



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 2009

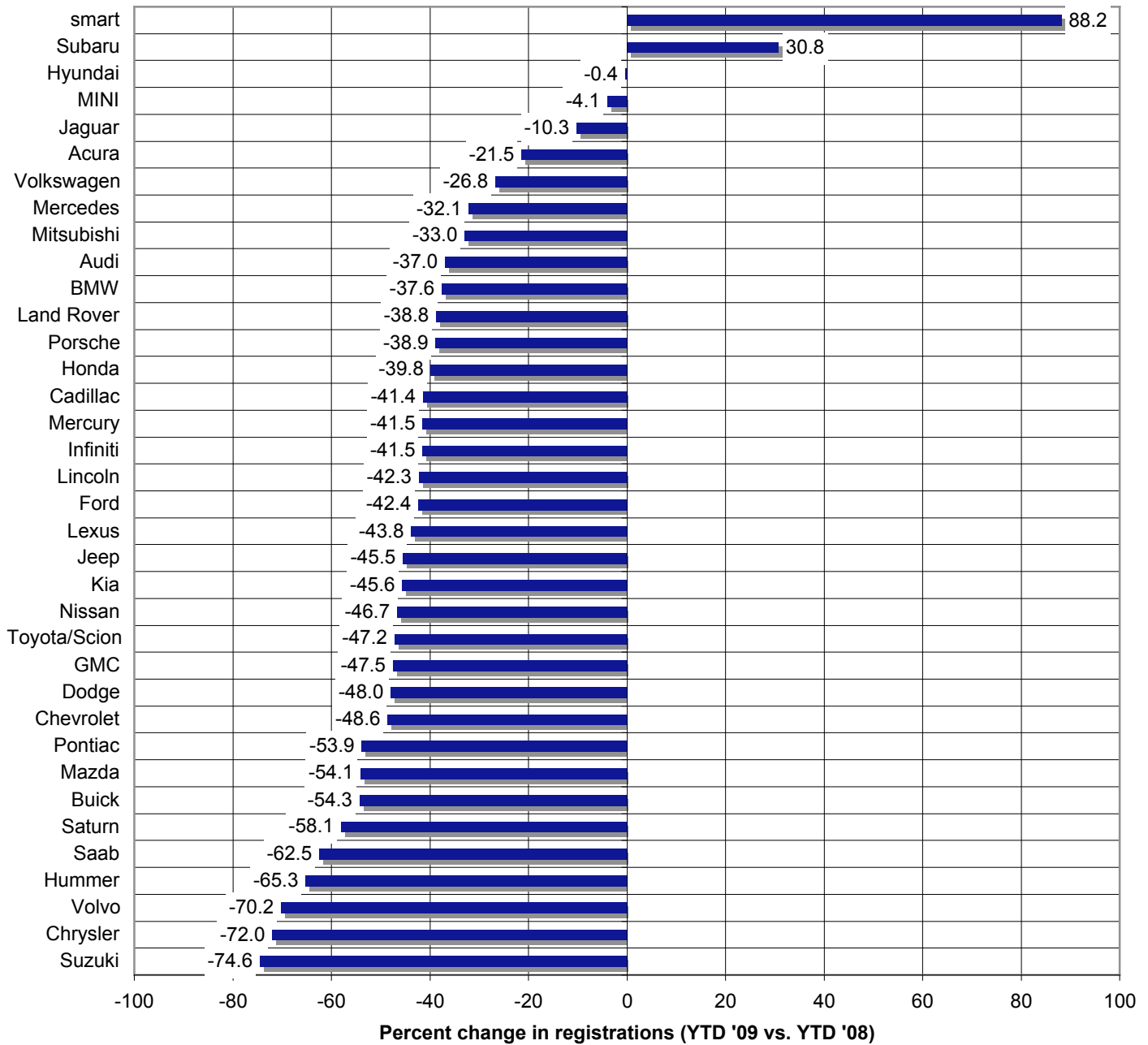


	New Vehicle Registrations - March						New Vehicle Registrations - YTD thru March						Market Share	
	Southland			Central/North LA County			Southland			Central/North LA County			Southland	
	March 2008	March 2009	% change	March 2008	March 2009	% change	2008	2009	% change	2008	2009	% change	YTD 2008	YTD 2009
MARKET SUMMARY														
TOTAL	8,326	4,729	-43.2	22,150	14,343	-35.2	23,977	13,539	-43.5	66,350	39,961	-39.8		
Car	4,778	2,815	-41.1	13,659	9,464	-30.7	13,788	7,841	-43.1	40,955	25,902	-36.8	57.5	57.9
Light Truck	3,548	1,914	-46.1	8,491	4,879	-42.5	10,189	5,698	-44.1	25,395	14,059	-44.6	42.5	42.1
Domestic	2,061	1,020	-50.5	4,469	2,260	-49.4	6,047	3,092	-48.9	13,197	6,480	-50.9	25.2	22.8
Japanese	4,977	2,836	-43.0	12,376	7,599	-38.6	14,232	7,958	-44.1	37,151	21,460	-42.2	59.4	58.8
European	1,101	713	-35.2	4,957	4,173	-15.8	3,205	2,117	-33.9	15,034	11,179	-25.6	13.4	15.6
Korean	187	160	-14.4	348	311	-10.6	493	372	-24.5	968	842	-13.0	2.1	2.7
BRAND REGISTRATIONS														
Acura	136	134	-1.5	425	355	-16.5	423	332	-21.5	1,358	882	-35.1	1.8	2.5
Audi	116	60	-48.3	553	475	-14.1	303	191	-37.0	1,583	1,142	-27.9	1.3	1.4
BMW	335	206	-38.5	1,540	1,074	-30.3	947	591	-37.6	4,556	2,904	-36.3	3.9	4.4
Buick	29	11	-62.1	53	38	-28.3	81	37	-54.3	168	90	-46.4	0.3	0.3
Cadillac	77	42	-45.5	267	122	-54.3	256	150	-41.4	847	385	-54.5	1.1	1.1
Chevrolet	512	234	-54.3	961	444	-53.8	1,469	755	-48.6	2,865	1,324	-53.8	6.1	5.6
Chrysler	154	35	-77.3	225	100	-55.6	453	127	-72.0	814	265	-67.4	1.9	0.9
Dodge	207	128	-38.2	373	215	-42.4	667	347	-48.0	1,098	554	-49.5	2.8	2.6
Ford	549	299	-45.5	1,452	715	-50.8	1,587	914	-42.4	3,965	2,207	-44.3	6.6	6.8
GMC	132	67	-49.2	293	143	-51.2	463	243	-47.5	848	401	-52.7	1.9	1.8
