



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: November 2009

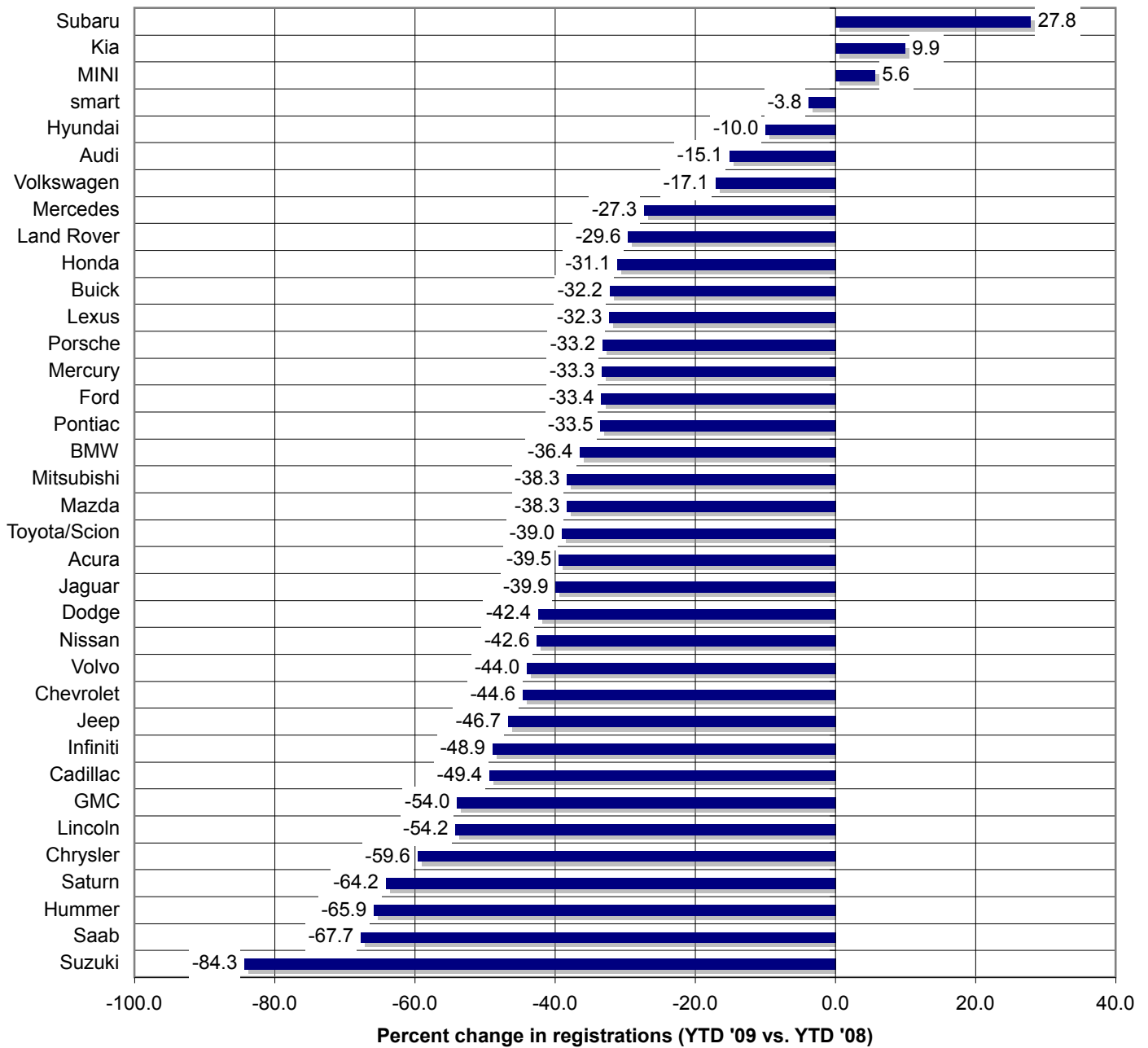
Covering Results thru October 2009

	New Vehicle Registrations - October						New Vehicle Registrations - YTD thru October						Market Share	
	Southland			Central/North LA County			Southland			Central/North LA County			Southland	
	Oct 2008	Oct 2009	% change	Oct 2008	Oct 2009	% change	2008	2009	% change	2008	2009	% change	YTD 2008	YTD 2009
MARKET SUMMARY														
TOTAL	6,144	4,773	-22.3	18,360	14,475	-21.2	79,020	50,098	-36.6	221,883	148,765	-33.0		
Car	3,713	3,105	-16.4	11,909	9,990	-16.1	47,916	31,627	-34.0	144,999	100,234	-30.9	60.6	63.1
Light Truck	2,431	1,668	-31.4	6,451	4,485	-30.5	31,104	18,471	-40.6	76,884	48,531	-36.9	39.4	36.9
Domestic	1,312	833	-36.5	2,854	1,883	-34.0	18,181	10,100	-44.4	38,571	22,656	-41.3	23.0	20.2
Japanese	3,767	2,918	-22.5	10,587	8,118	-23.3	48,181	30,211	-37.3	127,734	83,219	-34.8	61.0	60.3
European	905	775	-14.4	4,536	3,933	-13.3	10,661	7,809	-26.8	51,436	38,599	-25.0	13.5	15.6
Korean	160	247	54.4	383	541	41.3	1,997	1,978	-1.0	4,142	4,291	3.6	2.5	3.9
BRAND REGISTRATIONS														
Acura	88	52	-40.9	313	195	-37.7	1,325	802	-39.5	4,008	2,227	-44.4	1.7	1.6
Audi	98	84	-14.3	462	485	5.0	959	814	-15.1	5,304	4,293	-19.1	1.2	1.6
BMW	276	177	-35.9	1,279	898	-29.8	3,195	2,031	-36.4	15,047	9,499	-36.9	4.0	4.1
Buick	14	12	-14.3	36	26	-27.8	199	135	-32.2	439	284	-35.3	0.3	0.3
Cadillac	53	40	-24.5	134	107	-20.1	788	399	-49.4	2,325	948	-59.2	1.0	0.8
Chevrolet	424	209	-50.7	679	522	-23.1	4,694	2,600	-44.6	8,749	5,246	-40.0	5.9	5.2
Chrysler	66	31	-53.0	125	47	-62.4	1,189	480	-59.6	2,021	940	-53.5	1.5	1.0
Dodge	165	77	-53.3	287	98	-65.9	1,975	1,138	-42.4	3,223	1,864	-42.2	2.5	2.3
Ford	318	329	3.5	881	751	-14.8	4,934	3,288	-33.4	11,846	8,336	-29.6	6.2	6.6
GMC	103	46	-55.3	198	104	-47.5	1,378	634	-54.0	2,542	1,153	-54.6	1.7	1.3
