

# Saint Louis Auto Outlook



Covering the Saint Louis Area Automotive Market

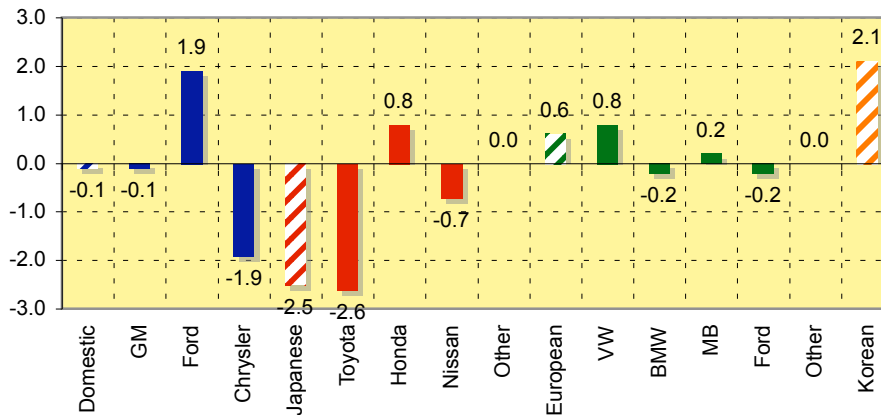
Data thru April, 2009

## Saint Louis Area New Retail Car and Light Truck Registrations

	Mar 09 and Apr 09 Combined			YTD thru Apr				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	14,317	10,212	-28.7%	28,635	19,931	-30.4%	-37.4%			
Cars	7,640	5,298	-30.7%	15,083	10,214	-32.3%	-35.6%	52.7	51.2	-1.5
Light Trucks	6,677	4,914	-26.4%	13,552	9,717	-28.3%	-39.2%	47.3	48.8	1.5
Domestic Brands	7,111	5,266	-25.9%	14,893	10,351	-30.5%	-43.7%	52.0	51.9	-0.1
General Motors	3,388	2,585	-23.7%	7,379	5,124	-30.6%	-44.9%	25.8	25.7	-0.1
Ford	1,798	1,406	-21.8%	3,493	2,807	-19.6%	-40.0%	12.2	14.1	1.9
Chrysler	1,925	1,275	-33.8%	4,021	2,420	-39.8%	-46.2%	14.0	12.1	-1.9
Japanese Brands	5,540	3,517	-36.5%	10,609	6,878	-35.2%	-35.2%	37.0	34.5	-2.5
Toyota	1,997	1,062	-46.8%	3,902	2,195	-43.7%	-38.4%	13.6	11.0	-2.6
Honda	1,694	1,251	-26.2%	3,207	2,388	-25.5%	-31.9%	11.2	12.0	0.8
Nissan	1,161	693	-40.3%	2,186	1,375	-37.1%	-35.8%	7.6	6.9	-0.7
Other	688	511	-25.7%	1,314	920	-30.0%	-30.2%	4.6	4.6	0.0
European Brands	945	723	-23.5%	1,864	1,409	-24.4%	-28.2%	6.5	7.1	0.6
Volkswagen	367	325	-11.4%	688	631	-8.3%	-17.3%	2.4	3.2	0.8
BMW	287	190	-33.8%	554	344	-37.9%	-29.4%	1.9	1.7	-0.2
Mercedes	137	126	-8.0%	306	256	-16.3%	-28.9%	1.1	1.3	0.2
Volvo	79	35	-55.7%	167	82	-50.9%	-40.5%	0.6	0.4	-0.2
Other	75	47	-37.3%	149	96	-35.6%	-40.8%	0.5	0.5	0.0
Korean Brands	721	706	-2.1%	1,269	1,293	1.9%	-3.7%	4.4	6.5	2.1

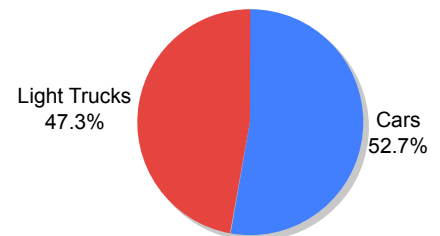
Brands included above: Big 3: GM (Buick, Cadillac, Chevrolet, GMC, Hummer, Pontiac, and Saturn), Ford (Ford, Lincoln, and Mercury), Chrysler (Chrysler, Dodge, and Jeep). Japanese: Toyota (Toyota, Lexus, and Scion), Honda (Honda and Acura), Nissan (Nissan and Infiniti), Other (Isuzu, Mazda, Mitsubishi, 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 April vs. Year Earlier

