

# Los Angeles Auto Outlook <sup>TM</sup>

Comprehensive information on the LA County new vehicle market

Sponsored by:



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



Light trucks  
**+6.2%**



Cars  
**-4.2%**

## Los Angeles County New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '24 thru Feb.	49,866	23,153	73,019
YTD '25 thru Feb.	52,938	22,185	75,123
<b>% change</b>	<b>6.2%</b>	<b>-4.2%</b>	<b>2.9%</b>
Feb-24	26,024	12,334	38,358
Feb-25	20,204	9,070	29,274
<b>% change</b>	<b>-22.4%</b>	<b>-26.5%</b>	<b>-23.7%</b>

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

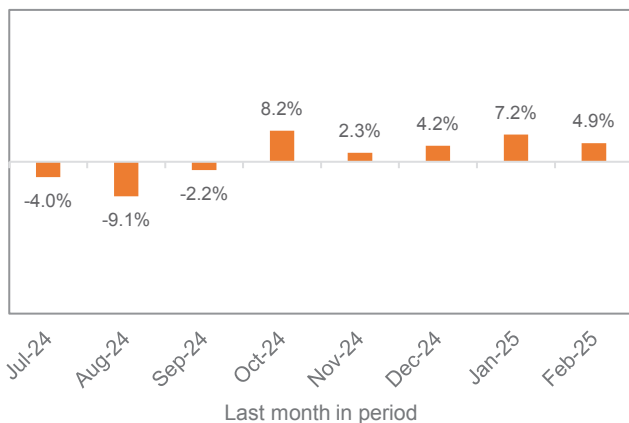
## QUICK FACTS

LA County new retail light vehicle registrations increased 2.9% during the first two months of this versus year earlier. U.S. market was up 4.5%.

Due to the customary lag in reporting registrations, the full impact of the recent wildfires was reflected in February registrations, which declined 23.7% vs. February of 2024.

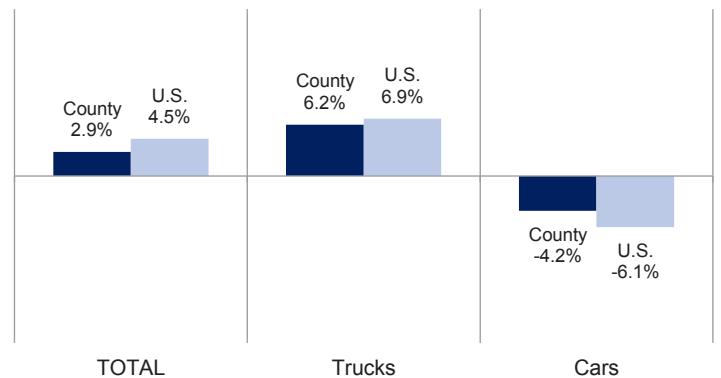
Genesis, Acura, Hyundai, and Cadillac had the largest percentage increases in registrations so far this year (see page 4).

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 February 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 February  
vs. Year Earlier**

