

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 4.5% during the first ten months of this year versus the same period a year earlier. The U.S. market was off by 2.4%.

Light truck registrations were up 1.6% while passenger cars fell 10.7%.

The market declined an estimated 6.5% in September and October of this year.

The three month moving average of new vehicle registrations moved lower in October of this year.

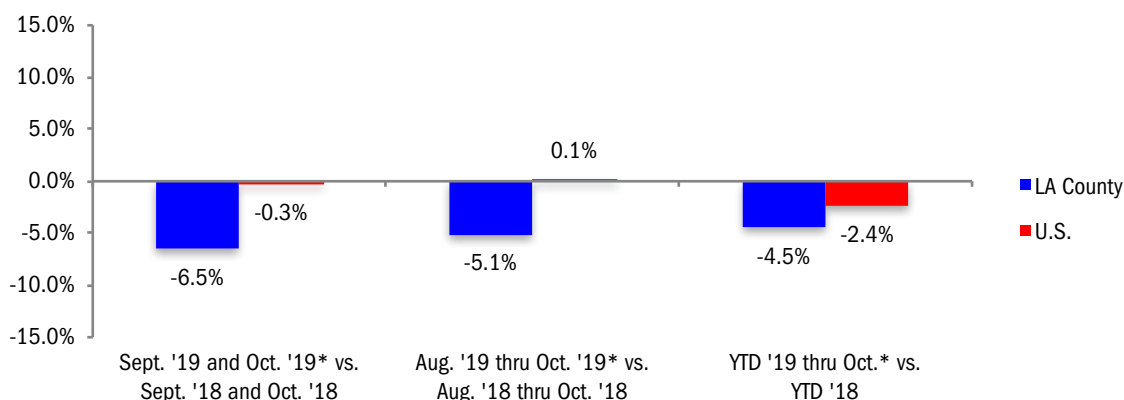
Tesla, Ram, Porsche, Volvo, and Land Rover registrations increased by more than 3% during the first ten months of this year versus the same period a year earlier.

	September and October Combined			Aug. thru Oct.			YTD thru September		
	2018	2019*	% chg.	2018	2019*	% chg.	2018	2019*	Chg.
Industry Total	80,818	75,578	-6.5%	125,226	118,891	-5.1%	417,952	399,008	-4.5%
Cars	39,536	33,506	-15.3%	61,376	53,600	-12.7%	207,648	185,402	-10.7%
Light Trucks	41,282	42,072	1.9%	63,850	65,291	2.3%	210,304	213,606	1.6%

Source: IHS.

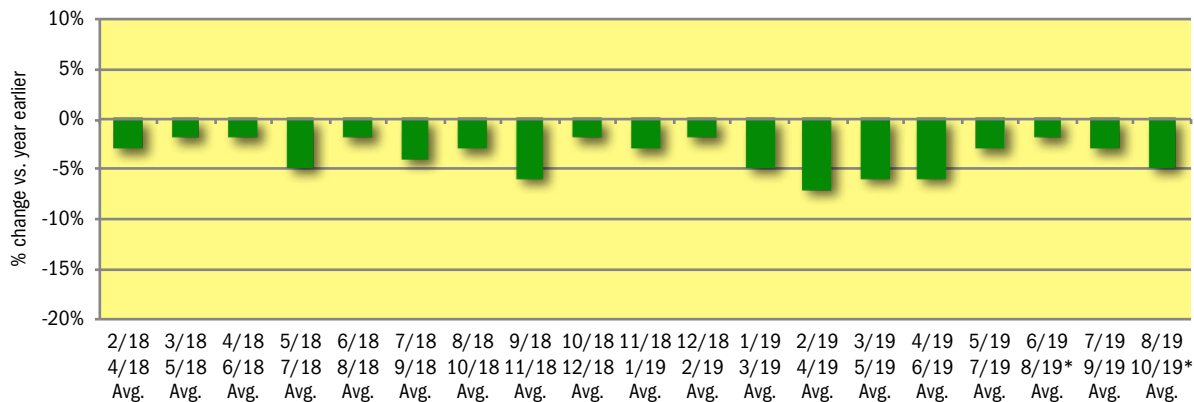
*October 2019 figures estimated by Auto Outlook.

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.

