

Los Angeles Auto Outlook TM

Comprehensive information on the LA County new vehicle market

Sponsored by:



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



**Light trucks
+5.8%**



**Cars
-12.0%**

Los Angeles County New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '23 thru Aug.	187,906	101,139	289,045
YTD '24 thru Aug.	198,835	89,031	287,866
% change	5.8%	-12.0%	-0.4%
Aug-23	27,317	15,395	42,712
Aug-24	28,975	13,396	42,371
% change	6.1%	-13.0%	-0.8%

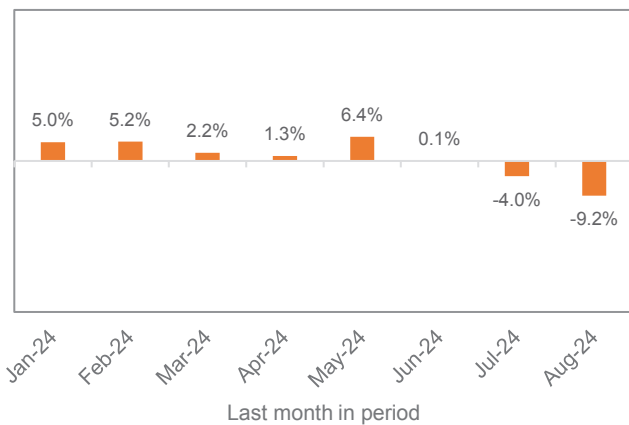
QUICK FACTS

LA County new retail light vehicle registrations declined 0.4% during the first eight months of this year versus year earlier. U.S. market was up 2.1%.

Registrations increased during the first eight months of this year for Rivian, Lexus, Cadillac, Lincoln, Hyundai, Land Rover, Honda, GMC, Toyota, Mazda, BMW, Dodge, and Volvo.

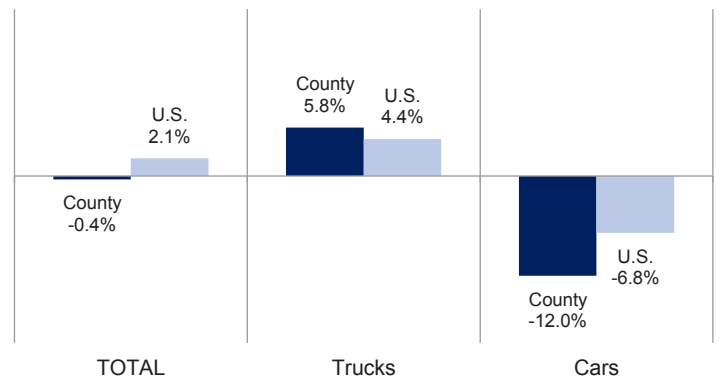
Data sourced from Experian Automotive. Figures for August 2024 are partially estimated.

**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 August 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 August
vs. Year Earlier**

