

# Los Angeles Auto Outlook™

Comprehensive information on the LA County new vehicle market

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## Quick Facts

New retail car and light truck registrations in the county declined 4.9% during the first seven months of this year versus the same period a year earlier. The U.S. market was off by 3.9%.

Light truck registrations were up 0.7% while passenger cars fell 10.5%.

The market declined an estimated 3.7% in June and July of this year.

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

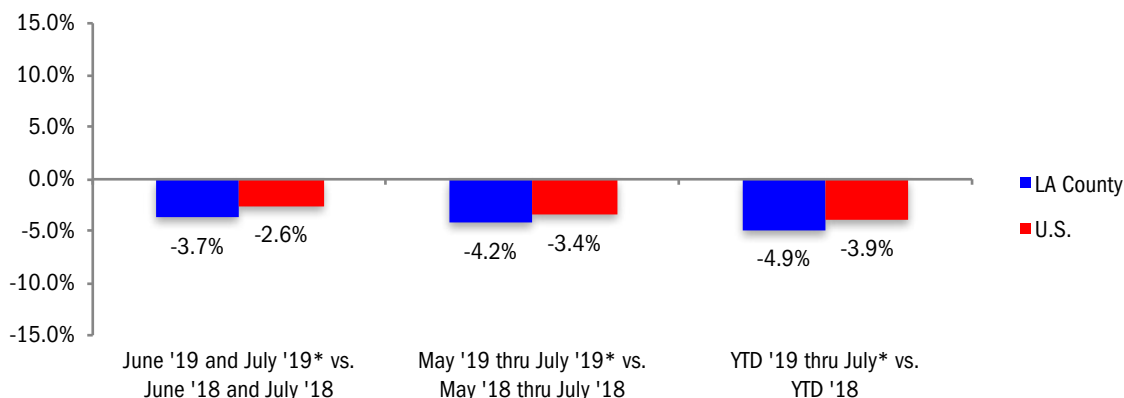
Tesla, Ram, Land Rover, Lexus, and Jaguar registrations increased by more than 5% during the first six months of this year versus the same period a year earlier.

	June and July combined			May thru July			YTD thru July		
	2018	2019*	% chg.	2018	2019*	% chg.	2018	2019*	Chg.
Industry Total	82,050	78,984	-3.7%	129,598	124,119	-4.2%	292,726	278,376	-4.9%
Cars	40,258	36,971	-8.2%	64,000	57,798	-9.7%	146,272	130,875	-10.5%
Light Trucks	41,792	42,013	0.5%	65,598	66,321	1.1%	146,454	147,501	0.7%

Source: IHS.

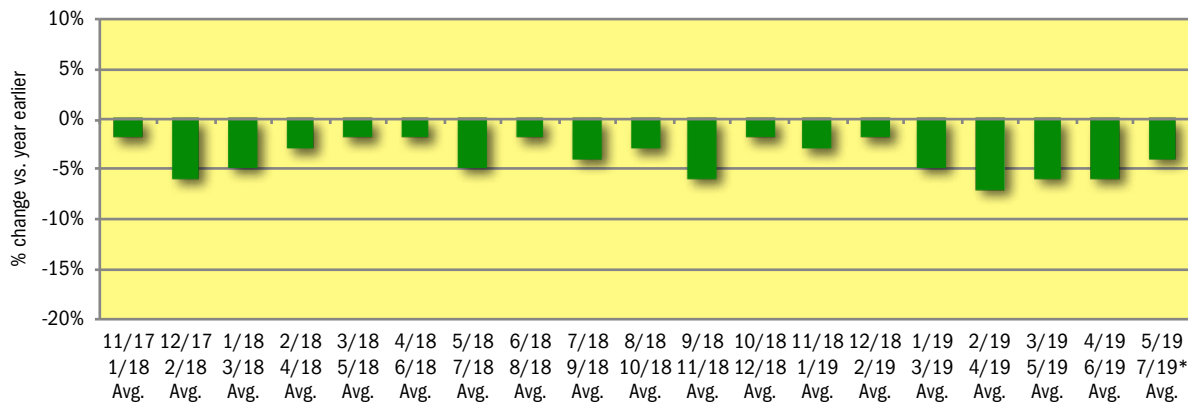
\*July 2019 figures estimated by Auto Outlook.

