



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 January 2009

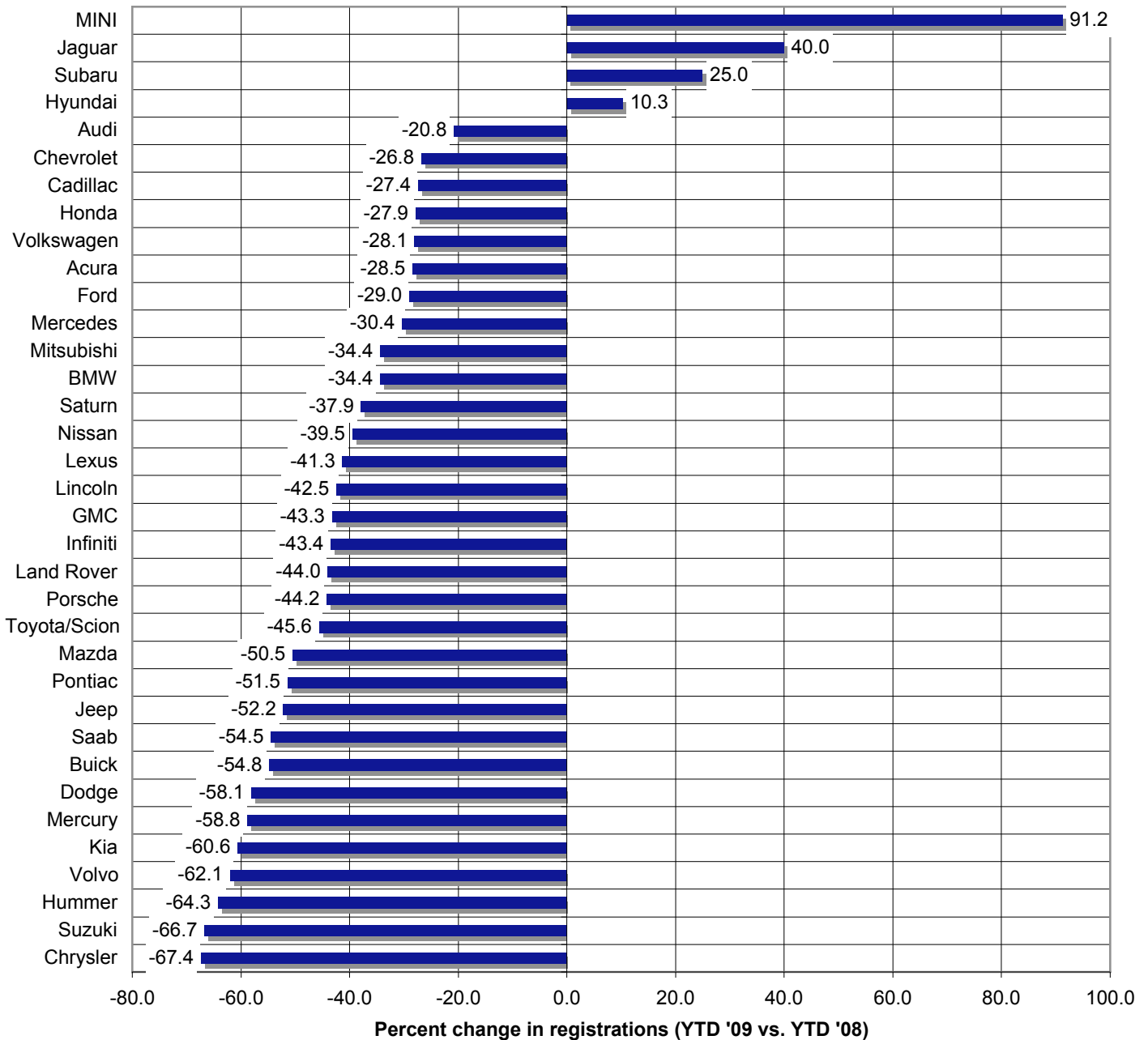


	New Vehicle Registrations - January						New Vehicle Registrations - YTD thru January						Market Share	
	Southland			Central/North LA County			Southland			Central/North LA County			Southland	
	Jan 2008	Jan 2009	% change	Jan 2008	Jan 2009	% change	2008	2009	% change	2008	2009	% change	2008	2009
MARKET SUMMARY														
TOTAL	8,392	5,215	-37.9	24,407	15,480	-36.6	8,392	5,215	-37.9	24,407	15,480	-36.6		
Car	4,883	2,919	-40.2	15,093	9,778	-35.2	4,883	2,919	-40.2	15,093	9,778	-35.2	58.2	56.0
Light Truck	3,509	2,296	-34.6	9,314	5,702	-38.8	3,509	2,296	-34.6	9,314	5,702	-38.8	41.8	44.0
Domestic	2,137	1,271	-40.5	4,696	2,549	-45.7	2,137	1,271	-40.5	64,221	42,623	-33.6	25.5	24.4
Japanese	4,853	2,926	-39.7	13,594	8,348	-38.6	4,853	2,926	-39.7	170,960	142,882	-16.4	57.8	56.1
European	1,253	904	-27.9	5,804	4,281	-26.2	1,253	904	-27.9	66,548	59,196	-11.0	14.9	17.3
Korean	149	114	-23.5	313	302	-3.5	149	114	-23.5	4,865	4,627	-4.9	1.8	2.2
BRAND REGISTRATIONS														
Acura	151	108	-28.5	492	333	-32.3	151	108	-28.5	492	333	-32.3	1.8	2.1
Audi	106	84	-20.8	584	419	-28.3	106	84	-20.8	584	419	-28.3	1.3	1.6
BMW	349	229	-34.4	1,674	1,059	-36.7	349	229	-34.4	1,674	1,059	-36.7	4.2	4.4
Buick	31	14	-54.8	58	30	-48.3	31	14	-54.8	58	30	-48.3	0.4	0.3
Cadillac	95	69	-27.4	349	160	-54.2	95	69	-27.4	349	160	-54.2	1.1	1.3
Chevrolet	459	336	-26.8	952	553	-41.9	459	336	-26.8	952	553	-41.9	5.5	6.4
Chrysler	178	58	-67.4	329	103	-68.7	178	58	-67.4	329	103	-68.7	2.1	1.1
Dodge	267	112	-58.1	427	187	-56.2	267	112	-58.1	427	187	-56.2	3.2	2.1
Ford	518	368	-29.0	1,287	886	-31.2	518	368	-29.0	1,287	886	-31.2	6.2	7.1
GMC	215	122	-43.3	314	177	-43.6	215	122	-43.3	314	177	-43.6	2.6	2.3
Honda	1,072	773	-27.9	3,140	2,269	-27.7	1,072	773	-27.9	3,140	2,269	-27.7	12.8	14.8
Hummer	14	5	-64.3	60	15	-75.0	14	5	-64.3	60	15	-75.0	0.2	0.1
Hyundai	78	86	10.3	158	196	24.1	78	86	10.3	158	196	24.1	0.9	1.6
Infiniti	129	73	-43.4	484	357	-26.2	129	73	-43.4	484	357	-26.2	1.5	1.4
