

Los Angeles Auto OutlookTM

Comprehensive information on the LA County new vehicle market

Sponsored by:



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



Light trucks

+5.9%



Cars

+0.1%

Los Angeles County New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '24 thru May	123,864	56,324	180,188
YTD '25 thru May	131,190	56,355	187,545
% change	5.9%	0.1%	4.1%
Apr. '24 & May '24	53,387	23,956	77,343
Apr. '25 & May '25	55,537	24,609	80,146
% change	4.0%	2.7%	3.6%

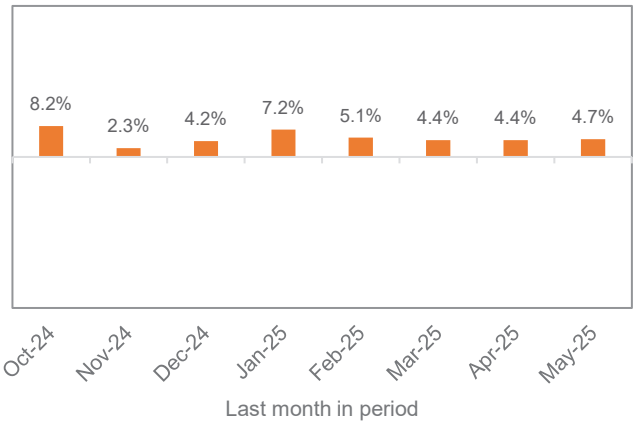
Data sourced from Experian Automotive. Figures for May 2025 are partially estimated.

QUICK FACTS

LA County new retail light vehicle registrations increased 4.1% during the first five months of this versus year earlier. U.S. market was up 7.3%. The county market improved 3.6% in April and May of this year combined versus the same period in 2024. Registrations declined in May of this year versus year earlier

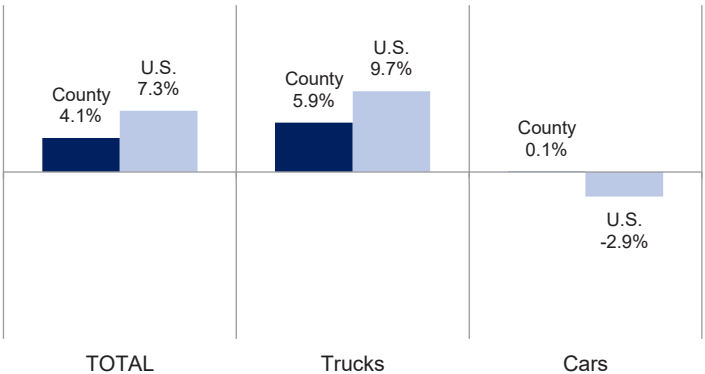
Electric vehicle market share has declined so far this versus year earlier. Hybrid vehicle share reached 19.2% (see page 4).

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 May 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 June 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 May
vs. Year Earlier

