

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 21.3% during the first eleven months of 2020 versus a year earlier. U.S. market declined by an estimated 13.1% during the same period.

The LA County market fell by 15.7% during the past two months (October and November) versus the same period a year earlier.

Passenger car registrations in the county declined by 29.4% so far this year, while light trucks were off 14.2%

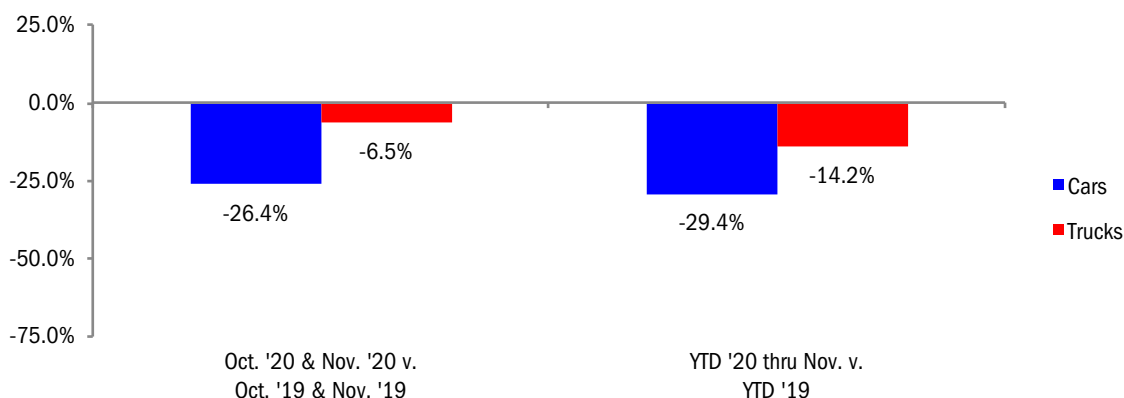
Toyota, Honda, Chevrolet, Mercedes, and Kia were market share leaders during the first eleven months of this year.

Alfa Romeo, Ram, and Tesla registrations increased slightly so far this year. GMC, Hyundai, Dodge, and Volvo were off less than 10%.

Los Angeles County New Retail Car and Light Truck Registrations									
	Oct. and Nov. Combined			Sep. '20 thru Nov. '20			YTD thru Nov.		
	Previous	Current	% chg.	Previous	Current	% chg.	2019	2020	Chg.
Industry Total	76,392	64,396	-15.7%	115,978	104,942	-9.5%	433,980	341,372	-21.3%
Cars	35,248	25,930	-26.4%	53,311	42,159	-20.9%	203,585	143,754	-29.4%
Light Trucks	41,144	38,466	-6.5%	62,667	62,783	0.2%	230,395	197,618	-14.2%

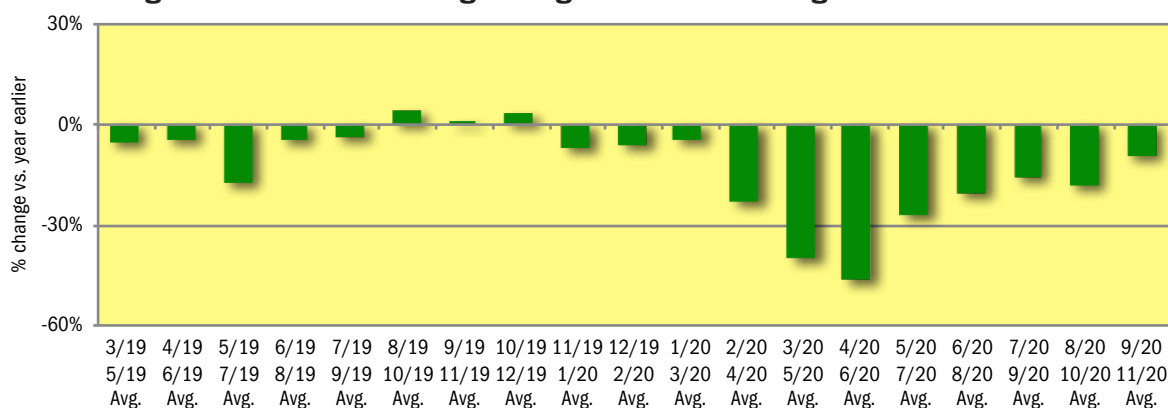
Data Source: AutoCount data from Experian.

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.

