



# 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

Online inventory powered by



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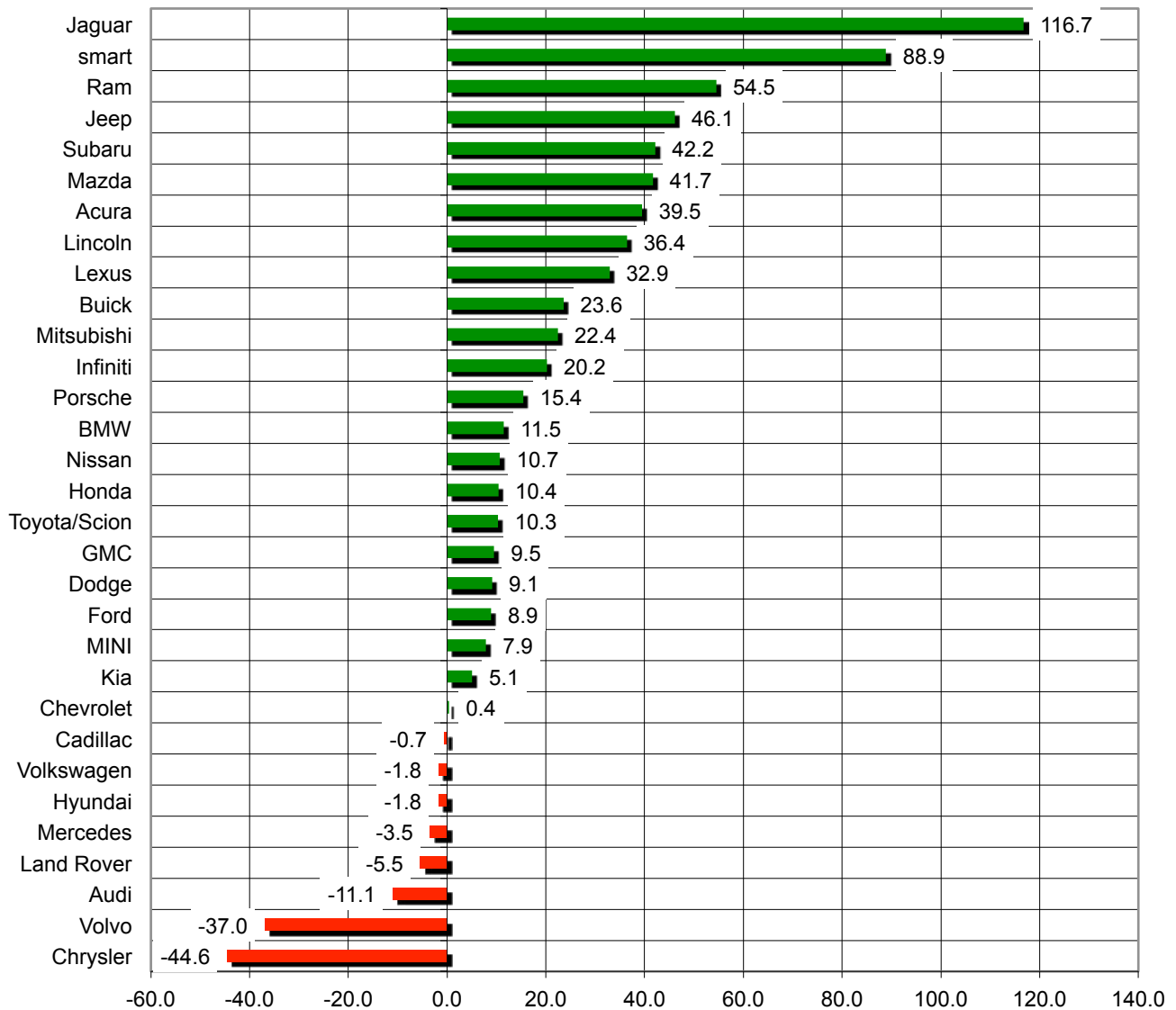
Covering Results thru February 2014

