

# Los Angeles Auto Outlook™

Comprehensive information on the LA County new vehicle market

Sponsored by:



## Quick Facts

New retail car and light truck registrations in the county declined 4.7% from 2018 to 2019. The U.S. market was off by 2.6%.

Light truck registrations were up 1.5% while passenger cars fell 11.2%.

The market declined 5.1% in December of 2019 and January 2020 combined, versus the same period a year earlier.

The three month moving average of new vehicle registrations moved lower in January of this year.

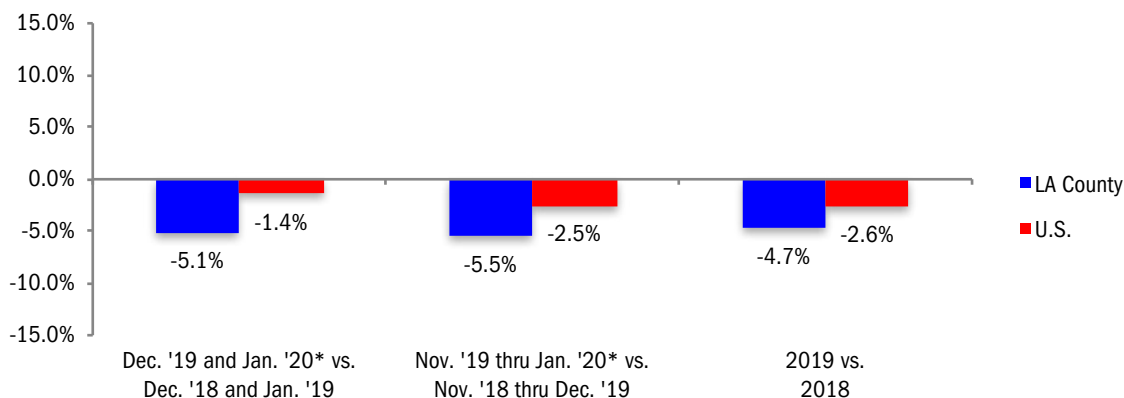
Tesla, Ram, Porsche, Kia, and Volvo registrations increased by more than 5% from 2018 to 2019.

	Dec. '19 and Jan. '20* Combined			Nov. '19 thru Jan. '20* Combined			Annual Totals		
	Previous	Current	% chg.	Previous	Current	% chg.	2018	2019	Chg.
Industry Total	84,969	80,624	-5.1%	125,960	118,977	-5.5%	506,148	482,312	-4.7%
Cars	40,137	34,416	-14.3%	59,476	50,897	-14.4%	248,743	220,948	-11.2%
Light Trucks	44,832	46,208	3.1%	66,484	68,080	2.4%	257,405	261,364	1.5%

Source: IHS.

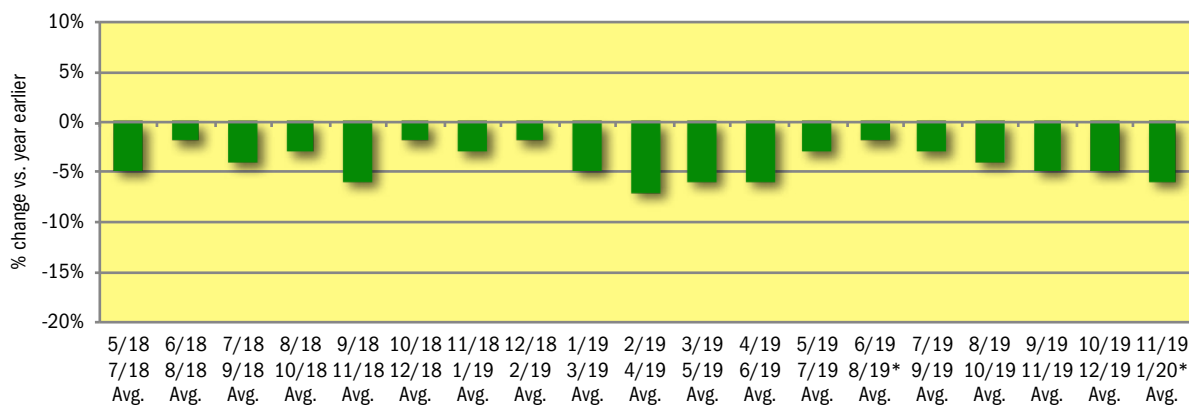
\*January 2020 figures estimated by Auto Outlook.

