

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 8.5% during the past two months combined (December of 2020 and January of this year) versus the same period a year earlier. The rate of decline was an improvement from the 20.3% drop for all of last year

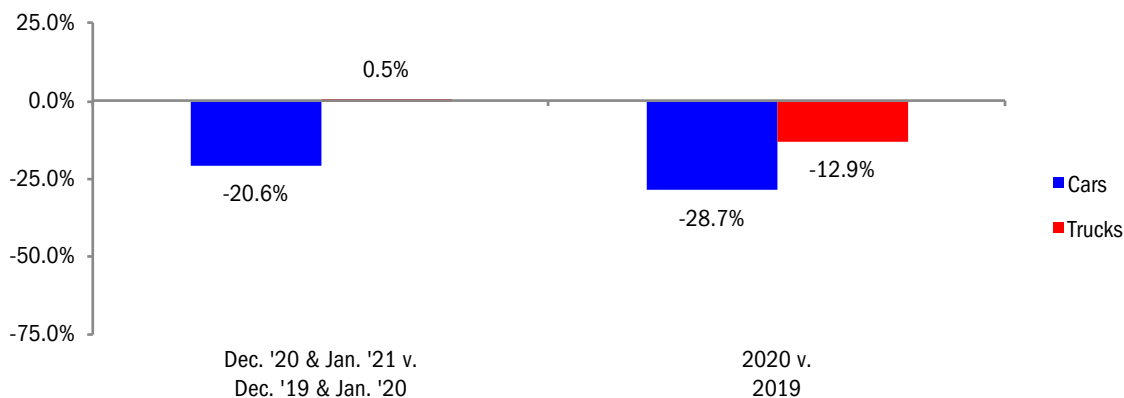
Passenger car registrations in the county declined by 20.6% during the past two months, while light trucks were up slightly.

Registrations improved by more than 5% during the past two months (vs. year earlier) for the following brands: Tesla, Chrysler, Cadillac, GMC, Ram, Chevrolet, and Porsche.

Los Angeles County New Retail Car and Light Truck Registrations									
	Dec. and Jan. Combined			Nov. '20 thru Jan. '21			Annual Total		
	Previous	Current	% chg.	Previous	Current	% chg.	2019	2020	Chg.
Industry Total	80,967	74,056	-8.5%	112,662	104,055	-7.6%	476,260	379,697	-20.3%
Cars	34,622	27,495	-20.6%	48,801	39,376	-19.3%	221,541	157,867	-28.7%
Light Trucks	46,345	46,561	0.5%	63,861	64,679	1.3%	254,719	221,830	-12.9%

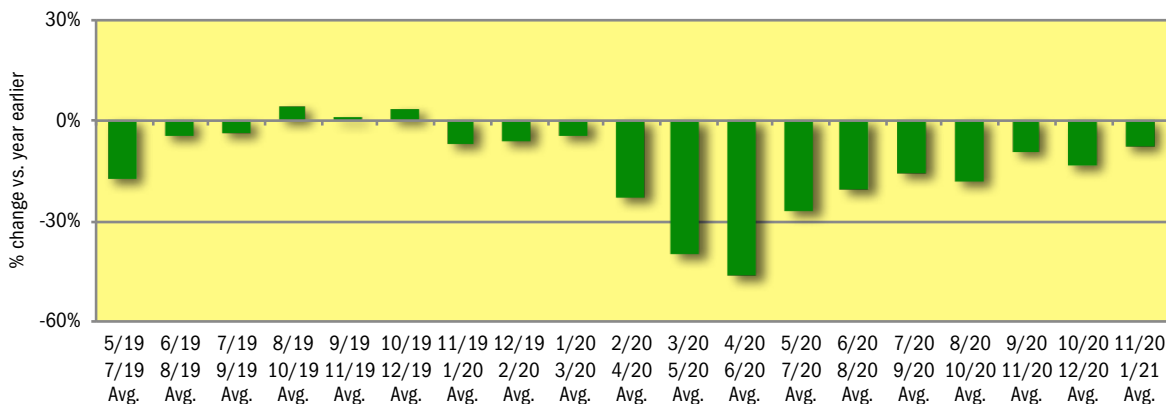
Data Source: AutoCount data from Experian.

