



LOS ANGELES NEW CAR DEALERS ASSOCIATION

E-NEWSLETTER • ISSUE #6 • 2013

GLANCD A ATTENDS WASHINGTON CONFERENCE "Your Voice"



More than 400 new-car dealers and association executives met with their members of Congress during NADA's Washington Conference on September 18-19 to discuss key policy issues facing franchised auto dealerships. Among those from GLANCD A included John Symes of Symes Automotive, Ian Thomas (GLANCD A President) of Thomas Acura and Executive Director Bob Smith. The most prominent among them: the Consumer Financial Protection Bureau's (CFPB) effort to end the discounts car buyers can negotiate when financing a car or truck through a dealership.

During the visits to Capitol Hill, dealers asked their Senators to sign the letter authored by Sen. Rob Portman, R-Ohio, and Jeanne Shaheen, D-N.H., which requests that the bureau explain how eliminating a dealer's ability to "meet or beat" a competitor's rate is good for consumers. A key ally in the dealers' fight, Rep. Gary Peters, D-Mich., said he's "very concerned" about the CFPB's recent effort to alter the \$800 billion auto finance marketplace without a hearing or offering analysis for public scrutiny.

NADA and GLANCD A urge dealers to call their Senators and ask that they sign the Portman-Shaheen Auto Finance letter, which requests greater transparency from the CFPB on indirect lending.

For a copy of the letter, go to: http://www.nadafrontpage.com/upload/wysiwyg/CFPB_Letter.pdf. The Senate switchboard can be reached by calling (202) 224-3121. Operators will direct dealers to the senators from their state.

For more information, go to: http://www.nada.org/legislativeaffairs/economy-financial/dealer-assisted_auto_financing.htm.

Governor Jerry Brown Signs New Car Dealer Legislation! *Read more on page 2.*

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Greater Los Angeles New Car Dealers Association

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DIGITAL Dealer™

WORKSHOPS LOS ANGELES

On September 5, 2013 GLANCD A held the Digital Dealer Workshop at the Sheraton Universal City. The workshop had a great turn out, and attendees learned advertising technology tips from Jonika Hoomes, Google Channel Sales.

Seminar attendees learned the latest skills and best practices in a number of areas critical to dealership operations including digital marketing, social media, new and pre-owned sales, data and analytics, reputation management and customer loyalty programs.



Listed below is a few of the items the speakers taught.

- » Understand what customer data to measure, how often, and what to do with it;
- » Manage your online reputation to attract more car shoppers to your lot;
- » Establish customer loyalty programs that create evangelists for your business.



Jonika Hoomes
Google Channel Sales.



Attendees at the
Sheraton Universal City

Greater LOS ANGELES NEW CAR DEALERS ASSOCIATION

2013 LEGISLATIVE UPDATE:

GLANCD A celebrates a great victory for new car dealers in California. **SB 155** was signed by Governor Jerry Brown! This is the second CNCDA sponsored bill Governor Brown has signed this year. The Governor also signed AB 501 (Nazarian).

SB 155 reforms some of the most egregious manufacturer abuses against dealers that have long gone unnoticed. These new protections and rights created in SB 155 for dealers are far-reaching.

NADA
NATIONAL AUTOMOBILE DEALERS ASSOCIATION

J.D. POWER
McGraw Hill Financial

2013 Western Automotive Conference

November 19, 2013
Millennium Biltmore Hotel Los Angeles, CA

One last week to capitalize on early-bird registration rates. Early registration ends on October 18, 2013.

<http://www.jdpower.com/events/2013-western-automotive-conference>

Agenda Update: NEW Panels Revealed...

Diversity Marketing
(Emphasis on Hispanic Marketing)

Moderated by:

			
Paul Sellers Vice President of Automotive/Senior Industry Advisor <i>Univision Communications, Inc.</i>	Caleb Windover Senior Vice President Managing Director <i>MediaVest</i>	Danielle Austen Managing Partner, Chief Executive Officer <i>Team Ignition Pan-cultural Marketing LLC</i>	Rahim Hassanally Owner <i>Momentum Autogroup</i>

OEM Panel: Positioning Your Brand for 2015 and Beyond

Moderated by:

				
Phil LeBeau <i>CNBC</i>	James O'Sullivan President and Chief Executive Officer, Mazda North America Operations; Managing Executive Officer <i>Mazda Motor Corporation</i>	William D. Fay Group Vice President and General Manager – Toyota Division <i>Toyota Motor Sales, U.S.A., Inc.</i>	Tom Loveless Executive Vice President, Sales <i>Kia Motors America, Inc.</i>	Darryl Holter Chief Executive Officer <i>Downtown L.A. Auto Group</i>



