

Los Angeles Auto OutlookTM

Comprehensive information on the LA County new vehicle market

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



Light trucks

+3.6%



Cars

-3.8%

Los Angeles County New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '24 thru Nov.	271,548	122,503	394,051
YTD '25 thru Nov.	281,332	117,901	399,233
% change	3.6%	-3.8%	1.3%
Nov-24	21,445	9,835	31,280
Nov-25	19,352	8,266	27,618
% change	-9.8%	-16.0%	-11.7%

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

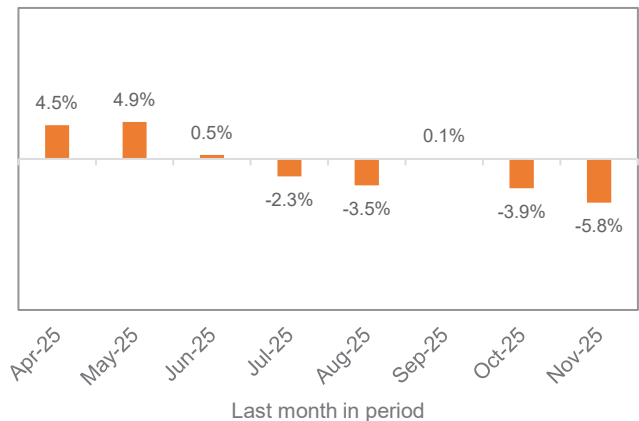
QUICK FACTS

LA County new retail light vehicle registrations increased 1.3% during the first 11 months of this versus year earlier. U.S. market was up 3.9%.

Eight brands had increases of greater than 11% so far this year: Acura, Genesis, Lucid, Cadillac, Land Rover, Toyota, Ford, and Mercedes-Benz (see page 3).

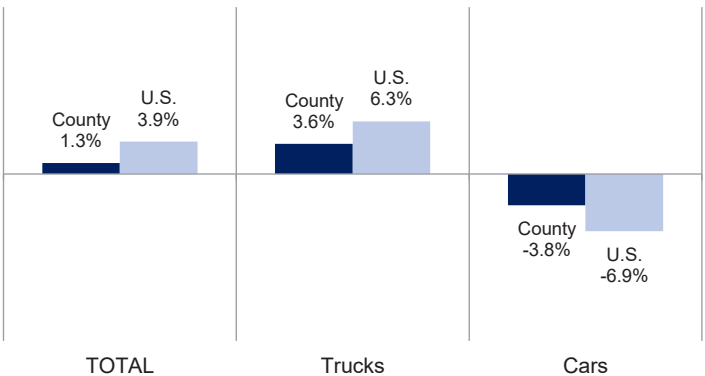
Gasoline powered vehicles accounted for 50.9% of the county market, down from 55.8% in 2024 (see page 4).

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 November 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 November
vs. Year Earlier**

