



LOS ANGELES AUTO SHOW

2024 SHOW RECAP



2024

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LOS ANGELES AUTO SHOW



California's unmatched influence, diverse consumers, and iconic car culture position the LA Auto Show as an unrivaled catalyst to bring automaker's current strategies and future innovations into the global spotlight.

THE LA AUTO SHOW DIFFERENCE



Innovation, technology, sustainability, legislation, media, entertainment and lifestyle all converge in California **unlike any other place on earth**, shaping the global perception of the entire US automotive ecosystem.



With the **largest car market in the nation**, California's consumer preferences drive industry trends influencing everything from the adoption of electric vehicles and hybrids to sustainable materials and stylish, lifestyle-oriented designs.

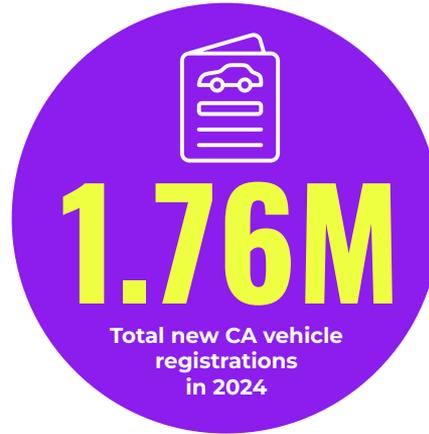


Whether cruising iconic boulevards, taking a pacific coast road trip or attending a local car show, **California is synonymous with car culture and aftermarket trends**, all immortalized by Hollywood and the world's most in-demand creators.

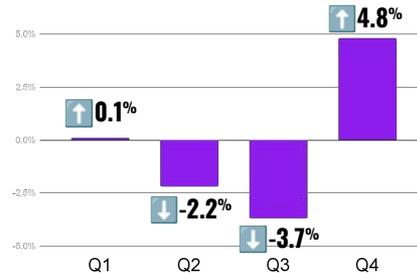
California's 200,000+ miles of roadways create a vibrant industry mosaic powered by enthusiasm and demand; re-igniting overall buying patterns since the pandemic.

California and US New Light Vehicle Registration FY23 and FY24*

	California			U.S.		
	2023	2024	CHANGE	2023	2024	CHANGE
Registration						
TOTAL	1,764,767	1,759,141	-0.3%	14,981,634	15,497,633	3.4%
Car	539,900	480,892	-10.9%	3,067,527	2,918,221	-4.9%
Light Truck	1,224,867	1,278,249	4.4%	11,914,107	12,579,412	5.6%
Domestic	639,434	588,110	-8.0%	6,465,537	6,476,432	0.2%
European	261,882	261,353	-0.2%	1,520,750	1,591,127	4.6%
Japanese	698,196	734,804	5.2%	5,385,197	5,771,132	7.2%
Korean	165,255	174,874	5.8%	1,610,150	1,658,942	3.0%
Market Share						
Car	30.6	27.3	-3.3	20.5	18.8	-1.7
Light Truck	69.4	72.7	3.3	79.5	81.2	1.7
Domestic	36.2	33.4	-2.8	43.2	41.8	-1.4
European	14.8	14.9	0.1	10.2	10.3	0.1
Japanese	39.7	41.8	2.1	35.9	3.72	1.3
Korean	9.4	9.9	0.5	10.7	10.7	0.0



2024 California New Light Vehicle Registrations Percent Change

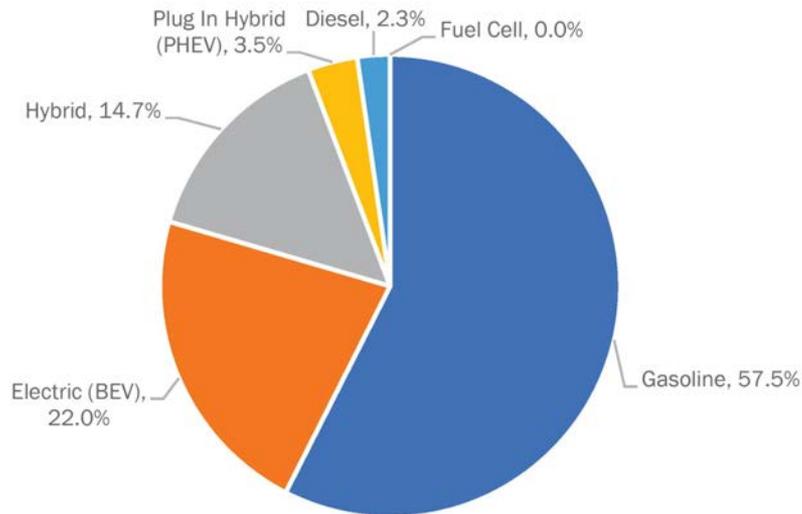


*all of decrease attributable to Tesla, all other brands increased 1.4%

CALIFORNIA EV/Hybrid/PHEV Ownership Share

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

Market Share for all Powertrain Types - 2024



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

 **58%** of California new vehicle registrations in 2024 were gasoline powered vehicles

 **60%** ICE market share (including gasoline and diesel vehicles) down from 71.6% in 2022, 88.4% in 2018

 **40%** Combined share for BEVs, PHEVs, hybrids, and fuel cell vehicles in 2024, up from 11.6% in 2018

CALIFORNIA State of Zero-Emission Vehicles

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 ZEV models that will be revealed over the next several years to meet these milestones.



