



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

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Comprehensive information on the Southland Area new retail vehicle market

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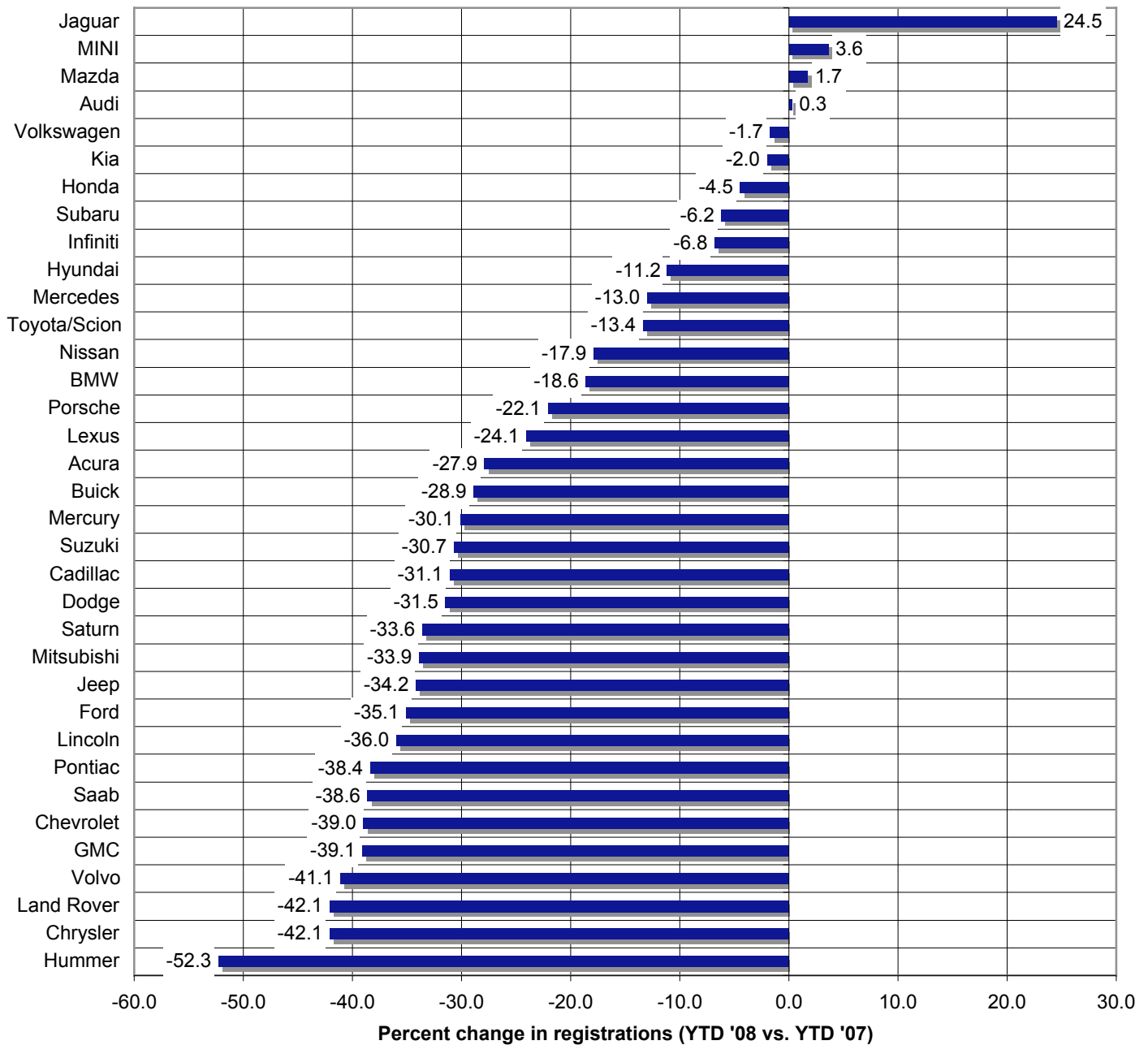
Released: November 2008

