

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


Comprehensive information on the LA County new vehicle market

Sponsored by:




**January 2023**  
**% Change In**  
**New Retail Market**  
**vs. Year Earlier**

**Light trucks**



**+14.8%**

**Cars**



**+3.1%**

## Los Angeles County New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
2021	277,221	168,930	446,151
2022	247,277	136,715	383,992
<b>% change</b>	<b>-10.8%</b>	<b>-19.1%</b>	<b>-13.9%</b>
Jan-22	18,463	10,778	29,241
Jan-23	21,198	11,112	32,310
<b>% change</b>	<b>14.8%</b>	<b>3.1%</b>	<b>10.5%</b>

Data sourced from Experian Automotive.

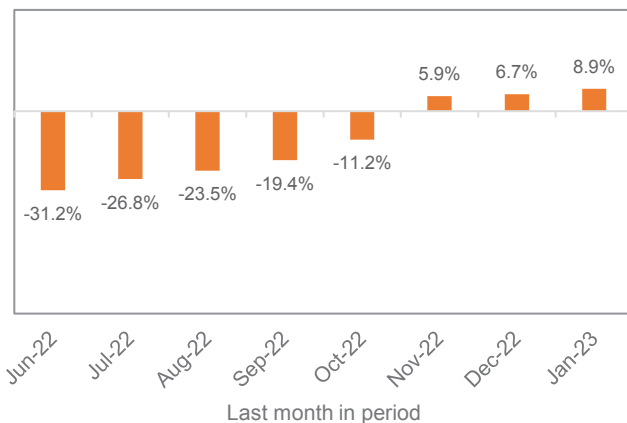
## QUICK FACTS

New retail light vehicle registrations in Los Angeles County increased 10.5% in January of this versus year earlier.

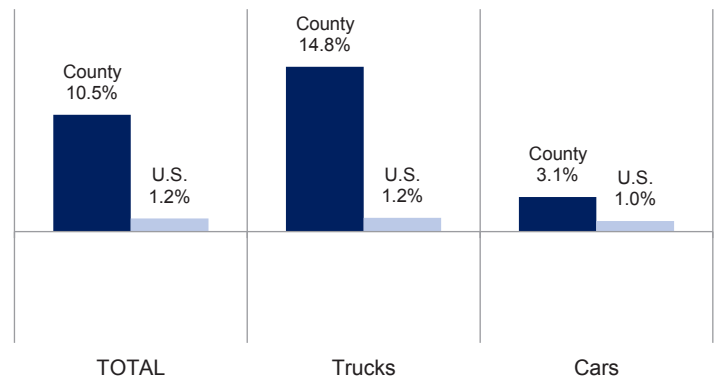
The increase was stronger than the 1.2% improvement in the Nation.

Toyota, Tesla, Honda, Kia, and BMW were the best-selling brands in the county in January of this year.

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



**Percent Change in LA County and U.S. New Retail Light Vehicle Markets Jan 2023 vs. Jan 2022**




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.

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  
Nov '22 thru Jan '23  
vs. Year Earlier**

