

Saint Louis Auto Outlook



Covering the Saint Louis Area Automotive Market

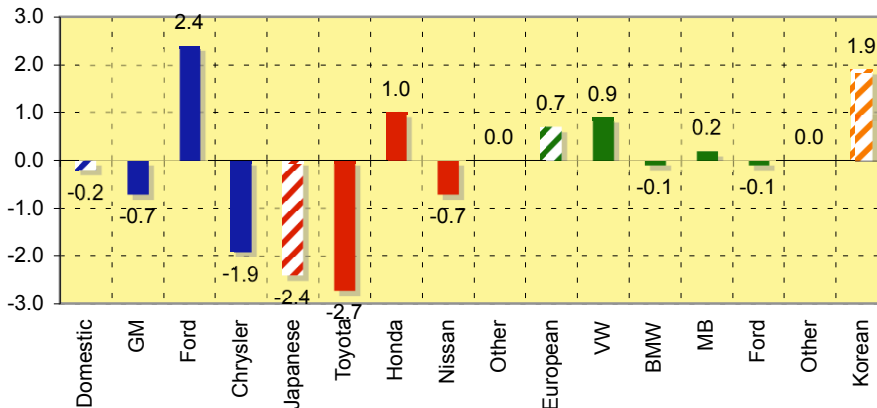
Data thru May, 2009

Saint Louis Area New Retail Car and Light Truck Registrations

	Apr 09 and May 09 Combined			YTD thru May				YTD Market Share (%)		
	St. Louis Area			St. Louis Area			U.S.	St. Louis Area		
	Previous	Current	% chg.	2008	2009	% chg.	% chg.	2008	2009	Chg.
Industry Total	15,286	10,878	-28.8%	36,154	25,746	-28.8%	-36.6%			
Cars	8,759	5,804	-33.7%	19,554	13,304	-32.0%	-36.3%	54.1	51.7	-2.4
Light Trucks	6,527	5,074	-22.3%	16,600	12,442	-25.0%	-36.8%	45.9	48.3	2.4
Domestic Brands	7,515	5,481	-27.1%	18,628	13,215	-29.1%	-41.2%	51.5	51.3	-0.2
General Motors	3,616	2,550	-29.5%	9,219	6,384	-30.8%	-41.7%	25.5	24.8	-0.7
Ford	1,877	1,685	-10.2%	4,391	3,736	-14.9%	-36.5%	12.1	14.5	2.4
Chrysler	2,022	1,246	-38.4%	5,018	3,095	-38.3%	-46.3%	13.9	12.0	-1.9
Japanese Brands	6,018	3,922	-34.8%	13,576	9,058	-33.3%	-36.2%	37.6	35.2	-2.4
Toyota	2,154	1,145	-46.8%	4,936	2,839	-42.5%	-39.0%	13.7	11.0	-2.7
Honda	1,861	1,467	-21.2%	4,154	3,206	-22.8%	-34.4%	11.5	12.5	1.0
Nissan	1,235	757	-38.7%	2,779	1,802	-35.2%	-35.2%	7.7	7.0	-0.7
Other	768	553	-28.0%	1,707	1,211	-29.1%	-32.2%	4.7	4.7	0.0
European Brands	993	798	-19.6%	2,308	1,835	-20.5%	-27.5%	6.4	7.1	0.7
Volkswagen	361	334	-7.5%	839	813	-3.1%	-16.1%	2.3	3.2	0.9
BMW	302	223	-26.2%	693	460	-33.6%	-29.0%	1.9	1.8	-0.1
Mercedes	175	146	-16.6%	396	330	-16.7%	-29.9%	1.1	1.3	0.2
Volvo	78	48	-38.5%	196	111	-43.4%	-37.4%	0.5	0.4	-0.1
Other	77	47	-39.0%	184	121	-34.2%	-41.3%	0.5	0.5	0.0
Korean Brands	760	677	-10.9%	1,642	1,638	-0.2%	-7.4%	4.5	6.4	1.9

