

Los Angeles Auto Outlook TM

Comprehensive information on the LA County new vehicle market

Sponsored by:



YTD thru July 2022
% Change In
New Retail Market
vs. Year Earlier



Light trucks

-15.7%



Cars

-25.9%

Los Angeles County New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '21 thru July	166,304	105,497	271,801
YTD '22 thru July	140,186	78,204	218,390
% change	-15.7%	-25.9%	-19.7%
Jul-21	21,826	14,810	36,636
Jul-22	18,061	9,807	27,868
% change	-17.3%	-33.8%	-23.9%

Data Source: AutoCount data from Experian

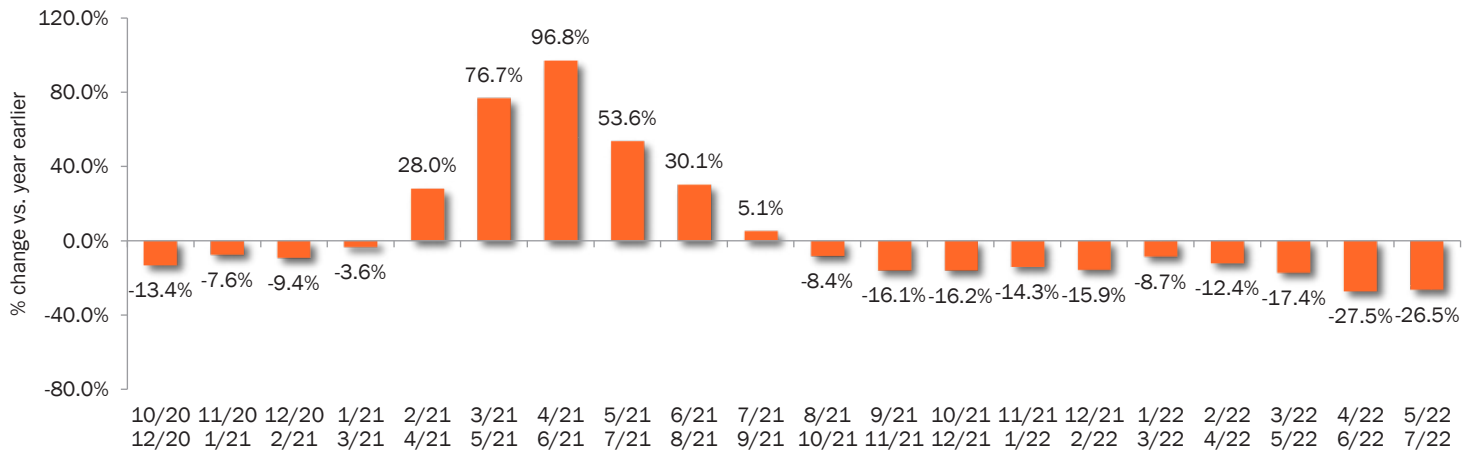
QUICK FACTS

New retail light vehicle registrations in Los Angeles County declined 19.7% during the first seven months of this year versus year earlier. U.S. market fell by an estimated 20.4%.

Registrations in July of this year fell 23.9% versus year earlier.

Three brands posted an increase in registrations during the first seven months of 2022: Genesis, Tesla, and Mitsubishi. Ford, Kia, Subaru, Jeep, and Nissan were off by less than 15%.

Percent Change in Three Month Moving Average of New Retail Registrations versus Same Period Year Earlier



The graph above provides a clear picture of the trending direction of the 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 Source: AutoCount data from Experian.


