

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 increased 31.4% during the first seven months of 2021 versus the same period a year earlier.

The rate of improvement has eased during the past few months and this will continue for perhaps the rest of this year and supply shortages impact sales.

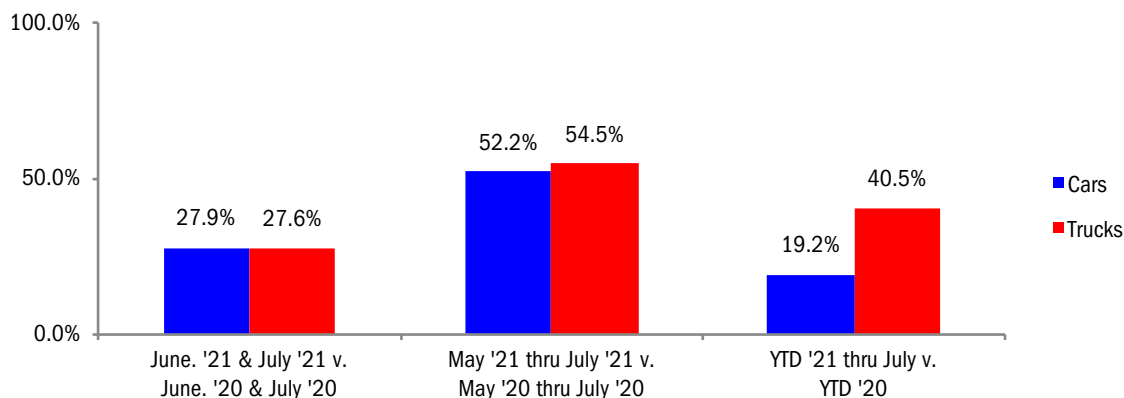
Registrations improved by more than 40% so far this year for the following brands: Chrysler, Tesla, Porsche, Cadillac, Kia, BMW, GMC, and Toyota.

Honda Civic, Toyota Camry, Toyota RAV4, Toyota Corolla, and Honda Accord were the top selling models in the county during the first seven months of this year.

Los Angeles County New Retail Car and Light Truck Registrations									
	June and July Combined			May '21 thru July '21			YTD thru July		
	Previous	Current	% chg.	Previous	Current	% chg.	2020	2021	Chg.
Industry Total	65,538	83,718	27.7%	81,210	124,730	53.6%	206,863	271,801	31.4%
Cars	26,103	33,380	27.9%	32,468	49,406	52.2%	88,474	105,497	19.2%
Light Trucks	39,435	50,338	27.6%	48,742	75,324	54.5%	118,389	166,304	40.5%

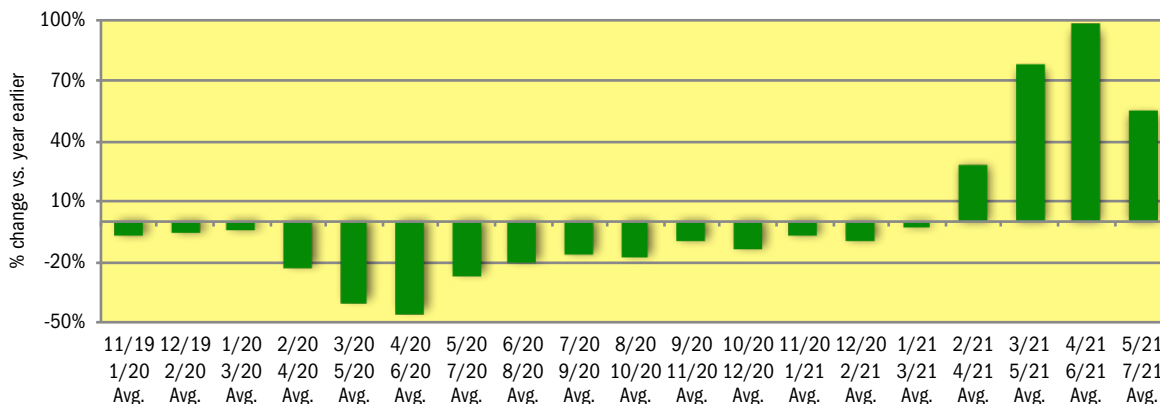
Data Source: AutoCount data from Experian.

