



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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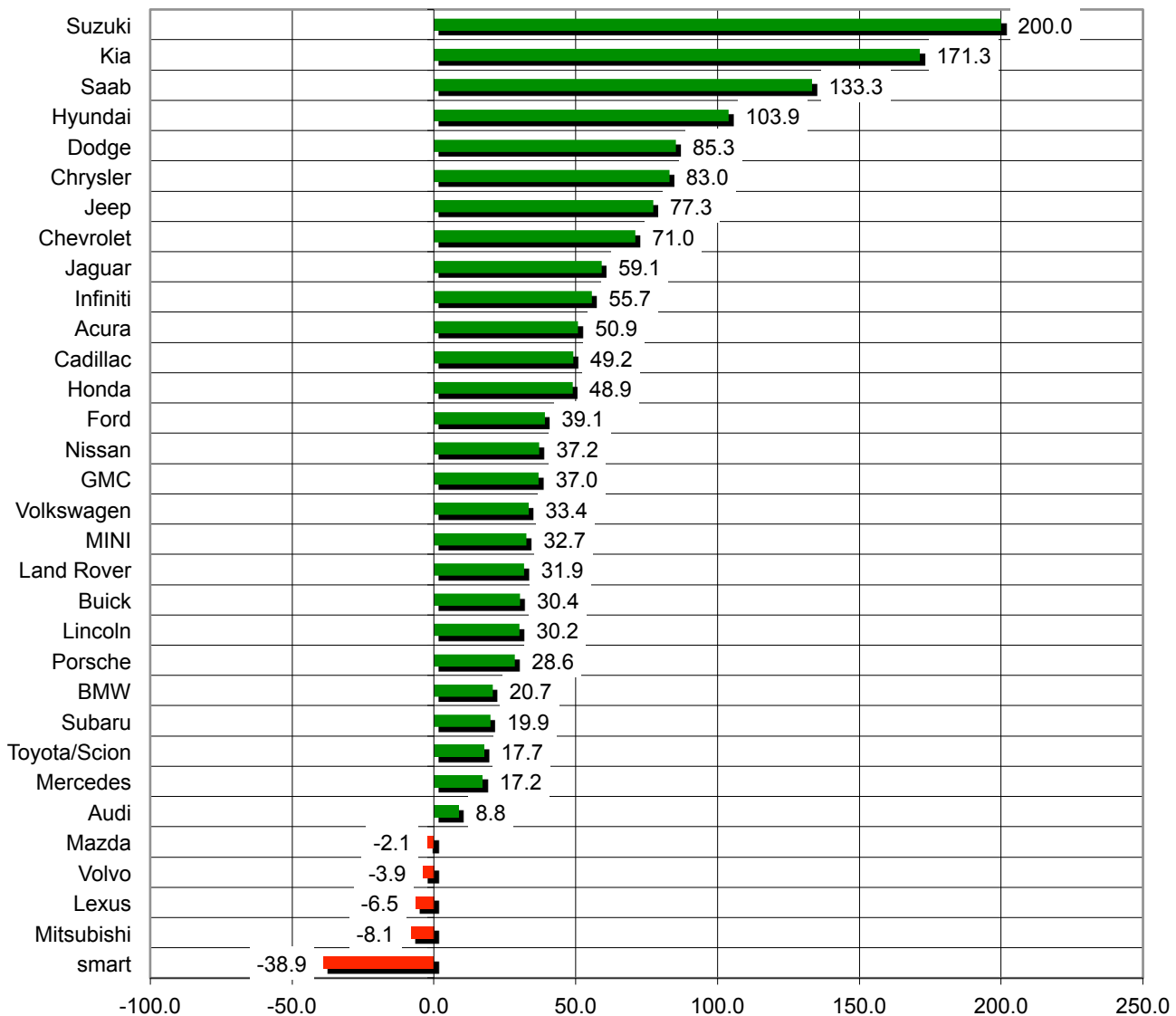
Covering Results thru March 2011

