

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 33% during the first five months of 2021 versus the same period a year earlier. The increase was in line with the estimated 37.5% increase in the Nation.

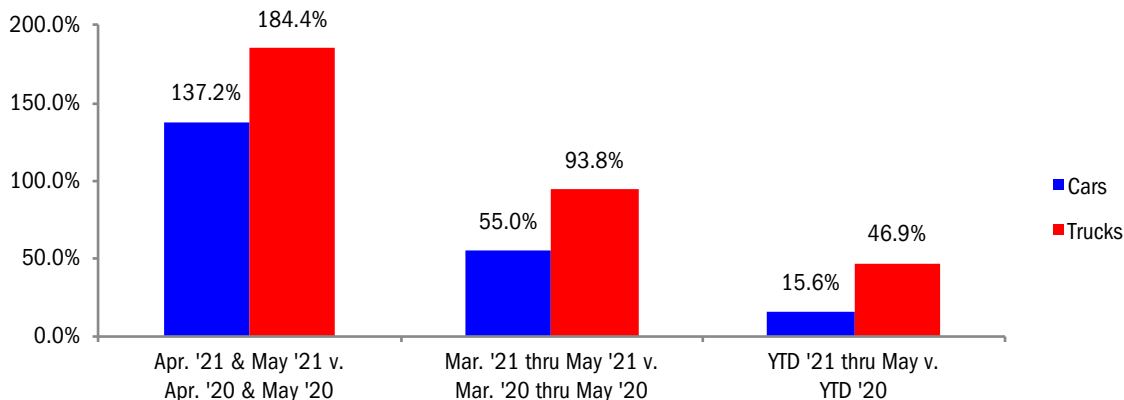
The market improved by more than 160% during the past two months (April and May combined) versus depressed year-earlier results.

Registrations improved by more than 40% so far this year for the following brands: Chrysler, Cadillac, Porsche, Tesla, Toyota, Mercedes, GMC, and Ram.

Los Angeles County New Retail Car and Light Truck Registrations									
	Apr. and May Combined			Mar. '21 thru May '21			YTD thru May		
	Previous	Current	% chg.	Previous	Current	% chg.	2020	2021	Chg.
Industry Total	30,991	81,704	163.6%	69,791	123,305	76.7%	141,325	188,083	33.1%
Cars	13,644	32,369	137.2%	30,736	47,628	55.0%	62,371	72,117	15.6%
Light Trucks	17,347	49,335	184.4%	39,055	75,677	93.8%	78,954	115,966	46.9%

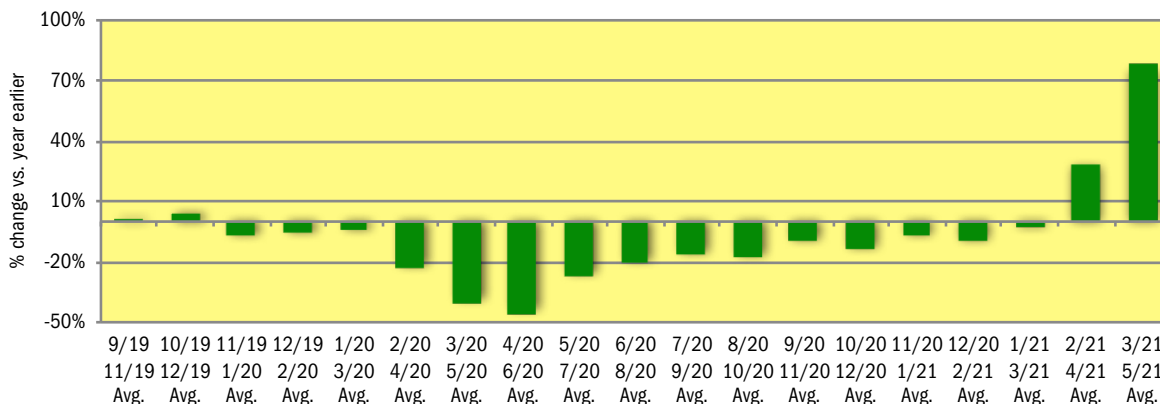
Data Source: AutoCount data from Experian.

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.

