

Los Angeles Auto Outlook™

Comprehensive information on the LA County new vehicle market

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Quick Facts

New retail car and light truck registrations in the county declined 24.6% during the first seven months of 2020 versus a year earlier. U.S. market declined by an estimated 20.1% during the same period.

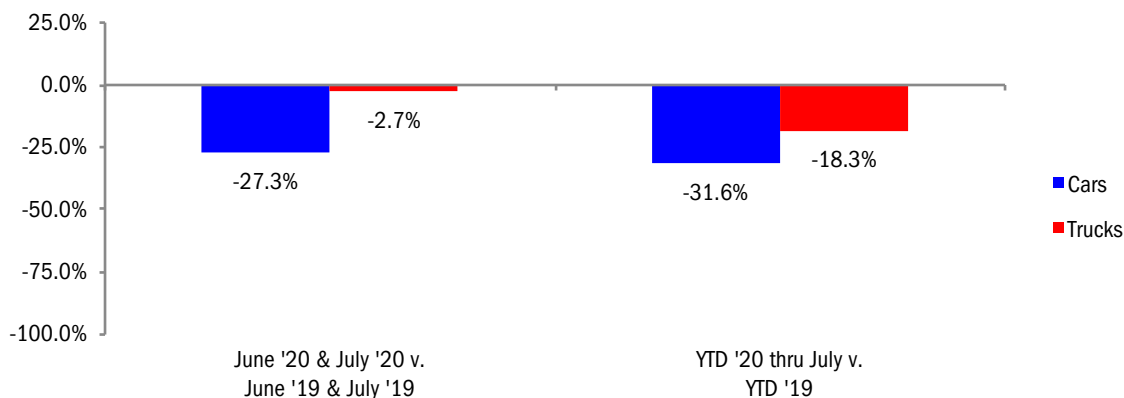
The market has shown some signs of improvement during the past few months. Registrations declined by 16% in July and 12% in June, compared to greater than 50% declines in April and May.

Passenger car registrations in the county declined by 31.6% so far this year, while light trucks were off 18.3%.

	June and July Combined			May '20 thru July '20			YTD thru July		
	Previous	Current	% chg.	Previous	Current	% chg.	2019	2020	Chg.
Industry Total	76,542	65,538	-14.4%	111,495	81,210	-27.2%	274,454	206,863	-24.6%
Cars	36,282	26,373	-27.3%	52,893	32,798	-38.0%	130,500	89,303	-31.6%
Light Trucks	40,260	39,165	-2.7%	58,602	48,412	-17.4%	143,954	117,560	-18.3%

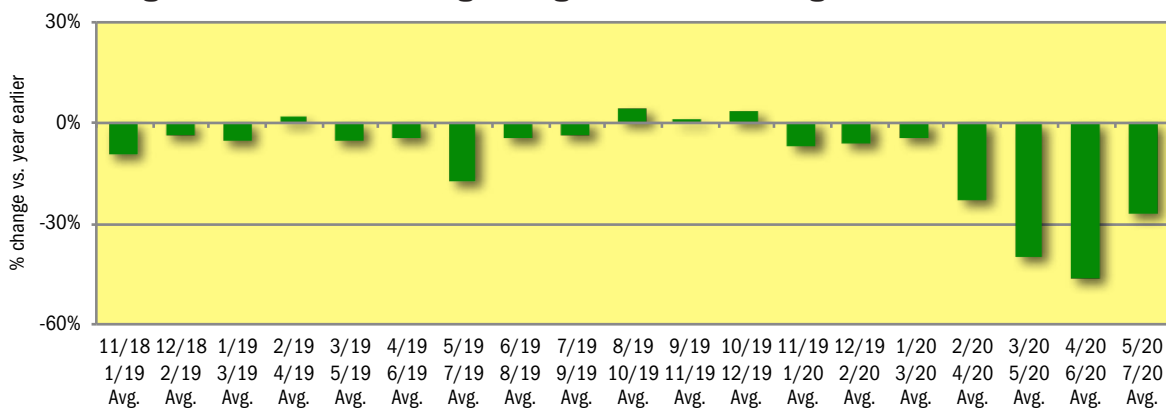
Data Source: AutoCount data from Experian.