	New Vehicle Registrations - March						New Vehicle Registrations - YTD thru March						Market Share	
	Southland			Central/North LA County			Southland			Central/North LA County			Southland	
	March 2010	March 2011	% change	March 2010	March 2011	% change	YTD 2010	YTD 2011	% change	YTD 2010	YTD 2011	% change	YTD 2010	YTD 2011
MARKET SUMMARY														
TOTAL	5,895	7,420	25.9	18,356	21,438	16.8	14,032	18,903	34.7	44,441	56,940	28.1		
Car	3,525	4,723	34.0	12,085	14,405	19.2	8,567	11,677	36.3	29,384	37,670	28.2	61.1	61.8
Light Truck	2,370	2,697	13.8	6,271	7,033	12.2	5,465	7,226	32.2	15,057	19,270	28.0	38.9	38.2
Domestic	1,075	1,432	33.2	2,691	3,586	33.3	2,440	3,697	51.5	6,514	9,204	41.3	17.4	19.6
Japanese	3,616	4,409	21.9	10,185	11,579	13.7	8,666	11,020	27.2	24,465	30,547	24.9	61.8	58.3
European	923	1,021	10.6	4,807	5,133	6.8	2,336	2,828	21.1	12,025	14,310	19.0	16.6	15.0
Korean	281	558	98.6	673	1,140	69.4	590	1,358	130.2	1,437	2,879	100.3	4.2	7.2
BRAND REGISTRATIONS														
Acura	97	113	16.5	355	348	-2.0	220	332	50.9	784	1,038	32.4	1.6	1.8
Audi	97	90	-7.2	597	609	2.0	262	285	8.8	1,484	1,682	13.3	1.9	1.5
BMW	212	236	11.3	1,163	1,202	3.4	570	688	20.7	2,834	3,521	24.2	4.1	3.6
Buick	27	28	3.7	79	89	12.7	69	90	30.4	168	247	47.0	0.5	0.5
Cadillac	52	67	28.8	187	256	36.9	118	176	49.2	391	671	71.6	0.8	0.9
Chevrolet	297	435	46.5	637	923	44.9	651	1,113	71.0	1,563	2,277	45.7	4.6	5.9
Chrysler	14	36	157.1	42	59	40.5	47	86	83.0	104	153	47.1	0.3	0.5
Dodge	89	151	69.7	158	258	63.3	204	378	85.3	364	592	62.6	1.5	2.0
Ford	404	500	23.8	1,111	1,431	28.8	914	1,271	39.1	2,797	3,771	34.8	6.5	6.7
GMC	109	96	-11.9	173	240	38.7	211	289	37.0	418	624	49.3	1.5	1.5
Honda	937	1,331	42.0	2,774	3,560	28.3	2,167	3,226	48.9	6,483	9,175	41.5	15.4	17.1
Hyundai	174	308	77.0	398	732	83.9	360	734	103.9	822	1,864	126.8	2.6	3.9
Infiniti	79	107	35.4	364	459	26.1	185	288	55.7	840	1,112	32.4	1.3	1.5
Jaguar	4	15	275.0	85	75	-11.8	22	35	59.1	217	205	-5.5	0.2	0.2
Jeep	56	102	82.1	179	252	40.8	132	234	77.3	347	634	82.7	0.9	1.2
Kia	107	250	133.6	275	408	48.4	230	624	171.3	615	1,015	65.0	1.6	3.3
Land Rover	35	26	-25.7	167	180	7.8	72	95	31.9	458	516	12.7	0.5	0.5
Lexus	225	214	-4.9	1,006	856	-14.9	630	589	-6.5	2,911	2,645	-9.1	4.5	3.1
Lincoln	16	16	0.0	81	78	-3.7	43	56	30.2	209	227	8.6	0.3	0.3
Mazda	92	94	2.2	370	314	-15.1	233	228	-2.1	853	878	2.9	1.7	1.2
Mercedes	261	244	-6.5	1,395	1,363	-2.3	644	755	17.2	3,679	4,116	11.9	4.6	4.0
MINI	63	91	44.4	216	363	68.1	156	207	32.7	580	865	49.1	1.1	1.1
Mitsubishi	43	35	-18.6	90	78	-13.3	86	79	-8.1	205	186	-9.3	0.6	0.4
Nissan	565	621	9.9	1,084	1,524	40.6	1,122	1,539	37.2	2,355	3,627	54.0	8.0	8.1
Porsche	28	39	39.3	137	191	39.4	77	99	28.6	387	520	34.4	0.5	0.5
Saab	1	1		5	16	220.0	3	7	133.3	31	43	38.7	0.0	0.0
smart	10	5	-50.0	22	14	-36.4	18	11	-38.9	55	40	-27.3	0.1	0.1
Subaru	72	67	-6.9	239	276	15.5	161	193	19.9	561	700	24.8	1.1	1.0
Suzuki	0	2		2	2	0.0	1	3	200.0	8	9	12.5	0.0	0.0
Toyota/Scion	1,506	1,825	21.2	3,898	4,162	6.8	3,859	4,543	17.7	9,450	11,177	18.3	27.5	24.0
Volkswagen	193	236	22.3	829	896	8.1	419	559	33.4	1,842	2,304	25.1	3.0	3.0
Volvo	17	36	111.8	150	164	9.3	76	73	-3.9	365	362	-0.8	0.5	0.4
Others	13	3	-76.9	88	60	-31.8	70	18	-74.3	261	144	-44.8	0.5	0.1
U.S. MARKET COMPARISON - MARKET TOTALS														
	March 2010	March 2011	% change	YTD 2010	YTD 2011	% change								
Southland	5,895	7,420	25.9	14,032	18,903	34.7								
Cent./North LA County	18,356	21,438	16.8	44,441	56,940	28.1								
U.S.	700,013	831,879	18.8	1,828,248	2,332,652	27.6								

The table above shows new retail light vehicle registrations in the Southland and Central/North LA County areas for the following time periods: March 2010 and 2011, and year-to-date figures for 2010 and 2011. **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.

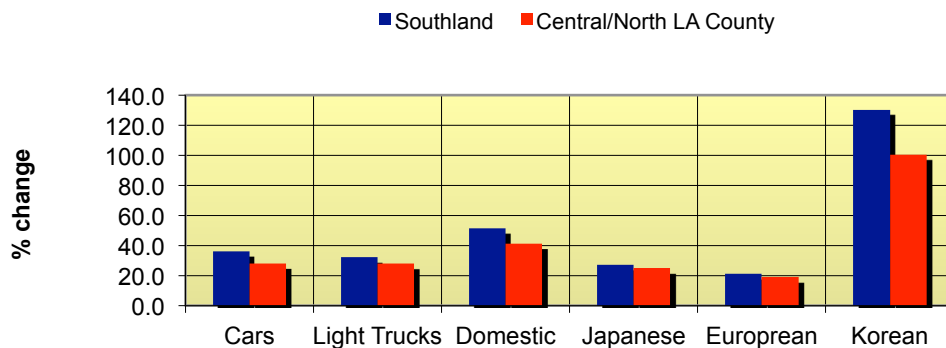
Data source: AutoCount data from Experian Automotive.

Percent Change in New Retail Light Vehicle Registrations (YTD 2011 thru March vs. YTD 2010)



Percent change in registrations (YTD 2011 thru March vs. YTD 2010)

Percent Change in New Retail Light Vehicle Registrations (YTD 2011 thru March vs. YTD 2010)



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