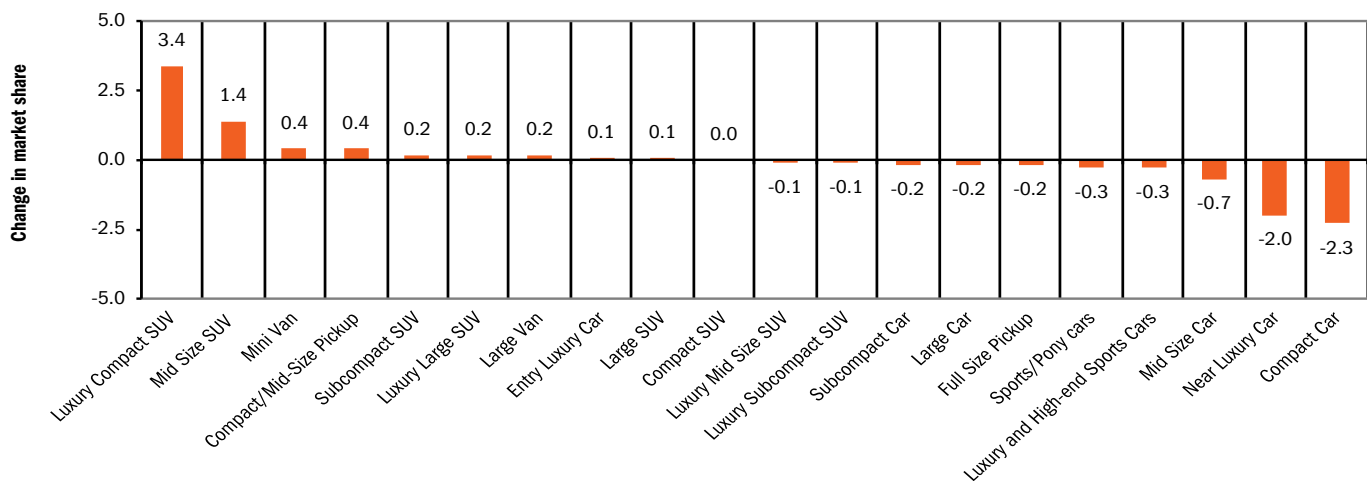
The graph above provides a clear picture of the trending direction of the LA County market. It shows the year-over-year percent change in the three month moving average of new retail light vehicle registrations. The three month moving average is less erratic than monthly registrations, which can fluctuate 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.

