

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 a slim 3.4% in January 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.

Passenger car registrations declined 14.1% in January while Light Trucks were up 14.9%.

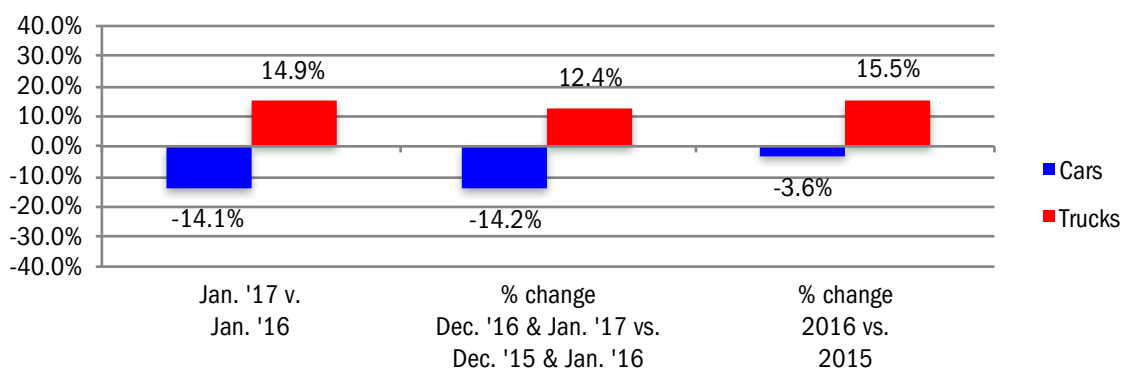
The county market was up 3.2% in 2016.

The three month moving average of new vehicle registrations increased slightly in January of this year versus a year earlier.

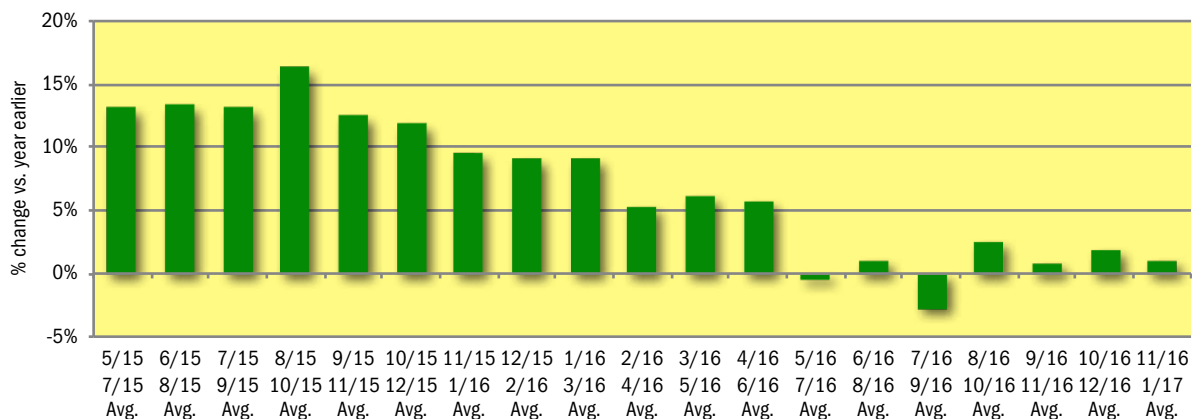
Jaguar, Porsche, FIAT, Buick, Hyundai, Subaru, Volvo, Chrysler, and Ram new vehicle registrations were up sharply in January.

