

LA AUTO SHOW[®]

ALL ROADS LEAD HERE

2025 RECAP





The 2025 LA Auto Show welcomed more visitors YOY and California continues to be the nation's leading market for internal combustion vehicles, hybrids and EVs with nearly 1.81M new light vehicle registrations in 2025.

With unmatched scale, diverse consumer demographics and a deeply car-obsessed culture, LA Auto Show's timing is perfectly positioned to be the industry's essential annual gathering. It's where automakers' current models and future aspirations are front and center on the global stage.

THE LA AUTO SHOW DIFFERENCE



INFLUENCE

California is where the automotive future is tested in real time.

Technology, sustainability, entertainment, policy, and cultural tastes collide here first, creating a proving ground that shapes how the U.S. auto industry is ultimately adopted around the world.



CONSUMERS

No market delivers clearer signals than California.

With LA's unmatched size and diversity, its consumers help determine what comes next. Whether accelerating EV and hybrid adoption, redefining expectations for internal combustion vehicles, or demanding vehicles that reflect personal identity, design credibility, and environmental intent.



CULTURE

Automotive culture doesn't just exist in California, it evolves here.

Daily driving, weekend road trips, aftermarket expression and countless enthusiast communities continuously feed a global content engine powered by Hollywood and the world's most influential creators, turning Southern California's passion for vehicles into an unrivaled worldwide voice.

AUTOMOBILITY LA[®]

THE FUTURE IN MOTION

2025 RECAP



Press Conferences and Media Showcases

Kia, Hyundai, Volkswagen, Lucid, Jeep, Volvo, Porsche DTLA, Scout, Coulson Aviation, Revology (All Roads Stage)

Awards and Nominations

Automotive Hall of Fame Distinguished Service Citation Award, Hispanic Motor Press, NACTOY Finalists, Racer Creator Awards,

Main Stage Speaker Sessions

- SEMA Welcome Remarks
- Powering Dreams: Honda and the LA28 Games Unite for the 2028 Olympic and Paralympic Games
- Voltera – The Power to Build
- Direct Line: Live with California's Secretary of Transportation Toks Omishakin
- Driving Innovation: Lithia Motors Showcases Commercial Fleet Solutions
- Breaking the Speed Barrier: How Lucid is Redefining What's Possible in Electric
- A New Adventure with an Old Legend. Scout Motor's Trail Back to the Marketplace
- Cox Automotive - AI is Now: How Artificial Intelligence is Transforming Automotive
- Arc & Pivotal – Future of Air and Sea
- PAVE – Are We There Yet? A State of Play on Autonomous Vehicles

Fleet Mobility Showcase & Exclusive Exhibitors

Volkswagen, GM Envelope, Honda Hydrogen, Fastport Honda, Rivian, Lithia Motors, Arc, PAVE, Pivotal, Saferide, Tensor

Industry Networking

Scout Motors Afternoon Refreshments, Revology Mustang Boss 429 World Premier & Happy Hour, Showcase Hall Happy Hour, AutoMobility LA Reception, SPARQ Happy Hour, Racer Awards and Reception

Special Exhibits and Announcements

SPARQ, LumiVerse, Creator Studios, The Underground,





11,000+

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



2,000+

Credentialed Media



35

Countries Represented



Local Efforts/Global Results



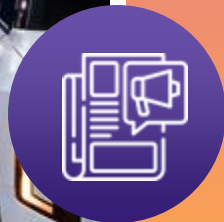
14B+

Global media impressions generated via earned media



\$202M

Publicity Value



14

Global Press Releases Distributed



11M

Branded Content In-Market Media Impressions



272k

Hits/Views



12,000

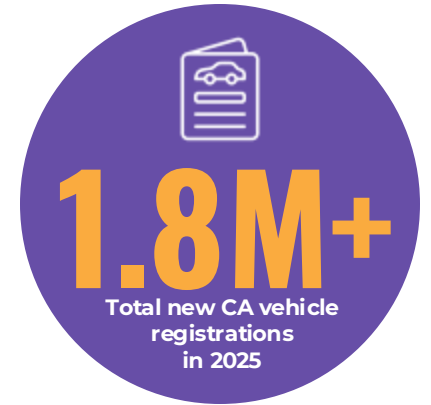
Pickups



California remains a cornerstone of the U.S. automotive market, contributing to over 11% of new mobility demand annually across evolving buyer preferences and reinforcing vehicle sales performance across categories.

