



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

Released: August 2009

Covering Results thru July 2009

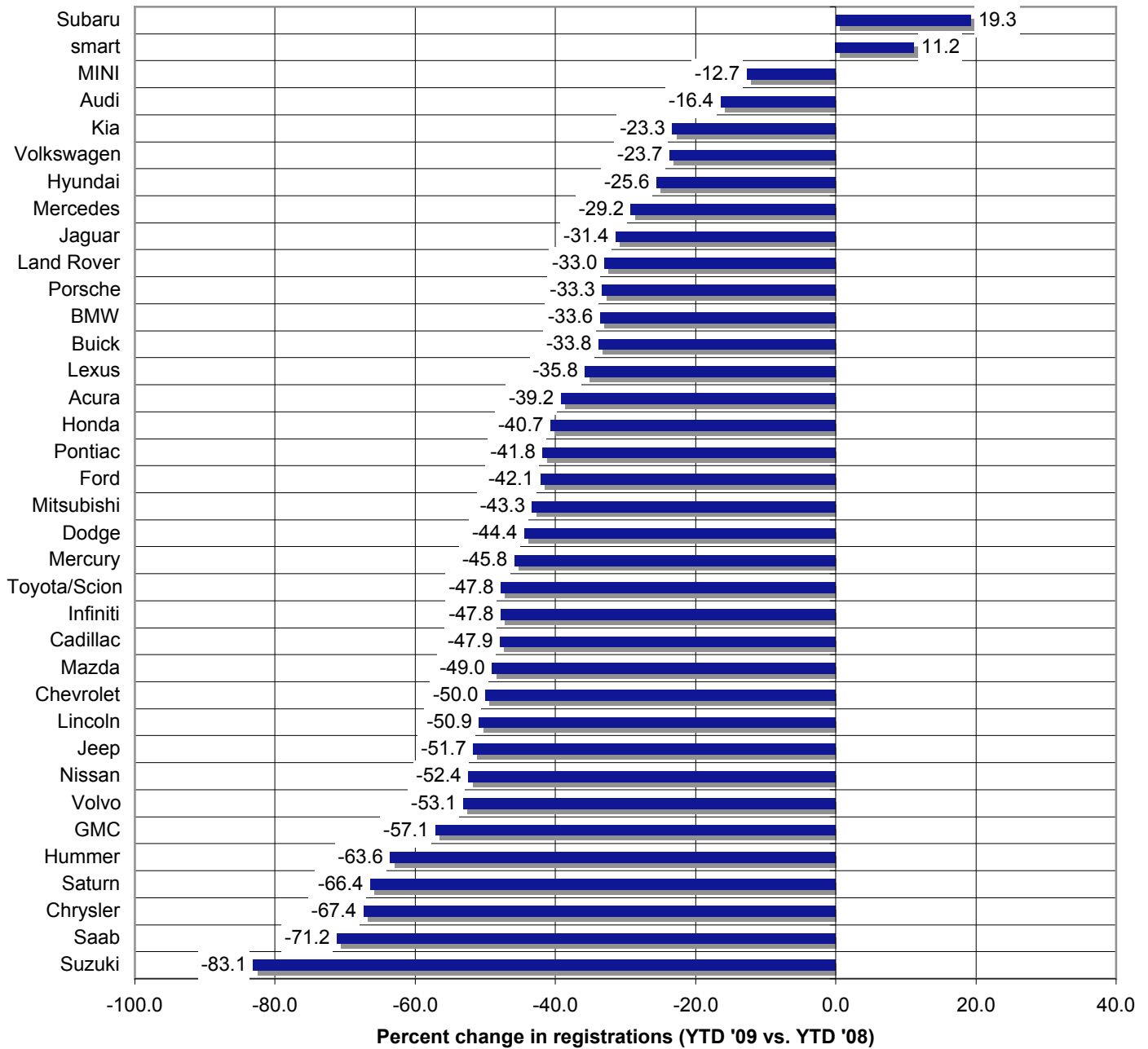


	New Vehicle Registrations - July						New Vehicle Registrations - YTD thru July						Market Share	
	Southland			Central/North LA County			Southland			Central/North LA County			Southland	
	July 2008	July 2009	% change	July 2008	July 2009	% change	2008	2009	% change	2008	2009	% change	YTD 2008	YTD 2009
MARKET SUI														
TOTAL	8,793	4,714	-46.4	24,463	14,658	-40.1	57,959	32,522	-43.9	160,104	98,270	-38.6		
Car	5,728	3,052	-46.7	17,268	10,034	-41.9	35,106	19,791	-43.6	104,182	64,833	-37.8	60.6	60.9
Light Truck	3,065	1,662	-45.8	7,195	4,624	-35.7	22,853	12,731	-44.3	55,922	33,437	-40.2	39.4	39.1
Domestic	1,951	903	-53.7	3,826	2,100	-45.1	13,644	6,839	-49.9	29,138	15,110	-48.1	23.5	21.0
Japanese	5,350	2,805	-47.6	14,484	8,255	-43.0	35,241	19,158	-45.6	91,569	53,588	-41.5	60.8	58.9
European	1,225	830	-32.2	5,561	3,826	-31.2	7,625	5,431	-28.8	36,569	27,129	-25.8	13.2	16.7
Korean	267	176	-34.1	592	477	-19.4	1,449	1,094	-24.5	2,828	2,443	-13.6	2.5	3.4
BRAND REGISTRATIONS														
Acura	135	76	-43.7	417	207	-50.4	977	594	-39.2	2,923	1,655	-43.4	1.7	1.8
Audi	115	84	-27.0	603	458	-24.0	670	560	-16.4	3,983	2,971	-25.4	1.2	1.7
BMW	347	216	-37.8	1,378	910	-34.0	2,191	1,455	-33.6	10,374	6,742	-35.0	3.8	4.5
Buick	9	16	77.8	43	32	-25.6	148	98	-33.8	329	205	-37.7	0.3	0.3
Cadillac	69	28	-59.4	222	94	-57.7	578	301	-47.9	1,869	717	-61.6	1.0	0.9
Chevrolet	552	262	-52.5	1,040	573	-44.9	3,403	1,702	-50.0	6,497	3,313	-49.0	5.9	5.2
Chrysler	104	36	-65.4	167	74	-55.7	956	312	-67.4	1,609	631	-60.8	1.6	1.0
Dodge	185	80	-56.8	293	130	-55.6	1,445	803	-44.4	2,372	1,328	-44.0	2.5	2.5
Ford	513	321	-37.4	1,064	748	-29.7	3,704	2,145	-42.1	8,773	5,284	-39.8	6.4	6.6
GMC	179	51	-71.5	274	114	-58.4	1,039	446	-57.1	1,933	840	-56.5	1.8	1.4