Honda	1,205	682	-43.4	2,832	1,968	-30.5	3,291	1,980	-39.8	8,421	5,718	-32.1	13.7	14.6
Hummer	18	4	-77.8	52	13	-75.0	49	17	-65.3	172	42	-75.6	0.2	0.1
Hyundai	80	86	7.5	156	205	31.4	230	229	-0.4	444	526	18.5	1.0	1.7
Infiniti	112	65	-42.0	448	224	-50.0	347	203	-41.5	1,393	802	-42.4	1.4	1.5
Jaguar	21	12	-42.9	96	105	9.4	39	35	-10.3	223	264	18.4	0.2	0.3
Jeep	156	108	-30.8	316	218	-31.0	435	237	-45.5	1,002	514	-48.7	1.8	1.8
Kia	107	74	-30.8	192	106	-44.8	263	143	-45.6	524	316	-39.7	1.1	1.1
Land Rover	43	32	-25.6	213	165	-22.5	121	74	-38.8	717	521	-27.3	0.5	0.5
Lexus	325	190	-41.5	1,275	736	-42.3	982	552	-43.8	4,027	2,502	-37.9	4.1	4.1
Lincoln	40	22	-45.0	134	102	-23.9	111	64	-42.3	384	267	-30.5	0.5	0.5
Mazda	129	61	-52.7	397	316	-20.4	340	156	-54.1	1,101	736	-33.2	1.4	1.2
Mercedes	234	187	-20.1	1,263	1,151	-8.9	884	600	-32.1	4,275	3,223	-24.6	3.7	4.4
Mercury	17	13	-23.5	54	26	-51.9	53	31	-41.5	165	63	-61.8	0.2	0.2
MINI	74	49	-33.8	222	216	-2.7	145	139	-4.1	565	591	4.6	0.6	1.0
Mitsubishi	41	31	-24.4	101	51	-49.5	91	61	-33.0	232	122	-47.4	0.4	0.5
Nissan	711	322	-54.7	1,472	749	-49.1	2,018	1,076	-46.7	4,520	2,094	-53.7	8.4	7.9
Other	22	8	-63.6	110	52	-52.7	73	30	-58.9	347	144	-58.5	0.3	0.2
Pontiac	26	7	-73.1	66	39	-40.9	76	35	-53.9	208	112	-46.2	0.3	0.3
Porsche	22	20	-9.1	154	138	-10.4	90	55	-38.9	475	352	-25.9	0.4	0.4
Saab	10	3	-70.0	33	16	-51.5	24	9	-62.5	114	46	-59.6	0.1	0.1
Saturn	130	50	-61.5	200	84	-58.0	322	135	-58.1	605	255	-57.9	1.3	1.0
smart	17	11	-35.3	41	50	22.0	17	32	88.2	41	161	292.7	0.1	0.2
Subaru	30	36	20.0	94	173	84.0	78	102	30.8	328	469	43.0	0.3	0.8
Suzuki	22	8	-63.6	17	11	-35.3	71	18	-74.6	60	26	-56.7	0.3	0.1
Toyota/Scion	2,261	1,304	-42.3	5,299	3,008	-43.2	6,564	3,467	-47.2	15,658	8,084	-48.4	27.4	25.6
Volkswagen	154	110	-28.6	602	631	4.8	436	319	-26.8	1,673	1,560	-6.8	1.8	2.4
Volvo	72	18	-75.0	169	109	-35.5	178	53	-70.2	574	297	-48.3	0.7	0.4