**DOMESTIC
BRANDS**
 **DOWN
4.0%**

**EUROPEAN
BRANDS**
 **DOWN
1.5%**

**JAPANESE
BRANDS**
 **UP
4.6%**

**OTHER ASIAN
BRANDS**
 **UP
7.0%**

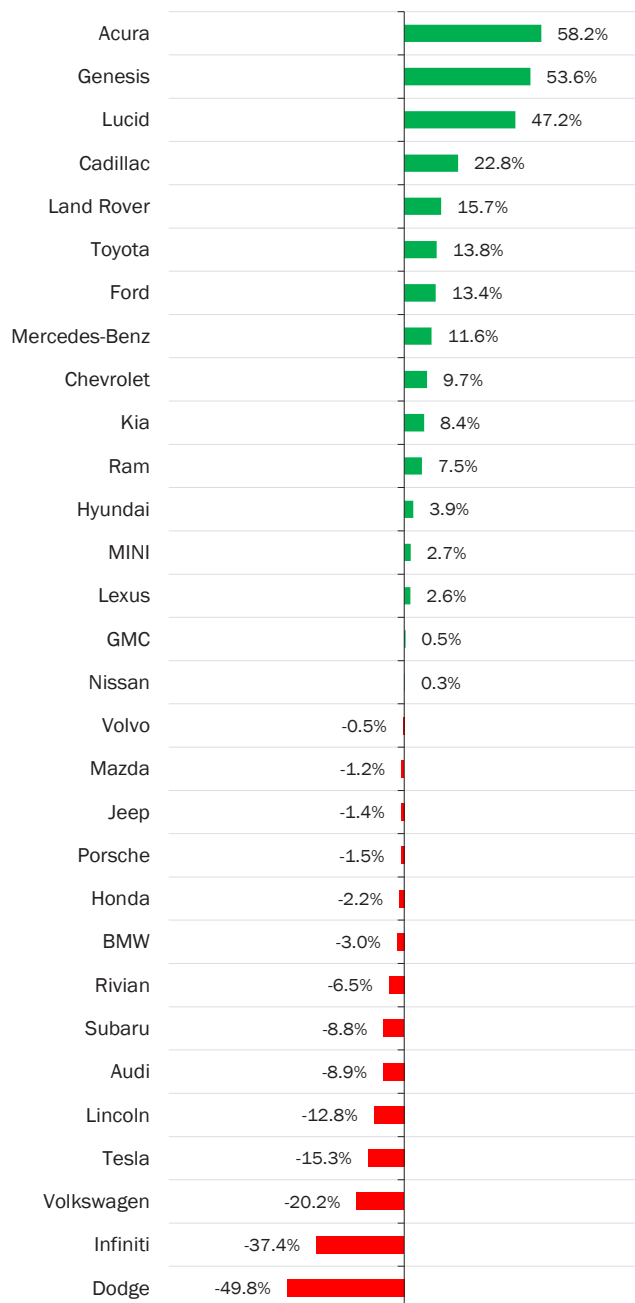
Los Angeles County New Retail Car and Light Truck Registrations									
	Three Month Period Sep. '25 thru Nov. '25			YTD thru Nov.			YTD Market Share (%)		
	Yr. Ago	Current	% chg.	YTD '24	YTD '25	% chg.	YTD '24	YTD '25	Chg.
TOTAL	106,250	107,675	1.3%	394,051	399,233	1.3%			
Cars	33,535	31,053	-7.4%	122,503	117,901	-3.8%	31.1	29.5	-1.6
Trucks	72,715	76,622	5.4%	271,548	281,332	3.6%	68.9	70.5	1.6
Domestic Brands	27,885	29,078	4.3%	109,272	104,849	-4.0%	27.8	26.2	-1.6
European Brands	19,640	18,922	-3.7%	73,379	72,279	-1.5%	18.6	18.1	-0.5
Japanese Brands	46,909	47,172	0.6%	171,995	179,931	4.6%	43.6	45.1	1.5
Other Asian Brands	11,816	12,503	5.8%	39,405	42,174	7.0%	10.0	10.6	0.6
Acura	830	942	13.5%	2,841	4,494	58.2%	0.7	1.1	0.4
Alfa Romeo	86	55	-36.0%	467	205	-56.1%	0.1	0.1	-0.1
Audi	2,628	2,938	11.8%	10,445	9,512	-8.9%	2.7	2.4	-0.3
BMW	4,885	5,132	5.1%	19,946	19,343	-3.0%	5.1	4.8	-0.2
Buick	285	182	-36.1%	779	768	-1.4%	0.2	0.2	0.0
Cadillac	933	1,178	26.3%	3,330	4,090	22.8%	0.8	1.0	0.2
Chevrolet	5,085	4,610	-9.3%	16,589	18,205	9.7%	4.2	4.6	0.4
Chrysler	125	81	-35.2%	573	348	-39.3%	0.1	0.1	-0.1
Dodge	405	341	-15.8%	2,439	1,225	-49.8%	0.6	0.3	-0.3
Ford	4,680	5,600	19.7%	17,407	19,734	13.4%	4.4	4.9	0.5
Genesis	518	916	76.8%	1,908	2,930	53.6%	0.5	0.7	0.2
GMC	1,442	1,220	-15.4%	4,779	4,804	0.5%	1.2	1.2	0.0
Honda	14,552	13,180	-9.4%	51,650	50,538	-2.2%	13.1	12.7	-0.4
Hyundai	5,353	5,640	5.4%	17,848	18,536	3.9%	4.5	4.6	0.1
Ineos	70	84	20.0%	234	252	7.7%	0.1	0.1	0.0
Infiniti	405	214	-47.2%	1,630	1,021	-37.4%	0.4	0.3	-0.2
Jeep	1,679	1,667	-0.7%	6,318	6,231	-1.4%	1.6	1.6	0.0
Kia	5,584	5,932	6.2%	18,956	20,554	8.4%	4.8	5.1	0.3
Land Rover	1,255	1,254	-0.1%	4,346	5,028	15.7%	1.1	1.3	0.2
Lexus	4,526	5,020	10.9%	19,152	19,658	2.6%	4.9	4.9	0.1
Lincoln	274	195	-28.8%	1,068	931	-12.8%	0.3	0.2	0.0
Lucid	190	330	73.7%	651	958	47.2%	0.2	0.2	0.1
Mazda	2,263	1,975	-12.7%	8,311	8,214	-1.2%	2.1	2.1	-0.1
Mercedes-Benz	5,838	5,124	-12.2%	19,014	21,228	11.6%	4.8	5.3	0.5
MINI	258	303	17.4%	1,108	1,138	2.7%	0.3	0.3	0.0
Mitsubishi	201	126	-37.3%	815	667	-18.2%	0.2	0.2	0.0
Nissan	3,899	3,630	-6.9%	13,958	14,005	0.3%	3.5	3.5	0.0
Polestar	96	84	-12.5%	585	364	-37.8%	0.1	0.1	-0.1
Porsche	1,264	1,082	-14.4%	4,300	4,237	-1.5%	1.1	1.1	0.0
Ram	761	760	-0.1%	2,717	2,922	7.5%	0.7	0.7	0.0
Rivian	632	635	0.5%	2,454	2,294	-6.5%	0.6	0.6	0.0
Subaru	2,947	2,235	-24.2%	10,951	9,992	-8.8%	2.8	2.5	-0.3
Tesla	11,350	12,271	8.1%	49,958	42,291	-15.3%	12.7	10.6	-2.1
Toyota	17,286	19,850	14.8%	62,687	71,342	13.8%	15.9	17.9	2.0
Volkswagen	2,020	1,648	-18.4%	7,838	6,253	-20.2%	2.0	1.6	-0.4
Volvo	856	912	6.5%	3,478	3,461	-0.5%	0.9	0.9	0.0
Other	789	329	-58.3%	2,521	1,460	-42.1%	0.6	0.4	-0.3
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