|   | New Vehicle Registrations - February |           |          |                         |           |          | New Vehicle Registrations - YTD thru February |          |          |                         |          |          | Market Share |          |
|---|--------------------------------------|-----------|----------|-------------------------|-----------|----------|---|----------|----------|-------------------------|----------|----------|--------------|----------|
|   | Southland                            |           |          | Central/North LA County |           |          | Southland                                     |          |          | Central/North LA County |          |          | Southland    |          |
|   | Feb 2013                             | Feb 2014  | % change | Feb 2013                | Feb 2014  | % change | YTD 2013                                      | YTD 2014 | % change | YTD 2013                | YTD 2014 | % change | YTD 2013     | YTD 2014 |
| <b>MARKET SUMMARY</b>                         |                                      |           |          |                         |           |          |   |          |          |                         |          |          |              |          |
| TOTAL   | 6,946                                | 7,620     | 9.7      | 20,186                  | 21,598    | 7.0      | 15,557  | 17,153   | 10.3     | 46,380                  | 50,487   | 8.9      |              |          |
| Car   | 4,465                                | 4,902     | 9.8      | 13,467                  | 14,222    | 5.6      | 9,992   | 10,905   | 9.1      | 31,070                  | 33,540   | 7.9      | 64.2         | 63.6     |
| Light Truck                                   | 2,481                                | 2,718     | 9.6      | 6,719                   | 7,376     | 9.8      | 5,565   | 6,248    | 12.3     | 15,310                  | 16,947   | 10.7     | 35.8         | 36.4     |
| Domestic                                      | 1,555                                | 1,657     | 6.6      | 3,616                   | 3,687     | 2.0      | 3,288   | 3,656    | 11.2     | 7,761                   | 8,509    | 9.6      | 21.1         | 21.3     |
| Japanese                                      | 3,679                                | 4,202     | 14.2     | 9,471                   | 11,132    | 17.5     | 8,132   | 9,298    | 14.3     | 21,632                  | 25,457   | 17.7     | 52.3         | 54.2     |
| European                                      | 973                                  | 956       | -1.7     | 5,506                   | 5,436     | -1.3     | 2,444   | 2,462    | 0.7      | 13,651                  | 13,576   | -0.5     | 15.7         | 14.4     |
| Korean  | 739                                  | 805       | 8.9      | 1,593                   | 1,343     | -15.7    | 1,693   | 1,737    | 2.6      | 3,336                   | 2,945    | -11.7    | 10.9         | 10.1     |
| <b>BRAND REGISTRATIONS</b>                    |                                      |           |          |                         |           |          |   |          |          |                         |          |          |              |          |
| Acura   | 82                                   | 105       | 28.0     | 286                     | 282       | -1.4     | 215   | 300      | 39.5     | 688                     | 716      | 4.1      | 1.4          | 1.7      |
| Audi  | 141                                  | 133       | -5.7     | 652                     | 616       | -5.5     | 333   | 296      | -11.1    | 1,443                   | 1,442    | -0.1     | 2.1          | 1.7      |
| BMW   | 215                                  | 232       | 7.9      | 1,213                   | 1,209     | -0.3     | 574   | 640      | 11.5     | 3,190                   | 3,212    | 0.7      | 3.7          | 3.7      |
| Buick   | 30                                   | 25        | -16.7    | 84                      | 57        | -32.1    | 55  | 68       | 23.6     | 181                     | 134      | -26.0    | 0.4          | 0.4      |
| Cadillac                                      | 81                                   | 62        | -23.5    | 182                     | 188       | 3.3      | 137   | 136      | -0.7     | 455                     | 463      | 1.8      | 0.9          | 0.8      |
| Chevrolet                                     | 443                                  | 438       | -1.1     | 910                     | 856       | -5.9     | 941   | 945      | 0.4      | 1,930                   | 1,953    | 1.2      | 6.0          | 5.5      |
| Chrysler                                      | 49                                   | 21        | -57.1    | 86                      | 68        | -20.9    | 101   | 56       | -44.6    | 186                     | 133      | -28.5    | 0.6          | 0.3      |
| Dodge   | 174                                  | 172       | -1.1     | 280                     | 279       | -0.4     | 341   | 372      | 9.1      | 560                     | 621      | 10.9     | 2.2          | 2.2      |
| Fiat  | 40                                   | 43        | 7.5      | 160                     | 214       | 33.8     | 67  | 86       | 28.4     | 298                     | 441      | 48.0     | 0.4          | 0.5      |
| Ford  | 467                                  | 522       | 11.8     | 1,492                   | 1,373     | -8.0     | 1,075   | 1,171    | 8.9      | 3,178                   | 3,215    | 1.2      | 6.9          | 6.8      |
| GMC   | 93                                   | 89        | -4.3     | 155                     | 154       | -0.6     | 168   | 184      | 9.5      | 346                     | 365      | 5.5      | 1.1          | 1.1      |
| Honda   | 946                                  | 1,104     | 16.7     | 2,681                   | 2,771     | 3.4      | 2,232   | 2,464    | 10.4     | 5,984                   | 6,460    | 8.0      | 14.3         | 14.4     |
| Hyundai                                       | 238                                  | 262       | 10.1     | 870                     | 694       | -20.2    | 604   | 593      | -1.8     | 1,776                   | 1,548    | -12.8    | 3.9          | 3.5      |
