



# 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

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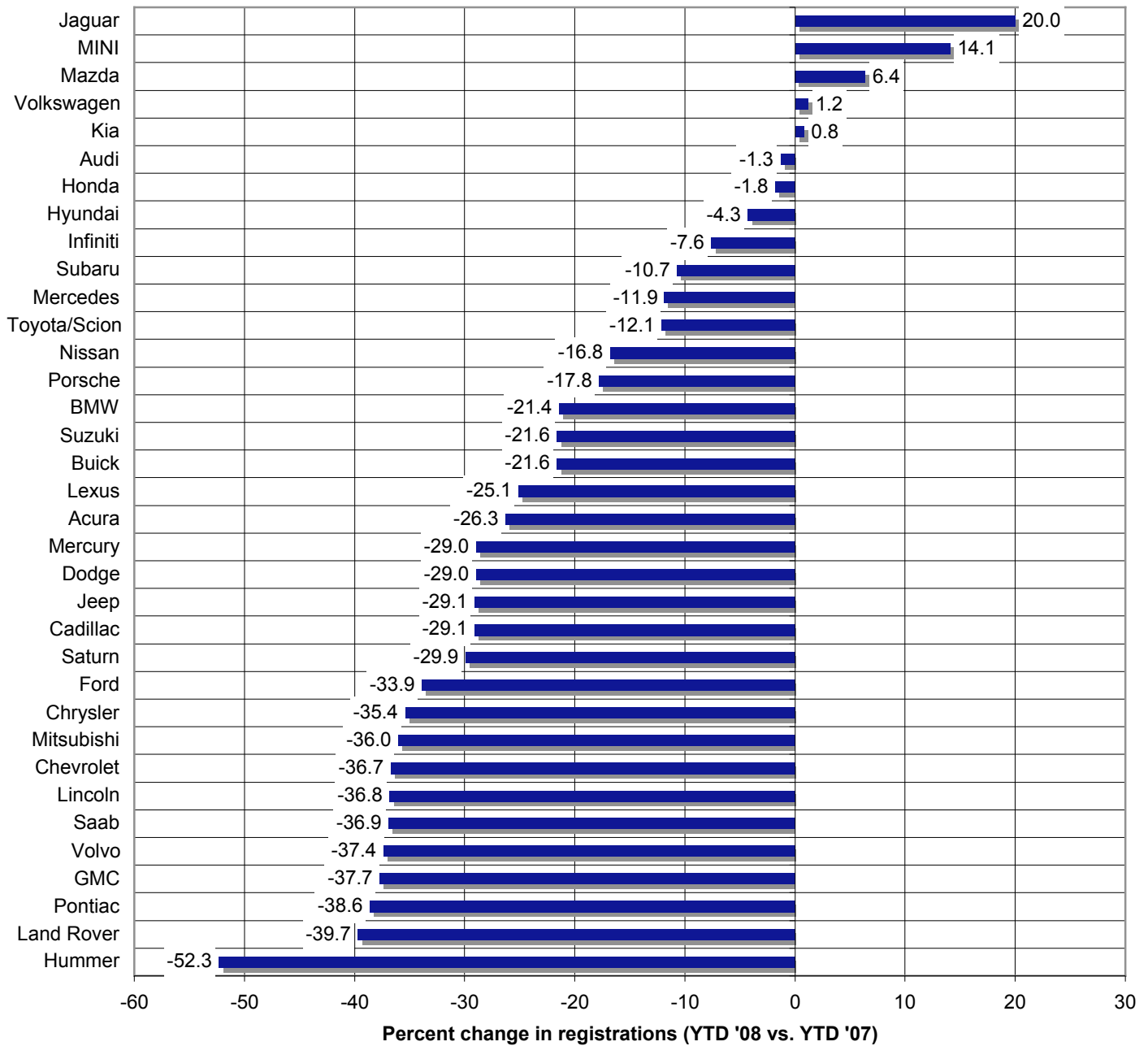
Released: September 2008