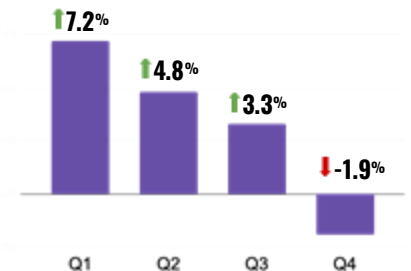
California and US New Light Vehicle Registration FY24 and FY25

	California			U.S.		
	2024	2025	CHANGE	2024	2025	CHANGE
Registration						
TOTAL	1,748,689	1,806,762	3.3%	15,457,894	16,102,983	4.2%
Car	478,419	463,741	-3.1%	2,914,244	2,688,920	-7.7%
Light Truck	1,270,270	1,343,021	5.7%	12,543,650	13,414,063	6.9%
Domestic	583,201	586,050	0.5%	6,448,504	6,766,496	4.9%
European	259,825	255,684	-1.6%	1,584,766	1,543,626	-2.6%
Japanese	731,941	774,618	5.8%	5,766,721	5,976,113	3.6%
Other Asian	173,722	190,410	9.6%	1,657,903	1,816,748	9.6%
Market Share						
Car	27.4	25.7	-1.7	18.9	16.7	-2.2
Light Truck	72.6	74.3	1.7	81.1	83.3	2.2
Domestic	33.4	32.4	-1.0	41.7	42.0	0.3
European	14.9	14.2	-0.7	10.3	9.6	-0.7
Japanese	42.0	42.9	0.9	37.3	37.1	-0.2
Other Asian	9.9	10.5	0.6	10.7	11.3	0.6



2025 California New Light Vehicle Registrations Percent Change YOY

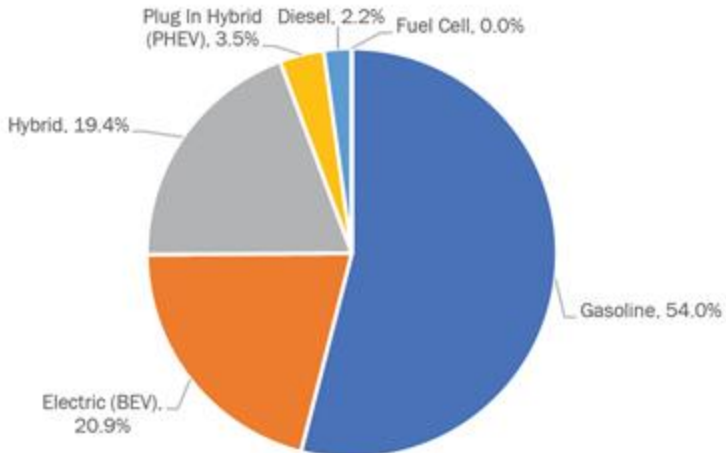
Define attributed to ZEV expiration of the federal tax credit.



CALIFORNIA Ownership Share

ICE vehicle share should start to move higher due to ZEV incentives, while sales of hybrids should continue to accelerate this year.

Market Share for all Powertrain Types – 2025



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



54%

of California's new vehicle registrations in 2025 were gasoline powered vehicles



56%

ICE market share (including gasoline and diesel vehicles) down from 60% YoY



44%

Combined share for BEVs, PHEVs, hybrids, and fuel cell vehicles, up from 21.4% in 2021



CALIFORNIA State of Zero-Emission Vehicles



California market momentum toward electrified and low-emission vehicles remain relatively steady.

The LA Auto Show's global media reach, national influence, and deep local consumer engagement make it a critical platform for showcasing these advances helping brands connect with buyers and build awareness of the latest ZEV innovations regardless of shifting policies and consumer preferences.



