

Los Angeles Auto Outlook TM

Comprehensive information on the LA County new vehicle market

Sponsored by:



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



Light trucks
+8.8%



Cars
-4.3%

Los Angeles County New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '23 thru Feb.	45,682	24,159	69,841
YTD '24 thru Feb.	49,714	23,109	72,823
% change	8.8%	-4.3%	4.3%
Feb-23	24,345	13,128	37,473
Feb-24	25,894	12,298	38,192
% change	6.4%	-6.3%	1.9%

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

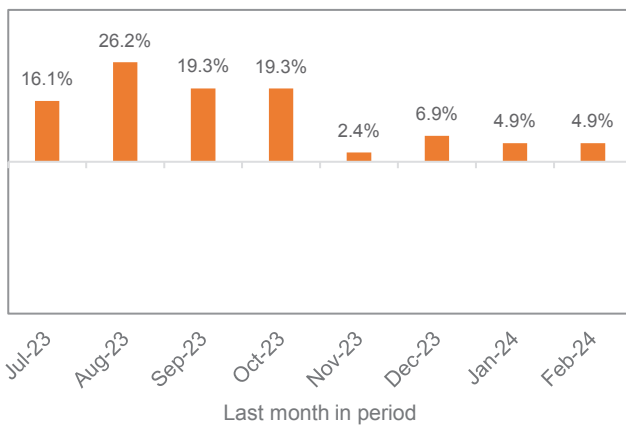
QUICK FACTS

LA County new retail light vehicle registrations increased 4.3% during the first two months of this year versus year earlier. U.S. market was up 6.3%.

Five brands had increases of greater than 35% so far this year: Rivian, Alfa Romeo, Lexus, Audi, and Infiniti (see page 3).

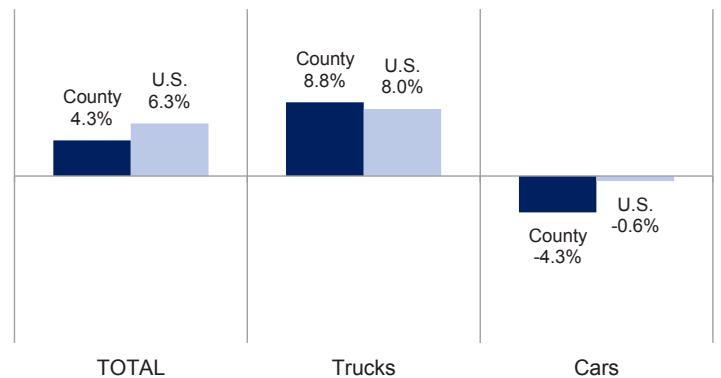
Tesla Model Y, Toyota RAV4, Tesla Model 3, Toyota Camry, and Honda Civic were the top five selling models in the county (see page 4).

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 February 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 February
vs. Year Earlier**

