



# 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

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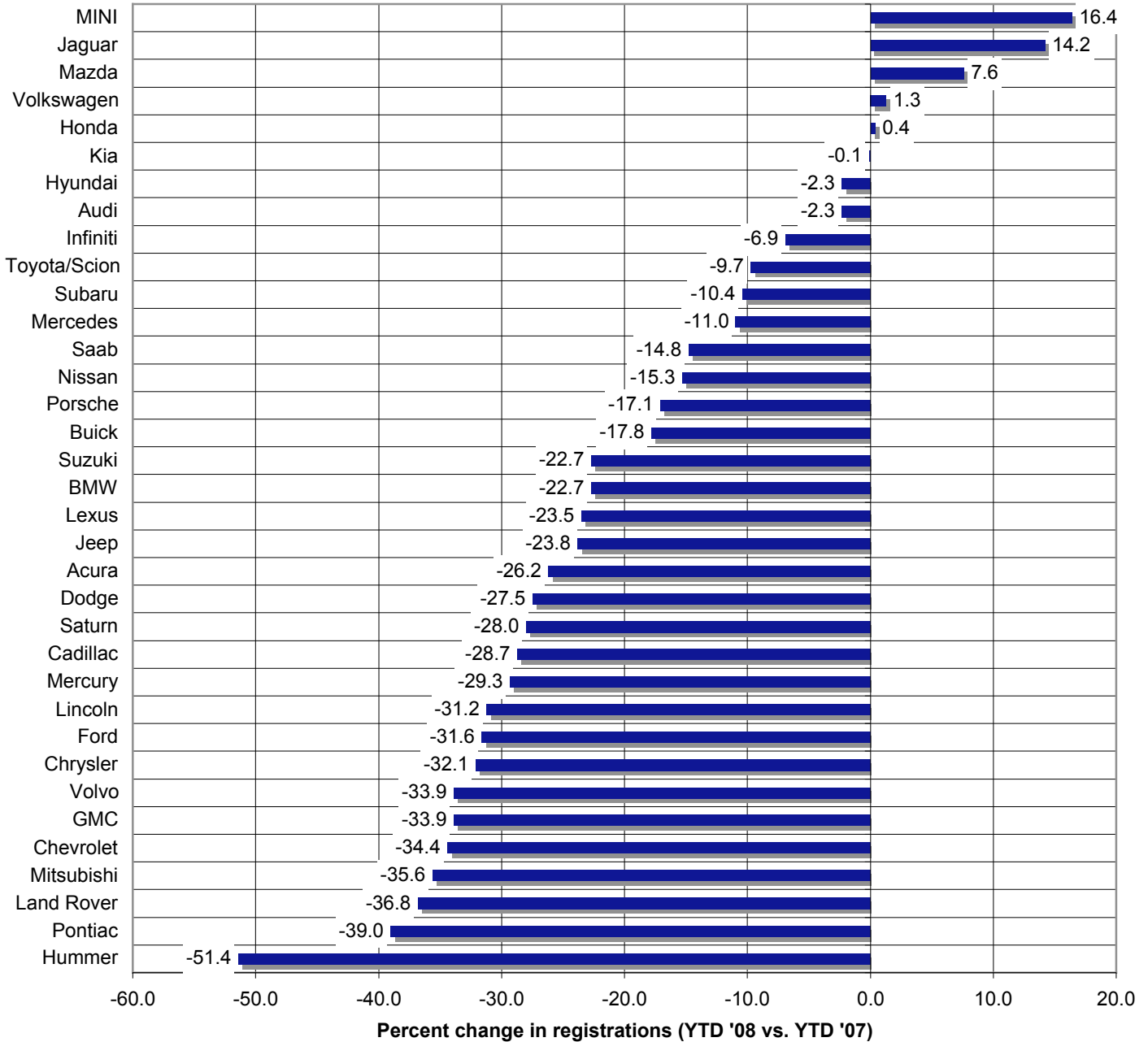
Released: August 2008

