

Los Angeles Auto Outlook TM

Comprehensive information on the LA County new vehicle market

Sponsored by:



YTD 2024 thru November
% Change In
New Retail Market
vs. Year Earlier



Light trucks
+5.5%



Cars
-9.7%

Los Angeles County New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '23 thru Nov.	257,197	135,626	392,823
YTD '24 thru Nov.	271,465	122,488	393,953
% change	5.5%	-9.7%	0.3%
Oct. '23 & Nov. '23	48,198	23,796	71,994
Oct. '24 & Nov. '24	49,999	23,155	73,154
% change	3.7%	-2.7%	1.6%

QUICK FACTS

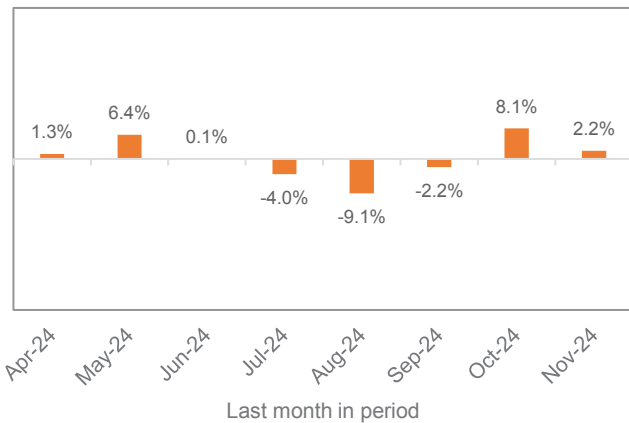
LA County new retail light vehicle registrations increased 0.3% during the first 11 months of this year versus year earlier. U.S. market was up 2.8%.

Toyota, Honda, Tesla, BMW, Lexus, Mercedes, Kia, Hyundai, Ford, and Chevrolet were the top ten selling brands in the county.

ICE vehicles accounted for 57% of the market so far this year. BEV share increased to 24.6%.

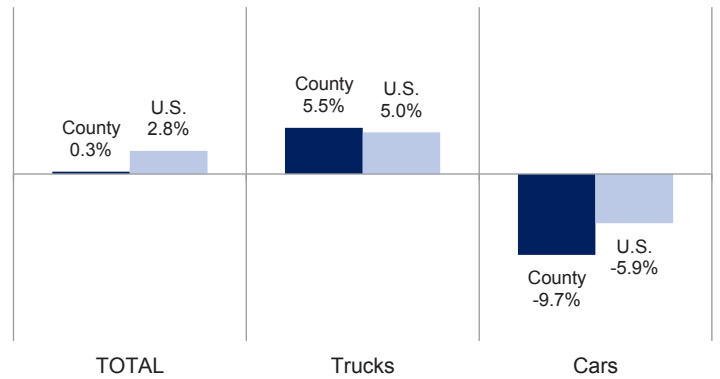
Data sourced from Experian Automotive. Figures for November 2024 are partially estimated.

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 2024 thru November vs. YTD 2023




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 '24 thru November
vs. Year Earlier**