## 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.

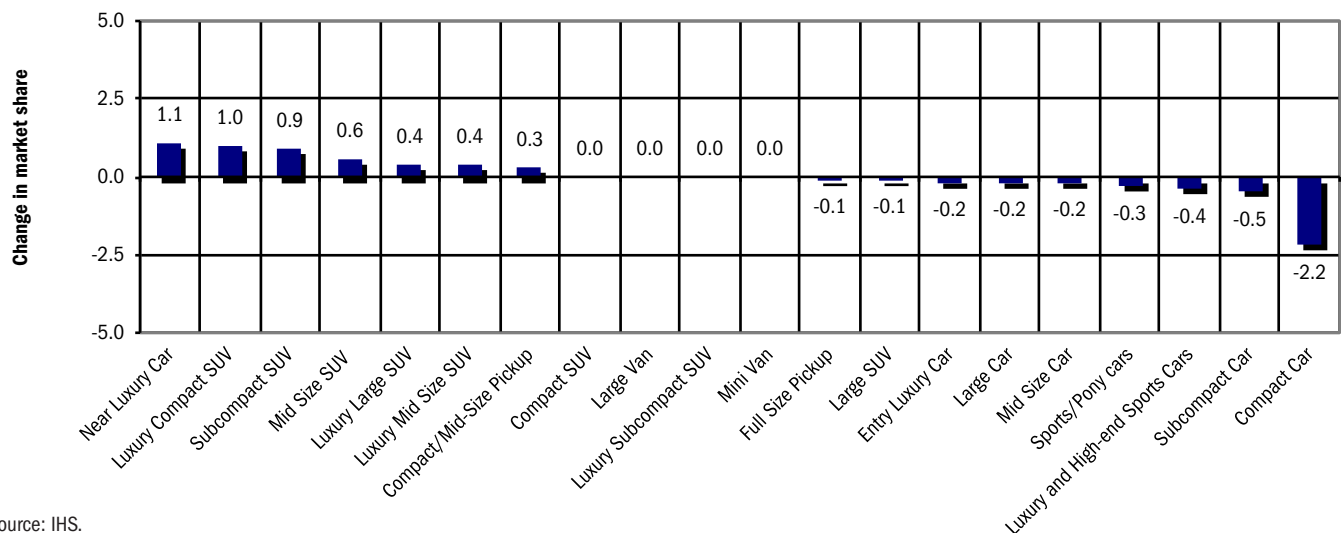
The graph above provides a clear picture of the trending direction of the LA County market. It shows the year-over-year percent change in the three month moving average of new retail light vehicle registrations. The three month moving average is less erratic than monthly registrations, which can fluctuate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

