



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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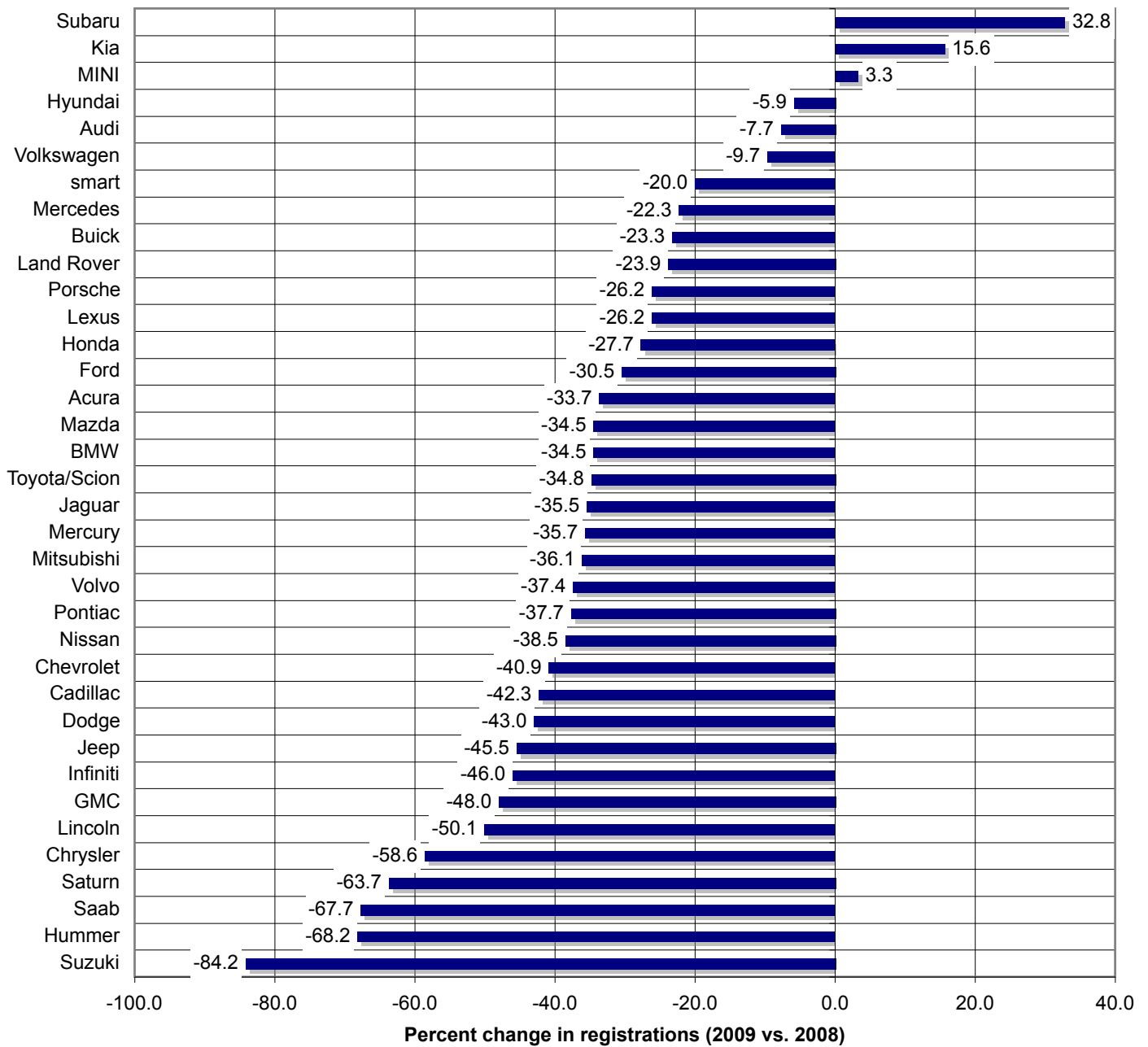
Covering Results thru December 2009

