



# LOS ANGELES NEW CAR DEALERS ASSOCIATION

E-NEWSLETTER • ISSUE #8 • 2013

## Winners Announced for 14<sup>th</sup> Annual Los Angeles County Auto Tech Competition for High School Students



The winning team from **GLANCD**A was Van Nuys High School and the winning team from **SMCD**A was California High School. The winning students will compete in New York to compete at the National Auto Tech Competition at the New York Auto Show on April 22 and 23, 2014.

Sponsors for the event included; Mercedes-Benz USA, Longo Toyota, Subaru, LA CarGuy, Snap-On Tools, BMW, and Ford.

“It was great to have high school students along with their teachers and family members supporting them for this event. We were also fortunate to have 13 judges for the competition that included representatives from automotive manufacturers and also dealerships here in Southern California,” said Cerritos College Automotive Instructor, Joe Mulleary. “This provided an opportunity for networking between students and potential employers after the event was over. It was also a chance for us as instructors to make connections that may assist in enabling our students here at the college to gain employment in the automotive field.”

(continued on page 2)

The Southland Motor Car Dealers Association (SMCDA) and the Greater Los Angeles New Car Dealers (GLANCD)A and the Cerritos College Automotive department hosted the 14th Annual Los Angeles County Auto Tech Competition for high school seniors.

**O**n December 14, 2013, Phase II, the hands-on competition, was held at the Southland Cerritos Center for Transportation Technologies (SCCTT) at Cerritos College. The hands-on competition included 13 work stations and encompassed all eight ASE areas of automotive technology, including: Engine Repair, Automatic Transmission, Manual Transmission, Steering and Suspension, Brakes, Electrical/Electronics, HVAC, and Engine Performance.

Fourteen high schools participated from **SMCD**A and **GLANCD**A, including; Artesia, California, Montebello, Narbonne, Pioneer, South East ROP, Whittier, Agoura, Canyon, Mark Keppel, Palmdale, Saugus, Upland, and Van Nuys. There were 28 students with each team consisting of two students.

GLANCD)A wishes you a very prosperous 2014. Please note, this issue was originally published in December, we are resending it in case you missed it during the holidays. Thank you for your continued support of GLANCD)A.

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# Pictures from the Auto Tech Competition for High School Students (continued from page 1)



## ABOUT THE PROGRAM:

Cerritos College Automotive Technology Program offers certificates, degrees and special programs in automotive repair, collision repair, alternative fuels, smog training, advanced transportation technology and automotive management.

To learn more about our Automotive program, visit <http://cms.cerritos.edu/auto> or call Jessica Coronado at (562) 860-2451 Ext. 2909.



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**LOS ANGELES NEW CAR  
DEALERS ASSOCIATION**



## GLANCD A Board Member Darryl Holter, Receives Prestigious Award

**T**hirteen California organizations were recognized with the 2013 Governor's Environmental and Economic Leadership Award (GEELA), the state's highest environmental honor.

"The award recognizes the creative solutions and transformative results that Californians are achieving on some of our most significant environmental challenges," said Secretary for Environmental Protection Matt Rodriguez. "Their successful approaches demonstrate that we can create a sustainable environment while also promoting a vibrant economy."

Established in 1993, GEELA honors individuals, companies and organizations that make significant contributions to the state by developing environmentally friendly practices while contributing to the local economy. The 2013 winners received the award recently at a ceremony at the CalEPA headquarters building in Sacramento.

One of the 2013 GEELA winners is Nissan of Downtown Los Angeles (Los Angeles County) for leading Southern California in electric vehicle sales and installing one of the first DC quick chargers in the Los Angeles region. Darryl Holter is CEO of DTLA motors, where Nissan of Downtown LA is a part of.



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# Los Angeles Auto Outlook™

Comprehensive information on the LA County new vehicle market

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## Quick Facts

Los Angeles County new vehicle registrations increased 19.8% in November '13 vs. 2012.

New registrations in the county during the first eleven months of this year increased 14.5% compared to a year earlier.

