

*ALL ROADS LEAD HERE*  
***LOS ANGELES AUTO SHOW***  
*2023 RECAP*







**UNIQUELY POSITIONED FOR THE AUTO INDUSTRY  
TO UNLOCK THE UNRIVALED IMPACT OF  
CALIFORNIA, CONSUMERS AND CAR CULTURE**



# ***THE LA AUTO SHOW DIFFERENCE***



## ***CALIFORNIA***

With 200,000+ miles of road, California is the undisputed national leader in new light-vehicle sales, EV adoption, legislation and innovation



## ***CONSUMERS***

Los Angeles County, the largest county in the nation, boasts nearly 10 million residents, constituting 27 percent of California's population and nearly 7.5M total vehicle registrations



## ***CULTURE***

Hollywood is where entertainment and media collide with culture unlike any other place on earth



# CALIFORNIA

California transportation weaves together a vibrant tapestry fueled by passions and necessity, collectively influencing a consumer purchasing behavior that is trending towards pre-pandemic\* milestones

California and US New Light Vehicle Registration FY22 and FY23

	California			U.S.		
	2022	2023	CHANGE	2022	2023	CHANGE
Registrations						
TOTAL	1,586,413	1,775,915	11.9%	13,366,498	15,049,478	12.6%
Car	503,542	542,471	7.7%	2,793,044	3,079,645	10.3%
Light Truck	1,082,871	1,233,444	13.9%	10,573,454	11,969,833	13.2%
Domestic	568,568	644,197	13.3%	5,846,843	6,500,785	11.2%
European	239,912	263,545	9.9%	1,405,995	1,528,457	8.7%
Japanese	628,976	701,395	11.5%	4,698,986	5,404,804	15.0%
Korean	148,957	166,778	12.0%	1,414,674	1,615,432	14.2%
Market Share						
Car	31.7	30.5	-1.2	20.9	20.5	-0.4
Light Truck	68.3	69.5	1.2	79.1	79.5	0.4
Domestic	35.8	36.3	0.5	43.7	43.2	-0.5
European	15.1	14.8	-0.3	10.5	10.2	-0.3
Japanese	39.7	39.5	-0.2	35.2	35.9	0.7
Korean	9.4	9.4	0.0	10.6	10.7	0.1