	New Vehicle Registrations - December						New Vehicle Registrations - Annual Totals						Market Share	
	Southland			Central/North LA County			Southland			Central/North LA County			Southland	
	Dec 2008	Dec 2009	% change	Nov 2008	Nov 2009	% change	2008	2009	% change	2008	2009	% change	YTD 2008	YTD 2009
MARKET SUMMARY														
TOTAL	5,165	5,040	-2.4	15,325	16,427	7.2	88,489	59,539	-32.7	249,328	179,716	-27.9		
Car	2,978	3,012	1.1	9,841	10,716	8.9	53,512	37,352	-30.2	162,725	120,492	-26.0	60.5	62.7
Light Truck	2,187	2,028	-7.3	5,484	5,711	4.1	34,977	22,187	-36.6	86,603	59,224	-31.6	39.5	37.3
Domestic	1,238	967	-21.9	2,340	2,385	1.9	20,315	11,855	-41.6	42,623	27,245	-36.1	23.0	19.9
Japanese	2,917	2,992	2.6	8,265	8,801	6.5	53,705	35,905	-33.1	142,882	99,838	-30.1	60.7	60.3
European	858	879	2.4	4,442	4,792	7.9	12,215	9,436	-22.8	59,196	47,496	-19.8	13.8	15.8
Korean	152	202	32.9	278	449	61.5	2,254	2,343	3.9	4,627	5,137	11.0	2.5	3.9
BRAND REGISTRATIONS														
Acura	80	77	-3.8	277	283	2.2	1,507	999	-33.7	4,521	2,846	-37.0	1.7	1.7
Audi	69	112	62.3	483	560	15.9	1,086	1,002	-7.7	6,099	5,308	-13.0	1.2	1.7
BMW	286	205	-28.3	1,221	1,263	3.4	3,721	2,439	-34.5	17,337	11,863	-31.6	4.2	4.1
Buick	22	27	22.7	33	48	45.5	232	178	-23.3	495	371	-25.1	0.3	0.3
Cadillac	39	57	46.2	119	146	22.7	859	496	-42.3	2,525	1,229	-51.3	1.0	0.8
Chevrolet	320	271	-15.3	523	605	15.7	5,213	3,082	-40.9	9,643	6,353	-34.1	5.9	5.2
Chrysler	60	26	-56.7	111	51	-54.1	1,286	532	-58.6	2,193	1,029	-53.1	1.5	0.9
Dodge	151	88	-41.7	226	114	-49.6	2,256	1,286	-43.0	3,616	2,102	-41.9	2.5	2.2
Ford	371	315	-15.1	778	991	27.4	5,602	3,891	-30.5	13,233	10,317	-22.0	6.3	6.5
GMC	83	93	12.0	187	158	-15.5	1,520	791	-48.0	2,837	1,453	-48.8	1.7	1.3
Honda	689	721	4.6	1,952	2,142	9.7	12,753	9,220	-27.7	35,044	26,829	-23.4	14.4	15.5
Hummer	6	0	-100.0	14	5	-64.3	148	47	-68.2	426	120	-71.8	0.2	0.1
Hyundai	83	92	10.8	155	275	77.4	1,225	1,153	-5.9	2,434	2,873	18.0	1.4	1.9
Infiniti	80	58	-27.5	428	201	-53.0	1,315	710	-46.0	5,780	2,895	-49.9	1.5	1.2
Jaguar	10	6	-40.0	90	140	55.6	211	136	-35.5	1,153	1,085	-5.9	0.2	0.2
Jeep	74	47	-36.5	135	103	-23.7	1,247	679	-45.5	2,933	1,775	-39.5	1.4	1.1
Kia	69	110	59.4	123	174	41.5	1,029	1,190	15.6	2,193	2,264	3.2	1.2	2.0
Land Rover	31	30	-3.2	184	132	-28.3	381	290	-23.9	2,369	1,788	-24.5	0.4	0.5
Lexus	213	244	14.6	1,169	1,192	2.0	3,287	2,427	-26.2	14,245	10,822	-24.0	3.7	4.1
Lincoln	24	16	-33.3	88	85	-3.4	349	174	-50.1	1,323	787	-40.5	0.4	0.3
Mazda	74	78	5.4	203	280	37.9	1,326	868	-34.5	4,316	3,339	-22.6	1.5	1.5
Mercedes	238	256	7.6	1,266	1,487	17.5	3,277	2,547	-22.3	16,495	13,909	-15.7	3.7	4.3
Mercury	22	8	-63.6	24	26	8.3	182	117	-35.7	523	317	-39.4	0.2	0.2
MINI	60	59	-1.7	277	242	-12.6	690	713	3.3	2,768	2,831	2.3	0.8	1.2
Mitsubishi	28	21	-25.0	55	51	-7.3	452	289	-36.1	986	617	-37.4	0.5	0.5
Nissan	357	336	-5.9	771	718	-6.9	7,531	4,631	-38.5	16,359	10,541	-35.6	8.5	7.8
Other	6	4	-33.3	47	38	-19.1	230	95	-58.7	1,061	499	-53.0	0.3	0.2
Pontiac	21	0	-100.0	33	5	-84.8	313	195	-37.7	741	518	-30.1	0.4	0.3
Porsche	15	23	53.3	146	141	-3.4	325	240	-26.2	1,749	1,527	-12.7	0.4	0.4
Saab	2	0	-100.0	18	8	-55.6	65	21	-67.7	372	140	-62.4	0.1	0.0
Saturn	45	19	-57.8	69	48	-30.4	1,058	384	-63.7	2,037	868	-57.4	1.2	0.6
smart	24	5	-79.2	62	21	-66.1	205	164	-20.0	805	470	-41.6	0.2	0.3
Subaru	39	61	56.4	190	194	2.1	384	510	32.8	1,647	2,170	31.8	0.4	0.9
Suzuki	2	1	-50.0	7	2	-71.4	222	35	-84.2	195	58	-70.3	0.3	0.1
Toyota/Scion	1,352	1,394	3.1	3,206	3,737	16.6	24,836	16,188	-34.8	59,599	39,658	-33.5	28.1	27.2
Volkswagen	77	144	87.0	454	597	31.5	1,677	1,514	-9.7	7,074	6,639	-6.1	1.9	2.5
Volvo	43	36	-16.3	201	164	-18.4	489	306	-37.4	2,202	1,506	-31.6	0.6	0.5

