

Los Angeles Auto Outlook TM

Comprehensive information on the LA County new vehicle market

Sponsored by:



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



Light trucks

-13.5%



Cars

-22.7%

Los Angeles County New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '21 thru Oct.	225,405	142,175	367,580
YTD '22 thru Oct.	194,958	109,845	304,803
% change	-13.5%	-22.7%	-17.1%
Oct-21	16,132	9,943	26,075
Oct-22	17,979	10,947	28,926
% change	11.4%	10.1%	10.9%

Data Source: AutoCount data from Experian

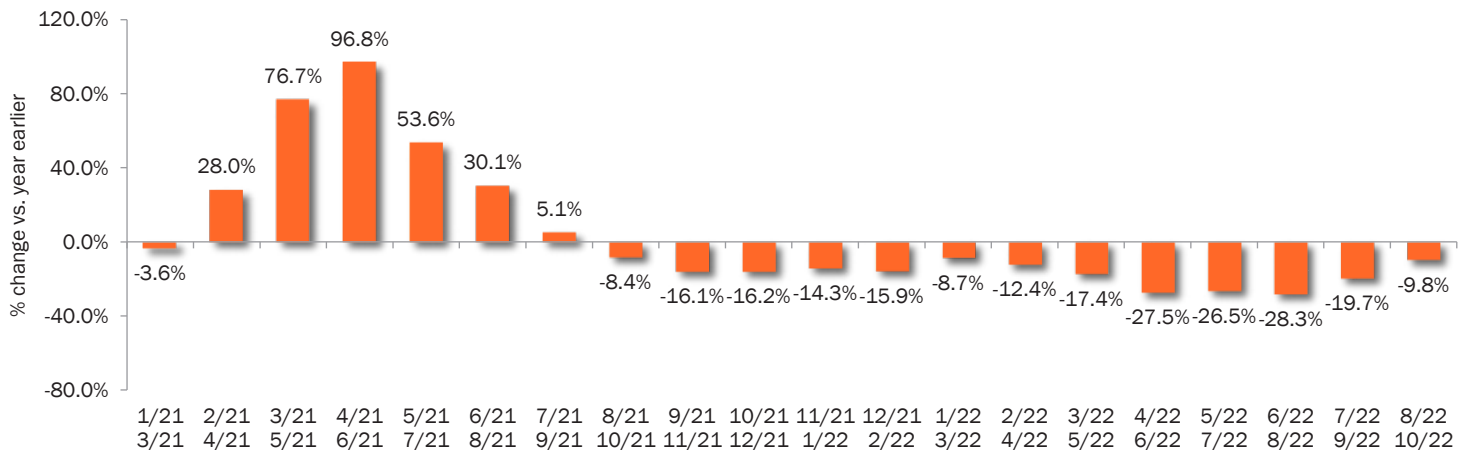
QUICK FACTS

New retail light vehicle registrations in Los Angeles County declined 17.1% during the first ten months of this year versus year earlier. U.S. market fell by an estimated 15%.

As expected, the market improved in October of this year versus weak year earlier results. October registrations increased 10.9% compared to 2021.

Registrations increased for Tesla, Genesis, and Ford so far 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 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 October
vs. Year Earlier**

