

Los Angeles Auto Outlook™

Comprehensive information on the LA County new vehicle market

Sponsored by:



Quick Facts

New retail car and light truck registrations in the county declined 3.6% during the first eight months of this year versus the same period a year earlier. The U.S. market was off by 2.6%.

Light truck registrations were up 1.9% while passenger cars fell 9.1%.

The market increased an estimated 1.5% in July and August of this year.

The three month moving average of new vehicle registrations was essentially unchanged in August of this year.

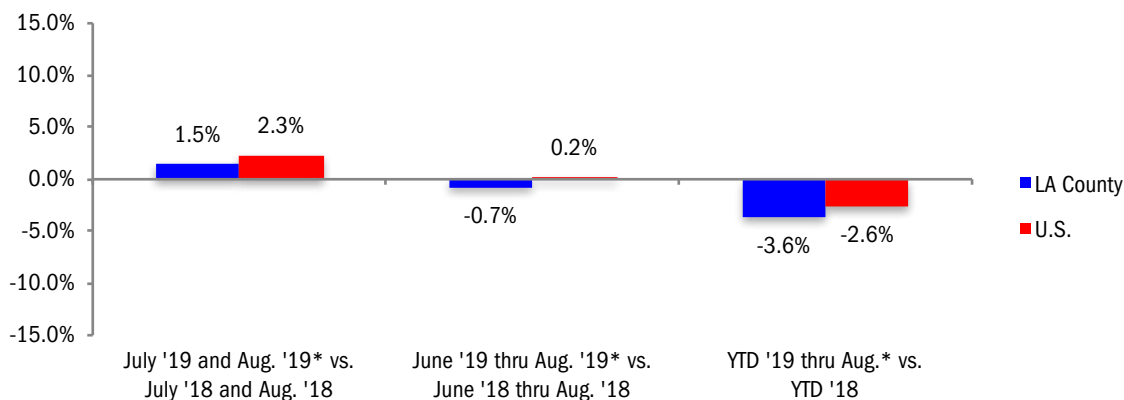
Tesla, Ram, Land Rover, and Lexus registrations increased by more than 5% during the first seven months of this year versus the same period a year earlier.

	July and August combined			June thru August			YTD thru August		
	2018	2019*	% chg.	2018	2019*	% chg.	2018	2019*	Chg.
Industry Total	86,966	88,299	1.5%	126,458	125,577	-0.7%	337,134	324,969	-3.6%
Cars	42,200	40,982	-2.9%	62,098	58,835	-5.3%	168,112	152,739	-9.1%
Light Trucks	44,766	47,317	5.7%	64,360	66,742	3.7%	169,022	172,230	1.9%

Source: IHS.

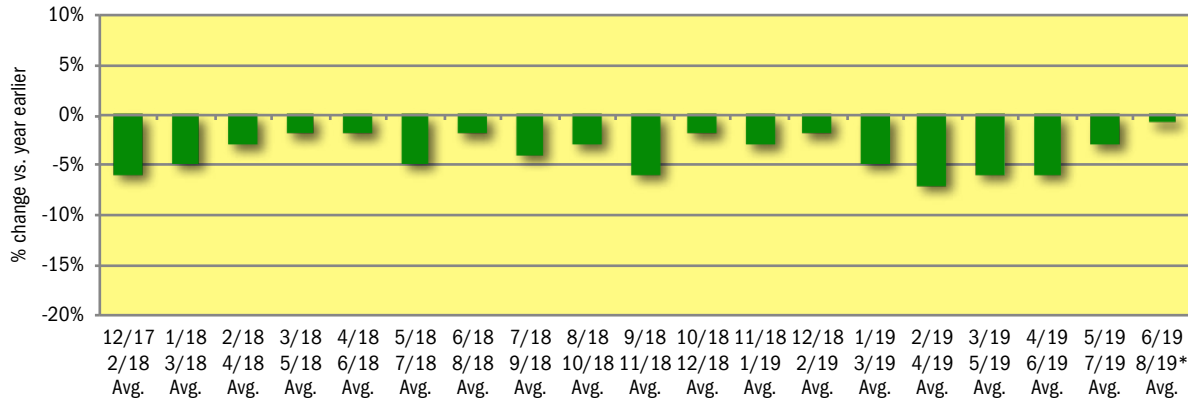
*August 2019 figures estimated by Auto Outlook.

