

# 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 23.2% during the past two months (December '21 and January '22) versus the same period a year earlier. U.S. market declined by an estimated 15.1%.

County new vehicle registrations fell by 18% in January of this year versus a year earlier.

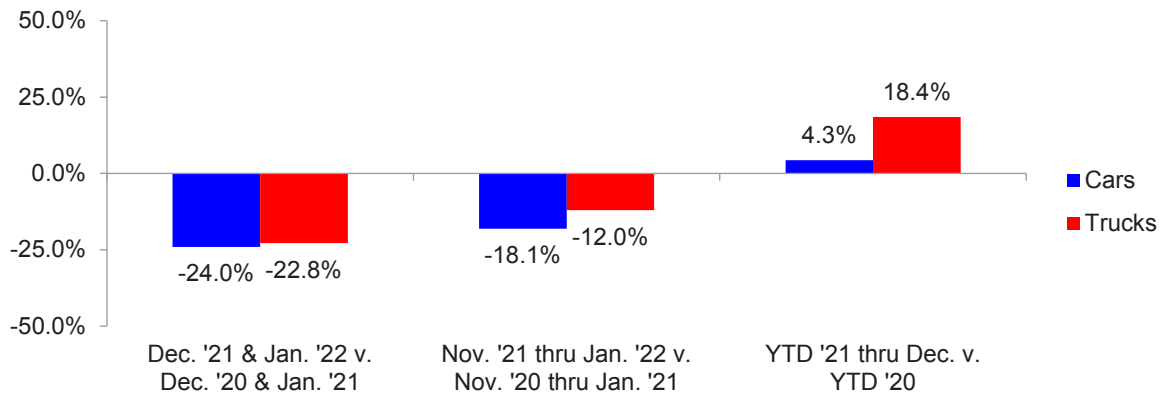
Among the top 30 selling brands in the county, registrations during the past three months increased for six brands: Genesis, Tesla, Mitsubishi, Nissan, Ford, and BMW. See page three.

Tesla was the second best-selling brand in the county during the past three months (see page three.)

	Dec '21 and Jan '22 Combined			Nov. '21 thru Jan. '22			Annual Totals		
	Previous	Current	% chg.	Previous	Current	% chg.	2020	2021	Chg.
Industry Total	74,056	56,817	-23.3%	104,055	89,150	-14.3%	379,697	427,556	12.6%
Cars	27,319	20,758	-24.0%	39,087	32,001	-18.1%	156,444	163,134	4.3%
Light Trucks	46,737	36,059	-22.8%	64,968	57,149	-12.0%	223,253	264,422	18.4%

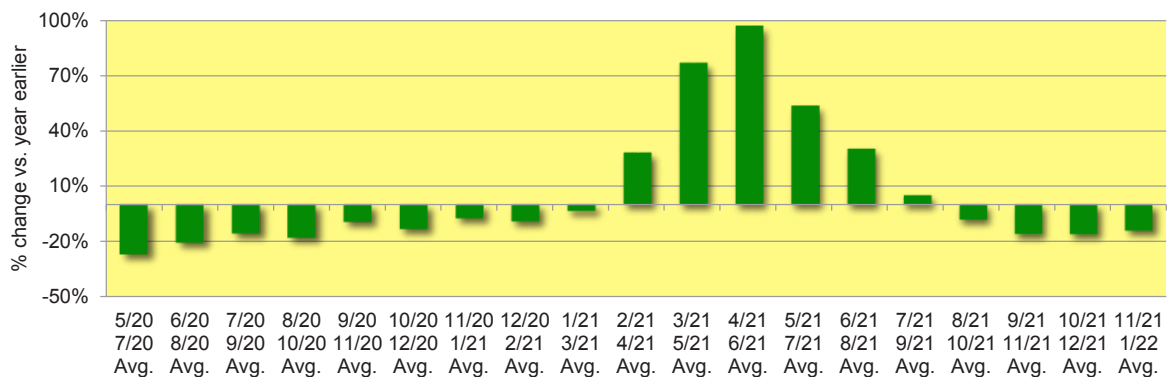
Data Source: AutoCount data from Experian.

