

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 1.2% in April of 2017 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.

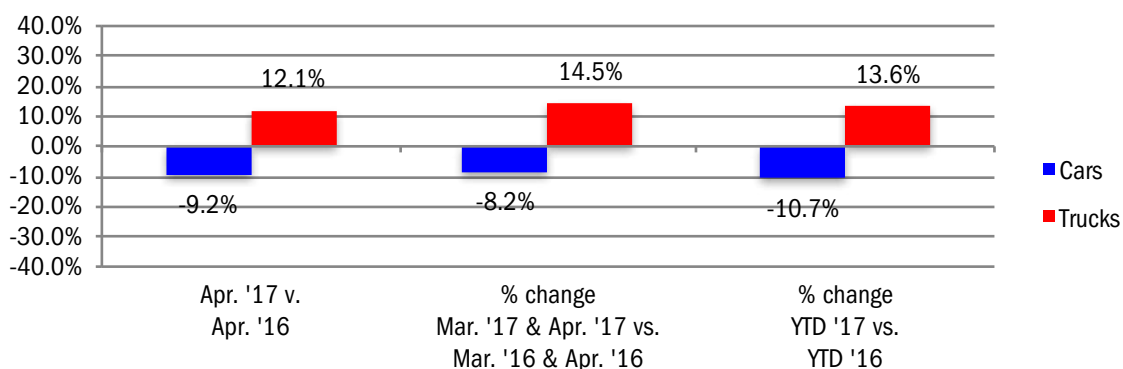
The county market was off 1.6% during the first four months of this year versus a year earlier. Light truck registrations were up 13.6% while passenger cars fell 10.7%.

The three month moving average of new vehicle registrations decreased slightly in April of this year versus a year earlier.

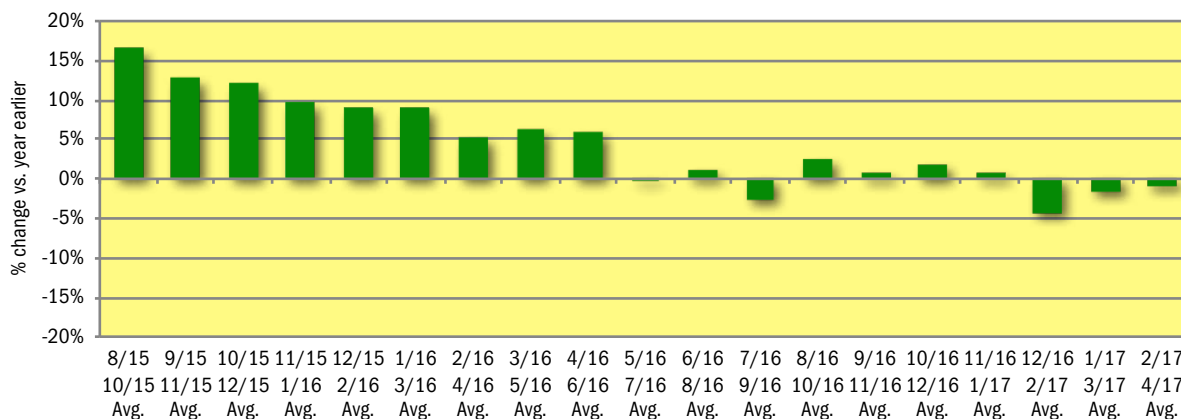
Jaguar, FIAT, Chevrolet, Subaru, Chrysler and Hyundai new vehicle registrations were up by more than 10% during the first four months of this year.

