



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 2011

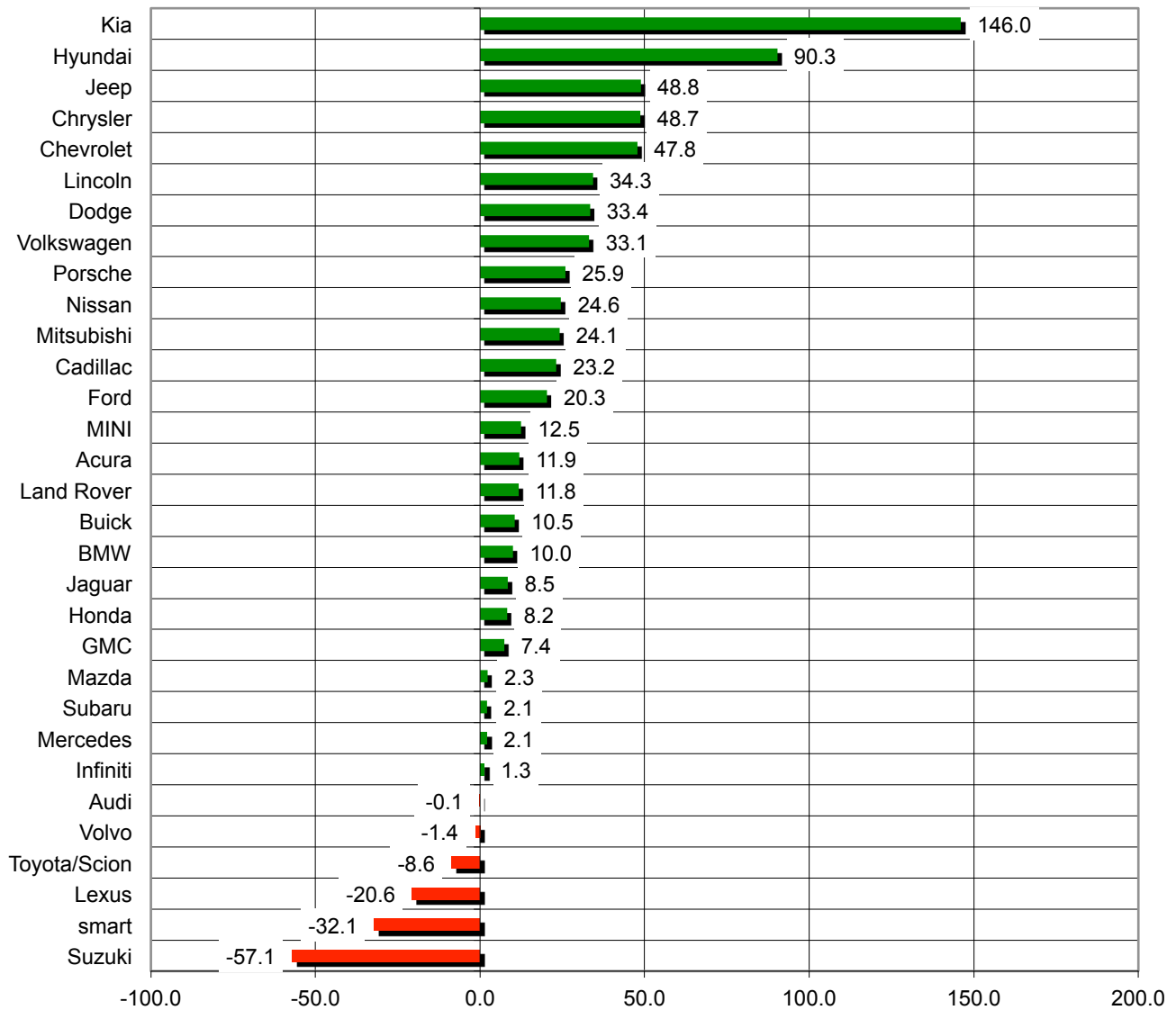


	New Vehicle Registrations - September						New Vehicle Registrations - YTD thru Sep						Market Share	
	Southland			Central/North LA County			Southland			Central/North LA County			Southland	
	Sep 2010	Sep 2011	% change	Sep 2010	Sep 2011	% change	YTD 2010	YTD 2011	% change	YTD 2010	YTD 2011	% change	YTD 2010	YTD 2011
MARKET SUMMARY														
TOTAL	6,974	6,754	-3.2	22,076	21,321	-3.4	49,142	55,742	13.4	145,715	169,323	16.2		
Car	4,323	4,137	-4.3	14,887	13,817	-7.2	30,470	34,691	13.9	97,653	111,600	14.3	62.0	62.2
Light Truck	2,651	2,617	-1.3	7,189	7,504	4.4	18,672	21,051	12.7	48,062	57,723	20.1	38.0	37.8
Domestic	1,403	1,472	4.9	3,337	3,673	10.1	9,055	11,741	29.7	21,144	28,776	36.1	18.4	21.1
Japanese	4,088	3,587	-12.3	12,117	10,211	-15.7	29,858	30,121	0.9	80,882	83,714	3.5	60.8	54.0
European	1,045	992	-5.1	5,663	5,981	5.6	7,744	8,592	11.0	37,939	45,700	20.5	15.8	15.4
Korean	438	703	60.5	959	1,456	51.8	2,485	5,288	112.8	5,750	11,133	93.6	5.1	9.5
BRAND REGISTRATIONS														
Acura	106	79	-25.5	423	296	-30.0	791	885	11.9	2,456	2,556	4.1	1.6	1.6
Audi	101	95	-5.9	621	550	-11.4	888	887	-0.1	4,568	4,696	2.8	1.8	1.6
BMW	246	265	7.7	1,263	1,575	24.7	1,903	2,094	10.0	8,811	10,894	23.6	3.9	3.8
Buick	34	25	-26.5	81	56	-30.9	237	262	10.5	494	644	30.4	0.5	0.5
Cadillac	77	68	-11.7	231	169	-26.8	419	516	23.2	1,373	1,695	23.5	0.9	0.9
Chevrolet	395	437	10.6	749	914	22.0	2,370	3,504	47.8	4,869	6,997	43.7	4.8	6.3
Chrysler	34	37	8.8	45	83	84.4	191	284	48.7	366	574	56.8	0.4	0.5
Dodge	155	144	-7.1	194	239	23.2	916	1,222	33.4	1,320	2,007	52.0	1.9	2.2
Fiat	0	20		0	110		0	71		0	337		0.0	0.1
Ford	469	503	7.2	1,509	1,592	5.5	3,419	4,113	20.3	9,240	12,268	32.8	7.0	7.4
GMC	106	94	-11.3	194	219	12.9	688	739	7.4	1,290	1,679	30.2	1.4	1.3
Honda	1,071	913	-14.8	3,593	2,433	-32.3	7,884	8,534	8.2	22,491	24,116	7.2	16.0	15.3
