



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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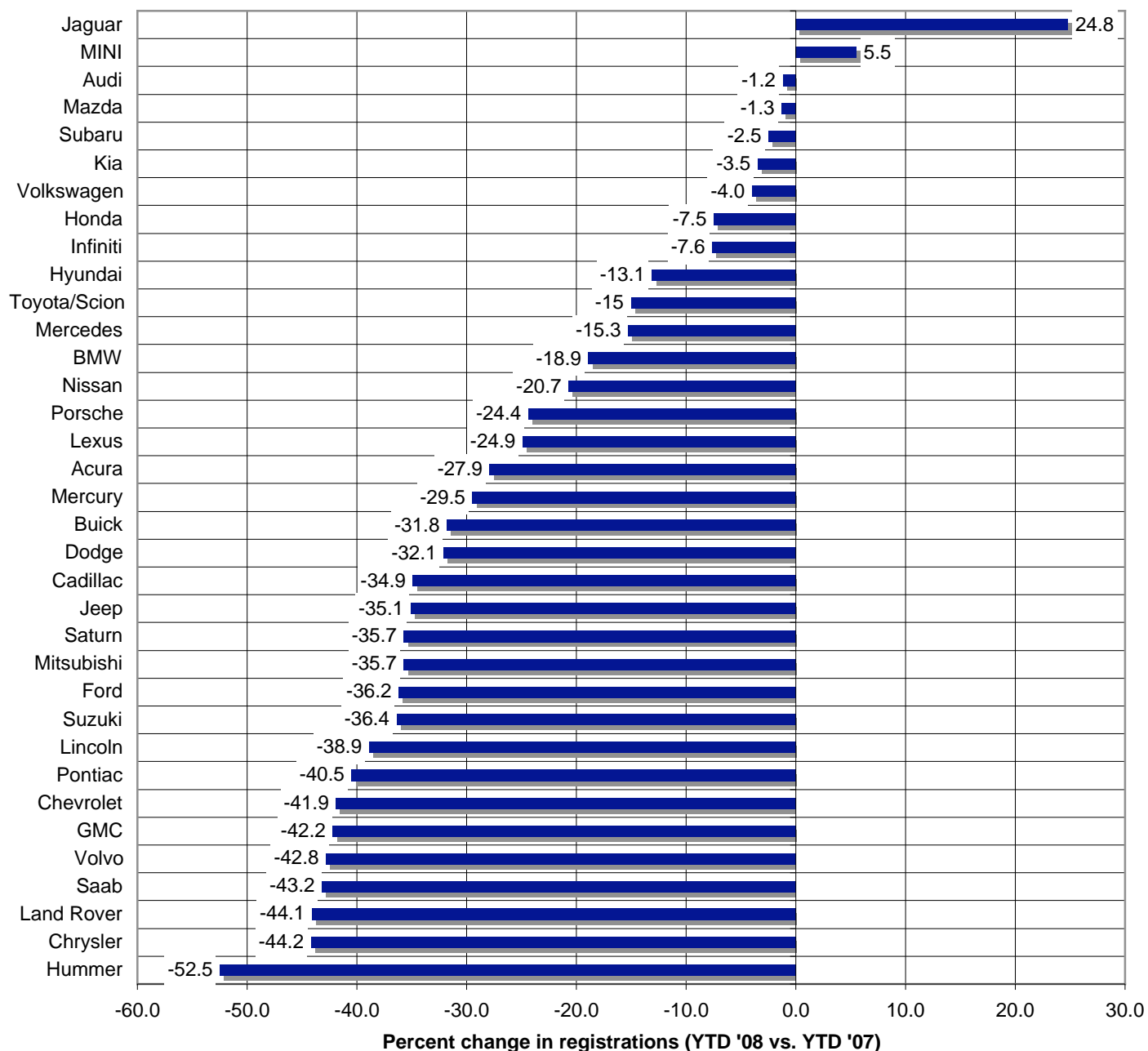
Released: December 2008