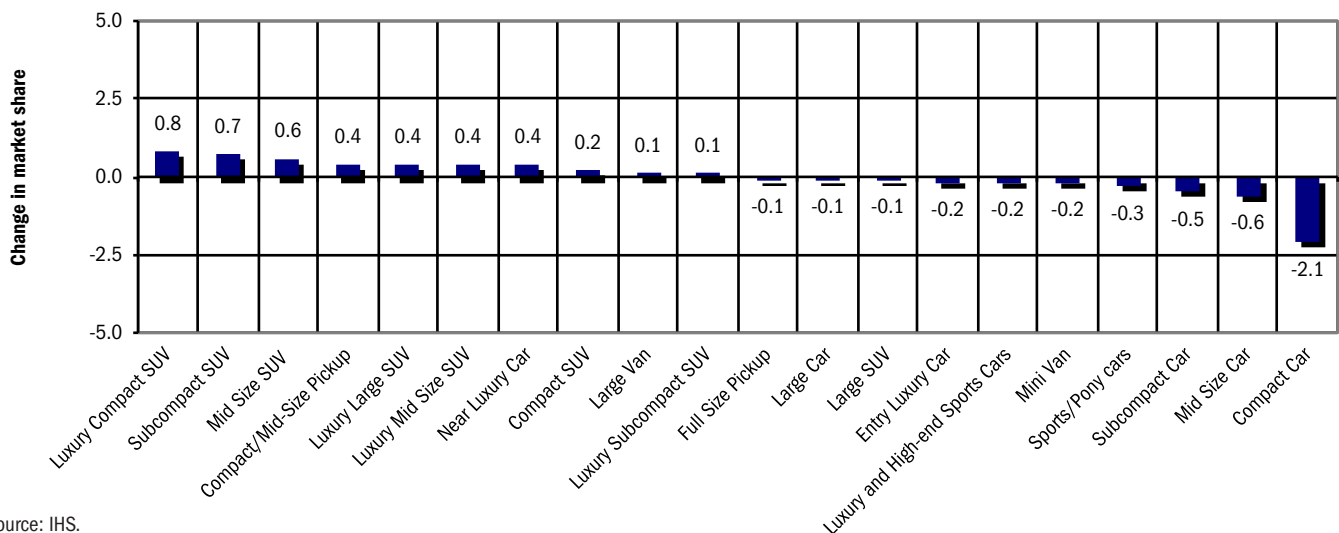
The graph above provides a clear picture of the trending direction of the LA County market. It shows the year-over-year percent change in the three month moving average of new retail light vehicle registrations. The three month moving average is less erratic than monthly registrations, which can fluctuate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