LA AUTO SHOW CONFIRMS 22 WORLD DEBUTS FOR 2013 SHOW

56 Total Debuts to be Unveiled at Nearly 30 News Conferences Across Three Press Days

- World debut list more than doubles as automakers choose LA for significant premieres
- Mercedes-Benz to bring four world debuts, while Porsche confirms two world debuts in addition to Macan
- Global introductions also expected from BMW, Chevrolet, Jaguar, Nissan, Subaru, Toyota and more
- Major luxury, performance, green, tech, and concept announcements
- First of three Press Days focused on technology

LOS ANGELES (October 9, 2013) - The Los Angeles Auto Show confirmed today that it will host 22 world debuts during its Press Days, making for a total of 56 vehicle debuts overall, to be unveiled in front of a global audience, November 19, 20 and 21, 2013. November 19 will focus specifically on technology announcements held in the Connected Car Expo area of the Los Angeles Convention Center.

World debuts include the NISMO JUKE RS and a NISMO Concept vehicle from Nissan, as well as four models from Mercedes-Benz, which will be unveiled alongside the brand's North American introductions of the GLA 250 and the S63. Porsche has added two new world debuts to its lineup, in addition to the previously announced Macan, the manufacturer's highly anticipated SUV crossover vehicle. BMW, Chevrolet, Ford, Honda, Hyundai, Jaguar, Land Rover, MINI, Subaru and Toyota round out the list, all with global introductions planned for the show.

In addition to the roster of global premieres, a variety of North American debuts will be unveiled in Los Angeles, including the 4 Series Coupe, 4 Series Hybrid, i8, i3, 5 Series Sedan and 5 Series Gran Turismo from BMW. U.S. auto show introductions will also include the Jaguar C-X17, Cadillac Escalade, a high performance model from Nissan, three vehicles from Volkswagen, including the e-Golf and five from Audi, among others.

Los Angeles' debut lineup underscores rising trends in green technology, luxury vehicles and groundbreaking concept cars. More than two dozen green vehicles will be featured at the show, including models from Acura, BMW, Honda, Hyundai, Mercedes-Benz, Porsche and Volkswagen, ranging from alternative fuel models to brand new plug-ins.

Nearly 20 luxury vehicle debuts are also expected from automakers such as BMW, Maserati and Mercedes-Benz, signifying increased buyer confidence in the improving economic environment.

Press Days' attendees will have the opportunity to see vehicle concept debuts on the show floor as well, including 12 planned concept cars from Jaguar, Mercedes-Benz, Subaru, Volkswagen and Volvo, as well as the Cadillac Elmiraj concept.

"As one of the world's largest media hubs and car buying markets, Los Angeles offers a unique combination of press exposure and valuable consumer contact," said LA Auto Show President, Lisa Kaz. "The LA Auto Show's consistent growth and commitment to remaining on the forefront of automotive technology, green innovation and automotive design will certainly be noticed with 2013's roster of major debuts."

General registration for CCE is also open at this time. For more information, please visit www.laautoshow.com and www.connectedcarexpo.com.

About the Los Angeles Auto Show and Connected Car Expo
Founded in 1907, the Los Angeles Auto Show is the first major North American auto show of the season each year. Press Days for the 2013 LA Auto Show® will be held on Nov. 20 and 21. The show will be open to the public Nov. 22 - Dec. 1. The Connected Car Expo (CCE) will be the first expo to unite automotive and technology professionals in an effort to increase development and foster relationship-building in the connected car industry, providing attendees with access to the key players and top media constructing the future of the connected car. CCE will debut on Nov. 19, and continue in conjunction with the 2013 LA Auto Show Press Days. The LA Auto Show is endorsed by the Greater L.A. New Car Dealer Association and is operated by ANSA Productions. To receive the latest show news and information, follow LA Auto Show on Twitter at twitter.com/LAAutoShow or via Facebook at facebook.com/LosAngelesAutoShow and sign up for alerts at www.LAAutoShow.com. For more information on CCE please visit <http://connectedcarexpo.com/>.



