

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 13.9% in November 2015 versus a year earlier.

New registrations in the county increased 12.2% during the first eleven months of this year.

The three month moving average of new vehicle registrations increased for the 46th consecutive month in November of this year.

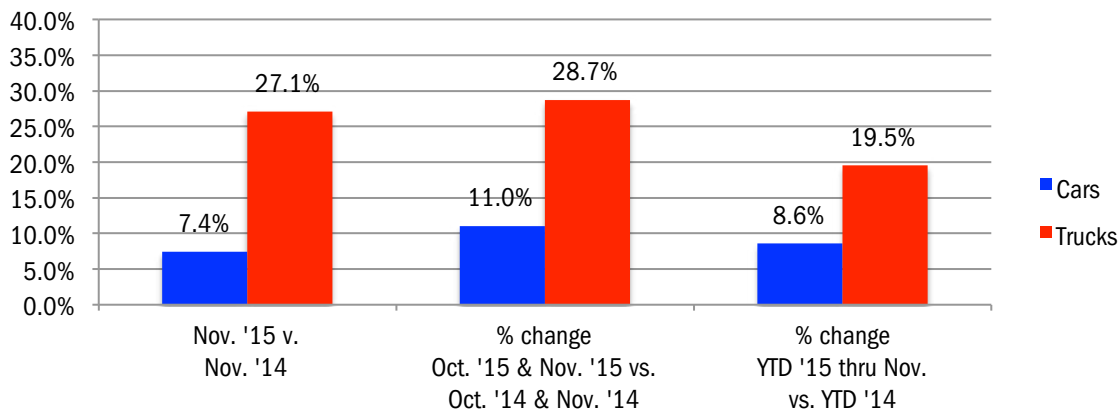
Chrysler, GMC, Infiniti, Subaru, Lincoln, Ram, Chevrolet, and Land Rover new vehicle registrations each increased more than 23%.

Detroit Three brand share increased from 18.0% during the first eleven months of 2014 to 18.9% this year.

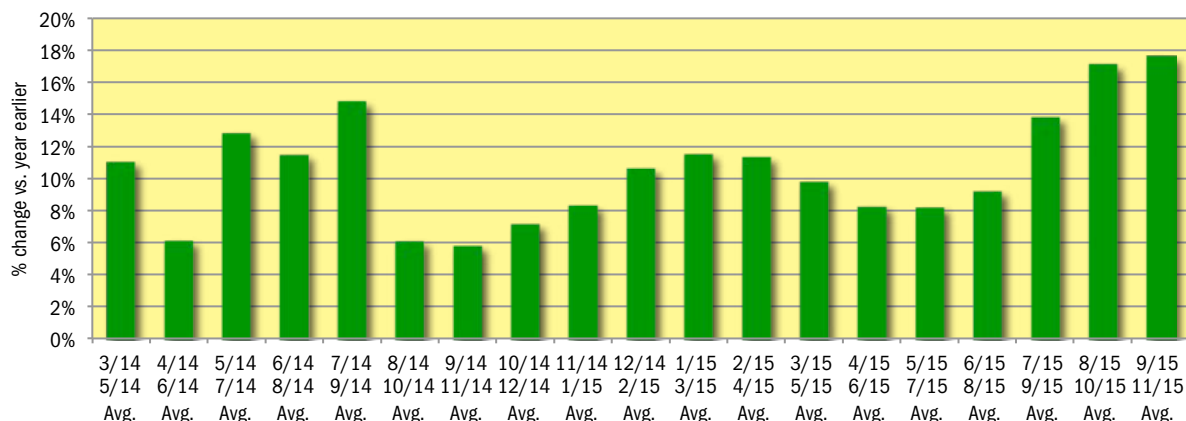
Data measures new vehicle registrations in the county. Monthly recording of registrations occurs when the data is processed by the DMV.

	November			Oct. and Nov. Combined			YTD thru November		
	2014	2015	% chg.	2014	2015	% chg.	2014	2015	Chg.
Industry Total	32,848	37,418	13.9%	66,631	77,833	16.8%	420,636	471,946	12.2%
Cars	21,973	23,598	7.4%	44,798	49,742	11.0%	281,098	305,177	8.6%
Light Trucks	10,875	13,820	27.1%	21,833	28,091	28.7%	139,538	166,769	19.5%
Detroit Three	5,722	7,241	26.5%	11,722	14,707	25.5%	75,872	89,110	17.4%
European	7,264	7,949	9.4%	14,491	16,426	13.4%	90,821	97,536	7.4%
Japanese	17,164	19,150	11.6%	35,140	40,120	14.2%	220,825	246,326	11.5%
Korean	2,698	3,078	14.1%	5,278	6,580	24.7%	33,118	38,974	17.7%

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.

