

Los Angeles Auto Outlook TM

Comprehensive information on the LA County new vehicle market

Sponsored by:



**YTD 2026 thru April
% Change In
New Retail Market
vs. Year Earlier**



**Light trucks
-9.3%**



**Cars
-17.2%**

Los Angeles County New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '25 thru Apr.	107,920	46,153	154,073
YTD '26 thru Apr.	97,924	38,232	136,156
% change	-9.3%	-17.2%	-11.6%
Apr-25	32,286	14,418	46,704
Apr-26	28,147	11,204	39,351
% change	-12.8%	-22.3%	-15.7%

Data sourced from Experian Automotive. Figures for April 2026 are partially estimated.

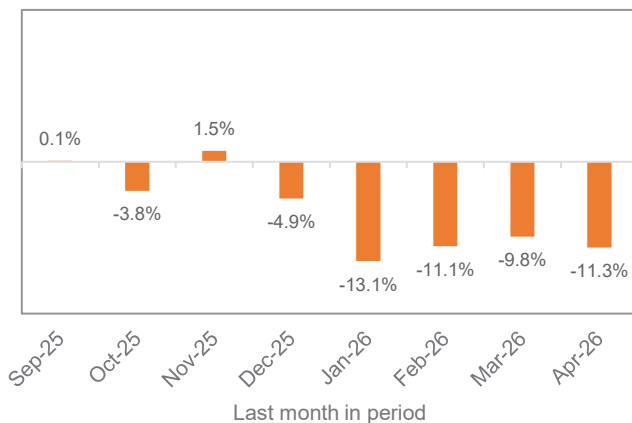
QUICK FACTS

The LA County new vehicle market declined 11.6% during the first four months of this year versus year earlier. The U.S. market was off 9.2% during the same period.

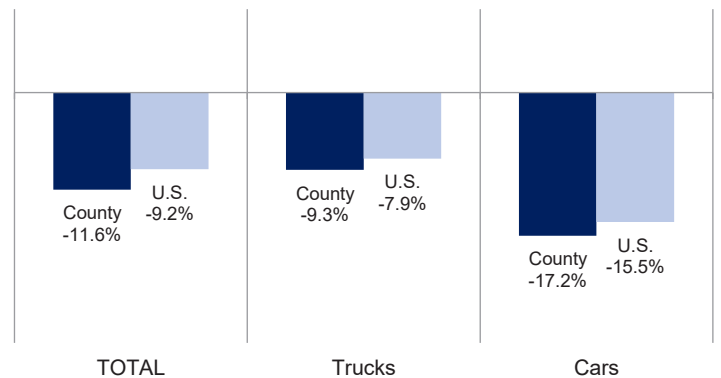
County new vehicle registrations fell 15.7% in April of 2026 versus year earlier.

Registrations increased for five of the top 30 selling brands during the first four months of this year: Genesis, Ram, Lucid, Lexus, and Toyota.

**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 '26 thru April 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
YTD '26 thru April
vs. Year Earlier**

