

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

Comprehensive information on the LA County new vehicle market

Sponsored by:



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



**Light trucks**  
**+4.8%**



**Cars**  
**+1.5%**

## Los Angeles County New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '22 thru Apr.	83,638	46,410	130,048
YTD '23 thru Apr.	87,624	47,099	134,723
<b>% change</b>	<b>4.8%</b>	<b>1.5%</b>	<b>3.6%</b>
Apr-22	20,294	10,752	31,046
Apr-23	21,780	12,154	33,934
<b>% change</b>	<b>7.3%</b>	<b>13.0%</b>	<b>9.3%</b>

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

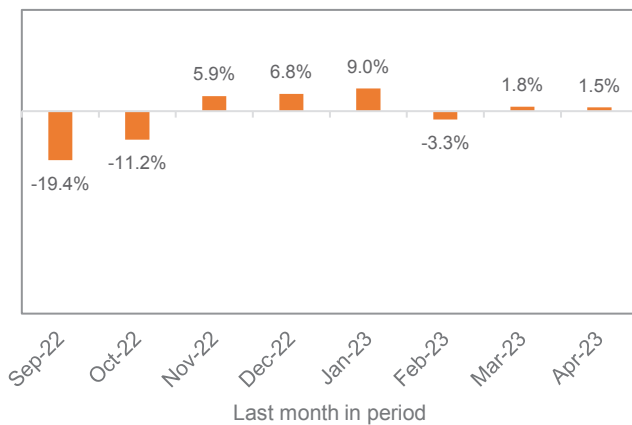
## QUICK FACTS

LA County new retail light vehicle registrations increased 3.6% during the first four months of this versus year earlier. U.S. market was up 0.6%. April registrations improved by 9.3%.

The county market is predicted to improve over year-earlier results for the remainder of 2023. May thru December registrations are projected to increase by more than 5% compared to the same period in 2022.

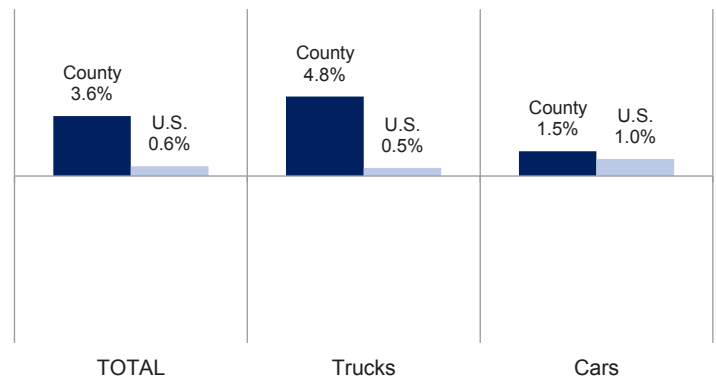
Toyota, Tesla, Honda, Kia, Mercedes, and BMW were market share leaders (see page 3).

**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 April 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 April  
vs. Year Earlier**