**DOMESTIC
BRANDS**
 **DOWN
7.6%**

**EUROPEAN
BRANDS**
 **DOWN
2.0%**

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

**KOREAN
BRANDS**
 **DOWN
0.4%**

Los Angeles County New Retail Car and Light Truck Registrations									
	Three Month Period Jun. '24 thru Aug. '24			YTD thru Aug.			YTD Market Share (%)		
	Yr. Ago	Current	% chg.	YTD '23	YTD '24	% chg.	YTD '23	YTD '24	Chg.
TOTAL	118,479	107,600	-9.2%	289,045	287,866	-0.4%			
Cars	41,346	32,680	-21.0%	101,139	89,031	-12.0%	35.0	30.9	-4.1
Trucks	77,133	74,920	-2.9%	187,906	198,835	5.8%	65.0	69.1	4.1
Domestic Brands	36,569	31,902	-12.8%	88,099	81,413	-7.6%	30.5	28.3	-2.2
European Brands	21,676	18,656	-13.9%	54,867	53,762	-2.0%	19.0	18.7	-0.3
Japanese Brands	49,071	46,076	-6.1%	118,354	125,069	5.7%	40.9	43.4	2.5
Korean Brands	11,163	10,966	-1.8%	27,725	27,622	-0.4%	9.6	9.6	0.0
Acura	1,046	822	-21.4%	2,399	2,010	-16.2%	0.8	0.7	-0.1
Alfa Romeo	170	99	-41.8%	395	375	-5.1%	0.1	0.1	0.0
Audi	3,543	2,351	-33.6%	7,965	7,820	-1.8%	2.8	2.7	0.0
BMW	5,220	5,509	5.5%	14,320	15,064	5.2%	5.0	5.2	0.3
Buick	170	198	16.5%	429	492	14.7%	0.1	0.2	0.0
Cadillac	833	975	17.0%	1,973	2,373	20.3%	0.7	0.8	0.1
Chevrolet	5,453	4,675	-14.3%	13,709	11,512	-16.0%	4.7	4.0	-0.7
Chrysler	233	137	-41.2%	519	447	-13.9%	0.2	0.2	0.0
Dodge	804	638	-20.6%	1,935	2,035	5.2%	0.7	0.7	0.0
Ford	5,764	4,795	-16.8%	13,851	12,780	-7.7%	4.8	4.4	-0.4
Genesis	566	531	-6.2%	1,481	1,391	-6.1%	0.5	0.5	0.0
GMC	1,259	1,365	8.4%	3,090	3,328	7.7%	1.1	1.2	0.1
Honda	14,296	13,972	-2.3%	33,894	37,111	9.5%	11.7	12.9	1.2
Hyundai	4,314	5,133	19.0%	10,688	12,494	16.9%	3.7	4.3	0.6
Infiniti	566	400	-29.3%	1,321	1,226	-7.2%	0.5	0.4	0.0
Jaguar	58	66	13.8%	160	187	16.9%	0.1	0.1	0.0
Jeep	2,517	1,466	-41.8%	6,467	4,642	-28.2%	2.2	1.6	-0.6
Kia	6,273	5,241	-16.5%	15,525	13,405	-13.7%	5.4	4.7	-0.7
Land Rover	905	997	10.2%	2,765	3,091	11.8%	1.0	1.1	0.1
Lexus	5,098	5,436	6.6%	12,129	14,641	20.7%	4.2	5.1	0.9
Lincoln	216	268	24.1%	652	783	20.1%	0.2	0.3	0.0
Maserati	83	91	9.6%	192	351	82.8%	0.1	0.1	0.1
Mazda	2,339	2,414	3.2%	5,700	6,049	6.1%	2.0	2.1	0.1
Mercedes	5,985	4,457	-25.5%	15,142	13,187	-12.9%	5.2	4.6	-0.7
MINI	407	219	-46.2%	1,056	848	-19.7%	0.4	0.3	-0.1
Mitsubishi	298	220	-26.2%	717	614	-14.4%	0.2	0.2	0.0
Nissan	4,088	3,995	-2.3%	10,389	10,066	-3.1%	3.6	3.5	-0.1
Polestar	58	331	470.7%	180	489	171.7%	0.1	0.2	0.1
Porsche	1,374	1,207	-12.2%	3,313	3,044	-8.1%	1.1	1.1	-0.1
Ram	1,183	640	-45.9%	2,815	1,954	-30.6%	1.0	0.7	-0.3
Rivian	511	750	46.8%	1,055	1,822	72.7%	0.4	0.6	0.3
Subaru	3,617	2,778	-23.2%	9,135	8,003	-12.4%	3.2	2.8	-0.4
Tesla	17,513	15,783	-9.9%	41,261	38,623	-6.4%	14.3	13.4	-0.9
Toyota	17,723	16,039	-9.5%	42,670	45,349	6.3%	14.8	15.8	1.0
Volkswagen	2,424	2,020	-16.7%	6,128	5,825	-4.9%	2.1	2.0	-0.1
Volvo	1,210	989	-18.3%	2,613	2,621	0.3%	0.9	0.9	0.0
Other	362	593	63.8%	1,012	1,814	79.2%	0.4	0.6	0.3

Top ten are shaded yellow.

