

Greater

LOS ANGELES NEW CAR DEALERS ASSOCIATION

E-NEWSLETTER • ISSUE #12 • 2014



GLANCDCA Supports Heal the Bay

This December, Greater Los Angeles New Car Dealers Association (GLANCDCA) joins LAcARGuy president Mike Sullivan in supporting Santa Monica-based non-profit Heal the Bay with a \$10,000 donation. Mike Sullivan is an active member of the Heal the Bay Board of Directors, and his family of dealerships has been a significant contributor toward this ocean-conservation and education organization. GLANCDCA is proud to join the effort, with a sponsorship of Heal the Bay's Annual Awards Gala to be held at the Jonathan Club on May 14th, 2015.

Founded in 1985, Heal the Bay is a nonprofit environmental organization making Southern California coastal waters and watersheds, including Santa Monica Bay, safe, healthy and clean. The volunteer-driven group uses science, education, community action and advocacy to fulfill its mission.

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Just over two decades ago, Santa Monica Bay was a dump site for barely treated sewage. Pollution from sewage and storm drains led to a decrease in the number and quality of fish in the Bay; dolphins had reproductive problems and were full of tumors; a large patch of the bottom of the Bay was essentially lifeless; and people who swam and surfed in the Bay complained about infections and other illnesses. In response, Heal the Bay founder Dorothy Green and a small group of concerned citizens took it upon themselves to enforce pollution limits and educate the public about how to protect local beaches and the ocean. The progress has been nothing short of remarkable. Beach water quality continues to improve, and marine life once again flourishes in the Bay.

But there's still much work to do to protect the region's most important natural resource. With the support of 12,000 members and 25,000 active volunteers, Heal the Bay is now one of the most effective, fiscally sound environmental organizations in the region committed to long-term sustainable change. Heal the Bay educates the public, mobilizes citizens and protects the health



of millions of California beachgoers annually through such programs as the Santa Monica Pier Aquarium, the Beach Report Card®, Nothin' but Sand beach cleanups, Creek 101, Speakers Bureau, Healthy Neighborhoods/Healthy Environment Initiative, Stream Team, and additional water quality advocacy and marine protection programs.



2014 Los Angeles Auto Show - Huge Success!



More than 18,000 automotive industry executives and media correspondents from 60 countries made Los Angeles one of the world's most important automotive gatherings during the 2014 Los Angeles Auto Show Press & Trade Days (Nov. 18-20). With more than 60 world and North American debuts, CEO and other top automotive executives unveiled the future of the industry during nearly 30 press conferences across three days.

Following Press & Trade Days, the LA Auto Show opened its doors to car shoppers for ten days (Nov. 21-30). Angelenos in the market for a new car were able to see all the latest models and test drive 80 vehicles from 19 brands.

The 2015 Los Angeles Auto Show returns to the convention center on Nov. 17-19 for Press & Trade Days and Nov. 20-29 for the public.





New Laws
Affecting
Your Dealership
In 2015

Speakers Include:

- Monica Baumann, CNCDA Director of Legal & Regulatory Affairs
- Cliff Costa, CNCDA Director of Government Affairs
- John Boggs, from Fine, Boggs and Perkins

Information to be covered:

- Paid Sick Leave
- Third Party Liability
- Attacks on Arbitration
- Compliance Advice

**Receive A CNCDA
Legislative Summary**

**\$89 PER PERSON
LUNCH WILL BE
PROVIDED**

Dealer Principals, General Managers, Human Resource Managers and all Compliance staff are recommended to attend

DECEMBER 11, 2014

The Sheraton Universal
333 Universal Hollywood Dr.
Universal City, CA 91608



Seminar Date:		Time: 11:30 AM – 2:00 PM		Location:	
Dealership:					
Address:			City:		Zip:
Name:			Email:		
Name:			Email:		
Phone:			Amount Paid:		
Payment:	<input type="checkbox"/> Amex	<input type="checkbox"/> Visa	<input type="checkbox"/> MC	<input type="checkbox"/> Check payable to: Motor Car Dealer Services, Inc.	
Credit Card:			Expiration Date:		
Name on Card:			Signature:		
Return form to cncda_info@cncda.org or CNCDA, 1517 L Street, Sacramento, CA 95814					

Questions? Call 916.441.2599 Fax 916.441.5612

Payment is due by the event date. All cancellations require 72 hour notice for a full refund.