**DOMESTIC
BRANDS**
 **UP
5.2%**

**EUROPEAN
BRANDS**
 **DOWN
22.5%**

**JAPANESE
BRANDS**
 **DOWN
27.4%**

**KOREAN
BRANDS**
 **DOWN
7.9%**

Los Angeles County New Retail Car and Light Truck Registrations									
	Three Month Period Aug. '22 thru Oct. '22			YTD thru October			YTD Market Share (%)		
	Yr. Ago	Current	% chg.	2021	2022	% chg.	2021	2022	Chg.
TOTAL	95,779	86,413	-9.8%	367,580	304,803	-17.1%			
Cars	36,678	31,395	-14.4%	142,175	109,845	-22.7%	38.7	36.0	-2.6
Trucks	59,101	55,018	-6.9%	225,405	194,958	-13.5%	61.3	64.0	2.6
Domestic Brands	21,506	25,985	20.8%	83,987	88,392	5.2%	22.8	29.0	6.2
European Brands	18,482	15,770	-14.7%	73,727	57,114	-22.5%	20.1	18.7	-1.3
Japanese Brands	46,027	35,066	-23.8%	174,689	126,902	-27.4%	47.5	41.6	-5.9
Korean Brands	9,764	9,592	-1.8%	35,177	32,395	-7.9%	9.6	10.6	1.1
Acura	1,136	557	-51.0%	3,693	2,220	-39.9%	1.0	0.7	-0.3
Alfa Romeo	373	263	-29.5%	1,557	866	-44.4%	0.4	0.3	-0.1
Audi	1,955	2,033	4.0%	9,812	7,052	-28.1%	2.7	2.3	-0.4
BMW	5,103	4,039	-20.9%	18,457	15,120	-18.1%	5.0	5.0	-0.1
Buick	151	120	-20.5%	664	384	-42.2%	0.2	0.1	-0.1
Cadillac	439	534	21.6%	1,923	1,773	-7.8%	0.5	0.6	0.1
Chevrolet	4,000	4,864	21.6%	18,145	14,163	-21.9%	4.9	4.6	-0.3
Chrysler	89	115	29.2%	738	440	-40.4%	0.2	0.1	-0.1
Dodge	1,161	1,012	-12.8%	4,977	3,085	-38.0%	1.4	1.0	-0.3
Ford	3,351	4,200	25.3%	14,252	15,007	5.3%	3.9	4.9	1.0
Genesis	496	522	5.2%	1,078	1,547	43.5%	0.3	0.5	0.2
GMC	785	971	23.7%	3,275	3,074	-6.1%	0.9	1.0	0.1
Honda	12,721	7,523	-40.9%	49,300	29,304	-40.6%	13.4	9.6	-3.8
Hyundai	3,399	3,244	-4.6%	13,420	11,643	-13.2%	3.7	3.8	0.2
Infiniti	507	322	-36.5%	2,339	1,305	-44.2%	0.6	0.4	-0.2
Jaguar	150	78	-48.0%	638	287	-55.0%	0.2	0.1	-0.1
Jeep	2,829	2,466	-12.8%	10,582	9,168	-13.4%	2.9	3.0	0.1
Kia	5,869	5,826	-0.7%	20,679	19,205	-7.1%	5.6	6.3	0.7
Land Rover	1,195	785	-34.3%	4,890	2,819	-42.4%	1.3	0.9	-0.4
Lexus	4,972	4,084	-17.9%	17,609	13,322	-24.3%	4.8	4.4	-0.4
Lincoln	176	177	0.6%	908	652	-28.2%	0.2	0.2	0.0
Maserati	102	73	-28.4%	377	327	-13.3%	0.1	0.1	0.0
Mazda	2,594	1,821	-29.8%	9,183	6,414	-30.2%	2.5	2.1	-0.4
Mercedes	4,152	3,875	-6.7%	17,770	15,363	-13.5%	4.8	5.0	0.2
MINI	290	402	38.6%	1,414	1,320	-6.6%	0.4	0.4	0.0
Mitsubishi	321	190	-40.8%	920	865	-6.0%	0.3	0.3	0.0
Nissan	3,656	2,947	-19.4%	14,030	11,796	-15.9%	3.8	3.9	0.1
Other	251	208	-17.1%	941	769	-18.3%	0.3	0.3	0.0
Porsche	1,166	1,077	-7.6%	4,452	3,857	-13.4%	1.2	1.3	0.1
Ram	1,266	989	-21.9%	4,980	3,670	-26.3%	1.4	1.2	-0.2
Subaru	3,298	3,467	5.1%	11,907	11,044	-7.2%	3.2	3.6	0.4
Tesla	7,259	10,537	45.2%	23,543	36,976	57.1%	6.4	12.1	5.7
Toyota	16,822	14,155	-15.9%	65,708	50,632	-22.9%	17.9	16.6	-1.3
Volkswagen	2,633	2,421	-8.1%	9,792	7,015	-28.4%	2.7	2.3	-0.4
Volvo	1,112	516	-53.6%	3,627	2,319	-36.1%	1.0	0.8	-0.2

Top ten are shaded yellow.

