



Los Angeles Auto Outlook TM

Comprehensive information on the LA County new vehicle market

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<p>YTD 2026 thru May % Change In New Retail Market vs. Year Earlier</p>	 Light trucks -8.3%	 Cars -14.7%
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Los Angeles County New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '25 thru May	131,302	56,368	187,670
YTD '26 thru May	120,389	48,106	168,495
% change	-8.3%	-14.7%	-10.2%
May-25	23,387	10,216	33,603
May-26	22,387	9,795	32,182
% change	-4.3%	-4.1%	-4.2%

QUICK FACTS

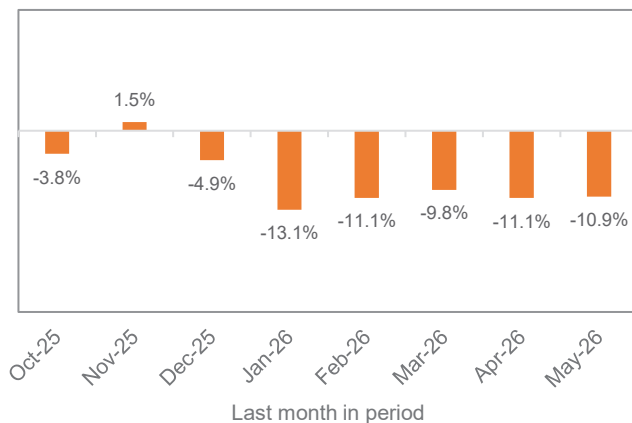
The LA County new vehicle market declined 10.2% during the first five months of this year versus year earlier. The U.S. market was off 7.8% during the same period.

County new vehicle registrations fell 4.2% in May of 2026 versus year earlier.

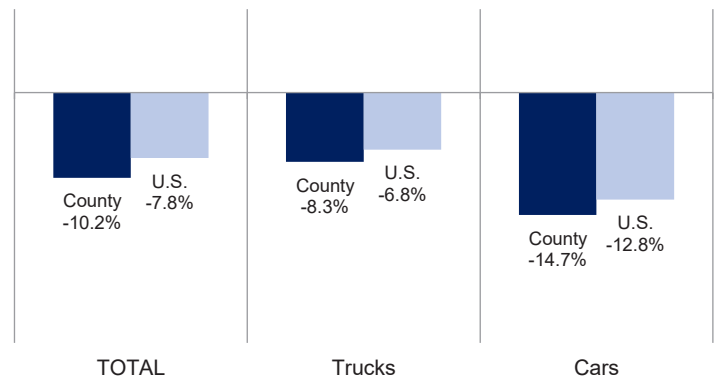
Hybrid vehicle market share increased from 19.2% during the first five months of 2025 to 21.8% this year. BEV share fell by 6.6 points.

Data sourced from Experian Automotive. Figures for May 2026 are partially estimated.

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



Percent Change in LA County and U.S. New Retail Light Vehicle Markets YTD '26 thru May vs. 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.

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 '26 thru May
vs. Year Earlier**