LOS ANGELES NEW CAR DEALERS ASSOCIATION

JOIN OR RENEW YOUR GLANCD A MEMBERSHIP NOW

By renewing or joining for 2015 your membership will run until December 31, 2015 and includes an Exclusive Los Angeles Auto Show Ticket Package for the 2015 Auto Shows available only to Dealer Members. **Each year Dealer Members in good standing will receive 125 complimentary general admission tickets and 500 \$2.00 off coupons per dealership. (Value of over \$2,000 Annually)**

This is a great opportunity to support our industry, and take advantage of the efforts the Association is making on behalf of the New Car Dealers in Los Angeles County. Please see the back of this document for the listing of GLANCD A membership benefits.

GLANCD A membership runs until December 31, 2015.

Yes, we would like to join for 2014/2015. (New Member)

**Greater Los Angeles New Car Dealers Association
Management Office**

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DUES

\$250.00 Single dealership or main location

\$25.00

Per additional dealerships under same ownership. Please fill out information form for each additional dealership.

Total Dealerships _____

Total Due _____

Dealership/Name _____

Dealer Address: _____

Dealer Phone: _____

Fax: _____

Dealership Principal Name/Email (for communication only): _____

General Manager Name/Email: _____

Office Manager/Controller Name/Email: _____

Address: _____

Dealer Phone: _____

Fax: _____

***Note: All contact information is confidential, and for membership communication only.**

Payment Type Amex Visa MC Check Payable to: Greater Los Angeles New Car Dealers Association _____

Credit Card: _____

Expiration Date: _____

CVV#: _____

Name on Credit Card: _____

Signature: _____

ABOUT GLANCDA

Originally founded in 1907, the Greater Los Angeles New Car Dealers Association provides valuable educational and philanthropic benefits to the Los Angeles Community.

The Association believes that involvement with local charitable organizations makes a positive difference for everyone involved.

Who we are... We are factory-franchised dealers who are committed to serving the communities of Greater Los Angeles County by promoting professionalism within the retail automotive industry. The Association dealer members contribute not only to the economy of Los Angeles County, but also to the well-being and growth of their individual communities.

Who our members are... Our Members are individuals, partnerships, or corporations owning and operating a franchised motor vehicle dealership engaged in the sales of automobiles or trucks and licensed by the State of California and located within the Los Angeles County area.

For more information, please visit the website at www.glanconda.org.



MEMBER BENEFITS



Los Angeles Auto Show Ticket Package only available to each GLANCD A Dealer Member per Dealership. GLANCD A is the exclusive automobile dealer association endorser of the Show, which helps boost local member sales and reinforces Greater Los Angeles as a hub of automotive design and consumer trends. This ticket offer is only good for current GLANCD A members, and New Members in good standing.

Regular communication with legislators and government officials dealing with local, state, and federal issues which protects the dealer franchise system and promotes the business interests of our members.

Auto Outlook New Vehicle Sales Data sent to members via our e-newsletter, quarterly magazine, and hosted on our website, with forecast and analysis of new retail light vehicle market, analysis of forecast determinants, comparison with National market, nameplate sales performance, and coverage of vehicle sales in market segment.

Quarterly publication of LA Dealer magazine sent to members.

Special discounts to attend informative seminars with some of the industry's leading speakers.

Special partnership with T.R.A.P. (Taskforce for Regional Auto Theft Prevention) which helps members reduce dealership theft and fraud.

Special discount rate to VIP area of Sneak Preview Night at the L.A. Auto Show. We are the exclusive automobile dealer association endorser of the Show, which helps boost local member sales and reinforces Greater Los Angeles as a hub of automotive design and consumer trends.

Early Warning System - We monitor the state and federal courts in Los Angeles County to alert members when a lawsuit has been filed against them.

