


Los Angeles Auto OutlookTM

Comprehensive information on the LA County new vehicle market

Sponsored by:




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



Light trucks

+4.7%

Cars



-2.7%

Los Angeles County New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '24 thru Oct.	250,104	112,674	362,778
YTD '25 thru Oct.	261,918	109,641	371,559
% change	4.7%	-2.7%	2.4%
Sep. '24 & Oct. '24	51,270	23,703	74,973
Sep. '25 & Oct. '25	57,209	22,796	80,005
% change	11.6%	-3.8%	6.7%

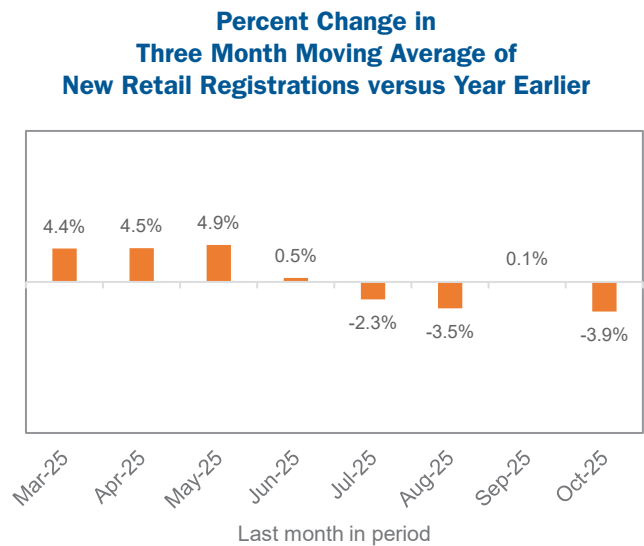
Data sourced from Experian Automotive. Figures for October 2025 are partially estimated.

QUICK FACTS

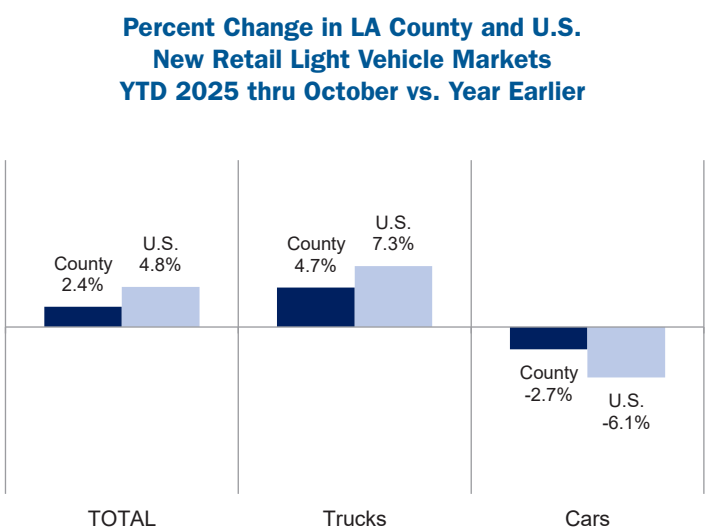
LA County new retail light vehicle registrations increased 2.4% during the first ten months of this versus year earlier. U.S. market was up 4.8%.

Seven brands had increases of greater than 14% so far this year: Acura, Genesis, Lucid, Cadillac, Land Rover, Mercedes-Benz, and Toyota (see page 3).

Tesla Model Y, Model 3, Toyota Camry, Toyota RAV4, and Honda Civic were top-selling models (see page 4).



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 '25 thru October
vs. Year Earlier**

