

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 4.6% during the first five months of this year versus the same period a year earlier. The U.S. market was off by 3.4%.

Light truck registrations were up 1.5% while passenger cars fell 10.7%.

The market declined an estimated 4.8% in April and May of this year.

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

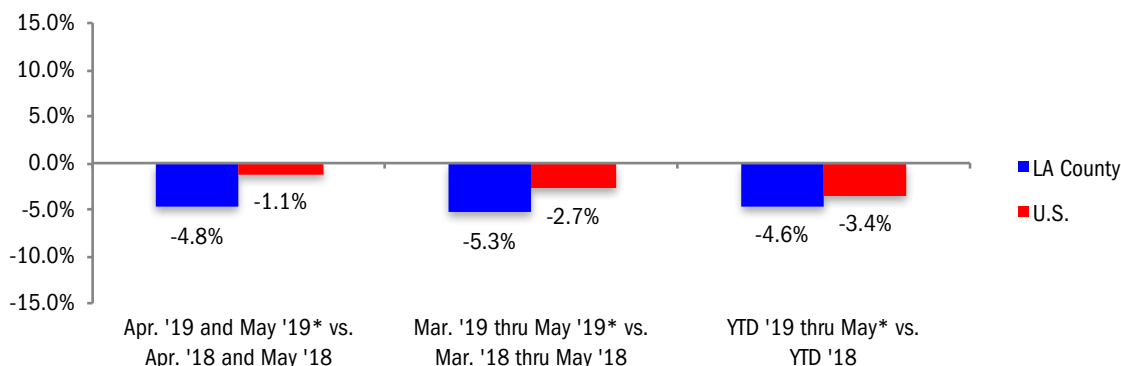
Tesla, Ram, Land Rover, Acura, and Jaguar registrations increased by more than 5% during the first five months of this year versus the same period a year earlier.

Los Angeles New Retail Car and Light Truck Registrations									
	April and May combined			March thru May			YTD thru May		
	2018	2019*	% chg.	2018	2019*	% chg.	2018	2019*	Chg.
Industry Total	89,856	85,562	-4.8%	134,894	127,680	-5.3%	210,828	201,112	-4.6%
Cars	45,024	39,925	-11.3%	68,263	59,947	-12.2%	106,032	94,710	-10.7%
Light Trucks	44,832	45,637	1.8%	66,631	67,733	1.7%	104,796	106,402	1.5%
Domestic	21,060	19,497	-7.4%	30,280	27,108	-10.5%	46,974	45,122	-3.9%
European	18,261	17,586	-3.7%	27,874	26,929	-3.4%	43,493	41,198	-5.3%
Japanese	43,848	42,001	-4.2%	66,845	64,095	-4.1%	104,583	100,162	-4.2%
Korean	6,687	6,478	-3.1%	9,895	9,548	-3.5%	15,778	14,630	-7.3%

Source: IHS.

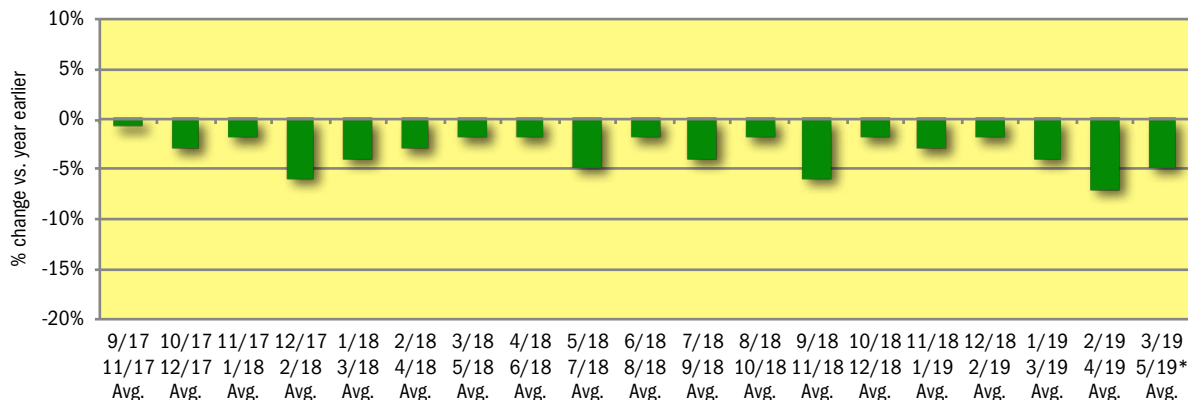
*May 2019 figures estimated by Auto Outlook.

