



# 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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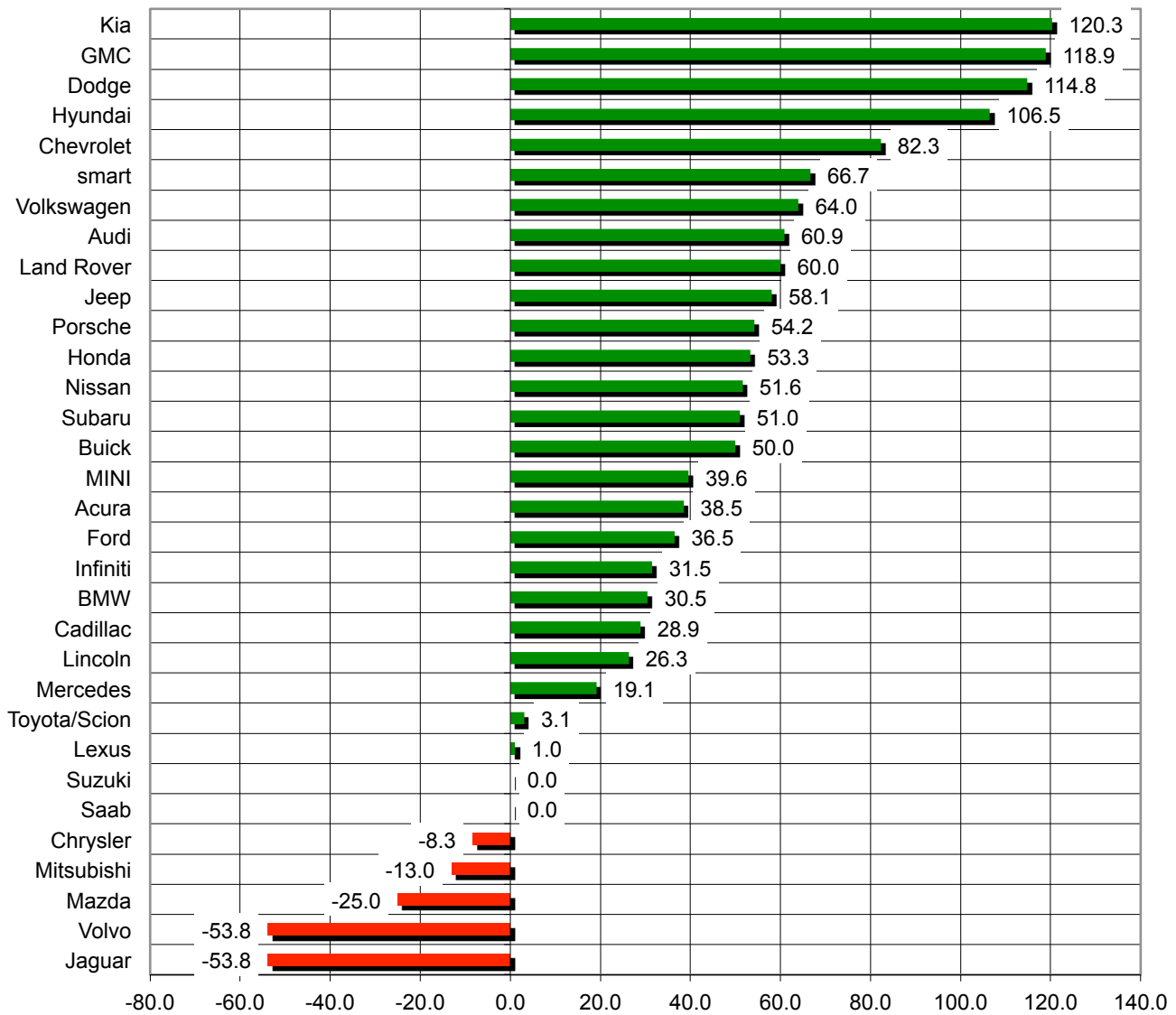
Covering Results thru January 2011

