

Los Angeles Auto Outlook TM

Comprehensive information on the LA County new vehicle market

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



Light trucks
+11.7%



Cars
-6.1%

Los Angeles County New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '23 thru May	110,728	59,777	170,505
YTD '24 thru May	123,640	56,130	179,770
% change	11.7%	-6.1%	5.4%
May-23	22,708	13,208	35,916
May-24	29,159	12,610	41,769
% change	28.4%	-4.5%	16.3%

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

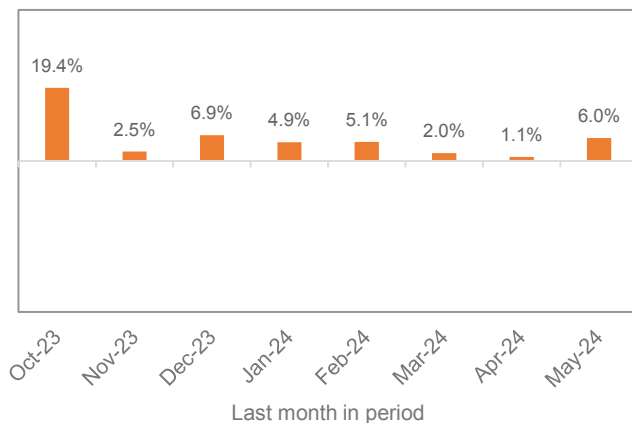
QUICK FACTS

LA County new retail light vehicle registrations increased 5.4% during the first five months of this year versus year earlier. U.S. market was up 5.6%.

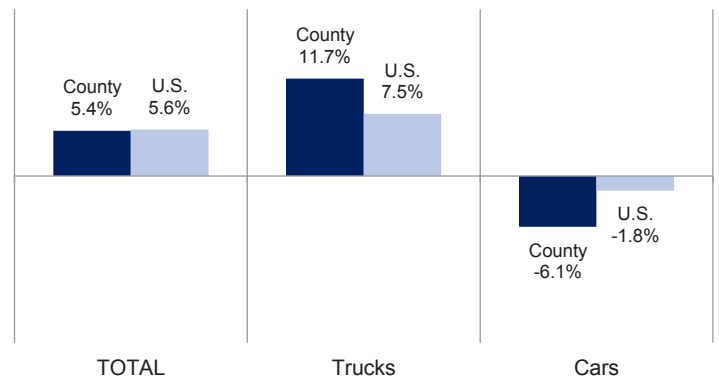
Four brands had increases of greater than 22% so far this year: Rivian, Lexus, Audi, and Cadillac (see page 3).

ICE vehicle market share declined from 65.7% during the first five months of 2023 to 59.3% this year (see page 4).

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 2024 thru May vs. YTD 2023




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 '24 thru May
vs. Year Earlier**

