

Los Angeles Auto Outlook TM

Comprehensive information on the LA County new vehicle market

Sponsored by:



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



Light trucks
-15.9%



Cars
-26.2%

Los Angeles County New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '21 thru Aug.	190,846	121,010	311,856
YTD '22 thru Aug.	160,424	89,286	249,710
% change	-15.9%	-26.2%	-19.9%
Aug-21	24,542	15,513	40,055
Aug-22	20,484	10,836	31,320
% change	-16.5%	-30.1%	-21.8%

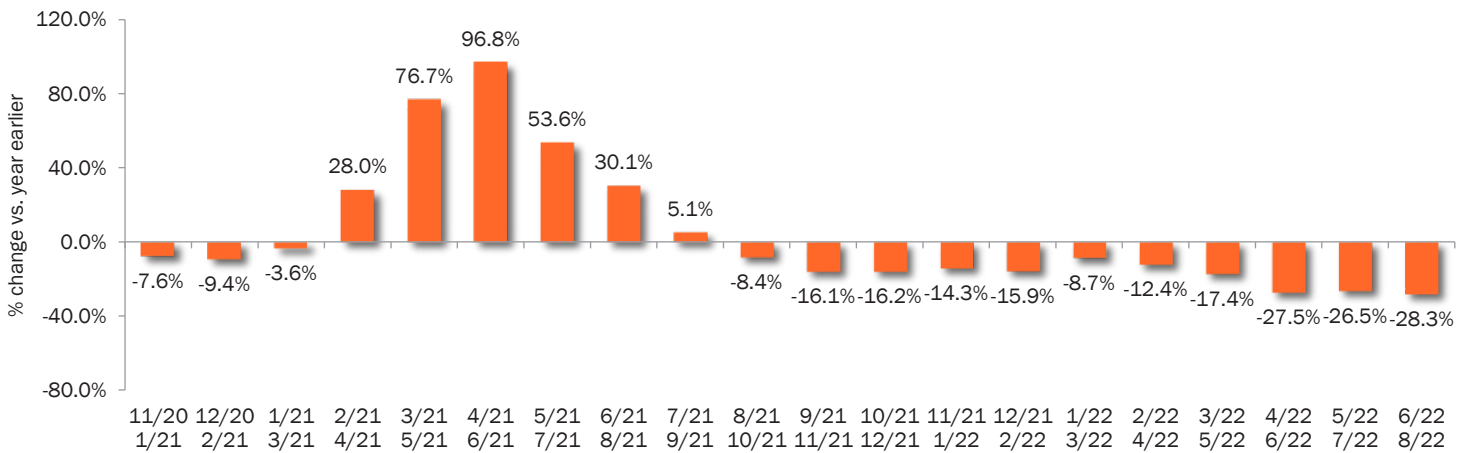
Data Source: AutoCount data from Experian

QUICK FACTS

New retail light vehicle registrations in Los Angeles County declined 19.9% during the first eight months of this year versus year earlier. U.S. market fell by an estimated 18.4%.

Registrations in August of this year declined 21.8% versus 2021. Results should improve for the remainder of this year, however. Supply chain issues pushed sales sharply lower in the second half of last year. New vehicle registrations in the county will likely remain below average over the next several months, but should improve over weak year-earlier totals.

