

California Auto Outlook™

Comprehensive information on the California new vehicle market

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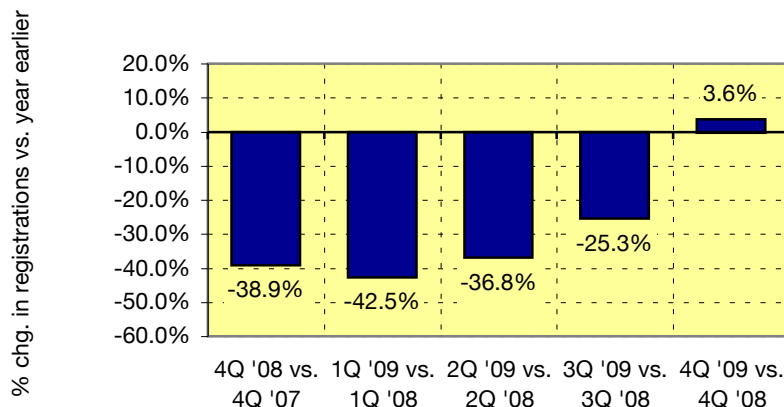
FORECAST AND ANALYSIS OF CALIFORNIA NEW LIGHT VEHICLE MARKET

10.3% Increase in California New Vehicle Registrations Predicted for 2010

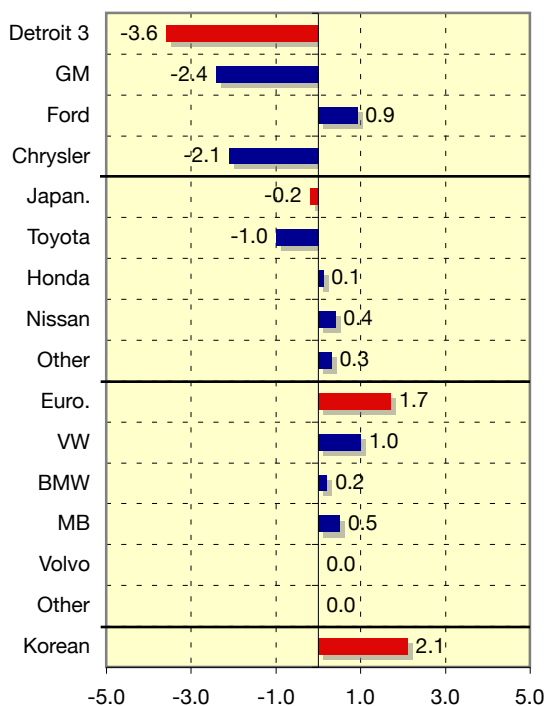
New vehicle sales in California declined to less than 1,040,000 units last year, as the state market felt the full impact from the housing slump and the steep economic downturn. Encouragingly, the severity of the slump showed tangible signs of easing as the year progressed. New vehicle registrations during the first six months of 2009 slid 39.6 percent versus the same period a year earlier, with the decline moderating to 13.7 percent in the second half.

Auto Outlook believes that the downward slide in the state's new vehicle market reached its nadir in 2009. Accumulated pent-up demand (resulting from postponed new vehicle purchases during the recession), strong new vehicle affordability, and the likelihood of an improving economy should ensure an increase in new vehicle sales in 2010. Auto Outlook is currently projecting that new vehicle registrations will be 1,145,000 units this year, an increase of 10.3 percent from 2009. The level of sales is well below the over 2 million unit level recorded in 2005, but an upturn in sales is welcome news.

