



L.A. Times/Cars.com Southland Auto Outlook™

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Comprehensive information on the Southland Area new retail vehicle market

Online inventory powered by

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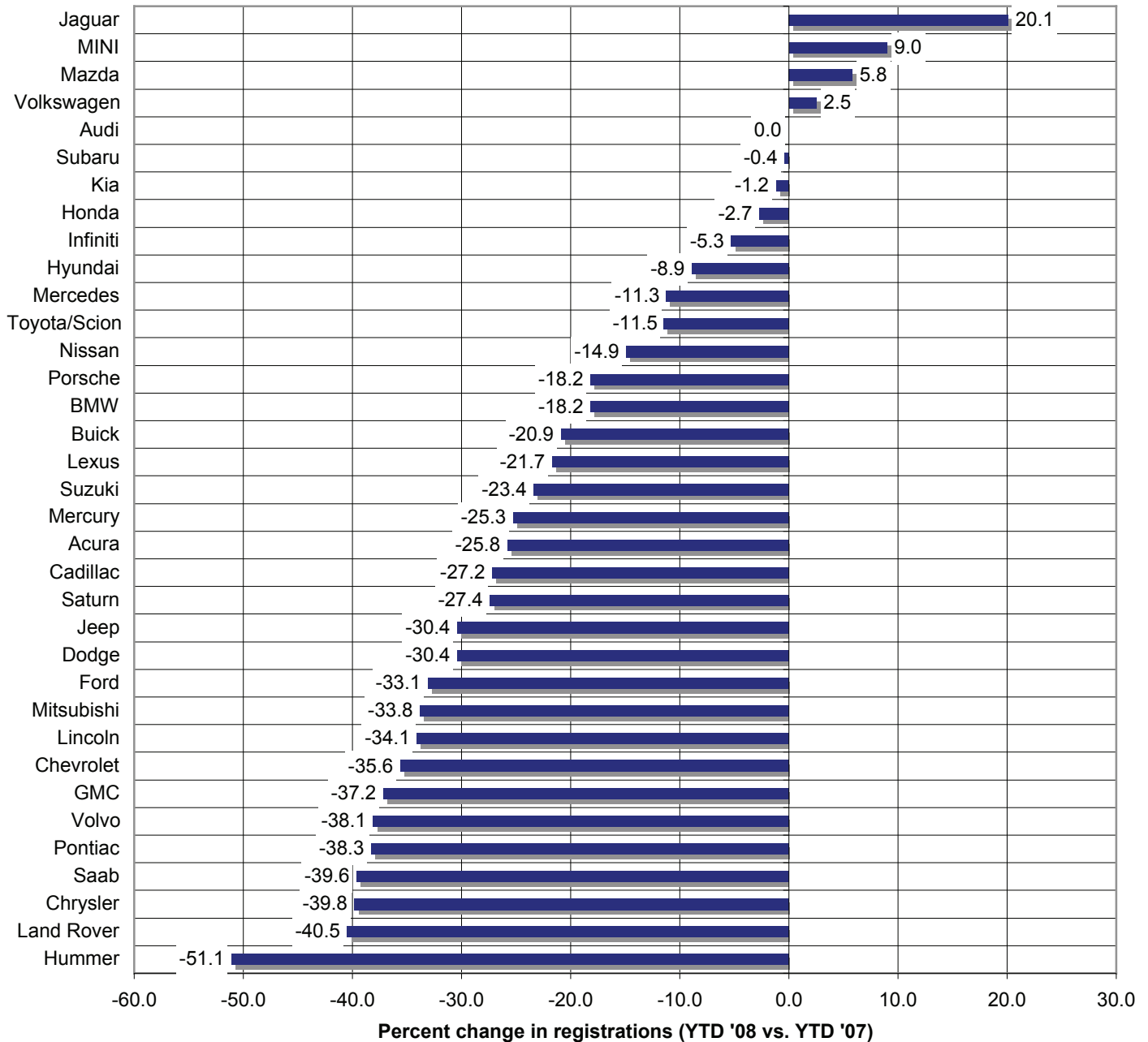
Covering Results thru September 2008