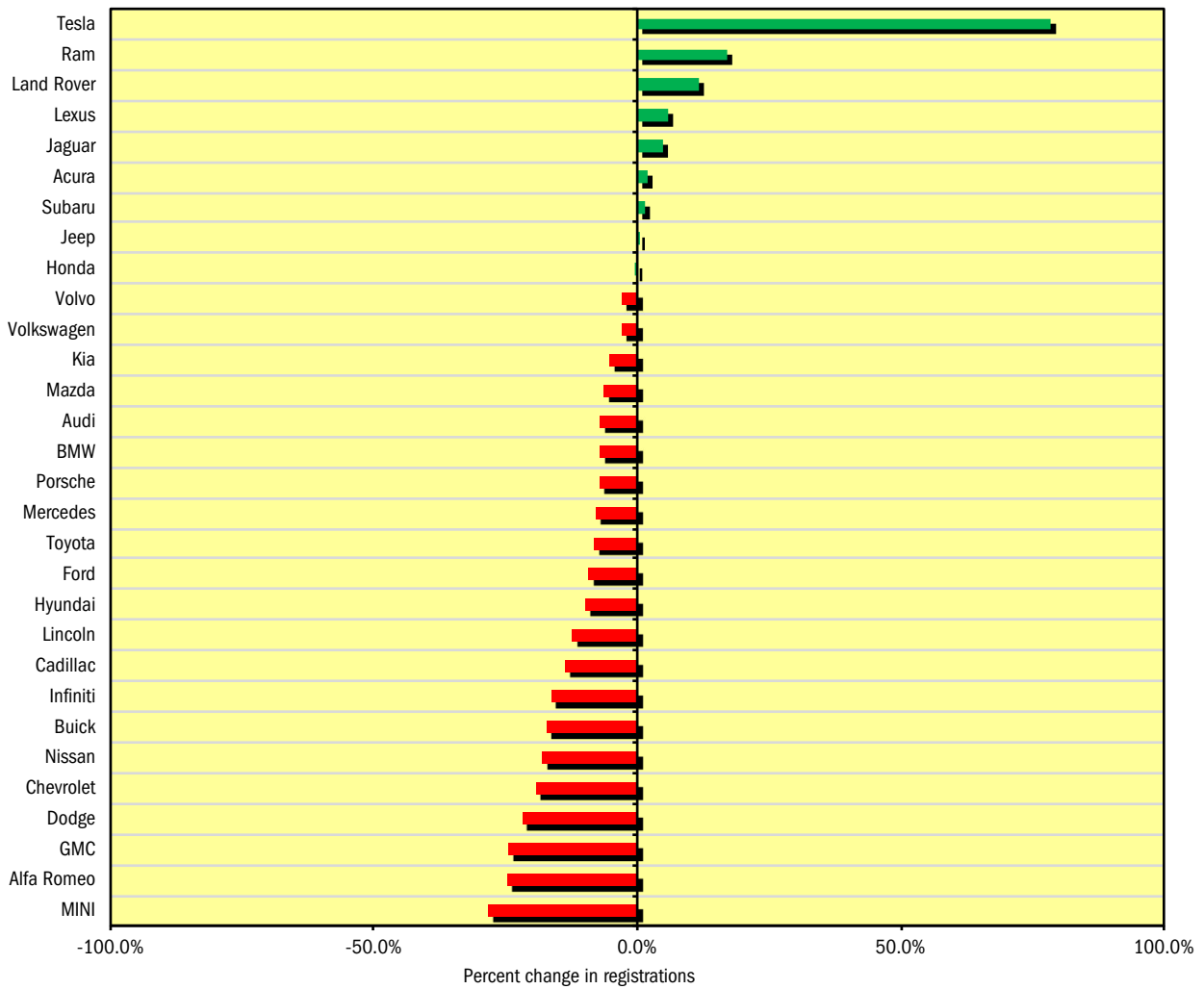
Los Angeles New Retail Car and Light Truck Registrations												
	June			May and June			YTD thru June			YTD Market Share (%)		
	2018	2019	% chg.	2018	2019	% chg.	2018	2019	% chg.	2018	2019	Chg.
TOTAL	39,492	37,278	-5.6%	87,040	82,413	-5.3%	250,168	236,670	-5.4%			
Acura	398	349	-12.3%	852	774	-9.2%	2,385	2,427	1.8%	1.0	1.0	0.0
Alfa Romeo	151	176	16.6%	425	294	-30.8%	1,220	920	-24.6%	0.5	0.4	-0.1
Audi	1,209	997	-17.5%	2,535	2,214	-12.7%	6,715	6,245	-7.0%	2.7	2.6	-0.1
BMW	2,240	2,429	8.4%	4,580	4,777	4.3%	12,913	12,003	-7.0%	5.2	5.1	-0.1
Buick	81	98	21.0%	178	234	31.5%	836	692	-17.2%	0.3	0.3	0.0
Cadillac	250	214	-14.4%	535	484	-9.5%	1,631	1,407	-13.7%	0.7	0.6	-0.1
Chevrolet	2,652	2,009	-24.2%	5,680	4,695	-17.3%	16,383	13,234	-19.2%	6.5	5.6	-0.9
Chrysler	121	73	-39.7%	303	197	-35.0%	951	589	-38.1%	0.4	0.2	-0.2
Dodge	464	448	-3.4%	1,190	1,072	-9.9%	3,909	3,058	-21.8%	1.6	1.3	-0.3
FIAT	52	34	-34.6%	101	79	-21.8%	418	260	-37.8%	0.2	0.1	-0.1
Ford	1,674	1,599	-4.5%	4,409	4,377	-0.7%	12,964	11,768	-9.2%	5.2	5.0	-0.2
Genesis	40	46	15.0%	95	97	2.1%	354	182	-48.6%	0.1	0.1	0.0
GMC	303	291	-4.0%	673	639	-5.1%	2,356	1,782	-24.4%	0.9	0.8	-0.1
Honda	6,220	5,783	-7.0%	13,531	12,592	-6.9%	36,671	36,452	-0.6%	14.7	15.4	0.7
Hyundai	1,121	1,047	-6.6%	2,672	2,452	-8.2%	7,501	6,767	-9.8%	3.0	2.9	-0.1
Infiniti	461	442	-4.1%	1,051	929	-11.6%	3,286	2,750	-16.3%	1.3	1.2	-0.1
Jaguar	107	93	-13.1%	255	234	-8.2%	854	897	5.0%	0.3	0.4	0.1
Jeep	1,080	1,032	-4.4%	2,644	2,556	-3.3%	7,334	7,381	0.6%	2.9	3.1	0.2
Kia	1,529	1,693	10.7%	3,549	3,514	-1.0%	10,613	10,064	-5.2%	4.2	4.3	0.1
Land Rover	489	481	-1.6%	1,046	1,050	0.4%	3,036	3,388	11.6%	1.2	1.4	0.2
Lexus	1,671	1,766	5.7%	3,641	3,922	7.7%	10,797	11,423	5.8%	4.3	4.8	0.5
Lincoln	134	106	-20.9%	377	283	-24.9%	972	852	-12.3%	0.4	0.4	0.0
Maserati	68	29	-57.4%	160	70	-56.3%	470	289	-38.5%	0.2	0.1	-0.1
Mazda	837	819	-2.2%	1,933	1,807	-6.5%	5,562	5,212	-6.3%	2.2	2.2	0.0
Mercedes	2,409	2,075	-13.9%	4,792	4,361	-9.0%	13,480	12,421	-7.9%	5.4	5.2	-0.2
MINI	370	231	-37.6%	566	467	-17.5%	1,814	1,301	-28.3%	0.7	0.5	-0.2
Mitsubishi	112	93	-17.0%	265	210	-20.8%	795	587	-26.2%	0.3	0.2	-0.1
Nissan	2,313	1,746	-24.5%	4,976	3,869	-22.2%	13,921	11,421	-18.0%	5.6	4.8	-0.8
Porsche	308	207	-32.8%	719	518	-28.0%	2,292	2,129	-7.1%	0.9	0.9	0.0
Ram	347	443	27.7%	809	971	20.0%	2,287	2,682	17.3%	0.9	1.1	0.2
Subaru	1,173	1,159	-1.2%	2,658	2,584	-2.8%	7,881	8,014	1.7%	3.2	3.4	0.2
Tesla	953	1,563	64.0%	1,867	2,801	50.0%	5,269	9,417	78.7%	2.1	4.0	1.9
Toyota	6,744	6,418	-4.8%	14,767	14,300	-3.2%	43,176	39,667	-8.1%	17.3	16.8	-0.5
Volkswagen	979	889	-9.2%	2,255	2,081	-7.7%	6,584	6,391	-2.9%	2.6	2.7	0.1
Volvo	345	297	-13.9%	753	683	-9.3%	1,945	1,889	-2.9%	0.8	0.8	0.0
Other	87	103	18.4%	198	226	14.1%	593	709	19.6%	0.2	0.3	0.1