QUARTERLY NEW LIGHT VEHICLE REGISTRATIONS IN CALIFORNIA PERCENT CHANGE VERSUS YEAR EARLIER

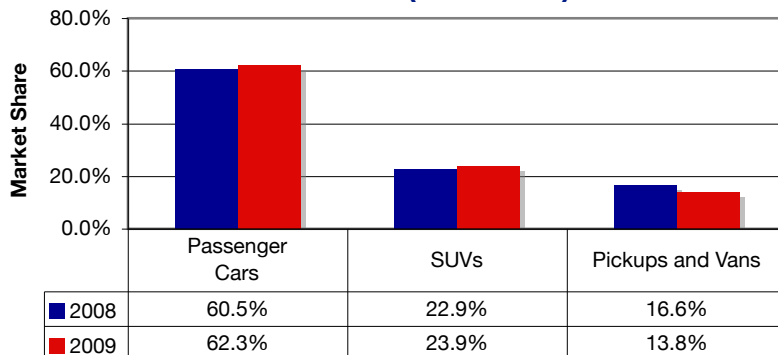


CHANGE IN NEW LIGHT VEHICLE MARKET SHARE - 2009 vs. 2008



Brands included above: Detroit 3: GM (Buick, Cadillac, Chevrolet, GMC, Hummer, 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 and Smart), Volvo, Other (Aston Martin, Ferrari, Jaguar, Land Rover, Lotus, Maserati, and Saab). Korean: Hundai and Kia.

SEGMENTATION IN CALIFORNIA NEW LIGHT VEHICLE MARKET 2008 and 2009 (Annual totals)



As shown on the graph above, passenger car market share in the state increased from 2008 to 2009. SUV market share increased from 22.9 percent to 23.9 percent. Pickup and van market share declined.

Source: AutoCount data from Experian Automotive.

CALIFORNIA NEW LIGHT VEHICLE REGISTRATIONS (INCLUDES RETAIL AND FLEET TRANSACTIONS)

	2008	2009	Forecast 2010	% ch. '08 to '09	% ch. '09 to '10
TOTAL	1,447,460	1,038,271	1,145,000	-28.3%	10.3%
Car	875,415	647,715	735,090	-26.0%	13.5%
Light Truck	572,045	390,556	409,910	-31.7%	5.0%
Detroit Three	469,397	298,567	296,555	-36.4%	-0.7%
Japanese	732,340	523,265	589,675	-28.5%	12.7%
European	194,895	157,977	183,200	-18.9%	16.0%
Korean	50,828	58,462	75,570	15.0%	29.3%