**DOMESTIC
BRANDS**
 **DOWN
7.0%**

**EUROPEAN
BRANDS**
 **DOWN
1.8%**

**JAPANESE
BRANDS**
 **UP
5.4%**

**KOREAN
BRANDS**
 **UP
4.8%**

Los Angeles County New Retail Car and Light Truck Registrations									
	Three Month Period Sep. '24 thru Nov. '24			YTD thru Nov.			YTD Market Share (%)		
	Yr. Ago	Current	% chg.	YTD '23	YTD '24	% chg.	YTD '23	YTD '24	Chg.
TOTAL	103,855	106,094	2.2%	392,823	393,953	0.3%			
Cars	34,507	33,482	-3.0%	135,626	122,488	-9.7%	34.5	31.1	-3.4
Trucks	69,348	72,612	4.7%	257,197	271,465	5.5%	65.5	68.9	3.4
Domestic Brands	29,316	27,821	-5.1%	117,397	109,221	-7.0%	29.9	27.7	-2.2
European Brands	19,853	19,604	-1.3%	74,712	73,364	-1.8%	19.0	18.6	-0.4
Japanese Brands	44,813	46,853	4.6%	163,118	171,957	5.4%	41.5	43.6	2.1
Korean Brands	9,873	11,816	19.7%	37,596	39,411	4.8%	9.6	10.0	0.4
Acura	719	829	15.3%	3,116	2,839	-8.9%	0.8	0.7	-0.1
Alfa Romeo	158	77	-51.3%	553	458	-17.2%	0.1	0.1	0.0
Audi	3,406	2,634	-22.7%	11,370	10,452	-8.1%	2.9	2.7	-0.2
BMW	4,879	4,880	0.0%	19,194	19,944	3.9%	4.9	5.1	0.2
Buick	225	285	26.7%	654	777	18.8%	0.2	0.2	0.0
Cadillac	658	900	36.8%	2,630	3,296	25.3%	0.7	0.8	0.2
Chevrolet	4,840	5,109	5.6%	18,548	16,633	-10.3%	4.7	4.2	-0.5
Chrysler	234	125	-46.6%	754	572	-24.1%	0.2	0.1	0.0
Dodge	681	401	-41.1%	2,616	2,435	-6.9%	0.7	0.6	0.0
Ford	4,492	4,664	3.8%	18,330	17,394	-5.1%	4.7	4.4	-0.3
Genesis	507	516	1.8%	1,989	1,907	-4.1%	0.5	0.5	0.0
GMC	1,108	1,438	29.8%	4,197	4,771	13.7%	1.1	1.2	0.1
Honda	12,927	14,561	12.6%	46,819	51,672	10.4%	11.9	13.1	1.2
Hyundai	3,947	5,352	35.6%	14,634	17,846	21.9%	3.7	4.5	0.8
Infiniti	460	405	-12.0%	1,781	1,630	-8.5%	0.5	0.4	0.0
Jaguar	51	48	-5.9%	211	235	11.4%	0.1	0.1	0.0
Jeep	2,619	1,678	-35.9%	9,086	6,320	-30.4%	2.3	1.6	-0.7
Kia	5,402	5,587	3.4%	20,925	18,965	-9.4%	5.3	4.8	-0.5
Land Rover	872	1,255	43.9%	3,637	4,347	19.5%	0.9	1.1	0.2
Lexus	4,793	4,519	-5.7%	16,907	19,152	13.3%	4.3	4.9	0.6
Lincoln	242	274	13.2%	894	1,067	19.4%	0.2	0.3	0.0
Maserati	95	37	-61.1%	287	388	35.2%	0.1	0.1	0.0
Mazda	1,766	2,263	28.1%	7,465	8,311	11.3%	1.9	2.1	0.2
Mercedes	4,895	5,824	19.0%	20,035	19,004	-5.1%	5.1	4.8	-0.3
MINI	384	258	-32.8%	1,440	1,108	-23.1%	0.4	0.3	-0.1
Mitsubishi	277	201	-27.4%	994	815	-18.0%	0.3	0.2	0.0
Nissan	3,385	3,888	14.9%	13,761	13,945	1.3%	3.5	3.5	0.0
Polestar	71	96	35.2%	251	585	133.1%	0.1	0.1	0.1
Porsche	1,146	1,252	9.2%	4,459	4,296	-3.7%	1.1	1.1	0.0
Ram	937	762	-18.7%	3,753	2,719	-27.6%	1.0	0.7	-0.3
Rivian	576	632	9.7%	1,631	2,454	50.5%	0.4	0.6	0.2
Subaru	3,346	2,949	-11.9%	12,480	10,953	-12.2%	3.2	2.8	-0.4
Tesla	12,388	11,350	-8.4%	53,645	49,966	-6.9%	13.7	12.7	-1.0
Toyota	17,140	17,238	0.6%	59,795	62,640	4.8%	15.2	15.9	0.7
Volkswagen	2,688	2,023	-24.7%	8,818	7,845	-11.0%	2.2	2.0	-0.3
Volvo	1,012	857	-15.3%	3,624	3,479	-4.0%	0.9	0.9	0.0
Other	529	927	75.2%	1,540	2,733	77.5%	0.4	0.7	0.3