21%

California ZEV
market share in 2025
*22% in 2024



8.2%

U.S. ZEV market
share in 2025



28%

California share of U.S.
ZEV registrations 2025

LA Auto Show Influence

86%

of visitors aged 20-44 said attending the LA Auto Show influenced their decision on purchasing or leasing their next vehicle

The Industry's Must-Attend Event

68%

of visitors said that LAAS was the **only** automotive event they attended in the past 12 months

In-Market Shoppers

68%

intend to purchase or lease a new vehicle in the next 24 months (41% in 12 months)

Electrification Is Top of Mind

53%

of visitors to the show are interested in an electrified vehicle

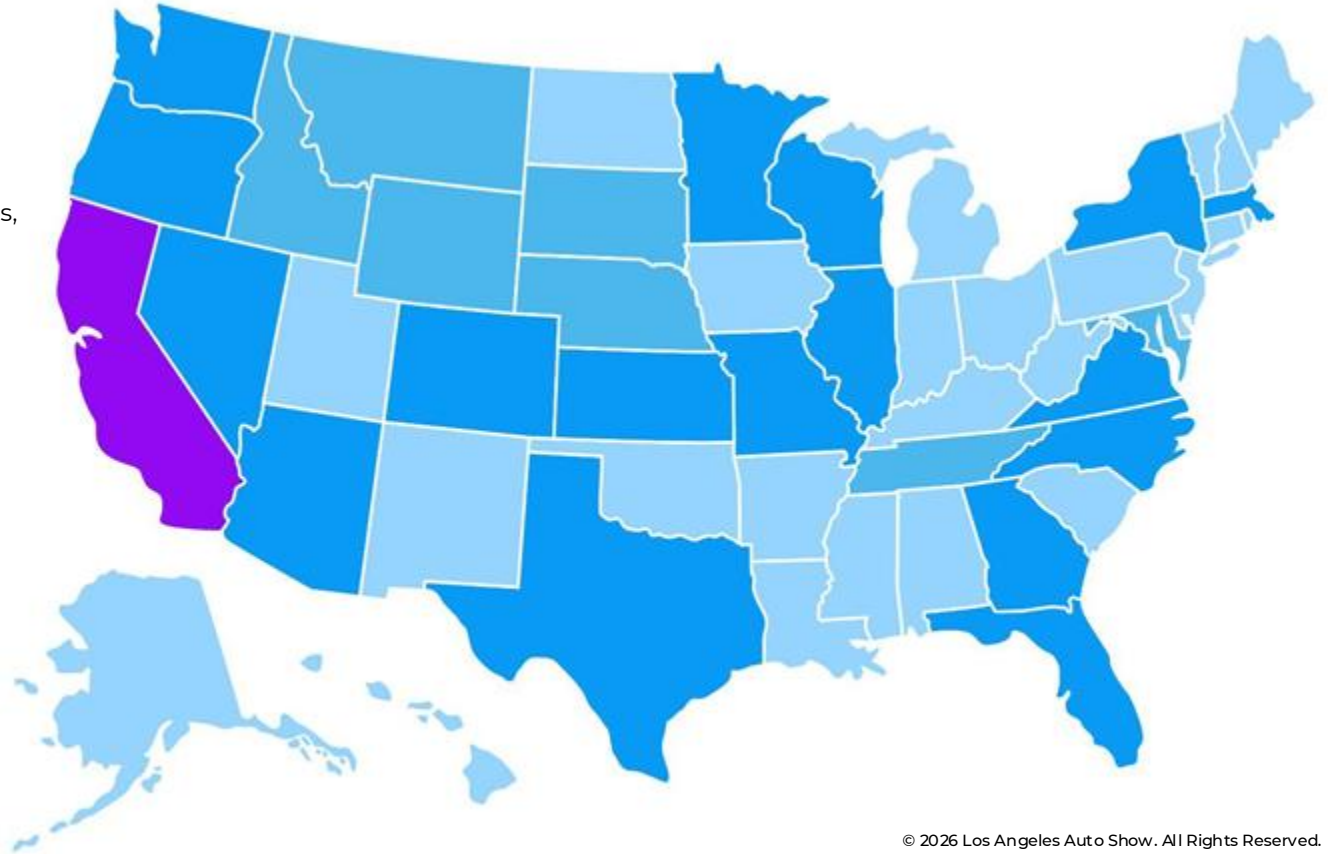


Detroit Free Press

“The mix of automaker showcases with enthusiast builds gives the show an energy closer to a festival than a traditional exhibition,”