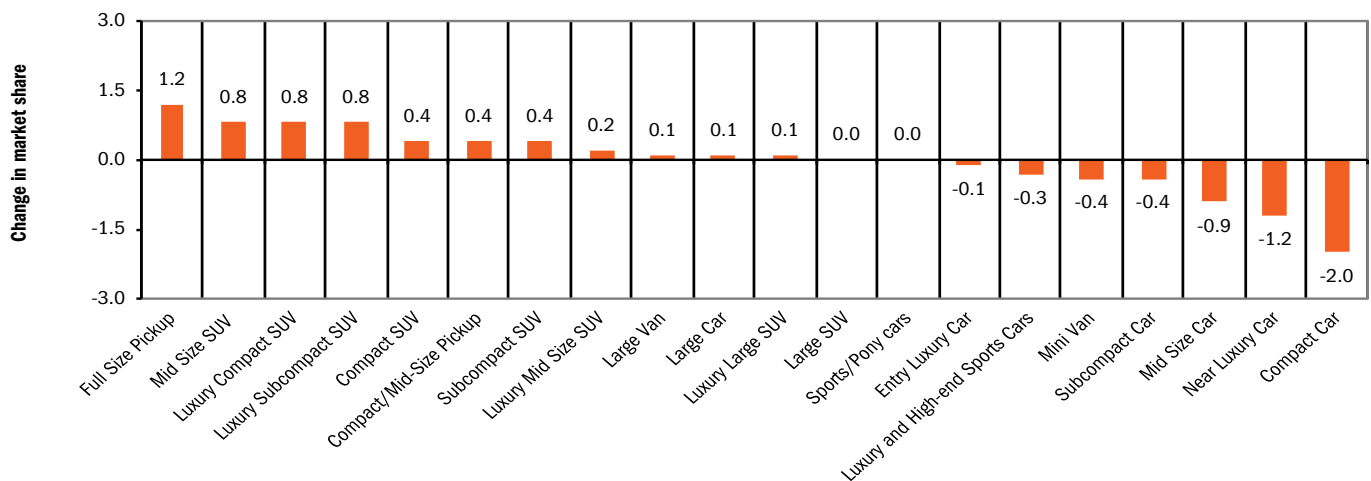
The graph above provides a clear picture of the trending direction of the LA County market. It shows the year-over-year percent change in the three month moving average of new retail light vehicle registrations. The three month moving average is less erratic than monthly registrations, which can fluctuate 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.