Technology Contest for High School seniors to encourage young people to get involved and pursue careers in the auto industry.

Community Service - we are leaders in contributing to worthy community programs in Los Angeles County which promotes the image of new car dealers with the public.

Regular email newsletter to members.

Email alerts to our members when there is important information for them, or when immediate action is necessary.

Collaboration with the California New Car Dealers State Association regarding seminars and legislative and regulatory matters.

Special discounts to attend the CNCDA Annual Dealer Day in Sacramento to meet with state legislators and educate them on dealer issues.

The GLANCD A website which is at www.glanconda.org.

Annual luncheon and business meeting of members with a prominent keynote speaker.

Opportunity to serve on GLANCD A Board of Directors.

Los Angeles Auto Outlook™

Comprehensive information on the LA County new vehicle market

Sponsored by:



Quick Facts

Los Angeles County new vehicle registrations increased 8.1% in October '14 vs. '13.

New registrations in the county increased 9.5% during the first ten months of this year, compared to a year earlier.

The three month moving average of new vehicle registrations increased for the 33rd consecutive month in October of this year.

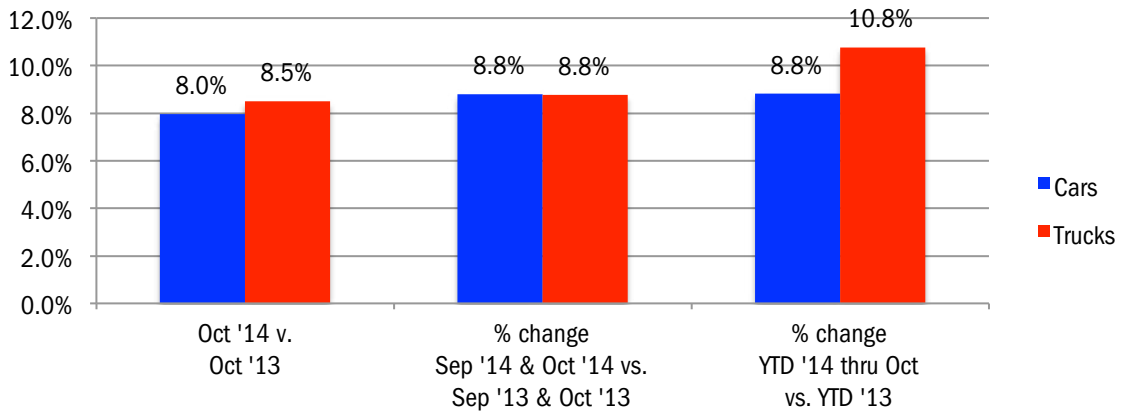
Ram, Fiat, Jeep, Lexus, Mazda, Lincoln, and Subaru new vehicle registrations each increased more than 20% so far this year.

Japanese brand share increased from 51.1% during the first ten months of 2013 to 52.5% this year.

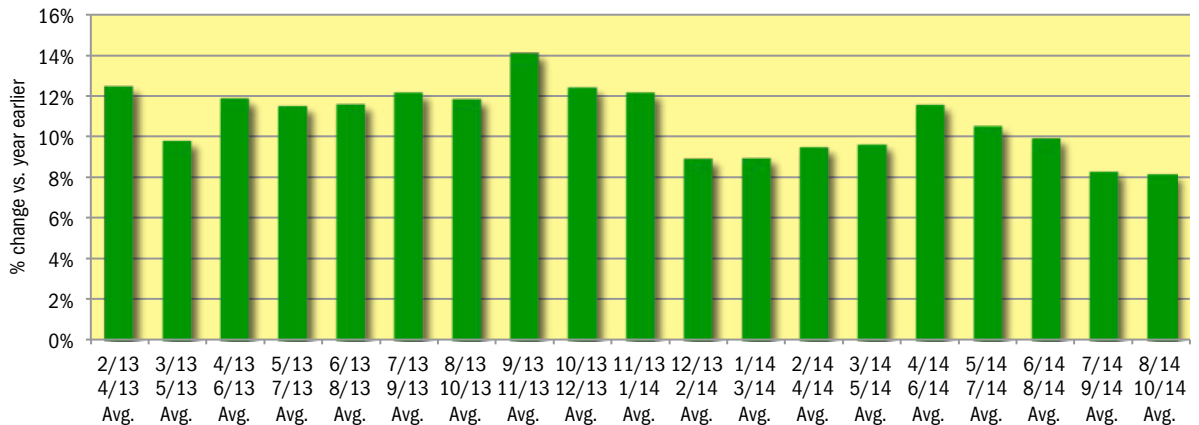
Data measures new vehicle registrations in the county. Monthly recording of registrations occurs when the data is processed by the DMV.