22%

California ZEV market share 2024



8%

U.S. ZEV market share 2024



31%

California share of U.S. ZEV registrations 2024

PURCHASE CONSIDERATION

LA Auto Show Influence

68% of visitors aged 25-34 said that attending the LA Auto Show influenced their decision on purchasing or leasing their next vehicle

Risk for Absent Brands

29% are more likely to consider a different brand when brands are not present at the show

In-Market Shoppers

46% intend to purchase or lease a new vehicle in the next 12 months

ELECTRIFIED LANDSCAPE

Electric Avenue Impact

47% of Electric Avenue participants said it made an impact on their decision to buy or lease a new EV

EV Education

33% said attending the auto show directly influenced their inclination to buy a plug-in or fully electric vehicle in the future.

This increases to **40%** among visitors aged 18-34.





“I will share good news here at the LA Auto Show. The word is choice in the auto industry right now. Two years ago it was EVs, last year it was hybrid. Every automaker wants you to know there's choice, they're listening.”

– FOX Business National



11,000+

Media, journalists, influencers, designers, legislators, automotive industry insiders, sales executives and decision-makers networked at our one-day invite-only media and industry event.



2,000+

Credentialed Media



31

Countries Represented



TIGUAN



“Media day is an excellent platform for us to share news like the debut of our all-new Tiguan SUV. It allows us to reach people from all walks, all types of outlets, whether it's local, national media, down to influencers, and...everyone in between.”

– William Gock, Volkswagen

Global Automotive Debuts and Media Showcases

Hyundai, Kia, Ford, VW, Stellantis, Porsche Downtown LA, NILU, Exodus Rigs

Awards and Nominations

The ZEVAS Awards, NACTOY Finalists, Hispanic Motor Press Awards, Plug In America Drive Electric Awards

Speaker Sessions and Case Studies

- What's NOW for Fleet – Optimizing Fleet Operations
- Live Case Study – Viaduct.ai
- Uncompromising – The INEOS Grenadier Story
- Developing the Automotive Workforce of Tomorrow
- Redefining Digital Retail
- From Concept to Production: Technology Trends Revolutionizing Automotive Design
- Honda: The Joy of Immersive Experiences
- Live Case Study: GM Envolv & Southern California Edison

Special Exhibits and Announcements

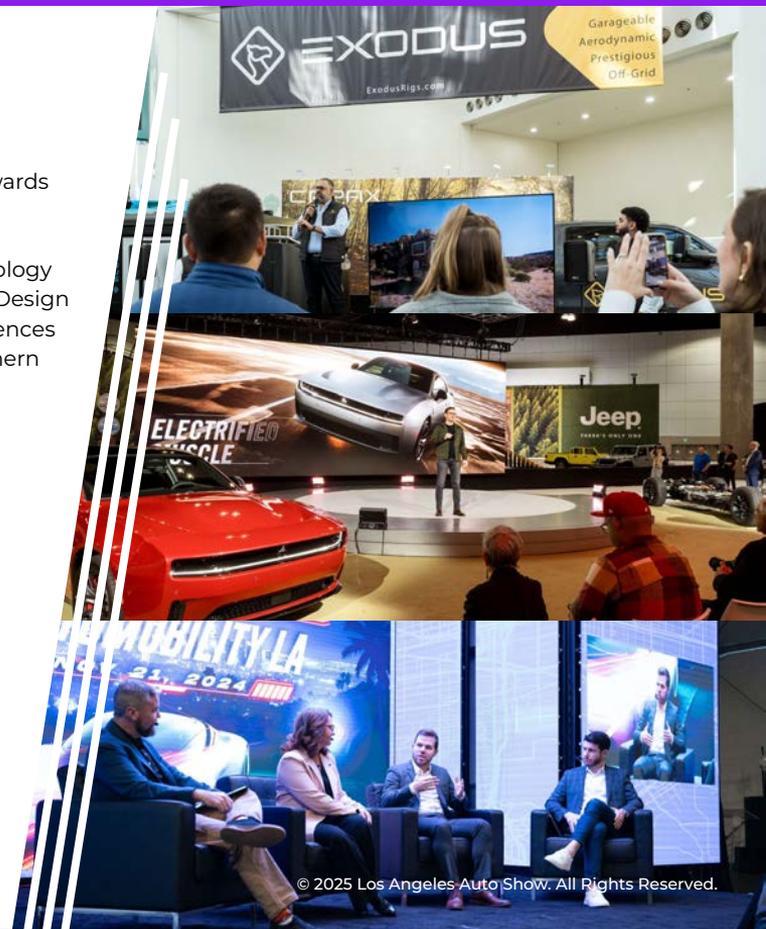
SPARQ, Verizon Business, EV Careers, Cal4Wheel, NocPix

