California Auto Outlook™

Comprehensive information on the California new vehicle market

Volume 7, Number 1
Released January 2012 **Covering Fourth Quarter 2011**

Publication Sponsored By:

CNCDA
California New Car Dealers Association

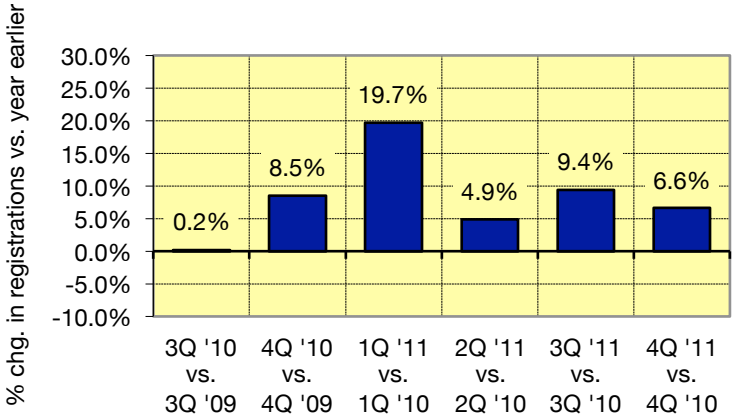
FORECAST AND ANALYSIS OF CALIFORNIA NEW LIGHT VEHICLE MARKET

California New Vehicle Market Increased 9.9% in 2011; 8.5% Improvement Predicted for ’12

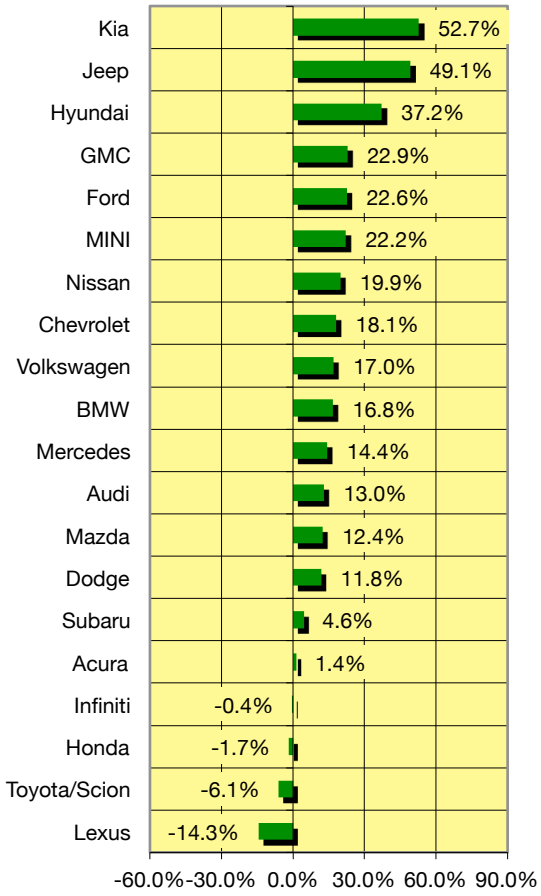
The recovery in the California new vehicle market continued last year. New light vehicle registrations in the state increased 9.9 percent from 2010 to 2011, which followed the 13.1% improvement from 2009 to 2010. And the market is likely to head higher this year as well, with an 8.5 percent increase predicted. Although the market is moving higher, it is still well below sales levels attained during the market’s recent highpoint. Registrations this year are predicted to approach 1.4 million units, well below the average of 2 million between 2000 and 2006. Other key trends in the state market:

- Korean, Detroit Three, and European brand registrations each increased by more than 16 percent last year.
- Passenger car share declined 1.8 share points in 2011. SUVs were up 1.7 points.
- The 9.9 percent improvement in the state market last year was in line with the 10.3% increase in the Nation.