	October			Sep '14 and Oct '14 combined			YTD thru October		
	2013	2014	% chg.	2013	2014	% chg.	2013	2014	Chg.
Industry Total	31,393	33,947	8.1%	77,206	83,995	8.8%	353,865	387,348	9.5%
Cars	21,237	22,928	8.0%	52,348	56,957	8.8%	237,856	258,843	8.8%
Light Trucks	10,156	11,019	8.5%	24,858	27,038	8.8%	116,009	128,505	10.8%
Detroit Three	5,655	6,029	6.6%	14,060	15,208	8.2%	65,197	70,097	7.5%
European	6,759	7,262	7.4%	16,414	17,378	5.9%	79,409	83,421	5.1%
Japanese	16,602	18,066	8.8%	40,872	44,769	9.5%	180,548	203,415	12.7%
Korean	2,377	2,590	9.0%	5,860	6,640	13.3%	28,711	30,415	5.9%

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.

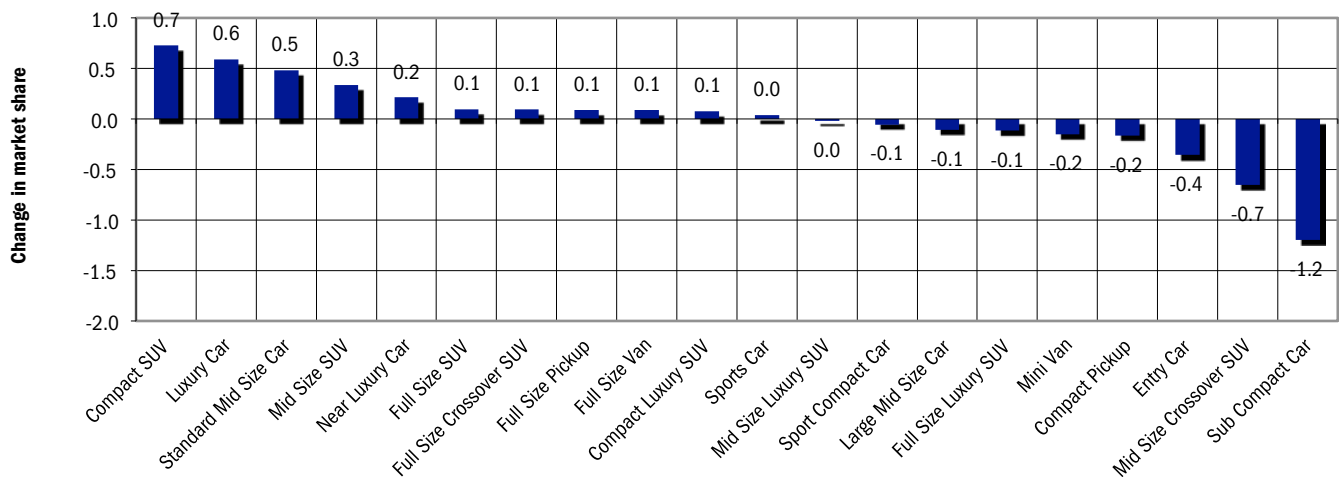
Data Information

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 Automotive.