The three month moving average of new vehicle registrations increased for the 22nd consecutive month in November of this year.

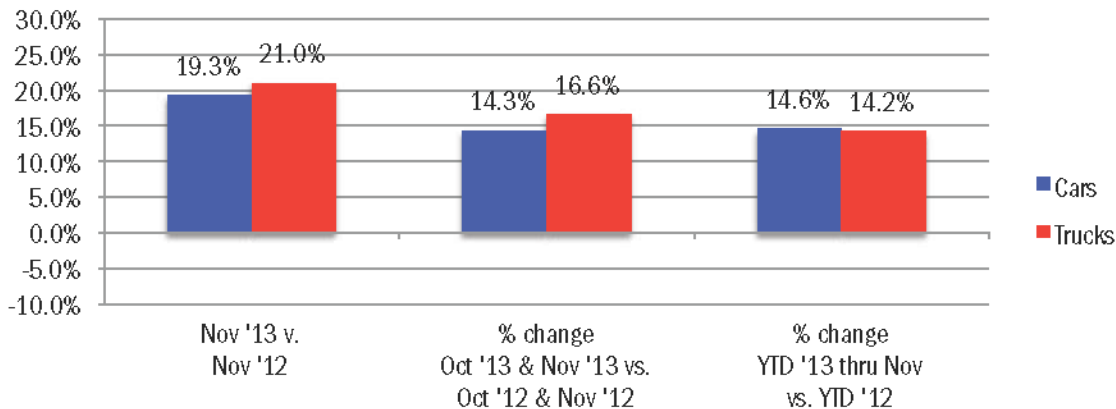
Subaru, Dodge, Ram, Mazda, and Lexus new vehicle registrations each increased more than 29% during the first eleven months of this year

Detroit three market share increased from 17.5% during the first eleven months of 2012 to 18.4% this year.

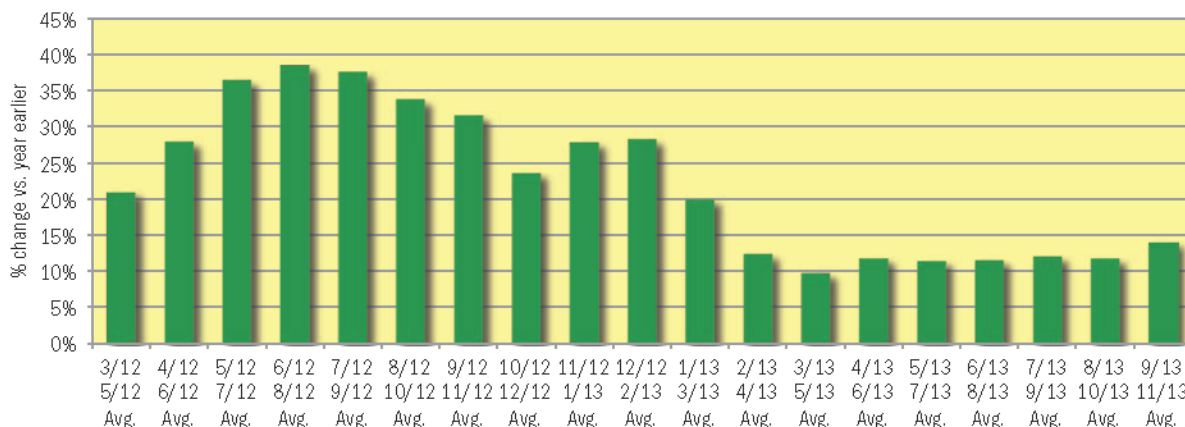
Data measures new vehicle registrations in the county. Monthly recording of registrations occurs when the data is processed by the DMV.

