

Los Angeles Auto Outlook TM

Comprehensive information on the LA County new vehicle market

Sponsored by:



YTD thru November 2023
% Change In
New Retail Market
vs. Year Earlier



Light trucks
+12.6%



Cars
+7.7%

Los Angeles County New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '22 thru Nov.	228,522	126,062	354,584
YTD '23 thru Nov.	257,387	135,716	393,103
% change	12.6%	7.7%	10.9%
Nov-22	24,327	12,983	37,310
Nov-23	25,547	12,447	37,994
% change	5.0%	-4.1%	1.8%

Data sourced from Experian Automotive. Figures for November 2023 are partially estimated.

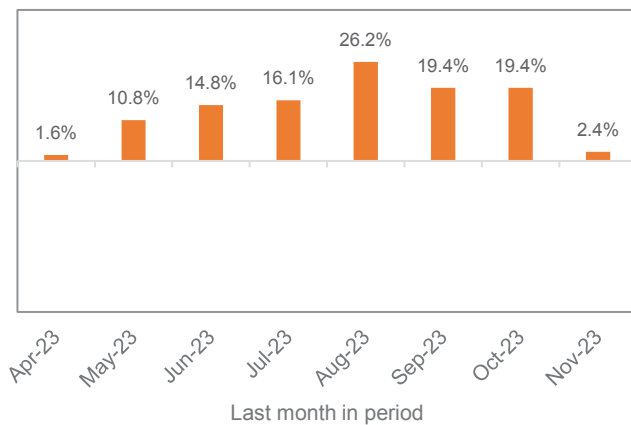
QUICK FACTS

LA County new retail light vehicle registrations increased 10.9% during the first 11 months of this year versus year earlier. U.S. market was up 7.3%.

As shown on the graph below, the three month moving average has shifted lower during the past few months.

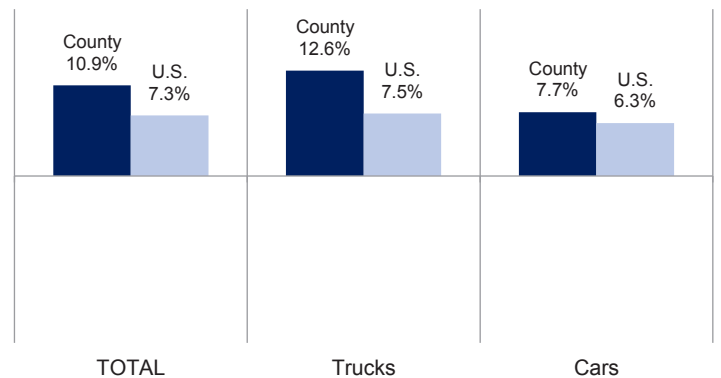
Rivian, Honda, Audi, Volvo, and Acura registrations increased by more than 25% so far this year.

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



The graph above shows the year-over-year percent change in the three month moving average of new vehicle registrations. Data sourced from Experian Automotive.

Percent Change in LA County and U.S. New Retail Light Vehicle Markets YTD 2023 thru November vs. YTD 2022



The graph above compares the change in new retail car and light truck registrations in both the county and U.S. markets. Data sourced from Experian Automotive.


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 2023 thru November
vs. Year Earlier**