Percent Change in LA County New Retail Light Vehicle Registrations



Data Source: AutoCount data from Experian.

% Change in Three Month Moving Average of New Retail Registrations vs. Year Earlier



Data Source: AutoCount data from Experian.

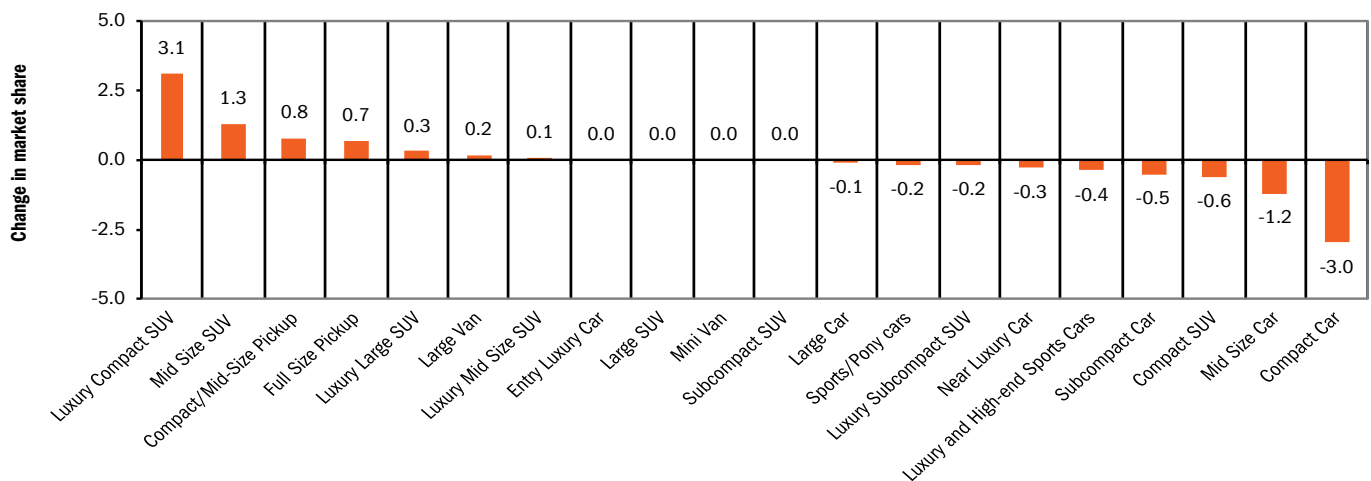
The graph above provides a clear picture of the trending direction of the LA County market. It shows the year-over-year percent change in the three month moving average of new retail light vehicle registrations. The three month moving average is less erratic than monthly registrations, which can fluctuate due to such factors as the timing of manufacturer incentive programs, weather and title processing delays by governmental agencies.

Data Information

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 Data Source: AutoCount data from Experian.

