



LOS ANGELES NEW CAR DEALERS ASSOCIATION

E-NEWSLETTER ISSUE #7 – 2014

PRESIDENT’S MESSAGE



As we move through summer here in Southern California, the automobile business continues to be strong with new vehicle registrations up 10.3% for the first six months of this year versus a year earlier. Experts forecast an increase of 5% in the second half of 2014 versus 2013. Sales figures look to exceed 2007 year end numbers, continuing the recovery from the financial crisis of 2008 and 2009.

GLANCD A continues its support and promotion of the Los Angeles Auto Show, and has great expectations for the 2014 show which kicks off on Nov. 18. This year will prove to have a breaking number of new vehicle debuts which should continue to bolster sales figures for local dealers. We encourage all dealers to renew their GLANCD A membership to take advantage of the wonderful complimentary ticket package that comes exclusively to GLANCD A members!

Upcoming workshops in September include Digital Dealer Workshops, and Cashier and Receptionist phone training. These valuable yet affordable off site events provide dealerships a means of getting employees the best training possible. Please consider these opportunities as they become available.

We continue our advocacy efforts for all our dealer members! We are proud of our accomplishments on a local, state, and national level with our affiliate associations (CNCDA, NADA). We will have a small delegation travelling to Washington DC to discuss with our elected officials some matters that have an impact on the franchise system, and dealership operations. The biggest items continue to revolve around Factory Direct Sales, Vehicle Safety Recalls, and Dealer assisted financing. We remain committed to serving our members’ interests, and keeping our collective voice heard by legislators and regulators. We encourage communication to discuss these matters in detail, and get input and feedback as well.

Ian Thomas
GLANCD A President



WORKSHOPS Pasadena

Sept. 16, 2014

The Premiere Automotive Digital Strategy Workshop

Join us in Pasadena, California for a full day of learning how to use the Internet and technology to sell and service more vehicles more profitably. In partnership with the Greater Los Angeles New Car Dealers Association & Southland Motor Car Dealers Association, Digital Dealer Workshops feature opportunities to work with automotive industry thought leaders to learn the latest skills and best practices in a number of areas critical to dealership marketing & operations.

Location:
Hilton Pasadena
168 South Los Robles Ave.
Pasadena, CA 91101

More information on page 3

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Proyecto Pastoral at Dolores Mission

GREATER LOS ANGELES NEW CAR DEALERS ASSOCIATION (GLANCD A) PRESENTS CONTRIBUTION TO PROYECTO PASTORAL

Gift of \$10,000 will support education, recreation and sports and other programs in Boyle Heights Community.

GLANCD A Executive Director Bob Smith presented a check for \$10,000 to representatives of Proyecto Pastoral during the recent annual luncheon of members of the Greater Los Angeles New Car Dealers Association. Proyecto Pastoral Development Officers, Marlene Stang and Mona Hobson, accepted the gift in support of Proyecto Pastoral and its many programs for youth and families of Boyle Heights.

"We are delighted to have the continuing support of the Greater Los Angeles New Car Dealers," said Cynthia Sanchez, Proyecto Pastoral Executive Director. "These funds will help underwrite our summer education, recreation and sports programs for hundreds of children in our community. Proyecto Pastoral has been making a difference in Boyle Heights for nearly 29 years."

Proyecto Pastoral was founded in 1986 by Father Greg Boyle, S.J., and by community residents in response to pervasive poverty and gang violence, low educational attainment of children and youth, and limited economic and civic engagement opportunities for community members. Programs include two Early Childhood Education Centers, providing a high-quality, pre-K curriculum for children ages 18 months to 5 years; IMPACTO, the four-site after school academic enrichment program serving youth ages 5 to 18 and the Aliso Pico Recreation Center; Comunidad en Movimiento (Community in Action), for public safety and civic engagement; and Guadalupe Homeless Project which provides a 30-day shelter for men at Dolores Mission Church, a Women's Catering Cooperative, and job training opportunities at a used goods distribution center managed by the GHP program team. In partnership with 13 other agencies, Proyecto Pastoral is also the lead agency for the Boyle Heights Promise Neighborhood initiative. Over 4,000 people benefit from these programs annually.

Mr. Smith noted, "New car dealers account for just over 20% of the retail economy in the greater Los Angeles area and employ over 30,000 people, but together we act locally to make a deep impact on our communities." In 2012 charitable giving by Los Angeles County Franchise New Car Dealers totaled over \$12.3 million to charitable and civic organizations. "Our dealers and employees also volunteer countless hours to make a difference as coaches, mentors and in numerous other roles that benefit our communities."

For more information about Proyecto Pastoral, please visit www.proyectopastoral.org.