**DOMESTIC
BRANDS**
 **DOWN
15.8%**

**EUROPEAN
BRANDS**
 **DOWN
17.0%**

**JAPANESE
BRANDS**
 **DOWN
5.3%**

**OTHER ASIAN
BRANDS**
 **DOWN
5.0%**

Los Angeles County New Retail Car and Light Truck Registrations						
	YTD thru May			YTD Market Share (%)		
	YTD '25	YTD '26	% chg.	YTD '25	YTD '26	Chg.
TOTAL	187,670	168,495	-10.2%			
Cars	56,368	48,106	-14.7%	30.0	28.6	-1.5
Trucks	131,302	120,389	-8.3%	70.0	71.4	1.5
Domestic Brands	47,528	40,000	-15.8%	25.3	23.8	-1.5
European Brands	35,802	29,724	-17.0%	19.1	17.6	-1.5
Japanese Brands	85,368	80,828	-5.3%	45.5	48.0	2.5
Other Asian Brands	18,972	17,943	-5.4%	10.1	10.6	0.5
Acura	2,281	1,576	-30.9%	1.2	0.9	-0.3
Alfa Romeo	108	52	-51.9%	0.1	0.0	0.0
Audi	4,261	2,955	-30.7%	2.3	1.8	-0.5
BMW	9,770	8,717	-10.8%	5.2	5.2	0.0
Buick	397	321	-19.1%	0.2	0.2	0.0
Cadillac	1,829	1,632	-10.8%	1.0	1.0	0.0
Chevrolet	8,594	7,137	-17.0%	4.6	4.2	-0.3
Chrysler	176	101	-42.6%	0.1	0.1	0.0
Dodge	673	341	-49.3%	0.4	0.2	-0.2
Ford	8,785	8,039	-8.5%	4.7	4.8	0.1
Genesis	1,246	1,433	15.0%	0.7	0.9	0.2
GMC	2,308	2,109	-8.6%	1.2	1.3	0.0
Honda	24,340	22,281	-8.5%	13.0	13.2	0.3
Hyundai	8,273	7,803	-5.7%	4.4	4.6	0.2
Ineos	119	94	-21.0%	0.1	0.1	0.0
Infiniti	594	399	-32.8%	0.3	0.2	-0.1
Jeep	2,879	2,671	-7.2%	1.5	1.6	0.1
Kia	9,346	8,703	-6.9%	5.0	5.2	0.2
Land Rover	2,577	2,046	-20.6%	1.4	1.2	-0.2
Lexus	9,163	8,965	-2.2%	4.9	5.3	0.4
Lincoln	501	342	-31.7%	0.3	0.2	-0.1
Lucid	466	493	5.8%	0.2	0.3	0.0
Mazda	4,240	3,513	-17.1%	2.3	2.1	-0.2
Mercedes-Benz	10,380	9,392	-9.5%	5.5	5.6	0.0
MINI	555	441	-20.5%	0.3	0.3	0.0
Mitsubishi	397	147	-63.0%	0.2	0.1	-0.1
Nissan	6,524	6,437	-1.3%	3.5	3.8	0.3
Polestar	203	121	-40.4%	0.1	0.1	0.0
Porsche	2,135	1,659	-22.3%	1.1	1.0	-0.2
Ram	1,369	1,565	14.3%	0.7	0.9	0.2
Rivian	1,036	629	-39.3%	0.6	0.4	-0.2
Subaru	5,345	4,442	-16.9%	2.8	2.6	-0.2
Tesla	18,480	14,614	-20.9%	9.8	8.7	-1.2
Toyota	32,484	33,068	1.8%	17.3	19.6	2.3
Volkswagen	3,219	2,445	-24.0%	1.7	1.5	-0.3
Volvo	1,795	1,333	-25.7%	1.0	0.8	-0.2
Other	822	479	-41.7%	0.4	0.3	-0.2

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

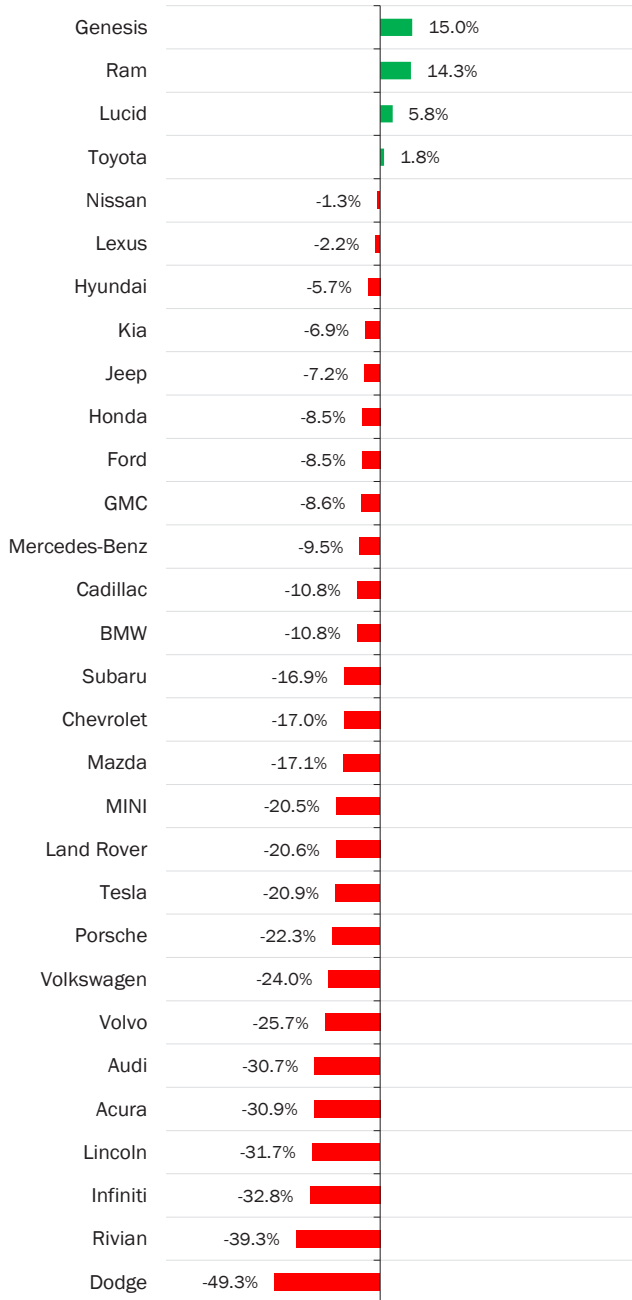
Data sourced from Experian Automotive.

