

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

Comprehensive information on the LA County new vehicle market

Sponsored by:



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



Light trucks  
**+14.9%**



Cars  
**+13.0%**

## Los Angeles County New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '22 thru Aug.	163,635	89,554	253,189
YTD '23 thru Aug.	187,971	101,181	289,152
<b>% change</b>	<b>14.9%</b>	<b>13.0%</b>	<b>14.2%</b>
July '22 & Aug. '22	36,792	19,306	56,098
July '23 & Aug. '23	48,412	27,376	75,788
<b>% change</b>	<b>31.6%</b>	<b>41.8%</b>	<b>35.1%</b>

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

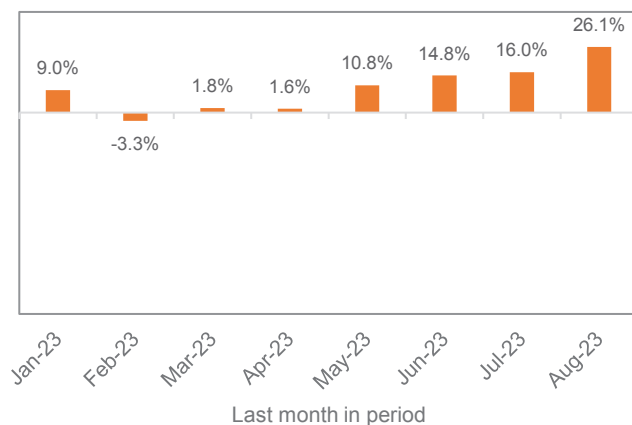
## QUICK FACTS

LA County new retail light vehicle registrations increased 14.2% during the first eight months of this year versus year earlier. U.S. market was up 7.1%.

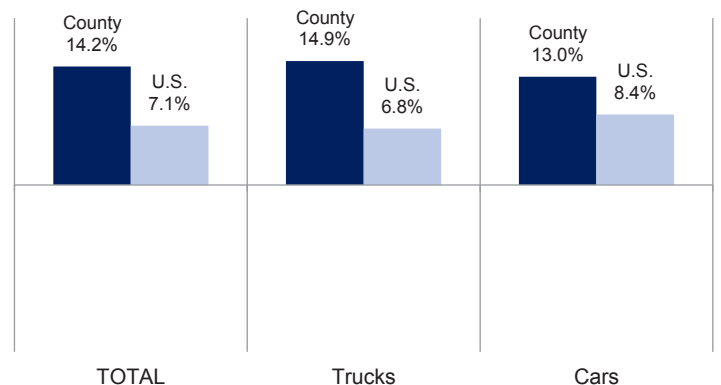
As shown on the graph below, the three month moving average has trended sharply higher during the past four months.

Rivian, Honda, Tesla, Audi, Acura, Volvo, and Land Rover registrations increased by more than 24% 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 August 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 August  
vs. Year Earlier**

