



# 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 January 2010

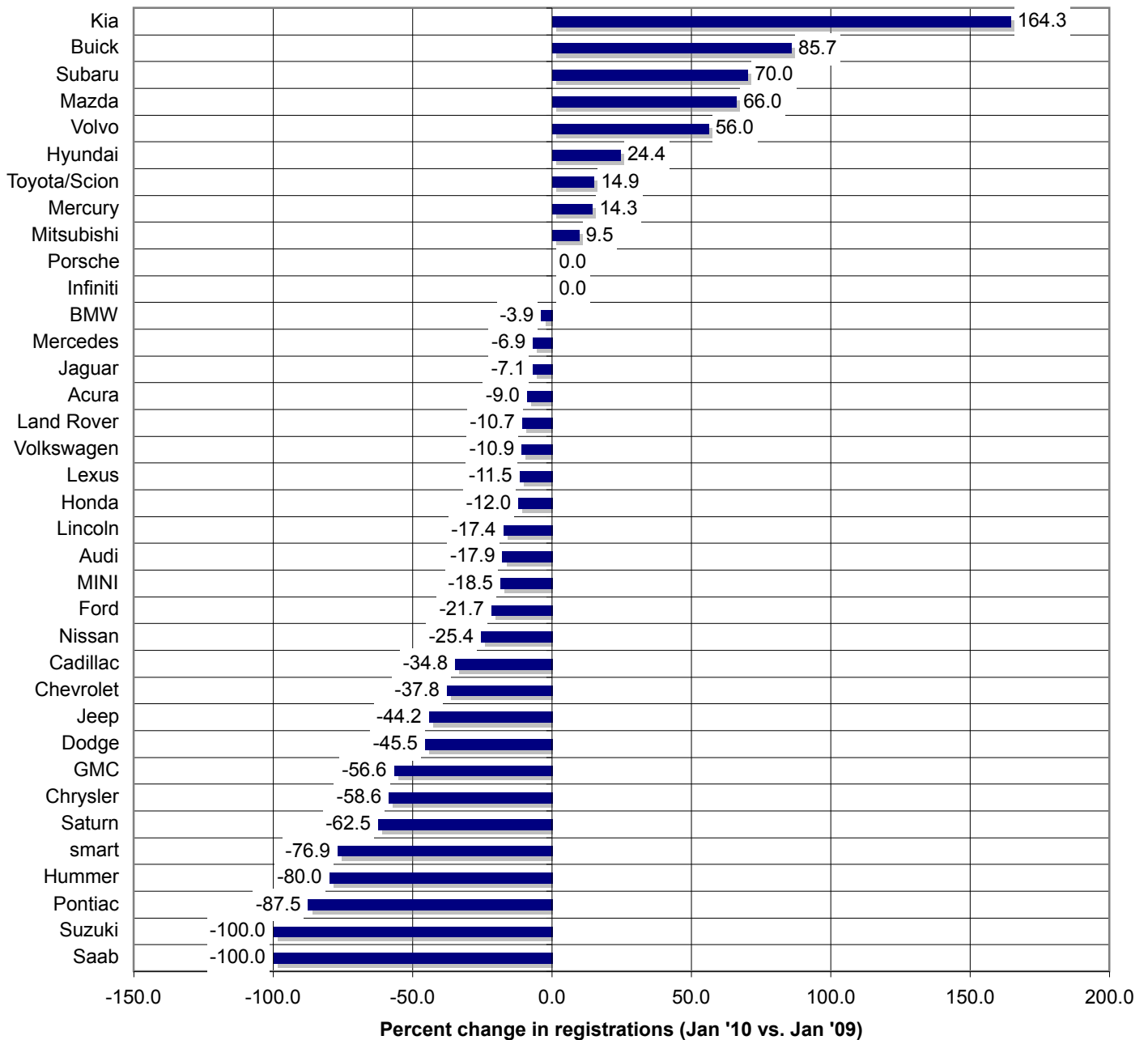


	New Vehicle Registrations - January						New Vehicle Registrations - Annual Totals						Market Share	
	Southland			Central/North LA County			Southland			Central/North LA County			Southland	
	Jan 2009	Jan 2010	% change	Jan 2009	Jan 2010	% change	2008	2009	% change	2008	2009	% change	2008	2009
<b>MARKET SUMMARY</b>														
TOTAL	5,216	4,723	-9.5	15,498	14,825	-4.3	88,489	59,539	-32.7	249,328	179,716	-27.9		
Car	2,929	2,900	-1.0	9,807	9,631	-1.8	53,512	37,352	-30.2	162,725	120,492	-26.0	60.5	62.7
Light Truck	2,287	1,823	-20.3	5,691	5,194	-8.7	34,977	22,187	-36.6	86,603	59,224	-31.6	39.5	37.3
Domestic	1,271	803	-36.8	2,549	2,101	-17.6	20,315	11,855	-41.6	42,623	27,245	-36.1	23.0	19.9
Japanese	2,926	2,911	-0.5	8,356	8,255	-1.2	53,705	35,905	-33.1	142,882	99,838	-30.1	60.7	60.3
European	905	828	-8.5	4,290	4,071	-5.1	12,215	9,436	-22.8	59,196	47,496	-19.8	13.8	15.8
Korean	114	181	58.8	303	398	31.4	2,254	2,343	3.9	4,627	5,137	11.0	2.5	3.9
<b>BRAND REGISTRATIONS</b>														
Acura	100	91	-9.0	300	251	-16.3	1,507	999	-33.7	4,521	2,846	-37.0	1.7	1.7
Audi	84	69	-17.9	419	500	19.3	1,086	1,002	-7.7	6,099	5,308	-13.0	1.2	1.7
BMW	229	220	-3.9	1,059	864	-18.4	3,721	2,439	-34.5	17,337	11,863	-31.6	4.2	4.1
Buick	14	26	85.7	30	50	66.7	232	178	-23.3	495	371	-25.1	0.3	0.3
Cadillac	69	45	-34.8	160	113	-29.4	859	496	-42.3	2,525	1,229	-51.3	1.0	0.8
Chevrolet	336	209	-37.8	553	531	-4.0	5,213	3,082	-40.9	9,643	6,353	-34.1	5.9	5.2
Chrysler	58	24	-58.6	103	24	-76.7	1,286	532	-58.6	2,193	1,029	-53.1	1.5	0.9
Dodge	112	61	-45.5	187	107	-42.8	2,256	1,286	-43.0	3,616	2,102	-41.9	2.5	2.2
Ford	368	288	-21.7	886	936	5.6	5,602	3,891	-30.5	13,233	10,317	-22.0	6.3	6.5
GMC	122	53	-56.6	177	125	-29.4	1,520	791	-48.0	2,837	1,453	-48.8	1.7	1.3
Honda	781	687	-12.0	2,302	2,116	-8.1	12,753	9,220	-27.7	35,044	26,829	-23.4	14.4	15.5
