

# 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 7.4% in May of 2017 versus a year earlier. Note: monthly recording of registrations occurs when the data is processed by the DMV. This can impact the measurement of registrations in individual months.

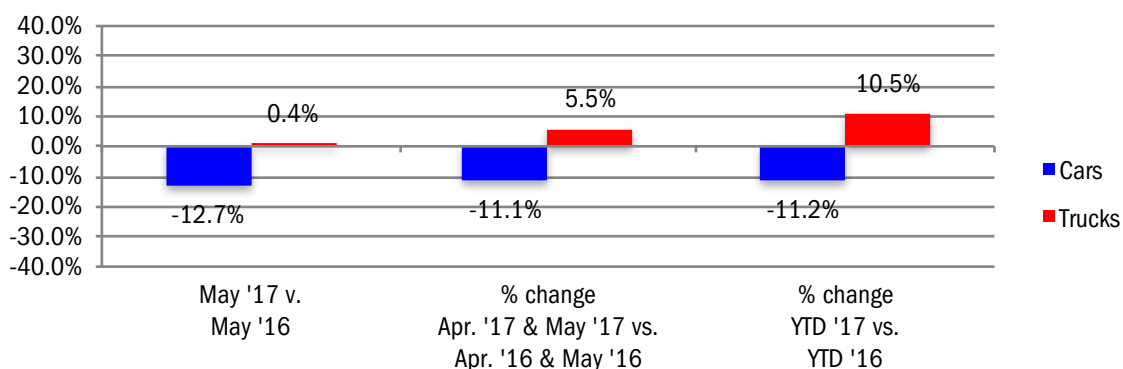
The county market was off 2.9% during the first five months of this year versus a year earlier. Light truck registrations were up 10.5% while passenger cars fell 11.2%.

The three month moving average of new vehicle registrations decreased for the fourth consecutive month in May of this year.

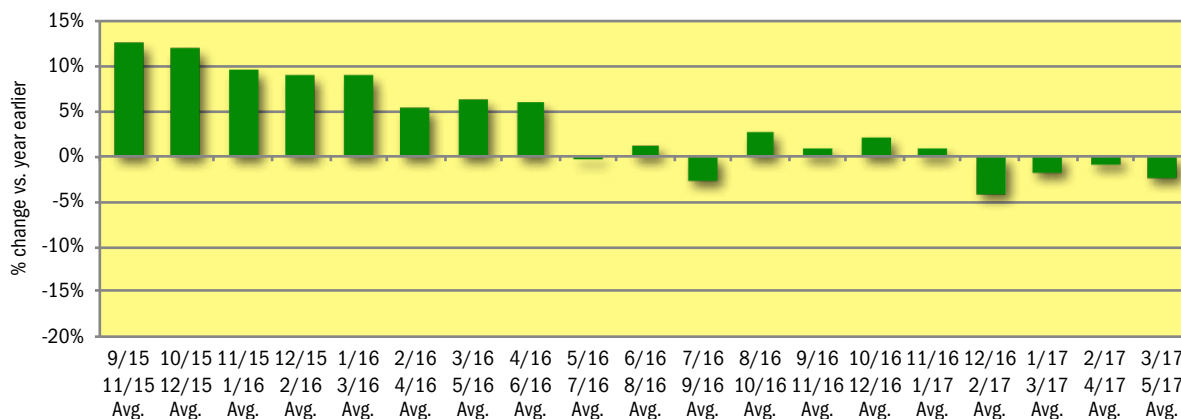
Jaguar, Chrysler, FIAT, Subaru, Chevrolet, Hyundai, Ram, and Dodge new vehicle registrations were up by more than 5% during the first five months of this year.