Covering Results thru August 2008

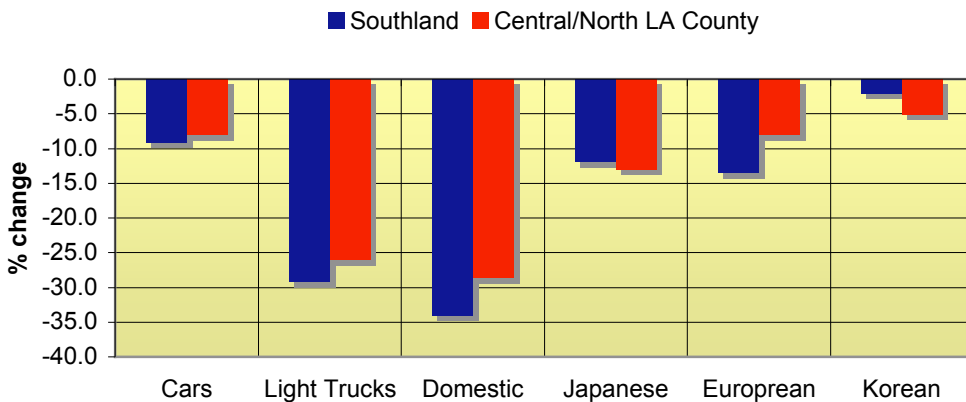
	New Vehicle Registrations - August						New Vehicle Registrations - YTD thru August						Market Share	
	Southland			Central/North LA County			Southland			Central/North LA County			Southland	
	August 2007	August 2008	% change	August 2007	August 2008	% change	YTD 2007	YTD 2008	% change	YTD 2007	YTD 2008	% change	YTD 2007	YTD 2008
<b>MARKET SUMMARY</b>														
TOTAL	10,335	7,161	-30.7	28,670	20,908	-27.1	79,632	65,120	-18.2	213,267	181,012	-15.1		
Car	5,648	4,513	-20.1	17,681	14,376	-18.7	43,601	39,619	-9.1	128,920	118,558	-8.0	54.8	60.8
Light Truck	4,687	2,648	-43.5	10,989	6,532	-40.6	36,031	25,501	-29.2	84,347	62,454	-26.0	45.2	39.2
Domestic	2,969	1,453	-51.1	5,587	2,945	-47.3	22,877	15,097	-34.0	44,943	32,083	-28.6	28.7	23.2
Japanese	5,899	4,448	-24.6	16,570	12,312	-25.7	45,036	39,689	-11.9	119,468	103,881	-13.0	56.6	60.9
European	1,235	1,043	-15.5	6,014	5,193	-13.7	10,019	8,668	-13.5	45,393	41,762	-8.0	12.6	13.3
Korean	232	217	-6.5	499	458	-8.2	1,700	1,666	-2.0	3,463	3,286	-5.1	2.1	2.6
<b>BRAND REGISTRATIONS</b>														
Acura	176	128	-27.3	566	360	-36.4	1,499	1,105	-26.3	4,129	3,283	-20.5	1.9	1.7
Audi	88	94	6.8	520	386	-25.8	774	764	-1.3	4,276	4,369	2.2	1.0	1.2
BMW	401	351	-12.5	1,935	1,707	-11.8	3,236	2,542	-21.4	13,953	12,081	-13.4	4.1	3.9
Buick	28	15	-46.4	48	27	-43.8	208	163	-21.6	374	356	-4.8	0.3	0.3
Cadillac	105	71	-32.4	333	171	-48.6	916	649	-29.1	2,601	2,040	-21.6	1.2	1.0
Chevrolet	780	373	-52.2	1,315	625	-52.5	5,964	3,776	-36.7	10,586	7,122	-32.7	7.5	5.8
Chrysler	214	92	-57.0	330	173	-47.6	1,622	1,048	-35.4	2,600	1,782	-31.5	2.0	1.6
Dodge	345	215	-37.7	475	293	-38.3	2,339	1,660	-29.0	4,052	2,665	-34.2	2.9	2.5
Ford	789	399	-49.4	1,645	1,004	-39.0	6,204	4,103	-33.9	12,470	9,777	-21.6	7.8	6.3
GMC	244	91	-62.7	404	142	-64.9	1,815	1,130	-37.7	3,060	2,075	-32.2	2.3	1.7
Honda	1,337	1,128	-15.6	3,779	3,065	-18.9	9,710	9,534	-1.8	27,032	25,591	-5.3	12.2	14.6
Hummer	19	7	-63.2	86	20	-76.7	239	114	-52.3	691	335	-51.5	0.3	0.2
Hyundai	144	122	-15.3	276	213	-22.8	936	896	-4.3	1,791	1,626	-9.2	1.2	1.4