Auto Tech Competition

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SAT. NOV. 9TH

PHASE II CERRITOS COLLEGE DTB



2013-2014 AUTOMOTIVE TECHNOLOGY COMPETITION FOR HIGH SCHOOL SENIORS

Please fill out the application below in black or blue ink. You may fax your application to GLANCD A at (213) 748-0240 or mail it to GLANCD A at 714 West Olympic Boulevard, Suite 601, Los Angeles, CA 90015. You can reach **Bob Smith** at GLANCD A at (213) 748-0245. **All applications MUST be received NO LATER than October 18, 2013.** Please print clearly.

SCHOOL NAME: _____

SCHOOL ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

SCHOOL PHONE: _____ SCHOOL FAX: _____

AUTO TECH INSTRUCTOR'S FIRST & LAST NAME: _____

INSTRUCTORS E-MAIL: _____

ALTERNATE TELEPHONE NUMBER: _____

STUDENT FIRST NAME: _____

STUDENT ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

STUDENT HOME PHONE: _____ STUDENT ALTERNATIVE PHONE: _____

STUDENT E-MAIL ADDRESS: _____

EMERGENCY CONTACT: _____ EMERGENCY CONTACT PHONE: _____

Please read the following and sign:

I agree that, if selected as a semifinalist in the **GLANCD A 2013-2014 Automotive Technology Competition for High School Seniors**, I am willing and able to work the required internship hours at a local dealership (required hours may be up to 10 hours per week.) I understand that by completing this application I am registering for the qualifying test and this in no way ensures that I will be selected as a semifinalist. **I am a high school senior age 21 or under who will graduate in 2014.**

STUDENT SIGNATURE: _____ DATE: _____

PARENT OR GUARDIAN SIGNATURE: _____ DATE: _____

AUTO TECH COMPETITION

PHASE I @ LONGO TOYOTA SCION LEXUS 



2013-2014 Automotive Technology Competition for High School Seniors

TEACHER RESPONSE

Please fill out the application below in black or blue ink. Please print clearly. You may fax your application to GLANCD A at (213) 748-0245 or mail it to GLANCD A at 714 West Olympic Boulevard, Suite 601 Los Angeles, CA 90015. Applications must be in by **October 19, 2013**. You can reach **Bob Smith** at GLANCD A at (213) 748-0240.

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AUTO TECH INSTRUCTOR'S FIRST & LAST NAME: _____

INSTRUCTORS E-MAIL: _____

ALTERNATE TELEPHONE NUMBER: _____

- Yes, please sign me up for this year's Automotive Technology Competition!**
(Number of students taking the written prequalifying exam: _____ (minimum 2; maximum 10))
- Yes, am interested in bringing (_____) additional students for a field trip on Saturday, November 9th!**
(Max 10 including your ATC participants)

TEACHER NAME: _____ DATE: _____

SIGNATURE _____



NADA ENDORSES HIRING OUR HEROES PROGRAM

The men and women of the U.S. armed forces, who bravely served and fought for our country, are facing huge hurdles when trying to find employment after leaving the military. There are 800,000 veterans without jobs, and with more than 1 million service members expected to leave the military over the next five years, we are called to help serve those who have served us.

Veterans deserve a fighting chance when they return home. And that starts with finding a job. To join in this effort, the National Automobile Dealers Association has partnered with Hiring Our Heroes to raise awareness of career opportunities available at new-car and -truck dealerships.

Hiring Our Heroes, sponsored by the U.S. Chamber of Commerce Foundation, is a nationwide effort to help veterans and their spouses find jobs in communities across America.

Why hire a military veteran? Veterans possess real-world experience and skill sets that can only enhance our industry. They are team players who have proven leadership skills in the most diverse environments and demanding situations.

To help expand career opportunities for military personnel and their families, we're encouraging dealers to embrace the Hiring Our Heroes program by attending job fairs, posting dealership job openings on military employment websites and engaging in other media outreach initiatives.

So far, Hiring Our Heroes and its partners have hosted 600 job fairs across the country. These job fairs have provided accessible jobs to 20,200 men and women. And nearly 1,200 businesses have participated in the program to hire veterans and their spouses. To participate in a local job fair and find out dates and locations, visit www.uschamber.com/hiringourheroes/events.

NADA encourages you to spread the word about the partnership. Inform your community that you're a "Proud supporter of Hiring Our Heroes" by branding your website. For examples, visit www.nada.org/heroesbranding.

Post comments on your social media platforms – with a link to NADA's Hiring Our Heroes campaign at www.nada.org/hiringourheroes – and promote it throughout the year.

We encourage you to become a supporter of Hiring Our Heroes and get involved today.

