



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

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# Los Angeles Times

Comprehensive information on the Southland Area new retail vehicle market

Online inventory powered by

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Covering Results thru April 2010

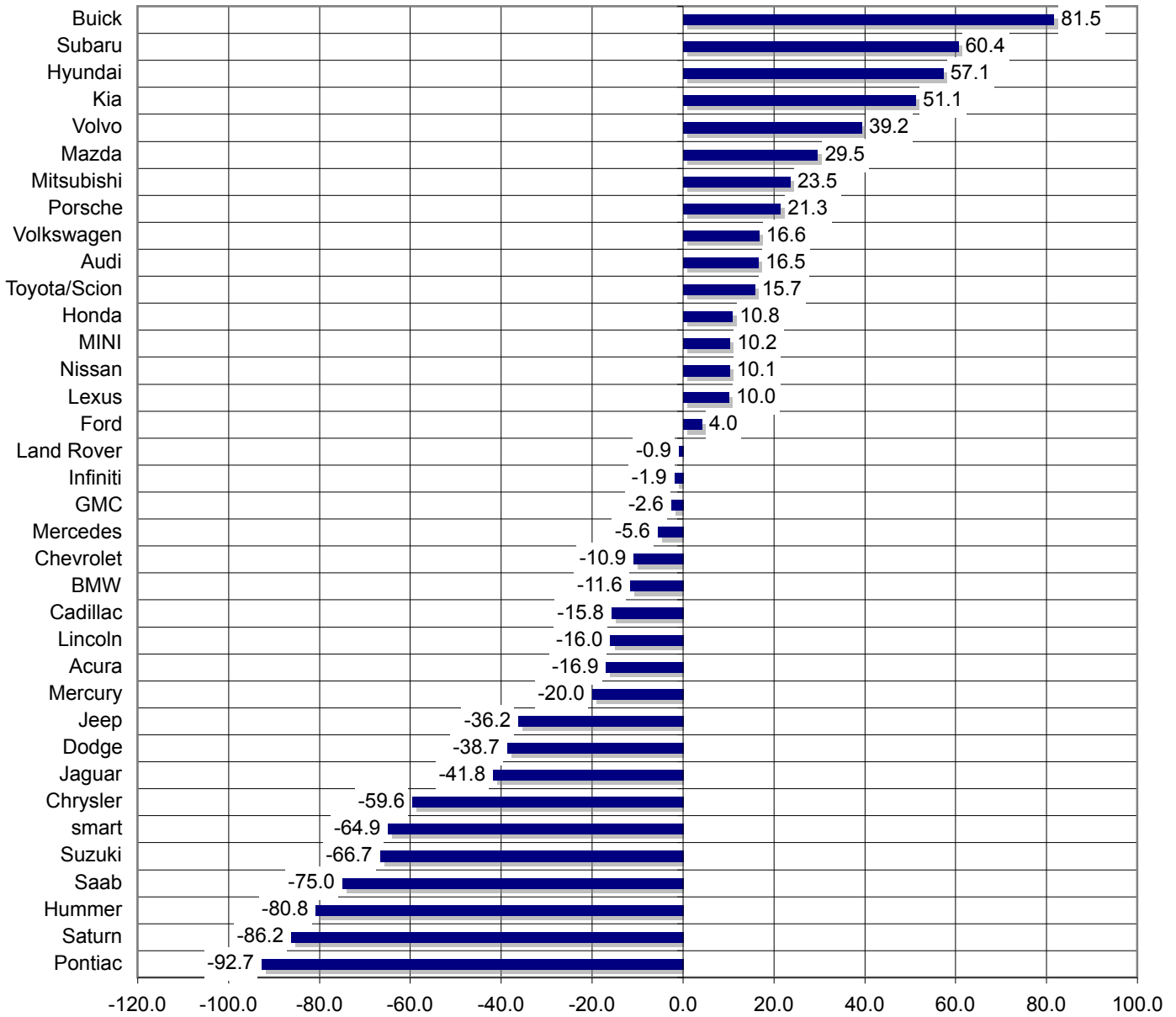


|                            | New Vehicle Registrations - April |          |          |                         |          |          | New Vehicle Registrations - Year-to-Date Totals |        |          |                         |        |          | Market Share |      |
|----------------------------|-----------------------------------|----------|----------|-------------------------|----------|----------|-------------------------------------------------|--------|----------|-------------------------|--------|----------|--------------|------|
|                            | Southland                         |          |          | Central/North LA County |          |          | Southland                                       |        |          | Central/North LA County |        |          | Southland    |      |
|                            | Apr 2009                          | Apr 2010 | % change | Apr 2009                | Apr 2010 | % change | 2009                                            | 2010   | % change | 2009                    | 2010   | % change | 2009         | 2010 |
| <b>MARKET SUMMARY</b>      |                                   |          |          |                         |          |          |                                                 |        |          |                         |        |          |              |      |
| TOTAL                      | 6,072                             | 6,629    | 9.2      | 17,821                  | 18,521   | 3.9      | 19,680                                          | 20,661 | 5.0      | 58,060                  | 62,754 | 8.1      |              |      |
| Car                        | 3,788                             | 4,162    | 9.9      | 11,786                  | 12,258   | 4.0      | 11,681                                          | 12,729 | 9.0      | 37,819                  | 41,308 | 9.2      | 59.4         | 61.6 |
| Light Truck                | 2,284                             | 2,467    | 8.0      | 6,035                   | 6,263    | 3.8      | 7,999                                           | 7,932  | -0.8     | 20,241                  | 21,446 | 6.0      | 40.6         | 38.4 |
| Domestic                   | 1,208                             | 1,122    | -7.1     | 2,728                   | 2,517    | -7.7     | 4,300                                           | 3,562  | -17.2    | 9,208                   | 9,005  | -2.2     | 21.8         | 17.2 |
| Japanese                   | 3,579                             | 4,349    | 21.5     | 9,615                   | 10,832   | 12.7     | 11,572                                          | 13,015 | 12.5     | 31,175                  | 35,279 | 13.2     | 58.8         | 63.0 |
| European                   | 1,075                             | 843      | -21.6    | 5,084                   | 4,546    | -10.6    | 3,223                                           | 3,179  | -1.4     | 16,425                  | 16,565 | 0.9      | 16.4         | 15.4 |
| Korean                     | 210                               | 315      | 50.0     | 394                     | 626      | 58.9     | 585                                             | 905    | 54.7     | 1,252                   | 1,905  | 52.2     | 3.0          | 4.4  |
| <b>BRAND REGISTRATIONS</b> |                                   |          |          |                         |          |          |                                                 |        |          |                         |        |          |              |      |
| Acura                      | 98                                | 94       | -4.1     | 283                     | 241      | -14.8    | 378                                             | 314    | -16.9    | 1,027                   | 1,025  | -0.2     | 1.9          | 1.5  |
| Audi                       | 131                               | 113      | -13.7    | 556                     | 580      | 4.3      | 322                                             | 375    | 16.5     | 1,698                   | 2,064  | 21.6     | 1.6          | 1.8  |
| BMW                        | 299                               | 217      | -27.4    | 1,353                   | 1,057    | -21.9    | 890                                             | 787    | -11.6    | 4,257                   | 3,890  | -8.6     | 4.5          | 3.8  |
