



# 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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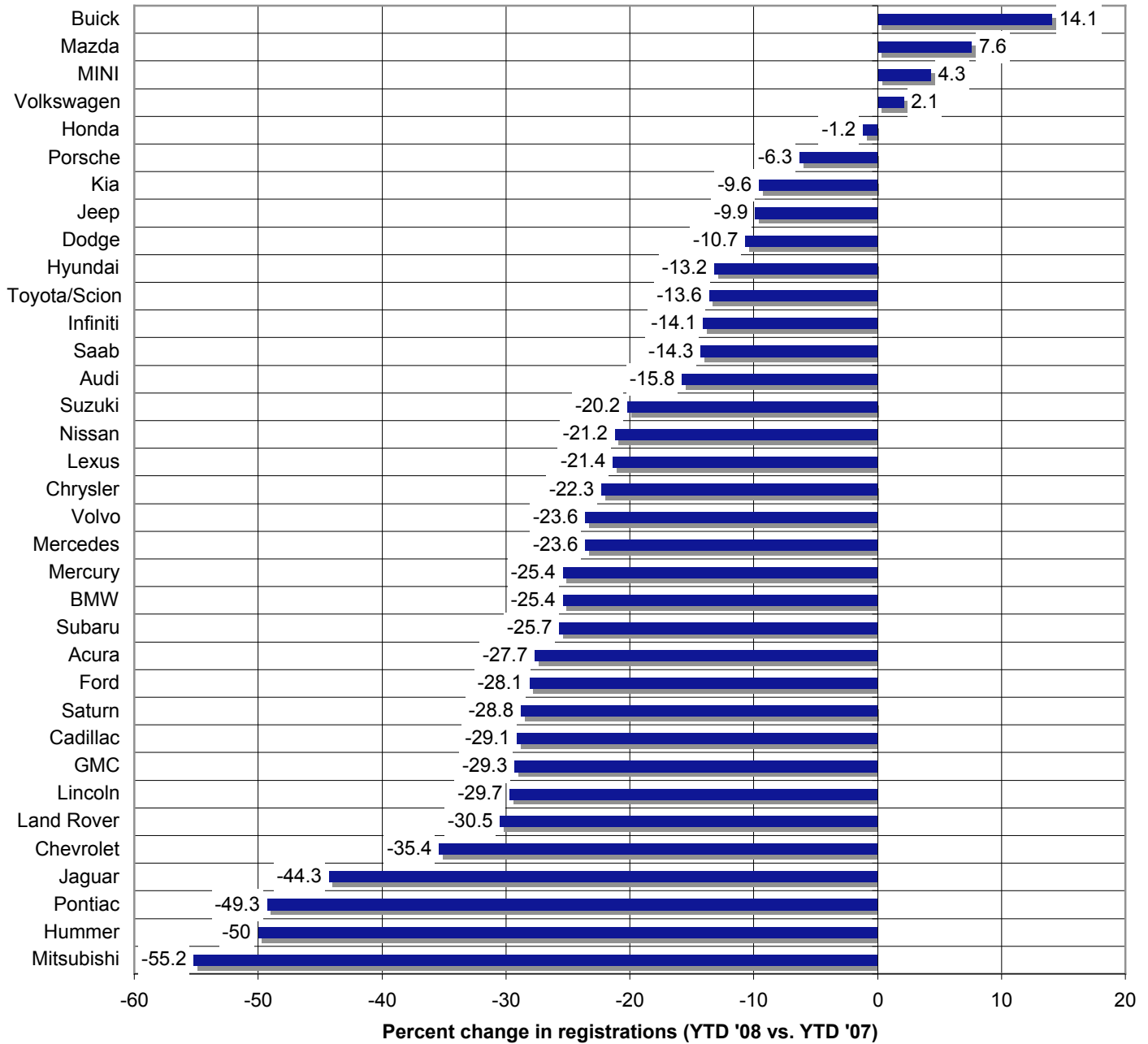
Released: May 2008

