



# 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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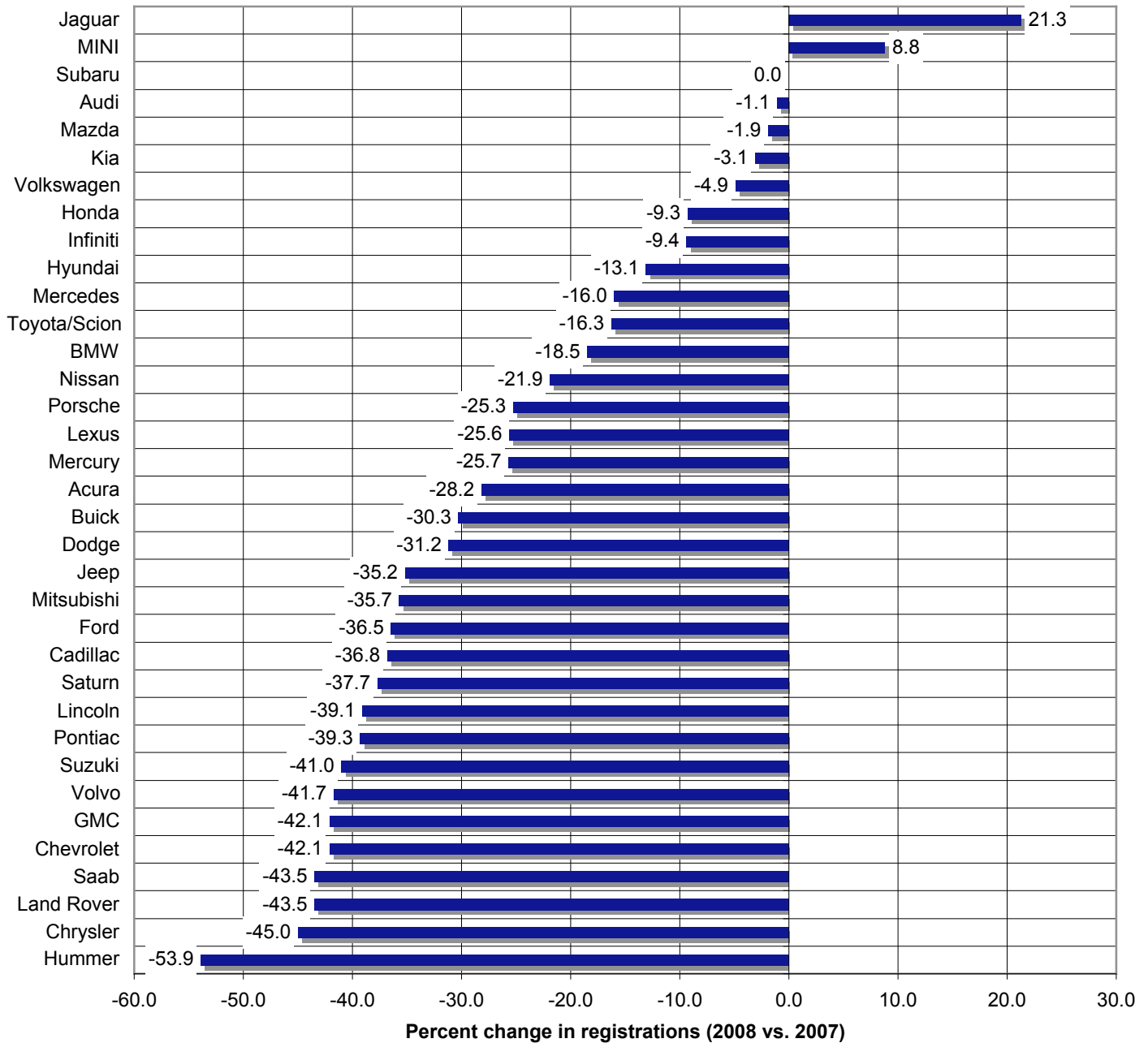
Covering Results thru December 2008

|                            | New Vehicle Registrations - December |          |          |                         |          |          | New Vehicle Registrations - Annual Totals |        |          |                         |         |          | Market Share |      |
|----------------------------|--------------------------------------|----------|----------|-------------------------|----------|----------|---|--------|----------|-------------------------|---------|----------|--------------|------|
|                            | Southland                            |          |          | Central/North LA County |          |          | Southland                                 |        |          | Central/North LA County |         |          | Southland    |      |
|                            | Dec 2007                             | Dec 2008 | % change | Dec 2007                | Dec 2008 | % change | 2007                                      | 2008   | % change | 2007                    | 2008    | % change | 2007         | 2008 |
| <b>MARKET SUMMARY</b>      |                                      |          |          |                         |          |          |   |        |          |                         |         |          |              |      |
| TOTAL                      | 7,698                                | 5,165    | -32.9    | 20,085                  | 15,325   | -23.7    | 114,281                                   | 88,489 | -22.6    | 306,594                 | 249,328 | -18.7    |              |      |
| Car                        | 4,397                                | 2,978    | -32.3    | 12,487                  | 9,841    | -21.2    | 62,843                                    | 53,512 | -14.8    | 185,797                 | 162,725 | -12.4    | 55.0         | 60.5 |
| Light Truck                | 3,301                                | 2,187    | -33.7    | 7,598                   | 5,484    | -27.8    | 51,438                                    | 34,977 | -32.0    | 120,797                 | 86,603  | -28.3    | 45.0         | 39.5 |
| Domestic                   | 2,145                                | 1,238    | -42.3    | 4,170                   | 2,340    | -43.9    | 33,146                                    | 20,315 | -38.7    | 64,221                  | 42,623  | -33.6    | 29.0         | 23.0 |
| Japanese                   | 4,390                                | 2,917    | -33.6    | 10,804                  | 8,265    | -23.5    | 64,302                                    | 53,705 | -16.5    | 170,960                 | 142,882 | -16.4    | 56.3         | 60.7 |
| European                   | 1,001                                | 858      | -14.3    | 4,813                   | 4,442    | -7.7     | 14,362                                    | 12,215 | -14.9    | 66,548                  | 59,196  | -11.0    | 12.6         | 13.8 |
| Korean                     | 162                                  | 152      | -6.2     | 298                     | 278      | -6.7     | 2,471                                     | 2,254  | -8.8     | 4,865                   | 4,627   | -4.9     | 2.2          | 2.5  |
