

Denver Auto Outlook

Comprehensive information on the Metro Denver new retail vehicle market

Released: October 2008

Covering Results thru September 2008

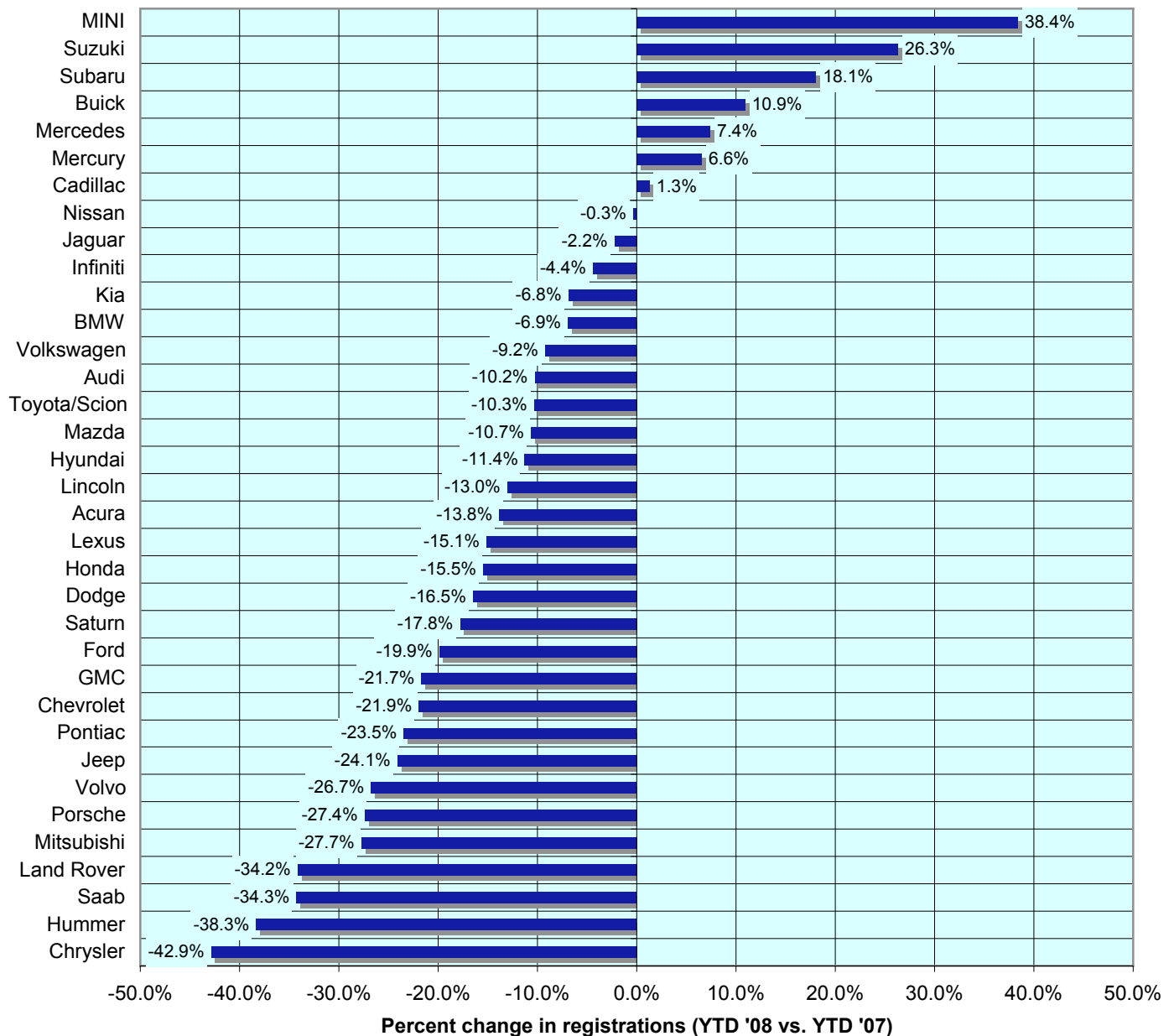
Released by:
Metro Denver
Auto Dealers Association