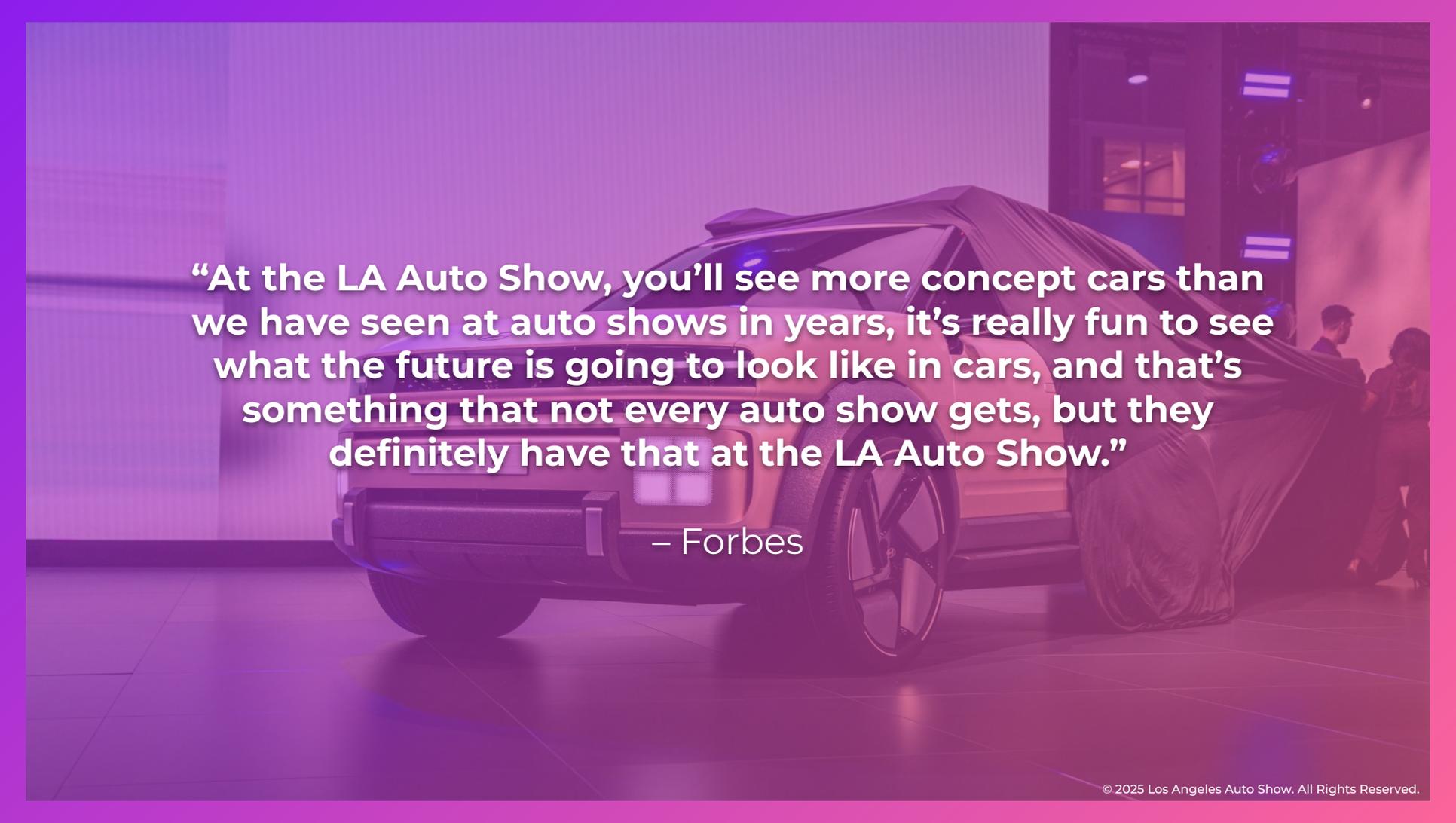
Fleet Mobility Showcase

- OEMs : Bollinger Motors, Ford Pro, GM Envolv, Harbinger, Isuzu, Nikola, Nissan, RAM Professional, Rivian
- Exhibitors and Sponsors : AFLA, Automotive FLEET, Black Fleet Network, California Air Resources Board, moveEV, NAFA, Verizon Connect

Industry Networking

- Networking Breakfast featuring Franklin Vanderbilt & Friends
- Industry Networking Lunch presented by Cox Automotive
- West Coast Customs Experience Happy Hour
- Toyota Ultimate Tailgate Reception
- AutoMobility LA Networking Reception



A concept car is shown in a dimly lit auto show setting, completely covered by a dark, draped cloth. The car's front end, including the headlights and grille, is partially visible. The background shows a blurred exhibition space with other people and lights.

“At the LA Auto Show, you’ll see more concept cars than we have seen at auto shows in years, it’s really fun to see what the future is going to look like in cars, and that’s something that not every auto show gets, but they definitely have that at the LA Auto Show.”

– Forbes

CALIFORNIA Local Efforts/Global Results



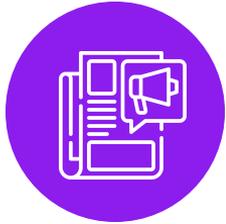
22B+

Global media impressions generated from show via earned media



\$300M

Publicity Value



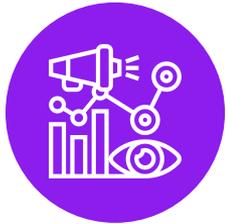
17

Global Press Releases Distributed



975k

Multimedia Impressions



235k

Hits/Views



11,000

Pickups





SPARQ

“The main reason for us to participate in the LA Auto Show this year is for our launch with SPARQ AI and its first public debut. You know, being part of the LA Auto Show and being in the epicenter of innovation as well as the car community with the car enthusiasts, it brings a lot of validation and a lot of confidence into the things that we build.”

– Daniel Neih, SPARQ

Overland Overnight

In partnership with Ford, Jeep, Exodus Rigs, Subaru, Toyota and OVR Magazine, LAAS secured 47 media/influencers participants to attend the first-ever overnight experience at the LA Auto Show! Celebrating outdoor adventure and the spirit of overlanding, attendees “camped” in various offroad vehicles and got a firsthand experience watching the show transform overnight from its Media and Industry Day into the 10-day Consumer Show, preparing to welcome hundreds of thousands of visitors from around the world.

Creators included: Rylee Firestone, SoCal Nation, MamaChitChat, DTLA Weekly, Ramsey Wild, The Daily Jenny, The Parentologist, Hiking with Sun, Romy Raves, JenZ Los Angeles, The Dumb Dads, Princess Key, Veena Crownholm, MrsSeaCannon, Celeste Wright, Jeff Yamazaki, The LA Girl and more.

