Southland Auto Outlook

Comprehensive information on the Southland Automotive Market

Covering Fourth Quarter, 2006 Volume 5, Number 1

Southland Market Predicted to Decline 3% in 2007; Increase Likely in 2008

This issue of *Southland Auto Outlook* contains valuable and objective information on the area new retail automotive market that can't be found anywhere else. Following is a compilation of 11 facts and figures highlighted in this issue:

1 New retail car and light truck registrations in the Southland Area are predicted to be more than 122,600 units this year, a decline of 3% compared to 2006.

2 Light truck market share is likely to decline in 2007 for the third consecutive year. Light trucks are predicted to account for 46.0% of the area market this year, down from 46.3% in 2006 and 49.6% in 2005.

3 Tradtional domestic (Big Three) market share in the area during 2006 was 30.6%, well below their 49.1% share of the U.S. market.

4 The Southland Area new retail light vehicle market declined 5.8% in the Fourth Quarter of last year versus a year earlier.

5 Auto Outlook predicts that new retail light vehicle registrations will decline 3.8% in the First Quarter of this year, as the market struggles to approach its relatively strong year-earlier results.

6 At this point, it appears that the market has a good chance of improving next year, with registrations likely exceeding the 130,000 unit level. (Look for more details on the 2008 outlook in the next issue.)

7 The area's Sub Compact Car segment was the big winner during 2006, with market share increasing 2.2 points versus the same period a year earlier. Market share for the Mid Size SUV and Full Size Pickup segments declined (see page 3).

8 Toyota maintained its commanding lead in the Southland market during the Fourth Quarter of last year, with a 14.4 market share point lead over Honda (see below).

9 Toyota Camry was the best-selling car in the area's Standard Mid Size Car segment. BMW 3-Series led among Near Luxury Cars with Honda Pilot the Mid Size/ Crossover SUV leader (see page 3).

10 Mazda, Mercedes, Mini, Audi, and Pontiac were relatively strong performers in the Southland Area market during 2006 (see page 6).

11 The 7.4% decrease in the area market last year was steeper than the 4.3% decline in the U.S. market. Most of the falloff was due to strong results during 2005.

The Southland New Retail Light Vehicle Market — At a Glance

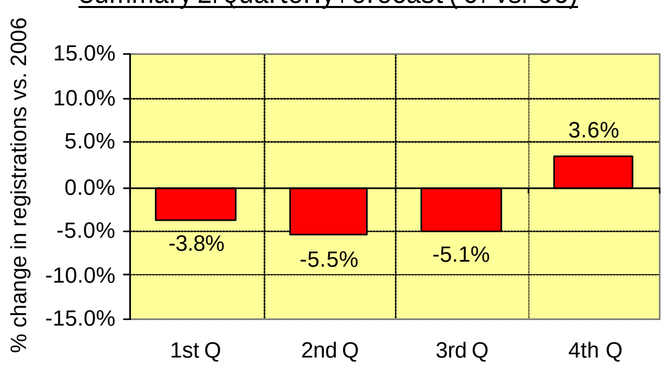
Summary 1. Top Ten Scoreboard

3rd QUARTER, 2006			4th QUARTER, 2006			*Change in*
Rank	**Make**	**Share**	**Rank**	**Make**	**Share**	***mkt. Share***
1	Toyota	26.4%	**1**	Toyota	25.4%	-1.0%
2	Honda	12.2%	**2**	Honda	11.0%	-1.2%
3	Chevrolet	9.2%	**3**	Nissan	9.0%	1.0%
4	Ford	8.8%	**4**	Chevrolet	8.3%	-0.9%
5	Nissan	8.0%	**5**	Ford	7.7%	-1.1%
6	Mercedes	3.3%	**6**	Mercedes	4.1%	0.8%
7	Lexus	3.3%	**7**	BMW	3.9%	0.8%
8	BMW	3.1%	**8**	Lexus	3.6%	0.3%
9	GMC	2.7%	**9**	Dodge	2.8%	0.2%
10	Dodge	2.6%	**10**	GMC	2.5%	-0.2%

The three summaries provide an overview of the Southland new retail light vehicle market. The table above shows the **Top Ten** sellers during the Third and Fourth Quarters of last year, and the change in market share. (Note: Toyota registrations include Scion.) **Quarterly Forecast** presents the change in registrations during each quarter this year versus a year earlier. The **Annual Review** on the right shows our registrations forecast for 2007, and actual figures for 2005 and 2006.

