



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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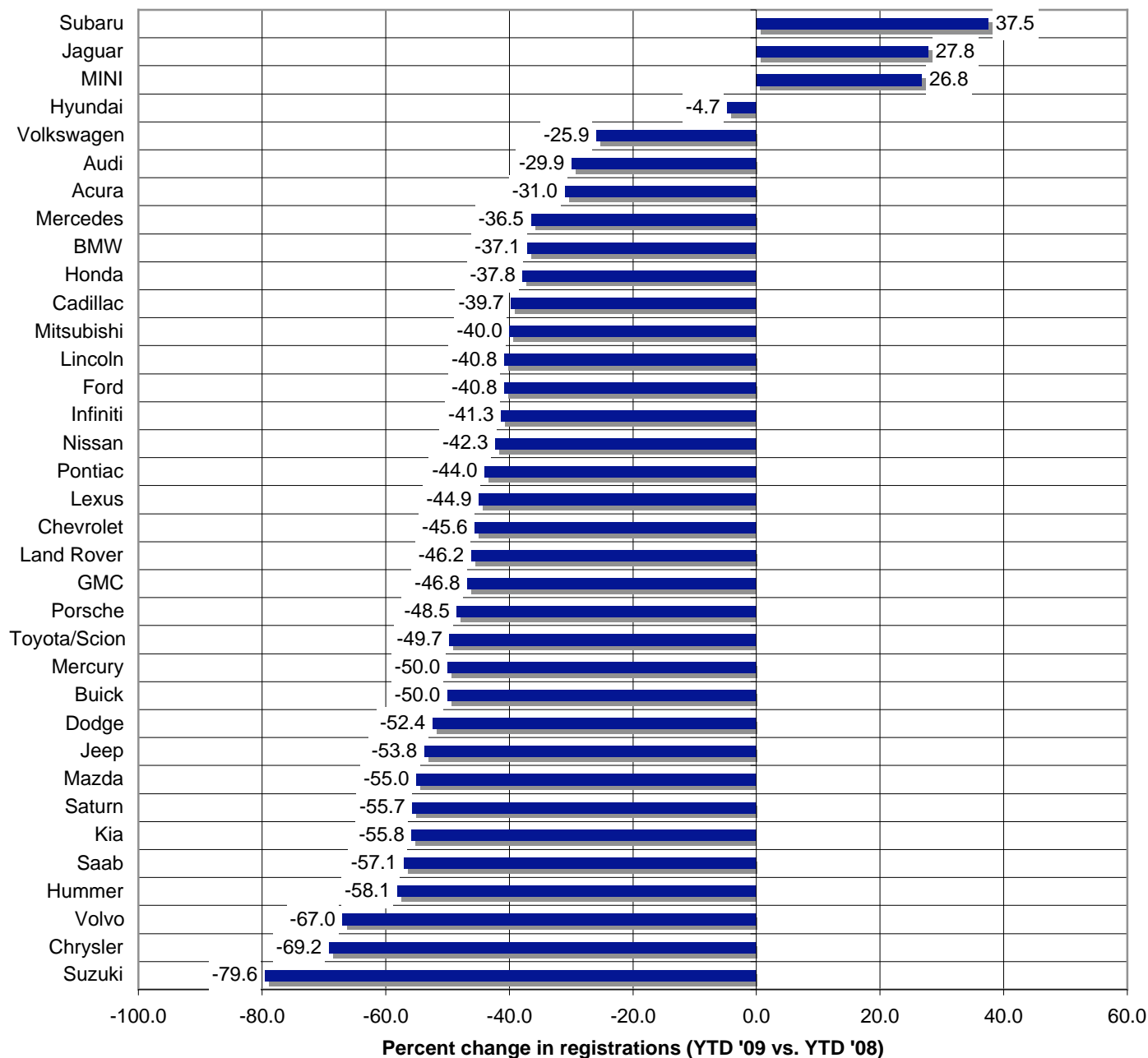
Covering Results thru February 2009