Jaguar	10	14	40.0	69	100	44.9	10	14	40.0	69	100	44.9	0.1	0.3
Jeep	161	77	-52.2	389	174	-55.3	161	77	-52.2	389	174	-55.3	1.9	1.5
Kia	71	28	-60.6	155	106	-31.6	71	28	-60.6	155	106	-31.6	0.8	0.5
Land Rover	50	28	-44.0	314	214	-31.8	50	28	-44.0	314	214	-31.8	0.6	0.5
Lexus	400	235	-41.3	1,630	1,160	-28.8	400	235	-41.3	1,630	1,160	-28.8	4.8	4.5
Lincoln	40	23	-42.5	147	104	-29.3	40	23	-42.5	147	104	-29.3	0.5	0.4
Mazda	107	53	-50.5	321	256	-20.2	107	53	-50.5	321	256	-20.2	1.3	1.0
Mercedes	395	275	-30.4	1,791	1,311	-26.8	395	275	-30.4	1,791	1,311	-26.8	4.7	5.3
Mercury	17	7	-58.8	49	23	-53.1	17	7	-58.8	49	23	-53.1	0.2	0.1
MINI	34	65	91.2	175	234	33.7	34	65	91.2	175	234	33.7	0.4	1.2
Mitsubishi	32	21	-34.4	60	33	-45.0	32	21	-34.4	60	33	-45.0	0.4	0.4
Nissan	696	421	-39.5	1,576	766	-51.4	696	421	-39.5	1,576	766	-51.4	8.3	8.1
Other	30	33	10.0	110	112	1.8	30	33	10.0	110	112	1.8	0.4	0.6
Pontiac	33	16	-51.5	75	43	-42.7	33	16	-51.5	75	43	-42.7	0.4	0.3
Porsche	43	24	-44.2	201	135	-32.8	43	24	-44.2	201	135	-32.8	0.5	0.5
Saab	11	5	-54.5	53	21	-60.4	11	5	-54.5	53	21	-60.4	0.1	0.1
Saturn	103	64	-37.9	238	94	-60.5	103	64	-37.9	238	94	-60.5	1.2	1.2
Subaru	24	30	25.0	141	144	2.1	24	30	25.0	141	144	2.1	0.3	0.6
Suzuki	27	9	-66.7	27	7	-74.1	27	9	-66.7	27	7	-74.1	0.3	0.2
Toyota/Scion	2,202	1,197	-45.6	5,702	3,016	-47.1	2,202	1,197	-45.6	5,702	3,016	-47.1	26.2	23.0
Volkswagen	178	128	-28.1	655	562	-14.2	178	128	-28.1	655	562	-14.2	2.1	2.5
Volvo	66	25	-62.1	221	121	-45.2	66	25	-62.1	221	121	-45.2	0.8	0.5

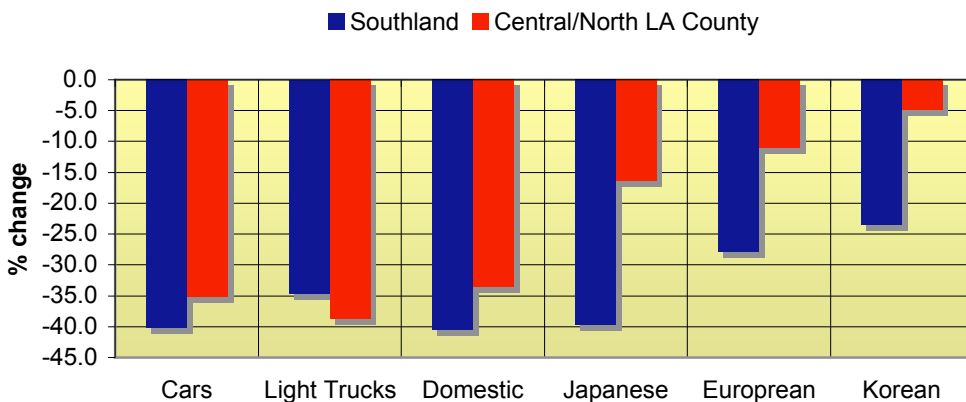
The table above shows new retail light vehicle registrations in the Southland and Central/North LA County areas for the following time periods: January 2008 and 2009. Please keep in mind that monthly registration figures for area markets can occasionally be subject to fluctuations, resulting in over 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 January vs. YTD '08)



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



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