

# Los Angeles Auto Outlook <sup>TM</sup>

Comprehensive information on the South Florida new vehicle market

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



**Light trucks**  
**-6.8%**



**Cars**  
**-12.1%**

## Los Angeles County New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '21 thru Feb.	40,289	24,489	64,778
YTD '22 thru Feb.	37,561	21,537	59,098
<b>% change</b>	<b>-6.8%</b>	<b>-12.1%</b>	<b>-8.8%</b>
Feb-21	17,859	11,188	29,047
Feb-22	19,429	10,495	29,924
<b>% change</b>	<b>8.8%</b>	<b>-6.2%</b>	<b>3.0%</b>

Data Source: AutoCount data from Experian

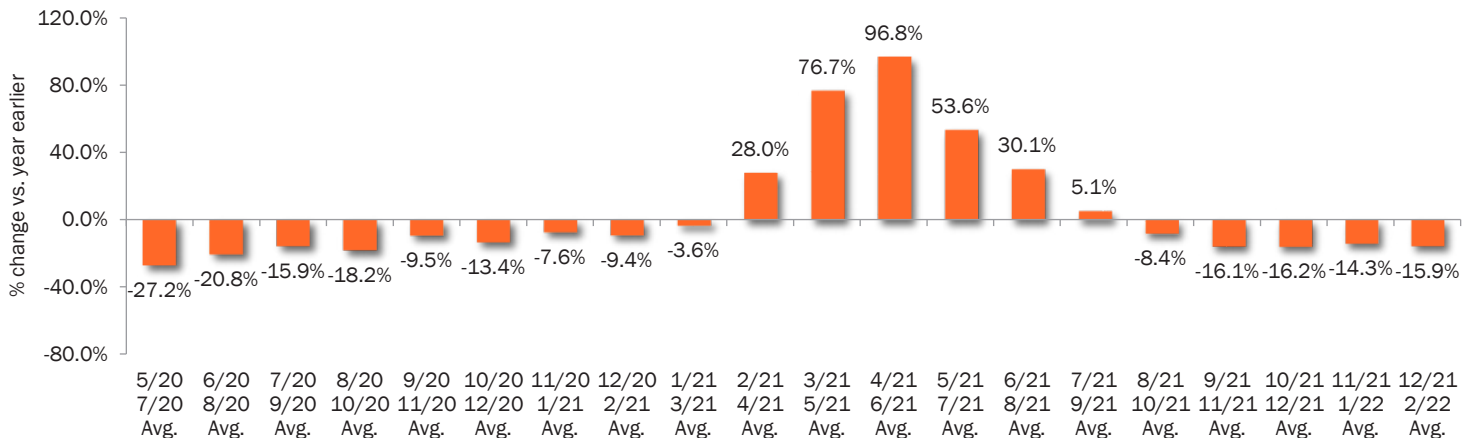
## QUICK FACTS

New retail light vehicle registrations in Los Angeles County declined 8.8% during the first two months of this year versus year earlier. U.S. market fell by an estimated 10.4%

Registrations increased by more than 15% for Genesis, Tesla, Mitsubishi, MINI, and Mazda.

Tesla Model 3 and Model Y were the two top sellers in the county market during the first two months of this year.

## 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 state 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 the South Florida Area (Broward, Dade, Monroe, and Palm Beach counties). 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 February  
vs. Year Earlier**