## 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.

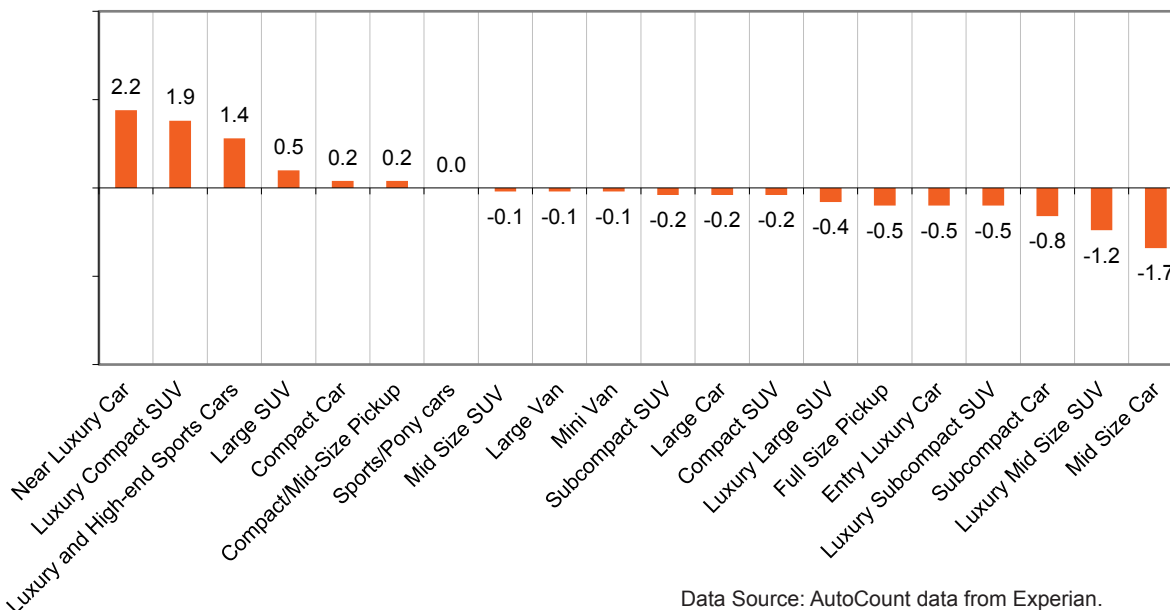
The graph above provides a clear picture of the trending direction of the LA County market. It shows the year-over-year percent change in the three month moving average of new retail light vehicle registrations. The three month moving average is less erratic than monthly registrations, which can fluctuate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