Percent Change in LA County New Retail Light Vehicle Registrations



Data Source: AutoCount data from Experian.

% Change in Three Month Moving Average of New Retail Registrations vs. Year Earlier



Data Source: AutoCount data from Experian.

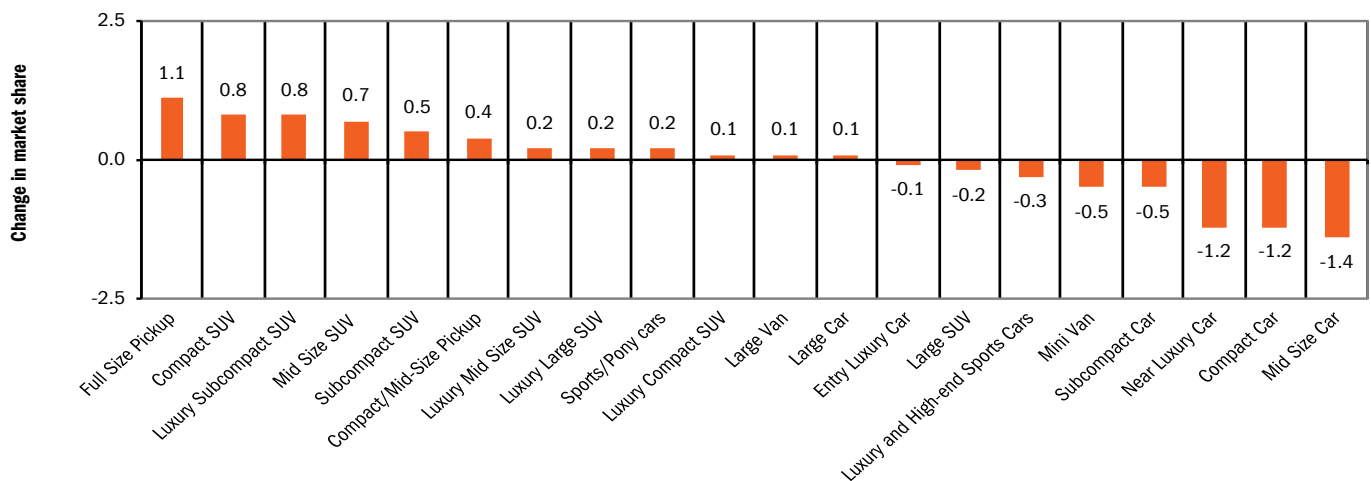
The graph above provides a clear picture of the trending direction of the LA County market. It shows the year-over-year percent change in the three month moving average of new retail light vehicle registrations. The three month moving average is less erratic than monthly registrations, which can fluctuate due to such factors as the timing of manufacturer incentive programs, weather and title processing delays by governmental agencies.

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 Data Source: AutoCount data from Experian.