Covering Results thru March 2008

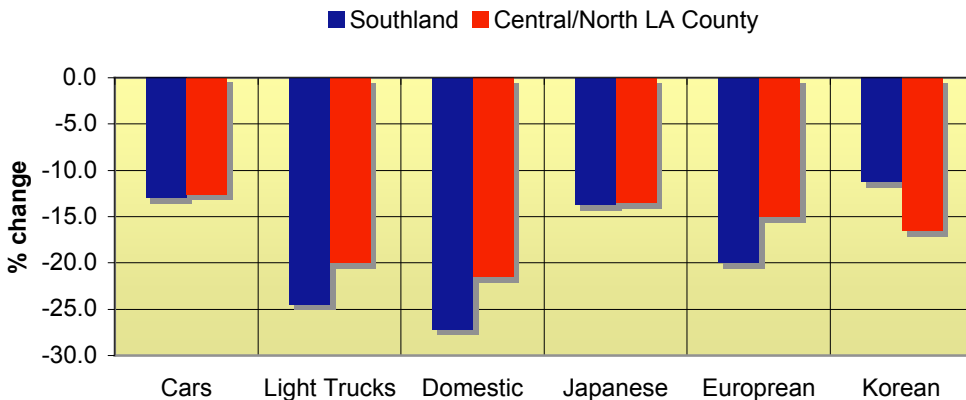
	New Vehicle Registrations - March						New Vehicle Registrations - YTD thru March						Market Share	
	Southland			Central/North LA County			Southland			Central/North LA County			Southland	
	March 2007	March 2008	% change	March 2007	March 2008	% change	YTD 2007	YTD 2008	% change	YTD 2007	YTD 2008	% change	YTD 2007	YTD 2008
<b>MARKET SUMMARY</b>														
TOTAL	10,163	8,326	-18.1	27,885	22,150	-20.6	29,356	23,977	-18.3	78,602	66,350	-15.6		
Car	5,452	4,778	-12.4	16,772	13,659	-18.6	15,854	13,788	-13.0	46,876	40,955	-12.6	54.0	57.5
Light Truck	4,711	3,548	-24.7	11,113	8,491	-23.6	13,502	10,189	-24.5	31,726	25,395	-20.0	46.0	42.5
Domestic	3,021	2,061	-31.8	6,258	4,469	-28.6	8,310	6,047	-27.2	16,811	13,197	-21.5	28.3	25.2
Japanese	5,649	4,977	-11.9	15,375	12,376	-19.5	16,486	14,232	-13.7	42,943	37,151	-13.5	56.2	59.4
European	1,264	1,101	-12.9	5,813	4,957	-14.7	4,004	3,205	-20.0	17,689	15,034	-15.0	13.6	13.4
Korean	229	187	-18.3	439	348	-20.7	556	493	-11.3	1,159	968	-16.5	1.9	2.1
<b>BRAND REGISTRATIONS</b>														
Acura	208	136	-34.6	574	425	-26.0	585	423	-27.7	1,534	1,358	-11.5	2.0	1.8
Audi	117	116	-0.9	585	553	-5.5	360	303	-15.8	1,776	1,583	-10.9	1.2	1.3
BMW	408	335	-17.9	1,729	1,540	-10.9	1,269	947	-25.4	5,386	4,556	-15.4	4.3	3.9
Buick	30	29	-3.3	47	53	12.8	71	81	14.1	138	168	21.7	0.2	0.3
Cadillac	118	77	-34.7	329	267	-18.8	361	256	-29.1	946	847	-10.5	1.2	1.1
Chevrolet	882	512	-42.0	1,482	961	-35.2	2,273	1,469	-35.4	4,129	2,865	-30.6	7.7	6.1
Chrysler	214	154	-28.0	349	225	-35.5	583	453	-22.3	1,005	814	-19.0	2.0	1.9
Dodge	244	207	-15.2	519	373	-28.1	747	667	-10.7	1,526	1,098	-28.0	2.5	2.8
Ford	756	549	-27.4	1,726	1,452	-15.9	2,208	1,587	-28.1	4,463	3,965	-11.2	7.5	6.6
GMC	258	132	-48.8	471	293	-37.8	655	463	-29.3	1,183	848	-28.3	2.2	1.9
Honda	1,205	1,205	0.0	3,546	2,832	-20.1	3,332	3,291	-1.2	9,695	8,421	-13.1	11.4	13.7
Hummer	27	18	-33.3	105	52	-50.5	98	49	-50.0	307	172	-44.0	0.3	0.2