Dave Westcott
NADA Chairman

Read more:
http://www.nada.org/MediaCenter/ChairmansColumn/chairmans_column_10-2013.htm

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Can You Trust Your Car Dealer? Edmunds.com Says 'Yes'

Can you envision a world in which you trust your car dealer? Seth Berkowitz, President and COO of Edmunds.com – the premier resource for car shopping and automotive information – says that if you don't already, you will be able to soon.

"We've asked ourselves why we can't make the following promises to our customers: That by belonging to Edmunds.com - much like being an Amazon Prime customer, by analogy you will have a substantially easier time at the dealership; you will spend less time at the dealership and much more time in the comfort of your home; you will get what you want, from the salesperson you want, in a manner you can trust," wrote Berkowitz in a blog entry that can be found at <http://technology.edmunds.com/>.

Berkowitz has been leading Edmunds.com through a strategic shift that makes car buying easier. The company already established and valued as a free car research stop on the road to buying a car, is transforming itself - both strategically and through a site redesign that launches October 15 - into a unique car shopping destination: a place where car shoppers can trust dealers.

"In conjunction with our dealer partners, we offer actual prices on hundreds of thousands of cars - in industry parlance, on specific pieces of inventory. Our dealer partners - in making the Edmunds Price Promises - are promising our customers that they will honor that price when presented with a physical or digital certificate for that car, and that promise is also backed by Edmunds.com. We them to ensure that those promises are being upheld," explained Berkowitz.

Since Price Promises launched in February as a pilot and then rolled out to the whole country in June, Edmunds.com has found dealers enrolled in the program have seen their ratings and reviews scores rise by 10%.

"The trust levels and satisfaction levels inspired by the partnership with Edmunds.com are tangible and measurable," noted Berkowitz, who also pointed out that Edmunds.com was named - along with TripAdvisor, Zagat and OpenTable - one of the four most trusted prominent online review sites, according to Maritz Research's 2013 Online Customer Review Study.

The company has enjoyed other impressive results of the Price Promise program:

- 60 percent more car shoppers are submitting their personal information on Edmunds.com in exchange for Price Promise certificates.
- These shoppers are looking at 150% more inventory pages
- One-third of all Price Promises deals close within two days of the certificate download
- Price Promise leads close 15 percent faster than any other type

"We are so inspired by the performance of this product and the difference it is making for our customers that we are working on a suite of 'promises,'" added Berkowitz. "We want our customers to believe they will get, and actually experience, a substantially easier time buying a car, in a manner they can trust."

Edmunds.com is a car-shopping Web site committed to helping people find the car that meets their every need.

Los Angeles Auto Outlook™

Comprehensive information on the LA County new vehicle market

Sponsored by:



Quick Facts

Los Angeles County new vehicle registrations increased 11.6% in August '13 vs. 2012.

New registrations in the county during the first eight months of this year increased 14.6% compared to a year earlier.

The three month moving average of new vehicle registrations increased for the 19th consecutive month in August of this year.

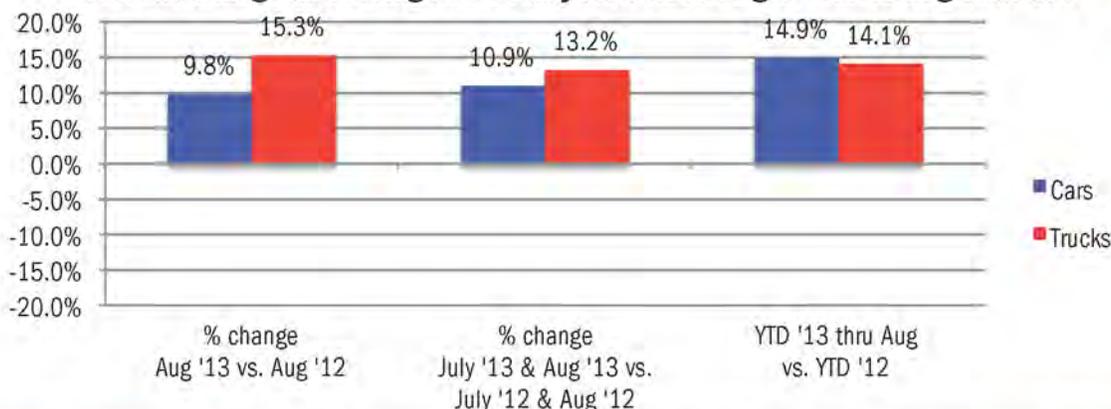
Subaru, Dodge, Ram, Porsche, BMW, and Lexus new vehicle registrations each increased more than 26% during the first eight months of this year.