| | New Vehicle Registrations - February | | | | | | New Vehicle Registrations - YTD thru February | | | | | | Market Share | |
|----------------------------|--------------------------------------|----------|----------|-------------------------|----------|----------|---|-------|----------|-------------------------|--------|----------|--------------|----------|
| | Southland | | | Central/North LA County | | | Southland | | | Central/North LA County | | | Southland | |
| | Feb 2008 | Feb 2009 | % change | Feb 2008 | Feb 2009 | % change | 2008 | 2009 | % change | 2008 | 2009 | % change | YTD 2008 | YTD 2009 |
| MARKET SUMMARY | | | | | | | | | | | | | | |
| TOTAL | 7,259 | 3,595 | -50.5 | 19,793 | 10,138 | -48.8 | 15,651 | 8,810 | -43.7 | 44,200 | 25,618 | -42.0 | | |
| Car | 4,127 | 2,107 | -48.9 | 12,203 | 6,660 | -45.4 | 9,010 | 5,026 | -44.2 | 27,296 | 16,438 | -39.8 | 57.6 | 57.0 |
| Light Truck | 3,132 | 1,488 | -52.5 | 7,590 | 3,478 | -54.2 | 6,641 | 3,784 | -43.0 | 16,904 | 9,180 | -45.7 | 42.4 | 43.0 |
| Domestic | 1,849 | 801 | -56.7 | 4,032 | 1,671 | -58.6 | 3,986 | 2,072 | -48.0 | 8,728 | 4,220 | -51.6 | 25.5 | 23.5 |
| Japanese | 4,402 | 2,196 | -50.1 | 11,181 | 5,513 | -50.7 | 9,255 | 5,122 | -44.7 | 24,775 | 13,861 | -44.1 | 59.1 | 58.1 |
| European | 851 | 500 | -41.2 | 4,273 | 2,725 | -36.2 | 2,104 | 1,404 | -33.3 | 10,077 | 7,006 | -30.5 | 13.4 | 15.9 |
| Korean | 157 | 98 | -37.6 | 307 | 229 | -25.4 | 306 | 212 | -30.7 | 620 | 531 | -14.4 | 2.0 | 2.4 |
| BRAND REGISTRATIONS | | | | | | | | | | | | | | |
| Acura | 136 | 90 | -33.8 | 441 | 194 | -56.0 | 287 | 198 | -31.0 | 933 | 527 | -43.5 | 1.8 | 2.2 |
| Audi | 81 | 47 | -42.0 | 446 | 248 | -44.4 | 187 | 131 | -29.9 | 1,030 | 667 | -35.2 | 1.2 | 1.5 |
| BMW | 263 | 156 | -40.7 | 1,342 | 771 | -42.5 | 612 | 385 | -37.1 | 3,016 | 1,830 | -39.3 | 3.9 | 4.4 |
| Buick | 21 | 12 | -42.9 | 57 | 22 | -61.4 | 52 | 26 | -50.0 | 115 | 52 | -54.8 | 0.3 | 0.3 |
| Cadillac | 84 | 39 | -53.6 | 231 | 103 | -55.4 | 179 | 108 | -39.7 | 580 | 263 | -54.7 | 1.1 | 1.2 |
| Chevrolet | 498 | 185 | -62.9 | 952 | 327 | -65.7 | 957 | 521 | -45.6 | 1,904 | 880 | -53.8 | 6.1 | 5.9 |
| Chrysler | 121 | 34 | -71.9 | 260 | 62 | -76.2 | 299 | 92 | -69.2 | 589 | 165 | -72.0 | 1.9 | 1.0 |
| Dodge | 193 | 107 | -44.6 | 298 | 152 | -49.0 | 460 | 219 | -52.4 | 725 | 339 | -53.2 | 2.9 | 2.5 |
| Ford | 520 | 247 | -52.5 | 1,226 | 606 | -50.6 | 1,038 | 615 | -40.8 | 2,513 | 1,492 | -40.6 | 6.6 | 7.0 |
| GMC | 116 | 54 | -53.4 | 241 | 81 | -66.4 | 331 | 176 | -46.8 | 555 | 258 | -53.5 | 2.1 | 2.0 |
| Honda | 1,014 | 525 | -48.2 | 2,449 | 1,481 | -39.5 | 2,086 | 1,298 | -37.8 | 5,589 | 3,750 | -32.9 | 13.3 | 14.7 |
| Hummer | 17 | 8 | -52.9 | 60 | 14 | -76.7 | 31 | 13 | -58.1 | 120 | 29 | -75.8 | 0.2 | 0.1 |
| Hyundai | 72 | 57 | -20.8 | 130 | 125 | -3.8 | 150 | 143 | -4.7 | 288 | 321 | 11.5 | 1.0 | 1.6 |
