



# LOS ANGELES NEW CAR DEALERS ASSOCIATION

E-NEWSLETTER • ISSUE #1 • 2015



**O**n Jan.31, 2015, Eleven teams from various High School Auto Shop programs throughout Los Angeles County competed for a spot in the National Auto Tech Competition. The Van Nuys High School team of Brandon Galicia and Joe Lomeli, led by instructor Joe Agruso, finished in first place. The completion took place at Cerritos College where faculty members who work in the Automotive Repair Program assisted by serving as work station judges. Snap On Tools was the primary sponsor of the event, and BMW and Mitsubishi also sent representatives who helped run the event. Longo Toyota and LA Car Guy also were supporters of the event.

The Greater Los Angeles New Car Dealers Association, and the Southland Motor Car Dealers Association have been co hosting this event for over 15 years now. The idea is to continue to help develop career opportunities for those who aspire to be automotive technicians. Dealerships help with internships for those who move on to the National Competition which takes place this year on April 7th and 8th at the New York Auto Show.

## A Economic Impact Survey Due February 13 Please complete your survey with 2014 data

Data gathered from the CNCDA survey will be published in a 2015 Economic Impact Report, a useful tool for dealers to use when you meet with elected officials to promote the value of new car dealers. The survey data is essential to help us preserve, protect and advance your rights as franchised new car dealers.

As always, individual survey information will be kept strictly confidential and will only be reported in aggregate with other dealers. To be statistically valid and truly reflect the tremendous economic contributions of your dealerships, it is important that all dealers complete the survey.

Complete the online survey here.

<https://adobeformscentral.com/?f=Ygt2JeHi3eKyWUYVfnOy8Q>

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2015

# Automotive Forum

Precedes Press Days at the New York International Auto Show

\$495



March 31, 2015

grand hyatt hotel  
new york, ny

Register now to receive your **EXCLUSIVE** Discounted Dealer Rate



Featured Speaker:

**Warren E. Buffett**

Chairman of the Board and  
Chief Executive Officer,  
Berkshire Hathaway Inc.



Register now at your  
**special rate of**  
**\$495**  
by visiting:  
[www.jdpower.com/  
2015AutoForum](http://www.jdpower.com/2015AutoForum)

Also Featuring:

**Larry Van Tuyl**, CEO, The Van Tuyl Group, Inc.

**Becky Quick**, CNBC Squawk Box Co-Host

**Johan de Nysschen**, President, Cadillac

**Mark Templin**, Managing Officer, Toyota Motor Corporation  
and Executive Vice President, Lexus International

**Tom Doll**, President and Chief Operating Officer,  
Subaru of America

**Adam Jonas**, Managing Director, Morgan Stanley

**Sandy Schwartz**, President, Cox Automotive

**Nariman Behravesh**, Ph.D., Chief Economist, IHS

**John Humphrey**, Senior Vice President, Global Automotive,  
J.D. Power

**Michelle Morris**, Group Director, Auto & Financial Services,  
Facebook

For more information, contact

Albert Gallegos or Shawn Slater at [agallegos@nada.org](mailto:agallegos@nada.org) or [shawn.slater@jdpa.com](mailto:shawn.slater@jdpa.com)

2015 Automotive Forum Founding Sponsor



Associate Sponsors





## GLANCD A Supports The Grammy Museum

**Headline:** The Greater Los Angeles New Car Dealers Association presents a check in the amount of \$10,000.00 to the GRAMMY Museum Foundation

The GRAMMY Museum is an educational and interactive music museum in downtown Los Angeles, committed to engaging students, teachers and visitors in the power of music – through education programs, interactive exhibits, workshops, and live performances.

The Grammy Museum Foundation serves over 25,000 students

and teachers each year through unique hands-on music education programs. They offer four floors of dynamic and engaging multimedia exhibitions covering a wide range of music genres and legendary artists.

In just four short years, the exhibits and programs have had a tremendous impact on children, youth and adults in the community and beyond. The GRAMMY Museum is one of only four major music museums in the nation, and the only one in Los Angeles—the music and entertainment capital of the world. From education

programs at the White House, to a nationally touring Woody Guthrie exhibit, to international exhibits in France and England, and a MUSE Award from the American Association of Museums—The Museum has established itself as a premier organization that opens the door to the power of music at home and around the world.

