

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 1.3% during the first two months of this year versus the same period a year earlier

The county market declined by 3.2% for all of 2018 vs. 2017. Light truck registrations were up 6.9% while passenger cars fell 11.8%.

The three month moving average of new vehicle registrations declined slightly in February of this year.

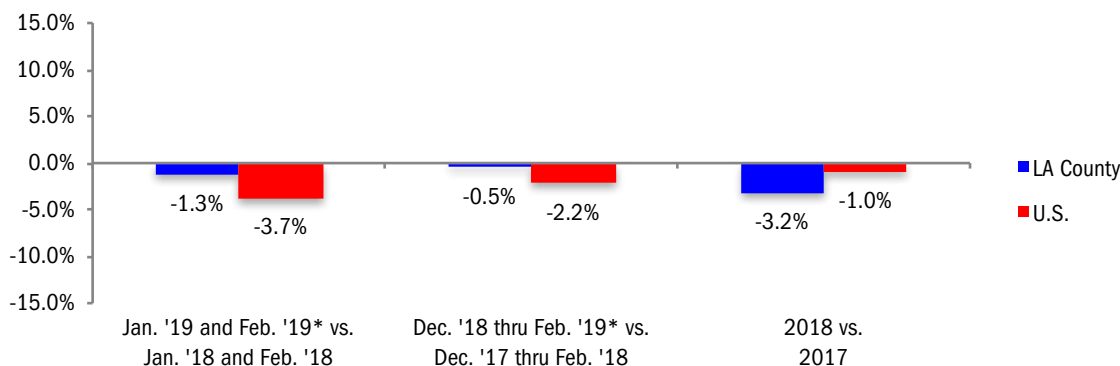
Tesla, Land Rover, Jaguar, Ram, and Acura registrations increased by more than 12% during the first two months of this year versus the same period a year earlier.

	Jan '19 and Feb '19* combined			Dec '18 thru Feb '19*			Annual Total		
	Previous	Current	% chg.	Previous	Current	% chg.	2017	2018	Chg.
Industry Total	75,934	74,916	-1.3%	122,858	122,197	-0.5%	523,308	506,786	-3.2%
Cars	37,769	35,983	-4.7%	61,575	57,759	-6.2%	282,140	248,869	-11.8%
Light Trucks	38,165	38,933	2.0%	61,283	64,438	5.1%	241,168	257,917	6.9%
Domestic	16,694	18,794	12.6%	25,646	29,139	13.6%	109,756	116,211	5.9%
European	15,619	14,185	-9.2%	27,336	25,907	-5.2%	109,611	105,597	-3.7%
Japanese	37,738	36,300	-3.8%	60,886	58,881	-3.3%	264,569	250,064	-5.5%
Korean	5,883	5,637	-4.2%	8,990	8,270	-8.0%	39,372	34,914	-11.3%

Source: IHS.

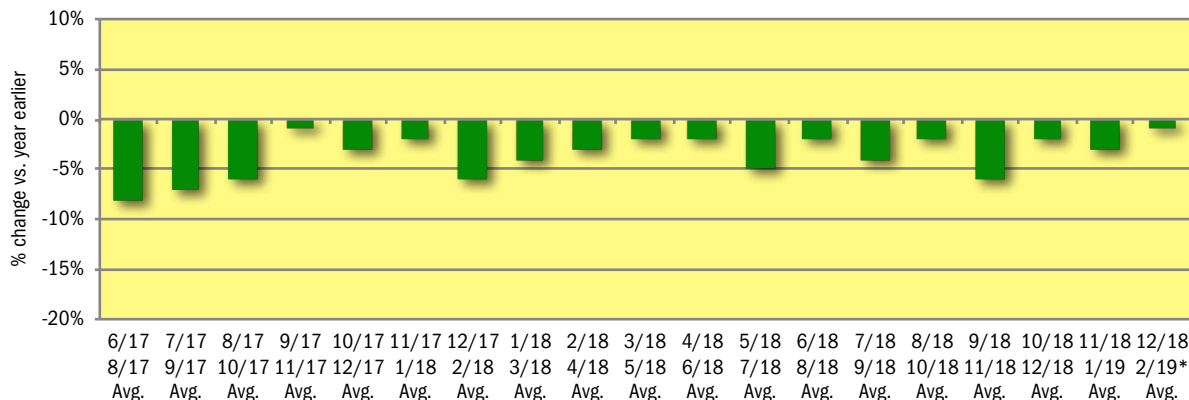
*February 2019 figures estimated by Auto Outlook.