**DOMESTIC  
BRANDS**  
 **UP  
3.8%**

**EUROPEAN  
BRANDS**  
 **DOWN  
14.7%**

**JAPANESE  
BRANDS**  
 **DOWN  
14.1%**

**KOREAN  
BRANDS**  
 **DOWN  
2.0%**

Los Angeles County New Retail Car and Light Truck Registrations									
	Three Month Period Dec. '21 thru Feb. '22			YTD thru Feb.			YTD Market Share (%)		
	Yr. Ago	Current	% chg.	2021	2022	% chg.	2021	2022	Chg.
TOTAL	103,103	86,741	-15.9%	64,778	59,098	-8.8%			
Cars	38,507	31,253	-18.8%	24,489	21,537	-12.1%	37.8	36.4	-1.4
Trucks	64,596	55,488	-14.1%	40,289	37,561	-6.8%	62.2	63.6	1.4
Domestic Brands	24,823	24,506	-1.3%	16,194	16,817	3.8%	25.0	28.5	3.5
European Brands	22,305	17,439	-21.8%	13,482	11,498	-14.7%	20.8	19.5	-1.4
Japanese Brands	47,529	36,821	-22.5%	29,828	25,615	-14.1%	46.0	43.3	-2.7
Korean Brands	8,446	7,975	-5.6%	5,274	5,168	-2.0%	8.1	8.7	0.6
Acura	931	694	-25.5%	563	424	-24.7%	0.9	0.7	-0.2
Alfa Romeo	679	250	-63.2%	397	192	-51.6%	0.6	0.3	-0.3
Audi	3,014	1,930	-36.0%	1,894	1,266	-33.2%	2.9	2.1	-0.8
BMW	5,104	5,233	2.5%	3,043	3,416	12.3%	4.7	5.8	1.1
Buick	163	61	-62.6%	105	43	-59.0%	0.2	0.1	-0.1
Cadillac	687	409	-40.5%	452	287	-36.5%	0.7	0.5	-0.2
Chevrolet	6,028	3,322	-44.9%	3,568	2,248	-37.0%	5.5	3.8	-1.7
Chrysler	258	114	-55.8%	148	79	-46.6%	0.2	0.1	-0.1
Dodge	1,458	948	-35.0%	880	680	-22.7%	1.4	1.2	-0.2
Ford	4,236	4,639	9.5%	2,632	2,968	12.8%	4.1	5.0	1.0
Genesis	146	438	200.0%	119	268	125.2%	0.2	0.5	0.3
GMC	1,033	640	-38.0%	668	465	-30.4%	1.0	0.8	-0.2
Honda	12,603	9,524	-24.4%	7,718	6,642	-13.9%	11.9	11.2	-0.7
Hyundai	3,405	2,828	-16.9%	2,062	1,832	-11.2%	3.2	3.1	-0.1
Infiniti	759	517	-31.9%	460	350	-23.9%	0.7	0.6	-0.1
Jaguar	161	78	-51.6%	89	54	-39.3%	0.1	0.1	0.0
Jeep	3,057	2,633	-13.9%	1,888	1,824	-3.4%	2.9	3.1	0.2
Kia	4,895	4,709	-3.8%	3,093	3,068	-0.8%	4.8	5.2	0.4
Land Rover	1,698	865	-49.1%	1,029	616	-40.1%	1.6	1.0	-0.5
Lexus	5,581	3,763	-32.6%	3,368	2,658	-21.1%	5.2	4.5	-0.7
Lincoln	402	178	-55.7%	241	126	-47.7%	0.4	0.2	-0.2
Maserati	75	95	26.7%	60	62	3.3%	0.1	0.1	0.0
Mazda	1,989	1,927	-3.1%	1,243	1,438	15.7%	1.9	2.4	0.5
Mercedes	6,037	4,233	-29.9%	3,631	2,825	-22.2%	5.6	4.8	-0.8
MINI	473	464	-1.9%	282	340	20.6%	0.4	0.6	0.1
Mitsubishi	193	244	26.4%	107	158	47.7%	0.2	0.3	0.1
Nissan	3,855	3,831	-0.6%	2,385	2,466	3.4%	3.7	4.2	0.5
Other	257	201	-21.8%	183	131	-28.4%	0.3	0.2	-0.1
Porsche	1,291	1,209	-6.4%	859	789	-8.1%	1.3	1.3	0.0
Ram	1,587	1,214	-23.5%	979	809	-17.4%	1.5	1.4	-0.1
Subaru	3,386	3,091	-8.7%	2,103	2,317	10.2%	3.2	3.9	0.7
Tesla	5,914	10,348	75.0%	4,633	7,288	57.3%	7.2	12.3	5.2
Toyota	18,232	13,230	-27.4%	11,881	9,162	-22.9%	18.3	15.5	-2.8
Volkswagen	2,494	2,114	-15.2%	1,419	1,278	-9.9%	2.2	2.2	0.0
Volvo	1,022	767	-25.0%	596	529	-11.2%	0.9	0.9	0.0