	November			Oct '13 and Nov '13 combined			Year-to-date thru November		
	2012	2013	% chg.	2012	2013	% chg.	2012	2013	Chg.
Industry Total	25,834	30,953	19.8%	54,180	62,346	15.1%	336,198	384,818	14.5%
Cars	17,566	20,950	19.3%	36,898	42,187	14.3%	225,892	258,806	14.6%
Light Trucks	8,268	10,003	21.0%	17,282	20,159	16.6%	110,306	126,012	14.2%
Detroit Three	4,422	5,580	26.2%	9,306	11,235	20.7%	58,780	70,777	20.4%
European	6,757	7,818	15.7%	13,447	14,577	8.4%	77,812	87,227	12.1%
Japanese	12,570	15,276	21.5%	26,888	31,878	18.6%	171,000	195,824	14.5%
Korean	2,085	2,279	9.3%	4,539	4,656	2.6%	28,606	30,990	8.3%

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.

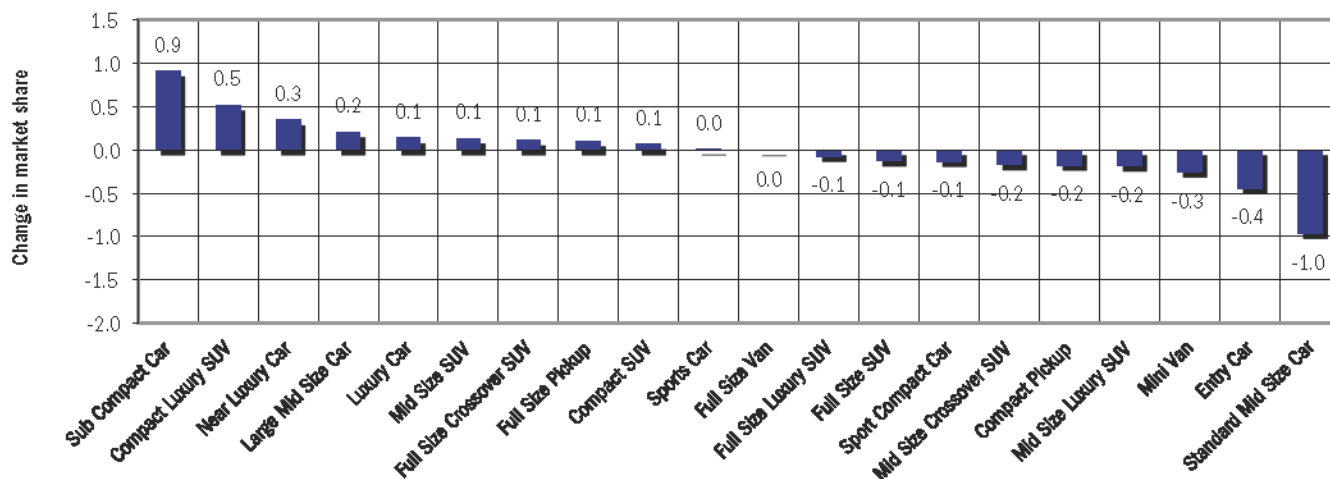
## Data Information

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**

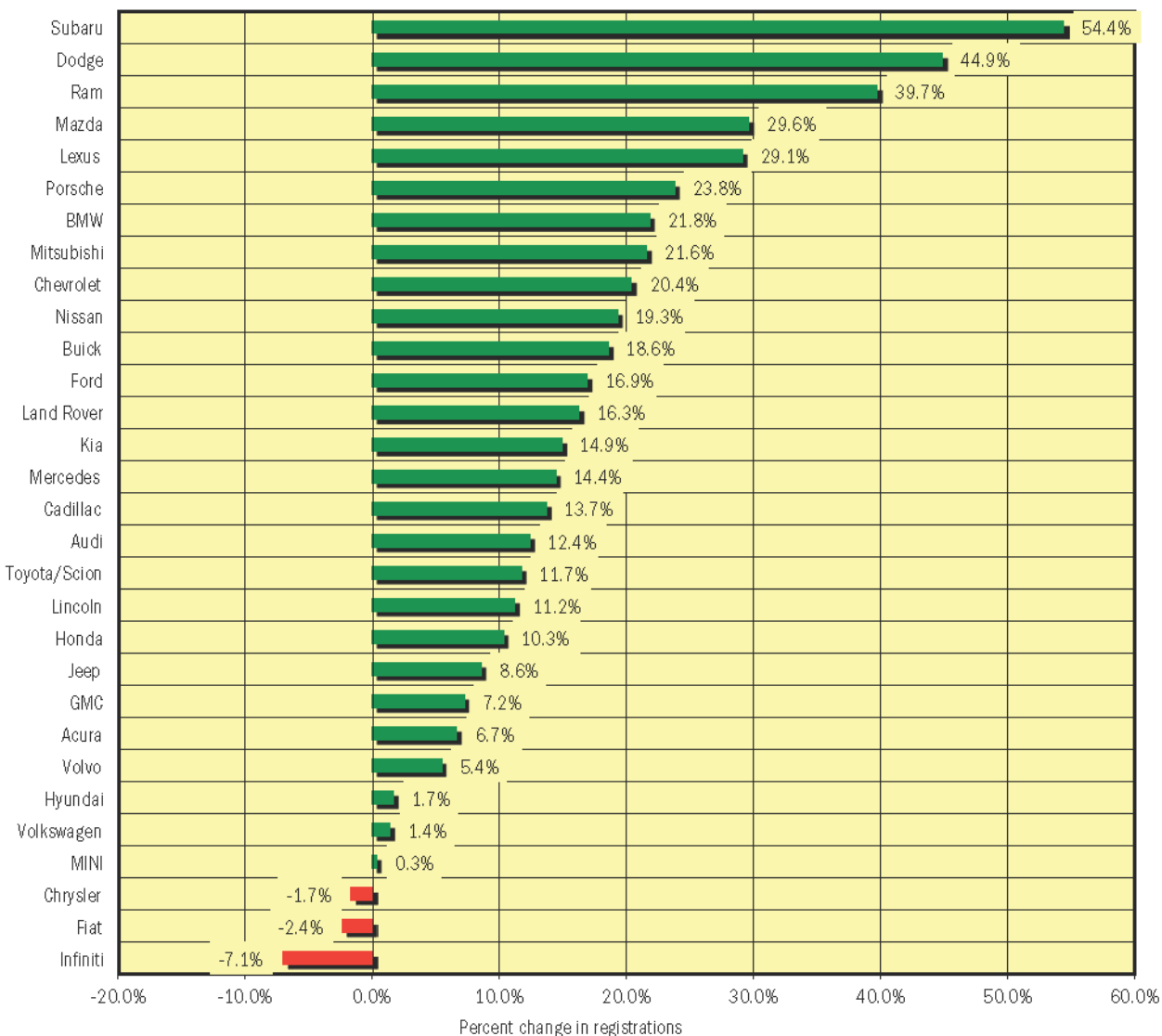
Los Angeles New Retail Car and Light Truck Registrations												
	November			Oct '13 and Nov '13 combined			Year-to-date thru November			YTD Market Share (%)		
	2012	2013	% chg.	2012	2013	% chg.	2012	2013	% chg.	2012	2013	Chg.
TOTAL	25,834	30,953	19.8%	54,180	62,346	15.1%	336,198	384,818	14.5%			
