



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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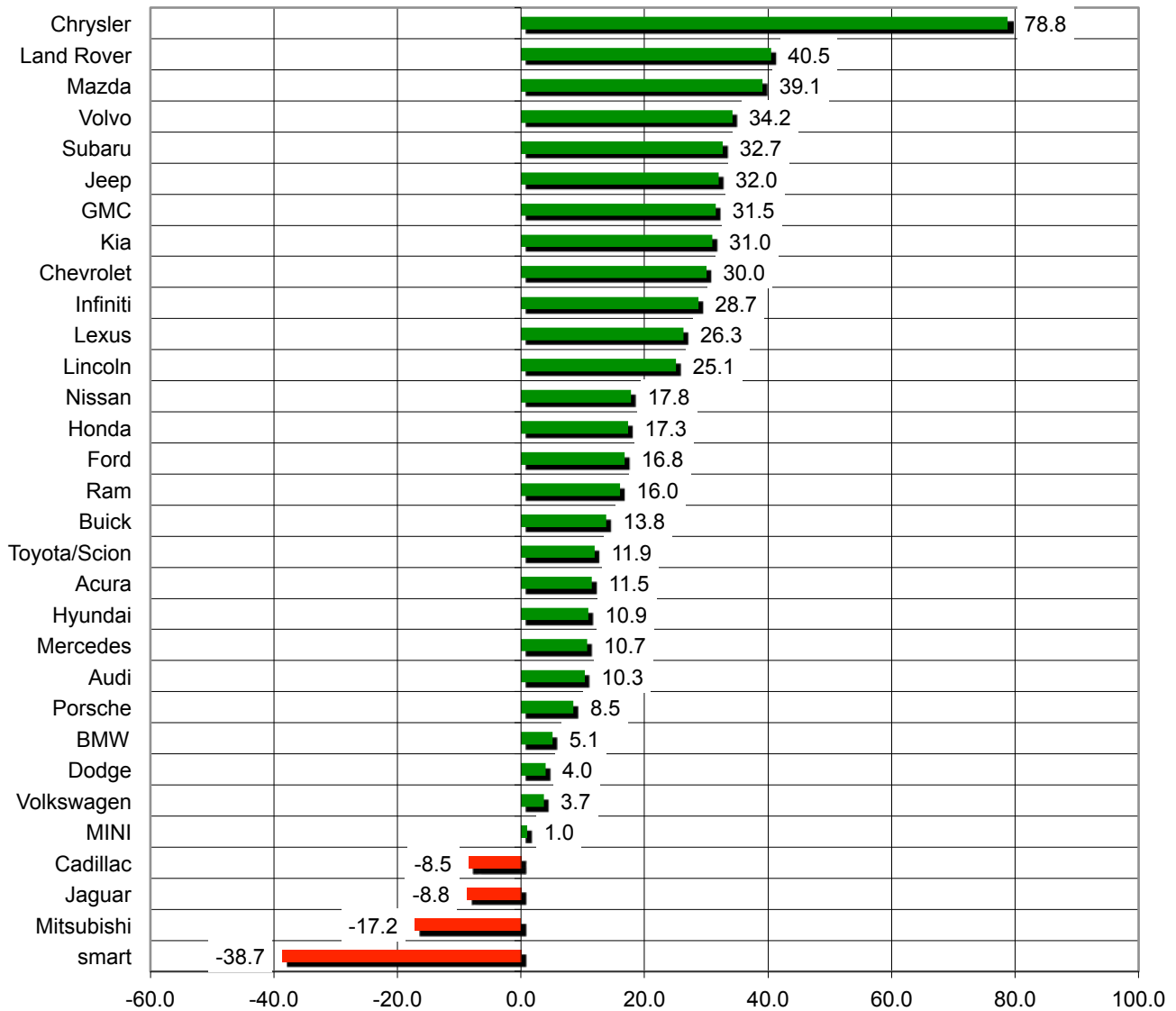
Released: January 2016