Los Angeles New Retail Car and Light Truck Registrations									
	January			Dec. '16 and Jan. '17 Combined			Annual Total		
	2016	2017	% chg.	Previous	Current	% chg.	2015	2016	Chg.
Industry Total	46,781	45,176	-3.4%	91,151	87,095	-4.4%	521,310	537,968	3.2%
Cars	29,592	25,421	-14.1%	57,720	49,526	-14.2%	336,455	324,386	-3.6%
Light Trucks	17,189	19,755	14.9%	33,431	37,569	12.4%	184,855	213,582	15.5%
Detroit Three	9,023	8,725	-3.3%	17,366	16,554	-4.7%	98,402	105,613	7.3%
European	10,605	10,657	0.5%	20,339	19,703	-3.1%	108,500	110,985	2.3%
Japanese	23,267	22,211	-4.5%	45,819	43,870	-4.3%	271,275	275,620	1.6%
Korean	3,886	3,583	-7.8%	7,627	6,968	-8.6%	43,133	45,750	6.1%

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

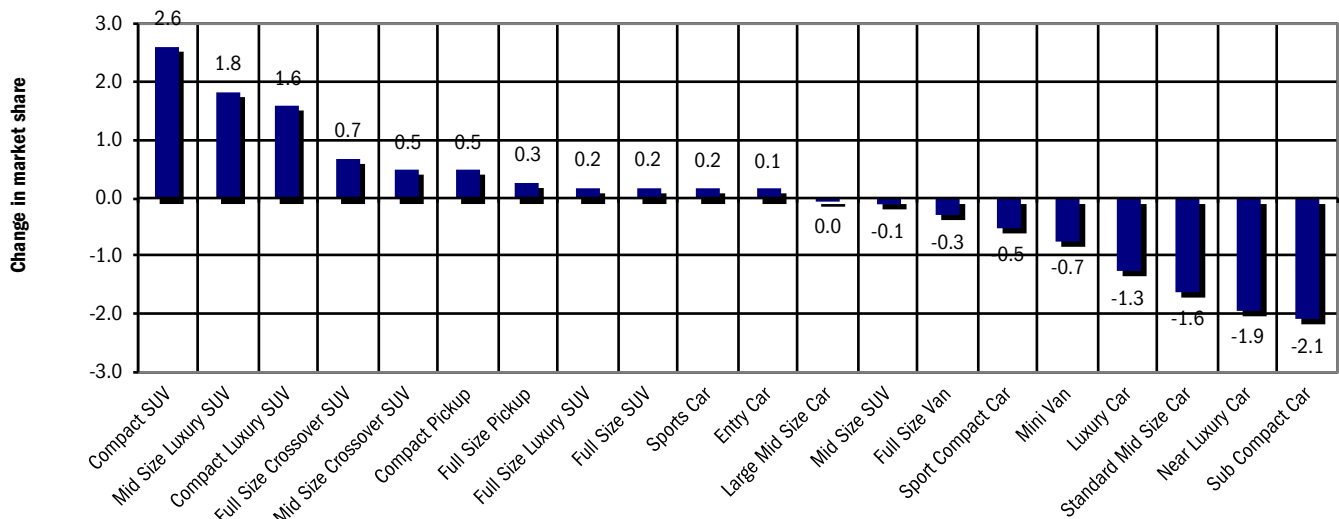
All data represents new and used vehicle retail registrations in Los Angeles County and excludes fleet. Please keep in mind that monthly registration figures can occasionally be subject to fluctuations, resulting in over or under estimation of actual results. This usually occurs due to processing delays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

