

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

Comprehensive information on the LA County new vehicle market

Sponsored by:



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



Light trucks  
**-7.7%**



Cars  
**-13.4%**

## Los Angeles County New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '25 thru Feb.	53,076	22,219	75,295
YTD '26 thru Feb.	48,974	19,233	68,207
<b>% change</b>	<b>-7.7%</b>	<b>-13.4%</b>	<b>-9.4%</b>
Feb-25	20,316	9,096	29,412
Feb-26	20,118	7,967	28,085
<b>% change</b>	<b>-1.0%</b>	<b>-12.4%</b>	<b>-4.5%</b>

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

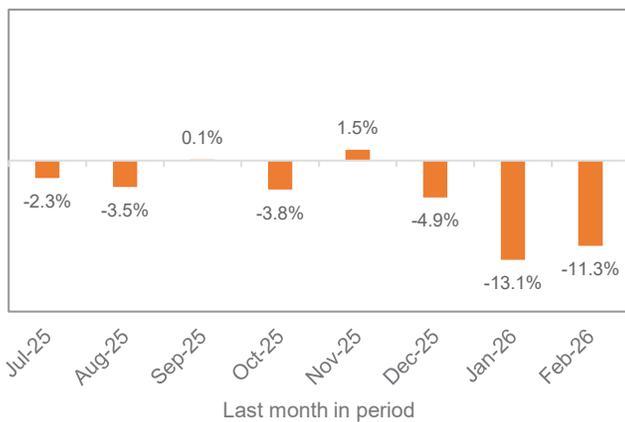
## QUICK FACTS

The LA County new vehicle market declined 9.4% during the first two months of this year versus year earlier. The U.S. market was off 9.1% during the same period.

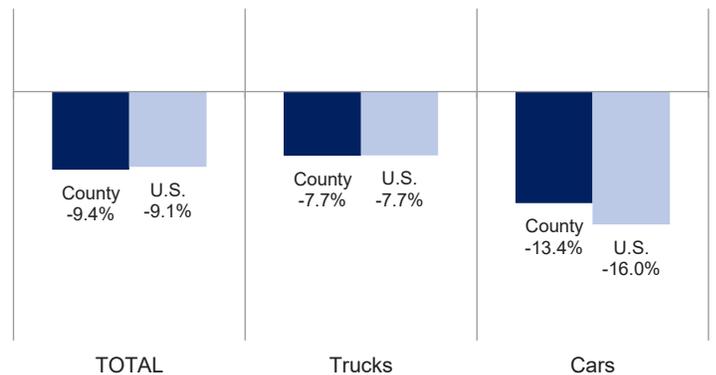
County new vehicle registrations fell 4.5% in February of 2026 versus year earlier.

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

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 February 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 February  
vs. Year Earlier**

