

# California Auto Outlook™

Comprehensive information on the California vehicle market

Volume 15, Number 2

Released May 2019

Covering First Quarter 2019

Publication Sponsored By:

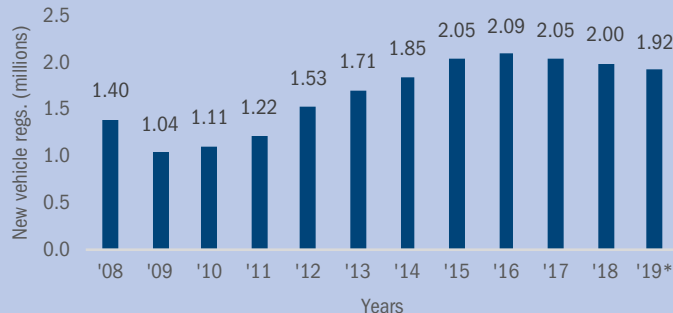


## New Vehicle Registrations Should Exceed 1.9 Million Units in 2019; Despite Mild Decline

### ANNUAL TRENDS



California Annual New Light Vehicle Registrations - 2008 thru 2019



Historical data source: IHS

\*2019 forecast by Auto Outlook.

New vehicle registrations in California exceeded 2 million units between 2015 and 2018.

The state's new vehicle market is predicted to decline 4 percent from 2018 to 2019, which would be the third consecutive annual decline.

Although the market is shifting lower, new vehicle registrations are well above average, based on historical standards.

### TWO YEAR PERSPECTIVE



California and U.S. Total New Light Vehicle Registrations - YTD thru March

	California			U.S.		
	YTD '18	YTD '19	Change	YTD '18	YTD '19	Change
<b>Registrations</b>						
TOTAL	489,814	463,835	-5.3%	4,119,158	3,999,418	-2.9%
Car	227,235	203,846	-10.3%	1,344,674	1,202,397	-10.6%
Light Truck	262,579	259,989	-1.0%	2,774,484	2,797,021	0.8%
Domestic	143,208	143,650	0.3%	1,818,393	1,783,292	-1.9%
European	73,470	70,023	-4.7%	373,452	367,802	-1.5%
Japanese	240,697	219,150	-9.0%	1,636,193	1,545,254	-5.6%
Korean	32,439	31,012	-4.4%	291,120	303,070	4.1%
<b>Market Share</b>						
Car	46.4	43.9	-2.5	32.6	30.1	-2.5
Light Truck	53.6	56.1	2.5	67.4	69.9	2.5
Domestic	29.2	31.0	1.8	44.1	44.6	0.5
European	15.0	15.1	0.1	9.1	9.2	0.1
Japanese	49.1	47.2	-1.9	39.7	38.6	-1.1
Korean	6.6	6.7	0.1	7.1	7.6	0.5

Source: IHS

California new light vehicle market declined 5.3 percent during the first three months of this year, while the U.S. market fell 2.9 percent.

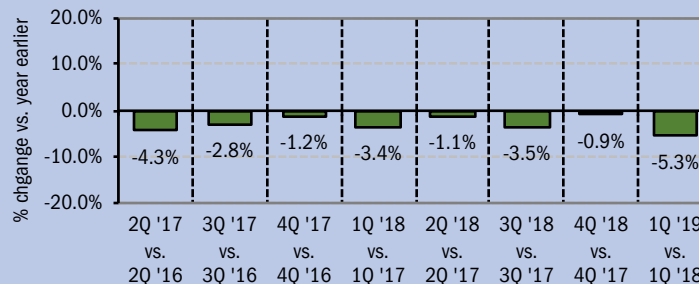
Light truck registrations in the state slipped one percent, while passenger cars fell 10.3 percent.

Passenger car market share in California was 43.9 percent vs. 30.1 percent in the Nation.

### QUARTERLY RESULTS



California Quarterly New Light Vehicle Registrations  
Percent Change vs. Year Earlier



Source: IHS

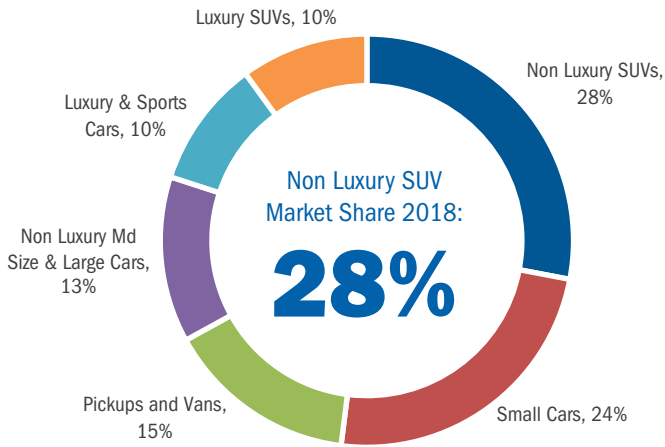
The California new vehicle market recorded its eighth consecutive year-over-year decline in the First Quarter of 2019.

As shown on the graph, the market is posting mild declines, following several years of big increases.

