

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 4% in February 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.

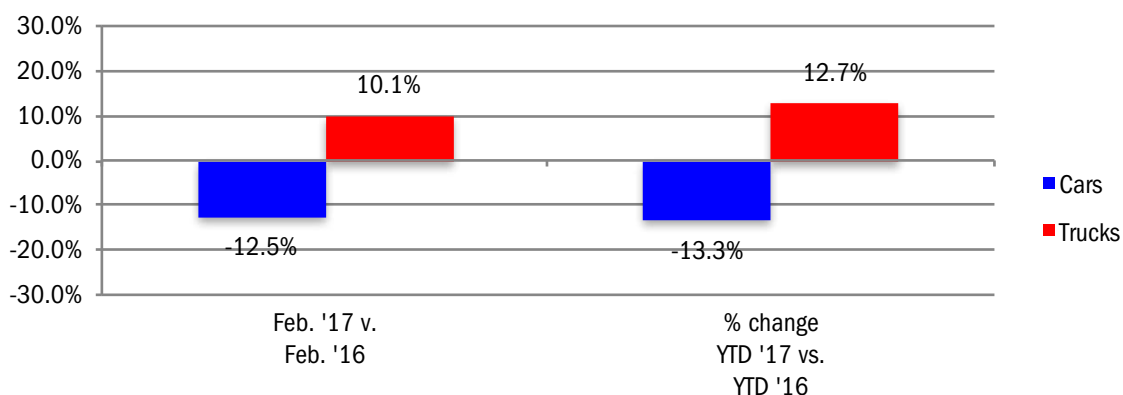
The county market was off 3.7% during the first two months of this year versus a year earlier. Light truck registrations were up 12.7% while passenger cars fell 13.3%.

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

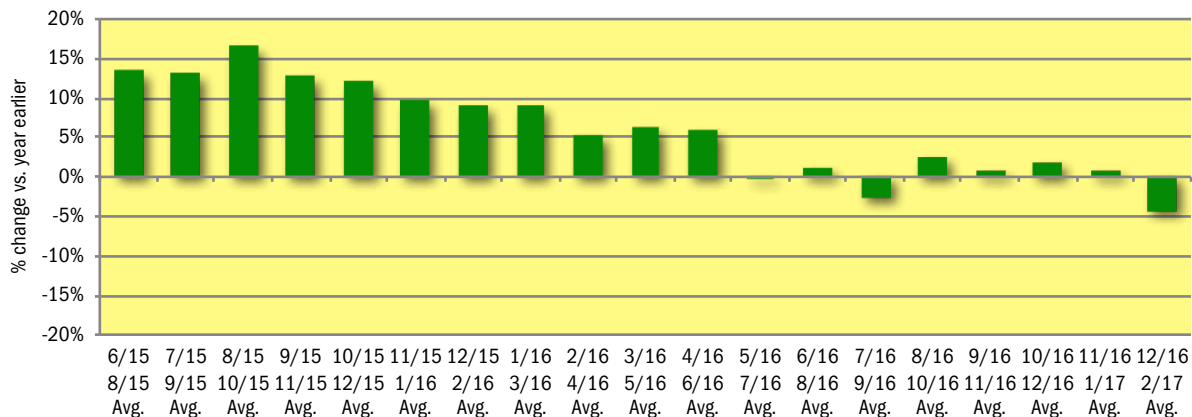
Jaguar, FIAT, Subaru, Hyundai, Porsche, Audi, and Ram new vehicle registrations were up by more than 10% during the first two months of this year.

Los Angeles New Retail Car and Light Truck Registrations						
	February			Year-to-date thru February		
	2016	2017	% chg.	2016	2017	Chg.
Industry Total	37,507	36,001	-4.0%	84,288	81,177	-3.7%
Cars	23,393	20,467	-12.5%	52,985	45,912	-13.3%
Light Trucks	14,114	15,534	10.1%	31,303	35,265	12.7%
Detroit Three	7,158	7,462	4.2%	16,181	16,187	0.0%
European	7,377	7,184	-2.6%	17,982	17,841	-0.8%
Japanese	19,966	18,675	-6.5%	43,233	40,886	-5.4%
Korean	3,006	2,680	-10.8%	6,892	6,263	-9.1%

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.

