

Los Angeles Auto Outlook™

Comprehensive information on the LA County new vehicle market

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Quick Facts

Los Angeles County new vehicle registrations increased 11.6% in August '13 vs. 2012.

New registrations in the county during the first eight months of this year increased 14.6% compared to a year earlier.

The three month moving average of new vehicle registrations increased for the 19th consecutive month in August of this year.

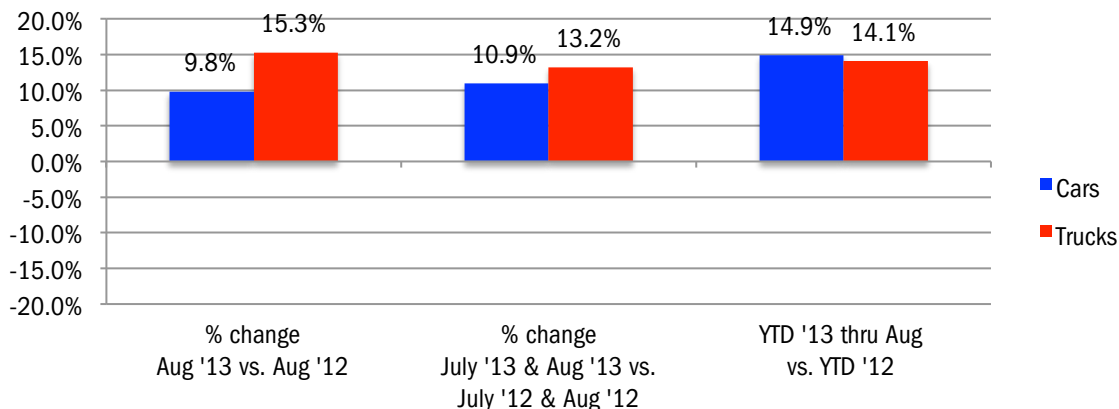
Subaru, Dodge, Ram, Porsche, BMW, and Lexus new vehicle registrations each increased more than 26% during the first eight months of this year

Detroit three market share increased from 17.6% during the first eight months of 2012 to 18.5% this year.

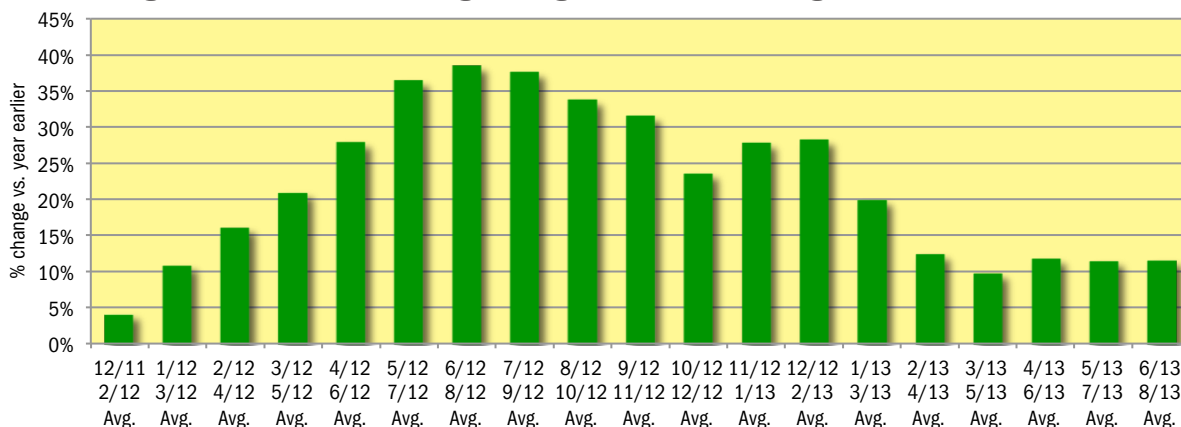
Data measures new vehicle registrations in the county. Monthly recording of registrations occurs when the data is processed by the DMV.

