

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 increased 17.1% during the first eleven months of 2021 versus the same period a year earlier. The increase was stronger than the estimated 9.2% increase in the Nation.

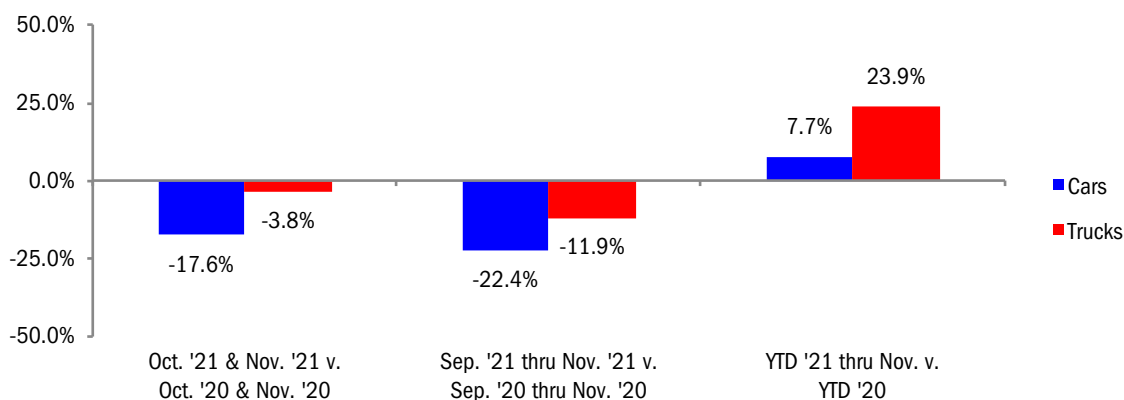
The market declined 9.3% during October and November combined, versus year-earlier results.

Registrations improved by more than 30% so far this year for the following brands: Genesis, Tesla, Mitsubishi, BMW, Porsche, Kia, and Cadillac.

	Oct. and Nov. Combined			Sep. '21 thru Nov. '21			YTD thru Nov.		
	Previous	Current	% chg.	Previous	Current	% chg.	2020	2021	Chg.
Industry Total	64,396	58,408	-9.3%	104,942	88,057	-16.1%	341,372	399,913	17.1%
Cars	25,716	21,186	-17.6%	41,776	32,408	-22.4%	142,426	153,418	7.7%
Light Trucks	38,680	37,222	-3.8%	63,166	55,649	-11.9%	198,946	246,495	23.9%

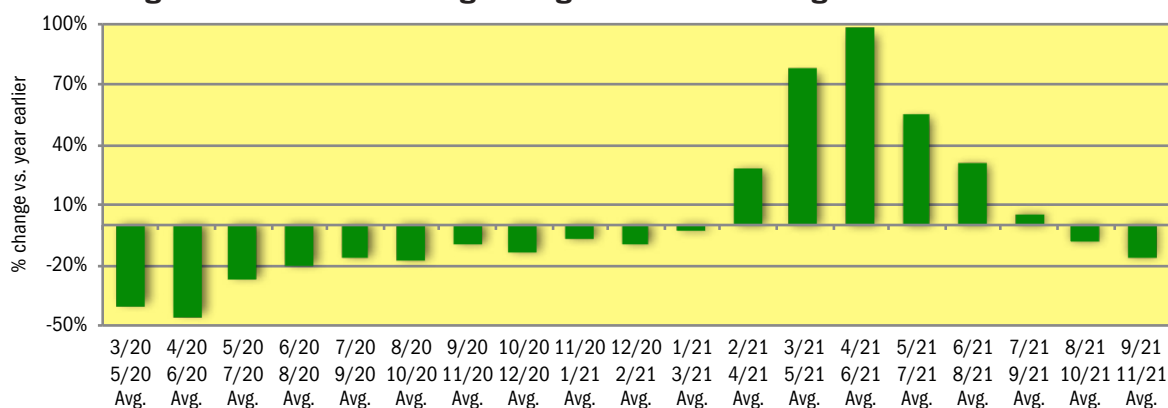
Data Source: AutoCount data from Experian.

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.