**DOMESTIC
BRANDS**
 **UP
11.0%**

**EUROPEAN
BRANDS**
 **UP
10.9%**

**JAPANESE
BRANDS**
 **UP
12.9%**

**KOREAN
BRANDS**
 **UP
2.5%**

Los Angeles County New Retail Car and Light Truck Registrations									
	Three Month Period Sep. '23 thru Nov. '23			YTD thru November			YTD Market Share (%)		
	Yr. Ago	Current	% chg.	YTD '22	YTD '23	% chg.	YTD '22	YTD '23	Chg.
TOTAL	101,432	103,899	2.4%	354,584	393,103	10.9%			
Cars	36,516	34,503	-5.5%	126,062	135,716	7.7%	35.6	34.5	-1.0
Trucks	64,916	69,396	6.9%	228,522	257,387	12.6%	64.4	65.5	1.0
Domestic Brands	31,649	29,371	-7.2%	105,891	117,509	11.0%	29.9	29.9	0.0
European Brands	18,986	19,818	4.4%	67,385	74,701	10.9%	19.0	19.0	0.0
Japanese Brands	40,286	44,834	11.3%	144,617	163,294	12.9%	40.8	41.5	0.8
Korean Brands	10,511	9,876	-6.0%	36,691	37,599	2.5%	10.3	9.6	-0.8
Acura	640	720	12.5%	2,492	3,123	25.3%	0.7	0.8	0.1
Alfa Romeo	263	160	-39.2%	970	558	-42.5%	0.3	0.1	-0.1
Audi	2,286	3,403	48.9%	8,043	11,350	41.1%	2.3	2.9	0.6
BMW	4,663	4,870	4.4%	17,534	19,216	9.6%	4.9	4.9	-0.1
Buick	134	225	67.9%	467	650	39.2%	0.1	0.2	0.0
Cadillac	659	658	-0.2%	2,346	2,597	10.7%	0.7	0.7	0.0
Chevrolet	5,557	4,844	-12.8%	17,009	18,584	9.3%	4.8	4.7	-0.1
Chrysler	184	233	26.6%	544	754	38.6%	0.2	0.2	0.0
Dodge	1,036	683	-34.1%	3,432	2,625	-23.5%	1.0	0.7	-0.3
Ford	4,915	4,518	-8.1%	18,419	18,342	-0.4%	5.2	4.7	-0.5
Genesis	576	508	-11.8%	1,781	1,993	11.9%	0.5	0.5	0.0
GMC	1,152	1,109	-3.7%	3,908	4,189	7.2%	1.1	1.1	0.0
Honda	8,754	12,935	47.8%	32,621	46,841	43.6%	9.2	11.9	2.7
Hyundai	3,396	3,951	16.3%	13,003	14,648	12.7%	3.7	3.7	0.1
Infiniti	366	461	26.0%	1,457	1,784	22.4%	0.4	0.5	0.0
Jaguar	84	51	-39.3%	300	211	-29.7%	0.1	0.1	0.0
Jeep	2,616	2,618	0.1%	10,449	9,082	-13.1%	2.9	2.3	-0.6
Kia	6,539	5,400	-17.4%	21,907	20,910	-4.6%	6.2	5.3	-0.9
Land Rover	931	873	-6.2%	3,149	3,637	15.5%	0.9	0.9	0.0
Lexus	4,274	4,805	12.4%	15,136	16,945	12.0%	4.3	4.3	0.0
Lincoln	219	243	11.0%	830	902	8.7%	0.2	0.2	0.0
Maserati	88	95	8.0%	397	286	-28.0%	0.1	0.1	0.0
Mazda	2,101	1,770	-15.8%	7,273	7,479	2.8%	2.1	1.9	-0.1
Mercedes	5,548	4,896	-11.8%	18,844	20,043	6.4%	5.3	5.1	-0.2
MINI	459	383	-16.6%	1,553	1,440	-7.3%	0.4	0.4	-0.1
Mitsubishi	241	277	14.9%	998	994	-0.4%	0.3	0.3	0.0
Nissan	3,460	3,394	-1.9%	13,387	13,789	3.0%	3.8	3.5	-0.3
Other	359	527	46.8%	1,190	1,536	29.1%	0.3	0.4	0.1
Polestar	161	71	-55.9%	697	251	-64.0%	0.2	0.1	-0.1
Porsche	1,028	1,121	9.0%	4,207	4,429	5.3%	1.2	1.1	-0.1
Ram	1,302	939	-27.9%	4,700	3,760	-20.0%	1.3	1.0	-0.4
Rivian	239	577	141.4%	578	1,634	182.7%	0.2	0.4	0.3
Subaru	3,706	3,345	-9.7%	12,516	12,492	-0.2%	3.5	3.2	-0.4
Tesla	13,523	12,408	-8.2%	43,013	53,731	24.9%	12.1	13.7	1.5
Toyota	16,744	17,127	2.3%	58,737	59,847	1.9%	16.6	15.2	-1.3
Volkswagen	2,559	2,689	5.1%	7,975	8,825	10.7%	2.2	2.2	0.0
Volvo	670	1,012	51.0%	2,722	3,626	33.2%	0.8	0.9	0.2

Top ten are shaded yellow.

