

Los Angeles Auto OutlookTM

Comprehensive information on the LA County new vehicle market

Sponsored by:



YTD '25 thru April
% Change In
New Retail Market
vs. Year Earlier



Light trucks

+13.9%



Cars

+5.8%

Los Angeles County New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '24 thru Apr.	94,641	43,601	138,242
YTD '25 thru Apr.	107,786	46,141	153,927
% change	13.9%	5.8%	11.3%
Mar. '24 & Apr. '24	44,775	20,450	65,225
Mar. '25 & Apr. '25	54,695	23,917	78,612
% change	22.2%	17.0%	20.5%

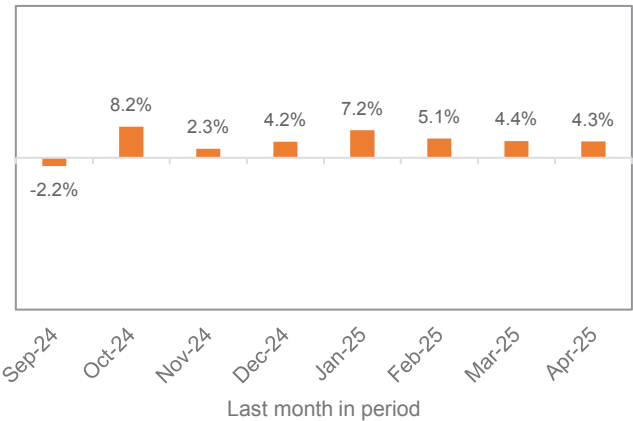
QUICK FACTS

LA County new retail light vehicle registrations increased 11.3% during the first four months of this versus year earlier. U.S. market was up 8.1%. The county market improved 20.5% in March and April of this year combined versus the same period in 2024.

Acura, Genesis, Cadillac, Chevrolet, Land Rover, GMC, Porsche, Mercedes, and Hyundai had the largest percentage increases in registrations so far this year (see page 4).

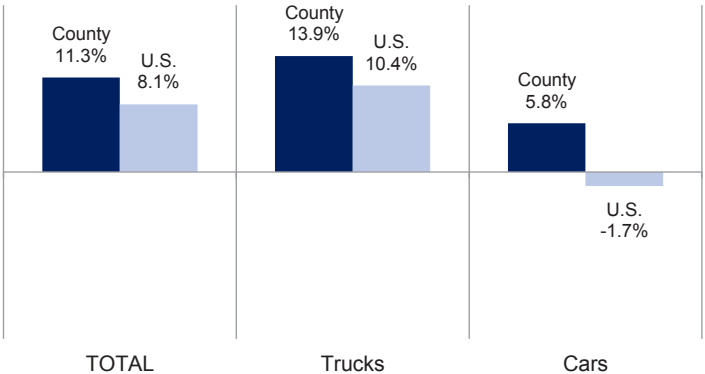
Data sourced from Experian Automotive. Figures for April 2025 are partially estimated.

Percent Change in
Three Month Moving Average of
New Retail Registrations versus Year Earlier



The graph above shows the year-over-year percent change in the three month moving average of new vehicle registrations. Data sourced from Experian Automotive.

Percent Change in LA County and U.S.
New Retail Light Vehicle Markets
YTD 2025 thru April vs. Year Earlier




The graph above compares the change in new retail car and light truck registrations in both the county and U.S. markets. Data sourced from Experian Automotive.


