



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 April 2008

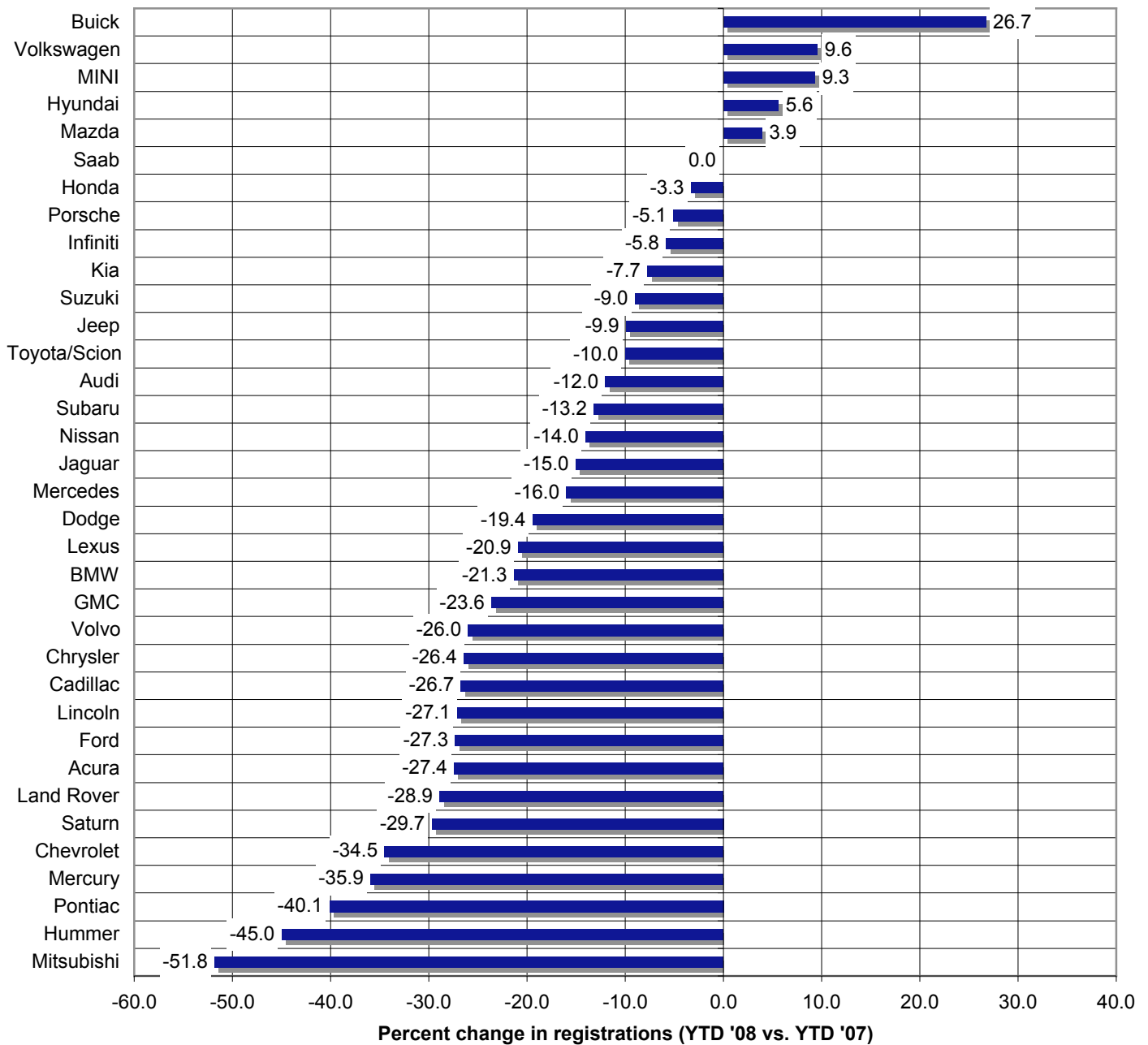


	New Vehicle Registrations - April						New Vehicle Registrations - YTD thru April						Market Share	
	Southland			Central/North LA County			Southland			Central/North LA County			Southland	
	April 2007	April 2008	% change	April 2007	April 2008	% change	YTD 2007	YTD 2008	% change	YTD 2007	YTD 2008	% change	YTD 2007	YTD 2008
MARKET SUMMARY														
TOTAL	9,812	9,035	-7.9	25,809	25,063	-2.9	39,168	33,012	-15.7	104,411	91,413	-12.4		
Car	5,353	5,403	0.9	15,485	16,070	3.8	21,207	19,191	-9.5	62,361	57,025	-8.6	54.1	58.1
Light Truck	4,459	3,632	-18.5	10,324	8,993	-12.9	17,961	13,821	-23.0	42,050	34,388	-18.2	45.9	41.9
Domestic	2,825	2,079	-26.4	5,446	4,691	-13.9	11,135	8,126	-27.0	22,257	17,888	-19.6	28.4	24.6
Japanese	5,653	5,505	-2.6	14,711	14,001	-4.8	22,139	19,737	-10.8	57,654	51,152	-11.3	56.5	59.8
European	1,166	1,228	5.3	5,255	5,896	12.2	5,170	4,433	-14.3	22,944	20,930	-8.8	13.2	13.4
Korean	168	223	32.7	397	475	19.6	724	716	-1.1	1,556	1,443	-7.3	1.8	2.2
BRAND REGISTRATIONS														
Acura	175	129	-26.3	503	430	-14.5	760	552	-27.4	2,037	1,788	-12.2	1.9	1.7
Audi	83	87	4.8	406	641	57.9	443	390	-12.0	2,182	2,224	1.9	1.1	1.2
BMW	366	340	-7.1	1,722	1,639	-4.8	1,635	1,287	-21.3	7,108	6,195	-12.8	4.2	3.9
Buick	15	28	86.7	50	62	24.0	86	109	26.7	188	230	22.3	0.2	0.3
Cadillac	140	111	-20.7	330	374	13.3	501	367	-26.7	1,276	1,221	-4.3	1.3	1.1
Chevrolet	754	515	-31.7	1,360	957	-29.6	3,027	1,984	-34.5	5,489	3,822	-30.4	7.7	6.0
Chrysler	213	133	-37.6	311	237	-23.8	796	586	-26.4	1,316	1,051	-20.1	2.0	1.8
Dodge	342	211	-38.3	504	402	-20.2	1,089	878	-19.4	2,030	1,500	-26.1	2.8	2.7
Ford	718	540	-24.8	1,410	1,377	-2.3	2,926	2,127	-27.3	5,873	5,342	-9.0	7.5	6.4
GMC	189	182	-3.7	367	334	-9.0	844	645	-23.6	1,550	1,182	-23.7	2.2	2.0
