



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 2009

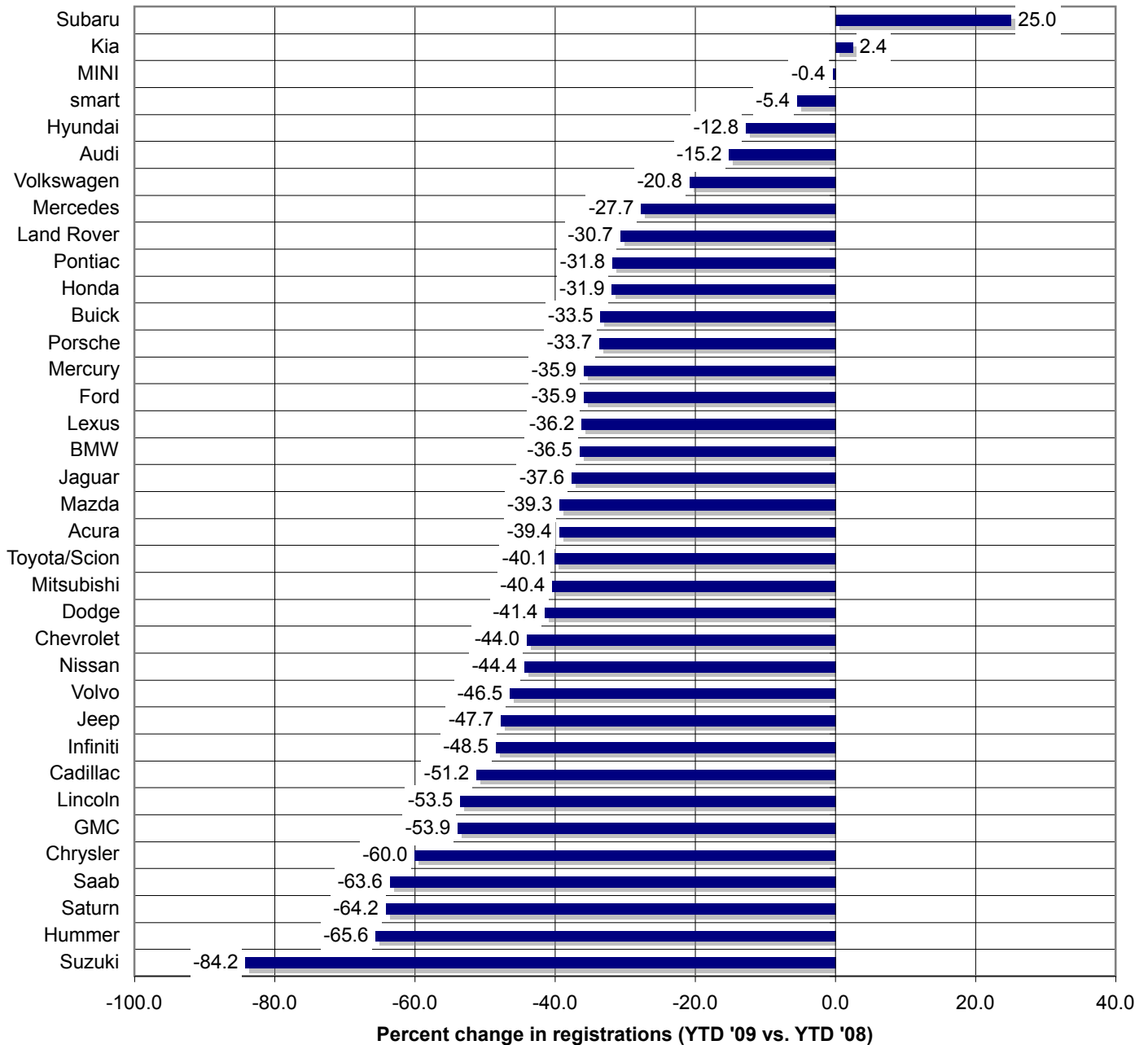


	New Vehicle Registrations - September						New Vehicle Registrations - YTD thru September						Market Share	
	Southland			Central/North LA County			Southland			Central/North LA County			Southland	
	Sep 2008	Sep 2009	% change	Sep 2008	Sep 2009	% change	2008	2009	% change	2008	2009	% change	YTD 2008	YTD 2009
MARKET SUMMARY														
TOTAL	7,756	6,604	-14.9	22,511	18,521	-17.7	72,876	45,325	-37.8	203,523	134,290	-34.0		
Car	4,584	4,535	-1.1	14,532	13,258	-8.8	44,203	28,522	-35.5	133,090	90,244	-32.2	60.7	62.9
Light Truck	3,172	2,069	-34.8	7,979	5,263	-34.0	28,673	16,803	-41.4	70,433	44,046	-37.5	39.3	37.1
Domestic	1,772	1,277	-27.9	3,634	2,736	-24.7	16,869	9,267	-45.1	35,717	20,773	-41.8	23.1	20.4
Japanese	4,725	4,162	-11.9	13,266	11,200	-15.6	44,414	27,293	-38.5	117,147	75,101	-35.9	60.9	60.2
European	1,088	813	-25.3	5,138	3,784	-26.4	9,756	7,034	-27.9	46,900	34,666	-26.1	13.4	15.5
Korean	171	352	105.8	473	801	69.3	1,837	1,731	-5.8	3,759	3,750	-0.2	2.5	3.8
BRAND REGISTRATIONS														
Acura	132	83	-37.1	412	168	-59.2	1,237	750	-39.4	3,695	2,032	-45.0	1.7	1.7
Audi	97	82	-15.5	473	440	-7.0	861	730	-15.2	4,842	3,808	-21.4	1.2	1.6
BMW	377	228	-39.5	1,687	1,042	-38.2	2,919	1,854	-36.5	13,768	8,601	-37.5	4.0	4.1
Buick	22	8	-63.6	47	29	-38.3	185	123	-33.5	403	258	-36.0	0.3	0.3
Cadillac	86	27	-68.6	151	68	-55.0	735	359	-51.2	2,191	841	-61.6	1.0	0.8
Chevrolet	494	371	-24.9	948	731	-22.9	4,270	2,391	-44.0	8,070	4,724	-41.5	5.9	5.3
Chrysler	75	69	-8.0	114	150	31.6	1,123	449	-60.0	1,896	893	-52.9	1.5	1.0
Dodge	150	115	-23.3	271	196	-27.7	1,810	1,061	-41.4	2,936	1,766	-39.9	2.5	2.3
Ford	513	469	-8.6	1,188	1,073	-9.7	4,616	2,959	-35.9	10,965	7,585	-30.8	6.3	6.5
GMC	145	66	-54.5	269	98	-63.6	1,275	588	-53.9	2,344	1,049	-55.2	1.7	1.3
Honda	1,050	1,142	8.8	3,257	3,027	-7.1	10,584	7,203	-31.9	28,848	20,849	-27.7	14.5	15.9
Hummer	14	1	-92.9	39	12	-69.2	128	44	-65.6	374	106	-71.7	0.2	0.1
Hyundai	92	162	76.1	299	443	48.2	988	862	-12.8	1,925	2,071	7.6	1.4	1.9