GLANCD A Board of Directors

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JOE BERBERICH

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Car Dealers Association
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Los Angeles, CA 90015
(O) 213-748-0240
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The Premiere Automotive Digital Strategy Workshop

Register Now for the Digital Dealer Workshops in Pasadena



Join us in Pasadena, California for a full day of learning how to use the Internet and technology to sell and service more vehicles more profitably. In partnership with the Greater Los Angeles New Car Dealers Association & Southland Motor Car Dealers Association, Digital Dealer Workshops feature opportunities to work with automotive industry thought leaders to learn the latest skills and best practices in a number of areas critical to dealership marketing & operations.

September 16, 2014 | 9am - 4pm

Hilton Pasadena | 168 South Los Robles Ave Pasadena, CA 91101

Who Should Attend

Dealer Principals
Internet Sales Managers
General Managers
General Sales Managers
Marketing Directors
e-Commerce Directors
BDC Managers
Social Media Managers
CRM Managers
Pre-Owned Managers
F&I Managers
Fixed Operations Managers

You Will Learn How To:

- Utilize Digital Marketing Best Practices so Customers Find Your Store First
- Present Your Dealership and Inventory to Increase Online Sales
- Develop Strategies to Maximize Your SEM and SEO
- Use Social Media to Engage & Retain More Customers
- Improve Sales Processes to Sell More New & Pre-Owned Units
- Understand What Customer Data to Measure, How Often & 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
- See Demonstrations of the Latest Technology Designed Just for Dealerships
- Gain Market Share, Reduce Costs, Boost Revenue & Profits



Connect With Peers

In addition to learning actionable strategies **over 16 sessions**, you will be able to network with dealership peers and meet with a select group of technology providers offering new solutions to improve your dealership. Dealers bring your managers. Managers, bring your dealer. There is nothing better you can do that will contribute to your business development!

DigitalDealerWorkshops.com/California

**Association Members:
\$99 First Attendee**

**\$49 For Each
Additional Attendee**

Announcing a unique collaborative training venture...

Receptionist & Cashier Telephone Skills Training



Receptionists and cashiers are arguably the most important, yet the most poorly trained staff who answer incoming dealership calls. When was the last time your receptionist and cashiers attended any professional telephone skills training? That long?

In these sessions, your receptionists and cashiers will learn the "good," "better" and "best" word tracks to use with customers on the phone. This training isn't about merely sounding nice, but a no-frills discussion of which greetings and responses maximize customer conversion rates and improve CSI. Interactive workbooks are included.



Thursday, September 4, 2014 SCCTT Center at Cerritos College

(map and directions will be sent upon registration)

Two identical sessions are held same day for maximum attendance:

10 a.m. to 11:30 a.m. or 1:30 p.m. to 3 p.m.

Volume discounts for multiple attendees per dealership:

1 @ \$99 ea. 2 @ \$89 ea. 3 @ \$79 ea. 4+ @ \$69 ea.

To register: call 562-467-5252

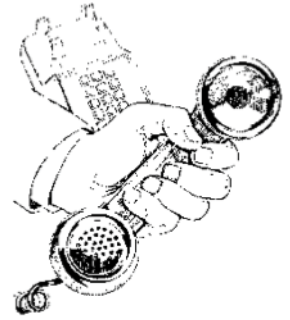
Registration deadline: Thursday, August 28 – Walk-ins on a space available basis only

Worldwide Phone Pops, LLC
299 W Hillcrest Drive, Suite 217, Thousand Oaks, CA 91360
www.PhonePops.com • 800-PhonePop (800-746-6376) • 805-778-0200



Receptionists & Cashiers

TURN CALLS INTO CUSTOMERS



Receptionists

- How to answer with the right greeting that gets the customer to the right department as fast as possible
- Knowing what customer questions to answer and which ones to direct to other departments
- Handling unfriendly (and even downright upset) customers
- What to do when the customer demands to talk to people who don't answer their phones
- How to operate as the "air traffic controller" of the dealership's incoming calls

Cashiers

- Understanding dealership payment policies to avoid "unpleasant consequences" (ranging from poor CSI to customer litigation)
- Reducing the amount of customers who pick up the vehicle and say, "Why is the bill so high?"
- Working with the service department to better assist callers when the advisors are not available

Call SMCDA office to Register for September 4th Training Sessions
562-467-5252



Worldwide Phone Pops, LLC

299 W Hillcrest Drive, Suite 217, Thousand Oaks, CA 91360

www.PhonePops.com • 800-PhonePop (800-746-6376) • 805-778-0200

2014

Western Automotive Conference

November 18, 2014

The L.A. Hotel Downtown—A Hyatt Affiliate Hotel, Los Angeles, CA

LUNCHEON KEYNOTE SPEAKER ANNOUNCED!
Gorden Wagener
 Vice President Design
 Daimler AG

Gorden Wagener is Vice President Design at Daimler AG. He is responsible for the creation and ongoing development of a new design strategy for Mercedes-Benz.