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

**Change in New Retail
Light Vehicle Registrations
YTD '22 thru July
vs. Year Earlier**

**DOMESTIC
BRANDS**
 **DOWN
0.1%**

**EUROPEAN
BRANDS**
 **DOWN
25.2%**

**JAPANESE
BRANDS**
 **DOWN
28.6%**

**KOREAN
BRANDS**
 **DOWN
10.3%**

Los Angeles County New Retail Car and Light Truck Registrations									
	Three Month Period May '22 thru July '22			YTD thru July			YTD Market Share (%)		
	Yr. Ago	Current	% chg.	2021	2022	% chg.	2021	2022	Chg.
TOTAL	124,730	91,638	-26.5%	271,801	218,390	-19.7%			
Cars	49,406	32,752	-33.7%	105,497	78,204	-25.9%	38.8	35.8	-3.0
Trucks	75,324	58,886	-21.8%	166,304	140,186	-15.7%	61.2	64.2	3.0
Domestic Brands	26,781	26,542	-0.9%	62,481	62,407	-0.1%	23.0	28.6	5.6
European Brands	25,603	17,619	-31.2%	55,245	41,344	-25.2%	20.3	18.9	-1.4
Japanese Brands	59,384	36,915	-37.8%	128,662	91,836	-28.6%	47.3	42.1	-5.3
Korean Brands	12,962	10,562	-18.5%	25,413	22,803	-10.3%	9.3	10.4	1.1
Acura	1,287	652	-49.3%	2,557	1,663	-35.0%	0.9	0.8	-0.2
Alfa Romeo	433	251	-42.0%	1,184	603	-49.1%	0.4	0.3	-0.2
Audi	3,189	2,291	-28.2%	7,857	5,019	-36.1%	2.9	2.3	-0.6
BMW	6,609	4,416	-33.2%	13,354	11,081	-17.0%	4.9	5.1	0.2
Buick	257	148	-42.4%	513	264	-48.5%	0.2	0.1	-0.1
Cadillac	617	571	-7.5%	1,484	1,239	-16.5%	0.5	0.6	0.0
Chevrolet	5,959	4,296	-27.9%	14,145	9,299	-34.3%	5.2	4.3	-0.9
Chrysler	255	167	-34.5%	649	325	-49.9%	0.2	0.1	-0.1
Dodge	1,614	803	-50.2%	3,816	2,073	-45.7%	1.4	0.9	-0.5
Ford	4,679	4,735	1.2%	10,901	10,807	-0.9%	4.0	4.9	0.9
Genesis	336	451	34.2%	582	1,025	76.1%	0.2	0.5	0.3
GMC	1,121	1,016	-9.4%	2,490	2,103	-15.5%	0.9	1.0	0.0
Honda	17,896	7,826	-56.3%	36,579	21,781	-40.5%	13.5	10.0	-3.5
Hyundai	5,118	4,088	-20.1%	10,021	8,399	-16.2%	3.7	3.8	0.2
Infiniti	847	341	-59.7%	1,832	983	-46.3%	0.7	0.5	-0.2
Jaguar	248	63	-74.6%	488	209	-57.2%	0.2	0.1	-0.1
Jeep	3,547	2,760	-22.2%	7,753	6,702	-13.6%	2.9	3.1	0.2
Kia	7,508	6,023	-19.8%	14,810	13,379	-9.7%	5.4	6.1	0.7
Land Rover	1,549	765	-50.6%	3,695	2,034	-45.0%	1.4	0.9	-0.4
Lexus	5,210	3,798	-27.1%	12,637	9,238	-26.9%	4.6	4.2	-0.4
Lincoln	281	210	-25.3%	732	475	-35.1%	0.3	0.2	-0.1
Maserati	143	109	-23.8%	275	254	-7.6%	0.1	0.1	0.0
Mazda	3,578	1,455	-59.3%	6,589	4,593	-30.3%	2.4	2.1	-0.3
Mercedes	6,130	5,316	-13.3%	13,620	11,488	-15.7%	5.0	5.3	0.2
MINI	553	335	-39.4%	1,124	918	-18.3%	0.4	0.4	0.0
Mitsubishi	312	282	-9.6%	599	675	12.7%	0.2	0.3	0.1
Nissan	4,858	3,558	-26.8%	10,374	8,849	-14.7%	3.8	4.1	0.2
Other	286	271	-5.2%	688	561	-18.5%	0.3	0.3	0.0
Porsche	1,485	1,217	-18.0%	3,286	2,780	-15.4%	1.2	1.3	0.1
Ram	1,573	1,044	-33.6%	3,714	2,681	-27.8%	1.4	1.2	-0.1
Subaru	3,814	3,055	-19.9%	8,609	7,577	-12.0%	3.2	3.5	0.3
Tesla	6,878	10,792	56.9%	16,284	26,439	62.4%	6.0	12.1	6.1
Toyota	21,582	15,948	-26.1%	48,886	36,477	-25.4%	18.0	16.7	-1.3
Volkswagen	3,690	1,843	-50.1%	7,159	4,594	-35.8%	2.6	2.1	-0.5
Volvo	1,288	742	-42.4%	2,515	1,803	-28.3%	0.9	0.8	-0.1