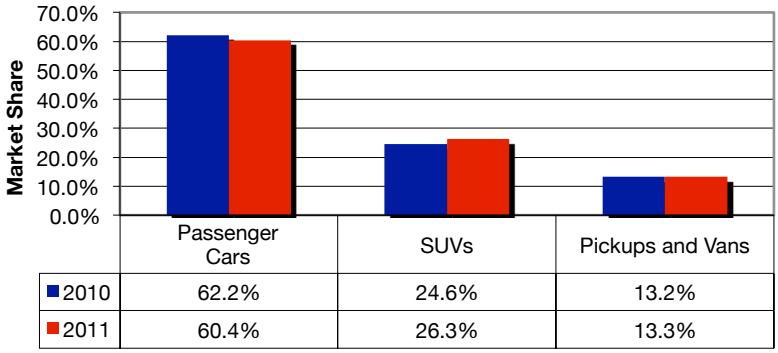
QUARTERLY NEW LIGHT VEHICLE REGISTRATIONS IN CALIFORNIA PERCENT CHANGE VERSUS YEAR EARLIER



% CHANGE IN NEW LIGHT VEHICLE REGISTRATIONS FOR TOP 20 SELLING BRANDS IN STATE 2011 vs. 2010



SEGMENTATION IN CALIFORNIA NEW LIGHT VEHICLE MARKET 2011 vs. 2010



As shown on the graph above, passenger car market share in the state declined 1.8 share points in 2011. SUV share was up, while pickups and vans were essentially unchanged.
Source: AutoCount data from Experian Automotive.

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

	2010	2011	Forecast 2012	% ch. '10 to '11	% ch. '11 to '12
TOTAL	1,174,110	1,290,920	1,401,000	9.9%	8.5%
Car	730,560	779,541	850,407	6.7%	9.1%
Light Truck	443,550	511,379	550,593	15.3%	7.7%
Detroit Three	349,444	408,015	437,112	16.8%	7.1%
Japanese	574,941	574,586	638,856	-0.1%	11.2%
European	180,104	208,842	219,957	16.0%	5.3%
Korean	69,621	99,477	105,075	42.9%	5.6%

MODEL SALES

Honda Civic Best Selling Car in California New Retail Market; CRV is Light Truck Leader

Top Selling Models in Each Segment - California
New Retail Registrations and Market Share of Segment (2011 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	11101	19.7	Honda Civic	37475	16.3	Chevrolet Camaro	7465	32.8	Honda Accord	36619	23.8
Nissan Versa	10941	19.5	Toyota Prius	34129	14.9	Ford Mustang	5495	24.1	Toyota Camry	36461	23.7
Ford Fiesta	7560	13.4	Toyota Corolla/Matrix	31142	13.6	Scion tC	4722	20.7	Nissan Altima	18840	12.2
Kia Soul	7393	13.2	Volkswagen Jetta	23033	10.0	Dodge Challenger	4237	18.6	Hyundai Sonata	18318	11.9
Hyundai Accent	3859	6.9	Hyundai Elantra	15341	6.7	Hyundai Veloster	635	2.8	Ford Fusion	10695	7.0
Large Mid Size			**Near Luxury**			**Luxury**			**Sports Car**		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Dodge Charger	2573	17.6	BMW 3-Series	19264	21.1	Mercedes E-Class	14003	29.7	Porsche 911	1355	20.3
Nissan Maxima	2565	17.6	Mercedes C-Class	14634	16.0	BMW 5-Series	9797	20.8	Nissan 370Z	1207	18.1
Chrysler 300	2155	14.8	Infiniti G	8356	9.2	Audi A5	2795	5.9	Chevrolet Corvette	974	14.6
Toyota Avalon	2093	14.3	Lexus IS	6987	7.7	Mercedes S-Class	2558	5.4	BMW Z4	864	13.0
Buick LaCrosse	1940	13.3	Audi A4	6167	6.8	Porsche Panamera	1707	3.6	Mazda MX5	667	10.0

