

# 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 28.6% during the first five months of 2020 versus a year earlier. Combined registrations for April and May fell by more than 60% versus year earlier.

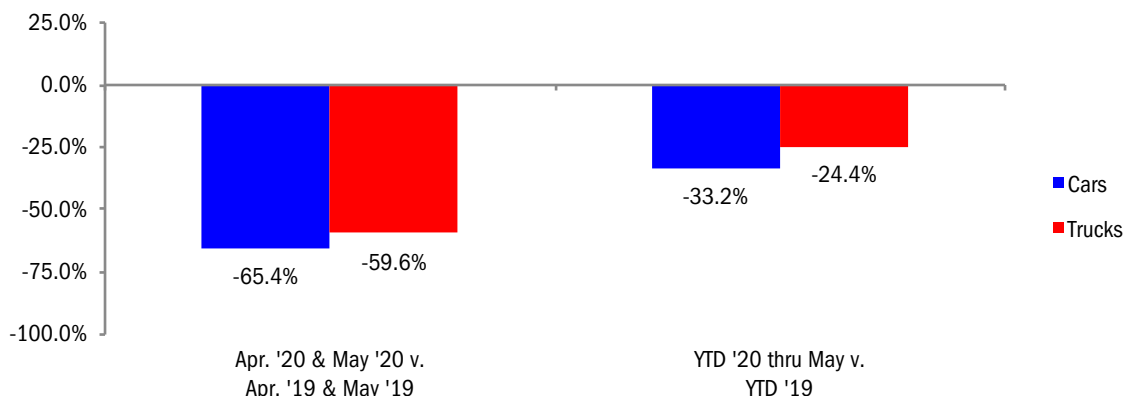
Note: recording of new vehicle registrations typically lags the reporting of actual sales at dealerships. As a result, May registrations (which include sales activity in April) declined at a faster pace than sales. The improvement in sales that took place from April to May will be reflected in June registration data.

Passenger car registrations in the county declined by 33.2% so far this year, while light trucks were off 24.4%.

Los Angeles County New Retail Car and Light Truck Registrations									
	April and May Combined			Mar. '20 thru May '20			YTD thru May		
	Previous	Current	% chg.	Previous	Current	% chg.	2019	2020	Chg.
Industry Total	82,395	30,991	-62.4%	116,678	69,791	-40.2%	197,912	141,325	-28.6%
Cars	39,746	13,746	-65.4%	55,753	31,000	-44.4%	94,218	62,930	-33.2%
Light Trucks	42,649	17,245	-59.6%	60,925	38,791	-36.3%	103,694	78,395	-24.4%

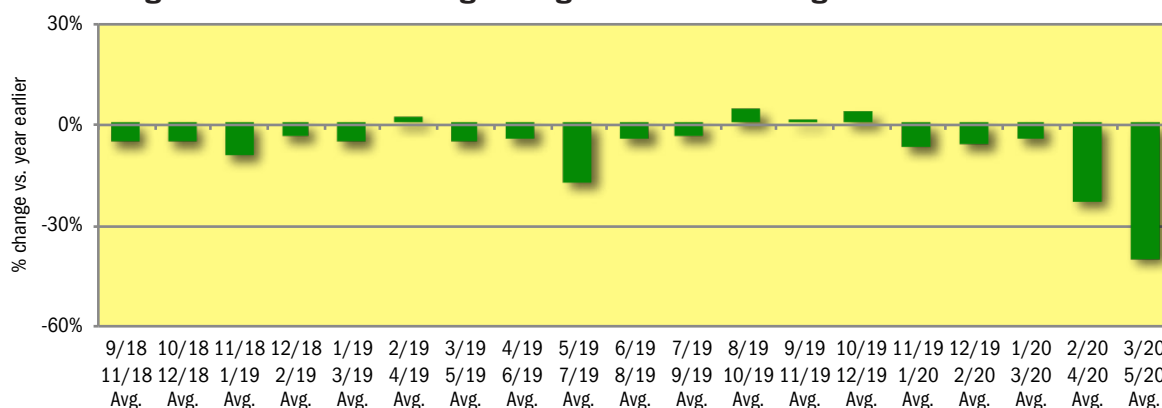
Data Source: AutoCount data from Experian.