New Vehicle Market Brand Registrations

Los Angeles New Retail Car and Light Truck Registrations

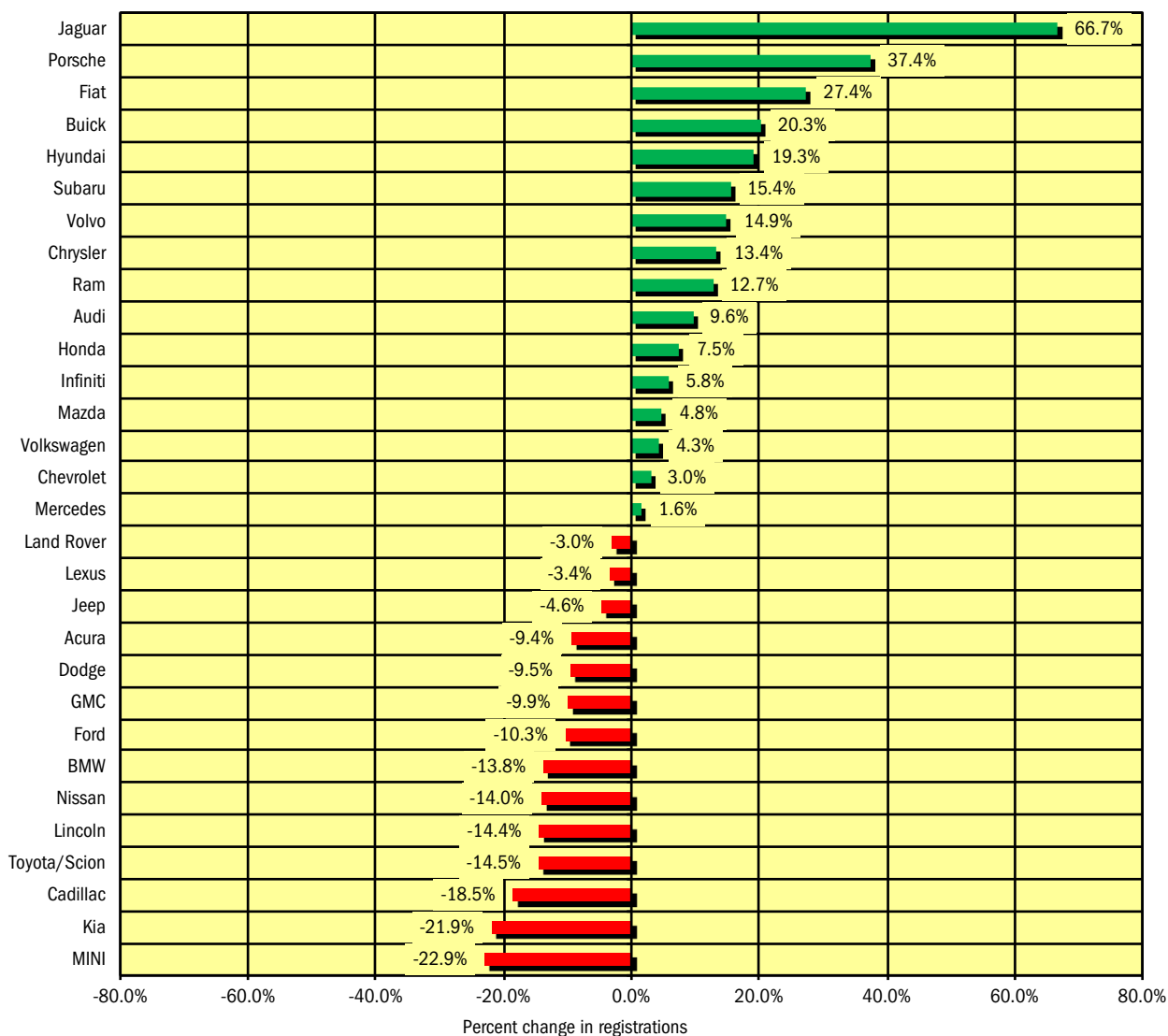
	January			Dec. '16 and Jan. '17 Combined			Annual Total			YTD Market Share (%)		
	2016	2017	% chg.	Previous	Current	% chg.	2015	2016	% chg.	2015	2016	Chg.
TOTAL	46,781	45,176	-3.4%	91,151	87,095	-4.4%	521,310	537,968	3.2%			
Acura	555	503	-9.4%	1,030	921	-10.6%	6,308	5,711	-9.5%	1.2	1.1	-0.1
Audi	1,309	1,435	9.6%	2,685	2,732	1.8%	13,994	15,880	13.5%	2.7	3.0	0.3
BMW	3,132	2,701	-13.8%	5,760	4,675	-18.8%	27,940	26,594	-4.8%	5.4	4.9	-0.4
Buick	158	190	20.3%	338	355	5.0%	1,648	2,019	22.5%	0.3	0.4	0.1
Cadillac	313	255	-18.5%	596	501	-15.9%	2,846	3,148	10.6%	0.5	0.6	0.0
Chevrolet	2,616	2,694	3.0%	5,076	5,297	4.4%	27,420	31,764	15.8%	5.3	5.9	0.6
Chrysler	127	144	13.4%	277	304	9.7%	2,458	1,636	-33.4%	0.5	0.3	-0.2
Dodge	545	493	-9.5%	1,073	1,025	-4.5%	7,014	7,076	0.9%	1.3	1.3	0.0
Fiat	252	321	27.4%	470	638	35.7%	3,367	3,404	1.1%	0.6	0.6	0.0
Ford	2,545	2,283	-10.3%	5,116	4,341	-15.1%	31,582	31,236	-1.1%	6.1	5.8	-0.3
GMC	526	474	-9.9%	1,013	879	-13.2%	5,397	5,435	0.7%	1.0	1.0	0.0
Honda	5,924	6,368	7.5%	11,752	12,626	7.4%	71,297	79,901	12.1%	13.7	14.9	1.2
Hyundai	1,328	1,584	19.3%	2,716	3,001	10.5%	17,364	18,064	4.0%	3.3	3.4	0.0
Infiniti	739	782	5.8%	1,523	1,495	-1.8%	7,794	7,464	-4.2%	1.5	1.4	-0.1
Jaguar	114	190	66.7%	198	389	96.5%	977	1,912	95.7%	0.2	0.4	0.2