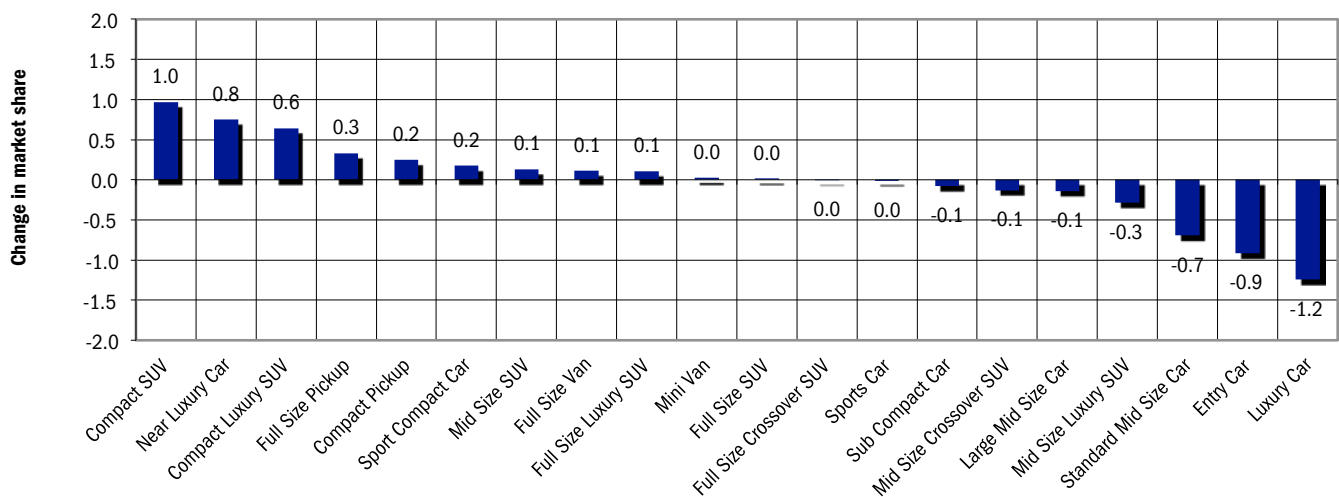
Data Information

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

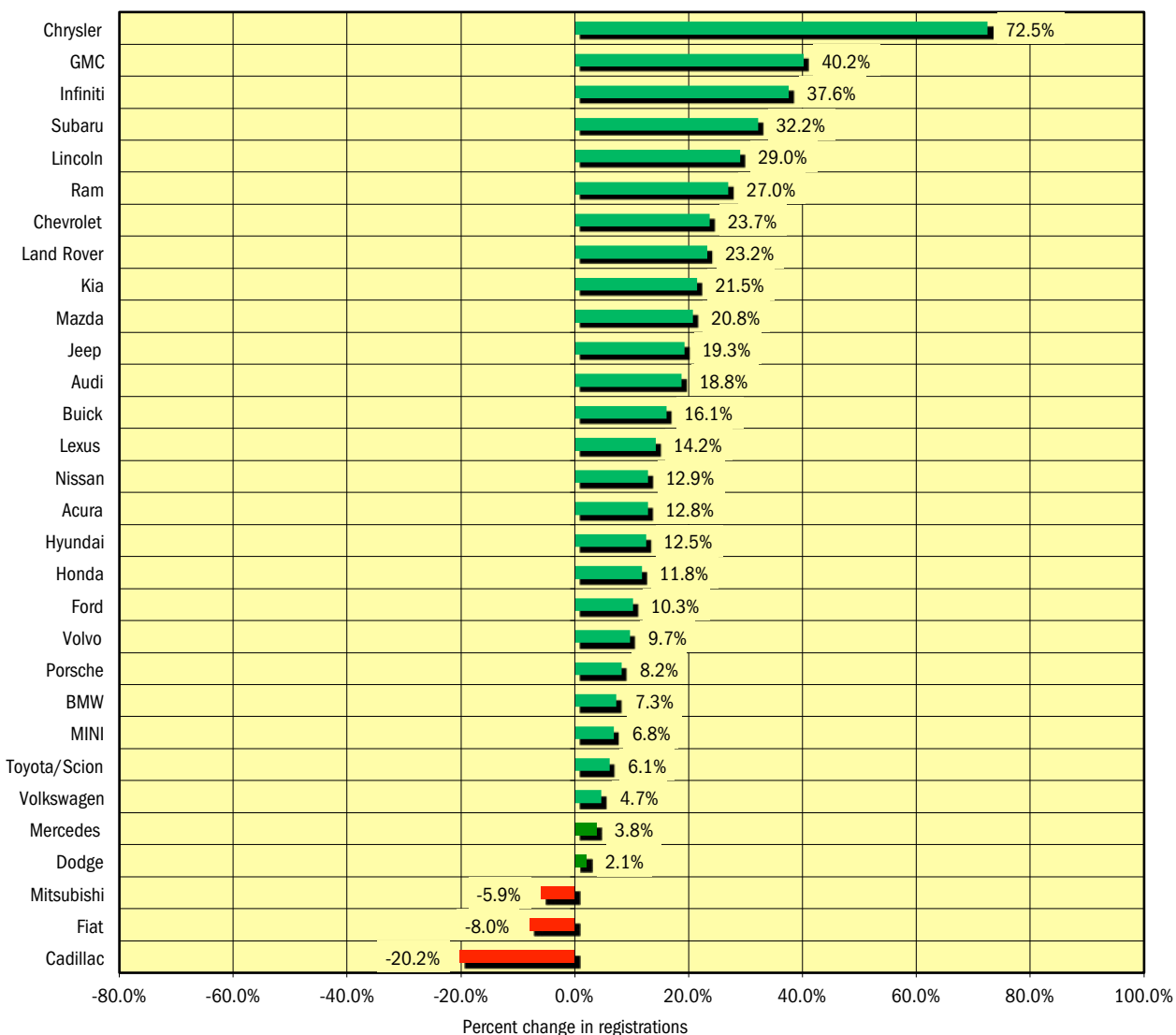
Los Angeles New Retail Car and Light Truck Registrations												
	November			Oct. and Nov. Combined			YTD thru November			YTD Market Share (%)		
	2014	2015	% chg.	2014	2015	% chg.	2014	2015	% chg.	2014	2015	Chg.
TOTAL	32,848	37,418	13.9%	66,631	77,833	16.8%	420,636	471,946	12.2%			
Acura	485	469	-3.3%	925	929	0.4%	5,121	5,778	12.8%	1.2	1.2	0.0
Audi	837	959	14.6%	1,767	2,079	17.7%	10,452	12,415	18.8%	2.5	2.6	0.1
BMW	2,011	1,971	-2.0%	3,928	4,046	3.0%	23,300	25,008	7.3%	5.5	5.3	-0.2
Buick	115	172	49.6%	216	307	42.1%	1,249	1,450	16.1%	0.3	0.3	0.0
Cadillac	200	223	11.5%	437	449	2.7%	3,163	2,524	-20.2%	0.8	0.5	-0.2
Chevrolet	1,591	2,214	39.2%	3,180	4,262	34.0%	19,945	24,673	23.7%	4.7	5.2	0.5
Chrysler	131	144	9.9%	255	286	12.2%	1,329	2,292	72.5%	0.3	0.5	0.2
Dodge	490	524	6.9%	973	988	1.5%	6,278	6,411	2.1%	1.5	1.4	-0.1
Fiat	406	189	-53.4%	681	463	-32.0%	3,395	3,124	-8.0%	0.8	0.7	-0.1
Ford	1,822	2,135	17.2%	3,715	4,632	24.7%	26,072	28,746	10.3%	6.2	6.1	-0.1
GMC	268	379	41.4%	535	782	46.2%	3,464	4,855	40.2%	0.8	1.0	0.2
Honda	4,474	4,904	9.6%	9,221	10,538	14.3%	58,007	64,861	11.8%	13.8	13.7	0.0
Hyundai	1,037	1,171	12.9%	2,064	2,479	20.1%	14,063	15,825	12.5%	3.3	3.4	0.0
Infiniti	430	614	42.8%	817	1,155	41.4%	5,022	6,909	37.6%	1.2	1.5	0.3