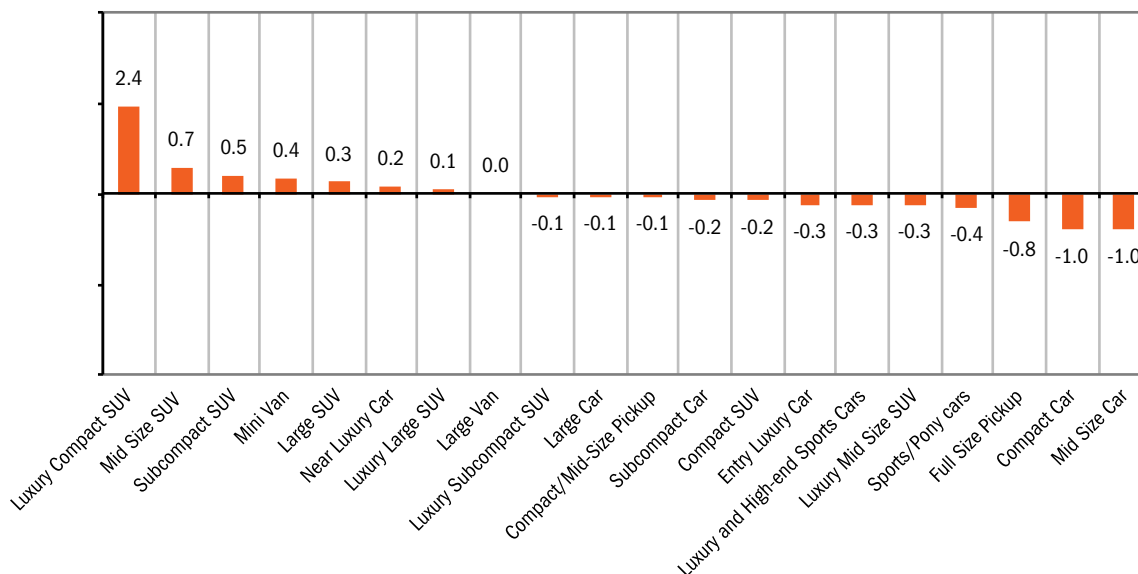
The graph above provides a clear picture of the trending direction of the LA County market. It shows the year-over-year percent change in the three month moving average of new retail light vehicle registrations. The three month moving average is less erratic than monthly registrations, which can fluctuate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