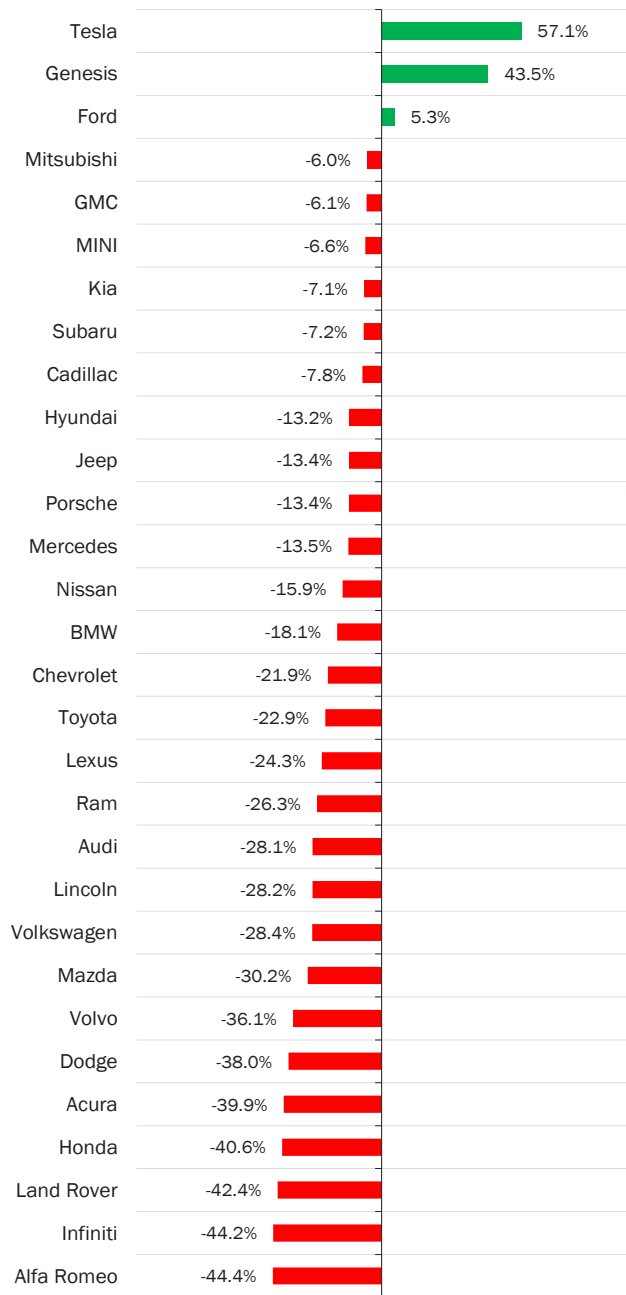
Source: AutoCount data from Experian

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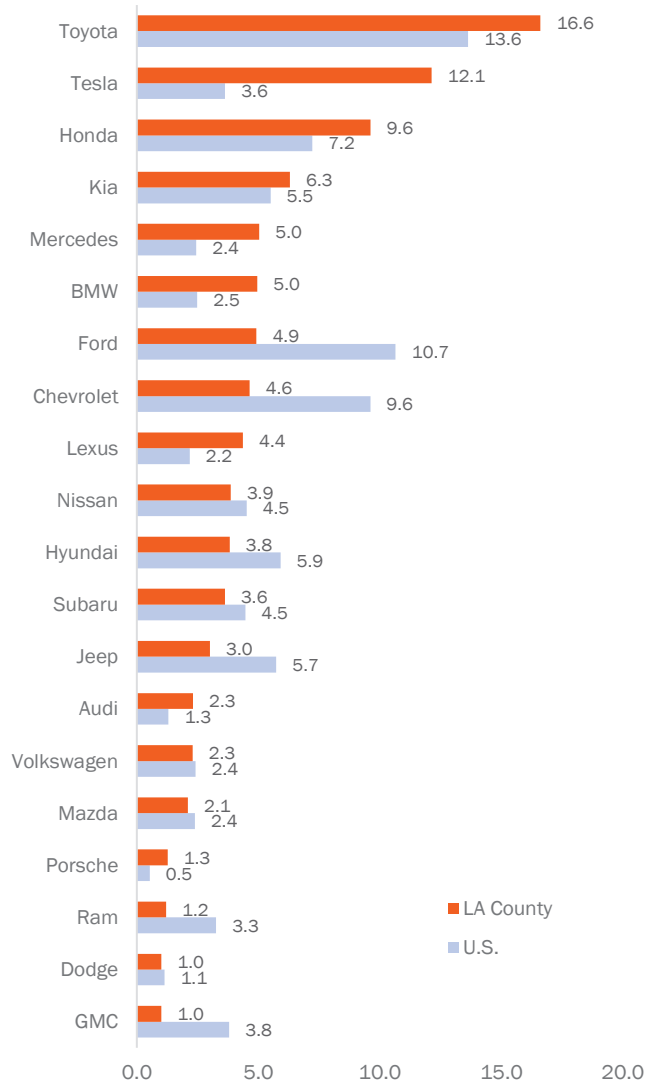
BRAND RESULTS



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



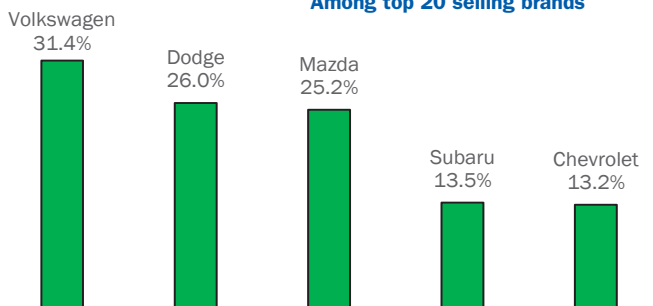
**County and U.S. Market Share - YTD '22
(Top 20 selling brands in county)**



Registrations increased for Tesla, Genesis, and Ford. Mitsubishi, GMC, MINI, Kia, Subaru and Cadillac declined by less than 10%.

