

Los Angeles Auto OutlookTM

Comprehensive information on the LA County new vehicle market

Sponsored by:



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



Light trucks

-5.3%



Cars

-10.9%

Los Angeles County New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '25 thru July	180,805	77,888	258,693
YTD '26 thru July	171,244	69,382	240,626
% change	-5.3%	-10.9%	-7.0%
Jul-25	27,055	11,124	38,179
Jul-26	26,846	11,415	38,261
% change	-0.8%	2.6%	0.2%

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

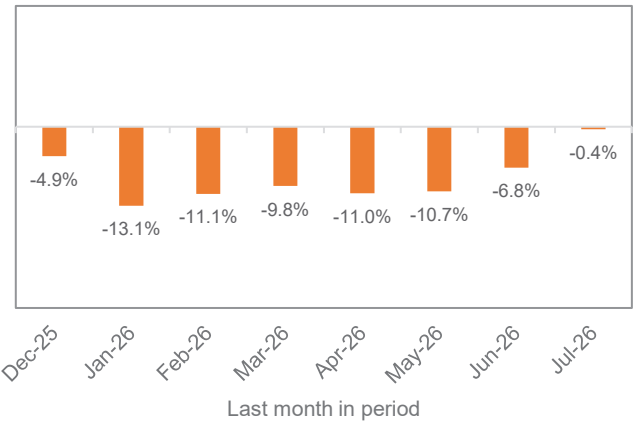
QUICK FACTS

The LA County new vehicle market declined 7% during the first seven months of this year versus year earlier. The U.S. market was off 5.2% during the same period.

County new vehicle registrations increased a slim 0.2% in July of 2026 versus year earlier.

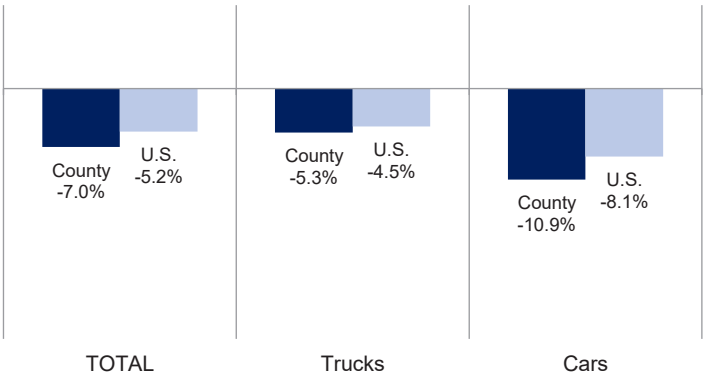
Registrations increased for four of the top 30 selling brands so far this year: Ram, Genesis, Toyota, and Nissan.

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 '26 thru July vs. Year Earlier