MODEL SALES

Honda CRV Best Selling Model in California New Retail Light Truck Market in 2009

Top Selling Models in Each Segment - California											
New Retail Registrations and Market Share of Segment (2009 Annual Totals)											
Cars											
Entry			Sub Compact			Sporty Compact			Standard Mid Size		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Honda Fit	10226	23.6	Honda Civic	36351	20.6	Ford Mustang	4745	34.7	Toyota Camry	39963	34.1
Toyota Yaris	8020	18.5	Toyota Corolla/Matrix	35478	20.1	Scion TC	3362	24.6	Honda Accord	32718	27.9
Nissan Versa	7834	18.1	Toyota Prius	26420	15.0	Chevrolet Camaro	3345	24.5	Nissan Altima	14395	12.3
Nissan Cube	2857	6.6	Volkswagen Jetta	13341	7.6	Dodge Challenger	1628	11.9	Ford Fusion	7669	6.6
Honda Insight	2756	6.4	Mini Cooper	9358	5.3	Mitsubishi Eclipse	310	2.3	Chevrolet Malibu	4569	3.9
Large Mid Size			Near Luxury			Luxury			Sports Car		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Dodge Charger	2706	19.1	BMW 3-Series	17623	23.9	Mercedes E-Class	9113	23.2	Nissan 370Z	1838	20.9
Nissan Maxima	2424	17.1	Mercedes C-Class	10386	14.1	BMW 5-Series	7358	18.8	Porsche 911	1693	19.3
Chrysler 300	2258	15.9	Lexus IS	8722	11.8	Mercedes CLK-Class	2275	5.8	Chevrolet Corvette	1267	14.4
Toyota Avalon	1623	11.5	Lexus ES	6136	8.3	Mercedes S-Class	2133	5.4	Mazda MX5	832	9.5
Chevrolet Impala	1324	9.4	Infiniti G	6042	8.2	BMW 7-Series	2102	5.4	BMW Z4	619	7.1
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	15689	59.3	Ford F-Series	17496	33.4	Honda Odyssey	9156	39.5	Ford E-Series	2464	46.5
Ford Ranger	4706	17.8	Chevrolet Silverado	12823	24.5	Toyota Sienna	7487	32.3	Chevrolet Express	1286	24.3
Nissan Frontier	2433	9.2	Toyota Tundra	7650	14.6	Chrysler T & C	1413	6.1	Dodge Sprinter	669	12.6
Chevrolet Colorado	1579	6.0	Dodge Ram	6943	13.3	Mazda 5	1328	5.7	Ford Transit Connect	555	10.5
Honda Ridgeline	930	3.5	GMC Sierra	5130	9.8	Dodge Caravan	1320	5.7	GMC Savana	328	6.2
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
Honda CRV	19684	28.5	Toyota Highlander	8722	13.5	Chevrolet Tahoe	3896	28.0	Lexus RX	10484	20.6
Toyota RAV4	12858	18.6	Honda Pilot	8572	13.3	GMC Yukon	2198	15.8	BMW X5	4413	8.7
Ford Escape	8142	11.8	Ford Edge	6131	9.5	Toyota Sequoia	1921	13.8	Mercedes ML-Class	4379	8.6
Jeep Wrangler	4811	7.0	Toyota Venza	5427	8.4	Chevrolet Suburban	1787	12.8	Acura MDX	3859	7.6
Nissan Rogue	4668	6.8	Subaru Forester	4310	6.7	GMC Yukon XL	1405	10.1	Land Rover Range R.	3495	6.9

MARKET PERSPECTIVE

State New Vehicle Market Declines at Steeper Pace than U.S.

New light vehicle registrations (including retail and fleet transactions) in California declined 28.3 percent from 2008 to 2009, steeper than the 21.2 percent decline in the U.S. market (see table below). Car market share in California exceeded National levels by 7.8 share points. Domestic brand market share (the Detroit Three) in California was 28.8 percent versus 44.2 percent in the Nation.

NEW LIGHT VEHICLE MARKET COMPARISON (INCLUDES RETAIL AND FLEET TRANSACTIONS)			
Market	% change in registrations 2009 vs. 2008	Car market share 2009	Domestic brand share 2009
California	-28.3%	62.4%	28.8%
U.S.	-21.2%	54.6%	44.2%

Data Source: AutoCount, an Experian Company.

DATA SOURCE INFORMATION

Exclusive source for new vehicle registration data presented in California Auto Outlook is AutoCount, an Experian Company. AutoCount specializes in providing detailed new and used vehicle sales and registration statistics. Data is available on a timely basis and is available directly over the Internet.

For more information on Auto Count, call 888-211-5809 or visit AutoCount's web site: www.experianautomotive.com

AutoCount
AN EXPERIAN COMPANY

EXPLANATION OF DATA

Data presented in Auto Outlook measures new vehicle registrations in California. Monthly recording of registrations occurs when the data is processed by the DMV.

BRAND SCOREBOARD

Detailed Results for All Brands in California Market

The table shows new light vehicle registrations in California, including retail and fleet transactions. **Please keep in mind that monthly registration figures 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. Source for California registrations: AutoCount data from Experian Automotive. Source for U.S. data: Automotive News.