**DOMESTIC
BRANDS**
 **DOWN
4.2%**

**EUROPEAN
BRANDS**
 **UP
5.5%**

**JAPANESE
BRANDS**
 **UP
13.8%**

**KOREAN
BRANDS**
 **UP
0.4%**

Los Angeles County New Retail Car and Light Truck Registrations									
	Three Month Period Mar. '24 thru May '24			YTD thru May			YTD Market Share (%)		
	Yr. Ago	Current	% chg.	YTD '23	YTD '24	% chg.	YTD '23	YTD '24	Chg.
TOTAL	100,765	106,855	6.0%	170,505	179,770	5.4%			
Cars	35,644	32,992	-7.4%	59,777	56,130	-6.1%	35.1	31.2	-3.8
Trucks	65,121	73,863	13.4%	110,728	123,640	11.7%	64.9	68.8	3.8
Domestic Brands	30,397	28,744	-5.4%	51,486	49,324	-4.2%	30.2	27.4	-2.8
European Brands	19,662	20,109	2.3%	33,192	35,031	5.5%	19.5	19.5	0.0
Japanese Brands	40,916	47,600	16.3%	69,283	78,812	13.8%	40.6	43.8	3.2
Korean Brands	9,790	10,402	6.3%	16,544	16,603	0.4%	9.7	9.2	-0.5
Acura	873	658	-24.6%	1,353	1,185	-12.4%	0.8	0.7	-0.1
Alfa Romeo	141	134	-5.0%	227	270	18.9%	0.1	0.2	0.0
Audi	2,757	3,158	14.5%	4,417	5,450	23.4%	2.6	3.0	0.4
BMW	5,274	5,540	5.0%	9,102	9,555	5.0%	5.3	5.3	0.0
Buick	150	171	14.0%	257	283	10.1%	0.2	0.2	0.0
Cadillac	653	845	29.4%	1,119	1,366	22.1%	0.7	0.8	0.1
Chevrolet	4,658	3,989	-14.4%	8,260	6,832	-17.3%	4.8	3.8	-1.0
Chrysler	161	180	11.8%	286	310	8.4%	0.2	0.2	0.0
Dodge	696	868	24.7%	1,132	1,324	17.0%	0.7	0.7	0.1
Ford	4,602	4,965	7.9%	8,064	7,953	-1.4%	4.7	4.4	-0.3
Genesis	515	537	4.3%	911	853	-6.4%	0.5	0.5	-0.1
GMC	1,038	1,179	13.6%	1,821	1,947	6.9%	1.1	1.1	0.0
Honda	11,889	14,156	19.1%	19,582	23,124	18.1%	11.5	12.9	1.4
Hyundai	3,916	4,963	26.7%	6,377	7,348	15.2%	3.7	4.1	0.3
Infiniti	480	457	-4.8%	756	829	9.7%	0.4	0.5	0.0
Jaguar	67	72	7.5%	102	121	18.6%	0.1	0.1	0.0
Jeep	2,522	1,818	-27.9%	3,948	3,157	-20.0%	2.3	1.8	-0.6
Kia	5,338	4,664	-12.6%	9,235	8,131	-12.0%	5.4	4.5	-0.9
Land Rover	1,008	1,205	19.5%	1,859	2,090	12.4%	1.1	1.2	0.1
Lexus	4,569	5,397	18.1%	7,031	9,198	30.8%	4.1	5.1	1.0
Lincoln	268	342	27.6%	443	517	16.7%	0.3	0.3	0.0
Maserati	64	177	176.6%	109	260	138.5%	0.1	0.1	0.1
Mazda	2,028	2,192	8.1%	3,370	3,634	7.8%	2.0	2.0	0.0
Mercedes	5,421	4,983	-8.1%	9,160	8,717	-4.8%	5.4	4.8	-0.5
MINI	381	336	-11.8%	649	623	-4.0%	0.4	0.3	0.0
Mitsubishi	248	278	12.1%	418	394	-5.7%	0.2	0.2	0.0
Nissan	3,934	3,959	0.6%	6,301	6,053	-3.9%	3.7	3.4	-0.3
Polestar	57	81	42.1%	122	158	29.5%	0.1	0.1	0.0
Porsche	1,093	939	-14.1%	1,938	1,818	-6.2%	1.1	1.0	-0.1
Ram	1,018	713	-30.0%	1,630	1,309	-19.7%	1.0	0.7	-0.2
Rivian	368	681	85.1%	544	1,074	97.4%	0.3	0.6	0.3
Subaru	3,062	3,140	2.5%	5,515	5,220	-5.3%	3.2	2.9	-0.3
Tesla	14,140	12,757	-9.8%	23,752	22,845	-3.8%	13.9	12.7	-1.2
Toyota	13,833	17,363	25.5%	24,957	29,175	16.9%	14.6	16.2	1.6
Volkswagen	2,296	2,220	-3.3%	3,705	3,806	2.7%	2.2	2.1	-0.1
Volvo	865	925	6.9%	1,403	1,624	15.8%	0.8	0.9	0.1
Other	382	813	112.8%	650	1,217	87.2%	0.4	0.7	0.3

Top ten are shaded yellow.

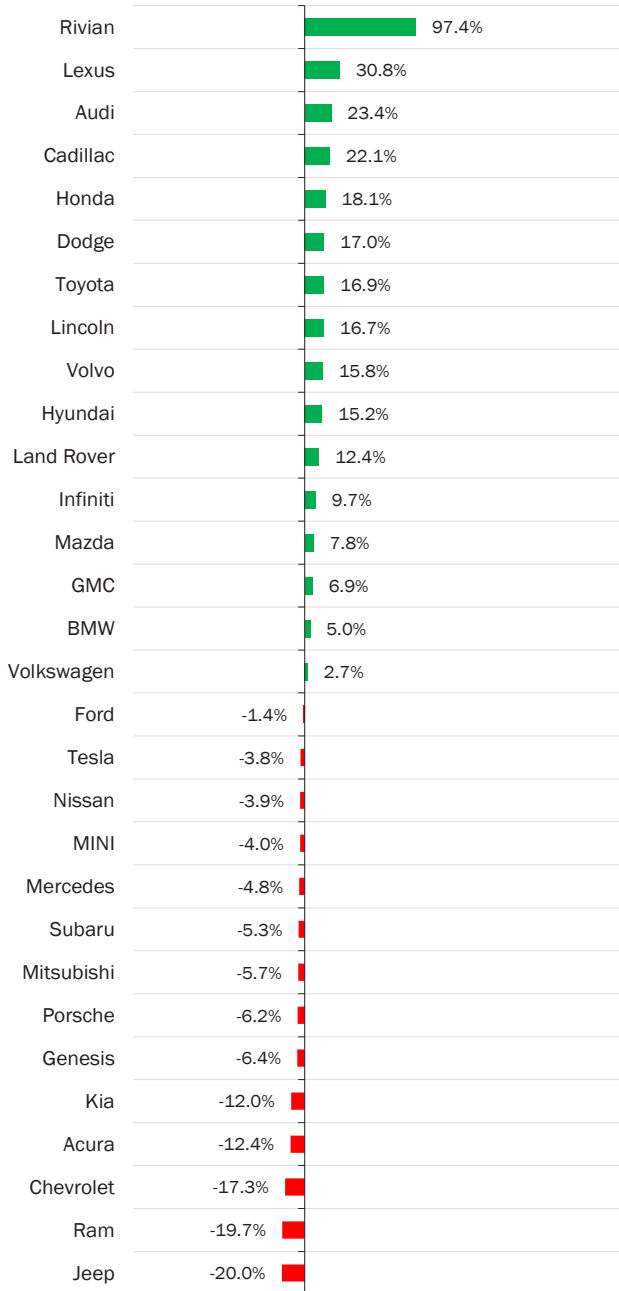
Data sourced from Experian Automotive.