Detroit three market share increased from 17.6% during the first eight months of 2012 to 18.5% this year.

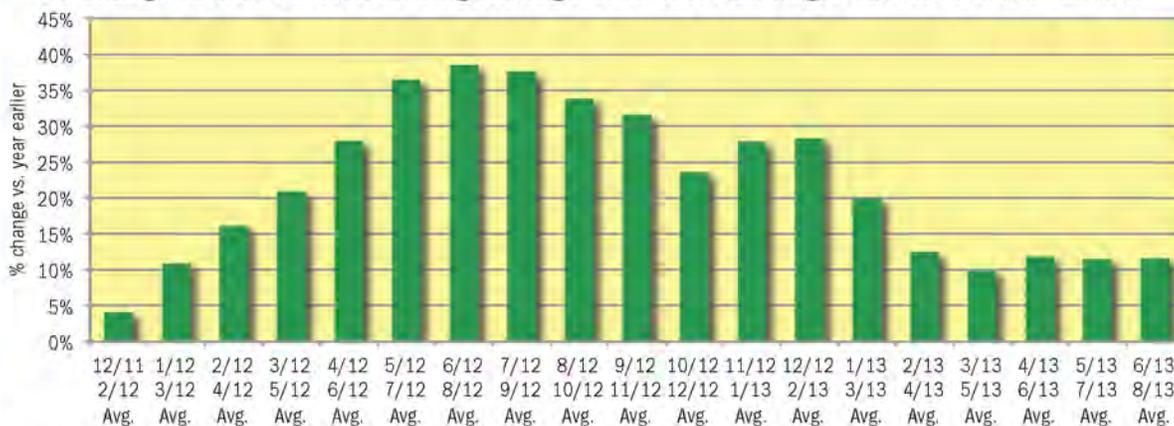
Data measures new vehicle registrations in the county. Monthly recording of registrations occurs when the data is processed by the DMV.

	August			July '13 and Aug. '13 combined			YTD thru August		
	2012	2013	% chg.	2012	2013	% chg.	2012	2013	Chg.
Industry Total	29,921	33,385	11.6%	60,396	67,455	11.7%	241,386	276,659	14.6%
Cars	20,313	22,308	9.8%	40,702	45,158	10.9%	161,479	185,508	14.9%
Light Trucks	9,608	11,077	15.3%	19,694	22,297	13.2%	79,907	91,151	14.1%
Detroit Three	4,788	6,207	29.6%	10,277	12,412	20.8%	42,414	51,137	20.6%
European	7,139	7,327	2.6%	13,951	14,961	7.2%	55,479	62,995	13.5%
Japanese	15,412	17,159	11.3%	31,023	34,629	11.6%	123,020	139,676	13.5%
Korean	2,582	2,692	4.3%	5,145	5,453	6.0%	20,473	22,851	11.6%

Percent Change in Los Angeles County New Retail Light Vehicle Registrations



% Change in Three Month Moving Average of New Retail Registrations vs. Year Earlier



The graph above provides a clear picture of the trending direction of the LA County market. It shows the year-over-year percent change in the three month moving average of new retail light vehicle registrations. The three month moving average is less erratic than monthly registrations, which can fluctuate due to such factors as the timing of manufacturer incentive programs, weather and title processing delays by governmental agencies.