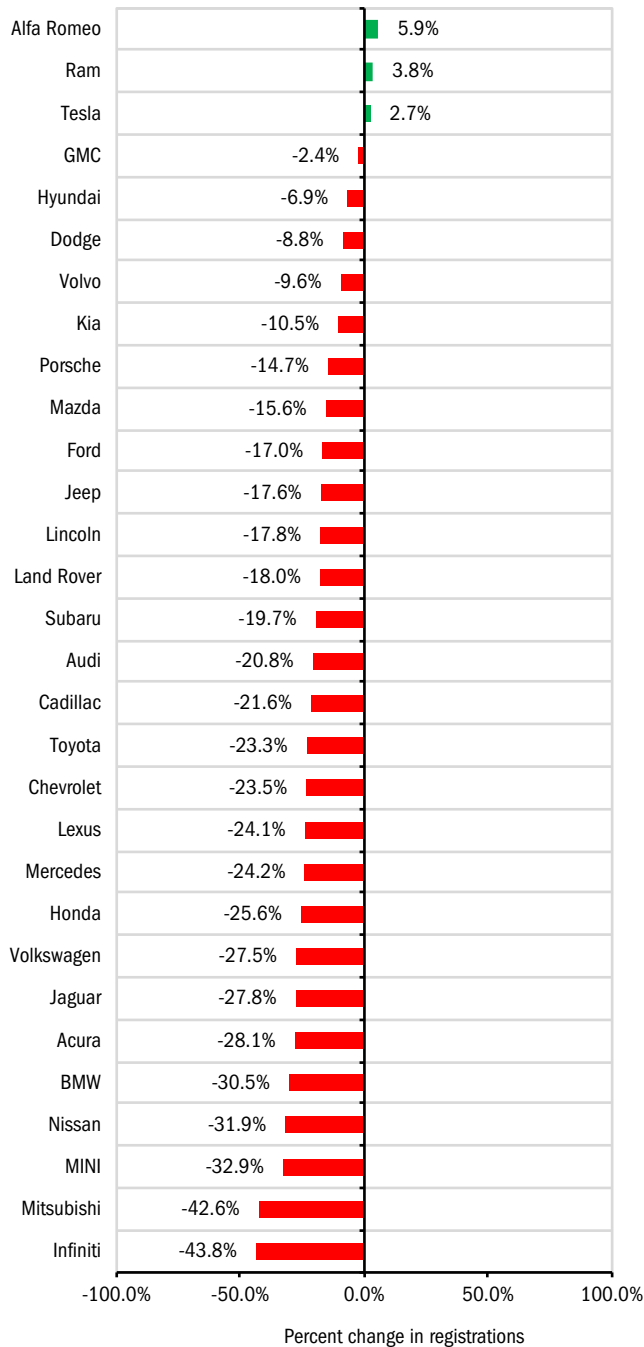
Los Angeles County New Retail Car and Light Truck Registrations												
	Oct. and Nov. Combined			Sep. '20 thru Nov. '20			YTD thru Nov.			YTD Market Share (%)		
	Previous	Current	% chg.	Previous	Current	% chg.	2019	2020	% chg.	2019	2020	Chg.
TOTAL	76,392	64,396	-15.7%	115,978	104,942	-9.5%	433,980	341,372	-21.3%			
Acura	838	608	-27.4%	1,221	987	-19.2%	4,564	3,282	-28.1%	1.1	1.0	-0.1
Alfa Romeo	337	310	-8.0%	503	463	-8.0%	1,751	1,855	5.9%	0.4	0.5	0.1
Audi	2,129	1,781	-16.3%	3,179	2,797	-12.0%	12,001	9,499	-20.8%	2.8	2.8	0.0
BMW	3,891	2,758	-29.1%	5,870	4,350	-25.9%	21,271	14,790	-30.5%	4.9	4.3	-0.6
Buick	161	114	-29.2%	264	198	-25.0%	1,139	616	-45.9%	0.3	0.2	-0.1
Cadillac	379	314	-17.2%	565	487	-13.8%	1,973	1,547	-21.6%	0.5	0.5	0.0
Chevrolet	4,003	3,855	-3.7%	6,100	6,064	-0.6%	24,044	18,402	-23.5%	5.5	5.4	-0.1
Chrysler	121	130	7.4%	198	199	0.5%	992	613	-38.2%	0.2	0.2	0.0
Dodge	1,148	969	-15.6%	1,780	1,626	-8.7%	6,056	5,522	-8.8%	1.4	1.6	0.2
FIAT	87	14	-83.9%	133	19	-85.7%	496	166	-66.5%	0.1	0.0	-0.1
Ford	2,741	2,523	-8.0%	4,578	4,668	2.0%	18,489	15,353	-17.0%	4.3	4.5	0.2
Genesis	153	70	-54.2%	208	104	-50.0%	486	483	-0.6%	0.1	0.1	0.0
GMC	554	622	12.3%	790	1,040	31.6%	3,100	3,026	-2.4%	0.7	0.9	0.2
Honda	11,687	8,845	-24.3%	17,876	14,706	-17.7%	67,142	49,930	-25.6%	15.5	14.6	-0.8
Hyundai	2,457	2,190	-10.9%	3,702	3,687	-0.4%	12,910	12,017	-6.9%	3.0	3.5	0.5
Infiniti	920	511	-44.5%	1,341	855	-36.2%	5,493	3,088	-43.8%	1.3	0.9	-0.4
Jaguar	215	145	-32.6%	330	253	-23.3%	1,411	1,019	-27.8%	0.3	0.3	0.0
Jeep	2,266	1,921	-15.2%	3,486	3,303	-5.2%	13,284	10,947	-17.6%	3.1	3.2	0.1
Kia	3,515	3,147	-10.5%	5,263	5,586	6.1%	18,866	16,888	-10.5%	4.3	4.9	0.6
Land Rover	974	918	-5.7%	1,420	1,412	-0.6%	5,826	4,779	-18.0%	1.3	1.4	0.1
Lexus	3,233	3,178	-1.7%	5,147	5,439	5.7%	21,409	16,259	-24.1%	4.9	4.8	-0.2
Lincoln	277	200	-27.8%	404	344	-14.9%	1,519	1,249	-17.8%	0.4	0.4	0.0
Maserati	81	44	-45.7%	120	90	-25.0%	513	386	-24.8%	0.1	0.1	0.0
Mazda	1,551	1,303	-16.0%	2,454	2,343	-4.5%	9,555	8,068	-15.6%	2.2	2.4	0.2
Mercedes	4,512	3,432	-23.9%	6,677	5,350	-19.9%	23,461	17,791	-24.2%	5.4	5.2	-0.2
MINI	377	291	-22.8%	598	485	-18.9%	2,380	1,597	-32.9%	0.5	0.5	-0.1
Mitsubishi	185	103	-44.3%	317	168	-47.0%	1,142	655	-42.6%	0.3	0.2	-0.1
Nissan	3,459	2,520	-27.1%	5,153	4,083	-20.8%	20,417	13,895	-31.9%	4.7	4.1	-0.6
Other	258	156	-39.5%	365	239	-34.5%	1,219	938	-23.1%	0.3	0.3	0.0
Porsche	880	675	-23.3%	1,262	1,164	-7.8%	4,185	3,568	-14.7%	1.0	1.0	0.1
Ram	785	817	4.1%	1,186	1,497	26.2%	4,628	4,806	3.8%	1.1	1.4	0.3
Subaru	2,518	2,283	-9.3%	3,957	3,861	-2.4%	14,907	11,976	-19.7%	3.4	3.5	0.1
Tesla	2,591	3,977	53.5%	3,709	4,740	27.8%	15,689	16,112	2.7%	3.6	4.7	1.1
Toyota	14,241	11,476	-19.4%	21,409	18,563	-13.3%	75,638	58,017	-23.3%	17.4	17.0	-0.4
Volkswagen	2,288	1,659	-27.5%	3,481	2,863	-17.8%	12,556	9,097	-27.5%	2.9	2.7	-0.2
Volvo	580	537	-7.4%	932	909	-2.5%	3,468	3,136	-9.6%	0.8	0.9	0.1