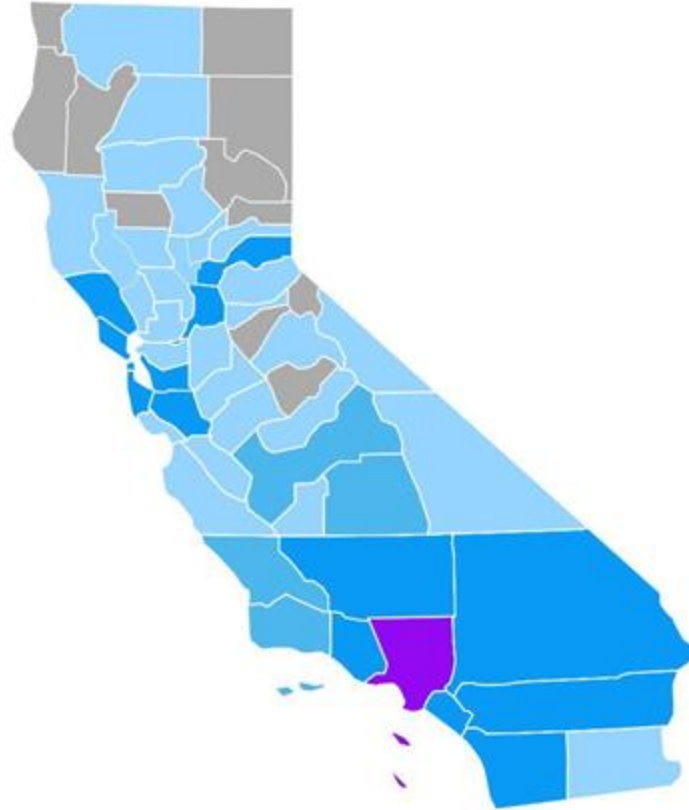
ALL 50 STATES

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



50 counties represented:

- 61%** LA County
- 9%** Orange County
- 7%** San Bernardino County
- 6%** Riverside County
- 4%** Ventura County
- 2%** San Diego County



**“Test drives, ride-alongs,
and interactive experiences
are a major draw...”**

CONSUMER LA Auto Show Attendee Spotlight

At the 2025 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.

51%

of visitors own at least one luxury brand vehicle



63% of attendees were ages 35-64, in their prime vehicle-buying years



58% of respondents identified as hispanic, black, asian or another non-white ethnicity, reflecting LA's demographic mix Excludes 'Prefer not to say' responses



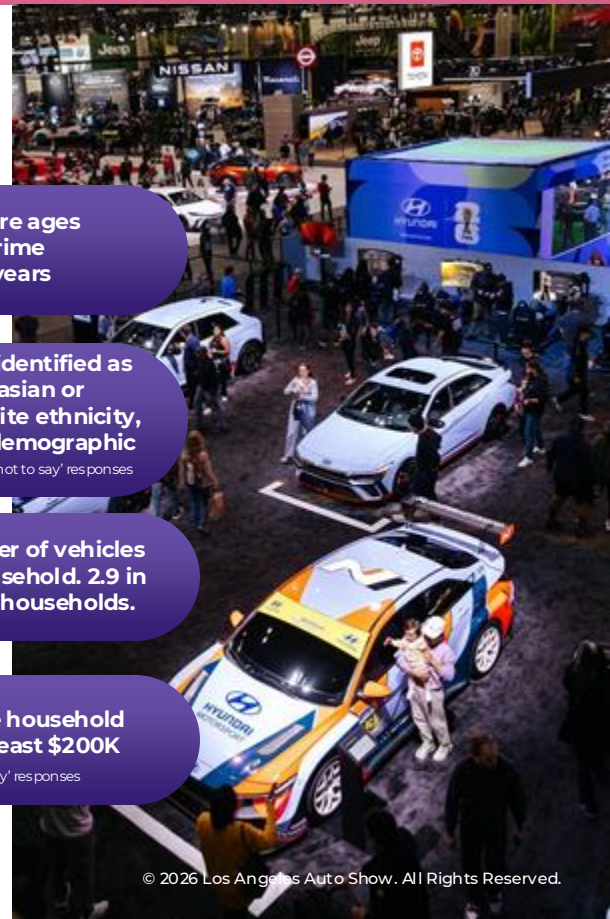
2.7 Average number of vehicles owned per household. 2.9 in higher income households.



