



# 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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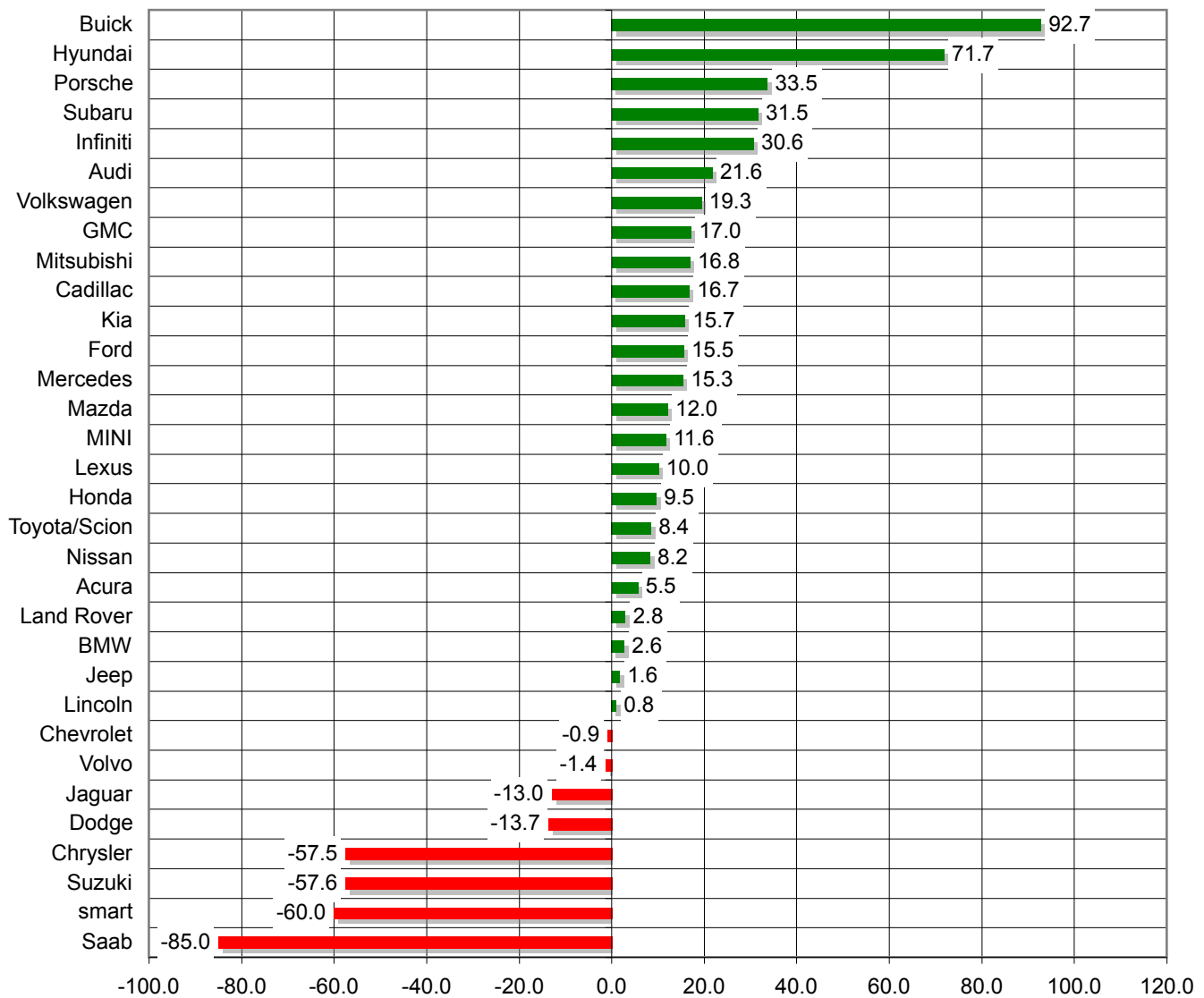
Covering Results thru September 2010