3.8M
Followers

700k
Views

36k
Likes

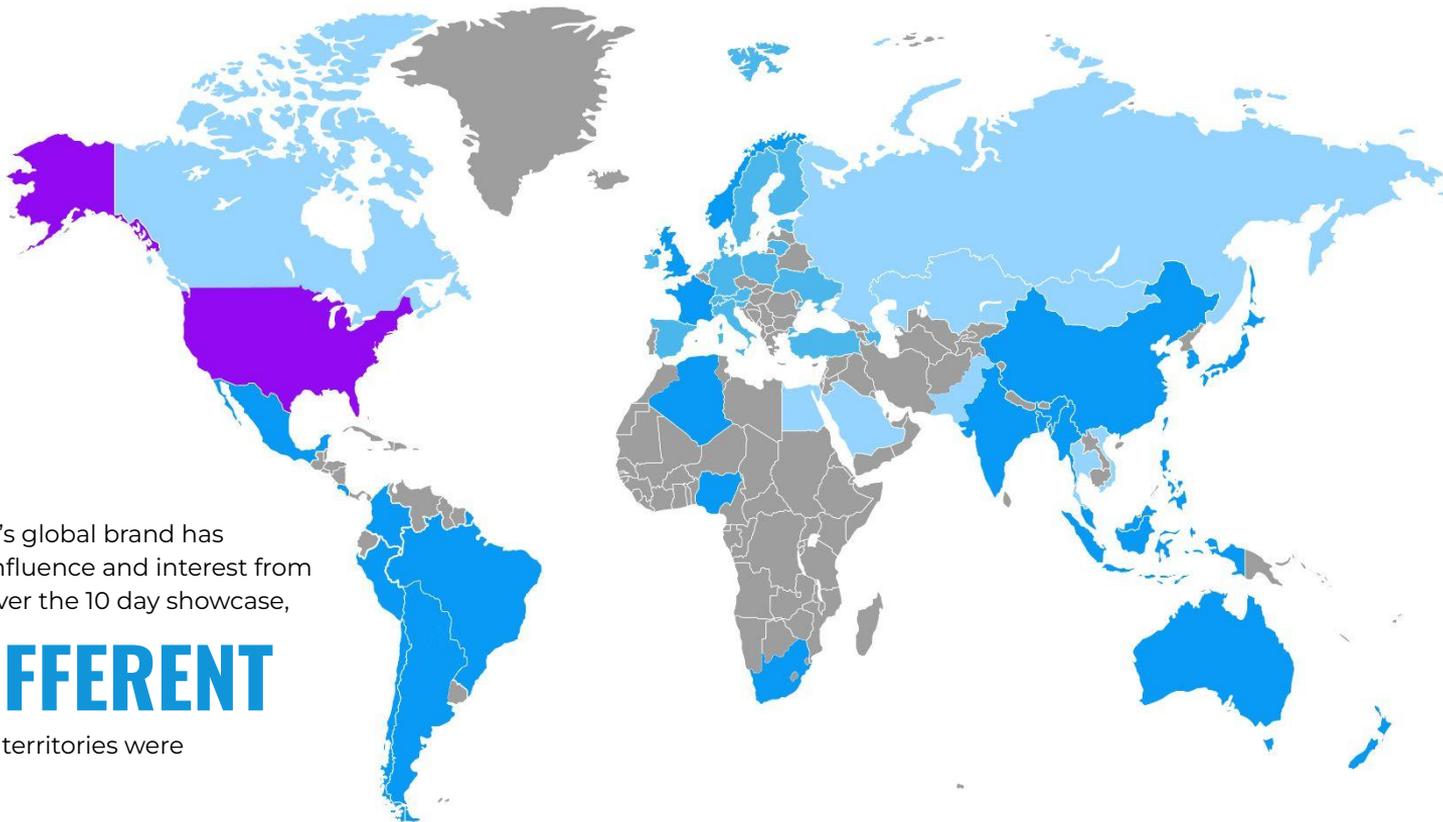
1,000+
Comments



A large indoor auto show with many people and cars on display. The scene is filled with various vehicles, including a light blue car in the foreground and a red car on the right. A crowd of people is gathered around the cars, and the background shows more exhibits and bright overhead lighting.

“(USA Sales SUV EV GROWTH): A trend that was hard to miss at the recent Los Angeles Auto Show, which increasingly is EV focused. It marked the debut of the IONIQ 9 alongside flashy concepts and upcoming 3-row electric SUVs from Kia and Cadillac, as well as the highly anticipated return of the VW bus, known as the ID. Buzz”

