



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 2011

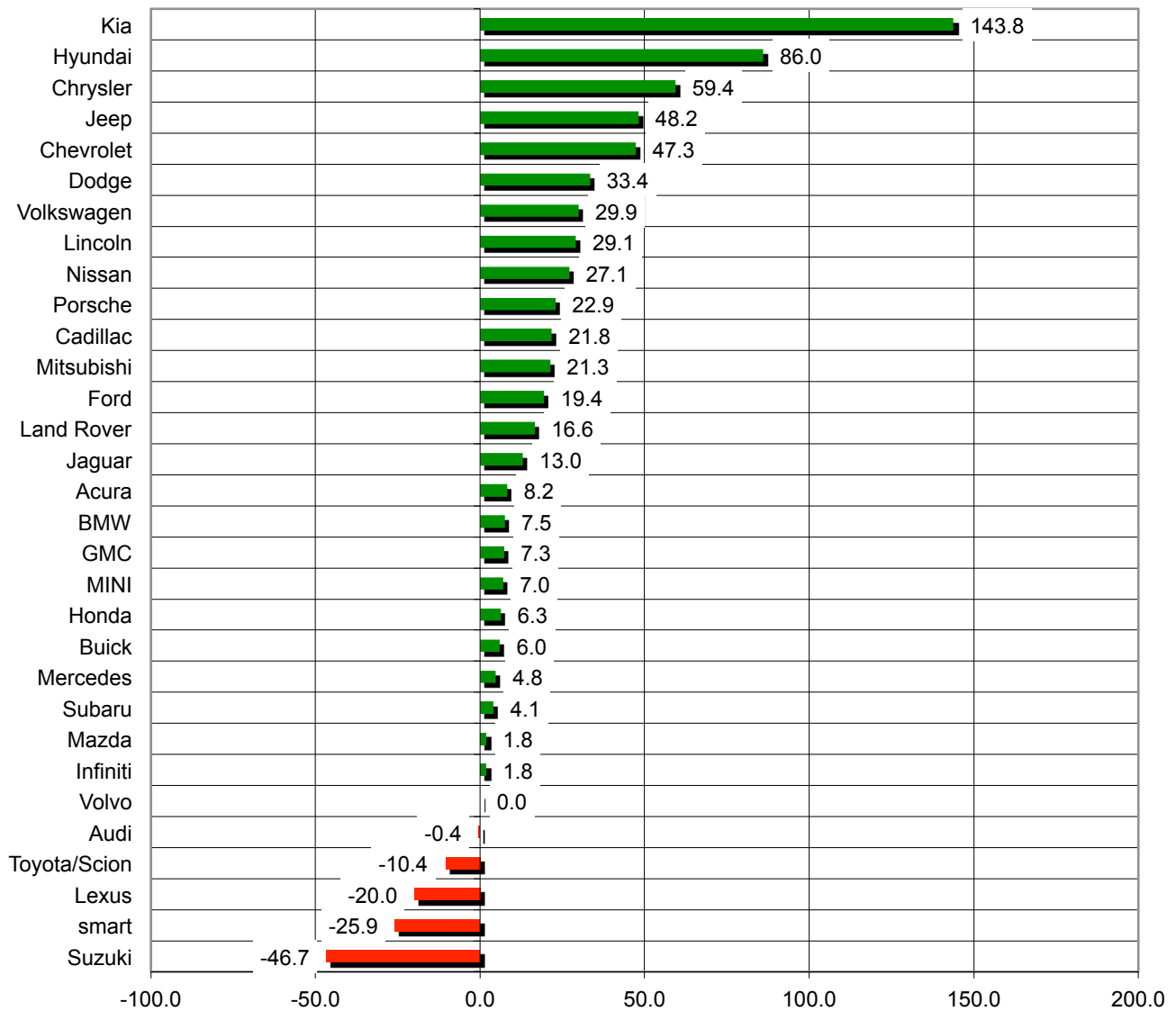
Covering Results thru October 2011

	New Vehicle Registrations - October						New Vehicle Registrations - YTD thru Oct						Market Share	
	Southland			Central/North LA County			Southland			Central/North LA County			Southland	
	Oct 2010	Oct 2011	% change	Oct 2010	Oct 2011	% change	YTD 2010	YTD 2011	% change	YTD 2010	YTD 2011	% change	YTD 2010	YTD 2011
MARKET SUMMARY														
TOTAL	5,163	5,362	3.9	17,378	17,204	-1.0	54,305	61,104	12.5	163,093	186,527	14.4		
Car	3,207	3,258	1.6	11,832	11,264	-4.8	33,677	37,949	12.7	109,485	122,864	12.2	62.0	62.1
Light Truck	1,956	2,104	7.6	5,546	5,940	7.1	20,628	23,155	12.3	53,608	63,663	18.8	38.0	37.9
Domestic	1,005	1,273	26.7	2,318	3,001	29.5	10,060	13,014	29.4	23,462	31,777	35.4	18.5	21.3
Japanese	3,043	2,715	-10.8	9,682	8,220	-15.1	32,901	32,836	-0.2	90,564	91,934	1.5	60.6	53.7
European	845	887	5.0	4,722	4,859	2.9	8,589	9,479	10.4	42,661	50,559	18.5	15.8	15.5
Korean	270	487	80.4	656	1,124	71.3	2,755	5,775	109.6	6,406	12,257	91.3	5.1	9.5
BRAND REGISTRATIONS														
Acura	95	74	-22.1	288	265	-8.0	886	959	8.2	2,744	2,821	2.8	1.6	1.6
Audi	102	99	-2.9	514	472	-8.2	990	986	-0.4	5,082	5,168	1.7	1.8	1.6
BMW	232	201	-13.4	1,105	1,183	7.1	2,135	2,295	7.5	9,916	12,077	21.8	3.9	3.8
Buick	29	20	-31.0	71	49	-31.0	266	282	6.0	565	693	22.7	0.5	0.5
Cadillac	54	60	11.1	192	188	-2.1	473	576	21.8	1,565	1,883	20.3	0.9	0.9
Chevrolet	247	351	42.1	510	700	37.3	2,617	3,855	47.3	5,379	7,697	43.1	4.8	6.3
Chrysler	16	46	187.5	42	89	111.9	207	330	59.4	408	663	62.5	0.4	0.5
Dodge	121	161	33.1	196	238	21.4	1,037	1,383	33.4	1,516	2,245	48.1	1.9	2.3
Fiat	0	24		0	97		0	95		0	434		0.0	0.2
Ford	361	401	11.1	911	1,291	41.7	3,780	4,514	19.4	10,151	13,559	33.6	7.0	7.4
GMC	74	79	6.8	143	142	-0.7	762	818	7.3	1,433	1,821	27.1	1.4	1.3
Honda	758	653	-13.9	2,531	1,929	-23.8	8,642	9,187	6.3	25,022	26,045	4.1	15.9	15.0
Hyundai	150	216	44.0	442	676	52.9	1,630	3,032	86.0	4,051	7,725	90.7	3.0	5.0
Infiniti	64	69	7.8	256	320	25.0	769	783	1.8	2,964	3,183	7.4	1.4	1.3
Jaguar	6	11	83.3	58	62	6.9	100	113	13.0	827	743	-10.2	0.2	0.2
