

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

Comprehensive information on the LA County new vehicle market

Sponsored by:



Nov. '24 thru Jan. '25  
% Change In  
New Retail Market  
vs. Year Earlier



Light trucks  
**+10.6%**



Cars  
**-0.4%**

## Los Angeles County New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
2023	278,531	145,471	424,002
2024	295,682	132,581	428,263
<b>% change</b>	<b>6.2%</b>	<b>-8.9%</b>	<b>1.0%</b>
Nov. '23 thru Jan. '24	70,735	33,130	103,865
Nov. '24 thru Jan. '25	78,266	32,988	111,254
<b>% change</b>	<b>10.6%</b>	<b>-0.4%</b>	<b>7.1%</b>

Data sourced from Experian Automotive. Figures for January 2025 are partially estimated.

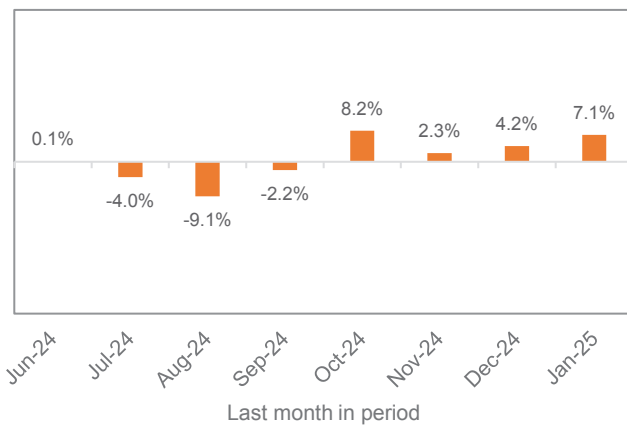
## QUICK FACTS

LA County new retail light vehicle registrations increased 7.1% during the past three months (Nov. '24 thru Jan. '25) versus year earlier. U.S. market was up 6.2%.

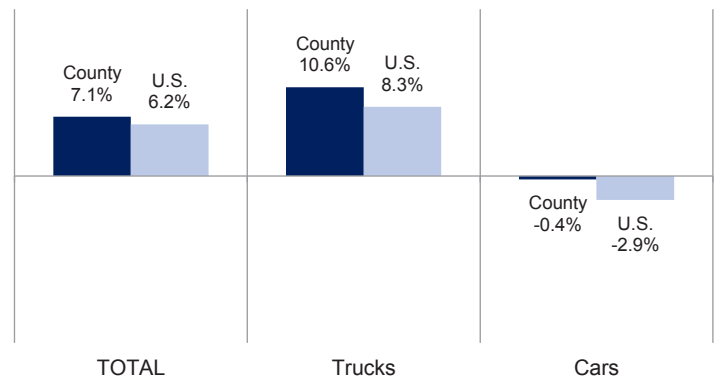
Note: due to the typical lag in reporting registrations the full impact of the recent wildfires will be primarily reflected in February data.

Tesla Model Y, Model 3, Toyota Camry, and RAV4 were best sellers in the LA county market (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 Nov. '24 thru Jan. '25 vs. 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.

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  
Nov. '24 thru Jan. '25  
vs. Year Earlier**