SEGMENT MARKET SHARE TRENDS

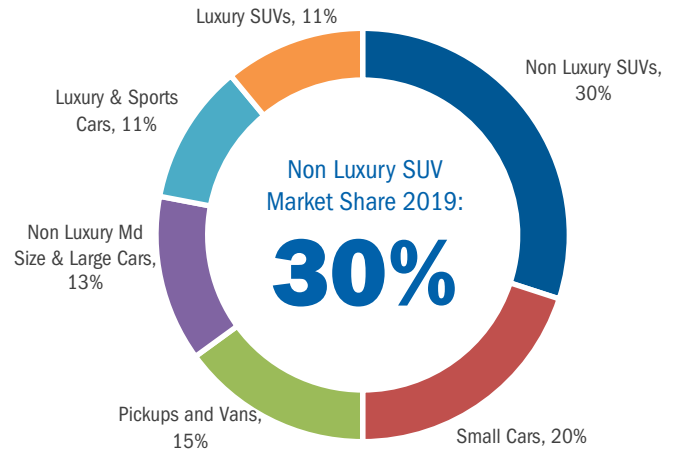
### Non Luxury SUV Market Share in California Increases to 30 Percent in 2019

Segment Market Shares in California  
YTD 2018 thru March



Source: IHS.

Segment Market Shares in California  
YTD 2019 thru March

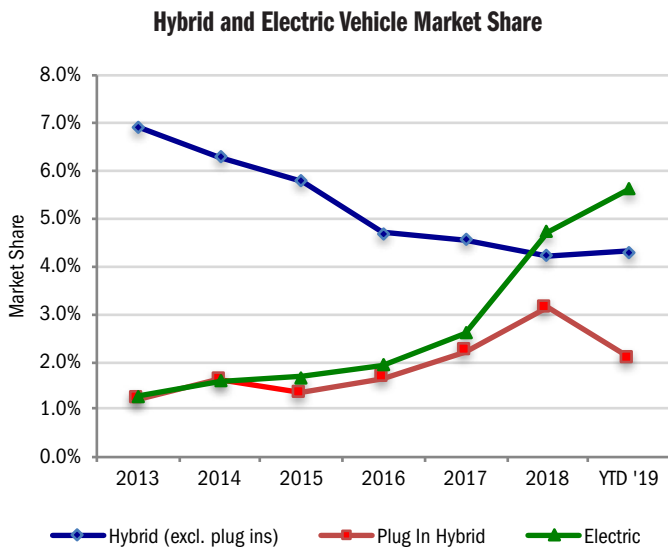


Source: IHS.

The two graphs above show market shares for primary segments during the first three months of 2018 and 2019.

HYBRID AND ELECTRIC VEHICLES

### Electric Vehicle Registrations Exceeded 26,000 Units in First Quarter of 2019



Source: IHS



Hybrid/electric vehicle market share, YTD '19 thru March:  
**12.0 percent**

Hybrid and Electric New Vehicle Registrations and Market Share					
	2015	2016	2017	2018	YTD 2019
Hybrid regs.(excl. plug ins)	118981	98083	93338	84322	19937
Hybrid share(excl. plug ins)	5.8%	4.7%	4.6%	4.2%	4.3%
Plug in hybrid regs.	27740	34727	45040	62847	9615
Plug in hybrid share	1.4%	1.7%	2.2%	3.1%	2.1%
Electric regs.	34477	40347	53500	94801	26053
Electric share	1.7%	1.9%	2.6%	4.7%	5.6%

At Auto Outlook, we strive to provide sound and accurate analyses and forecasts based upon the data available to us. However, our forecasts are derived from third-party data and contain a number of assumptions made by Auto Outlook and its management, including, without limitation, the accuracy of the data compiled. As a result, Auto Outlook can make no representation or warranty with respect to the accuracy or completeness of the data we provide or the forecasts or projections that we make based upon such data. Auto Outlook expressly disclaims any such warranties, and undue reliance should not be placed on any such data, forecasts, projections, or predictions. Auto Outlook undertakes no obligation to update or revise any predictions or forecasts, whether as a result of any new data, the occurrence of future events, or otherwise.

MODEL RANKINGS

# Honda Civic Stays on Top of California Market; Toyota Camry is Second

The table below shows the top five selling models during the first three months of 2019 in 20 segments. In addition to unit registrations, it also shows each model's market share in its respective segment.



### BEST SELLERS IN PRIMARY SEGMENTS

- Compact Car: Honda Civic
- Mid Size Car: Toyota Camry
- Near Luxury Car: Tesla Model 3
- Luxury Car: Tesla Model S
- Full Size Pickup: Ford F-Series
- Compact SUV: Toyota RAV4
- Mid Size SUV: Toyota Highlander
- Luxury Mid Size SUV: Lexus RX