Top ten are shaded yellow.

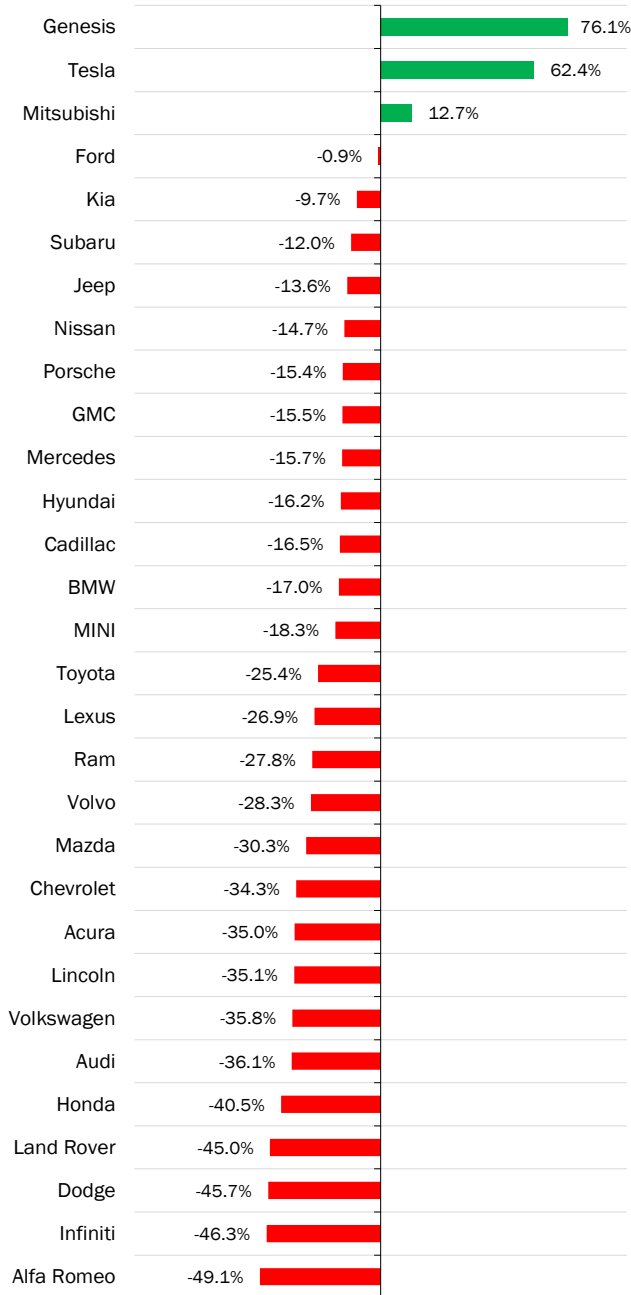
Source: AutoCount data from Experian

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BRAND RESULTS



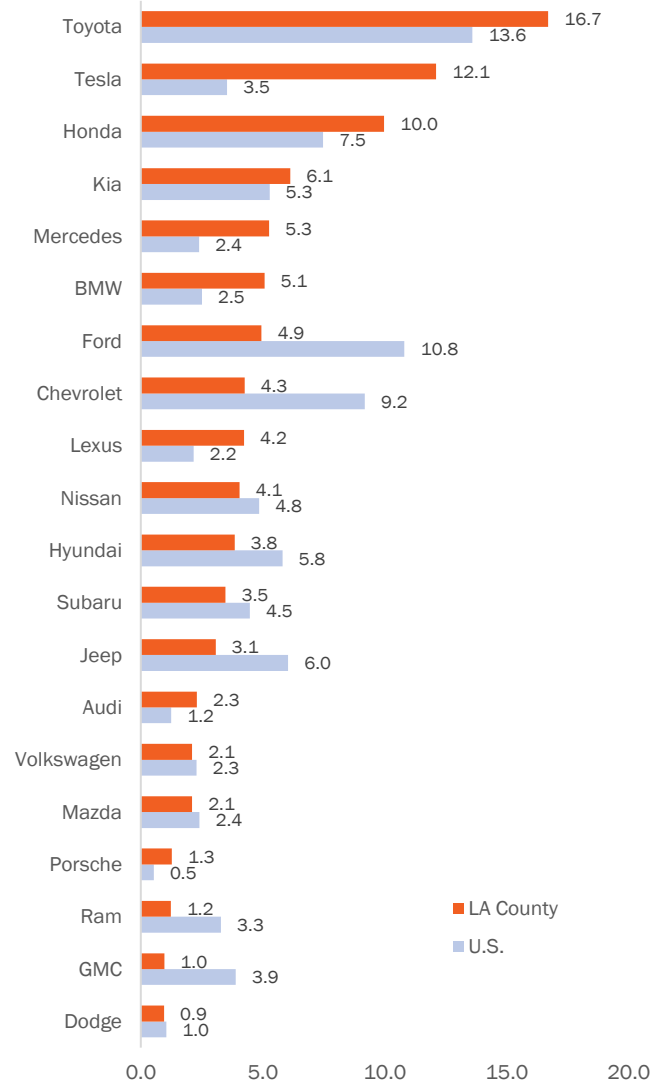
**Percent Change in Registrations
YTD '22 (July) vs. YTD '21
(Top 30 selling brands)**



Registrations increased for Genesis, Tesla, and Mitsubishi.