**DOMESTIC
BRANDS**
 **DOWN
19.2%**

**EUROPEAN
BRANDS**
 **DOWN
18.7%**

**JAPANESE
BRANDS**
 **DOWN
5.7%**

**OTHER ASIAN
BRANDS**
 **DOWN
5.0%**

Los Angeles County New Retail Car and Light Truck Registrations						
	YTD thru Apr.			YTD Market Share (%)		
	YTD '25	YTD '26	% chg.	YTD '25	YTD '26	Chg.
TOTAL	154,073	136,156	-11.6%			
Cars	46,153	38,232	-17.2%	30.0	28.1	-1.9
Trucks	107,920	97,924	-9.3%	70.0	71.9	1.9
Domestic Brands	39,886	32,229	-19.2%	26.0	23.6	-2.4
European Brands	29,785	24,208	-18.7%	19.3	17.8	-1.5
Japanese Brands	68,947	65,037	-5.7%	44.7	47.8	3.1
Other Asian Brands	15,455	14,682	-5.0%	10.0	10.8	0.8
Acura	1,714	1,280	-25.3%	1.1	0.9	-0.2
Alfa Romeo	94	43	-54.3%	0.1	0.0	0.0
Audi	3,592	2,456	-31.6%	2.3	1.8	-0.5
BMW	7,959	7,070	-11.2%	5.2	5.2	0.0
Buick	319	286	-10.3%	0.2	0.2	0.0
Cadillac	1,470	1,298	-11.7%	1.0	1.0	0.0
Chevrolet	6,948	5,751	-17.2%	4.5	4.2	-0.3
Chrysler	138	80	-42.0%	0.1	0.1	0.0
Dodge	558	273	-51.1%	0.4	0.2	-0.2
Ford	7,295	6,599	-9.5%	4.7	4.8	0.1
Genesis	982	1,189	21.1%	0.6	0.9	0.2
GMC	1,908	1,756	-8.0%	1.2	1.3	0.1
Honda	20,131	17,808	-11.5%	13.1	13.1	0.0
Hyundai	6,757	6,417	-5.0%	4.4	4.7	0.3
Ineos	99	74	-25.3%	0.1	0.1	0.0
Infiniti	509	329	-35.4%	0.3	0.2	-0.1
Jeep	2,289	2,196	-4.1%	1.5	1.6	0.1
Kia	7,631	7,072	-7.3%	5.0	5.2	0.2
Land Rover	2,173	1,705	-21.5%	1.4	1.3	-0.2
Lexus	7,215	7,396	2.5%	4.7	5.4	0.7
Lincoln	406	285	-29.8%	0.3	0.2	-0.1
Lucid	396	451	13.9%	0.3	0.3	0.1
Mazda	3,372	2,809	-16.7%	2.2	2.1	-0.1
Mercedes-Benz	8,661	7,589	-12.4%	5.6	5.6	0.0
MINI	452	365	-19.2%	0.3	0.3	0.0
Mitsubishi	344	129	-62.5%	0.2	0.1	-0.1
Nissan	5,204	5,187	-0.3%	3.4	3.8	0.4
Polestar	153	93	-39.2%	0.1	0.1	0.0
Porsche	1,775	1,325	-25.4%	1.2	1.0	-0.2
Ram	1,125	1,305	16.0%	0.7	1.0	0.2
Rivian	911	558	-38.7%	0.6	0.4	-0.2
Subaru	4,534	3,655	-19.4%	2.9	2.7	-0.3
Tesla	16,094	11,385	-29.3%	10.4	8.4	-2.1
Toyota	25,924	26,444	2.0%	16.8	19.4	2.6
Volkswagen	2,791	2,000	-28.3%	1.8	1.5	-0.3
Volvo	1,492	1,089	-27.0%	1.0	0.8	-0.2
Other	658	409	-37.8%	0.4	0.3	-0.1

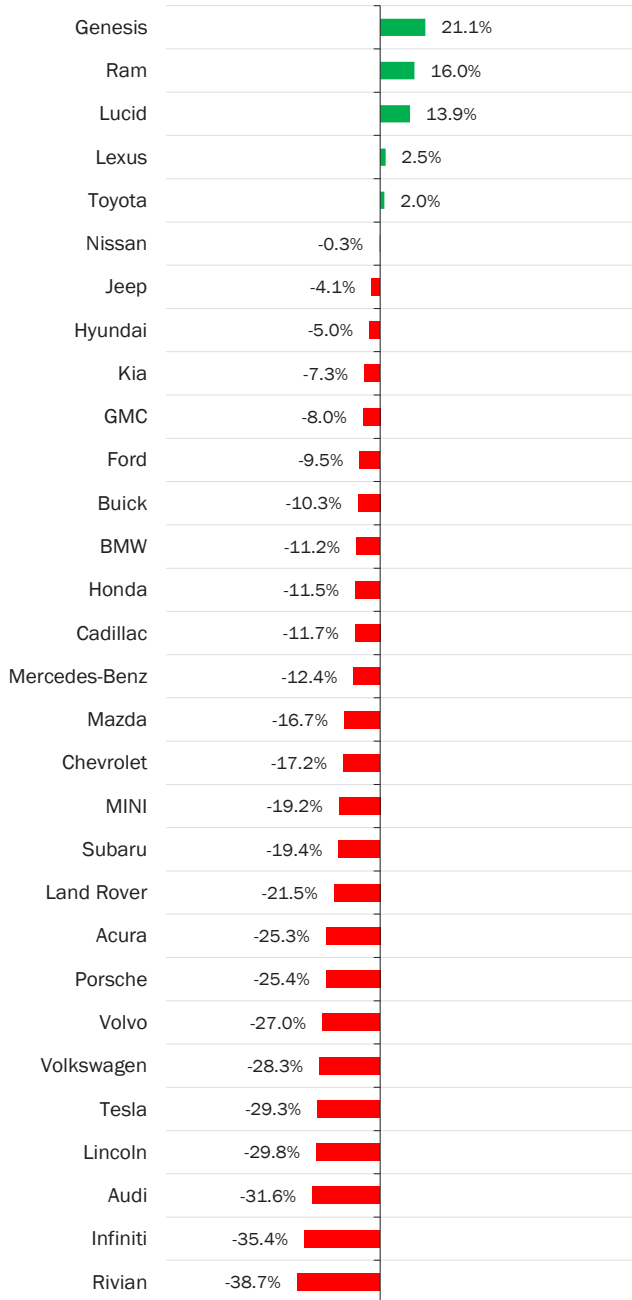
Top ten are shaded yellow. Other Asian brands include Genesis, Hyundai, Kia, and VINFast. Data sourced from Experian Automotive.