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 July
vs. Year Earlier**

**DOMESTIC
BRANDS**
 **DOWN
12.7%**

**EUROPEAN
BRANDS**
 **DOWN
10.4%**

**JAPANESE
BRANDS**
 **DOWN
3.4%**

**OTHER ASIAN
BRANDS**
 **DOWN
2.5%**

Los Angeles County New Retail Car and Light Truck Registrations						
	YTD thru July			YTD Market Share (%)		
	YTD '25	YTD '26	% chg.	YTD '25	YTD '26	Chg.
TOTAL	258,693	240,626	-7.0%			
Cars	77,888	69,382	-10.9%	30.1	28.8	-1.3
Trucks	180,805	171,244	-5.3%	69.9	71.2	1.3
Domestic Brands	67,390	58,830	-12.7%	26.0	24.4	-1.6
European Brands	47,007	42,125	-10.4%	18.2	17.5	-0.7
Japanese Brands	118,208	114,229	-3.4%	45.7	47.5	1.8
Other Asian Brands	26,088	25,442	-2.5%	10.1	10.6	0.5
Acura	3,237	2,119	-34.5%	1.3	0.9	-0.4
Alfa Romeo	146	73	-50.0%	0.1	0.0	0.0
Audi	5,526	4,027	-27.1%	2.1	1.7	-0.5
BMW	12,772	12,256	-4.0%	4.9	5.1	0.2
Buick	536	422	-21.3%	0.2	0.2	0.0
Cadillac	2,545	2,333	-8.3%	1.0	1.0	0.0
Chevrolet	11,984	9,935	-17.1%	4.6	4.1	-0.5
Chrysler	237	134	-43.5%	0.1	0.1	0.0
Dodge	817	490	-40.0%	0.3	0.2	-0.1
Ferrari	82	91	11.0%	0.0	0.0	0.0
Ford	12,519	11,572	-7.6%	4.8	4.8	0.0
Genesis	1,757	1,919	9.2%	0.7	0.8	0.1
GMC	3,170	2,989	-5.7%	1.2	1.2	0.0
Honda	33,557	31,610	-5.8%	13.0	13.1	0.2
Hyundai	11,197	11,061	-1.2%	4.3	4.6	0.3
Ineos	148	135	-8.8%	0.1	0.1	0.0
Infiniti	744	514	-30.9%	0.3	0.2	-0.1
Jeep	4,100	3,507	-14.5%	1.6	1.5	-0.1
Kia	12,995	12,456	-4.1%	5.0	5.2	0.2
Land Rover	3,419	2,885	-15.6%	1.3	1.2	-0.1
Lexus	12,862	12,172	-5.4%	5.0	5.1	0.1
Lincoln	682	468	-31.4%	0.3	0.2	-0.1
Lucid	580	548	-5.5%	0.2	0.2	0.0
Mazda	5,594	5,199	-7.1%	2.2	2.2	0.0
Mercedes-Benz	13,968	13,572	-2.8%	5.4	5.6	0.2
MINI	757	619	-18.2%	0.3	0.3	0.0
Mitsubishi	495	212	-57.2%	0.2	0.1	-0.1
Nissan	9,188	9,292	1.1%	3.6	3.9	0.3
Porsche	2,774	2,244	-19.1%	1.1	0.9	-0.1
Ram	1,943	2,159	11.1%	0.8	0.9	0.1
Rivian	1,530	911	-40.5%	0.6	0.4	-0.2
Subaru	6,945	6,323	-9.0%	2.7	2.6	-0.1
Tesla	26,708	23,348	-12.6%	10.3	9.7	-0.6
Toyota	45,586	46,788	2.6%	17.6	19.4	1.8
Volkswagen	4,048	3,460	-14.5%	1.6	1.4	-0.1
Volvo	2,320	2,039	-12.1%	0.9	0.8	0.0
Other	1,225	744	-39.3%	0.5	0.3	-0.2

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

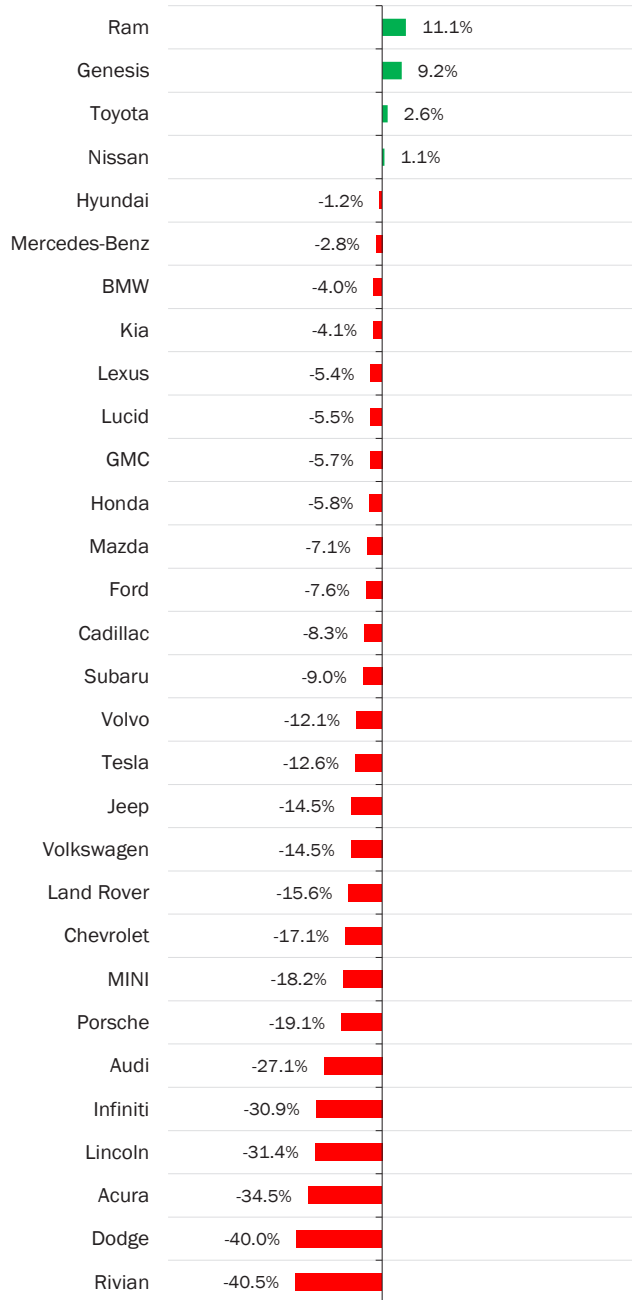
Data sourced from Experian Automotive.

