

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

Comprehensive information on the LA County new vehicle market

Sponsored by:



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



**Light trucks**  
**+13.5%**



**Cars**  
**+9.0%**

## Los Angeles County New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '22 thru Oct.	204,195	113,083	317,278
YTD '23 thru Oct.	231,791	123,260	355,051
<b>% change</b>	<b>13.5%</b>	<b>9.0%</b>	<b>11.9%</b>
Oct-22	18,804	11,147	29,951
Oct-23	22,653	11,334	33,987
<b>% change</b>	<b>20.5%</b>	<b>1.7%</b>	<b>13.5%</b>

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

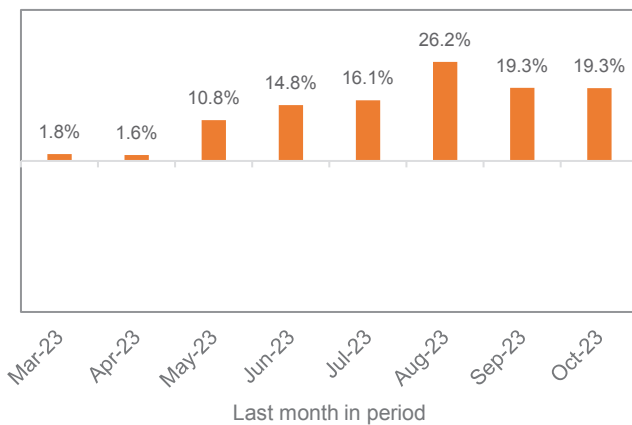
## QUICK FACTS

LA County new retail light vehicle registrations increased 11.9% during the first ten months of this year versus year earlier. U.S. market was up 7.0%.

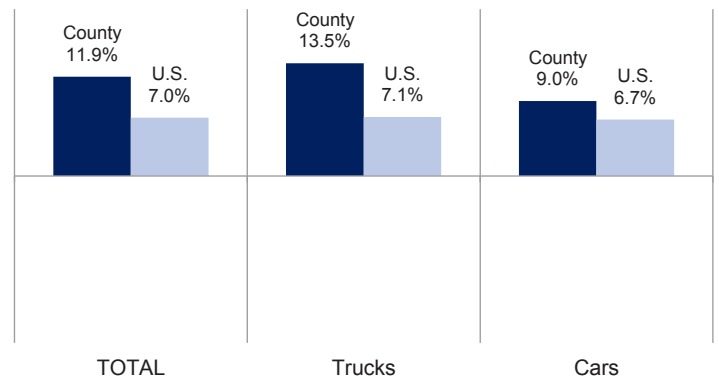
As shown on the graph below, the three month moving average has trended higher during the past six months.

Rivian, Honda, Audi, Volvo, Tesla, and Acura registrations increased by more than 30% so far 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 YTD 2023 thru October vs. YTD 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  
YTD 2023 thru October  
vs. Year Earlier**