Jeep	1,021	974	-4.6%	1,950	1,795	-7.9%	11,220	11,922	6.3%	2.2	2.2	0.1
Kia	2,558	1,999	-21.9%	4,911	3,967	-19.2%	25,769	27,686	7.4%	4.9	5.1	0.2
Land Rover	461	447	-3.0%	856	825	-3.6%	4,066	5,237	28.8%	0.8	1.0	0.2
Lexus	2,906	2,808	-3.4%	5,795	5,459	-5.8%	29,029	27,144	-6.5%	5.6	5.0	-0.5
Lincoln	229	196	-14.4%	393	366	-6.9%	1,828	2,184	19.5%	0.4	0.4	0.1
Maserati	105	171	62.9%	263	315	19.8%	1,829	1,456	-20.4%	0.4	0.3	-0.1
Mazda	970	1,017	4.8%	1,791	1,795	0.2%	10,200	11,067	8.5%	2.0	2.1	0.1
Mercedes	2,951	2,997	1.6%	5,788	5,498	-5.0%	29,381	29,749	1.3%	5.6	5.5	-0.1
MINI	345	266	-22.9%	625	484	-22.6%	4,578	3,802	-17.0%	0.9	0.7	-0.2
Mitsubishi	149	144	-3.4%	283	272	-3.9%	1,669	1,786	7.0%	0.3	0.3	0.0
Nissan	3,014	2,591	-14.0%	5,945	5,095	-14.3%	37,257	36,632	-1.7%	7.1	6.8	-0.3
Porsche	286	393	37.4%	661	798	20.7%	4,261	4,357	2.3%	0.8	0.8	0.0
Ram	354	399	12.7%	680	808	18.8%	4,164	4,732	13.6%	0.8	0.9	0.1
smart	19	35	84.2%	46	55	19.6%	413	245	-40.7%	0.1	0.0	0.0
Subaru	986	1,138	15.4%	1,973	2,179	10.4%	11,204	13,070	16.7%	2.1	2.4	0.3
Tesla	589	623	5.8%	854	883	3.4%	2,825	4,448	57.5%	0.5	0.8	0.3
Toyota/Scion	8,024	6,860	-14.5%	15,727	14,028	-10.8%	96,517	92,844	-3.8%	18.5	17.3	-1.3
Volkswagen	1,331	1,388	4.3%	2,432	2,716	11.7%	14,982	14,812	-1.1%	2.9	2.8	-0.1
Volvo	201	231	14.9%	369	422	14.4%	1,696	2,593	52.9%	0.3	0.5	0.2
Other	99	82	-17.2%	186	156	-16.1%	1,016	958	-5.7%	0.2	0.2	0.0