Hyundai	103	80	-22.3	237	156	-34.2	265	230	-13.2	575	444	-22.8	0.9	1.0
Infiniti	130	112	-13.8	552	448	-18.8	404	347	-14.1	1,386	1,393	0.5	1.4	1.4
Isuzu	14	5	-64.3	20	11	-45.0	45	23	-48.9	81	44	-45.7	0.2	0.1
Jaguar	17	21	23.5	123	96	-22.0	70	39	-44.3	315	223	-29.2	0.2	0.2
Jeep	180	156	-13.3	401	316	-21.2	483	435	-9.9	1,096	1,002	-8.6	1.6	1.8
Kia	126	107	-15.1	202	192	-5.0	291	263	-9.6	584	524	-10.3	1.0	1.1
Land Rover	45	43	-4.4	277	213	-23.1	174	121	-30.5	847	717	-15.3	0.6	0.5
Lexus	343	325	-5.2	1,569	1,275	-18.7	1,250	982	-21.4	4,756	4,027	-15.3	4.3	4.1
Lincoln	54	40	-25.9	210	134	-36.2	158	111	-29.7	581	384	-33.9	0.5	0.5
Mazda	104	129	24.0	484	397	-18.0	316	340	7.6	1,234	1,101	-10.8	1.1	1.4
Mercedes	362	234	-35.4	1,675	1,263	-24.6	1,157	884	-23.6	5,419	4,275	-21.1	3.9	3.7
Mercury	24	17	-29.2	79	54	-31.6	71	53	-25.4	200	165	-17.5	0.2	0.2
MINI	58	74	27.6	173	222	28.3	139	145	4.3	458	565	23.4	0.5	0.6
Mitsubishi	56	41	-26.8	143	101	-29.4	203	91	-55.2	458	232	-49.3	0.7	0.4
Nissan	910	711	-21.9	1,742	1,472	-15.5	2,560	2,018	-21.2	4,785	4,520	-5.5	8.7	8.4
Other	14	34	142.9	90	140	55.6	51	67	31.4	250	344	37.6	0.2	0.3
Pontiac	54	26	-51.9	127	66	-48.0	150	76	-49.3	337	208	-38.3	0.5	0.3
Porsche	36	22	-38.9	198	154	-22.2	96	90	-6.3	565	475	-15.9	0.3	0.4
Saab	8	10	25.0	70	33	-52.9	28	24	-14.3	202	114	-43.6	0.1	0.1
Saturn	180	130	-27.8	413	200	-51.6	452	322	-28.8	898	605	-32.6	1.5	1.3
Subaru	30	30	0.0	129	94	-27.1	105	78	-25.7	363	328	-9.6	0.4	0.3
Suzuki	22	22	0.0	29	17	-41.4	89	71	-20.2	109	60	-45.0	0.3	0.3
Toyota/Scion	2,627	2,261	-13.9	6,587	5,299	-19.6	7,597	6,564	-13.6	18,542	15,658	-15.6	25.9	27.4
Volkswagen	129	154	19.4	652	602	-7.7	427	436	2.1	1,647	1,673	1.6	1.5	1.8
Volvo	70	72	2.9	241	169	-29.9	233	178	-23.6	826	574	-30.5	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: March 2007 and 2008, and year-to-date thru March 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. Source for U.S. data: Automotive News.

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



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