**DOMESTIC  
BRANDS**  
 **DOWN  
16.6%**

**EUROPEAN  
BRANDS**  
 **DOWN  
19.0%**

**JAPANESE  
BRANDS**  
 **DOWN  
1.7%**

**OTHER ASIAN  
BRANDS**  
 **DOWN  
5.3%**

Los Angeles County New Retail Car and Light Truck Registrations						
	YTD thru Feb.			YTD Market Share (%)		
	YTD '25	YTD '26	% chg.	YTD '25	YTD '26	Chg.
TOTAL	75,295	68,207	-9.4%			
Cars	22,219	19,233	-13.4%	29.5	28.2	-1.3
Trucks	53,076	48,974	-7.7%	70.5	71.8	1.3
Domestic Brands	19,365	16,143	-16.6%	25.7	23.7	-2.1
European Brands	15,171	12,281	-19.0%	20.1	18.0	-2.1
Japanese Brands	33,100	32,530	-1.7%	44.0	47.7	3.7
Other Asian Brands	7,659	7,253	-5.3%	10.2	10.6	0.5
Acura	852	592	-30.5%	1.1	0.9	-0.3
Alfa Romeo	54	23	-57.4%	0.1	0.0	0.0
Audi	1,700	1,298	-23.6%	2.3	1.9	-0.4
BMW	4,133	3,529	-14.6%	5.5	5.2	-0.3
Buick	151	132	-12.6%	0.2	0.2	0.0
Cadillac	763	643	-15.7%	1.0	0.9	-0.1
Chevrolet	3,386	2,855	-15.7%	4.5	4.2	-0.3
Chrysler	67	45	-32.8%	0.1	0.1	0.0
Dodge	290	122	-57.9%	0.4	0.2	-0.2
Ford	3,719	3,394	-8.7%	4.9	5.0	0.0
Genesis	530	662	24.9%	0.7	1.0	0.3
GMC	969	881	-9.1%	1.3	1.3	0.0
Honda	9,739	8,529	-12.4%	12.9	12.5	-0.4
Hyundai	3,397	3,236	-4.7%	4.5	4.7	0.2
Ineos	56	36	-35.7%	0.1	0.1	0.0
Infiniti	260	188	-27.7%	0.3	0.3	-0.1
Jeep	1,123	1,038	-7.6%	1.5	1.5	0.0
Kia	3,696	3,351	-9.3%	4.9	4.9	0.0
Land Rover	1,119	862	-23.0%	1.5	1.3	-0.2
Lexus	3,279	3,816	16.4%	4.4	5.6	1.2
Lincoln	179	160	-10.6%	0.2	0.2	0.0
Lucid	163	288	76.7%	0.2	0.4	0.2
Mazda	1,548	1,345	-13.1%	2.1	2.0	-0.1
Mercedes-Benz	4,253	3,819	-10.2%	5.6	5.6	0.0
MINI	210	197	-6.2%	0.3	0.3	0.0
Mitsubishi	135	56	-58.5%	0.2	0.1	-0.1
Nissan	2,388	2,425	1.5%	3.2	3.6	0.4
Polestar	80	41	-48.8%	0.1	0.1	0.0
Porsche	903	762	-15.6%	1.2	1.1	-0.1
Ram	595	655	10.1%	0.8	1.0	0.2
Rivian	407	291	-28.5%	0.5	0.4	-0.1
Subaru	2,208	1,905	-13.7%	2.9	2.8	-0.1
Tesla	7,533	5,634	-25.2%	10.0	8.3	-1.7
Toyota	12,691	13,674	7.7%	16.9	20.0	3.2
Volkswagen	1,554	939	-39.6%	2.1	1.4	-0.7
Volvo	843	561	-33.5%	1.1	0.8	-0.3
Other	322	223	-30.7%	0.4	0.3	-0.1

Top ten are shaded yellow. Other Asian brands include Genesis, Hyundai, Kia, and VINFast.

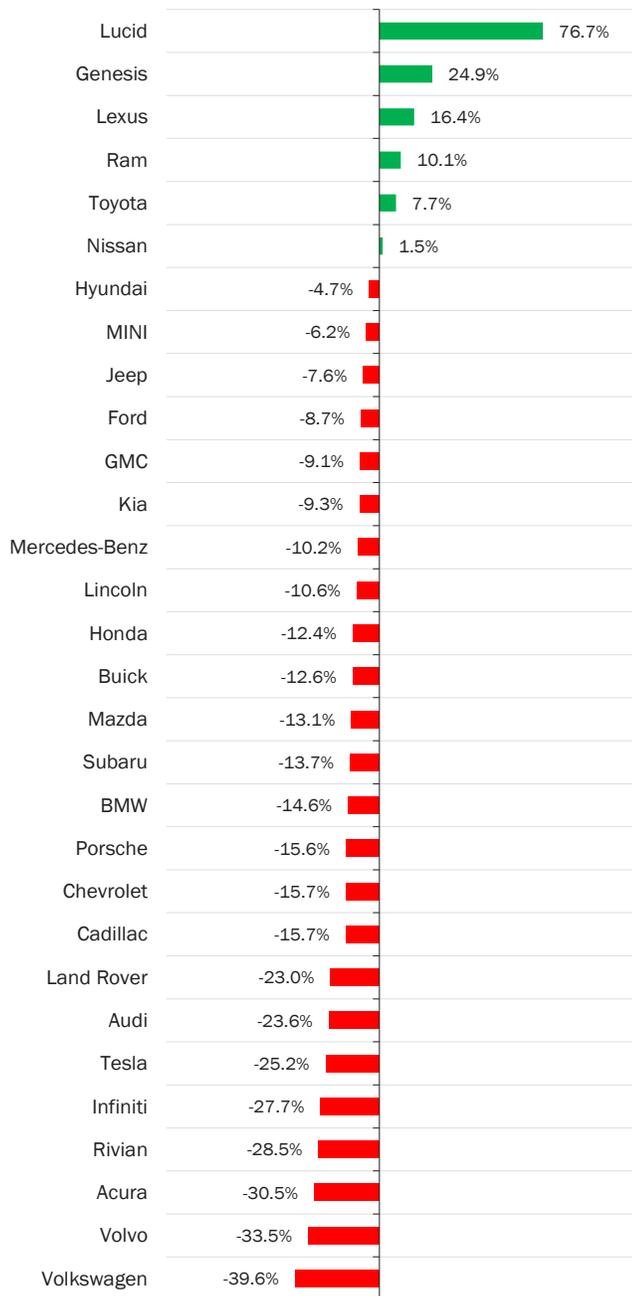
Data sourced from Experian Automotive.