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.

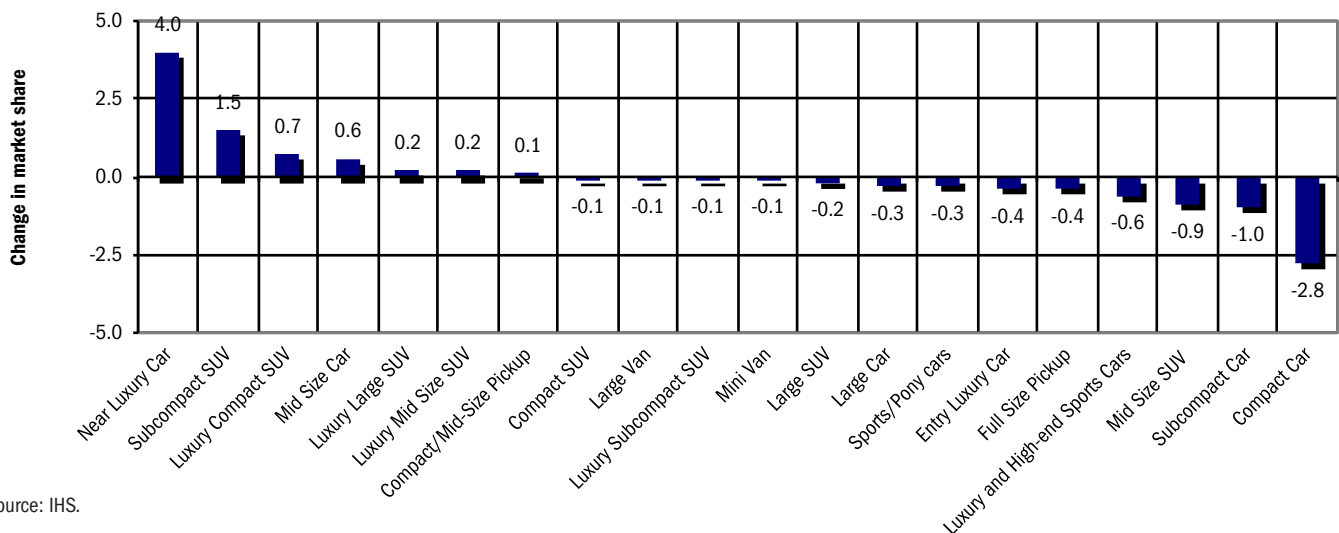
The graph above provides a clear picture of the trending direction of the LA County market. It shows the year-over-year percent change in the three month moving average of new retail light vehicle registrations. The three month moving average is less erratic than monthly registrations, which can fluctuate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