Acura	358	433	20.9%	784	847	8.0%	4,734	5,049	6.7%	1.4	1.3	-0.1
Audi	745	721	-3.2%	1,530	1,414	-7.6%	8,520	9,577	12.4%	2.5	2.5	0.0
BMW	1,384	1,782	28.8%	3,045	3,275	7.6%	16,965	20,665	21.8%	5.0	5.4	0.3
Buick	81	101	24.7%	176	218	23.9%	1,151	1,365	18.6%	0.3	0.4	0.0
Cadillac	227	256	12.8%	451	557	23.5%	3,044	3,462	13.7%	0.9	0.9	0.0
Chevrolet	1,180	1,549	31.3%	2,642	2,964	12.2%	15,689	18,890	20.4%	4.7	4.9	0.2
Chrysler	104	102	-1.9%	248	224	-9.7%	1,666	1,637	-1.7%	0.5	0.4	-0.1
Dodge	311	408	31.2%	682	878	28.7%	3,995	5,787	44.9%	1.2	1.5	0.3
Fiat	172	238	38.4%	365	520	42.5%	2,411	2,354	-2.4%	0.7	0.6	-0.1
Ford	1,709	2,058	20.4%	3,426	4,064	18.6%	22,283	26,053	16.9%	6.6	6.8	0.1
GMC	201	237	17.9%	378	484	28.0%	2,852	3,058	7.2%	0.8	0.8	-0.1
Honda	3,606	3,990	10.6%	7,665	8,443	10.2%	49,385	54,481	10.3%	14.7	14.2	-0.5
Hyundai	1,103	1,084	-1.7%	2,311	2,245	-2.9%	14,281	14,524	1.7%	4.2	3.8	-0.5
Infiniti	301	435	44.5%	647	922	42.5%	5,056	4,698	-7.1%	1.5	1.2	-0.3
Jaguar	44	78	77.3%	106	150	41.5%	908	867	-4.5%	0.3	0.2	0.0
Jeep	415	478	15.2%	882	1,027	16.4%	5,697	6,185	8.6%	1.7	1.6	-0.1
Kia	982	1,195	21.7%	2,228	2,411	8.2%	14,325	16,466	14.9%	4.3	4.3	0.0