	New Vehicle Registrations - September						New Vehicle Registrations - Year-to-Date Totals						Market Share	
	Southland			Central/North LA County			Southland			Central/North LA County			Southland	
	Sept 2009	Sept 2010	% change	Sept 2009	Sept 2010	% change	2009	2010	% change	2009	2010	% change	2009	2010
<b>MARKET SUMMARY</b>														
TOTAL	6,604	6,974	5.6	18,521	21,779	17.6	45,325	49,142	8.4	134,290	151,307	12.7		
Car	4,535	4,318	-4.8	13,258	14,670	10.7	28,522	30,465	6.8	90,244	100,947	11.9	62.9	62.0
Light Truck	2,069	2,656	28.4	5,263	7,109	35.1	16,803	18,677	11.2	44,046	50,360	14.3	37.1	38.0
Domestic	1,277	1,403	9.9	2,736	3,191	16.6	9,267	9,055	-2.3	20,773	21,940	5.6	20.4	18.4
Japanese	4,162	4,088	-1.8	11,200	12,097	8.0	27,293	29,858	9.4	75,101	84,515	12.5	60.2	60.8
European	813	1,045	28.5	3,784	5,600	48.0	7,034	7,744	10.1	34,666	39,448	13.8	15.5	15.8
Korean	352	438	24.4	801	891	11.2	1,731	2,485	43.6	3,750	5,404	44.1	3.8	5.1
<b>BRAND REGISTRATIONS</b>														
Acura	83	106	27.7	168	423	151.8	750	791	5.5	2,032	2,510	23.5	1.7	1.6
Audi	82	101	23.2	440	621	41.1	730	888	21.6	3,808	4,758	24.9	1.6	1.8
BMW	228	246	7.9	1,042	1,262	21.1	1,854	1,903	2.6	8,601	9,197	6.9	4.1	3.9
Buick	8	34	325.0	29	81	179.3	123	237	92.7	258	517	100.4	0.3	0.5
Cadillac	27	77	185.2	68	208	205.9	359	419	16.7	841	1,403	66.8	0.8	0.9
Chevrolet	371	395	6.5	731	672	-8.1	2,391	2,370	-0.9	4,724	5,031	6.5	5.3	4.8
Chrysler	69	34	-50.7	150	45	-70.0	449	191	-57.5	893	387	-56.7	1.0	0.4
Dodge	115	155	34.8	196	194	-1.0	1,061	916	-13.7	1,766	1,400	-20.7	2.3	1.9
Ford	469	469	0.0	1,073	1,465	36.5	2,959	3,419	15.5	7,585	9,549	25.9	6.5	7.0
GMC	66	106	60.6	98	193	96.9	588	688	17.0	1,049	1,352	28.9	1.3	1.4
Honda	1,142	1,071	-6.2	3,027	3,585	18.4	7,203	7,884	9.5	20,849	23,523	12.8	15.9	16.0
Hyundai	162	257	58.6	443	601	35.7	862	1,480	71.7	2,071	3,363	62.4	1.9	3.0
Infiniti	47	118	151.1	272	409	50.4	540	705	30.6	2,263	2,804	23.9	1.2	1.4
Jaguar	5	9	80.0	44	112	154.5	108	94	-13.0	787	796	1.1	0.2	0.2
Jeep	56	110	96.4	146	219	50.0	557	566	1.6	1,505	1,370	-9.0	1.2	1.2
Kia	190	181	-4.7	358	290	-19.0	869	1,005	15.7	1,679	2,041	21.6	1.9	2.0
Land Rover	19	33	73.7	142	145	2.1	214	220	2.8	1,352	1,372	1.5	0.5	0.4
Lexus	216	206	-4.6	1,005	986	-1.9	1,714	1,885	10.0	7,664	8,501	10.9	3.8	3.8
Lincoln	10	14	40.0	46	73	58.7	133	134	0.8	589	613	4.1	0.3	0.3
Mazda	126	94	-25.4	394	374	-5.1	669	749	12.0	2,562	3,010	17.5	1.5	1.5
Mercedes	173	318	83.8	936	1,743	86.2	1,881	2,168	15.3	10,035	11,773	17.3	4.2	4.4
MINI	72	101	40.3	276	360	30.4	517	577	11.6	2,063	2,090	1.3	1.1	1.2
Mitsubishi	31	33	6.5	64	65	1.6	220	257	16.8	474	608	28.3	0.5	0.5
Nissan	623	498	-20.1	1,480	1,125	-24.0	3,596	3,891	8.2	8,157	8,688	6.5	7.9	7.9
Porsche	19	31	63.2	107	253	136.4	179	239	33.5	1,143	1,490	30.4	0.4	0.5
Saab	2	0	-100.0	3	6	100.0	20	3	-85.0	119	60	-49.6	0.0	0.0
smart	15	6	-60.0	43	18	-58.1	140	56	-60.0	406	163	-59.9	0.3	0.1
Subaru	60	60	0.0	219	239	9.1	355	467	31.5	1,638	1,804	10.1	0.8	1.0
Suzuki	2	2	0.0	5	5	0.0	33	14	-57.6	48	20	-58.3	0.1	0.0
Toyota/Scion	1,831	1,900	3.8	4,565	4,886	7.0	12,188	13,213	8.4	29,368	33,032	12.5	26.9	26.9
Volkswagen	156	165	5.8	590	912	54.6	1,119	1,335	19.3	4,931	6,399	29.8	2.5	2.7
Volvo	37	27	-27.0	138	123	-10.9	222	219	-1.4	1,114	1,023	-8.2	0.5	0.4
Others	92	17	-81.5	223	86	-61.4	722	159	-78.0	1,916	660	-65.6	1.6	0.3

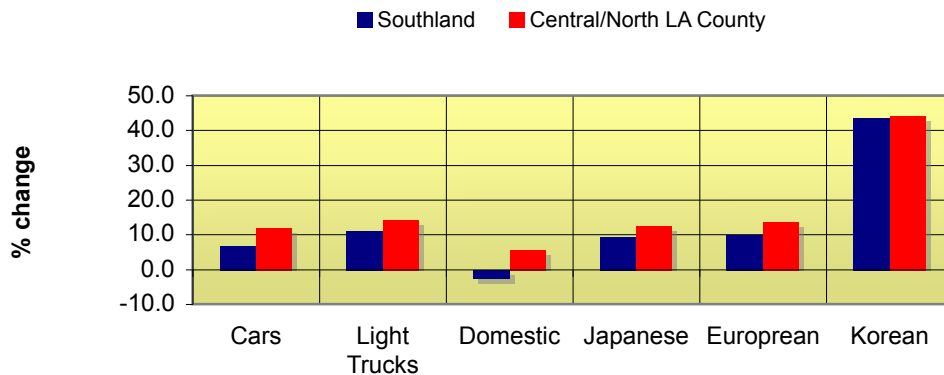
The table above shows new retail light vehicle registrations in the Southland and Central/North LA County areas for the following time periods: September 2009 and 2010, and year-to-date figures for 2009 and 2010. **Please keep in mind that monthly registration figures for area markets can occasionally 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 September vs. YTD 2009)**



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

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



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