



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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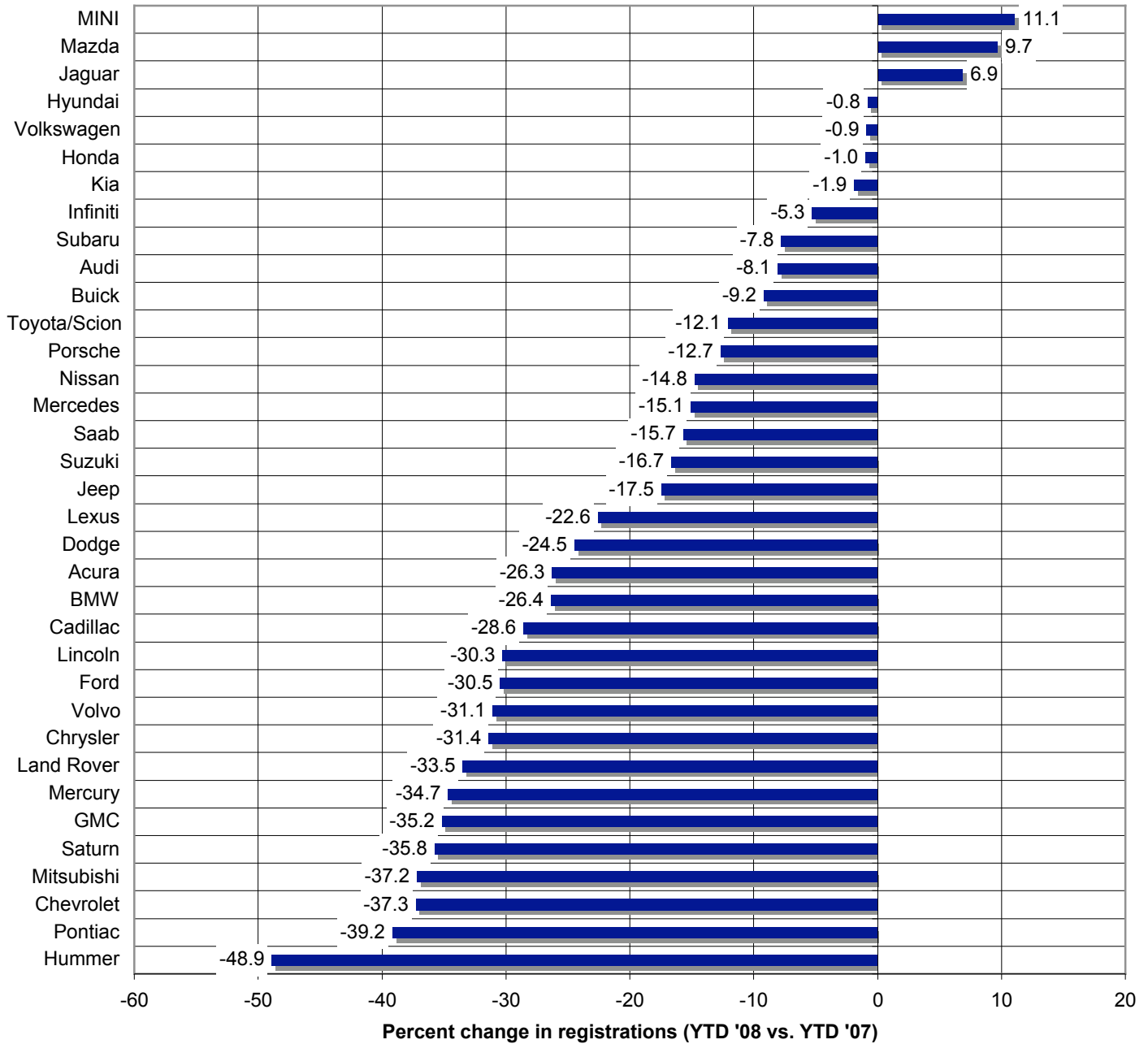
Released: July 2008