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	15984	56.7	Ford F-Series	21792	34.2	Toyota Sienna	14438	43.9	Ford E-Series	2413	32.0
Nissan Frontier	5169	18.3	Chevrolet Silverado	16639	26.1	Honda Odyssey	11246	34.2	Ford Transit Connect	1865	24.7
Ford Ranger	4772	16.9	Toyota Tundra	8572	13.5	Dodge Caravan	1696	5.2	Chevrolet Express	1534	20.3
Chevrolet Colorado	1062	3.8	Dodge Ram	8035	12.6	Mazda 5	1551	4.7	Dodge Sprinter	1036	13.7
Honda Ridgeline	620	2.2	GMC Sierra	6490	10.2	Chrysler T & C	1378	4.2	GMC Savana	357	4.7
Compact SUV			**Mid Size SUV**			**Full Size SUV**			**Luxury SUV**		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Honda CRV	21863	22.6	Honda Pilot	12126	16.3	Ford Explorer	6815	19.8	Lexus RX	12213	17.3
Toyota RAV4	11694	12.1	Toyota Highlander	10601	14.3	Chevrolet Tahoe	3978	11.6	BMW X5	5840	8.3
Ford Escape	9030	9.3	Ford Edge	9836	13.2	Ford Flex	3673	10.7	Mercedes ML-Class	5754	8.1
Chevrolet Equinox	8124	8.4	Jeep Grand Cherokee	6301	8.5	GMC Acadia	3546	10.3	Acura MDX	5464	7.7
Nissan Rogue	7347	7.6	Kia Sorento	6250	8.4	Chevrolet Traverse	3305	9.6	Mercedes GL-Class	4150	5.9

MARKET PERSPECTIVE

California and U.S. Markets Each Post Sizable Increases

New light vehicle registrations (including retail and fleet transactions) in California increased 9.9 percent last year, slightly below the 10.3 percent improvement in the U.S. market (see table below). Car market share in California exceeded National levels by 10.5 share points. Domestic brand market share (the Detroit Three) in California was 31.6 percent versus 46.9 percent in the Nation.

NEW LIGHT VEHICLE MARKET COMPARISON (INCLUDES RETAIL AND FLEET TRANSACTIONS)

Market	% change in registrations 2011 vs. 2010	Car market share 2011	Domestic brand share 2011
California	9.9%	60.4%	31.6%
U.S.	10.3%	49.9%	46.9%