33% of visitors have household incomes of at least \$200K Excludes 'Prefer not to say' responses

49%

of 24-month intenders added at least one brand to their consideration list after visiting the show



INDOOR TEST RIDES

- **Hyundai Test Ride:** IONIQ 5 N, IONIQ 5 Limited, IONIQ 9 Calligraphy, IONIQ 9 Calligraphy Design
- **Camp Jeep:** Wrangler 4xe, Wrangler, Gladiator, Grand Cherokee L
- **Bronco Built Wild:** Bronco Badlands Models

STREET TEST DRIVES

- **Alfa Romeo:** Giulia, Tonale PHEV
- **Chrysler:** Pacifica PHEV
- **Dodge:** Durango SRT, Hornet
- **Fiat:** 500e
- **Jeep:** Gladiator, Grand Cherokee L, Wrangler 4xe, Wrangler
- **Kia:** EV9 GT Line, EV6 GT Line, EV6 GT
- **Polestar:** Polestar 4 *The first consumer test drive in the US!*
- **RAM:** RAM 1500, RAM 2500
- **Rivian:** R1-S, R1-T
- **Subaru:** Ascent Onyx Touring, Crosstrek Sport, Forester Touring, Forester Sport Hybrid, Impreza RS, Outback, Solterra Touring, WRX tS
- **Toyota:** bZ, Grand Highlander, RAV4 Hybrid, Prius PHEV, Tacoma TRD Pro

CLEAN POWER ALLIANCE TEST DRIVE TRACK

- **Cadillac:** Escalade IQ, LYRIQ, OPTIQ, VISTIQ
- **Chevrolet:** Blazer EV, Equinox EV, Silverado EV, plus rides in the new Bolt EV
- **Faraday Future:** FF 91 2.0 Futurist Alliance, FX Super One
- **Lucid:** Air, Gravity Touring, Gravity Grand Touring
- **Nissan:** Leaf *The first consumer test drive!*
- **Volkswagen:** Atlas, ID Buzz, Tiguan
- **Volvo:** XC90, XC60, EX30, EX90

150k+



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

52



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

35%

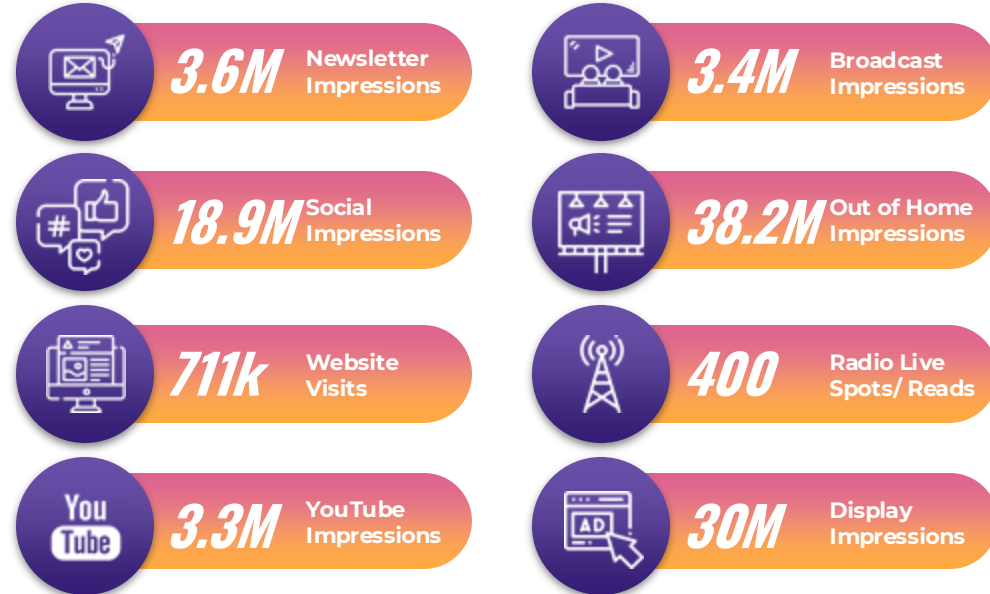


said the test drives/rides made them more likely to consider buying a specific brand



CONSUMER Integrated Multi-Platform Outreach

Through a strategic mix of paid, earned, and owned media, the LA Auto Show's 2025 campaign delivered expansive reach, powerful impressions, and measurable impact across the most critical audience touchpoints.



98M TOTAL!



CAR AND DRIVER

“Some of the most memorable moments weren’t about new models at all, but about cars that tell stories...”

CALIFORNIA Collaborations

LA Auto Show x Fork n' Film

An immersive dine-in cinema experience staged in Showcase Hall among rare, exotic, and 1-of-1 vehicles. The culinary experience was synchronized with the film, creating a multi-sensory after-hours event following Media Day.