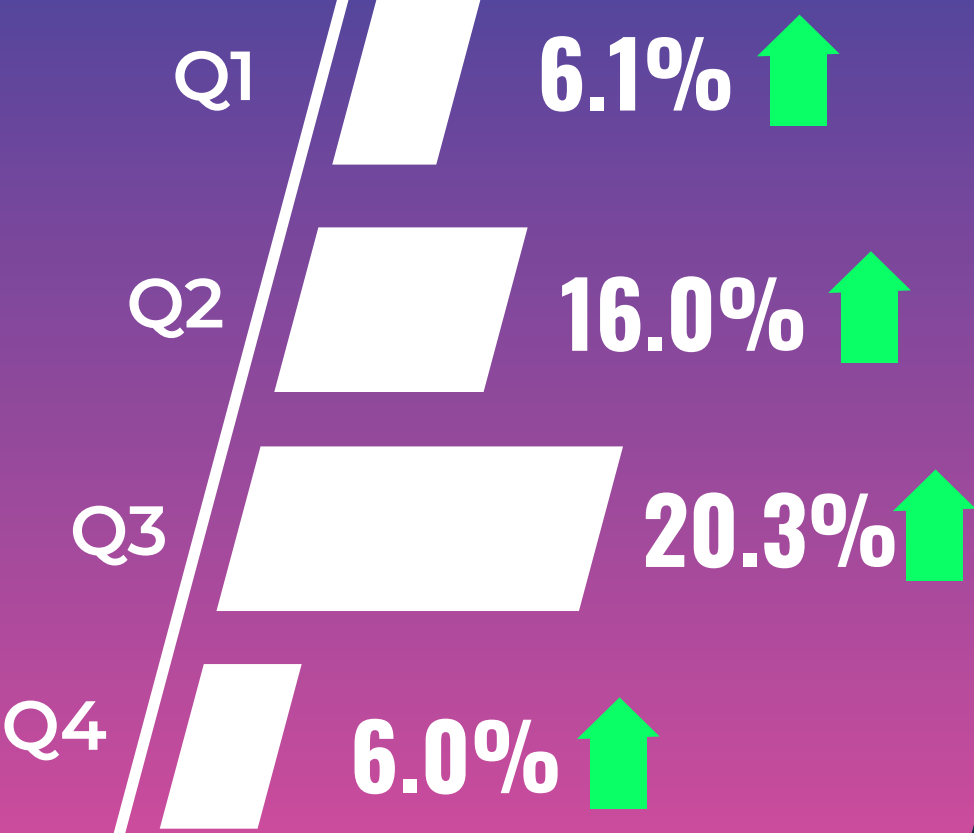


1.78M

Total new CA vehicle registrations in 2023

\*2019 pre-pandemic total: 1.89M

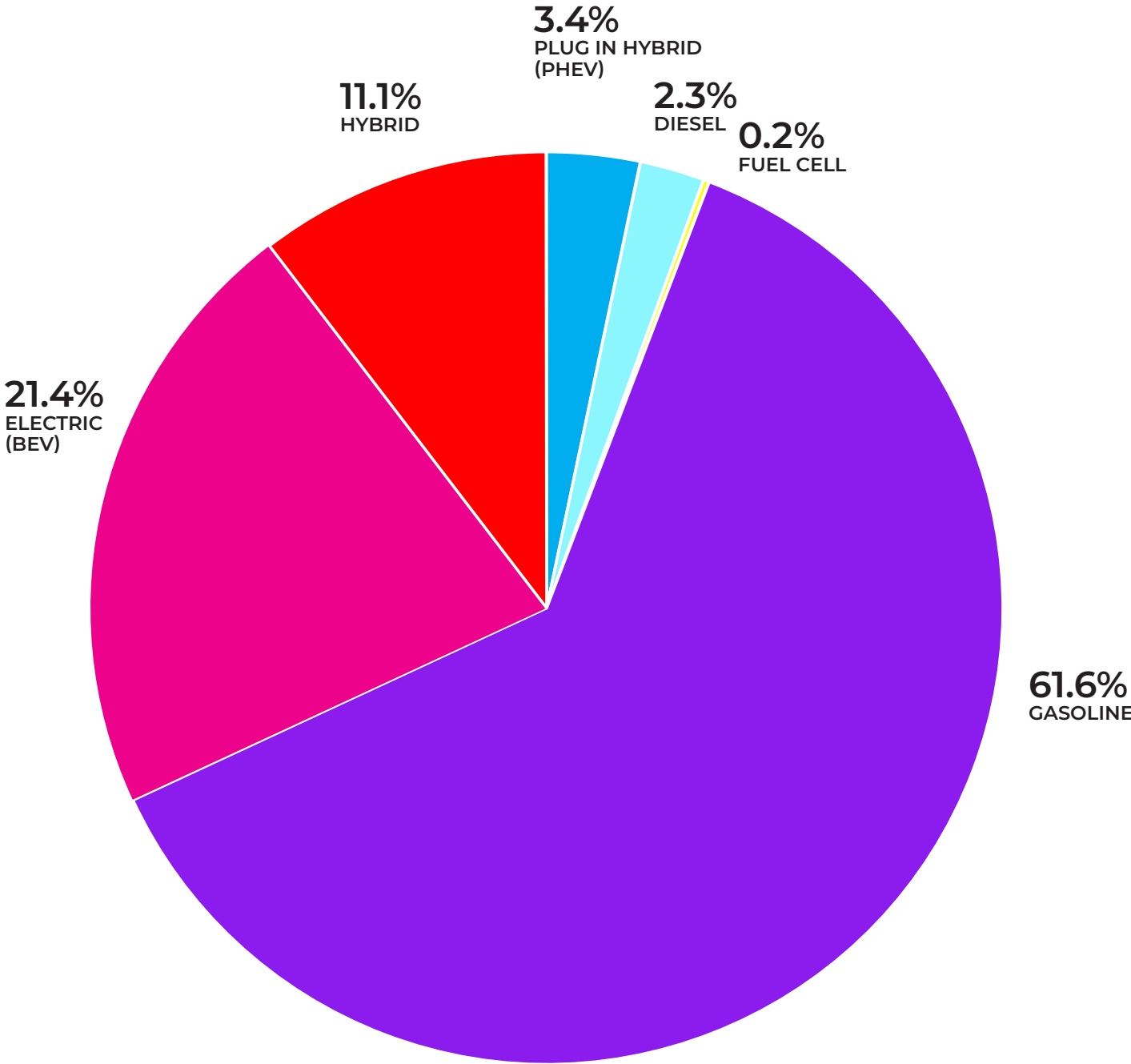
California Quarterly New Light Vehicle Registrations Percent Change





California’s environmentally friendly stance and consumer preferences continue to drive EV/Hybrid/PHEV ownership share

Market Share for all Powertrain Types - 2023



Hybrid vehicle registrations and market share excludes mild hybrids.  
Data sourced from Experian Automotive.



61.6%

state new vehicle registrations in 2023 were gasoline powered vehicles



63.9%

ICE market share (including gasoline and diesel vehicles) down from 71.6% in 2022 and 88.4% in 2018.



35.9%

Combined share for BEVs, PHEVs, hybrids, and fuel cell vehicles in 2023





*In a historic first, 1 in every 4 new cars sold last quarter in California were zero-emission vehicles (ZEVs). Earlier this year, the state surpassed its goal of selling 1.5 million ZEVs – a full two years ahead of schedule.*

*-Gov. Gavin Newsom, 8/2/23*





CALIFORNIA

# CA STATE OF EV / HYBRIDS

The Environmental Protection Agency (EPA) is proposing a national standard that will require between 54% and 60% of sales of 2030 models and 67% of 2032 models to be ZEV.

LA Auto Show's global media platform, national influence and local consumer impact will continue to be a critical medium to introduce and promote the incredible number of EV models that will be revealed over the next several years to meet these milestones.

California's market share  
of this transformative shift  
continues to fuel the growth  
and propel the nation forward



21.4%

California BEV  
market share 2023



7.5%

U.S. BEV market  
share 2023



33.8%

California share of U.S.  
BEV registrations  
2023

Data sourced from Experian Automotive





CALIFORNIA

# ELECTRIC AVENUE

As California's streets transition to a more electric landscape, the show's new and expanded outdoor EV test drive track, Electric Avenue, played a significant role at the 2023 show for both brands and consumers.

Electric Avenue offered a pressure-free, informative behind-the-wheel experience to introduce and continue participants journey towards EV discovery and consideration.



10 AUTOMAKERS



VEHICLE  
20 MODELS



OUTDOOR  
1-MILE TRACK



20K+

Electric Avenue  
Participants



30%

First time driving  
an EV



41%

EV Track Experience  
Increased Consideration



70%

Next Purchase will  
be an EV



90%

Considering an EV  
after Test Drive





CALIFORNIA

# ATTENDEES IN MOTION

## Electric Avenue Test Drives

Cadillac  
Chevrolet  
Ford  
Kia  
Lucid  
Mazda  
Polestar  
Porsche  
VW  
Volvo

## Indoor Test Rides

Hyundai  
VW  
Nissan  
Ford Bronco Off-Road  
Honda Motocompacto

## Street Test Drives

Ford  
Subaru  
Tesla



ELECTRIC AVENUE DRIVES



INDOOR ELECTRIC TEST TRACKS



FORD BRONCO OFF-ROADEO



OUTDOOR STREET TEST DRIVES



80,000+

participants experienced  
a vehicle in motion across  
all indoor and outdoor  
tracks in the show



18

different opportunities showcased  
the region's continued demand for  
both gas and electric vehicles





# *We broke records!*



- Justin Capolongo | Tesla Business Development





CALIFORNIA  
**AUTOMOBILITY LA**



**10,500**

media, journalists, influencers,  
industry insiders, automotive  
executives, and decision-makers



**2,000+**

Credentialed  
Media



**35**

Countries







*Here you can connect with media, car enthusiasts and prospects, it's really the perfect combination of what you need in modern automotive commerce, business and industry.*

– Andrea Soriani | Lucid VP Marketing and Communications





CALIFORNIA

# AUTOMOBILITY LA

Los Angeles is the second largest media market in the US and the entertainment media capital of the world, uniquely converging to witness standing room only Press Conferences.

Global automotive debuts and announcements from Lucid, Subaru, Hyundai, Kia, and Acura.

North American Car, Utility and Truck of the Year and Hispanic Motor Press Guild Award Nominations.

Amidst thrilling vehicle debuts and announcements, brands capitalized on the global audience in attendance, making impactful connections throughout the day.

Exhibitors, including LADWP, Kognic, S&P Global Mobility, and Webasto, also seized the opportunity to engage with the day's hyper-qualified audience through compelling exhibits and activations.