## Percent Change in LA County and U.S. New Retail Light Vehicle Registrations



Source: IHS.

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



Source: IHS.

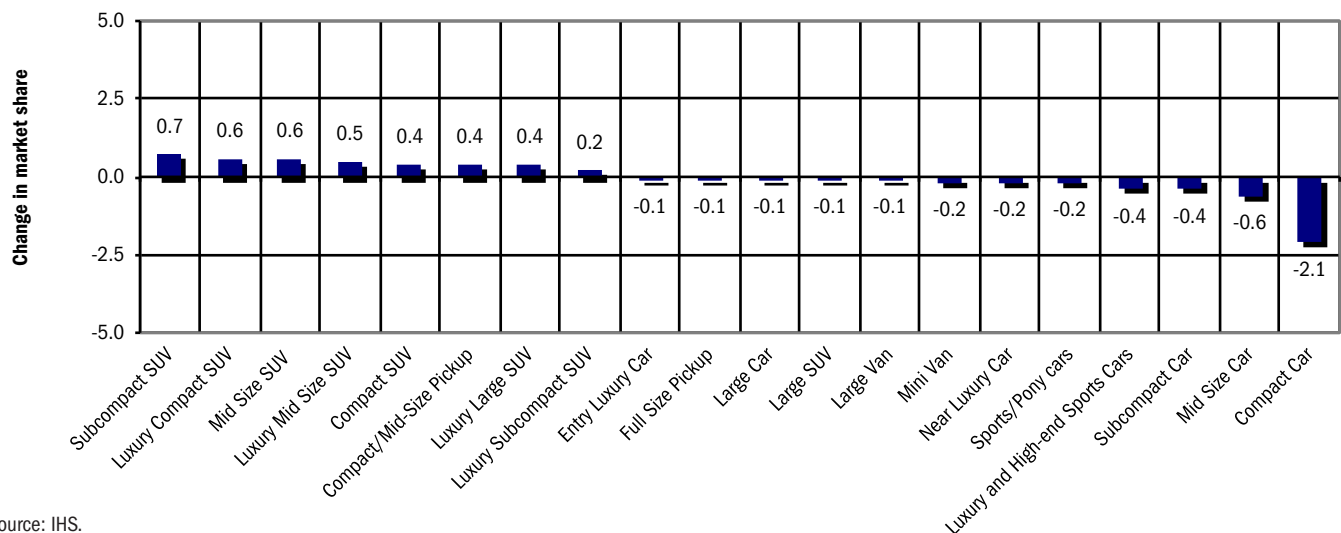
The graph above provides a clear picture of the trending direction of the LA County market. It shows the year-over-year percent change in the three month moving average of new retail light vehicle registrations. The three month moving average is less erratic than monthly registrations, which can fluctuate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

## Data Information

All data represents new and used vehicle retail registrations in Los Angeles County and excludes fleet. Please keep in mind that monthly registration figures can occasionally be subject to fluctuations, resulting in over or under estimation of actual results. This usually occurs due to processing delays by governmental agencies. For this reason, the year-to-date figures will typically be more reflective of market results. Green shaded areas in tables represent the top ten ranked brands. Data Source: IHS.