Covering Results thru October 2008

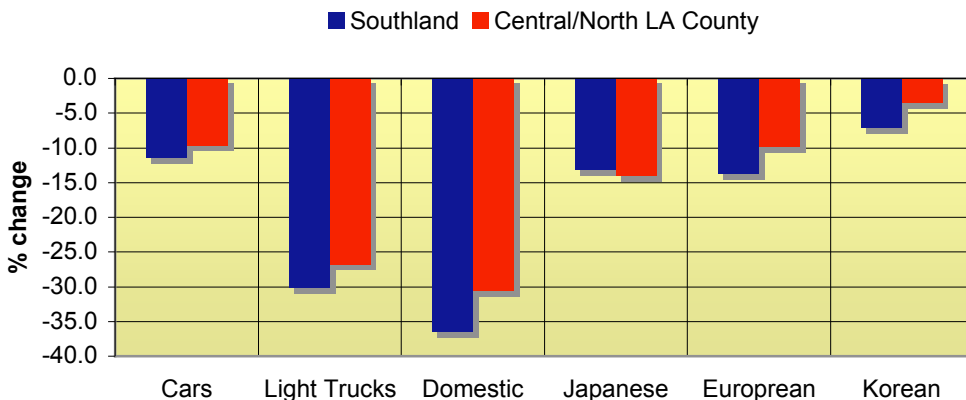
	New Vehicle Registrations - October						New Vehicle Registrations - YTD thru October						Market Share	
	Southland			Central/North LA County			Southland			Central/North LA County			Southland	
	Oct. 2007	Oct. 2008	% change	Oct. 2007	Oct. 2008	% change	YTD 2007	YTD 2008	% change	YTD 2007	YTD 2008	% change	YTD 2007	YTD 2008
MARKET SUMMARY														
TOTAL	10,201	6,144	-39.8	27,601	18,360	-33.5	98,661	79,020	-19.9	265,562	221,883	-16.4		
Car	5,750	3,709	-35.5	16,550	11,894	-28.1	54,115	47,912	-11.5	160,497	144,984	-9.7	54.8	60.6
Light Truck	4,451	2,435	-45.3	11,051	6,466	-41.5	44,546	31,108	-30.2	105,065	76,899	-26.8	45.2	39.4
Domestic	3,171	1,312	-58.6	5,664	2,854	-49.6	28,624	18,181	-36.5	55,547	38,571	-30.6	29.0	23.0
Japanese	5,563	3,767	-32.3	15,306	10,587	-30.8	55,532	48,181	-13.2	148,643	127,734	-14.1	56.3	61.0
European	1,257	905	-28.0	6,224	4,536	-27.1	12,352	10,661	-13.7	57,081	51,436	-9.9	12.5	13.5
Korean	210	160	-23.8	407	383	-5.9	2,153	1,997	-7.2	4,291	4,142	-3.5	2.2	2.5
BRAND REGISTRATIONS														
Acura	172	88	-48.8	455	313	-31.2	1,838	1,325	-27.9	5,078	4,008	-21.1	1.9	1.7
Audi	95	98	3.2	533	462	-13.3	956	959	0.3	5,342	5,304	-0.7	1.0	1.2
BMW	354	276	-22.0	1,789	1,279	-28.5	3,924	3,195	-18.6	17,567	15,047	-14.3	4.0	4.0
Buick	46	14	-69.6	47	36	-23.4	280	199	-28.9	465	439	-5.6	0.3	0.3
Cadillac	134	53	-60.4	369	134	-63.7	1,143	788	-31.1	3,220	2,325	-27.8	1.2	1.0
Chevrolet	1,067	424	-60.3	1,309	679	-48.1	7,696	4,694	-39.0	13,070	8,749	-33.1	7.8	5.9
Chrysler	191	66	-65.4	364	125	-65.7	2,055	1,189	-42.1	3,302	2,021	-38.8	2.1	1.5
Dodge	284	165	-41.9	539	287	-46.8	2,884	1,975	-31.5	5,072	3,223	-36.5	2.9	2.5
Ford	708	318	-55.1	1,487	881	-40.8	7,603	4,934	-35.1	15,366	11,846	-22.9	7.7	6.2
GMC	230	103	-55.2	500	198	-60.4	2,261	1,378	-39.1	3,944	2,542	-35.5	2.3	1.7
Honda	1,103	859	-22.1	3,356	2,529	-24.6	11,985	11,443	-4.5	33,824	31,377	-7.2	12.1	14.5
Hummer	21	7	-66.7	85	24	-71.8	283	135	-52.3	839	398	-52.6	0.3	0.2