**DOMESTIC  
BRANDS**  
 **UP  
4.8%**

**EUROPEAN  
BRANDS**  
 **UP  
6.6%**

**JAPANESE  
BRANDS**  
 **UP  
0.1%**

**KOREAN  
BRANDS**  
 **UP  
9.7%**

Los Angeles County New Retail Car and Light Truck Registrations									
	Three Month Period Feb. '23 thru Apr. '23			YTD thru April			YTD Market Share (%)		
	Yr. Ago	Current	% chg.	YTD '22	YTD '23	% chg.	YTD '22	YTD '23	Chg.
TOTAL	100,815	102,357	1.5%	130,048	134,723	3.6%			
Cars	35,635	35,954	0.9%	46,410	47,099	1.5%	35.7	35.0	-0.7
Trucks	65,180	66,403	1.9%	83,638	87,624	4.8%	64.3	65.0	0.7
Domestic Brands	29,100	30,003	3.1%	38,067	39,878	4.8%	29.3	29.6	0.3
European Brands	18,934	19,684	4.0%	24,585	26,217	6.6%	18.9	19.5	0.6
Japanese Brands	42,991	42,445	-1.3%	55,239	55,290	0.1%	42.5	41.0	-1.4
Korean Brands	9,790	10,225	4.4%	12,157	13,338	9.7%	9.3	9.9	0.6
Acura	780	893	14.5%	1,027	1,084	5.6%	0.8	0.8	0.0
Alfa Romeo	267	127	-52.4%	366	165	-54.9%	0.3	0.1	-0.2
Audi	2,321	2,670	15.0%	2,829	3,400	20.2%	2.2	2.5	0.3
BMW	5,245	5,163	-1.6%	6,957	7,148	2.7%	5.3	5.3	0.0
Buick	108	150	38.9%	138	199	44.2%	0.1	0.1	0.0
Cadillac	666	675	1.4%	806	906	12.4%	0.6	0.7	0.1
Chevrolet	4,169	5,203	24.8%	5,235	6,760	29.1%	4.0	5.0	1.0
Chrysler	129	143	10.9%	156	218	39.7%	0.1	0.2	0.0
Dodge	988	710	-28.1%	1,290	907	-29.7%	1.0	0.7	-0.3
Ford	5,169	4,984	-3.6%	6,725	6,454	-4.0%	5.2	4.8	-0.4
Genesis	432	543	25.7%	576	742	28.8%	0.4	0.6	0.1
GMC	995	1,068	7.3%	1,218	1,439	18.1%	0.9	1.1	0.1
Honda	10,816	12,370	14.4%	13,630	15,280	12.1%	10.5	11.3	0.9
Hyundai	3,475	4,014	15.5%	4,290	5,110	19.1%	3.3	3.8	0.5
Infiniti	487	476	-2.3%	653	590	-9.6%	0.5	0.4	-0.1
Jaguar	116	66	-43.1%	135	82	-39.3%	0.1	0.1	0.0
Jeep	3,138	2,563	-18.3%	4,053	3,146	-22.4%	3.1	2.3	-0.8
Kia	5,883	5,663	-3.7%	7,291	7,481	2.6%	5.6	5.6	-0.1
Land Rover	1,004	1,150	14.5%	1,256	1,553	23.6%	1.0	1.2	0.2
Lexus	4,219	4,450	5.5%	5,523	5,545	0.4%	4.2	4.1	-0.1
Lincoln	245	280	14.3%	303	355	17.2%	0.2	0.3	0.0
Maserati	129	57	-55.8%	161	80	-50.3%	0.1	0.1	-0.1
Mazda	2,583	2,021	-21.8%	3,167	2,681	-15.3%	2.4	2.0	-0.4
Mercedes	4,735	5,260	11.1%	6,224	7,165	15.1%	4.8	5.3	0.5
MINI	451	412	-8.6%	602	533	-11.5%	0.5	0.4	-0.1
Mitsubishi	306	264	-13.7%	398	334	-16.1%	0.3	0.2	-0.1
Nissan	4,102	4,044	-1.4%	5,364	5,036	-6.1%	4.1	3.7	-0.4
Other	292	346	18.5%	379	506	33.5%	0.3	0.4	0.1
Polestar	201	85	-57.7%	256	103	-59.8%	0.2	0.1	-0.1
Porsche	1,151	1,165	1.2%	1,523	1,571	3.2%	1.2	1.2	0.0
Ram	1,389	1,025	-26.2%	1,845	1,294	-29.9%	1.4	1.0	-0.5
Rivian	88	371	321.6%	136	455	234.6%	0.1	0.3	0.2
Subaru	3,533	3,429	-2.9%	4,608	4,499	-2.4%	3.5	3.3	-0.2
Tesla	11,996	12,713	6.0%	16,132	17,553	8.8%	12.4	13.0	0.6
Toyota	16,165	14,498	-10.3%	20,869	20,241	-3.0%	16.0	15.0	-1.0
Volkswagen	2,157	2,488	15.3%	2,823	3,001	6.3%	2.2	2.2	0.1
Volvo	885	818	-7.6%	1,104	1,107	0.3%	0.8	0.8	0.0

Top ten are shaded yellow.

