



Louisiana Auto Outlook™

Coverage of the Louisiana new vehicle market

FORECAST

State New Vehicle Market Predicted to Decline 3.1% in 2026



Key factors boosting new vehicle sales

Pent up demand. New vehicle sales since the onset of the pandemic have been below average. And the Great Recession of 2009 was called great for a reason: it took nearly seven years for sales to return to normal levels. Due to this extended period of below-average sales, the vehicle fleet is aging (see below). Vehicle purchases have been postponed, which will provide support to the market.

Consumers have incentive to upgrade. Average age of vehicles in operation has reached an all-time high. No question, modern vehicles are built better and last longer, but today's models offer many upgraded features vs. the average 12.5-year-old car. Passive and active safety technology, advanced infotainment options, and alternative powertrains are just a few examples. Many vehicle owners have a strong incentive to upgrade.

Declining interest rates? Prior to the Iran war, the prospects were good for interest rates to fall during 2026. But the war and subsequent increases in oil and gasoline prices have brought that into question. Lower finance rates are critical for improving affordability, which is the primary negative for the market.



Key factors holding back new vehicle sales

New vehicle affordability. Finance costs remain elevated due to high interest rates, vehicle transaction prices are hovering around \$50,000, and income growth is barely keeping pace with inflation. Manufacturers can alleviate price pressures by reducing content levels and offering more affordable models, but these adjustments take time.

Tariffs. Higher tariffs will negatively impact new vehicle sales in 2026. Up until now, manufacturers and dealers have largely absorbed the costs, but eventually, consumers will feel the effects. Tariffs also lead to increasing inflation in the economy, which reduces disposable household income.

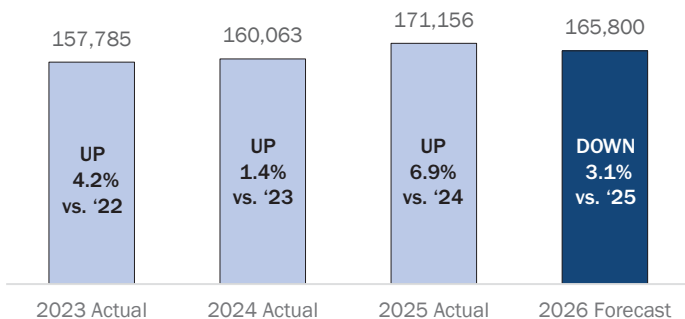
Uncertainty. Forecasting auto sales is always challenging, but the past 15 months have been particularly unpredictable. Unforeseen events like fluctuating tariff rates, the phase-out of BEV tax credits, the war in Iran, and rising gasoline prices have all thrown uncertainty into the outlook. Largely as a result of this ongoing tumult, consumer confidence has plummeted to near record-low levels. Heightened uncertainty makes people reluctant to make big-ticket purchases, like automobiles.

Key Trends in Louisiana Market



- » State new retail light vehicle registrations are predicted to decline 3.1% for all of this year versus 2025.
- » Registrations in the first quarter of 2026 slipped to 38,878 units, off by 4.8% from a year earlier and below the previous five year average (see page 2). The U.S. market declined 8.5%.
- » BEV and PHEV registrations fell by more than 15% in the first quarter of this year (see page 6). BEV market share fell to 1.8%.
- » Among top 25 sellers, Nissan, Kia, Toyota, Tesla, Lexus, Genesis, and Lincoln were the only brands to have increases in registrations so far this year (see page 5).

Forecast for State New Retail Light Vehicle Registrations



Market Summary

	YTD '25 thru Mar.	YTD '26 thru Mar.	% Chg. '25 to '26	Mkt. Share YTD '26
TOTAL	40,837	38,878	-4.8%	
Car	5,807	5,713	-1.6%	14.7%
Light Truck	35,030	33,165	-5.3%	85.3%
Domestic	20,734	18,764	-9.5%	48.3%
European	2,819	2,227	-21.0%	5.7%
Japanese	13,009	13,047	0.3%	33.6%
Other Asian	4,275	4,840	13.2%	12.4%

The graph above shows annual new retail light vehicle registrations from 2023 to 2025, and Auto Outlook's projection for 2026. Historical data sourced from Experian Automotive.

Domestics consist of vehicles sold by GM, Ford, Stellantis (excluding Alfa Romeo and FIAT), Tesla, Rivian, and Lucid. Other Asian includes Genesis, Hyundai, Kia, and VinFast. Data sourced from Experian Automotive.

KEY TRENDS IN LOUISIANA NEW VEHICLE MARKET



STATE MARKET VS. U.S.

**% Change In
New Retail Market
YTD '26 thru March
vs. YTD '25**

**Louisiana
DOWN 4.8%**

**U.S.
DOWN 8.5%**

New retail light vehicle registrations in Louisiana declined 4.8% during the first three months of this year versus year earlier, better than the 8.5% fall in the Nation.

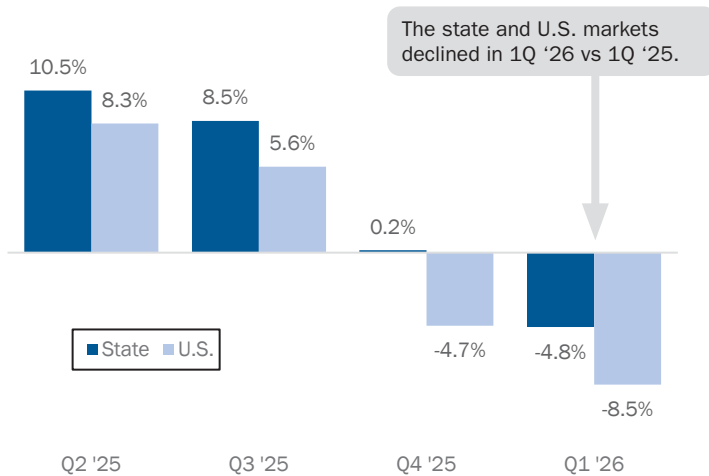
Data sourced from Experian Automotive.



QUARTERLY RESULTS

QUARTERLY TREND

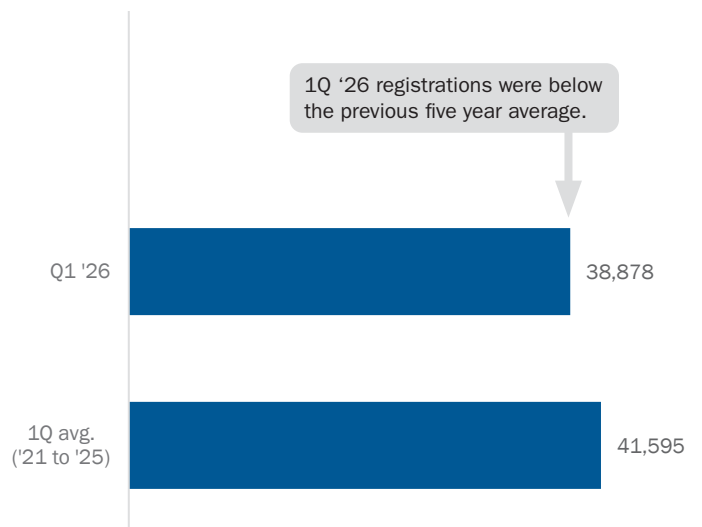
Percent Change in Registrations vs. Year Earlier



Data sourced from Experian Automotive.