Honda	859	679	-21.0	2,529	2,082	-17.7	11,443	7,882	-31.1	31,377	22,931	-26.9	14.5	15.7
Hummer	7	2	-71.4	24	4	-83.3	135	46	-65.9	398	110	-72.4	0.2	0.1
Hyundai	98	115	17.3	222	301	35.6	1,086	977	-10.0	2,147	2,372	10.5	1.4	2.0
Infiniti	114	54	-52.6	484	201	-58.5	1,162	594	-48.9	5,068	2,464	-51.4	1.5	1.2
Jaguar	20	8	-60.0	93	72	-22.6	193	116	-39.9	1,004	859	-14.4	0.2	0.2
Jeep	54	39	-27.8	168	76	-54.8	1,119	596	-46.7	2,670	1,581	-40.8	1.4	1.2
Kia	62	132	112.9	161	240	49.1	911	1,001	9.9	1,995	1,919	-3.8	1.2	2.0
Land Rover	25	21	-16.0	198	158	-20.2	334	235	-29.6	2,062	1,510	-26.8	0.4	0.5
Lexus	222	256	15.3	957	1,004	4.9	2,909	1,970	-32.3	12,311	8,668	-29.6	3.7	3.9
Lincoln	24	9	-62.5	96	47	-51.0	310	142	-54.2	1,187	636	-46.4	0.4	0.3
Mazda	87	65	-25.3	322	260	-19.3	1,190	734	-38.3	3,910	2,822	-27.8	1.5	1.5
Mercedes	269	205	-23.8	1,308	1,145	-12.5	2,869	2,086	-27.3	14,318	11,180	-21.9	3.6	4.2
Mercury	8	9	12.5	40	18	-55.0	153	102	-33.3	478	274	-42.7	0.2	0.2
MINI	50	84	68.0	205	279	36.1	569	601	5.6	2,316	2,342	1.1	0.7	1.2
Mitsubishi	36	30	-16.7	78	32	-59.0	405	250	-38.3	885	506	-42.8	0.5	0.5
Nissan	432	364	-15.7	1,005	848	-15.6	6,894	3,960	-42.6	14,972	9,005	-39.9	8.7	7.9
Other	9	8	-11.1	78	53	-32.1	209	86	-58.9	958	411	-57.1	0.3	0.2
Pontiac	23	11	-52.2	46	33	-28.3	284	189	-33.5	681	499	-26.7	0.4	0.4
Porsche	22	16	-27.3	118	134	13.6	292	195	-33.2	1,510	1,277	-15.4	0.4	0.4
Saab	7	0	-100.0	25	6	-76.0	62	20	-67.7	342	125	-63.5	0.1	0.0
Saturn	53	19	-64.2	140	50	-64.3	973	348	-64.2	1,914	780	-59.2	1.2	0.7
smart	10	12	20.0	88	18	-79.5	158	152	-3.8	674	424	-37.1	0.2	0.3
Subaru	32	49	53.1	143	173	21.0	316	404	27.8	1,343	1,811	34.8	0.4	0.8
Suzuki	8	1	-87.5	2	6	200.0	217	34	-84.3	187	54	-71.1	0.3	0.1
Toyota/Scion	1,884	1,368	-27.4	4,740	3,310	-30.2	22,240	13,556	-39.0	53,507	32,678	-38.9	28.1	27.1
Volkswagen	107	140	30.8	548	580	5.8	1,519	1,259	-17.1	6,252	5,511	-11.9	1.9	2.5
Volvo	17	20	17.6	148	112	-24.3	432	242	-44.0	1,913	1,226	-35.9	0.5	0.5

