

Washington Auto Outlook

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Washington State Auto
Dealers Association

Covering the Washington Automotive Market

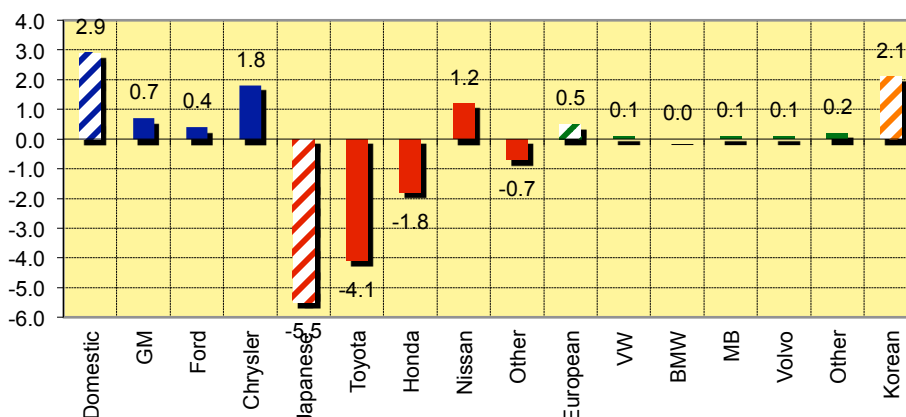
Data thru November 2011

Washington New Retail Car and Light Truck Registrations

	Oct 11 and Nov 11 Combined			YTD thru Nov				YTD Market Share (%)		
	Washington			Washington			U.S. % chg.	Washington		
	Previous	Current	% chg.	YTD '10	YTD '11	% chg.		YTD '10	YTD '11	Chg.
Industry Total	21,317	24,003	12.6%	129,226	148,283	14.7%	14.1%			
Cars	10,447	11,700	12.0%	66,040	75,766	14.7%	12.4%	51.1	51.1	0.0
Light Trucks	10,870	12,303	13.2%	63,186	72,517	14.8%	15.9%	48.9	48.9	0.0
Domestic Brands	6,571	8,055	22.6%	38,369	48,378	26.1%	21.7%	29.7	32.6	2.9
General Motors	2,429	2,677	10.2%	14,085	17,254	22.5%	20.8%	10.9	11.6	0.7
Ford	2,550	3,108	21.9%	15,341	18,295	19.3%	13.1%	11.9	12.3	0.4
Chrysler	1,592	2,270	42.6%	8,943	12,829	43.5%	41.4%	6.9	8.7	1.8
Japanese Brands	10,440	10,279	-1.5%	65,245	66,738	2.3%	1.2%	50.5	45.0	-5.5
Toyota	4,477	3,990	-10.9%	27,715	25,707	-7.2%	-5.8%	21.4	17.3	-4.1
Honda	2,432	2,325	-4.4%	16,060	15,753	-1.9%	-0.5%	12.4	10.6	-1.8
Nissan	1,087	1,464	34.7%	6,578	9,284	41.1%	14.0%	5.1	6.3	1.2
Other	2,444	2,500	2.3%	14,892	15,994	7.4%	8.1%	11.5	10.8	-0.7
European Brands	2,361	3,038	28.7%	13,999	16,732	19.5%	19.0%	10.8	11.3	0.5
Volkswagen	1,327	1,581	19.1%	7,462	8,744	17.2%	20.7%	5.8	5.9	0.1
BMW	457	560	22.5%	3,013	3,434	14.0%	18.8%	2.3	2.3	0.0
Mercedes	349	486	39.3%	1,953	2,344	20.0%	11.2%	1.5	1.6	0.1
Volvo	101	138	36.6%	734	966	31.6%	25.8%	0.6	0.7	0.1
Other	127	273	115.0%	837	1,244	48.6%	28.3%	0.6	0.8	0.2
Korean Brands	1,945	2,631	35.3%	11,613	16,435	41.5%	43.5%	9.0	11.1	2.1

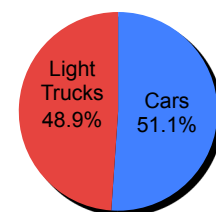
Brands included above: Big 3: GM (Buick, Cadillac, Chevrolet, GMC, Hummer, Pontiac, and Saturn), Ford (Ford, Lincoln, and Mercury), Chrysler (Chrysler, Dodge, and Jeep). Japanese: Toyota (Toyota, Lexus, and Scion), Honda (Honda and Acura), Nissan (Nissan and Infiniti), Other (Isuzu, Mazda, Mitsubishi,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