**DOMESTIC
BRANDS**
 **DOWN**
4.1%

**EUROPEAN
BRANDS**
 **UP**
2.0%

**JAPANESE
BRANDS**
 **UP**
8.0%

**OTHER ASIAN
BRANDS**
 **UP**
14.0%

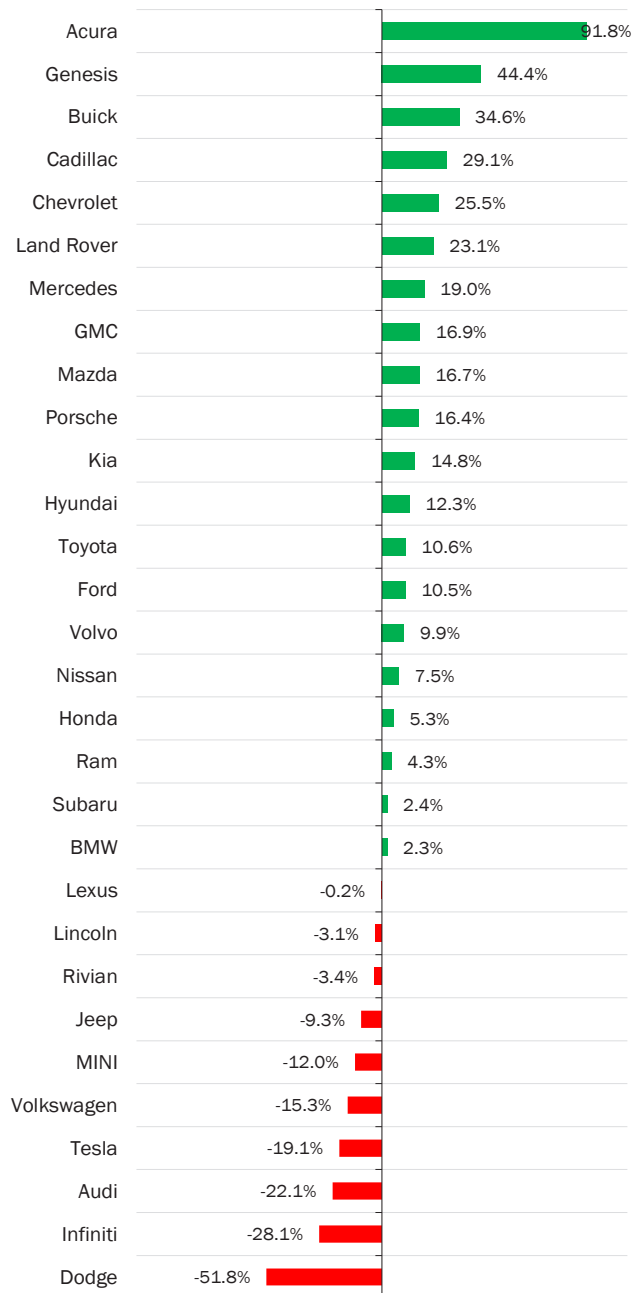
Los Angeles County New Retail Car and Light Truck Registrations									
	Three Month Period Mar. '25 thru May '25			YTD thru May			YTD Market Share (%)		
	Yr. Ago	Current	% chg.	YTD '24	YTD '25	% chg.	YTD '24	YTD '25	Chg.
TOTAL	107,170	112,217	4.7%	180,188	187,545	4.1%			
Cars	33,174	34,127	2.9%	56,324	56,355	0.1%	31.3	30.0	-1.2
Trucks	73,996	78,090	5.5%	123,864	131,190	5.9%	68.7	70.0	1.2
Domestic Brands	28,837	28,059	-2.7%	49,461	47,434	-4.1%	27.4	25.3	-2.2
European Brands	20,150	20,632	2.4%	35,096	35,805	2.0%	19.5	19.1	-0.4
Japanese Brands	47,755	52,224	9.4%	78,995	85,340	8.0%	43.8	45.5	1.7
Other Asian Brands	10,428	11,302	8.4%	16,636	18,966	14.0%	9.2	10.1	0.9
Acura	659	1,428	116.7%	1,189	2,280	91.8%	0.7	1.2	0.6
Alfa Romeo	140	54	-61.4%	276	108	-60.9%	0.2	0.1	-0.1
Audi	3,164	2,561	-19.1%	5,468	4,261	-22.1%	3.0	2.3	-0.8
BMW	5,536	5,639	1.9%	9,551	9,773	2.3%	5.3	5.2	-0.1
Buick	178	246	38.2%	295	397	34.6%	0.2	0.2	0.0
Cadillac	866	1,043	20.4%	1,402	1,810	29.1%	0.8	1.0	0.2
Chevrolet	3,985	5,167	29.7%	6,829	8,569	25.5%	3.8	4.6	0.8
Chrysler	181	108	-40.3%	311	175	-43.7%	0.2	0.1	-0.1
Dodge	941	384	-59.2%	1,397	674	-51.8%	0.8	0.4	-0.4
Ford	4,938	5,047	2.2%	7,935	8,766	10.5%	4.4	4.7	0.3
Genesis	540	709	31.3%	860	1,242	44.4%	0.5	0.7	0.2
GMC	1,191	1,328	11.5%	1,967	2,300	16.9%	1.1	1.2	0.1