Jaguar	74	90	21.6%	126	139	10.3%	904	880	-2.7%	0.2	0.2	0.0
Jeep	668	812	21.6%	1,326	1,622	22.3%	8,539	10,185	19.3%	2.0	2.2	0.1
Kia	1,661	1,907	14.8%	3,214	4,101	27.6%	19,055	23,149	21.5%	4.5	4.9	0.4
Land Rover	215	421	95.8%	394	725	84.0%	2,936	3,618	23.2%	0.7	0.8	0.1
Lexus	1,778	1,798	1.1%	3,458	3,796	9.8%	22,621	25,841	14.2%	5.4	5.5	0.1
Lincoln	126	143	13.5%	223	286	28.3%	1,272	1,641	29.0%	0.3	0.3	0.0
Mazda	525	785	49.5%	1,169	1,700	45.4%	7,698	9,297	20.8%	1.8	2.0	0.1
Mercedes	1,690	2,147	27.0%	3,532	4,574	29.5%	25,208	26,164	3.8%	6.0	5.5	-0.4
MINI	324	255	-21.3%	613	535	-12.7%	4,001	4,274	6.8%	1.0	0.9	0.0
Mitsubishi	122	131	7.4%	249	249	0.0%	1,614	1,518	-5.9%	0.4	0.3	-0.1
Nissan	2,273	2,691	18.4%	4,643	5,727	23.3%	30,154	34,033	12.9%	7.2	7.2	0.0
Porsche	264	300	13.6%	533	672	26.1%	3,539	3,829	8.2%	0.8	0.8	0.0
Ram	267	319	19.5%	486	599	23.3%	2,991	3,798	27.0%	0.7	0.8	0.1
smart	26	25	-3.8%	91	45	-50.5%	653	383	-41.3%	0.2	0.1	-0.1
Subaru	654	792	21.1%	1,290	1,615	25.2%	7,647	10,109	32.2%	1.8	2.1	0.3
Tesla	44	176	300.0%	376	494	31.4%	1,570	2,535	61.5%	0.4	0.5	0.2
Toyota/Scion	6,423	6,966	8.5%	13,368	14,411	7.8%	82,941	87,980	6.1%	19.7	18.6	-1.1
Volkswagen	1,022	1,231	20.5%	2,108	2,415	14.6%	13,150	13,768	4.7%	3.1	2.9	-0.2
Volvo	84	154	83.3%	180	294	63.3%	1,375	1,508	9.7%	0.3	0.3	0.0
Other	311	207	-33.4%	538	439	-18.4%	1,908	2,565	34.4%	0.5	0.5	0.1