Honda	1,333	1,220	-8.5	3,240	3,387	4.5	4,665	4,511	-3.3	12,935	11,808	-8.7	11.9	13.7
Hummer	31	22	-29.0	61	61	0.0	129	71	-45.0	368	233	-36.7	0.3	0.2
Hyundai	93	148	59.1	176	277	57.4	358	378	5.6	751	721	-4.0	0.9	1.1
Infiniti	132	158	19.7	567	638	12.5	536	505	-5.8	1,953	2,031	4.0	1.4	1.5
Isuzu	11	10	-9.1	21	13	-38.1	56	33	-41.1	102	57	-44.1	0.1	0.1
Jaguar	10	29	190.0	82	124	51.2	80	68	-15.0	397	347	-12.6	0.2	0.2
Jeep	166	150	-9.6	352	355	0.9	649	585	-9.9	1,448	1,357	-6.3	1.7	1.8
Kia	75	75	0.0	221	198	-10.4	366	338	-7.7	805	722	-10.3	0.9	1.0
Land Rover	54	41	-24.1	268	247	-7.8	228	162	-28.9	1,115	964	-13.5	0.6	0.5
Lexus	370	299	-19.2	1,481	1,202	-18.8	1,620	1,281	-20.9	6,237	5,229	-16.2	4.1	3.9
Lincoln	41	34	-17.1	170	157	-7.6	199	145	-27.1	751	541	-28.0	0.5	0.4
Mazda	142	136	-4.2	383	440	14.9	458	476	3.9	1,617	1,541	-4.7	1.2	1.4
Mercedes	316	353	11.7	1,521	1,570	3.2	1,473	1,237	-16.0	6,940	5,845	-15.8	3.8	3.7
Mercury	32	13	-59.4	53	59	11.3	103	66	-35.9	253	224	-11.5	0.3	0.2
MINI	44	55	25.0	153	245	60.1	183	200	9.3	611	810	32.6	0.5	0.6
Mitsubishi	75	43	-42.7	154	98	-36.4	278	134	-51.8	612	330	-46.1	0.7	0.4
Nissan	908	964	6.2	1,761	1,805	2.5	3,468	2,982	-14.0	6,546	6,325	-3.4	8.9	9.0
Other	35	42	20.0	113	144	27.4	86	109	26.7	363	488	34.4	0.2	0.3
Pontiac	42	39	-7.1	122	91	-25.4	192	115	-40.1	459	299	-34.9	0.5	0.3
Porsche	41	40	-2.4	179	162	-9.5	137	130	-5.1	744	637	-14.4	0.3	0.4
Saab	7	11	57.1	85	42	-50.6	35	35	0.0	287	156	-45.6	0.1	0.1
Saturn	128	86	-32.8	320	206	-35.6	580	408	-29.7	1,218	811	-33.4	1.5	1.2
Subaru	24	34	41.7	103	136	32.0	129	112	-13.2	466	464	-0.4	0.3	0.3
Suzuki	22	30	36.4	47	26	-44.7	111	101	-9.0	156	86	-44.9	0.3	0.3
Toyota/Scion	2,458	2,481	0.9	6,449	5,822	-9.7	10,055	9,045	-10.0	24,991	21,480	-14.0	25.7	27.4
Volkswagen	145	191	31.7	487	791	62.4	572	627	9.6	2,134	2,464	15.5	1.5	1.9
Volvo	82	55	-32.9	277	314	13.4	315	233	-26.0	1,103	888	-19.5	0.8	0.7