New Vehicle Market Brand Registrations

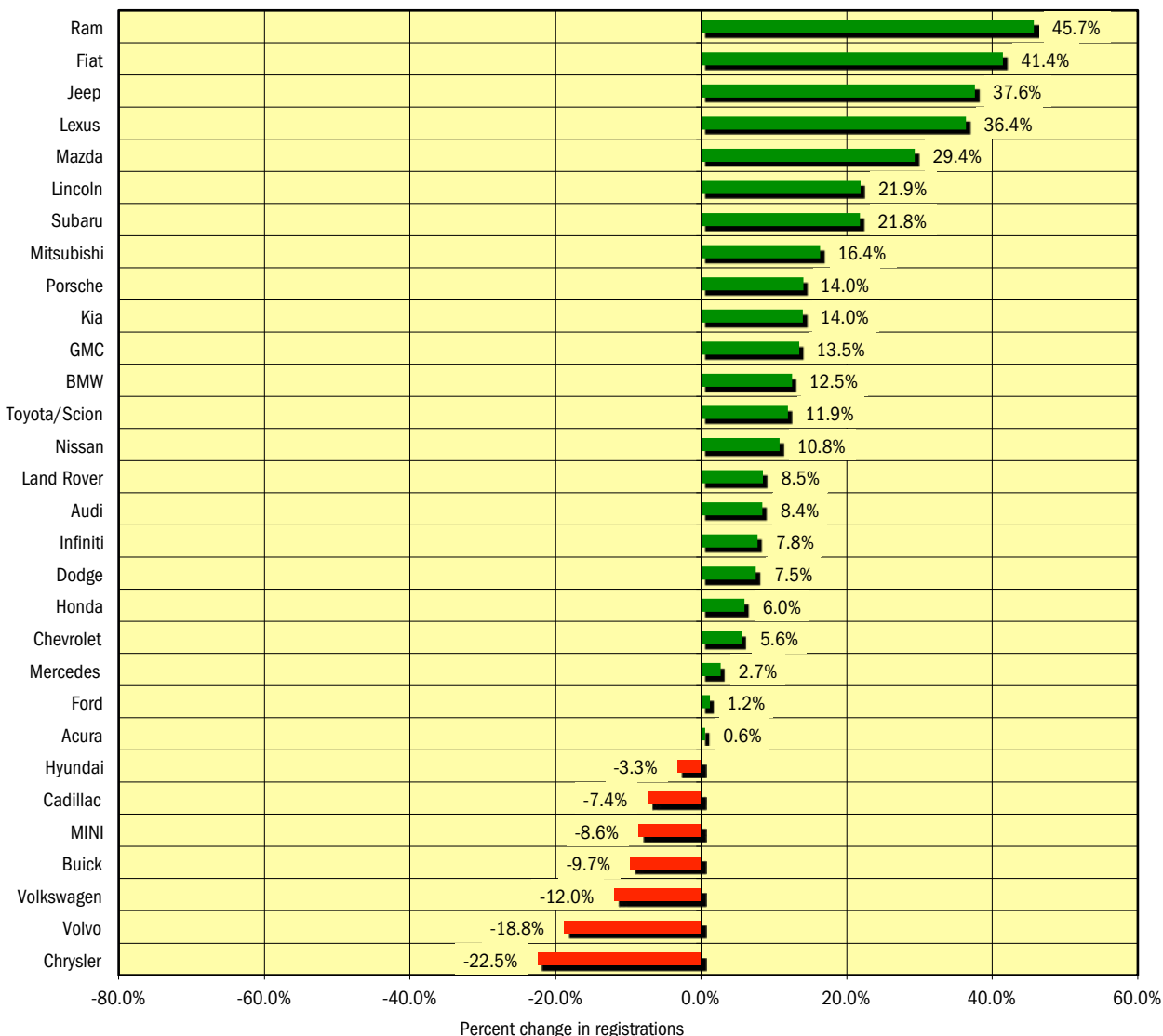
Los Angeles New Retail Car and Light Truck Registrations												
	October			Sep '14 and Oct '14 combined			YTD thru October			YTD Market Share (%)		
	2013	2014	% chg.	2013	2014	% chg.	2013	2014	% chg.	2013	2014	Chg.
TOTAL	31,393	33,947	8.1%	77,206	83,995	8.8%	353,865	387,348	9.5%			
Acura	414	441	6.5%	969	990	2.2%	4,616	4,642	0.6%	1.3	1.2	-0.1
Audi	693	935	34.9%	1,741	2,090	20.0%	8,856	9,603	8.4%	2.5	2.5	0.0
BMW	1,493	1,925	28.9%	3,720	4,667	25.5%	18,883	21,241	12.5%	5.3	5.5	0.1
Buick	117	102	-12.8%	286	280	-2.1%	1,264	1,141	-9.7%	0.4	0.3	-0.1
Cadillac	301	238	-20.9%	662	614	-7.3%	3,206	2,969	-7.4%	0.9	0.8	-0.1
Chevrolet	1,415	1,595	12.7%	3,667	4,028	9.8%	17,341	18,312	5.6%	4.9	4.7	-0.2
Chrysler	122	124	1.6%	304	299	-1.6%	1,535	1,190	-22.5%	0.4	0.3	-0.1
Dodge	470	484	3.0%	1,114	1,262	13.3%	5,379	5,785	7.5%	1.5	1.5	0.0
Fiat	282	277	-1.8%	570	625	9.6%	2,116	2,993	41.4%	0.6	0.8	0.2
Ford	2,006	1,903	-5.1%	5,051	4,975	-1.5%	23,995	24,279	1.2%	6.8	6.3	-0.5
GMC	247	268	8.5%	603	689	14.3%	2,821	3,201	13.5%	0.8	0.8	0.0
Honda	4,453	4,769	7.1%	11,137	12,433	11.6%	50,491	53,503	6.0%	14.3	13.8	-0.5
Hyundai	1,161	1,030	-11.3%	2,741	2,732	-0.3%	13,440	13,003	-3.3%	3.8	3.4	-0.4
Infiniti	487	388	-20.3%	1,061	933	-12.1%	4,263	4,594	7.8%	1.2	1.2	0.0