**DOMESTIC  
BRANDS**  
 **UP  
18.7%**

**EUROPEAN  
BRANDS**  
 **UP  
13.4%**

**JAPANESE  
BRANDS**  
 **UP  
13.5%**

**KOREAN  
BRANDS**  
 **UP  
5.9%**

Los Angeles County New Retail Car and Light Truck Registrations									
	Three Month Period June '23 thru Aug. '23			YTD thru Aug.			YTD Market Share (%)		
	Yr. Ago	Current	% chg.	YTD '22	YTD '23	% chg.	YTD '22	YTD '23	Chg.
TOTAL	93,919	118,454	26.1%	253,189	289,152	14.2%			
Cars	32,927	41,349	25.6%	89,554	101,181	13.0%	35.4	35.0	-0.4
Trucks	60,992	77,105	26.4%	163,635	187,971	14.9%	64.6	65.0	0.4
Domestic Brands	28,744	36,531	27.1%	74,242	88,101	18.7%	29.3	30.5	1.1
European Brands	18,208	21,667	19.0%	48,428	54,897	13.4%	19.1	19.0	-0.1
Japanese Brands	35,926	49,103	36.7%	104,339	118,435	13.5%	41.2	41.0	-0.3
Korean Brands	11,041	11,153	1.0%	26,180	27,719	5.9%	10.3	9.6	-0.8
Acura	571	1,045	83.0%	1,852	2,401	29.6%	0.7	0.8	0.1
Alfa Romeo	256	171	-33.2%	707	398	-43.7%	0.3	0.1	-0.1
Audi	2,258	3,526	56.2%	5,758	7,946	38.0%	2.3	2.7	0.5
BMW	4,502	5,227	16.1%	12,871	14,345	11.5%	5.1	5.0	-0.1
Buick	145	168	15.9%	333	425	27.6%	0.1	0.1	0.0
Cadillac	657	815	24.0%	1,687	1,934	14.6%	0.7	0.7	0.0
Chevrolet	4,788	5,459	14.0%	11,453	13,735	19.9%	4.5	4.8	0.2
Chrysler	153	231	51.0%	360	517	43.6%	0.1	0.2	0.0
Dodge	845	807	-4.5%	2,396	1,941	-19.0%	0.9	0.7	-0.3
Ford	5,173	5,731	10.8%	13,504	13,810	2.3%	5.3	4.8	-0.6
Genesis	487	573	17.7%	1,205	1,485	23.2%	0.5	0.5	0.0
GMC	1,223	1,252	2.4%	2,755	3,075	11.6%	1.1	1.1	0.0
Honda	7,083	14,313	102.1%	23,867	33,907	42.1%	9.4	11.7	2.3
Hyundai	4,038	4,313	6.8%	9,607	10,697	11.3%	3.8	3.7	-0.1
Infiniti	325	568	74.8%	1,091	1,324	21.4%	0.4	0.5	0.0
Jaguar	60	59	-1.7%	216	161	-25.5%	0.1	0.1	0.0
Jeep	2,985	2,509	-15.9%	7,833	6,462	-17.5%	3.1	2.2	-0.9
Kia	6,516	6,257	-4.0%	15,368	15,506	0.9%	6.1	5.4	-0.7
Land Rover	697	904	29.7%	2,218	2,763	24.6%	0.9	1.0	0.1
Lexus	4,064	5,103	25.6%	10,862	12,138	11.7%	4.3	4.2	-0.1
Lincoln	237	216	-8.9%	611	659	7.9%	0.2	0.2	0.0
Maserati	115	82	-28.7%	309	191	-38.2%	0.1	0.1	-0.1
Mazda	1,345	2,341	74.1%	5,174	5,709	10.3%	2.0	2.0	-0.1
Mercedes	5,476	5,995	9.5%	13,323	15,165	13.8%	5.3	5.2	0.0
MINI	419	408	-2.6%	1,094	1,057	-3.4%	0.4	0.4	-0.1
Mitsubishi	216	299	38.4%	757	717	-5.3%	0.3	0.2	-0.1
Nissan	3,214	4,093	27.3%	9,934	10,398	4.7%	3.9	3.6	-0.3
Other	357	362	1.4%	831	1,010	21.5%	0.3	0.3	0.0
Polestar	192	58	-69.8%	536	180	-66.4%	0.2	0.1	-0.1
Porsche	1,206	1,369	13.5%	3,179	3,310	4.1%	1.3	1.1	-0.1
Ram	1,186	1,183	-0.3%	3,397	2,820	-17.0%	1.3	1.0	-0.4
Rivian	177	511	188.7%	339	1,057	211.8%	0.1	0.4	0.2
Subaru	3,271	3,629	10.9%	8,810	9,153	3.9%	3.5	3.2	-0.3
Tesla	11,123	17,536	57.7%	29,491	41,323	40.1%	11.6	14.3	2.6
Toyota	15,837	17,712	11.8%	41,992	42,688	1.7%	16.6	14.8	-1.8
Volkswagen	2,065	2,425	17.4%	5,417	6,137	13.3%	2.1	2.1	0.0
Volvo	657	1,204	83.3%	2,052	2,608	27.1%	0.8	0.9	0.1

Top ten are shaded yellow.