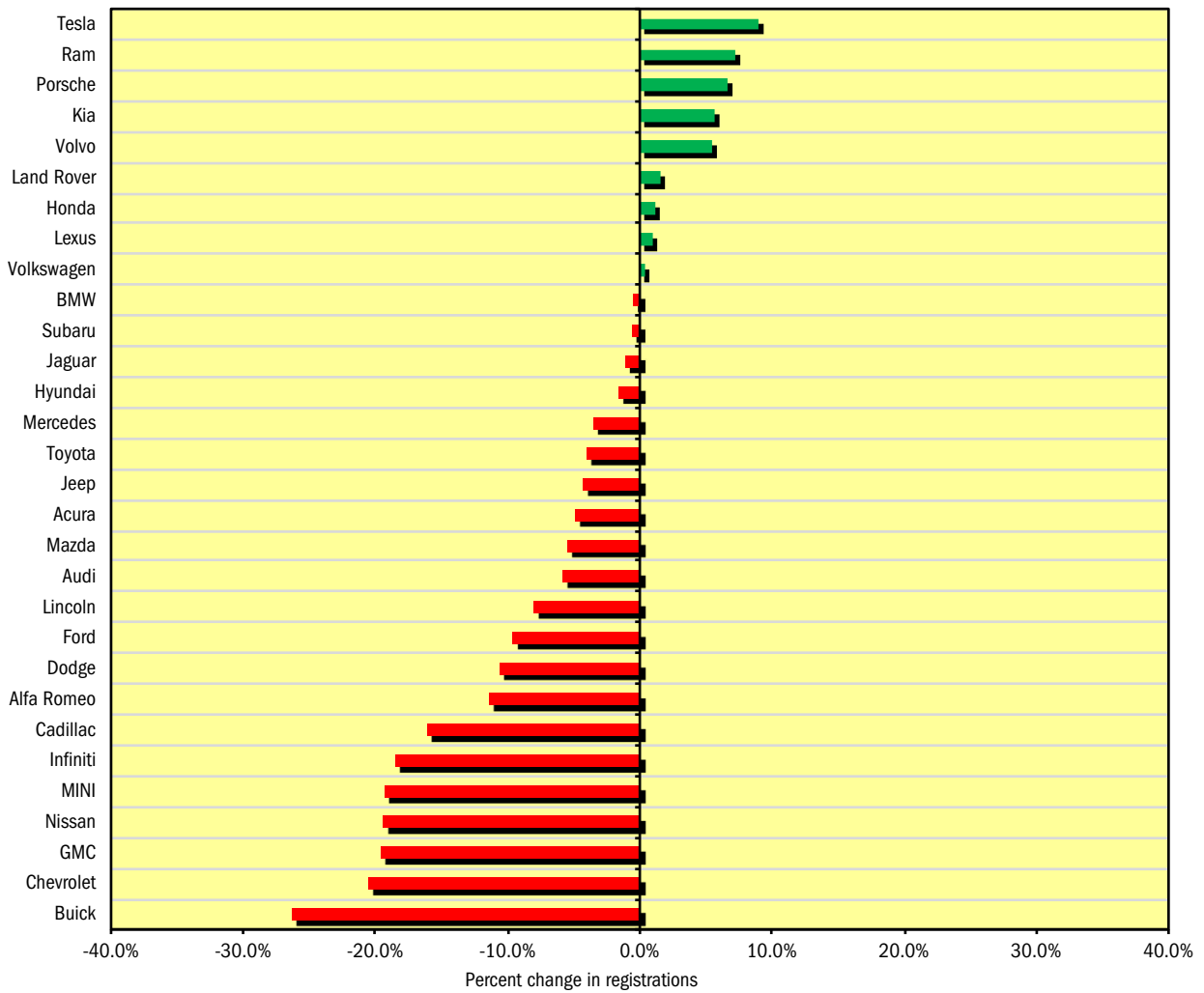
Los Angeles New Retail Car and Light Truck Registrations												
	December			Nov. and Dec.			Annual Totals			Annual Market Share (%)		
	2018	2019	% chg.	2018	2019	% chg.	2018	2019	% chg.	2018	2019	Chg.
TOTAL	47,205	43,616	-7.6%	88,196	81,969	-7.1%	506,148	482,312	-4.7%			
Acura	555	518	-6.7%	997	950	-4.7%	5,132	4,880	-4.9%	1.0	1.0	0.0
Alfa Romeo	169	336	98.8%	379	535	41.2%	2,389	2,116	-11.4%	0.5	0.4	-0.1
Audi	1,544	1,638	6.1%	2,678	2,918	9.0%	14,182	13,355	-5.8%	2.8	2.8	0.0
BMW	3,461	2,759	-20.3%	5,621	5,022	-10.7%	26,328	26,189	-0.5%	5.2	5.4	0.2
Buick	146	84	-42.5%	338	177	-47.6%	1,738	1,281	-26.3%	0.3	0.3	0.0
Cadillac	378	289	-23.5%	672	517	-23.1%	3,480	2,921	-16.1%	0.7	0.6	-0.1
Chevrolet	3,288	2,303	-30.0%	6,142	4,301	-30.0%	33,101	26,323	-20.5%	6.5	5.5	-1.0
Chrysler	138	72	-47.8%	279	131	-53.0%	1,898	1,030	-45.7%	0.4	0.2	-0.2
Dodge	526	629	19.6%	1,077	1,098	1.9%	7,345	6,567	-10.6%	1.5	1.4	-0.1
FIAT	55	28	-49.1%	128	60	-53.1%	948	505	-46.7%	0.2	0.1	-0.1
Ford	1,892	2,213	17.0%	4,103	3,701	-9.8%	25,784	23,314	-9.6%	5.1	4.8	-0.3
Genesis	7	104	1385.7%	26	162	523.1%	487	613	25.9%	0.1	0.1	0.0
GMC	422	429	1.7%	802	743	-7.4%	4,651	3,741	-19.6%	0.9	0.8	-0.1
Honda	6,521	6,086	-6.7%	11,857	11,993	1.1%	71,578	72,421	1.2%	14.1	15.0	0.9
Hyundai	1,075	1,513	40.7%	2,151	2,650	23.2%	14,702	14,469	-1.6%	2.9	3.0	0.1
Infiniti	786	535	-31.9%	1,575	1,155	-26.7%	7,087	5,776	-18.5%	1.4	1.2	-0.2