Honda	1,349	686	-49.1	3,917	2,349	-40.0	8,406	4,983	-40.7	22,526	15,062	-33.1	14.5	15.3
Hummer	11	4	-63.6	28	13	-53.6	107	39	-63.6	315	80	-74.6	0.2	0.1
Hyundai	148	63	-57.4	288	209	-27.4	774	576	-25.6	1,413	1,341	-5.1	1.3	1.8
Infiniti	113	63	-44.2	578	262	-54.7	839	438	-47.8	3,598	1,752	-51.3	1.4	1.3
Jaguar	29	9	-69.0	111	67	-39.6	137	94	-31.4	712	689	-3.2	0.2	0.3
Jeep	86	30	-65.1	222	125	-43.7	913	441	-51.7	2,136	1,159	-45.7	1.6	1.4
Kia	119	113	-5.0	304	268	-11.8	675	518	-23.3	1,415	1,102	-22.1	1.2	1.6
Land Rover	23	22	-4.3	167	112	-32.9	261	175	-33.0	1,545	1,107	-28.3	0.5	0.5
Lexus	266	176	-33.8	1,205	887	-26.4	2,069	1,328	-35.8	8,625	5,816	-32.6	3.6	4.1
Lincoln	27	10	-63.0	79	42	-46.8	232	114	-50.9	863	501	-41.9	0.4	0.4
Mazda	132	59	-55.3	358	221	-38.3	865	441	-49.0	2,664	1,770	-33.6	1.5	1.4
Mercedes	348	232	-33.3	1,691	1,133	-33.0	2,119	1,500	-29.2	10,278	7,996	-22.2	3.7	4.6
Mercury	20	8	-60.0	35	15	-57.1	118	64	-45.8	350	160	-54.3	0.2	0.2
MINI	79	65	-17.7	272	300	10.3	418	365	-12.7	1,607	1,529	-4.9	0.7	1.1
Mitsubishi	36	26	-27.8	128	56	-56.3	298	169	-43.3	619	345	-44.3	0.5	0.5
Nissan	707	353	-50.1	1,631	1,025	-37.2	5,127	2,442	-52.4	10,828	5,603	-48.3	8.8	7.5
Other	19	6	-68.4	74	42	-43.2	169	67	-60.4	711	302	-57.5	0.3	0.2
Pontiac	33	30	-9.1	94	70	-25.5	208	121	-41.8	520	333	-36.0	0.4	0.4
Porsche	21	14	-33.3	166	92	-44.6	213	142	-33.3	1,137	921	-19.0	0.4	0.4
Saab	9	0	-100.0	50	19	-62.0	52	15	-71.2	278	112	-59.7	0.1	0.0
Saturn	163	27	-83.4	265	68	-74.3	743	250	-66.4	1,474	554	-62.4	1.3	0.8
smart	29	10	-65.5	110	43	-60.9	98	109	11.2	384	315	-18.0	0.2	0.3
Subaru	29	36	24.1	117	183	56.4	207	247	19.3	859	1,201	39.8	0.4	0.8
Suzuki	17	4	-76.5	26	2	-92.3	177	30	-83.1	157	41	-73.9	0.3	0.1
Toyota/Scion	2,559	1,323	-48.3	6,087	3,059	-49.7	16,215	8,463	-47.8	38,654	20,304	-47.5	28.0	26.0
Volkswagen	171	138	-19.3	774	529	-31.7	1,069	816	-23.7	4,351	3,699	-15.0	1.8	2.5
Volvo	42	37	-11.9	185	127	-31.4	339	159	-53.1	1,423	790	-44.5	0.6	0.5