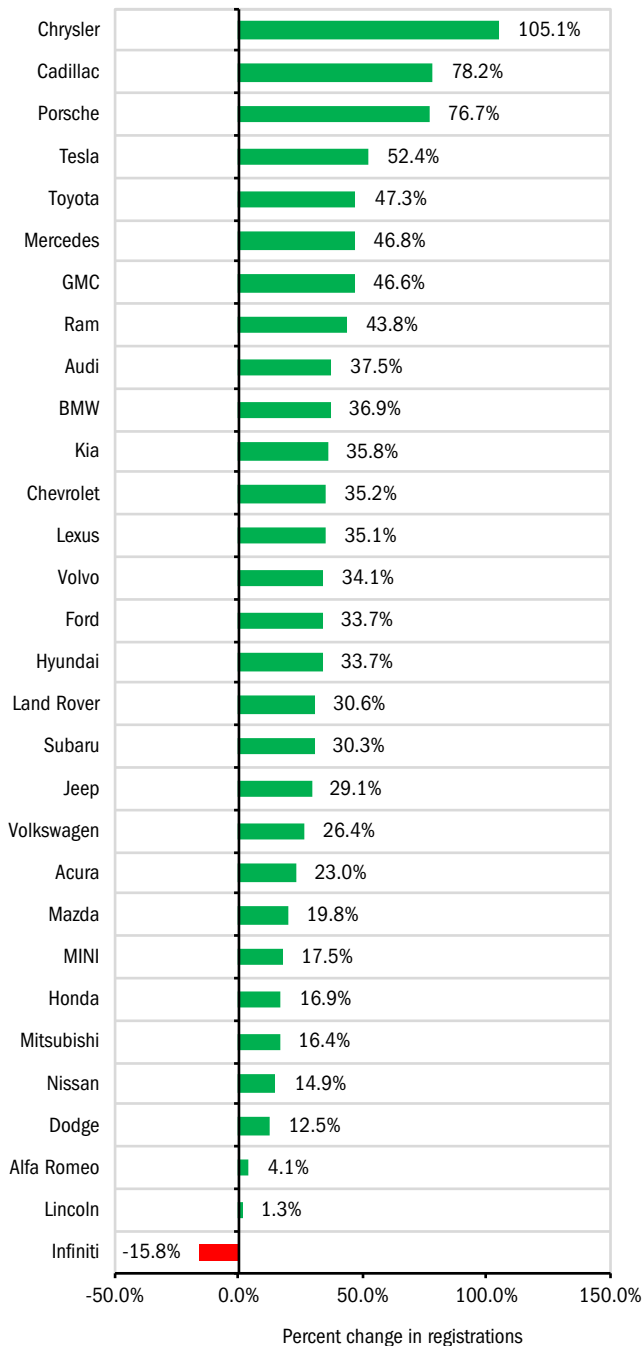
Los Angeles County New Retail Car and Light Truck Registrations												
	Apr. and May Combined			Mar. '21 thru May '21			YTD thru May			YTD Market Share (%)		
	Previous	Current	% chg.	Previous	Current	% chg.	2020	2021	% chg.	2020	2021	Chg.
TOTAL	30,991	81,704	163.6%	69,791	123,305	76.7%	141,325	188,083	33.1%			
Acura	234	812	247.0%	689	1,151	67.1%	1,393	1,714	23.0%	1.0	0.9	-0.1
Alfa Romeo	198	273	37.9%	389	489	25.7%	851	886	4.1%	0.6	0.5	-0.1
Audi	660	2,583	291.4%	1,803	3,856	113.9%	4,181	5,750	37.5%	3.0	3.1	0.1
BMW	1,156	3,709	220.8%	2,855	5,693	99.4%	6,380	8,736	36.9%	4.5	4.6	0.1
Buick	43	163	279.1%	126	230	82.5%	232	335	44.4%	0.2	0.2	0.0
Cadillac	116	367	216.4%	287	619	115.7%	601	1,071	78.2%	0.4	0.6	0.1
Chevrolet	1,954	4,199	114.9%	3,910	6,658	70.3%	7,562	10,226	35.2%	5.4	5.4	0.1
Chrysler	55	266	383.6%	123	379	208.1%	257	527	105.1%	0.2	0.3	0.1
Dodge	735	1,198	63.0%	1,430	1,921	34.3%	2,490	2,801	12.5%	1.8	1.5	-0.3
FIAT	11	13	18.2%	36	23	-36.1%	82	28	-65.9%	0.1	0.0	0.0
Ford	1,569	3,332	112.4%	3,201	5,287	65.2%	5,922	7,919	33.7%	4.2	4.2	0.0
Genesis	57	137	140.4%	120	203	69.2%	238	322	35.3%	0.2	0.2	0.0
GMC	375	637	69.9%	628	1,021	62.6%	1,152	1,689	46.6%	0.8	0.9	0.1
Honda	4,275	11,426	167.3%	10,425	16,889	62.0%	21,051	24,607	16.9%	14.9	13.1	-1.8
Hyundai	1,106	2,951	166.8%	2,515	4,386	74.4%	4,823	6,448	33.7%	3.4	3.4	0.0
Infiniti	307	496	61.6%	712	779	9.4%	1,472	1,239	-15.8%	1.0	0.7	-0.4
Jaguar	72	152	111.1%	208	244	17.3%	469	333	-29.0%	0.3	0.2	-0.2
Jeep	1,217	2,311	89.9%	2,415	3,541	46.6%	4,205	5,429	29.1%	3.0	2.9	-0.1
Kia	1,330	4,398	230.7%	3,579	6,585	84.0%	7,126	9,678	35.8%	5.0	5.1	0.1
Land Rover	405	1,023	152.6%	957	1,637	71.1%	2,041	2,666	30.6%	1.4	1.4	0.0
Lexus	1,257	3,776	200.4%	3,129	5,795	85.2%	6,780	9,163	35.1%	4.8	4.9	0.1
Lincoln	80	205	156.3%	233	319	36.9%	553	560	1.3%	0.4	0.3	-0.1
Maserati	54	86	59.3%	104	118	13.5%	192	178	-7.3%	0.1	0.1	0.0
Mazda	682	1,851	171.4%	1,608	2,723	69.3%	3,311	3,966	19.8%	2.3	2.1	-0.2
Mercedes	1,443	3,828	165.3%	2,750	5,818	111.6%	6,437	9,449	46.8%	4.6	5.0	0.5
MINI	137	312	127.7%	291	449	54.3%	622	731	17.5%	0.4	0.4	-0.1
Mitsubishi	91	204	124.2%	174	284	63.2%	336	391	16.4%	0.2	0.2	0.0
Nissan	1,527	3,128	104.8%	3,352	4,697	40.1%	6,166	7,082	14.9%	4.4	3.8	-0.6
Other	113	173	53.1%	225	281	24.9%	454	459	1.1%	0.3	0.2	-0.1
Porsche	264	936	254.5%	606	1,473	143.1%	1,320	2,332	76.7%	0.9	1.2	0.3
Ram	580	961	65.7%	1,025	1,643	60.3%	1,824	2,622	43.8%	1.3	1.4	0.1
Subaru	904	2,728	201.8%	2,306	4,097	77.7%	4,757	6,200	30.3%	3.4	3.3	-0.1
Tesla	2,060	4,783	132.2%	3,401	6,652	95.6%	7,405	11,285	52.4%	5.2	6.0	0.8
Toyota	4,977	15,271	206.8%	11,847	23,070	94.7%	23,721	34,951	47.3%	16.8	18.6	1.8
Volkswagen	730	2,341	220.7%	1,789	3,311	85.1%	3,741	4,730	26.4%	2.6	2.5	-0.1
Volvo	217	675	211.1%	543	984	81.2%	1,178	1,580	34.1%	0.8	0.8	0.0