Jeep	83	120	44.6	175	262	49.7	649	962	48.2	1,473	2,548	73.0	1.2	1.6
Kia	120	271	125.8	214	448	109.3	1,125	2,743	143.8	2,355	4,532	92.4	2.1	4.5
Land Rover	9	21	133.3	134	195	45.5	229	267	16.6	1,453	1,744	20.0	0.4	0.4
Lexus	181	156	-13.8	883	787	-10.9	2,066	1,652	-20.0	9,006	7,601	-15.6	3.8	2.7
Lincoln	14	11	-21.4	58	66	13.8	148	191	29.1	648	746	15.1	0.3	0.3
Mazda	73	71	-2.7	235	326	38.7	822	837	1.8	3,127	3,422	9.4	1.5	1.4
Mercedes	166	232	39.8	1,506	1,355	-10.0	2,334	2,446	4.8	12,834	14,662	14.2	4.3	4.0
MINI	80	54	-32.5	280	190	-32.1	657	703	7.0	2,288	2,935	28.3	1.2	1.2
Mitsubishi	30	29	-3.3	54	49	-9.3	287	348	21.3	639	698	9.2	0.5	0.6
Nissan	348	540	55.2	985	1,294	31.4	4,239	5,388	27.1	9,409	12,639	34.3	7.8	8.8
Porsche	27	26	-3.7	196	165	-15.8	266	327	22.9	1,627	1,957	20.3	0.5	0.5
Saab	2	1	-50.0	17	5	-70.6	5	15	200.0	75	78	4.0	0.0	0.0
smart	2	5	150.0	10	10	0.0	58	43	-25.9	166	141	-15.1	0.1	0.1
Subaru	42	53	26.2	188	179	-4.8	509	530	4.1	1,924	2,105	9.4	0.9	0.9
Suzuki	1	2	100.0	1	0	-100.0	15	8	-46.7	21	25	19.0	0.0	0.0
Toyota/Scion	1,451	1,068	-26.4	4,261	3,070	-28.0	14,664	13,144	-10.4	35,692	33,394	-6.4	27.0	21.5
Volkswagen	195	210	7.7	793	911	14.9	1,530	1,987	29.9	6,979	8,658	24.1	2.8	3.3
Volvo	19	22	15.8	73	135	84.9	238	238	0.0	1,052	1,372	30.4	0.4	0.4
Others	11	5	-54.5	56	56	0.0	170	67	-60.6	702	513	-26.9	0.3	0.1
U.S. MARKET COMPARISON - MARKET TOTALS														
	Oct 2010	Oct 2011	% change	YTD 2010	YTD 2011	% change								
Southland	5,163	5,362	3.9	54,305	61,104	12.5								
Cent./North LA County	17,378	17,204	-1.0	163,093	186,527	14.4								
U.S.	753,575	773,994	2.7	7,367,182	8,422,280	14.3								

The table above shows new retail light vehicle registrations in the Southland and Central/North LA County areas for the following time periods: October 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.

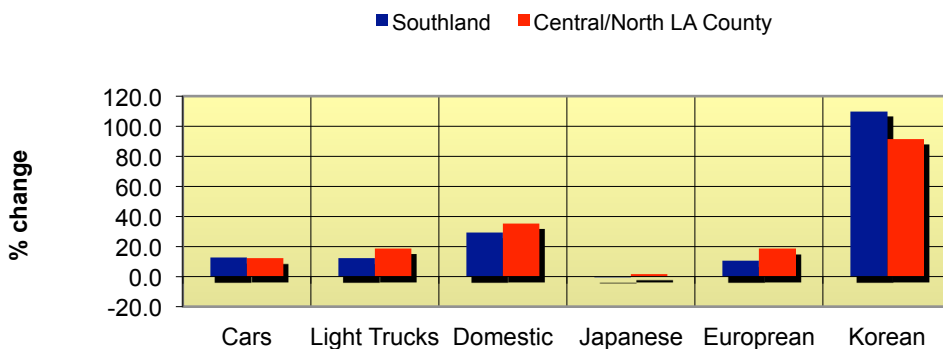
Data source: AutoCount data from Experian Automotive.

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



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

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



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