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BRAND RESULTS



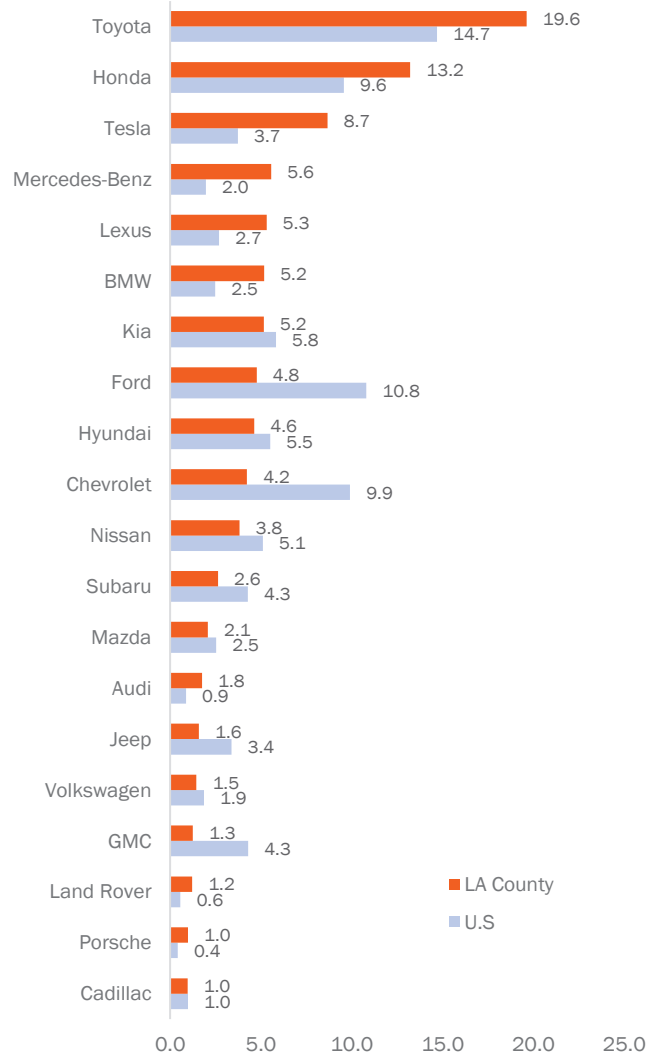
**Percent Change in Registrations
YTD '26 thru May vs. Year Earlier
(Top 30 selling brands)**



Registrations increased for Genesis, Ram, Lucid, and Toyota.