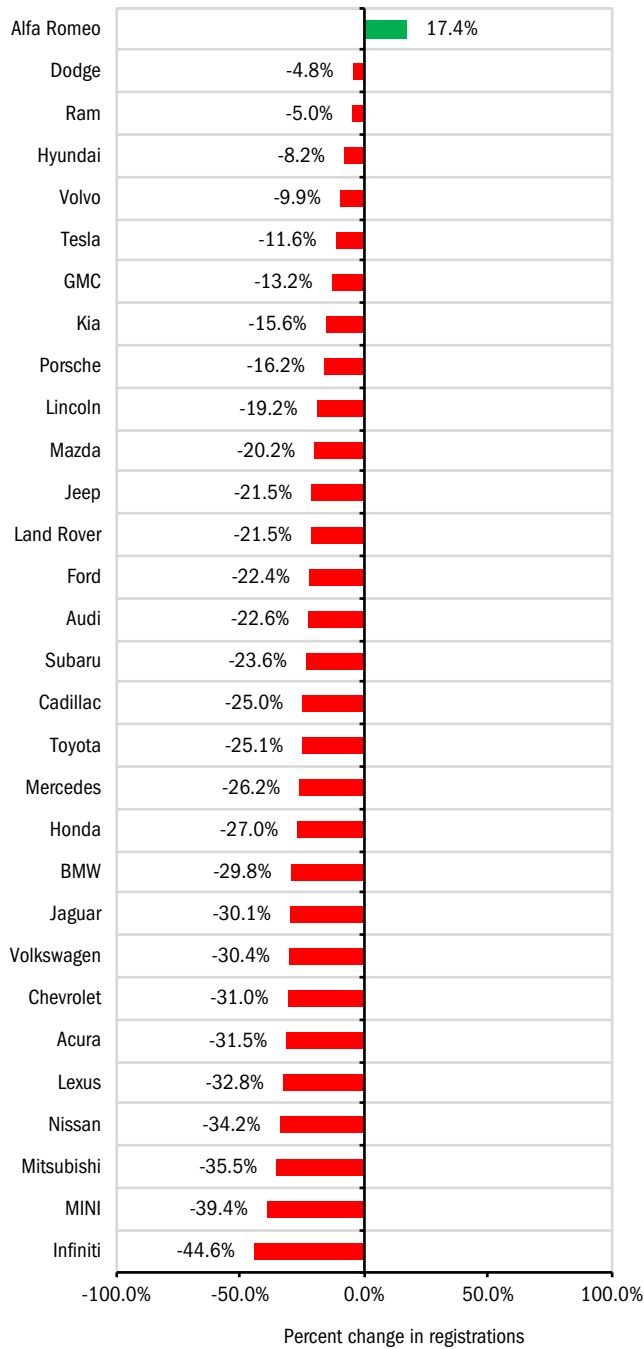
Los Angeles County New Retail Car and Light Truck Registrations												
	June and July Combined			May '20 thru July '20			YTD thru July			YTD Market Share (%)		
	Previous	Current	% chg.	Previous	Current	% chg.	2019	2020	% chg.	2019	2020	Chg.
TOTAL	76,542	65,538	-14.4%	111,495	81,210	-27.2%	274,454	206,863	-24.6%			
Acura	738	632	-14.4%	1,075	766	-28.7%	2,955	2,025	-31.5%	1.1	1.0	-0.1
Alfa Romeo	277	420	51.6%	418	501	19.9%	1,083	1,271	17.4%	0.4	0.6	0.2
Audi	1,999	1,734	-13.3%	3,042	2,117	-30.4%	7,640	5,915	-22.6%	2.8	2.9	0.1
BMW	3,484	2,844	-18.4%	5,323	3,447	-35.2%	13,144	9,224	-29.8%	4.8	4.5	-0.3
Buick	187	115	-38.5%	269	134	-50.2%	768	347	-54.8%	0.3	0.2	-0.1
Cadillac	336	337	0.3%	540	404	-25.2%	1,251	938	-25.0%	0.5	0.5	0.0
Chevrolet	4,274	3,229	-24.5%	6,118	4,205	-31.3%	15,634	10,791	-31.0%	5.7	5.2	-0.5
Chrysler	190	98	-48.4%	266	125	-53.0%	704	355	-49.6%	0.3	0.2	-0.1
Dodge	1,081	946	-12.5%	1,569	1,293	-17.6%	3,609	3,436	-4.8%	1.3	1.7	0.3
FIAT	61	46	-24.6%	108	53	-50.9%	310	128	-58.7%	0.1	0.1	-0.1
Ford	3,928	3,474	-11.6%	5,206	4,471	-14.1%	12,111	9,396	-22.4%	4.4	4.5	0.1
Genesis	97	83	-14.4%	143	112	-21.7%	202	321	58.9%	0.1	0.2	0.1
GMC	530	573	8.1%	775	779	0.5%	1,988	1,725	-13.2%	0.7	0.8	0.1
Honda	11,684	10,047	-14.0%	17,098	12,238	-28.4%	42,609	31,098	-27.0%	15.5	15.0	-0.5
Hyundai	2,437	2,342	-3.9%	3,430	2,980	-13.1%	7,804	7,165	-8.2%	2.8	3.5	0.6
Infiniti	942	529	-43.8%	1,316	675	-48.7%	3,611	2,001	-44.6%	1.3	1.0	-0.3