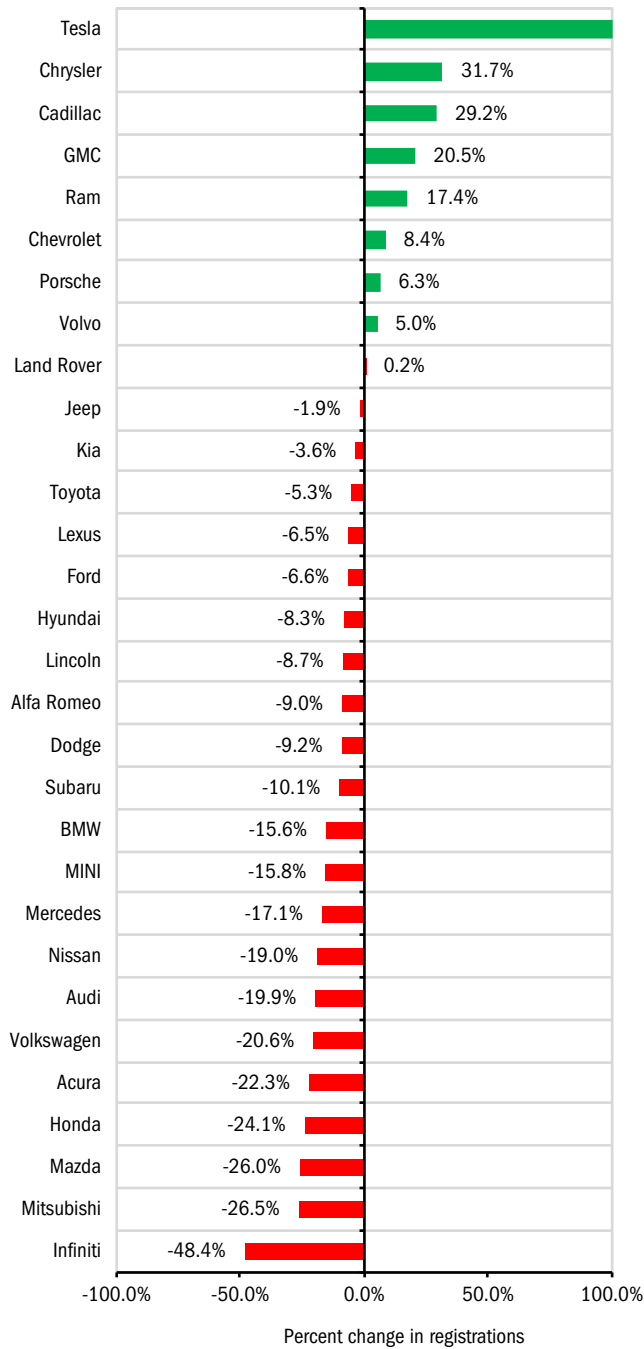
Los Angeles County New Retail Car and Light Truck Registrations												
	Dec. and Jan. Combined			Nov. '20 thru Jan. '21			Annual Total			Annual Market Share (%)		
	Previous	Current	% chg.	Previous	Current	% chg.	2019	2020	% chg.	2019	2020	Chg.
TOTAL	80,967	74,056	-8.5%	112,662	104,055	-7.6%	476,260	379,697	-20.3%			
Acura	904	702	-22.3%	1,306	979	-25.0%	5,047	3,650	-27.7%	1.1	1.0	-0.1
Alfa Romeo	546	497	-9.0%	709	647	-8.7%	2,015	2,137	6.1%	0.4	0.6	0.1
Audi	2,688	2,154	-19.9%	3,689	2,909	-21.1%	13,334	10,619	-20.4%	2.8	2.8	0.0
BMW	4,494	3,795	-15.6%	6,240	5,130	-17.8%	23,654	16,851	-28.8%	5.0	4.4	-0.5
Buick	153	121	-20.9%	233	170	-27.0%	1,237	674	-45.5%	0.3	0.2	-0.1
Cadillac	380	491	29.2%	568	654	15.1%	2,178	1,782	-18.2%	0.5	0.5	0.0
Chevrolet	4,054	4,395	8.4%	5,691	6,290	10.5%	26,086	20,862	-20.0%	5.5	5.5	0.0
Chrysler	139	183	31.7%	177	250	41.2%	1,054	723	-31.4%	0.2	0.2	0.0
Dodge	1,099	998	-9.2%	1,628	1,454	-10.7%	6,607	6,100	-7.7%	1.4	1.6	0.2
FIAT	59	5	-91.5%	94	11	-88.3%	530	169	-68.1%	0.1	0.0	-0.1
Ford	3,248	3,034	-6.6%	4,372	4,172	-4.6%	20,253	16,957	-16.3%	4.3	4.5	0.2
Genesis	161	93	-42.2%	223	130	-41.7%	573	510	-11.0%	0.1	0.1	0.0
GMC	630	759	20.5%	883	1,070	21.2%	3,422	3,391	-0.9%	0.7	0.9	0.2
Honda	11,777	8,942	-24.1%	16,650	12,954	-22.2%	73,282	54,815	-25.2%	15.4	14.4	-1.0
Hyundai	2,737	2,510	-8.3%	3,825	3,518	-8.0%	14,369	13,360	-7.0%	3.0	3.5	0.5
Infiniti	1,065	550	-48.4%	1,511	794	-47.5%	6,118	3,387	-44.6%	1.3	0.9	-0.4