## Top Selling Models in Each Segment - New Light Vehicle Registrations (YTD '19 thru March)

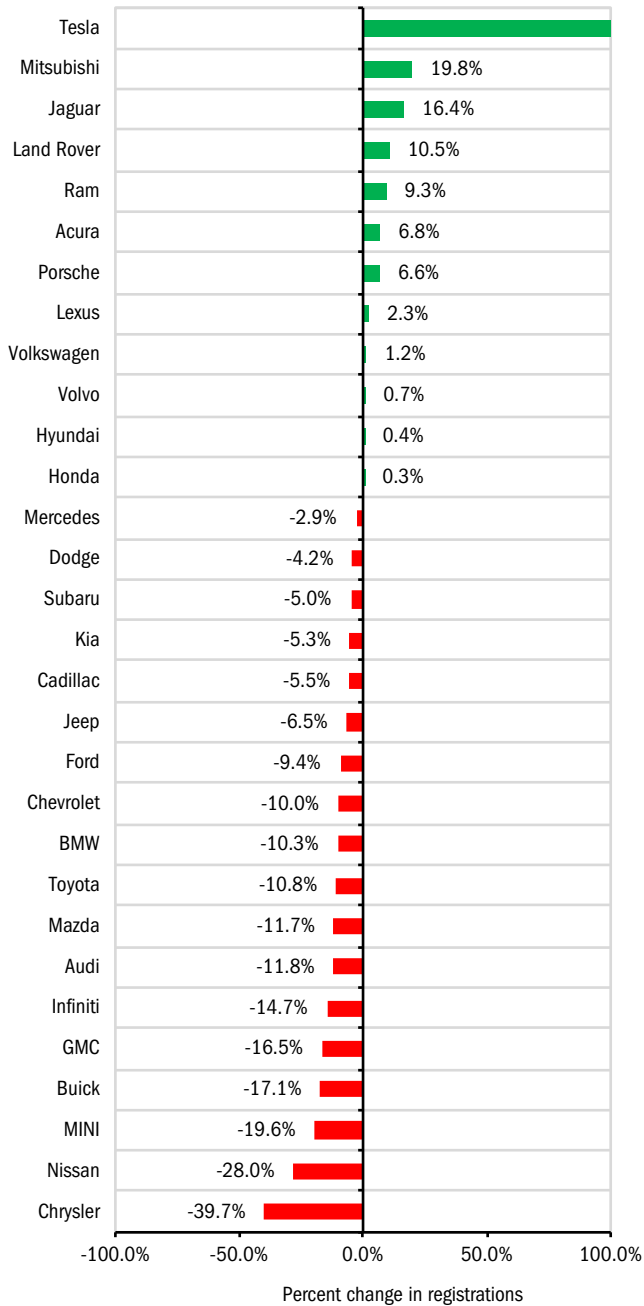
Cars											
Subcompact			Compact			Sports/Pony Cars			Mid Size		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Kia Soul	3083	19.7	Honda Civic	18728	27.4	Ford Mustang	1978	28.0	Toyota Camry	15891	29.6
Chevrolet Bolt	2285	14.6	Toyota Corolla	14075	20.6	Dodge Challenger	1482	21.0	Honda Accord	14300	26.7
Ford Fiesta	1906	12.2	Nissan Sentra	5808	8.5	Chevrolet Camaro	1404	19.9	Ford Fusion	6233	11.6
Nissan Versa	1825	11.6	Hyundai Elantra	4091	6.0	Hyundai Veloster	1215	17.2	Nissan Altima	4011	7.5
Toyota Yaris	1584	10.1	Toyota Prius	3745	5.5	Mazda MX5	342	4.8	Kia Optima	3317	6.2
Large			Entry Luxury			Near Luxury			Luxury and High End Sports Cars		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Dodge Charger	2986	44.8	Mercedes CLA-Class	1241	33.7	Tesla Model 3	15805	45.8	Tesla Model S	2137	14.8
Chevrolet Impala	1217	18.3	Audi A3	728	19.8	Mercedes C-Class	4120	12.0	Mercedes E-Class	2124	14.7
Toyota Avalon	773	11.6	Acura ILX	573	15.6	Lexus ES	2402	7.0	BMW 5-Series	1908	13.2
Chrysler 300	763	11.5	BMW I3	459	12.5	BMW 3-Series	2047	5.9	Audi A6	857	5.9
Ford Taurus	395	5.9	BMW 2-Series	381	10.4	BMW 4-Series	1636	4.7	BMW 7-Series	791	5.5
Light Trucks											
Compact/Mid Size Pickup			Full Size Pickup			Mini Van			Large Van		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Toyota Tacoma	10760	64.1	Ford F Series	11491	34.8	Honda Odyssey	2956	29.8	Ford Transit Connect Van	3461	40.1
Chevrolet Colorado	2785	16.6	Chevrolet Silverado	8013	24.3	Toyota Sienna	2860	28.8	Ram Promaster	1455	16.9
Nissan Frontier /Xe	1328	7.9	Ram Pickup	7528	22.8	Chrysler Pacifica	1949	19.7	Chevrolet Express	1127	13.1
Ford Ranger	643	3.8	Toyota Tundra	2732	8.3	Dodge Caravan	1814	18.3	Mercedes Sprinter	1051	12.2
GMC Canyon	634	3.8	GMC Sierra	2701	8.2	Kia Sedona	339	3.4	Nissan NV	982	11.4
Subcompact SUV			Compact SUV			Mid Size SUV			Large SUV		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Honda HR-V	3128	18.7	Toyota RAV4	10603	15.8	Toyota Highlander	6026	12.2	Chevrolet Tahoe	1764	28.6
Toyota C-HR	2710	16.2	Honda CR-V	10560	15.7	Ford Explorer	5372	10.9	Ford Expedition	1017	16.5
Nissan Kicks	2150	12.9	Nissan Rogue	6381	9.5	Subaru Outback	4728	9.6	Chevrolet Suburban	964	15.6
Hyundai Kona	1725	10.3	Mazda CX-5	5078	7.6	Jeep Grand Cherokee	4106	8.3	GMC Yukon XL	661	10.7
Kia Niro	1467	8.8	Jeep Wrangler	4651	6.9	Honda Pilot	3790	7.7	Ford Flex	641	10.4
Luxury Subcompact SUV			Luxury Compact SUV			Luxury Mid Size SUV			Luxury Large SUV		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
BMW X1	1281	24.8	Mercedes GLC-Class	3571	17.1	Lexus RX	4641	21.6	Land Rover Range Rover	1079	22.9
Lexus UX	993	19.2	Lexus NX	3512	16.8	Tesla Model X	2549	11.8	Mercedes GLS-Class	795	16.8
Mercedes GLA-Class	977	18.9	Audi Q5	2720	13.0	BMW X5	1886	8.8	Cadillac Escalade	674	14.3
BMW X2	800	15.5	Acura RDX	2269	10.9	Infiniti QX60	1761	8.2	Mercedes G-Class	556	11.8
Volvo XC40	478	9.3	BMW X3	2251	10.8	Acura MDX	1499	7.0	Audi Q8	453	9.6