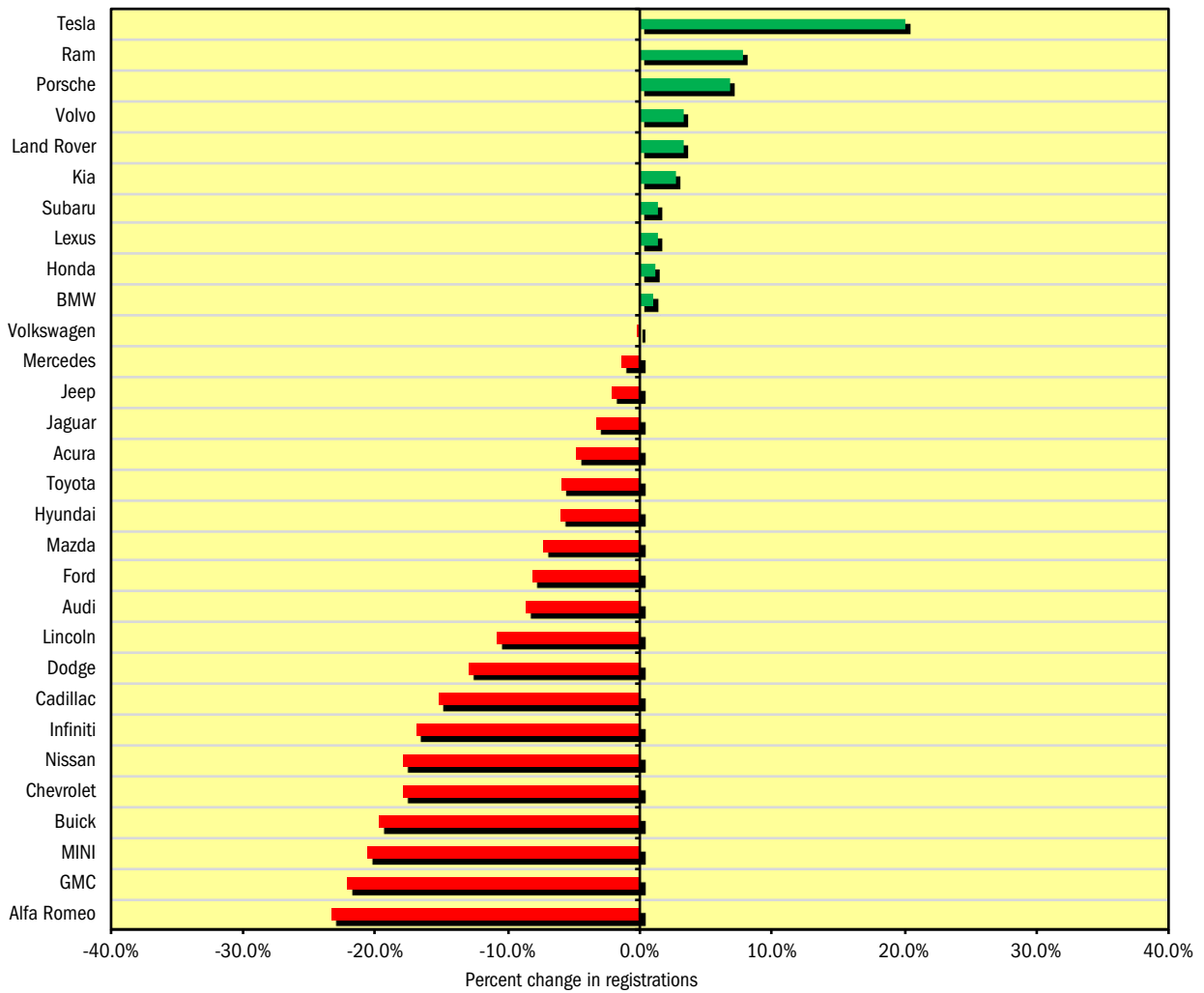
Los Angeles New Retail Car and Light Truck Registrations												
	October			Sept. and Oct.			YTD thru October			YTD Market Share (%)		
	2018	2019	% chg.	2018	2019	% chg.	2018	2019	% chg.	2018	2019	Chg.
TOTAL	38,237	37,089	-3.0%	80,818	75,578	-6.5%	417,952	399,008	-4.5%			
Acura	403	404	0.2%	871	707	-18.8%	4,135	3,936	-4.8%	1.0	1.0	0.0
Alfa Romeo	180	103	-42.8%	328	275	-16.2%	2,010	1,542	-23.3%	0.5	0.4	-0.1
Audi	956	1,118	16.9%	2,185	1,962	-10.2%	11,504	10,512	-8.6%	2.8	2.6	-0.2
BMW	2,044	2,220	8.6%	3,943	4,391	11.4%	20,707	20,921	1.0%	5.0	5.2	0.2
Buick	134	128	-4.5%	288	197	-31.6%	1,400	1,124	-19.7%	0.3	0.3	0.0
Cadillac	282	281	-0.4%	539	513	-4.8%	2,808	2,381	-15.2%	0.7	0.6	-0.1
Chevrolet	2,417	2,049	-15.2%	5,034	4,326	-14.1%	26,959	22,129	-17.9%	6.5	5.5	-1.0
Chrysler	148	94	-36.5%	305	181	-40.7%	1,619	949	-41.4%	0.4	0.2	-0.2
Dodge	560	505	-9.8%	1,101	1,136	3.2%	6,268	5,457	-12.9%	1.5	1.4	-0.1
FIAT	86	56	-34.9%	172	111	-35.5%	820	463	-43.5%	0.2	0.1	-0.1
Ford	1,964	1,877	-4.4%	3,939	4,149	5.3%	21,681	19,928	-8.1%	5.2	5.0	-0.2
Genesis	21	107	409.5%	48	184	283.3%	461	494	7.2%	0.1	0.1	0.0
GMC	352	309	-12.2%	731	600	-17.9%	3,849	2,998	-22.1%	0.9	0.8	-0.1
Honda	4,938	5,311	7.6%	11,094	10,319	-7.0%	59,721	60,433	1.2%	14.3	15.1	0.8
Hyundai	1,052	1,117	6.2%	2,161	2,425	12.2%	12,551	11,794	-6.0%	3.0	3.0	0.0
Infiniti	596	450	-24.5%	1,111	797	-28.3%	5,512	4,582	-16.9%	1.3	1.1	-0.2
Jaguar	129	113	-12.4%	224	185	-17.4%	1,323	1,279	-3.3%	0.3	0.3	0.0
Jeep	1,279	1,264	-1.2%	2,529	2,668	5.5%	12,788	12,523	-2.1%	3.1	3.1	0.0
Kia	1,285	1,396	8.6%	2,807	3,141	11.9%	16,448	16,901	2.8%	3.9	4.2	0.3
Land Rover	559	565	1.1%	1,151	972	-15.6%	5,169	5,342	3.3%	1.2	1.3	0.1
Lexus	1,526	1,523	-0.2%	3,542	3,148	-11.1%	18,426	18,658	1.3%	4.4	4.7	0.3
Lincoln	138	170	23.2%	305	346	13.4%	1,680	1,498	-10.8%	0.4	0.4	0.0
Maserati	99	95	-4.0%	163	130	-20.2%	790	514	-34.9%	0.2	0.1	-0.1
Mazda	649	665	2.5%	1,554	1,481	-4.7%	9,206	8,538	-7.3%	2.2	2.1	-0.1
Mercedes	2,184	2,176	-0.4%	4,388	4,027	-8.2%	21,587	21,276	-1.4%	5.2	5.3	0.1
MINI	243	223	-8.2%	527	467	-11.4%	2,809	2,229	-20.6%	0.7	0.6	-0.1
Mitsubishi	115	104	-9.6%	222	221	-0.5%	1,318	1,071	-18.7%	0.3	0.3	0.0
Nissan	2,100	1,991	-5.2%	4,682	3,654	-22.0%	23,218	19,063	-17.9%	5.6	4.8	-0.8
Porsche	364	403	10.7%	719	781	8.6%	3,640	3,887	6.8%	0.9	1.0	0.1
Ram	469	489	4.3%	926	944	1.9%	4,226	4,558	7.9%	1.0	1.1	0.1
Subaru	1,329	1,306	-1.7%	2,562	2,803	9.4%	13,635	13,831	1.4%	3.3	3.5	0.2
Tesla	2,419	1,359	-43.8%	4,270	2,206	-48.3%	12,455	14,953	20.1%	3.0	3.7	0.7
Toyota	5,855	5,718	-2.3%	13,513	13,339	-1.3%	72,338	68,072	-5.9%	17.3	17.1	-0.2
Volkswagen	985	934	-5.2%	2,168	1,894	-12.6%	10,727	10,703	-0.2%	2.6	2.7	0.1
Volvo	271	319	17.7%	542	677	24.9%	3,206	3,311	3.3%	0.8	0.8	0.0
Other	106	147	38.7%	174	221	27.0%	958	1,158	20.9%	0.2	0.3	0.1