# CNCDA SEMINAR

## Working to Combat Workers' Compensation Fraud



In conjunction with



Insurance fraud accounts for nearly \$30 billion a year in lost claims, wages and higher insurance premiums in the U.S.

### SEMINAR LOCATION

March 3 UNIVERSAL CITY  
Hilton Los Angeles Universal  
555 Universal Hollywood Drive  
Los Angeles, CA 91608

**Register Now**  
at [www.cncda.org](http://www.cncda.org)

Although Governor Brown and the Legislature enacted an overhaul of the workers' compensation rules in 2012 - aimed at reducing medical costs and litigation - it also increased payments to disabled workers. Despite these reforms, California employers have the nation's highest workers' compensation costs - 188% of the national median. We expect the workers' compensation system to be reviewed by the legislature and regulatory agencies during 2015.

In the meantime, take steps to identify Red Flags and fight fraud in your dealership by attending a presentation led by Eric Shaw, Workers' Compensation Program Manager at EPIC Brokers.

Network - Please arrive at 11:30 a.m.

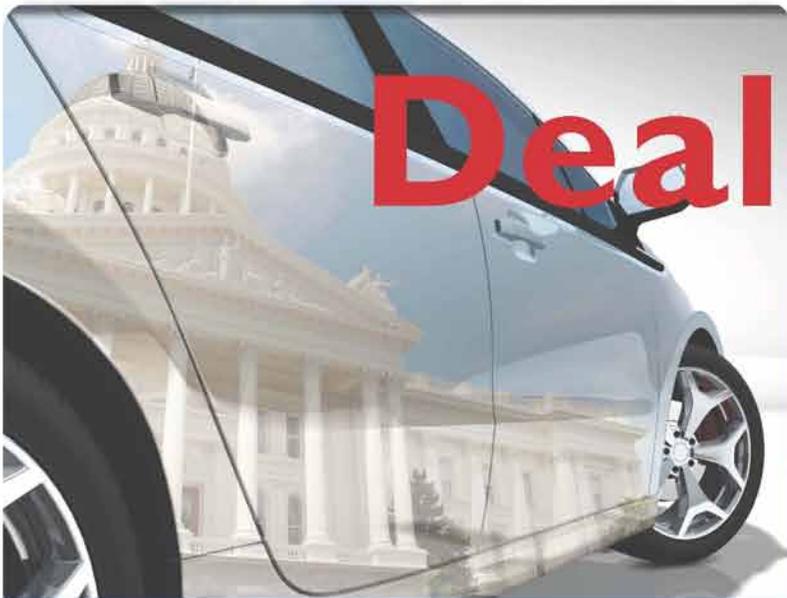
Lunch - Served at 11:45 a.m.

Presentation- Begins at 12 noon to 1:00 p.m.

**Registration, including lunch, is only \$49!**

Questions?

Contact us at (916) 441-2599  
or [cncda\\_info@cncda.org](mailto:cncda_info@cncda.org)



# Dealer Day

2015

Sacramento

## SCHEDULE OF EVENTS

### March 25<sup>th</sup>

9:00 a.m.	Registration	Hyatt Regency Hotel 1209 L Street, Sacramento
10:30 - 11:15 a.m.	Face the Dealers <i>Political roundtable</i>	Hyatt Regency, Carmel Room
11:30 – 2:00 p.m.	Lunch/Annual Meeting Issues Briefing/Comedian Tom Cotter	Hyatt Regency, Ballroom
2:30 – 5:00 p.m.	Legislative Appointments	Capitol
5:00 – 8:00 p.m.	Legislative Reception & Dinner	Cafeteria 15L Restaurant

CNCDA's room block has been reserved at the Hyatt Regency Sacramento.

Go to [www.cncda.org](http://www.cncda.org) to register



## Super Bowl Advertisers Mercedes-Benz and BMW See Biggest Increases in Car Shopper Interest on Edmunds.com

Mercedes-Benz and BMW saw the most significant spikes in traffic on Edmunds.com after their ads ran during Super Bowl XLIX, according to a real-time analysis by the car shopping website.

By the end of the game, the Mercedes-Benz AMG GT had the biggest cumulative spike in traffic, with a 2189% jump over previous Sunday averages on Edmunds.com. The BMW i3 captured the second most buzz on Edmunds.com; its cumulative traffic climbed 583%.