	New Vehicle Registrations - January						New Vehicle Registrations - Annual Totals						Market Share	
	Southland			Central/North LA County			Southland			Central/North LA County			Southland	
	Jan 2010	Jan 2011	% change	Jan 2010	Jan 2011	% change	2009	2010	% change	2009	2010	% change	Jan 2010	Jan 2011
<b>MARKET SUMMARY</b>														
TOTAL	4,723	6,241	32.1	14,879	19,596	31.7	59,539	66,038	10.9	181,207	201,344	11.1		
Car	2,900	3,815	31.6	9,799	12,879	31.4	37,352	40,804	9.2	120,831	134,169	11.0	61.4	61.1
Light Truck	1,823	2,426	33.1	5,080	6,717	32.2	22,187	25,234	13.7	60,376	67,175	11.3	38.6	38.9
Domestic	803	1,235	53.8	2,110	2,968	40.7	11,855	12,445	5.0	27,577	29,266	6.1	17.0	19.8
Japanese	2,911	3,542	21.7	8,260	10,354	25.4	35,905	39,564	10.2	100,031	111,148	11.1	61.6	56.8
European	828	1,080	30.4	4,073	5,417	33.0	9,436	10,546	11.8	48,374	52,723	9.0	17.5	17.3
Korean	181	384	112.2	436	857	96.6	2,343	3,483	48.7	5,225	8,207	57.1	3.8	6.2
<b>BRAND REGISTRATIONS</b>														
Acura	91	126	38.5	251	415	65.3	999	1,038	3.9	2,775	3,368	21.4	1.9	2.0
Audi	69	111	60.9	500	594	18.8	1,002	1,197	19.5	5,716	6,215	8.7	1.5	1.8
BMW	220	287	30.5	865	1,423	64.5	2,439	2,653	8.8	12,297	12,379	0.7	4.7	4.6
Buick	26	39	50.0	50	94	88.0	178	326	83.1	373	719	92.8	0.6	0.6
Cadillac	45	58	28.9	115	261	127.0	496	608	22.6	1,321	2,045	54.8	1.0	0.9
Chevrolet	209	381	82.3	531	764	43.9	3,082	3,273	6.2	6,379	6,653	4.3	4.4	6.1
Chrysler	24	22	-8.3	24	42	75.0	532	249	-53.2	1,028	502	-51.2	0.5	0.4
Dodge	61	131	114.8	107	170	58.9	1,286	1,293	0.5	2,120	1,928	-9.1	1.3	2.1
Ford	288	393	36.5	942	1,161	23.2	3,891	4,620	18.7	10,479	12,502	19.3	6.1	6.3
GMC	53	116	118.9	126	193	53.2	791	937	18.5	1,455	1,815	24.7	1.1	1.9
Honda	687	1,053	53.3	2,116	3,136	48.2	9,220	10,294	11.6	27,015	30,525	13.0	14.5	16.9
Hyundai	107	221	106.5	239	588	146.0	1,153	2,016	74.8	2,912	5,286	81.5	2.3	3.5
Infiniti	73	96	31.5	307	337	9.8	710	896	26.2	2,990	3,612	20.8	1.5	1.5
Jaguar	13	6	-53.8	81	68	-16.0	136	124	-8.8	1,087	965	-11.2	0.3	0.1
Jeep	43	68	58.1	72	201	179.2	679	816	20.2	1,777	1,913	7.7	0.9	1.1
Kia	74	163	120.3	197	269	36.5	1,190	1,467	23.3	2,313	2,921	26.3	1.6	2.6
Land Rover	25	40	60.0	169	193	14.2	290	280	-3.4	1,791	1,823	1.8	0.5	0.6
Lexus	208	210	1.0	1,037	1,166	12.4	2,427	2,508	3.3	10,837	11,064	2.1	4.4	3.4
Lincoln	19	24	26.3	75	75	0.0	174	192	10.3	789	832	5.4	0.4	0.4
Mazda	88	66	-25.0	292	276	-5.5	868	970	11.8	3,340	3,733	11.8	1.9	1.1
Mercedes	257	306	19.1	1,391	1,710	22.9	2,547	2,815	10.5	13,911	15,845	13.9	5.4	4.9
MINI	53	74	39.6	175	265	51.4	713	789	10.7	2,832	2,860	1.0	1.1	1.2
Mitsubishi	23	20	-13.0	74	52	-29.7	289	366	26.6	620	806	30.0	0.5	0.3
Nissan	314	476	51.6	715	1,044	46.0	4,631	5,092	10.0	10,450	11,645	11.4	6.6	7.6
Porsche	24	37	54.2	116	174	50.0	240	338	40.8	1,529	2,047	33.9	0.5	0.6
Saab	0	2		10	16	60.0	21	6	-71.4	141	88	-37.6	0.0	0.0
smart	3	5	66.7	15	16	6.7	164	64	-61.0	485	197	-59.4	0.1	0.1
Subaru	51	77	51.0	157	230	46.5	510	621	21.8	2,199	2,347	6.7	1.1	1.2
Suzuki	0	0		4	4	0.0	35	17	-51.4	60	28	-53.3	0.0	0.0
Toyota/Scion	1,375	1,418	3.1	3,303	3,694	11.8	16,188	17,760	9.7	39,678	44,004	10.9	29.1	22.7
Volkswagen	114	187	64.0	568	816	43.7	1,514	1,942	28.3	6,644	8,595	29.4	2.4	3.0
Volvo	39	18	-53.8	152	99	-34.9	306	282	-7.8	1,507	1,231	-18.3	0.8	0.3
Others	47	10	-78.7	103	50	-51.5	838	189	-77.4	2,357	851	-63.9	1.0	0.2
<b>U.S. MARKET COMPARISON - MARKET TOTALS</b>														
	Jan 2010	Jan 2011	% change	2009	2010	% change								
Southland	4,723	6,241	32.1	59,539	66,038	10.9								
Cent./North LA County	14,879	19,596	31.7	181,207	201,344	11.1								
U.S.	619,236	756,403	22.2	8,248,353	8,800,147	6.7								