Source: IHS

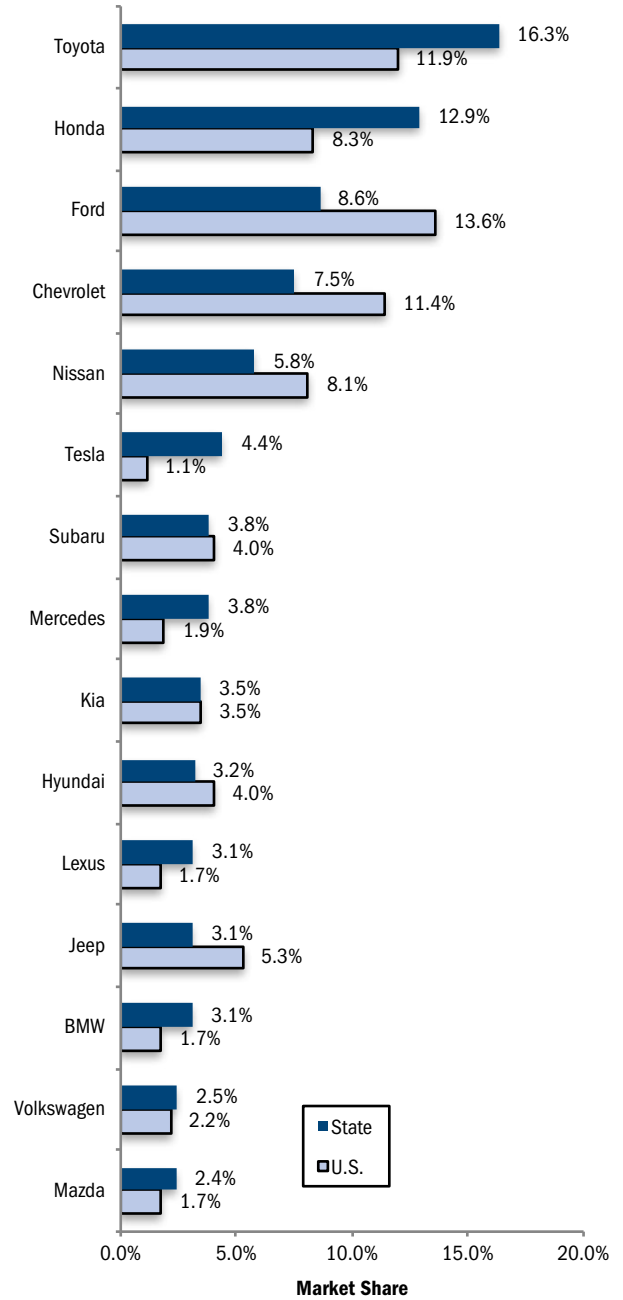
BRAND SUMMARY

# Registrations Increased for 12 Brands in Early 2019; Toyota and Honda Rank 1st and 2nd in State

Percent Change in Brand Registrations - YTD '19 thru March vs. YTD '18  
(Top 30 selling brands in state)



California and U.S. Market Share - YTD '19 thru March  
(Top 15 selling brands in state)



Registrations increased by more than 9 percent for Tesla, Mitsubishi, Jaguar, Land Rover, and Ram

Note: Tesla registrations increased 172% in the First Quarter of 2019.



Toyota, Honda, Ford, Chevrolet, and Nissan were market share leaders in California