Percent Change in LA County and U.S. New Retail Light Vehicle Registrations



Source: IHS.

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



Source: IHS.

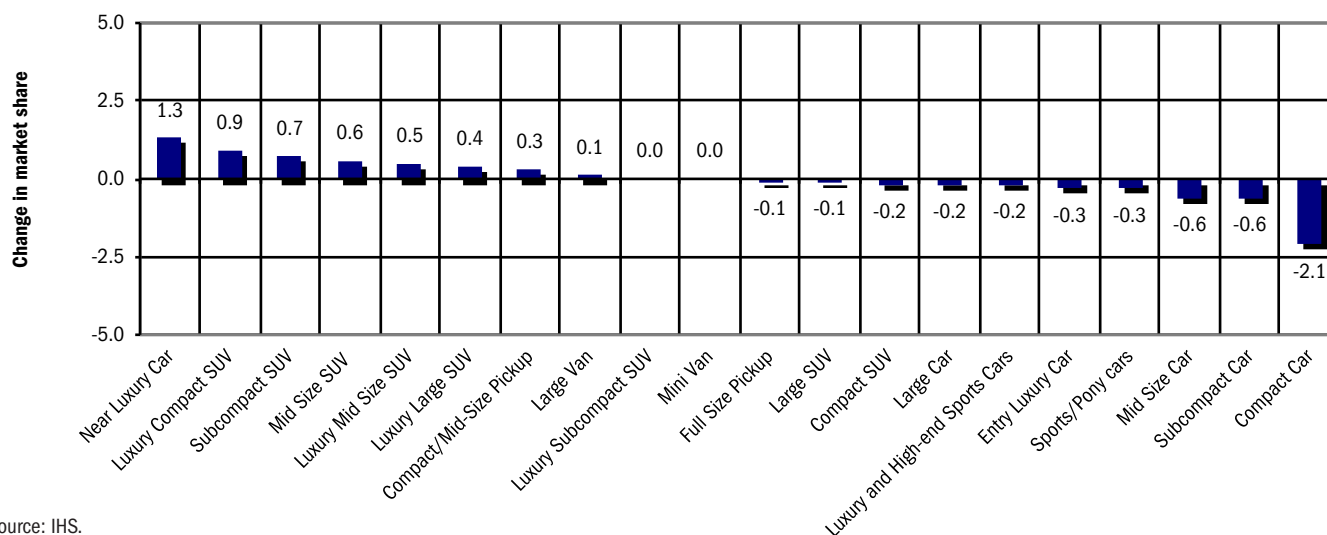
The graph above provides a clear picture of the trending direction of the LA County market. It shows the year-over-year percent change in the three month moving average of new retail light vehicle registrations. The three month moving average is less erratic than monthly registrations, which can fluctuate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