Covering Results thru November 2008

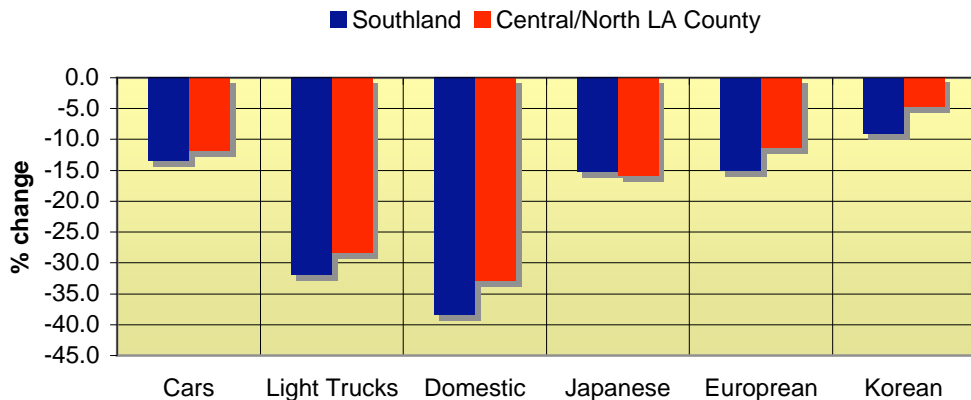
	New Vehicle Registrations - November						New Vehicle Registrations - YTD thru November						Market Share	
	Southland			Central/North LA County			Southland			Central/North LA County			Southland	
	Nov. 2007	Nov. 2008	% change	Nov. 2007	Nov. 2008	% change	YTD 2007	YTD 2008	% change	YTD 2007	YTD 2008	% change	YTD 2007	YTD 2008
MARKET SUMMARY														
TOTAL	7,922	4,304	-45.7	20,947	12,120	-42.1	106,583	83,324	-21.8	286,509	234,003	-18.3		
Car	4,331	2,618	-39.6	12,813	7,885	-38.5	58,446	50,534	-13.5	173,310	152,884	-11.8	54.8	60.6
Light Truck	3,591	1,686	-53.0	8,134	4,235	-47.9	48,137	32,790	-31.9	113,199	81,119	-28.3	45.2	39.4
Domestic	2,377	896	-62.3	4,504	1,712	-62.0	31,001	19,077	-38.5	60,051	40,283	-32.9	29.1	22.9
Japanese	4,380	2,607	-40.5	11,513	6,883	-40.2	59,912	50,788	-15.2	160,156	134,617	-15.9	56.2	61.0
European	1,009	696	-31.0	4,654	3,318	-28.7	13,361	11,357	-15.0	61,735	54,754	-11.3	12.5	13.6
Korean	156	105	-32.7	276	207	-25.0	2,309	2,102	-9.0	4,567	4,349	-4.8	2.2	2.5
BRAND REGISTRATIONS														
Acura	141	102	-27.7	377	236	-37.4	1,979	1,427	-27.9	5,455	4,244	-22.2	1.9	1.7
Audi	73	58	-20.5	424	312	-26.4	1,029	1,017	-1.2	5,766	5,616	-2.6	1.0	1.2
BMW	313	240	-23.3	1,450	1,069	-26.3	4,237	3,435	-18.9	19,017	16,116	-15.3	4.0	4.1
Buick	28	11	-60.7	57	23	-59.6	308	210	-31.8	522	462	-11.5	0.3	0.3
Cadillac	116	32	-72.4	295	81	-72.5	1,259	820	-34.9	3,515	2,406	-31.6	1.2	1.0
Chevrolet	726	199	-72.6	1,123	371	-67.0	8,422	4,893	-41.9	14,193	9,120	-35.7	7.9	5.9
Chrysler	141	37	-73.8	243	61	-74.9	2,196	1,226	-44.2	3,545	2,082	-41.3	2.1	1.5
Dodge	217	130	-40.1	348	167	-52.0	3,101	2,105	-32.1	5,420	3,390	-37.5	2.9	2.5
Ford	598	297	-50.3	1,186	609	-48.7	8,201	5,231	-36.2	16,552	12,455	-24.8	7.7	6.3
GMC	224	59	-73.7	384	108	-71.9	2,485	1,437	-42.2	4,328	2,650	-38.8	2.3	1.7
Honda	1,064	621	-41.6	2,575	1,715	-33.4	13,049	12,064	-7.5	36,399	33,092	-9.1	12.2	14.5
Hummer	16	7	-56.3	78	14	-82.1	299	142	-52.5	917	412	-55.1	0.3	0.2