Jaguar	192	200	4.2%	338	247	-26.9%	957	669	-30.1%	0.3	0.3	0.0
Jeep	2,447	2,490	1.8%	3,606	3,130	-13.2%	8,525	6,695	-21.5%	3.1	3.2	0.1
Kia	3,371	2,756	-18.2%	4,864	3,438	-29.3%	11,706	9,882	-15.6%	4.3	4.8	0.5
Land Rover	873	955	9.4%	1,356	1,171	-13.6%	3,818	2,996	-21.5%	1.4	1.4	0.1
Lexus	3,604	2,602	-27.8%	5,369	3,223	-40.0%	13,962	9,382	-32.8%	5.1	4.5	-0.6
Lincoln	284	236	-16.9%	398	282	-29.1%	977	789	-19.2%	0.4	0.4	0.0
Maserati	64	76	18.8%	88	103	17.0%	344	268	-22.1%	0.1	0.1	0.0
Mazda	1,681	1,641	-2.4%	2,490	2,033	-18.4%	6,202	4,952	-20.2%	2.3	2.4	0.1
Mercedes	4,004	4,215	5.3%	5,949	5,036	-15.3%	14,435	10,652	-26.2%	5.3	5.1	-0.1
MINI	437	307	-29.7%	638	377	-40.9%	1,532	929	-39.4%	0.6	0.4	-0.1
Mitsubishi	194	102	-47.4%	292	130	-55.5%	679	438	-35.5%	0.2	0.2	0.0
Nissan	3,399	2,515	-26.0%	5,074	3,242	-36.1%	13,190	8,681	-34.2%	4.8	4.2	-0.6
Other	177	167	-5.6%	284	226	-20.4%	746	621	-16.8%	0.3	0.3	0.0
Porsche	608	722	18.8%	894	865	-3.2%	2,438	2,042	-16.2%	0.9	1.0	0.1
Ram	909	1,012	11.3%	1,266	1,321	4.3%	2,984	2,836	-5.0%	1.1	1.4	0.3
Subaru	2,527	2,364	-6.5%	3,638	2,862	-21.3%	9,321	7,121	-23.6%	3.4	3.4	0.0
Tesla	3,649	2,481	-32.0%	4,729	2,876	-39.2%	11,180	9,886	-11.6%	4.1	4.8	0.7
Toyota	13,209	10,725	-18.8%	19,477	13,333	-31.5%	45,984	34,446	-25.1%	16.8	16.7	-0.1
Volkswagen	2,006	1,738	-13.4%	3,091	2,101	-32.0%	7,873	5,479	-30.4%	2.9	2.6	-0.2
Volvo	662	785	18.6%	958	914	-4.6%	2,178	1,963	-9.9%	0.8	0.9	0.2

