



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



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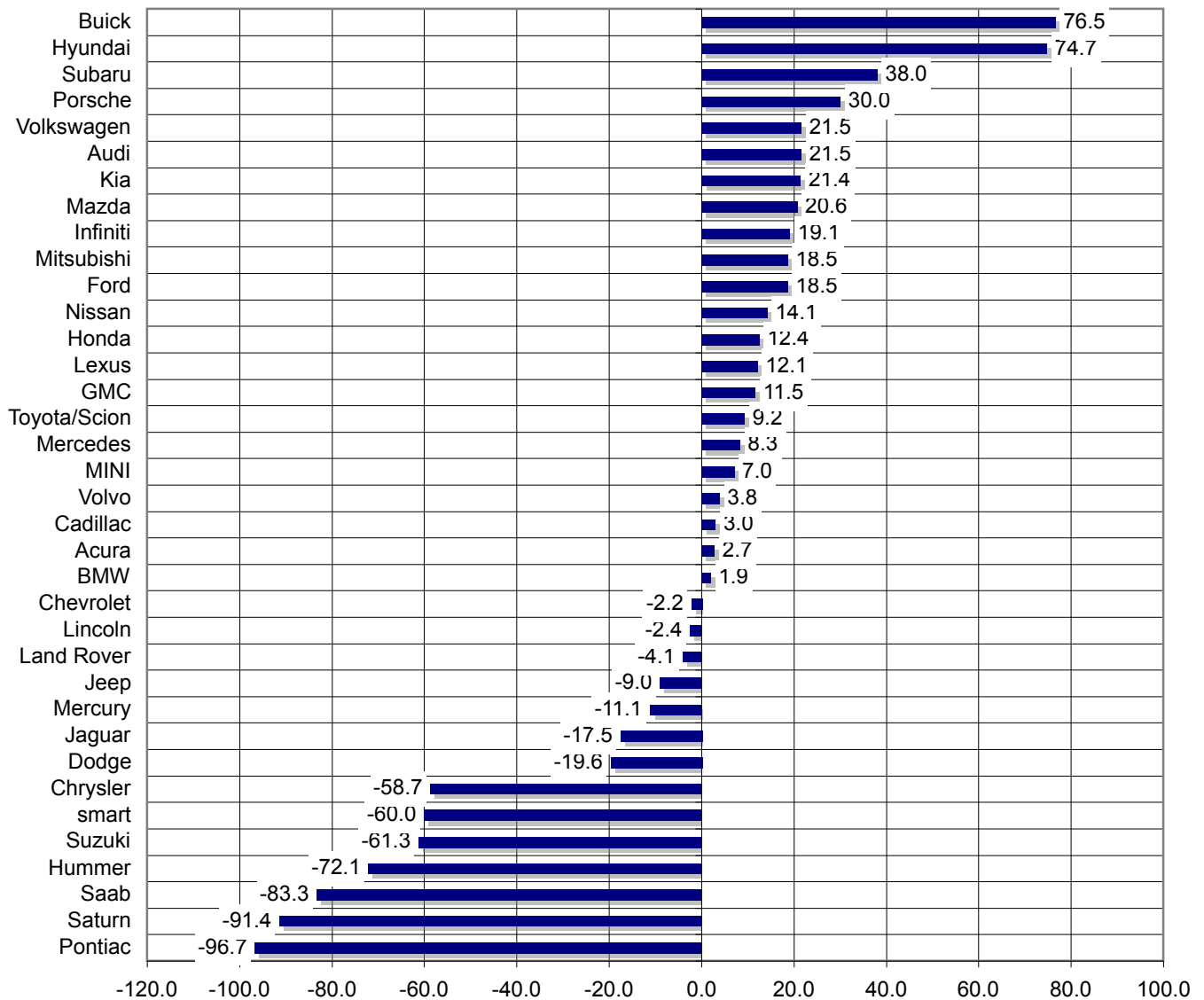
Covering Results thru August 2010