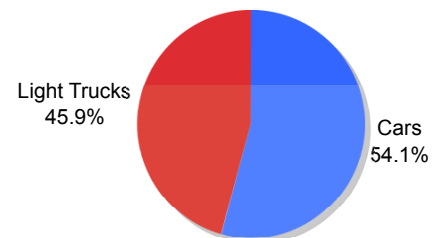
Brands included above: Big 3: GM (Buick, Cadillac, Chevrolet, GMC, Hummer, Pontiac, and Saturn), Ford (Ford, Lincoln, and Mercury), Chrysler (Chrysler, Dodge, and Jeep). Japanese: Toyota (Toyota, Lexus, and Scion), Honda (Honda and Acura), Nissan (Nissan and Infiniti), Other (Isuzu, Mazda, Mitsubishi,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

Change in Market Share - YTD '09 thru May vs. Year Earlier

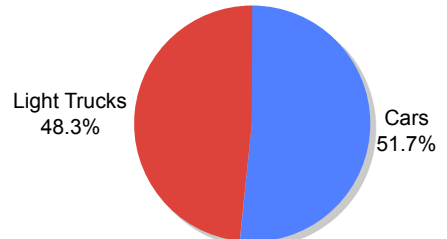


Car and Light Truck Market Share

YTD '08 thru May



YTD '09 thru May

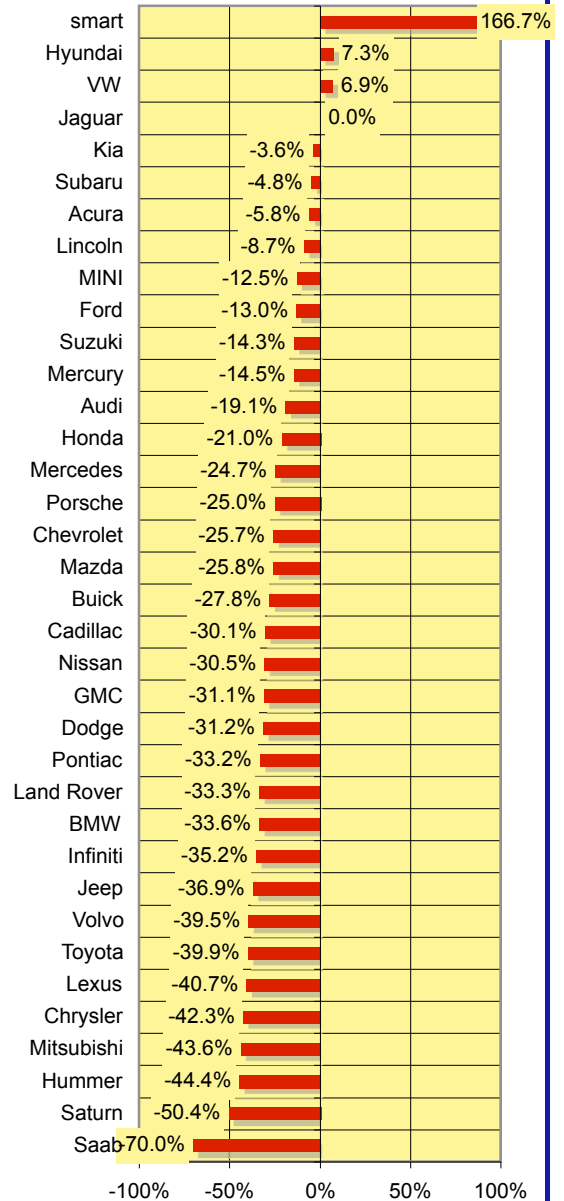


The table above shows new retail light vehicle registrations in the Greater Saint Louis, seven county area. **Please keep in mind that monthly registration figures can occasionally be subject to fluctuations, resulting in over or under estimation of actual results. This usually occurs due to processing delays by governmental agencies.** Source for area registrations: AutoCount, an Experian Company. U.S. sales: Automotive News.