QUARTERLY PERSPECTIVE

1Q '26 Registrations Versus 1Q Average for Previous Five Years



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Auto Outlook, Inc.
PO Box 390, Exton, PA 19341
Phone: 610-640-1233 EMail: autooutlook@icloud.com
Editor: Jeffrey A. Foltz

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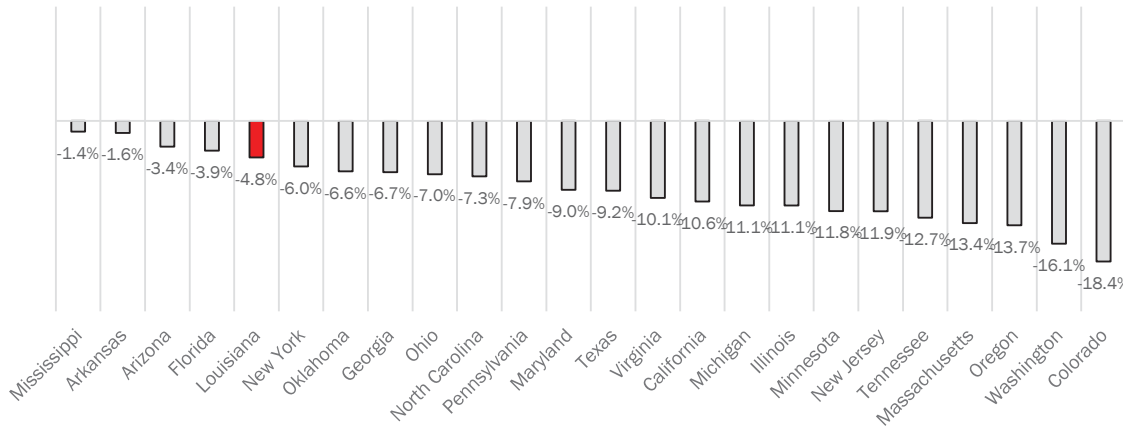
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COMPARISON OF STATE MARKETS



INDUSTRY RESULTS IN FIRST QUARTER 2026

Percent Change in New Retail Light Vehicle Registrations - 1Q 2026 vs. 1Q 2025



The graph on the left shows the percent change in new retail light vehicle registrations during the first three months of this year versus year earlier in 24 selected states. Louisiana registrations fell 4.8% in the first quarter of this year, above average compared to other markets. Arkansas had the smallest decline, down 1.6%.

Data sourced from Experian Automotive.



MARKET SHARE BY BRAND CATEGORY

Market Share by Brand Type in 24 Selected State Markets - YTD 2026 thru March

Rank	Domestic Brands		European Brands		Japanese Brands		Other Asian Brands	
	Area	% share	Area	% share	Area	% share	Area	% share
1	Michigan	72.0	New Jersey	15.2	Oregon	50.1	Florida	15.2
2	Oklahoma	52.4	California	13.8	Massachusetts	48.8	Ohio	14.1
3	Arkansas	51.2	Florida	12.6	Washington	48.5	Arizona	14.0
4	Louisiana	48.3	Massachusetts	12.5	Maryland	47.5	Illinois	13.9
5	Minnesota	45.9	New York	12.3	California	47.4	New Jersey	13.9
6	Texas	44.2	Colorado	10.5	Virginia	47.1	Georgia	13.4
7	Ohio	41.8	Maryland	10.3	Tennessee	45.5	Arkansas	13.3
8	Mississippi	40.0	Illinois	9.8	New York	43.8	Mississippi	13.2
9	Arizona	39.1	Virginia	9.4	North Carolina	43.7	Oklahoma	12.8
10	Illinois	38.6	Washington	8.9	Pennsylvania	43.1	Virginia	12.8
11	Georgia	37.7	Pennsylvania	8.8	New Jersey	42.9	Louisiana	12.4
12	Tennessee	36.7	Arizona	8.6	Mississippi	42.4	Maryland	12.4
13	Colorado	36.3	Texas	8.6	Colorado	42.0	North Carolina	12.4
14	North Carolina	35.8	Georgia	8.4	Georgia	40.5	Pennsylvania	12.4
15	Pennsylvania	35.7	North Carolina	8.1	Florida	39.1	Tennessee	11.6
16	New York	33.1	Oregon	8.1	Arizona	38.3	Colorado	11.2
17	Florida	33.1	Minnesota	6.3	Ohio	38.0	New York	10.8
18	Oregon	32.1	Tennessee	6.2	Minnesota	37.8	Washington	10.7
19	Washington	31.9	Ohio	6.1	Illinois	37.7	California	10.3
20	Virginia	30.7	Louisiana	5.7	Texas	36.9	Texas	10.3
21	Maryland	29.8	Arkansas	4.6	Louisiana	33.6	Massachusetts	10.1
22	Massachusetts	28.6	Oklahoma	4.6	Arkansas	30.9	Minnesota	10.0
23	California	28.5	Mississippi	4.4	Oklahoma	30.2	Oregon	9.7
24	New Jersey	28.0	Michigan	3.8	Michigan	18.5	Michigan	5.7

The table above shows percent market share for Domestic, European, Japanese, and Other Asian brands in 24 selected state markets in the first quarter of this year. Other Asian brands include Genesis, Hyundai, Kia, and VinFast. Data sourced from Experian Automotive.

BRANDS



TOP SELLING BRANDS IN 7 PRIMARY SEGMENTS

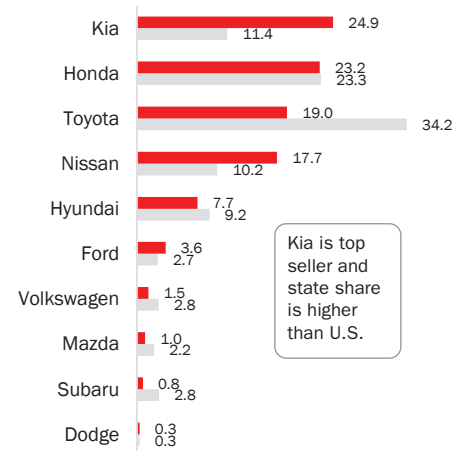
The seven graphs on this page show brand market share in seven key segments during the first three months of 2026 in both the Louisiana and U.S. markets. State percent share is depicted by the red bars, U.S. share is light gray. Top ten brands in each segment are ranked from top to bottom based on Louisiana share.

Segments were defined based on model classifications instead of overall brand positioning. For instance, Chevrolet appears on the Luxury and Sports cars graph because of the Corvette. Small SUVs consists of both Sub Compact and Compact models.