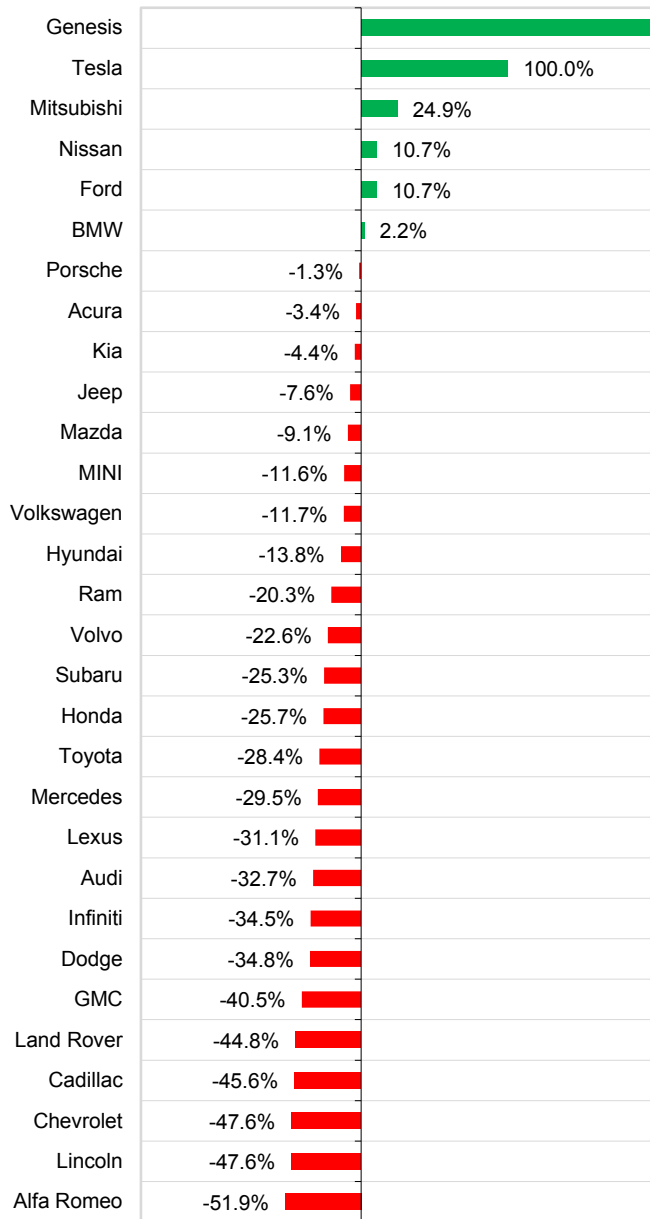
Los Angeles County New Retail Car and Light Truck Registrations												
	Dec '21 and Jan '22 Combined			Nov. '21 thru Jan. '22			Annual Totals			Annual Market Share (%)		
	Previous	Current	% chg.	Previous	Current	% chg.	2020	2021	% chg.	2020	2021	Chg.
TOTAL	74,056	56,817	-23.3%	104,055	89,150	-14.3%	379,697	427,556	12.6%			
Acura	702	493	-29.8%	979	946	-3.4%	3,650	4,416	21.0%	1.0	1.0	0.1
Alfa Romeo	497	170	-65.8%	647	311	-51.9%	2,137	1,756	-17.8%	0.6	0.4	-0.2
Audi	2,154	1,145	-46.8%	2,909	1,957	-32.7%	10,619	11,288	6.3%	2.8	2.6	-0.2
BMW	3,795	3,514	-7.4%	5,130	5,242	2.2%	16,851	22,002	30.6%	4.4	5.1	0.7
Buick	121	46	-62.0%	170	84	-50.6%	674	720	6.8%	0.2	0.2	0.0
Cadillac	491	235	-52.1%	654	356	-45.6%	1,782	2,166	21.5%	0.5	0.5	0.0
Chevrolet	4,395	2,069	-52.9%	6,290	3,297	-47.6%	20,862	20,447	-2.0%	5.5	4.8	-0.7
Chrysler	183	61	-66.7%	250	99	-60.4%	723	811	12.2%	0.2	0.2	0.0
Dodge	998	581	-41.8%	1,454	948	-34.8%	6,100	5,612	-8.0%	1.6	1.3	-0.3
Ford	3,034	2,932	-3.4%	4,172	4,617	10.7%	16,957	17,608	3.8%	4.5	4.1	-0.3
Genesis	93	307	230.1%	130	499	283.8%	510	1,440	182.4%	0.1	0.3	0.2
GMC	759	390	-48.6%	1,070	637	-40.5%	3,391	3,697	9.0%	0.9	0.9	0.0
Honda	8,942	6,069	-32.1%	12,954	9,621	-25.7%	54,815	55,734	1.7%	14.4	13.0	-1.4
Hyundai	2,510	1,848	-26.4%	3,518	3,033	-13.8%	13,360	15,601	16.8%	3.5	3.6	0.1
Infiniti	550	331	-39.8%	794	520	-34.5%	3,387	2,695	-20.4%	0.9	0.6	-0.3
Jaguar	114	46	-59.6%	182	85	-53.3%	1,091	701	-35.7%	0.3	0.2	-0.1
Jeep	2,128	1,692	-20.5%	2,996	2,769	-7.6%	12,116	12,468	2.9%	3.2	2.9	-0.3
Kia	3,558	3,075	-13.6%	5,097	4,872	-4.4%	18,690	24,117	29.0%	4.9	5.6	0.7
Land Rover	1,221	528	-56.8%	1,739	960	-44.8%	5,448	5,571	2.3%	1.4	1.3	-0.1
Lexus	4,287	2,366	-44.8%	5,768	3,972	-31.1%	18,472	20,320	10.0%	4.9	4.8	-0.1
Lincoln	303	109	-64.0%	380	199	-47.6%	1,410	1,050	-25.5%	0.4	0.2	-0.1
Maserati	48	61	27.1%	67	99	47.8%	401	448	11.7%	0.1	0.1	0.0
Mazda	1,415	1,135	-19.8%	1,999	1,817	-9.1%	8,814	10,354	17.5%	2.3	2.4	0.1
Mercedes	4,339	2,914	-32.8%	5,993	4,228	-29.5%	20,197	20,492	1.5%	5.3	4.8	-0.5
MINI	331	308	-6.9%	474	419	-11.6%	1,788	1,649	-7.8%	0.5	0.4	-0.1
Mitsubishi	144	165	14.6%	201	251	24.9%	741	1,092	47.4%	0.2	0.3	0.1
Nissan	2,633	2,651	0.7%	3,811	4,218	10.7%	15,365	16,962	10.4%	4.0	4.0	-0.1
Other	156	131	-16.0%	234	208	-11.1%	1,178	1,088	-7.6%	0.3	0.3	-0.1
Porsche	883	804	-8.9%	1,198	1,182	-1.3%	4,000	5,250	31.3%	1.1	1.2	0.2
Ram	1,118	796	-28.8%	1,492	1,189	-20.3%	5,414	5,778	6.7%	1.4	1.4	-0.1
Subaru	2,409	1,837	-23.7%	3,524	2,633	-25.3%	13,259	13,477	1.6%	3.5	3.2	-0.3
Tesla	4,350	7,411	70.4%	5,816	11,630	100.0%	17,393	30,822	77.2%	4.6	7.2	2.6
Toyota	12,684	8,651	-31.8%	18,153	13,003	-28.4%	64,368	74,128	15.2%	17.0	17.3	0.4
Volkswagen	1,948	1,446	-25.8%	2,767	2,442	-11.7%	10,172	11,624	14.3%	2.7	2.7	0.0
Volvo	763	500	-34.5%	1,043	807	-22.6%	3,562	4,172	17.1%	0.9	1.0	0.0

