



# 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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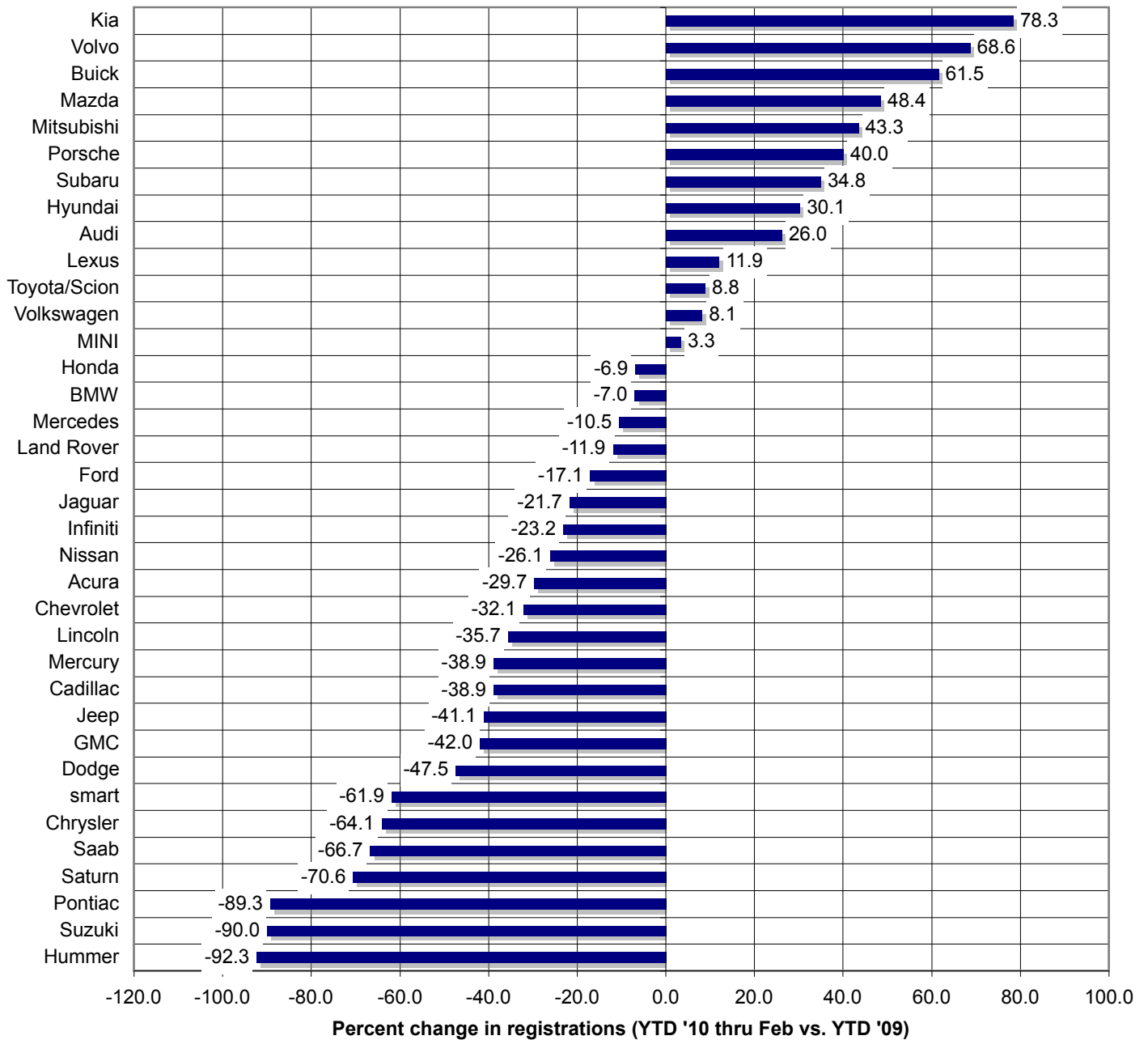
Covering Results thru February 2010