**DOMESTIC  
BRANDS**  
 **UP  
3.2%**

**EUROPEAN  
BRANDS**  
 **UP  
4.4%**

**JAPANESE  
BRANDS**  
 **UP  
7.2%**

**KOREAN  
BRANDS**  
 **UP  
25.4%**

Los Angeles County New Retail Car and Light Truck Registrations						
	Three Month Period Nov. '24 thru Jan. '25			Three Month Market Share (%)		
	Previous	Current	% chg.	Previous	Current	Chg.
TOTAL	103,865	111,254	7.1%			
Cars	33,130	32,988	-0.4%	31.9	29.7	-2.2
Trucks	70,735	78,266	10.6%	68.1	70.3	2.2
Domestic Brands	28,610	29,526	3.2%	27.5	26.5	-1.0
European Brands	21,053	21,970	4.4%	20.3	19.7	-0.5
Japanese Brands	45,100	48,340	7.2%	43.4	43.5	0.0
Korean Brands	9,102	11,418	25.4%	8.8	10.3	1.5
Acura	733	1,000	36.4%	0.7	0.9	0.2
Alfa Romeo	191	84	-56.0%	0.2	0.1	-0.1
Audi	2,999	2,538	-15.4%	2.9	2.3	-0.6
BMW	5,900	6,442	9.2%	5.7	5.8	0.1
Buick	193	261	35.2%	0.2	0.2	0.0
Cadillac	685	974	42.2%	0.7	0.9	0.2
Chevrolet	4,284	5,144	20.1%	4.1	4.6	0.5
Chrysler	250	125	-50.0%	0.2	0.1	-0.1
Dodge	558	402	-28.0%	0.5	0.4	-0.2
Ford	4,425	5,075	14.7%	4.3	4.6	0.3
Genesis	483	689	42.7%	0.5	0.6	0.2
GMC	1,092	1,459	33.6%	1.1	1.3	0.3
Honda	12,216	14,049	15.0%	11.8	12.6	0.9
Hyundai	3,811	4,991	31.0%	3.7	4.5	0.8
Infiniti	442	379	-14.3%	0.4	0.3	-0.1
Jaguar	55	35	-36.4%	0.1	0.0	0.0
Jeep	2,121	1,779	-16.1%	2.0	1.6	-0.4
Kia	4,792	5,542	15.7%	4.6	5.0	0.4
Land Rover	967	1,475	52.5%	0.9	1.3	0.4
Lexus	5,507	4,801	-12.8%	5.3	4.3	-1.0
Lincoln	241	273	13.3%	0.2	0.2	0.0
Maserati	100	58	-42.0%	0.1	0.1	0.0
Mazda	1,861	2,230	19.8%	1.8	2.0	0.2
Mercedes	5,327	5,967	12.0%	5.1	5.4	0.2
MINI	475	337	-29.1%	0.5	0.3	-0.2
Mitsubishi	213	202	-5.2%	0.2	0.2	0.0
Nissan	3,104	3,515	13.2%	3.0	3.2	0.2
Polestar	119	82	-31.1%	0.1	0.1	0.0
Porsche	1,167	1,365	17.0%	1.1	1.2	0.1
Ram	898	782	-12.9%	0.9	0.7	-0.2
Rivian	657	727	10.7%	0.6	0.7	0.0
Subaru	3,047	2,984	-2.1%	2.9	2.7	-0.3
Tesla	12,914	12,291	-4.8%	12.4	11.0	-1.4
Toyota	17,977	19,180	6.7%	17.3	17.2	-0.1
Volkswagen	2,522	2,086	-17.3%	2.4	1.9	-0.6
Volvo	987	1,113	12.8%	1.0	1.0	0.1
Other	552	818	48.2%	0.5	0.7	0.2

Top ten are shaded yellow.

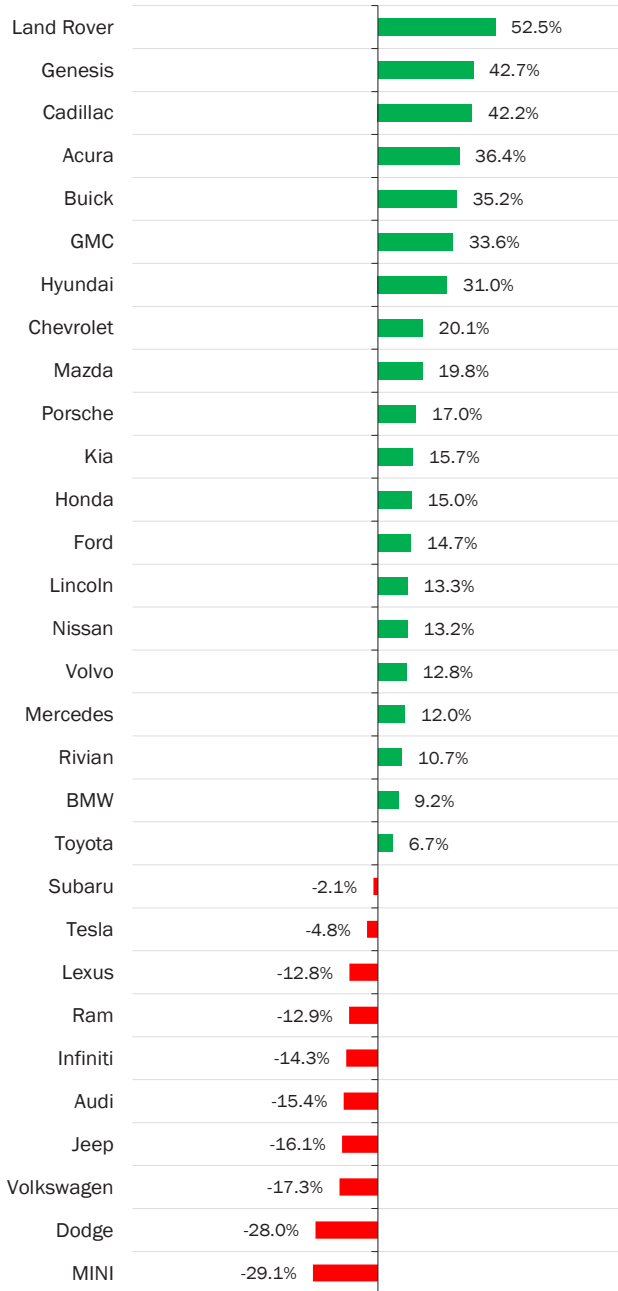
Data sourced from Experian Automotive.