**DOMESTIC
BRANDS**
 **DOWN
3.0%**

**EUROPEAN
BRANDS**
 **up
0.6%**

**JAPANESE
BRANDS**
 **UP
5.2%**

**OTHER ASIAN
BRANDS**
 **UP
8.9%**

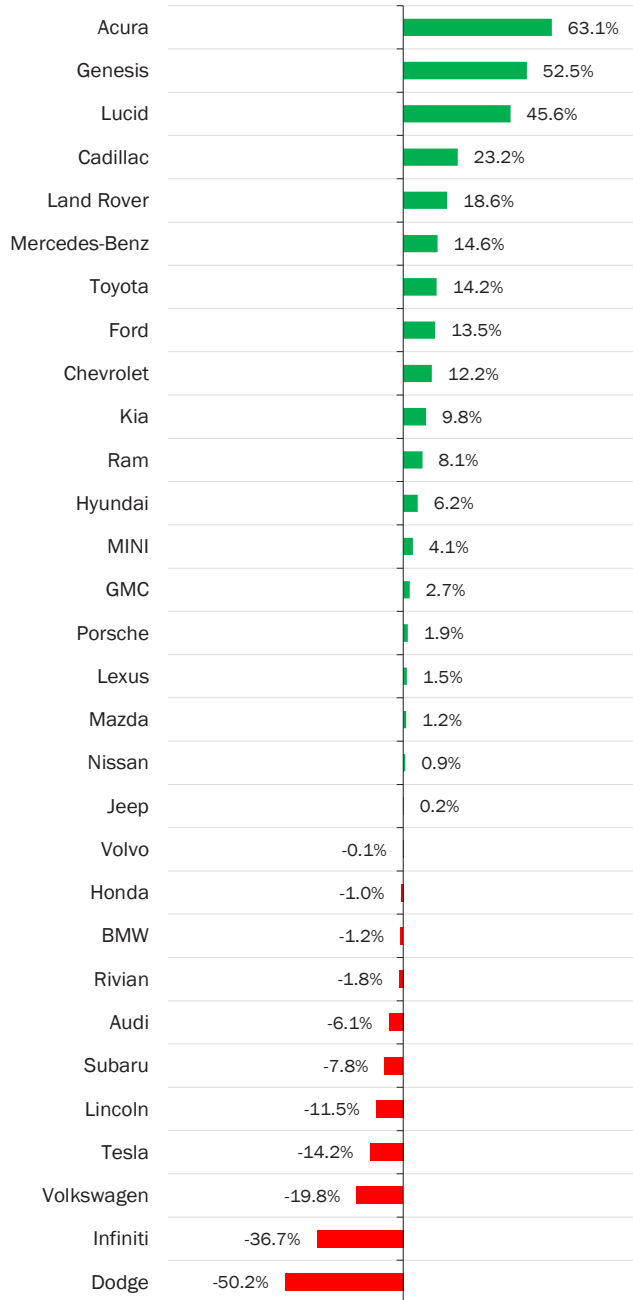
Los Angeles County New Retail Car and Light Truck Registrations									
	Three Month Period Aug. '25 thru Oct. '25			YTD thru Oct.			YTD Market Share (%)		
	Yr. Ago	Current	% chg.	YTD '24	YTD '25	% chg.	YTD '24	YTD '25	Chg.
TOTAL	117,389	112,794	-3.9%	362,778	371,559	2.4%			
Cars	37,067	31,737	-14.4%	112,674	109,641	-2.7%	31.1	29.5	-1.6
Trucks	80,322	81,057	0.9%	250,104	261,918	4.7%	68.9	70.5	1.6
Domestic Brands	30,998	31,160	0.5%	101,603	98,572	-3.0%	28.0	26.5	-1.5
European Brands	21,614	20,782	-3.8%	67,420	67,803	0.6%	18.6	18.2	-0.3
Japanese Brands	51,906	47,895	-7.7%	157,886	166,131	5.2%	43.5	44.7	1.2
Other Asian Brands	12,871	12,957	0.7%	35,869	39,053	8.9%	9.9	10.5	0.6
Acura	960	980	2.1%	2,586	4,218	63.1%	0.7	1.1	0.4
Alfa Romeo	104	50	-51.9%	434	196	-54.8%	0.1	0.1	-0.1
Audi	2,796	3,609	29.1%	9,730	9,135	-6.1%	2.7	2.5	-0.2
BMW	5,496	5,190	-5.6%	18,176	17,966	-1.2%	5.0	4.8	-0.2
Buick	294	180	-38.8%	687	716	4.2%	0.2	0.2	0.0
Cadillac	1,041	1,205	15.8%	3,046	3,752	23.2%	0.8	1.0	0.2
Chevrolet	5,497	4,960	-9.8%	15,109	16,946	12.2%	4.2	4.6	0.4
Chrysler	124	79	-36.3%	523	316	-39.6%	0.1	0.1	-0.1
Dodge	490	336	-31.4%	2,317	1,153	-50.2%	0.6	0.3	-0.3
Ford	5,354	5,729	7.0%	16,092	18,257	13.5%	4.4	4.9	0.5
Genesis	585	915	56.4%	1,753	2,673	52.5%	0.5	0.7	0.2
GMC	1,560	1,285	-17.6%	4,340	4,457	2.7%	1.2	1.2	0.0
Honda	16,159	13,423	-16.9%	47,466	46,982	-1.0%	13.1	12.6	-0.4
Hyundai	5,927	6,123	3.3%	16,313	17,324	6.2%	4.5	4.7	0.2
Ineos	87	80	-8.0%	214	228	6.5%	0.1	0.1	0.0
Infiniti	471	216	-54.1%	1,517	960	-36.7%	0.4	0.3	-0.2
Jeep	1,747	1,696	-2.9%	5,788	5,798	0.2%	1.6	1.6	0.0
Kia	6,058	5,909	-2.5%	17,227	18,907	9.8%	4.7	5.1	0.3
Land Rover	1,284	1,275	-0.7%	3,958	4,696	18.6%	1.1	1.3	0.2
Lexus	5,504	5,310	-3.5%	17,910	18,178	1.5%	4.9	4.9	0.0
Lincoln	321	203	-36.8%	1,000	885	-11.5%	0.3	0.2	0.0
Lucid	233	305	30.9%	608	885	45.6%	0.2	0.2	0.1
Mazda	2,657	2,155	-18.9%	7,659	7,751	1.2%	2.1	2.1	0.0
Mercedes-Benz	6,306	5,961	-5.5%	17,400	19,932	14.6%	4.8	5.4	0.6
MINI	232	284	22.4%	1,000	1,041	4.1%	0.3	0.3	0.0
Mitsubishi	218	154	-29.4%	749	649	-13.4%	0.2	0.2	0.0
Nissan	4,395	3,765	-14.3%	12,840	12,955	0.9%	3.5	3.5	-0.1
Polestar	229	94	-59.0%	576	350	-39.2%	0.2	0.1	-0.1
Porsche	1,328	1,216	-8.4%	3,917	3,992	1.9%	1.1	1.1	0.0
Ram	816	752	-7.8%	2,493	2,696	8.1%	0.7	0.7	0.0
Rivian	604	718	18.9%	2,290	2,248	-1.8%	0.6	0.6	0.0
Subaru	3,332	2,397	-28.1%	10,141	9,346	-7.8%	2.8	2.5	-0.3
Tesla	12,863	13,703	6.5%	47,105	40,416	-14.2%	13.0	10.9	-2.1
Toyota	18,210	19,495	7.1%	57,018	65,092	14.2%	15.7	17.5	1.8
Volkswagen	2,329	1,809	-22.3%	7,302	5,859	-19.8%	2.0	1.6	-0.4
Volvo	1,016	903	-11.1%	3,226	3,224	-0.1%	0.9	0.9	0.0
Other	762	330	-56.7%	2,268	1,380	-39.2%	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