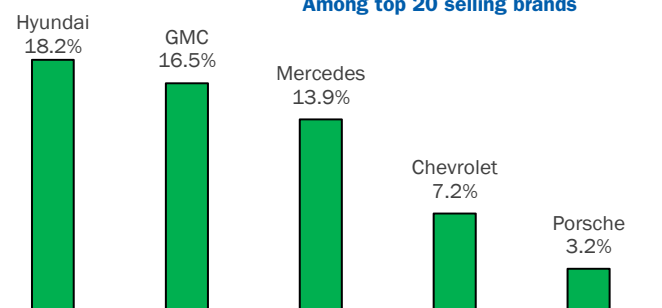


**County and U.S. Market Share - YTD '22
(Top 20 selling brands in county)**



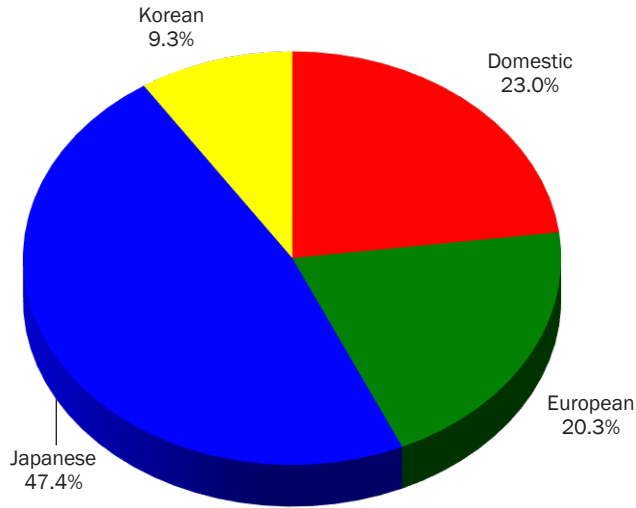
Brands On the Move

**Largest % increase in registrations
during past 3 months (May '22 thru July '22) vs.
preceding 3 months (Feb '22 thru Apr. '22)
Among top 20 selling brands**

