

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 19.6% in October 2015 versus a year earlier.

New registrations in the county increased 12.1% during the first ten months of this year.

The three month moving average of new vehicle registrations increased for the 45th consecutive month in October of this year.

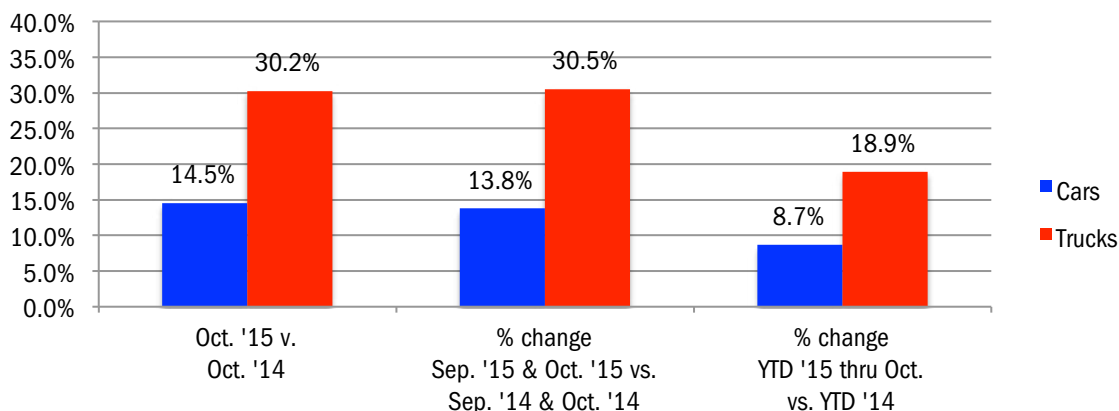
Chrysler, GMC, Infiniti, Subaru, Lincoln, Ram, Chevrolet, and Kia new vehicle registrations each increased more than 20%.

Detroit Three brand share increased from 18.1% during the first ten months of 2014 to 18.8% this year.

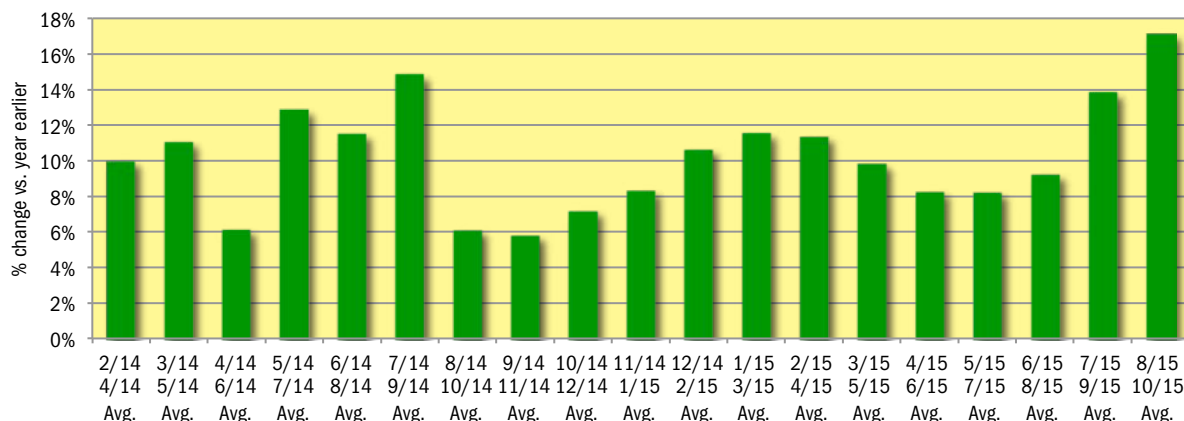
Data measures new vehicle registrations in the county. Monthly recording of registrations occurs when the data is processed by the DMV.

	October			Sep. and Oct. Combined			YTD thru October		
	2014	2015	% chg.	2014	2015	% chg.	2014	2015	Chg.
Industry Total	33,783	40,415	19.6%	81,620	97,253	19.2%	387,788	434,528	12.1%
Cars	22,825	26,144	14.5%	55,352	62,975	13.8%	259,125	281,579	8.7%
Light Trucks	10,958	14,271	30.2%	26,268	34,278	30.5%	128,663	152,949	18.9%
Detroit Three	6,000	7,466	24.4%	14,770	18,404	24.6%	70,150	81,869	16.7%
European	7,227	8,477	17.3%	16,900	19,164	13.4%	83,557	89,587	7.2%
Japanese	17,976	20,970	16.7%	43,496	51,490	18.4%	203,661	227,176	11.5%
Korean	2,580	3,502	35.7%	6,454	8,195	27.0%	30,420	35,896	18.0%

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.