BRAND REGISTRATIONS

Detailed Results for All Brands in California Market

California New Car and Light Truck Registrations												
	First Quarter 2018 and 2019				Annual Totals				First Quarter Market Share			
	California			U.S.	California			U.S.	California			
	1Q '18	1Q '19	% chg.	% chg.	2017	2018	% chg.	% chg.	1Q '18	1Q '19	Chg.	
TOTAL	489,814	463,835	-5.3%	-2.9%	2,047,809	2,002,047	-2.2%	-0.2%				
Acura	4,967	5,306	6.8%	9.4%	24,333	23,231	-4.5%	1.7%	1.0	1.1	0.1	
Alfa Romeo	1,127	935	-17.0%	-15.1%	2,171	5,024	131.4%	114.2%	0.2	0.2	0.0	
Audi	9,980	8,803	-11.8%	-6.3%	43,688	42,500	-2.7%	-3.2%	2.0	1.9	-0.1	
BMW	16,090	14,434	-10.3%	2.3%	72,226	70,757	-2.0%	-2.2%	3.3	3.1	-0.2	
Buick	2,465	2,043	-17.1%	-8.6%	9,261	9,293	0.3%	-9.0%	0.5	0.4	-0.1	
Cadillac	2,692	2,545	-5.5%	1.2%	11,753	11,621	-1.1%	-3.6%	0.5	0.5	0.0	
Chevrolet	38,768	34,883	-10.0%	-7.3%	162,150	157,160	-3.1%	-2.6%	7.9	7.5	-0.4	
Chrysler	4,497	2,712	-39.7%	-27.7%	12,744	14,447	13.4%	-12.0%	0.9	0.6	-0.3	
Dodge	9,360	8,964	-4.2%	-2.7%	32,582	33,558	3.0%	0.3%	1.9	1.9	0.0	
FIAT	719	351	-51.2%	-41.6%	8,174	2,792	-65.8%	-40.2%	0.1	0.1	0.0	
Ford	43,927	39,811	-9.4%	-3.8%	191,499	176,322	-7.9%	-3.7%	9.0	8.6	-0.4	
Genesis	741	149	-79.9%	-31.9%	3,070	2,091	-31.9%	-35.1%	0.2	0.0	-0.2	
GMC	8,521	7,114	-16.5%	-6.8%	36,013	34,453	-4.3%	-0.9%	1.7	1.5	-0.2	
Honda	59,676	59,859	0.3%	1.3%	269,180	247,635	-8.0%	-2.9%	12.2	12.9	0.7	
Hyundai	14,729	14,790	0.4%	3.8%	71,109	59,544	-16.3%	-0.9%	3.0	3.2	0.2	
Infiniti	5,377	4,588	-14.7%	-17.2%	21,951	18,699	-14.8%	-3.7%	1.1	1.0	-0.1	
Jaguar	1,499	1,745	16.4%	16.7%	7,979	5,228	-34.5%	-21.1%	0.3	0.4	0.1	
Jeep	15,564	14,545	-6.5%	-2.3%	56,399	65,738	16.6%	16.1%	3.2	3.1	-0.1	
Kia	16,969	16,073	-5.3%	5.6%	70,529	65,160	-7.6%	-1.6%	3.5	3.5	0.0	
Land Rover	4,350	4,808	10.5%	3.2%	14,760	17,748	20.2%	25.2%	0.9	1.0	0.1	
Lexus	14,269	14,597	2.3%	0.6%	66,560	62,570	-6.0%	-3.7%	2.9	3.1	0.2	
Lincoln	1,632	1,439	-11.8%	6.8%	6,879	6,815	-0.9%	-6.8%	0.3	0.3	0.0	
Maserati	618	441	-28.6%	-29.9%	3,315	2,396	-27.7%	-14.3%	0.1	0.1	0.0	
Mazda	12,630	11,155	-11.7%	-15.6%	48,889	46,682	-4.5%	2.7%	2.6	2.4	-0.2	
Mercedes	18,307	17,776	-2.9%	-6.1%	82,083	80,267	-2.2%	-5.7%	3.7	3.8	0.1	
MINI	2,487	2,000	-19.6%	-17.6%	10,185	8,942	-12.2%	-6.9%	0.5	0.4	-0.1	
Mitsubishi	2,652	3,176	19.8%	16.8%	7,636	8,135	6.5%	14.3%	0.5	0.7	0.2	
Nissan	37,405	26,914	-28.0%	-15.1%	143,604	126,228	-12.1%	-5.4%	7.6	5.8	-1.8	
Other	918	1,007	9.7%	-0.5%	3,896	3,771	-3.2%	-10.5%	0.2	0.2	0.0	
Porsche	3,441	3,668	6.6%	7.0%	13,302	13,469	1.3%	-1.0%	0.7	0.8	0.1	
Ram	8,215	8,983	9.3%	23.7%	36,994	39,439	6.6%	5.4%	1.7	1.9	0.2	
Subaru	18,749	17,803	-5.0%	3.7%	73,943	77,799	5.2%	4.4%	3.8	3.8	0.0	
Tesla	7,530	20,491	172.1%	181.0%	19,598	70,326	258.8%	256.0%	1.5	4.4	2.9	
Toyota	84,902	75,730	-10.8%	-6.3%	352,567	334,914	-5.0%	-1.0%	17.3	16.3	-1.0	
Volkswagen	11,310	11,447	1.2%	3.2%	47,335	45,235	-4.4%	7.7%	2.3	2.5	0.2	
Volvo	2,731	2,750	0.7%	0.9%	9,452	12,058	27.6%	20.0%	0.6	0.6	0.0	

The table above shows new retail light vehicle (car and light truck) registrations in California. Figures are shown for the First Quarters of 2018 and 2019, and annual totals for 2017 and 2018. The top ten ranked brands in each category are shaded yellow Source: IHS Markit.

California Auto Outlook

Published by: Auto Outlook, Inc., PO Box 390 Exton, PA 19341 Phone 610-640-1233 Email: jfoltz@autooutlook.com

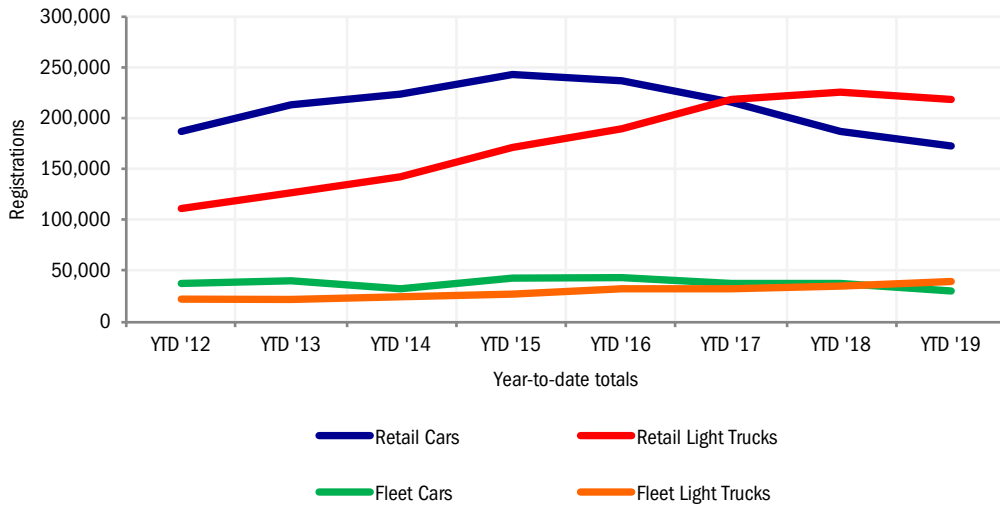
Any material quoted must be attributed to California Auto Outlook, published by Auto Outlook, Inc. on behalf of the California New Car Dealers Association. Data source must also be shown as "Data Source: IHS Markit." Unforeseen events may affect the forecast projections presented. Consequently, Auto Outlook, Inc. is not responsible for management decisions based on the content of Auto Outlook. Copyright: Auto Outlook, Inc. May, 2019.