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**BRAND RESULTS**



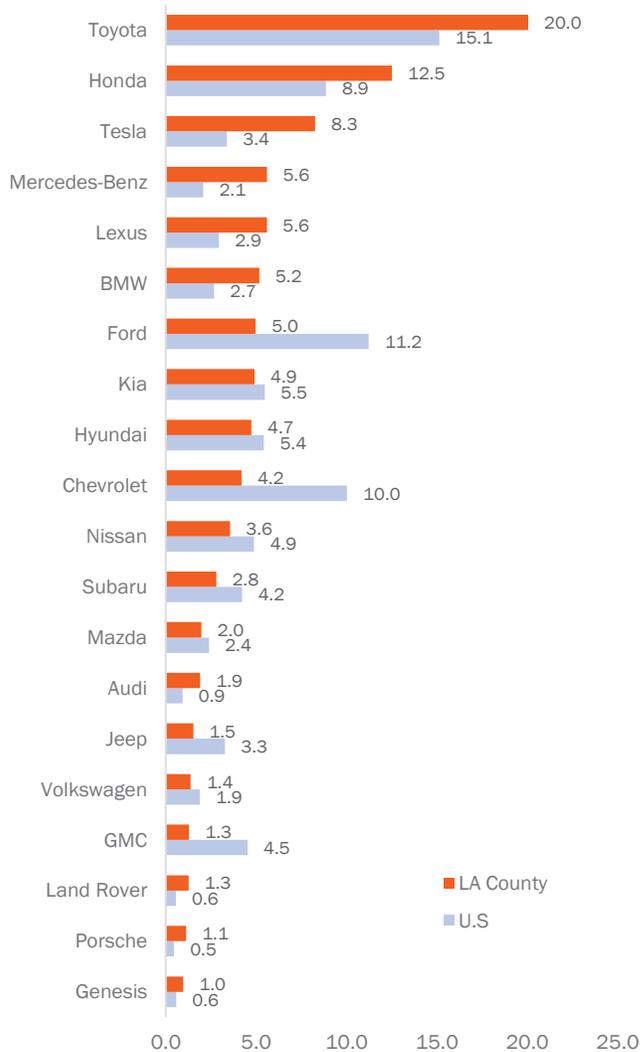
**Percent Change in Registrations  
YTD '26 thru February vs. Year Earlier  
(Top 30 selling brands)**