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.

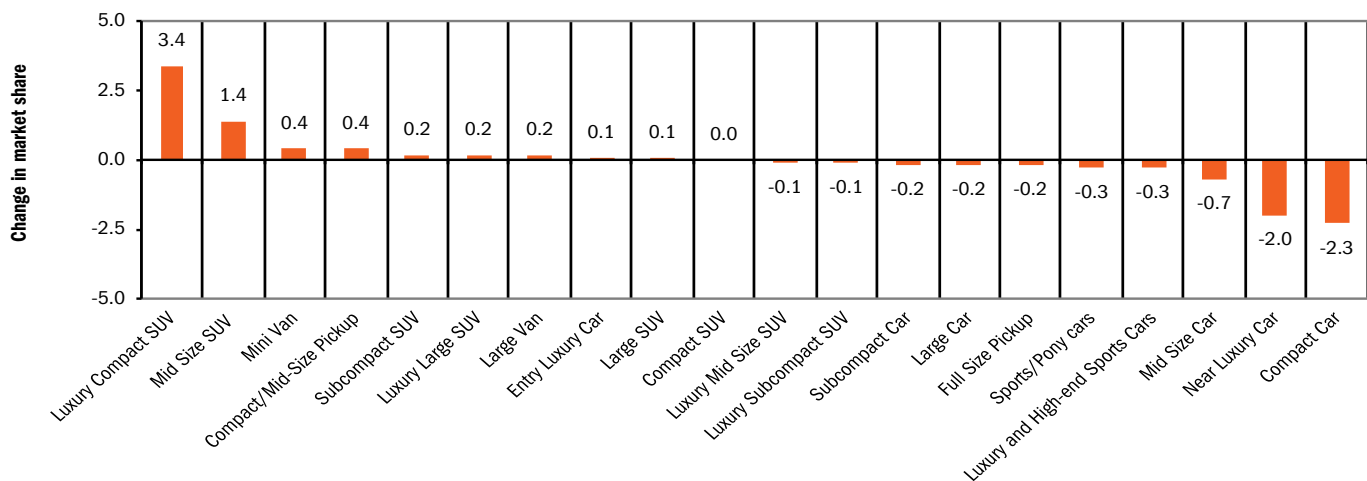
The graph above provides a clear picture of the trending direction of the LA County market. It shows the year-over-year percent change in the three month moving average of new retail light vehicle registrations. The three month moving average is less erratic than monthly registrations, which can fluctuate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