**DOMESTIC
BRANDS**
 **DOWN
2.6%**

**EUROPEAN
BRANDS**
 **UP
10.0%**

**JAPANESE
BRANDS**
 **UP
9.7%**

**KOREAN
BRANDS**
 **DOWN
8.6%**

Los Angeles County New Retail Car and Light Truck Registrations						
	YTD thru February			YTD Market Share (%)		
	YTD '23	YTD '24	% chg.	YTD '23	YTD '24	Chg.
TOTAL	69,841	72,823	4.3%			
Cars	24,159	23,109	-4.3%	34.6	31.7	-2.9
Trucks	45,682	49,714	8.8%	65.4	68.3	2.9
Domestic Brands	21,129	20,584	-2.6%	30.3	28.3	-2.0
European Brands	13,551	14,906	10.0%	19.4	20.5	1.1
Japanese Brands	28,396	31,147	9.7%	40.7	42.8	2.1
Korean Brands	6,765	6,186	-8.6%	9.7	8.5	-1.2
Acura	483	528	9.3%	0.7	0.7	0.0
Alfa Romeo	86	135	57.0%	0.1	0.2	0.1
Audi	1,667	2,293	37.6%	2.4	3.1	0.8
BMW	3,834	4,012	4.6%	5.5	5.5	0.0
Buick	107	112	4.7%	0.2	0.2	0.0
Cadillac	466	523	12.2%	0.7	0.7	0.1
Chevrolet	3,607	2,851	-21.0%	5.2	3.9	-1.2
Chrysler	125	129	3.2%	0.2	0.2	0.0
Dodge	437	455	4.1%	0.6	0.6	0.0
Ford	3,470	2,977	-14.2%	5.0	4.1	-0.9
Genesis	397	315	-20.7%	0.6	0.4	-0.1
GMC	785	767	-2.3%	1.1	1.1	-0.1
Honda	7,699	8,976	16.6%	11.0	12.3	1.3
Hyundai	2,463	2,374	-3.6%	3.5	3.3	-0.3
Infiniti	276	373	35.1%	0.4	0.5	0.1
Jaguar	35	49	40.0%	0.1	0.1	0.0
Jeep	1,429	1,339	-6.3%	2.0	1.8	-0.2
Kia	3,905	3,464	-11.3%	5.6	4.8	-0.8
Land Rover	851	885	4.0%	1.2	1.2	0.0
Lexus	2,464	3,805	54.4%	3.5	5.2	1.7
Lincoln	175	174	-0.6%	0.3	0.2	0.0
Maserati	45	82	82.2%	0.1	0.1	0.0
Mazda	1,343	1,441	7.3%	1.9	2.0	0.1
Mercedes	3,740	3,726	-0.4%	5.4	5.1	-0.2
MINI	268	285	6.3%	0.4	0.4	0.0
Mitsubishi	170	116	-31.8%	0.2	0.2	-0.1
Nissan	2,369	2,094	-11.6%	3.4	2.9	-0.5
Polestar	65	77	18.5%	0.1	0.1	0.0
Porsche	844	880	4.3%	1.2	1.2	0.0
Ram	617	593	-3.9%	0.9	0.8	-0.1
Rivian	176	393	123.3%	0.3	0.5	0.3
Subaru	2,460	2,080	-15.4%	3.5	2.9	-0.7
Tesla	9,628	10,096	4.9%	13.8	13.9	0.1
Toyota	11,132	11,734	5.4%	15.9	16.1	0.2
Volkswagen	1,418	1,588	12.0%	2.0	2.2	0.2
Volvo	537	695	29.4%	0.8	1.0	0.2
Other	268	407	51.9%	0.4	0.6	0.2

Top ten are shaded yellow.

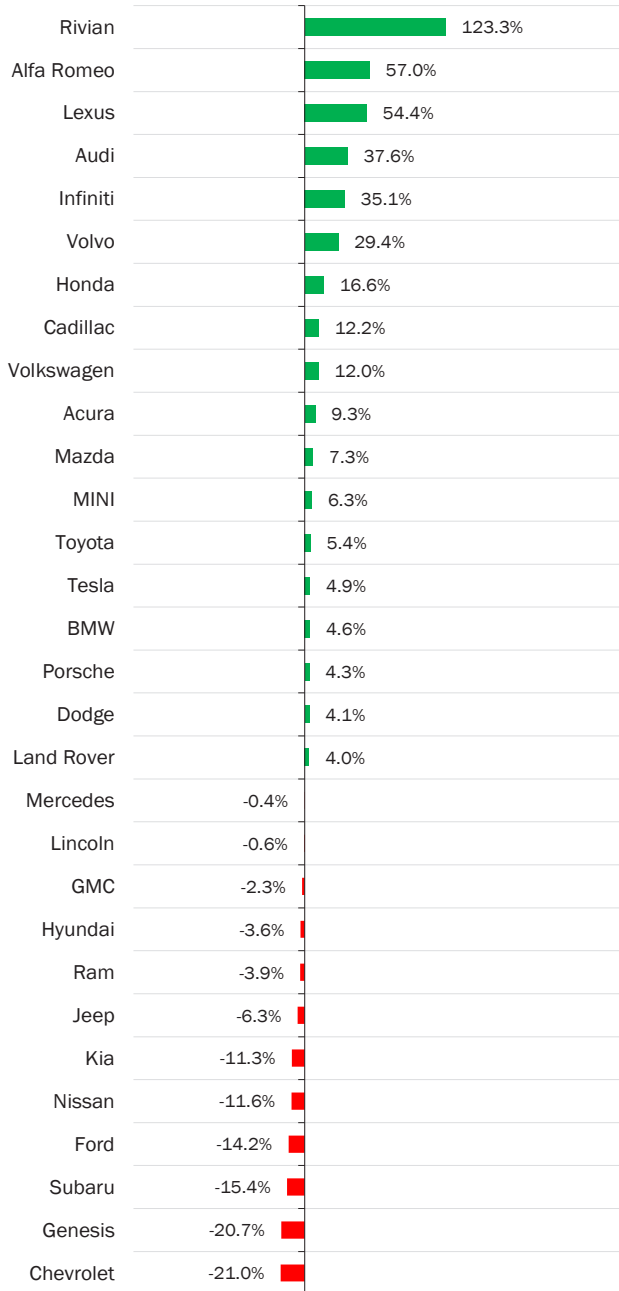
Data sourced from Experian Automotive.