**DOMESTIC  
BRANDS**  
 **UP  
15.7%**

**EUROPEAN  
BRANDS**  
 **UP  
1.9%**

**JAPANESE  
BRANDS**  
 **UP  
5.7%**

**KOREAN  
BRANDS**  
 **UP  
16.3%**

Los Angeles County New Retail Car and Light Truck Registrations									
	Three Month Period Nov. '22 thru Jan. '23			Annual			YTD Market Share (%)		
	Yr. Ago	Current	% chg.	2021	2022	% chg.	2021	2022	Chg.
TOTAL	90,872	98,957	8.9%	446,151	383,992	-13.9%			
Cars	32,309	34,720	7.5%	168,930	136,715	-19.1%	37.9	35.6	-2.3
Trucks	58,563	64,237	9.7%	277,221	247,277	-10.8%	62.1	64.4	2.3
Domestic Brands	26,552	30,725	15.7%	108,737	115,162	5.9%	24.4	30.0	5.6
European Brands	18,217	18,564	1.9%	90,921	72,892	-19.8%	20.4	19.0	-1.4
Japanese Brands	37,437	39,586	5.7%	204,458	156,050	-23.7%	45.8	40.6	-5.2
Korean Brands	8,666	10,082	16.3%	42,035	39,888	-5.1%	9.4	10.4	1.0
Acura	785	656	-16.4%	4,241	2,665	-37.2%	1.0	0.7	-0.3
Alfa Romeo	318	165	-48.1%	1,824	1,024	-43.9%	0.4	0.3	-0.1
Audi	1,977	2,230	12.8%	11,704	8,738	-25.3%	2.6	2.3	-0.3
BMW	5,332	5,344	0.2%	24,293	19,207	-20.9%	5.4	5.0	-0.4
Buick	101	133	31.7%	835	498	-40.4%	0.2	0.1	-0.1
Cadillac	441	701	59.0%	2,902	2,545	-12.3%	0.7	0.7	0.0
Chevrolet	3,472	5,020	44.6%	22,009	18,487	-16.0%	4.9	4.8	-0.1
Chrysler	104	218	109.6%	876	605	-30.9%	0.2	0.2	0.0
Dodge	953	689	-27.7%	5,822	3,623	-37.8%	1.3	0.9	-0.4
Ford	5,056	4,498	-11.0%	19,617	19,731	0.6%	4.4	5.1	0.7
Genesis	524	566	8.0%	1,489	1,956	31.4%	0.3	0.5	0.2
GMC	697	1,144	64.1%	4,185	4,257	1.7%	0.9	1.1	0.2
Honda	9,704	9,376	-3.4%	56,437	35,593	-36.9%	12.6	9.3	-3.4
Hyundai	3,089	3,428	11.0%	16,073	14,060	-12.5%	3.6	3.7	0.1
Infiniti	514	328	-36.2%	2,726	1,537	-43.6%	0.6	0.4	-0.2
Jaguar	86	64	-25.6%	694	319	-54.0%	0.2	0.1	-0.1
Jeep	2,787	2,122	-23.9%	12,902	11,095	-14.0%	2.9	2.9	0.0
Kia	5,053	6,088	20.5%	24,473	23,872	-2.5%	5.5	6.2	0.7
Land Rover	950	1,101	15.9%	5,742	3,422	-40.4%	1.3	0.9	-0.4
Lexus	4,247	3,535	-16.8%	21,697	16,138	-25.6%	4.9	4.2	-0.7
Lincoln	230	226	-1.7%	1,263	900	-28.7%	0.3	0.2	0.0
Maserati	110	68	-38.2%	474	410	-13.5%	0.1	0.1	0.0
Mazda	1,719	1,971	14.7%	10,472	7,816	-25.4%	2.3	2.0	-0.3
Mercedes	4,185	5,255	25.6%	21,417	20,429	-4.6%	4.8	5.3	0.5
MINI	378	446	18.0%	1,848	1,683	-8.9%	0.4	0.4	0.0
Mitsubishi	262	226	-13.7%	1,090	1,056	-3.1%	0.2	0.3	0.0
Nissan	4,150	3,466	-16.5%	17,569	14,500	-17.5%	3.9	3.8	-0.2
Other	243	332	36.6%	1,263	1,246	-1.3%	0.3	0.3	0.0
Polestar	160	99	-38.1%	285	729	155.8%	0.1	0.2	0.1
Porsche	1,176	958	-18.5%	5,358	4,457	-16.8%	1.2	1.2	0.0
Ram	1,380	951	-31.1%	6,558	4,948	-24.6%	1.5	1.3	-0.2
Rivian	72	238	230.6%	24	677	2720.8%	0.0	0.2	0.2
Subaru	2,593	3,270	26.1%	13,554	13,454	-0.7%	3.0	3.5	0.5
Tesla	11,246	14,675	30.5%	31,733	47,599	50.0%	7.1	12.4	5.3
Toyota	13,463	16,758	24.5%	76,672	63,291	-17.5%	17.2	16.5	-0.7
Volkswagen	2,506	1,794	-28.4%	11,651	8,432	-27.6%	2.6	2.2	-0.4
Volvo	809	818	1.1%	4,379	2,993	-31.7%	1.0	0.8	-0.2

Top ten are shaded yellow.