Source for historical data: AutoCount, an Experian Company

Summary 2. Quarterly Forecast ('07 vs. '06)



Summary 3. Annual Review and Forecast

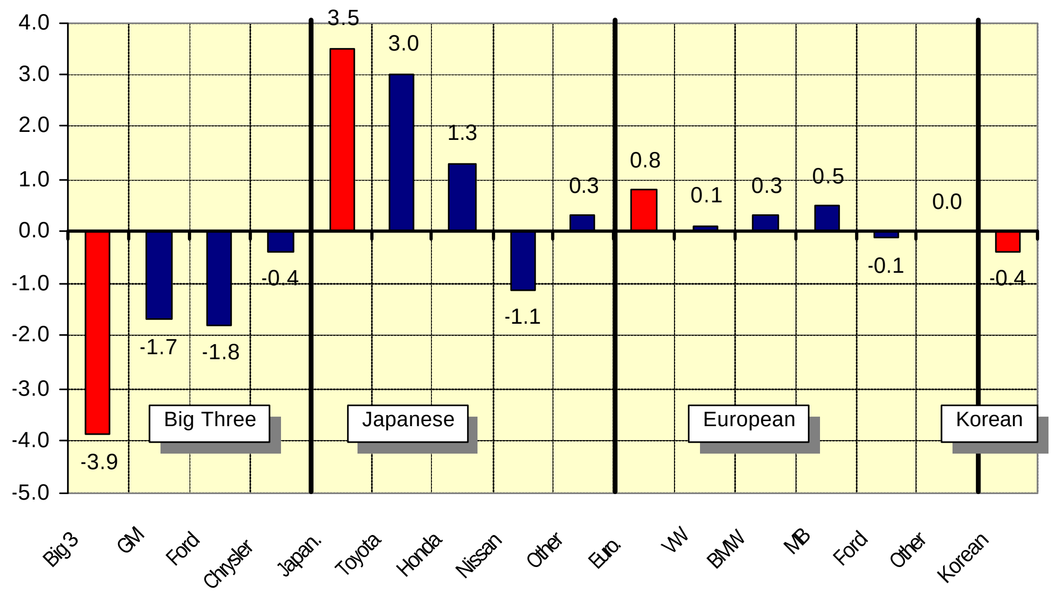
	2005	**2006**	**Forecast 2007**	**% ch. '06 to '07**
TOTAL	136,496	126,403	122,646	-3.0%
Car	68,799	67,885	66,229	-2.4%
Light Truck	67,697	58,518	56,417	-3.6%
Big Three	47,217	38,656	35,805	-7.4%
Japanese	70,619	70,090	69,493	-0.9%
European	15,046	14,932	14,739	-1.3%
Korean	3,614	2,725	2,609	-4.3%

Market Tracker

Japanese Brand Market Share Increases 3.5 Share Points During 2006

It's no secret that Domestic Brands (the Traditional Big Three) are behind the eight ball in the hotly contested new vehicle market. The basic strategy is one of retrenchment and regrouping. Market share losses for the Big Three are inevitable as the companies cut production and scale back incentive offers. The hope is that they will emerge as leaner, more focused, more profitable, and more competitive. In the meantime, the picture will not be pretty, as illustrated by the graph on the right. Collectively, the Big Three lost 3.9 market share points in the Southland Area last year. Japanese brands were the primary benefactors, with their market share increasing 3.5 points.

Change in New Retail Light Vehicle Market Share
2006 vs. 2005



Brands included above: Big 3: GM (Buick, Cadillac, Chevrolet, GMC, Hummer, Oldsmobile, Pontiac, and Saturn), Ford (Ford, Lincoln, and Mercury), Chrysler (Chrysler, Dodge, and Jeep). **Japanese:** Toyota (Toyota, Lexus, and Scion), Honda (Honda and Acura), Nissan (Nissan and Infiniti), Other (Isuzu, Mazda, Mitsubishi, Subaru, and Suzuki). **European:** VW (Audi, Bentley, and Volkswagen), BMW (BMW, Rolls Royce, and Mini), MB (Mercedes Benz), Ford (Aston Martin, Jaguar, Land Rover, and Volvo), Other (Ferrari, Lotus, Maserati, and Saab). **Korean:** Hyundai and Kia.

Background on Data Source

Exclusive source for new vehicle registration data presented in *Southland Auto Outlook* is AutoCount, an Experian Company. AutoCount specializes in providing detailed new and used vehicle sales and registration statistics for dealers, leading auctions, marketing/advertising companies, and auto finance institutions. Consider AutoCount as a source for sales data covering your local market. AutoCount's extensive new and used vehicle sales information can make a difference for your dealership.

For more information on AutoCount, call 407.770.5900 or visit AutoCount's web site: www.autocount.com

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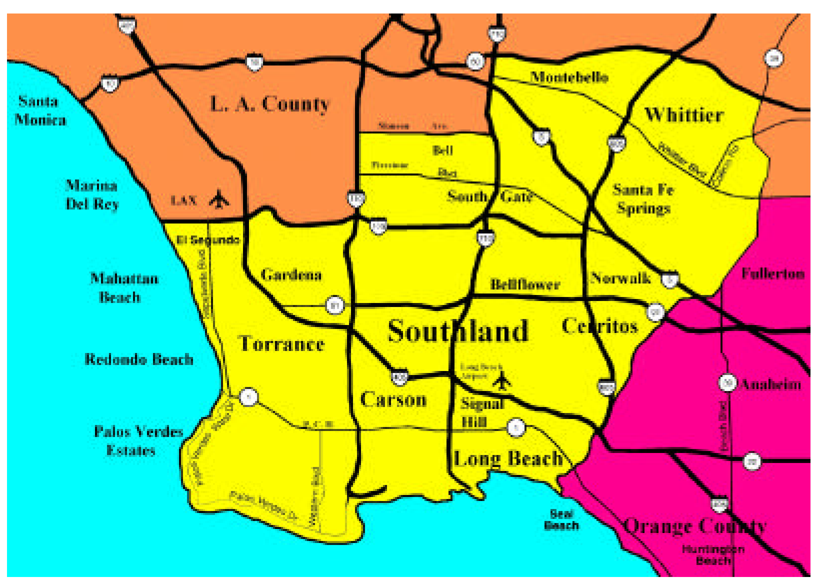
Map of Southland Area