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 August
vs. Year Earlier**

**DOMESTIC
BRANDS**
 **UP
SLIGHTLY**

**EUROPEAN
BRANDS**
 **DOWN
24.0%**

**JAPANESE
BRANDS**
 **DOWN
29.8%**

**KOREAN
BRANDS**
 **DOWN
9.5%**

Los Angeles County New Retail Car and Light Truck Registrations									
	Three Month Period June '22 thru Aug. '22			YTD thru August			YTD Market Share (%)		
	Yr. Ago	Current	% chg.	2021	2022	% chg.	2021	2022	Chg.
TOTAL	123,773	88,753	-28.3%	311,856	249,710	-19.9%			
Cars	48,893	31,636	-35.3%	121,010	89,286	-26.2%	38.8	35.8	-3.0
Trucks	74,880	57,117	-23.7%	190,846	160,424	-15.9%	61.2	64.2	3.0
Domestic Brands	26,508	26,536	0.1%	70,972	70,988	0.0%	22.8	28.4	5.7
European Brands	25,274	17,470	-30.9%	63,132	48,006	-24.0%	20.2	19.2	-1.0
Japanese Brands	59,121	34,139	-42.3%	148,434	104,174	-29.8%	47.6	41.7	-5.9
Korean Brands	12,870	10,608	-17.6%	29,318	26,542	-9.5%	9.4	10.6	1.2
Acura	1,399	543	-61.2%	3,113	1,852	-40.5%	1.0	0.7	-0.3
Alfa Romeo	470	246	-47.7%	1,356	700	-48.4%	0.4	0.3	-0.2
Audi	2,909	2,155	-25.9%	8,659	5,788	-33.2%	2.8	2.3	-0.5
BMW	6,604	4,321	-34.6%	15,340	12,667	-17.4%	4.9	5.1	0.2
Buick	247	117	-52.6%	582	297	-49.0%	0.2	0.1	-0.1
Cadillac	602	564	-6.3%	1,673	1,449	-13.4%	0.5	0.6	0.0
Chevrolet	5,913	4,494	-24.0%	16,139	11,122	-31.1%	5.2	4.5	-0.7
Chrysler	166	123	-25.9%	693	346	-50.1%	0.2	0.1	-0.1
Dodge	1,522	861	-43.4%	4,323	2,446	-43.4%	1.4	1.0	-0.4
Ford	4,132	4,505	9.0%	12,051	12,515	3.9%	3.9	5.0	1.1
Genesis	429	479	11.7%	751	1,220	62.5%	0.2	0.5	0.2
GMC	1,143	1,028	-10.1%	2,832	2,482	-12.4%	0.9	1.0	0.1
Honda	16,819	6,645	-60.5%	41,426	24,092	-41.8%	13.3	9.6	-3.6
Hyundai	4,876	3,803	-22.0%	11,324	9,780	-13.6%	3.6	3.9	0.3
Infiniti	806	322	-60.0%	2,045	1,103	-46.1%	0.7	0.4	-0.2
Jaguar	214	62	-71.0%	547	235	-57.0%	0.2	0.1	-0.1
Jeep	3,557	2,932	-17.6%	8,986	7,790	-13.3%	2.9	3.1	0.2
Kia	7,565	6,326	-16.4%	17,243	15,542	-9.9%	5.5	6.2	0.7
Land Rover	1,474	657	-55.4%	4,140	2,295	-44.6%	1.3	0.9	-0.4
Lexus	5,746	3,985	-30.6%	14,909	10,814	-27.5%	4.8	4.3	-0.5
Lincoln	232	185	-20.3%	792	545	-31.2%	0.3	0.2	0.0
Maserati	135	91	-32.6%	313	282	-9.9%	0.1	0.1	0.0
Mazda	3,771	1,329	-64.8%	7,737	5,234	-32.4%	2.5	2.1	-0.4
Mercedes	6,088	5,319	-12.6%	15,537	13,514	-13.0%	5.0	5.4	0.4
MINI	568	424	-25.4%	1,299	1,091	-16.0%	0.4	0.4	0.0
Mitsubishi	326	197	-39.6%	717	729	1.7%	0.2	0.3	0.1
Nissan	4,893	3,029	-38.1%	11,975	9,977	-16.7%	3.8	4.0	0.2
Other	307	258	-16.0%	794	643	-19.0%	0.3	0.3	0.0
Porsche	1,521	1,237	-18.7%	3,853	3,296	-14.5%	1.2	1.3	0.1
Ram	1,610	1,021	-36.6%	4,232	3,067	-27.5%	1.4	1.2	-0.1
Subaru	3,776	3,309	-12.4%	9,976	8,996	-9.8%	3.2	3.6	0.4
Tesla	7,384	10,706	45.0%	18,669	28,929	55.0%	6.0	11.6	5.6
Toyota	21,585	14,780	-31.5%	56,536	41,377	-26.8%	18.1	16.6	-1.6
Volkswagen	3,556	2,154	-39.4%	8,286	5,540	-33.1%	2.7	2.2	-0.4
Volvo	1,428	546	-61.8%	3,008	1,955	-35.0%	1.0	0.8	-0.2

Top ten are shaded yellow.