Hyundai	91	56	-38.5	136	132	-2.9	1,314	1,142	-13.1	2,427	2,279	-6.1	1.2	1.4
Infiniti	89	73	-18.0	439	284	-35.3	1,336	1,235	-7.6	5,240	5,352	2.1	1.3	1.5
Jaguar	6	8	33.3	72	59	-18.1	161	201	24.8	1,034	1,063	2.8	0.2	0.2
Jeep	107	54	-49.5	306	128	-58.2	1,807	1,173	-35.1	4,054	2,798	-31.0	1.7	1.4
Kia	65	49	-24.6	140	75	-46.4	995	960	-3.5	2,140	2,070	-3.3	0.9	1.2
Land Rover	49	16	-67.3	220	123	-44.1	626	350	-44.1	3,178	2,185	-31.2	0.6	0.4
Lexus	260	165	-36.5	1,028	765	-25.6	4,093	3,074	-24.9	16,152	13,076	-19.0	3.8	3.7
Lincoln	48	15	-68.8	145	48	-66.9	532	325	-38.9	1,925	1,235	-35.8	0.5	0.4
Mazda	98	62	-36.7	321	203	-36.8	1,268	1,252	-1.3	4,577	4,113	-10.1	1.2	1.5
Mercedes	293	170	-42.0	1,383	911	-34.1	3,590	3,039	-15.3	17,336	15,229	-12.2	3.4	3.6
Mercury	8	7	-12.5	59	21	-64.4	227	160	-29.5	673	499	-25.9	0.2	0.2
MINI	48	61	27.1	186	175	-5.9	597	630	5.5	2,046	2,491	21.7	0.6	0.8
Mitsubishi	46	19	-58.7	76	46	-39.5	659	424	-35.7	1,495	931	-37.7	0.6	0.5
Nissan	650	280	-56.9	1,716	616	-64.1	9,048	7,174	-20.7	19,712	15,588	-20.9	8.5	8.6
Other	34	38	11.8	99	125	26.3	390	405	3.8	1,308	1,757	34.3	0.4	0.5
Pontiac	30	8	-73.3	69	27	-60.9	491	292	-40.5	1,048	708	-32.4	0.5	0.4
Porsche	35	18	-48.6	159	93	-41.5	410	310	-24.4	2,051	1,603	-21.8	0.4	0.4
Saab	10	1	-90.0	43	12	-72.1	111	63	-43.2	797	354	-55.6	0.1	0.1
Saturn	109	40	-63.3	195	54	-72.3	1,575	1,013	-35.7	3,132	1,968	-37.2	1.5	1.2
Subaru	17	29	70.6	72	114	58.3	354	345	-2.5	1,268	1,457	14.9	0.3	0.4
Suzuki	33	3	-90.9	18	1	-94.4	346	220	-36.4	366	188	-48.6	0.3	0.3
Toyota/Scion	1,971	1,244	-36.9	4,874	2,886	-40.8	27,641	23,484	-15.0	69,294	56,393	-18.6	25.9	28.2
Volkswagen	121	81	-33.1	413	368	-10.9	1,667	1,600	-4.0	6,300	6,620	5.1	1.6	1.9
Volvo	47	14	-70.2	238	88	-63.0	780	446	-42.8	3,327	2,001	-39.9	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: November 2007 and 2008, and year-to-date thru November 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 November vs. YTD 2007)



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



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