Covering Results thru June 2008

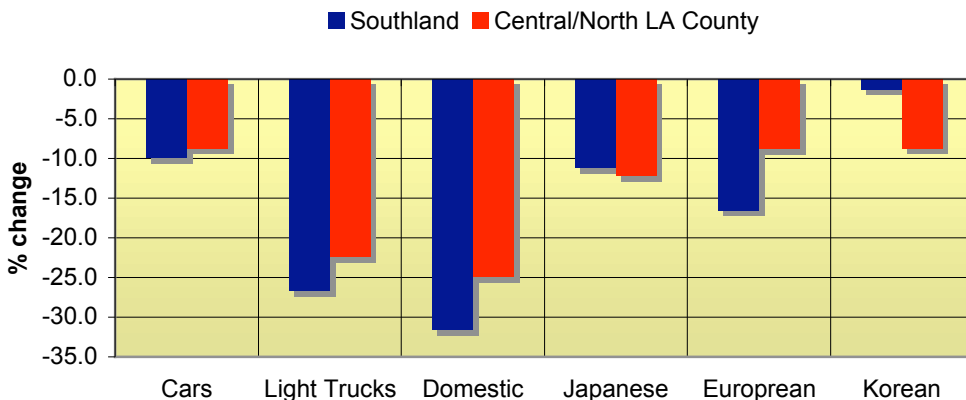
	New Vehicle Registrations - June						New Vehicle Registrations - YTD thru June						Market Share	
	Southland			Central/North LA County			Southland			Central/North LA County			Southland	
	June 2007	June 2008	% change	June 2007	June 2008	% change	YTD 2007	YTD 2008	% change	YTD 2007	YTD 2008	% change	YTD 2007	YTD 2008
MARKET SUMMARY														
TOTAL	10,361	8,031	-22.5	27,035	22,026	-18.5	59,609	49,166	-17.5	157,967	135,641	-14.1		
Car	5,802	5,172	-10.9	16,711	15,050	-9.9	32,602	29,378	-9.9	95,182	86,914	-8.7	54.7	59.8
Light Truck	4,559	2,859	-37.3	10,324	6,976	-32.4	27,007	19,788	-26.7	62,785	48,727	-22.4	45.3	40.2
Domestic	3,123	1,680	-46.2	5,925	3,694	-37.7	17,104	11,693	-31.6	33,715	25,312	-24.9	28.7	23.8
Japanese	5,788	5,168	-10.7	15,207	13,141	-13.6	33,644	29,891	-11.2	87,792	77,085	-12.2	56.4	60.8
European	1,206	925	-23.3	5,484	4,787	-12.7	7,663	6,400	-16.5	34,012	31,008	-8.8	12.9	13.0
Korean	244	258	5.7	419	404	-3.6	1,198	1,182	-1.3	2,448	2,236	-8.7	2.0	2.4
BRAND REGISTRATIONS														
Acura	181	124	-31.5	531	340	-36.0	1,143	842	-26.3	3,081	2,506	-18.7	1.9	1.7
Audi	78	85	9.0	516	606	17.4	604	555	-8.1	3,246	3,380	4.1	1.0	1.1
BMW	429	268	-37.5	1,665	1,264	-24.1	2,507	1,844	-26.4	10,475	8,996	-14.1	4.2	3.8
Buick	44	15	-65.9	42	25	-40.5	153	139	-9.2	269	286	6.3	0.3	0.3
Cadillac	103	61	-40.8	332	183	-44.9	713	509	-28.6	1,937	1,647	-15.0	1.2	1.0
Chevrolet	799	392	-50.9	1,277	798	-37.5	4,544	2,851	-37.3	8,002	5,457	-31.8	7.6	5.8
Chrysler	208	120	-42.3	324	173	-46.6	1,242	852	-31.4	2,005	1,442	-28.1	2.1	1.7
Dodge	297	165	-44.4	533	278	-47.8	1,668	1,260	-24.5	3,092	2,079	-32.8	2.8	2.6
Ford	876	566	-35.4	1,780	1,304	-26.7	4,590	3,191	-30.5	9,192	7,709	-16.1	7.7	6.5
GMC	272	97	-64.3	365	233	-36.2	1,327	860	-35.2	2,274	1,659	-27.0	2.2	1.7
Honda	1,202	1,351	12.4	3,329	3,581	7.6	7,131	7,057	-1.0	19,678	18,609	-5.4	12.0	14.4
Hummer	29	10	-65.5	86	28	-67.4	188	96	-48.9	521	287	-44.9	0.3	0.2
Hyundai	137	145	5.8	249	198	-20.5	631	626	-0.8	1,226	1,125	-8.2	1.1	1.3
