

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 increased 18.1% during the first ten months of 2021 versus the same period a year earlier. The increase was stronger than the estimated 12.9% increase in the Nation.

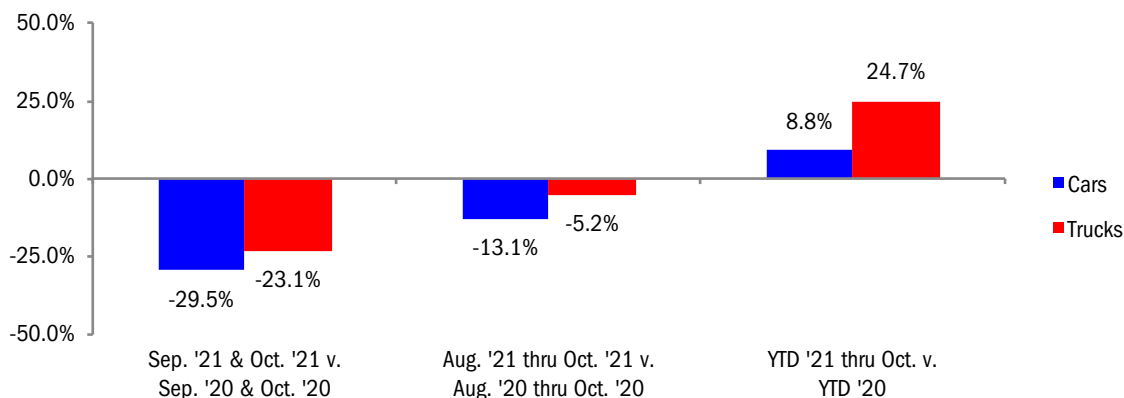
The market declined 25.6% during September and October combined, versus year-earlier results. Monthly declines are expected to ease in November and December of this year.

Registrations improved by more than 34% so far this year for the following brands: Genesis, Tesla, Mitsubishi, Cadillac, BMW, Porsche, and Kia.

Los Angeles County New Retail Car and Light Truck Registrations									
	Sep. and Oct. Combined			Aug. '21 thru Oct. '21			YTD thru Oct.		
	Previous	Current	% chg.	Previous	Current	% chg.	2020	2021	Chg.
Industry Total	74,943	55,724	-25.6%	104,510	95,779	-8.4%	311,373	367,580	18.1%
Cars	30,008	21,165	-29.5%	42,184	36,678	-13.1%	130,658	142,175	8.8%
Light Trucks	44,935	34,559	-23.1%	62,326	59,101	-5.2%	180,715	225,405	24.7%

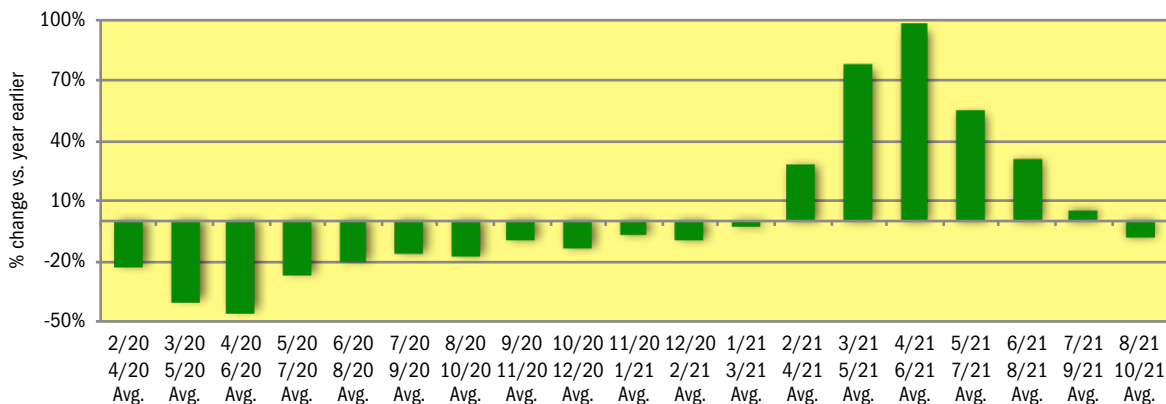
Data Source: AutoCount data from Experian.

