



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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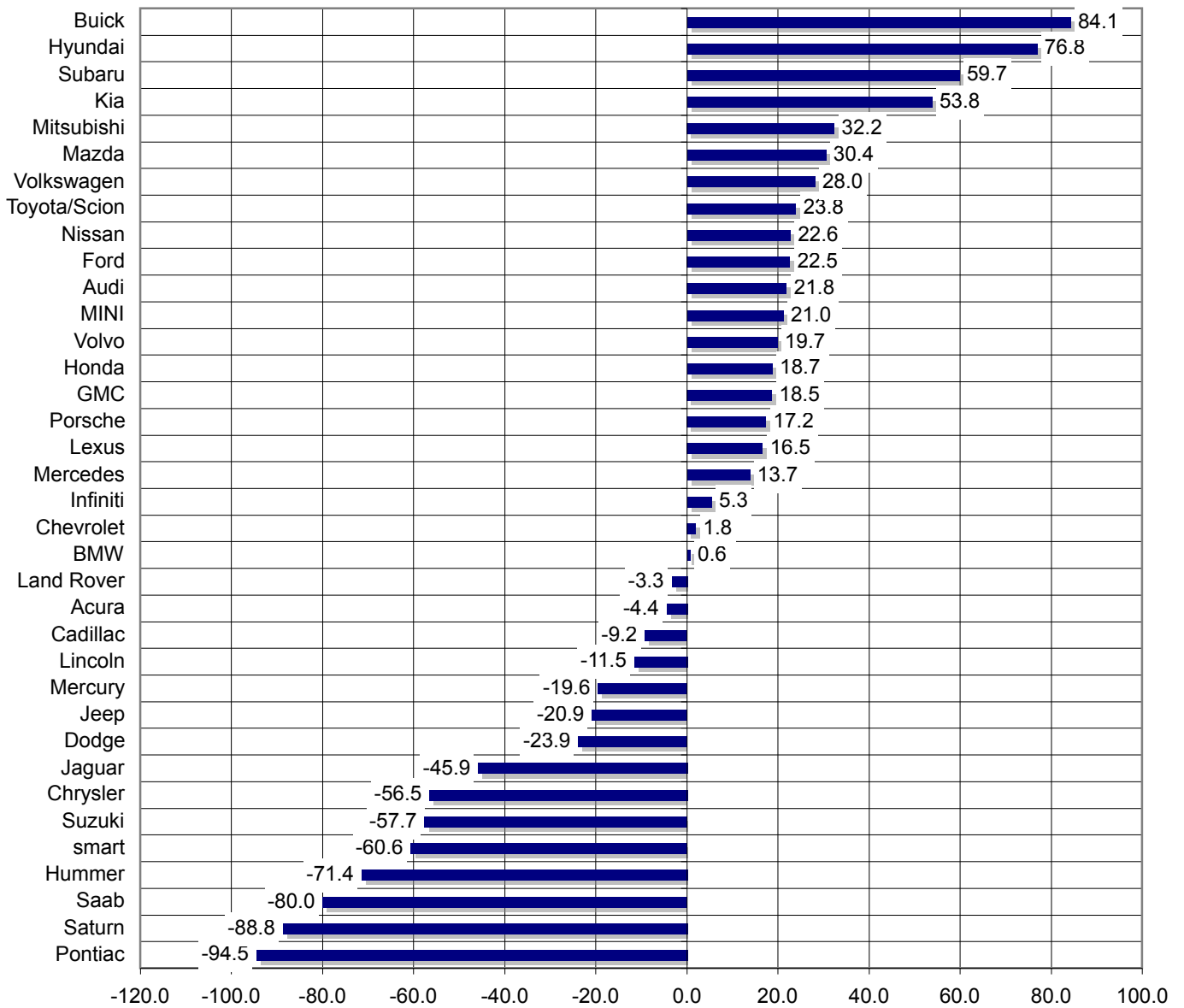
Covering Results thru June 2010