Mr. Wagener has held a number of positions at Daimler AG before becoming Vice President Design Daimler AG. Earlier he served as chief Design Strategy und Global Advanced Design, California. Prior to that he was vice president DaimlerChrysler Research, Engineering and Design North America Inc. His other roles include chief Mercedes-Benz Advanced Design of North America, Inc.; design manager Exterior-/Interior-Styling A-/B-/C-/E-/CLK-/CLS-Platform; design manager Exterior-/Interior-Styling R-/ML-/GL-Platform; and transportation-designer at Mercedes-Benz Design.

A variety of Mercedes-Benz models bear Mr. Wagener's signature as head of design. These include the company's family of the compact cars (A-, B-Class, CLA, GLA); CLS Shooting Brake; the new C-Class, the S-Class; and the new S-Class Coupé.

Prior to joining Mercedes-Benz, Mr. Wagener worked as an exterior designer at Volkswagen, Mazda and GM.

Mr. Wagener studied industrial design at the University of Essen and transportation design at The Royal College of Art in London. In 2009, he received the title of Professor Honoris Causa from the Moholy-Nagy University of Art and Design in Budapest. In 2010, he was awarded an honorary doctorate from the Technical University of Sofia.

- See more at:

www.jdpower.com/resource/2014-western-automotive-conference-speakers

EVENT INFO

When:
November 18, 2014

Where:
The L.A. Hotel
Downtown - Hyatt

Who:
Automotive Professionals

The Western Automotive Conference is hosted by the LA Auto Show and is held in association with GLANCD A and CNCDA

Greater LOS ANGELES NEW CAR DEALERS ASSOCIATION

The first 75 dealerships to complete this form and fax or mail it back to GLANCD A with payment will receive an additional 50 complimentary 2014 Los Angeles Auto Show General Admission Tickets!



By renewing or joining for 2014/2015 your membership will run for 18 months (July 1, 2014 – December 31, 2015) and includes an Exclusive Los Angeles Auto Show Ticket Package for the 2014 and 2015 Auto Shows available only to Dealer Members. **Each year Dealer Members in good standing will receive 75 complimentary general admission tickets and 500 discounted general admission tickets per dealership. By being one of the first 75 to renew or join, your dealership will receive an additional 50 complimentary tickets! That is a total of 125 tickets!**

This is a great opportunity to support our industry, and take advantage of the efforts the Association is making on behalf of the New Car Dealers in Los Angeles County. Please see the back of this document for the listing of GLANCD A membership benefits.

GLANCD A membership will run for 18 months (July 1, 2014 – December 31, 2015)

**Greater Los Angeles New Car Dealers Association
Management Office**

2520 Venture Oaks Way, Suite 150
Sacramento, CA 95833

Contact Us:

Phone (213) 748-0240
Fax (916) 924-7323

bob@glanconda.org • www.glanconda.org

- Yes, we would like to renew for 2014/2015.
- Yes, we would like to join for 2014/2015. (New Member)
- Not sure of membership status but I'm interested in membership for 2014/2015. (Please complete the form below and GLANCD A will contact you.)

DUES

- \$375.00** (Single dealership or main location) **\$37.50** (Dealership under same ownership)

Total Dealerships _____ Total Due _____

Dealership/Name _____

Dealer Address: _____

Dealer Phone: _____ Fax: _____

Dealership Principle Name/Email (for communication only): _____

General Manager Name/Email: _____

Office Manager/Controller Name/Email: _____

Address: _____

Dealer Phone: _____ Fax: _____

Payment Type Amex Visa MC Check Payable to: Greater Los Angeles New Car Dealers Association

Credit Card: _____ Expiration Date: _____ CVV#: _____

Name on Credit Card: _____ Signature: _____

ABOUT GLANCD A

Originally founded in 1907, the Greater Los Angeles New Car Dealers Association provides valuable educational and philanthropic benefits to the Los Angeles Community.

The Association believes that involvement with local charitable organizations makes a positive difference for everyone involved.

Who we are... We are factory-franchised dealers who are committed to serving the communities of Greater Los Angeles County by promoting professionalism within the retail automotive industry. The Association dealer members contribute not only to the economy of Los Angeles County, but also to the well-being and growth of their individual communities.

Who our members are... Our Members are individuals, partnerships, or corporations owning and operating a franchised motor vehicle dealership engaged in the sales of automobiles or trucks and licensed by the State of California and located within the Los Angeles County area.

For more information, please visit the website at www.glanconda.org.