Top ten are shaded yellow.

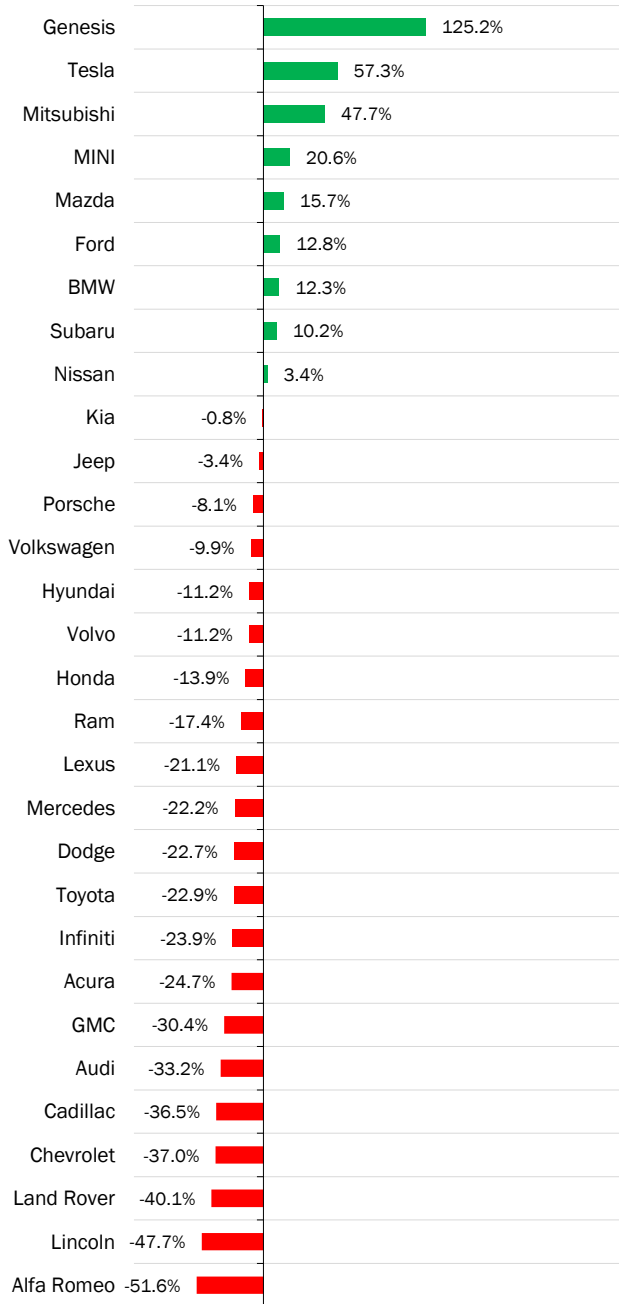
Source: AutoCount data from Experian

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**BRAND RESULTS**



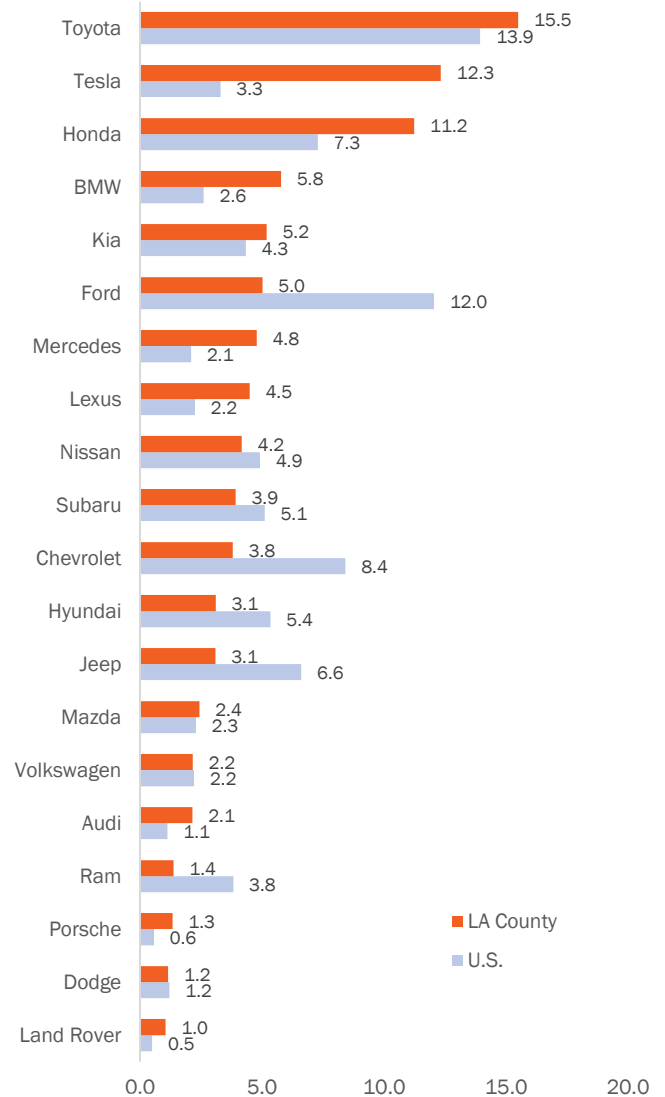
**Percent Change in Registrations  
YTD '22 (Feb.) vs. YTD '21  
(Top 30 selling brands)**



Registrations increased by more than 10% for Genesis, Tesla, Mitsubishi, MINI, Mazda, Ford, BMW, and Subaru