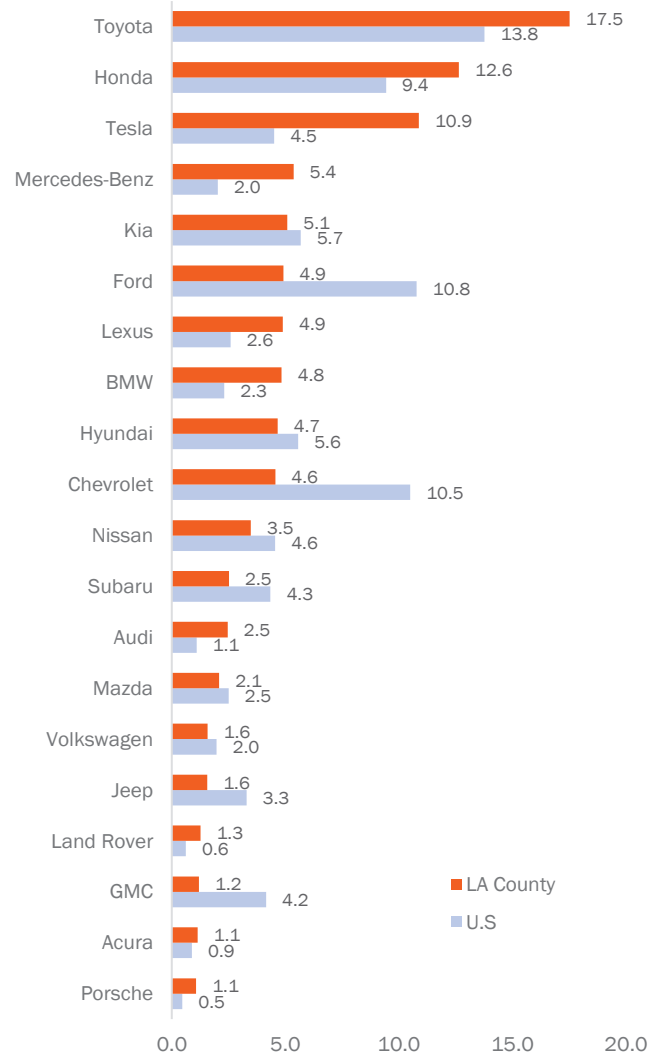
**Percent Change in Registrations
YTD '25 thru October vs. Year Earlier
(Top 30 selling brands)**



Registrations increased by more than 14% for Acura, Genesis, Lucid, Cadillac, Land Rover, Mercedes-Benz, and Toyota.