Change in New Vehicle Segment Market Share - Jan. '17 vs. Jan. '16

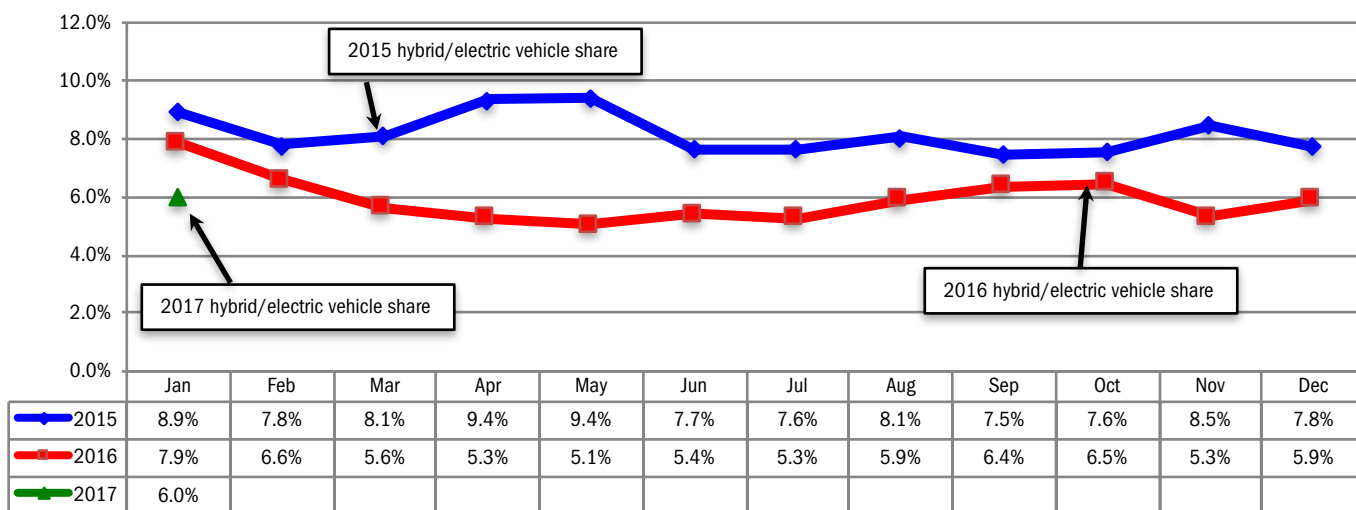


Data Source: AutoCount data from Experian Automotive.