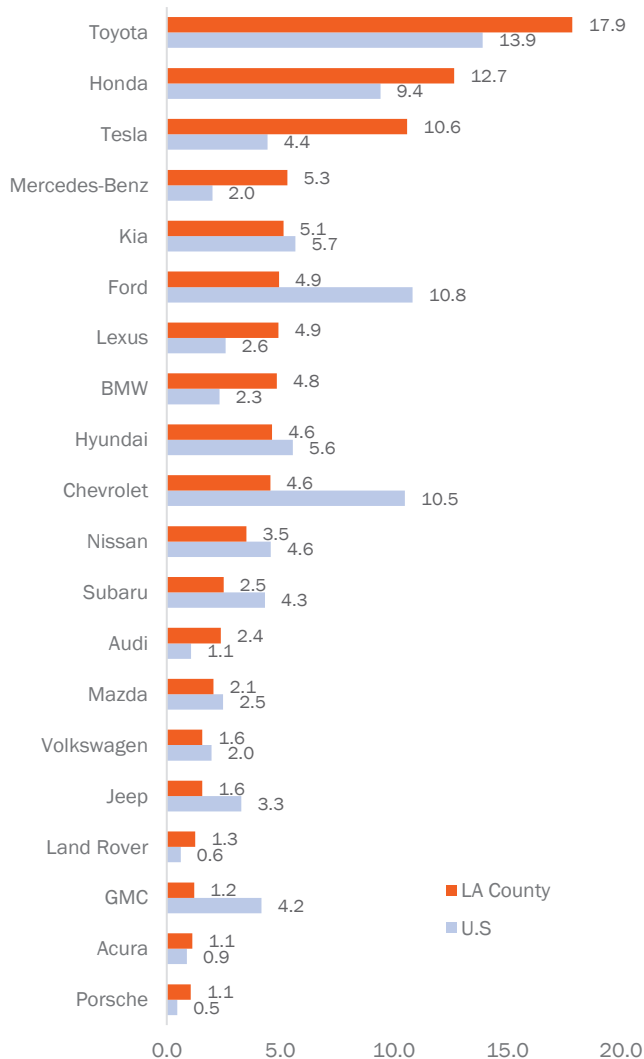
Percent Change in Registrations
YTD '25 thru November vs. Year Earlier
(Top 30 selling brands)



Registrations increased by more than 11% for Acura, Genesis, Lucid, Cadillac, Land Rover, Toyota, Ford, Mercedes-Benz.

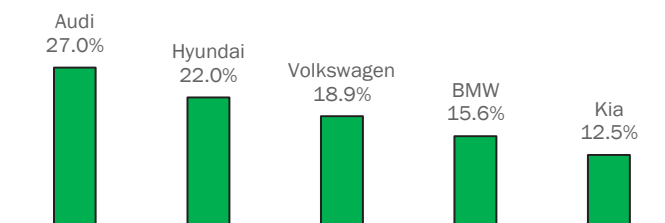


County and U.S. Market Share
YTD '25 thru November
(Top 20 selling brands in county)