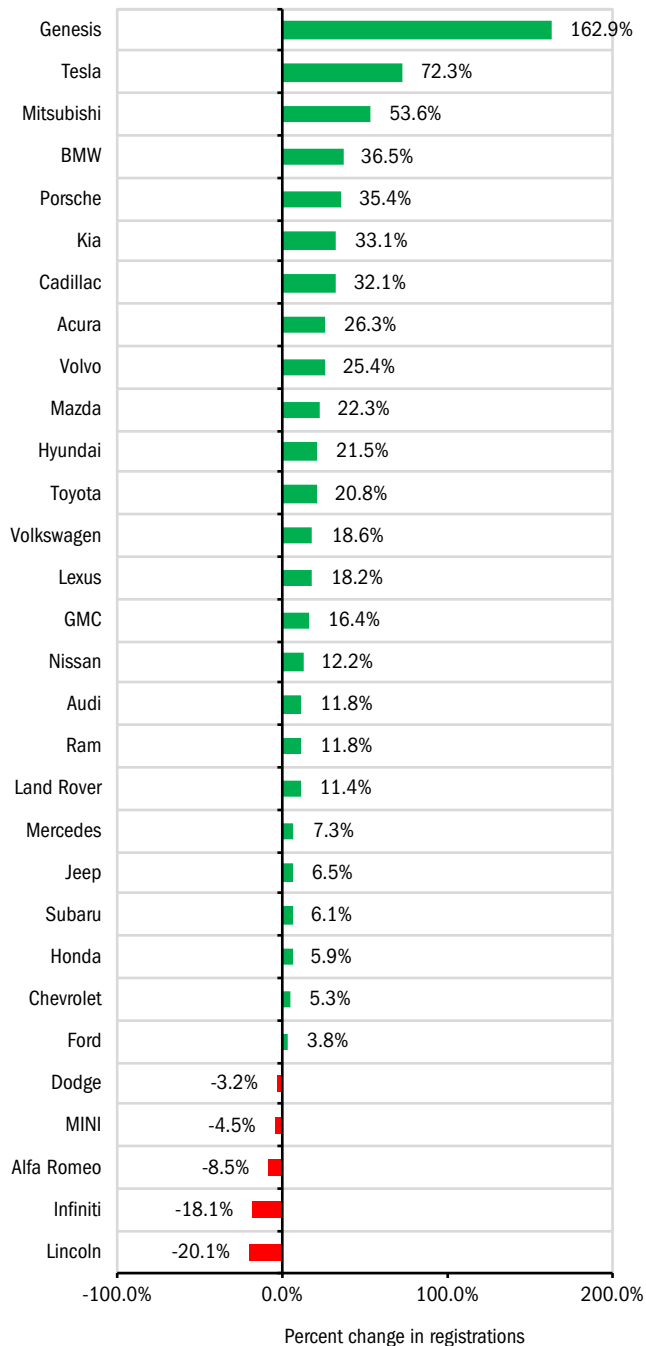
Los Angeles County New Retail Car and Light Truck Registrations												
	Oct. and Nov. Combined			Sep. '21 thru Nov. '21			YTD thru Nov.			YTD Market Share (%)		
	Previous	Current	% chg.	Previous	Current	% chg.	2020	2021	% chg.	2020	2021	Chg.
TOTAL	64,396	58,408	-9.3%	104,942	88,057	-16.1%	341,372	399,913	17.1%			
Acura	608	726	19.4%	987	1,033	4.7%	3,282	4,146	26.3%	1.0	1.0	0.1
Alfa Romeo	310	240	-22.6%	463	342	-26.1%	1,855	1,698	-8.5%	0.5	0.4	-0.1
Audi	1,781	1,304	-26.8%	2,797	1,965	-29.7%	9,499	10,624	11.8%	2.8	2.7	-0.1
BMW	2,758	3,168	14.9%	4,350	4,845	11.4%	14,790	20,185	36.5%	4.3	5.0	0.7
Buick	114	73	-36.0%	198	120	-39.4%	616	702	14.0%	0.2	0.2	0.0
Cadillac	314	240	-23.6%	487	371	-23.8%	1,547	2,044	32.1%	0.5	0.5	0.1
Chevrolet	3,855	2,192	-43.1%	6,064	3,234	-46.7%	18,402	19,373	5.3%	5.4	4.8	-0.5
Chrysler	130	53	-59.2%	199	83	-58.3%	613	776	26.6%	0.2	0.2	0.0
Dodge	969	712	-26.5%	1,626	1,021	-37.2%	5,522	5,344	-3.2%	1.6	1.3	-0.3
FIAT	14	4	-71.4%	19	7	-63.2%	166	49	-70.5%	0.0	0.0	0.0
Ford	2,523	2,725	8.0%	4,668	3,886	-16.8%	15,353	15,937	3.8%	4.5	4.0	-0.5
Genesis	70	382	445.7%	104	519	399.0%	483	1,270	162.9%	0.1	0.3	0.2
GMC	622	400	-35.7%	1,040	690	-33.7%	3,026	3,522	16.4%	0.9	0.9	0.0
Honda	8,845	7,034	-20.5%	14,706	11,426	-22.3%	49,930	52,852	5.9%	14.6	13.2	-1.4
Hyundai	2,190	2,273	3.8%	3,687	3,281	-11.0%	12,017	14,605	21.5%	3.5	3.7	0.1
Infiniti	511	337	-34.1%	855	483	-43.5%	3,088	2,528	-18.1%	0.9	0.6	-0.3
Jaguar	145	80	-44.8%	253	130	-48.6%	1,019	677	-33.6%	0.3	0.2	-0.1
Jeep	1,921	1,867	-2.8%	3,303	2,673	-19.1%	10,947	11,659	6.5%	3.2	2.9	-0.3
Kia	3,147	3,617	14.9%	5,586	5,233	-6.3%	16,888	22,476	33.1%	4.9	5.6	0.7
Land Rover	918	809	-11.9%	1,412	1,182	-16.3%	4,779	5,322	11.4%	1.4	1.3	-0.1
Lexus	3,178	2,823	-11.2%	5,439	4,306	-20.8%	16,259	19,215	18.2%	4.8	4.8	0.0
Lincoln	200	149	-25.5%	344	206	-40.1%	1,249	998	-20.1%	0.4	0.2	-0.1
Maserati	44	75	70.5%	90	102	13.3%	386	415	7.5%	0.1	0.1	0.0
Mazda	1,303	1,226	-5.9%	2,343	2,128	-9.2%	8,068	9,865	22.3%	2.4	2.5	0.1
Mercedes	3,432	2,306	-32.8%	5,350	3,547	-33.7%	17,791	19,084	7.3%	5.2	4.8	-0.4
MINI	291	144	-50.5%	485	226	-53.4%	1,597	1,525	-4.5%	0.5	0.4	-0.1
Mitsubishi	103	175	69.9%	168	289	72.0%	655	1,006	53.6%	0.2	0.3	0.1
Nissan	2,520	2,504	-0.6%	4,083	3,622	-11.3%	13,895	15,597	12.2%	4.1	3.9	-0.2
Other	156	138	-11.5%	239	217	-9.2%	938	969	3.3%	0.3	0.2	0.0
Porsche	675	629	-6.8%	1,164	977	-16.1%	3,568	4,830	35.4%	1.0	1.2	0.2
Ram	817	752	-8.0%	1,497	1,141	-23.8%	4,806	5,373	11.8%	1.4	1.3	-0.1
Subaru	2,283	1,702	-25.4%	3,861	2,727	-29.4%	11,976	12,703	6.1%	3.5	3.2	-0.3
Tesla	3,977	6,934	74.4%	4,740	9,093	91.8%	16,112	27,762	72.3%	4.7	6.9	2.2
Toyota	11,476	8,392	-26.9%	18,563	13,524	-27.1%	58,017	70,060	20.8%	17.0	17.5	0.5
Volkswagen	1,659	1,660	0.1%	2,863	2,502	-12.6%	9,097	10,788	18.6%	2.7	2.7	0.0
Volvo	537	563	4.8%	909	926	1.9%	3,136	3,934	25.4%	0.9	1.0	0.1