Covering Results thru December 2015

	New Vehicle Registrations - December						New Vehicle Registrations -Annual Totals						Market Share	
	Southland			Central/North LA County			Southland			Central/North LA County			Southland	
	Dec. 2014	Dec. 2015	% change	Dec. 2014	Dec. 2015	% change	2014	2015	% change	2014	2015	% change	2014	2015
MARKET SUMMARY														
TOTAL	10,624	13,360	25.8	32,011	36,004	12.5	119,334	140,482	17.7	343,937	380,828	10.7		
Car	6,779	8,435	24.4	20,987	22,861	8.9	77,894	89,107	14.4	230,970	247,394	7.1	65.3	63.4
Light Truck	3,845	4,925	28.1	11,024	13,143	19.2	41,440	51,375	24.0	112,967	133,434	18.1	34.7	36.6
Domestic	2,356	2,870	21.8	5,556	6,407	15.3	25,591	31,268	22.2	58,193	67,119	15.3	21.4	22.3
Japanese	5,542	7,128	28.6	15,927	17,963	12.8	65,048	75,927	16.7	177,246	195,490	10.3	54.5	54.0
European	1,514	1,691	11.7	8,430	9,144	8.5	15,288	16,576	8.4	85,477	91,795	7.4	12.8	11.8
Korean	1,212	1,671	37.9	2,098	2,490	18.7	13,407	16,711	24.6	23,021	26,424	14.8	11.2	11.9
BRAND REGISTRATIONS														
Acura	191	168	-12.0	413	360	-12.8	1,587	1,770	11.5	4,138	4,536	9.6	1.3	1.3
Audi	202	232	14.9	1,023	1,301	27.2	1,912	2,108	10.3	9,765	11,840	21.2	1.6	1.5
BMW	463	489	5.6	2,635	2,434	-7.6	4,317	4,536	5.1	22,081	23,395	6.0	3.6	3.2
Buick	41	42	2.4	99	158	59.6	400	455	13.8	989	1,195	20.8	0.3	0.3
Cadillac	60	73	21.7	238	242	1.7	811	742	-8.5	2,650	2,097	-20.9	0.7	0.5
Chevrolet	700	913	30.4	1,369	1,823	33.2	7,427	9,657	30.0	14,587	17,752	21.7	6.2	6.9
Chrysler	88	84	-4.5	138	83	-39.9	533	953	78.8	1,022	1,506	47.4	0.4	0.7
Dodge	214	231	7.9	391	355	-9.2	2,627	2,732	4.0	4,256	4,265	0.2	2.2	1.9
Fiat	39	30	-23.1	191	214	12.0	619	567	-8.4	3,006	2,801	-6.8	0.5	0.4
Ford	690	812	17.7	2,006	2,045	1.9	7,658	8,944	16.8	21,110	22,659	7.3	6.4	6.4
GMC	145	145	0.0	297	398	34.0	1,261	1,658	31.5	2,645	3,740	41.4	1.1	1.2
Honda	1,376	1,968	43.0	3,934	4,516	14.8	17,663	20,718	17.3	45,654	50,627	10.9	14.8	14.7
Hyundai	360	423	17.5	1,012	1,121	10.8	4,258	4,722	10.9	11,177	12,647	13.2	3.6	3.4
Infiniti	144	169	17.4	532	703	32.1	1,177	1,515	28.7	4,521	6,266	38.6	1.0	1.1
Jaguar	15	9	-40.0	72	85	18.1	136	124	-8.8	855	850	-0.6	0.1	0.1
Jeep	221	335	51.6	597	698	16.9	2,581	3,408	32.0	6,776	7,810	15.3	2.2	2.4
Kia	852	1,248	46.5	1,086	1,369	26.1	9,149	11,989	31.0	11,844	13,777	16.3	7.7	8.5
Land Rover	36	67	86.1	197	373	89.3	440	618	40.5	2,729	3,440	26.1	0.4	0.4
Lexus	422	546	29.4	2,467	2,670	8.2	3,868	4,885	26.3	21,642	24,172	11.7	3.2	3.5
Lincoln	33	29	-12.1	136	154	13.2	291	364	25.1	1,150	1,460	27.0	0.2	0.3
Mazda	153	222	45.1	564	691	22.5	1,679	2,335	39.1	6,736	7,875	16.9	1.4	1.7
Mercedes	325	451	38.8	1,932	2,705	40.0	3,854	4,265	10.7	23,611	25,055	6.1	3.2	3.0
MINI	81	75	-7.4	349	236	-32.4	915	924	1.0	3,516	3,661	4.1	0.8	0.7
Mitsubishi	48	37	-22.9	108	112	3.7	600	497	-17.2	1,170	1,170	0.0	0.5	0.4
Nissan	1,022	1,246	21.9	1,849	2,015	9.0	11,826	13,935	17.8	21,199	23,359	10.2	9.9	9.9
Porsche	63	59	-6.3	344	357	3.8	565	613	8.5	3,381	3,632	7.4	0.5	0.4
Ram	96	115	19.8	196	247	26.0	1,078	1,251	16.0	2,205	2,909	31.9	0.9	0.9
smart	0	4		21	26	23.8	75	46	-38.7	599	367	-38.7	0.1	0.0
Subaru	216	285	31.9	569	814	43.1	2,184	2,899	32.7	6,248	8,309	33.0	1.8	2.1
Tesla	29	61	110.3	128	234	82.8	305	537	76.1	1,422	2,293	61.3	0.3	0.4
Toyota/Scion	1,970	2,487	26.2	5,491	6,082	10.8	24,464	27,373	11.9	65,938	69,176	4.9	20.5	19.5
Volkswagen	288	243	-15.6	1,275	984	-22.8	2,692	2,791	3.7	12,021	12,204	1.5	2.3	2.0
Volvo	16	29	81.3	110	158	43.6	193	259	34.2	1,308	1,436	9.8	0.2	0.2
Others	25	33	32.0	242	241	-0.4	189	292	54.5	1,986	2,547	28.2	0.2	0.2
U.S. MARKET COMPARISON - MARKET TOTALS														
	Dec. 2014	Dec. 2015	% change	2014	2015	% change								
Southland	10,624	13,360	25.8	119,334	140,482	17.7								
Cent./North LA County	32,011	36,004	12.5	343,937	380,828	10.7								
U.S.	1,507,229	1,641,913	8.9	16,522,663	17,470,659	5.7								