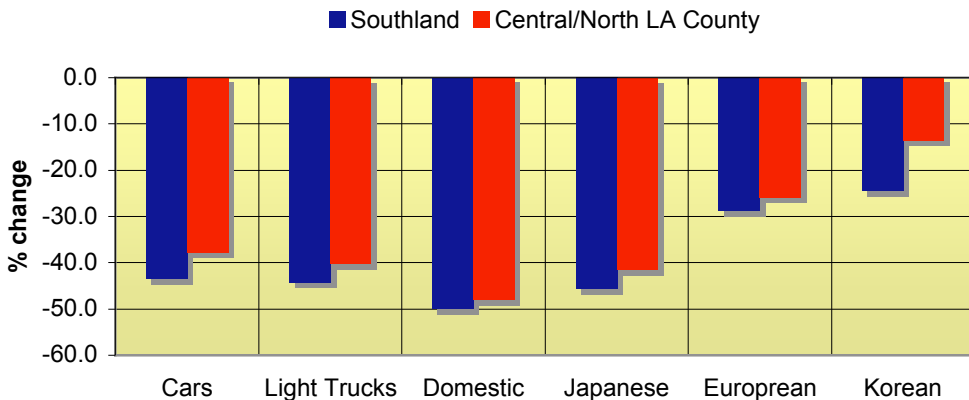
IMPORTANT NOTE REGARDING JULY REGISTRATION DATA AND CARS PROGRAM: The CARS (i.e., cash for clunkers program) resulted in a surge of new vehicle sales at the end of July. Due to processing delays that are typical during high volume sales periods, many of the vehicles sold in the final days of July will likely be included as August registrations. For this reason, July registration figures presented above underestimate the actual number of new vehicles sold at dealerships.

Source: AutoCount data from Experian Automotive.

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



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