Hyundai	139	98	-29.5	247	222	-10.1	1,223	1,086	-11.2	2,291	2,147	-6.3	1.2	1.4
Infiniti	140	114	-18.6	493	484	-1.8	1,247	1,162	-6.8	4,801	5,068	5.6	1.3	1.5
Jaguar	11	20	81.8	109	93	-14.7	155	193	24.5	962	1,004	4.4	0.2	0.2
Jeep	169	54	-68.0	364	168	-53.8	1,700	1,119	-34.2	3,748	2,670	-28.8	1.7	1.4
Kia	71	62	-12.7	160	161	0.6	930	911	-2.0	2,000	1,995	-0.3	0.9	1.2
Land Rover	58	25	-56.9	360	198	-45.0	577	334	-42.1	2,958	2,062	-30.3	0.6	0.4
Lexus	400	222	-44.5	1,512	957	-36.7	3,833	2,909	-24.1	15,124	12,311	-18.6	3.9	3.7
Lincoln	50	24	-52.0	151	96	-36.4	484	310	-36.0	1,780	1,187	-33.3	0.5	0.4
Mazda	127	87	-31.5	427	322	-24.6	1,170	1,190	1.7	4,256	3,910	-8.1	1.2	1.5
Mercedes	366	269	-26.5	1,916	1,308	-31.7	3,297	2,869	-13.0	15,953	14,318	-10.2	3.3	3.6
Mercury	25	8	-68.0	52	40	-23.1	219	153	-30.1	614	478	-22.1	0.2	0.2
MINI	73	50	-31.5	230	205	-10.9	549	569	3.6	1,860	2,316	24.5	0.6	0.7
Mitsubishi	56	36	-35.7	107	78	-27.1	613	405	-33.9	1,419	885	-37.6	0.6	0.5
Nissan	803	432	-46.2	2,015	1,005	-50.1	8,398	6,894	-17.9	17,996	14,972	-16.8	8.5	8.7
Other	35	19	-45.7	113	166	46.9	356	367	3.1	1,209	1,632	35.0	0.4	0.5
Pontiac	38	23	-39.5	71	46	-35.2	461	284	-38.4	979	681	-30.4	0.5	0.4
Porsche	45	22	-51.1	175	118	-32.6	375	292	-22.1	1,892	1,510	-20.2	0.4	0.4
Saab	10	7	-30.0	86	25	-70.9	101	62	-38.6	754	342	-54.6	0.1	0.1
Saturn	198	53	-73.2	312	140	-55.1	1,466	973	-33.6	2,937	1,914	-34.8	1.5	1.2
Subaru	52	32	-38.5	142	143	0.7	337	316	-6.2	1,196	1,343	12.3	0.3	0.4
Suzuki	40	8	-80.0	31	2	-93.5	313	217	-30.7	348	187	-46.3	0.3	0.3
Toyota/Scion	2,659	1,884	-29.1	6,747	4,740	-29.7	25,670	22,240	-13.4	64,420	53,507	-16.9	26.0	28.1
Volkswagen	168	107	-36.3	631	548	-13.2	1,546	1,519	-1.7	5,887	6,252	6.2	1.6	1.9
Volvo	63	17	-73.0	317	148	-53.3	733	432	-41.1	3,089	1,913	-38.1	0.7	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: October 2007 and 2008, and year-to-date thru October 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 October vs. YTD 2007)



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



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