Denver Area New Retail Car and Light Truck Registrations

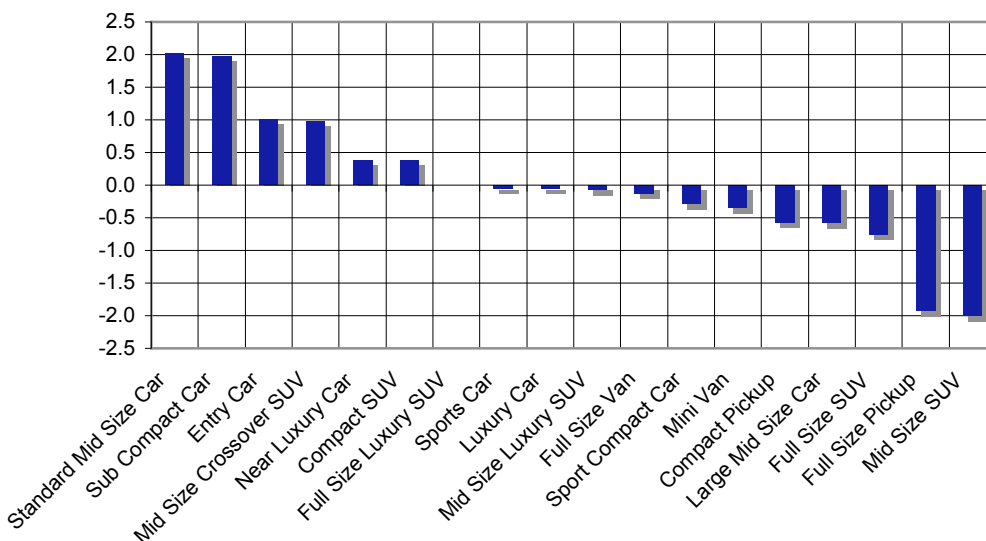
	September				Two Month Period Aug '08 and Sep '08				YTD (thru Sept.)				YTD Market Share (%)		
	Denver Area			U.S.	Denver Area			U.S.	Denver Area			Denver Area			
	2007	2008	% chg.	% chg.	Yr. Ago	Current	% chg.	% chg.	2007	2008	% chg.	% chg.	2007	2008	Chg.
MARKET SUMMARY															
TOTAL	8,197	6,622	-19.2%	-26.7%	16,586	13,605	-18.0%	-20.7%	73,760	64,451	-12.6%	-12.7%			
Cars	3,479	3,133	-9.9%	-21.6%	7,161	6,768	-5.5%	-14.6%	31,113	30,040	-3.4%	-4.3%	42.2	46.6	4.4
Light Trucks	4,718	3,489	-26.0%	-31.4%	9,425	6,837	-27.5%	-26.4%	42,647	34,411	-19.3%	-20.8%	57.8	53.4	-4.4
Domestic	2,891	2,051	-29.1%	-24.4%	5,892	4,060	-31.1%	-24.6%	27,229	21,591	-20.7%	-19.3%	36.9	33.5	-3.4
Japanese	4,093	3,490	-14.7%	-30.9%	8,323	7,205	-13.4%	-17.2%	36,049	33,221	-7.8%	-6.4%	48.9	51.5	2.7
European	812	738	-9.1%	-20.2%	1,588	1,586	-0.1%	-14.9%	7,253	6,717	-7.4%	-3.7%	9.8	10.4	0.6
Korean	401	343	-14.5%	-26.4%	783	754	-3.7%	-16.2%	3,229	2,922	-9.5%	-4.2%	4.4	4.5	0.2
BRAND REGISTRATIONS															
Acura	137	134	-2.2%	-30.4%	289	239	-17.3%	-18.6%	1,345	1,159	-13.8%	-15.3%	1.8	1.8	0.0
Audi	76	67	-11.8%	-5.4%	171	162	-5.3%	-10.6%	937	841	-10.2%	-3.9%	1.3	1.3	0.0
BMW	209	181	-13.4%	-29.5%	393	397	1.0%	-15.3%	1,705	1,587	-6.9%	-3.9%	2.3	2.5	0.2
Buick	39	54	38.5%	-20.5%	82	81	-1.2%	-13.8%	339	376	10.9%	-21.4%	0.5	0.6	0.1
Cadillac	64	54	-15.6%	-39.1%	124	111	-10.5%	-30.2%	611	619	1.3%	-16.4%	0.8	1.0	0.1
Chevrolet	678	444	-34.5%	-10.9%	1,363	935	-31.4%	-15.3%	6,146	4,797	-21.9%	-16.4%	8.3	7.4	-0.9
Chrysler	95	43	-54.7%	-39.6%	224	94	-58.0%	-42.1%	1,180	674	-42.9%	-32.5%	1.6	1.0	-0.6
Dodge	380	248	-34.7%	-25.2%	746	520	-30.3%	-24.9%	3,412	2,850	-16.5%	-20.8%	4.6	4.4	-0.2
Ford	719	526	-26.8%	-33.7%	1,505	1,030	-31.6%	-29.6%	6,722	5,384	-19.9%	-16.3%	9.1	8.4	-0.8
GMC	221	169	-23.5%	-12.2%	418	293	-29.9%	-14.6%	2,020	1,582	-21.7%	-19.6%	2.7	2.5	-0.3
Honda	1,123	794	-29.3%	-23.2%	2,324	1,745	-24.9%	-14.3%	9,430	7,971	-15.5%	0.7%	12.8	12.4	-0.4
Hummer	31	15	-51.6%	-54.8%	65	30	-53.8%	-58.6%	347	214	-38.3%	-47.4%	0.5	0.3	-0.1
Hyundai	243	199	-18.1%	-25.4%	493	412	-16.4%	-15.8%	1,900	1,684	-11.4%	-5.8%	2.6	2.6	0.0
Infiniti	60	80	33.3%	-24.1%	147	133	-9.5%	-8.0%	733	701	-4.4%	-4.1%	1.0	1.1	0.1
Jaguar	6	5	-16.7%	-23.7%	7	12	71.4%	-25.2%	45	44	-2.2%	-3.3%	0.1	0.1	0.0
Jeep	392	252	-35.7%	-42.8%	791	508	-35.8%	-43.3%	3,812	2,894	-24.1%	-26.0%	5.2	4.5	-0.7
Kia	158	144	-8.9%	-27.8%	290	342	17.9%	-16.7%	1,329	1,238	-6.8%	-1.7%	1.8	1.9	0.1
Land Rover	46	16	-65.2%	-37.4%	69	32	-53.6%	-47.8%	319	210	-34.2%	-35.5%	0.4	0.3	-0.1