MEMBER BENEFITS



Los Angeles Auto Show Ticket Package only available to each GLANCD A Dealer Member per Dealership. GLANCD A is the exclusive automobile dealer association endorser of the Show, which helps boost local member sales and reinforces Greater Los Angeles as a hub of automotive design and consumer trends. This ticket offer is only good for current GLANCD A members, and New Members in good standing.

Regular communication with legislators and government officials dealing with local, state, and federal issues which protects the dealer franchise system and promotes the business interests of our members.

Auto Outlook New Vehicle Sales Data sent to members via our e-newsletter, quarterly magazine, and hosted on our website, with forecast and analysis of new retail light vehicle market, analysis of forecast determinants, comparison with National market, nameplate sales performance, and coverage of vehicle sales in market segment.

Quarterly publication of LA Dealer magazine sent to members.

Special discounts to attend informative seminars with some of the industry's leading speakers.

Special partnership with T.R.A.P. (Taskforce for Regional Auto Theft Prevention) which helps members reduce dealership theft and fraud.

Special discount rate to VIP area of Sneak Preview Night at the L.A. Auto Show. We are the exclusive automobile dealer association endorser of the Show, which helps boost local member sales and reinforces Greater Los Angeles as a hub of automotive design and consumer trends.

Early Warning System - We monitor the state and federal courts in Los Angeles County to alert members when a lawsuit has been filed against them.

Technology Contest for High School seniors to encourage young people to get involved and pursue careers in the auto industry.

Community Service - we are leaders in contributing to worthy community programs in Los Angeles County which promotes the image of new car dealers with the public.

Regular email newsletter to members.

Email alerts to our members when there is important information for them, or when immediate action is necessary.

Collaboration with the California New Car Dealers State Association regarding seminars and legislative and regulatory matters.

Special discounts to attend the CNCDA Annual Dealer Day in Sacramento to meet with state legislators and educate them on dealer issues.

The GLANCD A website which is at www.glanconda.org.

Annual luncheon and business meeting of members with a prominent keynote speaker.

Opportunity to serve on GLANCD A Board of Directors.

Los Angeles Auto Outlook



Comprehensive information on the LA County new vehicle market

FORECAST

County Market Stays Strong in 2nd Quarter of 2014

7.4% improvement predicted for entire year

Flash back to 2009 - the devastating impact that the financial crisis would have on the economy was becoming plainly evident. Banks weren't lending, the stock market crashed, and unemployment was rising. The writing was on the wall for a sharp decline in new vehicle sales, and that's exactly what transpired. New retail light vehicle registrations in Los Angeles County fell from 421,742 in 2007, to just 240,746 in 2009, a 43% drop in two years.

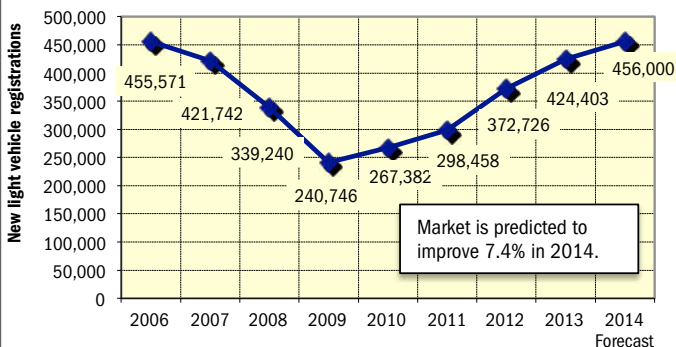
At the time, the prevailing view was that it could take a decade or more for the market to return to sales level reached during the early and mid-2000's. We disagreed. At the time, we pointed out that the combination of significant pent up demand, extremely low interest rates, higher used vehicle prices, and greatly improving new vehicle offerings would more than offset the negative impact of a slowing economy and household de-leveraging. We predicted that within about five years, the market could easily approach, or exceed, sales levels attained in 2007. And that is exactly what has transpired. This year's total is predicted to reach 456,000, well above the 2007 total.

So where is the market likely to head in 2015 and beyond? As mentioned in the past few issues of Auto Outlook, there are reasons to believe that the pace of the sales recovery will ease during the next 18 months. At this point, we are predicting a 4% increase next year, with registrations exceeding 470,000.

6 Key Market Trends

1. County new retail registrations increased 10.3% for the first six months of this year versus a year earlier (June figures were estimated), well above the 4.3% improvement in the U.S.
2. The market is predicted to increase 5% in the second half of 2014 versus 2013.
3. County light truck market share has increased from 32.9% during the first half of 2013 to 33.5% this year.
4. Japanese brand registrations were up 14.4%, higher than the 10.3% improvement in the overall market
5. Hybrid and electric vehicle market share was 9.5% thru June of this year, up from 8.9% in 2013.
6. Toyota, Mercedes, Honda, Lexus, and BMW are strong performing brands in the county market (see page 3).