At Auto Outlook, we strive to provide sound and accurate analyses and forecasts based upon the data available to us. However, our forecasts are derived from third-party data and contain a number of assumptions made by Auto Outlook and its management, including, without limitation, the accuracy of the data compiled. As a result, Auto Outlook can make no representation or warranty with respect to the accuracy or completeness of the data we provide or the forecasts or projections that we make based upon such data. Auto Outlook expressly disclaims any such warranties, and undue reliance should not be placed on any such data, forecasts, projections, or predictions. Auto Outlook undertakes no obligation to update or revise any predictions or forecasts, whether as a result of any new data, the occurrence of future events, or otherwise.

BREAKDOWN OF RETAIL AND FLEET MARKETS

### Fleet Light Truck Registrations Increased in First Quarter 2019

California New Car and Light Truck Retail and Fleet Registrations - 2012 thru 2019, YTD thru Mar.



Data Source: IHS .

**PERCENT CHANGE:**  
YTD '19 vs. YTD '18 (March)

Retail cars: **DOWN 7.8%**

Retail light trucks: **DOWN 2.7%**

Fleet cars: **DOWN 22.0%**

Fleet light trucks: **UP 9.4%**

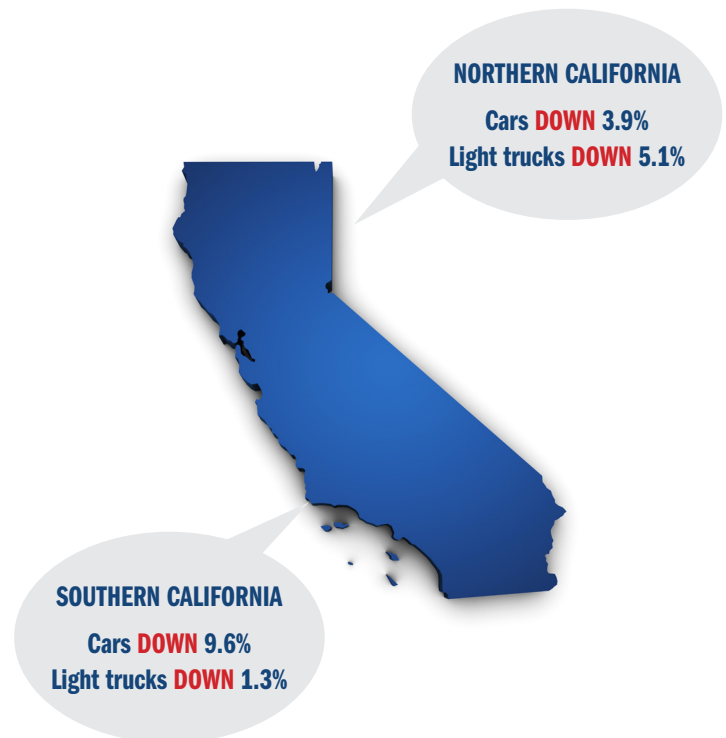
REGIONAL MARKETS IN CALIFORNIA

### Northern California Retail Market Declines by Less Than 5%

New Retail Light Vehicle Registrations (excluding fleets) Annual			
North and South California	YTD '18	YTD '19	% chg.
Statewide Total	413,815	393,083	-5.0%
Cars	187,840	173,127	-7.8%
Light Trucks	225,975	219,956	-2.7%
Northern California	139,494	133,077	-4.6%
Cars	58,856	56,573	-3.9%
Light Trucks	80,638	76,504	-5.1%
Southern California	274,321	260,006	-5.2%
Cars	128,984	116,554	-9.6%
Light Trucks	145,337	143,452	-1.3%
Selected Regional Markets			
San Francisco Bay	78,763	76,701	-2.6%
Cars	35,398	35,598	0.6%
Light Trucks	43,365	41,103	-5.2%
LA and Orange Counties	164,695	157,268	-4.5%
Cars	80,499	72,978	-9.3%
Light Trucks	84,196	84,290	0.1%
San Diego County	35,786	33,610	-6.1%
Cars	15,323	13,616	-11.1%
Light Trucks	20,463	19,994	-2.3%

Data Source: IHS .