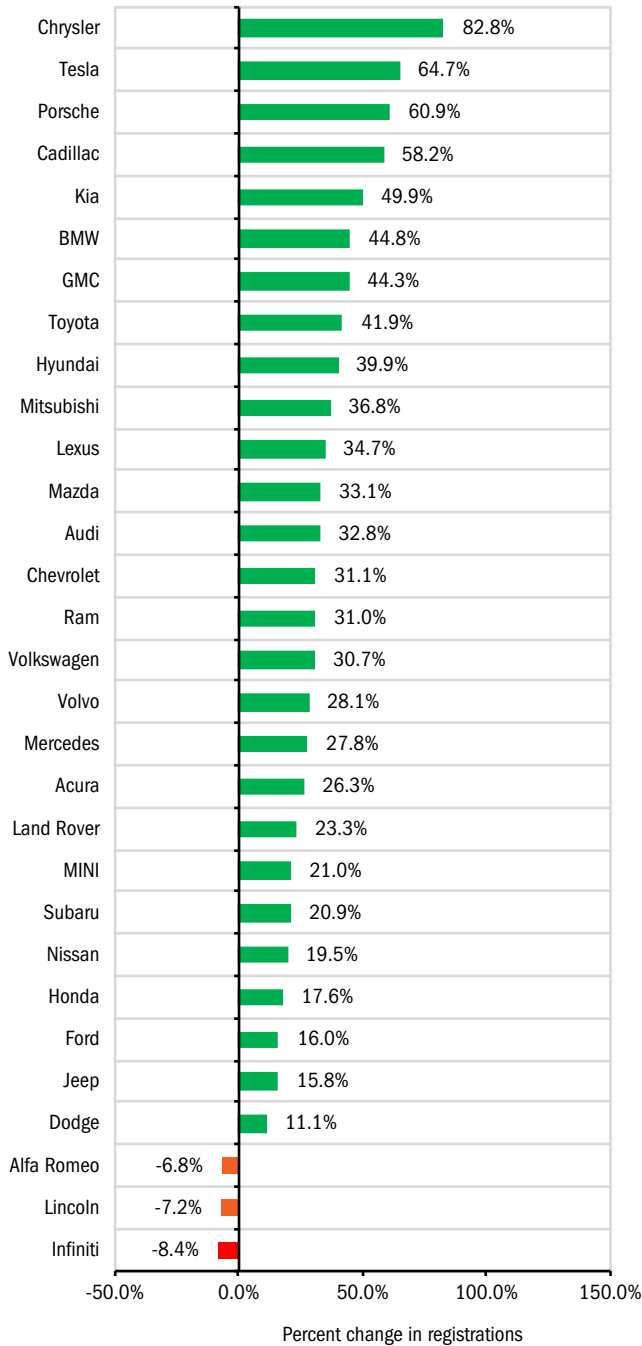
Los Angeles County New Retail Car and Light Truck Registrations												
	June and July Combined			May '21 thru July '21			YTD thru July			YTD Market Share (%)		
	Previous	Current	% chg.	Previous	Current	% chg.	2020	2021	% chg.	2020	2021	Chg.
TOTAL	65,538	83,718	27.7%	81,210	124,730	53.6%	206,863	271,801	31.4%			
Acura	632	843	33.4%	766	1,287	68.0%	2,025	2,557	26.3%	1.0	0.9	0.0
Alfa Romeo	420	298	-29.0%	501	433	-13.6%	1,271	1,184	-6.8%	0.6	0.4	-0.2
Audi	1,734	2,107	21.5%	2,117	3,189	50.6%	5,915	7,857	32.8%	2.9	2.9	0.0
BMW	2,844	4,618	62.4%	3,447	6,609	91.7%	9,224	13,354	44.8%	4.5	4.9	0.5
Buick	115	178	54.8%	134	257	91.8%	347	513	47.8%	0.2	0.2	0.0
Cadillac	337	413	22.6%	404	617	52.7%	938	1,484	58.2%	0.5	0.5	0.1
Chevrolet	3,229	3,919	21.4%	4,205	5,959	41.7%	10,791	14,145	31.1%	5.2	5.2	0.0
Chrysler	98	122	24.5%	125	255	104.0%	355	649	82.8%	0.2	0.2	0.1
Dodge	946	1,015	7.3%	1,293	1,614	24.8%	3,436	3,816	11.1%	1.7	1.4	-0.3
FIAT	46	7	-84.8%	53	15	-71.7%	128	35	-72.7%	0.1	0.0	0.0
Ford	3,474	2,982	-14.2%	4,471	4,679	4.7%	9,396	10,901	16.0%	4.5	4.0	-0.5
Genesis	83	260	213.3%	112	336	200.0%	321	582	81.3%	0.2	0.2	0.1
GMC	573	801	39.8%	779	1,121	43.9%	1,725	2,490	44.3%	0.8	0.9	0.1
Honda	10,047	11,972	19.2%	12,238	17,896	46.2%	31,098	36,579	17.6%	15.0	13.5	-1.6
Hyundai	2,342	3,573	52.6%	2,980	5,118	71.7%	7,165	10,021	39.9%	3.5	3.7	0.2
Infiniti	529	593	12.1%	675	847	25.5%	2,001	1,832	-8.4%	1.0	0.7	-0.3