Percent Change in LA County New Retail Light Vehicle Registrations



Data Source: AutoCount data from Experian.

% Change in Three Month Moving Average of New Retail Registrations vs. Year Earlier



Data Source: AutoCount data from Experian.

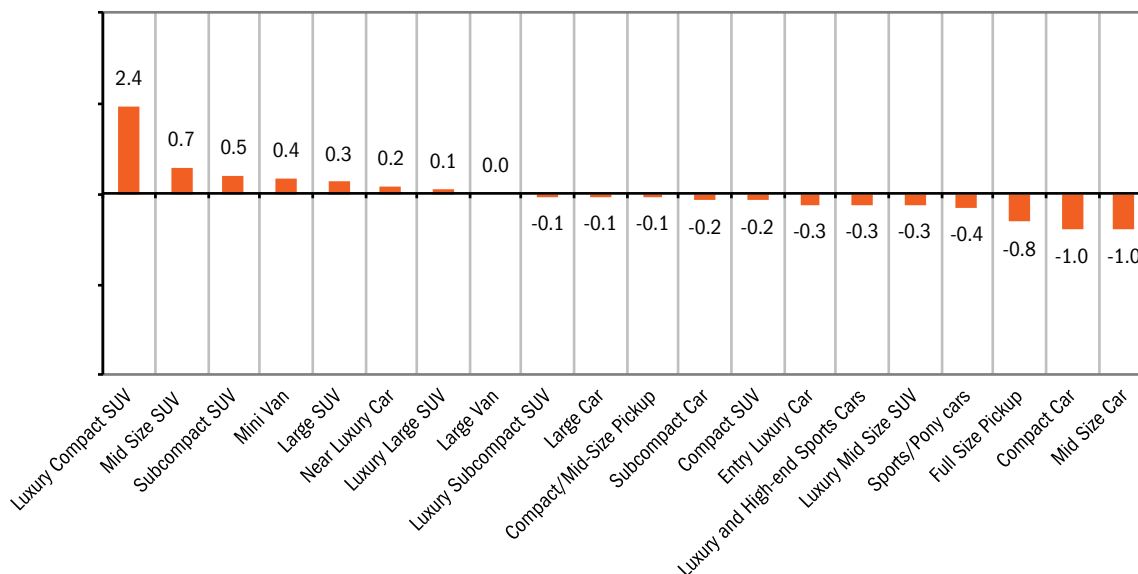
The graph above provides a clear picture of the trending direction of the LA County market. It shows the year-over-year percent change in the three month moving average of new retail light vehicle registrations. The three month moving average is less erratic than monthly registrations, which can fluctuate due to such factors as the timing of manufacturer incentive programs, weather and title processing delays by governmental agencies.

Data Information

Data presented in Auto Outlook measures new retail vehicle registrations in Los Angeles County. Monthly recording of registrations occurs when vehicle title information is processed, which may differ from date of sale. Title recording can occasionally be subject to processing delays by governmental agencies. For this reason, the year-to-date figures will typically be more reflective of market results Data Source: AutoCount data from Experian.