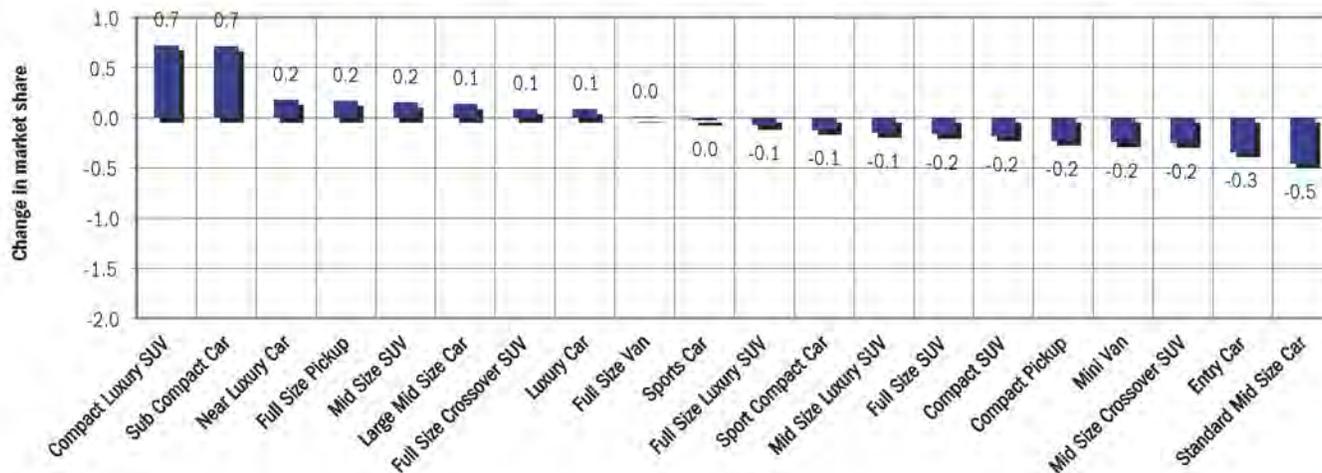
Data Information

All data represents new and used vehicle retail registrations in Los Angeles County and excludes fleet. 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. Green shaded areas in tables represent the top ten ranked brands. Data Source: AutoCount data from Experian Automotive.

New Vehicle Market Brand Registrations

Los Angeles New Retail Car and Light Truck Registrations												
	August			Two Month Period July '13 thru August '13			YTD thru August			YTD Market Share (%)		
	2012	2013	% chg.	Yr. Ago	Current	% chg.	2012	2013	% chg.	2012	2013	Chg.
TOTAL	29,921	33,385	11.6%	60,396	67,455	11.7%	241,386	276,659	14.6%			
Acura	506	442	-12.6%	1,009	876	-13.2%	3,306	3,647	10.3%	1.4	1.3	-0.1
Audi	810	869	7.3%	1,620	1,763	8.8%	5,969	7,115	19.2%	2.5	2.6	0.1
BMW	1,619	1,799	11.1%	3,029	3,730	23.1%	11,883	15,163	27.6%	4.9	5.5	0.6
Buick	114	113	-0.9%	226	232	2.7%	842	978	16.2%	0.3	0.4	0.0
Cadillac	266	348	30.8%	513	630	22.8%	2,201	2,544	15.6%	0.9	0.9	0.0
Chevrolet	1,324	1,712	29.3%	2,848	3,473	21.9%	11,108	13,674	23.1%	4.6	4.9	0.3
Chrysler	103	216	109.7%	254	342	34.6%	1,226	1,231	0.4%	0.5	0.4	-0.1
Dodge	303	452	49.2%	642	958	49.2%	2,859	4,265	49.2%	1.2	1.5	0.4
Fiat	273	164	-39.9%	494	382	-22.7%	1,709	1,546	-9.5%	0.7	0.6	-0.1
Ford	1,713	2,120	23.8%	3,835	4,298	12.1%	16,235	18,944	16.7%	6.7	6.8	0.1
GMC	243	232	-4.5%	501	508	1.4%	2,133	2,218	4.0%	0.9	0.8	-0.1
Honda	4,181	4,889	16.9%	8,575	9,580	11.7%	35,557	39,354	10.7%	14.7	14.2	-0.5
Hyundai	1,254	1,280	2.1%	2,585	2,529	-2.2%	10,305	10,699	3.8%	4.3	3.9	-0.4
Infiniti	766	364	-52.5%	1,376	791	-42.5%	3,794	3,202	-15.6%	1.6	1.2	-0.4
Jaguar	92	67	-27.2%	142	142	0.0%	712	613	-13.9%	0.3	0.2	-0.1
Jeep	521	589	13.1%	1,052	1,115	6.0%	4,118	4,348	5.6%	1.7	1.6	-0.1
Kia	1,328	1,412	6.3%	2,560	2,924	14.2%	10,168	12,152	19.5%	4.2	4.4	0.2
Land Rover	203	269	32.5%	379	444	17.2%	1,679	1,991	18.6%	0.7	0.7	0.0
Lexus	1,210	1,615	33.5%	2,397	3,087	28.8%	9,057	11,460	26.5%	3.8	4.1	0.4
Lincoln	82	78	-4.9%	156	170	9.0%	675	720	6.7%	0.3	0.3	0.0
Mazda	408	559	37.0%	823	1,156	40.5%	3,372	4,234	25.6%	1.4	1.5	0.1
Mercedes	1,919	2,063	7.5%	3,857	4,008	3.9%	16,047	18,055	12.5%	6.6	6.5	-0.1
MINI	459	408	-11.1%	872	811	-7.0%	3,266	3,153	-3.5%	1.4	1.1	-0.2
Mitsubishi	75	124	65.3%	186	227	22.0%	797	1,003	25.8%	0.3	0.4	0.0
Nissan	2,024	2,470	22.0%	4,037	4,704	16.5%	16,513	19,674	19.1%	6.8	7.1	0.3
Porsche	220	277	25.9%	453	567	25.2%	1,780	2,291	28.7%	0.7	0.8	0.1
Ram	119	189	58.8%	250	378	51.2%	1,015	1,440	41.9%	0.4	0.5	0.1
smart	22	53	140.9%	59	81	37.3%	221	292	32.1%	0.1	0.1	0.0
Subaru	362	570	57.5%	696	1,147	64.8%	2,985	4,504	50.9%	1.2	1.6	0.4
Tesla	0	158		0	308		0	775		0.0	0.3	0.3
Toyota/Scion	5,877	6,126	4.2%	11,917	13,061	9.6%	47,623	52,595	10.4%	19.7	19.0	-0.7
Volkswagen	1,295	1,146	-11.5%	2,631	2,604	-1.0%	10,474	10,830	3.4%	4.3	3.9	-0.4
Volvo	151	148	-2.0%	265	322	21.5%	1,241	1,335	7.6%	0.5	0.5	0.0
Other	79	64	-19.0%	157	107	-31.8%	516	614	19.0%	0.2	0.2	0.0