Jaguar	200	155	-22.5%	247	248	0.4%	669	488	-27.1%	0.3	0.2	-0.1
Jeep	2,490	2,324	-6.7%	3,130	3,547	13.3%	6,695	7,753	15.8%	3.2	2.9	-0.4
Kia	2,756	5,132	86.2%	3,438	7,508	118.4%	9,882	14,810	49.9%	4.8	5.4	0.7
Land Rover	955	1,029	7.7%	1,171	1,549	32.3%	2,996	3,695	23.3%	1.4	1.4	-0.1
Lexus	2,602	3,474	33.5%	3,223	5,210	61.7%	9,382	12,637	34.7%	4.5	4.6	0.1
Lincoln	236	172	-27.1%	282	281	-0.4%	789	732	-7.2%	0.4	0.3	-0.1
Maserati	76	97	27.6%	103	143	38.8%	268	275	2.6%	0.1	0.1	0.0
Mazda	1,641	2,623	59.8%	2,033	3,578	76.0%	4,952	6,589	33.1%	2.4	2.4	0.0
Mercedes	4,215	4,169	-1.1%	5,036	6,129	21.7%	10,652	13,618	27.8%	5.1	5.0	-0.1
MINI	307	393	28.0%	377	553	46.7%	929	1,124	21.0%	0.4	0.4	0.0
Mitsubishi	102	208	103.9%	130	312	140.0%	438	599	36.8%	0.2	0.2	0.0
Nissan	2,515	3,292	30.9%	3,242	4,858	49.8%	8,681	10,374	19.5%	4.2	3.8	-0.4
Other	167	196	17.4%	226	272	20.4%	621	655	5.5%	0.3	0.2	-0.1
Porsche	722	954	32.1%	865	1,485	71.7%	2,042	3,286	60.9%	1.0	1.2	0.2
Ram	1,012	1,092	7.9%	1,321	1,573	19.1%	2,836	3,714	31.0%	1.4	1.4	0.0
Subaru	2,364	2,409	1.9%	2,862	3,814	33.3%	7,121	8,609	20.9%	3.4	3.2	-0.3
Tesla	2,481	4,999	101.5%	2,876	6,878	139.2%	9,886	16,284	64.7%	4.8	6.0	1.2
Toyota	10,725	13,935	29.9%	13,333	21,582	61.9%	34,446	48,886	41.9%	16.7	18.0	1.3
Volkswagen	1,738	2,429	39.8%	2,101	3,690	75.6%	5,479	7,159	30.7%	2.6	2.6	0.0
Volvo	785	935	19.1%	914	1,288	40.9%	1,963	2,515	28.1%	0.9	0.9	0.0