	April			March and April Combined			Year-to-date thru April		
	2016	2017	% chg.	2016	2017	% chg.	2016	2017	Chg.
Industry Total	41,738	41,244	-1.2%	89,808	90,124	0.4%	174,096	171,301	-1.6%
Cars	26,067	23,672	-9.2%	55,928	51,322	-8.2%	108,913	97,234	-10.7%
Light Trucks	15,671	17,572	12.1%	33,880	38,802	14.5%	65,183	74,067	13.6%
Detroit Three	8,230	8,640	5.0%	17,950	18,972	5.7%	34,131	35,159	3.0%
European	8,298	8,136	-2.0%	17,690	17,362	-1.9%	35,672	35,203	-1.3%
Japanese	21,562	21,210	-1.6%	46,583	46,737	0.3%	89,816	87,623	-2.4%
Korean	3,648	3,258	-10.7%	7,585	7,053	-7.0%	14,477	13,316	-8.0%

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

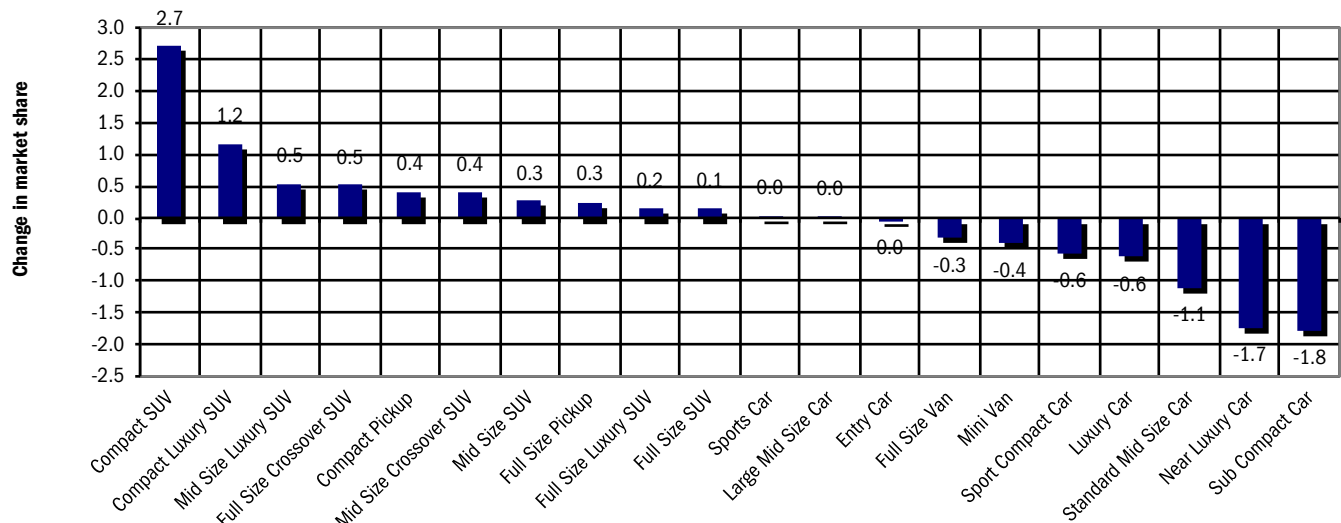
All data represents new and used vehicle retail registrations in Los Angeles County and excludes fleet. Please keep in mind that monthly registration figures can occasionally be subject to fluctuations, resulting in over or under estimation of actual results. This usually occurs due to processing delays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