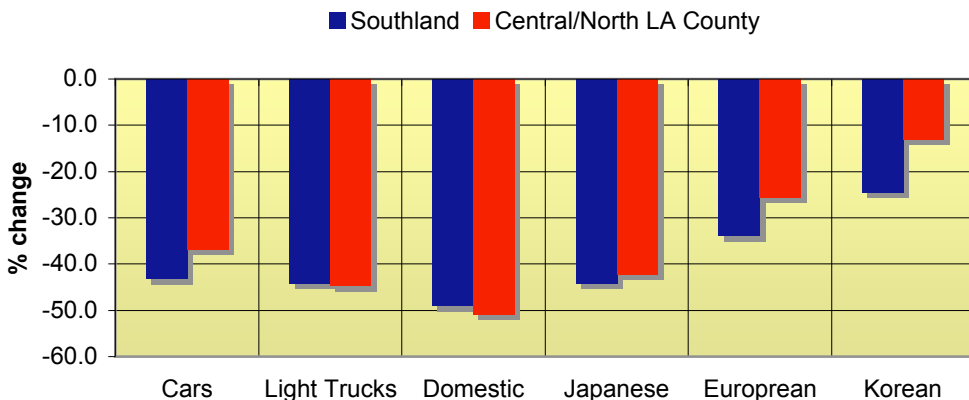
The table above shows new retail light vehicle registrations in the Southland and Central/North LA County areas for the following time periods: March 2008 and 2009, and year-to-date thru March. **Please keep in mind that monthly registration figures for area markets can occasionally be subject to fluctuations, 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 '09 thru March vs. YTD '08)



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



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