“Even though these two advertised vehicles are likely to be sold in small volume to niche audiences, the BMW and Mercedes brands will enjoy the overall buzz they have generated, especially as both continue their efforts to grow their overall reach into new car shopper segments,” said Edmunds.com Sr. Analyst Jessica Caldwell. “Both brands will be quite happy that the millions of dollars they invested had the desired effect.”

### ***Vehicles With Largest Cumulative Traffic Increases on Edmunds.com During Super Bowl***

Mercedes-Benz	AMG GT	2189%
BMW	i3	583%
Lexus	RC 350	568%
Fiat	500x	503%
Jeep	Renegade	405%

### ***Cumulative Lifts in Site Traffic to Super Bowl Advertisers' Pages\****

Lexus	37%
Mercedes-Benz	36%
Fiat	35%
MINI	18%
BMW	16%
Chevrolet	13%
Jeep	3%
Kia	2%

***Continued on next page***

\*Lifts determined by comparing unique mobile and desktop traffic on Edmunds.com's make and model pages against average Sunday traffic levels.

Edmunds.com also tracked the immediate traffic lifts enjoyed by Super Bowl advertisers as and after their commercials ran:

- Chevrolet sponsored the pre-game show and showed four Colorado ads; site traffic to Colorado pages increased 25% during the pregame and 1104% during the first quarter of the game
- During the third quarter of the game, Dodge Challenger ads lifted its traffic on Edmunds 232%
- Fiat 500x increased 3981% in the moments following its second quarter ads; interest remained high in the third quarter, delivering a 986% lift for the vehicle
- Jeep Renegade was advertised in the third quarter of the game and traffic to its pages immediately increased 1031%; during fourth quarter the increase was 5720%
- Kia Sorento traffic increased 213% immediately following its third quarter ad
- Lexus NX's second quarter ad generated an increase of 341%. The brand did even better immediately after its RC 350 ad ran in the third quarter, increasing vehicle's page traffic on Edmunds 5702%. The RC continued to enjoy success in the fourth quarter with a 690% lift in traffic to its pages on Edmunds.com
- MINI sponsored an early part of the pre-game show and showed five ads; site traffic to MINI Cooper increased 48% during that period
- Nissan brand consideration increased 90% immediately following its second quarter ad
- In the moments following its halftime ad, Toyota Camry site traffic increased 364%

**Edmunds.com analysts noted especially strong activity at halftime for vehicles that advertised earlier during the Super Bowl:**

- Fiat 500x increased 14627%
- BMW i3 increased 1807%
- BMW i8 increased 501%
- Chevrolet Colorado increased 421%
- MINI Cooper increased 258%

"All the automakers who advertised during the Super Bowl succeeded in getting the attention of car shoppers during this big game, and that's something to celebrate," added Caldwell. "But it's a lot easier to create a big bang than it is to sustain the momentum, and that will be the big challenge for all Super Bowl advertisers moving forward."

Edmunds.com's Super Bowl traffic analysis is based on unique mobile and desktop traffic to make and model pages on Edmunds.com. Lifts are determined by comparing against average Sunday traffic levels on the site. For more metrics on car shopper consideration and purchase intent on Edmunds.com, please visit the Industry Center at <http://www.edmunds.com/industry-center/>.

**About Edmunds.com, Inc.**

Car-shopping website Edmunds.com serves nearly 18 million visitors each month. With Edmunds.com Price Promise®, shoppers can get an instant, upfront price for cars and trucks currently for sale at 10,000 dealer franchises across the U.S. Car shoppers can browse not only inventory listings at Edmunds.com and on its acclaimed apps, but also comprehensive car reviews, shopping tips, photos, videos and feature stories. Named by Maritz Research as one of the most trusted online consumer review sites – and the only automotive site listed in the top ten – Edmunds.com welcomes all car-shopping questions on its free Live Help Line at 1-855-782-4711 and [help@edmunds.com](mailto:help@edmunds.com), via text at ED411 and on Twitter and Facebook. Edmunds.com can also be found on YouTube, Pinterest, LinkedIn, Instagram, Google+ and Flipboard. The company is based in Santa Monica and has a satellite office in downtown Detroit.