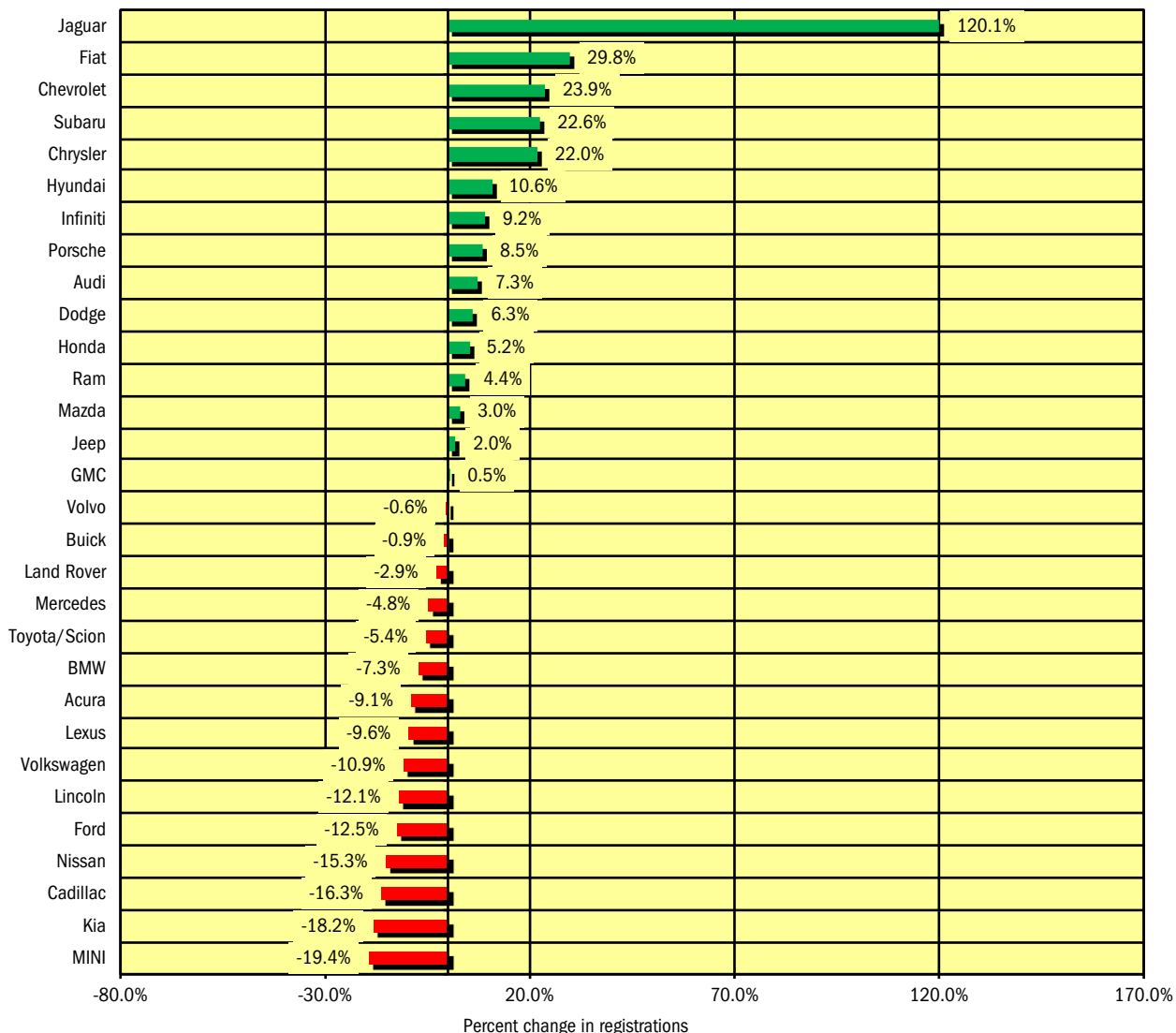
	April			March and April Combined			Year-to-date thru April			YTD Market Share (%)		
	2016	2017	% chg.	2016	2017	% chg.	2016	2017	% chg.	2016	2017	Chg.
TOTAL	41,738	41,244	-1.2%	89,808	90,124	0.4%	174,096	171,301	-1.6%			
Acura	464	407	-12.3%	961	890	-7.4%	1,931	1,756	-9.1%	1.1	1.0	-0.1
Audi	1,122	1,148	2.3%	2,483	2,557	3.0%	4,787	5,135	7.3%	2.7	3.0	0.2
BMW	1,987	2,065	3.9%	4,197	4,103	-2.2%	9,084	8,424	-7.3%	5.2	4.9	-0.3
Buick	142	162	14.1%	362	329	-9.1%	654	648	-0.9%	0.4	0.4	0.0
Cadillac	224	181	-19.2%	520	403	-22.5%	1,036	867	-16.3%	0.6	0.5	-0.1
Chevrolet	2,189	3,192	45.8%	4,922	6,806	38.3%	9,750	12,076	23.9%	5.6	7.0	1.4
Chrysler	102	158	54.9%	239	353	47.7%	518	632	22.0%	0.3	0.4	0.1
Dodge	518	639	23.4%	1,153	1,335	15.8%	2,195	2,333	6.3%	1.3	1.4	0.1
Fiat	279	364	30.5%	613	783	27.7%	1,096	1,423	29.8%	0.6	0.8	0.2
Ford	2,510	2,031	-19.1%	5,778	4,951	-14.3%	10,424	9,118	-12.5%	6.0	5.3	-0.7
GMC	366	402	9.8%	870	975	12.1%	1,828	1,838	0.5%	1.0	1.1	0.0
Honda	6,388	6,437	0.8%	13,419	14,258	6.3%	25,031	26,332	5.2%	14.4	15.4	1.0
Hyundai	1,284	1,383	7.7%	2,693	2,918	8.4%	5,114	5,658	10.6%	2.9	3.3	0.4
Infiniti	603	725	20.2%	1,296	1,554	19.9%	2,559	2,794	9.2%	1.5	1.6	0.2
Jaguar	88	229	160.2%	220	498	126.4%	393	865	120.1%	0.2	0.5	0.3
Jeep	932	895	-4.0%	1,979	1,991	0.6%	3,886	3,963	2.0%	2.2	2.3	0.1