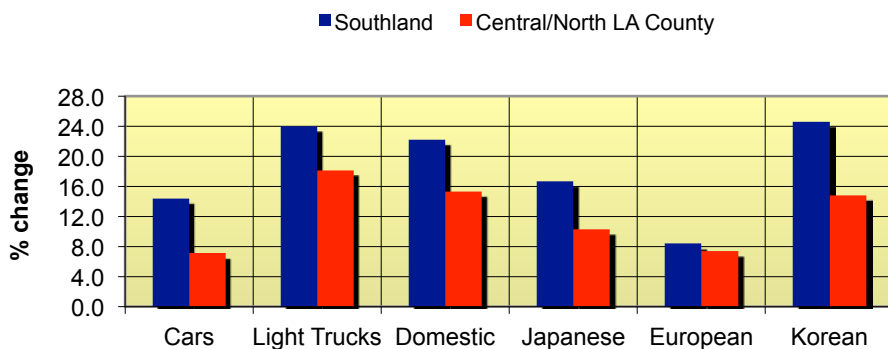
The table above shows new retail light vehicle registrations in the Southland and Central/North LA County areas for the following time periods: December 2015 and 2014, and annual figures for 2014 and 2015. **Please keep in mind that monthly registration figures for area markets can occasionally be subject 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 Southland and Central/North LA County: AutoCount data from Experian Automotive. Data source for U.S.: Automotive News. (U.S. figures include fleets.)

Percent Change in New Retail Light Vehicle Registrations (2015 vs. 2014)



Percent change in registrations (2015 vs. 2014)

Percent Change in New Retail Light Vehicle Registrations (2015 vs. 2014)



Data Source: AutoCount data from Experian Automotive.

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