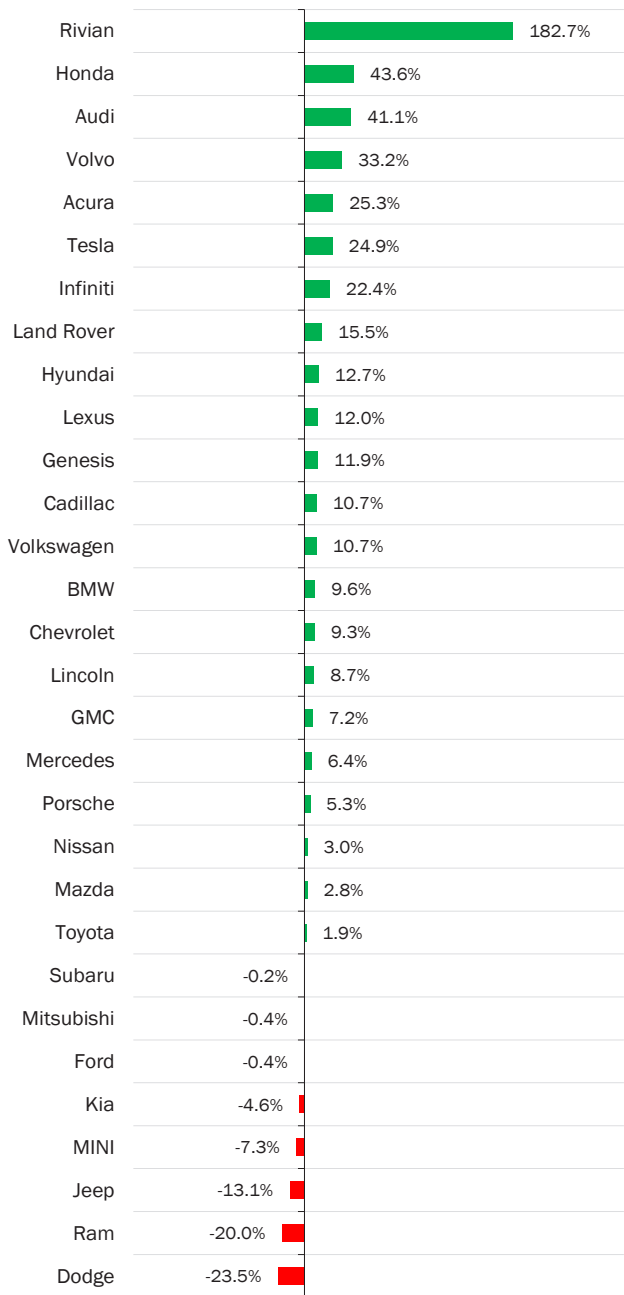
Data sourced from Experian Automotive.

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BRAND RESULTS



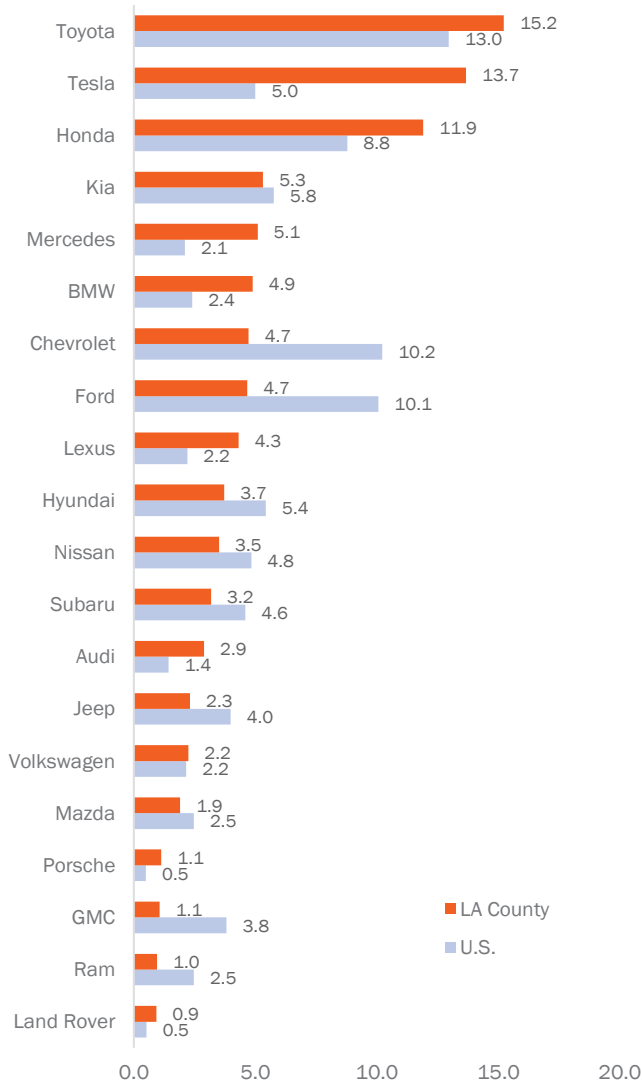
**Percent Change in Registrations
YTD 2023 thru November vs. Year Earlier
(Top 30 selling brands)**



Registrations increased by more than 25% for Rivian, Honda, Audi, Volvo, and Acura.