Kia	2,364	1,875	-20.7%	4,892	4,135	-15.5%	9,363	7,658	-18.2%	5.4	4.5	-0.9
Land Rover	454	443	-2.4%	1,008	921	-8.6%	1,832	1,779	-2.9%	1.1	1.0	0.0
Lexus	2,233	2,125	-4.8%	4,660	4,279	-8.2%	9,365	8,466	-9.6%	5.4	4.9	-0.4
Lincoln	146	154	5.5%	403	359	-10.9%	787	692	-12.1%	0.5	0.4	0.0
Maserati	109	102	-6.4%	222	254	14.4%	397	522	31.5%	0.2	0.3	0.1
Mazda	864	845	-2.2%	1,844	1,877	1.8%	3,553	3,661	3.0%	2.0	2.1	0.1
Mercedes	2,070	1,976	-4.5%	4,430	4,288	-3.2%	9,365	8,915	-4.8%	5.4	5.2	-0.2
MINI	354	264	-25.4%	633	516	-18.5%	1,223	986	-19.4%	0.7	0.6	-0.1
Mitsubishi	152	116	-23.7%	365	289	-20.8%	671	554	-17.4%	0.4	0.3	-0.1
Nissan	2,960	2,541	-14.2%	6,701	5,728	-14.5%	12,545	10,631	-15.3%	7.2	6.2	-1.0
Porsche	305	330	8.2%	655	687	4.9%	1,293	1,403	8.5%	0.7	0.8	0.1
Ram	342	360	5.3%	758	753	-0.7%	1,420	1,483	4.4%	0.8	0.9	0.1
smart	25	32	28.0%	51	58	13.7%	92	113	22.8%	0.1	0.1	0.0
Subaru	926	1,219	31.6%	2,118	2,716	28.2%	4,027	4,936	22.6%	2.3	2.9	0.6
Tesla	757	466	-38.4%	964	717	-25.6%	1,631	1,509	-7.5%	0.9	0.9	-0.1
Toyota/Scion	6,972	6,795	-2.5%	15,219	15,146	-0.5%	30,134	28,493	-5.4%	17.3	16.6	-0.7
Volkswagen	1,251	902	-27.9%	2,622	2,088	-20.4%	5,013	4,466	-10.9%	2.9	2.6	-0.3
Volvo	198	180	-9.1%	437	408	-6.6%	817	812	-0.6%	0.5	0.5	0.0
Other	58	101	74.1%	121	201	66.1%	282	360	27.7%	0.2	0.2	0.0