– CBS Morning News



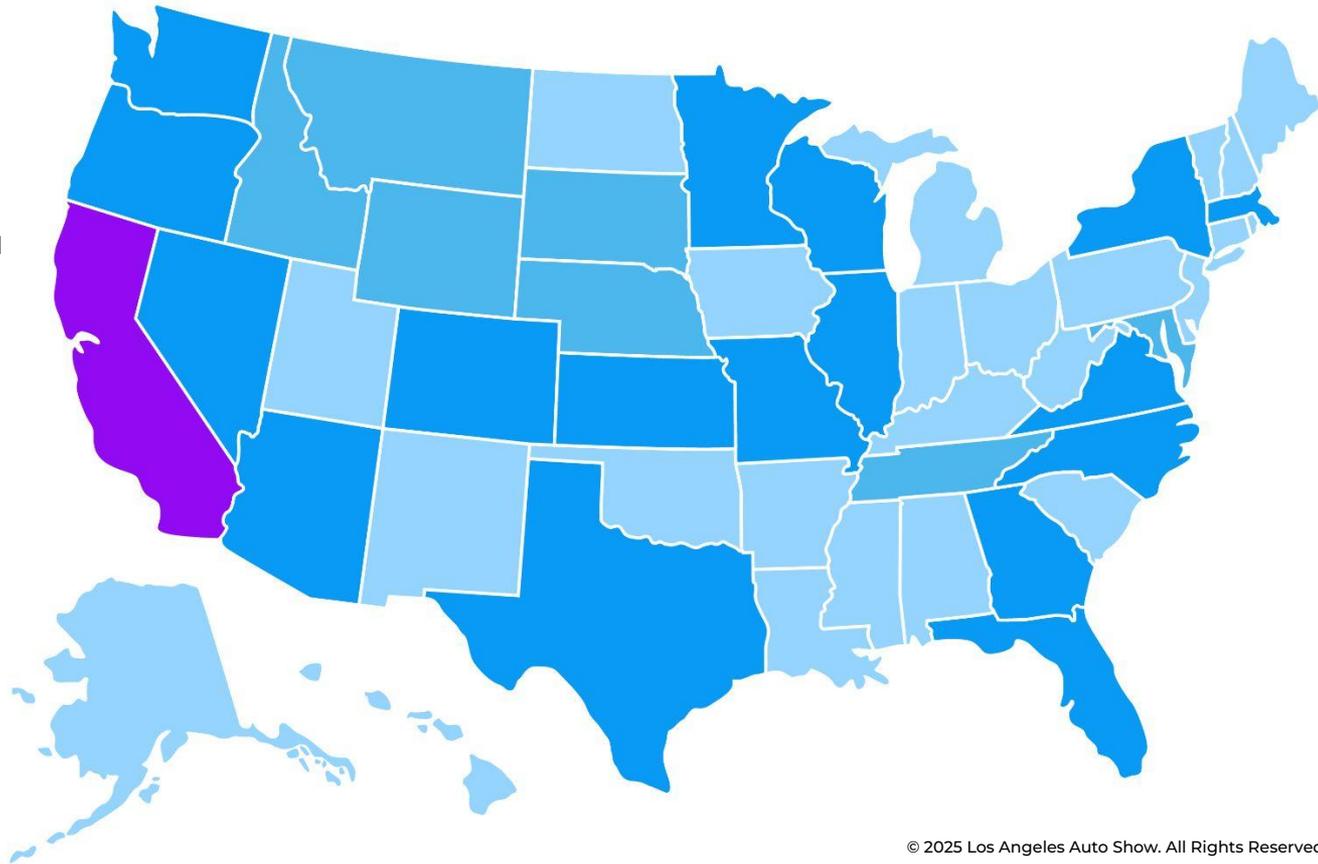
LA Auto Show's global brand has far-reaching influence and interest from consumers. Over the 10 day showcase,

68 DIFFERENT

countries and territories were represented!

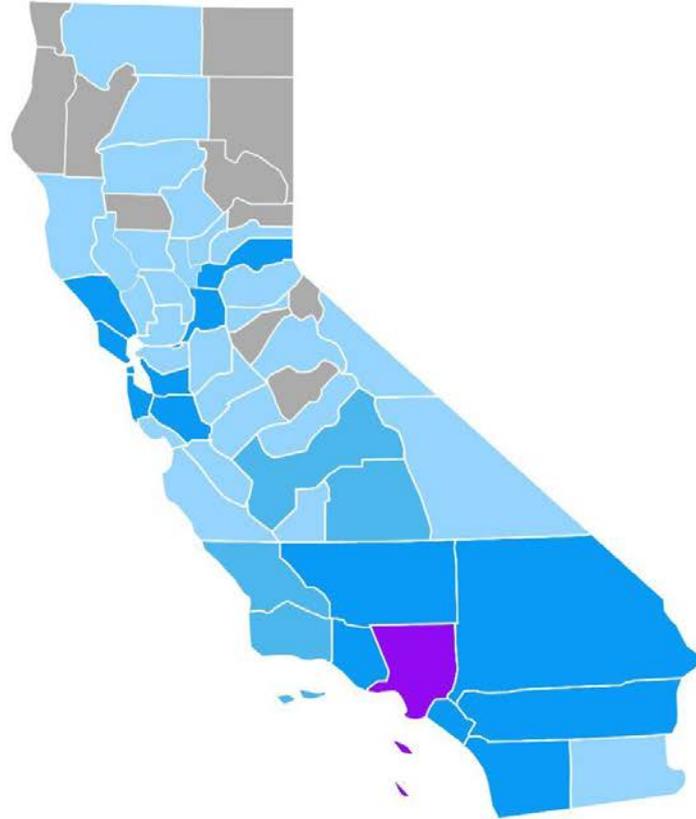
ALL 50 STATES

were once again represented by ticket buyers throughout the US. Florida, Arizona, Nevada, Texas, Washington, Colorado, New York and Georgia topped the list of out-of-state visitors.



Nearly every county was represented at the show with attendees coming from hundreds of different California communities. SoCal's largest automotive event of the season saw strong visitation from Ventura County to San Diego County.

- 58% LA County
- 8% Orange County
- 6% San Bernardino County
- 5% Riverside County
- 4% Ventura County
- 2% San Diego County



LA Auto Show officially announced the return of its signature awards program, THE ZEVAS™. Debuted in 2021 as the very first program of its kind, THE ZEVAS once again celebrated emerging and established automakers and their innovations in all-new electric and hybrid vehicles, and new zero-emission versions of existing models. This unique, consumer's choice award recognizes the top zero-emission vehicles across a variety of categories, and provides an unmatched forum to showcase the advancements and innovations that shape today's buyer interests, influence purchase behavior, and enhance overall driver satisfaction.