The table above shows new retail light vehicle registrations in the Southland and Central/North LA County areas for the following time periods: January 2010 and 2011, and calendar year 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.

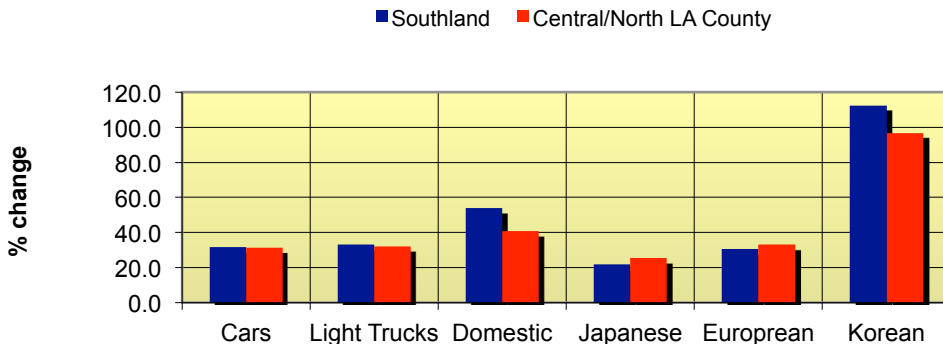
Data source: AutoCount data from Experian Automotive.

### Percent Change in New Retail Light Vehicle Registrations (January 2011 vs. January 2010)



Percent change in registrations (January 2011 vs. January 2010)

### Percent Change in New Retail Light Vehicle Registrations (January 2011 vs. January 2010)



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