LA Auto Show Scavenger Hunt

An after-hours interactive challenge where creators explored the full show footprint, solving clues tied to unique vehicles. This format organically showcased the breadth of the event while encouraging storytelling and discovery.

Reach Across Creator Audiences:

2.53M+



Engagement:

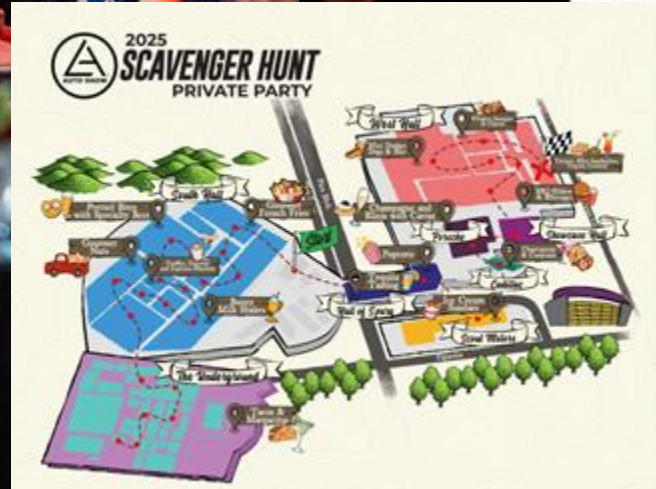


5.1k
likes

286
comments

255k+

video views



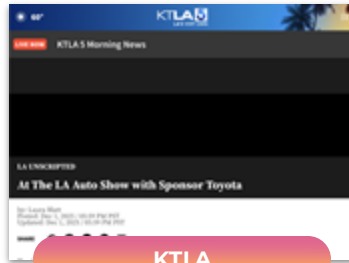
CONSUMER LA's Media Culture

LA Auto Show partnered with key media outlets to develop high-impact programs with appeal to every segment of demographics across the LA region.



LA TIMES

Targeting entire LA DMA



KTLA

Top-rated premier local station targeting news, lifestyle and sports audiences



MOMMY POPPINS

Parent-driven publication highlighting the coolest, off-the-beaten-track things to do with kids



BUCKETLISTERS

Experience curators, inspiring people to live life to the fullest by connecting them with unforgettable experiences

13M
Impressions

131k
Video Views

634k
Reach

538k
Engagements



CONSUMER All Roads Lead Here



LA Auto Show's All Roads Lead Here campaign was supercharged in 2025 with multiple activations.

ALL ROADS STORIES

Now in its second season, the 2025 six-part video series continued exploring the diverse car culture of Los Angeles, with behind-the-scenes access to some of SoCal's most prestigious brands and car aficionados. Season 2 introduced host Sonya Slidez and featured episodes spotlighting AI tech company SPARQ, street artist OG Slick, The Underground exhibitors LumiVerse, Full Blown Performance and World Famous 4x4, The Marathon Brand, and an upcoming finale with Sung Kang. Known for his role as Han in the Fast and Furious franchise, Kang debuted a never-before-seen trailer for his upcoming film *Drifter* during his All Roads Stage appearance.

ALL ROADS STAGE

Where automotive passion takes center stage. Curated as a gathering place for builders, creators, and enthusiasts, it highlights the many paths that lead to car culture in Los Angeles. Featured vehicles included the global debut of Revology's Mustang Boss 429, the only known North America-based right-hand drive 1964 Alfa Romeo Giulia Sprint Speciale, Mike Epps' 1957 Chevrolet Bel Air, and a 7-day run with Sung Kang's "Lola" vehicles from the upcoming *Drifter* movie.



CONSUMER Diversity



58%

of visitors identified as hispanic, black, asian, multi-cultural or other non-white ethnicity

Excludes 'Prefer not to say' responses



46

average age of these visitors to the show, compared to show average of 51



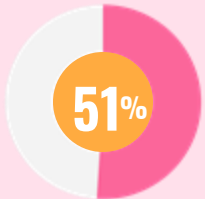
33%

of visitors are female and are more likely than men to promote the show

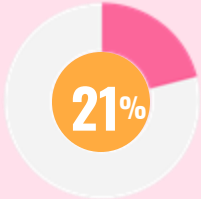
Source: 2025 LAAS Visitor Experience Study

CONSUMER Affluent Attendees

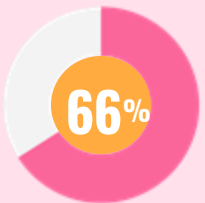
As the event attracts a younger and more multicultural audience, this growth is underscored by the continued presence of an affluent audience actively shopping for their next vehicle. While the LA Auto Show attracts visitors across the income spectrum, it is clear the majority of visitors have the means to purchase new vehicles.