Covering Results thru July 2008

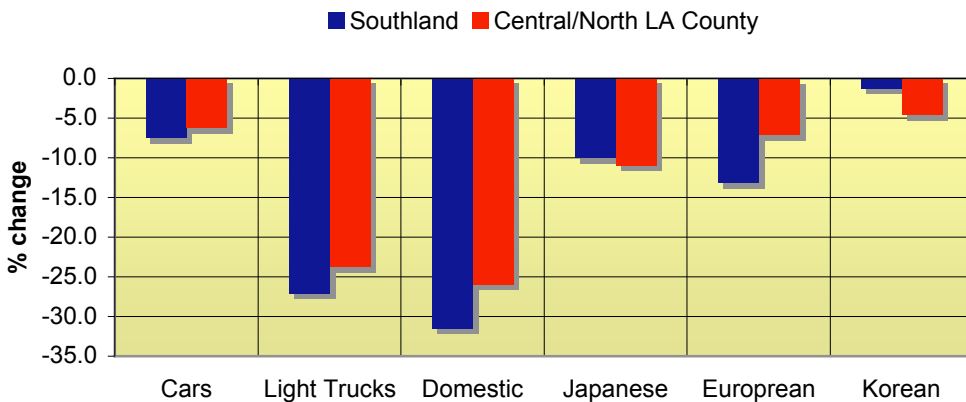
	New Vehicle Registrations - July						New Vehicle Registrations - YTD thru July						Market Share	
	Southland			Central/North LA County			Southland			Central/North LA County			Southland	
	July 2007	July 2008	% change	July 2007	July 2008	% change	YTD 2007	YTD 2008	% change	YTD 2007	YTD 2008	% change	YTD 2007	YTD 2008
<b>MARKET SUMMARY</b>														
TOTAL	9,688	8,793	-9.2	26,630	24,463	-8.1	69,297	57,959	-16.4	184,597	160,104	-13.3		
Car	5,351	5,728	7.0	16,057	17,268	7.5	37,953	35,106	-7.5	111,239	104,182	-6.3	54.8	60.6
Light Truck	4,337	3,065	-29.3	10,573	7,195	-31.9	31,344	22,853	-27.1	73,358	55,922	-23.8	45.2	39.4
Domestic	2,804	1,951	-30.4	5,641	3,826	-32.2	19,908	13,644	-31.5	39,356	29,138	-26.0	28.7	23.5
Japanese	5,493	5,350	-2.6	15,106	14,484	-4.1	39,137	35,241	-10.0	102,898	91,569	-11.0	56.5	60.8
European	1,121	1,225	9.3	5,367	5,561	3.6	8,784	7,625	-13.2	39,379	36,569	-7.1	12.7	13.2
Korean	270	267	-1.1	516	592	14.7	1,468	1,449	-1.3	2,964	2,828	-4.6	2.1	2.5
<b>BRAND REGISTRATIONS</b>														
Acura	180	135	-25.0	482	417	-13.5	1,323	977	-26.2	3,563	2,923	-18.0	1.9	1.7
Audi	82	115	40.2	510	603	18.2	686	670	-2.3	3,756	3,983	6.0	1.0	1.2
BMW	328	347	5.8	1,543	1,378	-10.7	2,835	2,191	-22.7	12,018	10,374	-13.7	4.1	3.8
Buick	27	9	-66.7	57	43	-24.6	180	148	-17.8	326	329	0.9	0.3	0.3
Cadillac	98	69	-29.6	331	222	-32.9	811	578	-28.7	2,268	1,869	-17.6	1.2	1.0
Chevrolet	640	552	-13.8	1,269	1,040	-18.0	5,184	3,403	-34.4	9,271	6,497	-29.9	7.5	5.9
Chrysler	166	104	-37.3	265	167	-37.0	1,408	956	-32.1	2,270	1,609	-29.1	2.0	1.6
Dodge	326	185	-43.3	485	293	-39.6	1,994	1,445	-27.5	3,577	2,372	-33.7	2.9	2.5
Ford	825	513	-37.8	1,633	1,064	-34.8	5,415	3,704	-31.6	10,825	8,773	-19.0	7.8	6.4
GMC	244	179	-26.6	382	274	-28.3	1,571	1,039	-33.9	2,656	1,933	-27.2	2.3	1.8
Honda	1,242	1,349	8.6	3,575	3,917	9.6	8,373	8,406	0.4	23,253	22,526	-3.1	12.1	14.5
Hummer	32	11	-65.6	84	28	-66.7	220	107	-51.4	605	315	-47.9	0.3	0.2