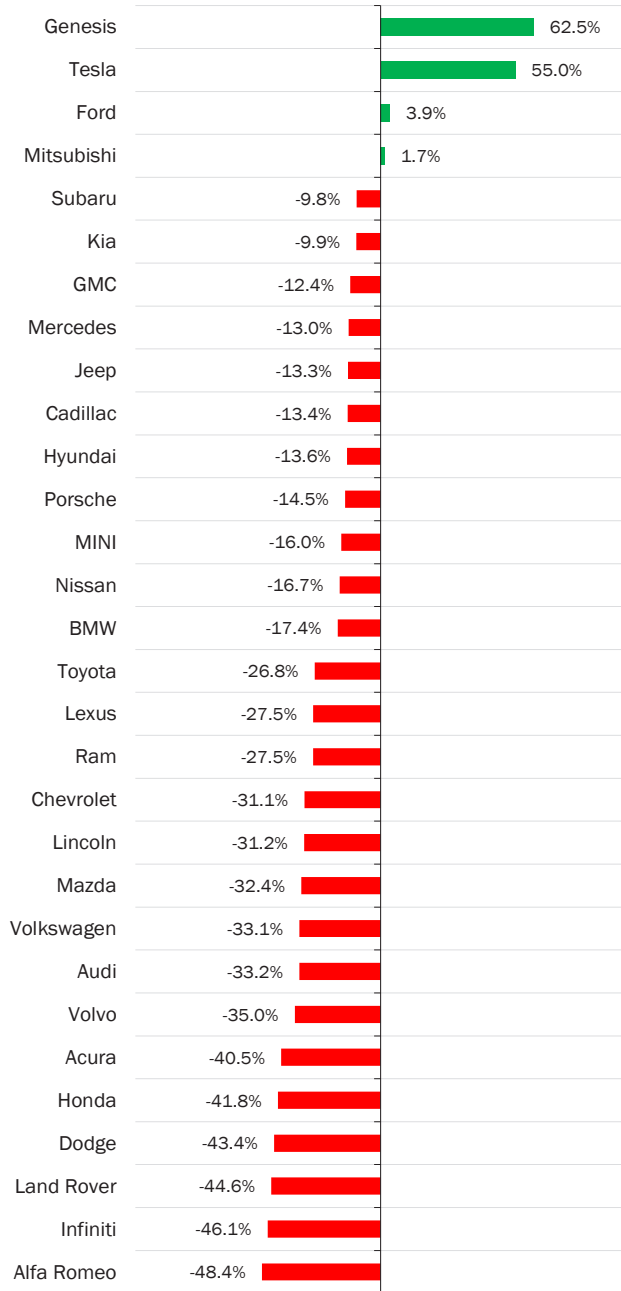
Source: AutoCount data from Experian

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BRAND RESULTS



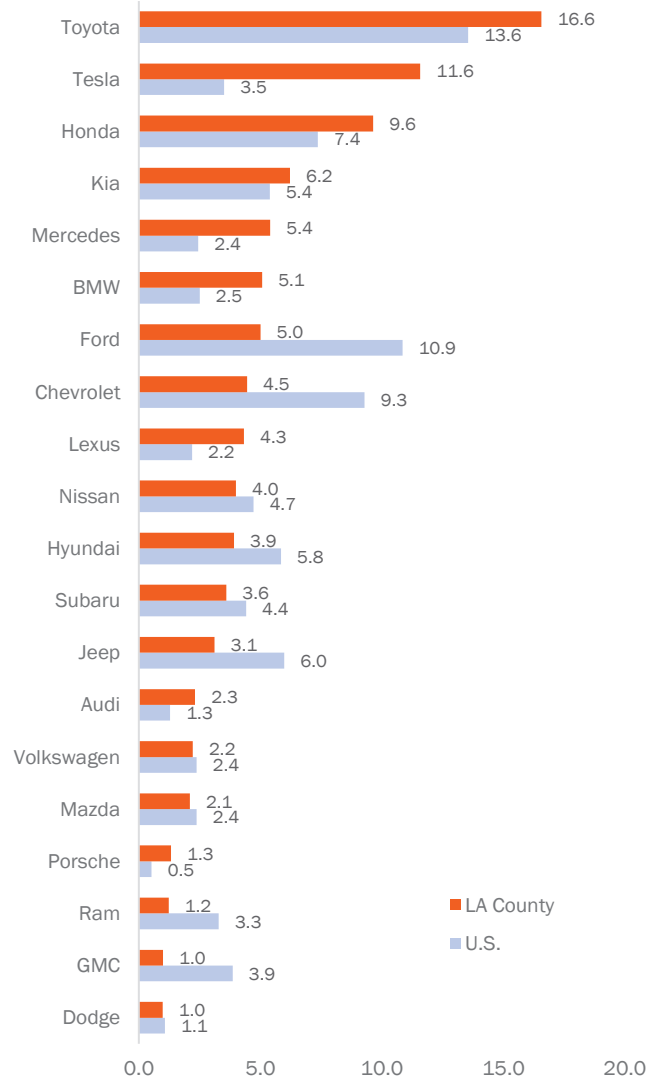
**Percent Change in Registrations
YTD '22 (August) vs. YTD '21
(Top 30 selling brands)**



Registrations increased for Genesis, Tesla, Ford, and Mitsubishi.