Jaguar	288	114	-60.4%	390	182	-53.3%	1,567	1,091	-30.4%	0.3	0.3	0.0
Jeep	2,170	2,128	-1.9%	3,077	2,996	-2.6%	14,485	12,116	-16.4%	3.0	3.2	0.1
Kia	3,691	3,558	-3.6%	5,153	5,097	-1.1%	20,774	18,690	-10.0%	4.4	4.9	0.6
Land Rover	1,218	1,221	0.2%	1,625	1,739	7.0%	6,441	5,448	-15.4%	1.4	1.4	0.1
Lexus	4,584	4,287	-6.5%	6,128	5,768	-5.9%	23,887	18,472	-22.7%	5.0	4.9	-0.2
Lincoln	332	303	-8.7%	461	380	-17.6%	1,680	1,410	-16.1%	0.4	0.4	0.0
Maserati	108	48	-55.6%	148	67	-54.7%	573	401	-30.0%	0.1	0.1	0.0
Mazda	1,913	1,415	-26.0%	2,551	1,999	-21.6%	10,502	8,814	-16.1%	2.2	2.3	0.1
Mercedes	5,237	4,339	-17.1%	7,141	5,993	-16.1%	26,377	20,197	-23.4%	5.5	5.3	-0.2
MINI	393	331	-15.8%	564	474	-16.0%	2,581	1,788	-30.7%	0.5	0.5	-0.1
Mitsubishi	196	144	-26.5%	275	201	-26.9%	1,258	741	-41.1%	0.3	0.2	-0.1
Nissan	3,250	2,633	-19.0%	4,704	3,811	-19.0%	22,227	15,365	-30.9%	4.7	4.0	-0.6
Other	246	151	-38.6%	338	223	-34.0%	1,350	1,009	-25.3%	0.3	0.3	0.0
Porsche	831	883	6.3%	1,233	1,198	-2.8%	4,632	4,000	-13.6%	1.0	1.1	0.1
Ram	952	1,118	17.4%	1,307	1,492	14.2%	5,135	5,414	5.4%	1.1	1.4	0.3
Subaru	2,679	2,409	-10.1%	3,788	3,524	-7.0%	16,228	13,259	-18.3%	3.4	3.5	0.1
Tesla	2,166	4,350	100.8%	2,400	5,816	142.3%	16,282	17,393	6.8%	3.4	4.6	1.2
Toyota	13,399	12,684	-5.3%	19,204	18,153	-5.5%	82,851	64,368	-22.3%	17.4	17.0	-0.4
Volkswagen	2,453	1,948	-20.6%	3,432	2,767	-19.4%	13,818	10,172	-26.4%	2.9	2.7	-0.2
Volvo	727	763	5.0%	944	1,043	10.5%	3,853	3,562	-7.6%	0.8	0.9	0.1