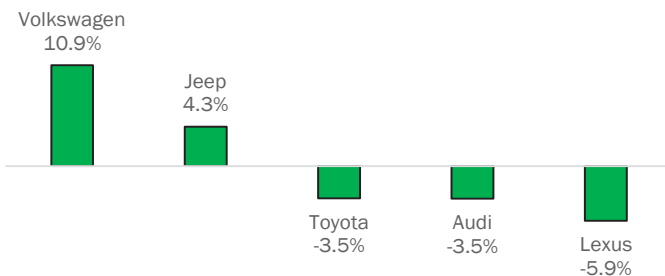
**County and U.S. Market Share
YTD 2023 thru November
(Top 20 selling brands in county)**



Brands On the Move



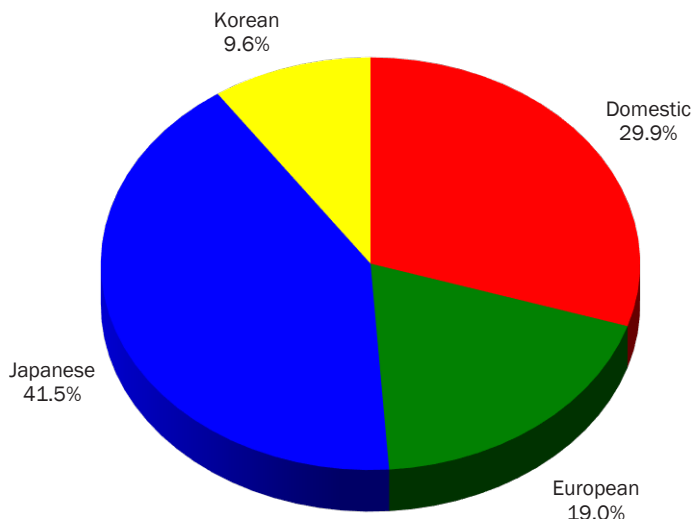
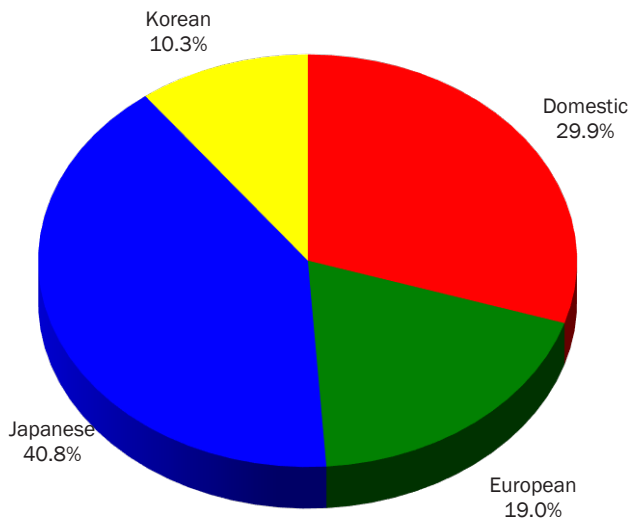
Largest % increases/smallest declines in registrations during past 3 months (Sep '23 thru Nov '23) vs. preceding 3 months (Jun '23 thru Aug '23) Among top 20 selling brands



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

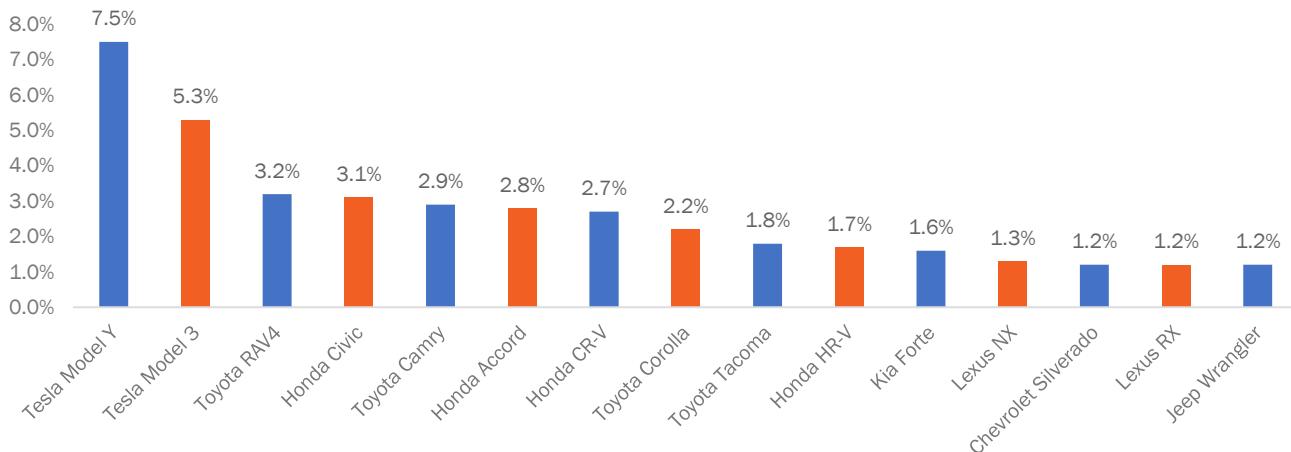
YTD '22 thru November

YTD '23 thru November



Data sourced from Experian Automotive.

Market Share for Top 15 Selling Models in LA County - YTD '23 thru November



Data sourced from Experian Automotive.

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