Change in New Vehicle Segment Market Share - YTD 2020 thru July vs. YTD 2019

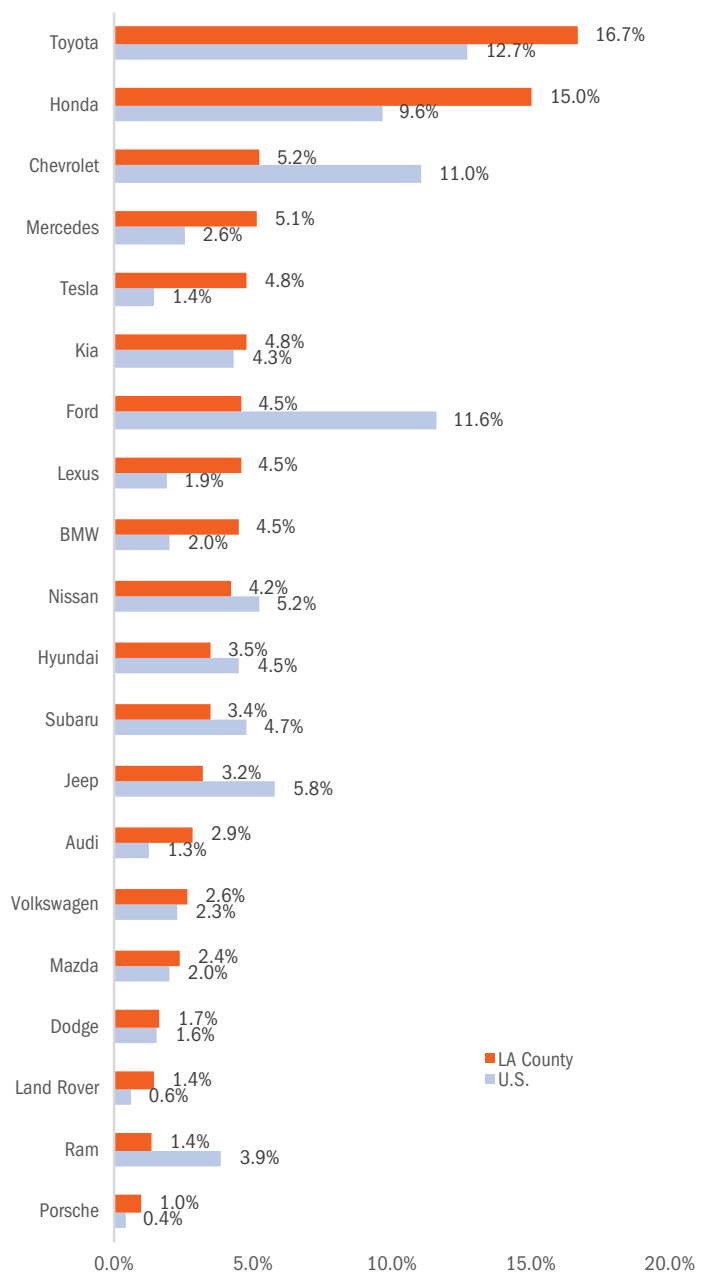


Data Source: AutoCount data from Experian.

Percent Change in Brand Registrations YTD 2020 thru July vs. YTD 2019 (Top 30 selling brands)



Los Angeles County and U.S. Market Share YTD 2020 thru July (Top 20 selling brands in county)



Four brands had declines of less than 10%: Dodge, Ram, Hyundai, and Volvo. Alfa Romeo had a percentage gain.



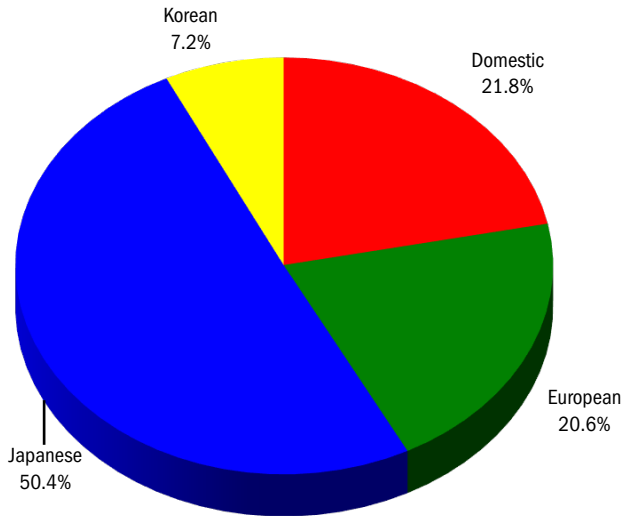
Toyota, Honda, Chevrolet, Mercedes, and Tesla were market share leaders in the county

Data Source: AutoCount data from Experian. U.S. market share figures estimated by Auto Outlook.