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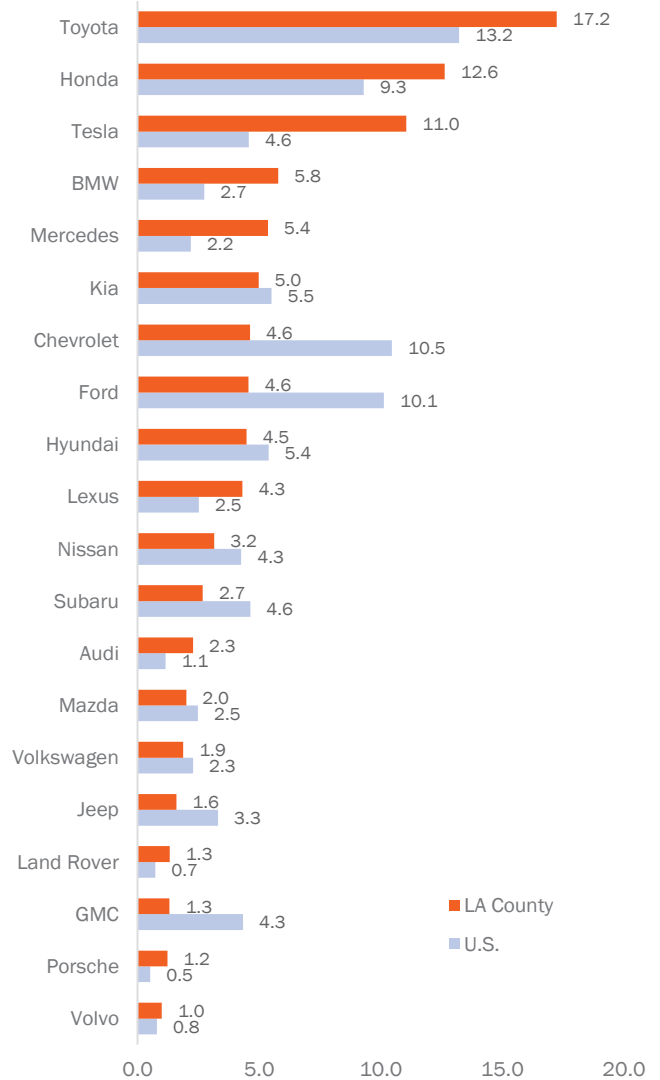
**BRAND RESULTS**



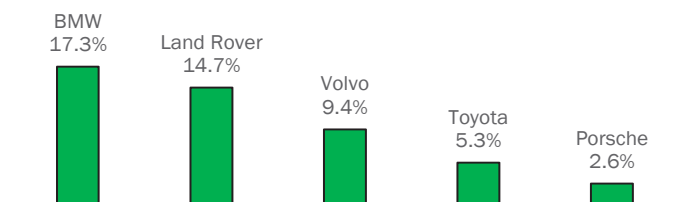
**Percent Change in Registrations**  
Nov. '24 thru Jan. '25 vs. Year Earlier  
(Top 30 selling brands)