Annual Trend in LA County New Vehicle Market



The graph above shows annual new retail light vehicle registrations in the county from 2006 thru 2013 and Auto Outlook's projection for 2014.

Market Summary

	YTD '13 thru June	YTD '14 thru June	% Chg. '13 to '14	Mkt. Share YTD '14
TOTAL	209,204	230,737	10.3%	
Car	140,350	153,435	9.3%	66.5%
Light Truck	68,854	77,302	12.3%	33.5%
Domestic	38,725	42,247	9.1%	18.3%
European	48,034	50,338	4.8%	21.8%
Japanese	105,047	120,158	14.4%	52.1%
Korean	17,398	17,994	3.4%	7.8%

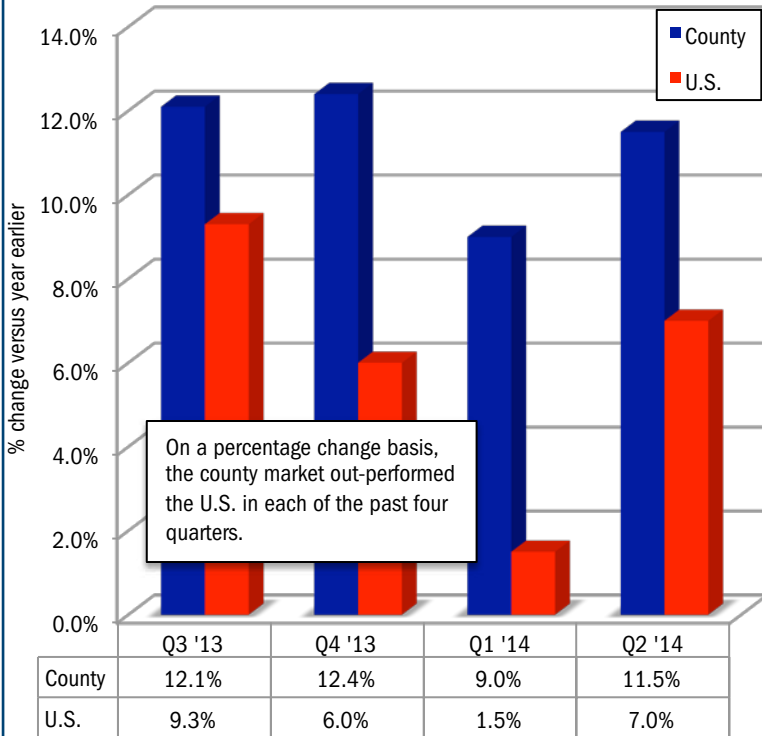
Domestic brands consist of vehicles sold by GM, Ford, Chrysler, and Tesla. Data source: AutoCount data from Experian Automotive.

MARKET TRACKER: QUARTERLY RESULTS

County Market Up 11.5% in 2nd Quarter of 2014 vs. 7% in U.S.

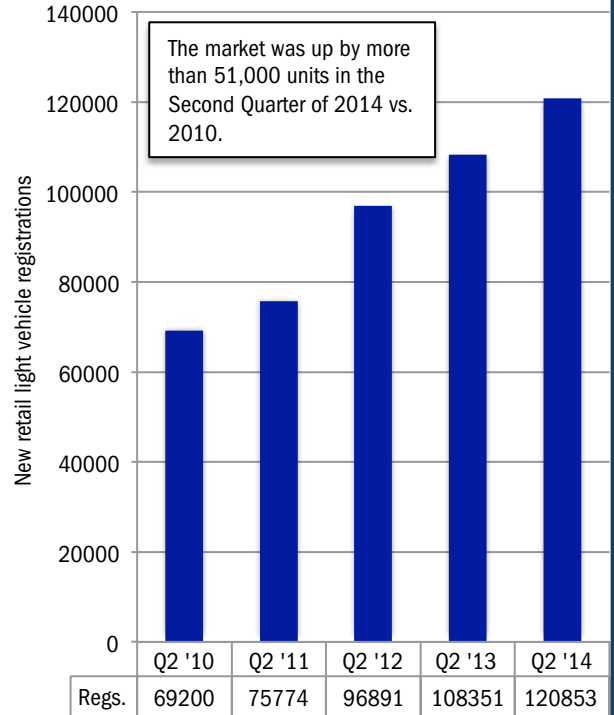
QUARTERLY TREND

Percent Change in New Vehicle Market County and U.S.