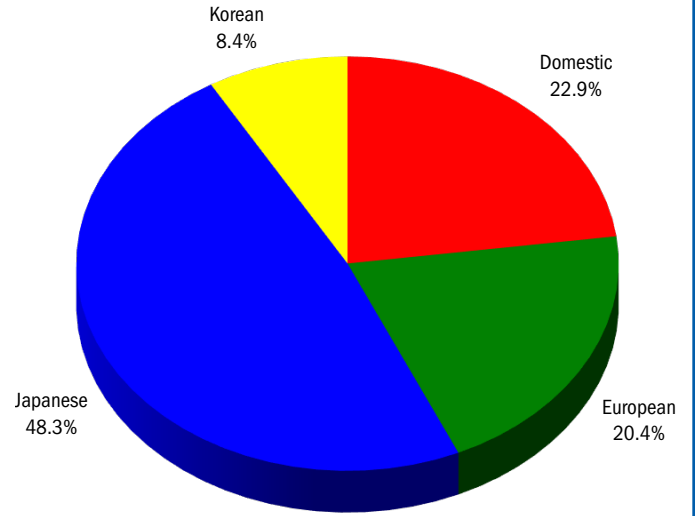
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Market Share for Japanese, Detroit Three, European, and Korean Brands

YTD 2019 thru July

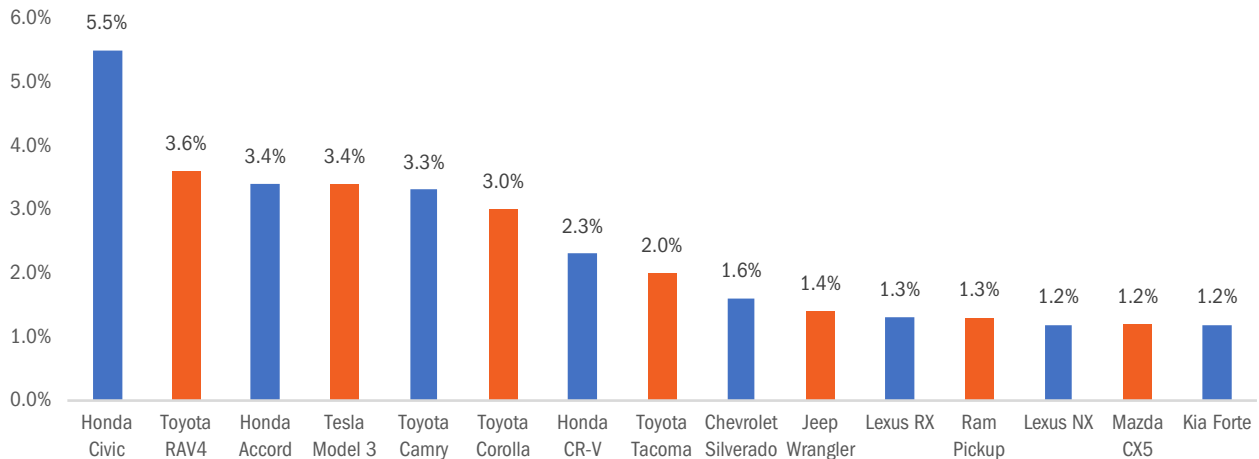


YTD 2020 thru July



Data Source: AutoCount data from Experian.

Market Share for Top 15 Selling Models in LA County - YTD 2020 thru July



Data Source: AutoCount data from Experian.

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