| Buick                      | 17                                | 29       | 70.6     | 41                      | 40       | -2.4     | 54                                              | 98     | 81.5     | 131                     | 208    | 58.8     | 0.3          | 0.5  |
| Cadillac                   | 46                                | 47       | 2.2      | 89                      | 163      | 83.1     | 196                                             | 165    | -15.8    | 474                     | 552    | 16.5     | 1.0          | 0.8  |
| Chevrolet                  | 306                               | 294      | -3.9     | 616                     | 588      | -4.5     | 1,061                                           | 945    | -10.9    | 1,940                   | 2,147  | 10.7     | 5.4          | 4.6  |
| Chrysler                   | 61                                | 29       | -52.5    | 120                     | 43       | -64.2    | 188                                             | 76     | -59.6    | 385                     | 147    | -61.8    | 1.0          | 0.4  |
| Dodge                      | 178                               | 118      | -33.7    | 308                     | 155      | -49.7    | 525                                             | 322    | -38.7    | 862                     | 517    | -40.0    | 2.7          | 1.6  |
| Ford                       | 359                               | 410      | 14.2     | 905                     | 1,115    | 23.2     | 1,273                                           | 1,324  | 4.0      | 3,112                   | 3,895  | 25.2     | 6.5          | 6.4  |
| GMC                        | 66                                | 90       | 36.4     | 154                     | 157      | 1.9      | 309                                             | 301    | -2.6     | 555                     | 574    | 3.4      | 1.6          | 1.5  |
| Honda                      | 976                               | 1,166    | 19.5     | 2,709                   | 2,927    | 8.0      | 3,008                                           | 3,333  | 10.8     | 8,565                   | 9,408  | 9.8      | 15.3         | 16.1 |
| Hummer                     | 9                                 | 1        | -88.9    | 9                       | 2        | -77.8    | 26                                              | 5      | -80.8    | 51                      | 9      | -82.4    | 0.1          | 0.0  |
| Hyundai                    | 124                               | 196      | 58.1     | 260                     | 397      | 52.7     | 354                                             | 556    | 57.1     | 789                     | 1,107  | 40.3     | 1.8          | 2.7  |
| Infiniti                   | 67                                | 80       | 19.4     | 251                     | 302      | 20.3     | 270                                             | 265    | -1.9     | 1,053                   | 1,125  | 6.8      | 1.4          | 1.3  |
| Jaguar                     | 20                                | 10       | -50.0    | 134                     | 54       | -59.7    | 55                                              | 32     | -41.8    | 398                     | 271    | -31.9    | 0.3          | 0.2  |
| Jeep                       | 72                                | 65       | -9.7     | 222                     | 156      | -29.7    | 309                                             | 197    | -36.2    | 736                     | 503    | -31.7    | 1.6          | 1.0  |
| Kia                        | 86                                | 119      | 38.4     | 134                     | 229      | 70.9     | 231                                             | 349    | 51.1     | 463                     | 798    | 72.4     | 1.2          | 1.7  |
| Land Rover                 | 34                                | 35       | 2.9      | 184                     | 167      | -9.2     | 108                                             | 107    | -0.9     | 705                     | 625    | -11.3    | 0.5          | 0.5  |
| Lexus                      | 258                               | 283      | 9.7      | 1,055                   | 1,182    | 12.0     | 830                                             | 913    | 10.0     | 3,637                   | 4,093  | 12.5     | 4.2          | 4.4  |
| Lincoln                    | 17                                | 25       | 47.1     | 72                      | 64       | -11.1    | 81                                              | 68     | -16.0    | 339                     | 273    | -19.5    | 0.4          | 0.3  |