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

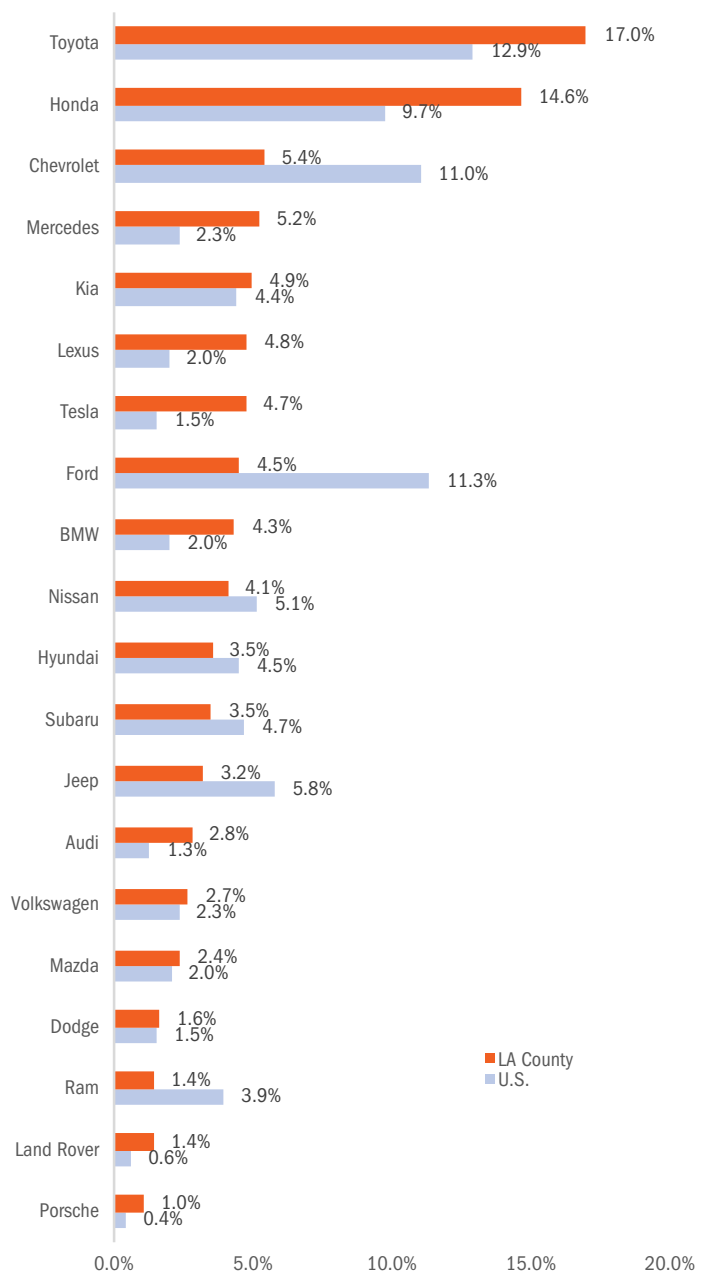


Data Source: AutoCount data from Experian.

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



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



Six brands had increases or declines of less than 10%: Alfa Romeo, Ram, Tesla, GMC, Hyundai, and Dodge.