	August			July '13 and Aug. '13 combined			YTD thru August		
	2012	2013	% chg.	2012	2013	% chg.	2012	2013	Chg.
Industry Total	29,921	33,385	11.6%	60,396	67,455	11.7%	241,386	276,659	14.6%
Cars	20,313	22,308	9.8%	40,702	45,158	10.9%	161,479	185,508	14.9%
Light Trucks	9,608	11,077	15.3%	19,694	22,297	13.2%	79,907	91,151	14.1%
Detroit Three	4,788	6,207	29.6%	10,277	12,412	20.8%	42,414	51,137	20.6%
European	7,139	7,327	2.6%	13,951	14,961	7.2%	55,479	62,995	13.5%
Japanese	15,412	17,159	11.3%	31,023	34,629	11.6%	123,020	139,676	13.5%
Korean	2,582	2,692	4.3%	5,145	5,453	6.0%	20,473	22,851	11.6%

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

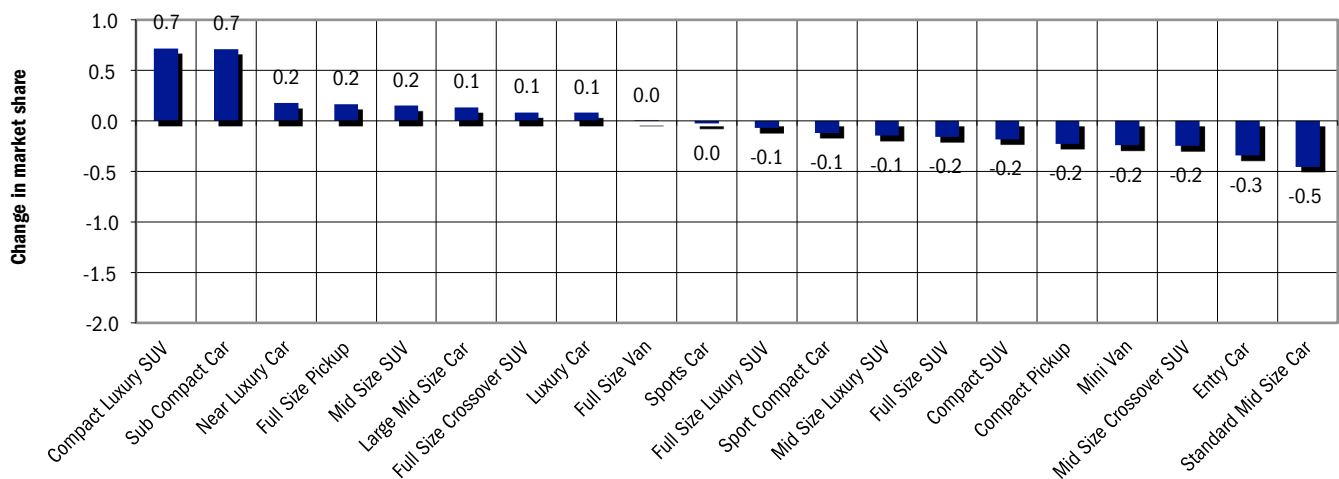
All data represents new and used vehicle retail registrations in Los Angeles County and excludes fleet. Please keep in mind that monthly registration figures can occasionally be subject to fluctuations, resulting in over or under estimation of actual results. This usually occurs due to processing delays 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