Change in New Vehicle Segment Market Share - YTD '13 thru August v. YTD '12 thru August

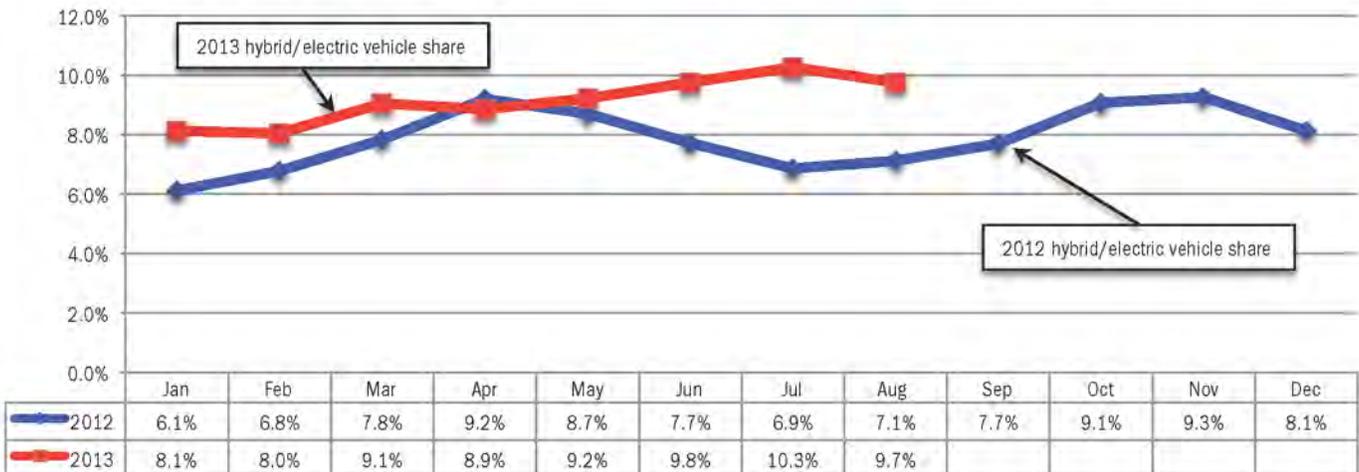


Data Source: AutoCount data from Experian Automotive.

**Percent Change in Brand Registrations
YTD '13 thru August vs. YTD '12 thru August
(Top 30 selling brands)**



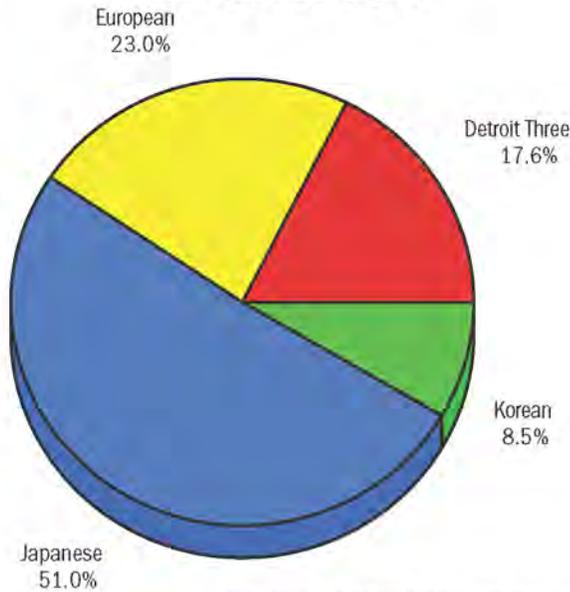
Combined Hybrid and Electric Vehicle Market Share in LA County - 2012 and 2013 (thru August)