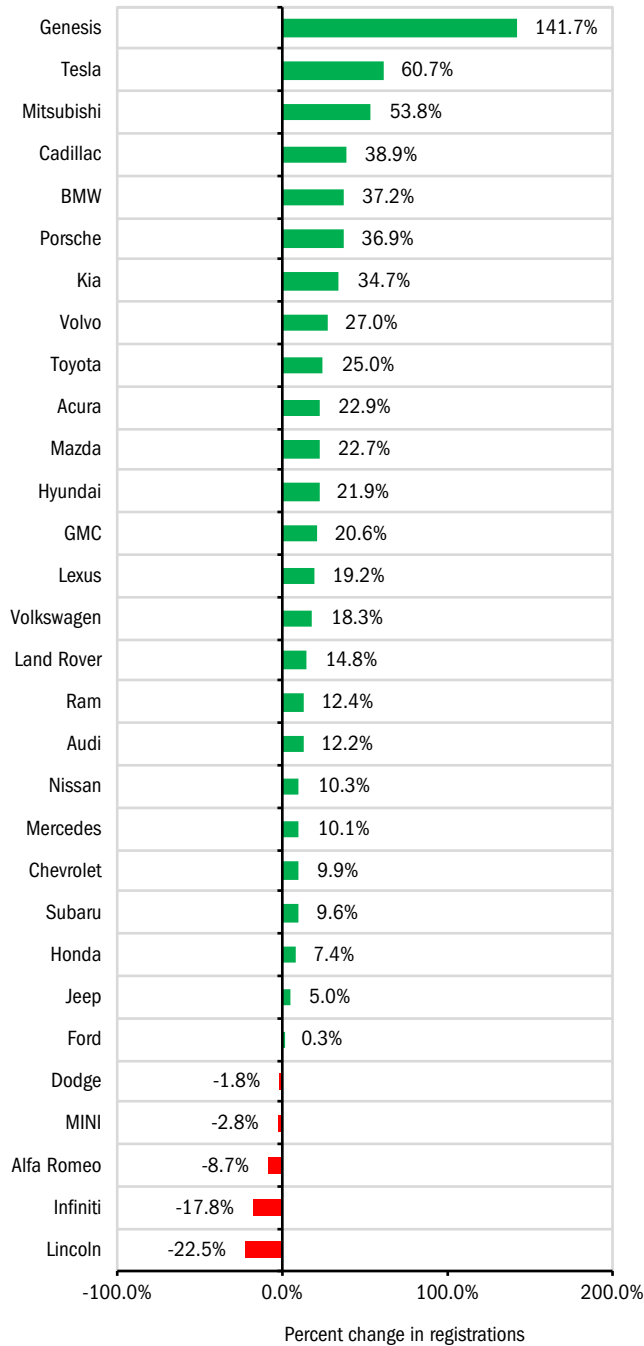
Los Angeles County New Retail Car and Light Truck Registrations												
	Sep. and Oct. Combined			Aug. '21 thru Oct. '21			YTD thru Oct.			YTD Market Share (%)		
	Previous	Current	% chg.	Previous	Current	% chg.	2020	2021	% chg.	2020	2021	Chg.
TOTAL	74,943	55,724	-25.6%	104,510	95,779	-8.4%	311,373	367,580	18.1%			
Acura	710	580	-18.3%	980	1,136	15.9%	3,005	3,693	22.9%	1.0	1.0	0.0
Alfa Romeo	313	201	-35.8%	434	373	-14.1%	1,705	1,557	-8.7%	0.5	0.4	-0.1
Audi	2,042	1,153	-43.5%	2,829	1,955	-30.9%	8,744	9,812	12.2%	2.8	2.7	-0.1
BMW	3,015	3,117	3.4%	4,231	5,103	20.6%	13,455	18,457	37.2%	4.3	5.0	0.7
Buick	149	82	-45.0%	220	151	-31.4%	567	664	17.1%	0.2	0.2	0.0
Cadillac	324	250	-22.8%	446	439	-1.6%	1,384	1,923	38.9%	0.4	0.5	0.1
Chevrolet	4,169	2,006	-51.9%	5,716	4,000	-30.0%	16,507	18,145	9.9%	5.3	4.9	-0.4
Chrysler	132	45	-65.9%	191	89	-53.4%	546	738	35.2%	0.2	0.2	0.0
Dodge	1,170	654	-44.1%	1,630	1,161	-28.8%	5,066	4,977	-1.8%	1.6	1.4	-0.3
FIAT	13	5	-61.5%	32	12	-62.5%	160	47	-70.6%	0.1	0.0	0.0
Ford	3,530	2,201	-37.6%	4,819	3,351	-30.5%	14,215	14,252	0.3%	4.6	3.9	-0.7
Genesis	67	327	388.1%	125	496	296.8%	446	1,078	141.7%	0.1	0.3	0.2
GMC	729	443	-39.2%	990	785	-20.7%	2,715	3,275	20.6%	0.9	0.9	0.0
Honda	10,694	7,874	-26.4%	14,820	12,721	-14.2%	45,918	49,300	7.4%	14.7	13.4	-1.3
Hyundai	2,679	2,096	-21.8%	3,844	3,399	-11.6%	11,009	13,420	21.9%	3.5	3.7	0.1
Infiniti	611	294	-51.9%	843	507	-39.9%	2,844	2,339	-17.8%	0.9	0.6	-0.3