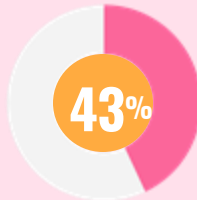
\$150K+ HHI



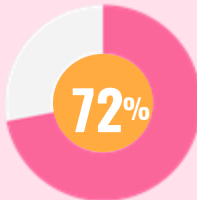
\$250K+ HHI



of visitors with \$250K+ HHI were influenced to purchase/lease after visiting the auto show



of visitors with \$250K+ HHI and between the ages of 20-44 plan to purchase a new vehicle in the next 12 months

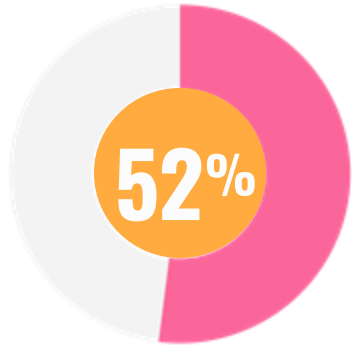


of visitors with \$250K+ HHI and between the ages of 20-44 say the show influenced their next vehicle purchase

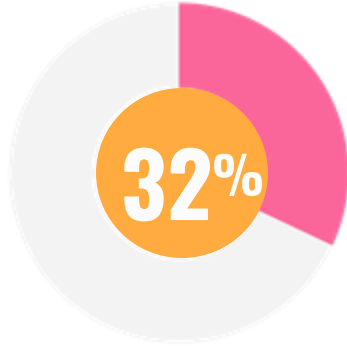


CONSUMER Multicultural Audience

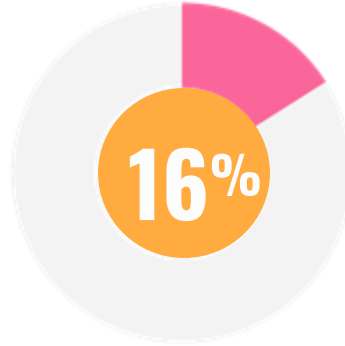
The LA Auto Show attracts a diverse audience, reflecting the multicultural mix of LA and SoCal.



Hispanic, Latino or Spanish origin



Asian or Asian American



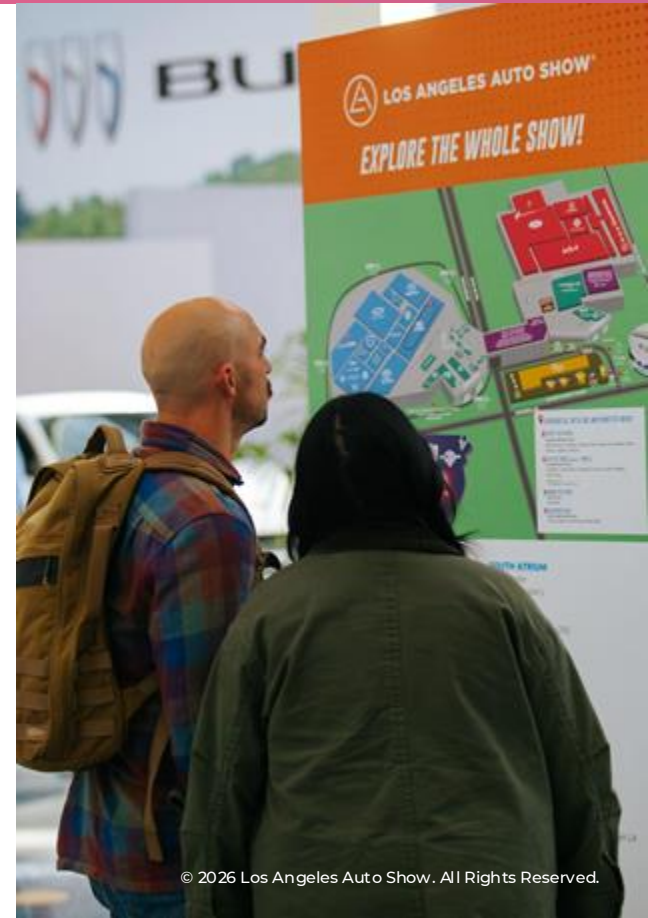
Black or African American

Share amongst these multicultural groups



CONSUMER The LA Auto Show Influence

80% 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 4 hours exploring the show's unique offerings.