| Mazda                      | 93                                | 96       | 3.2      | 328                     | 379      | 15.5     | 254                                             | 329    | 29.5     | 1,068                   | 1,232  | 15.4     | 1.3          | 1.6  |
| Mercedes                   | 275                               | 211      | -23.3    | 1,454                   | 1,430    | -1.7     | 906                                             | 855    | -5.6     | 4,839                   | 5,109  | 5.6      | 4.6          | 4.1  |
| Mercury                    | 9                                 | 14       | 55.6     | 30                      | 32       | 6.7      | 40                                              | 32     | -20.0    | 93                      | 78     | -16.1    | 0.2          | 0.2  |
| MINI                       | 67                                | 71       | 6.0      | 268                     | 251      | -6.3     | 206                                             | 227    | 10.2     | 859                     | 831    | -3.3     | 1.0          | 1.1  |
| Mitsubishi                 | 37                                | 35       | -5.4     | 61                      | 69       | 13.1     | 98                                              | 121    | 23.5     | 183                     | 274    | 49.7     | 0.5          | 0.6  |
| Nissan                     | 433                               | 540      | 24.7     | 946                     | 1,198    | 26.6     | 1,509                                           | 1,662  | 10.1     | 3,040                   | 3,569  | 17.4     | 7.7          | 8.0  |
| Other                      | 13                                | 2        | -84.6    | 55                      | 30       | -45.5    | 43                                              | 21     | -51.2    | 199                     | 136    | -31.7    | 0.2          | 0.1  |
| Pontiac                    | 20                                | 0        | -100.0   | 65                      | 0        | -100.0   | 55                                              | 4      | -92.7    | 177                     | 22     | -87.6    | 0.3          | 0.0  |
| Porsche                    | 25                                | 20       | -20.0    | 190                     | 170      | -10.5    | 80                                              | 97     | 21.3     | 542                     | 556    | 2.6      | 0.4          | 0.5  |
| Saab                       | 3                                 | 0        | -100.0   | 16                      | 3        | -81.3    | 12                                              | 3      | -75.0    | 62                      | 34     | -45.2    | 0.1          | 0.0  |
| Saturn                     | 46                                | 0        | -100.0   | 96                      | 2        | -97.9    | 181                                             | 25     | -86.2    | 351                     | 80     | -77.2    | 0.9          | 0.1  |
| smart                      | 42                                | 8        | -81.0    | 62                      | 17       | -72.6    | 74                                              | 26     | -64.9    | 223                     | 72     | -67.7    | 0.4          | 0.1  |
| Subaru                     | 42                                | 70       | 66.7     | 212                     | 205      | -3.3     | 144                                             | 231    | 60.4     | 697                     | 756    | 8.5      | 0.7          | 1.1  |
| Suzuki                     | 3                                 | 6        | 100.0    | 10                      | 2        | -80.0    | 21                                              | 7      | -66.7    | 36                      | 9      | -75.0    | 0.1          | 0.0  |
| Toyota/Scion               | 1,569                             | 1,979    | 26.1     | 3,755                   | 4,326    | 15.2     | 5,046                                           | 5,838  | 15.7     | 11,839                  | 13,773 | 16.3     | 25.6         | 28.3 |
| Volkswagen                 | 145                               | 122      | -15.9    | 677                     | 659      | -2.7     | 464                                             | 541    | 16.6     | 2,237                   | 2,500  | 11.8     | 2.4          | 2.6  |
| Volvo                      | 26                                | 34       | 30.8     | 141                     | 129      | -8.5     | 79                                              | 110    | 39.2     | 438                     | 492    | 12.3     | 0.4          | 0.5  |