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 2010 and 2011				Annual Totals				Annual Market Share (%)		
	California			U.S.	California			U.S.	California			U.S.	California		
	2010	2011	% chg.	% chg.	2010	2011	% chg.	% chg.	2010	2011	% chg.	% chg.	2010	2011	Chg.
MARKET SUMMARY															
TOTAL	114,202	125,790	10.1%	8.6%	285,538	304,325	6.6%	9.8%	1,174,110	1,290,920	9.9%	10.3%			
Cars	66,567	72,609	9.1%	5.8%	169,624	178,581	5.3%	7.4%	730,560	779,541	6.7%	6.5%	62.2	60.4	-1.8
Light Trucks	47,635	53,181	11.6%	11.2%	115,914	125,744	8.5%	12.1%	443,550	511,379	15.3%	14.3%	37.8	39.6	1.8
Domestic	30,407	37,423	23.1%	12.5%	76,422	91,098	19.2%	12.2%	349,444	408,015	16.8%	14.7%	29.8	31.6	1.8
Japanese	57,398	55,488	-3.3%	-1.9%	143,304	134,963	-5.8%	0.4%	574,941	574,586	-0.1%	-0.4%	49.0	44.5	-4.5
European	18,871	23,204	23.0%	24.7%	47,795	54,577	14.2%	26.3%	180,104	208,842	16.0%	20.3%	15.3	16.2	0.9
Korean	7,526	9,675	28.6%	25.1%	18,017	23,687	31.5%	25.2%	69,621	99,477	42.9%	26.5%	5.9	7.7	1.8
BRAND REGISTRATIONS															
Acura	1,766	1,793	1.5%	-15.2%	4,263	4,110	-3.6%	-8.2%	16,318	16,552	1.4%	-7.7%	1.4	1.3	-0.1
Audi	1,888	2,072	9.7%	20.0%	4,783	5,254	9.8%	16.2%	18,372	20,768	13.0%	15.7%	1.6	1.6	0.0
BMW	5,117	5,666	10.7%	15.3%	12,267	13,260	8.1%	12.1%	43,474	50,779	16.8%	12.6%	3.7	3.9	0.2
Buick	640	547	-14.5%	-12.4%	1,512	1,323	-12.5%	-9.3%	7,811	8,641	10.6%	14.3%	0.7	0.7	0.0
Cadillac	1,245	1,096	-12.0%	-2.7%	3,038	2,508	-17.4%	-6.5%	11,657	11,219	-3.8%	3.7%	1.0	0.9	-0.1
Chevrolet	8,731	10,408	19.2%	8.9%	21,322	25,595	20.0%	8.3%	100,463	118,629	18.1%	13.6%	8.6	9.2	0.6
Chrysler	443	1,526	244.5%	82.6%	1,631	3,593	120.3%	62.2%	16,534	12,994	-21.4%	12.1%	1.4	1.0	-0.4
Dodge (inc. Ram)	2,468	3,311	34.2%	20.3%	6,931	9,395	35.6%	22.8%	39,145	43,748	11.8%	18.8%	3.3	3.4	0.1
Fiat	0	441			0	1,155			0	2,960			0.0	0.2	0.2
Ford	12,076	14,779	22.4%	15.7%	30,373	35,117	15.6%	16.1%	127,092	155,796	22.6%	17.4%	10.8	12.1	1.3
GMC	2,267	2,219	-2.1%	-0.4%	5,164	5,149	-0.3%	0.3%	18,804	23,107	22.9%	19.4%	1.6	1.8	0.2
Honda	14,221	11,976	-15.8%	-19.3%	34,766	29,326	-15.6%	-9.8%	141,721	139,326	-1.7%	-6.6%	12.1	10.8	-1.3
Hyundai	5,114	5,718	11.8%	13.3%	11,736	14,012	19.4%	19.2%	44,174	60,617	37.2%	20.0%	3.8	4.7	0.9
Infiniti	1,503	1,476	-1.8%	-12.1%	3,582	3,562	-0.6%	-8.2%	14,404	14,346	-0.4%	-4.8%	1.2	1.1	-0.1
Jaguar	294	229	-22.1%	-3.6%	678	555	-18.1%	-5.9%	2,707	2,596	-4.1%	-8.0%	0.2	0.2	0.0
Jeep	1,659	2,663	60.5%	41.0%	4,596	6,242	35.8%	38.2%	16,957	25,284	49.1%	44.0%	1.4	2.0	0.6
Kia	2,412	3,957	64.1%	42.5%	6,281	9,675	54.0%	33.8%	25,447	38,860	52.7%	36.3%	2.2	3.0	0.8
Land Rover	560	779	39.1%	28.4%	1,264	1,662	31.5%	23.6%	4,778	5,865	22.8%	19.6%	0.4	0.5	0.1
Lexus	4,433	4,197	-5.3%	-8.0%	10,497	9,826	-6.4%	-6.0%	40,887	35,022	-14.3%	-13.4%	3.5	2.7	-0.8
Lincoln	506	430	-15.0%	4.3%	1,154	1,016	-12.0%	-7.7%	5,639	5,448	-3.4%	-0.2%	0.5	0.4	-0.1
Mazda	2,424	2,889	19.2%	4.1%	5,778	6,331	9.6%	7.9%	25,563	28,727	12.4%	9.1%	2.2	2.2	0.0
Mercedes	4,552	6,976	53.3%	27.1%	12,606	15,411	22.3%	33.0%	46,882	53,648	14.4%	16.3%	4.0	4.2	0.2
MINI	1,102	1,195	8.4%	32.2%	2,792	2,738	-1.9%	43.6%	10,364	12,667	22.2%	26.0%	0.9	1.0	0.1
Mitsubishi	444	383	-13.7%	3.2%	1,683	1,154	-31.4%	-8.0%	6,502	8,177	25.8%	41.9%	0.6	0.6	0.0
Nissan	8,304	9,937	19.7%	10.7%	20,630	23,979	16.2%	17.4%	82,577	99,017	19.9%	17.3%	7.0	7.7	0.7
Porsche	661	579	-12.4%	-28.6%	1,703	1,470	-13.7%	-16.7%	5,643	6,587	16.7%	14.6%	0.5	0.5	0.0
Saab	28	5	-82.1%	-74.9%	88	36	-59.1%	-56.5%	225	428	90.2%	3.0%	0.0	0.0	0.0
smart	46	76	65.2%	24.6%	165	274	66.1%	26.4%	1,153	795	-31.0%	-12.1%	0.1	0.1	0.0
Subaru	2,040	1,656	-18.8%	26.2%	4,982	4,349	-12.7%	1.8%	19,117	19,994	4.6%	1.2%	1.6	1.5	-0.1
Suzuki	156	46	-70.5%	-3.1%	316	104	-67.1%	-9.8%	1,127	534	-52.6%	10.9%	0.1	0.0	-0.1
Toyota/Scion	22,107	21,134	-4.4%	1.9%	56,805	52,220	-8.1%	0.5%	226,660	212,888	-6.1%	-5.7%	19.3	16.5	-2.8
Volkswagen	3,799	4,866	28.1%	36.2%	9,735	11,847	21.7%	38.7%	39,240	45,897	17.0%	26.3%	3.3	3.6	0.3
Volvo	647	552	-14.7%	12.3%	1,289	1,573	22.0%	17.6%	5,864	6,997	19.3%	24.6%	0.5	0.5	0.0
Other	549	213	-61.2%	-91.0%	1,128	504	-55.3%	-91.6%	6,809	2,007	-70.5%	-92.8%	0.6	0.2	-0.4