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

**Change in New Retail
Light Vehicle Registrations
YTD '25 thru April
vs. Year Earlier**

**DOMESTIC
BRANDS**
 **UP
4.6%**

**EUROPEAN
BRANDS**
 **UP
8.2%**

**JAPANESE
BRANDS**
 **UP
14.6%**

**OTHER ASIAN
BRANDS**
 **UP
23.0%**

Los Angeles County New Retail Car and Light Truck Registrations						
	YTD thru Apr.			YTD Market Share (%)		
	YTD '24	YTD '25	% chg.	YTD '24	YTD '25	Chg.
TOTAL	138,242	153,927	11.3%			
Cars	43,601	46,141	5.8%	31.5	30.0	-1.6
Trucks	94,641	107,786	13.9%	68.5	70.0	1.6
Domestic Brands	38,027	39,781	4.6%	27.5	25.8	-1.7
European Brands	27,542	29,790	8.2%	19.9	19.4	-0.6
Japanese Brands	60,111	68,900	14.6%	43.5	44.8	1.3
Other Asian Brands	12,562	15,456	23.0%	9.1	10.0	1.0
Acura	912	1,715	88.0%	0.7	1.1	0.5
Alfa Romeo	214	93	-56.5%	0.2	0.1	-0.1
Audi	4,371	3,592	-17.8%	3.2	2.3	-0.8
BMW	7,351	7,959	8.3%	5.3	5.2	-0.1
Buick	220	319	45.0%	0.2	0.2	0.0
Cadillac	1,027	1,449	41.1%	0.7	0.9	0.2
Chevrolet	5,261	6,920	31.5%	3.8	4.5	0.7
Chrysler	243	138	-43.2%	0.2	0.1	-0.1
Dodge	1,034	560	-45.8%	0.7	0.4	-0.4
Ford	6,101	7,268	19.1%	4.4	4.7	0.3
Genesis	645	986	52.9%	0.5	0.6	0.2
GMC	1,467	1,899	29.4%	1.1	1.2	0.2
Honda	17,666	20,142	14.0%	12.8	13.1	0.3
Hyundai	5,387	6,752	25.3%	3.9	4.4	0.5
Infiniti	661	509	-23.0%	0.5	0.3	-0.1
Jaguar	106	50	-52.8%	0.1	0.0	0.0
Jeep	2,513	2,289	-8.9%	1.8	1.5	-0.3
Kia	6,303	7,633	21.1%	4.6	5.0	0.4
Land Rover	1,666	2,173	30.4%	1.2	1.4	0.2
Lexus	7,049	7,218	2.4%	5.1	4.7	-0.4
Lincoln	382	407	6.5%	0.3	0.3	0.0
Maserati	212	103	-51.4%	0.2	0.1	-0.1
Mazda	2,743	3,374	23.0%	2.0	2.2	0.2
Mercedes	6,910	8,663	25.4%	5.0	5.6	0.6
MINI	542	453	-16.4%	0.4	0.3	-0.1
Mitsubishi	297	344	15.8%	0.2	0.2	0.0
Nissan	4,500	5,203	15.6%	3.3	3.4	0.1
Polestar	126	153	21.4%	0.1	0.1	0.0
Porsche	1,395	1,774	27.2%	1.0	1.2	0.1
Ram	1,075	1,127	4.8%	0.8	0.7	0.0
Rivian	857	911	6.3%	0.6	0.6	0.0
Subaru	4,046	4,538	12.2%	2.9	2.9	0.0
Tesla	17,560	16,093	-8.4%	12.7	10.5	-2.2
Toyota	22,237	25,857	16.3%	16.1	16.8	0.7
Volkswagen	2,961	2,792	-5.7%	2.1	1.8	-0.3
Volvo	1,281	1,494	16.6%	0.9	1.0	0.0
Other	921	977	6.1%	0.7	0.6	0.0

Top ten are shaded yellow. Other Asian brands include Genesis, Hyundai, Kia, and VINFast.

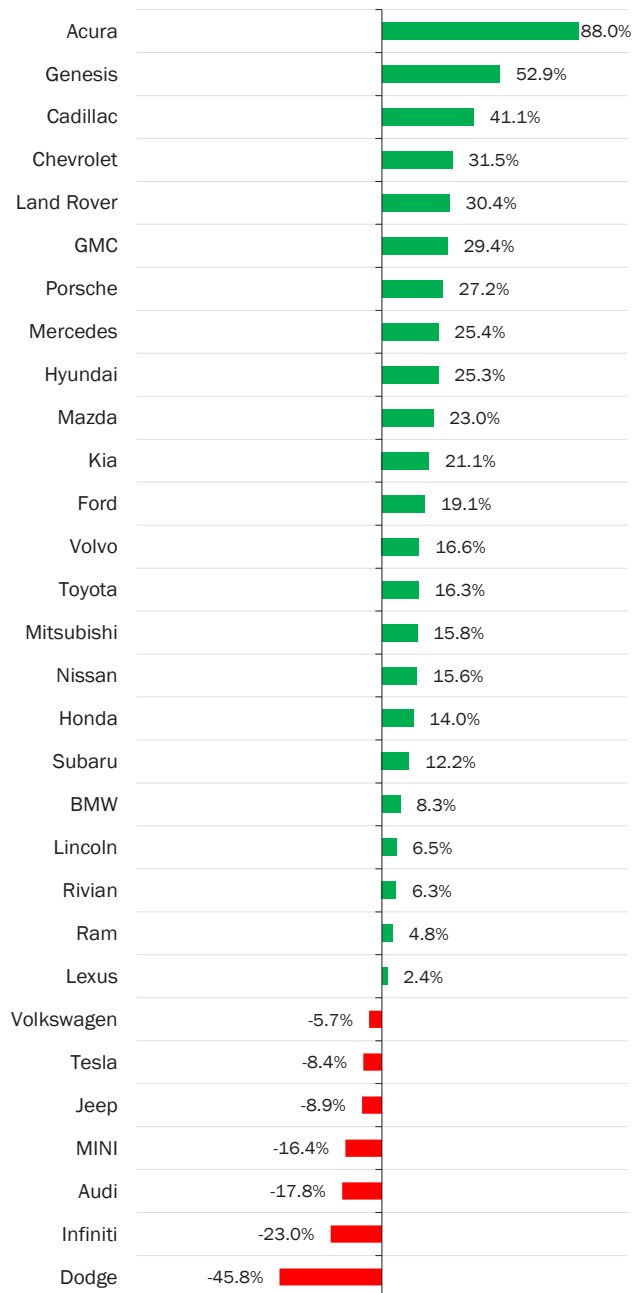
Data sourced from Experian Automotive.