Jaguar	134	182	35.8%	287	305	6.3%	1,610	1,593	-1.1%	0.3	0.3	0.0
Jeep	1,204	1,196	-0.7%	2,396	2,183	-8.9%	15,184	14,527	-4.3%	3.0	3.0	0.0
Kia	1,550	1,901	22.6%	3,273	3,733	14.1%	19,721	20,817	5.6%	3.9	4.3	0.4
Land Rover	698	718	2.9%	1,264	1,252	-0.9%	6,433	6,532	1.5%	1.3	1.4	0.1
Lexus	2,768	2,692	-2.7%	4,915	4,821	-1.9%	23,341	23,581	1.0%	4.6	4.9	0.3
Lincoln	180	223	23.9%	326	370	13.5%	2,006	1,846	-8.0%	0.4	0.4	0.0
Maserati	68	64	-5.9%	127	117	-7.9%	917	581	-36.6%	0.2	0.1	-0.1
Mazda	1,044	1,049	0.5%	1,871	1,904	1.8%	11,077	10,466	-5.5%	2.2	2.2	0.0
Mercedes	3,109	1,977	-36.4%	5,312	4,275	-19.5%	26,899	25,967	-3.5%	5.3	5.4	0.1
MINI	245	220	-10.2%	486	450	-7.4%	3,295	2,660	-19.3%	0.7	0.6	-0.1
Mitsubishi	77	90	16.9%	204	183	-10.3%	1,522	1,243	-18.3%	0.3	0.3	0.0
Nissan	2,189	1,666	-23.9%	4,322	3,526	-18.4%	27,540	22,187	-19.4%	5.4	4.6	-0.8
Porsche	443	455	2.7%	826	884	7.0%	4,466	4,760	6.6%	0.9	1.0	0.1
Ram	477	648	35.8%	955	1,070	12.0%	5,181	5,552	7.2%	1.0	1.2	0.2
Subaru	1,549	1,557	0.5%	2,856	2,720	-4.8%	16,491	16,387	-0.6%	3.3	3.4	0.1
Tesla	1,628	686	-57.9%	2,847	882	-69.0%	15,302	16,675	9.0%	3.0	3.5	0.5
Toyota	7,073	6,979	-1.3%	13,800	13,759	-0.3%	86,138	82,723	-4.0%	17.0	17.2	0.2
Volkswagen	1,328	1,199	-9.7%	2,442	2,383	-2.4%	13,169	13,218	0.4%	2.6	2.7	0.1
Volvo	343	415	21.0%	617	760	23.2%	3,823	4,033	5.5%	0.8	0.8	0.0
Other	135	163	20.7%	245	279	13.9%	1,203	1,463	21.6%	0.2	0.3	0.1