Jaguar	72	53	-26.4%	176	150	-14.8%	789	828	4.9%	0.2	0.2	0.0
Jeep	549	663	20.8%	1,359	1,797	32.2%	5,707	7,854	37.6%	1.6	2.0	0.4
Kia	1,216	1,560	28.3%	3,119	3,908	25.3%	15,271	17,412	14.0%	4.3	4.5	0.2
Land Rover	192	180	-6.3%	519	450	-13.3%	2,510	2,724	8.5%	0.7	0.7	0.0
Lexus	1,504	1,689	12.3%	3,781	4,203	11.2%	15,241	20,785	36.4%	4.3	5.4	1.1
Lincoln	83	97	16.9%	221	245	10.9%	941	1,147	21.9%	0.3	0.3	0.0
Mazda	473	648	37.0%	1,310	1,653	26.2%	5,544	7,172	29.4%	1.6	1.9	0.3
Mercedes	2,079	1,853	-10.9%	4,798	4,525	-5.7%	22,853	23,463	2.7%	6.5	6.1	-0.4
MINI	318	290	-8.8%	845	707	-16.3%	3,998	3,655	-8.6%	1.1	0.9	-0.2
Mitsubishi	135	128	-5.2%	285	314	10.2%	1,288	1,499	16.4%	0.4	0.4	0.0
Nissan	2,330	2,382	2.2%	5,464	5,850	7.1%	25,138	27,859	10.8%	7.1	7.2	0.1
Porsche	274	269	-1.8%	594	714	20.2%	2,885	3,290	14.0%	0.8	0.8	0.0
Ram	181	221	22.1%	426	624	46.5%	1,866	2,719	45.7%	0.5	0.7	0.2
smart	32	65	103.1%	90	133	47.8%	382	613	60.5%	0.1	0.2	0.1
Subaru	530	641	20.9%	1,228	1,545	25.8%	5,732	6,983	21.8%	1.6	1.8	0.2
Tesla	164	334	103.7%	366	395		1,141	1,500		0.3	0.4	0.1
Toyota/Scion	6,276	6,980	11.2%	15,637	16,848	7.7%	68,232	76,378	11.9%	19.3	19.7	0.4
Volkswagen	1,148	1,091	-5.0%	2,961	2,596	-12.3%	13,791	12,137	-12.0%	3.9	3.1	-0.8
Volvo	108	97	-10.2%	250	261	4.4%	1,585	1,287	-18.8%	0.4	0.3	-0.1
Other	68	227	233.8%	151	460	204.6%	765	1,587	107.5%	0.2	0.4	0.2