Innovation Stage Spotlight

- Nikola
- AT&T
- WiTricity
- Hofer Powertrain



**INDUSTRY NETWORKING BREAKFAST**  
presented by Nikola



**INDUSTRY NETWORKING LUNCHEON**  
presented by AT&T



**INNOVATION SPOTLIGHT SESSIONS**  
with Hofer Powertrain  
and WiTricity



***Some people may not realize that Hyundai and Amazon have been partners in innovation for several years. Together we created a digital showroom experience in 2018 and today, we are announcing an even bigger strategic partnership.***

***– Jose Munoz | President & Global COO Hyundai Motor North America, AutoMobility LA 2023***





# SOCAL CONSIDERATION

## PURCHASE CONSIDERATION

### INFLUENCED

73%

Ages 25-34 said that attending the LA Auto Show impacted their decision on purchasing or leasing their next vehicle.

### DIFFERENT BRAND

22%

More likely to consider a different brand when brands not present at the show.

### CONSIDERATION

41%

Electric Avenue participants said it made an impact on their decision to buy or lease a new EV.

### EV IMPORTANT FACTOR

49%

Intend to purchase in the next 12 months and 88% of the 49% are considering an EV or Hybrid.

### EV EDUCATION

30%

Attending the auto show directly influenced their inclination to buy a hybrid or electric vehicle in the future

## EV STATS



*California has been doing one of the best efforts in the country to push the technology to push market adoption, so what better place could you choose for an auto show and present all of this awesome new technology and all of the new vehicles than Los Angeles*

- Christian Appel, Head of Vehicle Platform | Nikola





# LOCAL EFFORTS / GLOBAL RESULTS



40B+

Global media impressions via earned media from the event and strategically timed media communications

6.5M

Local Impressions

54,517

Press Release Hits/Views

17K

Article Mentions





# LA AUTO SHOW ATTENDEE SPOTLIGHT

The show welcomed hundreds of thousands of attendees with steady attendance that has continued to show positive momentum since the pandemic recovery and 2021 show.



Asian American and African American audiences increased in attendance



Attendees very vocal about wanting brand diversity to cross shop



Rising attendance post-pandemic speaks to resilience and demand for show's unique offerings