| <b>BRAND REGISTRATIONS</b> |                                      |          |          |                         |          |          |   |        |          |                         |         |          |              |      |
| Acura                      | 120                                  | 80       | -33.3    | 363                     | 277      | -23.7    | 2,099                                     | 1,507  | -28.2    | 5,818                   | 4,521   | -22.3    | 1.8          | 1.7  |
| Audi                       | 69                                   | 69       | 0.0      | 379                     | 483      | 27.4     | 1,098                                     | 1,086  | -1.1     | 6,145                   | 6,099   | -0.7     | 1.0          | 1.2  |
| BMW                        | 327                                  | 286      | -12.5    | 1,497                   | 1,221    | -18.4    | 4,564                                     | 3,721  | -18.5    | 20,514                  | 17,337  | -15.5    | 4.0          | 4.2  |
| Buick                      | 25                                   | 22       | -12.0    | 62                      | 33       | -46.8    | 333                                       | 232    | -30.3    | 584                     | 495     | -15.2    | 0.3          | 0.3  |
| Cadillac                   | 100                                  | 39       | -61.0    | 278                     | 119      | -57.2    | 1,359                                     | 859    | -36.8    | 3,793                   | 2,525   | -33.4    | 1.2          | 1.0  |
| Chevrolet                  | 575                                  | 320      | -44.3    | 902                     | 523      | -42.0    | 8,997                                     | 5,213  | -42.1    | 15,095                  | 9,643   | -36.1    | 7.9          | 5.9  |
| Chrysler                   | 141                                  | 60       | -57.4    | 256                     | 111      | -56.6    | 2,337                                     | 1,286  | -45.0    | 3,801                   | 2,193   | -42.3    | 2.0          | 1.5  |
| Dodge                      | 179                                  | 151      | -15.6    | 322                     | 226      | -29.8    | 3,280                                     | 2,256  | -31.2    | 5,742                   | 3,616   | -37.0    | 2.9          | 2.5  |
| Ford                       | 624                                  | 371      | -40.5    | 1,191                   | 778      | -34.7    | 8,825                                     | 5,602  | -36.5    | 17,743                  | 13,233  | -25.4    | 7.7          | 6.3  |
| GMC                        | 140                                  | 83       | -40.7    | 301                     | 187      | -37.9    | 2,625                                     | 1,520  | -42.1    | 4,629                   | 2,837   | -38.7    | 2.3          | 1.7  |
| Honda                      | 1,010                                | 689      | -31.8    | 2,542                   | 1,952    | -23.2    | 14,059                                    | 12,753 | -9.3     | 38,941                  | 35,044  | -10.0    | 12.3         | 14.4 |
| Hummer                     | 22                                   | 6        | -72.7    | 73                      | 14       | -80.8    | 321                                       | 148    | -53.9    | 990                     | 426     | -57.0    | 0.3          | 0.2  |