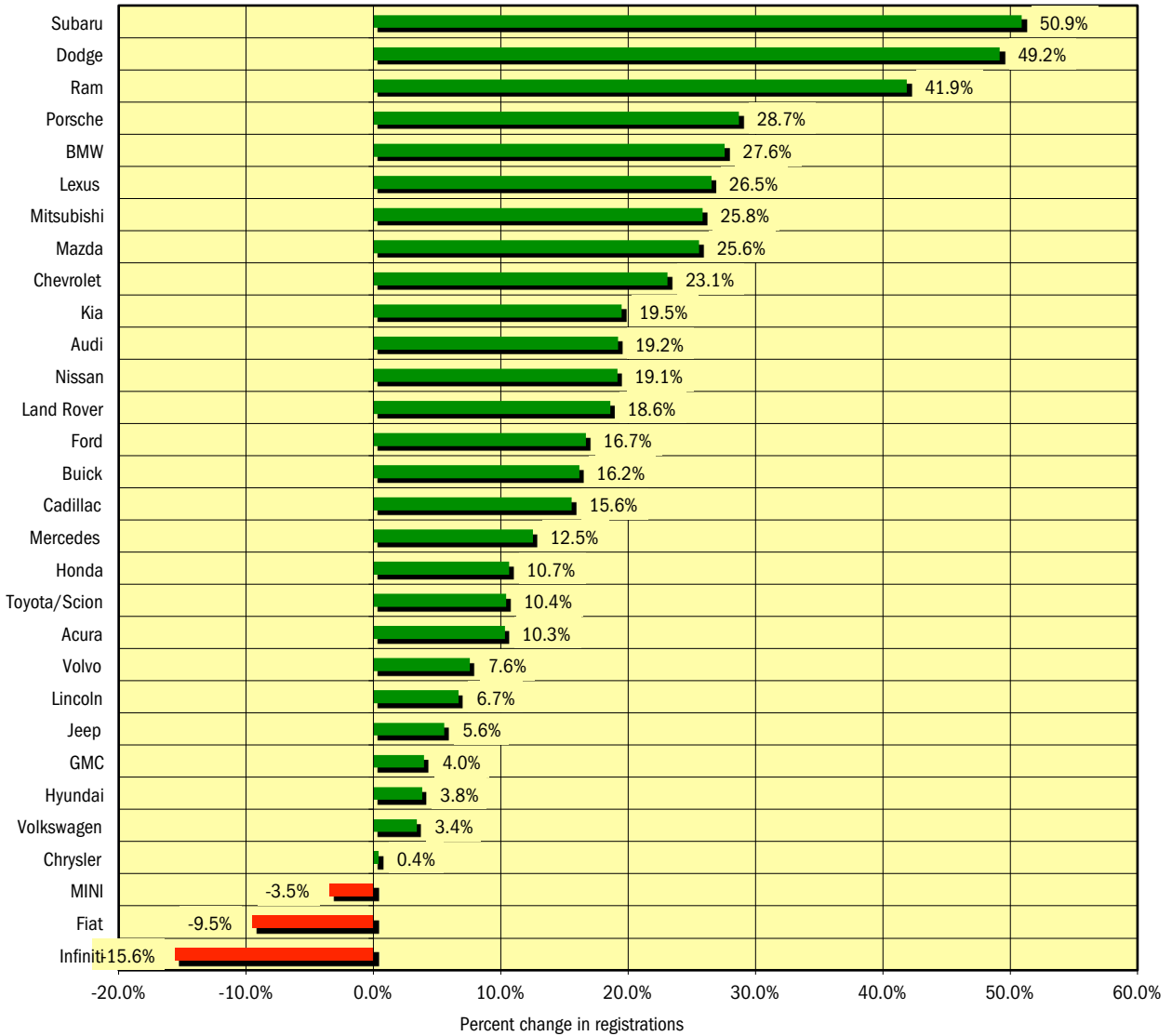
	August			Two Month Period July '13 thru August '13			YTD thru August			YTD Market Share (%)		
	2012	2013	% chg.	Yr. Ago	Current	% chg.	2012	2013	% chg.	2012	2013	Chg.
	TOTAL	29,921	33,385	11.6%	60,396	67,455	11.7%	241,386	276,659	14.6%		
Acura	506	442	-12.6%	1,009	876	-13.2%	3,306	3,647	10.3%	1.4	1.3	-0.1
Audi	810	869	7.3%	1,620	1,763	8.8%	5,969	7,115	19.2%	2.5	2.6	0.1
BMW	1,619	1,799	11.1%	3,029	3,730	23.1%	11,883	15,163	27.6%	4.9	5.5	0.6
Buick	114	113	-0.9%	226	232	2.7%	842	978	16.2%	0.3	0.4	0.0
Cadillac	266	348	30.8%	513	630	22.8%	2,201	2,544	15.6%	0.9	0.9	0.0
Chevrolet	1,324	1,712	29.3%	2,848	3,473	21.9%	11,108	13,674	23.1%	4.6	4.9	0.3
Chrysler	103	216	109.7%	254	342	34.6%	1,226	1,231	0.4%	0.5	0.4	-0.1
Dodge	303	452	49.2%	642	958	49.2%	2,859	4,265	49.2%	1.2	1.5	0.4
Fiat	273	164	-39.9%	494	382	-22.7%	1,709	1,546	-9.5%	0.7	0.6	-0.1
Ford	1,713	2,120	23.8%	3,835	4,298	12.1%	16,235	18,944	16.7%	6.7	6.8	0.1
GMC	243	232	-4.5%	501	508	1.4%	2,133	2,218	4.0%	0.9	0.8	-0.1
Honda	4,181	4,889	16.9%	8,575	9,580	11.7%	35,557	39,354	10.7%	14.7	14.2	-0.5
Hyundai	1,254	1,280	2.1%	2,585	2,529	-2.2%	10,305	10,699	3.8%	4.3	3.9	-0.4
Infiniti	766	364	-52.5%	1,376	791	-42.5%	3,794	3,202	-15.6%	1.6	1.2	-0.4
Jaguar	92	67	-27.2%	142	142	0.0%	712	613	-13.9%	0.3	0.2	-0.1