Hyundai	257	367	42.8	648	899	38.7	1,480	2,816	90.3	3,609	7,049	95.3	3.0	5.1
Infiniti	118	96	-18.6	409	443	8.3	705	714	1.3	2,708	2,863	5.7	1.4	1.3
Jaguar	9	13	44.4	112	92	-17.9	94	102	8.5	769	681	-11.4	0.2	0.2
Jeep	110	119	8.2	219	312	42.5	566	842	48.8	1,298	2,286	76.1	1.2	1.5
Kia	181	336	85.6	311	557	79.1	1,005	2,472	146.0	2,141	4,084	90.8	2.0	4.4
Land Rover	33	31	-6.1	145	203	40.0	220	246	11.8	1,319	1,549	17.4	0.4	0.4
Lexus	206	197	-4.4	986	926	-6.1	1,885	1,496	-20.6	8,123	6,814	-16.1	3.8	2.7
Lincoln	14	25	78.6	74	108	45.9	134	180	34.3	590	680	15.3	0.3	0.3
Mazda	94	113	20.2	386	525	36.0	749	766	2.3	2,892	3,096	7.1	1.5	1.4
Mercedes	318	264	-17.0	1,745	1,745	0.0	2,168	2,214	2.1	11,328	13,307	17.5	4.4	4.0
MINI	101	35	-65.3	360	192	-46.7	577	649	12.5	2,008	2,745	36.7	1.2	1.2
Mitsubishi	33	40	21.2	65	87	33.8	257	319	24.1	585	649	10.9	0.5	0.6
Nissan	498	643	29.1	1,125	1,556	38.3	3,891	4,848	24.6	8,424	11,345	34.7	7.9	8.7
Porsche	31	45	45.2	253	241	-4.7	239	301	25.9	1,431	1,792	25.2	0.5	0.5
Saab	0	0		6	1	-83.3	3	14	366.7	58	73	25.9	0.0	0.0
smart	6	2	-66.7	18	17	-5.6	56	38	-32.1	156	131	-16.0	0.1	0.1
Subaru	60	55	-8.3	239	238	-0.4	467	477	2.1	1,736	1,926	10.9	1.0	0.9
Suzuki	2	0		5	1	-80.0	14	6	-57.1	20	25	25.0	0.0	0.0
Toyota/Scion	1,900	1,451	-23.6	4,886	3,706	-24.2	13,213	12,076	-8.6	31,431	30,324	-3.5	26.9	21.7
Volkswagen	165	200	21.2	972	991	2.0	1,335	1,777	33.1	6,186	7,747	25.2	2.7	3.2
Volvo	27	30	11.1	123	164	33.3	219	216	-1.4	979	1,237	26.4	0.4	0.4
Others	17	12	-29.4	86	81	-5.8	159	62	-61.0	646	457	-29.3	0.3	0.1

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

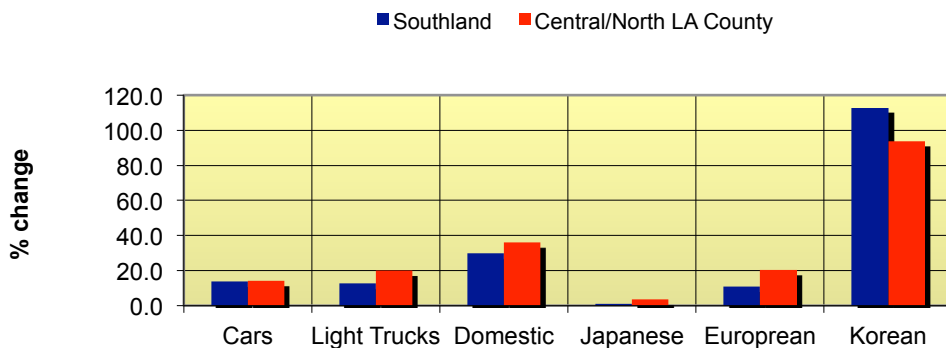
Data source: AutoCount data from Experian Automotive.

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



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

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



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