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

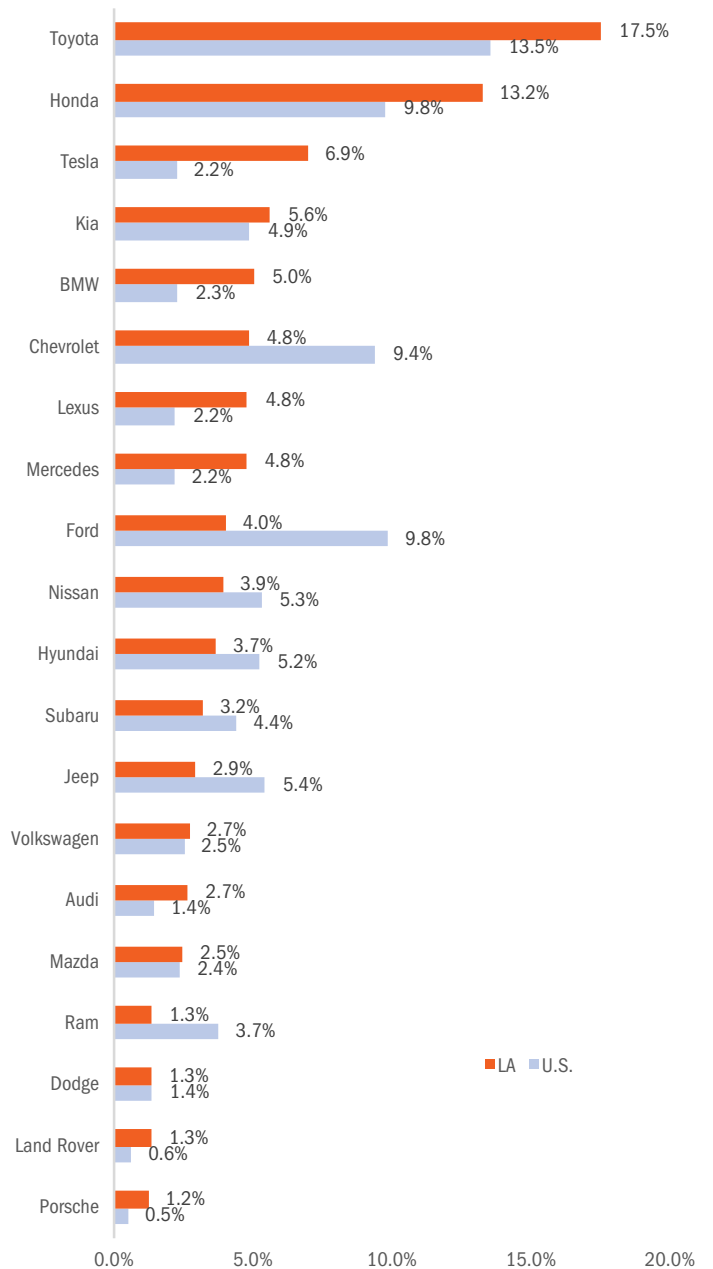


Data Source: AutoCount data from Experian.

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



**Los Angeles County and U.S. Market Share
YTD '21 thru November
(Top 20 selling brands in county)**



Seven brands had increases of greater than 30%: Genesis, Tesla, Mitsubishi, BMW, Porsche, Kia, and Cadillac.