Change in New Vehicle Segment Market Share - YTD 2015 thru November vs. YTD 2014

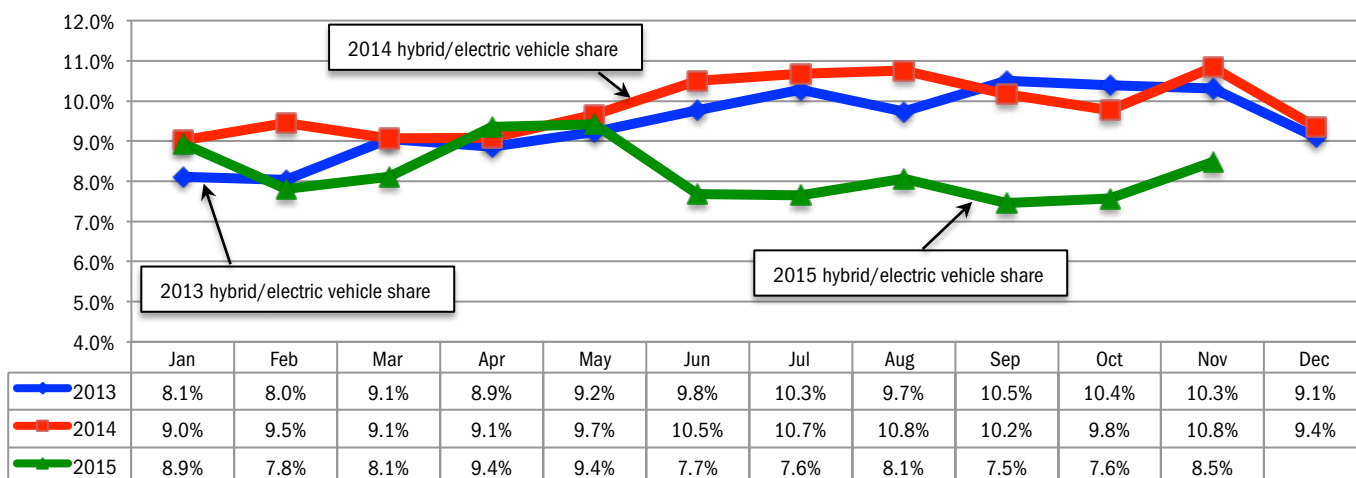


Data Source: AutoCount data from Experian Automotive.