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.

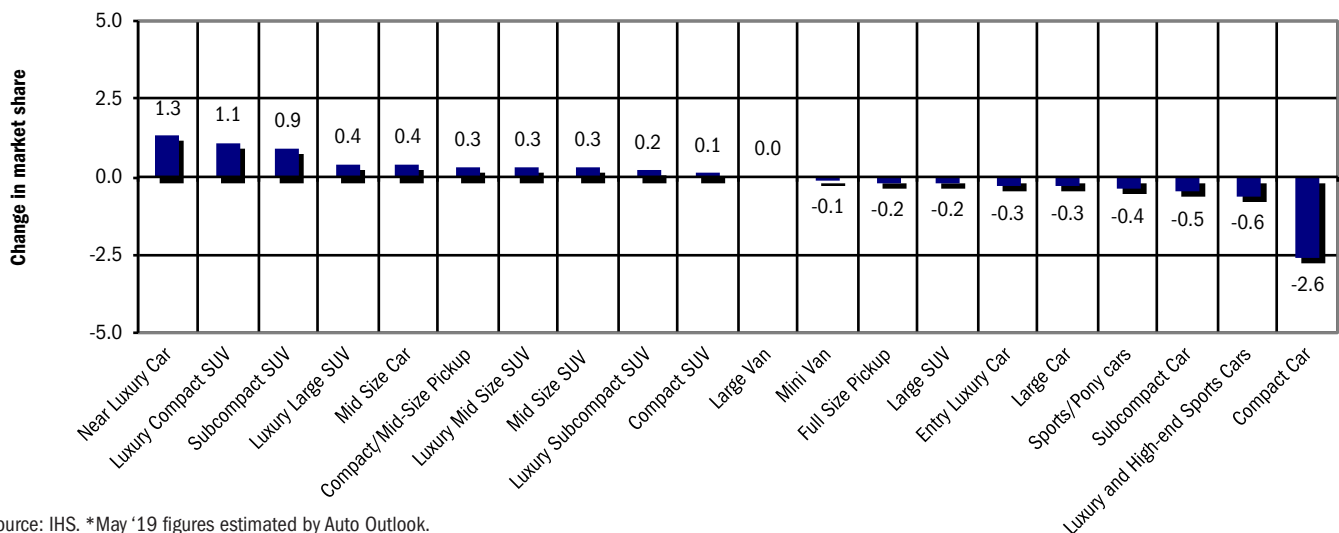
The graph above provides a clear picture of the trending direction of the LA County market. It shows the year-over-year percent change in the three month moving average of new retail light vehicle registrations. The three month moving average is less erratic than monthly registrations, which can fluctuate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