**Area New Retail Car and Light Truck Registrations
(Six Month Average Dec 08 thru May 09 vs. Year Earlier)**

	Avg. Monthly Registrations			U.S. % chg.	Area Market Share		
	12/07 to 5/08	12/08 to 5/09	%		Prev.	Recent	Chg.
TOTAL	6,953	5,116	-26.4%	-36.4%			
Acura	104	98	-5.8%	-35.6%	1.5	1.9	0.4
Audi	47	38	-19.1%	-16.1%	0.7	0.7	0.0
BMW	110	73	-33.6%	-32.6%	1.6	1.4	-0.2
Buick	115	83	-27.8%	-37.4%	1.7	1.6	-0.1
Cadillac	83	58	-30.1%	-44.3%	1.2	1.1	-0.1
Chevrolet	1,043	775	-25.7%	-36.5%	15.0	15.1	0.1
Chrysler	260	150	-42.3%	-58.4%	3.7	2.9	-0.8
Dodge	474	326	-31.2%	-45.2%	6.8	6.4	-0.4
Ford	741	645	-13.0%	-36.2%	10.7	12.6	1.9
GMC	209	144	-31.1%	-38.4%	3.0	2.8	-0.2
Honda	681	538	-21.0%	-34.3%	9.8	10.5	0.7
Hummer	9	5	-44.4%	-62.5%	0.1	0.1	0.0
Hyundai	177	190	7.3%	-16.1%	2.5	3.7	1.2
Infiniti	88	57	-35.2%	-38.0%	1.3	1.1	-0.2
Jaguar	5	5	0.0%	-30.7%	0.1	0.1	0.0
Jeep	241	152	-36.9%	-42.2%	3.5	3.0	-0.5
Kia	137	132	-3.6%	-11.9%	2.0	2.6	0.6
Land Rover	9	6	-33.3%	-34.0%	0.1	0.1	0.0
Lexus	123	73	-40.7%	-36.1%	1.8	1.4	-0.4
Lincoln	46	42	-8.7%	-25.5%	0.7	0.8	0.1
Mazda	233	173	-25.8%	-32.2%	3.4	3.4	0.0
Mercedes	77	58	-24.7%	-30.3%	1.1	1.1	0.0
Mercury	62	53	-14.5%	-37.2%	0.9	1.0	0.1
MINI	24	21	-12.5%	-17.8%	0.3	0.4	0.1
Mitsubishi	39	22	-43.6%	-49.0%	0.6	0.4	-0.2
Nissan	439	305	-30.5%	-33.9%	6.3	6.0	-0.3
Pontiac	190	127	-33.2%	-47.3%	2.7	2.5	-0.2
Porsche	8	6	-25.0%	-28.8%	0.1	0.1	0.0
Saab	10	3	-70.0%	-55.3%	0.1	0.1	0.0
Saturn	125	62	-50.4%	-52.9%	1.8	1.2	-0.6
smart	3	8	166.7%	-8.6%	0.0	0.2	0.2
Subaru	42	40	-4.8%	-3.0%	0.6	0.8	0.2
Suzuki	7	6	-14.3%	-55.6%	0.1	0.1	0.0
Toyota/Scion	823	495	-39.9%	-38.9%	11.8	9.7	-2.1
Volkswagen	116	124	6.9%	-15.3%	1.7	2.4	0.7
Volvo	38	23	-39.5%	-43.0%	0.5	0.4	-0.1
Other	19	3	-84.2%	-52.9%	0.3	0.1	-0.2

**Percent Change in Registrations
(Dec 08 thru May 09 vs. Year Earlier)**



Explanation and Notes

The table above shows combined new car and light truck registrations for all major brands in the area. Average monthly registrations are shown for the most recent six month period (Dec 08 thru May 09) and the same period a year earlier. The six month average trend provides a clearer picture of brand sales performance than individual monthly registrations, which are subject to significant volatility. The table also shows the percent change in U.S. new vehicle sales during the same time span, and area market share during the most recent six month period. The top ten brands in each percent change category are shaded green. The graph shows the percent change in area registrations during the most recent six month period versus a year earlier (the fourth column in the table). Brands are ranked from highest to lowest percentage change.

This report is sponsored by the Saint Louis Auto Dealers Association and produced by Auto Outlook. For questions or comments, please contact SLADA (314-822-0333) or Auto Outlook (800-206-0102).

WHO ARE MY TOP COMPETITORS? -BY MARKET AREA?

WHAT NEW AND USED CARS SELL WELL IN MY MARKETS?

ANSWERS DRIVE RESULTS.

You need insights into your marketplace to make the best decisions to maximize profits. The AutoCount® Dealer Report analyzes full details on new and used competitive dealer market share, down to specific areas you define. You bring the questions. We'll bring the answers.



www.experianautomotive.com 888 211 5809