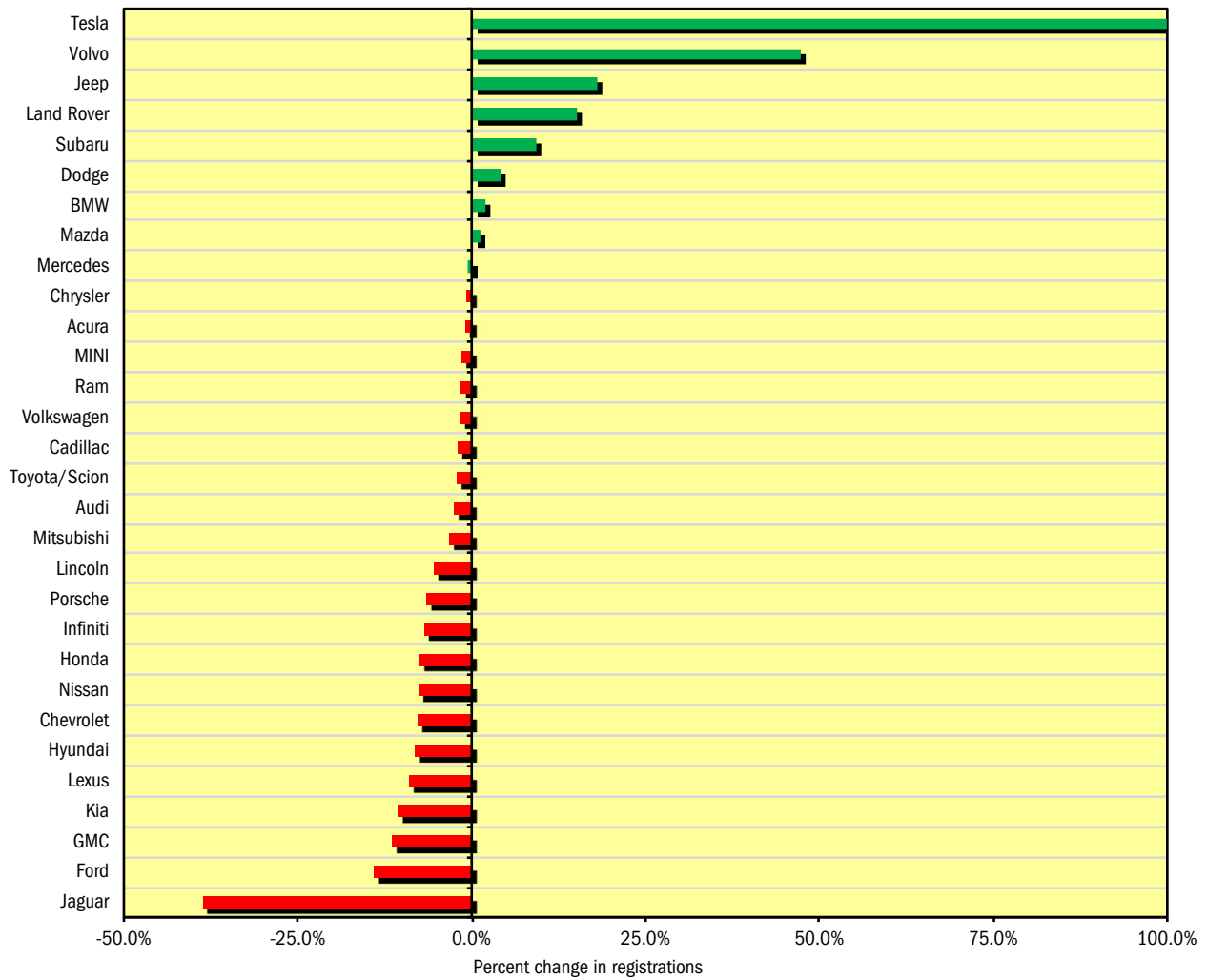
	October			Sept. and Oct. Combined			Year to date thru Oct.			YTD Market Share (%)		
	2017	2018	% chg.	2017	2018	% chg.	2017	2018	% chg.	2017	2018	Chg.
TOTAL	38,652	44,521	15.2%	80,482	84,708	5.3%	429,664	419,757	-2.3%			
Acura	375	545	45.3%	784	943	20.3%	4,443	4,401	-0.9%	1.0	1.0	0.0
Audi	1,103	1,277	15.8%	2,309	2,609	13.0%	12,807	12,489	-2.5%	3.0	3.0	0.0
BMW	1,665	1,868	12.2%	3,307	3,428	3.7%	18,887	19,239	1.9%	4.4	4.6	0.2
Buick	135	132	-2.2%	313	279	-10.9%	1,544	1,323	-14.3%	0.4	0.3	0.0
Cadillac	219	189	-13.7%	403	407	1.0%	2,225	2,180	-2.0%	0.5	0.5	0.0
Chevrolet	2,496	2,704	8.3%	5,401	5,185	-4.0%	29,038	26,795	-7.7%	6.8	6.4	-0.4
Chrysler	140	173	23.6%	318	326	2.5%	1,637	1,625	-0.7%	0.4	0.4	0.0
Dodge	526	645	22.6%	1,140	1,155	1.3%	6,017	6,266	4.1%	1.4	1.5	0.1
Fiat	119	78	-34.5%	320	187	-41.6%	2,688	855	-68.2%	0.6	0.2	-0.4
Ford	1,946	1,971	1.3%	4,314	4,016	-6.9%	22,663	19,492	-14.0%	5.3	4.6	-0.6
GMC	399	362	-9.3%	795	702	-11.7%	4,222	3,737	-11.5%	1.0	0.9	-0.1
Honda	5,995	6,409	6.9%	12,628	12,253	-3.0%	68,053	62,976	-7.5%	15.8	15.0	-0.8
Hyundai	1,219	1,254	2.9%	2,661	2,562	-3.7%	14,408	13,234	-8.1%	3.4	3.2	-0.2
Infiniti	509	536	5.3%	1,037	1,085	4.6%	6,121	5,706	-6.8%	1.4	1.4	-0.1
Jaguar	220	124	-43.6%	423	220	-48.0%	2,285	1,402	-38.6%	0.5	0.3	-0.2
Jeep	905	1,439	59.0%	1,933	2,703	39.8%	10,557	12,456	18.0%	2.5	3.0	0.5