**DOMESTIC  
BRANDS**  
 **UP  
14.1%**

**EUROPEAN  
BRANDS**  
 **UP  
10.3%**

**JAPANESE  
BRANDS**  
 **UP  
13.1%**

**KOREAN  
BRANDS**  
 **UP  
4.0%**

Los Angeles County New Retail Car and Light Truck Registrations									
	Three Month Period Aug. '23 thru Oct. '23			YTD thru October			YTD Market Share (%)		
	Yr. Ago	Current	% chg.	YTD '22	YTD '23	% chg.	YTD '22	YTD '23	Chg.
TOTAL	91,000	108,583	19.3%	317,278	355,051	11.9%			
Cars	32,453	37,454	15.4%	113,083	123,260	9.0%	35.6	34.7	-0.9
Trucks	58,547	71,129	21.5%	204,195	231,791	13.5%	64.4	65.3	0.9
Domestic Brands	27,838	31,762	14.1%	94,264	107,577	14.1%	29.7	30.3	0.6
European Brands	17,949	20,250	12.8%	60,827	67,093	10.3%	19.2	18.9	-0.3
Japanese Brands	35,220	45,929	30.4%	129,273	146,162	13.1%	40.7	41.2	0.4
Korean Brands	9,993	10,642	6.5%	32,914	34,219	4.0%	10.4	9.6	-0.7
Acura	507	831	63.9%	2,200	2,894	31.5%	0.7	0.8	0.1
Alfa Romeo	270	178	-34.1%	897	506	-43.6%	0.3	0.1	-0.1
Audi	2,045	3,506	71.4%	7,237	10,135	40.0%	2.3	2.9	0.6
BMW	4,267	4,766	11.7%	15,849	17,289	9.1%	5.0	4.9	-0.1
Buick	124	224	80.6%	415	582	40.2%	0.1	0.2	0.0
Cadillac	611	730	19.5%	2,072	2,365	14.1%	0.7	0.7	0.0
Chevrolet	5,175	5,174	0.0%	15,022	16,872	12.3%	4.7	4.8	0.0
Chrysler	126	210	66.7%	461	649	40.8%	0.1	0.2	0.0
Dodge	1,043	717	-31.3%	3,132	2,400	-23.4%	1.0	0.7	-0.3
Ford	4,786	4,864	1.6%	16,693	16,752	0.4%	5.3	4.7	-0.5
Genesis	539	517	-4.1%	1,588	1,792	12.8%	0.5	0.5	0.0
GMC	1,102	1,173	6.4%	3,491	3,793	8.7%	1.1	1.1	0.0
Honda	7,223	13,204	82.8%	29,127	41,956	44.0%	9.2	11.8	2.6
Hyundai	3,339	4,101	22.8%	11,728	13,285	13.3%	3.7	3.7	0.0
Infiniti	313	502	60.4%	1,323	1,636	23.7%	0.4	0.5	0.0
Jaguar	69	49	-29.0%	271	193	-28.8%	0.1	0.1	0.0
Jeep	2,661	2,584	-2.9%	9,550	8,203	-14.1%	3.0	2.3	-0.7
Kia	6,115	6,007	-1.8%	19,598	19,096	-2.6%	6.2	5.4	-0.8
Land Rover	727	855	17.6%	2,721	3,300	21.3%	0.9	0.9	0.1
Lexus	4,168	4,678	12.2%	13,698	15,030	9.7%	4.3	4.2	-0.1
Lincoln	192	222	15.6%	749	808	7.9%	0.2	0.2	0.0
Maserati	84	93	10.7%	364	251	-31.0%	0.1	0.1	0.0
Mazda	1,835	1,971	7.4%	6,502	6,831	5.1%	2.0	1.9	-0.1
Mercedes	5,504	5,145	-6.5%	17,051	18,080	6.0%	5.4	5.1	-0.3
MINI	430	326	-24.2%	1,359	1,232	-9.3%	0.4	0.3	-0.1
Mitsubishi	191	275	44.0%	900	887	-1.4%	0.3	0.2	0.0
Nissan	2,918	3,696	26.7%	12,013	12,639	5.2%	3.8	3.6	-0.2
Other	309	406	31.4%	1,039	1,309	26.0%	0.3	0.4	0.0
Polestar	171	54	-68.4%	648	217	-66.5%	0.2	0.1	-0.1
Porsche	1,112	1,195	7.5%	3,910	4,055	3.7%	1.2	1.1	-0.1
Ram	1,206	1,013	-16.0%	4,265	3,419	-19.8%	1.3	1.0	-0.4
Rivian	204	585	186.8%	523	1,495	185.9%	0.2	0.4	0.3
Subaru	3,521	3,546	0.7%	11,254	11,327	0.6%	3.5	3.2	-0.4
Tesla	10,555	14,066	33.3%	37,763	49,728	31.7%	11.9	14.0	2.1
Toyota	14,544	17,226	18.4%	52,256	52,962	1.4%	16.5	14.9	-1.6
Volkswagen	2,460	2,709	10.1%	7,148	7,801	9.1%	2.3	2.2	-0.1
Volvo	554	1,185	113.9%	2,461	3,282	33.4%	0.8	0.9	0.1

Top ten are shaded yellow.