	May			April and May Combined			Year-to-date thru May		
	2016	2017	% chg.	2016	2017	% chg.	2016	2017	Chg.
Industry Total	50,881	47,092	-7.4%	92,619	88,336	-4.6%	224,977	218,393	-2.9%
Cars	30,490	26,617	-12.7%	56,557	50,289	-11.1%	139,403	123,851	-11.2%
Light Trucks	20,391	20,475	0.4%	36,062	38,047	5.5%	85,574	94,542	10.5%
Detroit Three	10,065	9,277	-7.8%	18,295	17,917	-2.1%	44,196	44,436	0.5%
European	10,572	9,158	-13.4%	18,870	17,294	-8.4%	46,244	44,361	-4.1%
Japanese	25,663	24,816	-3.3%	47,225	46,026	-2.5%	115,479	112,439	-2.6%
Korean	4,581	3,841	-16.2%	8,229	7,099	-13.7%	19,058	17,157	-10.0%

## 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

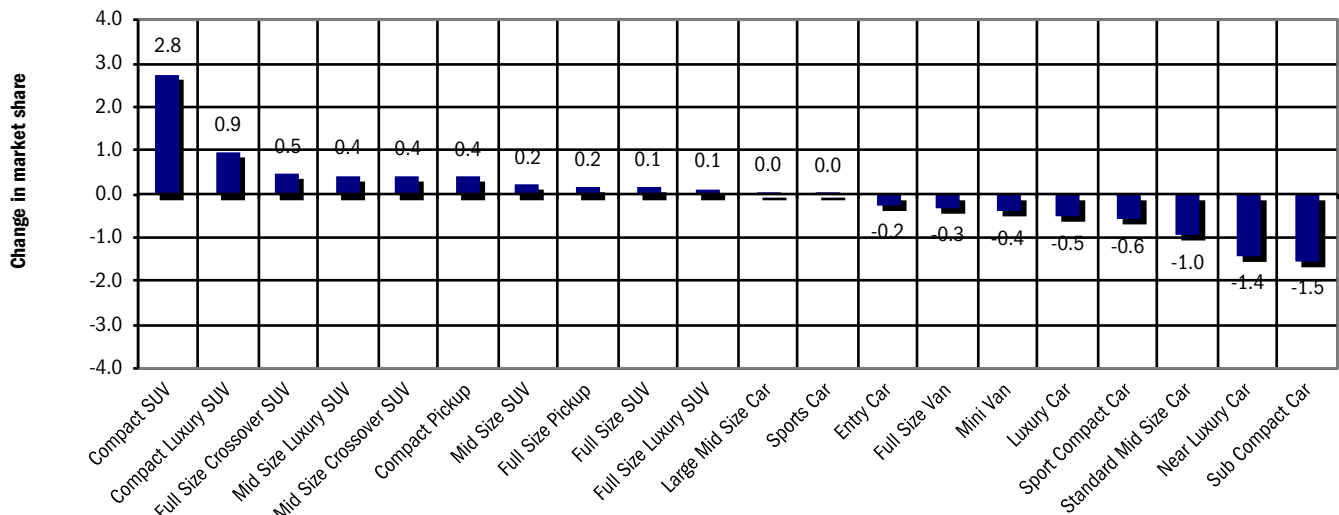
All data represents new and used vehicle retail registrations in Los Angeles County and excludes fleet. Please keep in mind that monthly registration figures can occasionally be subject to fluctuations, resulting in over or under estimation of actual results. This usually occurs due to processing delays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