Infiniti	110	47	-57.3	572	272	-52.4	1,048	540	-48.5	4,584	2,263	-50.6	1.4	1.2
Jaguar	17	5	-70.6	93	44	-52.7	173	108	-37.6	911	787	-13.6	0.2	0.2
Jeep	87	56	-35.6	167	146	-12.6	1,065	557	-47.7	2,502	1,505	-39.8	1.5	1.2
Kia	79	190	140.5	174	358	105.7	849	869	2.4	1,834	1,679	-8.5	1.2	1.9
Land Rover	28	19	-32.1	171	142	-17.0	309	214	-30.7	1,864	1,352	-27.5	0.4	0.5
Lexus	348	216	-37.9	1,503	1,005	-33.1	2,687	1,714	-36.2	11,354	7,664	-32.5	3.7	3.8
Lincoln	33	10	-69.7	140	46	-67.1	286	133	-53.5	1,091	589	-46.0	0.4	0.3
Mazda	109	126	15.6	524	394	-24.8	1,103	669	-39.3	3,588	2,562	-28.6	1.5	1.5
Mercedes	255	173	-32.2	1,375	936	-31.9	2,600	1,881	-27.7	13,010	10,035	-22.9	3.6	4.2
Mercury	15	21	40.0	62	45	-27.4	145	93	-35.9	438	256	-41.6	0.2	0.2
MINI	50	72	44.0	229	276	20.5	519	517	-0.4	2,111	2,063	-2.3	0.7	1.1
Mitsubishi	38	31	-18.4	104	64	-38.5	369	220	-40.4	807	474	-41.3	0.5	0.5
Nissan	671	623	-7.2	1,686	1,480	-12.2	6,462	3,596	-44.4	13,967	8,157	-41.6	8.9	7.9
Other	18	6	-66.7	72	24	-66.7	200	78	-61.0	880	358	-59.3	0.3	0.2
Pontiac	22	27	22.7	67	54	-19.4	261	178	-31.8	635	466	-26.6	0.4	0.4
Porsche	26	19	-26.9	116	107	-7.8	270	179	-33.7	1,392	1,143	-17.9	0.4	0.4
Saab	2	2	0.0	13	3	-76.9	55	20	-63.6	317	119	-62.5	0.1	0.0
Saturn	116	37	-68.1	171	88	-48.5	920	329	-64.2	1,774	730	-58.9	1.3	0.7
smart	32	15	-53.1	84	43	-48.8	148	140	-5.4	586	406	-30.7	0.2	0.3
Subaru	42	60	42.9	178	219	23.0	284	355	25.0	1,200	1,638	36.5	0.4	0.8
Suzuki	13	2	-84.6	4	5	25.0	209	33	-84.2	185	48	-74.1	0.3	0.1
Toyota/Scion	2,204	1,831	-16.9	5,011	4,565	-8.9	20,356	12,188	-40.1	48,767	29,368	-39.8	27.9	26.9
Volkswagen	153	156	2.0	650	590	-9.2	1,412	1,119	-20.8	5,704	4,931	-13.6	1.9	2.5
Volvo	41	37	-9.8	190	138	-27.4	415	222	-46.5	1,765	1,114	-36.9	0.6	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: September 2008 and 2009, and year-to-date thru September. **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. Elevated sales levels as a result of the CARS program likely contributed to increased reporting delays by the DMV. For this reason, reported registrations for September likely include many vehicles that were sold in August.**