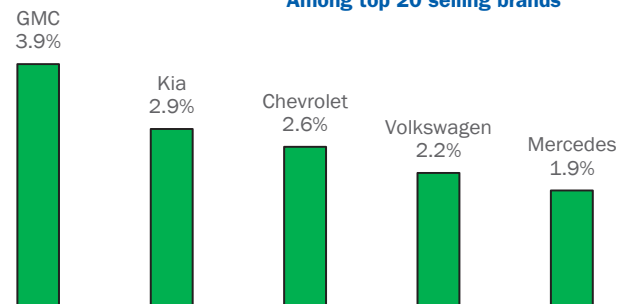


**County and U.S. Market Share - YTD '22
(Top 20 selling brands in county)**



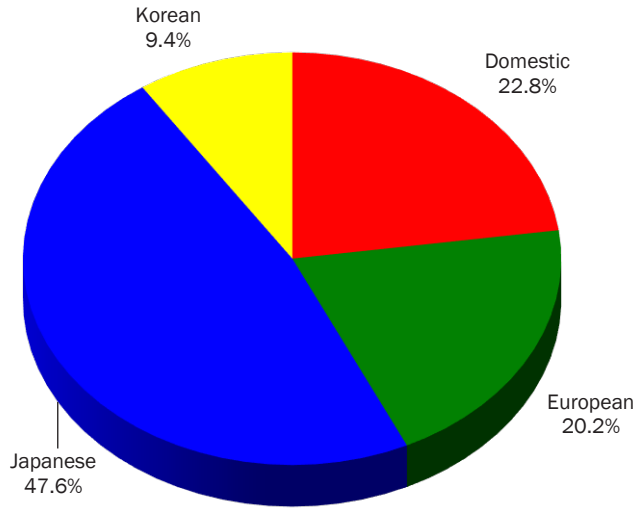
Brands On the Move

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

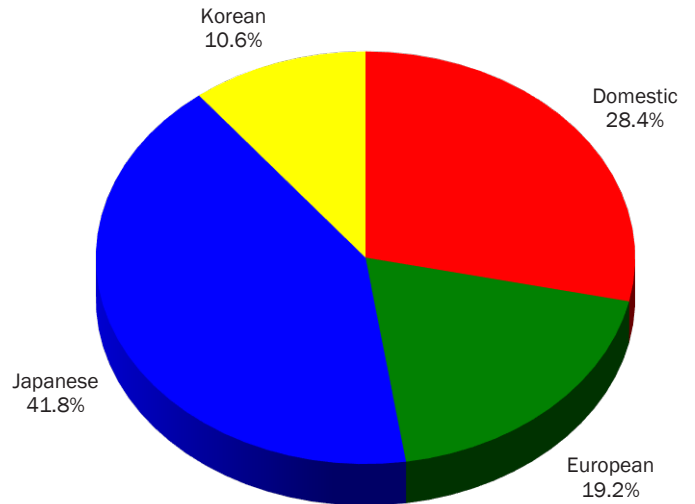


Market Share for Japanese, Domestic, European, and Korean Brands

YTD 2021 thru August

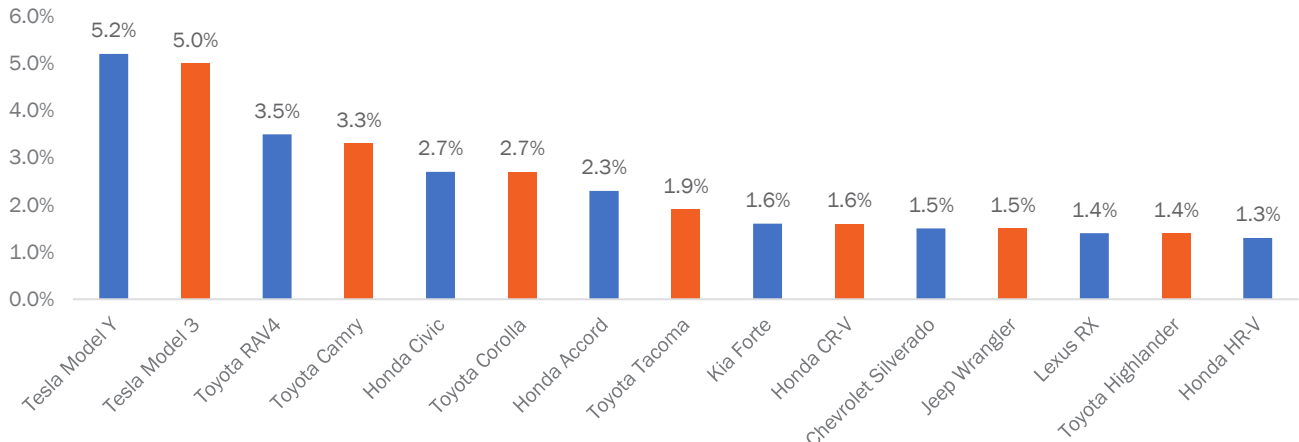


YTD 2022 thru August



Data Source: AutoCount data from Experian.

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



Data Source: AutoCount data from Experian.

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