**DOMESTIC  
BRANDS**  
 **DOWN  
6.5%**

**EUROPEAN  
BRANDS**  
 **UP  
1.5%**

**JAPANESE  
BRANDS**  
 **UP  
5.7%**

**OTHER ASIAN  
BRANDS**  
 **UP  
23.2%**

Los Angeles County New Retail Car and Light Truck Registrations						
	YTD thru Feb.			YTD Market Share (%)		
	YTD '24	YTD '25	% chg.	YTD '24	YTD '25	Chg.
TOTAL	73,019	75,123	2.9%			
Cars	23,153	22,185	-4.2%	31.7	29.5	-2.2
Trucks	49,866	52,938	6.2%	68.3	70.5	2.2
Domestic Brands	20,619	19,272	-6.5%	28.2	25.7	-2.6
European Brands	14,948	15,166	1.5%	20.5	20.2	-0.3
Japanese Brands	31,243	33,038	5.7%	42.8	44.0	1.2
Other Asian Brands	6,209	7,647	23.2%	8.5	10.2	1.7
Acura	530	851	60.6%	0.7	1.1	0.4
Alfa Romeo	136	50	-63.2%	0.2	0.1	-0.1
Audi	2,304	1,700	-26.2%	3.2	2.3	-0.9
BMW	4,017	4,136	3.0%	5.5	5.5	0.0
Buick	116	147	26.7%	0.2	0.2	0.0
Cadillac	534	744	39.3%	0.7	1.0	0.3
Chevrolet	2,844	3,381	18.9%	3.9	4.5	0.6
Chrysler	130	66	-49.2%	0.2	0.1	-0.1
Dodge	456	291	-36.2%	0.6	0.4	-0.2
Ford	2,997	3,684	22.9%	4.1	4.9	0.8
Genesis	320	522	63.1%	0.4	0.7	0.3
GMC	774	961	24.2%	1.1	1.3	0.2
Honda	8,971	9,748	8.7%	12.3	13.0	0.7
Hyundai	2,396	3,394	41.7%	3.3	4.5	1.2
Infiniti	372	260	-30.1%	0.5	0.3	-0.2
Jaguar	49	26	-46.9%	0.1	0.0	0.0
Jeep	1,340	1,121	-16.3%	1.8	1.5	-0.3
Kia	3,460	3,696	6.8%	4.7	4.9	0.2
Land Rover	885	1,119	26.4%	1.2	1.5	0.3
Lexus	3,798	3,279	-13.7%	5.2	4.4	-0.8
Lincoln	176	179	1.7%	0.2	0.2	0.0
Maserati	82	40	-51.2%	0.1	0.1	-0.1
Mazda	1,442	1,548	7.4%	2.0	2.1	0.1
Mercedes	3,735	4,249	13.8%	5.1	5.7	0.5
MINI	290	209	-27.9%	0.4	0.3	-0.1
Mitsubishi	116	132	13.8%	0.2	0.2	0.0
Nissan	2,102	2,383	13.4%	2.9	3.2	0.3
Polestar	77	80	3.9%	0.1	0.1	0.0
Porsche	883	902	2.2%	1.2	1.2	0.0
Ram	601	593	-1.3%	0.8	0.8	0.0
Rivian	392	407	3.8%	0.5	0.5	0.0
Subaru	2,084	2,209	6.0%	2.9	2.9	0.1
Tesla	10,088	7,532	-25.3%	13.8	10.0	-3.8
Toyota	11,828	12,628	6.8%	16.2	16.8	0.6
Volkswagen	1,586	1,555	-2.0%	2.2	2.1	-0.1
Volvo	704	844	19.9%	1.0	1.1	0.2
Other	404	457	13.1%	0.6	0.6	0.1

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

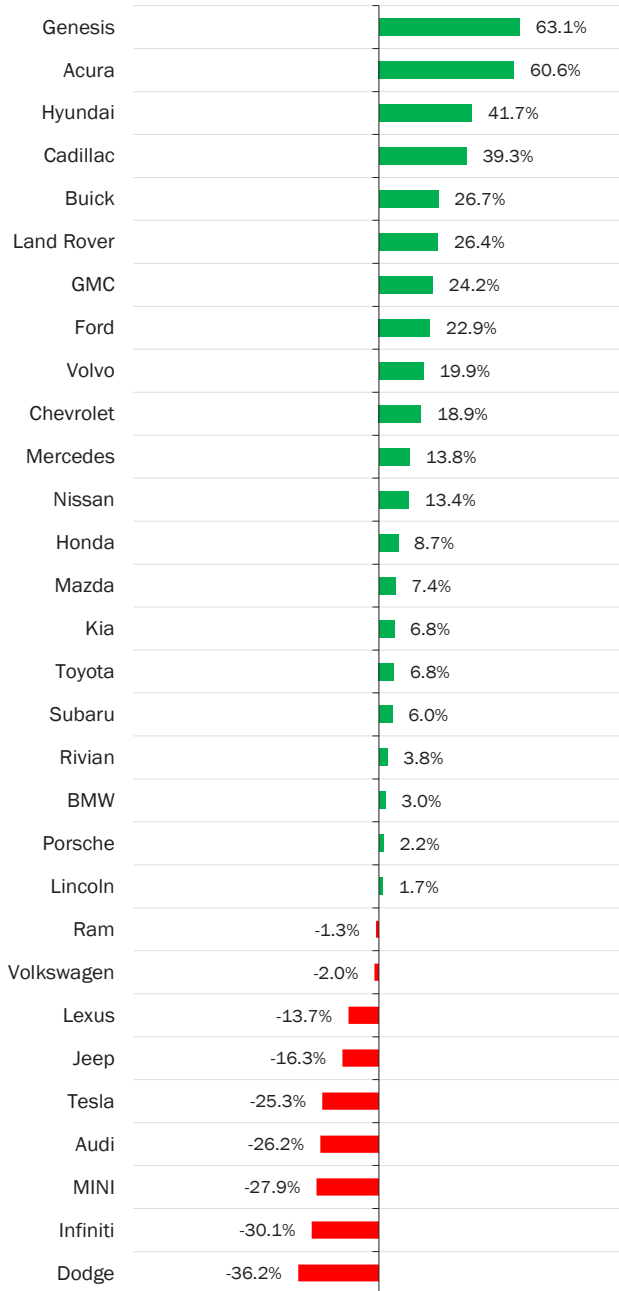
Data sourced from Experian Automotive.