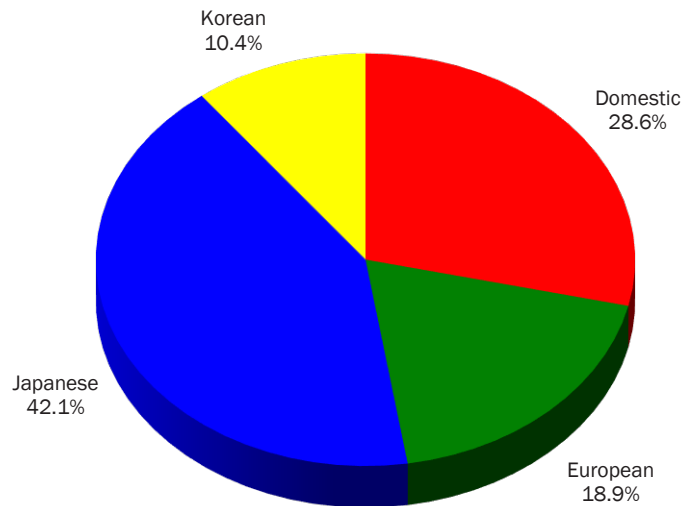


Market Share for Japanese, Domestic, European, and Korean Brands

YTD 2021 thru July

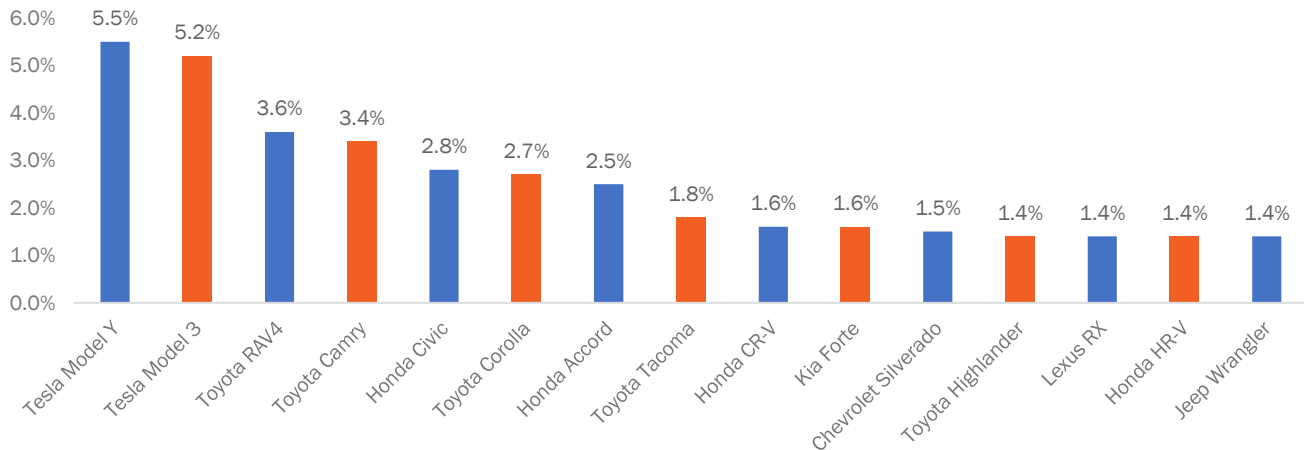


YTD 2022 thru July



Data Source: AutoCount data from Experian.

Market Share for Top 15 Selling Models in LA County - YTD 2022 thru July



Data Source: AutoCount data from Experian.

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