Infiniti	114	99	-13.2	521	414	-20.5	1,015	938	-7.6	3,888	4,012	3.2	1.3	1.4
Jaguar	10	19	90.0	108	106	-1.9	130	156	20.0	777	818	5.3	0.2	0.2
Jeep	181	65	-64.1	380	199	-47.6	1,379	978	-29.1	3,063	2,335	-23.8	1.7	1.5
Kia	88	95	8.0	223	245	9.9	764	770	0.8	1,672	1,660	-0.7	1.0	1.2
Land Rover	53	20	-62.3	330	148	-55.2	466	281	-39.7	2,297	1,693	-26.3	0.6	0.4
Lexus	417	270	-35.3	1,649	1,226	-25.7	3,121	2,339	-25.1	12,276	9,851	-19.8	3.9	3.6
Lincoln	63	21	-66.7	162	88	-45.7	400	253	-36.8	1,493	951	-36.3	0.5	0.4
Mazda	130	129	-0.8	515	400	-22.3	934	994	6.4	3,404	3,064	-10.0	1.2	1.5
Mercedes	282	226	-19.9	1,349	1,357	0.6	2,663	2,345	-11.9	12,700	11,635	-8.4	3.3	3.6
Mercury	16	12	-25.0	57	26	-54.4	183	130	-29.0	519	376	-27.6	0.2	0.2
MINI	52	51	-1.9	212	275	29.7	411	469	14.1	1,395	1,882	34.9	0.5	0.7
Mitsubishi	54	33	-38.9	125	84	-32.8	517	331	-36.0	1,219	703	-42.3	0.6	0.5
Nissan	910	664	-27.0	2,249	1,453	-35.4	6,961	5,791	-16.8	14,222	12,281	-13.6	8.7	8.9
Other	49	31	-36.7	178	215	20.8	302	298	-1.3	1,013	1,310	29.3	0.4	0.5
Pontiac	48	31	-35.4	76	48	-36.8	389	239	-38.6	845	568	-32.8	0.5	0.4
Porsche	40	31	-22.5	227	139	-38.8	297	244	-17.8	1,560	1,276	-18.2	0.4	0.4
Saab	23	1	-95.7	127	26	-79.5	84	53	-36.9	602	304	-49.5	0.1	0.1
Saturn	115	61	-47.0	209	129	-38.3	1,147	804	-29.9	2,400	1,603	-33.2	1.4	1.2
Subaru	40	35	-12.5	115	163	41.7	271	242	-10.7	927	1,022	10.2	0.3	0.4
Suzuki	21	19	-9.5	25	24	-4.0	250	196	-21.6	299	181	-39.5	0.3	0.3
Toyota/Scion	2,686	1,937	-27.9	7,012	5,102	-27.2	20,645	18,152	-12.1	51,923	43,756	-15.7	25.9	27.9
Volkswagen	189	190	0.5	726	703	-3.2	1,244	1,259	1.2	4,702	5,054	7.5	1.6	1.9
Volvo	84	35	-58.3	383	152	-60.3	597	374	-37.4	2,456	1,575	-35.9	0.7	0.6

The table above shows new retail light vehicle registrations in the Southland and Central/North LA County areas for the following time periods: August 2007 and 2008, and year-to-date thru August for 2007 and 2008. **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 2008 thru August vs. YTD 2007)**



**Percent Change in New Retail Light Vehicle Registrations (YTD 2008 thru August vs. YTD 2007)**



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