**Percent Change in Brand Registrations
Jan. '17 vs. Jan. '16
(Top 30 selling brands)**



Combined Hybrid and Electric Vehicle Market Share in LA County

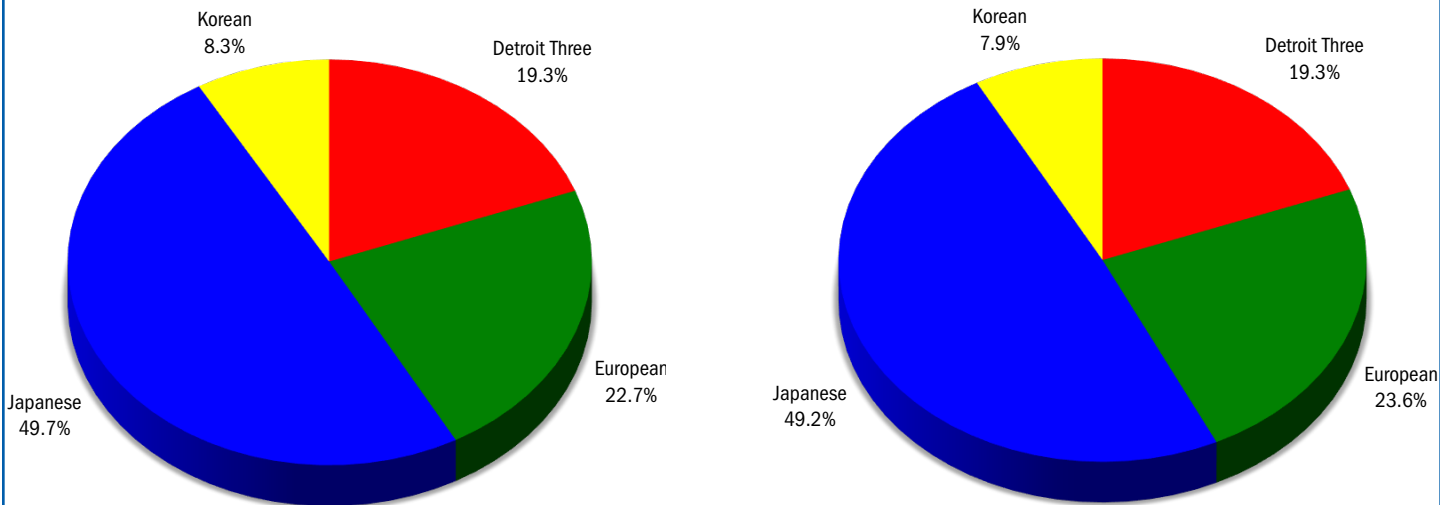


Data Source: AutoCount data from Experian Automotive.

Market Share for Japanese, Detroit Three, European, and Korean Brands - Jan. '16 and Jan. '17

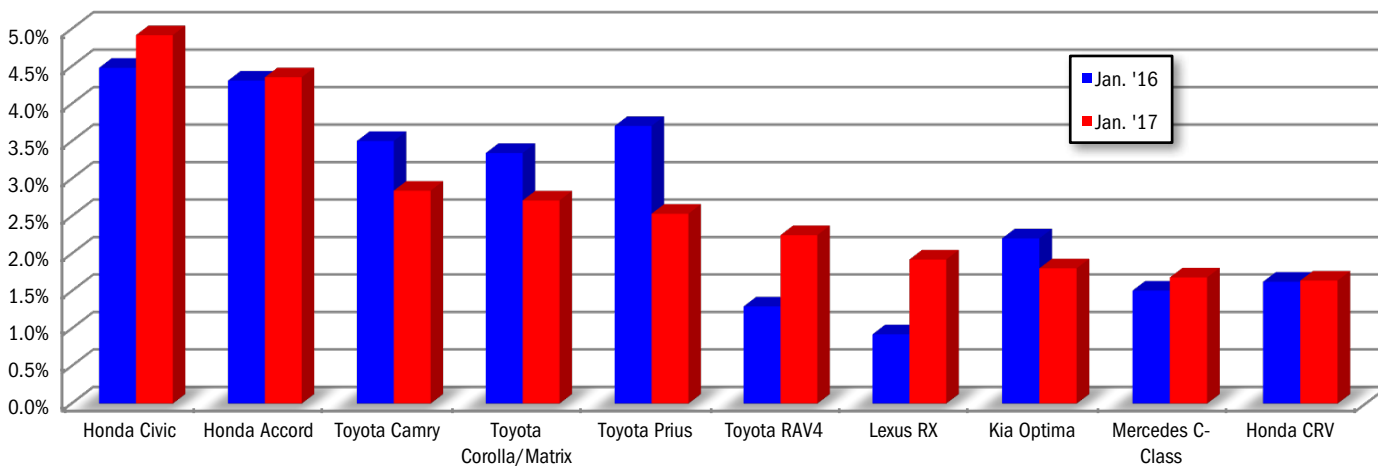
January 2016

January 2017



Data Source: AutoCount data from Experian Automotive.

Market Share for Top 10 Selling Models in LA County - Jan. '16 and Jan. '17



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