Change in New Vehicle Segment Market Share - 2019 vs. 2018



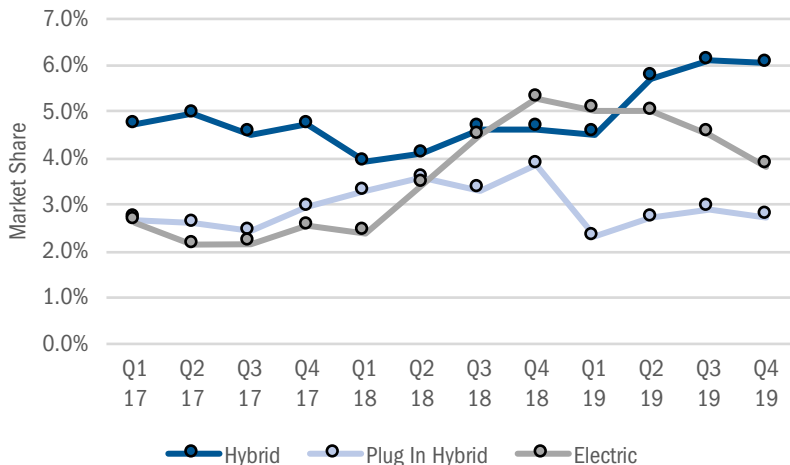
Source: IHS.

**Percent Change in Brand Registrations - 2019 vs. 2018 (Top 30 brands)**



Data Source: IHS.