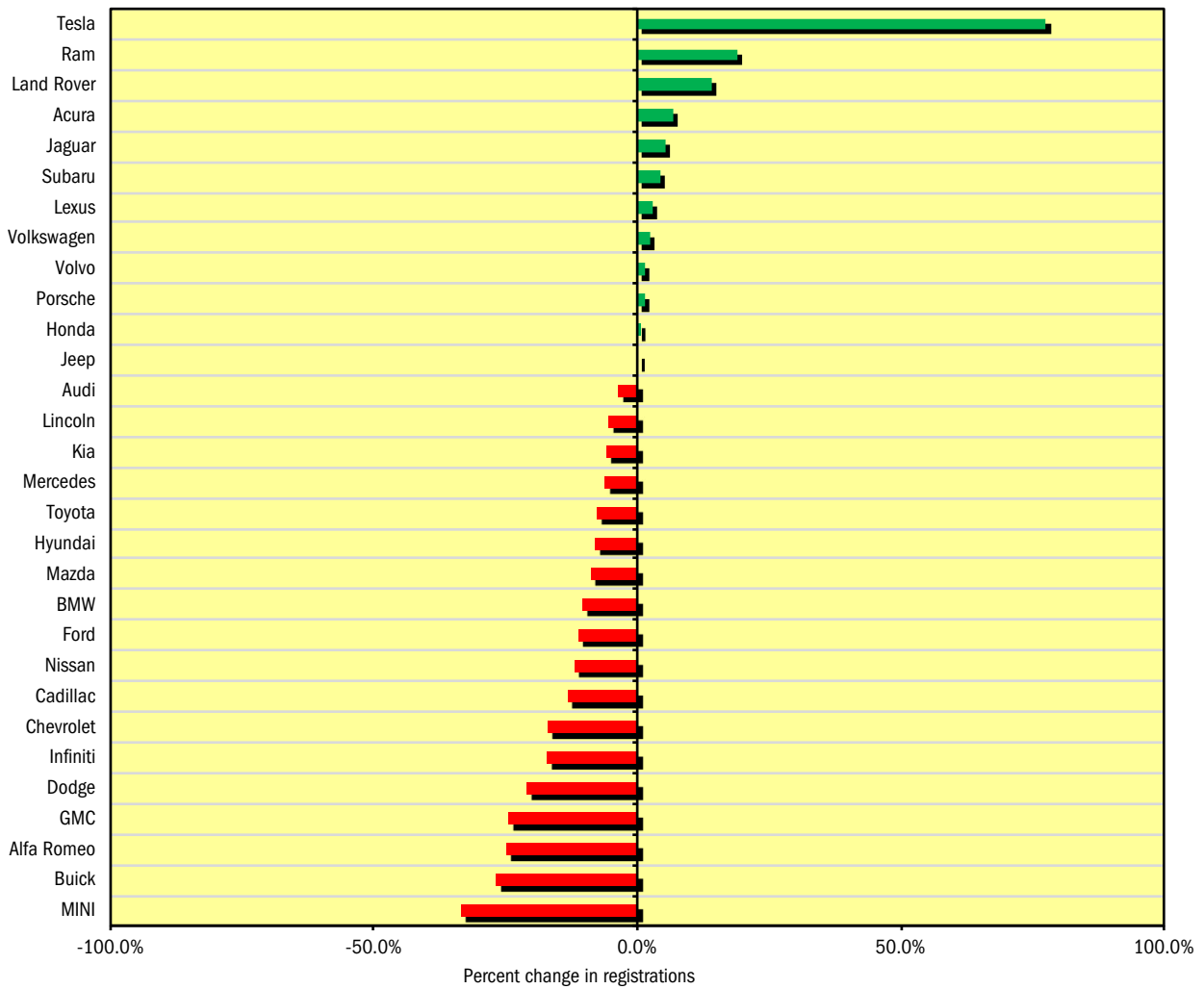
Los Angeles New Retail Car and Light Truck Registrations												
	April and May combined			March thru May			YTD thru May			YTD Market Share (%)		
	2018	2019*	% chg.	2018	2019*	% chg.	2018	2019*	% chg.	2018	2019*	Chg.
TOTAL	89,856	85,562	-4.8%	134,894	127,680	-5.3%	210,828	201,112	-4.6%			
Acura	835	869	4.1%	1,283	1,331	3.7%	1,987	2,125	6.9%	0.9	1.1	0.2
Alfa Romeo	541	330	-39.0%	765	454	-40.7%	1,069	804	-24.8%	0.5	0.4	-0.1
Audi	2,346	2,280	-2.8%	3,615	3,526	-2.5%	5,506	5,307	-3.6%	2.6	2.6	0.0
BMW	4,513	4,282	-5.1%	7,174	6,641	-7.4%	10,672	9,569	-10.3%	5.1	4.8	-0.3
Buick	286	185	-35.3%	499	313	-37.3%	755	553	-26.8%	0.4	0.3	-0.1
Cadillac	545	586	7.5%	861	782	-9.2%	1,381	1,199	-13.2%	0.7	0.6	-0.1
Chevrolet	5,807	4,964	-14.5%	9,098	7,448	-18.1%	13,807	11,464	-17.0%	6.5	5.7	-0.8
Chrysler	363	215	-40.8%	527	306	-41.9%	831	524	-36.9%	0.4	0.3	-0.1
Dodge	1,567	1,304	-16.8%	2,276	1,833	-19.5%	3,448	2,723	-21.0%	1.6	1.4	-0.2
FIAT	98	84	-14.3%	170	110	-35.3%	366	215	-41.3%	0.2	0.1	-0.1
Ford	4,944	4,418	-10.6%	6,904	5,892	-14.7%	11,328	10,061	-11.2%	5.4	5.0	-0.4
Genesis	106	161	51.9%	180	185	2.8%	314	201	-36.0%	0.1	0.1	0.0
GMC	764	729	-4.6%	1,305	1,039	-20.4%	2,056	1,554	-24.4%	1.0	0.8	-0.2
Honda	13,080	12,305	-5.9%	19,772	19,341	-2.2%	30,451	30,639	0.6%	14.4	15.2	0.8
Hyundai	2,808	2,707	-3.6%	4,047	3,835	-5.2%	6,380	5,868	-8.0%	3.0	2.9	-0.1
Infiniti	1,091	944	-13.5%	1,831	1,470	-19.7%	2,825	2,342	-17.1%	1.3	1.2	-0.1
Jaguar	287	286	-0.3%	460	421	-8.5%	746	785	5.2%	0.4	0.4	0.0
Jeep	2,883	2,772	-3.9%	4,097	3,985	-2.7%	6,256	6,257	0.0%	3.0	3.1	0.1
Kia	3,773	3,610	-4.3%	5,668	5,528	-2.5%	9,084	8,561	-5.8%	4.3	4.3	0.0
Land Rover	1,079	1,130	4.7%	1,676	1,781	6.3%	2,547	2,904	14.0%	1.2	1.4	0.2
Lexus	3,787	3,749	-1.0%	5,898	6,046	2.5%	9,126	9,376	2.7%	4.3	4.7	0.4
Lincoln	415	357	-14.0%	551	479	-13.1%	838	793	-5.4%	0.4	0.4	0.0
Maserati	156	123	-21.2%	241	181	-24.9%	402	307	-23.6%	0.2	0.2	0.0
Mazda	1,974	1,724	-12.7%	2,948	2,712	-8.0%	4,726	4,312	-8.8%	2.2	2.1	-0.1
Mercedes	4,664	4,392	-5.8%	6,904	6,757	-2.1%	11,071	10,396	-6.1%	5.3	5.2	-0.1
MINI	505	314	-37.8%	940	596	-36.6%	1,444	961	-33.4%	0.7	0.5	-0.2
Mitsubishi	293	220	-24.9%	430	291	-32.3%	683	495	-27.5%	0.3	0.2	-0.1
Nissan	4,769	4,367	-8.4%	7,618	6,581	-13.6%	11,617	10,235	-11.9%	5.5	5.1	-0.4
Porsche	813	784	-3.6%	1,215	1,164	-4.2%	1,984	2,015	1.6%	0.9	1.0	0.1
Ram	914	1,057	15.6%	1,209	1,437	18.9%	1,941	2,308	18.9%	0.9	1.1	0.2
Subaru	2,853	3,082	8.0%	4,064	4,466	9.9%	6,708	6,999	4.3%	3.2	3.5	0.3
Tesla	2,564	2,906	13.3%	2,939	3,585	22.0%	4,316	7,667	77.6%	2.0	3.8	1.8
Toyota	15,161	14,740	-2.8%	22,995	21,854	-5.0%	36,450	33,631	-7.7%	17.3	16.7	-0.6
Volkswagen	2,338	2,580	10.4%	3,427	3,900	13.8%	5,605	5,747	2.5%	2.7	2.9	0.2
Volvo	722	752	4.2%	1,002	1,063	6.1%	1,602	1,627	1.6%	0.8	0.8	0.0
Other	212	254	19.8%	305	347	13.8%	506	588	16.2%	0.2	0.3	0.1

