

Los Angeles Auto OutlookTM

Comprehensive information on the LA County new vehicle market

Sponsored by:



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



Light trucks

+2.9%



Cars

-2.4%

Los Angeles County New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '24 thru Aug.	198,839	88,970	287,809
YTD '25 thru Aug.	204,508	86,814	291,322
% change	2.9%	-2.4%	1.2%
July '24 & Aug. '24	50,137	22,228	72,365
July '25 & Aug. '25	50,722	20,029	70,751
% change	1.2%	-9.9%	-2.2%

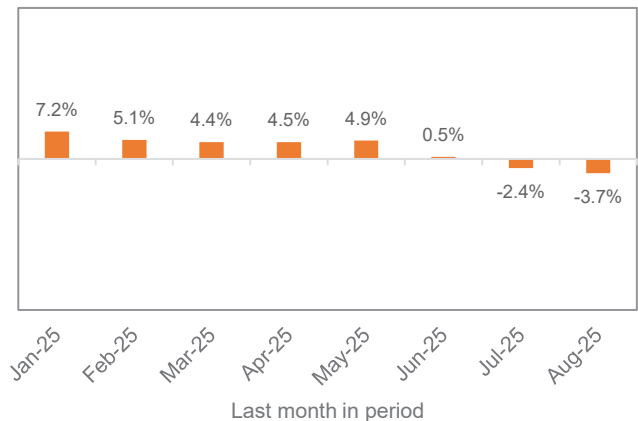
Data sourced from Experian Automotive. Figures for August 2025 are partially estimated.

QUICK FACTS

LA County new retail light vehicle registrations increased 1.2% during the first eight months of this versus year earlier. U.S. market was up 6%. The county market slipped 2.2% in July and August of this year combined versus the same period in 2024. The decline was due primarily to very strong results in August of last year.

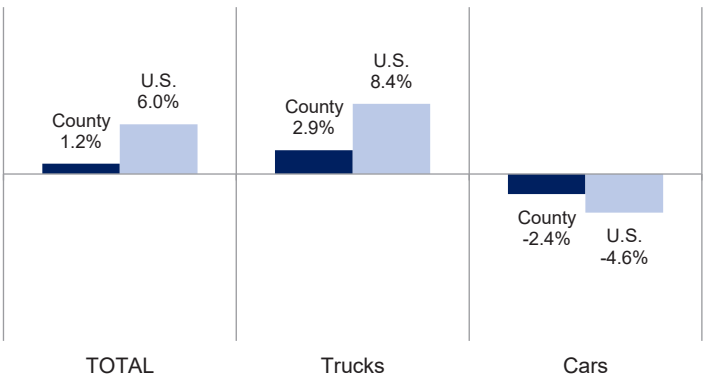
Seven brands had increases of greater than 17% so far this year: Acura, Genesis, Mercedes, Land Rover, Cadillac, Buick, and Chevrolet (see page 4).

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 August 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 August
vs. Year Earlier**

