



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

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## Los Angeles Times

Comprehensive information on the Southland Area new retail vehicle market

Online inventory powered by

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Covering Results thru May 2008

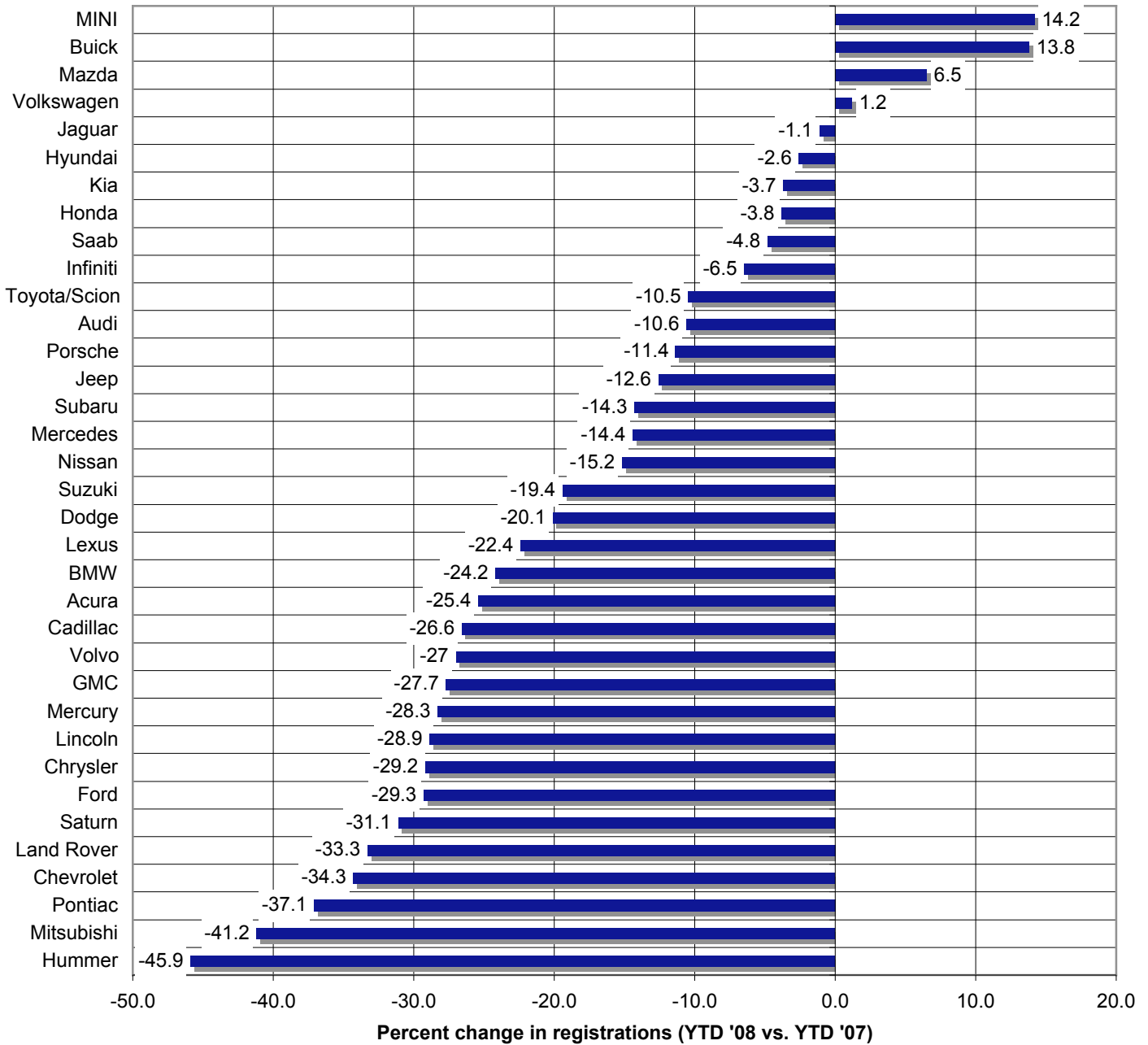


	New Vehicle Registrations - May						New Vehicle Registrations - YTD thru May						Market Share	
	Southland			Central/North LA County			Southland			Central/North LA County			Southland	
	May 2007	May 2008	% change	May 2007	May 2008	% change	YTD 2007	YTD 2008	% change	YTD 2007	YTD 2008	% change	YTD 2007	YTD 2008
<b>MARKET SUMMARY</b>														
TOTAL	10,080	8,123	-19.4	26,521	22,202	-16.3	49,248	41,135	-16.5	130,932	113,615	-13.2		
Car	5,593	5,015	-10.3	16,110	14,839	-7.9	26,800	24,206	-9.7	78,471	71,864	-8.4	54.4	58.8
Light Truck	4,487	3,108	-30.7	10,411	7,363	-29.3	22,448	16,929	-24.6	52,461	41,751	-20.4	45.6	41.2
Domestic	2,846	1,887	-33.7	5,533	3,730	-32.6	13,981	10,013	-28.4	27,790	21,618	-22.2	28.4	24.3
Japanese	5,717	4,986	-12.8	14,931	12,792	-14.3	27,856	24,723	-11.2	72,585	63,944	-11.9	56.6	60.1
European	1,287	1,042	-19.0	5,584	5,291	-5.2	6,457	5,475	-15.2	28,528	26,221	-8.1	13.1	13.3
Korean	230	208	-9.6	473	389	-17.8	954	924	-3.1	2,029	1,832	-9.7	1.9	2.2
<b>BRAND REGISTRATIONS</b>														
Acura	202	166	-17.8	513	378	-26.3	962	718	-25.4	2,550	2,166	-15.1	2.0	1.7
Audi	83	80	-3.6	548	550	0.4	526	470	-10.6	2,730	2,774	1.6	1.1	1.1
BMW	443	289	-34.8	1,702	1,537	-9.7	2,078	1,576	-24.2	8,810	7,732	-12.2	4.2	3.8
Buick	23	15	-34.8	39	31	-20.5	109	124	13.8	227	261	15.0	0.2	0.3
Cadillac	109	81	-25.7	329	243	-26.1	610	448	-26.6	1,605	1,464	-8.8	1.2	1.1
Chevrolet	718	475	-33.8	1,236	837	-32.3	3,745	2,459	-34.3	6,725	4,659	-30.7	7.6	6.0
Chrysler	238	146	-38.7	365	218	-40.3	1,034	732	-29.2	1,681	1,269	-24.5	2.1	1.8
Dodge	282	217	-23.0	529	301	-43.1	1,371	1,095	-20.1	2,559	1,801	-29.6	2.8	2.7
Ford	788	498	-36.8	1,539	1,063	-30.9	3,714	2,625	-29.3	7,412	6,405	-13.6	7.5	6.4