2024 Winners:

- Top Compact/Coupe – BMW i4 eDrive40
- Top Crossover – Hyundai IONIQ 5
- Top Hybrid – Toyota Prius Prime
- Top Sedan – Lucid Air
- Top SUV – Rivian R1S
- Top Truck – Ford F-150 Lightning
- Top Ultra Luxury – Ferrari SF90 Stradale
- Most Anticipated – Volkswagen ID. Buzz



2.4k
Press Release
Pickups

53.4k
Views and
Hits

241k
MultiMedia
Impressions

84.1k
Engagements

CONSUMER LA Auto Show Attendee Spotlight

At the 2024 LA Auto Show, hundreds of thousands of vehicle shoppers, enthusiasts and automotive fans explored over 1 million square feet of experiences and the latest gas, hybrid, and EV models.



of visitors **own at least one luxury brand vehicle**

Highest satisfaction among Hispanic and Latino visitors (4.1 on a 5-point scale)



of visitors are **less likely to consider a luxury German brand due to their absence**



53%

of attendees were ages 35-64, in their prime vehicle-buying years



53

National average age for new vehicle buyers*



2X

18-24 year olds are 2X more likely to be attending their first auto show



48%

of respondents aged 18-34 were Hispanic or Latino, reflecting LA's demographic mix

Electric Avenue continued to play a significant role in consumer's consideration choices. Offering a sales-pressure free and informative behind-the-wheel experience, participants showcased interest, discovery and consideration for the latest models from Cadillac, Chevrolet, Kia, Lucid, Rivian and VinFast.

6

Automakers

15

Vehicle Models

1-MILE

Outdoor Drive Track



12,000 Participants

30% First time driving an EV

57% Increased consideration after Test Drive

61% Said next purchase will be an EV



Indoor Test Rides

- Hyundai IONIQ 5 N, IONIQ 5, IONIQ 6, IONIQ 9, KONA Electric
- VW ID. Buzz
- Nissan ARIYA
- Ford Bronco Badlands
- Camp Jeep – Gladiator Rubicon, Wrangler Rubicon 392, Wrangler Rubicon 4XE

Street Test Drives

- Chrysler Pacifica
- Dodge Hornet, Durango
- Fiat 500e
- Jeep Wrangler, Gladiator, Grand Wagoneer, Wagoneer
- Polestar 3
- Ram 2500, 1500
- Subaru Ascent Onyx Edition, BRZ tS, Crosstrek Sport, Crosstrek Wilderness, Forester Touring, Impreza RS, Legacy Sport, Outback Onyx Edition XT, Outback Wilderness, Solterra Touring, WRX TR
- Tesla Cybertruck, Model S, Model X, Model 3, Model Y
- Volvo XC90 T8, XC40 Recharge, EX90, EX30

Electric Avenue Test Drives

- Cadillac LYRIQ
- Chevrolet Silverado, Blazer, Equinox
- Kia EV9 GT-Line, EV6 GT, EV6 GT-Line
- Lucid Air
- Rivian R1T, R1S
- VinFast VF 8, VF 9



150,000+

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



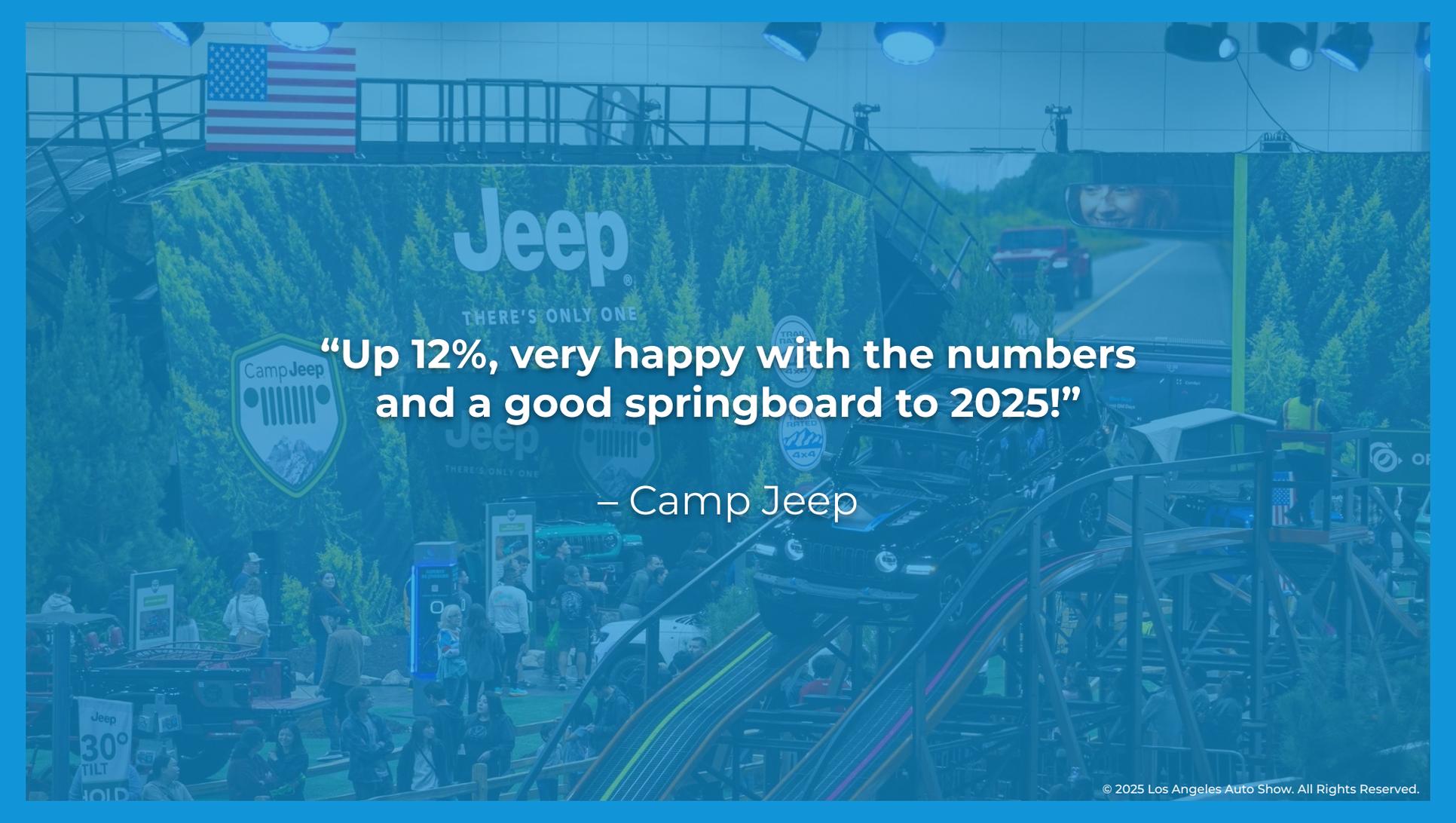
54 MODELS

from 20 brands showcased the region's continued demand for both gas and electric vehicles