Land Rover	192	239	24.5%	392	431	9.9%	2,364	2,749	16.3%	0.7	0.7	0.0
Lexus	1,116	1,364	22.2%	2,262	2,868	26.8%	12,862	16,605	29.1%	3.8	4.3	0.5
Lincoln	59	100	69.5%	139	183	31.7%	936	1,041	11.2%	0.3	0.3	0.0
Mazda	324	529	63.3%	734	1,002	36.5%	4,685	6,073	29.6%	1.4	1.6	0.2
Mercedes	2,298	2,619	14.0%	4,096	4,698	14.7%	22,261	25,472	14.4%	6.6	6.6	0.0
MINI	361	372	3.0%	657	690	5.0%	4,355	4,370	0.3%	1.3	1.1	-0.2
Mitsubishi	99	103	4.0%	234	238	1.7%	1,144	1,391	21.6%	0.3	0.4	0.0
Nissan	1,639	2,232	36.2%	3,643	4,562	25.2%	22,944	27,370	19.3%	6.8	7.1	0.3
Porsche	243	306	25.9%	473	580	22.6%	2,578	3,191	23.8%	0.8	0.8	0.1
Ram	135	181	34.1%	282	362	28.4%	1,465	2,047	39.7%	0.4	0.5	0.1
smart	57	31	-45.6%	106	63	-40.6%	369	413	11.9%	0.1	0.1	0.0
Subaru	346	578	67.1%	676	1,108	63.9%	4,087	6,310	54.4%	1.2	1.6	0.4
Tesla	0	110		0	274		0	1,251		0.0	0.3	0.3
Toyota/Scion	4,781	5,612	17.4%	10,243	11,888	16.1%	66,087	73,844	11.7%	19.7	19.2	-0.5
Volkswagen	1,105	1,200	8.6%	2,354	2,348	-0.3%	14,781	14,991	1.4%	4.4	3.9	-0.5
Volvo	106	118	11.3%	201	226	12.4%	1,615	1,703	5.4%	0.5	0.4	0.0
Other	50	114	128.0%	122	182	49.2%	703	879	25.0%	0.2	0.2	0.0