GMC	211	118	-44.1	359	244	-32.0	1,055	763	-27.7	1,909	1,426	-25.3	2.1	1.9
Honda	1,264	1,195	-5.5	3,414	3,220	-5.7	5,929	5,706	-3.8	16,349	15,028	-8.1	12.0	13.9
Hummer	30	15	-50.0	67	26	-61.2	159	86	-45.9	435	259	-40.5	0.3	0.2
Hyundai	136	103	-24.3	226	206	-8.8	494	481	-2.6	977	927	-5.1	1.0	1.2
Infiniti	126	114	-9.5	495	513	3.6	662	619	-6.5	2,448	2,544	3.9	1.3	1.5
Isuzu	11	8	-27.3	5	7	40.0	67	41	-38.8	107	64	-40.2	0.1	0.1
Jaguar	12	23	91.7	94	130	38.3	92	91	-1.1	491	477	-2.9	0.2	0.2
Jeep	169	130	-23.1	420	301	-28.3	818	715	-12.6	1,868	1,658	-11.2	1.7	1.7
Kia	94	105	11.7	247	183	-25.9	460	443	-3.7	1,052	905	-14.0	0.9	1.1
Land Rover	72	38	-47.2	285	203	-28.8	300	200	-33.3	1,400	1,167	-16.6	0.6	0.5
Lexus	353	251	-28.9	1,412	929	-34.2	1,973	1,532	-22.4	7,649	6,158	-19.5	4.0	3.7
Lincoln	50	32	-36.0	172	122	-29.1	249	177	-28.9	923	663	-28.2	0.5	0.4
Mazda	111	130	17.1	394	374	-5.1	569	606	6.5	2,011	1,915	-4.8	1.2	1.5
Mercedes	324	302	-6.8	1,504	1,475	-1.9	1,797	1,539	-14.4	8,444	7,320	-13.3	3.6	3.7
Mercury	17	20	17.6	55	59	7.3	120	86	-28.3	308	283	-8.1	0.2	0.2
MINI	57	74	29.8	181	261	44.2	240	274	14.2	792	1,071	35.2	0.5	0.7
Mitsubishi	74	73	-1.4	211	83	-60.7	352	207	-41.2	823	413	-49.8	0.7	0.5
Nissan	919	739	-19.6	1,815	1,525	-16.0	4,387	3,721	-15.2	8,361	7,850	-6.1	8.9	9.0
Other	27	41	51.9	133	196	47.4	113	150	32.7	496	684	37.9	0.2	0.4
Pontiac	48	36	-25.0	110	57	-48.2	240	151	-37.1	569	356	-37.4	0.5	0.4
Porsche	39	26	-33.3	189	169	-10.6	176	156	-11.4	933	806	-13.6	0.4	0.4
Saab	7	5	-28.6	50	30	-40.0	42	40	-4.8	337	186	-44.8	0.1	0.1
Saturn	149	94	-36.9	289	205	-29.1	729	502	-31.1	1,507	1,016	-32.6	1.5	1.2
Subaru	32	26	-18.8	102	134	31.4	161	138	-14.3	568	598	5.3	0.3	0.3
Suzuki	49	28	-42.9	36	24	-33.3	160	129	-19.4	192	110	-42.7	0.3	0.3
Toyota/Scion	2,575	2,255	-12.4	6,532	5,602	-14.2	12,630	11,300	-10.5	31,523	27,082	-14.1	25.6	27.5
Volkswagen	186	140	-24.7	632	585	-7.4	758	767	1.2	2,766	3,049	10.2	1.5	1.9
Volvo	52	35	-32.7	292	181	-38.0	367	268	-27.0	1,395	1,069	-23.4	0.7	0.7