| Infiniti                                      | 67                                   | 84        | 25.4     | 263                     | 325       | 23.6     | 178   | 214      | 20.2     | 633                     | 789      | 24.6     | 1.1          | 1.2      |
| Jaguar  | 7                                    | 12        | 71.4     | 49                      | 74        | 51.0     | 12  | 26       | 116.7    | 115                     | 158      | 37.4     | 0.1          | 0.2      |
| Jeep  | 124                                  | 185       | 49.2     | 320                     | 498       | 55.6     | 269   | 393      | 46.1     | 654                     | 1,044    | 59.6     | 1.7          | 2.3      |
| Kia   | 501                                  | 543       | 8.4      | 723                     | 649       | -10.2    | 1,089   | 1,144    | 5.1      | 1,560                   | 1,397    | -10.4    | 7.0          | 6.7      |
| Land Rover                                    | 46                                   | 38        | -17.4    | 194                     | 234       | 20.6     | 91  | 86       | -5.5     | 434                     | 551      | 27.0     | 0.6          | 0.5      |
| Lexus   | 160                                  | 257       | 60.6     | 820                     | 1,375     | 67.7     | 484   | 643      | 32.9     | 2,213                   | 3,359    | 51.8     | 3.1          | 3.7      |
| Lincoln                                       | 14                                   | 21        | 50.0     | 41                      | 62        | 51.2     | 33  | 45       | 36.4     | 115                     | 171      | 48.7     | 0.2          | 0.3      |
| Mazda   | 76                                   | 109       | 43.4     | 301                     | 408       | 35.5     | 151   | 214      | 41.7     | 634                     | 888      | 40.1     | 1.0          | 1.2      |
| Mercedes                                      | 274                                  | 263       | -4.0     | 1,760                   | 1,624     | -7.7     | 712   | 687      | -3.5     | 4,425                   | 4,303    | -2.8     | 4.6          | 4.0      |
| MINI  | 53                                   | 43        | -18.9    | 248                     | 200       | -19.4    | 126   | 136      | 7.9      | 537                     | 465      | -13.4    | 0.8          | 0.8      |
| Mitsubishi                                    | 42                                   | 50        | 19.0     | 63                      | 88        | 39.7     | 85  | 104      | 22.4     | 142                     | 166      | 16.9     | 0.5          | 0.6      |
| Nissan  | 675                                  | 695       | 3.0      | 1,290                   | 1,255     | -2.7     | 1,396   | 1,545    | 10.7     | 2,647                   | 2,932    | 10.8     | 9.0          | 9.0      |
| Porsche                                       | 32                                   | 41        | 28.1     | 242                     | 214       | -11.6    | 78  | 90       | 15.4     | 477                     | 451      | -5.5     | 0.5          | 0.5      |
| Ram   | 40                                   | 71        | 77.5     | 106                     | 139       | 31.1     | 101   | 156      | 54.5     | 223                     | 301      | 35.0     | 0.6          | 0.9      |
| smart   | 2                                    | 6         | 200.0    | 19                      | 38        | 100.0    | 9   | 17       | 88.9     | 51                      | 79       | 54.9     | 0.1          | 0.1      |
| Subaru  | 105                                  | 149       | 41.9     | 316                     | 376       | 19.0     | 230   | 327      | 42.2     | 750                     | 850      | 13.3     | 1.5          | 1.9      |
| Tesla   | 0                                    | 8         |          | 0                       | 56        |          | 0   | 44       |          | 0                       | 195      |          | 0.0          | 0.3      |
| Toyota/Scion                                  | 1,526                                | 1,649     | 8.1      | 3,451                   | 4,252     | 23.2     | 3,160   | 3,487    | 10.3     | 7,941                   | 9,297    | 17.1     | 20.3         | 20.3     |
| Volkswagen                                    | 178                                  | 169       | -5.1     | 746                     | 810       | 8.6      | 443   | 435      | -1.8     | 2,098                   | 1,955    | -6.8     | 2.8          | 2.5      |
| Volvo   | 20                                   | 13        | -35.0    | 113                     | 66        | -41.6    | 54  | 34       | -37.0    | 325                     | 212      | -34.8    | 0.3          | 0.2      |
| Others  | 5                                    | 6         | 20.0     | 70                      | 94        | 34.3     | 13  | 15       | 15.4     | 191                     | 221      | 15.7     | 0.1          | 0.1      |
| <b>U.S. MARKET COMPARISON - MARKET TOTALS</b> |                                      |           |          |                         |           |          |   |          |          |                         |          |          |              |          |
|   | Feb 2013                             | Feb 2014  | % change | YTD 2013                | YTD 2014  | % change |   |          |          |                         |          |          |              |          |
| Southland                                     | 6,946                                | 7,620     | 9.7      | 15,557                  | 17,153    | 10.3     |   |          |          |                         |          |          |              |          |
| Cent./North LA County                         | 20,186                               | 21,598    | 7.0      | 46,380                  | 50,487    | 8.9      |   |          |          |                         |          |          |              |          |
| U.S.  | 1,192,824                            | 1,192,467 | 0.0      | 2,236,072               | 2,203,668 | -1.4     |   |          |          |                         |          |          |              |          |