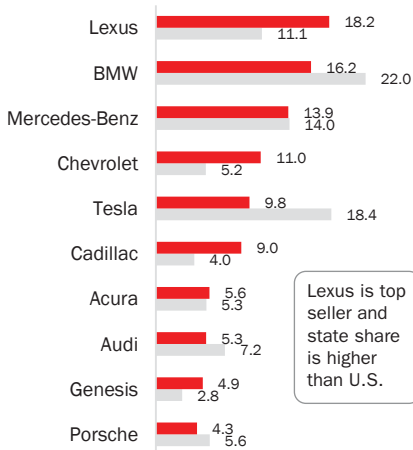
Legend for all graphs

- █ Brand share of segment in Louisiana during YTD '26
- █ Brand share of segment in U.S. market during YTD '26

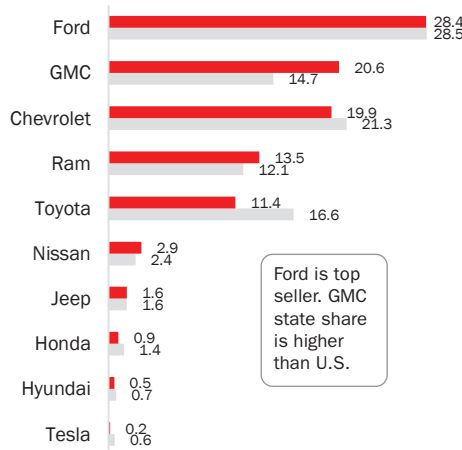
Mainstream Cars



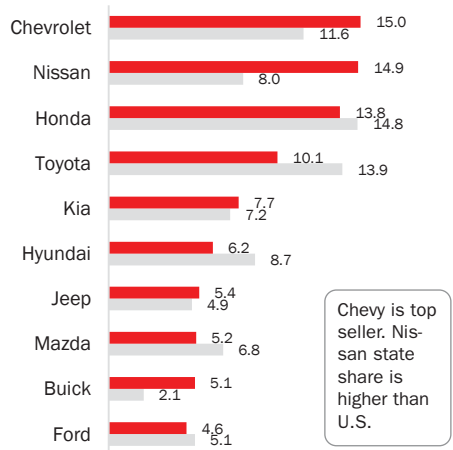
Luxury and Sports Cars



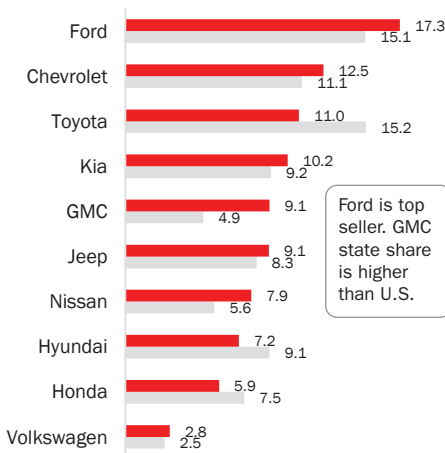
Pickups



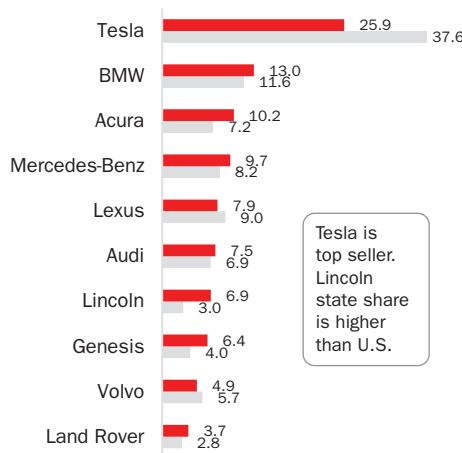
Small Mainstream SUVs



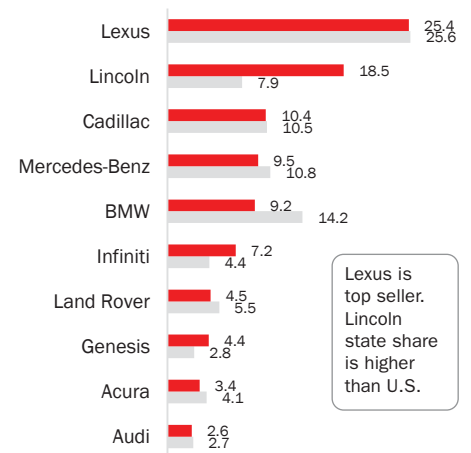
Mid and Full Size Mainstream SUVs



Small Luxury SUVs



Mid and Full Size Luxury SUVs



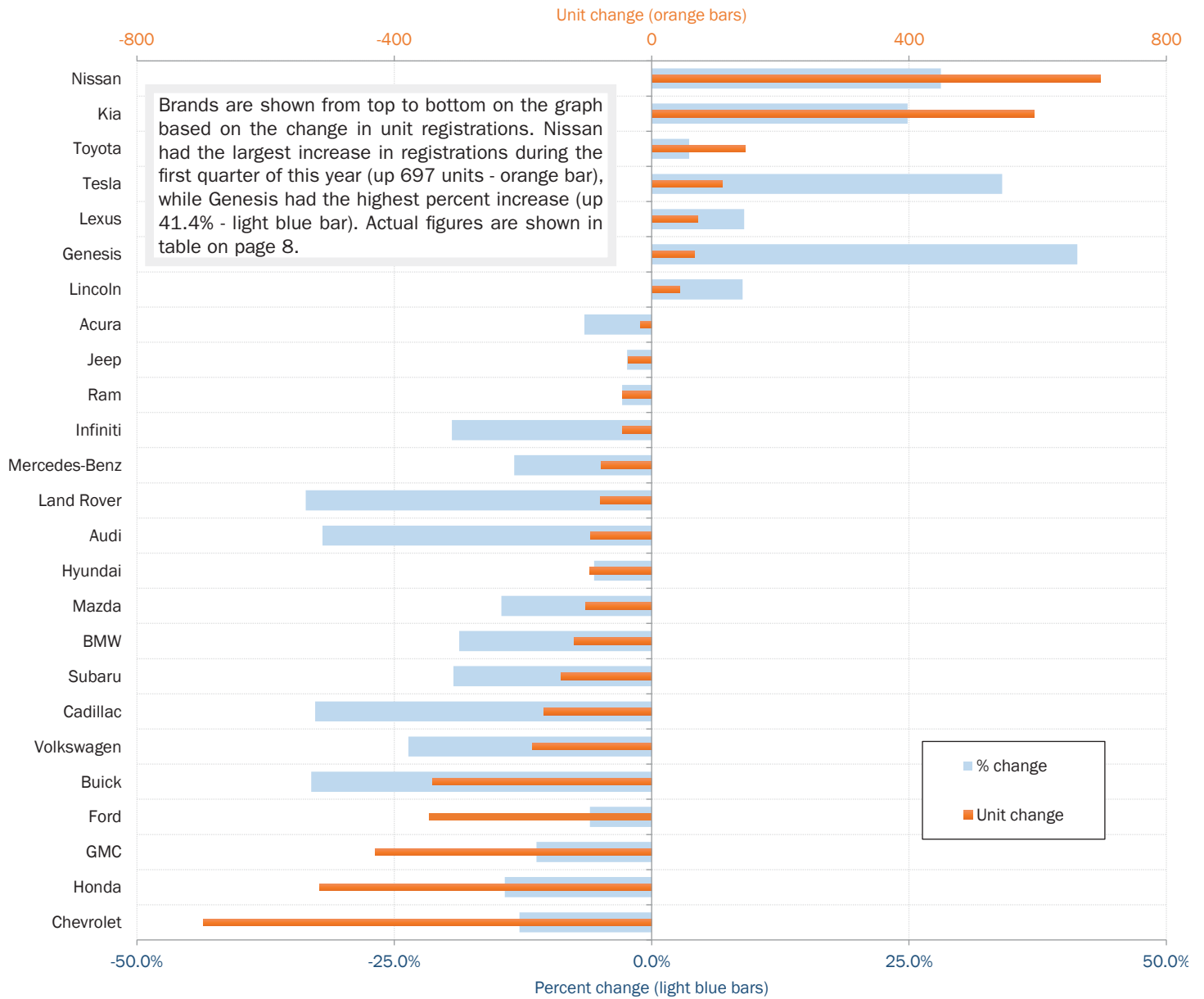
BRANDS



WINNERS AND LOSERS

The graph below shows both the percent and unit change in registrations during the first quarter of this year versus year earlier for the top 25 selling brands in Louisiana.

Percent and Unit Change in New Retail Light Vehicle Registrations for Top 25 Selling Brands - YTD '26 thru Mar. vs. YTD '25



Data sourced from Experian Automotive.

POWERTRAINS

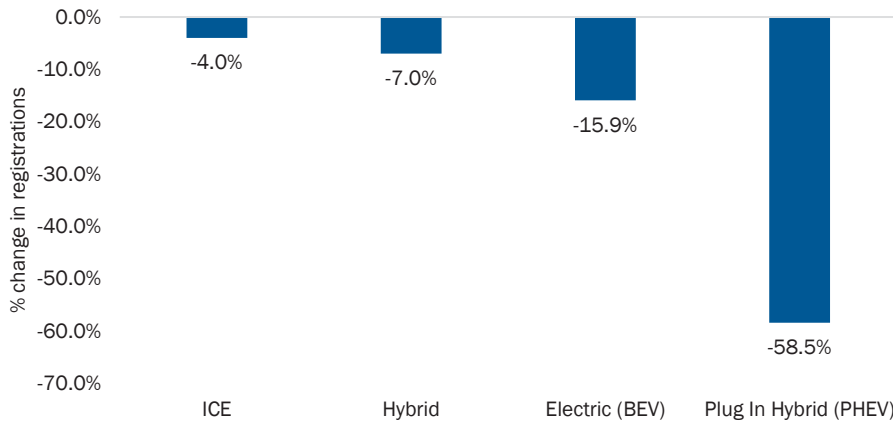
FIVE KEY TRENDS

1. BEV registrations declined 15.9% during the first three months of 2026 vs. year earlier.
2. BEV market share fell to just 1.8% in 1Q '26, down from 2.1% in 1Q '25.
3. ICE vehicle registrations declined 4.0% so far this year vs. the 4.8% drop in the overall market.
4. Plug-in-hybrids had the largest percentage decline in 1Q '26 versus year earlier.
5. BEV/PHEV market share was highest in the Small Luxury SUV segment (see graph below).



ICE, BEV, PHEV, AND HYBRID MARKET SHARE