54%

found the test drives/rides had a positive impact on their future purchase consideration



**“Up 12%, very happy with the numbers
and a good springboard to 2025!”**

– Camp Jeep

CONSUMER Integrated Multi-Platform Outreach

Through strategic paid, earned and owned media, LA Auto Show strategic reach, impressions and overall impact translated cross critical audience touchpoints.



LA Auto Show continued celebrating the **All Roads Lead Here** brand campaign, bringing to life two new extensions of the multi-year promotion.

ALL ROADS STORIES debuted as an exciting new four-part video series that took a deeper dive into the diverse and vibrant car culture of Los Angeles, brought to life through the passion of the people celebrating its past and driving it forward. Each episode told a unique story, exploring their roots to car culture and how they got to where they are today through inspiring tales of passion, innovation, and most of all, community.

ALL ROADS STAGE brought to life the All Roads Lead Here theme at the 2024 LA Show. This dynamic activation brought together a curated lineup of automotive icons that represented the diversity and creativity of car culture. Featured vehicles included the cutting-edge Unplugged Performance Cybertruck, Magnus Walker and Khyzyl Saleem's bold TWR Supercat collaboration, the groundbreaking NILU Hypercar from Sasha Selipanov, and the charismatic MrCarSounds with his track-built BMW E92 M3.



LOS ANGELES CULTURE FOCUSED MEDIA REACHES LIFESTYLE FOCUSED, YOUNGER AND MULTICULTURAL AUDIENCES IN THEIR PREFERRED PLACE OF DISCOVERY



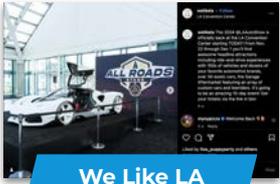
DoLA



Bucketlisters



Mommy Poppins



We Like LA



Lifehacks LA



La Opinión



LA Magazine



Black Cultural Events

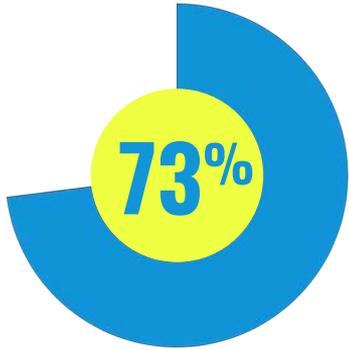
5.2M
Impressions

337k
Video Views

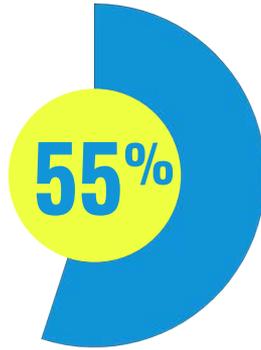
1.7M
Reach

32k
Engagements

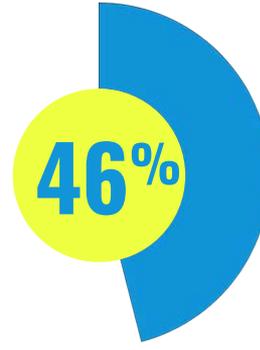
The LA Auto Show resonates notably with a diverse audience, particularly individuals aged 25-44, while women within the 18-44 age group experience a significant increase in representation.



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



More than half of the audience identify as multicultural*



Nearly half of the female audience is between 18-44



* multiple response set

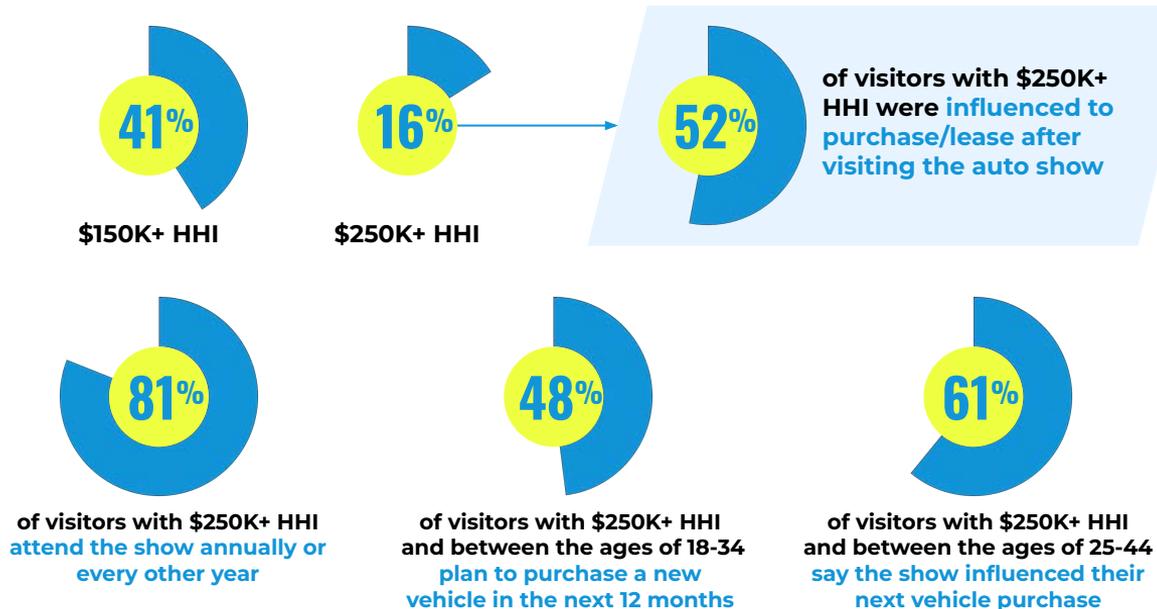
A photograph of a man in a dark suit and tie standing next to a car that is completely covered in a black cloth. The setting is an auto show with other people and cars visible in the background. The entire image has a blue tint. The text is overlaid on the image in white.