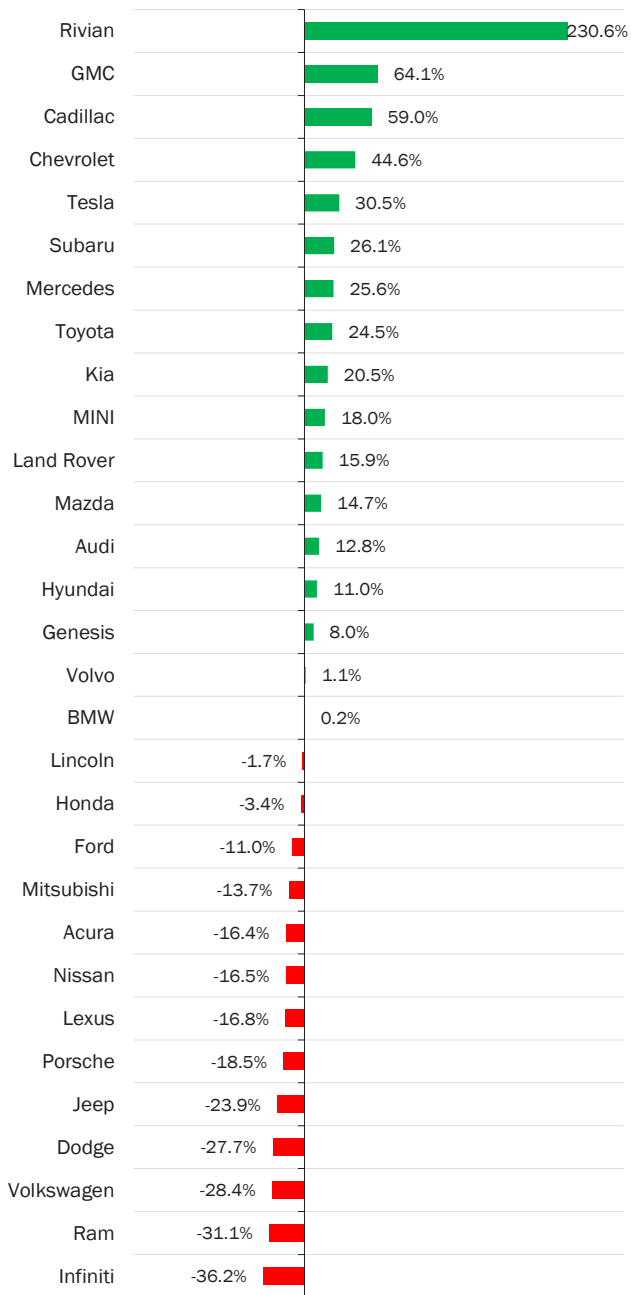
Data sourced from Experian Automotive.

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**BRAND RESULTS**



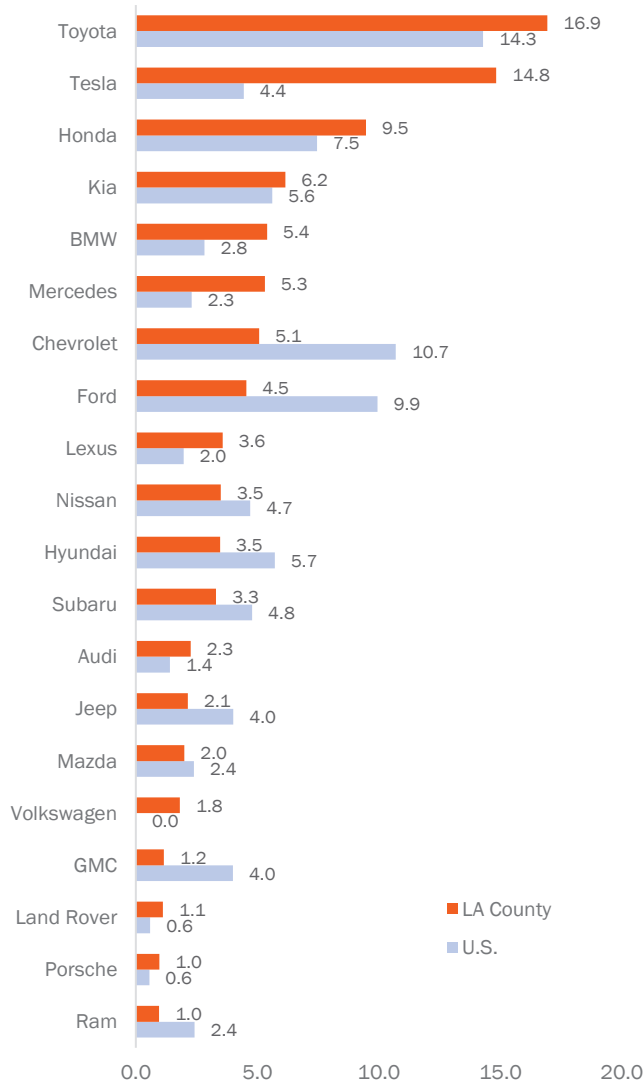
**Percent Change in Registrations  
Nov '22 thru Jan '23 vs. Year Earlier  
(Top 30 selling brands)**



Registrations increased by more than 30% for Rivian, GMC, Cadillac, Chevrolet, and Tesla