SMCDA SOUTHLAND MOTOR CAR DEALERS ASSOCIATION

The accompanying map shows the Southland Area. The Central/North LA County market referenced on page 7 consists of the balance of Los Angeles County that is not part of the Southland Area. For an exact list of zip codes in the Southland Area, contact SMCDA or Auto Outlook.



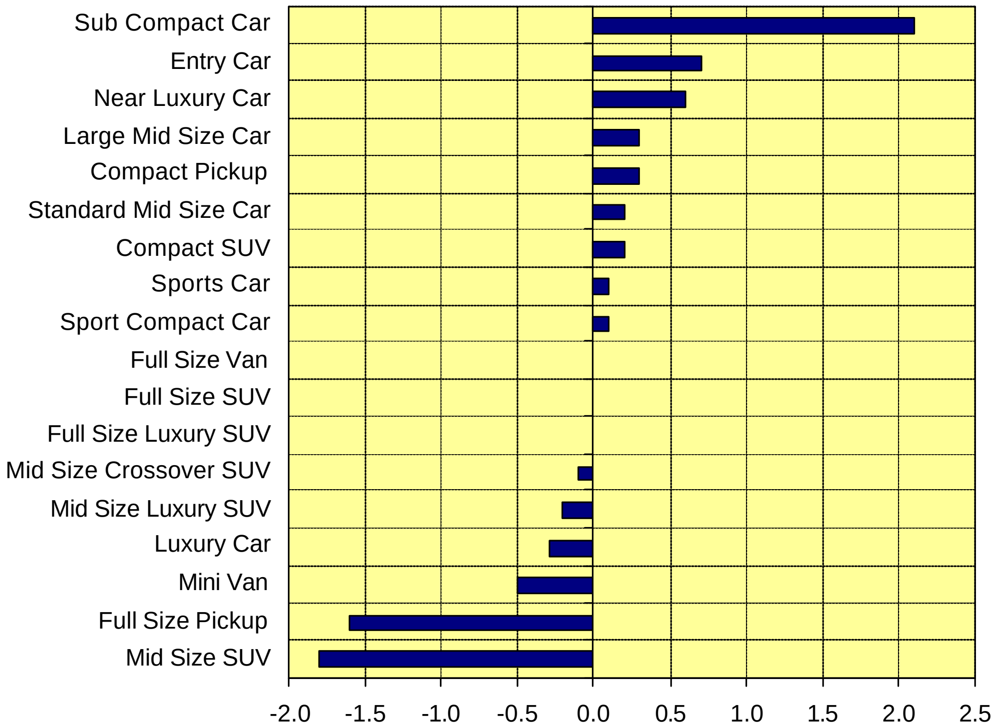
Segment Watch

Sub Compact Car Segment Gains Over Two Market Share Points During 2006

Not surprisingly, as fuel prices moved higher during most of 2006, market share levels for many light truck segments eroded. As shown on the graph to the right, the Mid Size SUV segment had the largest decline in market share in the Southland Area from 2005 to 2006, down 1.8 points. Many area consumers who were reluctant to purchase a pickup or SUV, purchased a car instead. The Sub Compact Car segment (which includes Honda Civic, Toyota Corolla, etc.) had a 2.1 point increase in market share last year.

What's the outlook for 2007? Assuming gas prices do not head sharply higher, we believe that light truck and SUV segments will hold their own this year. This is especially true for the Full Size Pickup segment, where several new products (i.e., Silverado, Sierra, and Tundra) should give sales a boost.

Change in Segment Market Share-2006 vs. 2005



Top Selling Models in Each Segment - Southland Market
New Retail Registrations, 2006 Annual Totals and Market Share of Segment

Cars

Entry			Sub Compact			Sporty Compact			Standard Mid Size		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Toyota Yaris	955	42.5	Honda Civic	5009	23.5	Scion tC	1476	43.7	Toyota Camry	6236	41.3
Scion xA	477	21.2	Toyota Corolla	4359	20.5	Ford Mustang	1201	35.6	Honda Accord	3278	21.7
Kia Rio	191	8.5	Toyota Prius	1553	7.3	Acura RSX	311	9.2	Nissan Altima	2941	19.5
Chevrolet Aveo	174	7.7	Nissan Sentra	1442	6.8	Mitsubishi Eclipse	209	6.2	Ford Fusion	568	3.8
Nissan Versa	173	7.7	Scion xB	1331	6.3	Pontiac GTO	74	2.2	Hyundai Sonata	367	2.4