Jaguar	185	91	-50.8%	282	150	-46.8%	951	638	-32.9%	0.3	0.2	-0.1
Jeep	2,435	1,596	-34.5%	3,384	2,829	-16.4%	10,079	10,582	5.0%	3.2	2.9	-0.4
Kia	4,047	3,436	-15.1%	5,467	5,869	7.4%	15,349	20,679	34.7%	4.9	5.6	0.7
Land Rover	894	750	-16.1%	1,265	1,195	-5.5%	4,261	4,890	14.8%	1.4	1.3	0.0
Lexus	3,958	2,700	-31.8%	5,396	4,972	-7.9%	14,778	17,609	19.2%	4.7	4.8	0.0
Lincoln	267	116	-56.6%	383	176	-54.0%	1,172	908	-22.5%	0.4	0.2	-0.1
Maserati	71	64	-9.9%	99	102	3.0%	367	377	2.7%	0.1	0.1	0.0
Mazda	1,759	1,446	-17.8%	2,532	2,594	2.4%	7,484	9,183	22.7%	2.4	2.5	0.1
Mercedes	3,696	2,233	-39.6%	5,485	4,152	-24.3%	16,137	17,770	10.1%	5.2	4.8	-0.3
MINI	342	115	-66.4%	525	290	-44.8%	1,454	1,414	-2.8%	0.5	0.4	-0.1
Mitsubishi	111	203	82.9%	160	321	100.6%	598	920	53.8%	0.2	0.3	0.1
Nissan	2,905	2,055	-29.3%	4,036	3,656	-9.4%	12,717	14,030	10.3%	4.1	3.8	-0.3
Other	167	142	-15.0%	245	239	-2.4%	866	894	3.2%	0.3	0.2	0.0
Porsche	849	599	-29.4%	1,211	1,166	-3.7%	3,253	4,452	36.9%	1.0	1.2	0.2
Ram	1,123	748	-33.4%	1,596	1,266	-20.7%	4,432	4,980	12.4%	1.4	1.4	-0.1
Subaru	2,746	1,931	-29.7%	3,740	3,298	-11.8%	10,861	11,907	9.6%	3.5	3.2	-0.2
Tesla	3,274	4,874	48.9%	4,760	7,259	52.5%	14,646	23,543	60.7%	4.7	6.4	1.7
Toyota	13,094	9,172	-30.0%	18,102	16,822	-7.1%	52,548	65,708	25.0%	16.9	17.9	1.0
Volkswagen	2,044	1,506	-26.3%	2,799	2,633	-5.9%	8,278	9,792	18.3%	2.7	2.7	0.0
Volvo	629	619	-1.6%	893	1,112	24.5%	2,856	3,627	27.0%	0.9	1.0	0.1