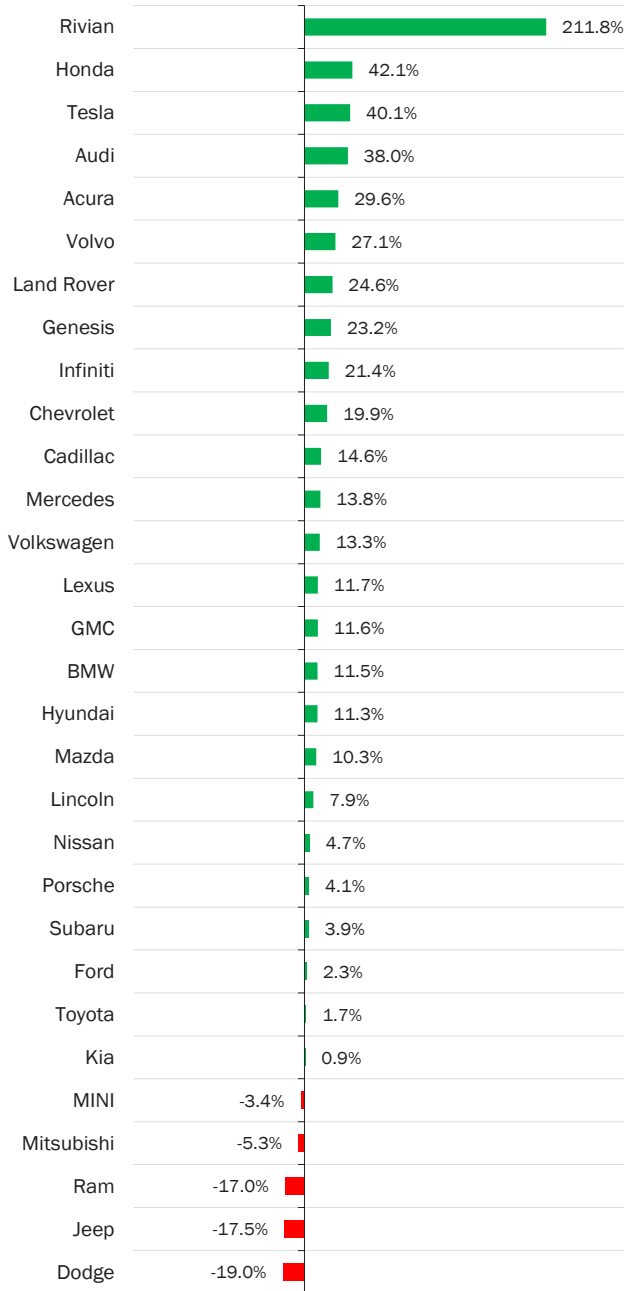
Data sourced from Experian Automotive.

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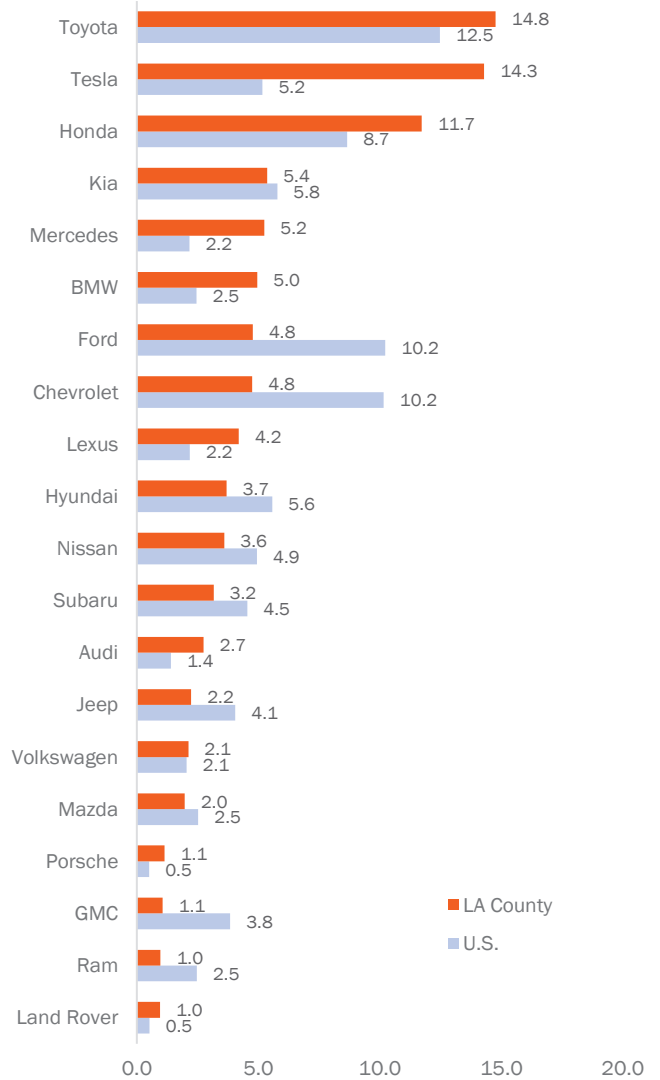
**BRAND RESULTS**