Large Mid Size			Near Luxury			Luxury			Sports Car		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Chrysler 300	1682	31.1	BMW 3-Series	1708	20.5	BMW 5-Series	944	15.4	Nissan 350 ZX	339	23.2
Toyota Avalon	838	15.5	Mercedes C-Class	973	11.7	Mercedes E-Class	757	12.4	Chevrolet Corvette	300	20.5
Nissan Maxima	707	13.1	Lexus IS	961	11.5	Mercedes CLS-Class	712	11.6	Porsche 911	150	10.2
Dodge Charger	462	8.5	Acura TL	862	10.3	Mercedes S-Class	541	8.8	BMW Z4	141	9.6
Chevrolet Impala	426	7.9	Infiniti G35	857	10.3	BMW 7-Series	382	6.2	Porsche Cayman	103	7.0

Light Trucks

Compact Pickup			Full Size Pick Up			Mini Van			Full Size Van		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Toyota Tacoma	3173	53.9	Ford F-Series	3827	34.5	Toyota Sienna	2231	40.3	Chevrolet Express	544	53.3
Nissan Frontier	1033	17.6	Chevrolet Silverado	2238	20.2	Honda Odyssey	1656	29.9	Ford E-Series	317	31.0
Honda Ridgeline	554	9.4	Toyota Tundra	2128	19.2	Nissan Quest	410	7.4	GMC Savana	134	13.1
Ford Ranger	437	7.4	Dodge Ram	917	8.3	Chrysler T & C	381	6.9			
Chevrolet Colorado	357	6.1	Nissan Titan	737	6.6	Dodge Caravan	339	6.1			

Compact SUV			Mid Size SUV/Crossover SUV			Full Size SUV			Mid Size & Full Size Luxury SUV		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Toyota RAV4	1140	15.8	Honda Pilot	1578	16.9	Chevrolet Tahoe	3399	40.8	Lexus RX350	913	14.7
Honda CRV	1111	15.4	Toyota 4Runner	1231	13.2	GMC Yukon	1634	19.6	Cadillac Escalade	572	9.2
Saturn Vue	726	10.1	Nissan Pathfinder	1095	11.7	Ford Expedition	700	8.4	Mercedes ML-Class	500	8.1
Nissan Xterra	701	9.7	Toyota Highlander	1049	11.2	Toyota Sequoia	649	7.8	BMW X5	466	7.5
Honda Element	664	9.2	Ford Explorer	951	10.2	Toyota Land Cruiser	528	6.3	BMW X3	410	6.6

Brand Outlooks

Acura and Jeep Predicted to Post Market Share Gains During 2007

The brand forecast projections for 2007, presented on page 8, are based on Auto Outlook's detailed analysis of brand competitiveness in the Southland Area market. Below is our appraisal of each brand's strengths and weaknesses for the coming year, and the prospects for gaining (or losing) market share.

Acura

Strengths: Full year of RDX sales and redesigned MDX.

Weaknesses: TL and TSX still strong sellers, but aging. RL faces tough competition in luxury sedan segment.

Market Share Outlook: Up slightly.

Audi

Strengths: Q7 SUV is selling well and will benefit from a full year of sales. Redesigned TT.

Weaknesses: Gains will be hard to come by for A4 and A6.

Market Share Outlook: Flat.

BMW

Strengths: Redesigned X5.

Weaknesses: 3-Series sales could be impacted by new Infiniti G35.

Market Share Outlook: Flat.

Buick

Strengths: All-new Enclave crossover SUV.

Weaknesses: Lacrosse and Lucerne newness is wearing off. Rendezvous and Rainier disappearing.

Market Share Outlook: Down slightly.

Cadillac

Strengths: New CTS arriving later in the year. Full year of sales for new Escalade.

Weaknesses: SRX sales dropping, other models aging.

Market Share Outlook: Down slightly.

Chevrolet

Strengths: Redesigned Silverado, Aveo, and Malibu (late in year).

Weaknesses: Impala aging in competitive segment. GM production cutbacks.

Market Share Outlook: Down slightly.

Chrysler

Strengths: Redesigned Sebring and all-new Aspen full-size SUV. New Town & County later this year.

Weaknesses: 300 sales declining.

Market Share Outlook: Down slightly.

Dodge

Strengths: All-new Nitro and Avenger (replacement for Stratus). Caravan and perhaps Challenger, late in '07.

Weaknesses: Magnum sales easing. Durango and Ram are aging and face bevy of new competitors.

Market Share Outlook: Flat.

Ford

Strengths: All-new Edge crossover SUV and redesigned Expedition. Fusion gaining traction.

Weaknesses: Taurus dropped. Explorer on decline. F-Series faces formidable competition. Production cutbacks.

Market Share Outlook: Down.

GMC

Strengths: Redesigned Sierra and all-new Acadia crossover.