| Hyundai                    | 95                                   | 83       | -12.6    | 189                     | 155      | -18.0    | 1,409                                     | 1,225  | -13.1    | 2,616                   | 2,434   | -7.0     | 1.2          | 1.4  |
| Infiniti                   | 116                                  | 80       | -31.0    | 375                     | 428      | 14.1     | 1,452                                     | 1,315  | -9.4     | 5,615                   | 5,780   | 2.9      | 1.3          | 1.5  |
| Jaguar                     | 13                                   | 10       | -23.1    | 60                      | 90       | 50.0     | 174                                       | 211    | 21.3     | 1,094                   | 1,153   | 5.4      | 0.2          | 0.2  |
| Jeep                       | 117                                  | 74       | -36.8    | 324                     | 135      | -58.3    | 1,924                                     | 1,247  | -35.2    | 4,378                   | 2,933   | -33.0    | 1.7          | 1.4  |
| Kia                        | 67                                   | 69       | 3.0      | 109                     | 123      | 12.8     | 1,062                                     | 1,029  | -3.1     | 2,249                   | 2,193   | -2.5     | 0.9          | 1.2  |
| Land Rover                 | 48                                   | 31       | -35.4    | 248                     | 184      | -25.8    | 674                                       | 381    | -43.5    | 3,426                   | 2,369   | -30.9    | 0.6          | 0.4  |
| Lexus                      | 323                                  | 213      | -34.1    | 1,203                   | 1,169    | -2.8     | 4,416                                     | 3,287  | -25.6    | 17,355                  | 14,245  | -17.9    | 3.9          | 3.7  |
| Lincoln                    | 41                                   | 24       | -41.5    | 122                     | 88       | -27.9    | 573                                       | 349    | -39.1    | 2,047                   | 1,323   | -35.4    | 0.5          | 0.4  |
| Mazda                      | 84                                   | 74       | -11.9    | 313                     | 203      | -35.1    | 1,352                                     | 1,326  | -1.9     | 4,890                   | 4,316   | -11.7    | 1.2          | 1.5  |
| Mercedes                   | 309                                  | 238      | -23.0    | 1,539                   | 1,266    | -17.7    | 3,899                                     | 3,277  | -16.0    | 18,875                  | 16,495  | -12.6    | 3.4          | 3.7  |
| Mercury                    | 18                                   | 22       | 22.2     | 46                      | 24       | -47.8    | 245                                       | 182    | -25.7    | 719                     | 523     | -27.3    | 0.2          | 0.2  |
| MINI                       | 37                                   | 60       | 62.2     | 152                     | 277      | 82.2     | 634                                       | 690    | 8.8      | 2,198                   | 2,768   | 25.9     | 0.6          | 0.8  |
| Mitsubishi                 | 44                                   | 28       | -36.4    | 79                      | 55       | -30.4    | 703                                       | 452    | -35.7    | 1,574                   | 986     | -37.4    | 0.6          | 0.5  |