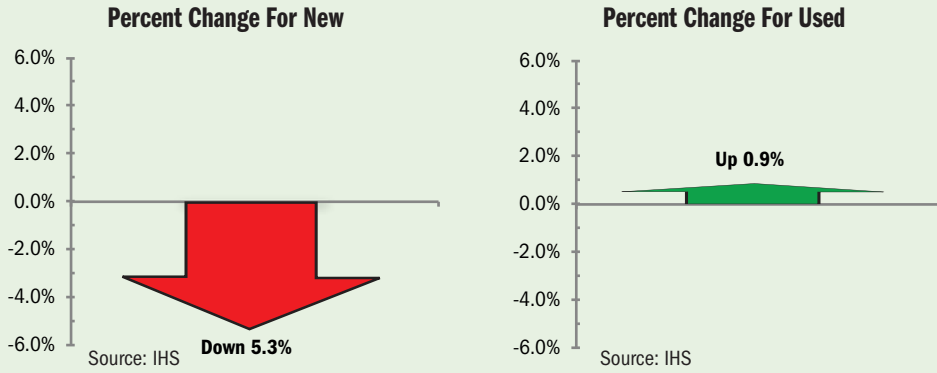
Percent Change in New Retail Registrations - YTD '19 vs. YTD '18



TRACKING THE CALIFORNIA USED VEHICLE MARKET

# Used Vehicle Market Improved in Early 2019

Comparison of California New and Used Vehicle Markets - Percent change in registrations (YTD '19 thru March vs. YTD '18)



## 5 KEY TRENDS IN USED MARKET



01. Used light vehicle registrations in the state were up 0.9 percent thru March of 2019.
02. Used light truck registrations were up 4.4 percent. Cars declined by 1.6 percent.
03. Registrations for 6 year old or newer vehicles were up 5 percent so far this year.
04. Honda Civic was the best seller in the six year old or newer market, while Nissan Rogue had a big increase.
05. Toyota was the brand leader in the six year old or newer market. Ford was second.

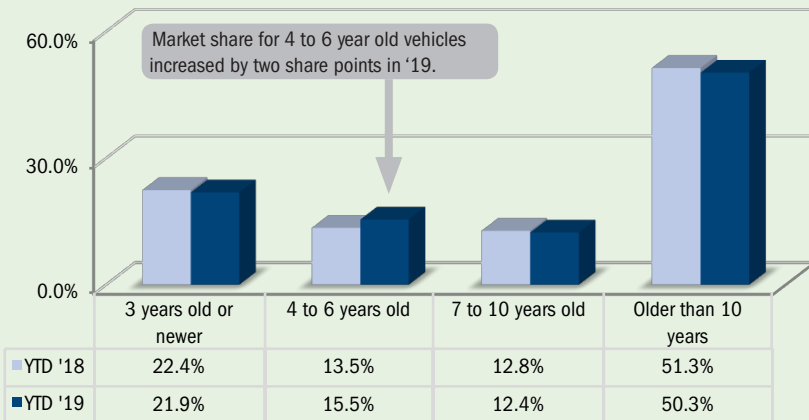
California Used Light Vehicle Registrations - YTD thru March					
	Registrations		% Change '18 TO '19	Market Share	
	YTD '18	YTD '19		YTD '18	YTD '19
TOTAL	972,999	981,621	0.9%		
Cars	571,168	562,187	-1.6%	58.7%	57.3%
Light Trucks	401,831	419,434	4.4%	41.3%	42.7%
Domestic	349,734	348,352	-0.4%	35.9%	35.5%
European	132,990	137,643	3.5%	13.7%	14.0%
Japanese	445,188	449,768	1.0%	45.8%	45.8%
Korean	45,087	45,858	1.7%	4.6%	4.7%