Percent Change in Brand Registrations YTD 2015 thru November vs. YTD 2014 (Top 30 selling brands)



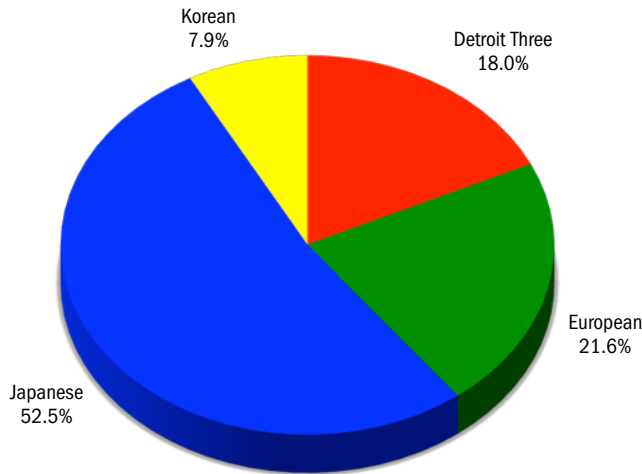
Combined Hybrid and Electric Vehicle Market Share in LA County



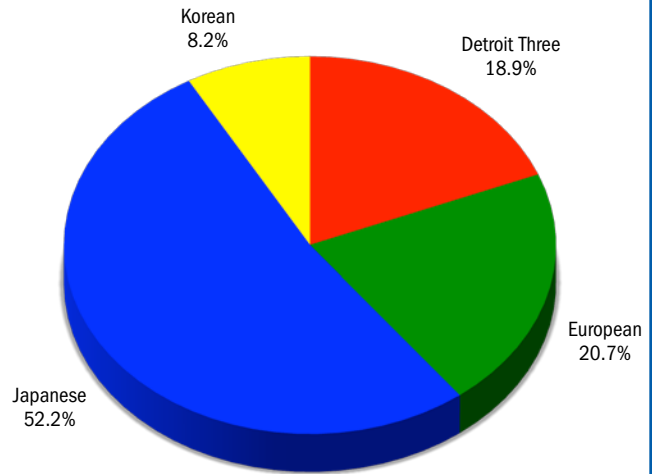
Data Source: AutoCount data from Experian Automotive.

Market Share for Japanese, Detroit Three, European, and Korean Brands - YTD 2014 and 2015

YTD 2014 thru November

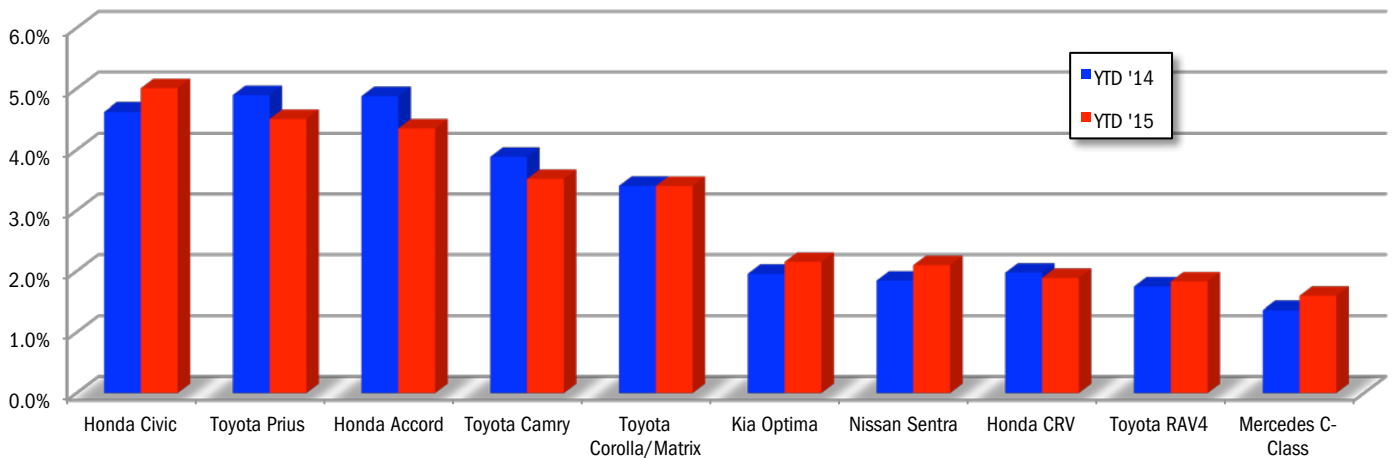


YTD 2015 thru November



Data Source: AutoCount data from Experian Automotive.

Market Share for Top 10 Selling Models in LA County - YTD 2015 thru November



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WHO ARE MY TOP COMPETITORS?
-BY MARKET AREA?

WHAT NEW AND USED CARS SELL WELL IN MY MARKETS?

ANSWERS DRIVE RESULTS.

You need insights into your marketplace to make the best decisions to maximize profits. The AutoCount® Dealer Report analyzes full details on new and used competitive dealer market share, down to specific areas you define. You bring the questions. We'll bring the answers.



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