Change in New Vehicle Segment Market Share - YTD 2014 thru October vs. YTD 2013

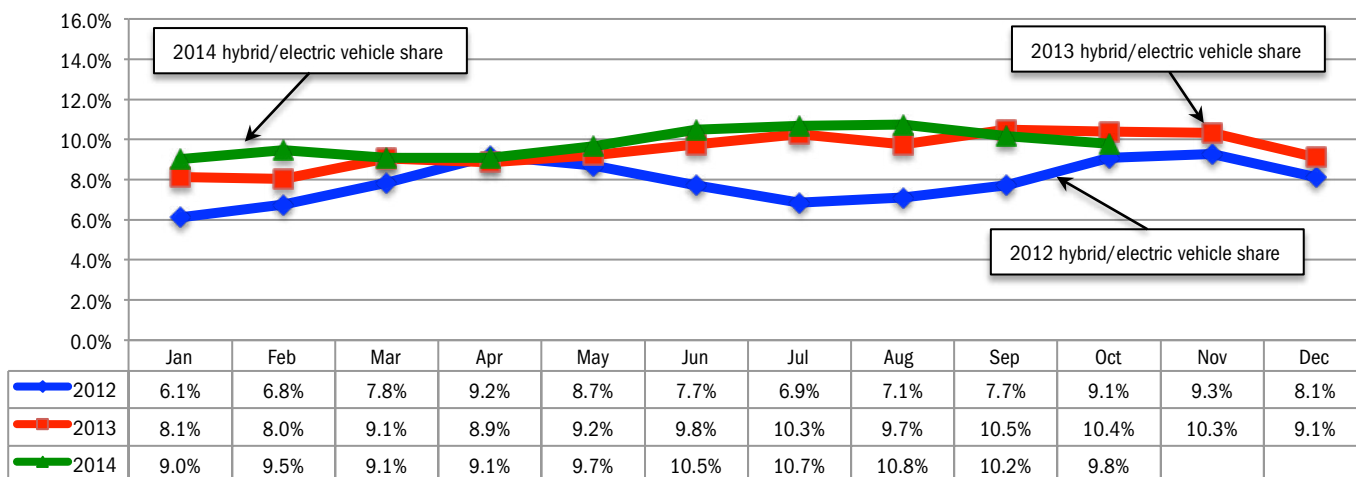


Data Source: AutoCount data from Experian Automotive.

**Percent Change in Brand Registrations
YTD 2014 thru October vs. YTD 2013
(Top 30 selling brands)**



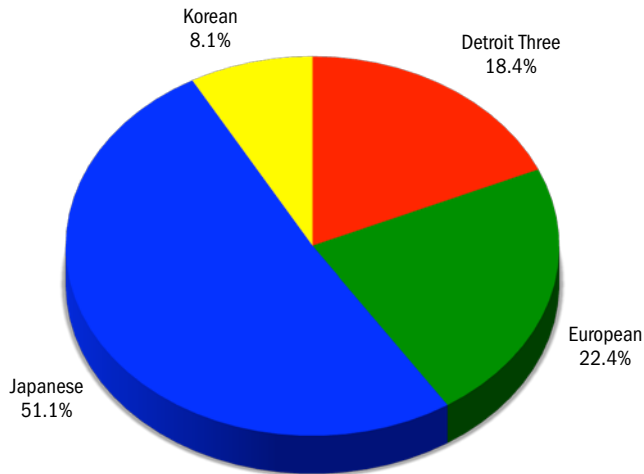
Combined Hybrid and Electric Vehicle Market Share in LA County