Change in New Vehicle Segment Market Share - YTD '17 thru April vs. YTD '16

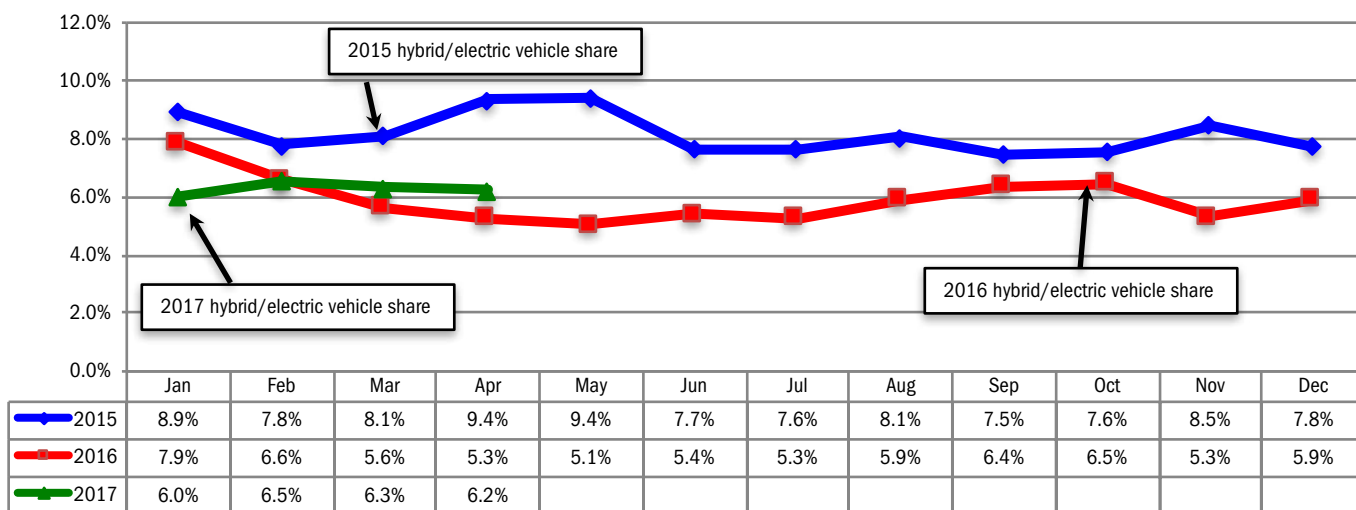


Data Source: AutoCount data from Experian.