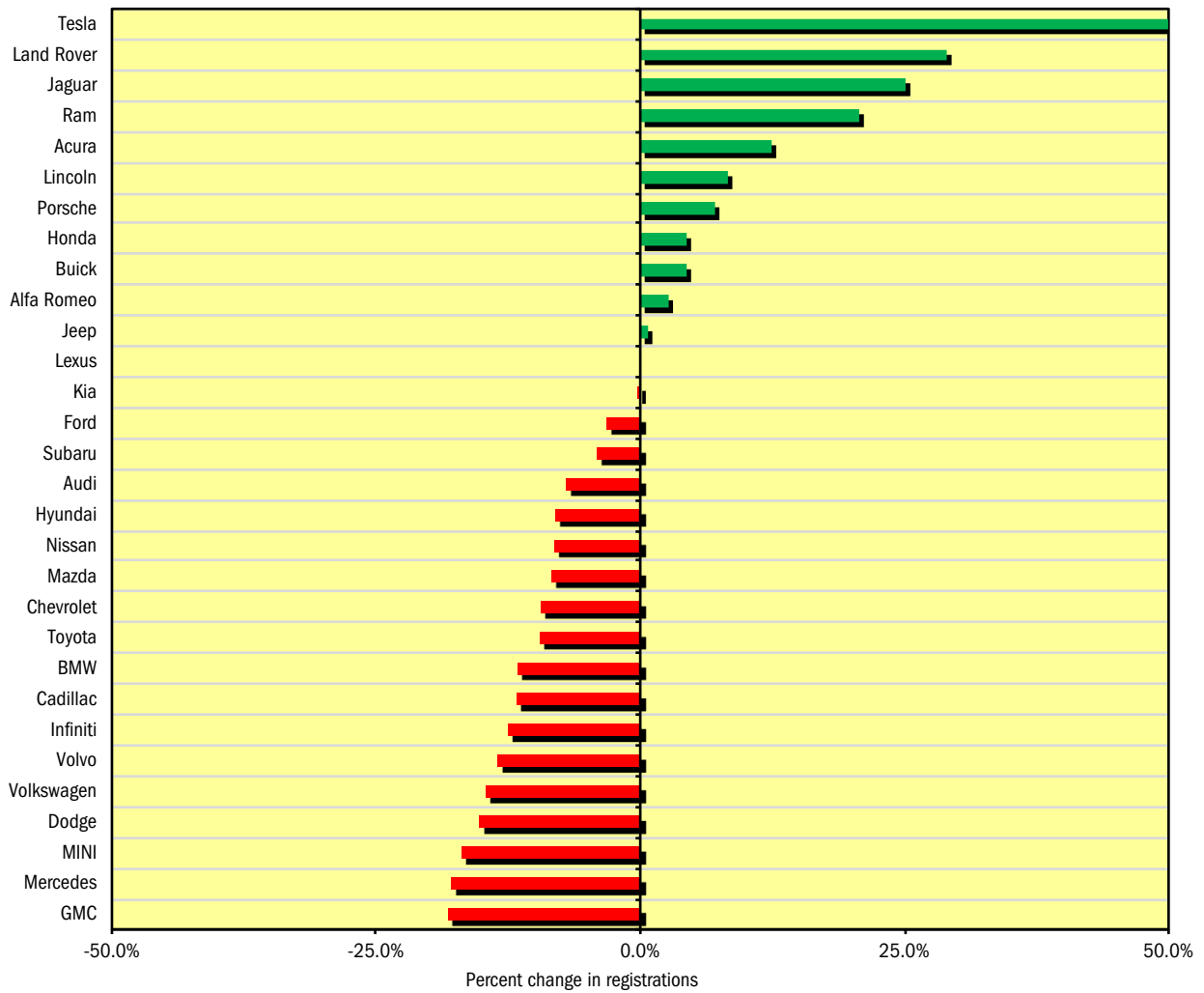
Los Angeles New Retail Car and Light Truck Registrations												
	Jan '19 and Feb '19* combined			Dec '18 thru Feb '19*			Annual Total			Annual Market Share (%)		
	Previous	Current	% chg.	Previous	Current	% chg.	2017	2018	% chg.	2017	2018	Chg.
TOTAL	75,934	74,916	-1.3%	122,858	122,197	-0.5%	523,308	506,786	-3.2%			
Acura	704	791	12.4%	1,227	1,346	9.7%	5,114	5,133	0.4%	1.0	1.0	0.0
Alfa Romeo	304	312	2.6%	453	481	6.2%	960	2,389	148.9%	0.2	0.5	0.3
Audi	1,891	1,758	-7.0%	3,507	3,302	-5.8%	15,249	14,184	-7.0%	2.9	2.8	-0.1
BMW	3,498	3,093	-11.6%	6,853	6,555	-4.3%	27,277	26,328	-3.5%	5.2	5.2	0.0
Buick	256	267	4.3%	422	413	-2.1%	1,896	1,738	-8.3%	0.4	0.3	-0.1
Cadillac	520	459	-11.7%	856	837	-2.2%	3,420	3,485	1.9%	0.7	0.7	0.0
Chevrolet	4,709	4,266	-9.4%	8,011	7,587	-5.3%	36,391	33,351	-8.4%	7.0	6.6	-0.4
Chrysler	304	205	-32.6%	492	344	-30.1%	2,026	1,900	-6.2%	0.4	0.4	0.0
Dodge	1,172	994	-15.2%	1,701	1,520	-10.6%	7,262	7,355	1.3%	1.4	1.5	0.1
FIAT	196	105	-46.4%	297	160	-46.1%	2,900	948	-67.3%	0.6	0.2	-0.4
Ford	4,424	4,282	-3.2%	6,397	6,191	-3.2%	28,352	25,960	-8.4%	5.4	5.1	-0.3
Genesis	134	85	-36.6%	219	92	-58.0%	943	487	-48.4%	0.2	0.1	-0.1
GMC	751	614	-18.2%	1,301	1,040	-20.1%	5,656	4,672	-17.4%	1.1	0.9	-0.2
Honda	10,679	11,158	4.5%	17,194	17,679	2.8%	78,910	71,583	-9.3%	15.1	14.1	-1.0
Hyundai	2,333	2,147	-8.0%	3,584	3,222	-10.1%	16,246	14,702	-9.5%	3.1	2.9	-0.2
Infiniti	994	870	-12.5%	1,782	1,656	-7.1%	7,286	7,088	-2.7%	1.4	1.4	0.0
Jaguar	286	358	25.2%	479	491	2.5%	2,852	1,607	-43.7%	0.5	0.3	-0.2
Jeep	2,159	2,174	0.7%	3,141	3,379	7.6%	12,922	15,188	17.5%	2.5	3.0	0.5
Kia	3,416	3,405	-0.3%	5,187	4,956	-4.5%	22,183	19,725	-11.1%	4.2	3.9	-0.3
Land Rover	871	1,123	28.9%	1,354	1,822	34.6%	5,294	6,436	21.6%	1.0	1.3	0.3
Lexus	3,228	3,229	0.0%	5,892	5,997	1.8%	24,887	23,345	-6.2%	4.8	4.6	-0.2
Lincoln	287	311	8.4%	428	491	14.7%	2,044	2,008	-1.8%	0.4	0.4	0.0
Maserati	161	171	6.2%	297	239	-19.5%	1,367	917	-32.9%	0.3	0.2	-0.1
Mazda	1,778	1,628	-8.4%	2,777	2,672	-3.8%	11,303	11,079	-2.0%	2.2	2.2	0.0
Mercedes	4,167	3,423	-17.9%	7,443	6,532	-12.2%	28,495	26,906	-5.6%	5.4	5.3	-0.1
MINI	504	419	-16.9%	872	663	-24.0%	3,589	3,294	-8.2%	0.7	0.6	-0.1
Mitsubishi	253	231	-8.7%	385	308	-20.0%	1,620	1,522	-6.0%	0.3	0.3	0.0
Nissan	3,999	3,676	-8.1%	6,225	5,870	-5.7%	29,237	27,581	-5.7%	5.6	5.4	-0.2
Porsche	769	823	7.0%	1,091	1,266	16.0%	4,731	4,467	-5.6%	0.9	0.9	0.0
Ram	732	883	20.6%	1,080	1,363	26.2%	4,991	5,197	4.1%	1.0	1.0	0.0
Subaru	2,644	2,535	-4.1%	3,811	4,088	7.3%	15,113	16,507	9.2%	2.9	3.3	0.4
Tesla	1,377	4,333	214.7%	1,810	5,961	229.3%	4,749	15,301	222.2%	0.9	3.0	2.1
Toyota	13,455	12,180	-9.5%	21,586	19,261	-10.8%	91,072	86,203	-5.3%	17.4	17.0	-0.4
Volkswagen	2,178	1,859	-14.6%	3,381	3,187	-5.7%	12,803	13,169	2.9%	2.4	2.6	0.2
Volvo	600	519	-13.5%	1,016	862	-15.2%	2,901	3,829	32.0%	0.6	0.8	0.2
Other	201	230	14.4%	307	364	18.6%	1,267	1,202	-5.1%	0.2	0.2	0.0