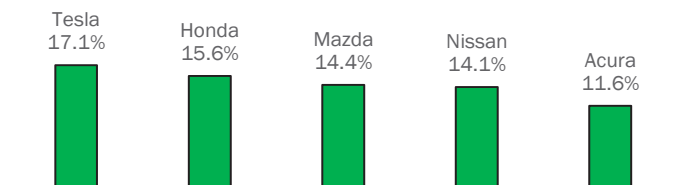


**County and U.S. Market Share
YTD 2026 thru May
(Top 20 selling brands in county)**

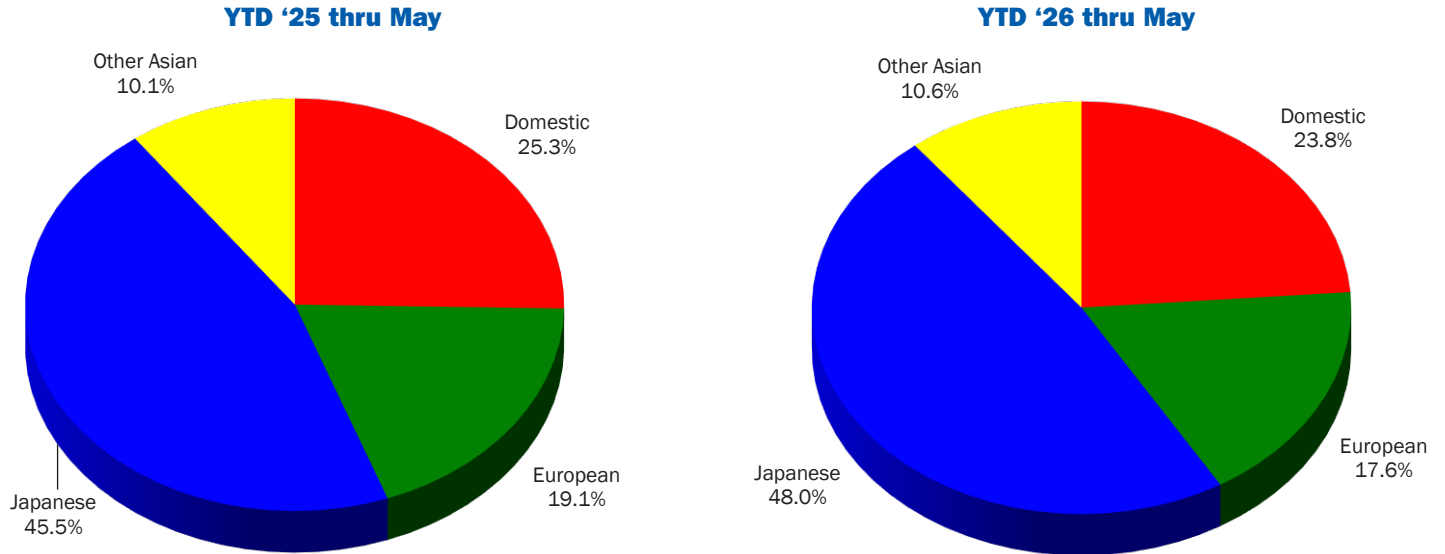


Brands On the Move

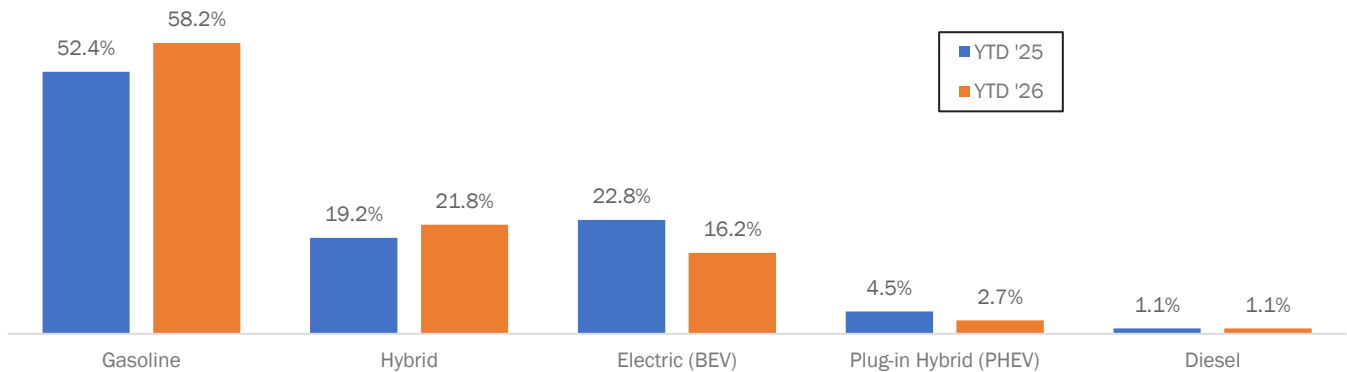
Largest % increases in registrations during past 3 months (Mar '26 thru May '26) vs. preceding 3 months (Dec '25 thru Feb '26) Among top 20 selling brands



Market Share for Japanese, Domestic, European, and Other Asian Brands



Market Shares by Powertrain Type - YTD '25 and '26, thru May



The graph above shows market share by powertrain type during the first five months of 2025 and 2026. Hybrids exclude mild hybrid vehicles. Data sourced from Experian Automotive.

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