75%

of attendees were ages 35-64



51

National average age for new vehicle buyers\*



2X

more likely to be attending their first auto show by prospective 18-34 year olds



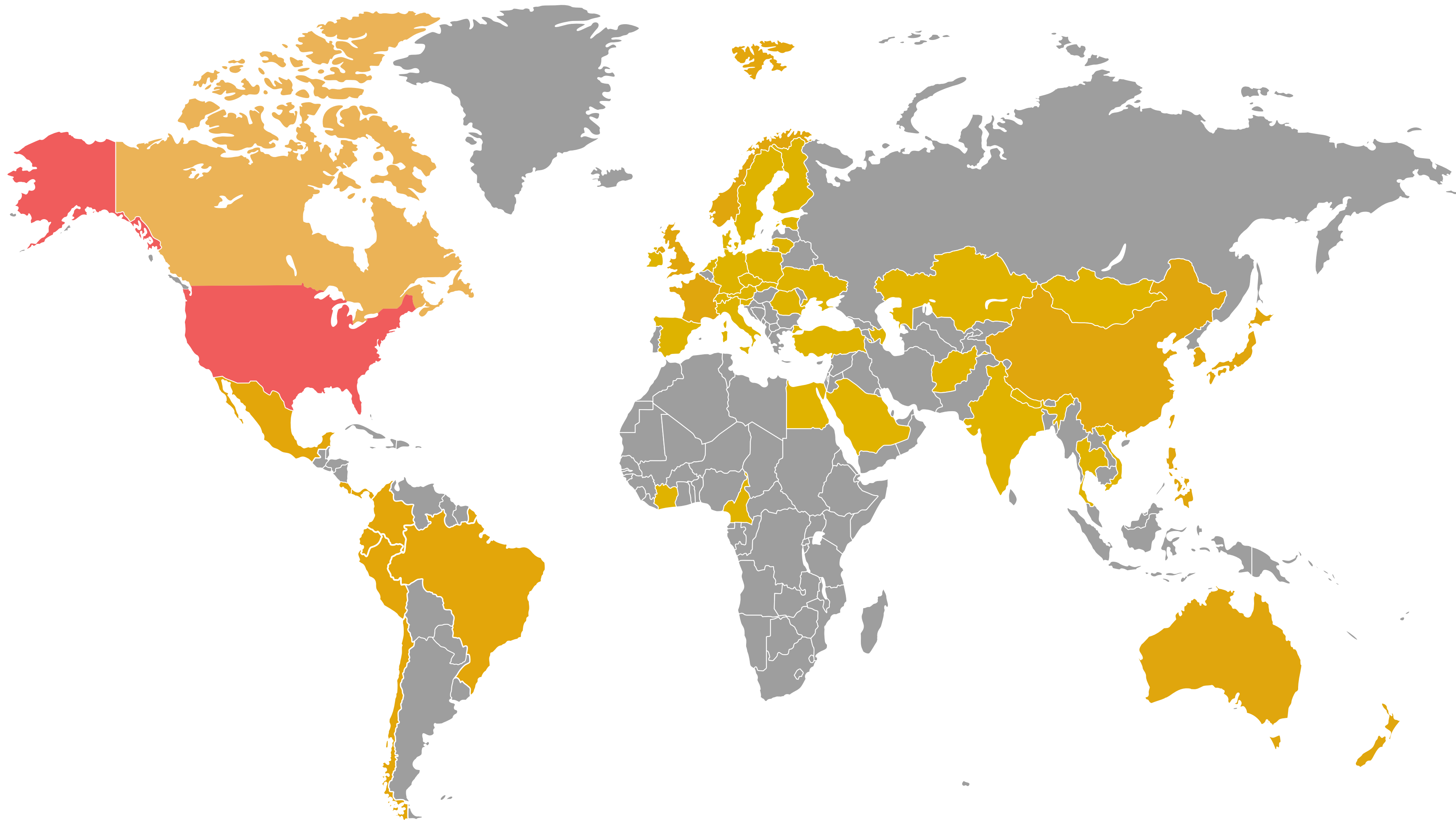
50%

of 18-24 years old were Hispanic, reflecting the current demographic mix of LA



# GLOBAL INTEREST

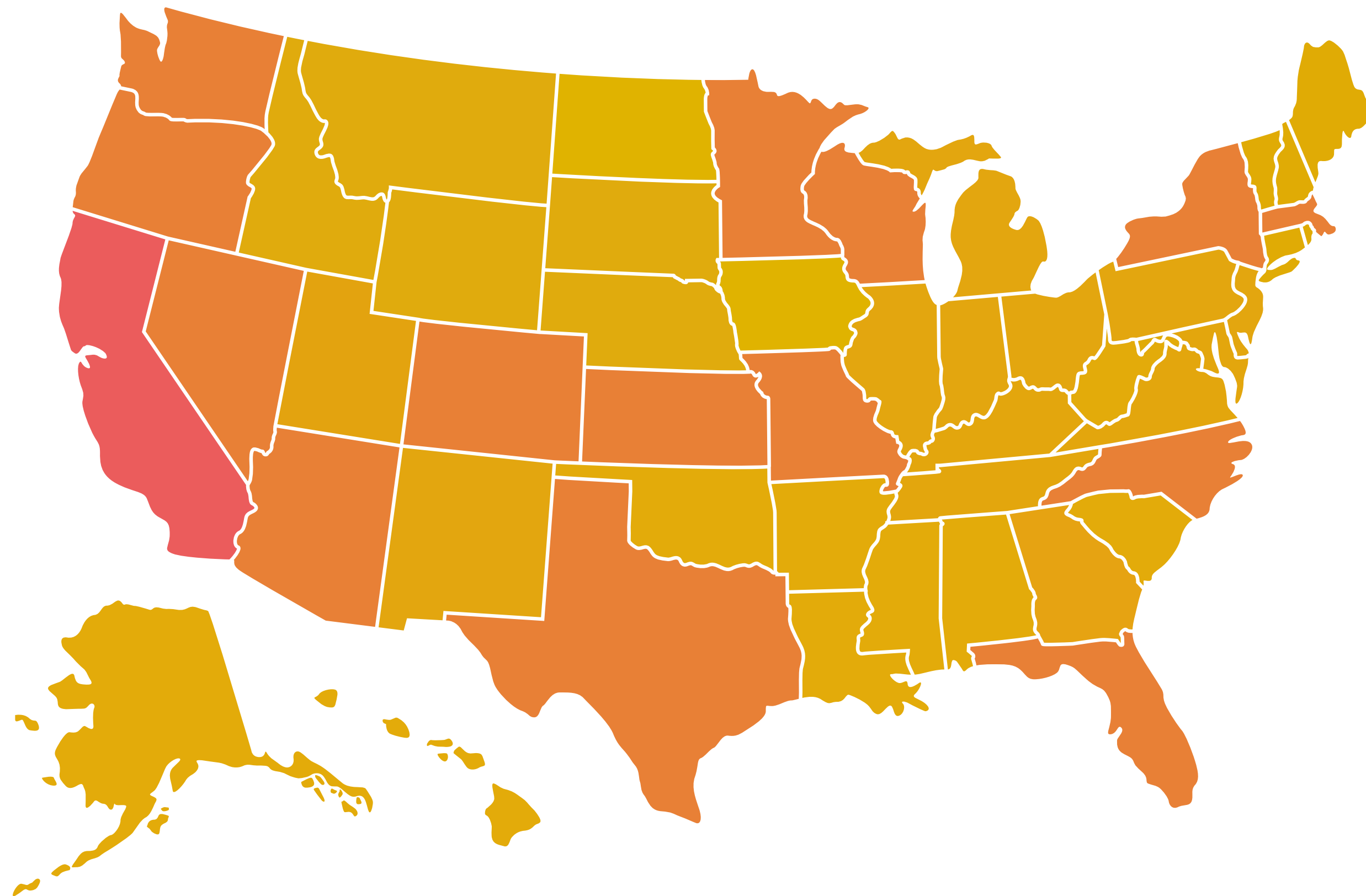
With a 117-year history, the LA Auto Show's global brand has far-reaching influence and interest from consumers. The 10-day showcase included consumers purchasing tickets from 41 different countries.





# A NATIONAL FOCUS

All 50 states were represented by ticket buyers and outside of California many states had significant representation including Arizona, Nevada, Texas, Washington, Florida and New York.