Change in New Vehicle Segment Market Share - January 2019 vs. Year Earlier



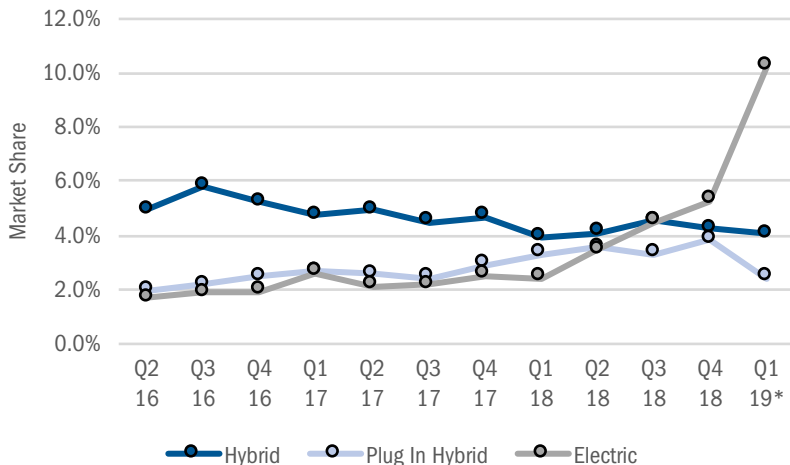
Source: IHS.

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



Data Source: IHS.