QUARTERLY PERSPECTIVE

Five Years of Second Quarter Results in County Market



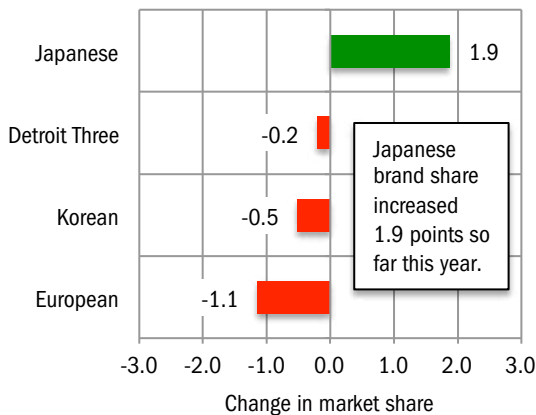
Second Quarter registrations during past five years

Source for LA County registration data: AutoCount data from Experian Automotive. Source for U.S. data: Automotive News. (U.S. figures include fleets.)

MARKET TRACKER: BRAND MARKET SHARE

Japanese Brands Are Up

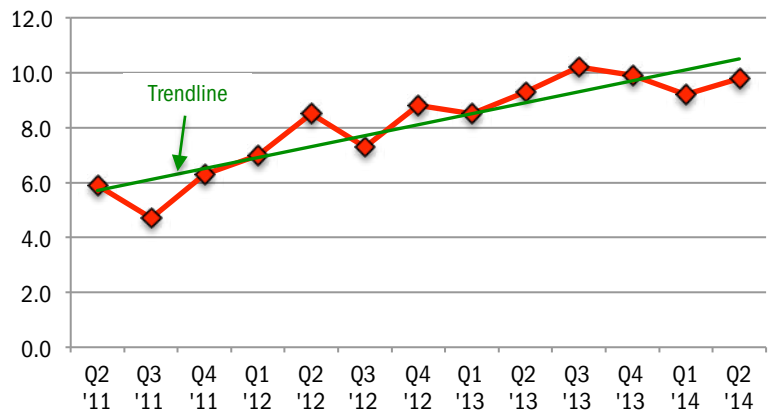
Change in County Market Share YTD 2014 thru June vs. YTD 2013



MARKET TRACKER: HYBRID AND ELECTRIC VEHICLES

Hybrid/Electric Share Increases

Quarterly Alternative Powertrain Market Share (includes hybrid and electric vehicles)



The graph above shows the change in year-to-date market share for four primary brand segments.

Source: AutoCount data from Experian Automotive.

The graph above shows hybrid powertrain and electric vehicle quarterly market share in the county. The line shows market share trend over the past 13 quarters.

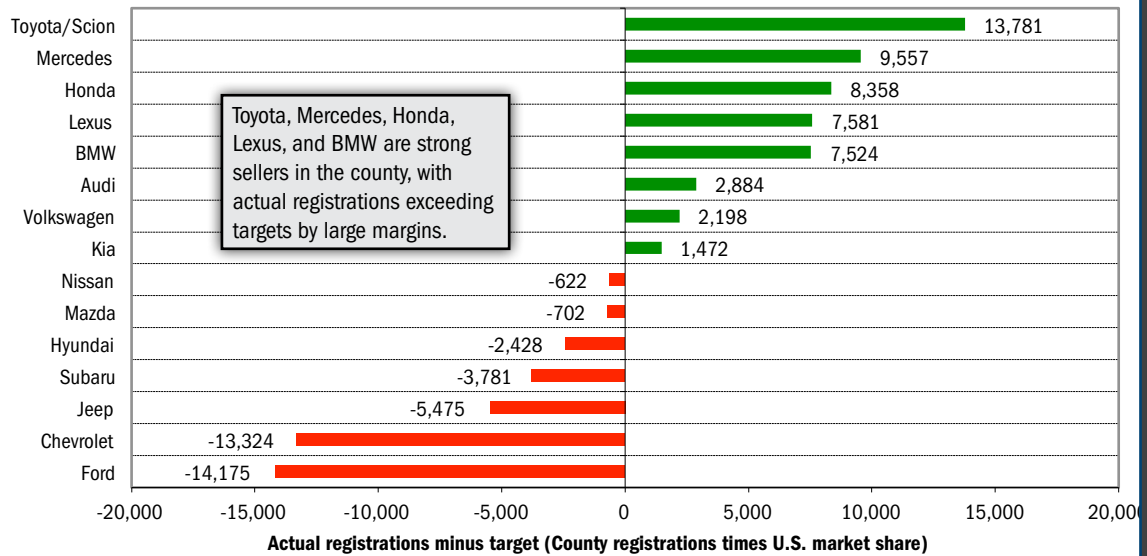
Source: AutoCount data from Experian Automotive.

BRAND SCOREBOARD

Toyota and Mercedes Relatively Strong Performers in County

The graph provides an indicator of brands that are popular in Los Angeles County. For the top 15 selling brands in the county, each brand's share of the U.S. market is multiplied by registrations in the county during the first half of 2014. This yields a "target" for the county market. Target registrations are subtracted from actual registrations to derive the measurement of sales performance. Brands at the top of the graph are relatively strong sellers in the county, with actual registrations exceeding calculated targets by large margins.