Forbes

“Automakers are delivering as much experience as possible, with rides, games, and interactive exhibits that push the auto show beyond static displays and into lifestyle territory...”

CULTURE Car Culture Community

“Car culture, future tech, thrilling experiences, and pressure-free shopping are on tap through Nov. 30 ... at the Los Angeles Auto Show.”

Forbes

“Car culture is central to life in California, and the LA Auto Show is a pure joy ride.”

**GIRLS GUIDE
TO CARS**

“It’s one of those rare events that actually delivers for everyone — kids, parents, and car lovers alike.”

TimeOut

“This is definitely not the same show that I fell in love with as a kid, there are so many more modified and interesting cars. Some of my earliest memories of taking pictures of cars on film were at the LA Auto Show.”

LC
LARRY CHEN PHOTO

40%



of visitors come to the show to experience the LA car culture scene

34%



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

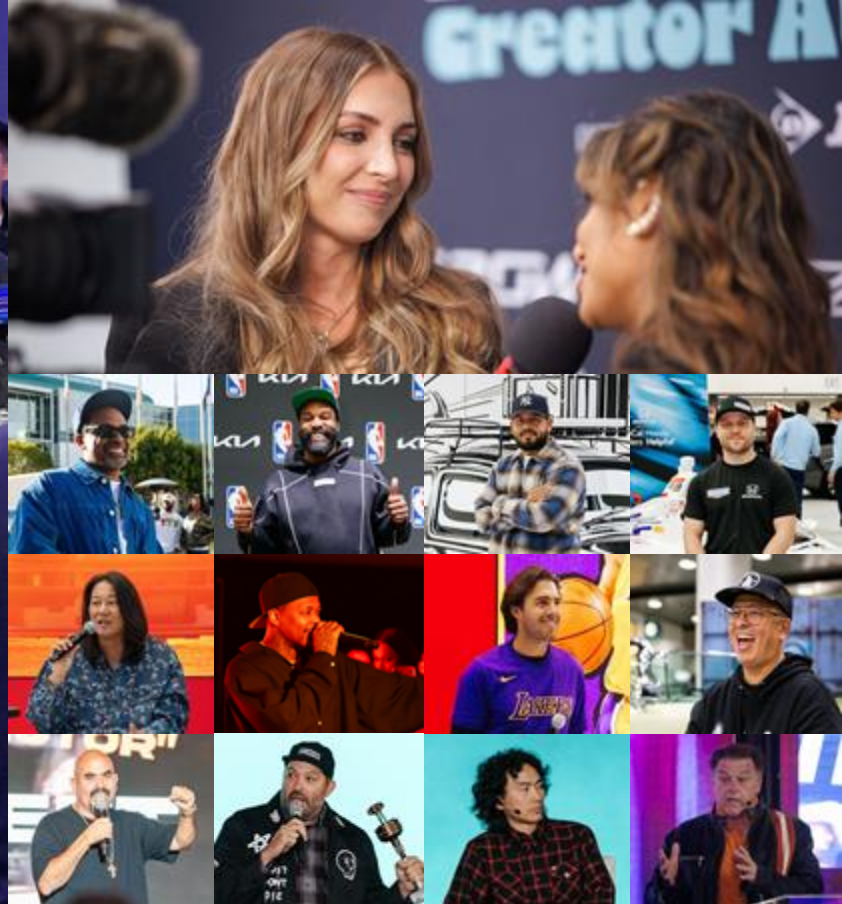
255+



car clubs in LA alone. Covering events from JDM and Classics to Lowriders.

Celebrity and notable figures seen at the show:

- Sabrina Carpenter
- Emelia Hartford
- James Brolin
- Sung Kang
- OG Slick
- Sash Vujacic
- Magnus Walker
- Joshua Vides
- Felix Roseqvist
- Baron Davis
- Lavar Ball
- Mike Epps
- Larry Chen
- Anze Kopitar
- Chad Linberg
- Noel G
- Hannah Maloof
- Luis Da Silva Jr.



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NOVEMBER 20-29, 2026



LOS ANGELES AUTO SHOW[®]