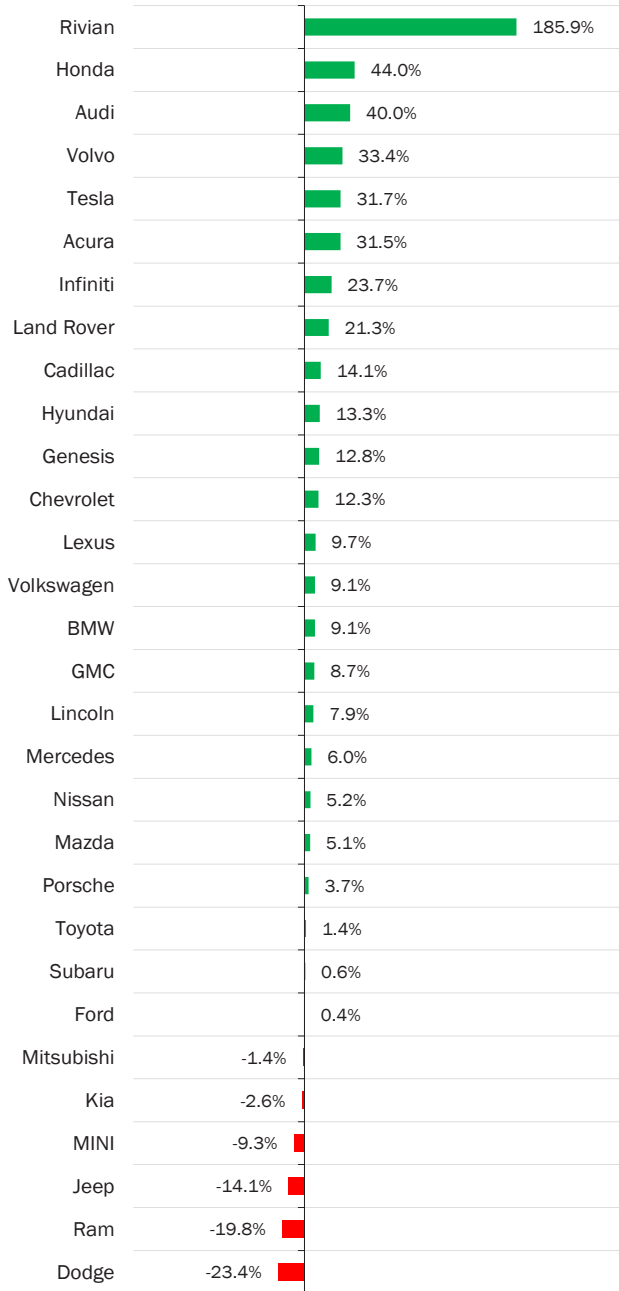
Data sourced from Experian Automotive.

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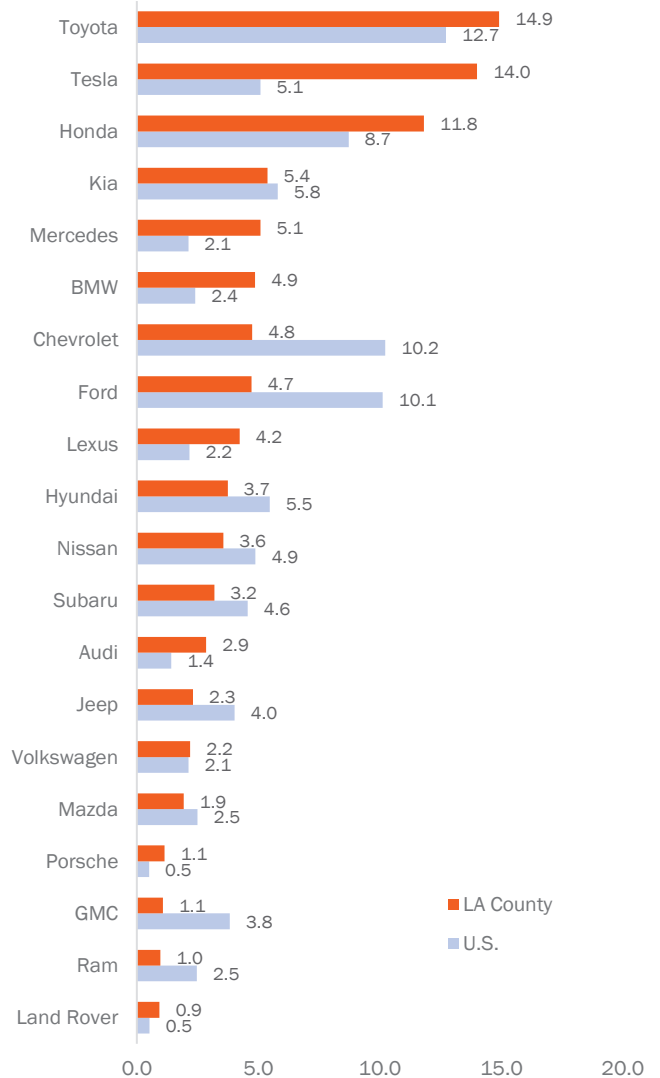
**BRAND RESULTS**