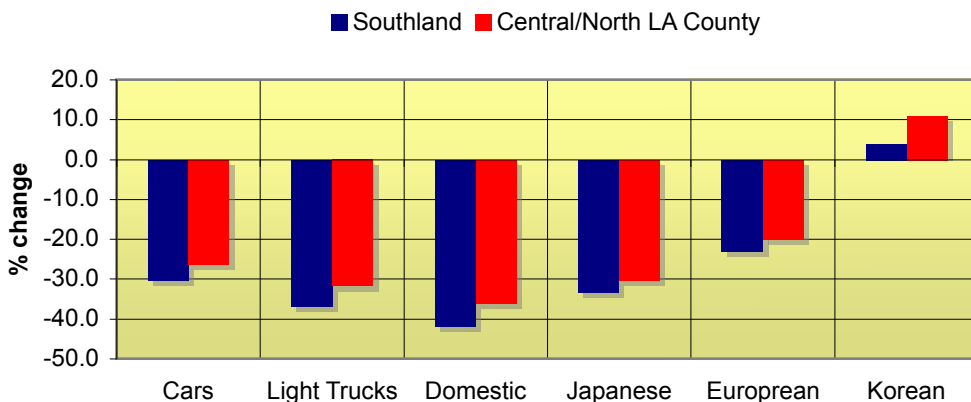
The table above shows new retail light vehicle registrations in the Southland and Central/North LA County areas for the following time periods: December 2008 and 2009, and annual figures for both years. **Please keep in mind that monthly registration figures for area markets can occasionally be subject 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 (2009 vs. 2008)



Percent Change in New Retail Light Vehicle Registrations (2009 vs. 2008)



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