Weaknesses: Envoy is aging and competition is exploding.

Market Share Outlook: Up slightly.

Honda

Strengths: Redesigned CRV and full year of Fit sales.

Weaknesses: Accord and Pilot aging in highly competitive market.

Market Share Outlook: Flat.

Hummer

Strengths: Largely avoids ultra-competitive SUV wars due to distinctive designs and market positioning.

Weaknesses: No new products

Market Share Outlook: Flat.

Hyundai

Strengths: Redesigned Elantra. Veracruz SUV (lengthened Santa Fe) possible late in 2007.

Weaknesses: Sonata to face tough competition. Pricing flexibility hindered by strong Korean won.

Market Share Outlook: Flat.

Infiniti

Strengths: Redesigned G35 coupe and sedan. Possible introduction of X crossover later in year.

Weaknesses: FX and QX sales sagging as fuel prices remain high.

Market Share Outlook: Flat.

Isuzu

Strengths: None.

Weaknesses: Ascender aging.

Market Share Outlook: Down.

Jaguar

Strengths: Full year of XK sales.

Weaknesses: Another year for aging X and S types. Redesigned S-Type launch not likely until 2008.

Market Share Outlook: Down.

Jeep

Strengths: All-new Compass and Patriot add sales volume. Redesigned Wrangler, which includes a four door model for the first time.

Weaknesses: Grand Cherokee and Commander sales declining.

Market Share Outlook: Up Slightly.

Brand Outlooks (continued)

Saturn and Suzuki Predicted to Post Market Share Gains During 2007

Kia

Strengths: Rondo small mini van to be introduced in early '07.

Weaknesses: Spectra and Optima face formidable competition. As with Hyundai, pricing flexibility lessened due to strong Korean won.

Market Share Outlook: Flat.

Land Rover

Strengths: LR2 is introduced in entry luxury SUV segment.

Weaknesses: LR3 faces tough new competition.

Market Share Outlook: Up slightly.

Lexus

Strengths: Redesigned LS 460 sedan. New crossover?

Weaknesses: GS does not stand out in crowded luxury sedan segment.

Market Share Outlook: Up slightly.

Lincoln

Strengths: Redesigned Navigator. All-new MKX crossover.

Weaknesses: LS dropped. MKZ faces tough competition

Market Share Outlook: Up Slightly.

Mazda

Strengths: Full year of CX-7 sales. CX-5 and CX-9 bow later this year.

Weaknesses: Mazda6 faces bevy of new competitors.

Market Share Outlook: Up slightly.

Mercedes

Strengths: Redesigned C-Class, full year of sales for M and G Class SUVs. New S-Class.

Weaknesses: Although freshened for 2007 model year, E-Class is older than most other products in its segment.

Market Share Outlook: Up slightly.

Mercury

Strengths: Mild restyling for Mariner.

Weaknesses: Mountaineer sales likely to continue declining.

Market Share Outlook: Down.

Mini

Strengths: Redesigned Mini arrives in Spring.

Weaknesses: Intense competition in sub compact segment.

Market Share Outlook: Up slightly.

Mitsubishi

Strengths: Redesigned Outlander and new version of Lancer.

Weaknesses: Endeavor and Galant are aging.

Market Share Outlook: Flat.

Nissan

Strengths: Full year of sales for redesigned Altima and Sentra. All-new Versa.

Weaknesses: Titan and Armada sales likely to decline.

Market Share Outlook: Up slightly.

Pontiac

Strengths: G5 coupe introduction late in the year.

Weaknesses: G6 faces tough competition. Solstice sales leveling off.

Market Share Outlook: Down.

Porsche

Strengths: Re-skinned Cayenne likely during 2007.

Weaknesses: Softening economy could hurt sports car market.

Market Share Outlook: Down slightly.

Saab

Strengths: None.

Weaknesses: Almost all competitors have fresher product offerings.

Market Share Outlook: Down.

Saturn

Strengths: Aura sedan and Outlook crossover SUV look strong. Full year of Sky sales.

Weaknesses: Ion dropped in March.

Market Share Outlook: Up.

Subaru

Strengths: Redesigned Impreza.

Weaknesses: Forester sales likely to decline as crossover segment explodes with new product.

Market Share Outlook: Down slightly.

Suzuki

Strengths: Redesigned XL7 and all-new SX4.

Weaknesses: Verona dropped and Forenza competition intense.

Market Share Outlook: Up.

Toyota/Scion

Strengths: Redesigned Tundra. Full year of sales for Yaris and FJ Cruiser. New versions of Highlander and Sequoia late in the year.

Weaknesses: Corolla and Matrix aging in competitive segments.

Market Share Outlook: Up.

Volkswagen

Strengths: Full year of sales for Jetta and Eos. New Tiguan compact SUV.

Weaknesses: Touareg sales are falling.

Market Share Outlook: Up.

Volvo

Strengths: New C30 hatchback and redesigned S80.

Weaknesses: S40 and S60 are aging and face intense competition.

Market Share Outlook: Down slightly.