Honda	14,166	14,605	3.1%	23,136	24,354	5.3%	12.8	13.0	0.1
Hyundai	4,965	4,871	-1.9%	7,361	8,269	12.3%	4.1	4.4	0.3
Infiniti	454	334	-26.4%	826	594	-28.1%	0.5	0.3	-0.1
Jaguar	72	40	-44.4%	121	66	-45.5%	0.1	0.0	0.0
Jeep	1,833	1,755	-4.3%	3,173	2,879	-9.3%	1.8	1.5	-0.2
Kia	4,685	5,651	20.6%	8,144	9,348	14.8%	4.5	5.0	0.5
Land Rover	1,209	1,458	20.6%	2,094	2,577	23.1%	1.2	1.4	0.2
Lexus	5,398	5,894	9.2%	9,195	9,174	-0.2%	5.1	4.9	-0.2
Lincoln	340	322	-5.3%	517	501	-3.1%	0.3	0.3	0.0
Maserati	178	88	-50.6%	260	128	-50.8%	0.1	0.1	-0.1
Mazda	2,193	2,695	22.9%	3,635	4,243	16.7%	2.0	2.3	0.2
Mercedes	4,992	6,126	22.7%	8,727	10,381	19.0%	4.8	5.5	0.7
MINI	341	345	1.2%	631	555	-12.0%	0.4	0.3	-0.1
Mitsubishi	278	262	-5.8%	394	397	0.8%	0.2	0.2	0.0
Nissan	3,966	4,138	4.3%	6,070	6,526	7.5%	3.4	3.5	0.1
Polestar	81	123	51.9%	158	203	28.5%	0.1	0.1	0.0
Porsche	951	1,232	29.5%	1,834	2,134	16.4%	1.0	1.1	0.1
Ram	715	776	8.5%	1,316	1,372	4.3%	0.7	0.7	0.0
Rivian	680	629	-7.5%	1,072	1,036	-3.4%	0.6	0.6	0.0
Subaru	3,140	3,138	-0.1%	5,224	5,347	2.4%	2.9	2.9	0.0
Tesla	12,750	10,948	-14.1%	22,837	18,483	-19.1%	12.7	9.9	-2.8
Toyota	17,501	19,730	12.7%	29,326	32,425	10.6%	16.3	17.3	1.0
Volkswagen	2,216	1,666	-24.8%	3,802	3,220	-15.3%	2.1	1.7	-0.4
Volvo	930	953	2.5%	1,634	1,796	9.9%	0.9	1.0	0.1
Other	817	724	-11.4%	1,221	1,182	-3.2%	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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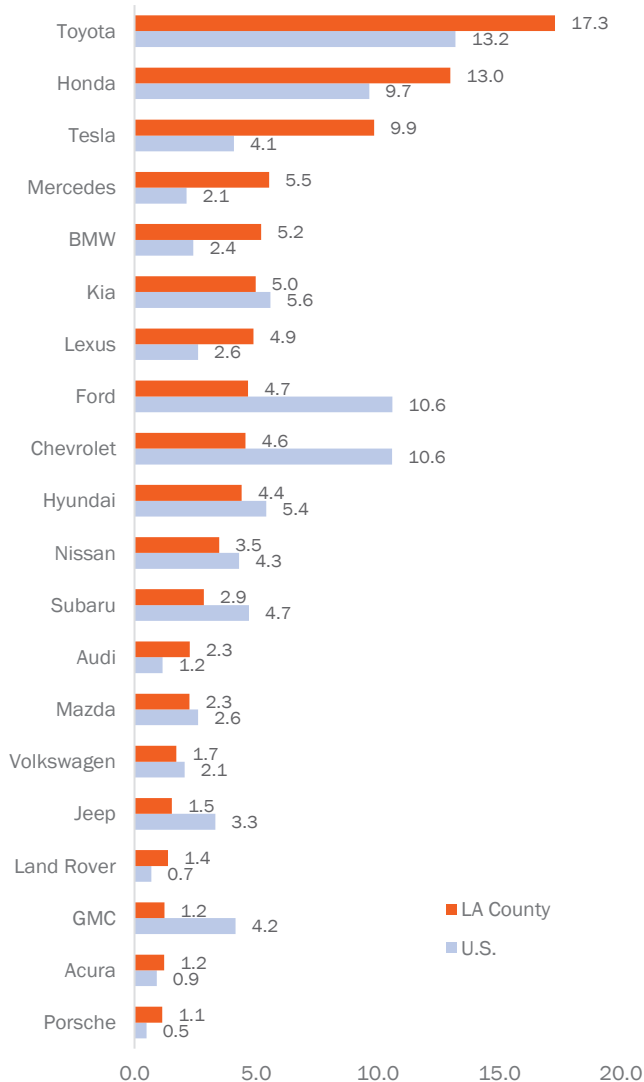
BRAND RESULTS