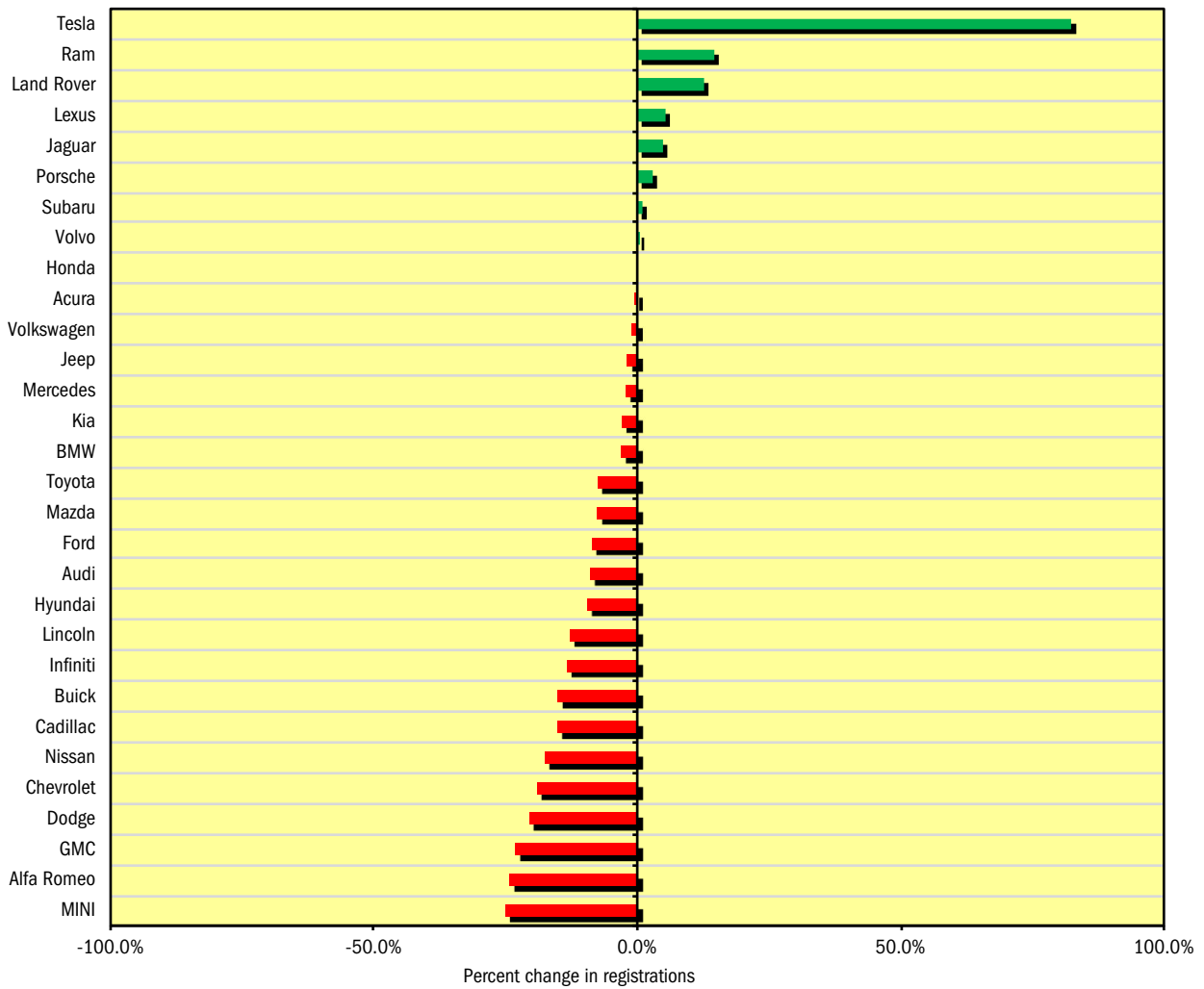
Los Angeles New Retail Car and Light Truck Registrations												
	July			June and July			YTD thru July			YTD Market Share (%)		
	2018	2019	% chg.	2018	2019	% chg.	2018	2019	% chg.	2018	2019	Chg.
TOTAL	42,558	43,447	2.1%	82,050	80,725	-1.6%	292,726	280,117	-4.3%			
Acura	421	362	-14.0%	819	711	-13.2%	2,806	2,789	-0.6%	1.0	1.0	0.0
Alfa Romeo	248	193	-22.2%	399	369	-7.5%	1,468	1,113	-24.2%	0.5	0.4	-0.1
Audi	1,268	1,018	-19.7%	2,477	2,015	-18.7%	7,983	7,263	-9.0%	2.7	2.6	-0.1
BMW	1,560	2,039	30.7%	3,800	4,468	17.6%	14,473	14,042	-3.0%	4.9	5.0	0.1
Buick	111	112	0.9%	192	210	9.4%	947	804	-15.1%	0.3	0.3	0.0
Cadillac	291	223	-23.4%	541	437	-19.2%	1,922	1,630	-15.2%	0.7	0.6	-0.1
Chevrolet	2,798	2,301	-17.8%	5,450	4,310	-20.9%	19,181	15,535	-19.0%	6.6	5.5	-1.1
Chrysler	174	99	-43.1%	295	172	-41.7%	1,125	688	-38.8%	0.4	0.2	-0.2
Dodge	696	604	-13.2%	1,160	1,052	-9.3%	4,605	3,662	-20.5%	1.6	1.3	-0.3
FIAT	121	52	-57.0%	173	86	-50.3%	539	312	-42.1%	0.2	0.1	-0.1
Ford	2,430	2,308	-5.0%	4,104	3,907	-4.8%	15,394	14,076	-8.6%	5.3	5.0	-0.3
Genesis	38	77	102.6%	78	123	57.7%	392	259	-33.9%	0.1	0.1	0.0
GMC	389	330	-15.2%	692	621	-10.3%	2,745	2,112	-23.1%	0.9	0.8	-0.1
Honda	5,827	6,030	3.5%	12,047	11,813	-1.9%	42,498	42,482	0.0%	14.5	15.2	0.7
Hyundai	1,498	1,375	-8.2%	2,619	2,422	-7.5%	8,999	8,142	-9.5%	3.1	2.9	-0.2
Infiniti	518	548	5.8%	979	990	1.1%	3,804	3,298	-13.3%	1.3	1.2	-0.1