Source: IHS

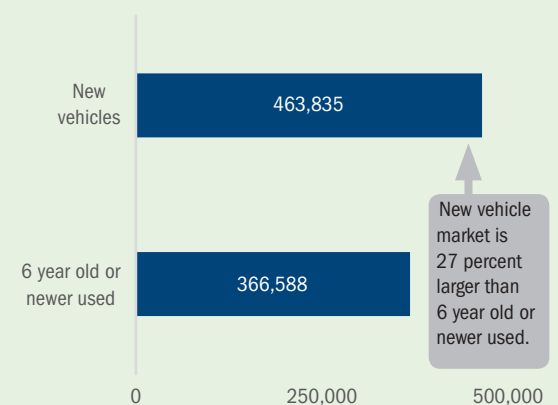
ANALYSIS OF USED VEHICLE REGISTRATIONS BY VEHICLE AGE

## Market Share for 4 to 6 Year Old Vehicles Moves Higher

Used Vehicle Market Share by Age of Vehicle YTD '19 thru March vs. YTD '18



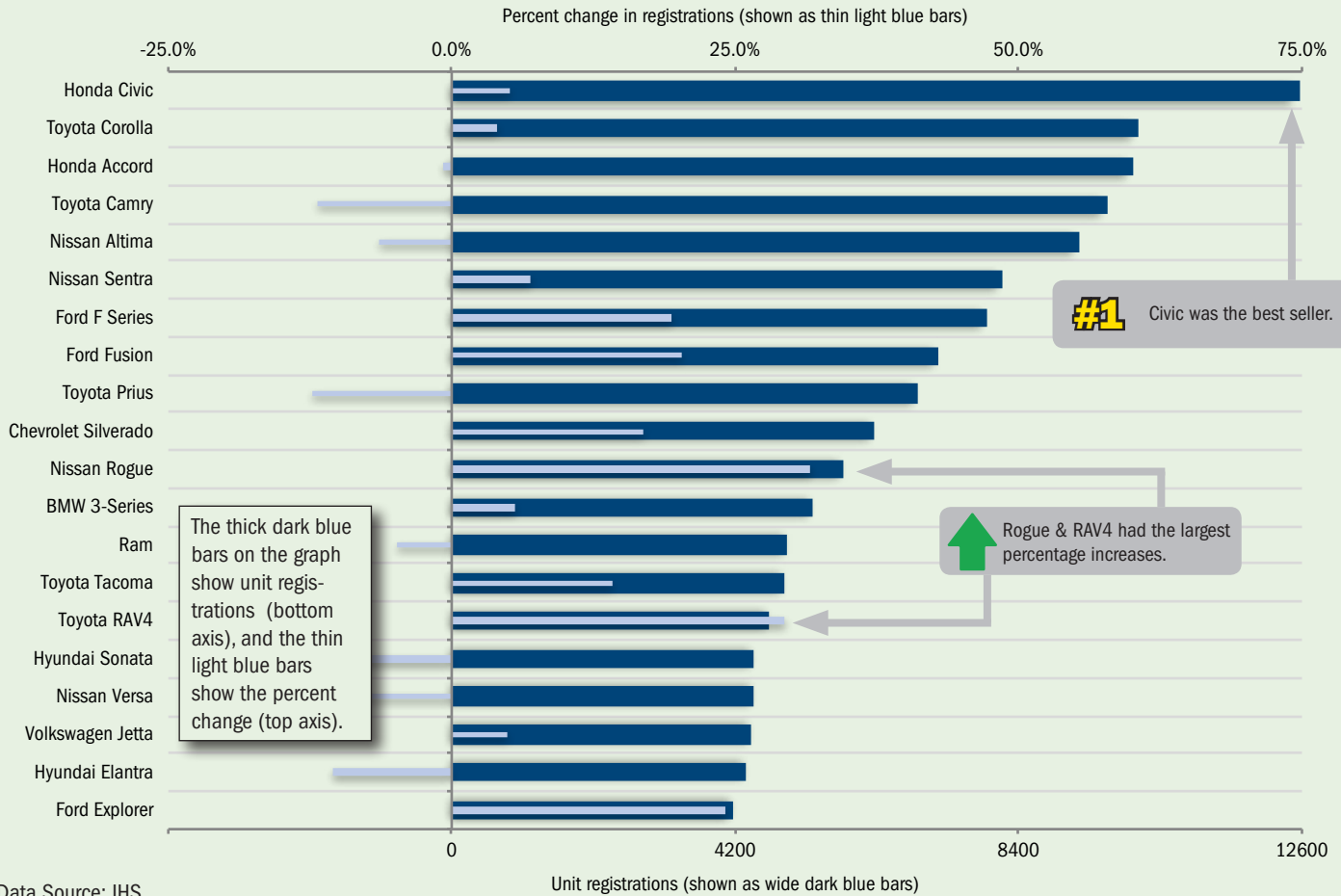
6 Year Old or Newer Used and New Vehicle Registrations YTD '19 thru March



TOP SELLING USED VEHICLES

### Civic is Best-Seller in State Used Vehicle Market; Rogue and RAV4 Had Largest Percentage Gains

Registrations (YTD '19 thru March) and Percent Change in registrations (YTD '19 thru March vs. YTD '18)  
Top 20 Selling Models (6 years old or newer)

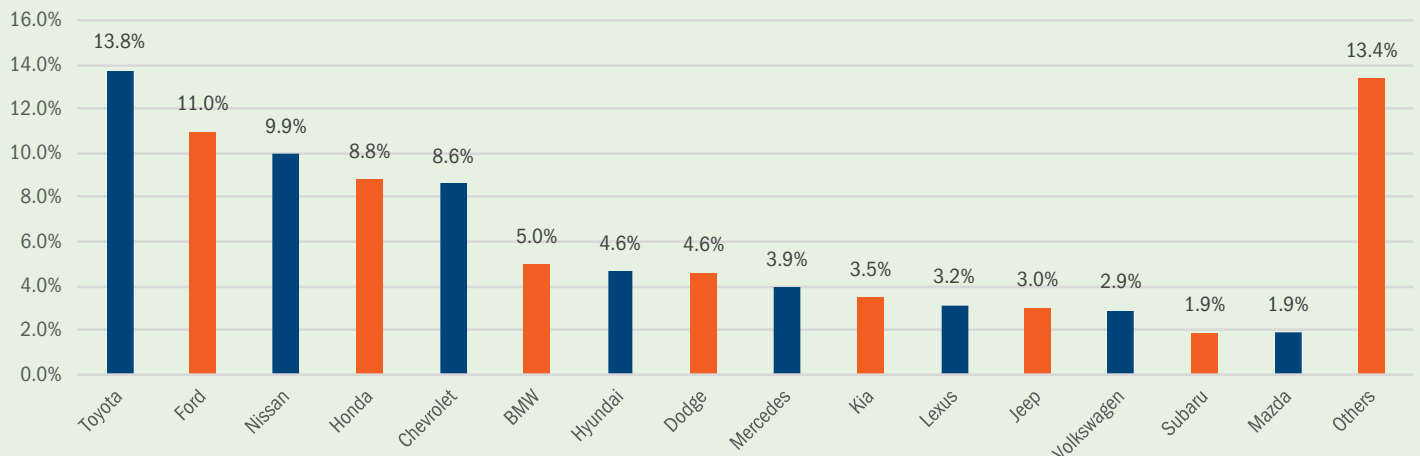


Data Source: IHS.

TOP SELLING BRANDS

### Toyota and Ford Are Used Vehicle Market Leaders

Top 15 Selling Brands in California Used Vehicle Market (vehicles 6 years old or newer)  
YTD '19 thru March



Data Source: IHS.