



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: June 2010

Covering Results thru May 2010

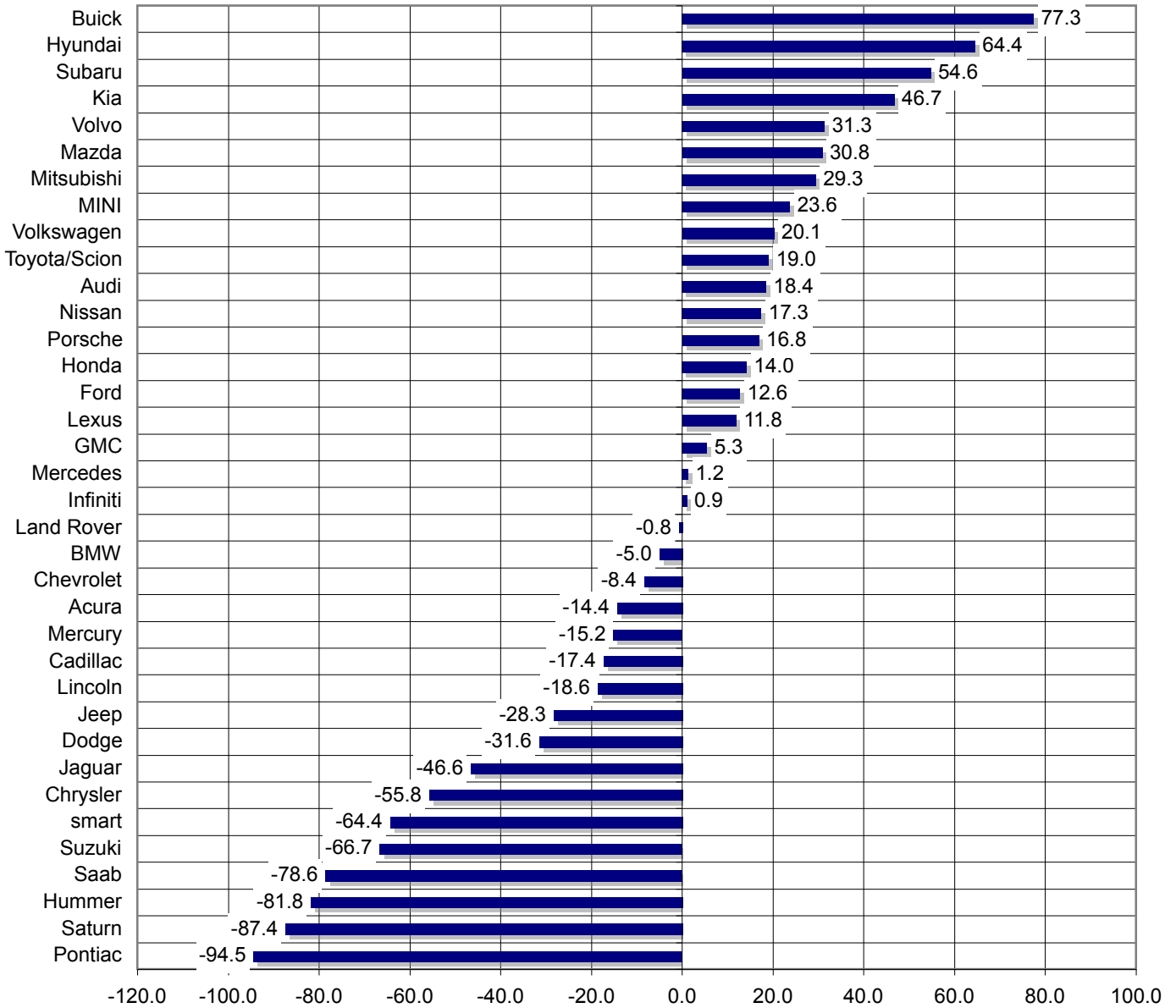


	New Vehicle Registrations - May						New Vehicle Registrations - Year-to-Date Totals						Market Share	
	Southland			Central/North LA County			Southland			Central/North LA County			Southland	
	May 2009	May 2010	% change	May 2009	May 2010	% change	2009	2010	% change	2009	2010	% change	2009	2010
MARKET SUMMARY														
TOTAL	4,156	5,368	29.2	13,044	17,144	31.4	23,836	26,029	9.2	71,104	79,898	12.4		
Car	2,573	3,383	31.5	8,618	11,592	34.5	14,254	16,112	13.0	46,437	52,900	13.9	59.8	61.9
Light Truck	1,583	1,985	25.4	4,426	5,552	25.4	9,582	9,917	3.5	24,667	26,998	9.4	40.2	38.1
Domestic	848	980	15.6	1,864	2,448	31.3	5,148	4,542	-11.8	11,072	11,453	3.4	21.6	17.4
Japanese	2,421	3,216	32.8	7,236	9,593	32.6	13,993	16,231	16.0	38,411	44,872	16.8	58.7	62.4
European	721	899	24.7	3,580	4,467	24.8	3,944	4,078	3.4	20,005	21,032	5.1	16.5	15.7
Korean	166	273	64.5	364	636	74.7	751	1,178	56.9	1,616	2,541	57.2	3.2	4.5
BRAND REGISTRATIONS														
Acura	86	83	-3.5	198	284	43.4	464	397	-14.4	1,225	1,309	6.9	1.9	1.5
Audi	70	89	27.1	393	563	43.3	392	464	18.4	2,091	2,627	25.6	1.6	1.8
BMW	187	236	26.2	858	946	10.3	1,077	1,023	-5.0	5,115	4,836	-5.5	4.5	3.9
Buick	12	19	58.3	24	51	112.5	66	117	77.3	155	259	67.1	0.3	0.4
Cadillac	46	35	-23.9	82	169	106.1	242	200	-17.4	556	721	29.7	1.0	0.8
Chevrolet	205	215	4.9	383	603	57.4	1,266	1,160	-8.4	2,323	2,750	18.4	5.3	4.5
Chrysler	36	23	-36.1	73	53	-27.4	224	99	-55.8	458	200	-56.3	0.9	0.4
Dodge	104	108	3.8	172	183	6.4	629	430	-31.6	1,034	700	-32.3	2.6	1.7
Ford	280	424	51.4	712	917	28.8	1,553	1,748	12.6	3,824	4,812	25.8	6.5	6.7
GMC	48	75	56.3	82	173	111.0	357	376	5.3	637	747	17.3	1.5	1.4
Honda	683	876	28.3	2,259	2,817	24.7	3,691	4,209	14.0	10,824	12,225	12.9	15.5	16.2
Hummer	7	1	-85.7	5	1	-80.0	33	6	-81.8	56	10	-82.1	0.1	0.0
Hyundai	78	154	97.4	185	395	113.5	432	710	64.4	974	1,502	54.2	1.8	2.7