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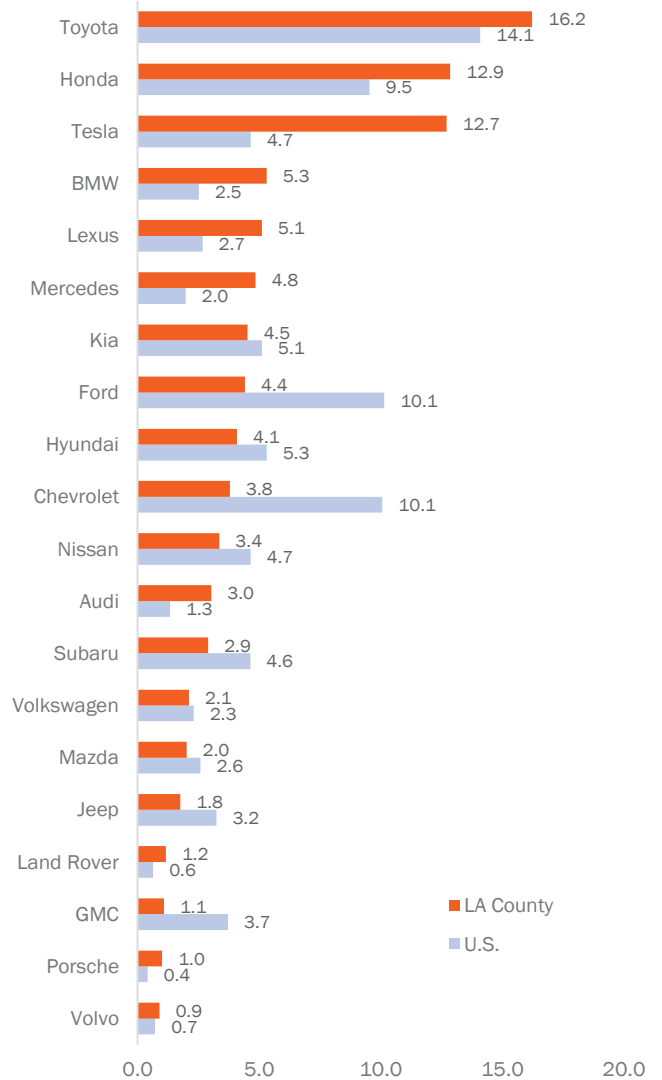
BRAND RESULTS