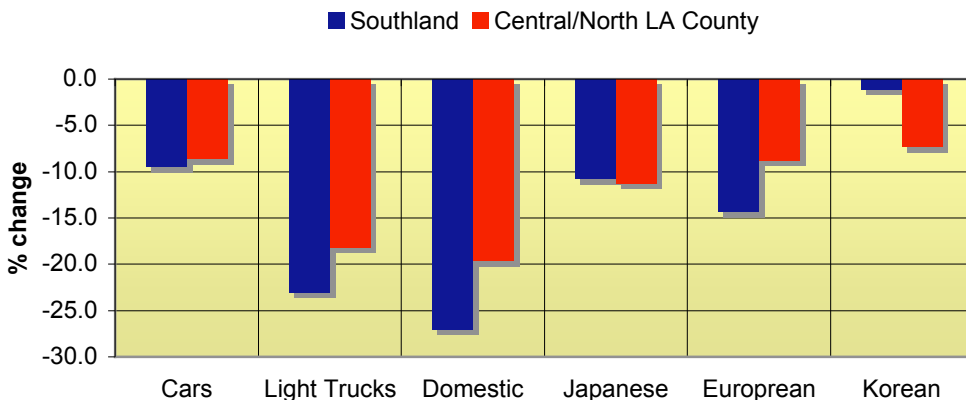
The table above shows new retail light vehicle registrations in the Southland and Central/North LA County areas for the following time periods: April 2007 and 2008, and year-to-date thru April for 2007 and 2008. **Please keep in mind that monthly registration figures for area markets can occasionally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



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



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