The table above shows new retail light vehicle registrations in the Southland and Central/North LA County areas for the following time periods: February 2013 and 2014, and year-to-date figures for 2013 and 2014. **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. Tesla figures for early 2013 are not available.

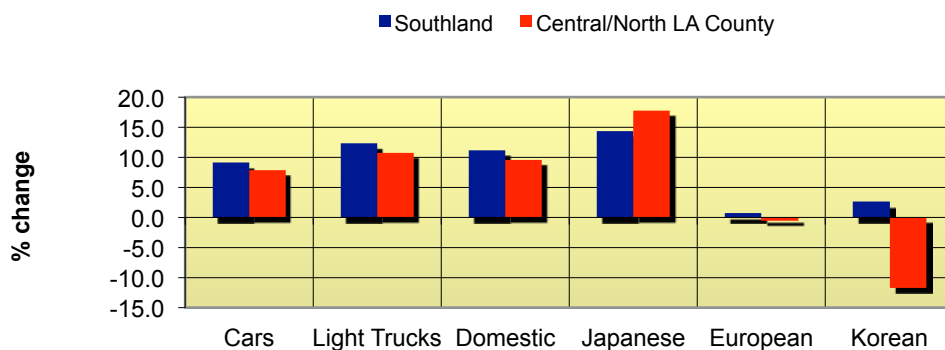
Data source for Southland and Central/North LA County: AutoCount data from Experian Automotive. Data source for U.S.: Automotive News. (U.S. figures include fleets.)

**Percent Change in New Retail Light Vehicle Registrations (YTD 2014 thru February vs. YTD 2013)**



Percent change in registrations (YTD '14 thru Feb. vs. YTD '13)

**Percent Change in New Retail Light Vehicle Registrations (YTD '14 thru February vs. YTD '13)**



Data Source: AutoCount data from Experian Automotive.

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