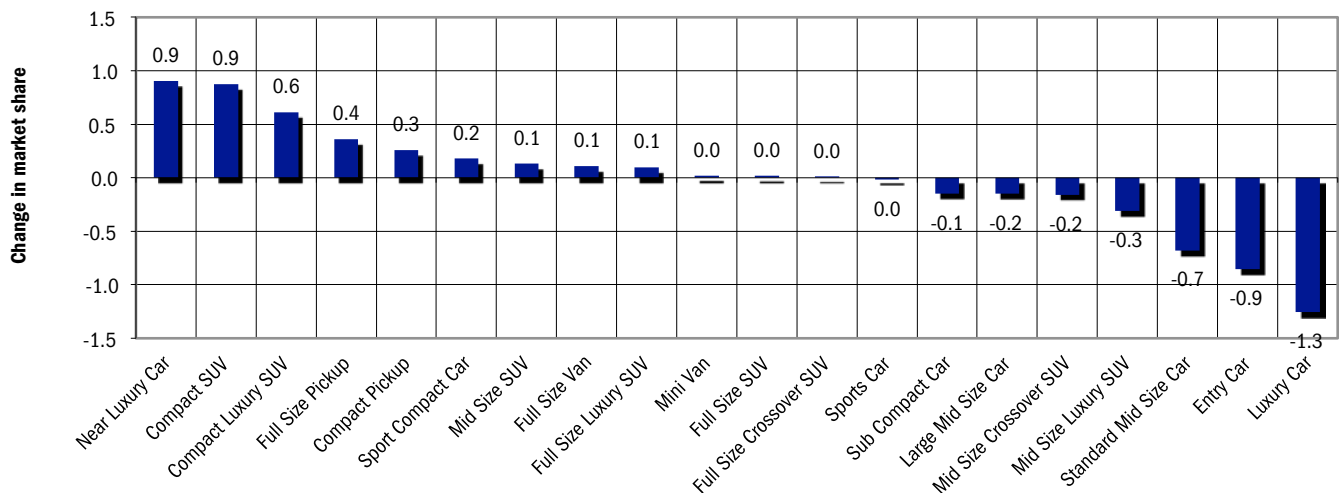
Data Information

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

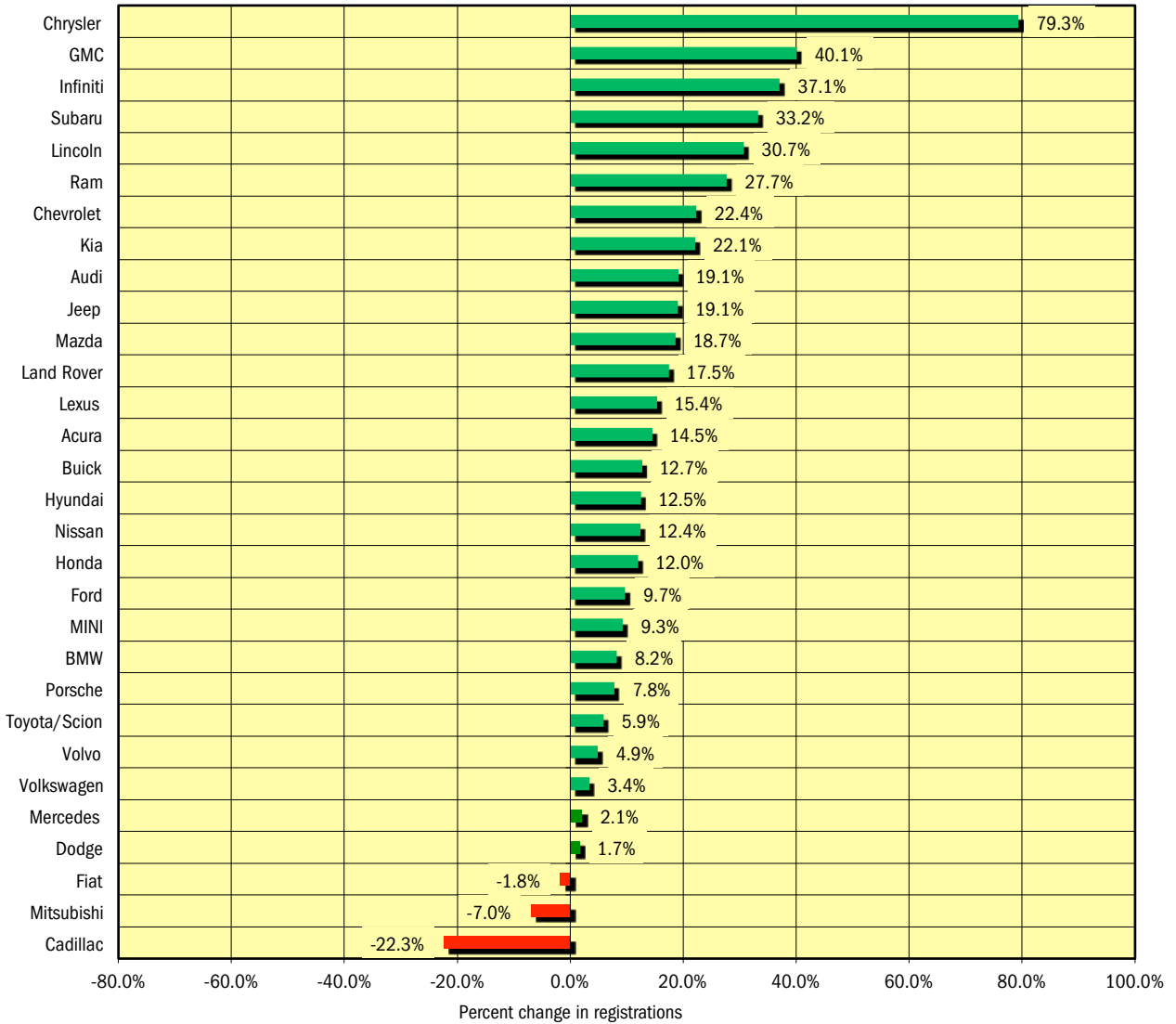
Los Angeles New Retail Car and Light Truck Registrations												
	October			Sep. and Oct. Combined			YTD thru October			YTD Market Share (%)		
	2014	2015	% chg.	2014	2015	% chg.	2014	2015	% chg.	2014	2015	Chg.
TOTAL	33,783	40,415	19.6%	81,620	97,253	19.2%	387,788	434,528	12.1%			
Acura	440	460	4.5%	964	1,106	14.7%	4,636	5,309	14.5%	1.2	1.2	0.0
Audi	930	1,120	20.4%	2,037	2,399	17.8%	9,615	11,456	19.1%	2.5	2.6	0.2
BMW	1,917	2,075	8.2%	4,537	4,680	3.2%	21,289	23,037	8.2%	5.5	5.3	-0.2
Buick	101	135	33.7%	272	299	9.9%	1,134	1,278	12.7%	0.3	0.3	0.0
Cadillac	237	226	-4.6%	593	490	-17.4%	2,963	2,301	-22.3%	0.8	0.5	-0.2
Chevrolet	1,589	2,048	28.9%	3,916	5,008	27.9%	18,354	22,459	22.4%	4.7	5.2	0.4
Chrysler	124	142	14.5%	290	425	46.6%	1,198	2,148	79.3%	0.3	0.5	0.2
Dodge	483	464	-3.9%	1,227	1,167	-4.9%	5,788	5,887	1.7%	1.5	1.4	-0.1
Fiat	275	274	-0.4%	608	670	10.2%	2,989	2,935	-1.8%	0.8	0.7	-0.1
Ford	1,893	2,497	31.9%	4,829	6,342	31.3%	24,250	26,611	9.7%	6.3	6.1	-0.1
GMC	267	403	50.9%	669	1,009	50.8%	3,196	4,476	40.1%	0.8	1.0	0.2
Honda	4,747	5,634	18.7%	12,074	13,862	14.8%	53,533	59,957	12.0%	13.8	13.8	0.0
Hyundai	1,027	1,308	27.4%	2,655	3,184	19.9%	13,026	14,654	12.5%	3.4	3.4	0.0
Infiniti	387	541	39.8%	908	1,374	51.3%	4,592	6,295	37.1%	1.2	1.4	0.3