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



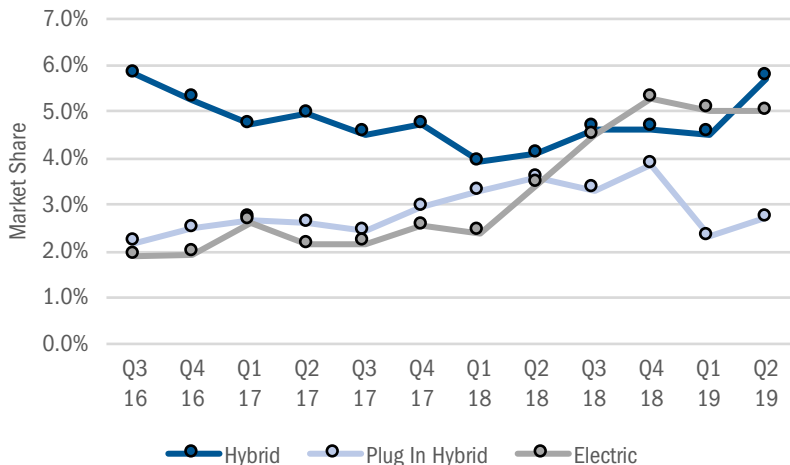
Source: IHS.

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



Data Source: IHS.