SOUTHLAND AREA BRAND SCOREBOARD

COMPREHENSIVE REVIEW OF BRAND SALES PERFORMANCE IN THE AREA AUTOMOTIVE MARKET DURING 2006

The table below presents a well-rounded picture of brand sales performance during 2006. Two primary measures are displayed and rated. The first, entitled “Longer Term Results,” represents the percent change in new retail light vehicle registrations during all of 2006 versus 2005. Brands are then rated (from highest to lowest), using a 1 to 5 scale. Brands having the highest increases in registrations receive a 5 rating, and those with the largest decreases get a rating of 1.

The second measure, “Shorter Term Results,” represents the percent change in registrations from the First to the Second Half of this year. Brands are also ranked and rated on the same 1 to 5 scale.

The last column in the table is the sum of the ratings for Longer Term and Shorter Term sales growth. Brands at the top of the table had relatively large sales gains last year, and gained momentum as the year progressed.

Data Source: AutoCount, an Experian Company.

	Longer Term Results 2005 to 2006				Shorter Term Results First Half '06 to Second Half '06				Combined Rating (10 is high)
Brand	2005 regs.	2006 regs.	% ch '05 to '06	Rating (5 is high)	1 half regs.	2 half regs.	% Change	Rating (5 is high)	
Mazda	1,265	1,389	9.8%	5	621	768	23.7%	5	10
Mercedes	4,104	4,423	7.8%	5	2,156	2,267	5.1%	4	9
Mini	543	572	5.3%	5	282	290	2.8%	4	9
Audi	1,007	1,037	3.0%	4	498	539	8.2%	5	9
Pontiac	683	678	-0.7%	4	326	352	8.0%	5	9
Lexus	4,155	4,367	5.1%	5	2,251	2,116	-6.0%	3	8
Toyota/Scion	30,639	31,949	4.3%	4	15,984	15,965	-0.1%	4	8
Saturn	1,713	1,616	-5.7%	3	787	829	5.3%	5	8
Acura	2,640	2,393	-9.4%	3	1,143	1,250	9.4%	5	8
Porsche	440	465	5.7%	5	246	219	-11.0%	2	7
Honda	14,360	15,032	4.7%	5	7,881	7,151	-9.3%	2	7
Jeep	1,640	1,410	-14.0%	2	643	767	19.3%	5	7
Mitsubishi	800	826	3.3%	4	436	390	-10.6%	2	6
Chevrolet	12,995	11,058	-14.9%	2	5,671	5,387	-5.0%	4	6
Suzuki	512	529	3.3%	4	286	243	-15.0%	1	5
Hummer	584	581	-0.5%	4	314	267	-15.0%	1	5
BMW	4,632	4,563	-1.5%	3	2,408	2,155	-10.5%	2	5
Volkswagen	1,828	1,734	-5.1%	3	911	823	-9.7%	2	5
Volvo	1,174	1,030	-12.3%	2	529	501	-5.3%	3	5
Dodge	4,020	3,438	-14.5%	2	1,793	1,645	-8.3%	3	5
Kia	1,655	1,256	-24.1%	1	626	630	0.6%	4	5
GMC	4,521	3,192	-29.4%	1	1,581	1,611	1.9%	4	5
Subaru	522	495	-5.2%	3	275	220	-20.0%	1	4
Chrysler	3,348	2,965	-11.4%	3	1,603	1,362	-15.0%	1	4
Nissan	13,449	11,204	-16.7%	2	5,984	5,220	-12.8%	2	4
Infiniti	2,138	1,771	-17.2%	1	921	850	-7.7%	3	4
Cadillac	1,775	1,460	-17.7%	1	757	703	-7.1%	3	4
Ford	14,048	10,757	-23.4%	1	5,631	5,126	-9.0%	3	4
Lincoln	932	779	-16.4%	2	457	322	-29.5%	1	3
Hyundai	1,959	1,469	-25.0%	1	825	644	-21.9%	1	2

COMPARISON OF SOUTHLAND, CENTRAL/NORTH LA COUNTY, AND ORANGE COUNTY MARKETS

Market Characteristics

	Southland	Central/North LA County	Orange County
Market Growth % change in registrations 2006 vs. 2005	**-7.4%**	**-2.9%**	**-6.1%**
Car Market Share Car share of industry retail light vehicle registrations - 2006	**53.7%**	**58.7%**	**54.1%**
Domestic Brand Market Share Domestic brand share of industry retail light vehicle registrations - 2006	**30.7%**	**23.6%**	**27.1%**

New Retail Light Vehicle Registrations (by brand)