Jaguar	52	49	-5.8%	144	114	-20.8%	830	790	-4.8%	0.2	0.2	0.0
Jeep	658	810	23.1%	1,743	2,084	19.6%	7,871	9,373	19.1%	2.0	2.2	0.1
Kia	1,553	2,194	41.3%	3,799	5,011	31.9%	17,394	21,242	22.1%	4.5	4.9	0.4
Land Rover	179	304	69.8%	437	669	53.1%	2,721	3,197	17.5%	0.7	0.7	0.0
Lexus	1,680	1,998	18.9%	4,082	5,221	27.9%	20,843	24,043	15.4%	5.4	5.5	0.2
Lincoln	97	143	47.4%	237	306	29.1%	1,146	1,498	30.7%	0.3	0.3	0.0
Mazda	644	915	42.1%	1,605	2,015	25.5%	7,173	8,512	18.7%	1.8	2.0	0.1
Mercedes	1,842	2,427	31.8%	4,395	5,281	20.2%	23,518	24,017	2.1%	6.1	5.5	-0.5
MINI	289	280	-3.1%	687	801	16.6%	3,677	4,019	9.3%	0.9	0.9	0.0
Mitsubishi	127	118	-7.1%	304	300	-1.3%	1,492	1,387	-7.0%	0.4	0.3	-0.1
Nissan	2,370	3,036	28.1%	5,683	7,223	27.1%	27,881	31,342	12.4%	7.2	7.2	0.0
Porsche	269	372	38.3%	695	820	18.0%	3,275	3,529	7.8%	0.8	0.8	0.0
Ram	219	280	27.9%	604	756	25.2%	2,724	3,479	27.7%	0.7	0.8	0.1
smart	65	20	-69.2%	130	60	-53.8%	627	358	-42.9%	0.2	0.1	-0.1
Subaru	636	823	29.4%	1,501	2,063	37.4%	6,993	9,317	33.2%	1.8	2.1	0.3
Tesla	332	318	-4.2%	390	518	32.8%	1,526	2,359	54.6%	0.4	0.5	0.1
Toyota/Scion	6,945	7,445	7.2%	16,375	18,326	11.9%	76,518	81,014	5.9%	19.7	18.6	-1.1
Volkswagen	1,086	1,184	9.0%	2,526	2,878	13.9%	12,128	12,537	3.4%	3.1	2.9	-0.2
Volvo	96	140	45.8%	252	291	15.5%	1,291	1,354	4.9%	0.3	0.3	0.0
Other	227	232	2.2%	452	501	10.8%	1,597	2,358	47.7%	0.4	0.5	0.1