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BRAND RESULTS



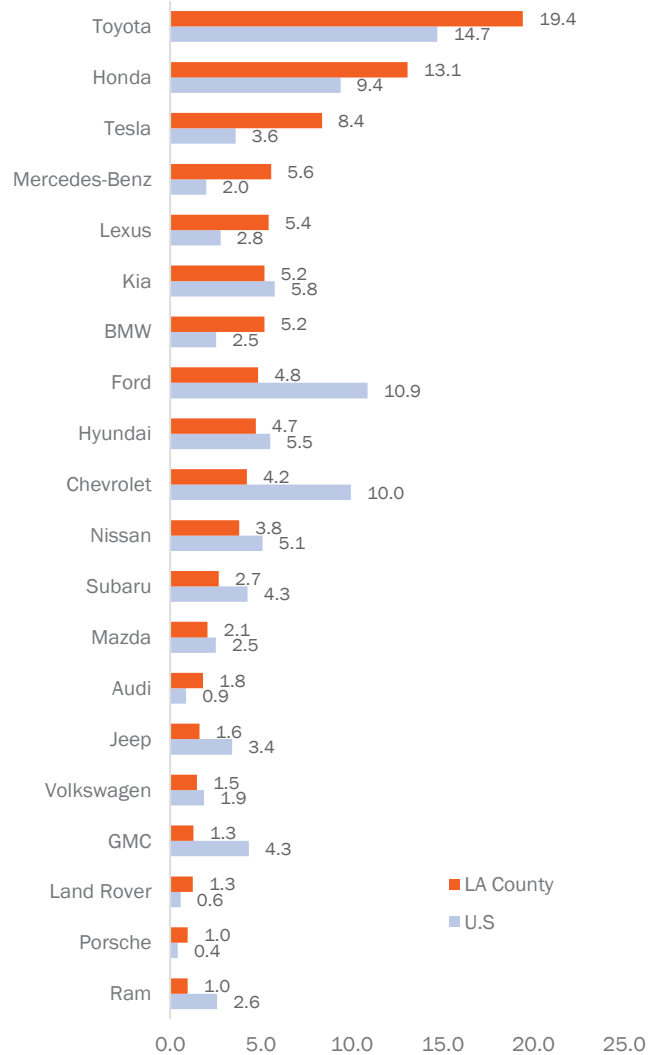
**Percent Change in Registrations
YTD '26 thru April vs. Year Earlier
(Top 30 selling brands)**



Registrations increased for Genesis, Ram, Lucid, Lexus, and Toyota.