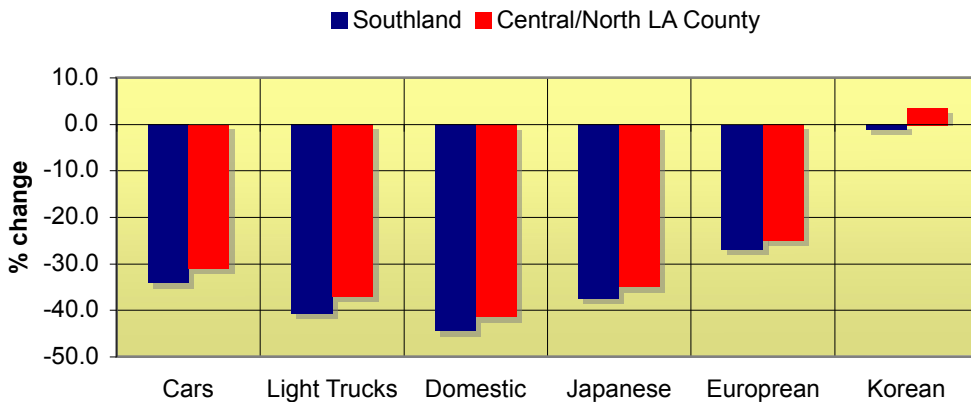
The table above shows new retail light vehicle registrations in the Southland and Central/North LA County areas for the following time periods: October 2008 and 2009, and year-to-date thru October. **Please keep in mind that monthly registration figures for area markets can occasionally be subject to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



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



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