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



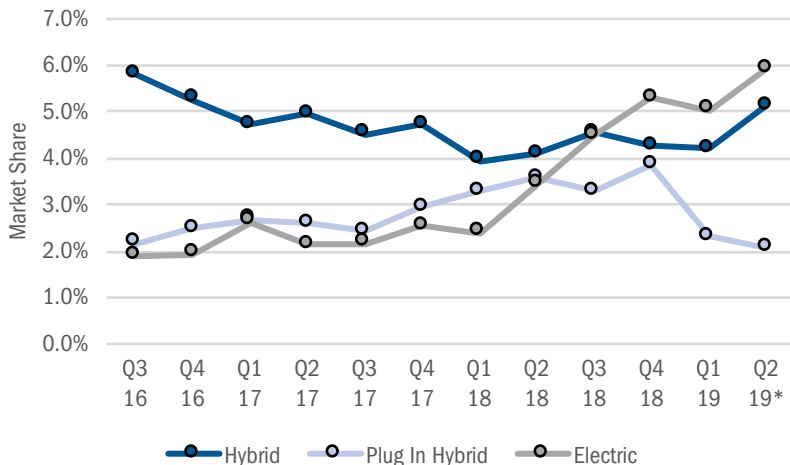
Source: IHS. *May '19 figures estimated by Auto Outlook.

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



Data Source: IHS. *May '19 figures estimated by Auto Outlook.