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

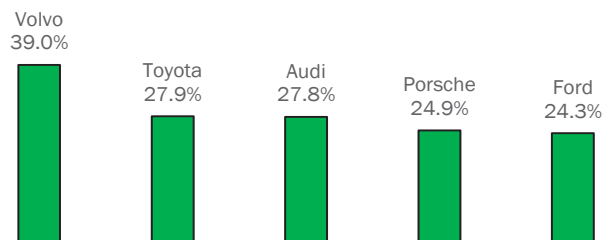


**County and U.S. Market Share  
YTD 2023 thru August  
(Top 20 selling brands in county)**



**Brands On the Move**

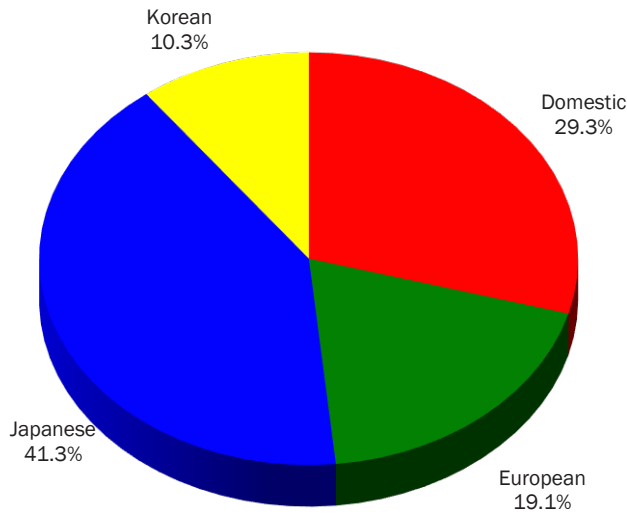
**Largest % increase in registrations  
during past 3 months (Jun '23 thru Aug '23) vs.  
preceding 3 months (Mar '23 thru May '23)  
Among top 20 selling brands**



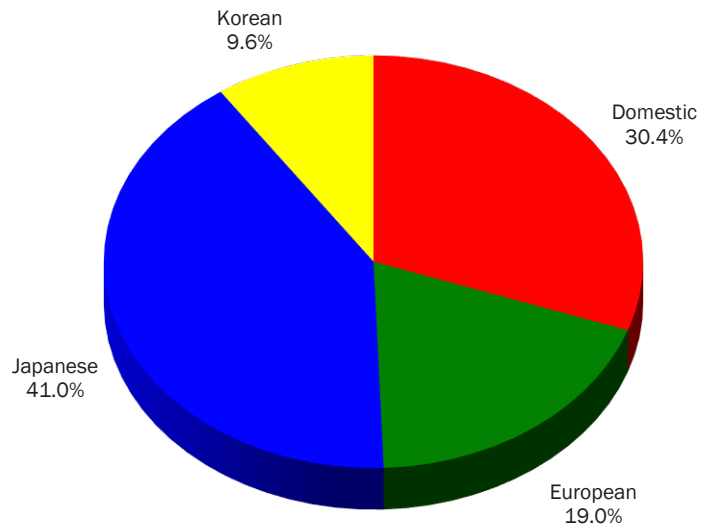
Registrations increased by more than 24% for Rivian, Honda, Tesla, Audi, Acura, Volvo, and Land Rover.

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

YTD '22 thru August

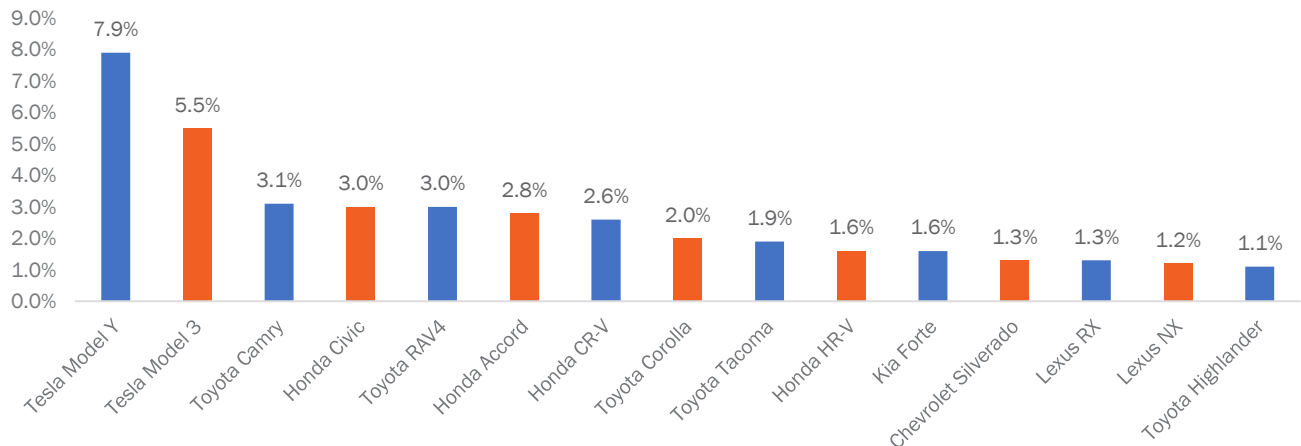


YTD '23 thru August



Data sourced from Experian Automotive.

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



Data sourced from Experian Automotive.

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