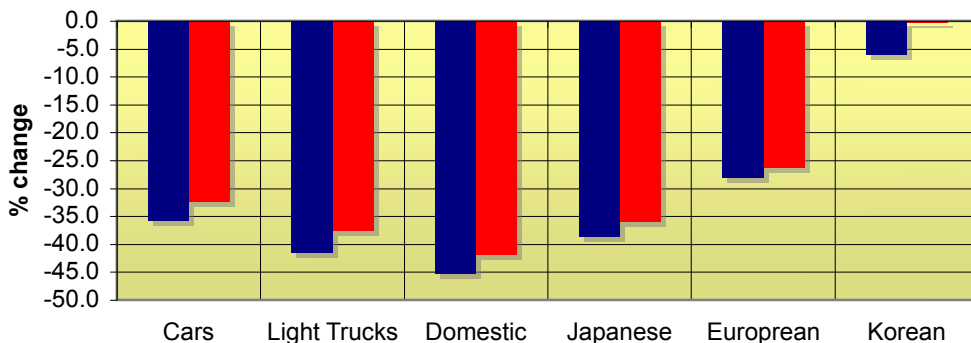
The top 10 ranked brands in each percent change category are shaded green.
Data source for area registrations: AutoCount data from Experian Automotive.

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



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

■ Southland ■ Central/North LA County



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