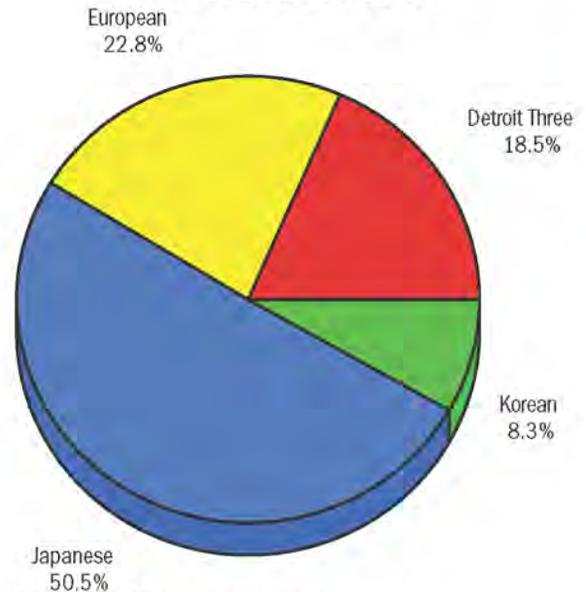
Data Source: AutoCount data from Experian Automotive.

Market Share for Japanese, Detroit Three, European, and Korean Brands - YTD '12 and '13 thru August

YTD 2012 thru August

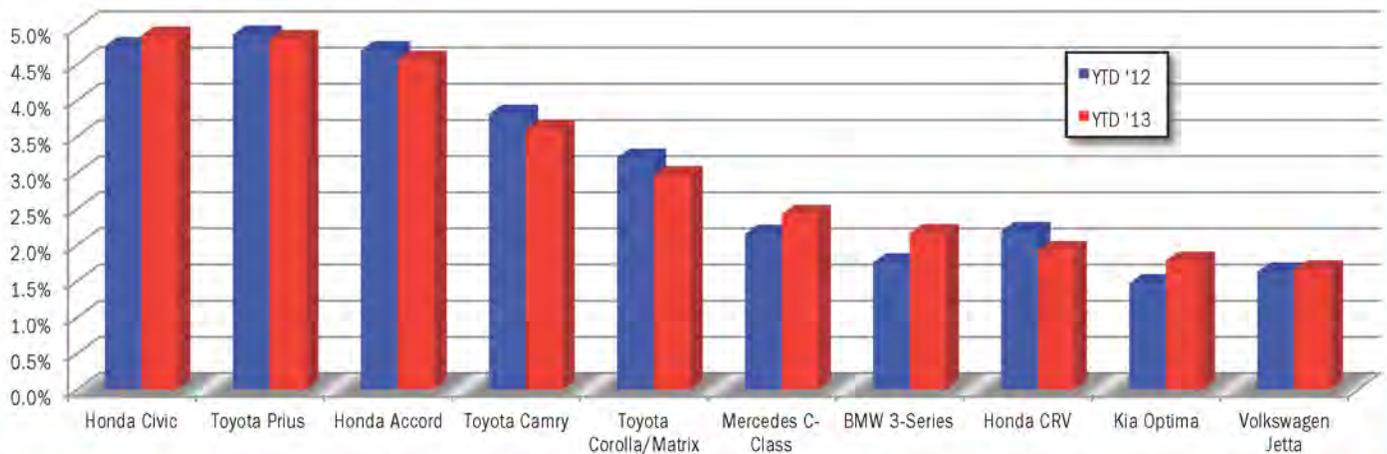


YTD 2013 thru August



Data Source: AutoCount data from Experian Automotive. Note: numbers may not add to 100% due to rounding.

Market Share for Top 10 Selling Models in LA County - YTD '12 and '13 thru August



Los Angeles Auto Outlook

Published for:
Greater Los Angeles New Car Dealers Association
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September 2013

Los Angeles Auto Outlook is distributed free of charge to all members of Los Angeles New Car Dealers Association. The publication is sponsored and supported by GLANCCDA.

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