"The whole purpose that I remember when I was a kid is to come to the LA Auto Show and get wowed by all the exotic sports cars...So it gives them the motivation to something to shoot for. I think diversity is probably the best thing. You have people from all sorts of life, all sorts of different countries."

– Victor Ghassemi, Porsche Downtown LA

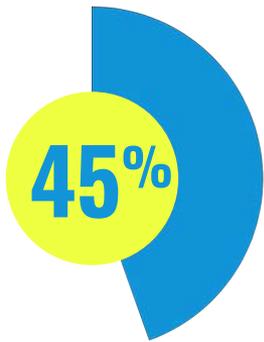
CONSUMER Affluent Attendees

As the event attracts a younger and more multicultural audience, this growth is underscored by the continued presence of an affluent audience actively shopping for their next vehicle. While the LA Auto Show attracts visitors across the income spectrum, it is clear the majority of visitors have the means to purchase new vehicles. Over 1 in 4 visitors (27%) to the show have household incomes (HHI) exceeding \$200,000 annually creating engagement opportunities for all brands including luxury makes.

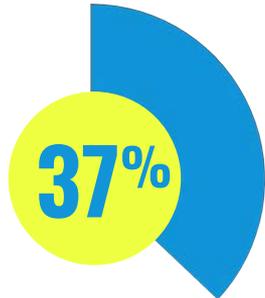


CONSUMER Multicultural Audience

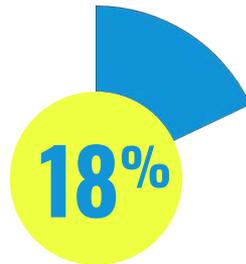
The LA Auto Show attracts a diverse audience, reflecting the multicultural mix of LA and SoCal.



Hispanic, Latino or Spanish origin



Asian or Asian American

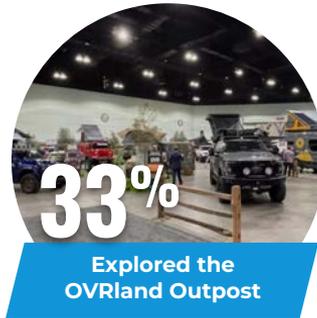
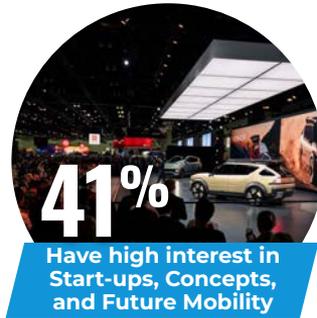


Black or African American



CONSUMER The LA Auto Show Influence

55% of attendees disclosed that the auto show positively 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.



“The latest vehicle models, the fastest cars, the most exotic rides and pretty much everything on four — and even two wheels — will be parked at the Los Angeles Convention Center as the LA Auto Show rolls into town starting this weekend.”

Los Angeles Daily News

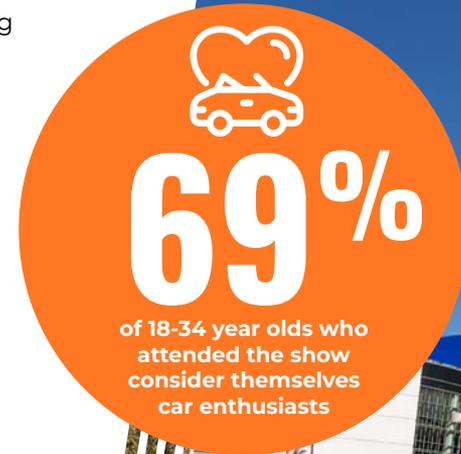
“It’s time for the quarterly conversation about the future of auto shows. Naysayers may say nay, but if this week’s Los Angeles Auto Show is any indication, there’s no need to administer last rites to the format just yet.”



“This is the first weekend of the LA Auto Show and it keeps getting bigger and better with concept cars. New technology, and tons of inspiration.”



“Get ready to rev and roll. The Los Angeles Auto Show wheels into town Friday with 1,000 shiny new vehicles and dozens of experiences for visitors.”



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 celebrating our individual expression.



41% of car enthusiast attendees plan to purchase or lease a new vehicle in the next 12 months



200+ car clubs in LA alone. Covering car events of all kinds, spanning diverse cultures—from HIN and Classics to Lowriders.



The Garage Aftermarket showcased over 200 lowriders, exotics, customs, classics, 4x4's and more, as well as the who's who of LA-based premier lifestyle and aftermarket exhibitors.

Monterey Motorsports Festival Concours proudly hosted an incredible showcase of over 20 rare exotics, high-performance supercars, vintage classics, and ultra-rare icons. Attendees were captivated by this unforgettable collection of dream machines.

World-famous customizer Ryan Friedlinghaus brought his West Coast Customs Experience featuring a selection of their latest one-of-a-kind custom vehicles, alongside offerings from their New York-based collaborative partner, the CART Department, which presented works of art from renowned artists using cars as their canvas. **This curated exhibited generated news with a total media audience of 424M and 2.4M social interactions!**





2025 LA AUTO SHOW
NOVEMBER 20-30