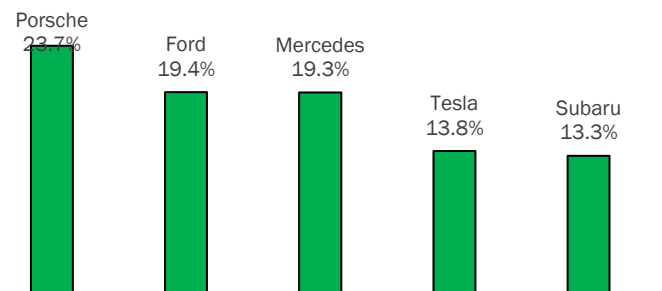


**County and U.S. Market Share - YTD '22  
(Top 20 selling brands in area)**



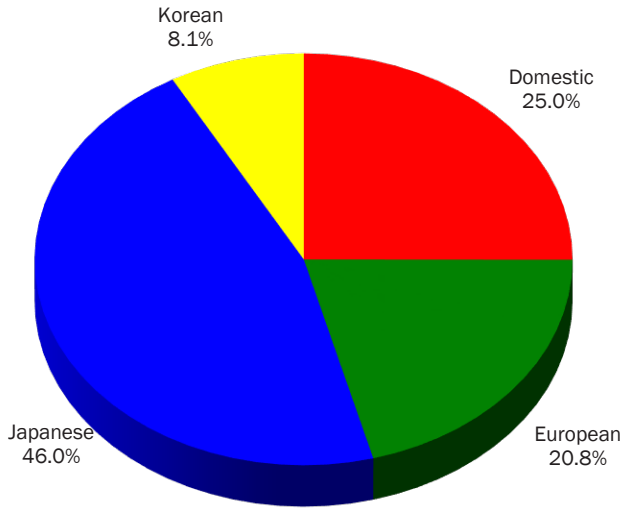
**Brands On the Move**

**Largest % increase in registrations  
during past 3 months (Dec '21 thru Feb '22) vs.  
preceding 3 months (Sep '21 thru Nov '21)  
Among top 20 selling brands**