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BRAND RESULTS



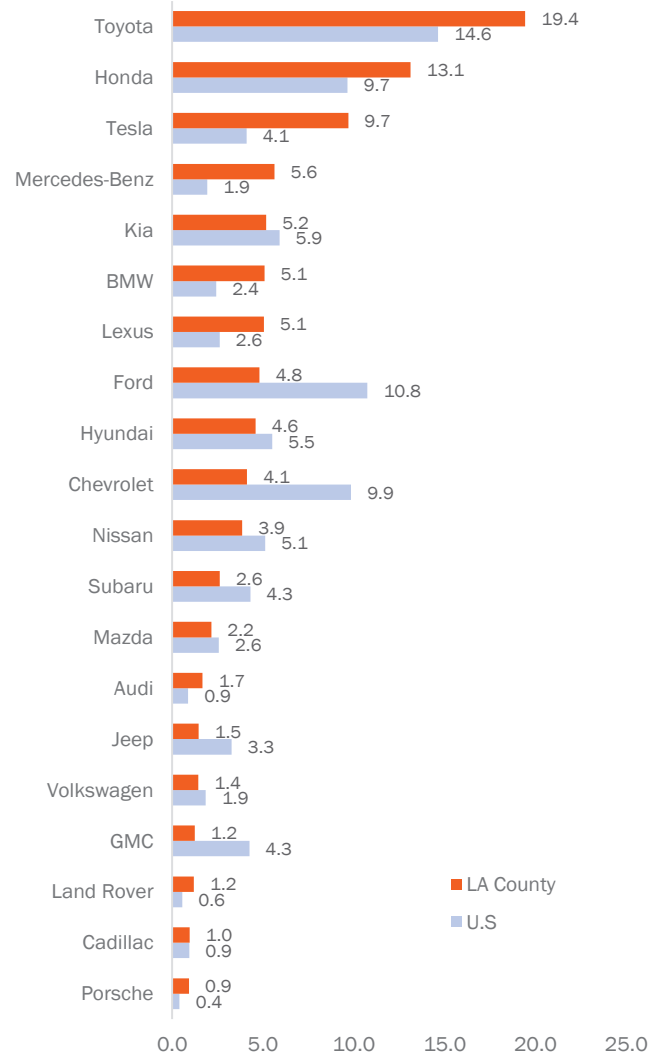
**Percent Change in Registrations
YTD '26 thru July vs. Year Earlier
(Top 30 selling brands)**