Jaguar	128	133	3.9%	235	226	-3.8%	982	1,030	4.9%	0.3	0.4	0.1
Jeep	1,536	1,321	-14.0%	2,616	2,353	-10.1%	8,870	8,702	-1.9%	3.0	3.1	0.1
Kia	1,614	1,807	12.0%	3,143	3,500	11.4%	12,227	11,871	-2.9%	4.2	4.2	0.0
Land Rover	453	549	21.2%	942	1,030	9.3%	3,489	3,937	12.8%	1.2	1.4	0.2
Lexus	1,981	2,046	3.3%	3,652	3,812	4.4%	12,778	13,469	5.4%	4.4	4.8	0.4
Lincoln	202	172	-14.9%	336	278	-17.3%	1,174	1,024	-12.8%	0.4	0.4	0.0
Maserati	74	51	-31.1%	142	80	-43.7%	544	340	-37.5%	0.2	0.1	-0.1
Mazda	1,053	901	-14.4%	1,890	1,720	-9.0%	6,615	6,113	-7.6%	2.3	2.2	-0.1
Mercedes	1,668	2,387	43.1%	4,077	4,462	9.4%	15,148	14,808	-2.2%	5.2	5.3	0.1
MINI	219	223	1.8%	589	454	-22.9%	2,033	1,524	-25.0%	0.7	0.5	-0.2
Mitsubishi	154	132	-14.3%	266	225	-15.4%	949	719	-24.2%	0.3	0.3	0.0
Nissan	2,245	1,921	-14.4%	4,558	3,667	-19.5%	16,166	13,342	-17.5%	5.5	4.8	-0.7
Porsche	307	541	76.2%	615	748	21.6%	2,599	2,670	2.7%	0.9	1.0	0.1
Ram	496	512	3.2%	843	955	13.3%	2,783	3,194	14.8%	1.0	1.1	0.1
Subaru	1,646	1,620	-1.6%	2,819	2,779	-1.4%	9,527	9,634	1.1%	3.3	3.4	0.1
Tesla	1,193	2,376	99.2%	2,146	3,939	83.6%	6,462	11,793	82.5%	2.2	4.2	2.0
Toyota	7,814	7,479	-4.3%	14,558	13,897	-4.5%	50,990	47,146	-7.5%	17.4	16.8	-0.6
Volkswagen	927	1,039	12.1%	1,906	1,928	1.2%	7,511	7,430	-1.1%	2.6	2.7	0.1
Volvo	380	447	17.6%	725	744	2.6%	2,325	2,336	0.5%	0.8	0.8	0.0
Other	80	119	48.8%	167	222	32.9%	673	828	23.0%	0.2	0.3	0.1