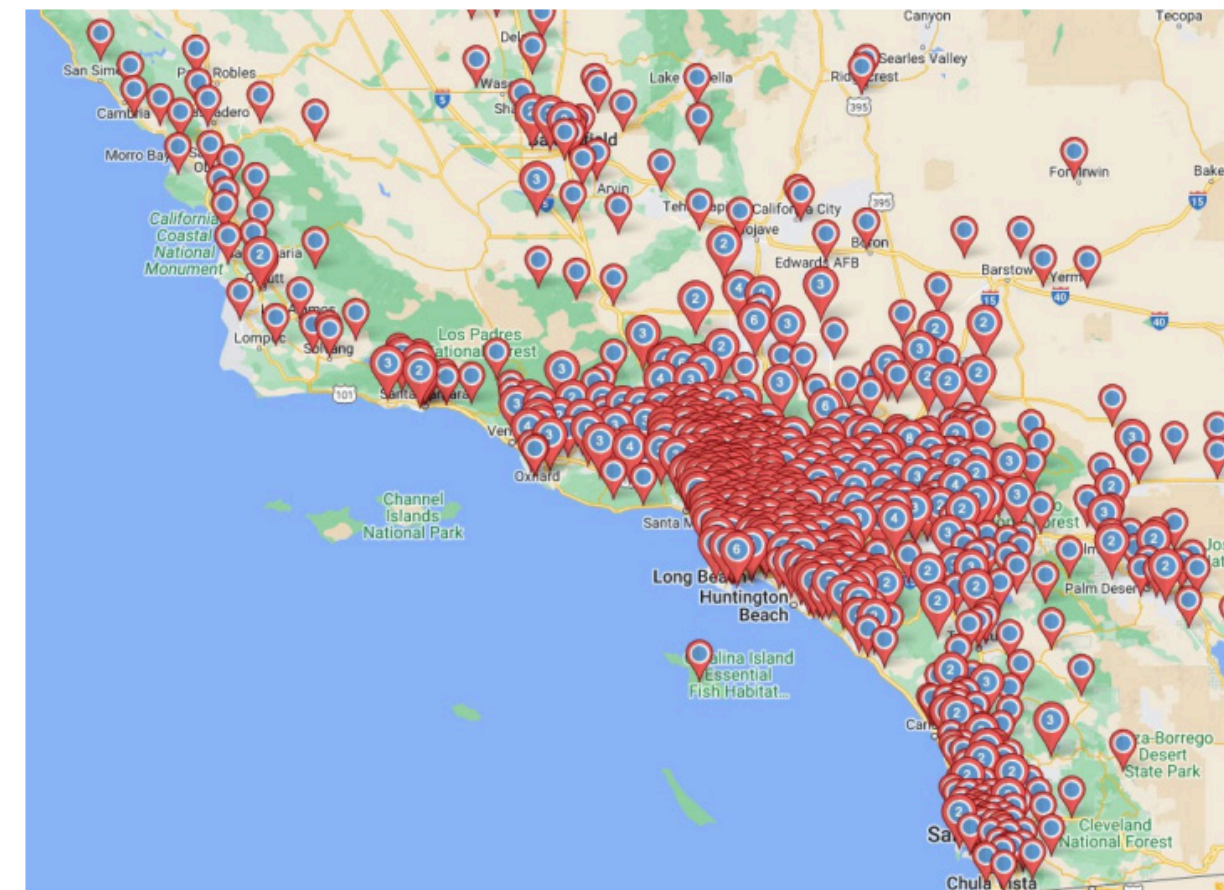
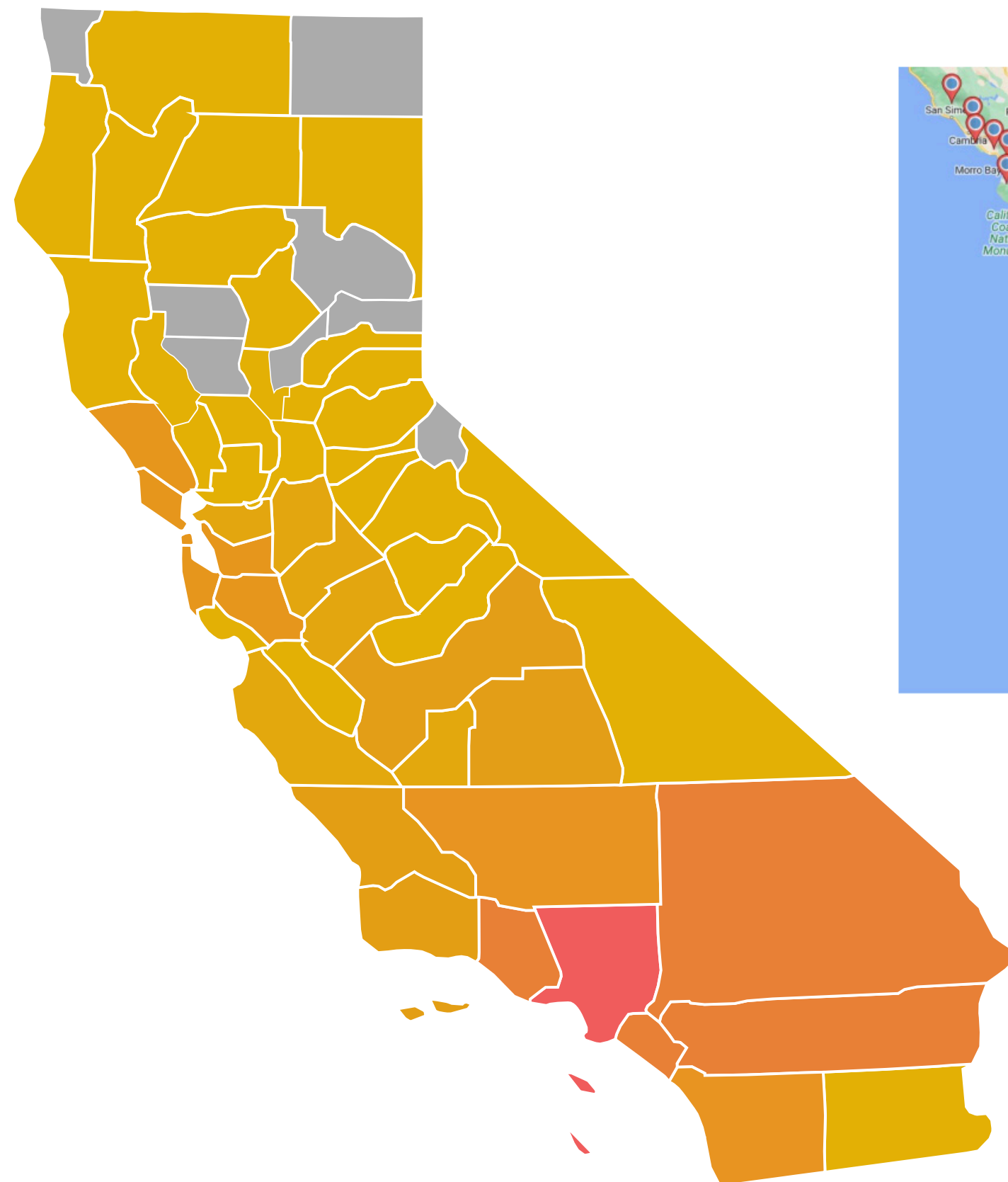




# A COVERED CALIFORNIA

Nearly every county was represented at the show with attendees coming from hundreds of different Southern California communities.

SoCal's largest automotive event of the season saw strong visitation from Ventura County to San Diego County.