## 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.

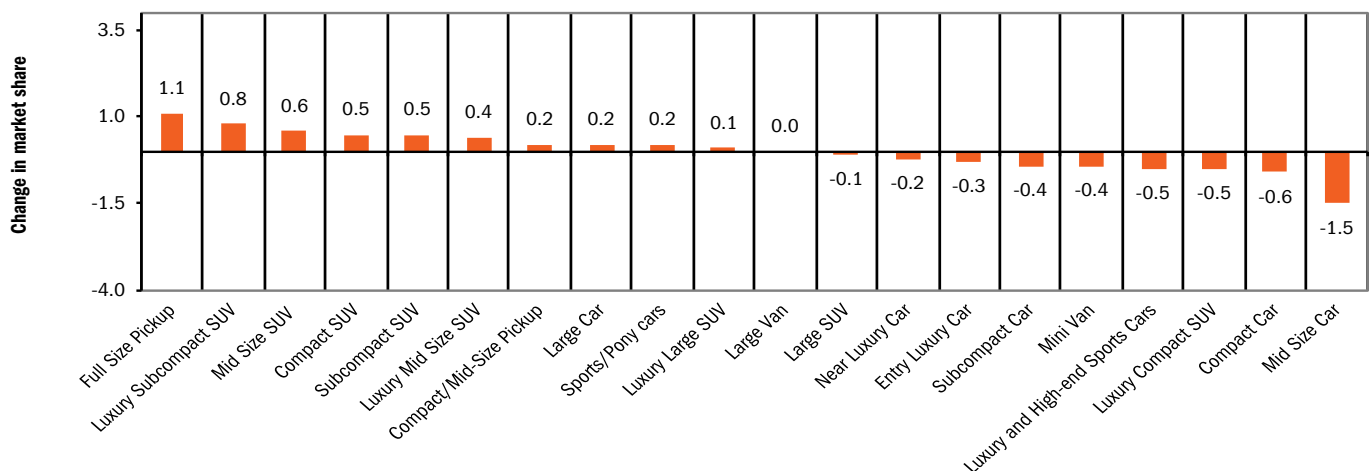
The graph above provides a clear picture of the trending direction of the LA County market. It shows the year-over-year percent change in the three month moving average of new retail light vehicle registrations. The three month moving average is less erratic than monthly registrations, which can fluctuate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