# 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**

2520 Venture Oaks Way, Suite 150  
Sacramento, CA 95833

**Contact Us:**

Phone (213) 748-0240

Fax (213) 748-0245

bob@glanconda.org • www.glanconda.org

**DUES**

**\$250.00** Single dealership or main location

**\$25.00** Per additional dealerships under same ownership.

Total Dealerships \_\_\_\_\_

Total Due \_\_\_\_\_

Please fill out information form for each additional dealership.

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

**O** riginally 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](http://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](http://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

## FORECAST

### Another Increase Predicted for County New Vehicle Market in '15

*This year's increase follows the 9.2% improvement in 2014; market is up 92% between '09 and '14!*

Forecasting automotive sales is a delicate balancing act. There are frequently conflicting indicators that can provide mixed signals on future market conditions. The trick is identifying these trends, separating the meaningful from the meaningless, and forming a consensus on where the market is headed. Below, we identify the key positive and negative forces that are likely to impact the market in 2015.

#### Forces leading the market higher

- Low interest rates and mild inflation growth have kept new vehicle affordability at historically strong levels. Many economists are expecting a slight increase in interest rates in 2015, but wages are likely to move higher and gas prices have fallen, which should give a boost to disposable incomes.
- Payrolls grew steadily during 2014, and the majority of labor market economists are expecting this trend to continue in 2015. Employment levels have been posting impressive increases, while the unemployment

rate is down considerably from the highs in 2009. Increasing employment is an obvious plus for new vehicle sales.

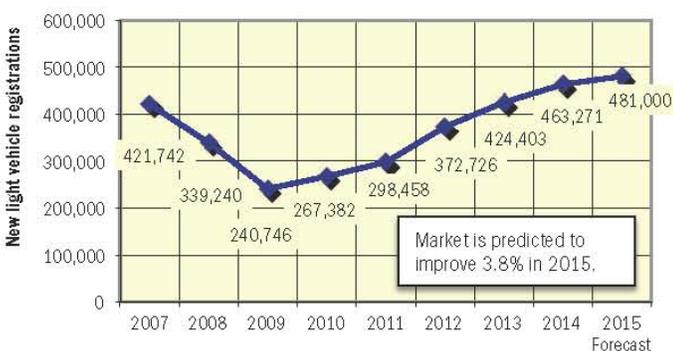
- Pent up demand and benefits to "upgrade" should continue to give the market a boost. The average age of vehicles on the road exceeds 10 years, which based on historical standards, is very high. Some have argued that due to improvements in quality and durability, this is to be expected, and the time-line needed to replace vehicles is stretching out. But this only tells part of the story. Greatly improved safety, fuel economy, performance, and technology in today's cars and trucks provides a powerful motivation for consumers to enter the new vehicle market. The average ten year-old, 2005 model year vehicle can't even come close to a new, 2015 model. From a car owner's standpoint, the motivation to upgrade is powerful.

#### Forces holding the market back

- While U.S. economic growth was solid for most of 2014, the global economy has slowed considerably. Japan is in a recession, Chinese growth has slowed, and Europe appears to be on the verge of a recession, with deflation. Continued weakness in the global economy could eventually impact the U.S. in the form of slower employment growth, and stagnant incomes.
- Household balance sheets. Consumers have made considerable headway in reducing debt, but are largely hesitant to fund increases in spending by adding on more debt. In addition, many have insufficient savings for retirement, necessitating further restraint in retail spending.

**Wrap up:** Positive factors will likely lead the market higher in 2015, but we believe that the negative factors will place a ceiling on how high new vehicle sales will go, and we could approach that ceiling by 2016.

#### Annual Trend in LA County New Vehicle Market



#### Market Summary

	2013	2014	% Chg. '13 to '14	Mkt Share YTD '14
TOTAL	424,403	463,271	9.2%	
Car	285,164	308,861	8.3%	66.7%
Light Truck	139,239	154,410	10.9%	33.3%
Domestic	77,896	83,784	7.6%	18.1%
European	97,150	100,765	3.7%	21.8%
Japanese	215,515	242,294	12.4%	52.3%
Korean	33,842	36,428	7.6%	7.9%

The graph above shows annual new retail light vehicle registrations in the county from 2007 thru 2014 and Auto Outlook's projection for 2015.