Lexus	246	173	-29.7%	-36.1%	474	360	-24.1%	-20.9%	2,025	1,719	-15.1%	-16.5%	2.7	2.7	-0.1
Lincoln	44	33	-25.0%	-22.5%	79	68	-13.9%	-15.2%	338	294	-13.0%	-19.2%	0.5	0.5	0.0
Mazda	188	189	0.5%	-35.6%	382	334	-12.6%	-20.1%	1,473	1,316	-10.7%	-5.7%	2.0	2.0	0.0
Mercedes	93	128	37.6%	-16.4%	189	286	51.3%	-14.1%	973	1,045	7.4%	-1.7%	1.3	1.6	0.3
Mercury	27	25	-7.4%	-43.2%	50	44	-12.0%	-37.3%	244	260	6.6%	-25.3%	0.3	0.4	0.1
MINI	24	46	91.7%	0.8%	64	94	46.9%	24.1%	245	339	38.4%	29.7%	0.3	0.5	0.2
Mitsubishi	63	49	-22.2%	-39.0%	130	105	-19.2%	-34.0%	693	501	-27.7%	-24.3%	0.9	0.8	-0.2
Nissan	435	475	9.2%	-38.4%	889	939	5.6%	-11.9%	3,941	3,929	-0.3%	-3.3%	5.3	6.1	0.8
Pontiac	63	60	-4.8%	-26.7%	160	120	-25.0%	-33.1%	792	606	-23.5%	-18.4%	1.1	0.9	-0.1
Porsche	22	18	-18.2%	-44.8%	54	36	-33.3%	-44.8%	208	151	-27.4%	-19.8%	0.3	0.2	0.0
Saab	31	15	-51.6%	-27.2%	58	28	-51.7%	-39.9%	213	140	-34.3%	-32.4%	0.3	0.2	-0.1
Saturn	138	128	-7.2%	-10.8%	285	226	-20.7%	-7.1%	1,266	1,041	-17.8%	-15.5%	1.7	1.6	-0.1
Subaru	425	469	10.4%	-11.9%	765	923	20.7%	1.2%	3,540	4,179	18.1%	3.7%	4.8	6.5	1.7
Suzuki	50	68	36.0%	-46.6%	111	170	53.2%	-38.6%	634	801	26.3%	-9.1%	0.9	1.2	0.4
Toyota/Scion	1,350	1,057	-21.7%	-31.8%	2,793	2,253	-19.3%	-20.2%	12,168	10,912	-10.3%	-9.6%	16.5	16.9	0.4
Volkswagen	205	158	-22.9%	-9.4%	399	363	-9.0%	-2.8%	1,753	1,592	-9.2%	0.2%	2.4	2.5	0.1
Volvo	96	76	-20.8%	-51.8%	174	120	-31.0%	-50.2%	789	578	-26.7%	-25.8%	1.1	0.9	-0.2
Other	20	30	50.0%	28.5%	29	60	106.9%	66.9%	133	223	67.7%	115.2%	0.2	0.3	0.2

The table shows new retail light vehicle registrations in the Metro Denver Area. AutoCount released revised historical figures for 2007 and the first seven months of 2008, incorporating enhanced compilation procedures in working with data received from the Colorado DMV. Therefore, year-to-date figures will vary from those presented in previous reports. The top 10 ranked brands in each percent change category are shaded green. Source for area registrations: AutoCount. Source for U.S. data: Automotive News.

Percent Change in New Retail Light Vehicle Registrations (YTD 2008 thru September vs. YTD 2007)



Change in Segment Market Share - YTD 2008 thru September vs. YTD 2007



This report is sponsored by the Denver Metro Automobile Dealers Association and produced by Auto Outlook. For questions or comments regarding this report, please contact the Association (303-831-1722) or Auto Outlook (800-206-0102).

Exclusive source for new vehicle registration data is AutoCount, an Experian Company. AutoCount specializes in providing detailed new and used vehicle sales and registration statistics. For more information on AutoCount, call 407.770.5900 or visit their web site: www.autocount.com.