	New Retail Registrations - 2006 Annual Totals								Market Share (2006)		
	Southland		Central/North LA County		Orange County		AREA TOTAL			Central/N	
Brand	Regs.	% ch. from '05	Regs.	% ch. from '05	Regs.	% ch. from '05	Regs.	% ch. from '05	Southland	L.A. County	Orange County
TOTAL	126,403	-7.4%	329,036	-2.9%	182,650	-6.1%	638,089	-4.8%	100.0	100.0	100.0
Acura	2,393	-9.4%	7,130	-7.4%	3,971	-7.4%	13,494	-7.8%	1.9	2.2	2.2
Audi	1,037	3.0%	5,670	17.4%	1,919	0.0%	8,626	11.2%	0.8	1.7	1.1
BMW	4,563	-1.5%	18,583	1.3%	8,400	-2.6%	31,546	-0.2%	3.6	5.6	4.6
Buick	345	-35.0%	708	-24.8%	466	-28.4%	1,519	-28.5%	0.3	0.2	0.3
Cadillac	1,460	-17.7%	3,821	-14.4%	2,397	-15.8%	7,678	-15.5%	1.2	1.2	1.3
Chevrolet	11,058	-14.9%	19,623	-12.8%	12,516	-15.3%	43,197	-14.1%	8.7	6.0	6.9
Chrysler	2,965	-11.4%	4,899	-24.4%	3,433	-27.5%	11,297	-22.4%	2.3	1.5	1.9
Dodge	3,438	-14.5%	6,591	-20.6%	4,779	-16.2%	14,808	-17.8%	2.7	2.0	2.6
Ford	10,757	-23.4%	22,714	-20.0%	14,848	-21.1%	48,319	-21.1%	8.5	6.9	8.1
GMC	3,192	-29.4%	5,714	-29.0%	3,697	-27.3%	12,603	-28.6%	2.5	1.7	2.0
Honda	15,032	4.7%	38,289	4.4%	21,438	2.7%	74,759	3.9%	11.9	11.6	11.7
Hummer	581	-0.5%	1,607	4.1%	884	8.9%	3,072	4.5%	0.5	0.5	0.5
Hyundai	1,469	-25.0%	3,072	-17.2%	3,514	12.8%	8,055	-8.3%	1.2	0.9	1.9
Infiniti	1,771	-17.2%	6,102	-14.1%	2,806	-21.9%	10,679	-16.8%	1.4	1.9	1.5
Isuzu	135	-2.9%	110	-20.3%	130	-9.1%	375	-10.7%	0.1	0.0	0.1
Jaguar	265	-20.2%	1,347	-24.9%	455	-30.2%	2,067	-25.6%	0.2	0.4	0.2
Jeep	1,410	-14.0%	3,716	-13.3%	2,456	-8.7%	7,582	-12.0%	1.1	1.1	1.3
Kia	1,256	-24.1%	3,052	-17.1%	486	-40.1%	4,794	-22.0%	1.0	0.9	0.3
Land Rover	421	-21.2%	3,099	8.2%	1,840	23.4%	5,360	9.7%	0.3	0.9	1.0
Lexus	4,367	5.1%	17,859	10.0%	10,076	11.3%	32,302	9.7%	3.5	5.4	5.5
Lincoln	779	-16.4%	2,249	-16.5%	1,141	-22.7%	4,169	-18.3%	0.6	0.7	0.6
Mazda	1,389	9.8%	4,625	24.2%	2,812	9.0%	8,826	16.6%	1.1	1.4	1.5
Mercedes	4,423	7.8%	19,342	18.1%	10,670	4.5%	34,435	12.2%	3.5	5.9	5.8
Mercury	377	-11.7%	1,111	6.6%	563	1.8%	2,051	1.4%	0.3	0.3	0.3
Mini	572	5.3%	1,961	-7.1%	914	-2.5%	3,447	-4.0%	0.5	0.6	0.5
Mitsubishi	826	3.3%	1,759	-1.5%	1,702	-7.0%	4,287	-2.9%	0.7	0.5	0.9
Nissan	11,204	-16.7%	21,305	-18.7%	9,735	-18.4%	42,244	-18.1%	8.9	6.5	5.3
Other	238	3.5%	1,066	1.0%	573	-0.5%	1,877	0.9%	0.2	0.3	0.3
Pontiac	678	-0.7%	1,542	5.3%	853	-4.8%	3,073	1.0%	0.5	0.5	0.5
Porsche	465	5.7%	2,219	3.7%	1,068	7.6%	3,752	5.0%	0.4	0.7	0.6
Saab	184	-17.1%	1,090	6.3%	417	-2.1%	1,691	1.1%	0.1	0.3	0.2
Saturn	1,616	-5.7%	3,164	-16.2%	1,325	-3.5%	6,105	-11.0%	1.3	1.0	0.7
Subaru	495	-5.2%	1,853	-10.1%	1,048	-15.1%	3,396	-11.1%	0.4	0.6	0.6
Suzuki	529	3.3%	763	47.6%	736	-25.6%	2,028	0.5%	0.4	0.2	0.4
Toyota/Scion	31,949	4.3%	80,294	8.9%	43,911	4.0%	156,154	6.5%	25.3	24.4	24.0
Volkswagen	1,734	-5.1%	7,169	7.0%	2,985	-11.1%	11,888	0.0%	1.4	2.2	1.6
Volvo	1,030	-12.3%	3,818	-14.5%	1,686	-23.9%	6,534	-16.8%	0.8	1.2	0.9

The tables above provide a comparison of the Southland, Central/North LA County, and Orange County new retail light vehicle markets. As shown on the top table, all three markets declined from 2005 to 2006.