66% LA COUNTY

9% ORANGE COUNTY

6% SAN BERNARDINO COUNTY

5% RIVERSIDE COUNTY

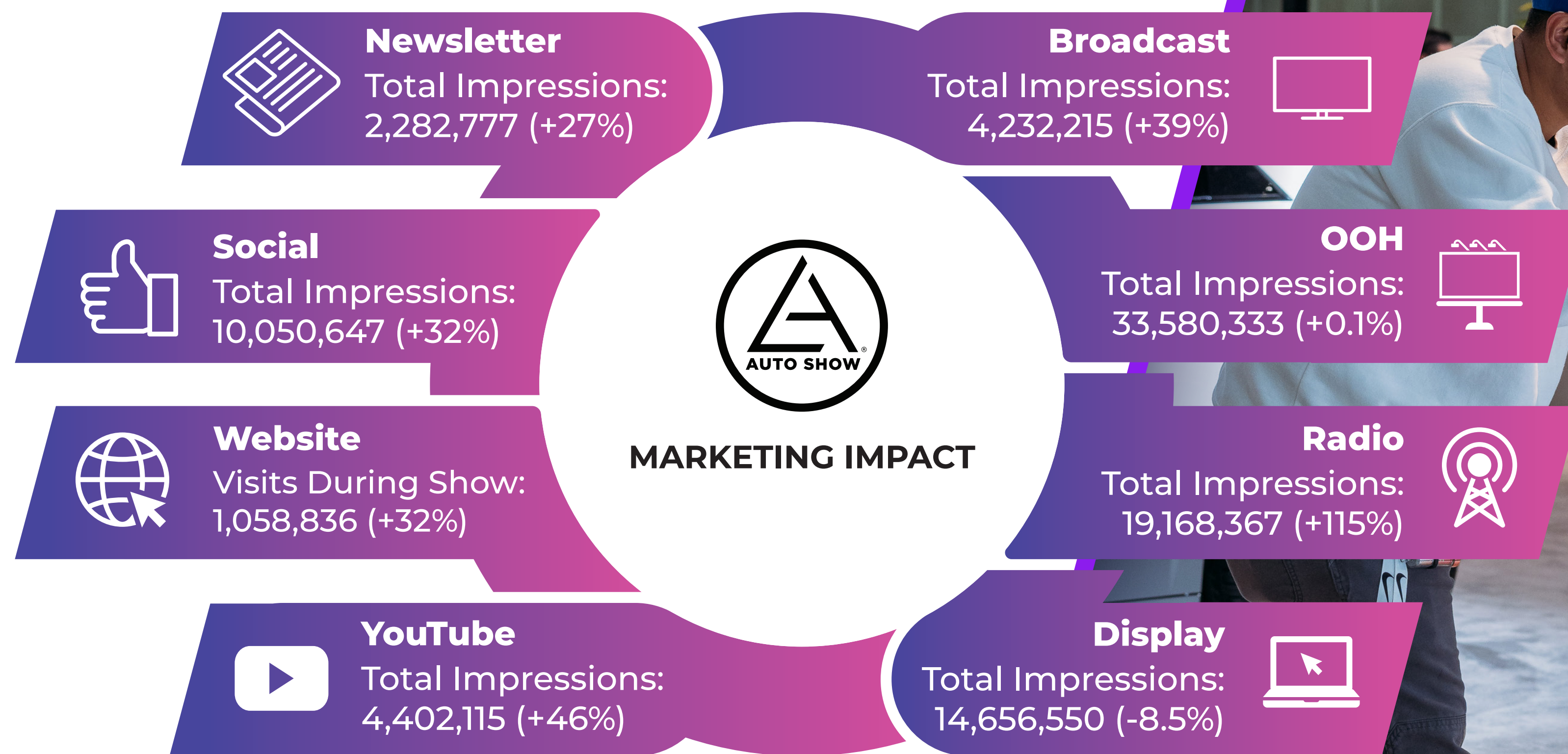




# INTEGRATED MULTI-PLATFORM OUTREACH

The show expanded reach, impressions and overall impact across all media touch points.

This translated to more effective audience engagement, leading to increased show visibility to the nation's most important automotive market and heightened exposure for participating OEMs vs. 2022.





# LA'S MEDIA CULTURE

## LOS ANGELES CULTURE FOCUSED MEDIA REACHES YOUNGER AUDIENCES IN THEIR PLACE OF DISCOVERY

Local LA event-based media plays a pivotal role in the success of the LA Auto Show, serving as a bridge that connects our event with the diverse and vibrant community of Los Angeles that are looking for things to do in a market that has a seemingly endless amounts of offerings.

This coverage amplified our message, engaged local enthusiasts, and contributes to the overall impact of the show within their home city, expanding our reach and leverage the voice of our local media partners.



5M IMPRESSIONS

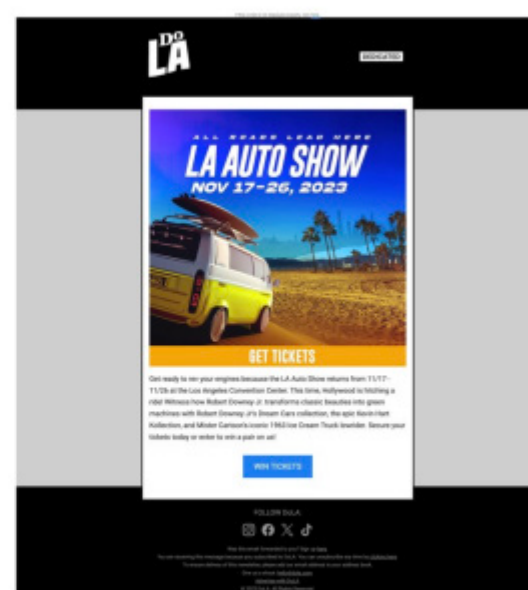
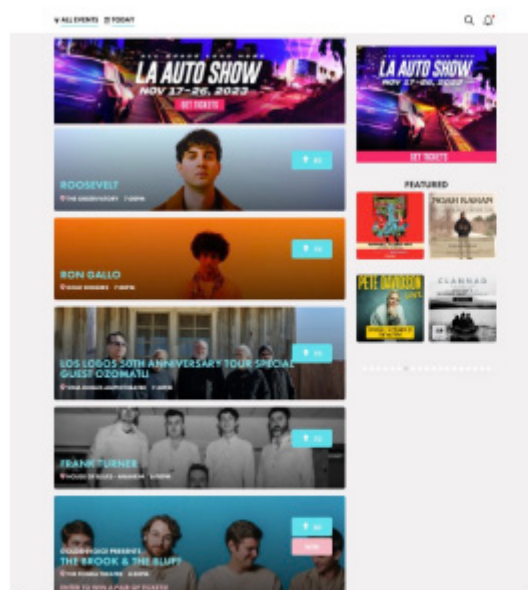


1.6M REACH

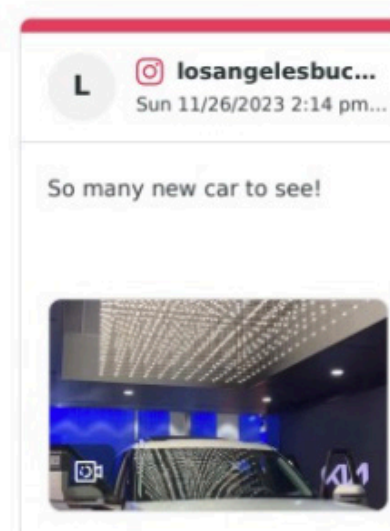
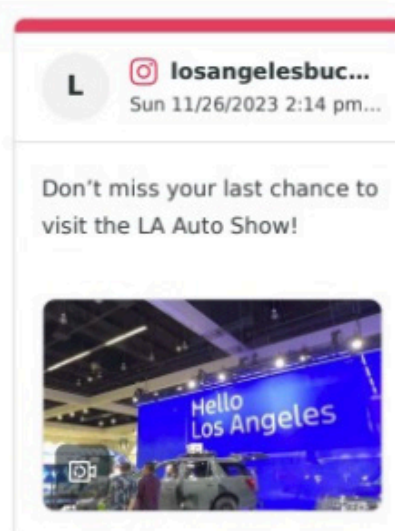
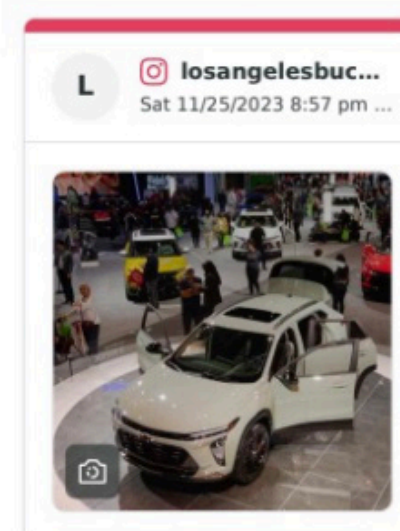


200K VIDEO VIEWS

### DOLA



### BUCKETLISTERS



### WELIKELA

WE:LIKE L.A.