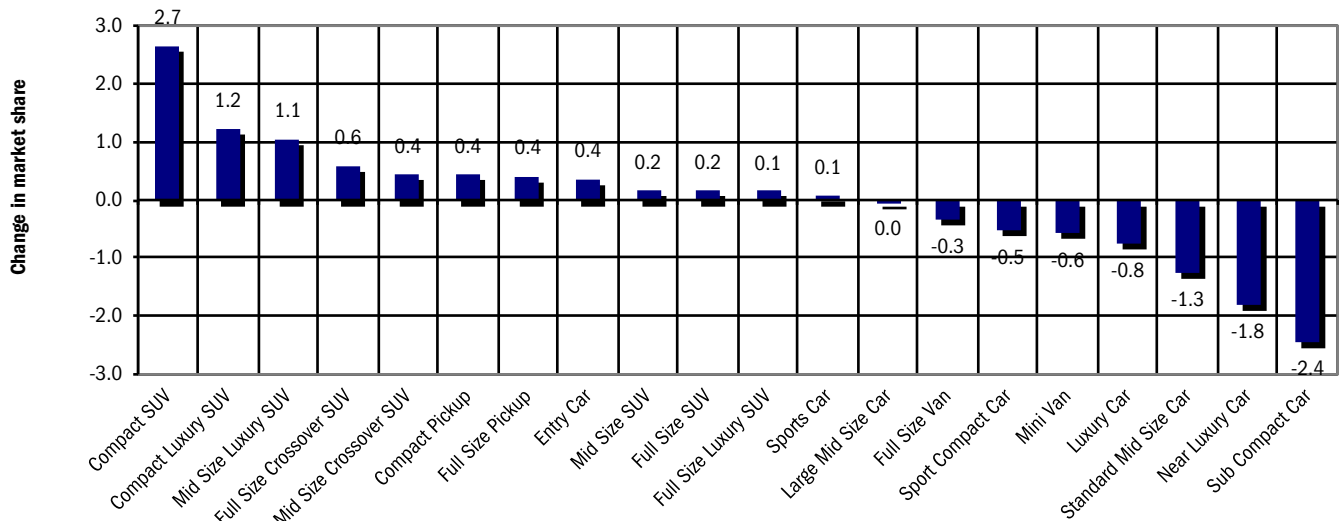
Data Information

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

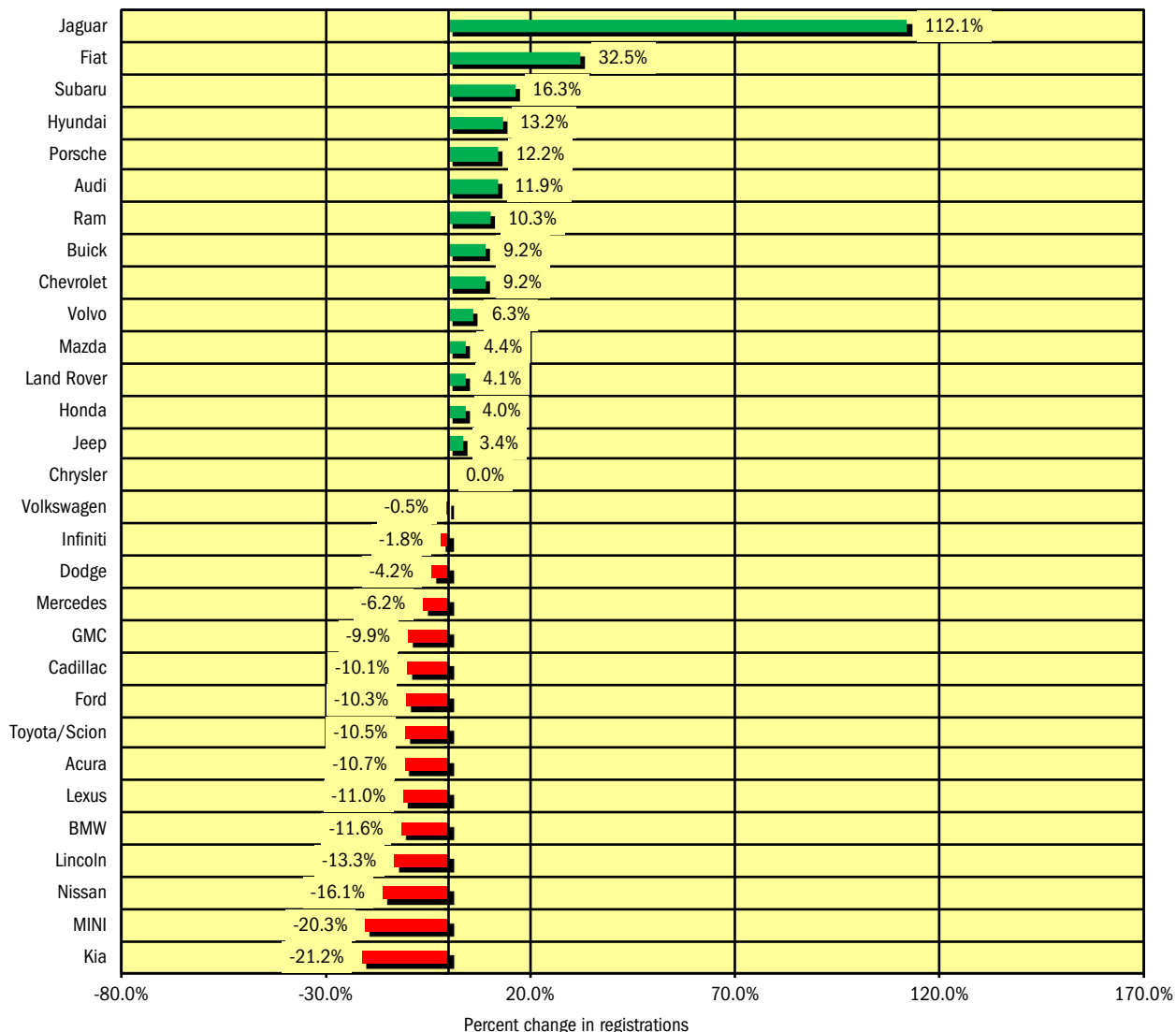
Los Angeles New Retail Car and Light Truck Registrations									
	February			Year-to-date thru February			YTD Market Share (%)		
	2016	2017	% chg.	2016	2017	% chg.	2016	2017	Chg.
TOTAL	37,507	36,001	-4.0%	84,288	81,177	-3.7%			
Acura	415	363	-12.5%	970	866	-10.7%	1.2	1.1	-0.1
Audi	995	1,143	14.9%	2,304	2,578	11.9%	2.7	3.2	0.4
BMW	1,755	1,620	-7.7%	4,887	4,321	-11.6%	5.8	5.3	-0.5
Buick	134	129	-3.7%	292	319	9.2%	0.3	0.4	0.0
Cadillac	203	209	3.0%	516	464	-10.1%	0.6	0.6	0.0
Chevrolet	2,212	2,576	16.5%	4,828	5,270	9.2%	5.7	6.5	0.8
Chrysler	152	135	-11.2%	279	279	0.0%	0.3	0.3	0.0
Dodge	497	505	1.6%	1,042	998	-4.2%	1.2	1.2	0.0
Fiat	231	319	38.1%	483	640	32.5%	0.6	0.8	0.2
Ford	2,101	1,884	-10.3%	4,646	4,167	-10.3%	5.5	5.1	-0.4
GMC	432	389	-10.0%	958	863	-9.9%	1.1	1.1	-0.1
Honda	5,688	5,706	0.3%	11,612	12,074	4.0%	13.8	14.9	1.1
Hyundai	1,093	1,156	5.8%	2,421	2,740	13.2%	2.9	3.4	0.5
Infiniti	524	458	-12.6%	1,263	1,240	-1.8%	1.5	1.5	0.0