Hummer	5	1	-80.0	15	2	-86.7	148	47	-68.2	426	120	-71.8	0.2	0.1
Hyundai	86	107	24.4	197	212	7.6	1,225	1,153	-5.9	2,434	2,873	18.0	1.4	1.9
Infiniti	73	73	0.0	357	291	-18.5	1,315	710	-46.0	5,780	2,895	-49.9	1.5	1.2
Jaguar	14	13	-7.1	100	81	-19.0	211	136	-35.5	1,153	1,085	-5.9	0.2	0.2
Jeep	77	43	-44.2	174	72	-58.6	1,247	679	-45.5	2,933	1,775	-39.5	1.4	1.1
Kia	28	74	164.3	106	186	75.5	1,029	1,190	15.6	2,193	2,264	3.2	1.2	2.0
Land Rover	28	25	-10.7	214	169	-21.0	381	290	-23.9	2,369	1,788	-24.5	0.4	0.5
Lexus	235	208	-11.5	1,160	1,037	-10.6	3,287	2,427	-26.2	14,245	10,822	-24.0	3.7	4.1
Lincoln	23	19	-17.4	104	75	-27.9	349	174	-50.1	1,323	787	-40.5	0.4	0.3
Mazda	53	88	66.0	256	292	14.1	1,326	868	-34.5	4,316	3,339	-22.6	1.5	1.5
Mercedes	276	257	-6.9	1,320	1,391	5.4	3,277	2,547	-22.3	16,495	13,909	-15.7	3.7	4.3
Mercury	7	8	14.3	23	13	-43.5	182	117	-35.7	523	317	-39.4	0.2	0.2
MINI	65	53	-18.5	234	175	-25.2	690	713	3.3	2,768	2,831	2.3	0.8	1.2
Mitsubishi	21	23	9.5	33	74	124.2	452	289	-36.1	986	617	-37.4	0.5	0.5
Nissan	421	314	-25.4	766	731	-4.6	7,531	4,631	-38.5	16,359	10,541	-35.6	8.5	7.8
Other	20	12	-40.0	54	34	-37.0	230	95	-58.7	1,061	499	-53.0	0.3	0.2
Pontiac	16	2	-87.5	43	17	-60.5	313	195	-37.7	741	518	-30.1	0.4	0.3
Porsche	24	24	0.0	135	115	-14.8	325	240	-26.2	1,749	1,527	-12.7	0.4	0.4
Saab	5	0	-100.0	21	10	-52.4	65	21	-67.7	372	140	-62.4	0.1	0.0
Saturn	64	24	-62.5	94	36	-61.7	1,058	384	-63.7	2,037	868	-57.4	1.2	0.6
smart	13	3	-76.9	58	15	-74.1	205	164	-20.0	805	470	-41.6	0.2	0.3
Subaru	30	51	70.0	152	154	1.3	384	510	32.8	1,647	2,170	31.8	0.4	0.9
Suzuki	9	0	-100.0	7	3	-57.1	222	35	-84.2	195	58	-70.3	0.3	0.1
Toyota/Scion	1,197	1,375	14.9	3,016	3,303	9.5	24,836	16,188	-34.8	59,599	39,658	-33.5	28.1	27.2
Volkswagen	128	114	-10.9	562	568	1.1	1,677	1,514	-9.7	7,074	6,639	-6.1	1.9	2.5
Volvo	25	39	56.0	121	152	25.6	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: January 2009 and 2010, and annual figures for 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.