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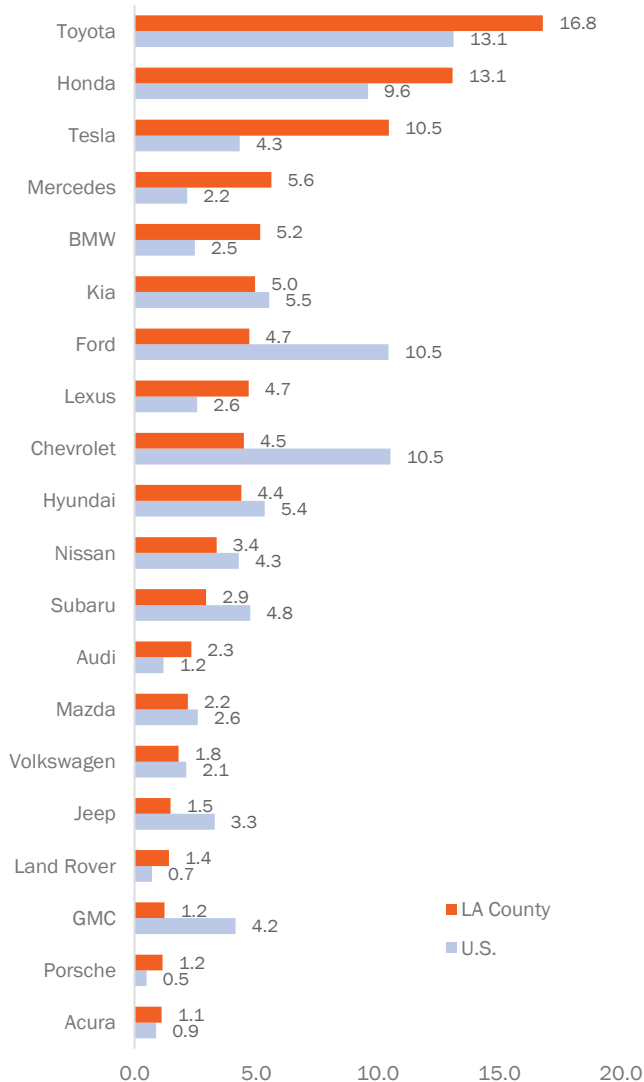
BRAND RESULTS