Change in New Vehicle Segment Market Share - YTD 2019 thru July vs. Year Earlier



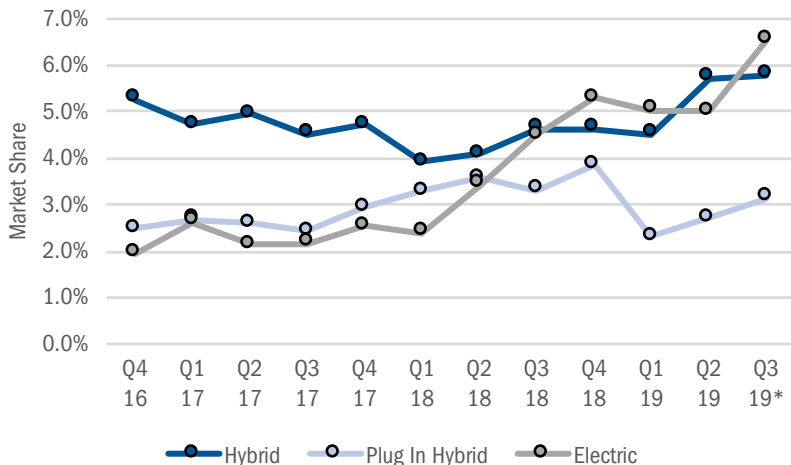
Source: IHS.

Percent Change in Brand Registrations - YTD '19 thru July vs. Year Earlier (Top 30 brands)



Data Source: IHS.