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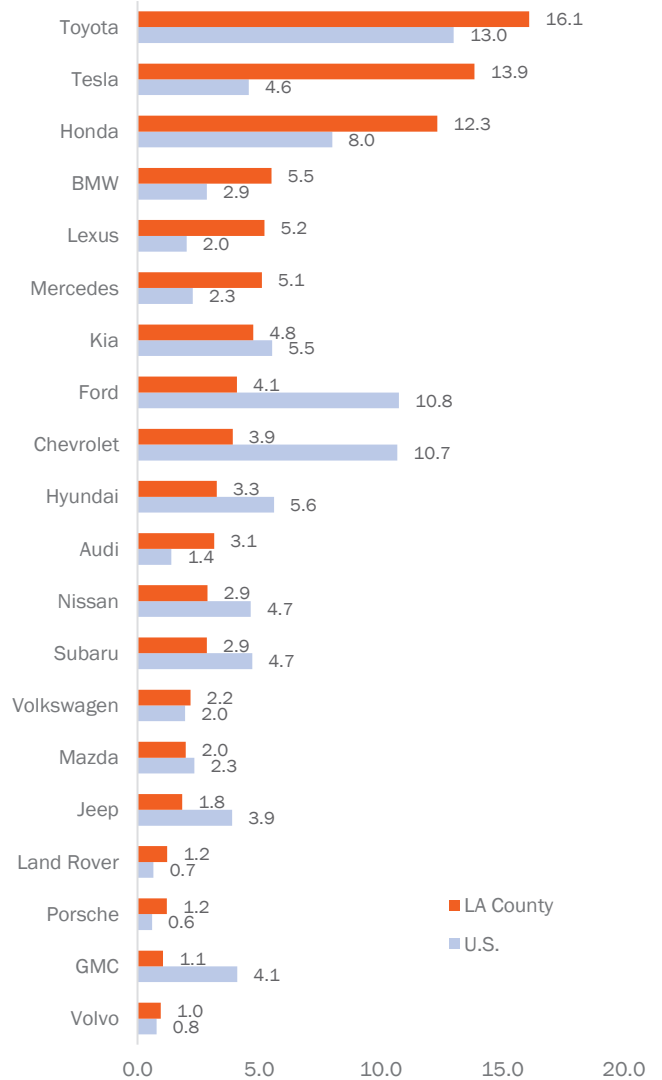
BRAND RESULTS