	New Vehicle Registrations - August						New Vehicle Registrations - Year-to-Date Totals						Market Share	
	Southland			Central/North LA County			Southland			Central/North LA County			Southland	
	Aug 2009	Aug 2010	% change	Aug 2009	Aug 2010	% change	2009	2010	% change	2009	2010	% change	2009	2010
MARKET SUMMARY														
TOTAL	6,199	4,997	-19.4	17,499	15,964	-8.8	38,721	42,168	8.9	115,769	129,528	11.9		
Car	4,193	3,101	-26.0	12,138	10,861	-10.5	23,987	26,147	9.0	76,986	86,277	12.1	61.9	62.0
Light Truck	2,006	1,896	-5.5	5,361	5,103	-4.8	14,734	16,021	8.7	38,783	43,251	11.5	38.1	38.0
Domestic	1,151	942	-18.2	2,927	2,176	-25.7	7,990	7,652	-4.2	18,037	18,749	3.9	20.6	18.1
Japanese	3,973	2,983	-24.9	10,313	8,855	-14.1	23,131	25,770	11.4	63,901	72,418	13.3	59.7	61.1
European	790	805	1.9	3,753	4,236	12.9	6,221	6,699	7.7	30,882	33,848	9.6	16.1	15.9
Korean	285	267	-6.3	506	697	37.7	1,379	2,047	48.4	2,949	4,513	53.0	3.6	4.9
BRAND REGISTRATIONS														
Acura	73	97	32.9	209	274	31.1	667	685	2.7	1,864	2,087	12.0	1.7	1.6
Audi	88	114	29.5	397	475	19.6	648	787	21.5	3,368	4,137	22.8	1.7	1.9
BMW	171	185	8.2	817	1,052	28.8	1,626	1,657	1.9	7,559	7,935	5.0	4.2	3.9
Buick	17	29	70.6	24	59	145.8	115	203	76.5	229	436	90.4	0.3	0.5
Cadillac	31	57	83.9	56	148	164.3	332	342	3.0	773	1,195	54.6	0.9	0.8
Chevrolet	318	196	-38.4	680	437	-35.7	2,020	1,975	-2.2	3,993	4,359	9.2	5.2	4.7
Chrysler	68	22	-67.6	112	55	-50.9	380	157	-58.7	743	342	-54.0	1.0	0.4
Dodge	143	123	-14.0	242	163	-32.6	946	761	-19.6	1,570	1,206	-23.2	2.4	1.8
Ford	345	366	6.1	1,228	990	-19.4	2,490	2,950	18.5	6,512	8,084	24.1	6.4	7.0
GMC	76	59	-22.4	111	116	4.5	522	582	11.5	951	1,159	21.9	1.3	1.4
Honda	1,078	887	-17.7	2,760	2,439	-11.6	6,061	6,813	12.4	17,822	19,938	11.9	15.7	16.2
Hummer	4	1	-75.0	14	2	-85.7	43	12	-72.1	94	16	-83.0	0.1	0.0
Hyundai	124	142	14.5	287	434	51.2	700	1,223	74.7	1,628	2,762	69.7	1.8	2.9
Infiniti	55	79	43.6	239	344	43.9	493	587	19.1	1,991	2,395	20.3	1.3	1.4
Jaguar	9	19	111.1	54	157	190.7	103	85	-17.5	743	684	-7.9	0.3	0.2
Jeep	60	70	16.7	200	142	-29.0	501	456	-9.0	1,359	1,151	-15.3	1.3	1.1
Kia	161	125	-22.4	219	263	20.1	679	824	21.4	1,321	1,751	32.6	1.8	2.0
Land Rover	20	18	-10.0	103	138	34.0	195	187	-4.1	1,210	1,227	1.4	0.5	0.4
Lexus	170	153	-10.0	843	706	-16.3	1,498	1,679	12.1	6,659	7,515	12.9	3.9	4.0
Lincoln	9	11	22.2	42	49	16.7	123	120	-2.4	543	540	-0.6	0.3	0.3
Mazda	102	83	-18.6	398	299	-24.9	543	655	20.6	2,168	2,636	21.6	1.4	1.6
Mercedes	208	186	-10.6	1,103	1,128	2.3	1,708	1,850	8.3	9,099	10,030	10.2	4.4	4.4
Mercury	8	8	0.0	51	15	-70.6	72	64	-11.1	211	151	-28.4	0.2	0.2
MINI	80	64	-20.0	258	269	4.3	445	476	7.0	1,787	1,730	-3.2	1.1	1.1
Mitsubishi	20	32	60.0	65	60	-7.7	189	224	18.5	410	543	32.4	0.5	0.5
Nissan	531	367	-30.9	1,074	876	-18.4	2,973	3,393	14.1	6,677	7,563	13.3	7.7	8.0
Other	5	8	60.0	32	43	34.4	72	36	-50.0	334	297	-11.1	0.2	0.1
Pontiac	30	0	-100.0	79	0	-100.0	151	5	-96.7	412	27	-93.4	0.4	0.0
Porsche	18	34	88.9	115	185	60.9	160	208	30.0	1,036	1,237	19.4	0.4	0.5
Saab	3	0	0.0	4	5	25.0	18	3	-83.3	116	54	-53.4	0.0	0.0
Saturn	42	0	-100.0	88	0	-100.0	292	25	-91.4	642	83	-87.1	0.8	0.1
smart	16	4	-75.0	48	17	-64.6	125	50	-60.0	363	145	-60.1	0.3	0.1
Subaru	48	39	-18.8	218	226	3.7	295	407	38.0	1,419	1,565	10.3	0.8	1.0
Suzuki	1	1	0.0	2	1	-50.0	31	12	-61.3	43	15	-65.1	0.1	0.0
Toyota/Scion	1,894	1,245	-34.3	4,499	3,630	-19.3	10,357	11,313	9.2	24,803	28,146	13.5	26.7	26.8
Volkswagen	147	150	2.0	642	670	4.4	963	1,170	21.5	4,341	5,487	26.4	2.5	2.8
Volvo	26	23	-11.5	186	97	-47.8	185	192	3.8	976	900	-7.8	0.5	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: August 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.

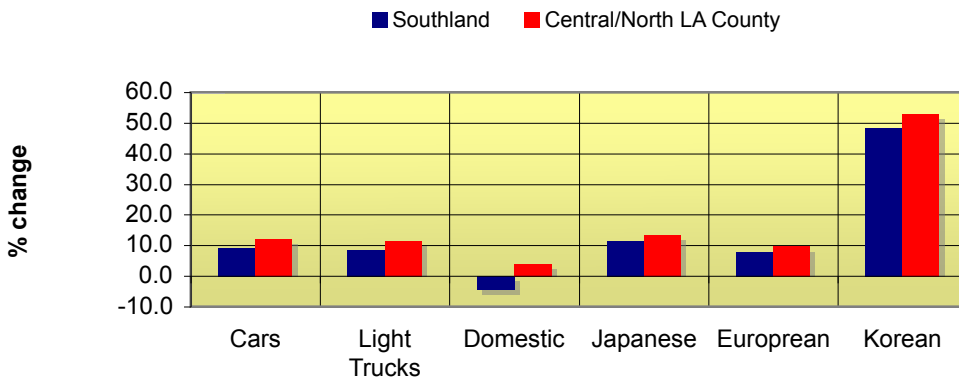
Data source for area registrations: AutoCount data from Experian Automotive.

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



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

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



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