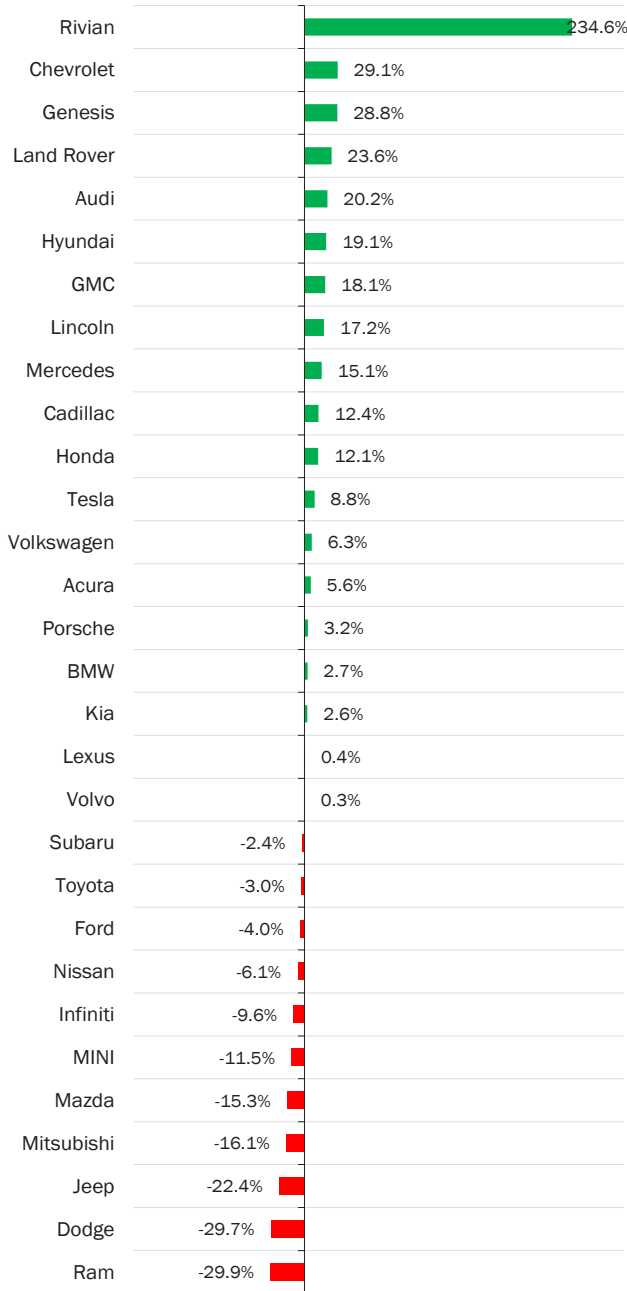
Data sourced from Experian Automotive.

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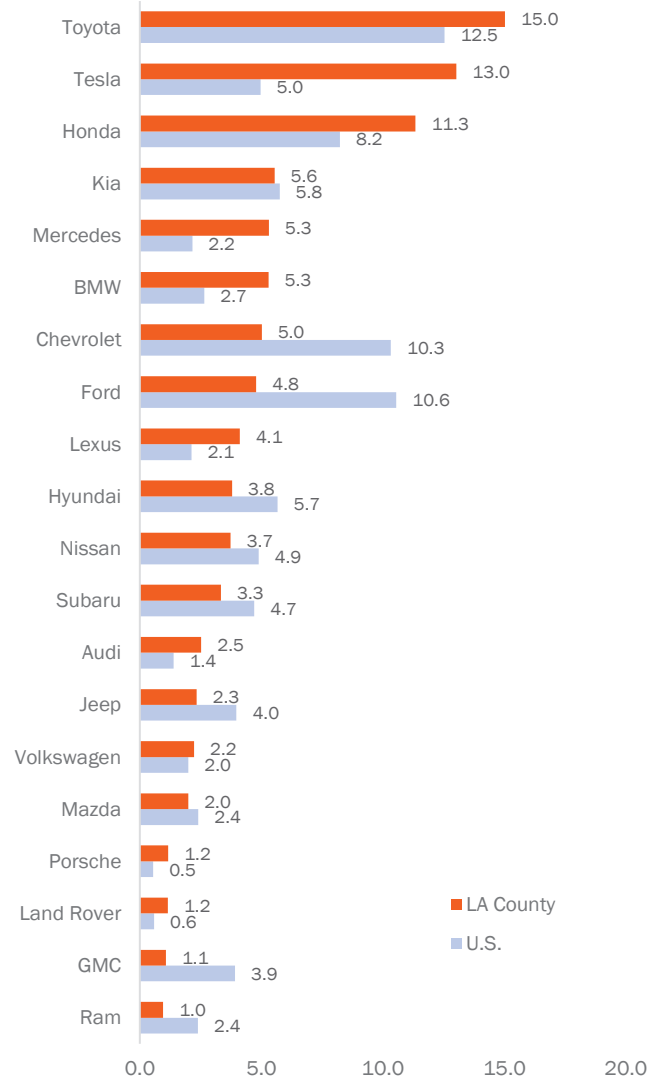
**BRAND RESULTS**



