



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 2009

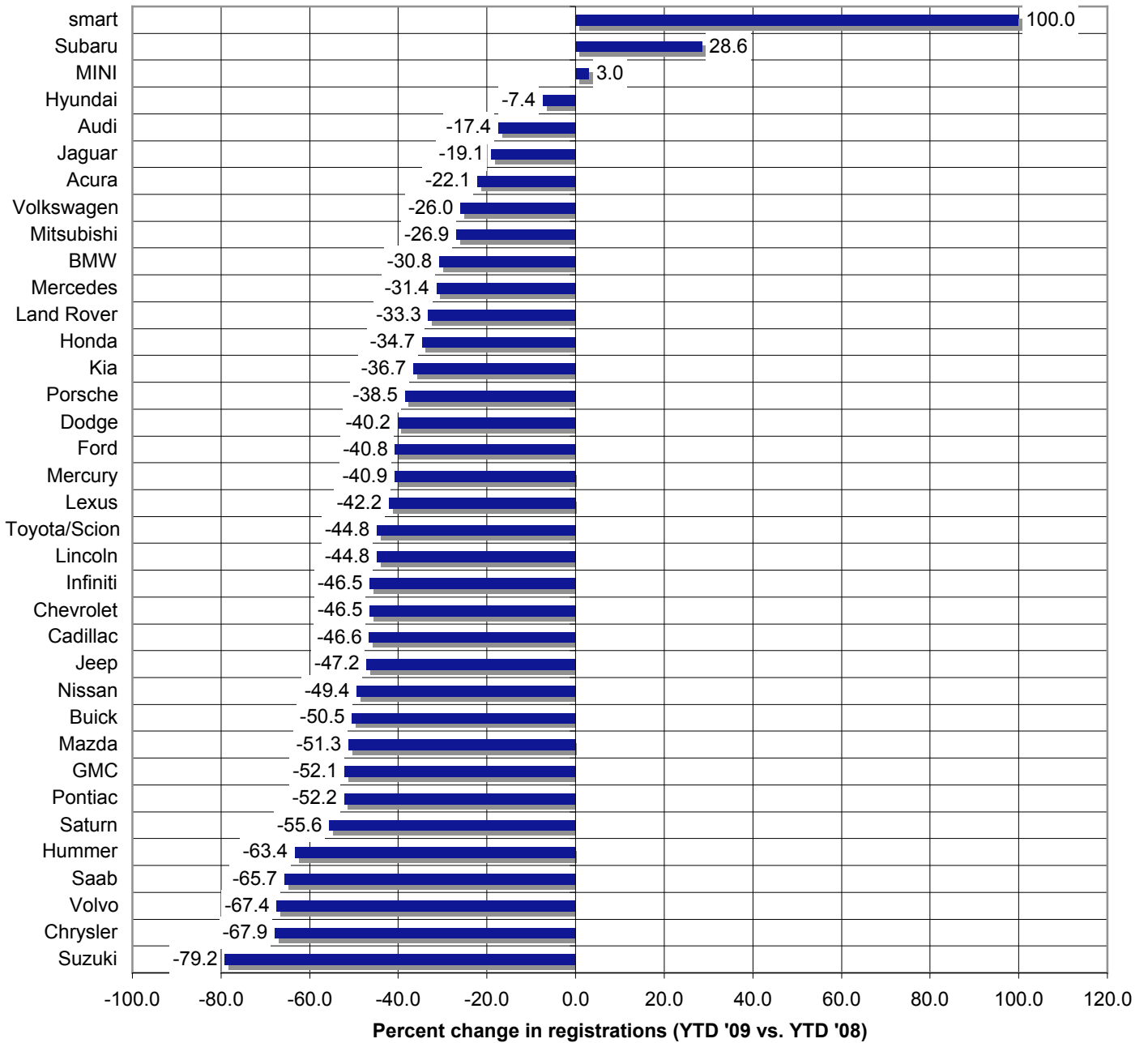
Covering Results thru April 2009



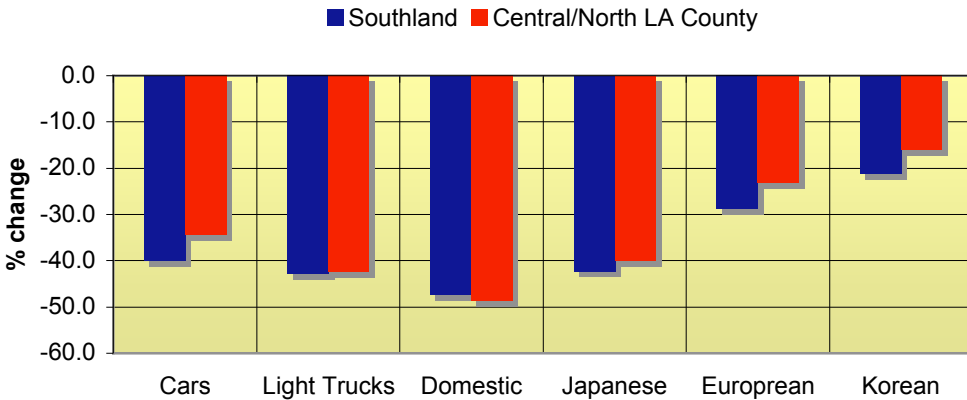
	New Vehicle Registrations - April						New Vehicle Registrations - YTD thru April						Market Share	
	Southland			Central/North LA County			Southland			Central/North LA County			Southland	
	April 2008	April 2009	% change	April 2008	April 2009	% change	2008	2009	% change	2008	2009	% change	YTD 2008	YTD 2009
MARKET SUMMARY														
TOTAL	9,035	5,865	-35.1	25,063	17,268	-31.1	33,012	19,404	-41.2	91,413	57,229	-37.4		
Car	5,403	3,677	-31.9	16,070	11,528	-28.3	19,191	11,518	-40.0	57,025	37,430	-34.4	58.1	59.4
Light Truck	3,632	2,188	-39.8	8,993	5,740	-36.2	13,821	7,886	-42.9	34,388	19,799	-42.4	41.9	40.6
Domestic	2,079	1,193	-42.6	4,691	2,712	-42.2	8,126	4,285	-47.3	17,888	9,192	-48.6	24.6	22.1
Japanese	5,505	3,435	-37.6	14,001	9,265	-33.8	19,737	11,393	-42.3	51,152	30,725	-39.9	59.8	58.7
European	1,228	1,045	-14.9	5,896	4,922	-16.5	4,433	3,162	-28.7	20,930	16,101	-23.1	13.4	16.3
Korean	223	192	-13.9	475	369	-22.3	716	564	-21.2	1,443	1,211	-16.1	2.2	2.9
BRAND REGISTRATIONS														
Acura	129	98	-24.0	430	283	-34.2	552	430	-22.1	1,788	1,165	-34.8	1.7	2.2
Audi	87	131	50.6	641	556	-13.3	390	322	-17.4	2,224	1,698	-23.7	1.2	1.7
BMW	340	299	-12.1	1,639	1,353	-17.4	1,287	890	-30.8	6,195	4,257	-31.3	3.9	4.6
Buick	28	17	-39.3	62	41	-33.9	109	54	-50.5	230	131	-43.0	0.3	0.3