Kia	1,609	1,591	-1.1%	3,347	2,773	-17.1%	18,883	16,881	-10.6%	4.4	4.0	-0.4
Land Rover	410	669	63.2%	869	1,155	32.9%	4,456	5,129	15.1%	1.0	1.2	0.2
Lexus	1,769	2,057	16.3%	3,969	4,106	3.5%	21,435	19,517	-8.9%	5.0	4.6	-0.3
Lincoln	111	151	36.0%	292	324	11.0%	1,685	1,593	-5.5%	0.4	0.4	0.0
Maserati	108	82	-24.1%	190	146	-23.2%	1,163	787	-32.3%	0.3	0.2	-0.1
Mazda	905	867	-4.2%	1,838	1,829	-0.5%	9,349	9,453	1.1%	2.2	2.3	0.1
Mercedes	1,978	2,088	5.6%	3,818	3,878	1.6%	21,309	21,215	-0.4%	5.0	5.1	0.1
MINI	254	265	4.3%	535	482	-9.9%	2,809	2,770	-1.4%	0.7	0.7	0.0
Mitsubishi	127	133	4.7%	240	257	7.1%	1,372	1,328	-3.2%	0.3	0.3	0.0
Nissan	2,081	2,583	24.1%	4,112	4,807	16.9%	24,927	23,030	-7.6%	5.8	5.5	-0.3
Porsche	407	407	0.0%	744	678	-8.9%	3,752	3,510	-6.4%	0.9	0.8	0.0
Ram	340	494	45.3%	696	895	28.6%	3,835	3,776	-1.5%	0.9	0.9	0.0
smart	15	8	-46.7%	24	17	-29.2%	212	98	-53.8%	0.0	0.0	0.0
Subaru	1,162	1,305	12.3%	2,432	2,732	12.3%	12,504	13,678	9.4%	2.9	3.3	0.3
Tesla	526	2,553	385.4%	894	4,056	353.7%	3,449	11,336	228.7%	0.8	2.7	1.9
Toyota/Scion	7,373	7,811	5.9%	15,203	15,104	-0.7%	76,059	74,451	-2.1%	17.7	17.7	0.0
Volkswagen	1,121	1,212	8.1%	2,418	2,312	-4.4%	11,460	11,269	-1.7%	2.7	2.7	0.0
Volvo	224	294	31.3%	463	577	24.6%	2,096	3,084	47.1%	0.5	0.7	0.2
Other	161	245	52.2%	312	520	66.7%	1,314	2,676	103.7%	0.3	0.6	0.3