Change in New Vehicle Segment Market Share - January 2021 vs. January 2020

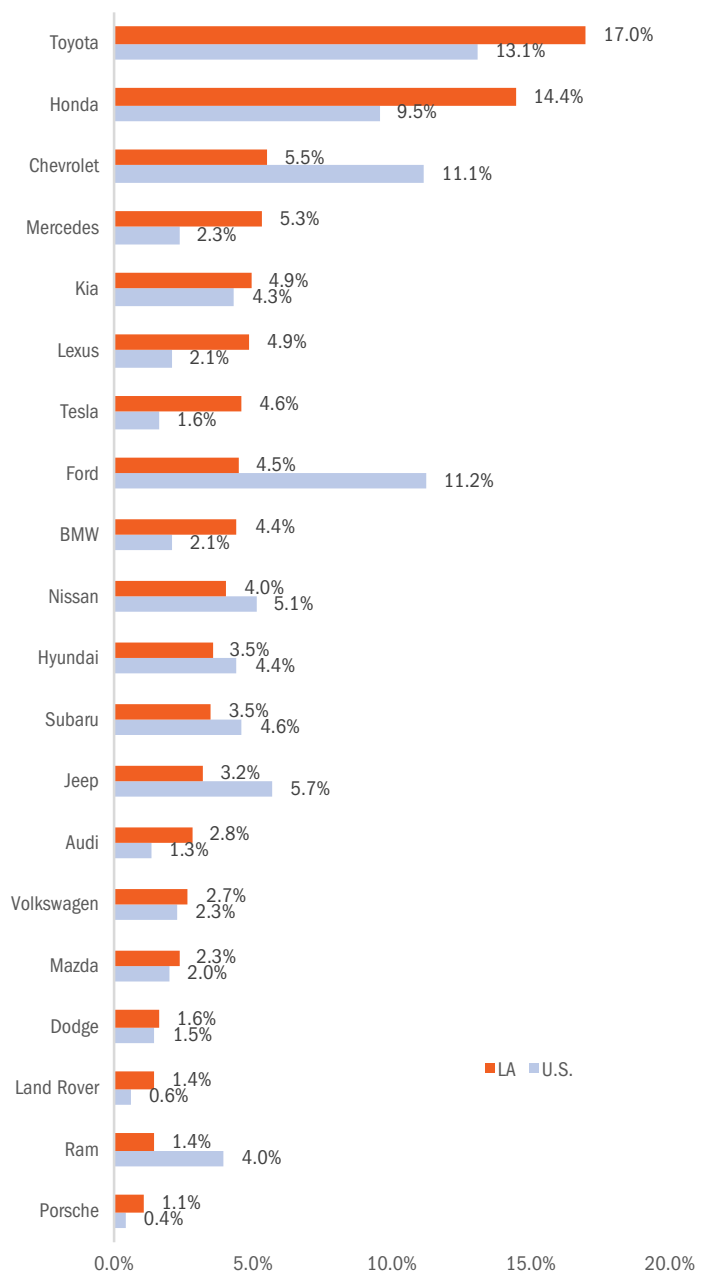


Data Source: AutoCount data from Experian.

**Percent Change in Brand Registrations
Dec. '20 and Jan. '21 Combined vs. Year Earlier
(Top 30 selling brands)**



**Los Angeles County and U.S. Market Share
2020 Annual
(Top 20 selling brands in county)**



Six brands had increases of greater than 8%: Tesla (up more than 100%), Chrysler, Cadillac, GMC, Ram, and Chevrolet