Infiniti	53	61	15.1	209	254	21.5	323	326	0.9	1,262	1,379	9.3	1.4	1.3
Jaguar	18	7	-61.1	156	66	-57.7	73	39	-46.6	554	337	-39.2	0.3	0.1
Jeep	52	62	19.2	149	200	34.2	361	259	-28.3	885	703	-20.6	1.5	1.0
Kia	88	119	35.2	179	241	34.6	319	468	46.7	642	1,039	61.8	1.3	1.8
Land Rover	24	24	0.0	170	156	-8.2	132	131	-0.8	875	781	-10.7	0.6	0.5
Lexus	153	186	21.6	634	826	30.3	983	1,099	11.8	4,271	4,919	15.2	4.1	4.2
Lincoln	16	11	-31.3	51	79	54.9	97	79	-18.6	390	352	-9.7	0.4	0.3
Mazda	67	91	35.8	250	350	40.0	321	420	30.8	1,318	1,582	20.0	1.3	1.6
Mercedes	207	271	30.9	1,019	1,400	37.4	1,113	1,126	1.2	5,858	6,509	11.1	4.7	4.3
Mercury	6	7	16.7	24	16	-33.3	46	39	-15.2	117	94	-19.7	0.2	0.1
MINI	40	77	92.5	199	202	1.5	246	304	23.6	1,058	1,033	-2.4	1.0	1.2
Mitsubishi	18	29	61.1	59	83	40.7	116	150	29.3	242	357	47.5	0.5	0.6
Nissan	259	412	59.1	714	878	23.0	1,768	2,074	17.3	3,754	4,447	18.5	7.4	8.0
Other	14	2	-85.7	33	61	84.8	57	23	-59.6	232	197	-15.1	0.2	0.1
Pontiac	18	0	-100.0	38	3	-92.1	73	4	-94.5	215	25	-88.4	0.3	0.0
Porsche	21	21	0.0	164	162	-1.2	101	118	16.8	706	718	1.7	0.4	0.5
Saab	2	0	-100.0	21	3	-85.7	14	3	-78.6	83	37	-55.4	0.1	0.0
Saturn	17	0	-100.0	69	0	-100.0	198	25	-87.4	420	80	-81.0	0.8	0.1
smart	16	6	-62.5	21	22	4.8	90	32	-64.4	244	94	-61.5	0.4	0.1
Subaru	41	55	34.1	160	177	10.6	185	286	54.6	857	933	8.9	0.8	1.1
Suzuki	3	1	-66.7	2	2	0.0	24	8	-66.7	38	11	-71.1	0.1	0.0
Toyota/Scion	1,053	1,422	35.0	2,747	3,922	42.8	6,099	7,260	19.0	14,586	17,695	21.3	25.6	27.9
Volkswagen	108	146	35.2	417	801	92.1	572	687	20.1	2,654	3,301	24.4	2.4	2.6
Volvo	20	20	0.0	133	85	-36.1	99	130	31.3	571	577	1.1	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: May 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.

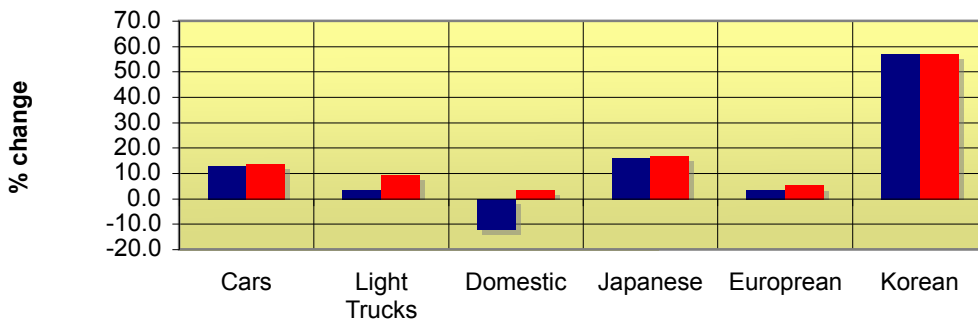
Percent Change in New Retail Light Vehicle Registrations (YTD 2010 thru May vs. YTD 2009)



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

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

■ Southland ■ Central/North LA County



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