	New Vehicle Registrations - February						New Vehicle Registrations - Year-to-Date Totals						Market Share	
	Southland			Central/North LA County			Southland			Central/North LA County			Southland	
	Feb 2009	Feb 2010	% change	Feb 2009	Feb 2010	% change	2009	2010	% change	2009	2010	% change	2009	2010
<b>MARKET SUMMARY</b>														
TOTAL	3,609	3,414	-5.4	10,196	11,154	9.4	8,825	8,137	-7.8	25,694	25,979	1.1		
Car	2,114	2,142	1.3	6,678	7,470	11.9	5,043	5,042	0.0	16,485	17,099	3.7	57.1	62.0
Light Truck	1,495	1,272	-14.9	3,518	3,684	4.7	3,782	3,095	-18.2	9,209	8,880	-3.6	42.9	38.0
Domestic	801	562	-29.8	1,671	1,707	2.2	2,072	1,365	-34.1	4,220	3,808	-9.8	23.5	16.8
Japanese	2,196	2,139	-2.6	5,521	6,018	9.0	5,122	5,050	-1.4	13,877	14,273	2.9	58.0	62.1
European	514	585	13.8	2,774	3,145	13.4	1,419	1,413	-0.4	7,064	7,216	2.2	16.1	17.4
Korean	98	128	30.6	230	284	23.5	212	309	45.8	533	682	28.0	2.4	3.8
<b>BRAND REGISTRATIONS</b>														
Acura	75	32	-57.3	154	178	15.6	175	123	-29.7	454	429	-5.5	2.0	1.5
Audi	47	96	104.3	248	387	56.0	131	165	26.0	667	887	33.0	1.5	2.0
BMW	156	138	-11.5	771	806	4.5	385	358	-7.0	1,830	1,670	-8.7	4.4	4.4
Buick	12	16	33.3	22	39	77.3	26	42	61.5	52	89	71.2	0.3	0.5
Cadillac	39	21	-46.2	103	89	-13.6	108	66	-38.9	263	202	-23.2	1.2	0.8
Chevrolet	185	145	-21.6	327	394	20.5	521	354	-32.1	880	925	5.1	5.9	4.4
Chrysler	34	9	-73.5	62	38	-38.7	92	33	-64.1	165	62	-62.4	1.0	0.4
Dodge	107	54	-49.5	152	98	-35.5	219	115	-47.5	339	205	-39.5	2.5	1.4
Ford	247	222	-10.1	606	740	22.1	615	510	-17.1	1,492	1,676	12.3	7.0	6.3
GMC	54	49	-9.3	81	119	46.9	176	102	-42.0	258	244	-5.4	2.0	1.3
Honda	540	543	0.6	1,521	1,593	4.7	1,321	1,230	-6.9	3,823	3,709	-3.0	15.0	15.1
Hummer	8	0	-100.0	14	3	-78.6	13	1	-92.3	29	5	-82.8	0.1	0.0
Hyundai	57	79	38.6	126	150	19.0	143	186	30.1	323	362	12.1	1.6	2.3
Infiniti	65	33	-49.2	221	169	-23.5	138	106	-23.2	578	460	-20.4	1.6	1.3
Jaguar	9	5	-44.4	59	51	-13.6	23	18	-21.7	159	132	-17.0	0.3	0.2
Jeep	52	33	-36.5	122	96	-21.3	129	76	-41.1	296	168	-43.2	1.5	0.9
Kia	41	49	19.5	104	134	28.8	69	123	78.3	210	320	52.4	0.8	1.5
Land Rover	14	12	-14.3	142	122	-14.1	42	37	-11.9	356	291	-18.3	0.5	0.5
Lexus	127	197	55.1	611	868	42.1	362	405	11.9	1,771	1,905	7.6	4.1	5.0
Lincoln	19	8	-57.9	61	53	-13.1	42	27	-35.7	165	128	-22.4	0.5	0.3
Mazda	42	53	26.2	164	191	16.5	95	141	48.4	420	483	15.0	1.1	1.7
Mercedes	152	126	-17.1	810	893	10.2	428	383	-10.5	2,130	2,284	7.2	4.8	4.7
Mercury	11	3	-72.7	14	9	-35.7	18	11	-38.9	37	22	-40.5	0.2	0.1
MINI	25	40	60.0	141	189	34.0	90	93	3.3	375	364	-2.9	1.0	1.1
Mitsubishi	9	20	122.2	38	41	7.9	30	43	43.3	71	115	62.0	0.3	0.5
Nissan	333	243	-27.0	579	556	-4.0	754	557	-26.1	1,345	1,287	-4.3	8.5	6.8
Other	2	5	150.0	38	29	-23.7	22	17	-22.7	92	63	-31.5	0.2	0.2
Pontiac	12	1	-91.7	30	5	-83.3	28	3	-89.3	73	22	-69.9	0.3	0.0
Porsche	11	25	127.3	79	134	69.6	35	49	40.0	214	249	16.4	0.4	0.6
Saab	1	2	100.0	9	16	77.8	6	2	-66.7	30	26	-13.3	0.1	0.0
Saturn	21	1	-95.2	77	24	-68.8	85	25	-70.6	171	60	-64.9	1.0	0.3
smart	8	5	-37.5	53	18	-66.0	21	8	-61.9	111	33	-70.3	0.2	0.1
Subaru	36	38	5.6	155	164	5.8	66	89	34.8	307	318	3.6	0.7	1.1
Suzuki	1	1	0.0	8	2	-75.0	10	1	-90.0	15	5	-66.7	0.1	0.0
Toyota/Scion	966	978	1.2	2,060	2,248	9.1	2,163	2,353	8.8	5,076	5,551	9.4	24.5	28.9
Volkswagen	81	112	38.3	367	445	21.3	209	226	8.1	929	1,013	9.0	2.4	2.8
Volvo	10	20	100.0	67	63	-6.0	35	59	68.6	188	215	14.4	0.4	0.7

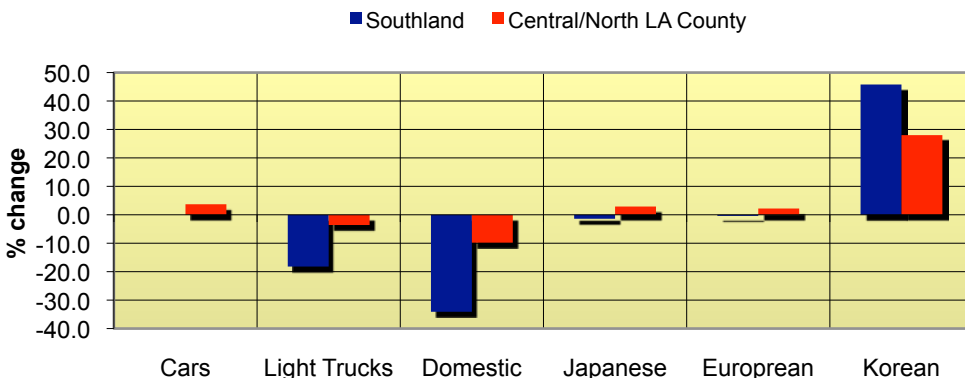
The table above shows new retail light vehicle registrations in the Southland and Central/North LA County areas for the following time periods: February 2009 and 2010, and year-to-date figures for 2009 and 2010. **Please keep in mind that monthly registration figures for area markets can occasionally 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 February vs. YTD 2009)**



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