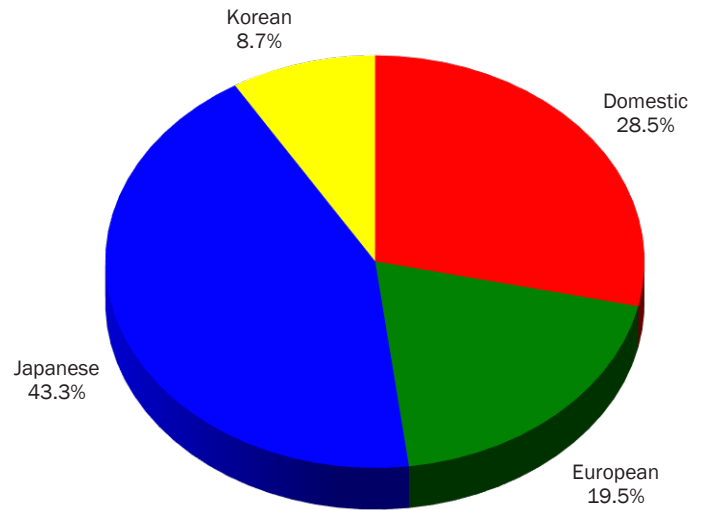


Market Share for Japanese, Detroit Three, European, and Korean Brands

YTD 2021 thru February

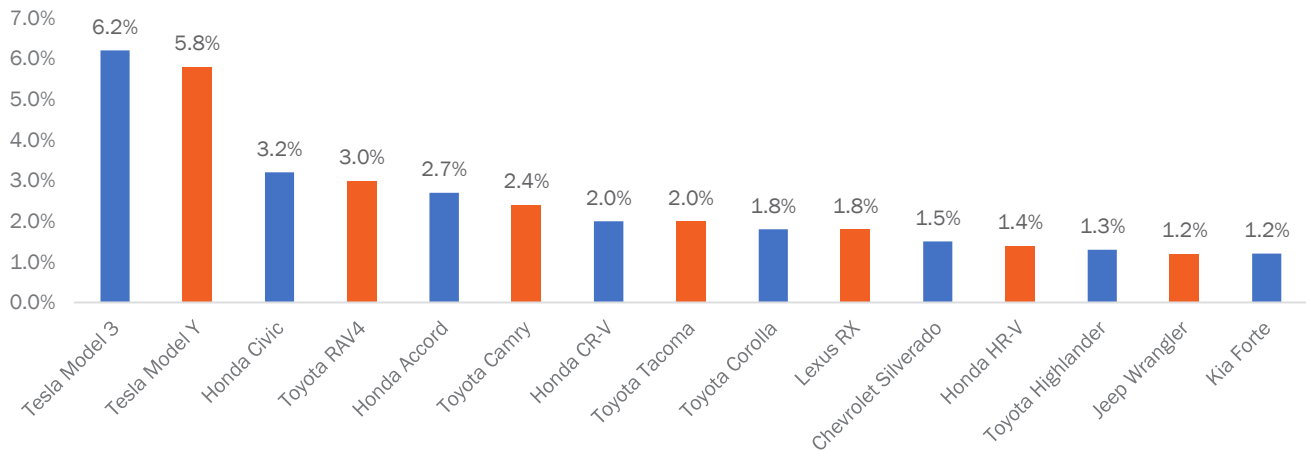


YTD 2022 thru February



Data Source: AutoCount data from Experian.

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



Data Source: AutoCount data from Experian.

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