Jaguar	59	177	200.0%	173	367	112.1%	0.2	0.5	0.2
Jeep	886	998	12.6%	1,907	1,972	3.4%	2.3	2.4	0.2
Kia	1,913	1,524	-20.3%	4,471	3,523	-21.2%	5.3	4.3	-1.0
Land Rover	363	411	13.2%	824	858	4.1%	1.0	1.1	0.1
Lexus	1,799	1,379	-23.3%	4,705	4,187	-11.0%	5.6	5.2	-0.4
Lincoln	155	137	-11.6%	384	333	-13.3%	0.5	0.4	0.0
Maserati	70	97	38.6%	175	268	53.1%	0.2	0.3	0.1
Mazda	739	767	3.8%	1,709	1,784	4.4%	2.0	2.2	0.2
Mercedes	1,984	1,630	-17.8%	4,935	4,627	-6.2%	5.9	5.7	-0.2
MINI	245	204	-16.7%	590	470	-20.3%	0.7	0.6	-0.1
Mitsubishi	157	121	-22.9%	306	265	-13.4%	0.4	0.3	0.0
Nissan	2,830	2,312	-18.3%	5,844	4,903	-16.1%	6.9	6.0	-0.9
Porsche	352	323	-8.2%	638	716	12.2%	0.8	0.9	0.1
Ram	308	331	7.5%	662	730	10.3%	0.8	0.9	0.1
smart	22	20	-9.1%	41	55	34.1%	0.0	0.1	0.0
Subaru	923	1,082	17.2%	1,909	2,220	16.3%	2.3	2.7	0.5
Tesla	78	169	116.7%	667	792	18.7%	0.8	1.0	0.2
Toyota/Scion	6,891	6,487	-5.9%	14,915	13,347	-10.5%	17.7	16.4	-1.3
Volkswagen	1,060	990	-6.6%	2,391	2,378	-0.5%	2.8	2.9	0.1
Volvo	179	173	-3.4%	380	404	6.3%	0.5	0.5	0.0
Other	62	77	24.2%	161	159	-1.2%	0.2	0.2	0.0