Change in New Vehicle Segment Market Share - YTD 2021 thru July vs. YTD 2020

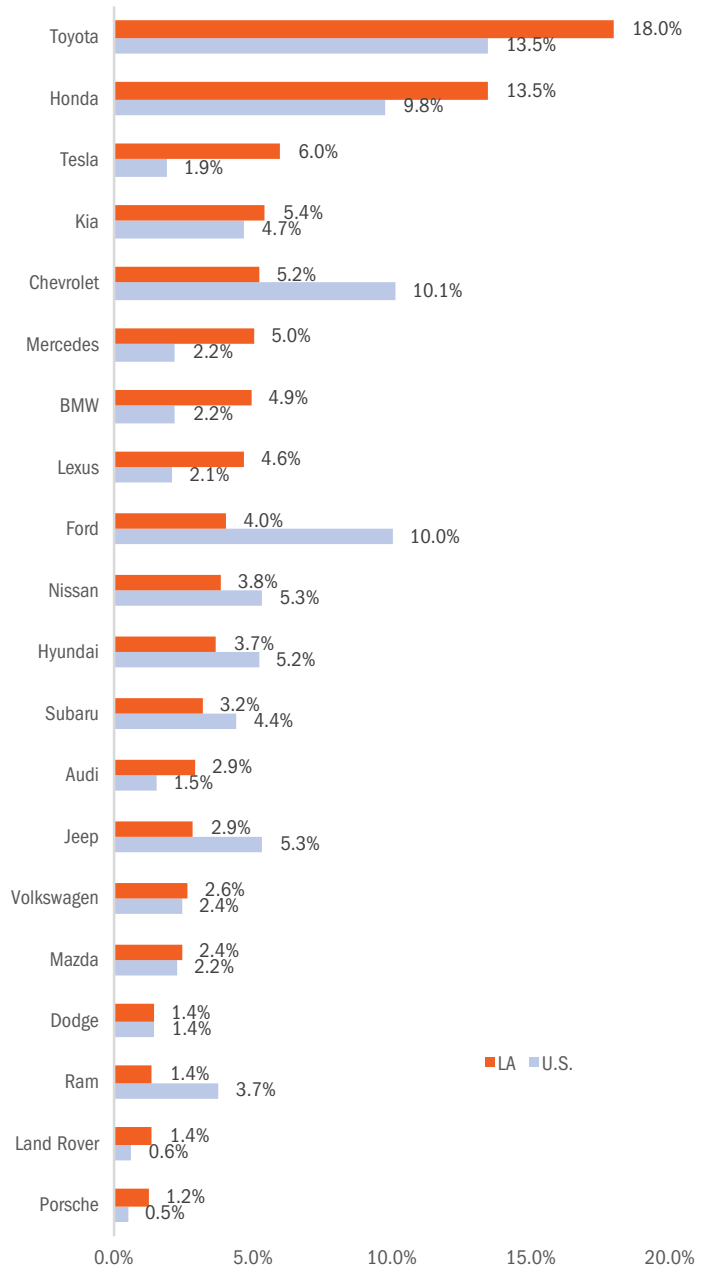


Data Source: AutoCount data from Experian.

Percent Change in Brand Registrations YTD '21 thru July vs. YTD '20 (Top 30 selling brands)



Los Angeles County Market Share YTD '21 thru July (Top 20 selling brands in county)



Eight brands had increases of greater than 40%: Chrysler, Tesla, Porsche, Cadillac, Kia, BMW, GMC, and Toyota.



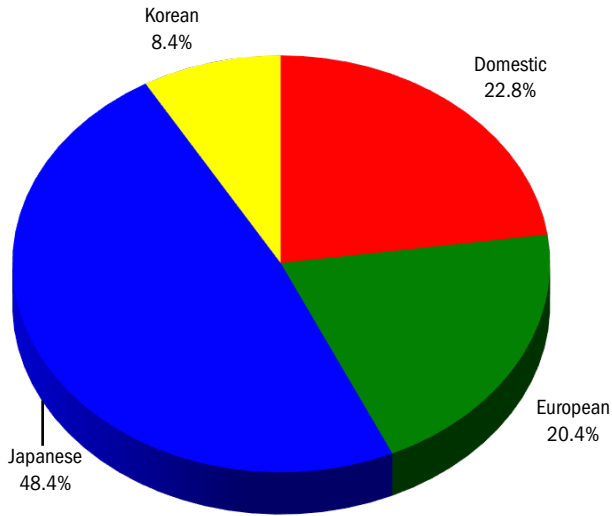
Toyota, Honda, Tesla, Kia, and Chevrolet were market share leaders in the county