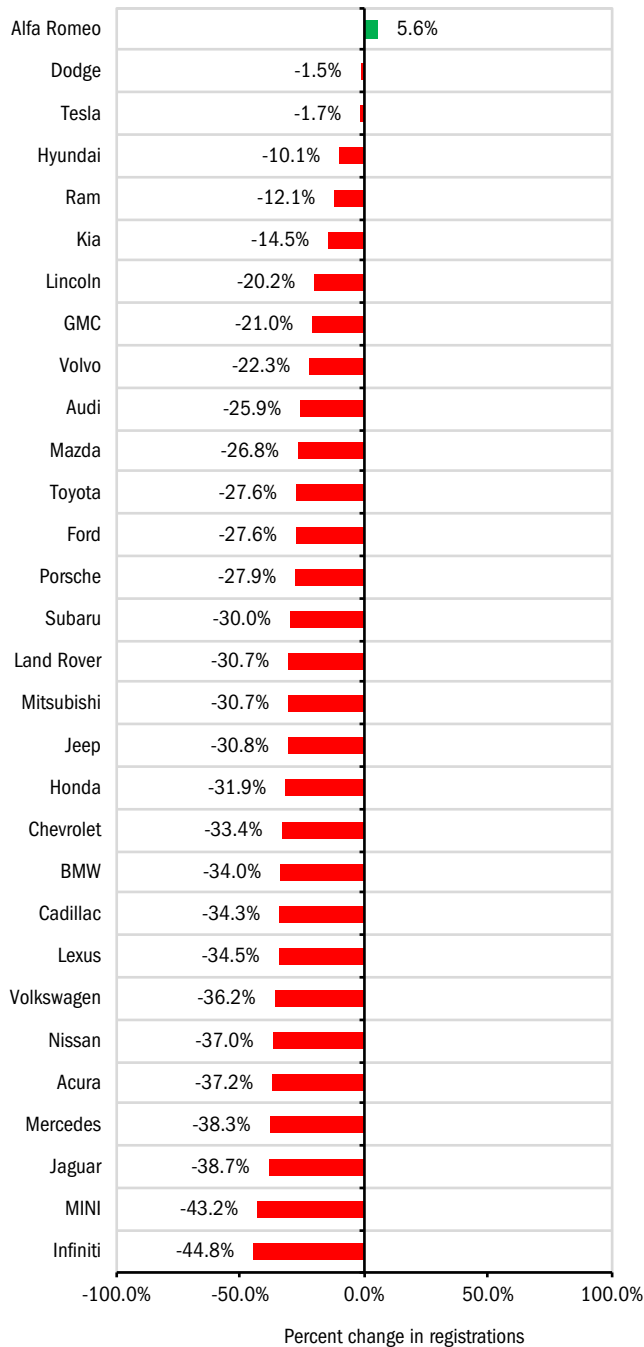
Los Angeles County New Retail Car and Light Truck Registrations									
	Apr. '20 & May '20			YTD thru May			YTD Market Share (%)		
	2019	2020	% chg.	2019	2020	% chg.	2019	2020	Chg.
TOTAL	82,395	30,991	-62.4%	197,912	141,325	-28.6%			
Acura	847	234	-72.4%	2,217	1,393	-37.2%	1.1	1.0	-0.1
Alfa Romeo	264	198	-25.0%	806	851	5.6%	0.4	0.6	0.2
Audi	2,459	660	-73.2%	5,641	4,181	-25.9%	2.9	3.0	0.1
BMW	4,160	1,156	-72.2%	9,660	6,380	-34.0%	4.9	4.5	-0.4
Buick	217	43	-80.2%	581	232	-60.1%	0.3	0.2	-0.1
Cadillac	383	116	-69.7%	915	601	-34.3%	0.5	0.4	0.0
Chevrolet	4,410	1,954	-55.7%	11,360	7,562	-33.4%	5.7	5.4	-0.4
Chrysler	184	55	-70.1%	514	257	-50.0%	0.3	0.2	-0.1
Dodge	1,105	735	-33.5%	2,528	2,490	-1.5%	1.3	1.8	0.5
FIAT	89	11	-87.6%	249	82	-67.1%	0.1	0.1	-0.1
Ford	2,953	1,569	-46.9%	8,183	5,922	-27.6%	4.1	4.2	0.1
Genesis	79	57	-27.8%	105	238	126.7%	0.1	0.2	0.1
GMC	596	375	-37.1%	1,458	1,152	-21.0%	0.7	0.8	0.1
Honda	12,897	4,275	-66.9%	30,925	21,051	-31.9%	15.6	14.9	-0.7
Hyundai	2,299	1,106	-51.9%	5,367	4,823	-10.1%	2.7	3.4	0.7
Infiniti	987	307	-68.9%	2,669	1,472	-44.8%	1.3	1.0	-0.3
Jaguar	312	72	-76.9%	765	469	-38.7%	0.4	0.3	-0.1
Jeep	2,660	1,217	-54.2%	6,078	4,205	-30.8%	3.1	3.0	-0.1
Kia	3,682	1,330	-63.9%	8,335	7,126	-14.5%	4.2	5.0	0.8
Land Rover	1,205	405	-66.4%	2,945	2,041	-30.7%	1.5	1.4	0.0
Lexus	4,256	1,257	-70.5%	10,358	6,780	-34.5%	5.2	4.8	-0.4
Lincoln	241	80	-66.8%	693	553	-20.2%	0.4	0.4	0.0
Maserati	79	54	-31.6%	280	192	-31.4%	0.1	0.1	0.0
Mazda	1,871	682	-63.5%	4,521	3,311	-26.8%	2.3	2.3	0.1
Mercedes	4,497	1,443	-67.9%	10,431	6,437	-38.3%	5.3	4.6	-0.7
MINI	477	137	-71.3%	1,095	622	-43.2%	0.6	0.4	-0.1
Mitsubishi	177	91	-48.6%	485	336	-30.7%	0.2	0.2	0.0
Nissan	3,951	1,527	-61.4%	9,791	6,166	-37.0%	4.9	4.4	-0.6
Other	229	113	-50.7%	569	454	-20.2%	0.3	0.3	0.0
Porsche	663	264	-60.2%	1,830	1,320	-27.9%	0.9	0.9	0.0
Ram	831	580	-30.2%	2,075	1,824	-12.1%	1.0	1.3	0.2
Subaru	2,846	904	-68.2%	6,794	4,757	-30.0%	3.4	3.4	-0.1
Tesla	3,045	2,060	-32.3%	7,531	7,405	-1.7%	3.8	5.2	1.4
Toyota	14,221	4,977	-65.0%	32,775	23,721	-27.6%	16.6	16.8	0.2
Volkswagen	2,569	730	-71.6%	5,867	3,741	-36.2%	3.0	2.6	-0.3
Volvo	654	217	-66.8%	1,516	1,178	-22.3%	0.8	0.8	0.1