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

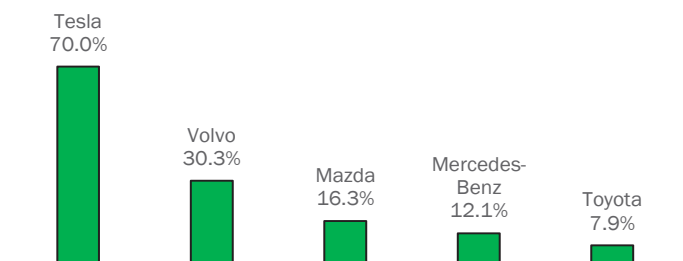


**County and U.S. Market Share
YTD 2026 thru July
(Top 20 selling brands in county)**



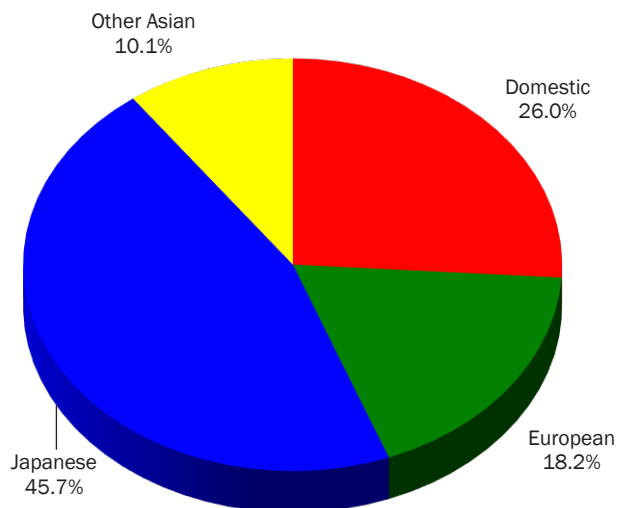
Brands On the Move

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

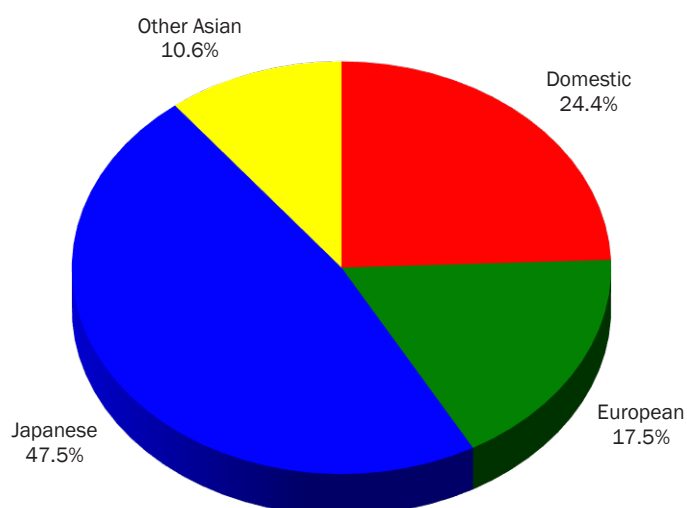


Market Share for Japanese, Domestic, European, and Other Asian Brands

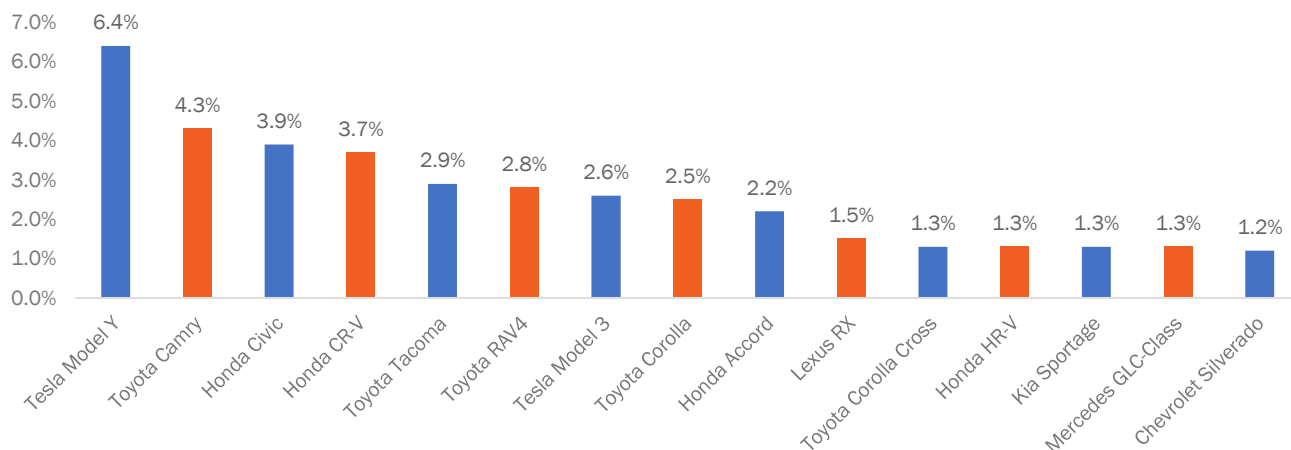
YTD '25 thru July



YTD '26 thru July



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



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PO Box 390
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Phone: 610-640-1233
Email: autooutlook@icloud.com

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