Hyundai	161	148	-8.1	289	288	-0.3	792	774	-2.3	1,515	1,413	-6.7	1.1	1.3
Infiniti	134	113	-15.7	486	578	18.9	901	839	-6.9	3,367	3,598	6.9	1.3	1.4
Jaguar	19	29	52.6	97	111	14.4	120	137	14.2	669	712	6.4	0.2	0.2
Jeep	196	86	-56.1	418	222	-46.9	1,198	913	-23.8	2,683	2,136	-20.4	1.7	1.6
Kia	109	119	9.2	227	304	33.9	676	675	-0.1	1,449	1,415	-2.3	1.0	1.2
Land Rover	55	23	-58.2	329	167	-49.2	413	261	-36.8	1,967	1,545	-21.5	0.6	0.5
Lexus	374	266	-28.9	1,508	1,205	-20.1	2,704	2,069	-23.5	10,627	8,625	-18.8	3.9	3.6
Lincoln	43	27	-37.2	193	79	-59.1	337	232	-31.2	1,331	863	-35.2	0.5	0.4
Mazda	136	132	-2.9	442	358	-19.0	804	865	7.6	2,889	2,664	-7.8	1.2	1.5
Mercedes	296	348	17.6	1,407	1,691	20.2	2,381	2,119	-11.0	11,351	10,278	-9.5	3.4	3.7
Mercury	17	20	17.6	69	35	-49.3	167	118	-29.3	462	350	-24.2	0.2	0.2
MINI	54	79	46.3	171	272	59.1	359	418	16.4	1,183	1,607	35.8	0.5	0.7
Mitsubishi	46	36	-21.7	128	128	0.0	463	298	-35.6	1,094	619	-43.4	0.7	0.5
Nissan	864	707	-18.2	1,931	1,631	-15.5	6,051	5,127	-15.3	11,973	10,828	-9.6	8.7	8.8
Other	34	48	41.2	96	184	91.7	253	267	5.5	835	1,095	31.1	0.4	0.5
Pontiac	53	33	-37.7	106	94	-11.3	341	208	-39.0	769	520	-32.4	0.5	0.4
Porsche	37	21	-43.2	203	166	-18.2	257	213	-17.1	1,333	1,137	-14.7	0.4	0.4
Saab	10	9	-10.0	76	50	-34.2	61	52	-14.8	475	278	-41.5	0.1	0.1
Saturn	129	163	26.4	324	265	-18.2	1,032	743	-28.0	2,191	1,474	-32.7	1.5	1.3
Subaru	38	29	-23.7	122	117	-4.1	231	207	-10.4	812	859	5.8	0.3	0.4
Suzuki	37	17	-54.1	36	26	-27.8	229	177	-22.7	274	157	-42.7	0.3	0.3
Toyota/Scion	2,425	2,559	5.5	6,387	6,087	-4.7	17,959	16,215	-9.7	44,911	38,654	-13.9	25.9	28.0
Volkswagen	149	171	14.8	601	774	28.8	1,055	1,069	1.3	3,976	4,351	9.4	1.5	1.8
Volvo	82	42	-48.8	368	185	-49.7	513	339	-33.9	2,073	1,423	-31.4	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: July 2007 and 2008, and year-to-date thru July 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 July vs. YTD 2007)**



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



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