Jeep	521	589	13.1%	1,052	1,115	6.0%	4,118	4,348	5.6%	1.7	1.6	-0.1
Kia	1,328	1,412	6.3%	2,560	2,924	14.2%	10,168	12,152	19.5%	4.2	4.4	0.2
Land Rover	203	269	32.5%	379	444	17.2%	1,679	1,991	18.6%	0.7	0.7	0.0
Lexus	1,210	1,615	33.5%	2,397	3,087	28.8%	9,057	11,460	26.5%	3.8	4.1	0.4
Lincoln	82	78	-4.9%	156	170	9.0%	675	720	6.7%	0.3	0.3	0.0
Mazda	408	559	37.0%	823	1,156	40.5%	3,372	4,234	25.6%	1.4	1.5	0.1
Mercedes	1,919	2,063	7.5%	3,857	4,008	3.9%	16,047	18,055	12.5%	6.6	6.5	-0.1
MINI	459	408	-11.1%	872	811	-7.0%	3,266	3,153	-3.5%	1.4	1.1	-0.2
Mitsubishi	75	124	65.3%	186	227	22.0%	797	1,003	25.8%	0.3	0.4	0.0
Nissan	2,024	2,470	22.0%	4,037	4,704	16.5%	16,513	19,674	19.1%	6.8	7.1	0.3
Porsche	220	277	25.9%	453	567	25.2%	1,780	2,291	28.7%	0.7	0.8	0.1
Ram	119	189	58.8%	250	378	51.2%	1,015	1,440	41.9%	0.4	0.5	0.1
smart	22	53	140.9%	59	81	37.3%	221	292	32.1%	0.1	0.1	0.0
Subaru	362	570	57.5%	696	1,147	64.8%	2,985	4,504	50.9%	1.2	1.6	0.4
Tesla	0	158		0	308		0	775		0.0	0.3	0.3
Toyota/Scion	5,877	6,126	4.2%	11,917	13,061	9.6%	47,623	52,595	10.4%	19.7	19.0	-0.7
Volkswagen	1,295	1,146	-11.5%	2,631	2,604	-1.0%	10,474	10,830	3.4%	4.3	3.9	-0.4
Volvo	151	148	-2.0%	265	322	21.5%	1,241	1,335	7.6%	0.5	0.5	0.0
Other	79	64	-19.0%	157	107	-31.8%	516	614	19.0%	0.2	0.2	0.0