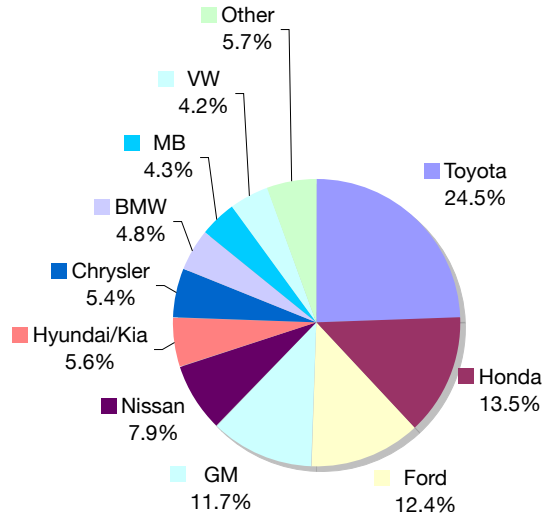
California New Car and Light Truck Registrations															
	December				Fourth Quarter 2008 and 2009				Annual Totals				YTD Market Share (%)		
	California			U.S.	California			U.S.	California			U.S.	California		
	2008	2009	% chg.	% chg.	2008	2009	% chg.	% chg.	2008	2009	% chg.	% chg.	2008	2009	Chg.
MARKET SUMMARY															
TOTAL	84,005	97,888	16.5%	15.1%	254,150	263,196	3.6%	5.4%	1,447,460	1,038,271	-28.3%	-21.3%			
Cars	48,721	58,875	20.8%	21.2%	150,725	163,552	8.5%	8.9%	875,415	647,715	-26.0%	-19.2%	60.5	62.3	1.8
Light Trucks	35,284	39,013	10.6%	9.2%	103,425	99,644	-3.7%	1.8%	572,045	390,556	-31.7%	-23.6%	39.5	37.7	-1.8
Domestic	27,376	31,482	15.0%	6.6%	80,717	76,268	-5.5%	-0.9%	469,397	298,567	-36.4%	-26.8%	32.4	28.8	-3.6
Japanese	40,729	46,907	15.2%	24.6%	127,257	131,190	3.1%	9.8%	732,340	523,265	-28.5%	-19.6%	50.6	50.4	-0.2
European	14,142	15,322	8.3%	9.4%	39,981	42,620	6.6%	3.0%	194,895	157,977	-18.9%	-15.7%	13.5	15.2	1.7
Korean	1,758	4,177	137.6%	41.8%	6,195	13,118	111.8%	41.1%	50,828	58,462	15.0%	8.9%	3.5	5.6	2.1
BRAND REGISTRATIONS															
Acura	1,279	1,229	-3.9%	-1.0%	3,999	3,788	-5.3%	1.5%	20,855	13,555	-35.0%	-26.8%	1.4	1.3	-0.1
Audi	1,341	1,561	16.4%	17.1%	3,556	4,129	16.1%	5.7%	16,860	15,399	-8.7%	-5.7%	1.2	1.5	0.3
BMW	3,861	4,030	4.4%	11.5%	11,601	10,711	-7.7%	-2.2%	56,128	39,887	-28.9%	-21.1%	3.9	3.8	-0.1
Buick	288	627	117.7%	37.4%	986	1,186	20.3%	24.3%	6,767	4,554	-32.7%	-25.4%	0.5	0.4	-0.1
Cadillac	925	825	-10.8%	11.4%	2,384	2,380	-0.2%	14.2%	14,736	7,902	-46.4%	-32.3%	1.0	0.8	-0.2
Chevrolet	8,256	8,738	5.8%	-1.2%	23,758	22,147	-6.8%	3.7%	122,476	78,575	-35.8%	-25.2%	8.5	7.6	-0.9
Chrysler	1,450	2,234	54.1%	-6.8%	4,104	3,799	-7.4%	-26.8%	30,032	13,380	-55.4%	-47.2%	2.1	1.3	-0.8
Dodge	2,896	3,711	28.1%	0.7%	8,894	8,118	-8.7%	-15.6%	55,454	29,883	-46.1%	-33.3%	3.8	2.9	-0.9
Ford	8,389	9,967	18.8%	37.0%	25,227	25,732	2.0%	14.9%	143,615	110,717	-22.9%	-14.3%	9.9	10.7	0.8
GMC	1,684	1,617	-4.0%	6.8%	5,072	3,917	-22.8%	12.3%	26,574	15,138	-43.0%	-30.0%	1.8	1.5	-0.3
Honda	9,522	9,992	4.9%	28.1%	29,575	28,769	-2.7%	8.2%	173,329	127,110	-26.7%	-18.6%	12.0	12.2	0.2
Hummer	138	15	-89.1%	-85.0%	416	50	-88.0%	-82.9%	2,312	579	-75.0%	-67.1%	0.2	0.1	-0.1