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

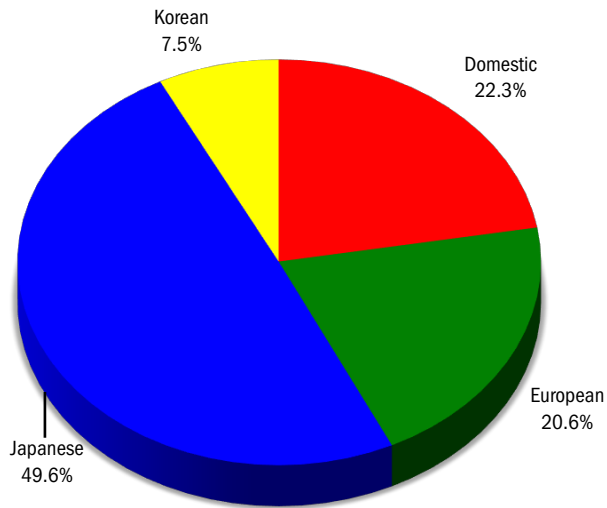


Hybrid/electric vehicle market share in Q2 '19:
13.1%

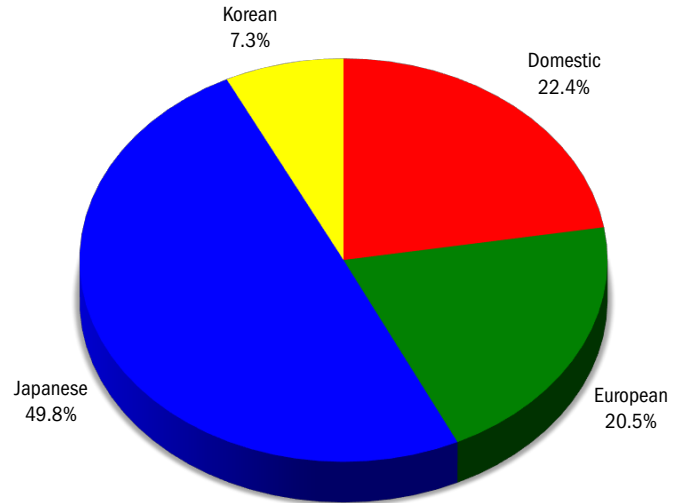
The graph above shows hybrid powertrain and electric vehicle quarterly market share in the county. Second Quarter 2019 includes April only. Source: IHS.

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

YTD '18 thru May



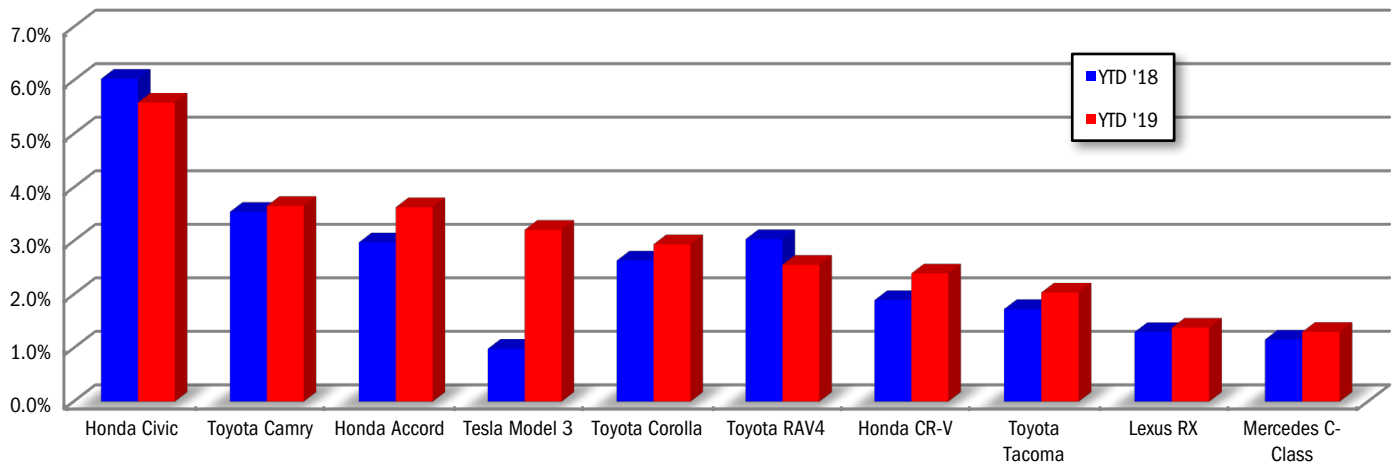
YTD '19 thru May*



*May 2019 figures estimated by Auto Outlook.

Data Source: IHS.

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



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