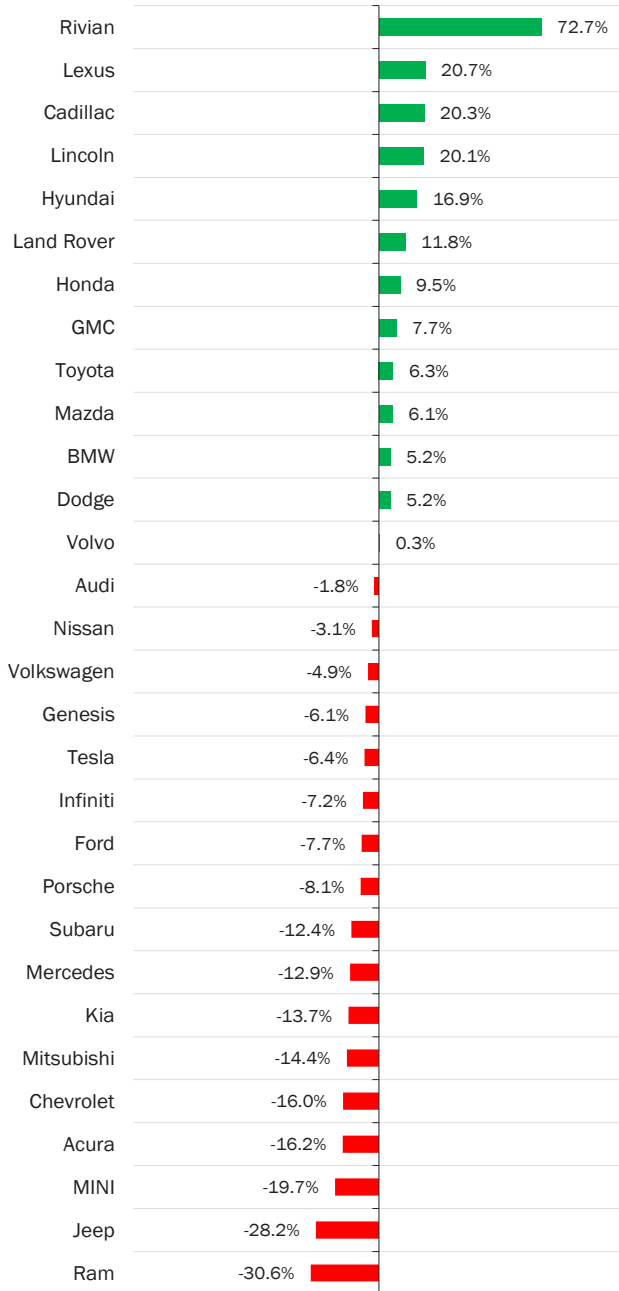
Data sourced from Experian Automotive.

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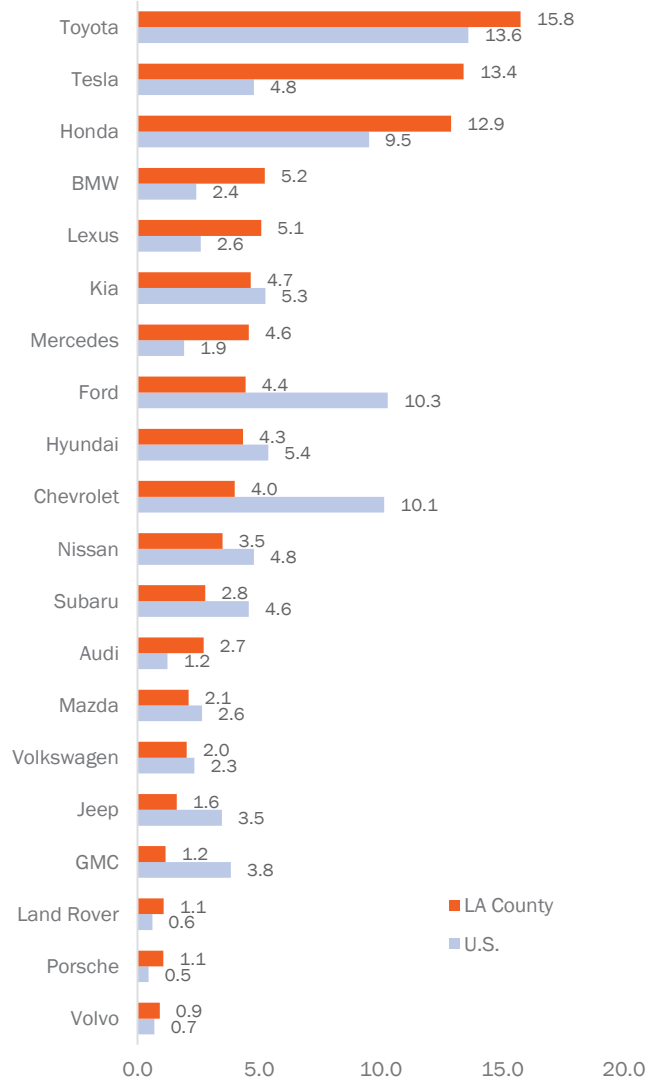
BRAND RESULTS



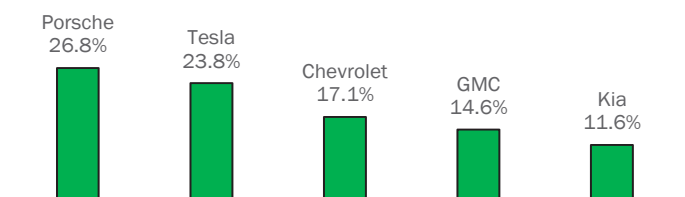
**Percent Change in Registrations
YTD '24 thru August vs. Year Earlier
(Top 30 selling brands)**