% Change in Registrations by Powertrain Type YTD '26 thru Mar. vs YTD '25



% Share of Industry Registrations by Powertrain Type

	YTD thru March		
	YTD '25	YTD '26	
Hybrid	8.5%	8.3%	↓
Electric (BEV)	2.1%	1.8%	↓
Plug In Hybrid (PHEV)	0.6%	0.3%	↓

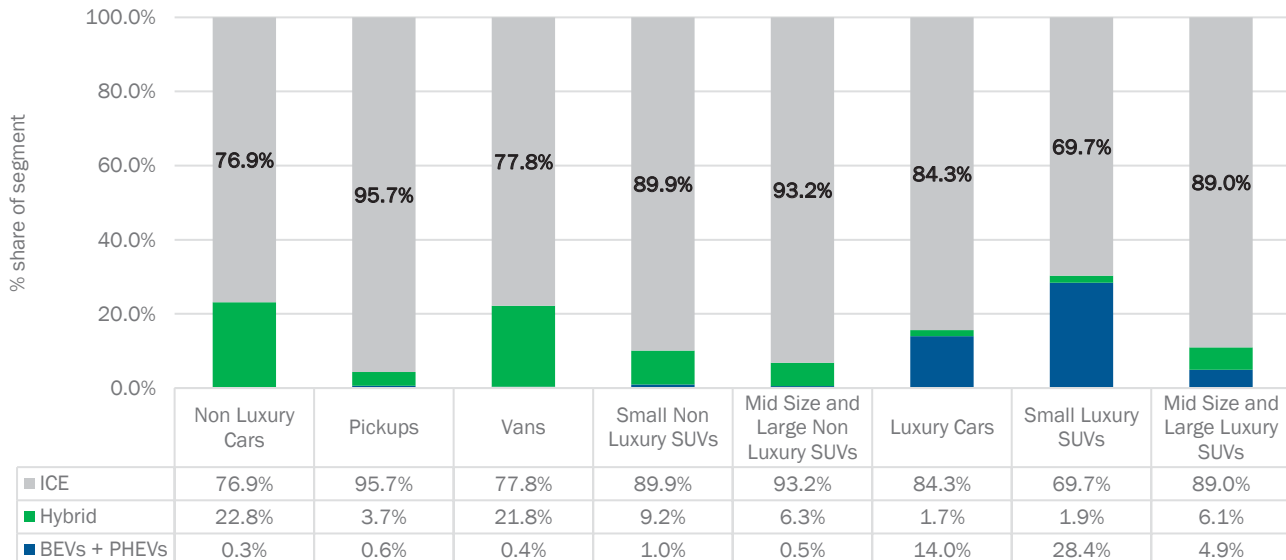
	Quarterly		
	4Q '25	1Q '26	
Hybrid	8.1%	8.3%	↑
Electric (BEV)	2.3%	1.8%	↓
Plug In Hybrid (PHEV)	0.3%	0.3%	FLAT

Data sourced from Experian Automotive. Hybrid registrations exclude mild hybrids.



POWERTRAIN SHARES FOR VEHICLE SEGMENTS

Percent Share of Segment Registrations by Powertrain Type - YTD 2026 thru March



The graph above shows market share by powertrain type for eight vehicle segments. Gray bars show ICE market share, green is hybrids, and blue is combined share for BEVs and PHEVs. Luxury segments are shown on the right side of the graph. BEV/PHEV share exceeded 14% for Luxury Cars and Small Luxury SUVs. Hybrids accounted for 22.8% of the Non Luxury Car segment. Data sourced from Experian Automotive.

MODELS



COMPARISON OF TOP-SELLING MODELS IN STATE AND U.S. MARKETS

The table below shows rankings in the Louisiana and U.S. markets for the top 30 sellers in the state. Models are shown from top to bottom based on state registrations. The bars on the right of the table show the difference between state and U.S. rankings. Ford F-Series was the best-selling model in Louisiana and the Nation. Ford Expedition was a relatively strong performer in the state, with state ranking exceeding U.S. by 47 positions, the largest positive differential.