Change in New Vehicle Segment Market Share - January 2022 vs. January 2021



Data Source: AutoCount data from Experian.

**Percent Change in Brand Registrations  
Past three months (Nov '21 thru Jan '22) vs.  
Year earlier (Top 30 selling brands)**



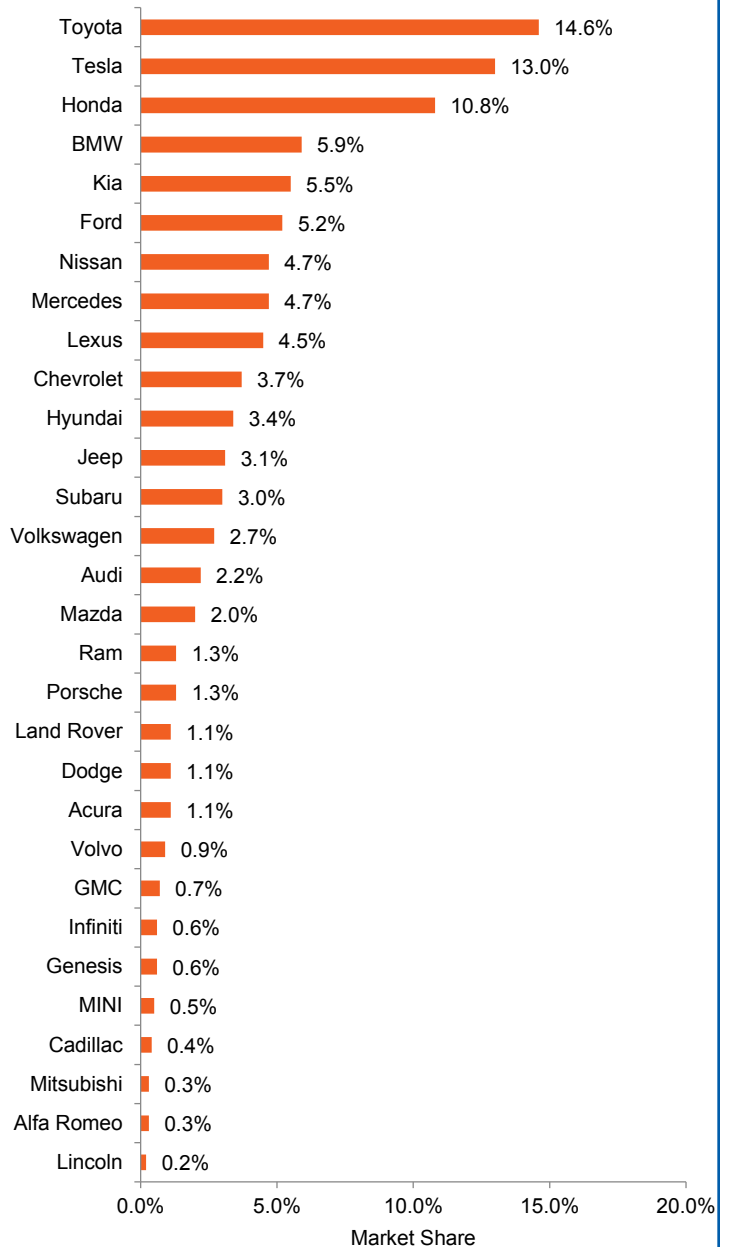
Percent change in registrations

Genesis registrations increased by 283.8%



**Six brands had increases: Genesis, Tesla, Mitsubishi, Nissan, Ford, and BMW.**

**Los Angeles County Market Share  
Past three months (Nov '21 thru Jan '22)  
(Top 20 selling brands in county)**



Market Share



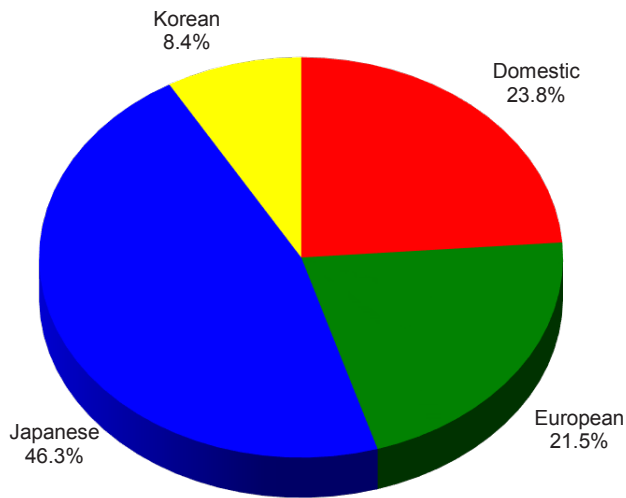