**DOMESTIC
BRANDS**
 **DOWN
7.1%**

**EUROPEAN
BRANDS**
 **DOWN
0.8%**

**JAPANESE
BRANDS**
 **UP
6.1%**

**OTHER ASIAN
BRANDS**
 **UP
7.5%**

Los Angeles County New Retail Car and Light Truck Registrations						
	YTD thru Aug.			YTD Market Share (%)		
	YTD '24	YTD '25	% chg.	YTD '24	YTD '25	Chg.
TOTAL	287,809	291,322	1.2%			
Cars	88,970	86,814	-2.4%	30.9	29.8	-1.1
Trucks	198,839	204,508	2.9%	69.1	70.2	1.1
Domestic Brands	81,392	75,617	-7.1%	28.3	26.0	-2.3
European Brands	53,740	53,329	-0.8%	18.7	18.3	-0.4
Japanese Brands	125,088	132,706	6.1%	43.5	45.6	2.1
Other Asian Brands	27,589	29,670	7.5%	9.6	10.2	0.6
Acura	2,011	3,553	76.7%	0.7	1.2	0.5
Alfa Romeo	381	145	-61.9%	0.1	0.0	-0.1
Audi	7,817	6,572	-15.9%	2.7	2.3	-0.5
BMW	15,061	14,205	-5.7%	5.2	4.9	-0.4
Buick	494	586	18.6%	0.2	0.2	0.0
Cadillac	2,397	2,864	19.5%	0.8	1.0	0.2
Chevrolet	11,521	13,572	17.8%	4.0	4.7	0.7
Chrysler	448	266	-40.6%	0.2	0.1	-0.1
Dodge	2,034	884	-56.5%	0.7	0.3	-0.4
Ford	12,727	14,114	10.9%	4.4	4.8	0.4
Genesis	1,391	2,013	44.7%	0.5	0.7	0.2
GMC	3,335	3,557	6.7%	1.2	1.2	0.1
Honda	37,101	37,368	0.7%	12.9	12.8	-0.1
Hyundai	12,495	12,894	3.2%	4.3	4.4	0.1
Infiniti	1,225	808	-34.0%	0.4	0.3	-0.1
Jaguar	187	101	-46.0%	0.1	0.0	0.0
Jeep	4,639	4,562	-1.7%	1.6	1.6	0.0
Kia	13,371	14,624	9.4%	4.6	5.0	0.4
Land Rover	3,091	3,773	22.1%	1.1	1.3	0.2
Lexus	14,626	14,644	0.1%	5.1	5.0	-0.1
Lincoln	794	736	-7.3%	0.3	0.3	0.0
Maserati	351	150	-57.3%	0.1	0.1	-0.1
Mazda	6,048	6,242	3.2%	2.1	2.1	0.0
Mercedes	13,177	16,098	22.2%	4.6	5.5	0.9
MINI	850	837	-1.5%	0.3	0.3	0.0
Mitsubishi	614	541	-11.9%	0.2	0.2	0.0
Nissan	10,059	10,366	3.1%	3.5	3.6	0.1
Polestar	489	280	-42.7%	0.2	0.1	-0.1
Porsche	3,036	3,152	3.8%	1.1	1.1	0.0
Ram	1,956	2,163	10.6%	0.7	0.7	0.1
Rivian	1,822	1,659	-8.9%	0.6	0.6	-0.1
Subaru	8,004	7,755	-3.1%	2.8	2.7	-0.1
Tesla	38,610	30,015	-22.3%	13.4	10.3	-3.1
Toyota	45,400	51,429	13.3%	15.8	17.7	1.9
Volkswagen	5,818	4,606	-20.8%	2.0	1.6	-0.4
Volvo	2,622	2,546	-2.9%	0.9	0.9	0.0
Other	1,807	1,642	-9.1%	0.6	0.6	-0.1

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

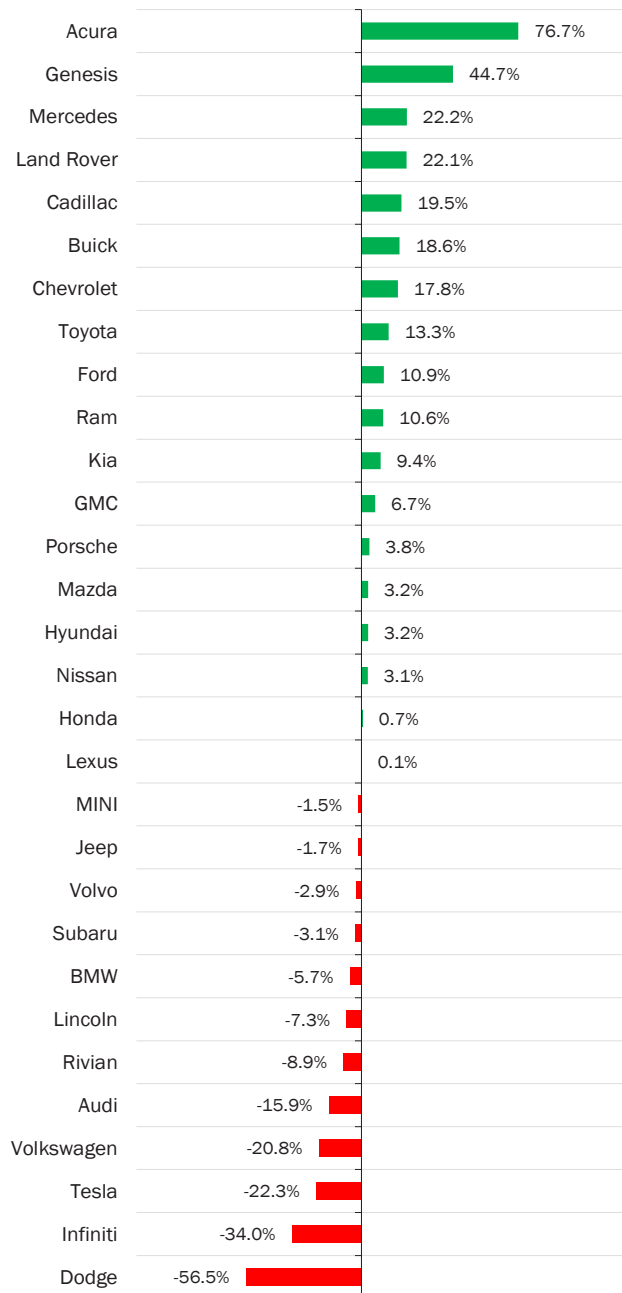
Data sourced from Experian Automotive.