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

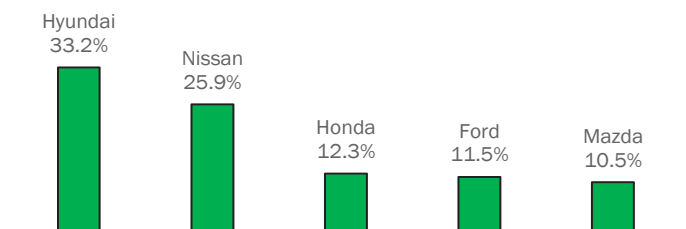


**County and U.S. Market Share
YTD '24 thru May
(Top 20 selling brands in county)**



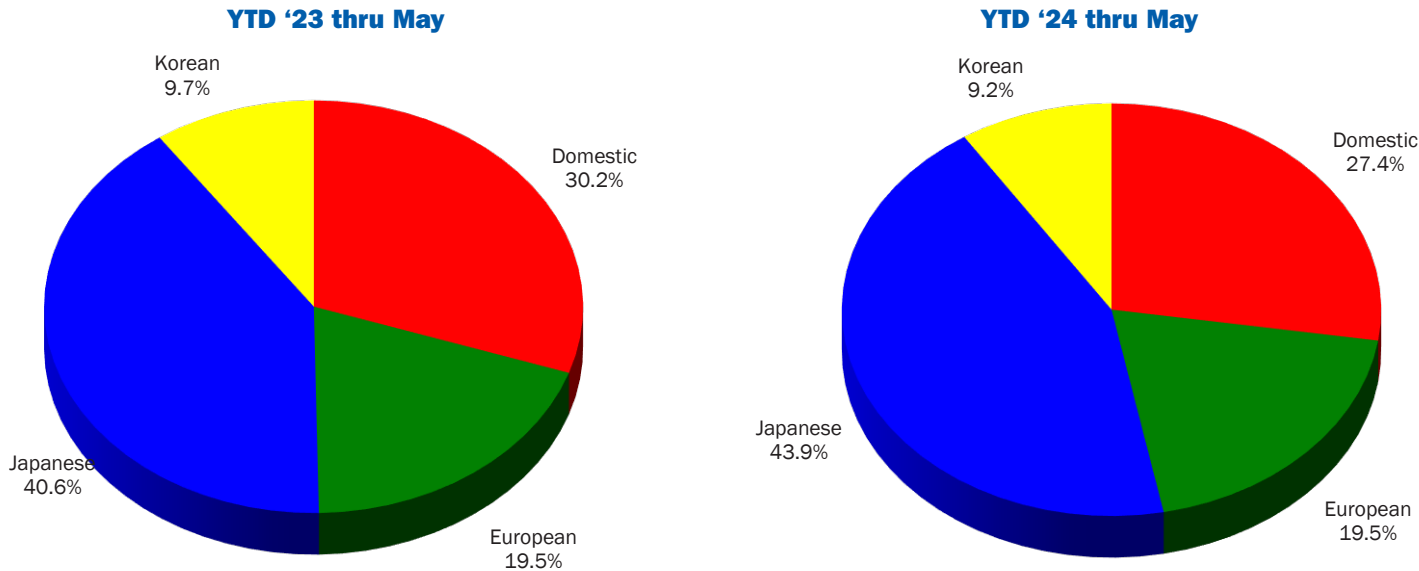
Brands On the Move

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

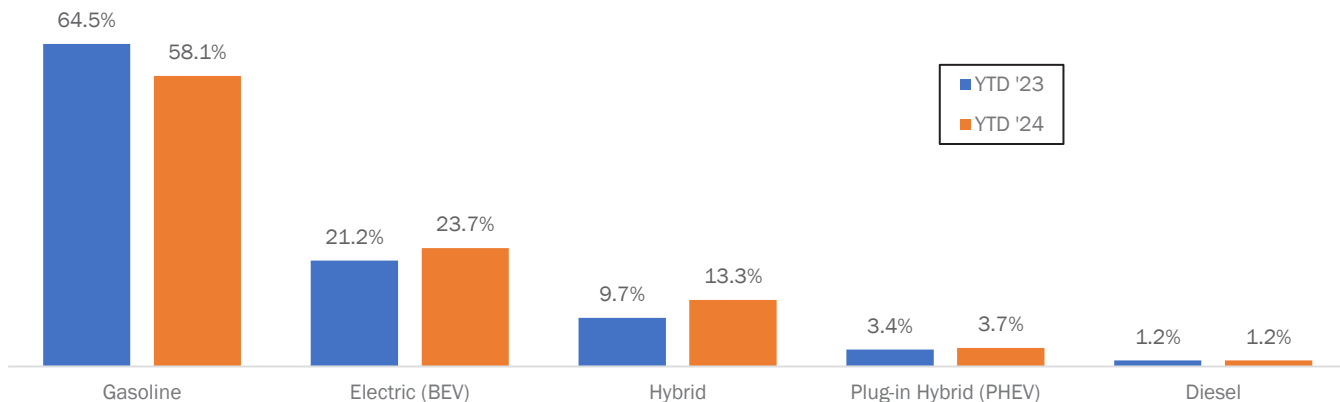


Registrations increased by more than 15% for Rivian, Lexus, Audi, Cadillac, Honda, Dodge, Toyota, Lincoln, Volvo, and Hyundai

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



Los Angeles County Market Shares by Powertrain Type - YTD 2023 and 2024 thru May



The graph above shows market share by type of powertrain. Hybrid vehicle market share excludes mild hybrids. Data sourced from Experian Automotive.

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