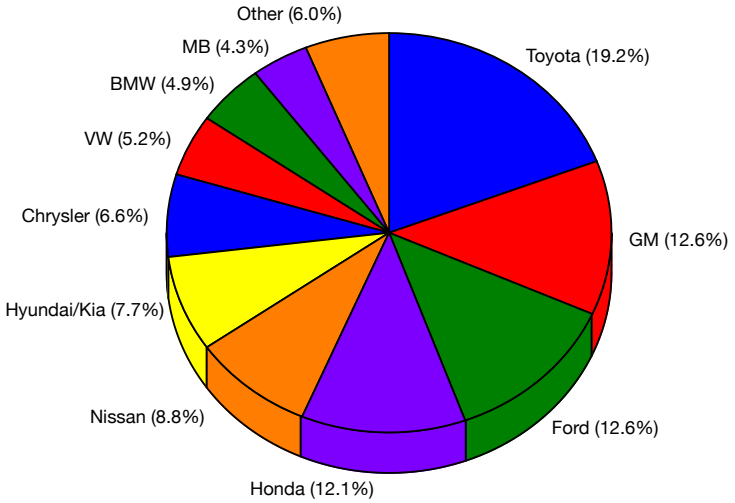
BRAND SCOREBOARD

Manufacturer Market Share in California New Vehicle Market - 2011 Annual Totals

The pie chart on the right shows market share for each manufacturer in the California new vehicle market (including fleet and retail transactions) during 2011. 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), Honda (Honda and Acura), Ford (Ford and Lincoln), GM (Buick, Cadillac, Chevrolet, and GMC), Nissan (Nissan and Infiniti), Chrysler (Chrysler, Dodge, and Jeep), VW (Audi, Bentley, and Volkswagen), BMW (BMW, Rolls Royce, and MINI), MB (Mercedes Benz and smart), Other (all other brands).

Data source: AutoCount data from Experian Automotive.



RETAIL MARKET RECAP

State New Retail Market Gained Strength in 2011

The table below summarizes new retail light vehicle market results during 2011. (Note: the information presented includes retail registrations only, and excludes fleet transactions.) New retail light vehicle registrations in California increased 13.6 percent last year, exceeding the 9.9 percent increase in total registrations, which include fleets.

The Southern California retail market increased 14 percent, higher than the 12.7 percent increase in Northern California. The LA and Orange County market improved 12.2 percent, while San Francisco Bay was up 11.5 percent.

Source: AutoCount data from Experian Automotive.

NEW RETAIL LIGHT VEHICLE REGISTRATIONS (excluding fleets) - Annual Totals							
Northern and Southern California				Selected Regional Markets			
	2010	2011	Percent Change		2010	2011	Percent Change
Statewide Total	912,074	1,035,756	13.6%	San Francisco Bay	177,135	197,594	11.5%
Cars	552,277	625,526	13.3%	Cars	108,765	119,366	9.7%
Light Trucks	359,797	410,230	14.0%	Light Trucks	68,370	78,228	14.4%
Northern California	297,641	335,448	12.7%	LA and Orange Counties	373,711	419,258	12.2%
Cars	171,941	192,718	12.1%	Cars	239,074	266,129	11.3%
Light Trucks	125,700	142,730	13.5%	Light Trucks	134,637	153,129	13.7%
Southern California	614,433	700,308	14.0%	San Diego County	86,247	97,368	12.9%
Cars	380,336	432,808	13.8%	Cars	50,816	57,880	13.9%
Light Trucks	234,097	267,500	14.3%	Light Trucks	35,431	39,488	11.5%

California Auto Outlook

Published by:
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