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



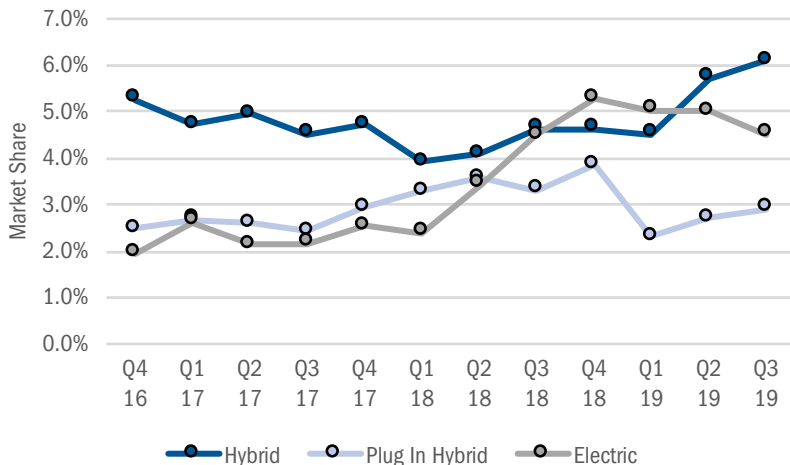
Source: IHS.

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



Data Source: IHS. *October 2019 figures estimated by Auto Outlook.