At Auto Outlook, we strive to provide accurate analyses based upon the data available to us. Auto Outlook can make no representation or warranty with respect to the accuracy or completeness of the data we provide or the projections that we make based upon such data. Auto Outlook expressly disclaims any such warranties, and undue reliance should not be placed on any analysis. Auto Outlook undertakes no obligation to revise any forecasts or analyses, whether as a result of any new data, the occurrence of future events, or otherwise.

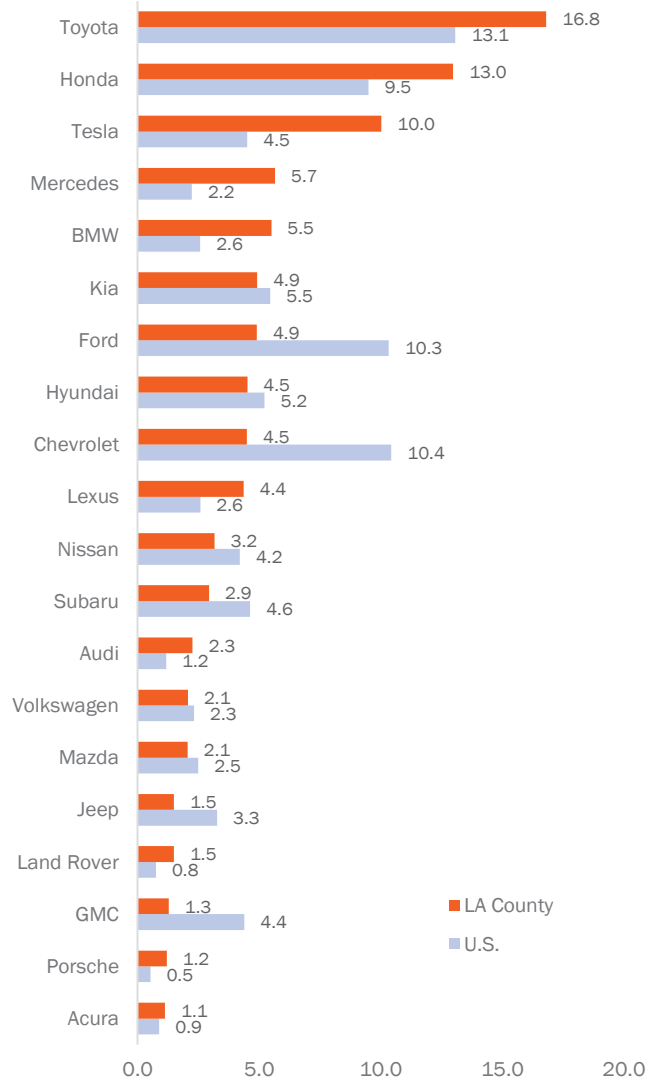
**BRAND RESULTS**



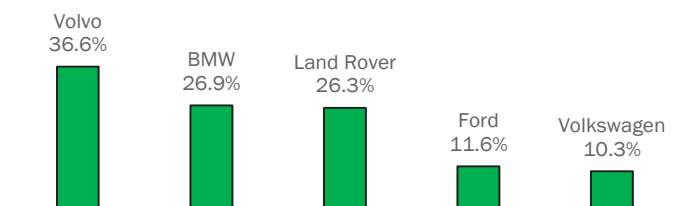
**Percent Change in Registrations  
YTD '25 thru February vs. Year Earlier  
(Top 30 selling brands)**



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



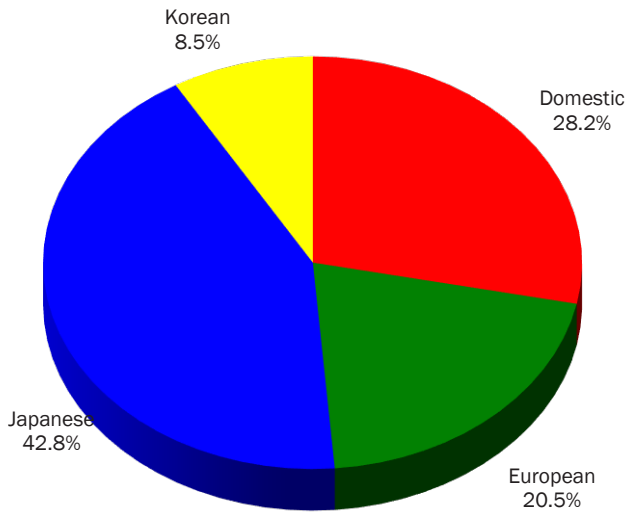
**Brands On the Move**  
Largest % increases in registrations during past 3 months (Dec '24 thru Feb '25) vs. preceding 3 months (Sep '24 thru Nov '24) Among top 20 selling brands