**Toyota, Tesla, Honda, BMW, Kia, and Ford were market share leaders in the county**

Data Source: AutoCount data from Experian.

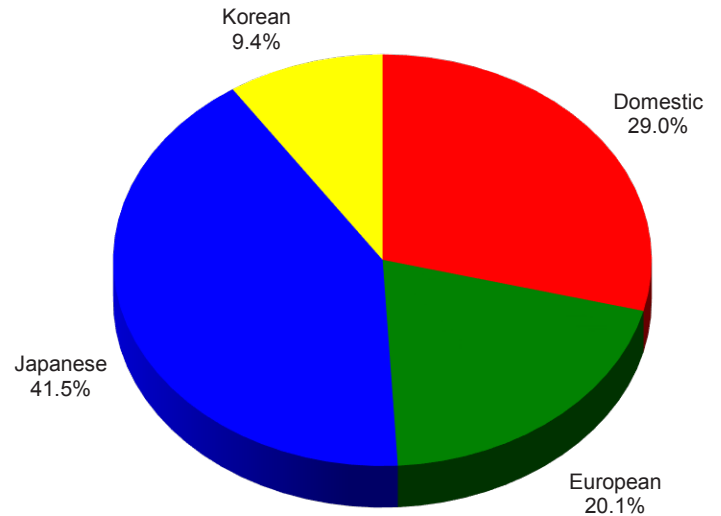
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**Market Share for Japanese, Detroit Three, European, and Korean Brands**

**November '20 thru January '21**

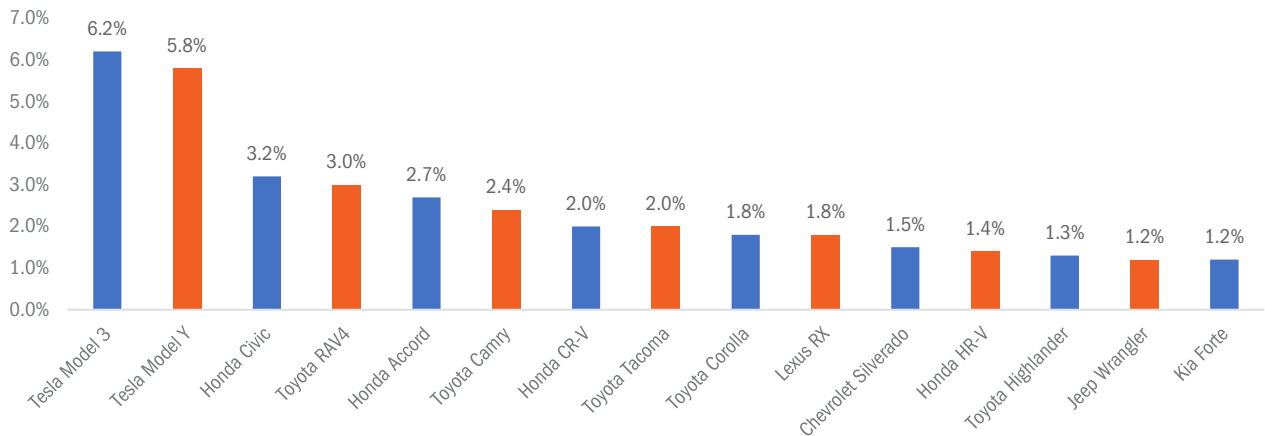


**November '21 thru January '22**



Data Source: AutoCount data from Experian.

**Market Share for Top 15 Selling Models in LA County - November '21 thru January '22**



Data Source: AutoCount data from Experian.

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