**County and U.S. Market Share**  
Nov. '24 thru Jan. '25  
(Top 20 selling brands in county)



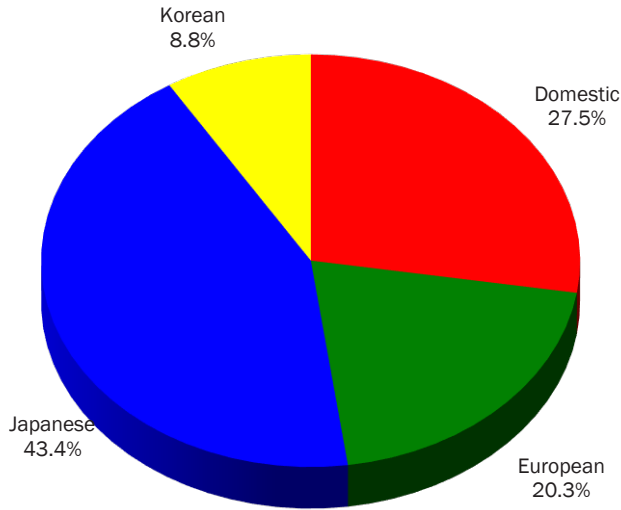
**Brands On the Move**  
Largest % increases in registrations during past 3 months (Nov '24 thru Jan '25) vs. preceding 3 months (Aug '24 thru Oct '24) Among top 20 selling brands



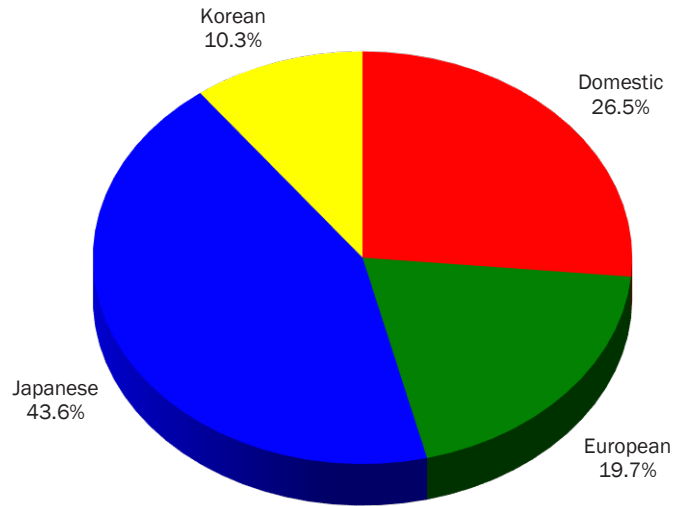
Registrations increased by more than 30% for Land Rover, Genesis, Cadillac, Acura, Buick, GMC, and Hyundai.

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

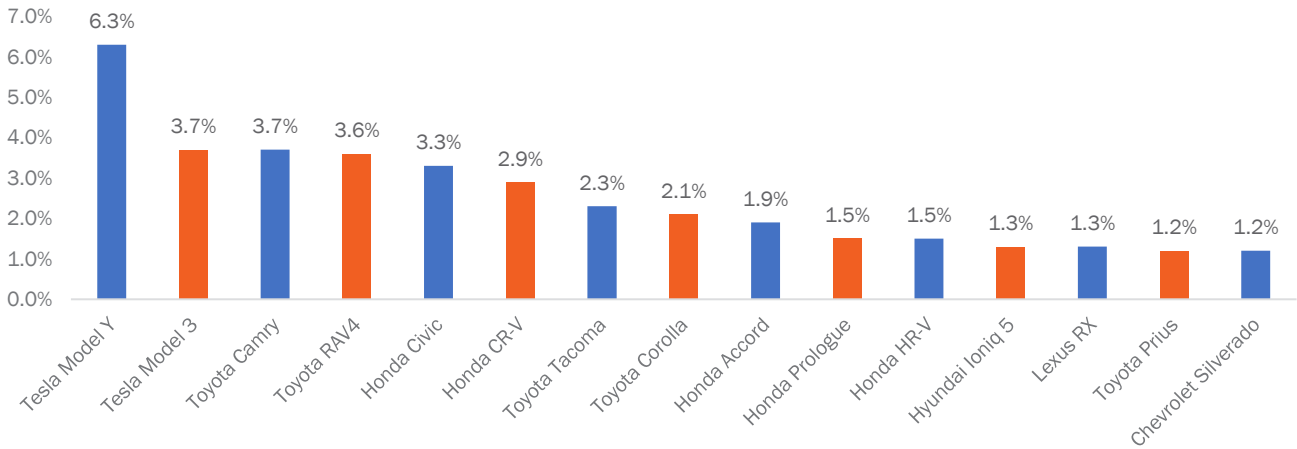
**Nov. '23 thru Jan. '24**



**Nov. '24 thru Jan. '25**



**Market Share for Top 15 Selling Models in LA County - Nov. '24 thru Jan. '25**



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