Change in New Vehicle Segment Market Share - YTD 2021 thru May vs. YTD 2020

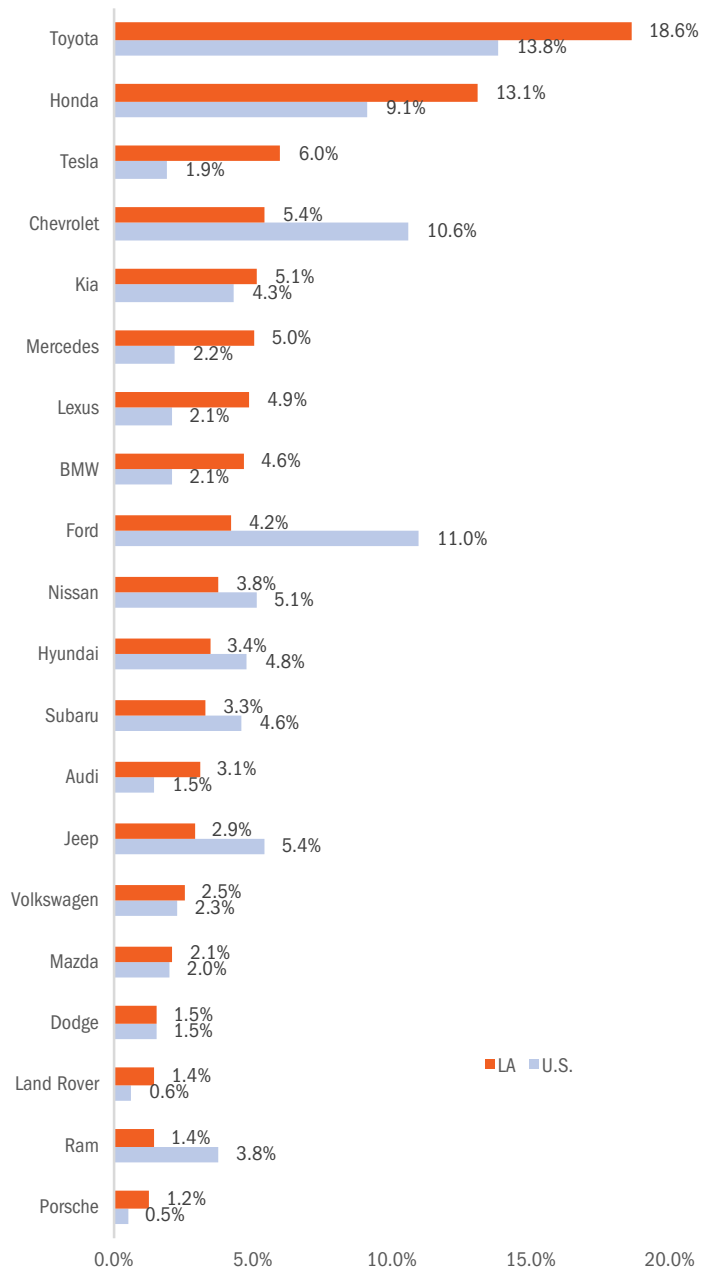


Data Source: AutoCount data from Experian.

Percent Change in Brand Registrations YTD '21 thru May vs. YTD '20 (Top 30 selling brands)



Los Angeles County Market Share YTD '21 thru May (Top 20 selling brands in county)



Eight brands had increases of greater than 40%: Chrysler, Cadillac, Porsche, Tesla, Toyota, Mercedes, GMC, and Ram.