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

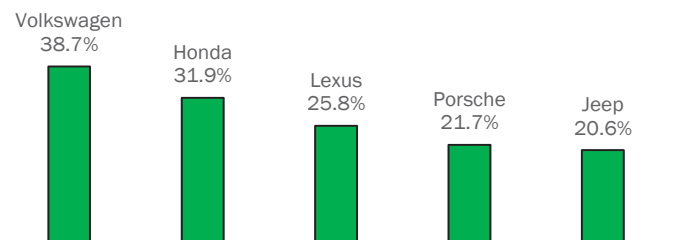


**County and U.S. Market Share  
YTD 2023 thru April  
(Top 20 selling brands in county)**



**Brands On the Move**

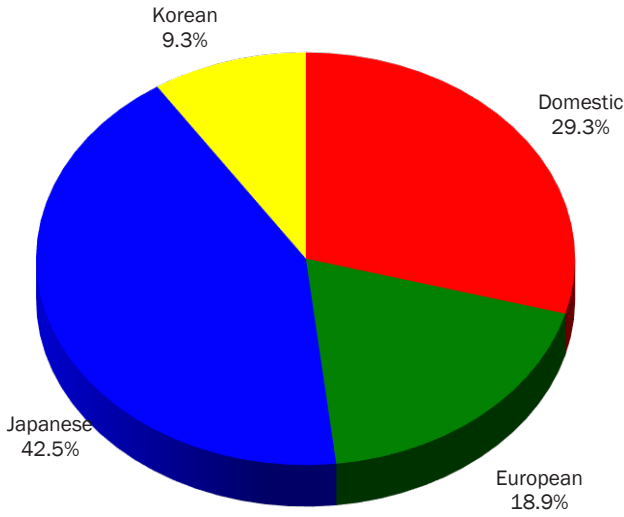
**Largest % increase in registrations  
during past 3 months (Feb '23 thru Apr '23)  
preceding 3 months (Nov '22 thru Jan '23)  
Among top 20 selling brands**



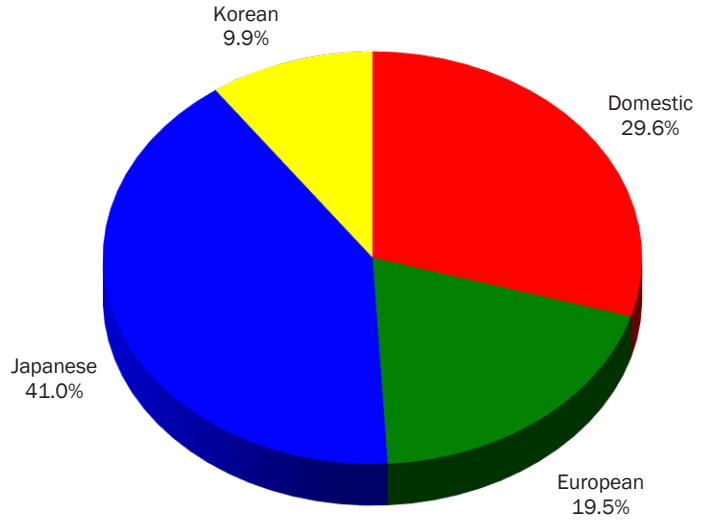
Registrations increased by more than 20% for Rivian, Chevrolet, Genesis, Land Rover, and Audi.

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

YTD '22 thru April

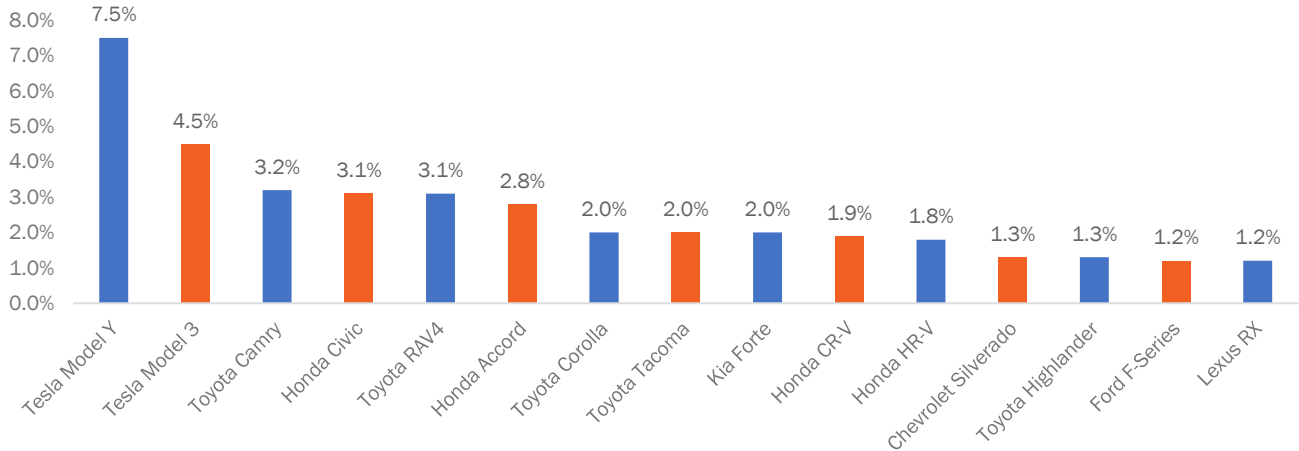


YTD '23 thru April



Data sourced from Experian Automotive.

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



Data sourced from Experian Automotive.

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