**Change in New Vehicle Segment Market Share - YTD '13 thru November v. YTD '12 thru November**

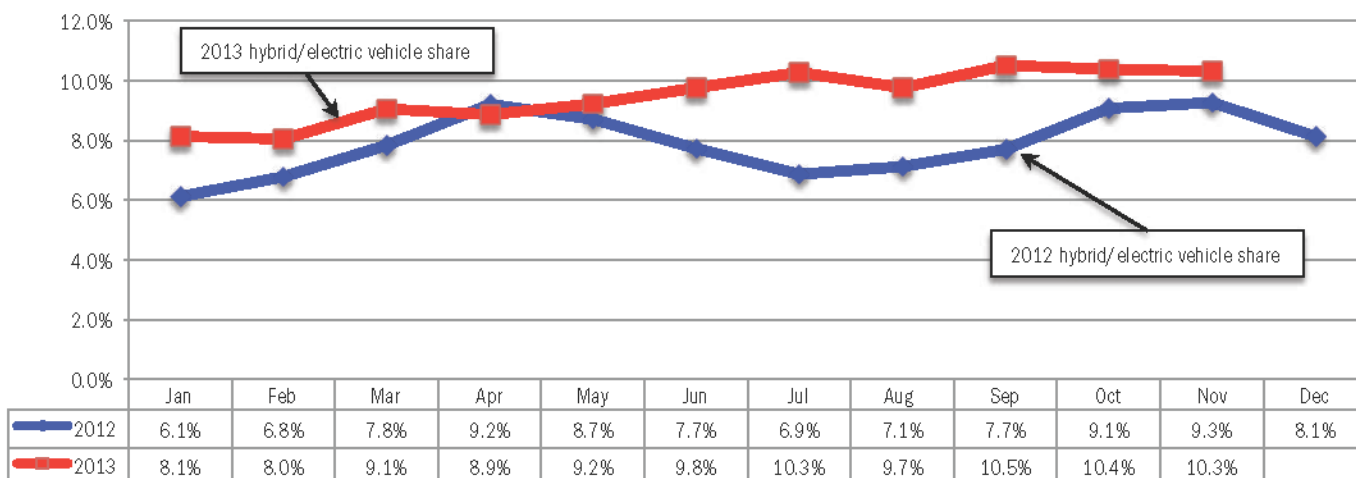


Data Source: AutoCount data from Experian Automotive.