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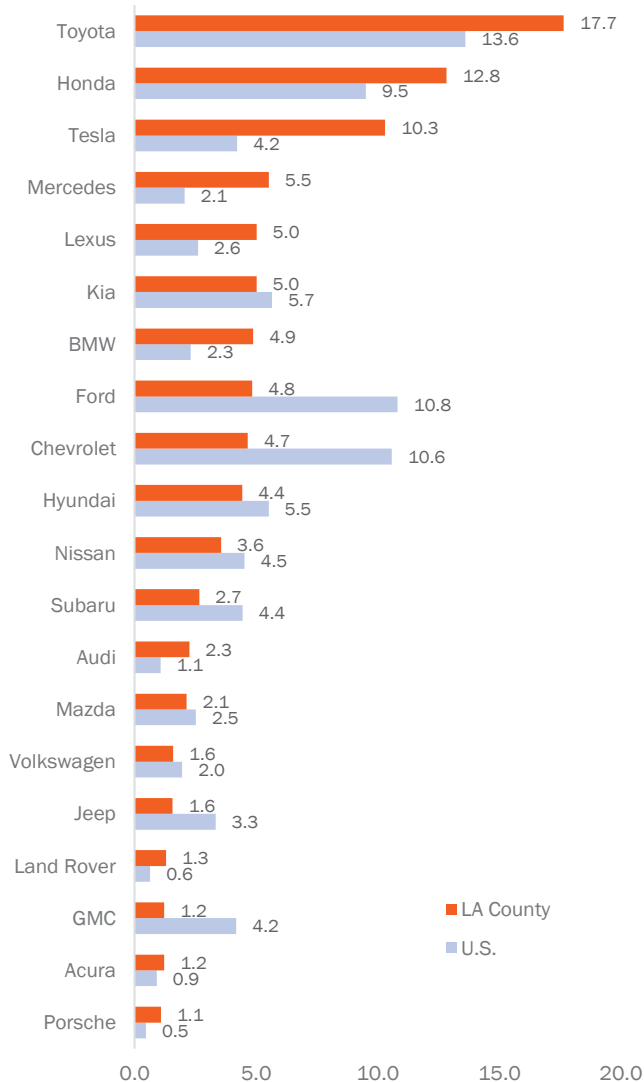
BRAND RESULTS



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

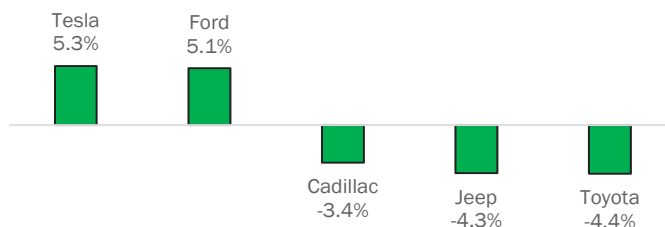


County and U.S. Market Share YTD '25 thru August (Top 20 selling brands in county)