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

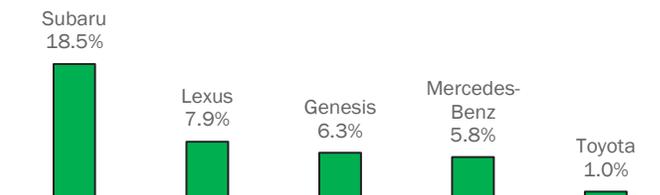


**County and U.S. Market Share  
YTD 2026 thru February  
(Top 20 selling brands in county)**



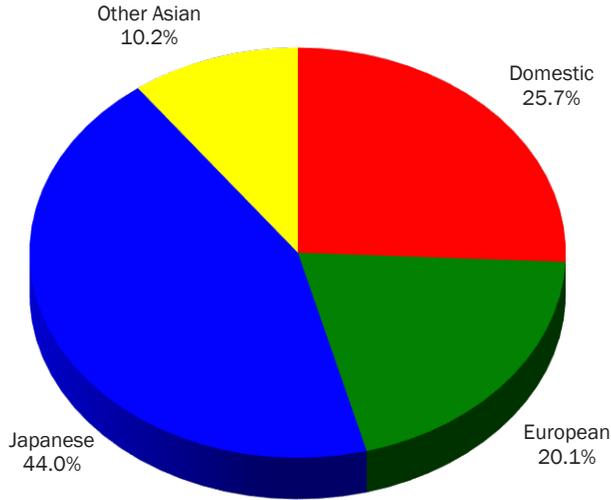
**Brands On the Move**

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

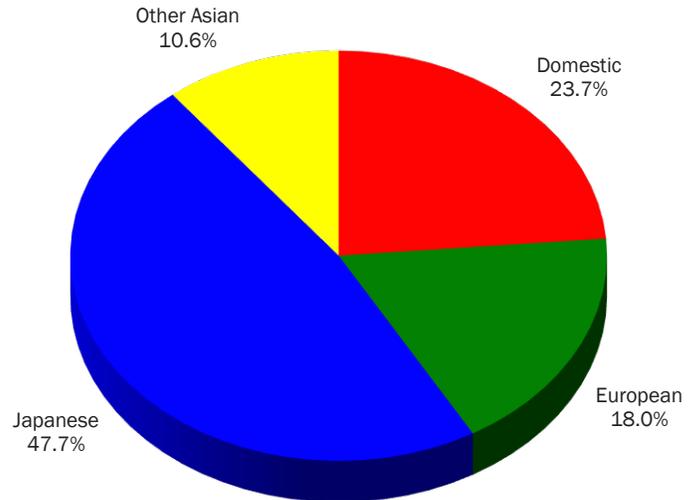


Market Share for Japanese, Domestic, European, and Other Asian Brands

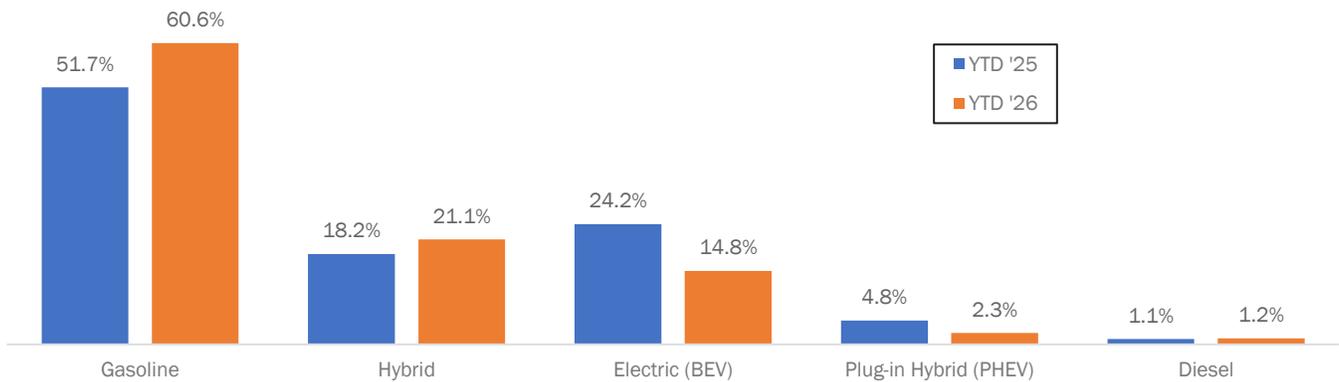
YTD '25 thru February



YTD '26 thru February



Market Shares by Powertrain Type - YTD '25 and '26, thru February



The graph above shows market share by powertrain type during the first two months of 2025 and 2026. Hybrids exclude mild hybrid vehicles. Data sourced from Experian Automotive.

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