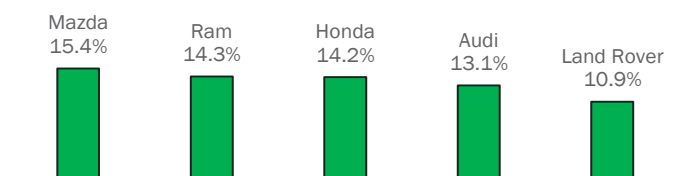


**County and U.S. Market Share
YTD 2026 thru April
(Top 20 selling brands in county)**



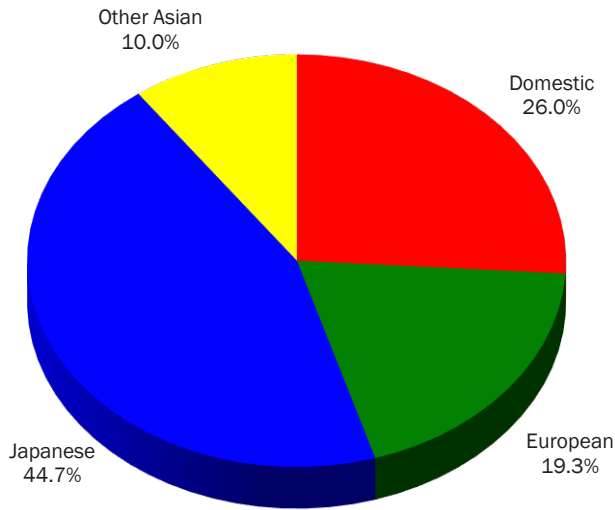
Brands On the Move

Largest % increases in registrations during past 3 months (Feb '26 thru Apr '26) vs. preceding 3 months (Nov '25 thru Jan '26) Among top 20 selling brands

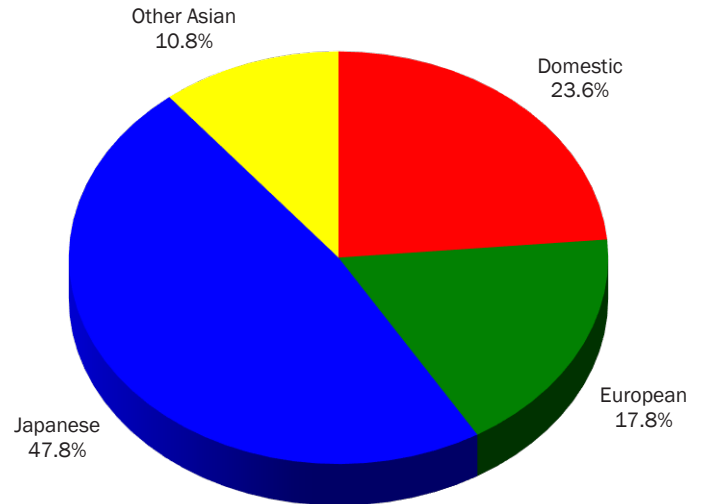


Market Share for Japanese, Domestic, European, and Other Asian Brands

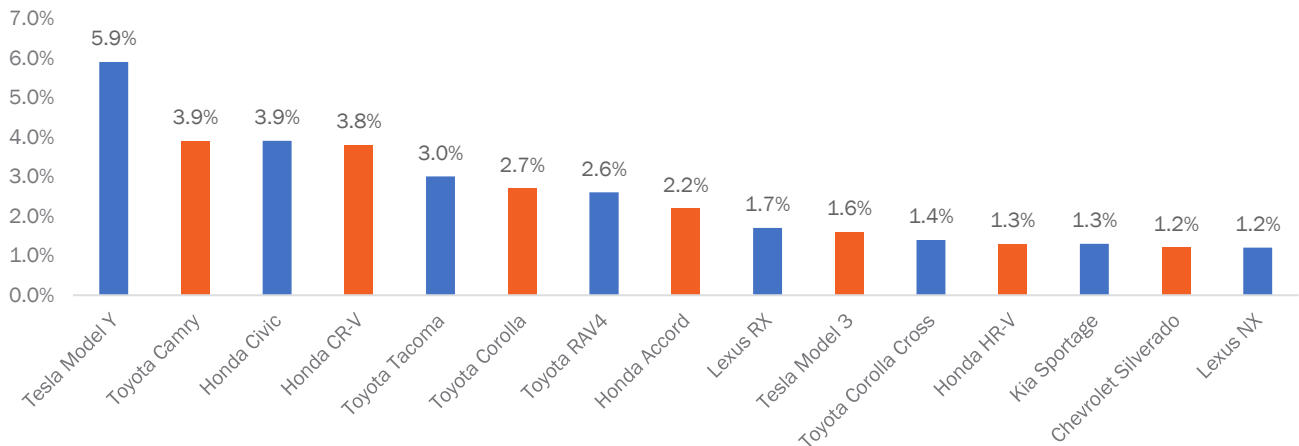
YTD '25 thru April



YTD '26 thru April



Market Share for Top 15 Selling Models in LA County - YTD '26 thru April



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