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



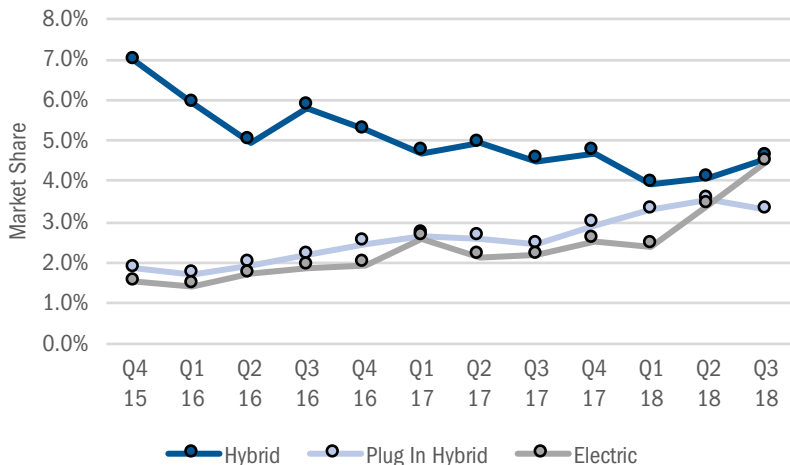
Data Source: AutoCount data from Experian.

Percent Change in Brand Registrations - YTD 2018 thru October vs. YTD 2017 (Top 30 selling brands)



Data Source: AutoCount data from Experian.

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



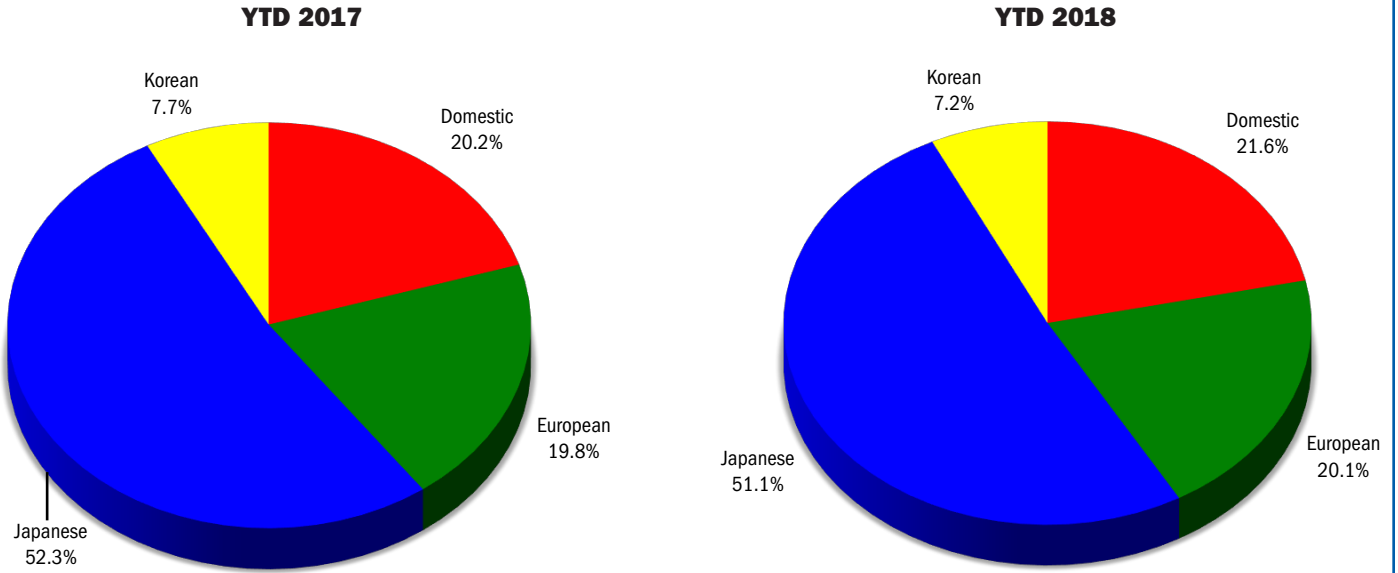
Hybrid/electric vehicle market share in Q3 '18:

