



L.A. Times/Cars.com Southland Auto Outlook™

Presented by:

Los Angeles Times

Comprehensive information on the Southland Area new retail vehicle market

Online inventory powered by



Released: May 2011

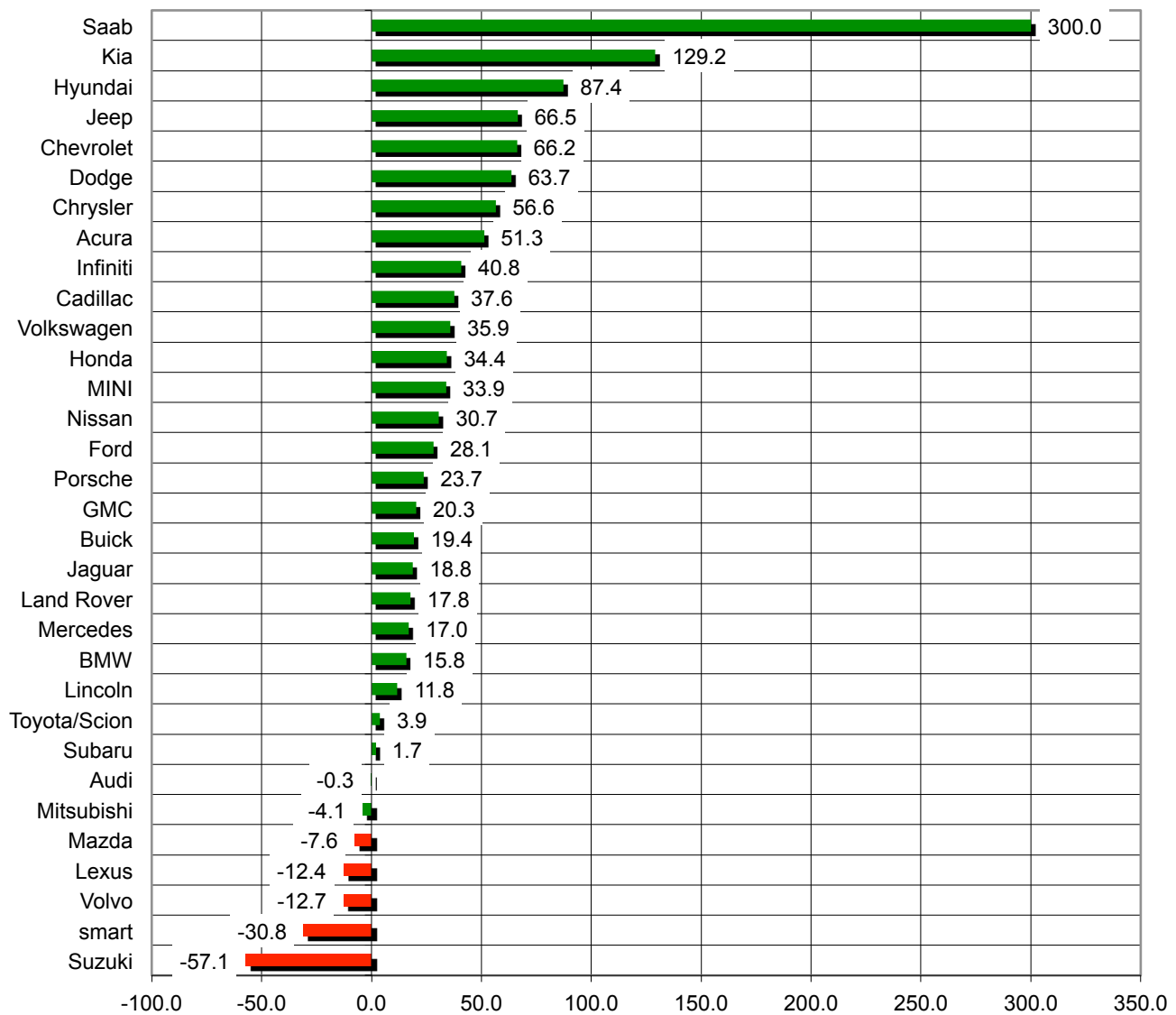
Covering Results thru April 2011

	New Vehicle Registrations - April						New Vehicle Registrations - YTD thru April						Market Share	
	Southland			Central/North LA County			Southland			Central/North LA County			Southland	
	April 2010	April 2011	% change	April 2010	April 2011	% change	YTD 2010	YTD 2011	% change	YTD 2010	YTD 2011	% change	YTD 2010	YTD 2011
MARKET SUMMARY														
TOTAL	6,629	6,744	1.7	15,390	19,001	23.5	20,661	25,647	24.1	59,831	75,941	26.9		
Car	4,162	4,336	4.2	10,235	12,908	26.1	12,729	16,013	25.8	39,619	50,578	27.7	61.6	62.4
Light Truck	2,467	2,408	-2.4	5,155	6,093	18.2	7,932	9,634	21.5	20,212	25,363	25.5	38.4	37.6
Domestic	1,122	1,330	18.5	2,054	2,860	39.2	3,562	5,027	41.1	8,568	12,064	40.8	17.2	19.6
Japanese	4,349	4,005	-7.9	8,899	10,604	19.2	13,015	15,025	15.4	33,364	41,151	23.3	63.0	58.6
European	843	925	9.7	3,848	4,409	14.6	3,179	3,753	18.1	15,873	18,719	17.9	15.4	14.6
Korean	315	484	53.7	589	1,128	91.5	905	1,842	103.5	2,026	4,007	97.8	4.4	7.2
BRAND REGISTRATIONS														
Acura	94	143	52.1	200	297	48.5	314	475	51.3	984	1,335	35.7	1.5	1.9
Audi	113	89	-21.2	490	431	-12.0	375	374	-0.3	1,974	2,113	7.0	1.8	1.5
BMW	217	223	2.8	891	1,024	14.9	787	911	15.8	3,725	4,545	22.0	3.8	3.6
Buick	29	27	-6.9	31	75	141.9	98	117	19.4	199	322	61.8	0.5	0.5
Cadillac	47	51	8.5	136	193	41.9	165	227	37.6	527	864	63.9	0.8	0.9
Chevrolet	294	458	55.8	473	774	63.6	945	1,571	66.2	2,036	3,051	49.9	4.6	6.1
Chrysler	29	33	13.8	34	49	44.1	76	119	56.6	138	202	46.4	0.4	0.5
Dodge	118	149	26.3	120	197	64.2	322	527	63.7	484	789	63.0	1.6	2.1
Ford	410	425	3.7	925	1,120	21.1	1,324	1,696	28.1	3,722	4,891	31.4	6.4	6.6