**Percent Change in Brand Registrations  
YTD '13 thru November vs. YTD '12 thru November  
(Top 30 selling brands)**

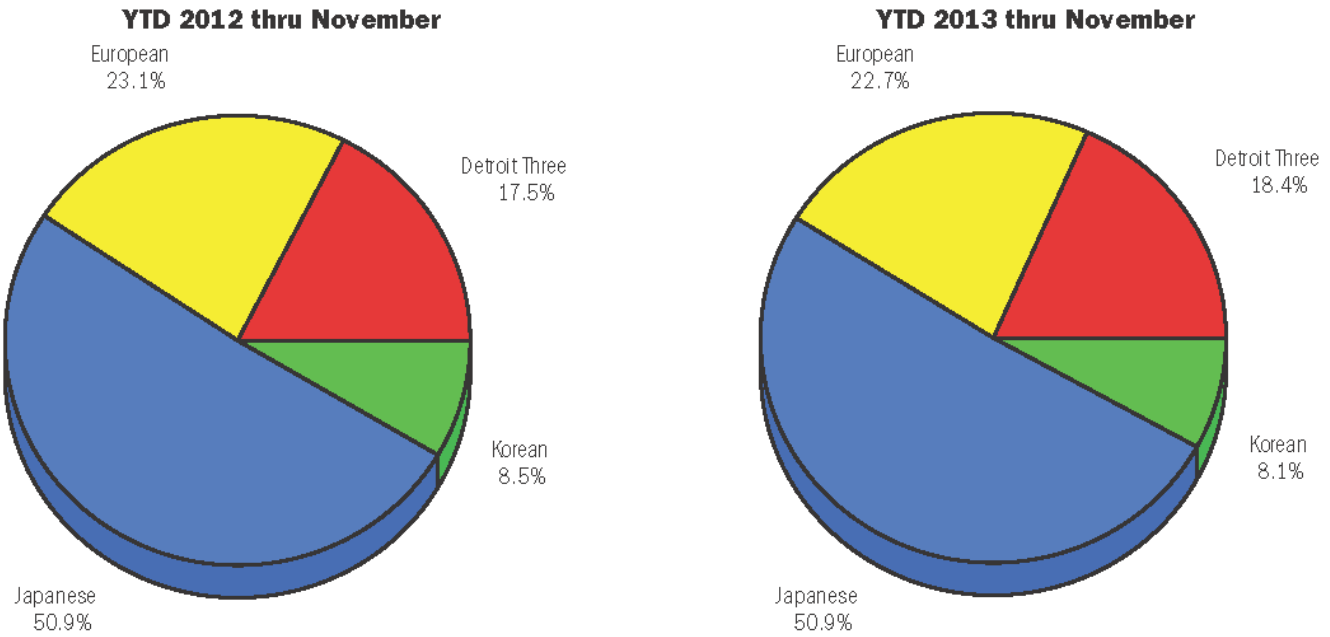


**Combined Hybrid and Electric Vehicle Market Share in LA County - 2012 and 2013 (thru November)**



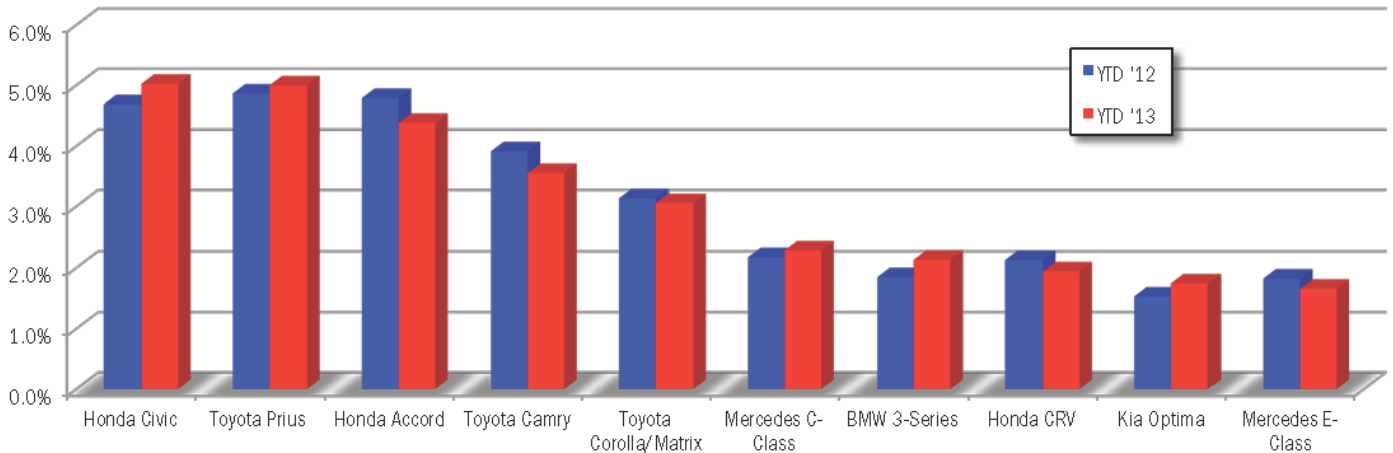
Data Source: AutoCount data from Experian Automotive.

**Market Share for Japanese, Detroit Three, European, and Korean Brands - YTD '12 and '13 thru Nov.**



Data Source: AutoCount data from Experian Automotive. Note: numbers may not add to 100% due to rounding.

**Market Share for Top 10 Selling Models in LA County - YTD '12 and '13 thru November**



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Published for:  
 Greater Los Angeles New Car Dealers Association  
 714 West Olympic Boulevard, Suite 601  
 Los Angeles, CA 90015  
 Phone: 213-748-0240  
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Published by:  
 Auto Outlook, Inc.  
 PO Box 390  
 Exton, PA 19341  
 Phone: 800-206-0102  
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 December 2013

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