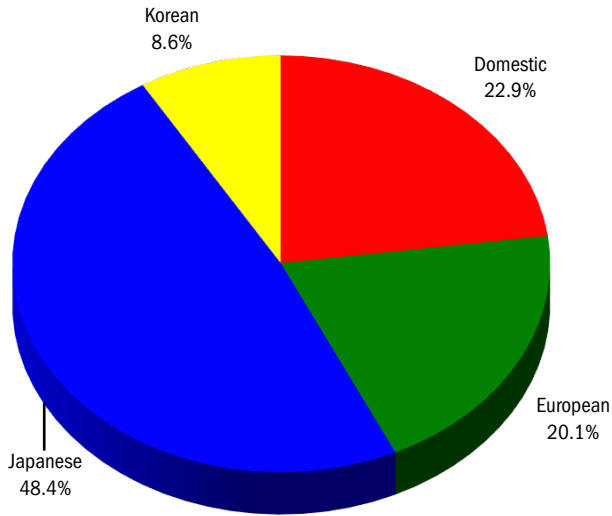
Toyota, Honda, Tesla, Kia, and BMW were market share leaders in the county

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

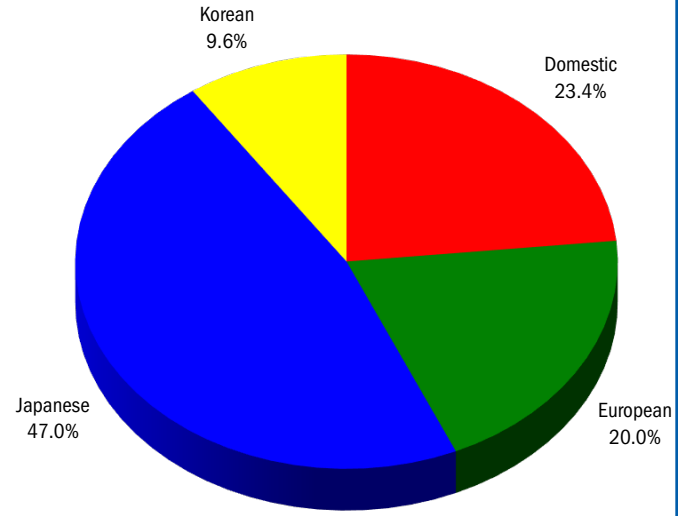
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Market Share for Japanese, Detroit Three, European, and Korean Brands

YTD 2020 thru November

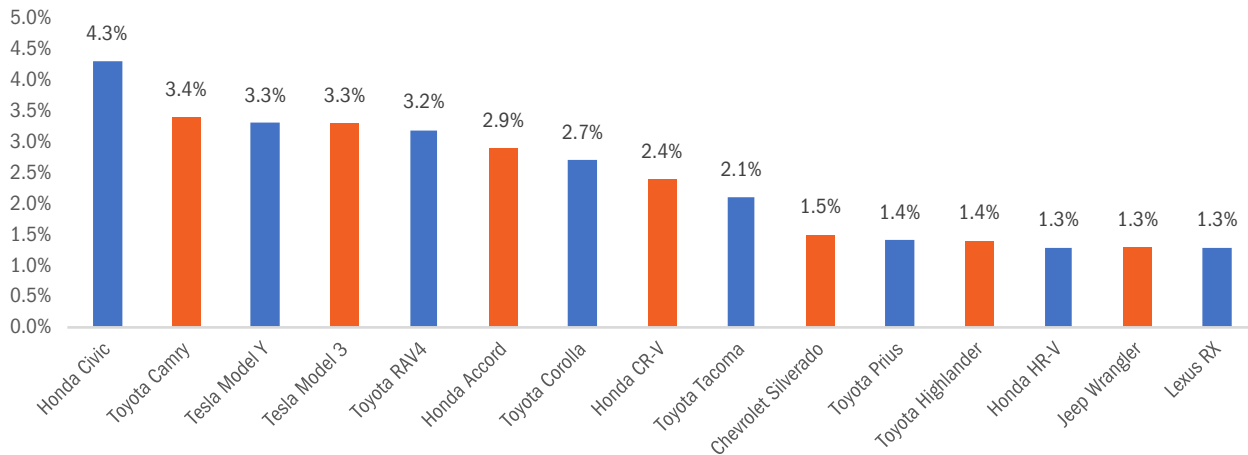


YTD 2021 thru November



Data Source: AutoCount data from Experian.

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



Data Source: AutoCount data from Experian.

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