| Nissan                     | 593                                  | 357      | -39.8    | 1,231                   | 771      | -37.4    | 9,641                                     | 7,531  | -21.9    | 20,943                  | 16,359  | -21.9    | 8.4          | 8.5  |
| Other                      | 37                                   | 30       | -18.9    | 132                     | 109      | -17.4    | 427                                       | 435    | 1.9      | 1,440                   | 1,866   | 29.6     | 0.4          | 0.5  |
| Pontiac                    | 25                                   | 21       | -16.0    | 71                      | 33       | -53.5    | 516                                       | 313    | -39.3    | 1,119                   | 741     | -33.8    | 0.5          | 0.4  |
| Porsche                    | 25                                   | 15       | -40.0    | 149                     | 146      | -2.0     | 435                                       | 325    | -25.3    | 2,200                   | 1,749   | -20.5    | 0.4          | 0.4  |
| Saab                       | 4                                    | 2        | -50.0    | 58                      | 18       | -69.0    | 115                                       | 65     | -43.5    | 855                     | 372     | -56.5    | 0.1          | 0.1  |
| Saturn                     | 124                                  | 45       | -63.7    | 196                     | 69       | -64.8    | 1,699                                     | 1,058  | -37.7    | 3,328                   | 2,037   | -38.8    | 1.5          | 1.2  |
| Subaru                     | 30                                   | 39       | 30.0     | 77                      | 190      | 146.8    | 384                                       | 384    | 0.0      | 1,345                   | 1,647   | 22.5     | 0.3          | 0.4  |
| Suzuki                     | 30                                   | 2        | -93.3    | 25                      | 7        | -72.0    | 376                                       | 222    | -41.0    | 391                     | 195     | -50.1    | 0.3          | 0.3  |
| Toyota/Scion               | 2,030                                | 1,352    | -33.4    | 4,572                   | 3,206    | -29.9    | 29,671                                    | 24,836 | -16.3    | 73,866                  | 59,599  | -19.3    | 26.0         | 28.1 |
| Volkswagen                 | 97                                   | 77       | -20.6    | 429                     | 454      | 5.8      | 1,764                                     | 1,677  | -4.9     | 6,729                   | 7,074   | 5.1      | 1.5          | 1.9  |
| Volvo                      | 59                                   | 43       | -27.1    | 220                     | 201      | -8.6     | 839                                       | 489    | -41.7    | 3,547                   | 2,202   | -37.9    | 0.7          | 0.6  |

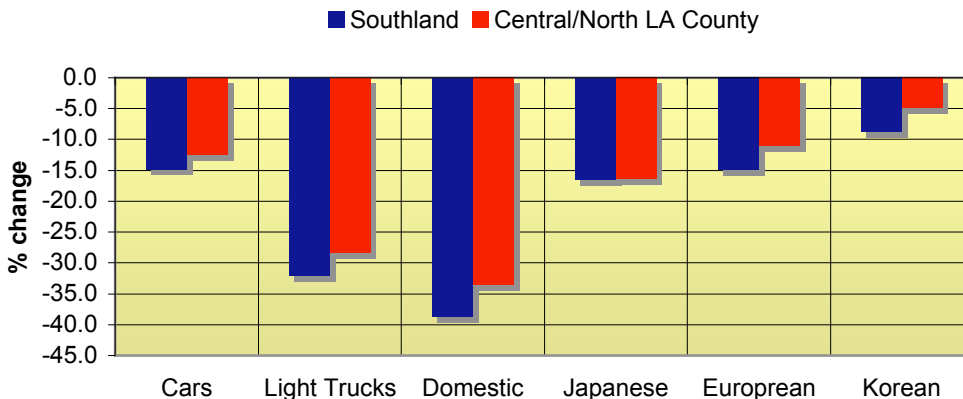
The table above shows new retail light vehicle registrations in the Southland and Central/North LA County areas for the following time periods: December 2007 and 2008, and annual totals for 2007 and 2008. **Please keep in mind that monthly registration figures for area markets can occasionally be subject 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 (2008 vs. 2007)



### Percent Change in New Retail Light Vehicle Registrations (2008 vs. 2007)



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