**Percent Change in Brand Registrations
YTD '17 thru April vs. YTD '16
(Top 30 selling brands)**

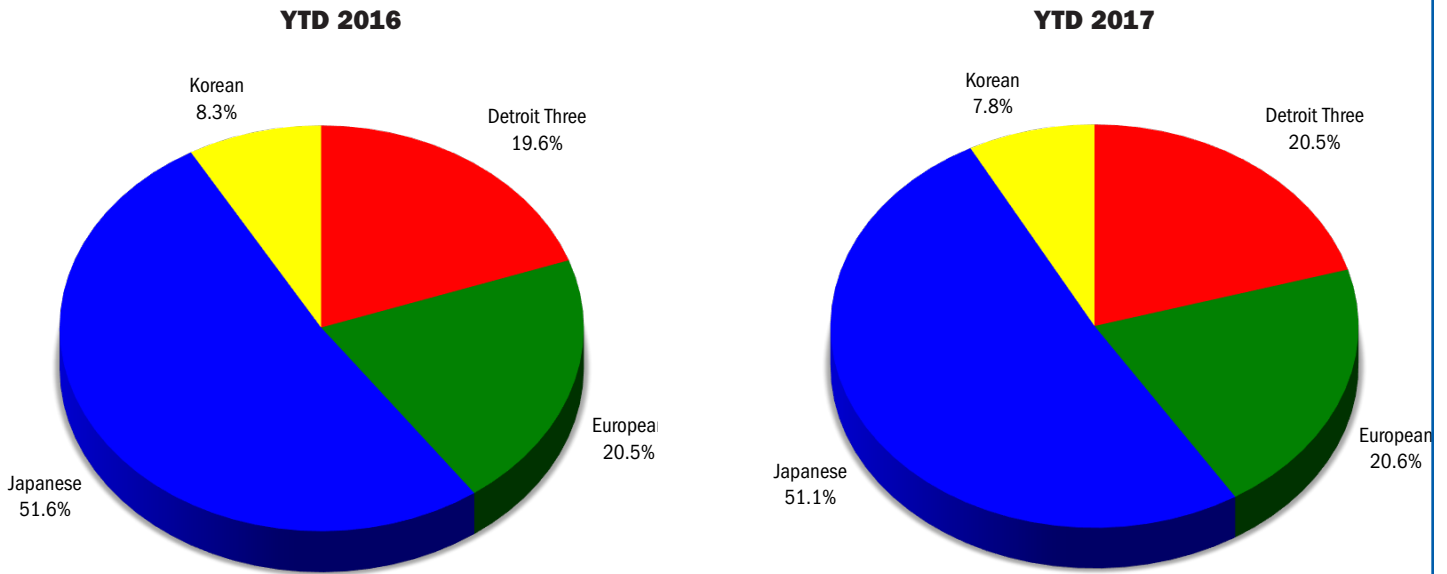


Combined Hybrid and Electric Vehicle Market Share in LA County



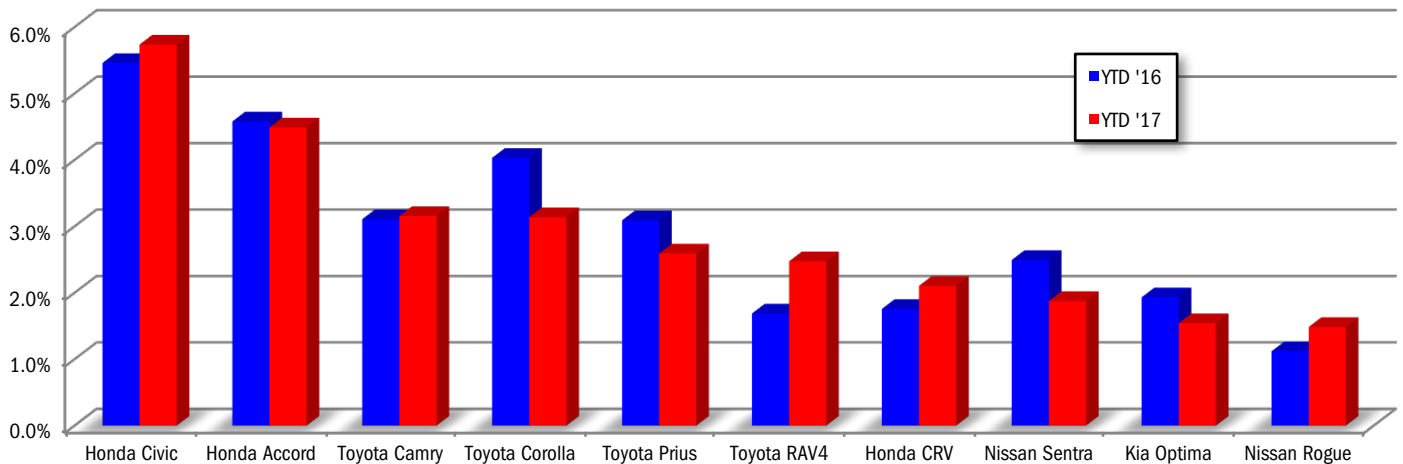
Data Source: AutoCount data from Experian.

Market Share for Japanese, Detroit Three, European, and Korean Brands - YTD '17 thru Apr. and YTD '16



Data Source: AutoCount data from Experian Automotive.

Market Share for Top 10 Selling Models in LA County - YTD 2016 thru Apr. and YTD 2017



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