	New Vehicle Registrations - June						New Vehicle Registrations - Year-to-Date Totals						Market Share	
	Southland			Central/North LA County			Southland			Central/North LA County			Southland	
	June 2009	June 2010	% change	June 2009	June 2010	% change	2009	2010	% change	2009	2010	% change	2009	2010
MARKET SUMMARY														
TOTAL	3,972	6,071	52.8	12,508	17,893	43.1	27,808	32,100	15.4	83,612	97,791	17.0		
Car	2,485	3,797	52.8	8,362	11,995	43.4	16,739	19,913	19.0	54,799	64,903	18.4	60.2	62.0
Light Truck	1,487	2,274	52.9	4,146	5,898	42.3	11,069	12,187	10.1	28,813	32,888	14.1	39.8	38.0
Domestic	788	1,197	51.9	1,938	2,697	39.2	5,936	5,739	-3.3	13,010	14,150	8.8	21.3	17.9
Japanese	2,360	3,543	50.1	6,922	9,868	42.6	16,353	19,774	20.9	45,333	54,740	20.8	58.8	61.6
European	657	979	49.0	3,298	4,587	39.1	4,601	5,057	9.9	23,303	25,619	9.9	16.5	15.8
Korean	167	352	110.8	350	741	111.7	918	1,530	66.7	1,966	3,282	66.9	3.3	4.8
BRAND REGISTRATIONS														
Acura	54	98	81.5	223	270	21.1	518	495	-4.4	1,448	1,579	9.0	1.9	1.5
Audi	84	116	38.1	422	589	39.6	476	580	21.8	2,513	3,216	28.0	1.7	1.8
BMW	162	224	38.3	717	1,054	47.0	1,239	1,247	0.6	5,832	5,890	1.0	4.5	3.9
Buick	16	34	112.5	18	65	261.1	82	151	84.1	173	324	87.3	0.3	0.5
Cadillac	31	48	54.8	67	164	144.8	273	248	-9.2	623	885	42.1	1.0	0.8
Chevrolet	174	306	75.9	417	632	51.6	1,440	1,466	1.8	2,740	3,382	23.4	5.2	4.6
Chrysler	52	21	-59.6	99	36	-63.6	276	120	-56.5	557	236	-57.6	1.0	0.4
Dodge	94	120	27.7	164	180	9.8	723	550	-23.9	1,198	880	-26.5	2.6	1.7
Ford	271	486	79.3	712	1,225	72.1	1,824	2,234	22.5	4,536	6,037	33.1	6.6	7.0
GMC	38	92	142.1	89	155	74.2	395	468	18.5	726	902	24.2	1.4	1.5
Honda	606	892	47.2	1,889	2,651	40.3	4,297	5,101	18.7	12,713	14,876	17.0	15.5	15.9
Hummer	2	4	100.0	11	3	-72.7	35	10	-71.4	67	13	-80.6	0.1	0.0
Hyundai	81	197	143.2	158	461	191.8	513	907	76.8	1,132	1,963	73.4	1.8	2.8
Infiniti	52	69	32.7	228	335	46.9	375	395	5.3	1,490	1,714	15.0	1.3	1.2
Jaguar	12	7	-41.7	68	99	45.6	85	46	-45.9	622	436	-29.9	0.3	0.1
Jeep	50	66	32.0	149	137	-8.1	411	325	-20.9	1,034	840	-18.8	1.5	1.0
Kia	86	155	80.2	192	280	45.8	405	623	53.8	834	1,319	58.2	1.5	1.9
Land Rover	21	17	-19.0	120	186	55.0	153	148	-3.3	995	967	-2.8	0.6	0.5
Lexus	169	243	43.8	658	1,074	63.2	1,152	1,342	16.5	4,929	5,993	21.6	4.1	4.2
Lincoln	7	13	85.7	69	80	15.9	104	92	-11.5	459	432	-5.9	0.4	0.3
Mazda	61	78	27.9	231	389	68.4	382	498	30.4	1,549	1,971	27.2	1.4	1.6
Mercedes	155	316	103.9	1,005	1,370	36.3	1,268	1,442	13.7	6,863	7,879	14.8	4.6	4.5
Mercury	10	6	-40.0	28	19	-32.1	56	45	-19.6	145	113	-22.1	0.2	0.1
MINI	54	59	9.3	171	242	41.5	300	363	21.0	1,229	1,275	3.7	1.1	1.1
Mitsubishi	27	39	44.4	47	80	70.2	143	189	32.2	289	437	51.2	0.5	0.6
Nissan	321	488	52.0	824	1,106	34.2	2,089	2,562	22.6	4,578	5,553	21.3	7.5	8.0
Other	4	4	0.0	28	40	42.9	61	27	-55.7	260	237	-8.8	0.2	0.1
Pontiac	18	1	-94.4	48	0	-100.0	91	5	-94.5	263	25	-90.5	0.3	0.0
Porsche	27	32	18.5	123	160	30.1	128	150	17.2	829	878	5.9	0.5	0.5
Saab	1	0	-100.0	10	5	-50.0	15	3	-80.0	93	42	-54.8	0.1	0.0
Saturn	25	0	-100.0	66	1	-98.5	223	25	-88.8	486	81	-83.3	0.8	0.1
smart	9	7	-22.2	28	19	-32.1	99	39	-60.6	272	113	-58.5	0.4	0.1
Subaru	26	51	96.2	161	202	25.5	211	337	59.7	1,018	1,135	11.5	0.8	1.0
Suzuki	2	3	50.0	1	3	200.0	26	11	-57.7	39	14	-64.1	0.1	0.0
Toyota/Scion	1,041	1,582	52.0	2,659	3,758	41.3	7,140	8,842	23.8	17,245	21,453	24.4	25.7	27.5
Volkswagen	106	181	70.8	516	707	37.0	678	868	28.0	3,170	4,008	26.4	2.4	2.7
Volvo	23	16	-30.4	92	116	26.1	122	146	19.7	663	693	4.5	0.4	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: June 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.

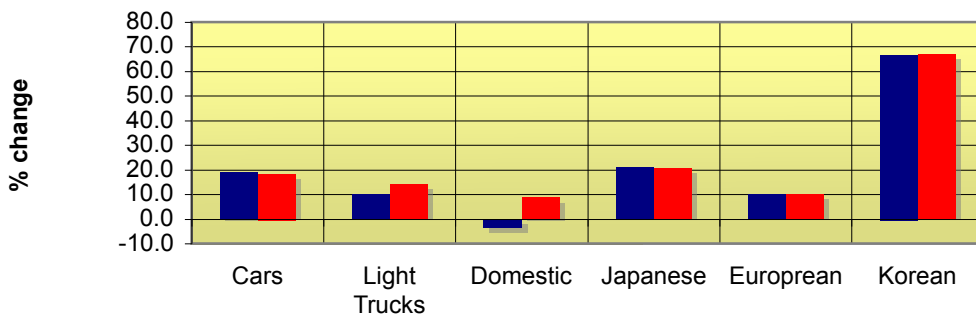
Percent Change in New Retail Light Vehicle Registrations (YTD 2010 thru June vs. YTD 2009)



Percent change in registrations (YTD '10 thru June vs. YTD '09)

Percent Change in New Retail Light Vehicle Registrations (YTD 2010 thru June vs. YTD 2009)

■ Southland ■ Central/North LA County



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