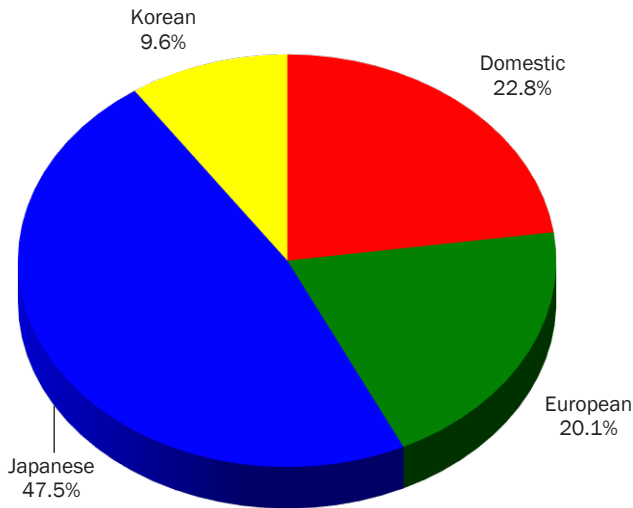


Brands On the Move
Largest % increase in registrations during past 3 months (Aug '22 thru Oct '22) vs. preceding 3 months (May '22 thru Jul '22) Among top 20 selling brands

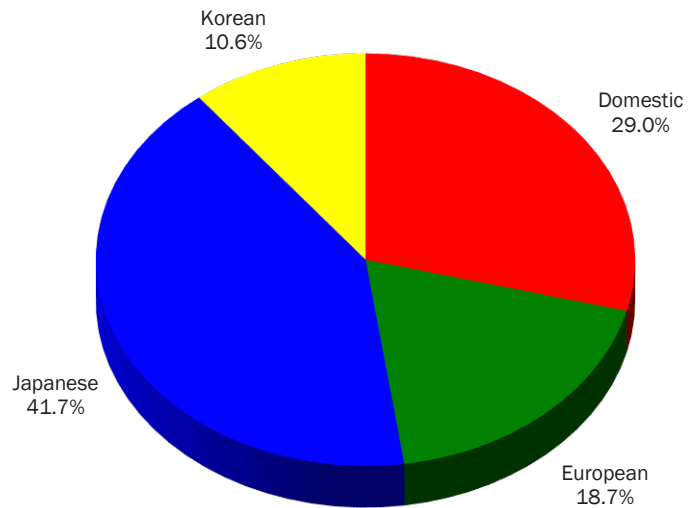


Market Share for Japanese, Domestic, European, and Korean Brands

YTD 2021 thru October

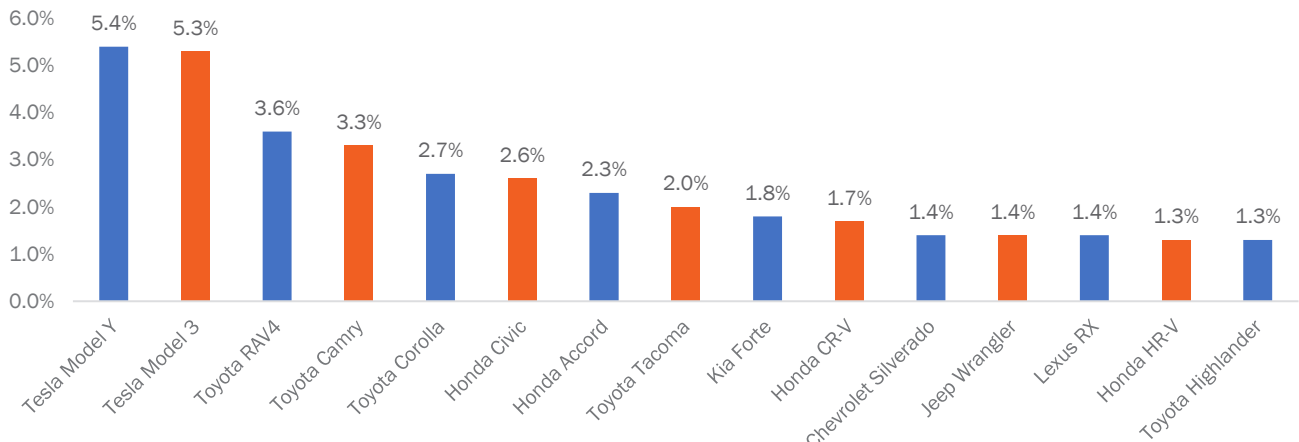


YTD 2022 thru October



Data Source: AutoCount data from Experian.

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



Data Source: AutoCount data from Experian.

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Published for:
 Greater Los Angeles New Car Dealers Association
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Published by:
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