Change in Market Share - YTD '11 thru Nov vs. YTD '10

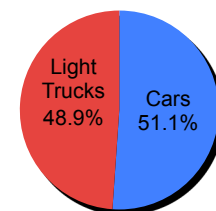


Car and Light Truck Market Share

YTD '10 thru Nov



YTD '11 thru Nov



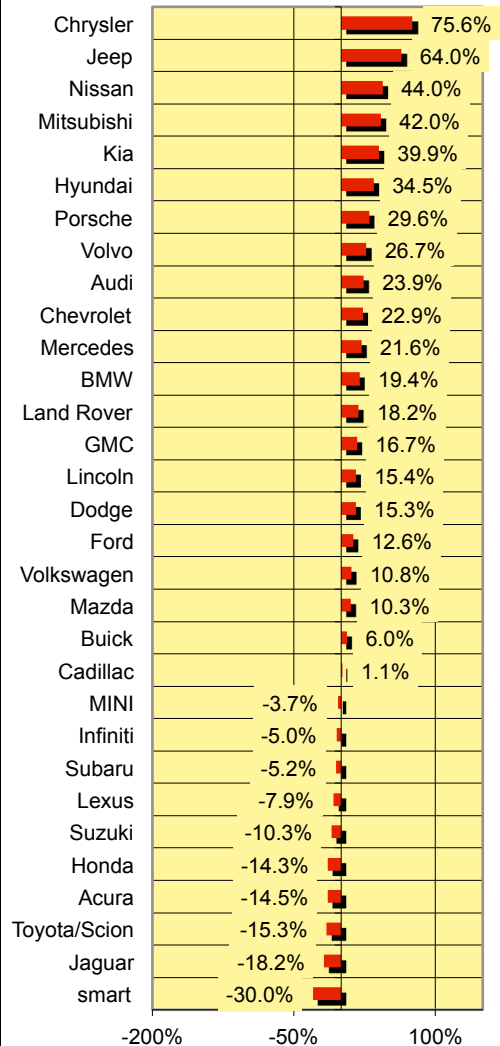
The table above shows new retail light vehicle registrations in Washington. Figures include new vehicles registered and sold in Washington. **Please keep in mind that monthly registration figures can occasionally be subject to fluctuations, resulting in over or under estimation of actual results. This 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.**

Source: AutoCount, an Experian Company. U.S. sales figures for November are estimated based on reporting from 40 states.

**Washington New Retail Car and Light Truck Registrations
(Six Month Average June 11 thru Nov 11 vs. Year Earlier)**

	Avg. Monthly Registrations			U.S. % chg.	State Market Share		
	6/10 to 11/10	6/11 to 11/11	% chg.		Prev.	Recent	Chg.
TOTAL	12,810	13,952	8.9%	7.1%			
Acura	172	147	-14.5%	-13.4%	1.3	1.1	-0.2
Audi	188	233	23.9%	16.0%	1.5	1.7	0.2
BMW	191	228	19.4%	15.4%	1.5	1.6	0.1
Buick	84	89	6.0%	7.0%	0.7	0.6	-0.1
Cadillac	89	90	1.1%	-2.2%	0.7	0.6	-0.1
Chevrolet	973	1,196	22.9%	13.3%	7.6	8.6	1.0
Chrysler	82	144	75.6%	51.4%	0.6	1.0	0.4
Dodge	563	649	15.3%	21.4%	4.4	4.7	0.3
Fiat	0	44			0.0	0.3	0.3
Ford	1,528	1,720	12.6%	12.0%	11.9	12.3	0.4
GMC	234	273	16.7%	12.7%	1.8	2.0	0.2
Honda	1,368	1,172	-14.3%	-13.4%	10.7	8.4	-2.3
Hyundai	638	858	34.5%	26.0%	5.0	6.1	1.1
Infiniti	80	76	-5.0%	-12.2%	0.6	0.5	-0.1
Jaguar	11	9	-18.2%	-12.9%	0.1	0.1	0.0
Jeep	314	515	64.0%	51.3%	2.5	3.7	1.2
Kia	562	786	39.9%	50.2%	4.4	5.6	1.2
Land Rover	33	39	18.2%	20.1%	0.3	0.3	0.0
Lexus	291	268	-7.9%	-15.3%	2.3	1.9	-0.4
Lincoln	26	30	15.4%	7.2%	0.2	0.2	0.0
Mazda	380	419	10.3%	0.5%	3.0	3.0	0.0
Mercedes	185	225	21.6%	16.0%	1.4	1.6	0.2
MINI	108	104	-3.7%	16.5%	0.8	0.7	-0.1
Mitsubishi	50	71	42.0%	27.2%	0.4	0.5	0.1
Nissan	582	838	44.0%	10.0%	4.5	6.0	1.5
Porsche	27	35	29.6%	15.7%	0.2	0.3	0.1
Saab	1	3	200.0%	-13.1%	0.0	0.0	0.0
smart	10	7	-30.0%	-23.3%	0.1	0.1	0.0
Subaru	996	944	-5.2%	-1.2%	7.8	6.8	-1.0
Suzuki	29	26	-10.3%	24.2%	0.2	0.2	0.0
Toyota/Scion	2,343	1,985	-15.3%	-13.9%	18.3	14.2	-4.1
Volkswagen	555	615	10.8%	24.3%	4.3	4.4	0.1
Volvo	75	95	26.7%	27.8%	0.6	0.7	0.1
Other	42	19	-54.8%	-83.0%	0.3	0.1	-0.2

**Percent Change in Registrations
June '11 thru Nov '11 vs. Year Earlier**



**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.



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Explanation and Notes

The table above shows combined new car and light truck registrations for all major brands in Washington. Average monthly registrations are shown for the most recent six month period (June '11 thru Nov '11) 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 state 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 state 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.

Washington Auto Outlook is sponsored by the Washington State Auto Dealers Association and produced by Auto Outlook, Inc. For questions or comments, please contact Auto Outlook at (800-206-0102).