Louisiana and U.S. Rankings for Top 30 Selling Models in State - YTD 2026 thru March

Model	State Rank	U.S. Rank	Difference in state and U.S. rankings Positive # = higher rank in state. Negative # = lower rank in state
Ford F-Series	1	1	0
GMC Sierra	2	5	3
Chevrolet Silverado	3	2	-1
Ram Pickup	4	7	3
Kia K4	5	35	30
Honda CR-V	6	3	-3
Nissan Rogue	7	14	7
Toyota Tacoma	8	8	0
Toyota RAV4	9	4	-5
Chevrolet Trax	10	25	15
Kia Telluride	11	20	9
Ford Expedition	12	59	47
Honda Accord	13	22	9
Chevrolet Traverse	14	21	7
Toyota Tundra	15	19	4
Nissan Sentra	16	41	25
Ford Explorer	17	16	-1
Nissan Kicks	18	42	24
Honda Civic	19	11	-8
Toyota Camry	20	9	-11
Chevrolet Equinox	21	10	-11
Ford Bronco	22	23	1
Nissan Pathfinder	23	44	21
Hyundai Palisade	24	34	10
Jeep Grand Cherokee L	25	51	26
Kia Sportage	26	17	-9
Honda Pilot	27	29	2
Chevrolet Tahoe	28	49	21
Jeep Grand Cherokee	29	30	1
Hyundai Tucson	30	13	-17

Data sourced from Experian Automotive.

Brand Registrations Report												
Louisiana New Retail Car and Light Truck Registrations												
	First Quarter						Annual Totals					
	Registrations			Market Share (%)			Registrations			Market Share (%)		
	1Q '25	1Q '26	% change	1Q '25	1Q '26	Change	2024	2025	% change	2024	2025	Change
TOTAL	40,837	38,878	-4.8				160,063	171,156	6.9			
Cars	5,807	5,713	-1.6	14.2	14.7	0.5	27,613	25,352	-8.2	17.3	14.8	-2.5
Light Trucks	35,030	33,165	-5.3	85.8	85.3	-0.5	132,450	145,804	10.1	82.7	85.2	2.5
Domestic Brands	20,734	18,764	-9.5	50.7	48.3	-2.4	75,460	83,715	10.9	47.2	48.9	1.7
European Brands	2,819	2,227	-21.0	6.9	5.7	-1.2	11,071	10,223	-7.7	6.9	6.0	-0.9
Japanese Brands	13,009	13,047	0.3	31.9	33.6	1.7	56,534	56,459	-0.1	35.3	33.0	-2.3
Other Asian Brands	4,275	4,840	13.2	10.5	12.4	1.9	16,998	20,759	22.1	10.6	12.1	1.5
Acura	276	258	-6.5	0.7	0.7	0.0	1,048	1,049	0.1	0.7	0.6	-0.1
Alfa Romeo	6	3	-50.0	0.0	0.0	0.0	7	10	42.9	0.0	0.0	0.0
Audi	297	202	-32.0	0.7	0.5	-0.2	1,326	1,092	-17.6	0.8	0.6	-0.2
BMW	647	526	-18.7	1.6	1.4	-0.2	2,476	2,382	-3.8	1.5	1.4	-0.1
Buick	1,031	690	-33.1	2.5	1.8	-0.7	2,926	3,784	29.3	1.8	2.2	0.4
Cadillac	514	346	-32.7	1.3	0.9	-0.4	1,603	1,796	12.0	1.0	1.0	0.0
Chevrolet	5,431	4,734	-12.8	13.3	12.2	-1.1	20,372	21,588	6.0	12.7	12.6	-0.1
Chrysler	63	54	-14.3	0.2	0.1	-0.1	348	251	-27.9	0.2	0.1	-0.1
Dodge	134	96	-28.4	0.3	0.2	-0.1	1,715	493	-71.3	1.1	0.3	-0.8
Ford	5,779	5,433	-6.0	14.2	14.0	-0.2	20,086	23,151	15.3	12.5	13.5	1.0
Genesis	162	229	41.4	0.4	0.6	0.2	798	808	1.3	0.5	0.5	0.0
GMC	3,837	3,408	-11.2	9.4	8.8	-0.6	14,147	15,399	8.8	8.8	9.0	0.2
Honda	3,614	3,098	-14.3	8.8	8.0	-0.8	15,231	14,444	-5.2	9.5	8.4	-1.1
Hyundai	1,718	1,622	-5.6	4.2	4.2	0.0	7,085	7,857	10.9	4.4	4.6	0.2
Ineos	8	8	0.0	0.0	0.0	0.0	34	30	-11.8	0.0	0.0	0.0
Infiniti	237	191	-19.4	0.6	0.5	-0.1	903	907	0.4	0.6	0.5	-0.1
Jeep	1,515	1,479	-2.4	3.7	3.8	0.1	5,780	6,508	12.6	3.6	3.8	0.2
Kia	2,394	2,989	24.9	5.9	7.7	1.8	9,114	12,085	32.6	5.7	7.1	1.4
Land Rover	238	158	-33.6	0.6	0.4	-0.2	735	773	5.2	0.5	0.5	0.0
Lexus	802	874	9.0	2.0	2.2	0.2	3,315	3,481	5.0	2.1	2.0	-0.1
Lincoln	498	542	8.8	1.2	1.4	0.2	1,681	2,196	30.6	1.1	1.3	0.2
Lucid	1	3	200.0	0.0	0.0	0.0	6	4	-33.3	0.0	0.0	0.0
Mazda	705	602	-14.6	1.7	1.5	-0.2	2,965	2,888	-2.6	1.9	1.7	-0.2
Mercedes-Benz	592	513	-13.3	1.4	1.3	-0.1	2,291	2,179	-4.9	1.4	1.3	-0.1
MINI	9	2	-77.8	0.0	0.0	0.0	43	35	-18.6	0.0	0.0	0.0
Mitsubishi	152	99	-34.9	0.4	0.3	-0.1	692	541	-21.8	0.4	0.3	-0.1
Nissan	2,480	3,177	28.1	6.1	8.2	2.1	11,303	12,219	8.1	7.1	7.1	0.0
Polestar	3	0	-100.0	0.0	0.0	0.0	5	3	-40.0	0.0	0.0	0.0
Porsche	91	77	-15.4	0.2	0.2	0.0	379	362	-4.5	0.2	0.2	0.0
Ram	1,565	1,520	-2.9	3.8	3.9	0.1	5,429	6,455	18.9	3.4	3.8	0.4
Rivian	43	26	-39.5	0.1	0.1	0.0	111	203	82.9	0.1	0.1	0.0
Subaru	732	591	-19.3	1.8	1.5	-0.3	2,873	2,798	-2.6	1.8	1.6	-0.2
Tesla	323	433	34.1	0.8	1.1	0.3	1,252	1,886	50.6	0.8	1.1	0.3
Toyota	4,011	4,157	3.6	9.8	10.7	0.9	18,204	18,132	-0.4	11.4	10.6	-0.8
Volkswagen	783	598	-23.6	1.9	1.5	-0.4	3,109	2,741	-11.8	1.9	1.6	-0.3
Volvo	119	121	1.7	0.3	0.3	0.0	544	526	-3.3	0.3	0.3	0.0
Other	27	19	-29.6	0.1	0.0	-0.1	127	100	-21.3	0.1	0.1	0.0

Data sourced from Experian Automotive. Other Asian Brands includes Genesis, Hyundai, Kia, and VinFast.