A word from our sponsor.



The LA Auto Show is Almost Here!

Get ready for the automotive extravaganza of the year because the [LA Auto Show](#) is almost here! From November 17-26, the Los Angeles Convention Center will be a hub of innovation, design, and Hollywood surprises. Brace yourself for amazing activations, celebrity showcases, and more!

Kick off your experience with the public unveiling of Robert Downey Jr.'s six eco-friendly transformations of classic cars from his personal collection, featured in the Max series, "Downey's Dream Cars."

Then, dive into the Kevin Hart Kollection Hall, a first-time showcase of the comedian's personal car collection all in one place.

GET TICKETS



# TARGETED INFLUENCE

## CREATOR SPOTLIGHTS



**@stephaniedrifts**

FOLLOWERS

**375K**

**861K**

**23K**

Car Enthusiast, Inspiring Women, Custom Builds, Racing, and Chicano Culture



**@jesyka.harris**

FOLLOWERS

**116K**

Lifestyle, Family, and Fashion, Love of Cars, LA native



**@uptin**

FOLLOWERS

**165K**

**959K**

**160K**

LA Native, Global Audience, helping broaden the reach to keep LA Auto Show as a global event



**@wherejaimiegoes**

FOLLOWERS

**230K**

**163K**

LA Events Goer, General Audience Discovering LA



**@lainamminute**

FOLLOWERS

**157K**

**158K**

**2.8K**

Everything LA, Long-Time LA Auto Show Attendee, Loves Everything LA, and Captures LA Related History & Events

### NOTABLE INFLUENCERS

@andysprocket  
 @yuhdir  
 @nate\_riders\_garage  
 @callmeflowerchild  
 @anataliav  
 @janicedickinson  
 @wawarepublic  
 @zeda\_zhang  
 @omgvinita  
 @Speedster404  
 @gjeebs  
 @jonnylieberman  
 @theoctanearmy  
 @milesabovetech Macaroni Kid Editor (Sylvina Nakarnadi)



**23**

CURATED INFLUENCERS



**142**

POSTS, STORIES AND REELS



**20.2M**

IMPRESSIONS



# DIVERSITY

The LA Auto Show resonates notably with a diverse audience, particularly individuals aged 25-44, while women within the same age group experience a significant increase in representation.



66%

Ages 25-44 fall into our multicultural audience (African American, Hispanic, Asian)



47%

Nearly half of our audience is multicultural



28%

Of women fall in the Gen Z and Millennial demo







*Due to the county's extreme economic and cultural diversity, you'll find both affordable suburbs of Los Angeles and high-end neighborhoods within driving distance of each other. Similarly, historically Black neighborhoods and other ethnic enclaves have also made L.A. the diversified county it is today.*

*-California.com*





# HIGH HOUSEHOLD INCOME

As the event attracts a younger and more multi-cultural audience, this growth is underscored by the continued presence of an affluent audience actively exploring their next vehicle. With a medium Household Income currently at \$98.2K in Los Angeles, our audience significantly exceeds this benchmark, highlighting a prospective buyer well-positioned to consider a new vehicle purchase across all segments.

**50%**

Above \$125K HHI

**23%**

Above \$275K HHI

**72%**

People who make above \$275K annually attend the show annually

**58%**

People who make above \$225K plan to purchase their next vehicle in the next 12 months in the 18-34 age range (20% in the next 3 months)

**68%**

People making \$225K or more say that the show had an influence on them purchasing their next vehicle in the 18-34 age range





CONSUMER

# MULTICULTURAL AUDIENCE

Exclusively within multi-cultural audiences, strong diversity across Hispanic, Asian American, and African American communities.



Hispanic, Latino or Spanish origin



Asian or Asian American



Black or African American





# THE LA AUTO SHOW INFLUENCE

65% of attendees disclosed that the auto show significantly shaped their upcoming vehicle purchase decisions. The commitment to being as informed as possible was evident as visitors, on average, dedicated nearly 3 hours directly comparison shopping on the show floor in addition to spending 2+ hours exploring the show's unique offerings.



Enjoy a diverse automaker lineup



Visited Celebrity Car Showcases



Visited The Aftermarket Garage



Have High Interest in Start-ups, Concepts and Future Mobility



Come to Educate themselves on new technology



Explored the new Overlanding Exhibit





# CULTURE

## CAR ENTHUSIAST



70%

Of people who attended the show consider themselves as car enthusiast



*California is the world's first "auto-civilization." No form of transportation has had a greater impact on shaping the landscape of the Golden State than the automobile. Starting with the beginning of the 20th century, Southern California embraced a completely new way of life centered around the automobile.*

-State of California Capitol Museum





CULTURE

# STAR POWER

The LA Auto Show is more than just cars; it's a Hollywood-inspired narrative spanning over a century. This year, it seamlessly blended automotive and celebrity culture with custom stylings from Mister Cartoon, the immaculate collection from Kevin Hart, and RDJ's Dream Cars curated by Robert Downey Jr.

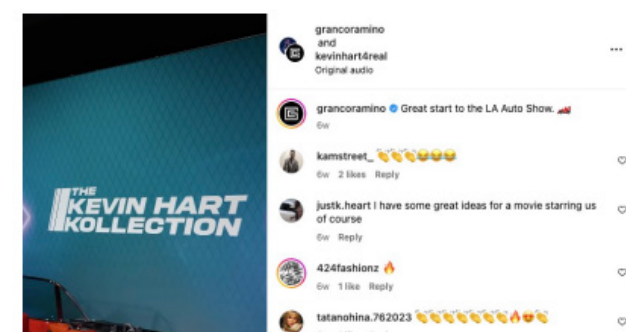
Movies and TV were also well represented in the show, from the Fast and Furious franchise to the latest Ferrari movie embodied automotive inspiration. In addition, "Drive with Swizz Beatz" on Hulu added excitement to all car enthusiasts at the show.