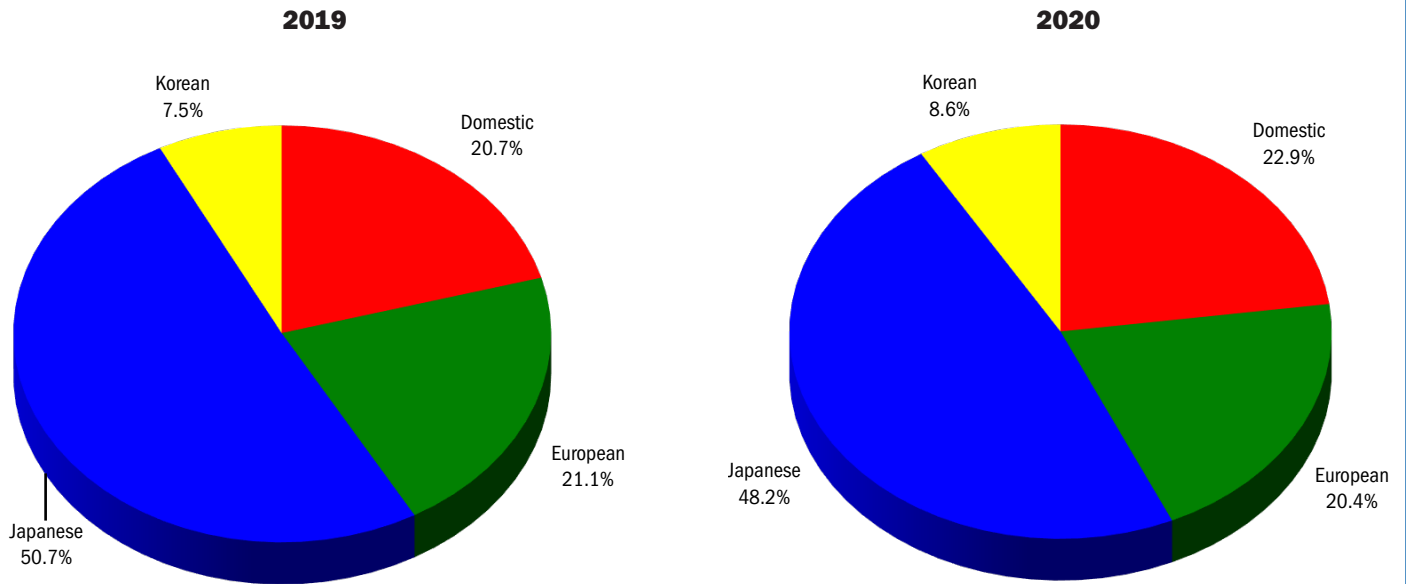


Toyota, Honda, Chevrolet, Mercedes, and Kia were market share leaders in the county last year

Data Source: AutoCount data from Experian. U.S. market share figures estimated by Auto Outlook.

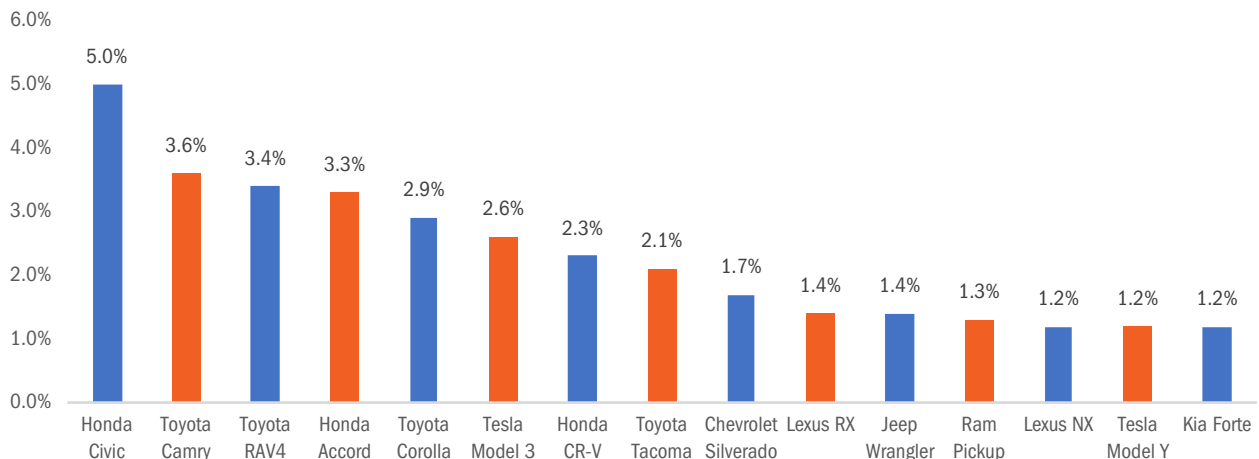
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Market Share for Japanese, Detroit Three, European, and Korean Brands



Data Source: AutoCount data from Experian.

Market Share for Top 15 Selling Models in LA County - 2020



Data Source: AutoCount data from Experian.

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