Top ten are shaded yellow.

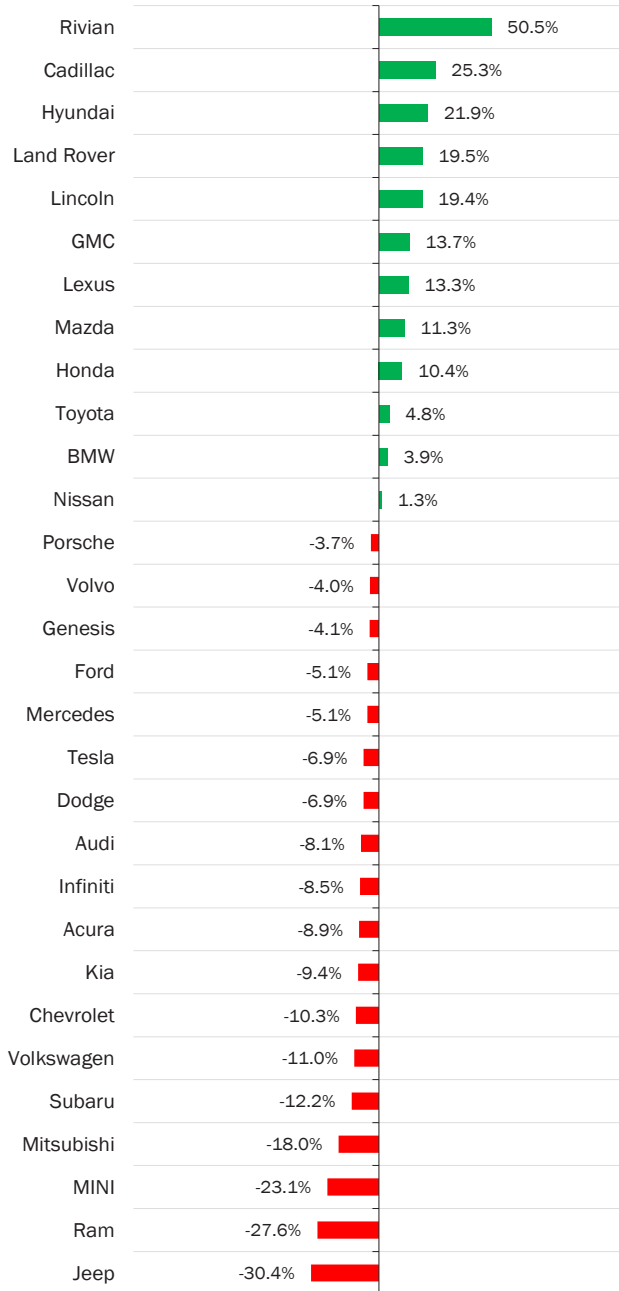
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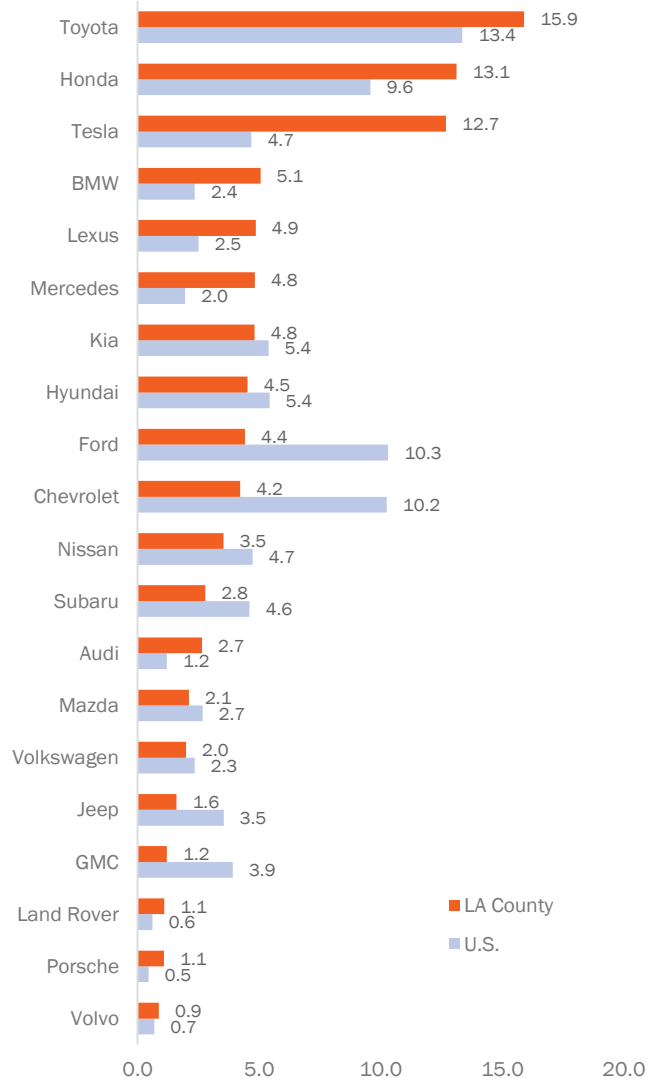
BRAND RESULTS