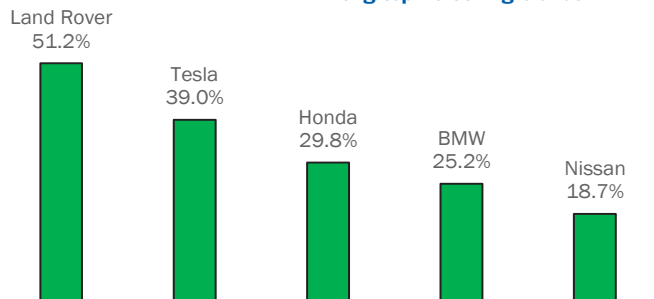


**County and U.S. Market Share  
Nov '22 thru Jan '23  
(Top 20 selling brands in county)**



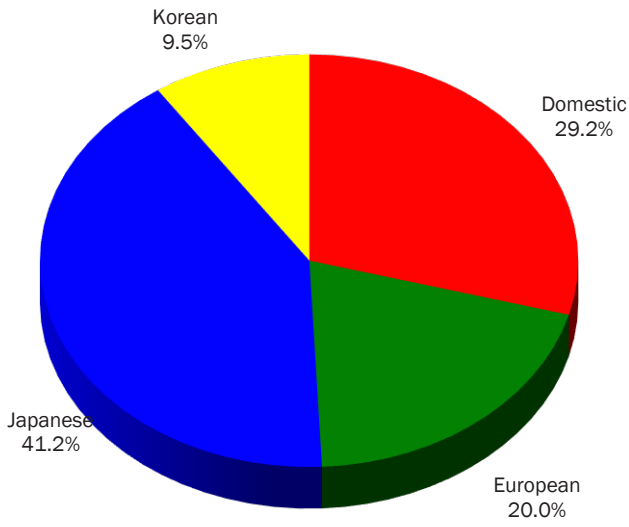
**Brands On the Move**

**Largest % increase in registrations  
during past 3 months (Nov '22 thru Jan '23) vs.  
preceding 3 months (Aug '22 thru Oct '22)  
Among top 20 selling brands**

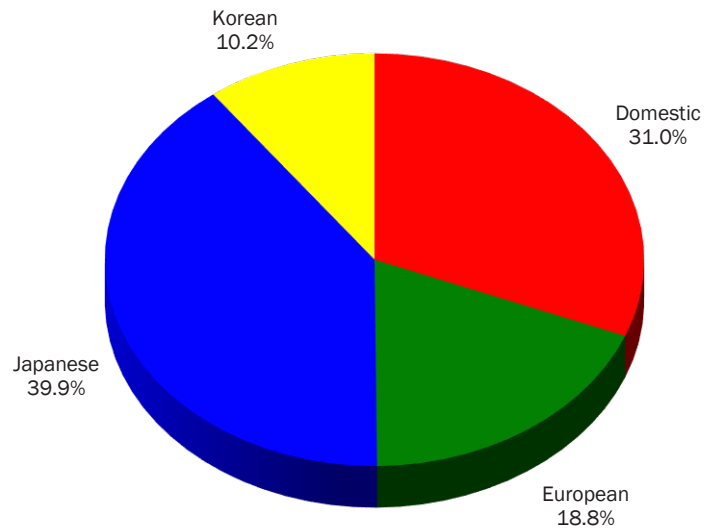


Market Share for Japanese, Domestic, European, and Korean Brands

Nov '21 thru Jan '22

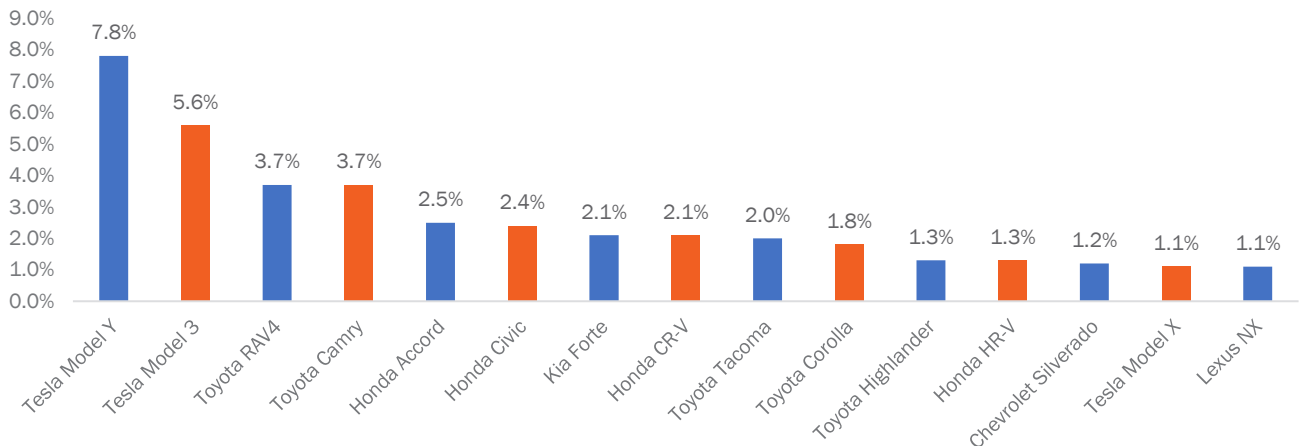


Nov '22 thru Jan '23



Data sourced from Experian Automotive.

Market Share for Top 15 Selling Models in LA County - Nov '22 thru Jan '23



Data sourced from Experian Automotive.

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