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

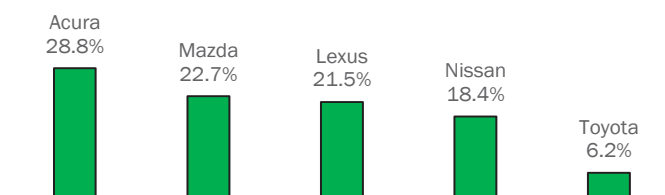


County and U.S. Market Share YTD '25 thru May (Top 20 selling brands in county)



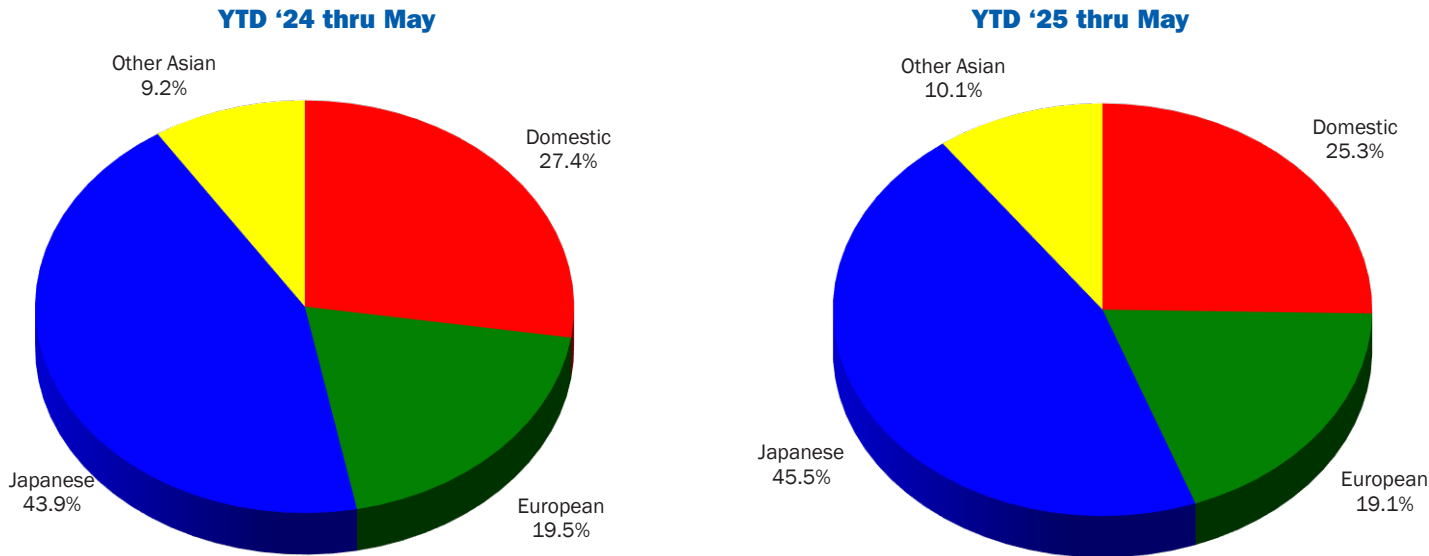
Brands On the Move

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

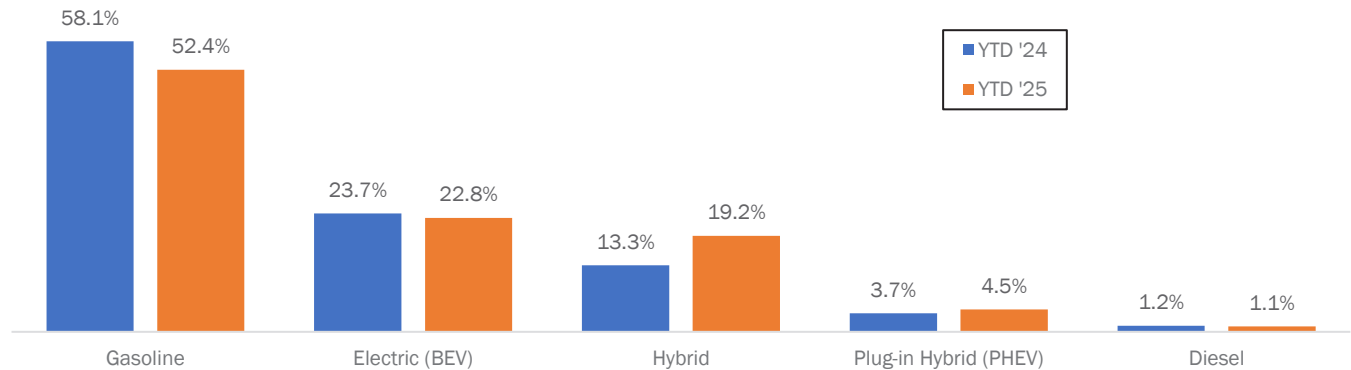


Registrations increased by more than 23% for Acura, Genesis, Buick, Cadillac, Chevrolet, and Land Rover

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



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



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

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