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

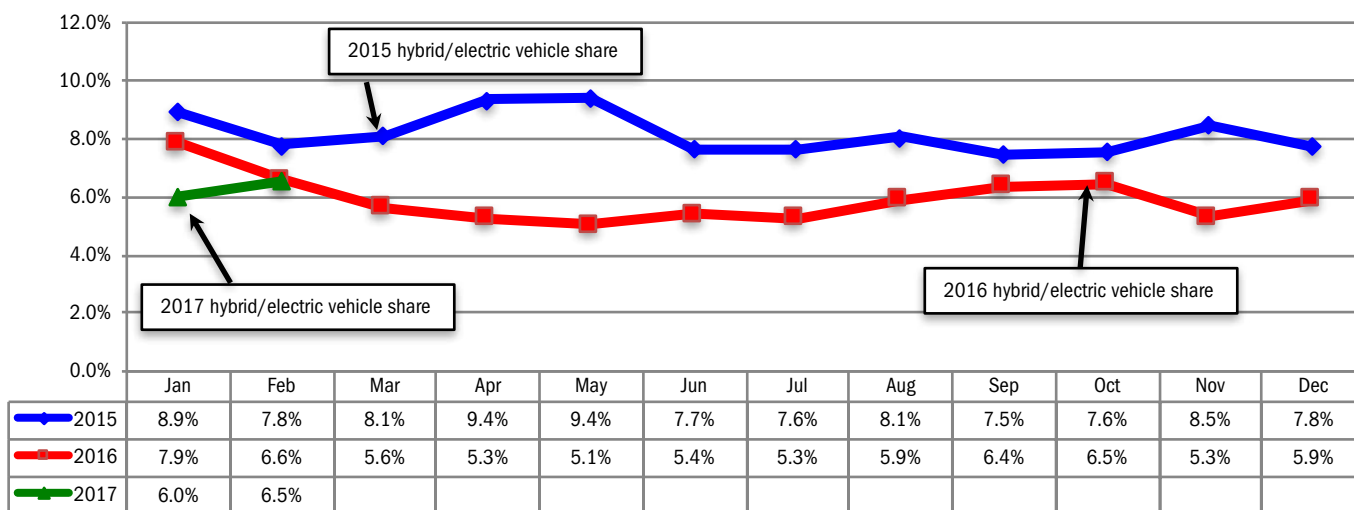


Data Source: AutoCount data from Experian.