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

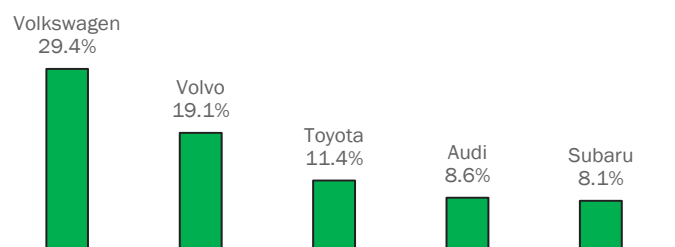


**County and U.S. Market Share  
YTD 2023 thru October  
(Top 20 selling brands in county)**



**Brands On the Move**

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

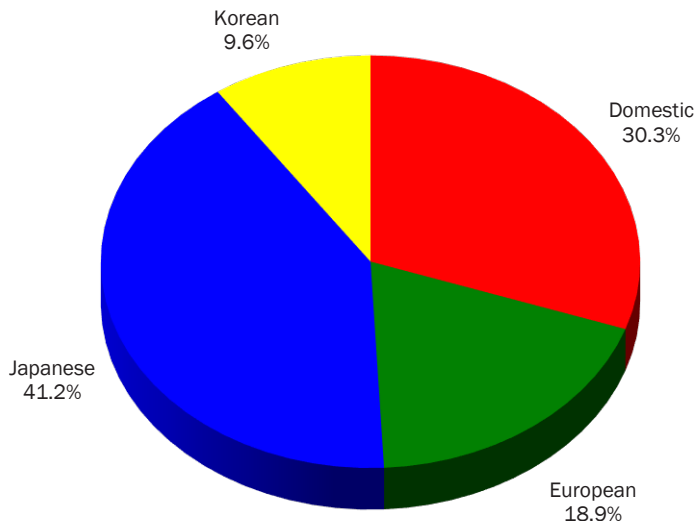
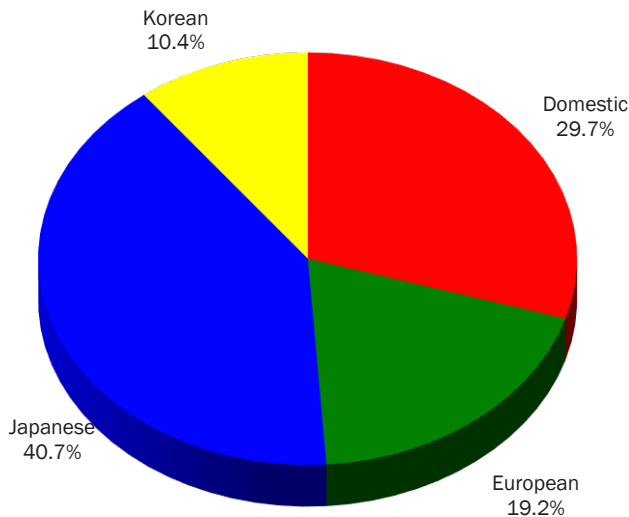


Registrations increased by more than 30% for Rivian, Honda, Audi, Volvo, Tesla, and Acura.

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

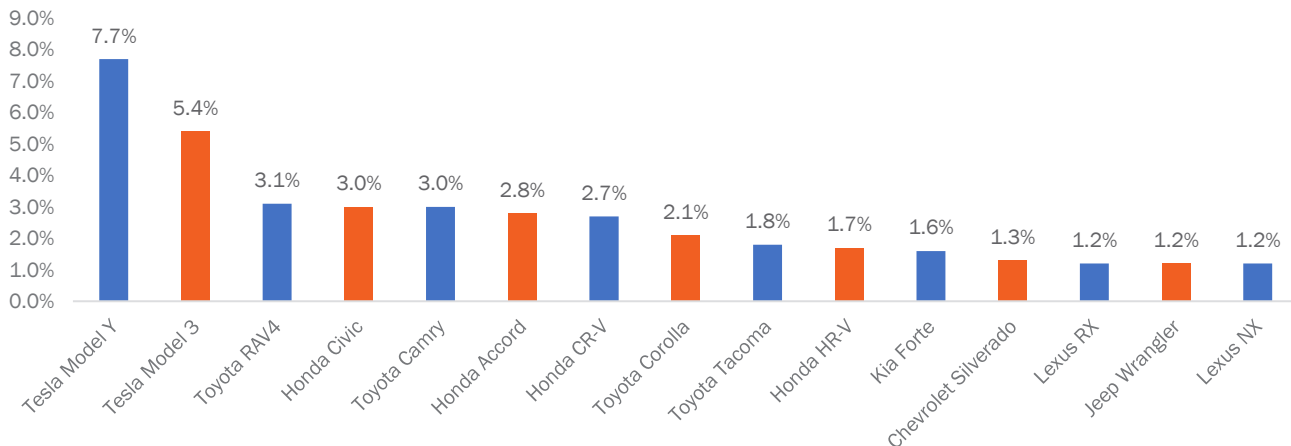
YTD '22 thru October

YTD '23 thru October



Data sourced from Experian Automotive.

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



Data sourced from Experian Automotive.

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