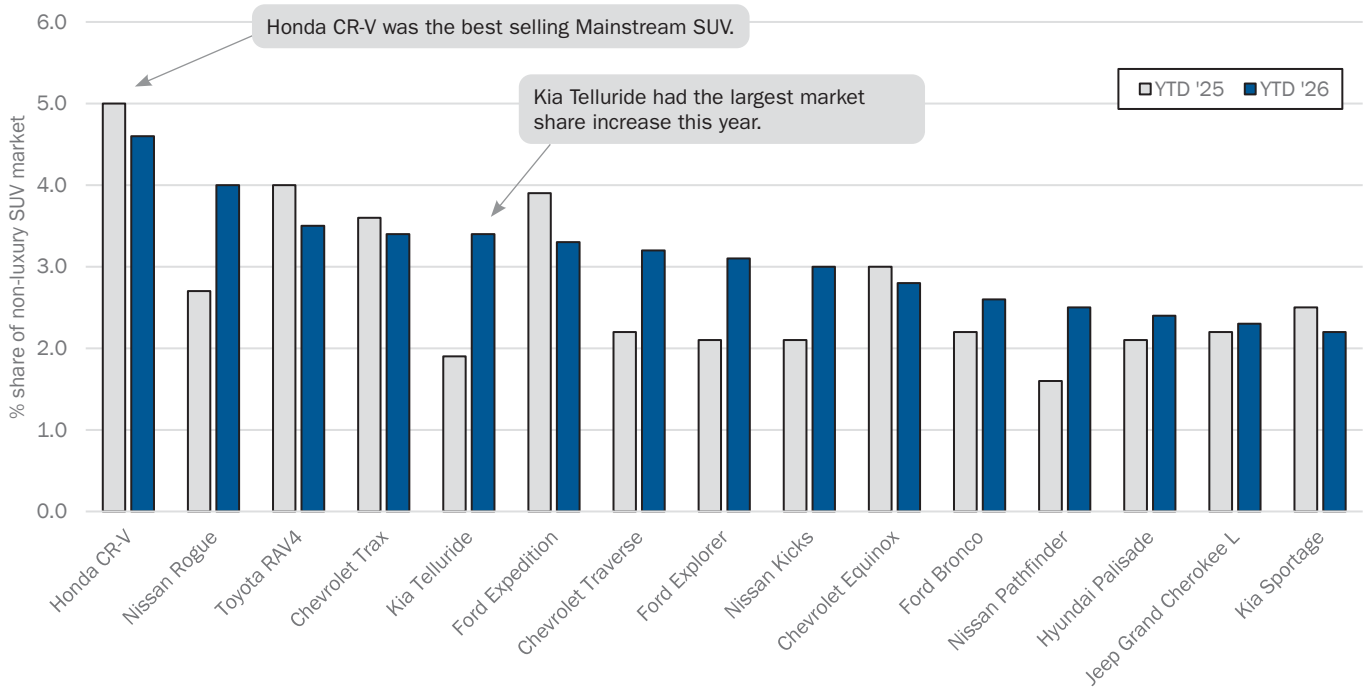
The table shows new retail light vehicle (car and light truck) registrations in the Louisiana market. Figures are shown for the first quarters of '25 and '26, and annual totals in 2024 and 2025. The top ten ranked brands in each change category are shaded light yellow. Vehicle registrations are recorded based on when the vehicle title information is processed, which occurs after the vehicle is sold.

SUV MARKET SHARES

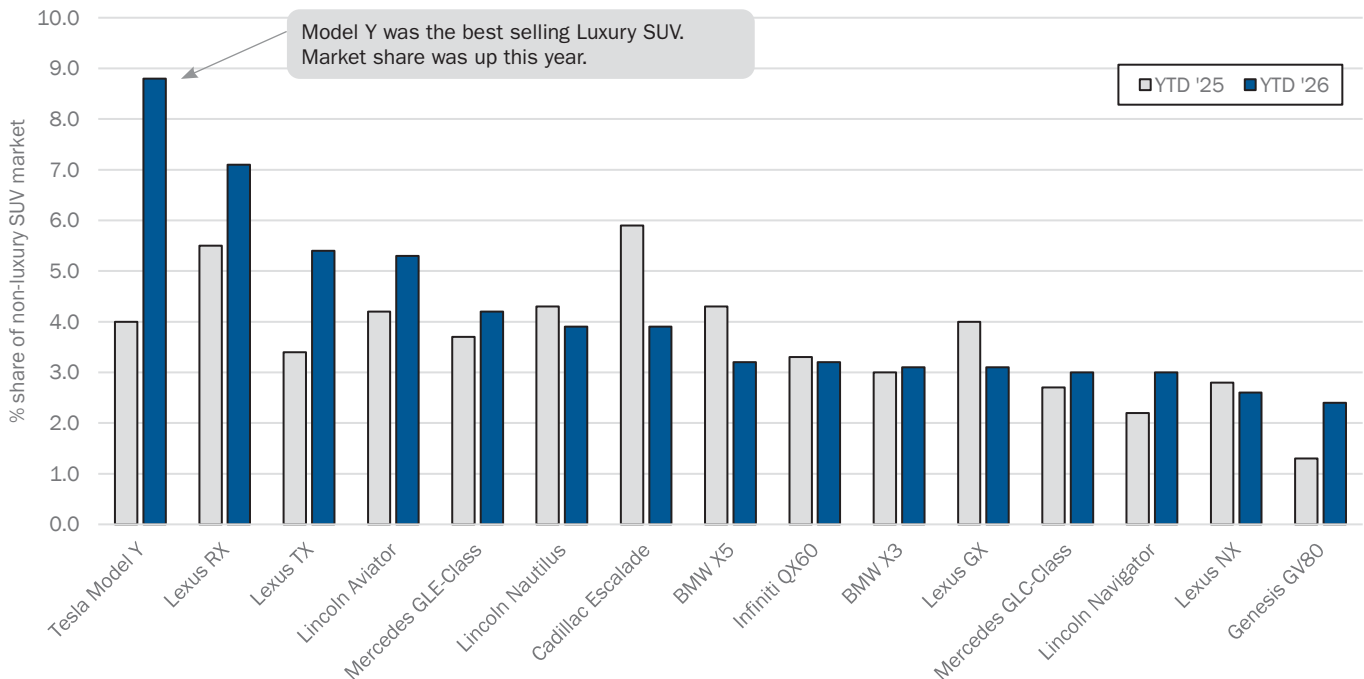
CR-V is On Top for Mainstream SUVs; Model Y Has Lead in Luxury Segment

The two graphs below show market share in Louisiana during the first three months of 2025 and 2026 for the top 15 selling Mainstream and Luxury SUV models.