**New Vehicle Market Brand Registrations**

**Los Angeles New Retail Car and Light Truck Registrations**

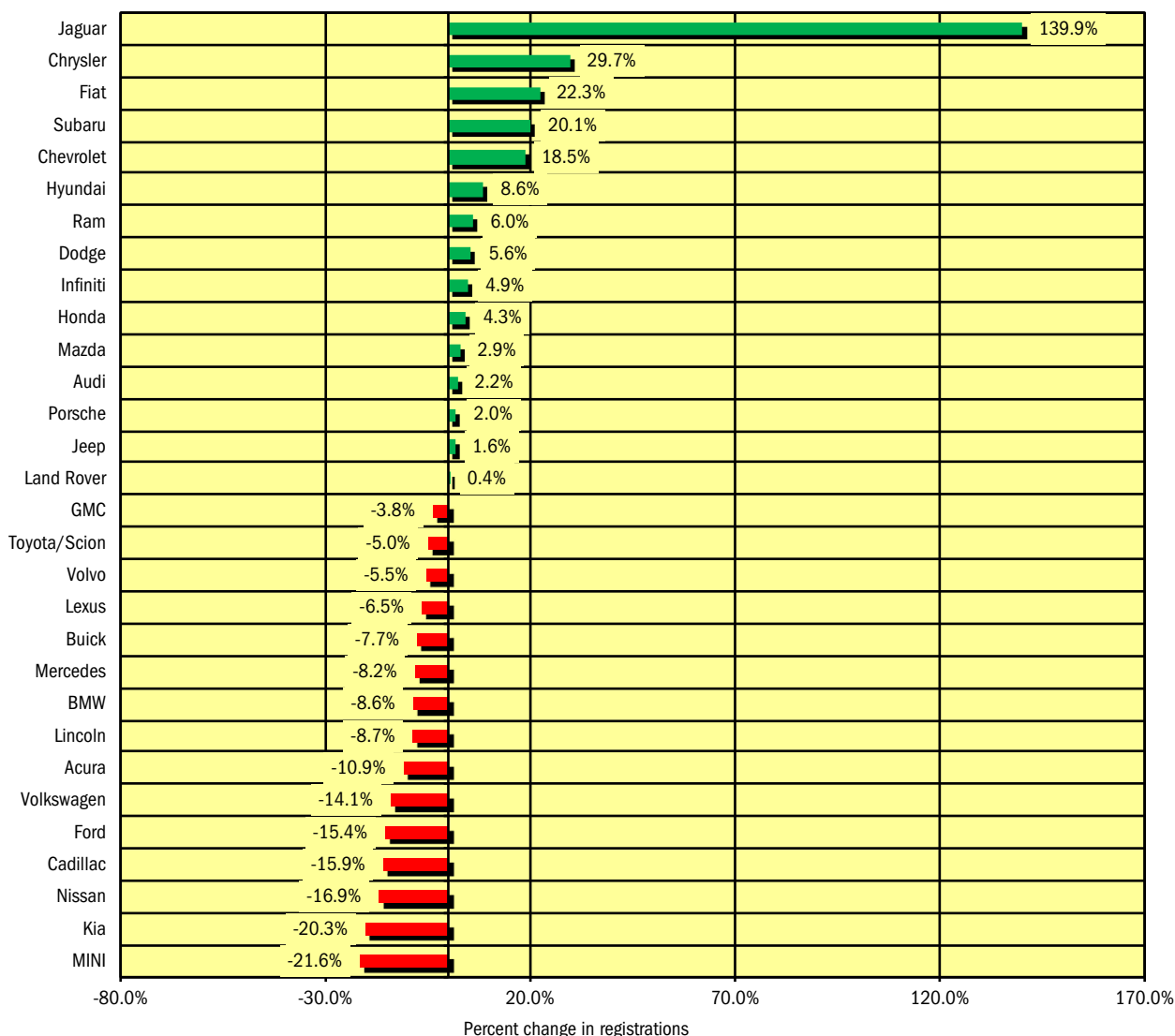
	May			April and May Combined			Year-to-date thru May			YTD Market Share (%)		
	2016	2017	% chg.	2016	2017	% chg.	2016	2017	% chg.	2016	2017	Chg.
TOTAL	50,881	47,092	-7.4%	92,619	88,336	-4.6%	224,977	218,393	-2.9%			
Acura	612	509	-16.8%	1,076	916	-14.9%	2,543	2,265	-10.9%	1.1	1.0	-0.1
Audi	1,667	1,462	-12.3%	2,789	2,610	-6.4%	6,454	6,597	2.2%	2.9	3.0	0.2
BMW	2,288	1,966	-14.1%	4,275	4,031	-5.7%	11,372	10,390	-8.6%	5.1	4.8	-0.3
Buick	246	183	-25.6%	388	345	-11.1%	900	831	-7.7%	0.4	0.4	0.0
Cadillac	263	225	-14.4%	487	406	-16.6%	1,299	1,092	-15.9%	0.6	0.5	-0.1
Chevrolet	3,033	3,075	1.4%	5,222	6,267	20.0%	12,783	15,151	18.5%	5.7	6.9	1.3
Chrysler	122	198	62.3%	224	356	58.9%	640	830	29.7%	0.3	0.4	0.1
Dodge	730	757	3.7%	1,248	1,396	11.9%	2,925	3,090	5.6%	1.3	1.4	0.1
Fiat	288	269	-6.6%	567	633	11.6%	1,384	1,692	22.3%	0.6	0.8	0.2
Ford	3,122	2,339	-25.1%	5,632	4,370	-22.4%	13,546	11,457	-15.4%	6.0	5.2	-0.8
GMC	532	433	-18.6%	898	835	-7.0%	2,360	2,271	-3.8%	1.0	1.0	0.0
Honda	7,752	7,849	1.3%	14,140	14,286	1.0%	32,783	34,181	4.3%	14.6	15.7	1.1
Hyundai	1,681	1,720	2.3%	2,965	3,103	4.7%	6,795	7,378	8.6%	3.0	3.4	0.4
Infiniti	674	596	-11.6%	1,277	1,321	3.4%	3,233	3,390	4.9%	1.4	1.6	0.1
Jaguar	93	301	223.7%	181	530	192.8%	486	1,166	139.9%	0.2	0.5	0.3