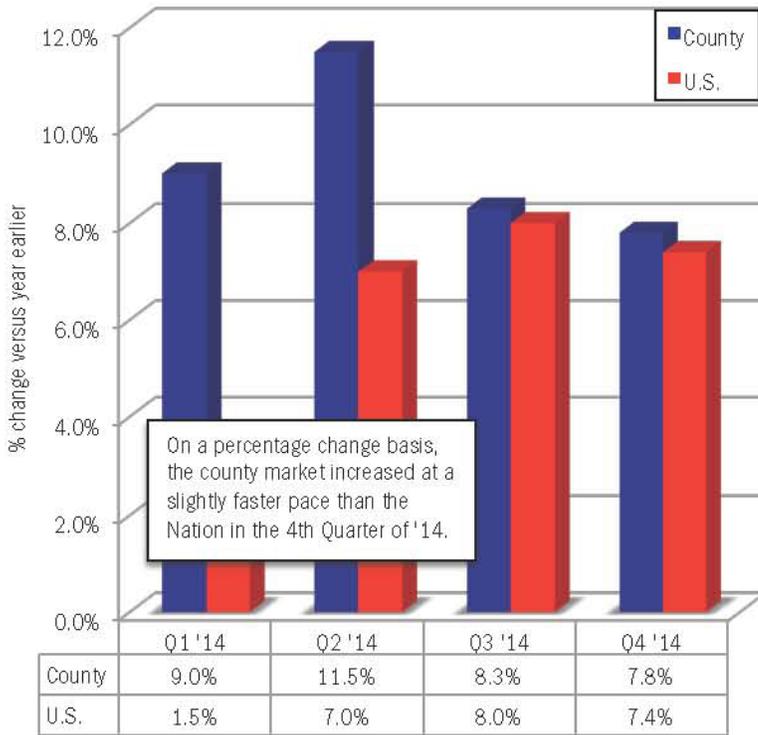
Domestic brands consist of vehicles sold by GM, Ford, Chrysler, and Tesla. Data source: AutoCount data from Experian Automotive.

MARKET TRACKER: QUARTERLY RESULTS

County Market Up 7.8% in 4th Quarter of 2014 vs. 7.4% in U.S.

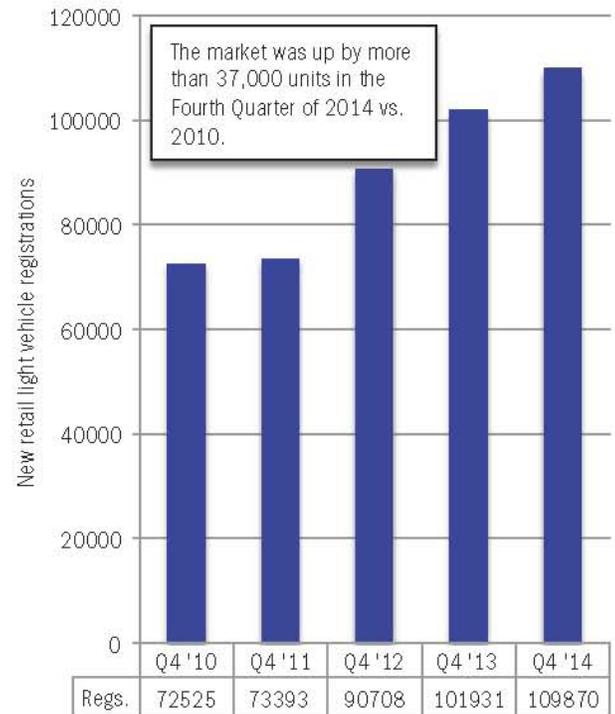
QUARTERLY TREND

Percent Change in New Vehicle Market County and U.S.



QUARTERLY PERSPECTIVE

Five Years of Fourth Quarter Results in County Market



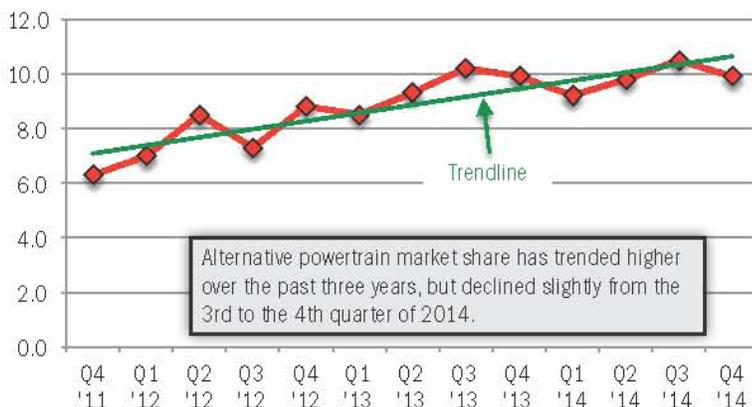
Fourth Quarter registrations during past five years

Source for LA County registration data: AutoCount data from Experian Automotive. Source for U.S. data: Automotive News. (U.S. figures include fleets.)