**Percent Change in Registrations
YTD '25 thru April vs. Year Earlier
(Top 30 selling brands)**

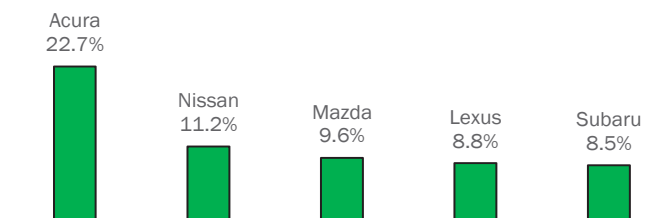


**County and U.S. Market Share
YTD '25 thru April
(Top 20 selling brands in county)**



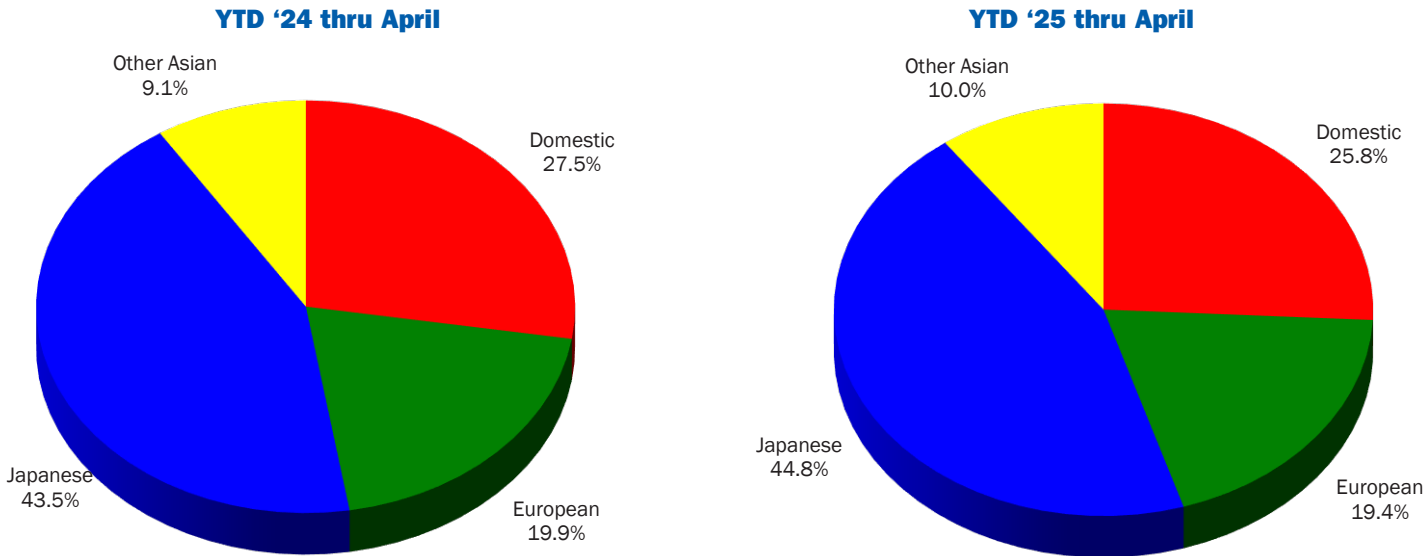
Brands On the Move

Largest % increases in registrations
during past 3 months (Feb '25 thru Apr '25) vs.
preceding 3 months (Nov '24 thru Jan '25)
Among top 20 selling brands

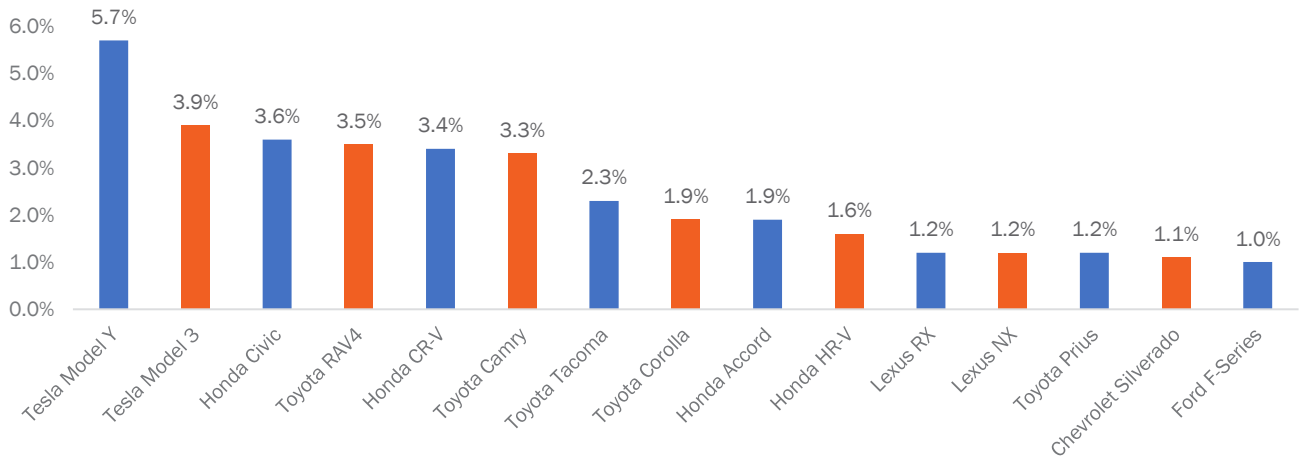


Registrations increased by more than 25% for Acura, Genesis, Cadillac, Chevrolet, Land Rover, GMC, Porsche, Mercedes, and Hyundai

Market Share for Japanese, Domestic, European, and Korean Brands



Market Share for Top 15 Selling Models in LA County - YTD '25 thru April



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