GMC	90	73	-18.9	126	171	35.7	301	362	20.3	544	795	46.1	1.5	1.4
Honda	1,166	1,253	7.5	2,397	3,381	41.1	3,333	4,479	34.4	8,880	12,556	41.4	16.1	17.5
Hyundai	196	308	57.1	373	724	94.1	556	1,042	87.4	1,195	2,588	116.6	2.7	4.1
Infiniti	80	85	6.3	273	350	28.2	265	373	40.8	1,113	1,462	31.4	1.3	1.5
Jaguar	10	3	-70.0	47	78	66.0	32	38	18.8	264	283	7.2	0.2	0.1
Jeep	65	94	44.6	127	210	65.4	197	328	66.5	474	844	78.1	1.0	1.3
Kia	119	176	47.9	216	404	87.0	349	800	129.2	831	1,419	70.8	1.7	3.1
Land Rover	35	31	-11.4	141	170	20.6	107	126	17.8	599	686	14.5	0.5	0.5
Lexus	283	211	-25.4	991	880	-11.2	913	800	-12.4	3,902	3,525	-9.7	4.4	3.1
Lincoln	25	20	-20.0	52	70	34.6	68	76	11.8	261	297	13.8	0.3	0.3
Mazda	96	76	-20.8	317	345	8.8	329	304	-7.6	1,170	1,223	4.5	1.6	1.2
Mercedes	211	245	16.1	1,216	1,381	13.6	855	1,000	17.0	4,895	5,497	12.3	4.1	3.9
MINI	71	97	36.6	209	285	36.4	227	304	33.9	789	1,150	45.8	1.1	1.2
Mitsubishi	35	37	5.7	55	59	7.3	121	116	-4.1	260	245	-5.8	0.6	0.5
Nissan	540	633	17.2	987	1,319	33.6	1,662	2,172	30.7	3,342	4,946	48.0	8.0	8.5
Porsche	20	21	5.0	145	162	11.7	97	120	23.7	532	682	28.2	0.5	0.5
Saab	0	5		3	7	133.3	3	12	300.0	34	50	47.1	0.0	0.0
smart	8	7	-12.5	14	17	21.4	26	18	-30.8	69	57	-17.4	0.1	0.1
Subaru	70	42	-40.0	169	248	46.7	231	235	1.7	730	948	29.9	1.1	0.9
Suzuki	6	0		1	2	100.0	7	3	-57.1	9	11	22.2	0.0	0.0
Toyota/Scion	1,979	1,525	-22.9	3,508	3,723	6.1	5,838	6,068	3.9	12,958	14,900	15.0	28.3	23.7
Volkswagen	122	176	44.3	557	682	22.4	541	735	35.9	2,399	2,986	24.5	2.6	2.9
Volvo	34	23	-32.4	108	136	25.9	110	96	-12.7	473	498	5.3	0.5	0.4
Others	17	5	-70.6	58	37	-36.2	87	23	-73.6	319	181	-43.3	0.4	0.1
U.S. MARKET COMPARISON - MARKET TOTALS														
	April 2010	April 2011	% change	YTD 2010	YTD 2011	% change								
Southland	6,629	6,744	1.7	20,661	25,647	24.1								
Cent./North LA County	15,390	19,001	23.5	59,831	75,941	26.9								
U.S.	761,143	850,285	11.7	2,589,391	3,309,719	27.8								