Change in New Vehicle Segment Market Share - YTD 2021 thru October vs. YTD 2020

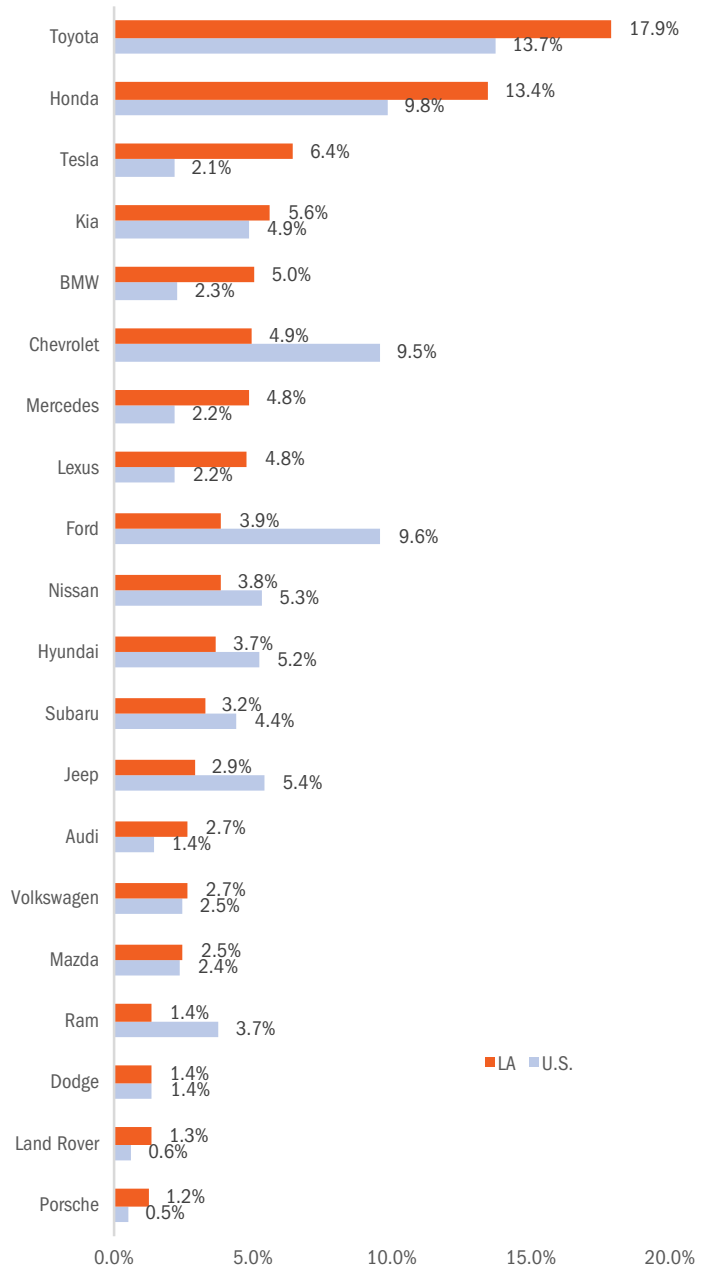


Data Source: AutoCount data from Experian.

**Percent Change in Brand Registrations
YTD '21 thru October vs. YTD '20
(Top 30 selling brands)**



**Los Angeles County and U.S. Market Share
YTD '21 thru October
(Top 20 selling brands in county)**



Seven brands had increases of greater than 34%: Genesis, Tesla, Mitsubishi, Cadillac, BMW, Porsche, and Kia.



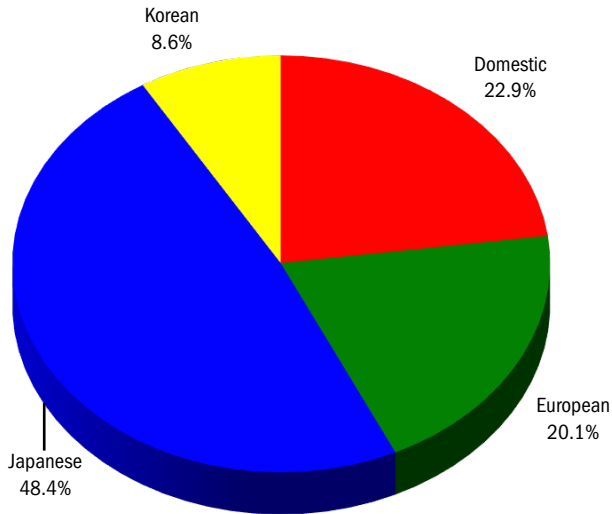
Toyota, Honda, Tesla, Kia, and BMW were market share leaders in the county

Data Source: AutoCount data from Experian. U.S. market share figures estimated by Auto Outlook.