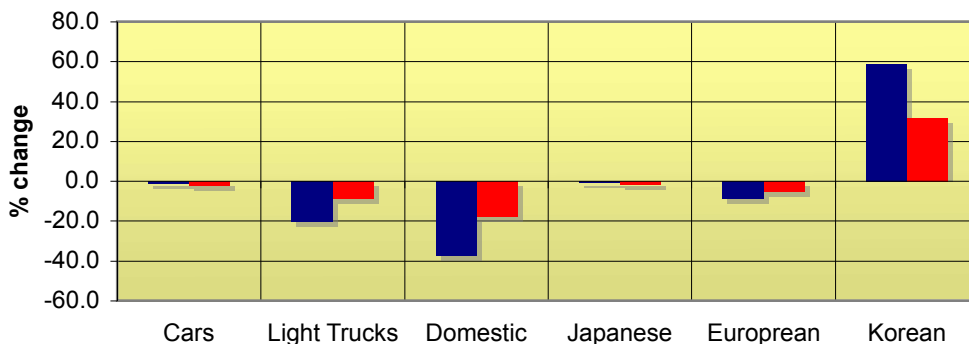
Data source for area registrations: AutoCount data from Experian Automotive.

### Percent Change in New Retail Light Vehicle Registrations (January 2010 vs. January 2009)



### Percent Change in New Retail Light Vehicle Registrations (January 2010 vs. January 2009)

■ Southland ■ Central/North LA County



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