MARKET TRACKER: HYBRID AND ELECTRIC VEHICLES

Hybrid & Electric Vehicle Share Declines Slightly in 4Q '14

Quarterly Alternative Powertrain Market Share (includes hybrid and electric vehicles)



LA County Hybrid and Electric Vehicle New Retail Registrations 2006 thru 2014			
Year	Hybrids	Electrics	Total
2006	17,634	0	17,634
2007	21,029	0	21,029
2008	19,105	0	19,105
2009	14,074	0	14,074
2010	19,325	1	19,326
2011	17,834	799	18,633
2012	30,241	590	30,831
2013	40,183	1,412	41,595
2014	45,004	2,040	47,044

Registrations of hybrid and electric vehicles totalled 47,044 units last year, well above the total in 2013.

Source: AutoCount data from Experian Automotive.

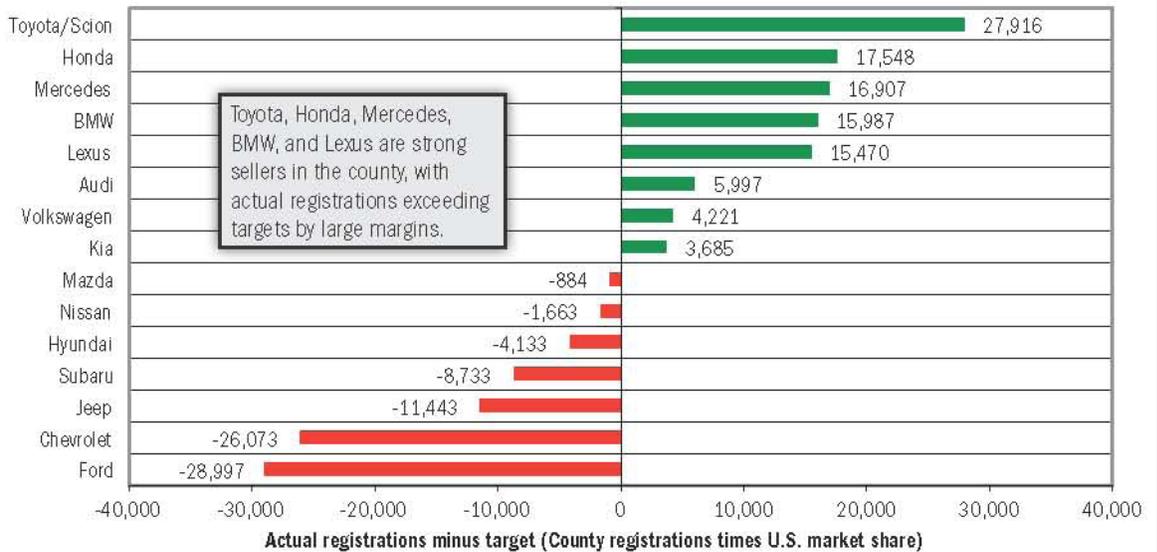
The graph above shows hybrid powertrain and electric vehicle quarterly market share in the county. The line shows market share trend over the past 12 quarters. Source: AutoCount data from Experian Automotive.

BRAND SCOREBOARD

# Toyota and Honda Relatively Strong Performers in County

The graph provides an indicator of brands that are popular in Los Angeles County. For the top 15 selling brands in the county, each brand's share of the U.S. market is multiplied by registrations in the county during 2014. This yields a "target" for the state market. Target registrations are subtracted from actual registrations to derive the measurement of sales performance. Brands at the top of the graph are relatively strong sellers in the county, with actual registrations exceeding calculated targets by large margins.

**Los Angeles County Retail Market Performance based on registrations for 2014**  
**Actual registrations minus target (county industry registrations times U.S. market share)**



Source: AutoCount data from Experian Automotive.