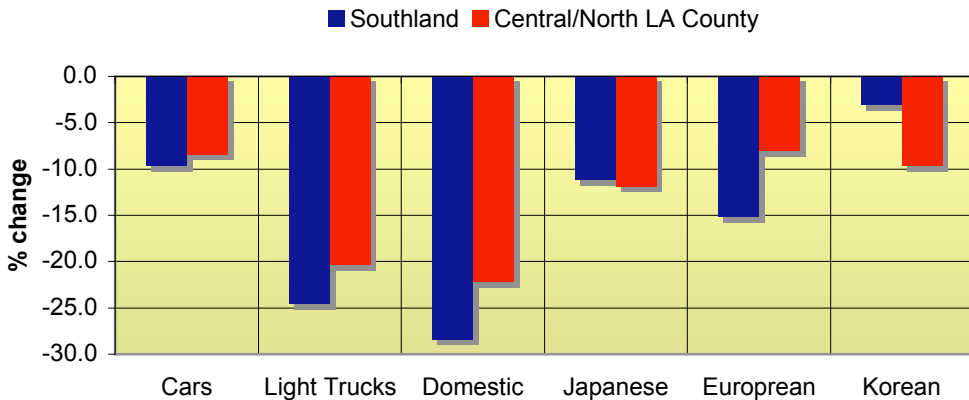
The table above shows new retail light vehicle registrations in the Southland and Central/North LA County areas for the following time periods: May 2007 and 2008, and year-to-date thru May for 2007 and 2008. **Please keep in mind that monthly registration figures for area markets can occasionally be 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 May vs. YTD 2007)**



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



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