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

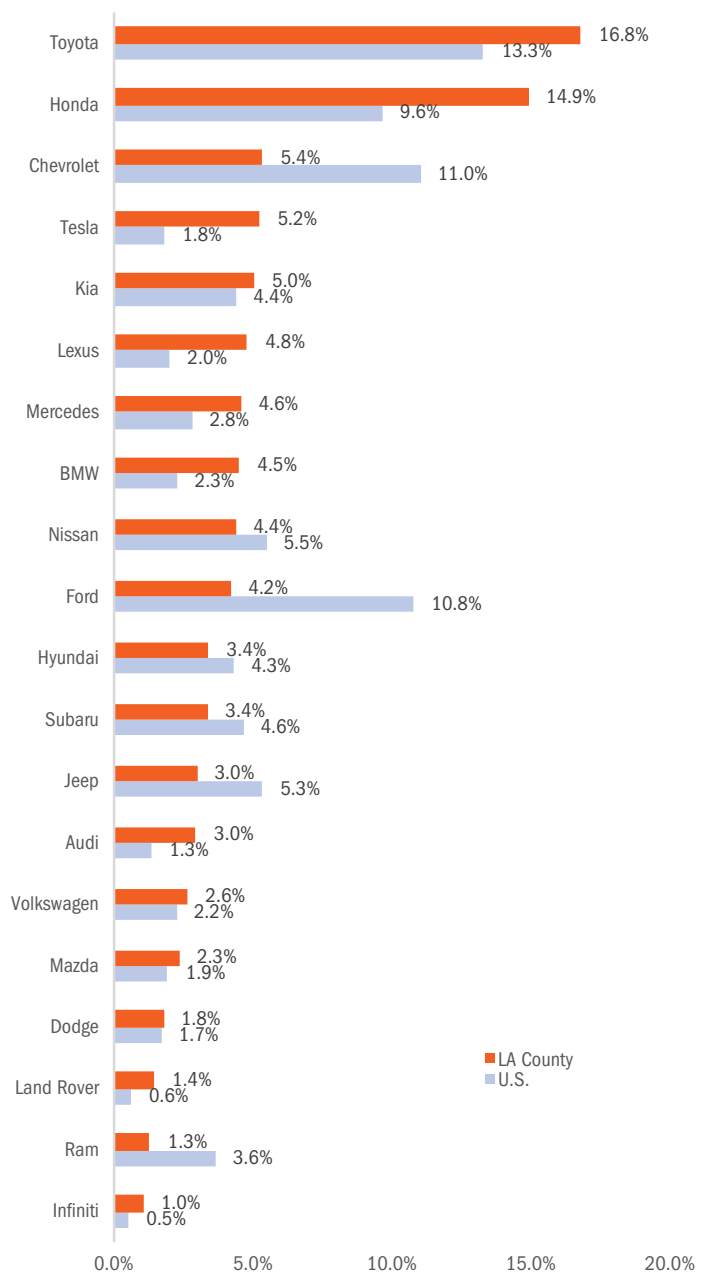


Data Source: AutoCount data from Experian.