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

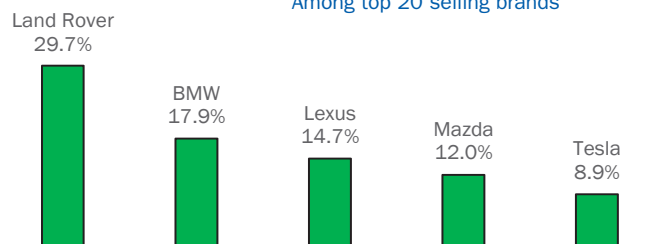


**County and U.S. Market Share
YTD '24 thru February
(Top 20 selling brands in county)**



Brands On the Move

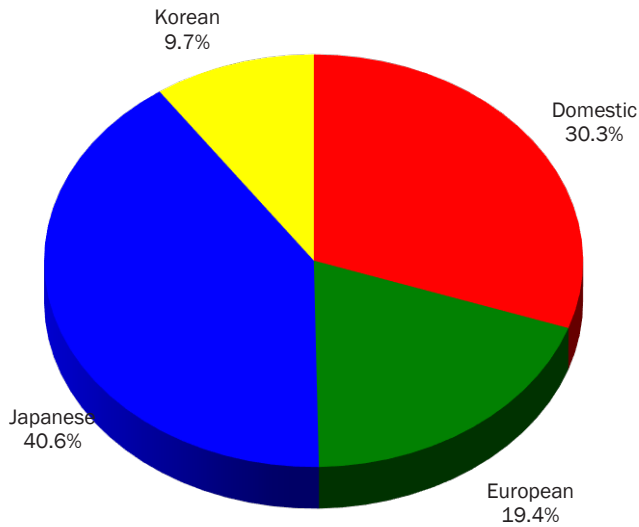
Largest % increases in registrations during past 3 months (Dec '23 thru Feb '24) vs. preceding 3 months (Sep '23 thru Nov '23) Among top 20 selling brands



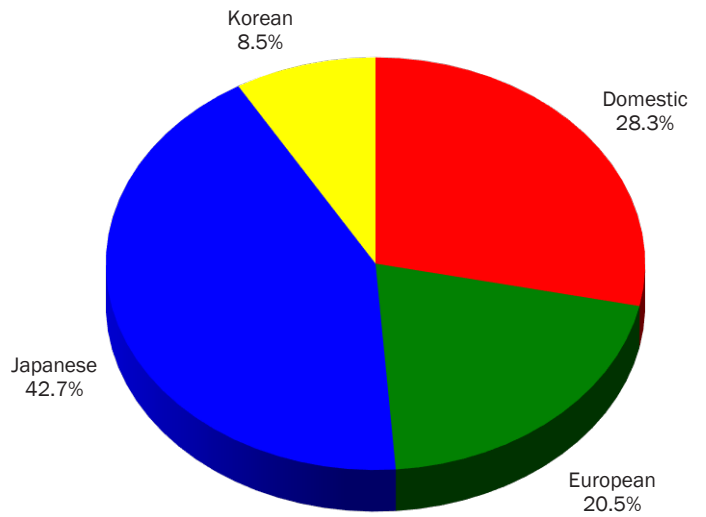
Registrations increased by more than 30% for Rivian, Alfa Romeo, Lexus, Audi, and Infiniti.

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

YTD '23 thru February

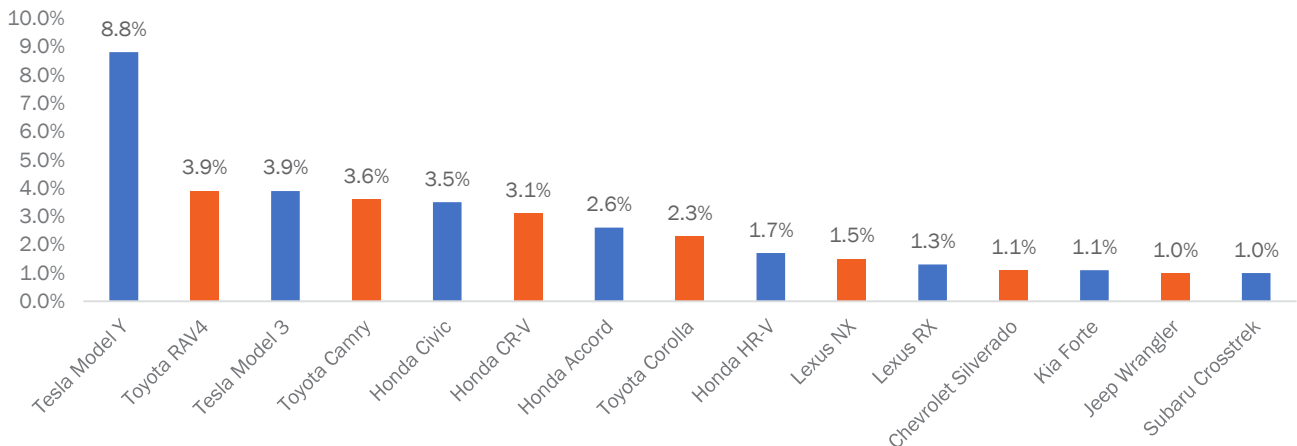


YTD '24 thru February



Data sourced from Experian Automotive.

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



Data sourced from Experian Automotive.

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