Jeep	1,191	1,195	0.3%	2,123	2,090	-1.6%	5,077	5,158	1.6%	2.3	2.4	0.1
Kia	2,900	2,121	-26.9%	5,264	3,996	-24.1%	12,263	9,779	-20.3%	5.5	4.5	-1.0
Land Rover	439	501	14.1%	893	944	5.7%	2,271	2,280	0.4%	1.0	1.0	0.0
Lexus	2,114	2,262	7.0%	4,347	4,387	0.9%	11,479	10,728	-6.5%	5.1	4.9	-0.2
Lincoln	181	192	6.1%	327	346	5.8%	968	884	-8.7%	0.4	0.4	0.0
Maserati	156	139	-10.9%	265	241	-9.1%	553	661	19.5%	0.2	0.3	0.1
Mazda	979	1,002	2.3%	1,843	1,847	0.2%	4,532	4,663	2.9%	2.0	2.1	0.1
Mercedes	2,903	2,348	-19.1%	4,973	4,324	-13.1%	12,268	11,263	-8.2%	5.5	5.2	-0.3
MINI	444	321	-27.7%	798	585	-26.7%	1,667	1,307	-21.6%	0.7	0.6	-0.1
Mitsubishi	156	176	12.8%	308	292	-5.2%	827	730	-11.7%	0.4	0.3	0.0
Nissan	3,503	2,698	-23.0%	6,463	5,239	-18.9%	16,048	13,329	-16.9%	7.1	6.1	-1.0
Porsche	497	423	-14.9%	802	753	-6.1%	1,790	1,826	2.0%	0.8	0.8	0.0
Ram	422	470	11.4%	764	830	8.6%	1,842	1,953	6.0%	0.8	0.9	0.1
smart	22	25	13.6%	47	57	21.3%	114	138	21.1%	0.1	0.1	0.0
Subaru	1,170	1,308	11.8%	2,096	2,527	20.6%	5,197	6,244	20.1%	2.3	2.9	0.5
Tesla	219	210	-4.1%	976	676	-30.7%	1,850	1,719	-7.1%	0.8	0.8	0.0
Toyota/Scion	8,703	8,416	-3.3%	15,675	15,211	-3.0%	38,837	36,909	-5.0%	17.3	16.9	-0.4
Volkswagen	1,443	1,081	-25.1%	2,694	1,983	-26.4%	6,456	5,547	-14.1%	2.9	2.5	-0.3
Volvo	228	176	-22.8%	426	356	-16.4%	1,045	988	-5.5%	0.5	0.5	0.0
Other	108	146	35.2%	166	247	48.8%	390	506	29.7%	0.2	0.2	0.1