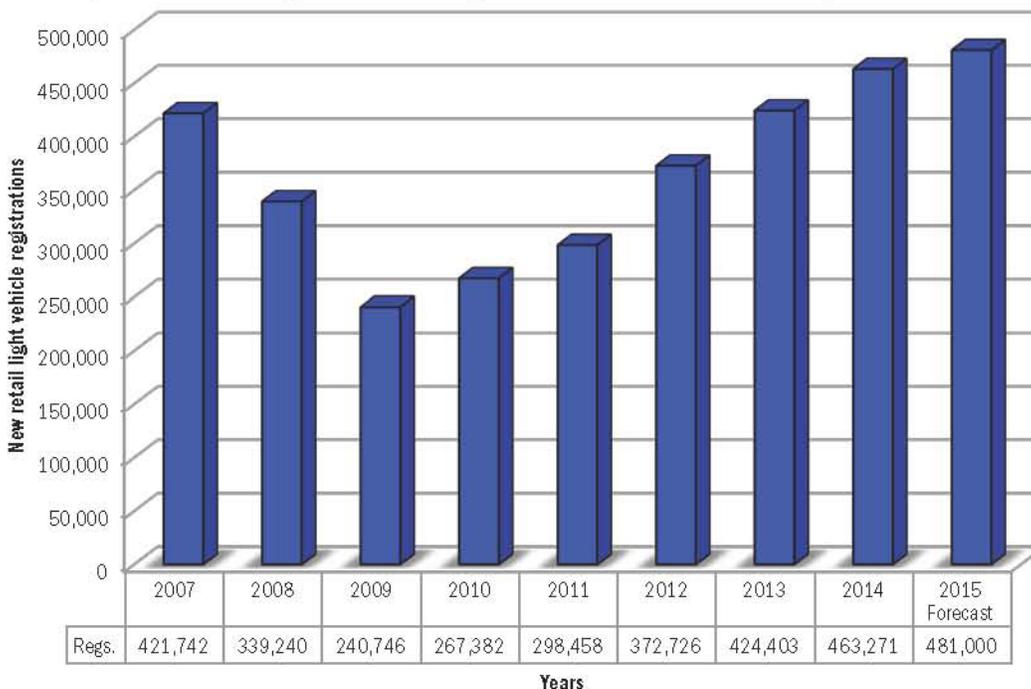
LONG TERM TRENDS

## Further Improvement Predicted for Market in 2015

**Market predicted to increase for sixth consecutive year**

The graph below provides a long term perspective of trends in the Los Angeles County new retail light vehicle market. It shows historical registrations from 2007 thru 2014, along with Auto Outlook's forecast for 2015.

**County New Retail Light Vehicle Registrations - 2007 thru 2014, 2015 Forecast**



Source: AutoCount data from Experian Automotive.

### Key Trends

Between 2009 (the low point during the market downturn) and 2014, county new retail light vehicle registrations have increased by more than 222,000 units an increase of 92%!

The market was up 9.2% last year versus 2013, and Auto Outlook is predicting a 3.8% increase this year.

Following a wild roller-coaster ride during the seven year period, county registrations this year are predicted to easily exceed 2007 levels.