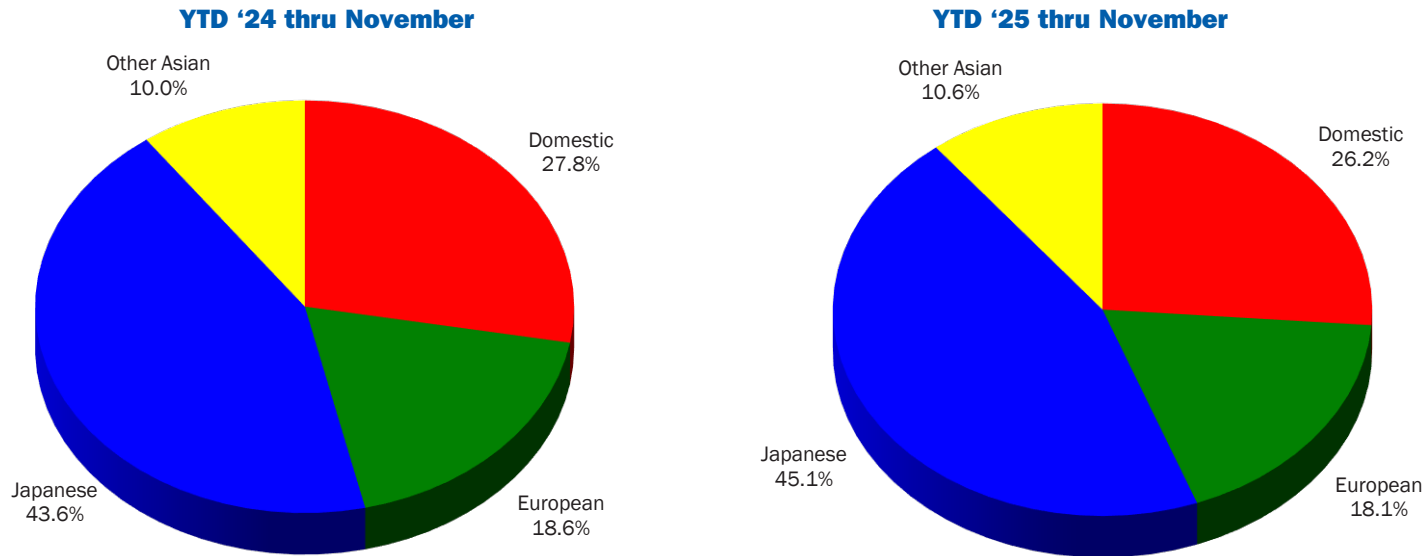


Brands On the Move

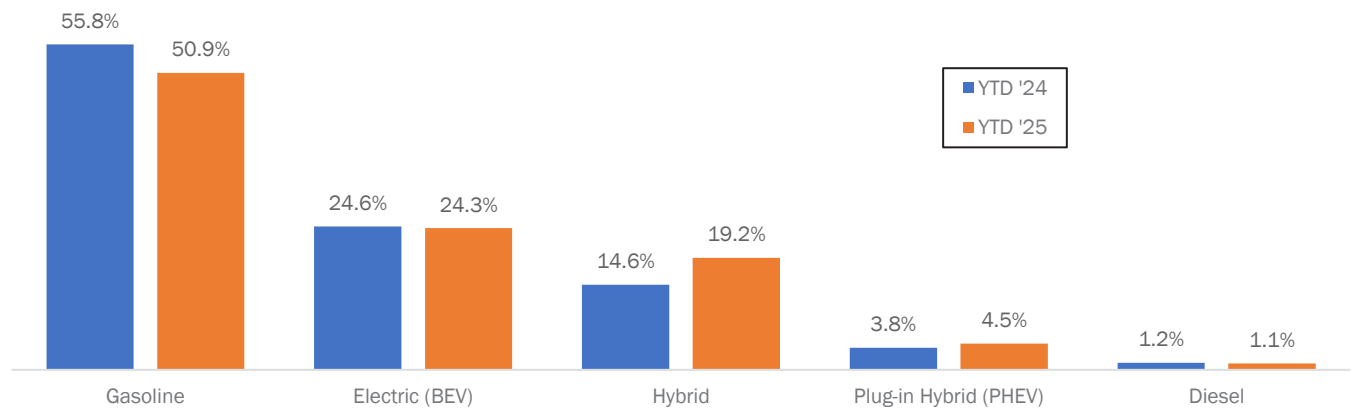
Largest % increases in registrations
during past 3 months (Sep '25 thru Nov '25) vs.
preceding 3 months (Jun '25 thru Aug '25)
Among top 20 selling brands



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



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



The graph above shows market share by powertrain type during the first 11 months of 2024 and 2025. Hybrids exclude mild hybrid vehicles. Data sourced from Experian Automotive.

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