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

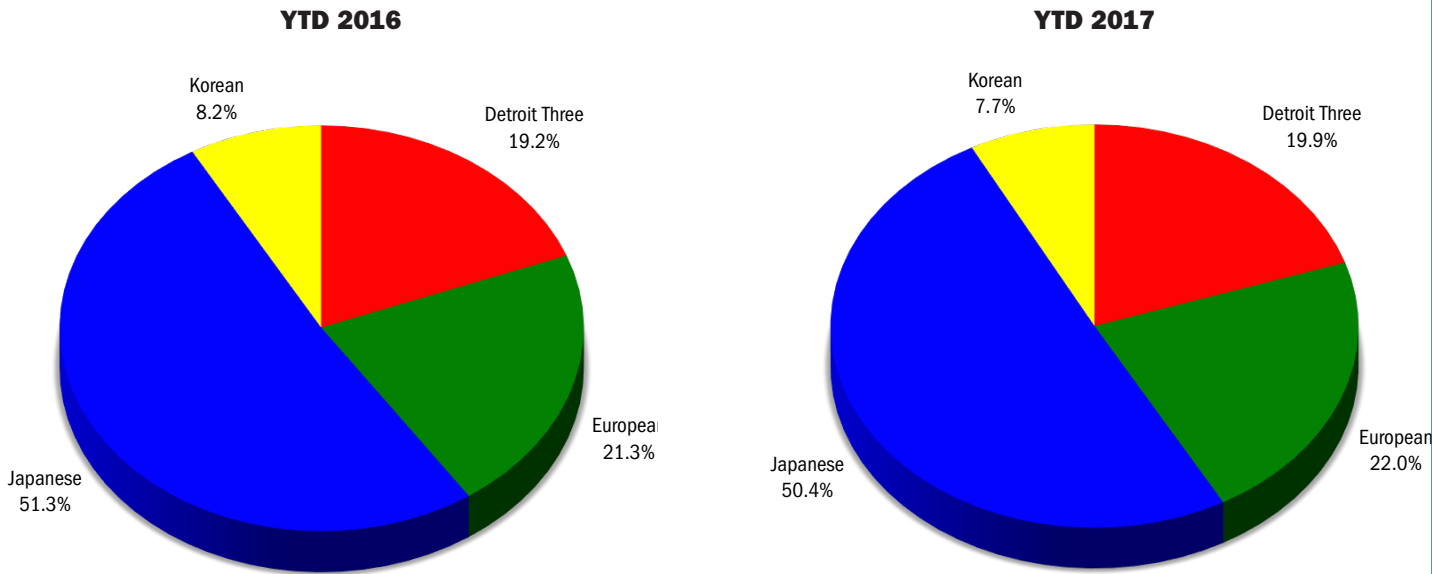


Combined Hybrid and Electric Vehicle Market Share in LA County



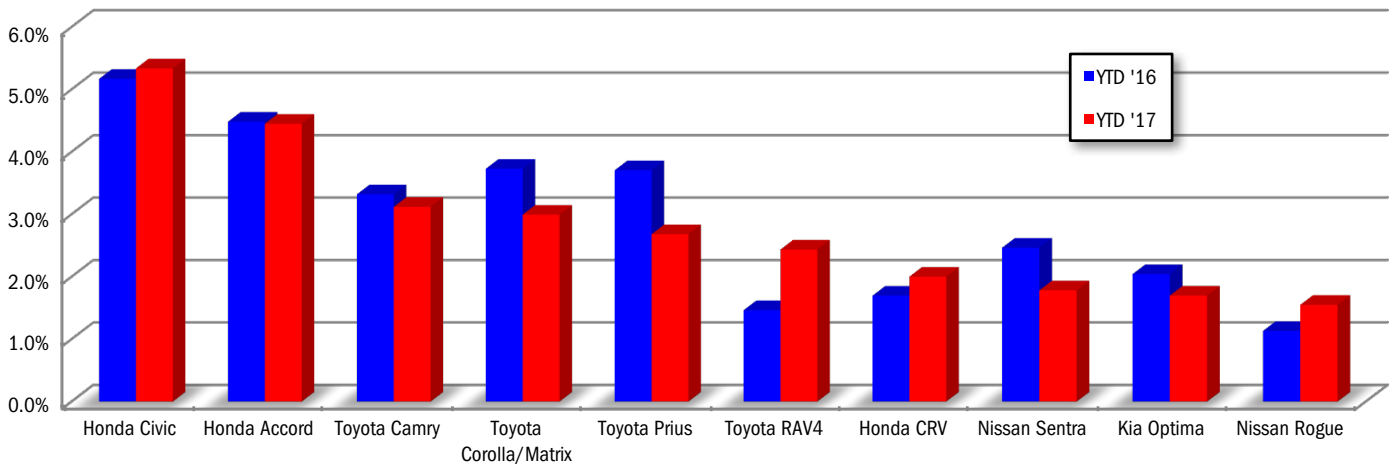
Data Source: AutoCount data from Experian.

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



Data Source: AutoCount data from Experian Automotive.

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



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