Los Angeles County Retail Market Performance based on registrations for YTD '14
Actual registrations minus target (county industry registrations times U.S. market share)



MARKET TRACKER - SEGMENTS

Compact SUV Market Shares Moves Higher

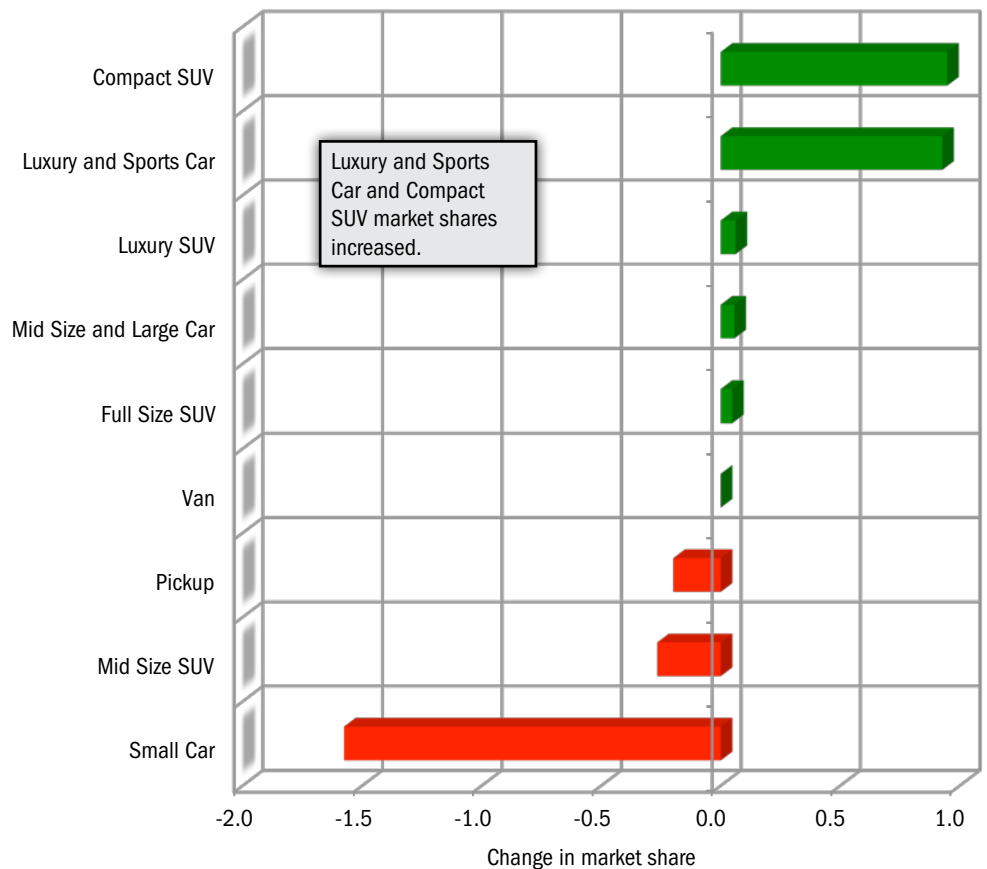
Change in Segment Market Share
YTD 2014 thru June
vs.
YTD 2013

Los Angeles County Market

Typical models in segments:

- Small Car: Hyundai Elantra
- Mid Size & Large Car: Toyota Camry
- Luxury & Sports Car: BMW 3-Series
- Pickup: Ford F-Series
- Van: Honda Odyssey
- Compact SUV: Mazda CX5
- Mid Size SUV: Jeep Grand Cherokee
- Full Size SUV: Chevrolet Tahoe
- Luxury SUV: Lexus RX

Data Source: AutoCount data from Experian Automotive.



Brand Registrations Report
Los Angeles County New Retail Car and Light Truck Registrations