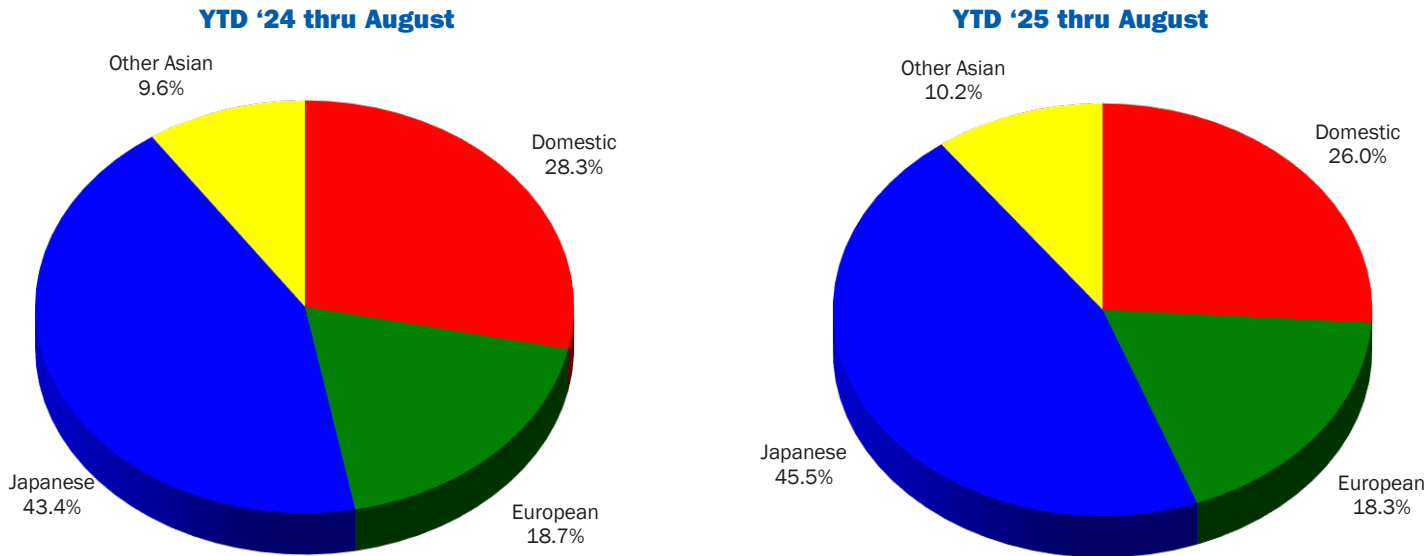
Brands On the Move

Largest % increases in registrations
(or smallest decreases)
during past 3 months (Jun '25 thru Aug '25) vs.
preceding 3 months (Mar '25 thru May '25)
Among top 20 selling brands

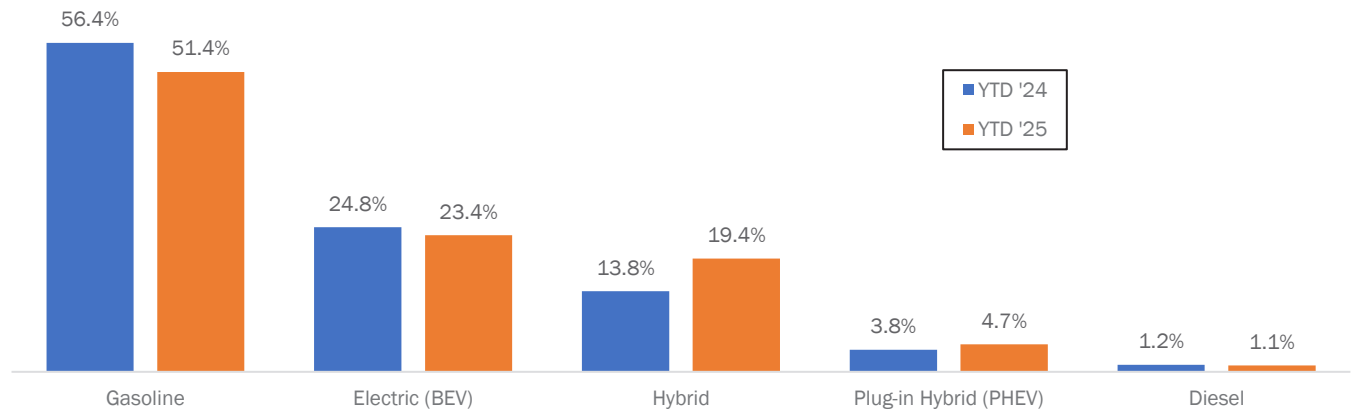


Registrations increased by more than 17% for Acura, Genesis, Mercedes, Land Rover, Cadillac, Buick, and Chevrolet.

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



Market Shares by Powertrain Type - YTD '24 and '25, thru August



The graph above shows market share by powertrain type during the first eight months of 2024 and 2025. Hybrids exclude mild hybrid vehicles. Data sourced from Experian Automotive.

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