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

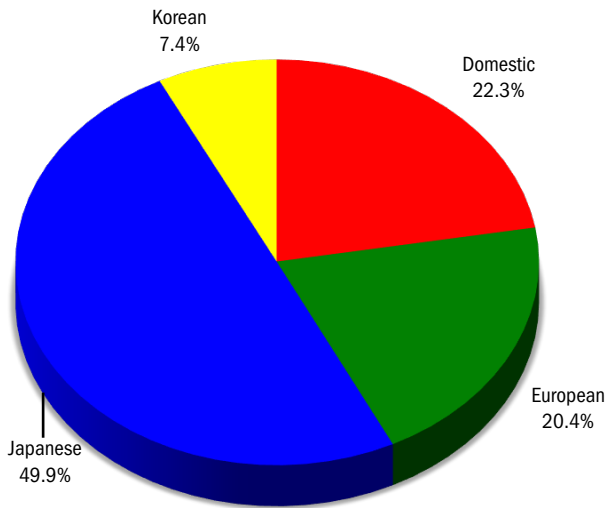


Hybrid/electric vehicle market share in Q3 '19:
15.5%

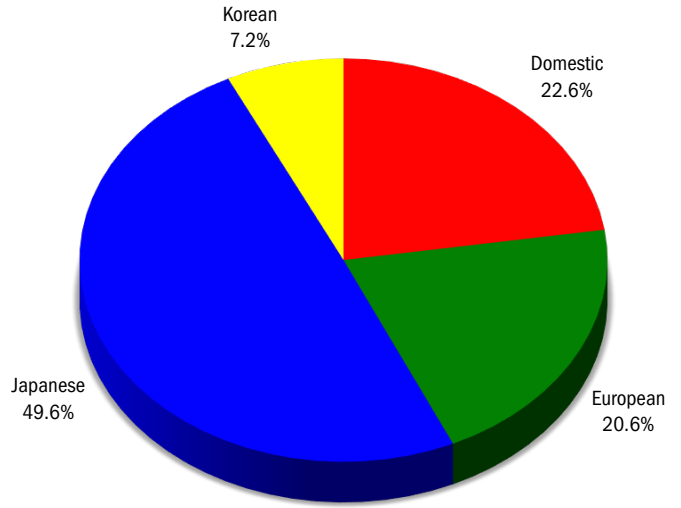
The graph above shows hybrid powertrain and electric vehicle quarterly market share in the county. Third Quarter 2019 includes July only. Source: IHS.

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

YTD '18 thru July

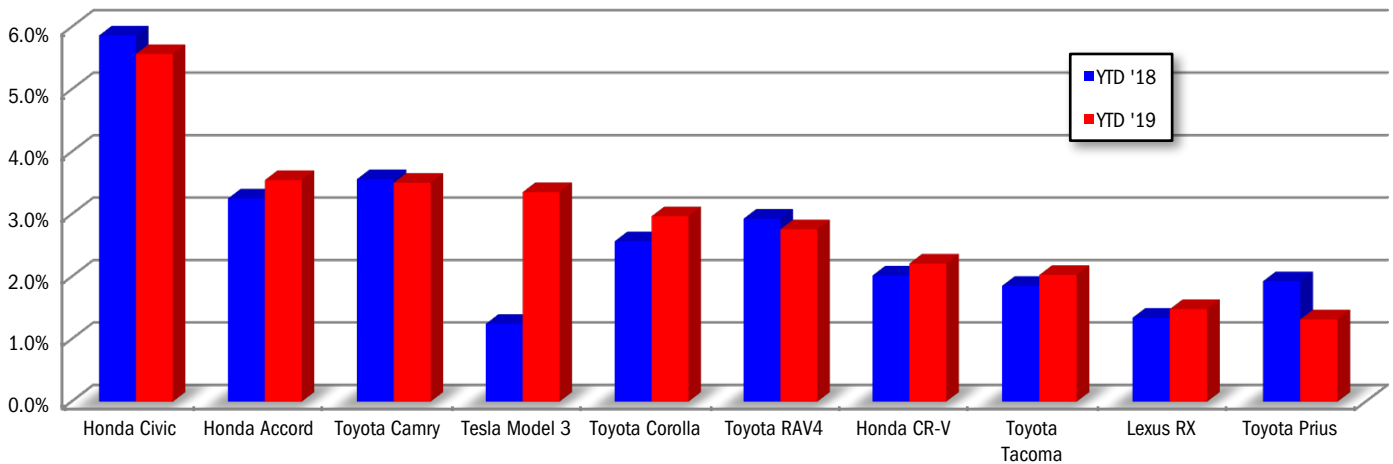


YTD '19 thru July



Data Source: IHS.

Market Share for Top 10 Selling Models in LA County - YTD '18 and '19, thru July



Los Angeles Auto Outlook

Published for:
 Greater Los Angeles New Car Dealers Association
 714 West Olympic Boulevard, Suite 601
 Los Angeles, CA 90015
 Phone: 213-748-0240
 www.glanccda.org

Published by:
 Auto Outlook, Inc.
 PO Box 390
 Exton, PA 19341
 Phone: 610-640-1233
 Email: jfoltz@autooutlook.com

Copyright Auto Outlook, Inc.,
 September 2019

Los Angeles Auto Outlook is distributed free of charge to all members of Los Angeles New Car Dealers Association. The publication is sponsored and supported by GLANCCDA.

Los Angeles Auto Outlook is published and edited by Auto Outlook, Inc., an independent automotive market research firm. Opinions in Los Angeles Auto Outlook are solely those of Auto Outlook, Inc., and are not necessarily shared by GLANCCDA.