Change in New Vehicle Segment Market Share - YTD '13 thru August v. YTD '12 thru August

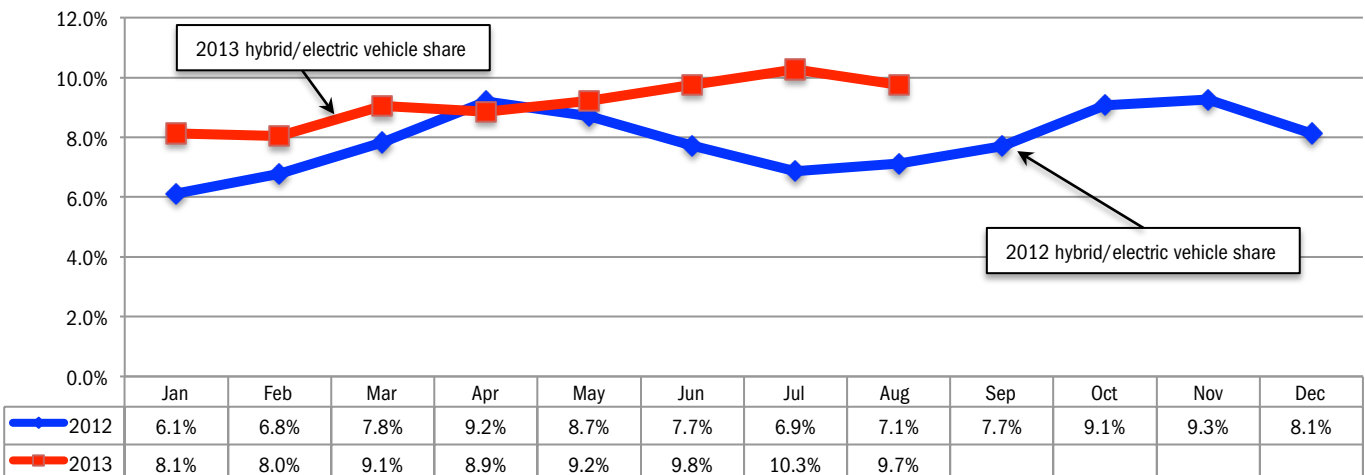


Data Source: AutoCount data from Experian Automotive.

**Percent Change in Brand Registrations
YTD '13 thru August vs. YTD '12 thru August
(Top 30 selling brands)**



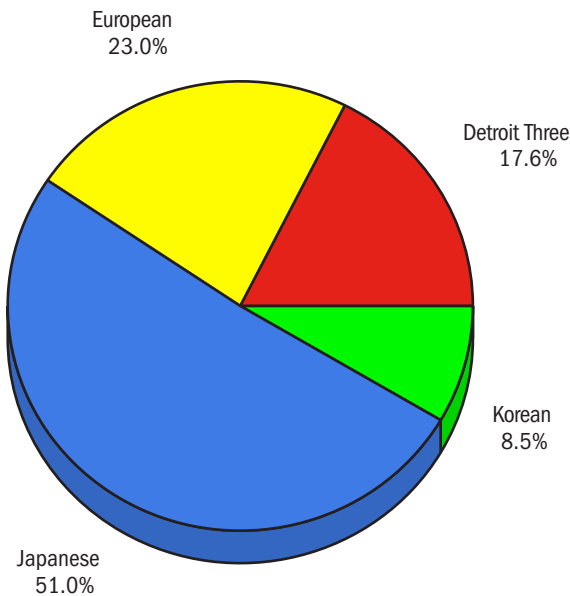
Combined Hybrid and Electric Vehicle Market Share in LA County - 2012 and 2013 (thru August)