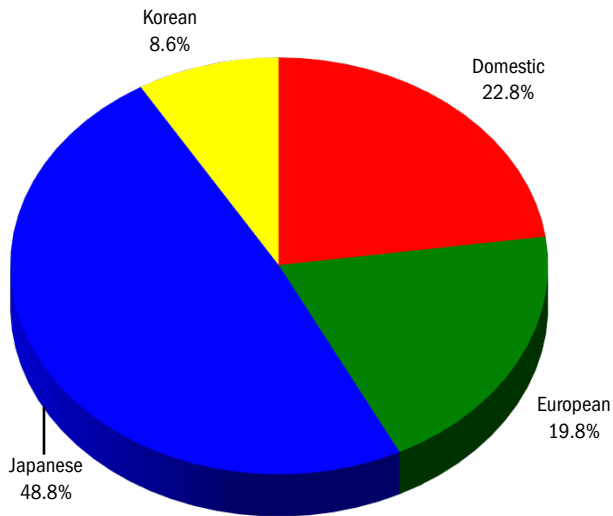
Toyota, Honda, Tesla, Chevrolet, and Kia were market share leaders in the county

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

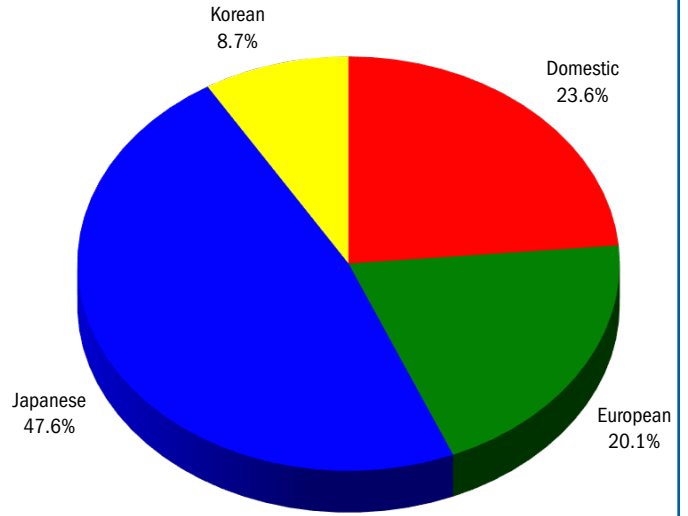
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Market Share for Japanese, Detroit Three, European, and Korean Brands

YTD 2020 thru May

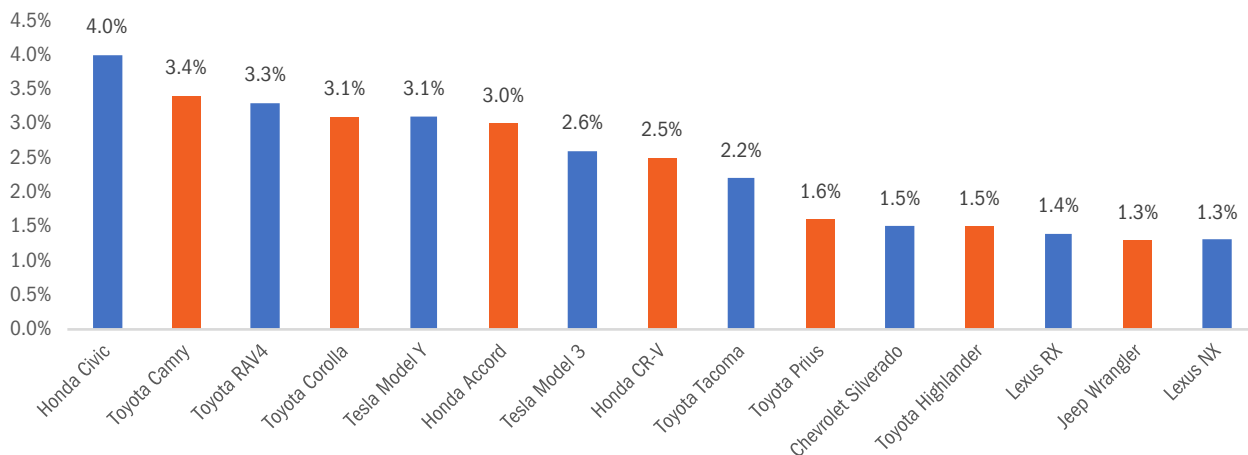


YTD 2021 thru May



Data Source: AutoCount data from Experian.

Market Share for Top 15 Selling Models in LA County - YTD 2021 thru May



Data Source: AutoCount data from Experian.

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