The table above shows new retail light vehicle registrations in the Southland and Central/North LA County areas for the following time periods: April 2009 and 2010, and year-to-date figures for 2009 and 2010. **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.

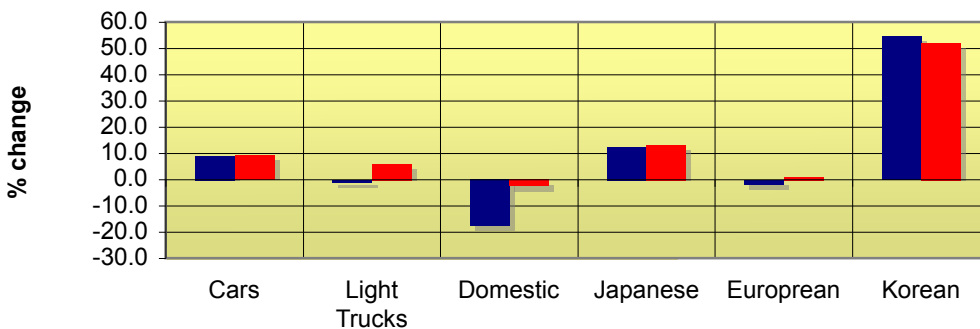
**Percent Change in New Retail Light Vehicle Registrations (YTD 2010 thru April vs. YTD 2009)**



Percent change in registrations (YTD '10 thru April vs. YTD '09)

**Percent Change in New Retail Light Vehicle Registrations (YTD 2010 thru April vs. YTD 2009)**

■ Southland ■ Central/North LA County



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