Market Share for Top 15 Selling Mainstream SUVs - YTD 2025 and 2026 thru March



Market Share for Top 15 Selling Luxury SUVs - YTD 2025 and 2026 thru March



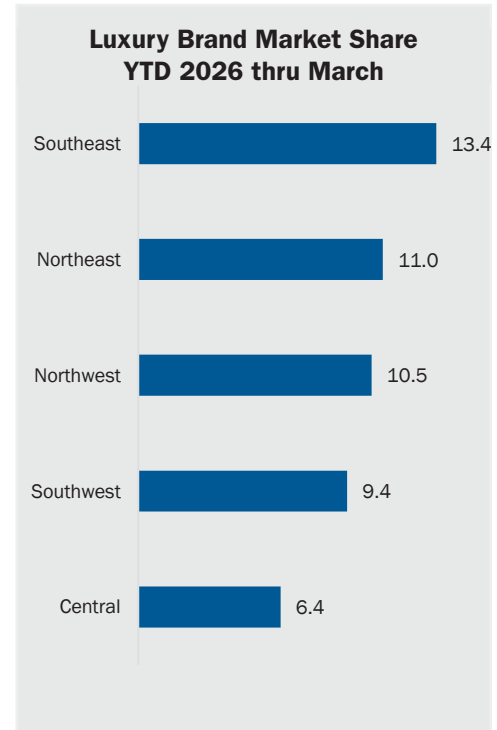
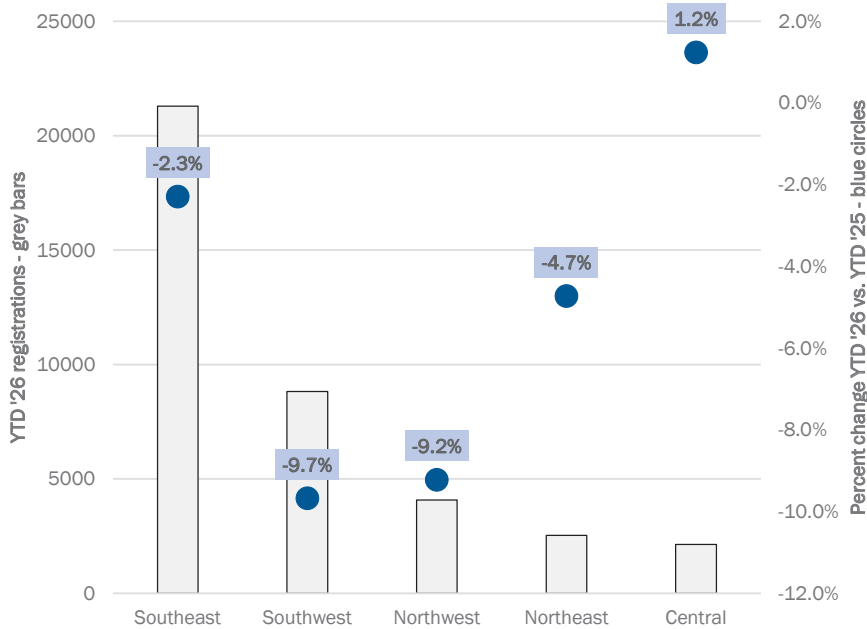
Data sourced from Experian Automotive.

REGIONAL MARKETS

Central Region Was Only Market to Increase in 1Q '26

The graphs and tables on these two pages show specific data on each of the state's five regional markets. The figures represent new vehicles registered to retail customers residing in each of the regions, and includes both purchase and lease transactions.

Regional New Retail Light Vehicle Registrations
YTD 2026 thru March and Percent Change vs. YTD 2025



The graph above shows new vehicle registrations during the first three months of this year (grey bars and left axis) and percent change vs. the same period a year earlier (blue circles with labels and right axis). Data sourced from Experian Automotive.

REGIONAL MARKETS REVIEW									
	Industry Registrations			Battery Electric Vehicle Market Share (%)			Luxury Brand Market Share (%)		
	YTD '25 thru March	YTD '26 thru March	% change '26 vs. '25	YTD '25 thru March	YTD '26 thru March	change '26 vs. '25	YTD '25 thru March	YTD '26 thru March	change '26 vs. '25
Central	2,111	2,137	1.2%	0.7	0.5	-0.2	7.4	6.4	-1.0
Northeast	2,664	2,538	-4.7%	2.3	5.0	2.7	7.8	11.0	3.2
Northwest	4,499	4,084	-9.2%	1.3	1.0	-0.3	11.2	10.5	-0.7
Southeast	21,792	21,291	-2.3%	2.7	2.1	-0.6	13.9	13.4	-0.5
Southwest	9,773	8,827	-9.7%	1.2	1.0	-0.2	10.0	9.4	-0.6

Top Regional Markets

Biggest Market

Southeast Region:
21,291 registrations



Largest % Increase

Central Region:
Up 1.2%



Highest BEV Share

Northeast Region:
5.0%



Data sourced from Experian Automotive.

REGIONAL MARKETS

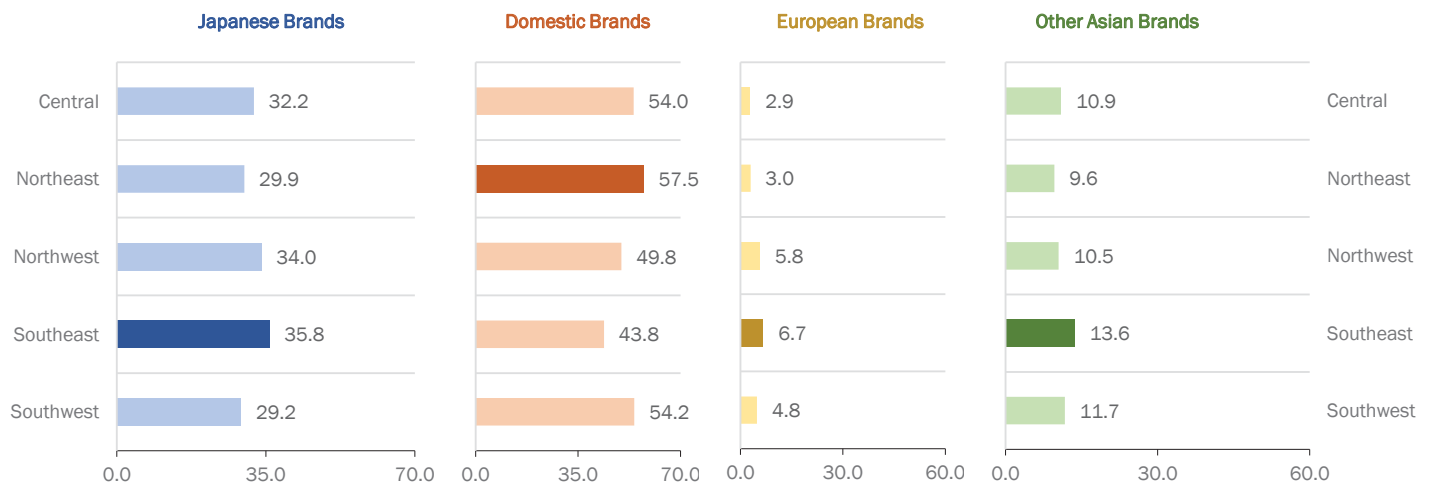
Honda Market Share Was 9% in Southeast Region