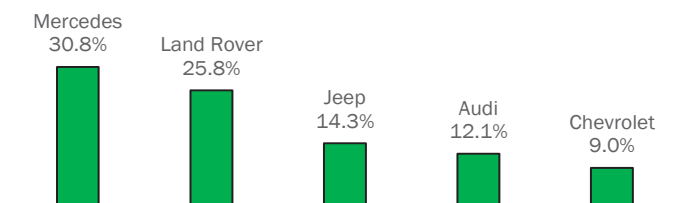
**Percent Change in Registrations
YTD '24 thru November vs. Year Earlier
(Top 30 selling brands)**



**County and U.S. Market Share
YTD '24 thru November
(Top 20 selling brands in county)**

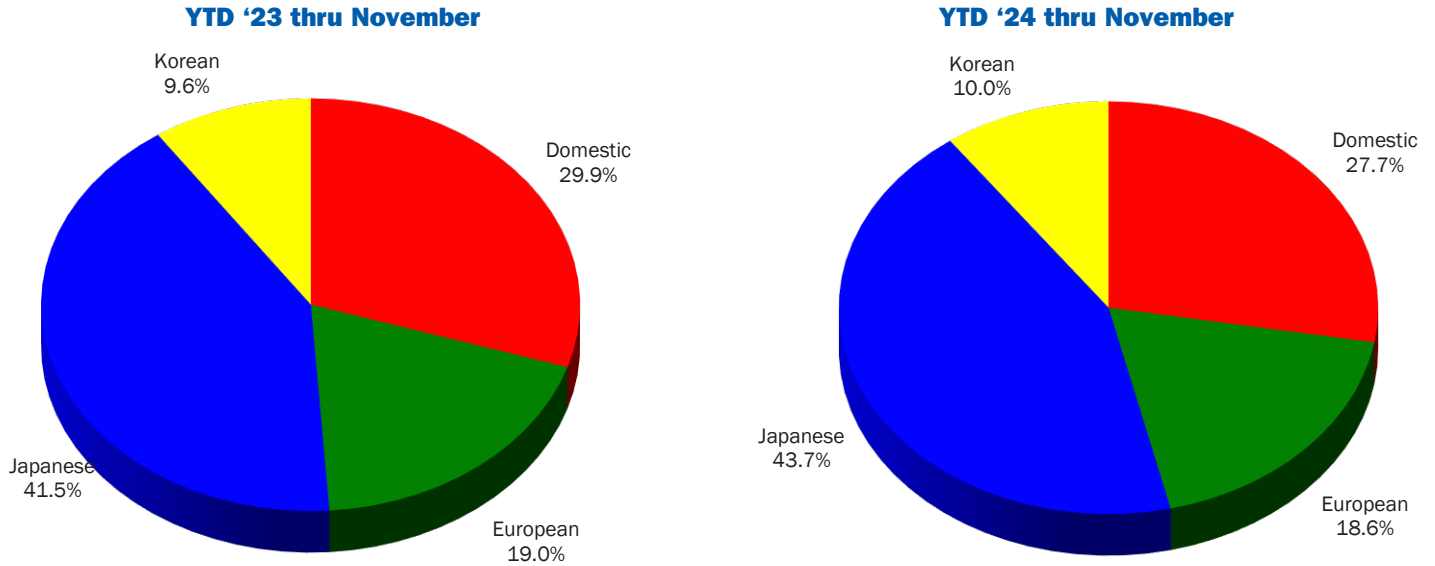


Brands On the Move
Largest % increases in registrations during past 3 months (Sep '24 thru Nov '24) vs. preceding 3 months (Jun '24 thru Aug '24) Among top 20 selling brands

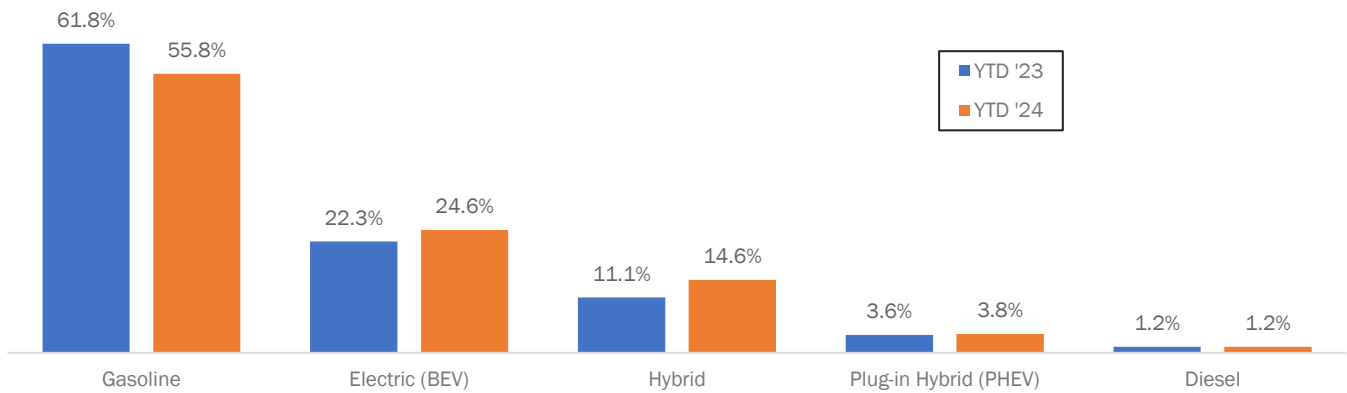


Registrations increased by more than 10% for Rivian, Cadillac, Hyundai, Land Rover, Lincoln, GMC, Lexus, Mazda, and Honda.

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



Market Shares by Powertrain Type - YTD '23 and '24, thru November



The graph above shows market share by powertrain type during the first 11 months of 2023 and 2024. Hybrids exclude mild hybrid vehicles. Data sourced from Experian Automotive.

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