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

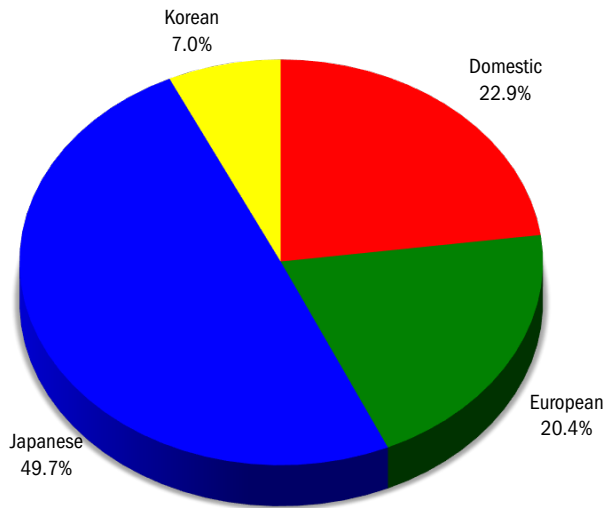


Hybrid/electric vehicle market share in Q3 '19:
13.5%

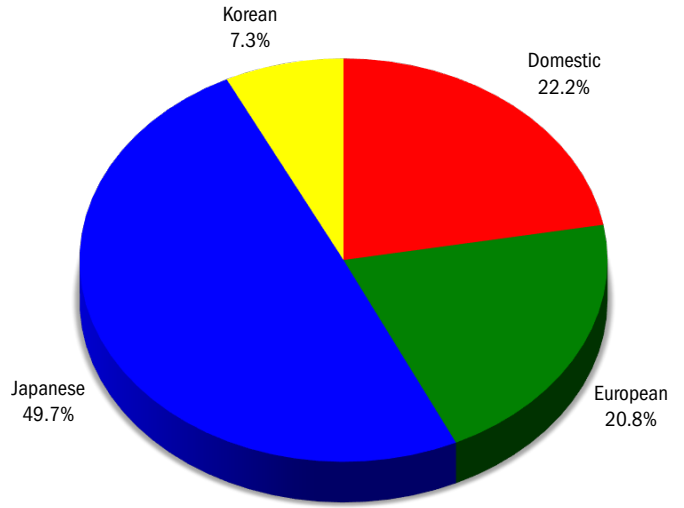
The graph above shows hybrid powertrain and electric vehicle quarterly market share in the county. Source: IHS.

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

YTD '18 thru October

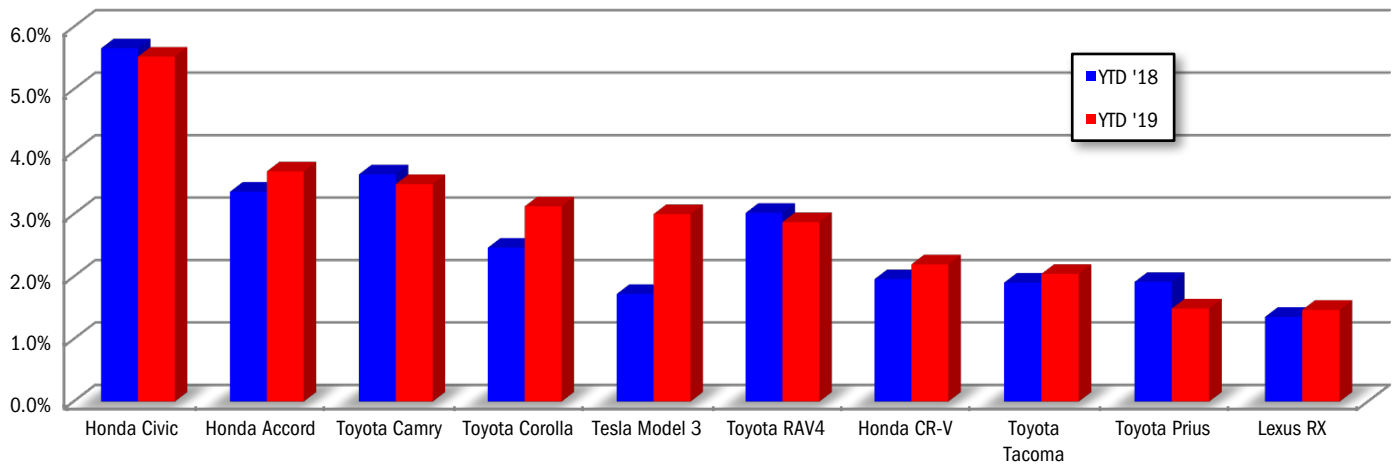


YTD '19 thru October*



Data Source: IHS. *October 2019 figures estimated by Auto Outlook.

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



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

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