Infiniti	105	107	1.9	433	476	9.9	767	726	-5.3	2,881	3,020	4.8	1.3	1.5
Isuzu	4	5	25.0	8	12	50.0	71	46	-35.2	115	76	-33.9	0.1	0.1
Jaguar	9	17	88.9	81	124	53.1	101	108	6.9	572	601	5.1	0.2	0.2
Jeep	184	112	-39.1	397	256	-35.5	1,002	827	-17.5	2,265	1,914	-15.5	1.7	1.7
Kia	107	113	5.6	170	206	21.2	567	556	-1.9	1,222	1,111	-9.1	1.0	1.1
Land Rover	58	38	-34.5	238	211	-11.3	358	238	-33.5	1,638	1,378	-15.9	0.6	0.5
Lexus	357	271	-24.1	1,470	1,262	-14.1	2,330	1,803	-22.6	9,119	7,420	-18.6	3.9	3.7
Lincoln	45	28	-37.8	215	121	-43.7	294	205	-30.3	1,138	784	-31.1	0.5	0.4
Mazda	99	127	28.3	436	391	-10.3	668	733	9.7	2,447	2,306	-5.8	1.1	1.5
Mercedes	288	232	-19.4	1,500	1,267	-15.5	2,085	1,771	-15.1	9,944	8,587	-13.6	3.5	3.6
Mercury	30	12	-60.0	85	32	-62.4	150	98	-34.7	393	315	-19.8	0.3	0.2
MINI	65	65	0.0	220	264	20.0	305	339	11.1	1,012	1,335	31.9	0.5	0.7
Mitsubishi	65	55	-15.4	143	78	-45.5	417	262	-37.2	966	491	-49.2	0.7	0.5
Nissan	800	699	-12.6	1,681	1,347	-19.9	5,187	4,420	-14.8	10,042	9,197	-8.4	8.7	9.0
Other	35	23	-34.3	128	151	18.0	148	173	16.9	624	835	33.8	0.2	0.4
Pontiac	48	24	-50.0	94	70	-25.5	288	175	-39.2	663	426	-35.7	0.5	0.4
Porsche	44	36	-18.2	197	165	-16.2	220	192	-12.7	1,130	971	-14.1	0.4	0.4
Saab	9	3	-66.7	62	42	-32.3	51	43	-15.7	399	228	-42.9	0.1	0.1
Saturn	174	78	-55.2	360	193	-46.4	903	580	-35.8	1,867	1,209	-35.2	1.5	1.2
Subaru	32	40	25.0	122	144	18.0	193	178	-7.8	690	742	7.5	0.3	0.4
Suzuki	32	31	-3.1	46	21	-54.3	192	160	-16.7	238	131	-45.0	0.3	0.3
Toyota/Scion	2,904	2,356	-18.9	7,001	5,485	-21.7	15,534	13,656	-12.1	38,524	32,567	-15.5	26.1	27.8
Volkswagen	148	131	-11.5	609	528	-13.3	906	898	-0.9	3,375	3,577	6.0	1.5	1.8
Volvo	64	29	-54.7	310	169	-45.5	431	297	-31.1	1,705	1,238	-27.4	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: June 2007 and 2008, and year-to-date thru June 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 June vs. YTD 2007)



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



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