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

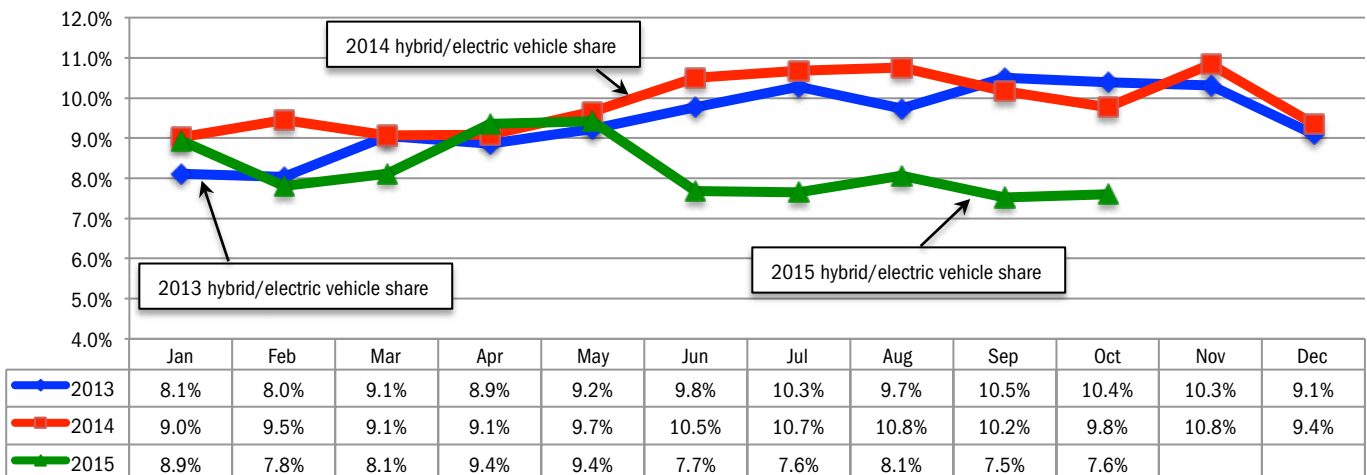


Data Source: AutoCount data from Experian Automotive.