Cadillac	111	46	-58.6	374	89	-76.2	367	196	-46.6	1,221	474	-61.2	1.1	1.0
Chevrolet	515	306	-40.6	957	615	-35.7	1,984	1,061	-46.5	3,822	1,939	-49.3	6.0	5.5
Chrysler	133	61	-54.1	237	120	-49.4	586	188	-67.9	1,051	385	-63.4	1.8	1.0
Dodge	211	178	-15.6	402	308	-23.4	878	525	-40.2	1,500	862	-42.5	2.7	2.7
Ford	540	346	-35.9	1,377	890	-35.4	2,127	1,260	-40.8	5,342	3,097	-42.0	6.4	6.5
GMC	182	66	-63.7	334	154	-53.9	645	309	-52.1	1,182	555	-53.0	2.0	1.6
Honda	1,220	964	-21.0	3,387	2,666	-21.3	4,511	2,944	-34.7	11,808	8,384	-29.0	13.7	15.2
Hummer	22	9	-59.1	61	9	-85.2	71	26	-63.4	233	51	-78.1	0.2	0.1
Hyundai	148	121	-18.2	277	256	-7.6	378	350	-7.4	721	782	8.5	1.1	1.8
Infiniti	158	67	-57.6	638	251	-60.7	505	270	-46.5	2,031	1,053	-48.2	1.5	1.4
Jaguar	29	20	-31.0	124	134	8.1	68	55	-19.1	347	398	14.7	0.2	0.3
Jeep	150	72	-52.0	355	222	-37.5	585	309	-47.2	1,357	736	-45.8	1.8	1.6
Kia	75	71	-5.3	198	113	-42.9	338	214	-36.7	722	429	-40.6	1.0	1.1
Land Rover	41	34	-17.1	247	184	-25.5	162	108	-33.3	964	705	-26.9	0.5	0.6
Lexus	299	189	-36.8	1,202	778	-35.3	1,281	741	-42.2	5,229	3,280	-37.3	3.9	3.8
Lincoln	34	16	-52.9	157	72	-54.1	145	80	-44.8	541	339	-37.3	0.4	0.4
Mazda	136	76	-44.1	440	306	-30.5	476	232	-51.3	1,541	1,042	-32.4	1.4	1.2
Mercedes	353	248	-29.7	1,570	1,304	-16.9	1,237	848	-31.4	5,845	4,527	-22.5	3.7	4.4
Mercury	13	8	-38.5	59	30	-49.2	66	39	-40.9	224	93	-58.5	0.2	0.2
MINI	55	67	21.8	245	268	9.4	200	206	3.0	810	859	6.0	0.6	1.1
Mitsubishi	43	37	-14.0	98	61	-37.8	134	98	-26.9	330	183	-44.5	0.4	0.5