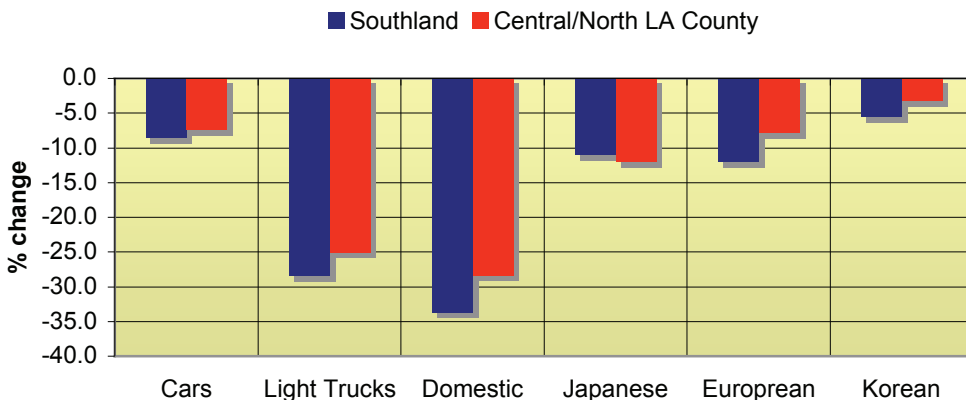
	New Vehicle Registrations - September						New Vehicle Registrations - YTD thru Sept.						Market Share	
	Southland			Central/North LA County			Southland			Central/North LA County			Southland	
	Sept. 2007	Sept. 2008	% change	Sept. 2007	Sept. 2008	% change	YTD 2007	YTD 2008	% change	YTD 2007	YTD 2008	% change	YTD 2007	YTD 2008
MARKET SUMMARY														
TOTAL	8,828	7,756	-12.1	24,694	22,511	-8.8	88,460	72,876	-17.6	237,961	203,523	-14.5		
Car	4,764	4,584	-3.8	15,027	14,532	-3.3	48,365	44,203	-8.6	143,947	133,090	-7.5	54.7	60.7
Light Truck	4,064	3,172	-21.9	9,667	7,979	-17.5	40,095	28,673	-28.5	94,014	70,433	-25.1	45.3	39.3
Domestic	2,576	1,772	-31.2	4,940	3,634	-26.4	25,453	16,869	-33.7	49,883	35,717	-28.4	28.8	23.1
Japanese	4,933	4,725	-4.2	13,869	13,266	-4.3	49,969	44,414	-11.1	133,337	117,147	-12.1	56.5	60.9
European	1,076	1,088	1.1	5,464	5,138	-6.0	11,095	9,756	-12.1	50,857	46,900	-7.8	12.5	13.4
Korean	243	171	-29.6	421	473	12.4	1,943	1,837	-5.5	3,884	3,759	-3.2	2.2	2.5
BRAND REGISTRATIONS														
Acura	167	132	-21.0	494	412	-16.6	1,666	1,237	-25.8	4,623	3,695	-20.1	1.9	1.7
Audi	87	97	11.5	533	473	-11.3	861	861	0.0	4,809	4,842	0.7	1.0	1.2
BMW	334	377	12.9	1,825	1,687	-7.6	3,570	2,919	-18.2	15,778	13,768	-12.7	4.0	4.0
Buick	26	22	-15.4	44	47	6.8	234	185	-20.9	418	403	-3.6	0.3	0.3
Cadillac	93	86	-7.5	250	151	-39.6	1,009	735	-27.2	2,851	2,191	-23.1	1.1	1.0
Chevrolet	665	494	-25.7	1,175	948	-19.3	6,629	4,270	-35.6	11,761	8,070	-31.4	7.5	5.9
Chrysler	242	75	-69.0	338	114	-66.3	1,864	1,123	-39.8	2,938	1,896	-35.5	2.1	1.5
Dodge	261	150	-42.5	481	271	-43.7	2,600	1,810	-30.4	4,533	2,936	-35.2	2.9	2.5
Ford	691	513	-25.8	1,409	1,188	-15.7	6,895	4,616	-33.1	13,879	10,965	-21.0	7.8	6.3
GMC	216	145	-32.9	384	269	-29.9	2,031	1,275	-37.2	3,444	2,344	-31.9	2.3	1.7
Honda	1,172	1,050	-10.4	3,436	3,257	-5.2	10,882	10,584	-2.7	30,468	28,848	-5.3	12.3	14.5
Hummer	23	14	-39.1	63	39	-38.1	262	128	-51.1	754	374	-50.4	0.3	0.2
Hyundai	148	92	-37.8	253	299	18.2	1,084	988	-8.9	2,044	1,925	-5.8	1.2	1.4
Infiniti	92	110	19.6	420	572	36.2	1,107	1,048	-5.3	4,308	4,584	6.4	1.3	1.4