**Change in New Vehicle Segment Market Share - YTD '17 thru May vs. YTD '16**

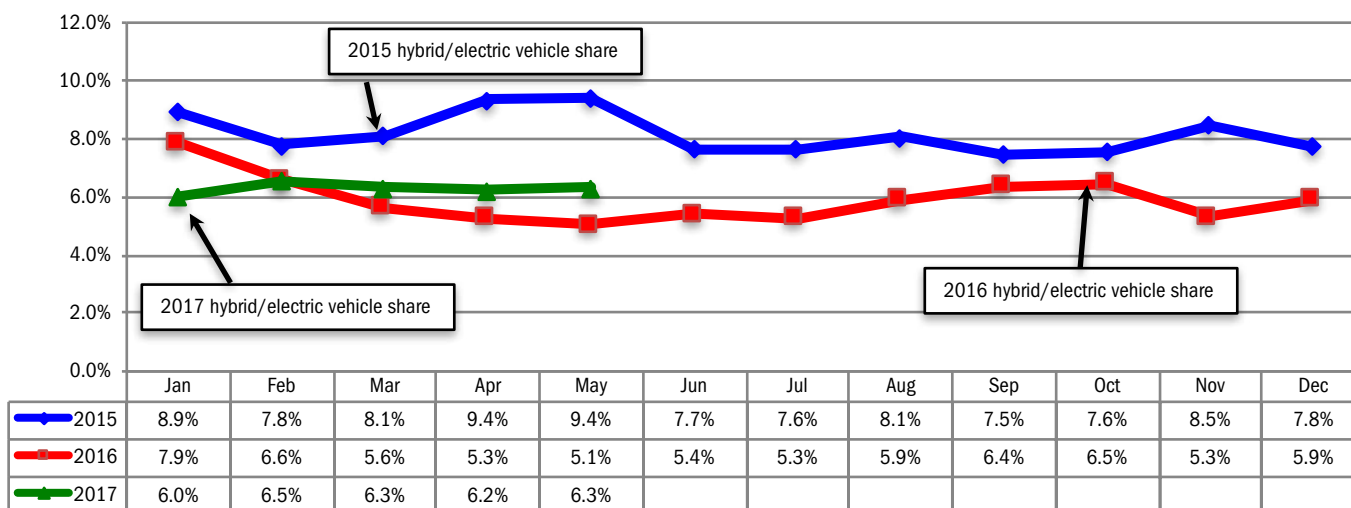


Data Source: AutoCount data from Experian.