Brand Market Share - YTD 2026 thru March (for top 10 selling brands in state market)

County	Ford	Chevrolet	Toyota	GMC	Nissan	Honda	Kia	Hyundai	Ram	Jeep
Central	18.2	12.8	11.3	10.4	11.2	5.6	6.4	4.4	4.7	4.4
Northeast	17.8	14.8	12.5	10.4	7.7	4.5	6.2	3.3	3.2	3.5
Northwest	13.8	16.6	9.2	6.5	9.0	8.1	7.7	2.6	4.6	4.5
Southeast	10.6	11.4	10.5	8.9	8.5	9.0	8.2	4.7	3.5	3.7
Southwest	20.1	11.2	11.2	8.6	6.3	6.9	7.3	3.8	4.6	3.8

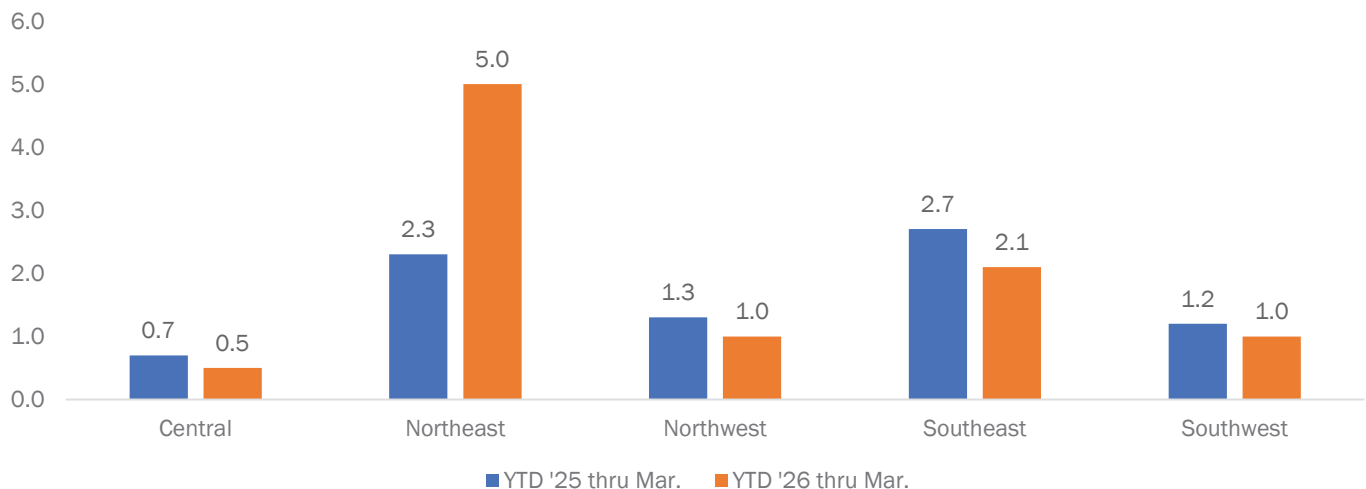
The table above shows brand market shares in each of the five regional markets. (Includes top ten selling brands in the state.) Highest market share for each brand is shaded grey. Data sourced from Experian Automotive.

Regional Market Shares for Japanese, Domestic, European, and Korean Brands - YTD 2026 thru March



The graphs above show market shares by brand segments. Darker colors show the highest rated county for each segment. Other Asian includes Genesis, Hyundai, Kia, and VinFast. Data sourced from Experian Automotive.

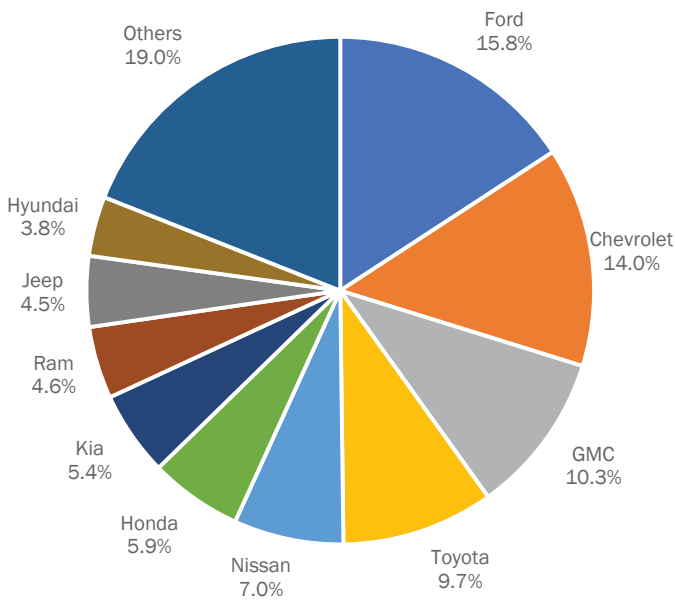
BEV Market Share in Regional Markets - YTD 2025 and 2026 thru March



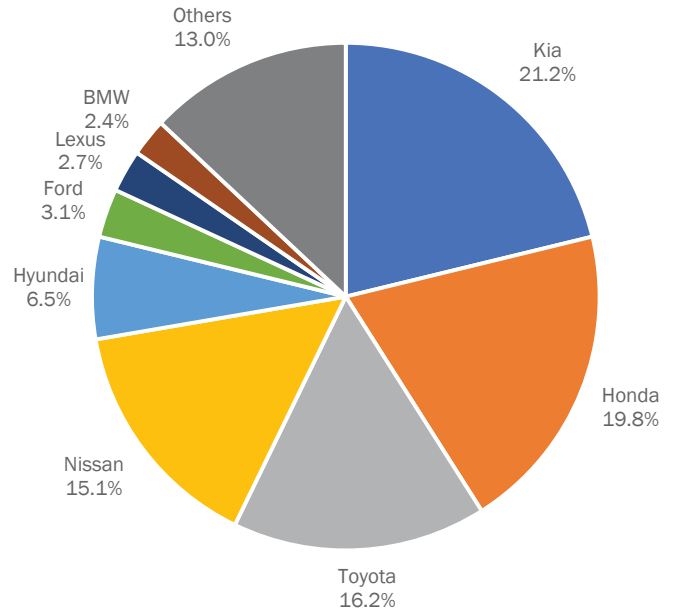
BRAND MARKET SHARES

Ford Leads Light Truck Market; Kia is Top-Selling Car Brand

**Louisiana
Light Truck Market Share
YTD 2026 thru March**



**Louisiana
Passenger Car Market Share
YTD 2026 thru March**



The two graphs above show the top ten selling brands in the state light truck and passenger car markets during the first three months of 2026. Light trucks consists of all SUVs, pickups, and vans.

Data sourced from Experian Automotive.

Louisiana Auto Outlook

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Louisiana Automobile Dealers Association
660 Laurel Street
Suite E
Baton Rouge, LA 70802
225-769-5500
www.lada.org

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