Source: AutoCount, an Experian Company

Southland New Retail Car and Light Truck Registrations - History and Forecast

	Registrations					Market Share				
	Units			Percent Change		Share (%)			Change	
	2005	2006	Forecast 2007	'05 to '06	Forecast '06 to '07	2005	2006	Forecast 2007	'05 to '06	Forecast '06 to '07
TOTAL	136,496	126,403	122,646	-7.4%	-3.0%					
Acura	2,640	2,393	2,460	-9.4%	2.8%	1.9	1.9	2.0	0.0	0.1
Audi	1,007	1,037	996	3.0%	-4.0%	0.7	0.8	0.8	0.1	0.0
BMW	4,632	4,563	4,513	-1.5%	-1.1%	3.4	3.6	3.7	0.2	0.1
Buick	531	345	291	-35.0%	-15.7%	0.4	0.3	0.2	-0.1	-0.1
Cadillac	1,775	1,460	1,283	-17.7%	-12.1%	1.3	1.2	1.0	-0.1	-0.2
Chevrolet	12,995	11,058	10,068	-14.9%	-9.0%	9.5	8.7	8.2	-0.8	-0.5
Chrysler	3,348	2,965	2,659	-11.4%	-10.3%	2.5	2.3	2.2	-0.2	-0.1
Dodge	4,020	3,438	3,170	-14.5%	-7.8%	2.9	2.7	2.6	-0.2	-0.1
Ford	14,048	10,757	9,582	-23.4%	-10.9%	10.3	8.5	7.8	-1.8	-0.7
GMC	4,521	3,192	3,095	-29.4%	-3.0%	3.3	2.5	2.5	-0.8	0.0
Honda	14,360	15,032	14,611	4.7%	-2.8%	10.5	11.9	11.9	1.4	0.0
Hummer	584	581	528	-0.5%	-9.1%	0.4	0.5	0.4	0.1	-0.1
Hyundai	1,959	1,469	1,413	-25.0%	-3.8%	1.4	1.2	1.2	-0.2	0.0
Infiniti	2,138	1,771	1,674	-17.2%	-5.5%	1.6	1.4	1.4	-0.2	0.0
Isuzu	139	135	92	-2.9%	-31.9%	0.1	0.1	0.1	0.0	0.0
Jaguar	332	265	186	-20.2%	-29.8%	0.2	0.2	0.2	0.0	0.0
Jeep	1,640	1,410	1,440	-14.0%	2.1%	1.2	1.1	1.2	-0.1	0.1
Kia	1,655	1,256	1,196	-24.1%	-4.8%	1.2	1.0	1.0	-0.2	0.0
Land Rover	534	421	467	-21.2%	10.9%	0.4	0.3	0.4	-0.1	0.1
Lexus	4,155	4,367	4,344	5.1%	-0.5%	3.0	3.5	3.5	0.5	0.0
Lincoln	932	779	778	-16.4%	-0.1%	0.7	0.6	0.6	-0.1	0.0
Mazda	1,265	1,389	1,382	9.8%	-0.5%	0.9	1.1	1.1	0.2	0.0
Mercedes	4,104	4,423	4,464	7.8%	0.9%	3.0	3.5	3.6	0.5	0.1
Mercury	427	377	324	-11.7%	-14.1%	0.3	0.3	0.3	0.0	0.0
Mini	543	572	617	5.3%	7.9%	0.4	0.5	0.5	0.1	0.0
Mitsubishi	800	826	808	3.3%	-2.2%	0.6	0.7	0.7	0.1	0.0
Nissan	13,449	11,204	10,754	-16.7%	-4.0%	9.9	8.9	8.8	-1.0	-0.1
Pontiac	683	678	596	-0.7%	-12.1%	0.5	0.5	0.5	0.0	0.0
Porsche	440	465	437	5.7%	-6.0%	0.3	0.4	0.4	0.1	0.0
Saab	222	184	141	-17.1%	-23.4%	0.2	0.1	0.1	-0.1	0.0
Saturn	1,713	1,616	1,991	-5.7%	23.2%	1.3	1.3	1.6	0.0	0.3
Subaru	522	495	438	-5.2%	-11.5%	0.4	0.4	0.4	0.0	0.0
Suzuki	512	529	567	3.3%	7.2%	0.4	0.4	0.5	0.0	0.1
Toyota (incl. Scion)	30,639	31,949	32,363	4.3%	1.3%	22.4	25.3	26.4	2.9	1.1
Volkswagen	1,828	1,734	1,799	-5.1%	3.7%	1.3	1.4	1.5	0.1	0.1
Volvo	1,174	1,030	893	-12.3%	-13.3%	0.9	0.8	0.7	-0.1	-0.1
Others	230	238	226	3.5%	-5.0%	0.2	0.2	0.2	0.0	0.0

Historical Data Source: AutoCount, an Experian Company

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