ROBERT DOWNEY JR

 **57M Followers**

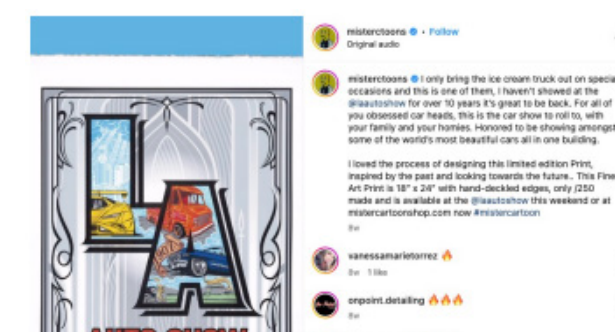
 **81.5K Likes**



KEVIN HART & GRAN CAROMNIO

 **179M Followers**

 **1M Views/ 8.9K Likes**



MISTERCARTOON

 **843K Followers**

 **66.9K Views**



## FEATURED PARTNERS



**249.8M FOLLOWERS**



**100K ENGAGEMENTS**



**1.2M VIEWS**



# CULTURE COMMUNITY

Los Angeles' car culture is a dynamic force intricately woven into the city's identity. From the iconic allure of Hollywood's automotive love affair to the birthplace of the 1940's lowrider scene, every vehicle in LA is an extension of our identity celebrated our individual expressions.



41%

of enthusiast are in the market to purchase a primary car every 3-5 years



200+

car clubs just in LA alone. All type of car events that expands through all cultures, from HIN, Classics, to Lowriders







*Freeways are part of the soul of Los Angeles. There's no way around it.*

- Paul Haddad | Freewaytopia

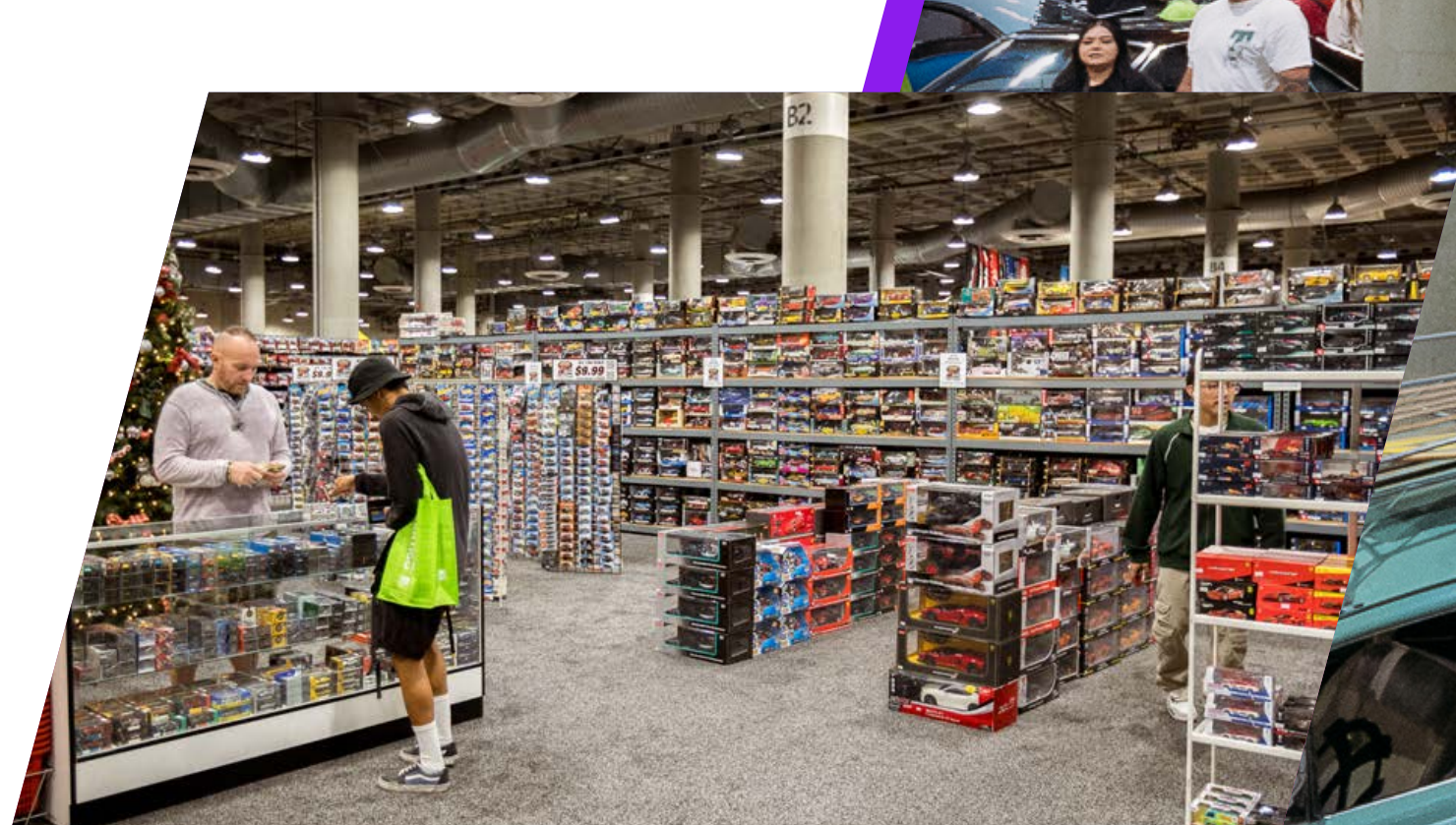




CULTURE

# COUNTERCULTURE

The Garage Aftermarket showcased over 200 lowriders, customs, classics and enhancements that fuel and inspire art through the extension of their vehicles. Each element contributes to a rich history of automotive culture, making the LA Auto Show a captivating journey through the world of fast-paced excitement, luxury, music, and art.





**WE LOOK FORWARD TO SEEING YOU AT THE 2024 LA AUTO SHOW**





# APPENDIX

## SPONSORED



AT&T sponsored an industry networking luncheon with important industry announcements of their in-car Wi-Fi advancements and new features.



Cox Automotive created high-impact touch points at AutoMobility LA throughout day along with being our Wi-Fi sponsor of the day.



LADWP and Volta sponsored Electric Avenue, an outdoor EV Track that spanned nearly one mile around the South Hall at the LA Convention Center to give media, industry leaders, and consumers firsthand experience behind the wheel of all brands that participated.

## INNOVATION SPOTLIGHT



Hofer Powertrain debuted a game-changing EV charging breakthrough, achieving a full 350 miles charge in just 15 minutes and a 5% - 85% SOC in 5 minutes.



WiTricity, renowned for wireless charging, featured as an aftermarket accessory

## EXCLUSIVE EXHIBITORS



Exhibitors such as Kognic, S&P Global Mobility and Webasto took advantage of the day's B2B networking opportunities, placing their products directly in front of a hyper-qualified audience.