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



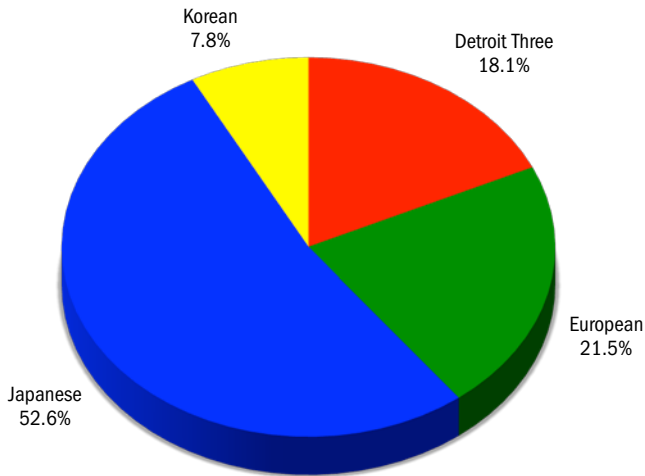
Combined Hybrid and Electric Vehicle Market Share in LA County



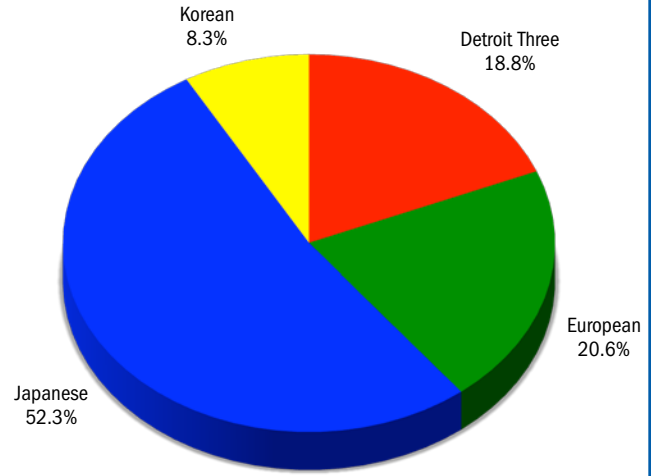
Data Source: AutoCount data from Experian Automotive.

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

YTD 2014 thru October

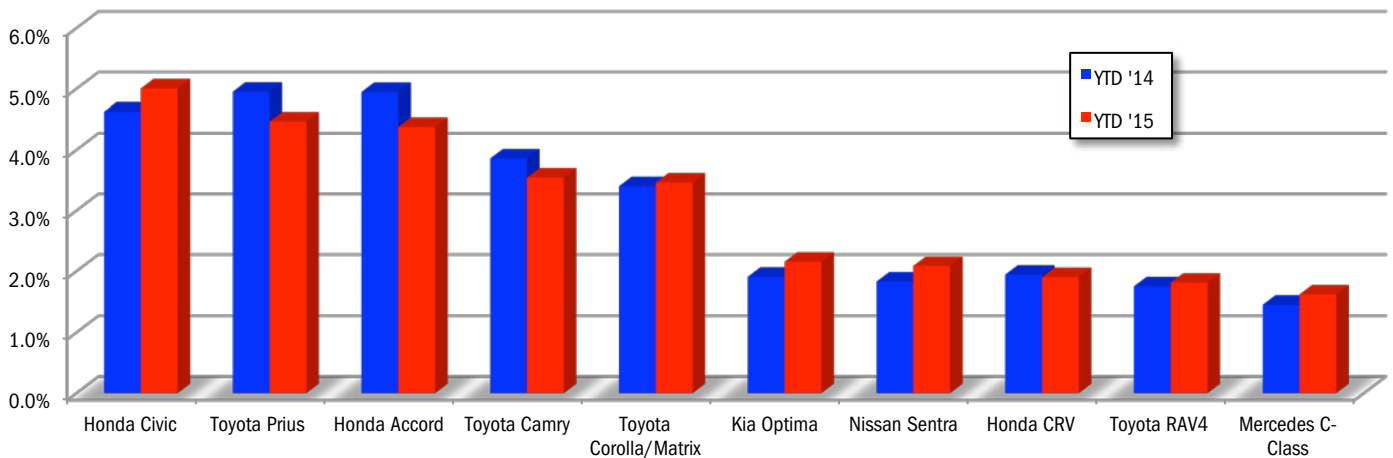


YTD 2015 thru October



Data Source: AutoCount data from Experian Automotive.

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



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WHAT NEW AND USED CARS SELL WELL IN MY MARKETS?

WHO ARE MY TOP COMPETITORS? -BY MARKET AREA?

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