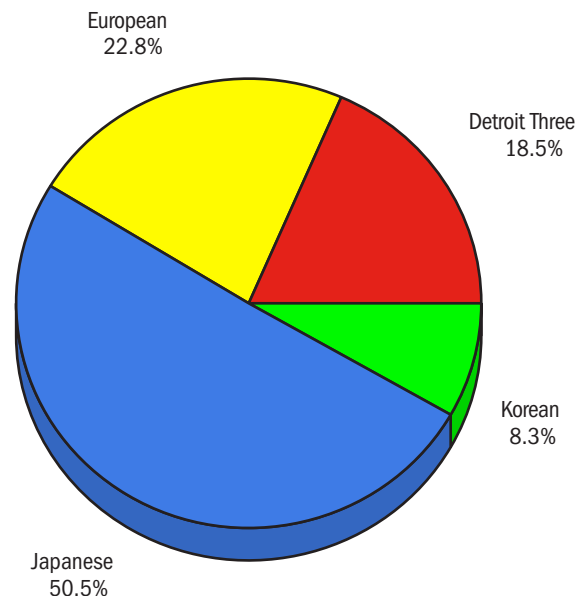
Data Source: AutoCount data from Experian Automotive.

Market Share for Japanese, Detroit Three, European, and Korean Brands - YTD '12 and '13 thru August

YTD 2012 thru August

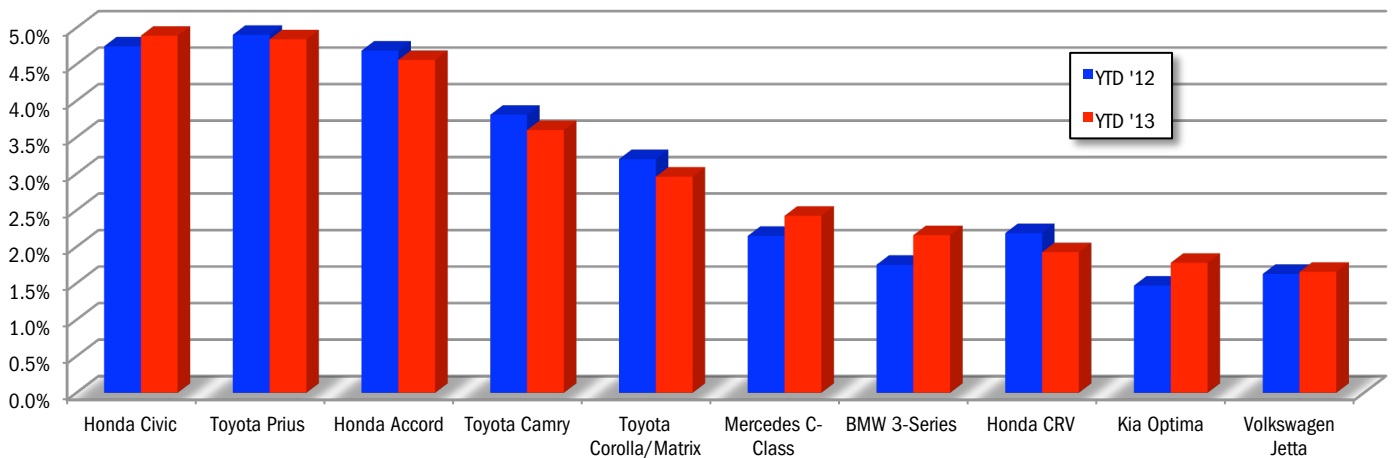


YTD 2013 thru August



Data Source: AutoCount data from Experian Automotive. Note: numbers may not add to 100% due to rounding.

Market Share for Top 10 Selling Models in LA County - YTD '12 and '13 thru August



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WHAT NEW AND USED CARS SELL WELL IN MY MARKETS?

WHO ARE MY TOP COMPETITORS? -BY MARKET AREA?

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