Hyundai	1,113	2,753	147.3%	40.6%	3,427	7,778	127.0%	44.9%	30,669	33,514	9.3%	8.3%	2.1	3.2	1.1
Infiniti	1,339	767	-42.7%	10.1%	3,761	2,481	-34.0%	-7.9%	18,872	11,773	-37.6%	-28.2%	1.3	1.1	-0.2
Jaguar	230	370	60.9%	13.3%	617	746	20.9%	37.4%	3,102	2,724	-12.2%	-20.1%	0.2	0.3	0.1
Jeep	964	1,240	28.6%	-9.9%	2,991	2,869	-4.1%	-23.3%	22,638	12,478	-44.9%	-30.6%	1.6	1.2	-0.4
Kia	645	1,424	120.8%	43.7%	2,768	5,340	92.9%	35.7%	20,158	24,948	23.8%	9.8%	1.4	2.4	1.0
Land Rover	428	393	-8.2%	53.2%	1,220	1,200	-1.6%	15.5%	6,000	4,642	-22.6%	-11.9%	0.4	0.4	0.0
Lexus	3,749	4,152	10.7%	22.3%	9,541	11,410	19.6%	19.2%	50,267	39,595	-21.2%	-17.0%	3.5	3.8	0.3
Lincoln	426	663	55.6%	15.6%	1,285	1,284	-0.1%	-3.5%	7,041	5,326	-24.4%	-22.8%	0.5	0.5	0.0
Mazda	1,619	2,004	23.8%	1.6%	5,577	5,587	0.2%	-2.0%	30,630	23,599	-23.0%	-21.3%	2.1	2.3	0.2
Mercedes	3,790	4,506	18.9%	8.1%	10,392	12,232	17.7%	15.6%	50,466	41,766	-17.2%	-15.3%	3.5	4.0	0.5
Mercury	331	516	55.9%	5.7%	792	2,009	153.7%	-1.4%	5,346	5,746	7.5%	-23.2%	0.4	0.6	0.2
MINI	907	875	-3.5%	-2.2%	2,394	2,678	11.9%	-23.6%	10,279	9,733	-5.3%	-15.2%	0.7	0.9	0.2
Mitsubishi	446	262	-41.3%	-4.7%	1,199	1,250	4.3%	-35.0%	9,817	5,221	-46.8%	-44.5%	0.7	0.5	-0.2
Nissan	4,270	6,172	44.5%	19.4%	13,961	17,700	26.8%	18.2%	90,168	70,198	-22.1%	-17.8%	6.2	6.8	0.6
Pontiac	927	1,086	17.2%	-48.9%	2,698	2,053	-23.9%	-36.4%	16,969	8,981	-47.1%	-33.3%	1.2	0.9	-0.3
Porsche	408	342	-16.2%	-1.7%	1,079	1,115	3.3%	8.6%	5,594	4,371	-21.9%	-24.3%	0.4	0.4	0.0
Saab	59	17	-71.2%	-26.4%	197	58	-70.6%	-56.3%	1,240	436	-64.8%	-59.4%	0.1	0.0	-0.1
Saturn	702	243	-65.4%	-59.6%	2,110	723	-65.7%	-57.5%	14,709	5,267	-64.2%	-61.4%	1.0	0.5	-0.5
smart	400	144	-64.0%	-63.1%	1,127	444	-60.6%	-66.4%	4,183	2,661	-36.4%	-40.7%	0.3	0.3	0.0
Subaru	1,104	1,533	38.9%	33.5%	2,916	4,293	47.2%	32.6%	12,577	14,858	18.1%	15.4%	0.9	1.4	0.5
Suzuki	110	117	6.4%	-48.4%	284	232	-18.3%	-50.1%	4,703	1,749	-62.8%	-54.4%	0.3	0.2	-0.1
Toyota/Scion	17,225	20,657	19.9%	34.3%	56,174	55,590	-1.0%	10.5%	319,803	215,248	-32.7%	-20.6%	22.1	20.7	-1.4
Volkswagen	1,915	2,449	27.9%	16.0%	5,878	7,481	27.3%	12.4%	29,468	28,593	-3.0%	-4.3%	2.0	2.8	0.8
Volvo	666	524	-21.3%	13.8%	1,489	1,495	0.4%	12.5%	9,223	6,498	-29.5%	-16.0%	0.6	0.6	0.0
Other	203	133	-34.5%	-45.0%	701	422	-39.8%	-48.9%	4,400	1,667	-62.1%	-60.2%	0.3	0.2	-0.1