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



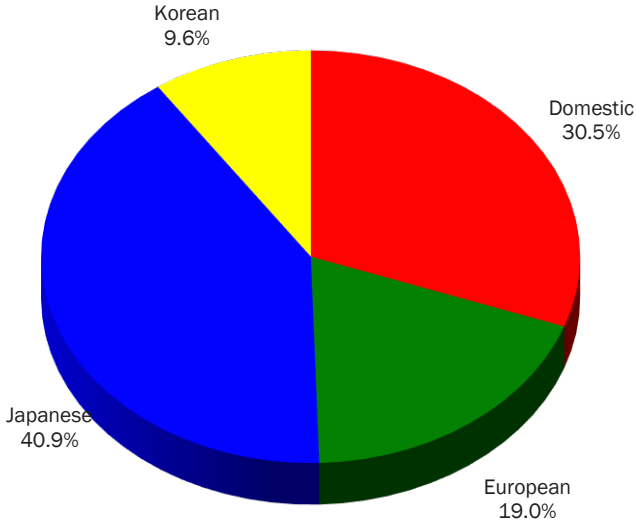
Brands On the Move
Largest % increases in registrations during past 3 months (Jun '24 thru Aug '24) vs. preceding 3 months (Mar '24 thru May '24) Among top 20 selling brands



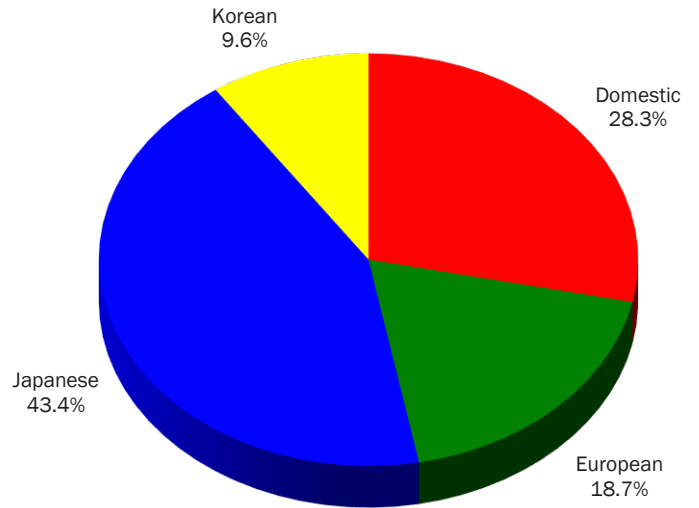
Registrations increased by more than 11% for Rivian, Lexus, Cadillac, Lincoln, Hyundai, and Land Rover.

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

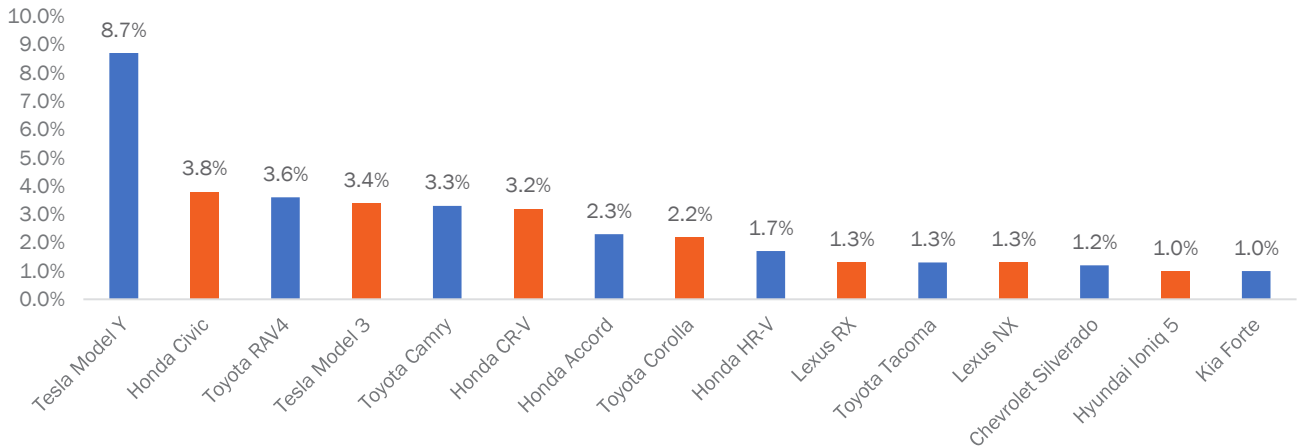
YTD '23 thru August



YTD '24 thru August



Market Share for Top 15 Selling Models in LA County - YTD '24 thru August



Data sourced from Experian Automotive.

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