### Percent Change in Brand Registrations YTD '17 thru May vs. YTD '16 (Top 30 selling brands)

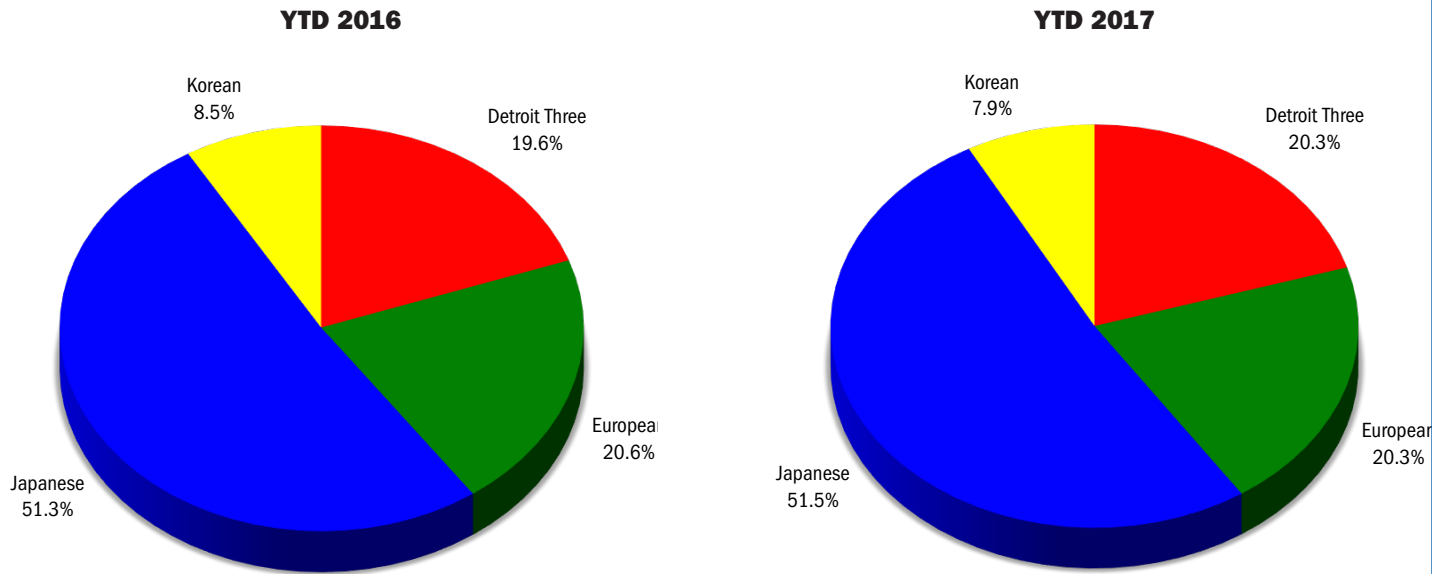


### Combined Hybrid and Electric Vehicle Market Share in LA County



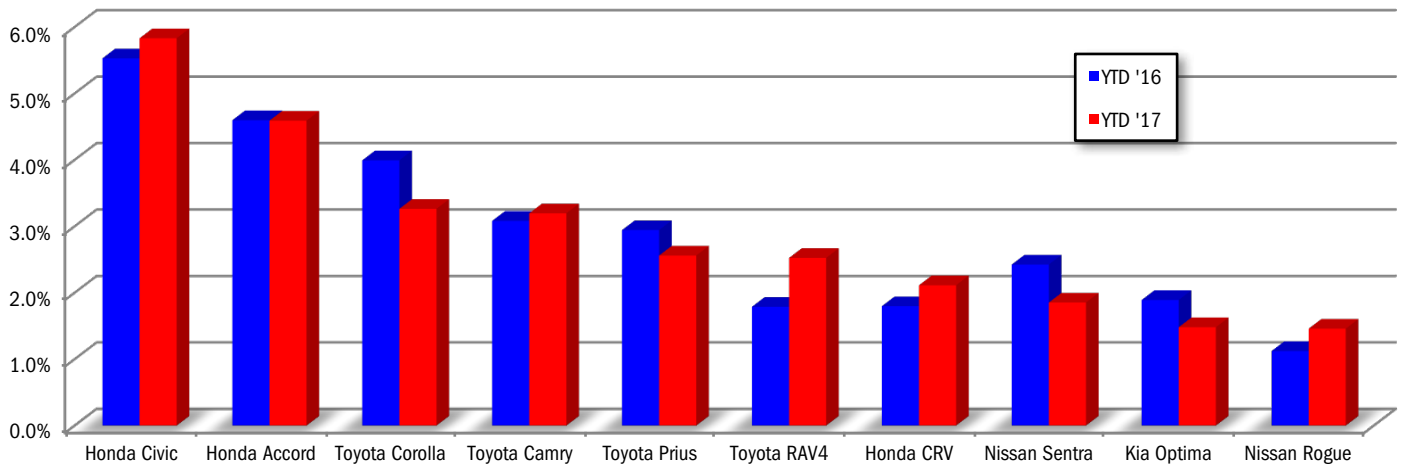
Data Source: AutoCount data from Experian.

**Market Share for Japanese, Detroit Three, European, and Korean Brands - YTD '17 thru May and YTD '16**



Data Source: AutoCount data from Experian Automotive.

**Market Share for Top 10 Selling Models in LA County - YTD 2016 thru May and YTD 2017**



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*AutoCount data from Experian is the data provider for Los Angeles Auto Outlook.*