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

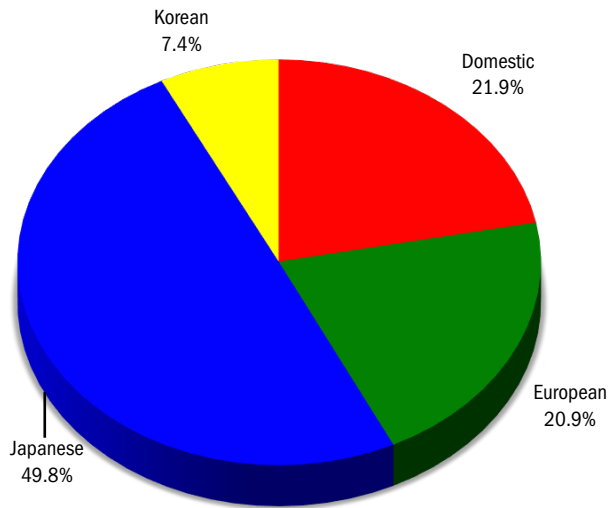


Hybrid/electric vehicle market share in Q2 '19:  
**13.4%**

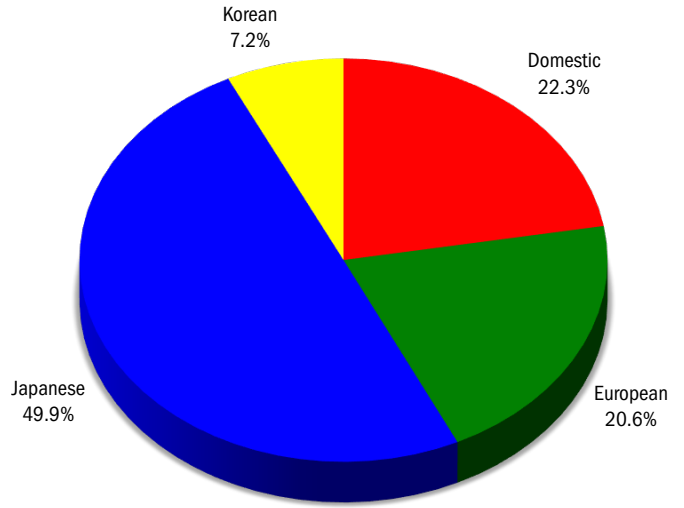
The graph above shows hybrid powertrain and electric vehicle quarterly market share in the county. Source: IHS.

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

**YTD '18 thru June**

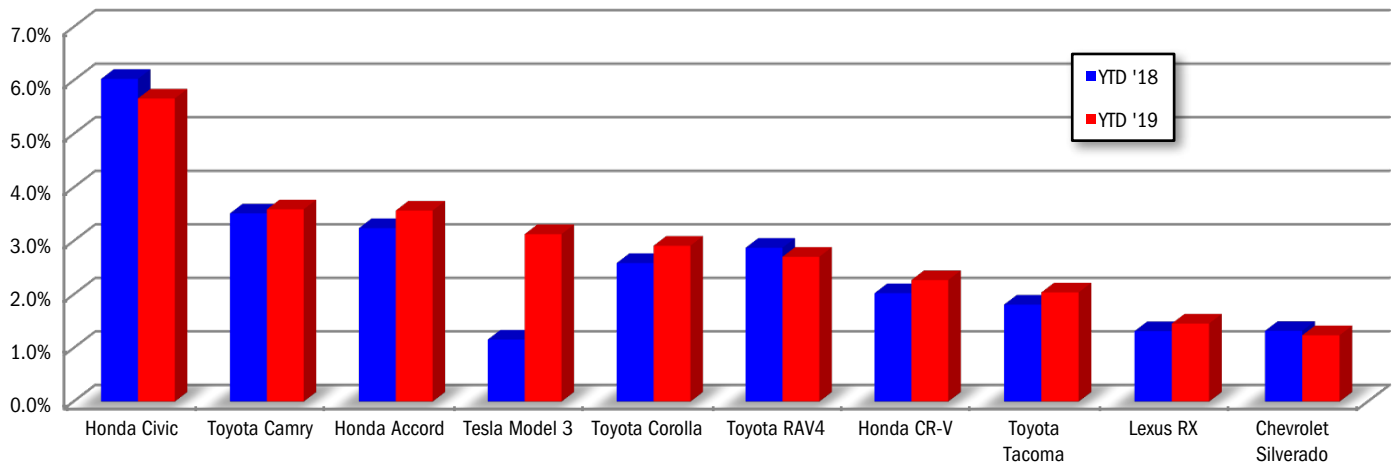


**YTD '19 thru June**



Data Source: IHS.

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



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 PO Box 390  
 Exton, PA 19341  
 Phone: 610-640-1233  
 Email: jfoltz@autooutlook.com

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