**Brand Registrations Report**  
**Los Angeles County New Retail Car and Light Truck Registrations**

	December						Annual Totals					
	Registrations			Market Share (%)			Registrations			Market Share (%)		
	2013	2014	% change	2013	2014	Change	2013	2014	% change	2013	2014	Change
TOTAL	39,585	42,889	8.3				424,403	463,271	9.2			
Cars	26,357	27,912	5.9	66.6	65.1	-1.5	285,164	308,861	8.3	67.2	66.7	-0.5
Light Trucks	13,228	14,977	13.2	33.4	34.9	1.5	139,239	154,410	10.9	32.8	33.3	0.5
Domestic Brands	7,119	7,936	11.5	18.0	18.5	0.5	77,896	83,784	7.6	18.4	18.1	-0.3
European Brands	9,923	10,034	1.1	25.1	23.4	-1.7	97,150	100,765	3.7	22.9	21.8	-1.1
Japanese Brands	19,691	21,616	9.8	49.7	50.4	0.7	215,515	242,294	12.4	50.8	52.3	1.5
Korean Brands	2,852	3,303	15.8	7.2	7.7	0.5	33,842	36,428	7.6	8.0	7.9	-0.1
Acura	539	595	10.4	1.4	1.4	0.0	5,588	5,725	2.5	1.3	1.2	-0.1
Audi	983	1,231	25.2	2.5	2.9	0.4	10,560	11,677	10.6	2.5	2.5	0.0
BMW	2,507	3,133	25.0	6.3	7.3	1.0	23,172	26,398	13.9	5.5	5.7	0.2
Buick	124	133	7.3	0.3	0.3	0.0	1,489	1,389	-6.7	0.4	0.3	-0.1
Cadillac	329	291	-11.6	0.8	0.7	-0.2	3,791	3,461	-8.7	0.9	0.7	-0.1
Chevrolet	1,864	2,102	12.8	4.7	4.9	0.2	20,754	22,014	6.1	4.9	4.8	-0.1
Chrysler	124	233	87.9	0.3	0.5	0.2	1,761	1,555	-11.7	0.4	0.3	-0.1
Dodge	536	606	13.1	1.4	1.4	0.1	6,323	6,883	8.9	1.5	1.5	0.0
Fiat	263	224	-14.8	0.7	0.5	-0.1	2,617	3,625	38.5	0.6	0.8	0.2
Ford	2,435	2,659	9.2	6.2	6.2	0.0	28,488	28,768	1.0	6.7	6.2	-0.5
GMC	319	435	36.4	0.8	1.0	0.2	3,377	3,906	15.7	0.8	0.8	0.0
Honda	5,224	5,314	1.7	13.2	12.4	-0.8	59,705	63,317	6.0	14.1	13.7	-0.4
Hyundai	1,386	1,392	0.4	3.5	3.2	-0.3	15,910	15,435	-3.0	3.7	3.3	-0.4
Infiniti	619	673	8.7	1.6	1.6	0.0	5,317	5,698	7.2	1.3	1.2	0.0
Jaguar	86	88	2.3	0.2	0.2	0.0	953	991	4.0	0.2	0.2	0.0
Jeep	743	832	12.0	1.9	1.9	0.1	6,928	9,357	35.1	1.6	2.0	0.4
Kia	1,466	1,911	30.4	3.7	4.5	0.8	17,932	20,993	17.1	4.2	4.5	0.3
Land Rover	253	230	-9.1	0.6	0.5	-0.1	3,002	3,169	5.6	0.7	0.7	0.0
Lexus	2,211	2,937	32.8	5.6	6.8	1.3	18,816	25,510	35.6	4.4	5.5	1.1
Lincoln	139	166	19.4	0.4	0.4	0.0	1,180	1,441	22.1	0.3	0.3	0.0
Mazda	588	715	21.6	1.5	1.7	0.2	6,661	8,415	26.3	1.6	1.8	0.2
Mercedes	3,353	2,299	-31.4	8.5	5.4	-3.1	28,825	27,465	-4.7	6.8	5.9	-0.9
MINI	368	450	22.3	0.9	1.0	0.1	4,738	4,431	-6.5	1.1	1.0	-0.2
Mitsubishi	132	149	12.9	0.3	0.3	0.0	1,523	1,770	16.2	0.4	0.4	0.0
Nissan	2,770	2,880	4.0	7.0	6.7	-0.3	30,140	33,025	9.6	7.1	7.1	0.0
Porsche	388	391	0.8	1.0	0.9	-0.1	3,579	3,946	10.3	0.8	0.9	0.0
Ram	261	296	13.4	0.7	0.7	0.0	2,308	3,283	42.2	0.5	0.7	0.2
smart	48	35	-27.1	0.1	0.1	0.0	461	674	46.2	0.1	0.1	0.0
Subaru	671	792	18.0	1.7	1.8	0.2	6,981	8,432	20.8	1.6	1.8	0.2
Tesla	245	183		0.6	0.4	-0.2	1,496	1,727		0.4	0.4	0.0
Toyota/Scion	6,937	7,561	9.0	17.5	17.6	0.1	80,781	90,402	11.9	19.0	19.5	0.5
Volkswagen	1,420	1,548	9.0	3.6	3.6	0.0	16,411	14,713	-10.3	3.9	3.2	-0.7
Volvo	117	130	11.1	0.3	0.3	0.0	1,820	1,501	-17.5	0.4	0.3	-0.1
Other	137	275	100.7	0.3	0.6	0.3	1,016	2,175	114.1	0.2	0.5	0.2

Source: AutoCount data from Experian Automotive

Top ten brands are shaded green.

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