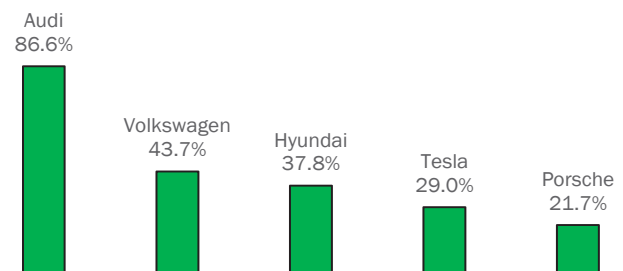


**County and U.S. Market Share
YTD '25 thru October
(Top 20 selling brands in county)**



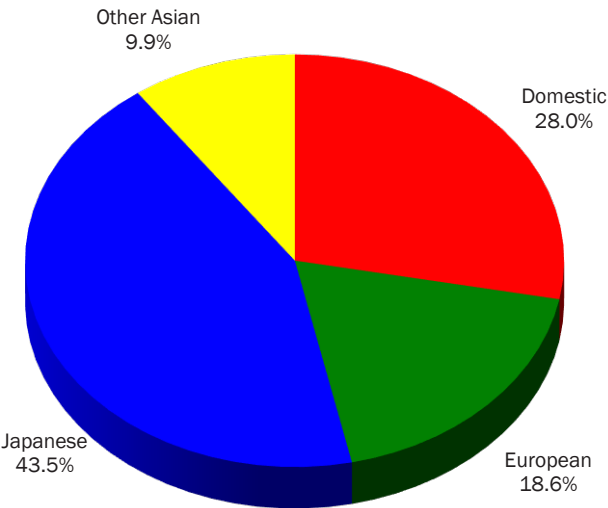
Brands On the Move

Largest % increases in registrations during past 3 months (Aug '25 thru Oct '25) vs. preceding 3 months (May '25 thru Jul '25) Among top 20 selling brands

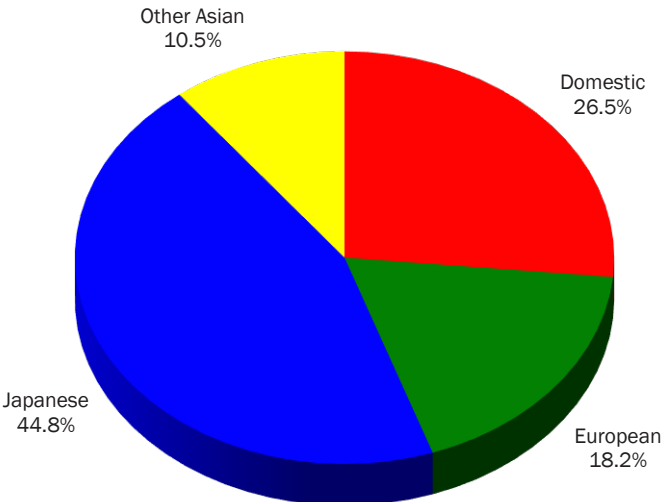


Market Share for Japanese, Domestic, European, and Other Asian Brands

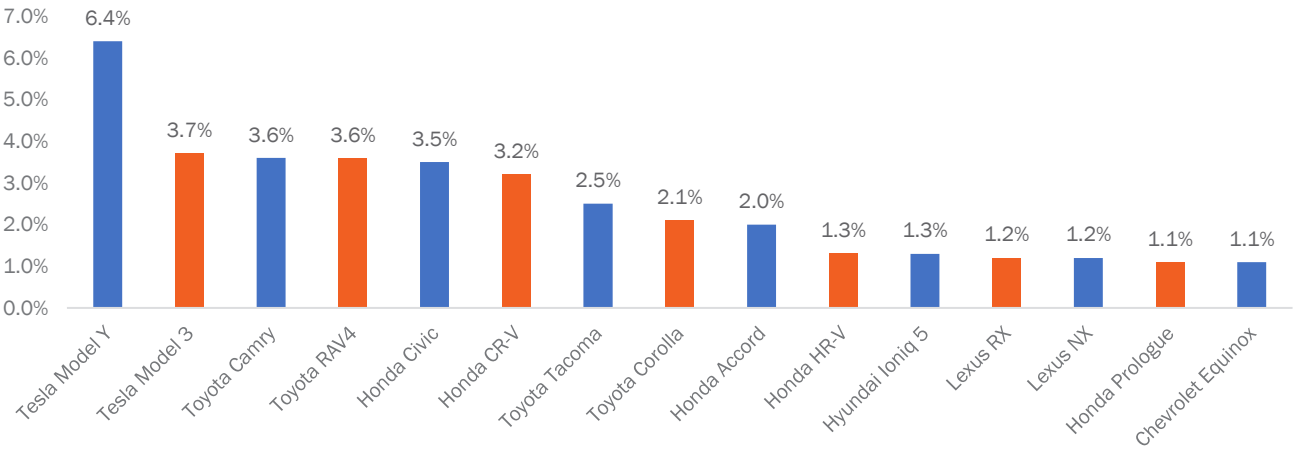
YTD '24 thru October



YTD '25 thru October



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



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