	June						Year to date, thru June					
	Registrations			Market Share (%)			Registrations			Market Share (%)		
	2013	2014	% change	2013	2014	Change	YTD '13	YTD '14	% change	YTD '13	YTD '14	Change
TOTAL	43,396	49,234	13.5				209,204	230,737	10.3			
Cars	28,910	32,735	13.2	66.6	66.5	-0.1	140,350	153,435	9.3	67.1	66.5	-0.6
Light Trucks	14,486	16,499	13.9	33.4	33.5	0.1	68,854	77,302	12.3	32.9	33.5	0.6
Domestic Brands	8,538	9,037	5.8	19.7	18.4	-1.3	38,725	42,247	9.1	18.5	18.3	-0.2
European Brands	9,303	10,255	10.2	21.4	20.8	-0.6	48,034	50,338	4.8	23.0	21.8	-1.1
Japanese Brands	21,916	25,880	18.1	50.5	52.6	2.1	105,047	120,158	14.4	50.2	52.1	1.9
Korean Brands	3,639	4,062	11.6	8.4	8.3	-0.1	17,398	17,994	3.4	8.3	7.8	-0.5
Acura	500	553	10.6	1.2	1.1	0.0	2,771	2,877	3.8	1.3	1.2	-0.1
Audi	1,077	1,272	18.1	2.5	2.6	0.1	5,352	5,663	5.8	2.6	2.5	-0.1
BMW	2,083	2,523	21.1	4.8	5.1	0.3	11,433	12,590	10.1	5.5	5.5	0.0
Buick	160	137	-14.4	0.4	0.3	-0.1	746	696	-6.7	0.4	0.3	-0.1
Cadillac	344	392	14.0	0.8	0.8	0.0	1,914	1,835	-4.1	0.9	0.8	-0.1
Chevrolet	2,162	2,306	6.7	5.0	4.7	-0.3	10,201	10,826	6.1	4.9	4.7	-0.2
Chrysler	190	122	-35.8	0.4	0.2	-0.2	889	659	-25.9	0.4	0.3	-0.1
Dodge	759	703	-7.4	1.7	1.4	-0.3	3,307	3,497	5.7	1.6	1.5	-0.1
Fiat	224	414	84.8	0.5	0.8	0.3	1,164	1,867	60.4	0.6	0.8	0.3
Ford	3,168	3,299	4.1	7.3	6.7	-0.6	14,646	15,099	3.1	7.0	6.5	-0.5
GMC	354	434	22.6	0.8	0.9	0.1	1,710	1,956	14.4	0.8	0.8	0.0
Honda	5,962	6,655	11.6	13.7	13.5	-0.2	29,774	31,215	4.8	14.2	13.5	-0.7
Hyundai	1,636	1,773	8.4	3.8	3.6	-0.2	8,170	7,762	-5.0	3.9	3.4	-0.5
Infiniti	403	599	48.6	0.9	1.2	0.3	2,411	2,945	22.1	1.2	1.3	0.1
Jaguar	72	106	47.2	0.2	0.2	0.0	471	518	10.0	0.2	0.2	0.0
Jeep	739	955	29.2	1.7	1.9	0.2	3,233	4,548	40.7	1.5	2.0	0.4
Kia	2,003	2,289	14.3	4.6	4.6	0.0	9,228	10,232	10.9	4.4	4.4	0.0
Land Rover	263	305	16.0	0.6	0.6	0.0	1,547	1,776	14.8	0.7	0.8	0.0
Lexus	1,649	2,387	44.8	3.8	4.8	1.0	8,373	12,260	46.4	4.0	5.3	1.3
Lincoln	115	165	43.5	0.3	0.3	0.1	550	688	25.1	0.3	0.3	0.0
Mazda	756	1,005	32.9	1.7	2.0	0.3	3,078	4,098	33.1	1.5	1.8	0.3
Mercedes	2,584	2,748	6.3	6.0	5.6	-0.4	14,047	14,537	3.5	6.7	6.3	-0.4
MINI	466	531	13.9	1.1	1.1	0.0	2,342	2,139	-8.7	1.1	0.9	-0.2
Mitsubishi	144	174	20.8	0.3	0.4	0.0	776	987	27.2	0.4	0.4	0.1
Nissan	3,153	3,689	17.0	7.3	7.5	0.2	14,970	16,888	12.8	7.2	7.3	0.2
Porsche	310	472	52.3	0.7	1.0	0.2	1,724	1,968	14.2	0.8	0.9	0.0
Ram	229	358	56.3	0.5	0.7	0.2	1,062	1,571	47.9	0.5	0.7	0.2
smart	44	63	43.2	0.1	0.1	0.0	211	308	46.0	0.1	0.1	0.0
Subaru	728	881	21.0	1.7	1.8	0.1	3,357	4,100	22.1	1.6	1.8	0.2
Tesla	318	166		0.7	0.3	-0.4	467	872		0.2	0.4	0.2
Toyota/Scion	8,621	9,937	15.3	19.9	20.2	0.3	39,534	44,788	13.3	18.9	19.4	0.5
Volkswagen	1,900	1,519	-20.1	4.4	3.1	-1.3	8,226	7,436	-9.6	3.9	3.2	-0.7
Volvo	192	160	-16.7	0.4	0.3	-0.1	1,013	756	-25.4	0.5	0.3	-0.2
Other	88	142	61.4	0.2	0.3	0.1	507	780	53.8	0.2	0.3	0.1

Source: AutoCount data from Experian Automotive

Top ten brands are shaded green.

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