

California Auto Outlook™

Comprehensive information on the California vehicle market

Volume 15, Number 4

Released November 2019

Covering Third Quarter 2019

Publication Sponsored By:

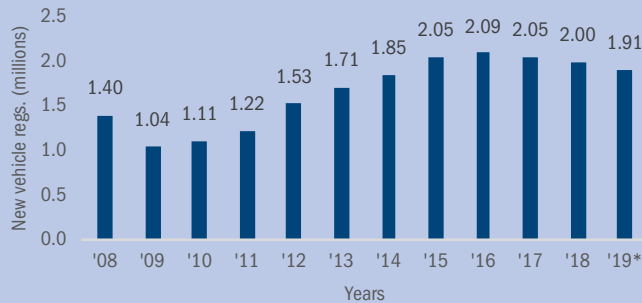


New Vehicle Registrations in State Predicted To Exceed 1.9 Million Units in 2019

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 are expected to slip to 1.91 million units in 2019.

The state's new vehicle market is predicted to decline 4.5 percent from 2018 to 2019, which would be the third consecutive annual decline.

Although the market is shifting lower, new vehicle registrations this year should exceed the 2009 total by more than 80 percent.

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

	California			U.S.		
	YTD '18	YTD '19	Change	YTD '18	YTD '19	Change
Registrations						
TOTAL	1,504,342	1,427,578	-5.1%	12,857,847	12,767,471	-0.7%
Car	683,697	609,590	-10.8%	4,082,387	3,682,012	-9.8%
Light Truck	820,645	817,988	-0.3%	8,775,460	9,085,459	3.5%
Domestic	456,266	434,344	-4.8%	5,713,490	5,707,903	-0.1%
European	226,577	221,836	-2.1%	1,174,958	1,190,339	1.3%
Japanese	723,403	671,784	-7.1%	5,014,494	4,868,521	-2.9%
Korean	98,096	99,614	1.5%	954,905	1,000,708	4.8%
Market Share						
Car	45.4	42.7	-2.7	31.8	28.8	-3.0
Light Truck	54.6	57.3	2.7	68.2	71.2	3.0
Domestic	30.3	30.4	0.1	44.4	44.7	0.3
European	15.1	15.5	0.4	9.1	9.3	0.2
Japanese	48.1	47.1	-1.0	39.0	38.1	-0.9
Korean	6.5	7.0	0.5	7.4	7.8	0.4

Source: IHS

California new light vehicle market declined 5.1 percent during the first nine months of this year, while the U.S. market fell 0.7 percent.

Light truck registrations in the state were down slightly, while passenger cars fell 10.8 percent.

Light truck market share in California was 57.3 percent vs. 71.2 percent in the Nation.

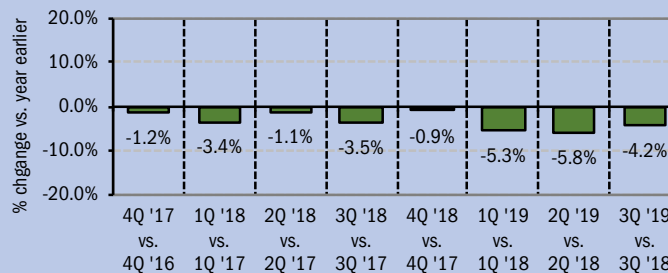
TWO YEAR PERSPECTIVE



QUARTERLY RESULTS



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



Source: IHS

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

New vehicle registrations in the state fell 4.2 percent in 3Q '19, an improvement from the 5.8% drop in the Second Quarter.