Jaguar	14	17	21.4	76	93	22.4	144	173	20.1	853	911	6.8	0.2	0.2
Jeep	152	87	-42.8	321	167	-48.0	1,531	1,065	-30.4	3,384	2,502	-26.1	1.7	1.5
Kia	95	79	-16.8	168	174	3.6	859	849	-1.2	1,840	1,834	-0.3	1.0	1.2
Land Rover	53	28	-47.2	301	171	-43.2	519	309	-40.5	2,598	1,864	-28.3	0.6	0.4
Lexus	312	348	11.5	1,336	1,503	12.5	3,433	2,687	-21.7	13,612	11,354	-16.6	3.9	3.7
Lincoln	34	33	-2.9	136	140	2.9	434	286	-34.1	1,629	1,091	-33.0	0.5	0.4
Mazda	109	109	0.0	425	524	23.3	1,043	1,103	5.8	3,829	3,588	-6.3	1.2	1.5
Mercedes	268	255	-4.9	1,337	1,375	2.8	2,931	2,600	-11.3	14,037	13,010	-7.3	3.3	3.6
Mercury	11	15	36.4	43	62	44.2	194	145	-25.3	562	438	-22.1	0.2	0.2
MINI	65	50	-23.1	235	229	-2.6	476	519	9.0	1,630	2,111	29.5	0.5	0.7
Mitsubishi	40	38	-5.0	93	104	11.8	557	369	-33.8	1,312	807	-38.5	0.6	0.5
Nissan	634	671	5.8	1,759	1,686	-4.2	7,595	6,462	-14.9	15,981	13,967	-12.6	8.6	8.9
Other	19	50	163.2	83	156	88.0	321	348	8.4	1,096	1,466	33.8	0.4	0.5
Pontiac	34	22	-35.3	63	67	6.3	423	261	-38.3	908	635	-30.1	0.5	0.4
Porsche	33	26	-21.2	157	116	-26.1	330	270	-18.2	1,717	1,392	-18.9	0.4	0.4
Saab	7	2	-71.4	66	13	-80.3	91	55	-39.6	668	317	-52.5	0.1	0.1
Saturn	121	116	-4.1	225	171	-24.0	1,268	920	-27.4	2,625	1,774	-32.4	1.4	1.3
Subaru	14	42	200.0	127	178	40.2	285	284	-0.4	1,054	1,200	13.9	0.3	0.4
Suzuki	23	13	-43.5	18	4	-77.8	273	209	-23.4	317	185	-41.6	0.3	0.3
Toyota/Scion	2,366	2,204	-6.8	5,750	5,011	-12.9	23,011	20,356	-11.5	57,673	48,767	-15.4	26.0	27.9
Volkswagen	134	153	14.2	554	650	17.3	1,378	1,412	2.5	5,256	5,704	8.5	1.6	1.9
Volvo	73	41	-43.8	316	190	-39.9	670	415	-38.1	2,772	1,765	-36.3	0.8	0.6

The table above shows new retail light vehicle registrations in the Southland and Central/North LA County areas for the following time periods: September 2007 and 2008, and year-to-date thru September for 2007 and 2008. **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 2008 thru September vs. YTD 2007)



Percent Change in New Retail Light Vehicle Registrations (YTD 2008 thru September vs. YTD 2007)



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