BRAND SCOREBOARD

Manufacturer Market Share in California New Vehicle Market - 2009 Annual Totals

The pie chart on the right shows market share for each manufacturer in the California new vehicle market (includes fleet and retail transactions) during 2009. Actual sales data is presented in the table on the preceding page. Below is a listing of brands for each manufacturer:

Brands included: Toyota (Toyota, Lexus, and Scion), GM (Buick, Cadillac, Chevrolet, GMC, Hummer, Pontiac, Saturn, and Saab), Honda (Honda and Acura), Ford (Ford, Lincoln, Mercury, and Volvo), Nissan (Nissan and Infiniti), Chrysler (Chrysler, Dodge, and Jeep), BMW (BMW, Rolls Royce, and Mini), MB (Mercedes Benz and smart), VW (Audi, Bentley, and Volkswagen), Other (all other brands).



REGIONAL RECAP

Declining New Vehicle Market in 2009 Impacted Entire State

The table below summarizes new retail light vehicle market results in 2008 and 2009 in Northern and Southern California, as well as three selected regional markets. (Note: the information presented includes retail registrations only, and excludes fleet registrations.)

The Northern California market declined 28.3 percent, slightly below the 29.8 percent drop in Southern California. Each of the three selected regional markets (San Francisco Bay, LA and Orange Counties, and San Diego County) had declines of between 25.7 percent

and 28.3 percent. Light truck registrations declined by slightly more than cars in every region.

Source: AutoCount data from Experian Automotive.

NEW RETAIL LIGHT VEHICLE REGISTRATIONS (excluding fleets) - Annual Totals							
Northern and Southern California				Selected Regional Markets			
	2008	2009	Percent Change		2008	2009	Percent Change
Statewide Total	1,151,543	813,616	-29.3%	San Francisco Bay	208,494	154,918	-25.7%
Cars	692,533	499,709	-27.8%	Cars	127,772	97,339	-23.8%
Light Trucks	459,010	313,907	-31.6%	Light Trucks	80,722	57,579	-28.7%
Northern California	372,455	266,865	-28.3%	LA and Orange Counties	467,641	335,544	-28.2%
Cars	215,785	157,398	-27.1%	Cars	293,989	216,284	-26.4%
Light Trucks	156,670	109,467	-30.1%	Light Trucks	173,652	119,260	-31.3%
Southern California	779,088	546,751	-29.8%	San Diego County	103,339	74,102	-28.3%
Cars	476,748	342,311	-28.2%	Cars	61,001	45,115	-26.0%
Light Trucks	302,340	204,440	-32.4%	Light Trucks	42,338	28,987	-31.5%

California Auto Outlook

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