Nissan	964	433	-55.1	1,805	945	-47.6	2,982	1,509	-49.4	6,325	3,039	-52.0	9.0	7.8
Other	32	13	-59.4	105	55	-47.6	105	43	-59.0	452	199	-56.0	0.3	0.2
Pontiac	39	20	-48.7	91	65	-28.6	115	55	-52.2	299	177	-40.8	0.3	0.3
Porsche	40	25	-37.5	162	190	17.3	130	80	-38.5	637	542	-14.9	0.4	0.4
Saab	11	3	-72.7	42	16	-61.9	35	12	-65.7	156	62	-60.3	0.1	0.1
Saturn	86	46	-46.5	206	96	-53.4	408	181	-55.6	811	351	-56.7	1.2	0.9
smart	20	42	110.0	52	62	19.2	37	74	100.0	93	223	139.8	0.1	0.4
Subaru	34	42	23.5	136	209	53.7	112	144	28.6	464	678	46.1	0.3	0.7
Suzuki	30	3	-90.0	26	10	-61.5	101	21	-79.2	86	36	-58.1	0.3	0.1
Toyota/Scion	2,481	1,523	-38.6	5,822	3,751	-35.6	9,045	4,990	-44.8	21,480	11,835	-44.9	27.4	25.7
Volkswagen	191	145	-24.1	791	677	-14.4	627	464	-26.0	2,464	2,237	-9.2	1.9	2.4
Volvo	55	23	-58.2	314	129	-58.9	233	76	-67.4	888	426	-52.0	0.7	0.4

The table above shows new retail light vehicle registrations in the Southland and Central/North LA County areas for the following time periods: April 2008 and 2009, and year-to-date thru April. **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 for area registrations: AutoCount data from Experian Automotive.

Percent Change in New Retail Light Vehicle Registrations (YTD '09 thru April vs. YTD '08)



Percent Change in New Retail Light Vehicle Registrations (YTD '09 thru April vs. YTD '08)



Publication Sponsored by:

Los Angeles Times

Online inventory powered by

SOUTHLAND MOTOR CAR DEALERS ASSOCIATION