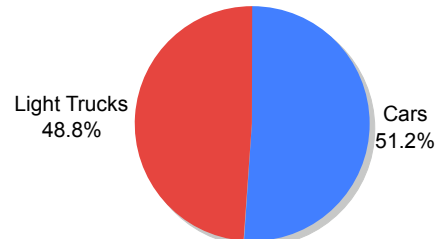


Car and Light Truck Market Share

YTD '08 thru Apr



YTD '09 thru Apr

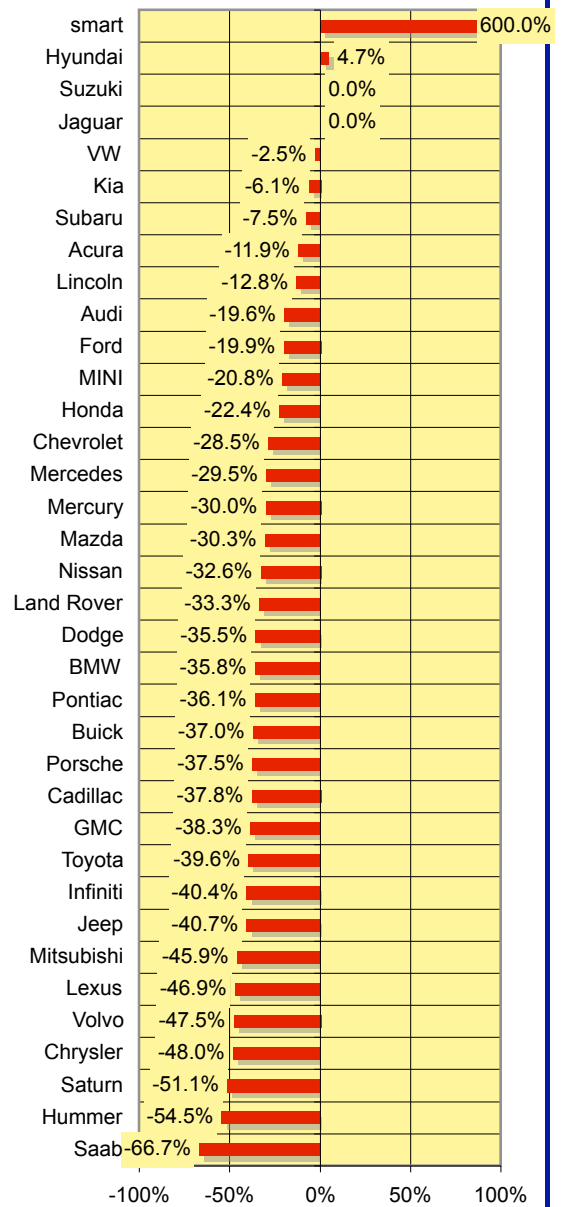


The table above shows new retail light vehicle registrations in the Greater Saint Louis, seven county area. **Please keep in mind that monthly registration figures can occasionally be subject to fluctuations, resulting in over or under estimation of actual results. This usually occurs due to processing 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 Nov 08 thru Apr 09 vs. Year Earlier)**

	Avg. Monthly Registrations			U.S. % chg.	Area Market Share		
	11/07 to 4/08	11/08 to 4/09	%		Prev.	Recent	Chg.
TOTAL	6,943	4,844	-30.2%	-36.9%			
Acura	109	96	-11.9%	-35.9%	1.6	2.0	0.4
Audi	46	37	-19.6%	-18.7%	0.7	0.8	0.1
BMW	109	70	-35.8%	-34.1%	1.6	1.4	-0.2
Buick	119	75	-37.0%	-41.3%	1.7	1.5	-0.2
Cadillac	90	56	-37.8%	-45.6%	1.3	1.2	-0.1
Chevrolet	1,036	741	-28.5%	-38.8%	14.9	15.3	0.4
Chrysler	275	143	-48.0%	-58.9%	4.0	3.0	-1.0
Dodge	487	314	-35.5%	-44.5%	7.0	6.5	-0.5
Ford	748	599	-19.9%	-37.3%	10.8	12.4	1.6
GMC	222	137	-38.3%	-41.8%	3.2	2.8	-0.4
Honda	633	491	-22.4%	-31.9%	9.1	10.1	1.0
Hummer	11	5	-54.5%	-64.6%	0.2	0.1	-0.1
Hyundai	170	178	4.7%	-18.7%	2.4	3.7	1.3
Infiniti	94	56	-40.4%	-36.4%	1.4	1.2	-0.2
Jaguar	4	4	0.0%	-28.3%	0.1	0.1	0.0
Jeep	241	143	-40.7%	-42.6%	3.5	3.0	-0.5
Kia	131	123	-6.1%	-15.2%	1.9	2.5	0.6
Land Rover	9	6	-33.3%	-37.9%	0.1	0.1	0.0
Lexus	130	69	-46.9%	-35.8%	1.9	1.4	-0.5
Lincoln	47	41	-12.8%	-27.0%	0.7	0.8	0.1
Mazda	228	159	-30.3%	-30.6%	3.3	3.3	0.0
Mercedes	78	55	-29.5%	-31.7%	1.1	1.1	0.0
Mercury	70	49	-30.0%	-40.2%	1.0	1.0	0.0
MINI	24	19	-20.8%	-6.2%	0.3	0.4	0.1
Mitsubishi	37	20	-45.9%	-45.0%	0.5	0.4	-0.1
Nissan	433	292	-32.6%	-35.8%	6.2	6.0	-0.2
Pontiac	180	115	-36.1%	-47.4%	2.6	2.4	-0.2
Porsche	8	5	-37.5%	-32.1%	0.1	0.1	0.0
Saab	9	3	-66.7%	-54.3%	0.1	0.1	0.0
Saturn	133	65	-51.1%	-51.4%	1.9	1.3	-0.6
smart	1	7	600.0%	31.1%	0.0	0.1	0.1
Subaru	40	37	-7.5%	-3.4%	0.6	0.8	0.2
Suzuki	6	6	0.0%	-50.4%	0.1	0.1	0.0
Toyota/Scion	811	490	-39.6%	-37.6%	11.7	10.1	-1.6
Volkswagen	119	116	-2.5%	-16.6%	1.7	2.4	0.7
Volvo	40	21	-47.5%	-46.5%	0.6	0.4	-0.2
Other	17	4	-76.5%	-50.5%	0.2	0.1	-0.1

**Percent Change in Registrations  
Nov 08 thru Apr 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 (Nov 08 thru Apr 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?**

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