**Quarterly Alternative Powertrain Market Share  
(includes hybrid and electric vehicles)**

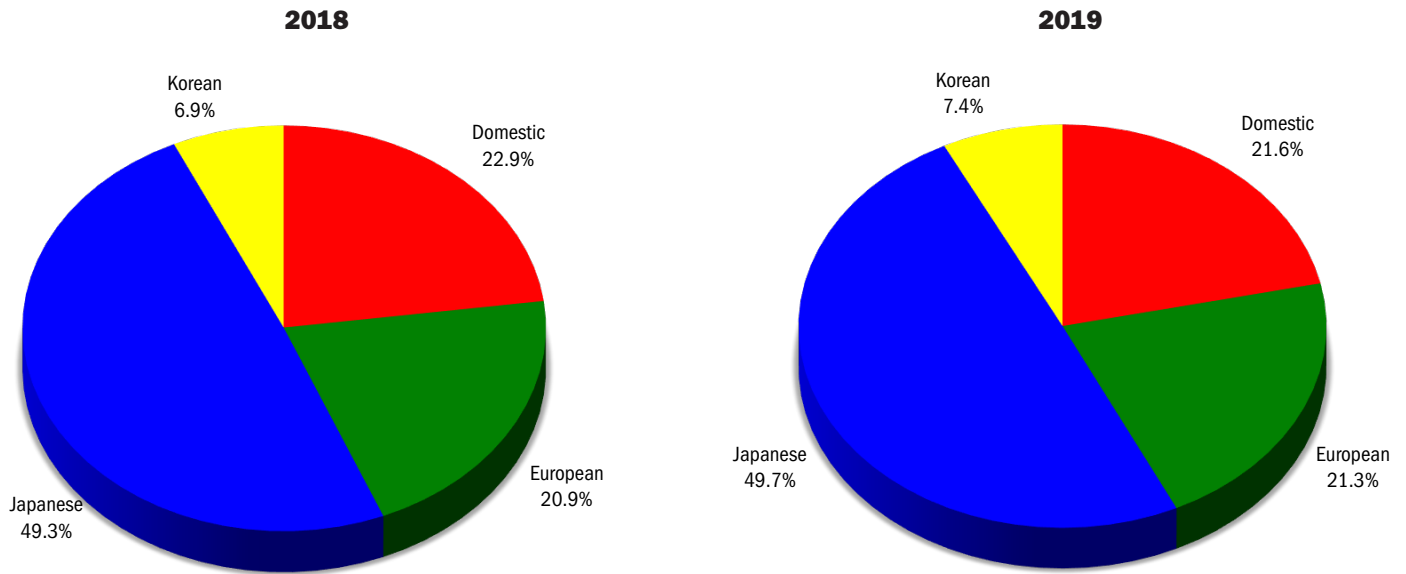


Hybrid/electric vehicle market share in Q4 '19:

**12.6%**

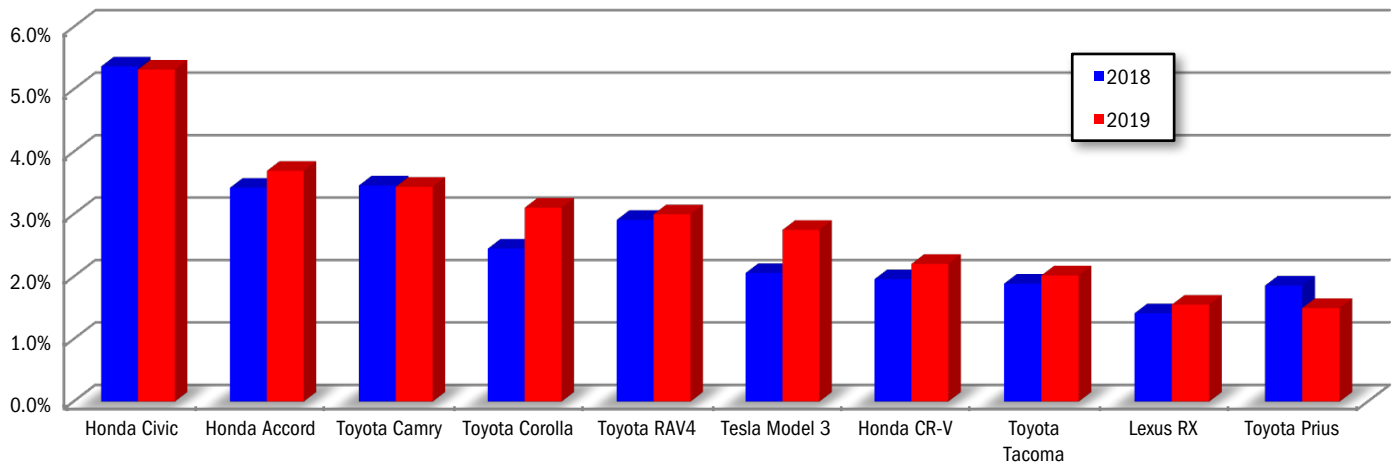
The graph above shows hybrid powertrain and electric vehicle quarterly market share in the county. Source: IHS.

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



Data Source: IHS.

**Market Share for Top 10 Selling Models in LA County - 2018 and 2019**



**Los Angeles Auto Outlook**

Published for:  
 Greater Los Angeles New Car Dealers Association  
 714 West Olympic Boulevard, Suite 601  
 Los Angeles, CA 90015  
 Phone: 213-748-0240  
 www.glanccda.org

Published by:  
 Auto Outlook, Inc.  
 PO Box 390  
 Exton, PA 19341  
 Phone: 610-640-1233  
 Email: jfoltz@autooutlook.com

Copyright Auto Outlook, Inc.,  
 February 2020

Los Angeles Auto Outlook is distributed free of charge to all members of Los Angeles New Car Dealers Association. The publication is sponsored and supported by GLANCCDA.

Los Angeles Auto Outlook is published and edited by Auto Outlook, Inc., an independent automotive market research firm. Opinions in Los Angeles Auto Outlook are solely those of Auto Outlook, Inc., and are not necessarily shared by GLANCCDA.