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

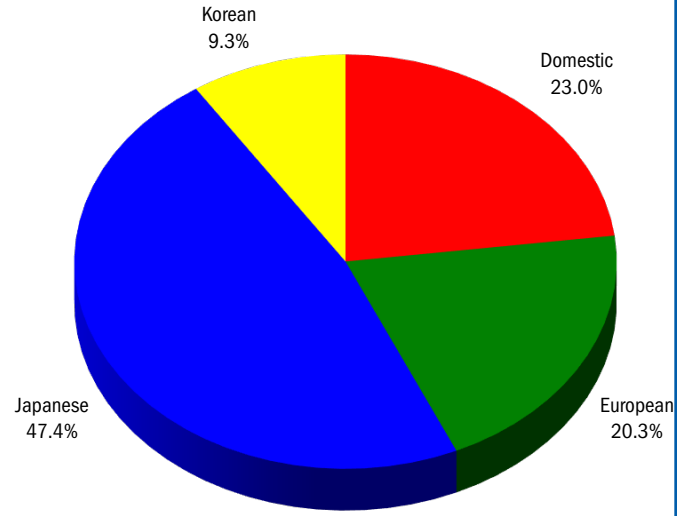
Attribution notice: Any material quoted must be attributed to Los Angeles Auto Outlook, published by Auto Outlook, Inc. on behalf of the Greater Los Angeles New Car Dealers Association. Data source must also be shown as "Data Source: AutoCount Data from Experian." Please contact GLANCD with any questions or comments regarding the publication.

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

YTD 2020 thru July

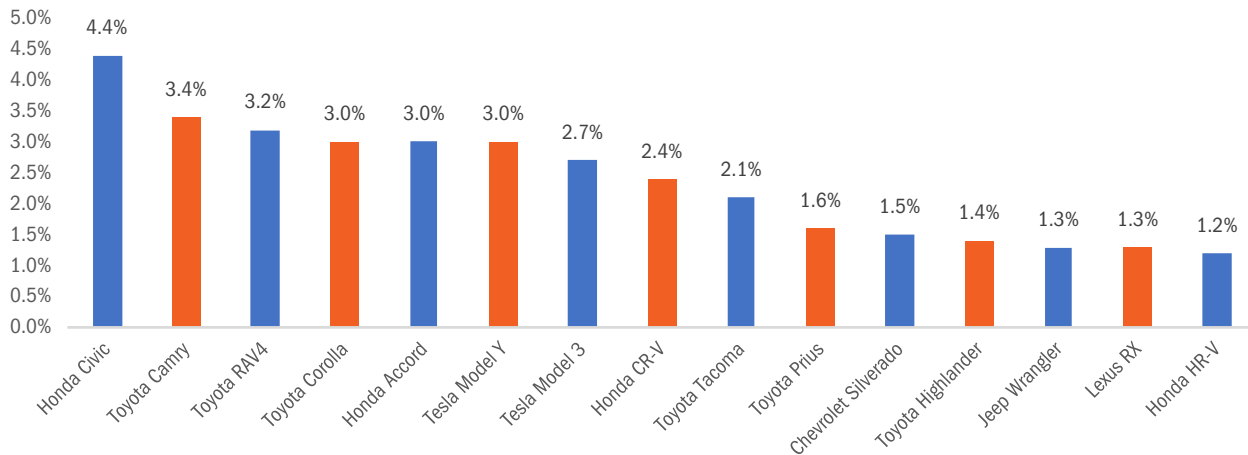


YTD 2021 thru July



Data Source: AutoCount data from Experian.

Market Share for Top 15 Selling Models in LA County - YTD 2021 thru July



Data Source: AutoCount data from Experian.

Los Angeles Auto Outlook

Published for:
 Greater Los Angeles New Car Dealers Association
 700 N. Central Ave, #320
 Glendale, CA 91203
 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., August 2021

Los Angeles Auto Outlook is distributed free of charge to all members of the Greater 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.

Any material quoted must be attributed to Los Angeles Auto Outlook, published by Auto Outlook, Inc. on behalf of the Greater Los Angeles New Car Dealers Association. Data source must also be shown as "Data Source: AutoCount Data from Experian." Please contact GLANCCDA with any questions or comments regarding the publication.