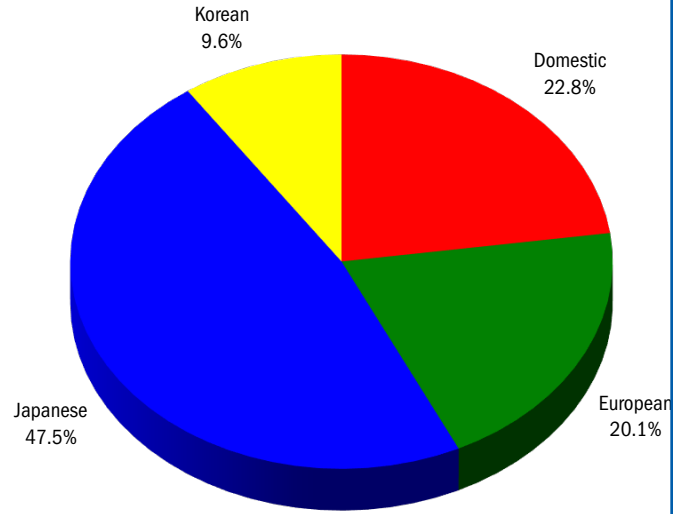
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Market Share for Japanese, Detroit Three, European, and Korean Brands

YTD 2020 thru October

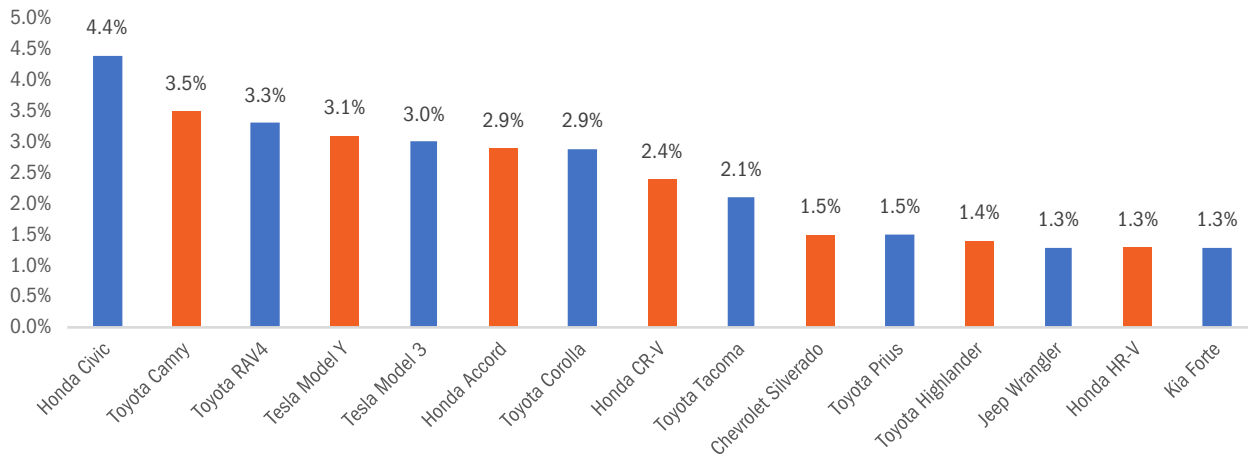


YTD 2021 thru October



Data Source: AutoCount data from Experian.

Market Share for Top 15 Selling Models in LA County - YTD 2021 thru October



Data Source: AutoCount data from Experian.

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Published for:
 Greater Los Angeles New Car Dealers Association
 700 N. Central Ave, #320
 Glendale, CA 91203
 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

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