| Infiniti | 106 | 65 | -38.7 | 461 | 221 | -52.1 | 235 | 138 | -41.3 | 945 | 578 | -38.8 | 1.5 | 1.6 |
| Jaguar | 8 | 9 | 12.5 | 58 | 59 | 1.7 | 18 | 23 | 27.8 | 127 | 159 | 25.2 | 0.1 | 0.3 |
| Jeep | 118 | 52 | -55.9 | 297 | 122 | -58.9 | 279 | 129 | -53.8 | 686 | 296 | -56.9 | 1.8 | 1.5 |
| Kia | 85 | 41 | -51.8 | 177 | 104 | -41.2 | 156 | 69 | -55.8 | 332 | 210 | -36.7 | 1.0 | 0.8 |
| Land Rover | 28 | 14 | -50.0 | 190 | 142 | -25.3 | 78 | 42 | -46.2 | 504 | 356 | -29.4 | 0.5 | 0.5 |
| Lexus | 257 | 127 | -50.6 | 1,122 | 606 | -46.0 | 657 | 362 | -44.9 | 2,752 | 1,766 | -35.8 | 4.2 | 4.1 |
| Lincoln | 31 | 19 | -38.7 | 103 | 61 | -40.8 | 71 | 42 | -40.8 | 250 | 165 | -34.0 | 0.5 | 0.5 |
| Mazda | 104 | 42 | -59.6 | 383 | 164 | -57.2 | 211 | 95 | -55.0 | 704 | 420 | -40.3 | 1.3 | 1.1 |
| Mercedes | 255 | 138 | -45.9 | 1,221 | 761 | -37.7 | 650 | 413 | -36.5 | 3,012 | 2,072 | -31.2 | 4.2 | 4.7 |
| Mercury | 19 | 11 | -42.1 | 62 | 14 | -77.4 | 36 | 18 | -50.0 | 111 | 37 | -66.7 | 0.2 | 0.2 |
| MINI | 37 | 25 | -32.4 | 168 | 141 | -16.1 | 71 | 90 | 26.8 | 343 | 375 | 9.3 | 0.5 | 1.0 |
| Mitsubishi | 18 | 9 | -50.0 | 71 | 38 | -46.5 | 50 | 30 | -40.0 | 131 | 71 | -45.8 | 0.3 | 0.3 |
| Nissan | 611 | 333 | -45.5 | 1,472 | 579 | -60.7 | 1,307 | 754 | -42.3 | 3,048 | 1,345 | -55.9 | 8.4 | 8.6 |
| Other | 21 | 10 | -52.4 | 127 | 91 | -28.3 | 51 | 43 | -15.7 | 237 | 203 | -14.3 | 0.3 | 0.5 |
| Pontiac | 17 | 12 | -29.4 | 67 | 30 | -55.2 | 50 | 28 | -44.0 | 142 | 73 | -48.6 | 0.3 | 0.3 |
| Porsche | 25 | 11 | -56.0 | 120 | 79 | -34.2 | 68 | 35 | -48.5 | 321 | 214 | -33.3 | 0.4 | 0.4 |
| Saab | 3 | 1 | -66.7 | 28 | 9 | -67.9 | 14 | 6 | -57.1 | 81 | 30 | -63.0 | 0.1 | 0.1 |
| Saturn | 89 | 21 | -76.4 | 167 | 77 | -53.9 | 192 | 85 | -55.7 | 405 | 171 | -57.8 | 1.2 | 1.0 |
| Subaru | 24 | 36 | 50.0 | 93 | 152 | 63.4 | 48 | 66 | 37.5 | 234 | 296 | 26.5 | 0.3 | 0.7 |
| Suzuki | 22 | 1 | -95.5 | 16 | 8 | -50.0 | 49 | 10 | -79.6 | 43 | 15 | -65.1 | 0.3 | 0.1 |
| Toyota/Scion | 2,101 | 966 | -54.0 | 4,657 | 2,060 | -55.8 | 4,303 | 2,163 | -49.7 | 10,359 | 5,076 | -51.0 | 27.5 | 24.6 |
| Volkswagen | 104 | 81 | -22.1 | 416 | 367 | -11.8 | 282 | 209 | -25.9 | 1,071 | 929 | -13.3 | 1.8 | 2.4 |
| Volvo | 40 | 10 | -75.0 | 184 | 67 | -63.6 | 106 | 35 | -67.0 | 405 | 188 | -53.6 | 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: February 2008 and 2009, and year-to-date thru February. **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.

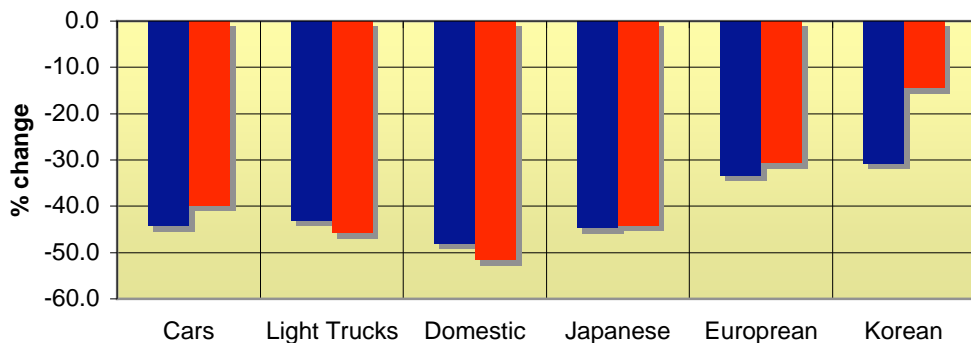
Data source for area registrations: AutoCount data from Experian Automotive.

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



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

■ Southland ■ Central/North LA County



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