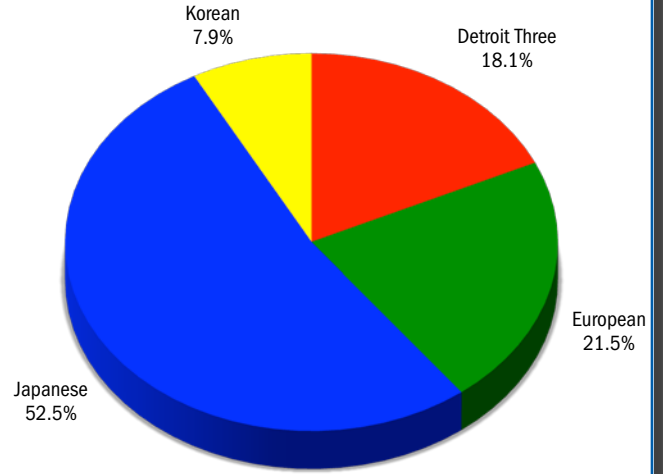
Data Source: AutoCount data from Experian Automotive.

Market Share for Japanese, Detroit Three, European, and Korean Brands - YTD 2013 and YTD 2014

YTD 2013 thru October

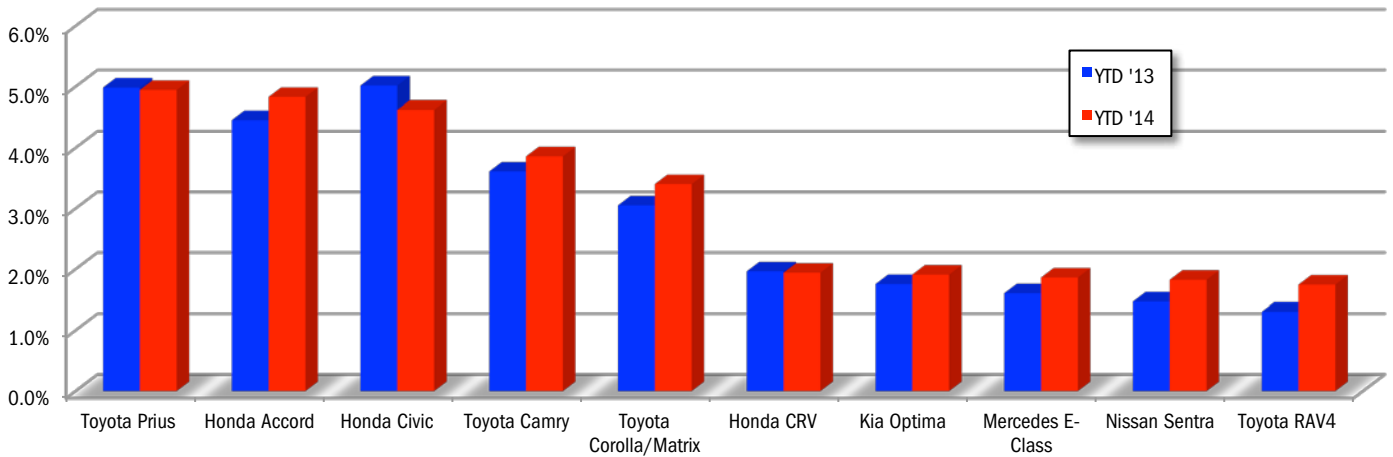


YTD 2014 thru October



Data Source: AutoCount data from Experian Automotive.

Market Share for Top 10 Selling Models in LA County - YTD 2014 thru October



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WHO ARE MY TOP COMPETITORS? -BY MARKET AREA?

WHAT NEW AND USED CARS SELL WELL IN MY MARKETS?

ANSWERS DRIVE RESULTS.

You need insights into your marketplace to make the best decisions to maximize profits. The AutoCount® Dealer Report analyzes full details on new and used competitive dealer market share, down to specific areas you define. You bring the questions. We'll bring the answers.



www.experianaautomotive.com 888 211 5809

Experian Automotive is the data provider for Los Angeles Auto Outlook.