11.4%

New Retail Hybrid and Electric Vehicle Registrations Top 10 Selling Models in County - YTD '18 thru September		
Rank	Model	Regs.
1	Toyota Prius	7295
2	Tesla Model 3	6554
3	Chevrolet Volt	2509
4	Tesla Model S	1866
5	Tesla Model X	1622
6	Ford Fusion	1479
7	Kia Niro	1441
8	Toyota RAV4	1434
9	Honda Clarity	1331
10	Chevrolet Bolt	1154

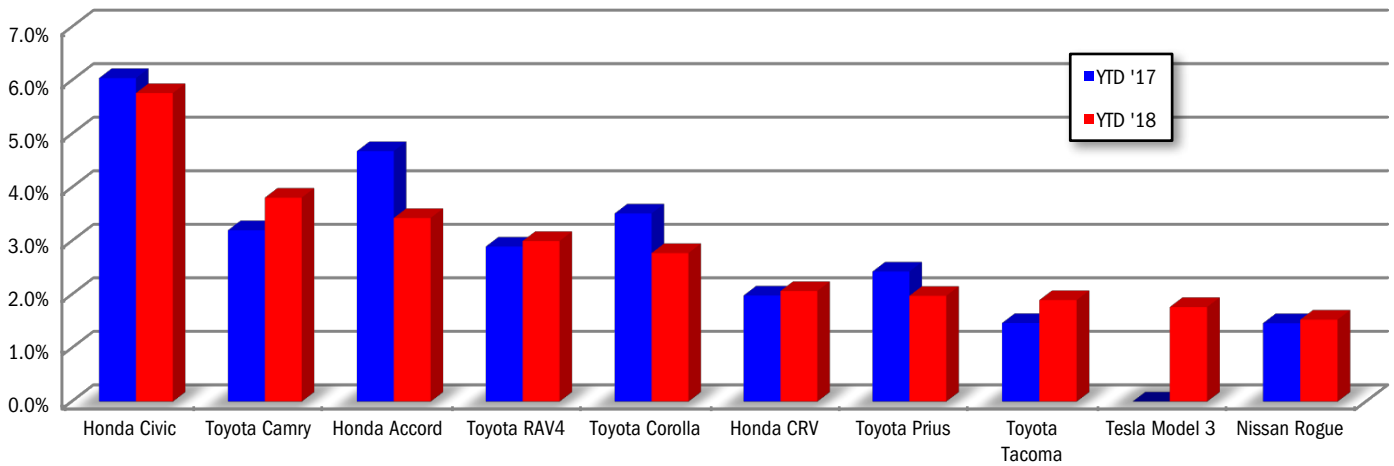
The graph above shows hybrid powertrain and electric vehicle quarterly market share in the county. Source: IHS Markit.

Market Share for Japanese, Detroit Three, European, and Korean Brands - YTD '17 thru October and YTD '18



Data Source: AutoCount data from Experian Automotive.

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



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AutoCount data from Experian is the data provider for Los Angeles Auto Outlook.