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



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



**Five brands had declines of less than 20%: Dodge, Tesla, Hyundai, Ram, and Kia. Alfa Romeo had a small percentage gain.**



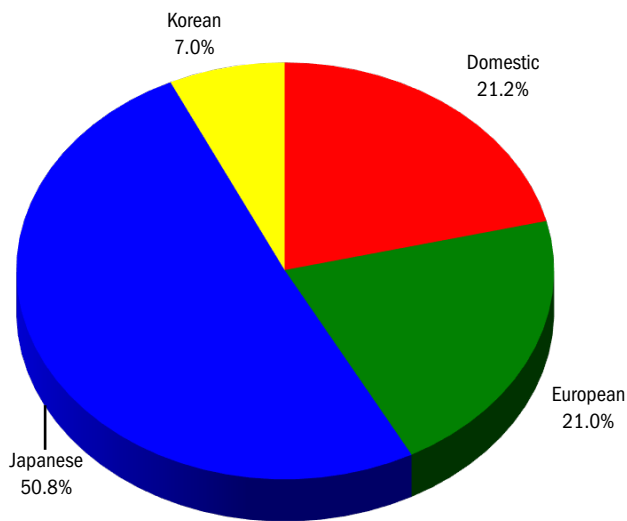
**Toyota, Honda, Chevrolet, Tesla and Kia were market share leaders in the county**

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

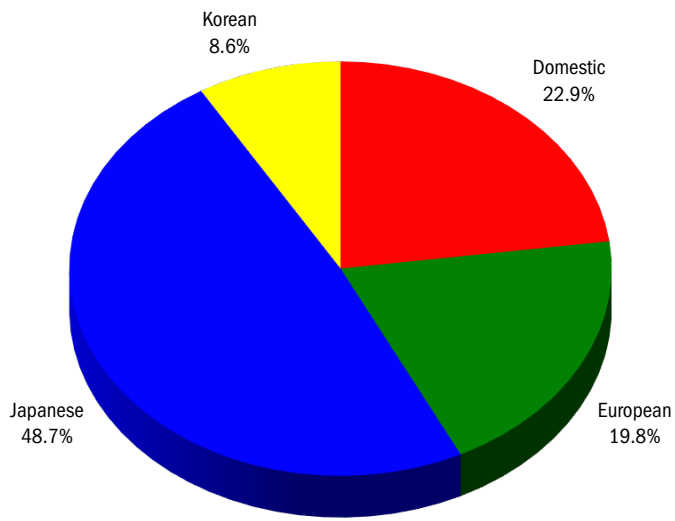
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**Market Share for Japanese, Detroit Three, European, and Korean Brands**

**YTD 2019 thru May**

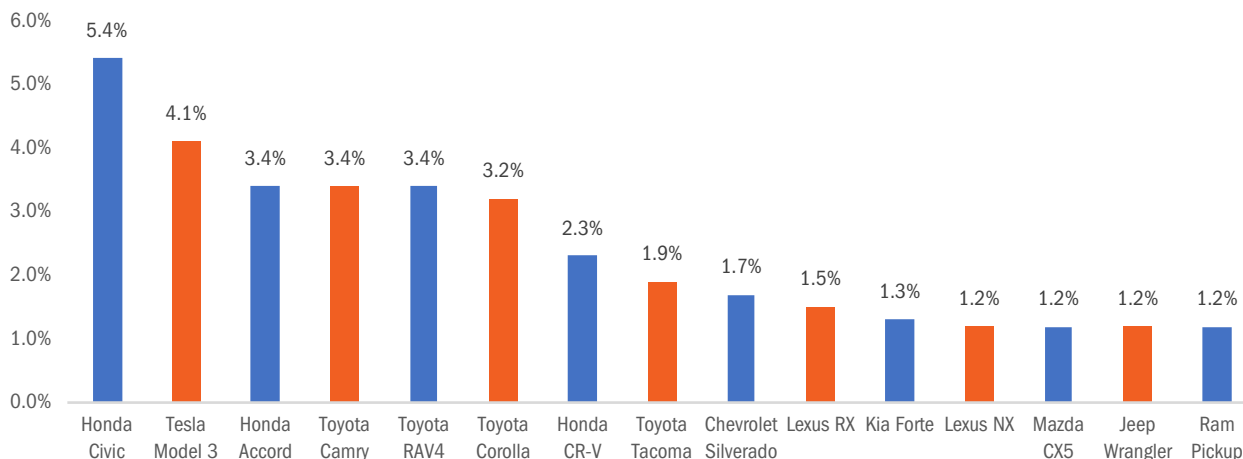


**YTD 2020 thru May**



Data Source: AutoCount data from Experian.

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



Data Source: AutoCount data from Experian.

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