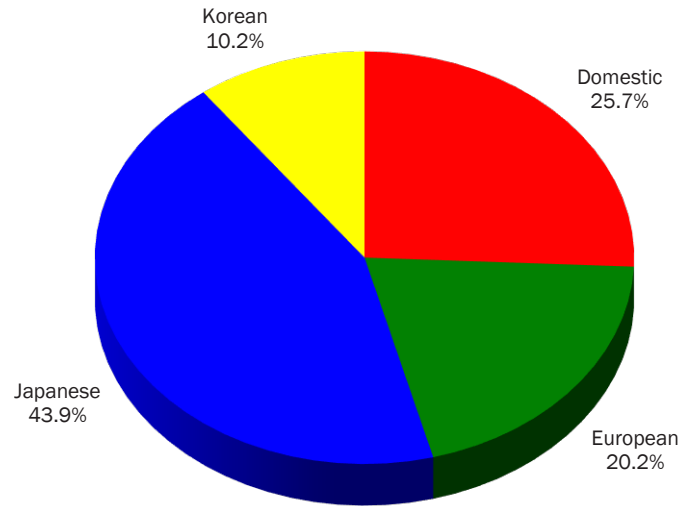
Registrations increased by more than 20% for Genesis, Acura, Hyundai, Cadillac, Buick, Land Rover, GMC, and Ford.

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

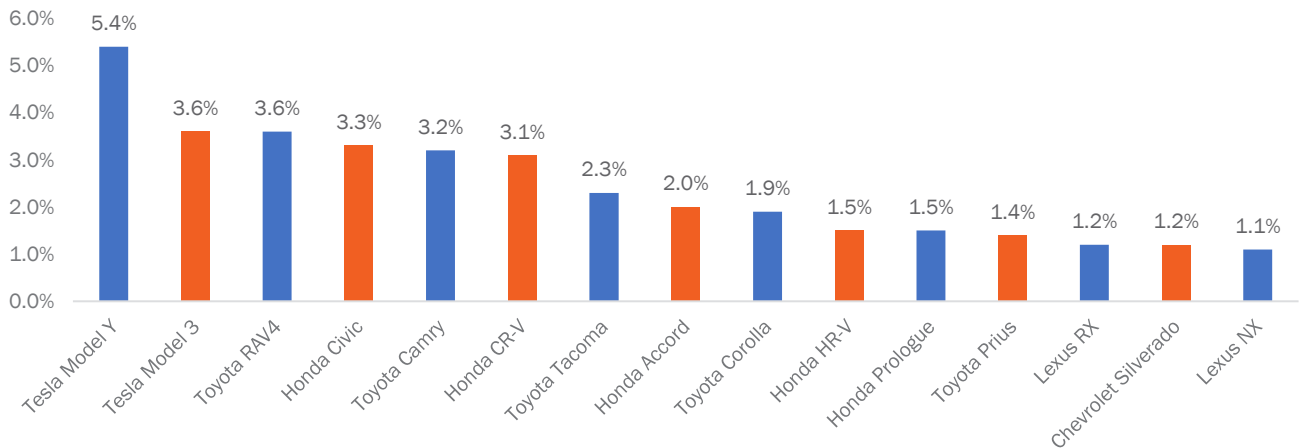
YTD '24 thru February



YTD '25 thru February



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



Los Angeles Auto Outlook

Published for:  
 Greater Los Angeles New Car Dealers Association  
 2233 Honolulu Avenue #303  
 Montrose, CA 91020  
 Phone: 213-748-0240  
 www.glanccda.org

Published by:  
 Auto Outlook, Inc.  
 PO Box 390  
 Exton, PA 19341  
 Phone: 610-640-1233  
 Email: autooutlook@icloud.com

Copyright Auto Outlook, Inc., March 2025

Los Angeles Auto Outlook is distributed free of charge to all members of the Greater Los Angeles New Car Dealers Association. The publication is sponsored and supported by GLANCCDA. Los Angeles Auto Outlook is published and edited by Auto Outlook, Inc., an independent automotive market research firm. Opinions in Los Angeles Auto Outlook are solely those of Auto Outlook, Inc., and are not necessarily shared by GLANCCDA.

Any material quoted must be attributed to Los Angeles Auto Outlook, published by Auto Outlook, Inc. on behalf of the Greater Los Angeles New Car Dealers Association. Data source must also be shown as "Data sourced from Experian Automotive." Please contact GLANCCDA with any questions or comments regarding the publication.