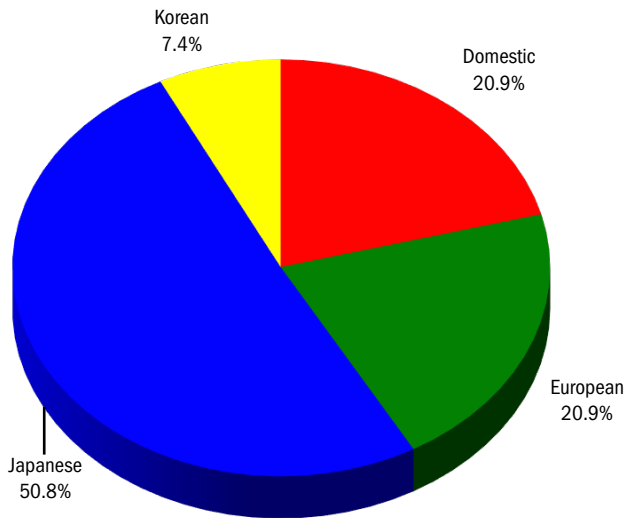
Toyota, Honda, Chevrolet, Mercedes, and Kia were market share leaders in the county

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

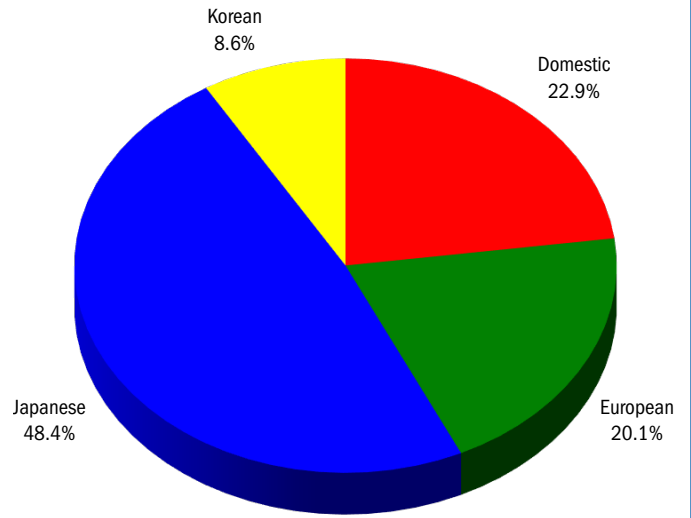
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Market Share for Japanese, Detroit Three, European, and Korean Brands

YTD 2019 thru November

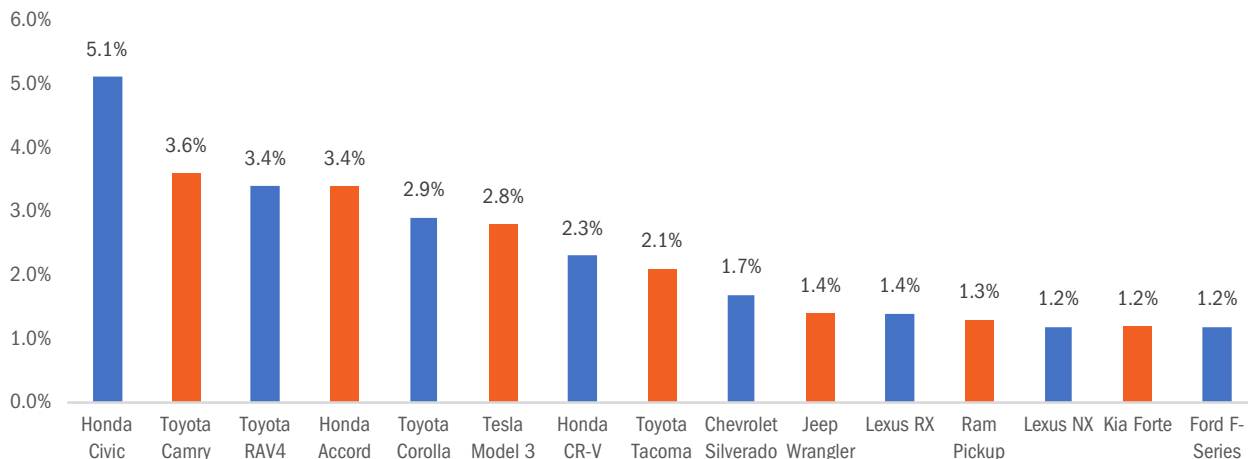


YTD 2020 thru November



Data Source: AutoCount data from Experian.

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



Data Source: AutoCount data from Experian.

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