The table above shows new retail light vehicle registrations in the Southland and Central/North LA County areas for the following time periods: April 2010 and 2011, and year-to-date figures for 2010 and 2011. **Please keep in mind that monthly registration figures for area markets can occasionally be subject to fluctuations, resulting in over or under estimation of actual results. This usually occurs due to processing delays by governmental agencies. For this reason, the year-to-date figures will typically be more reflective of market results.** The top 10 ranked brands in each percent change category are shaded green.

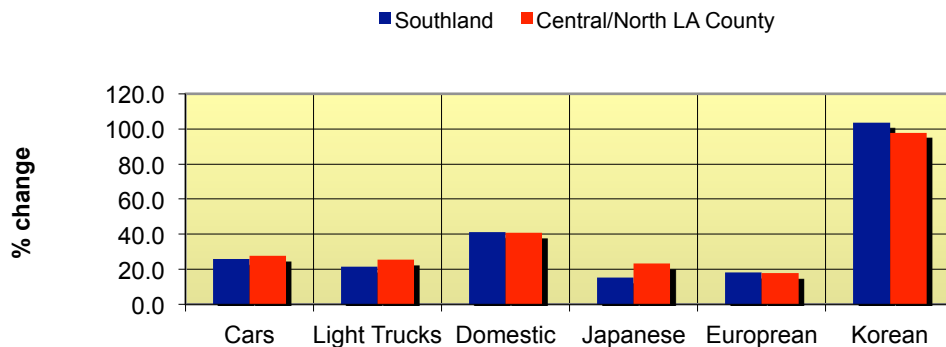
Data source: AutoCount data from Experian Automotive.

Percent Change in New Retail Light Vehicle Registrations (YTD 2011 thru April vs. YTD 2010)



Percent change in registrations (YTD 2011 thru April vs. YTD 2010)

Percent Change in New Retail Light Vehicle Registrations (YTD 2011 thru April vs. YTD 2010)



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