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

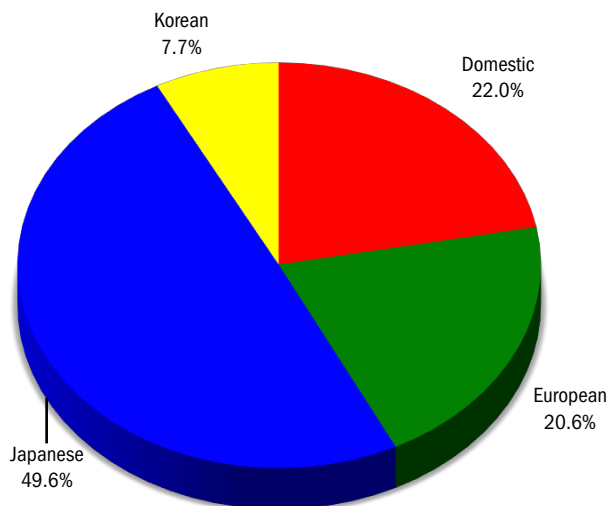


Hybrid/electric vehicle market share in Q1 '19:
16.7%

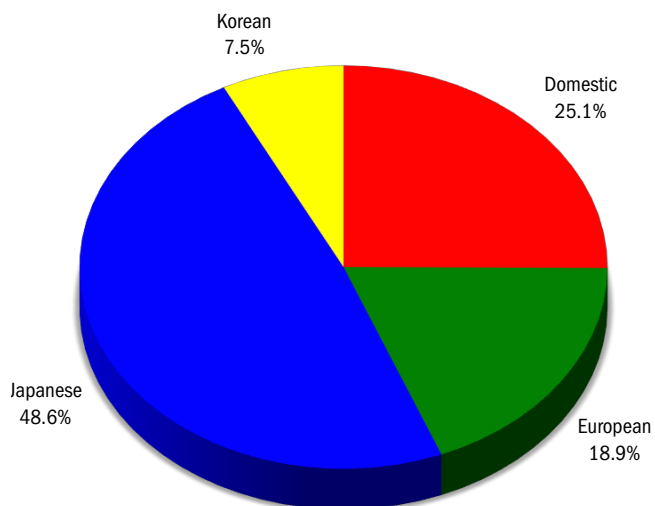
The graph above shows hybrid powertrain and electric vehicle quarterly market share in the county. Source: IHS. First Quarter 2019 includes January only.

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

YTD '18 thru February

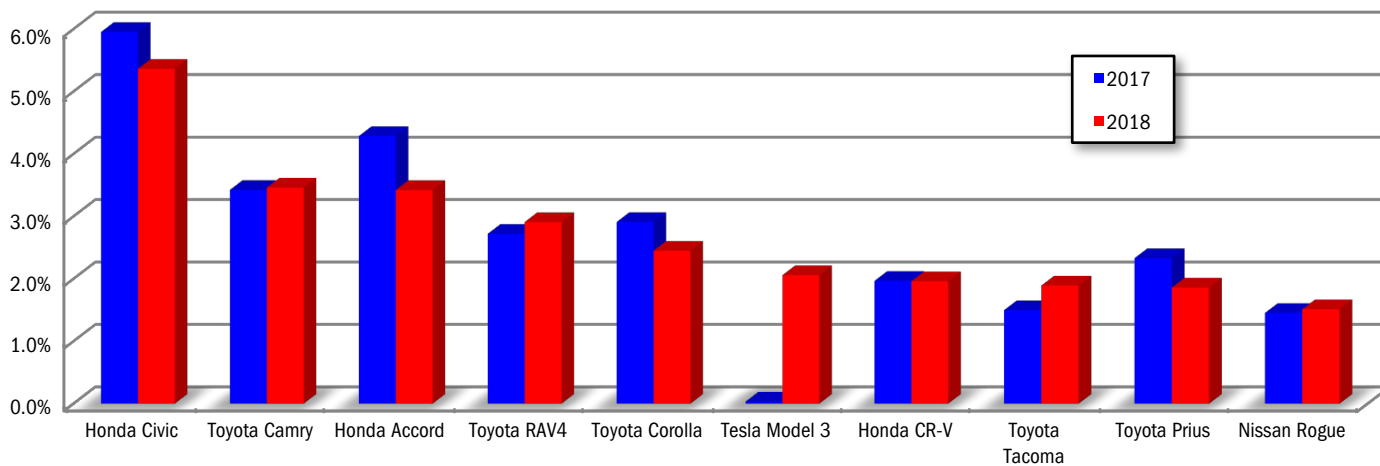


YTD '19 thru February*



Data Source: IHS.

Market Share for Top 10 Selling Models in LA County - 2017 and 2018



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.,
 March 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.