

Denver Auto Outlook

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Metro Denver Auto
Dealers Association

Covering the Denver Area Automotive Market

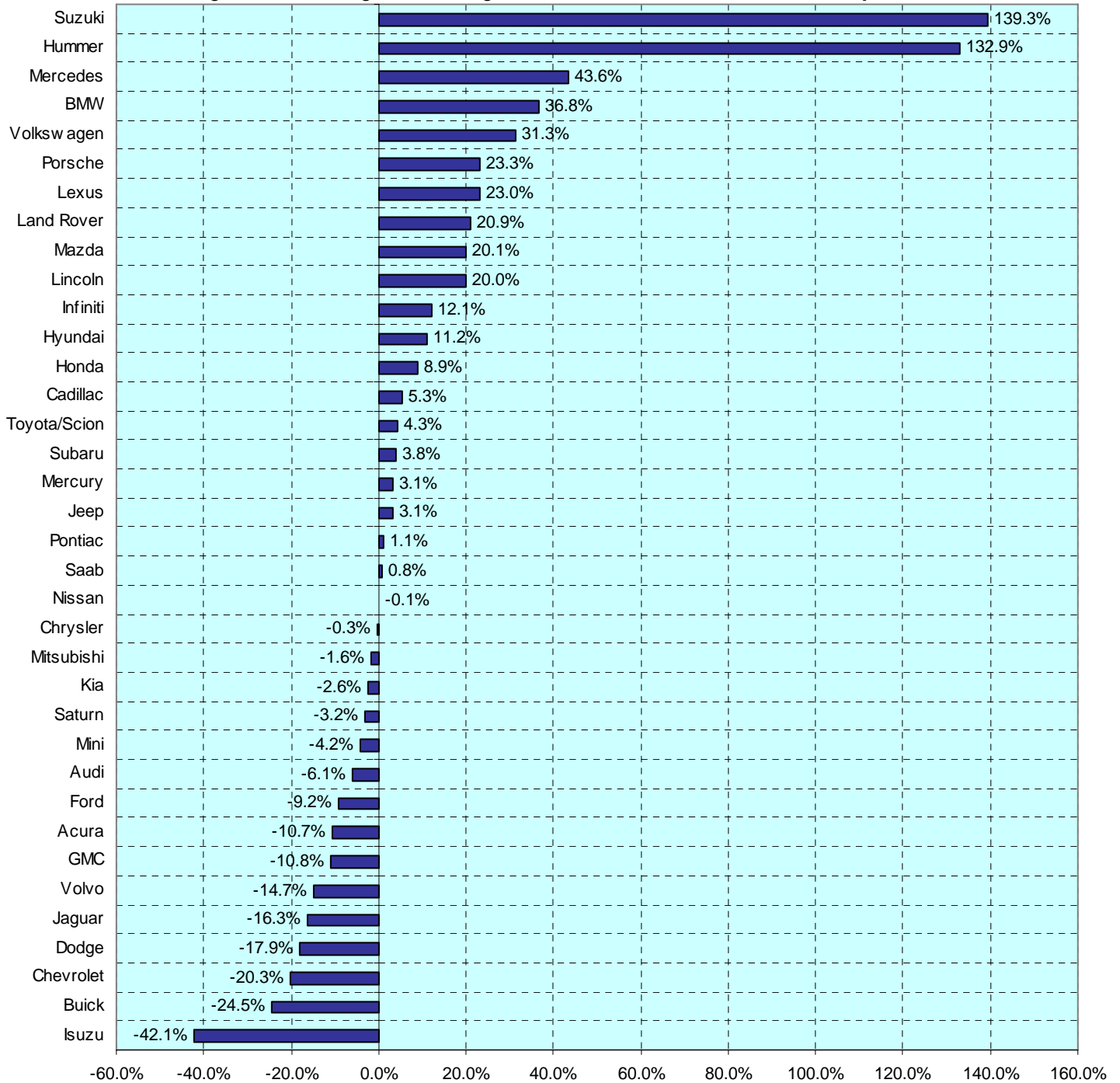
Data thru April, 2006

Denver Area New Retail Car and Light Truck Registrations

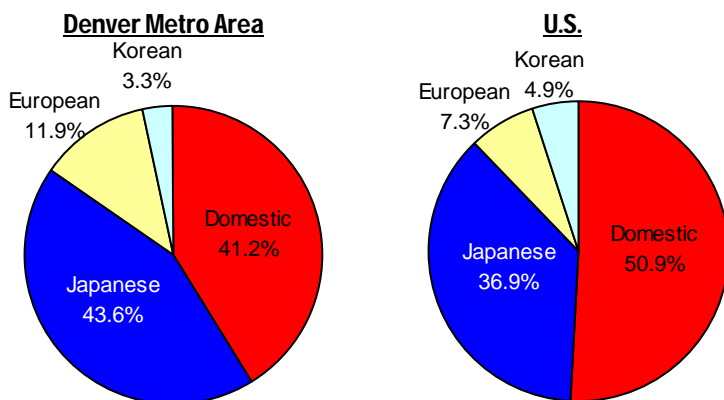
| | April, 2006 | | | Two Month Period March and April '06 | | | Year to date thru April | | | YTD Market Share (%) | | |
|----------------------------|-------------|-------|--------|---|---------|--------|----------------------------|--------|--------|-------------------------|---------|------|
| | Denver Area | | | Denver Area | | | Denver Area | | | Denver Area | | |
| | 2005 | 2006 | %chg. | Yr. Ago | Current | %chg. | 2005 | 2006 | %chg. | Yr. Ago | Current | Chg. |
| MARKET SUMMARY | | | | | | | | | | | | |
| TOTAL | 8,022 | 7,114 | -11.3% | 15,451 | 14,323 | -7.3% | 30,150 | 30,221 | 0.2% | | | |
| Cars | 3,711 | 3,327 | -10.3% | 6,903 | 6,799 | -1.5% | 12,850 | 14,090 | 9.6% | 42.6 | 46.6 | 4.0 |
| Light Trucks | 4,311 | 3,787 | -12.2% | 8,548 | 7,524 | -12.0% | 17,300 | 16,131 | -6.8% | 57.4 | 53.4 | -4.0 |
| Domestic | 3,586 | 2,986 | -16.7% | 7,042 | 5,884 | -16.4% | 13,770 | 12,451 | -9.6% | 45.7 | 41.2 | -4.5 |
| Japanese | 3,437 | 3,097 | -9.9% | 6,390 | 6,322 | -1.1% | 12,384 | 13,184 | 6.5% | 41.1 | 43.6 | 2.5 |
| European | 718 | 802 | 11.7% | 1,493 | 1,628 | 9.0% | 3,050 | 3,592 | 17.8% | 10.1 | 11.9 | 1.8 |
| Korean | 281 | 229 | -18.5% | 526 | 489 | -7.0% | 946 | 994 | 5.1% | 3.1 | 3.3 | 0.2 |
| BRAND REGISTRATIONS | | | | | | | | | | | | |
| Acura | 147 | 132 | -10.2% | 300 | 273 | -9.0% | 599 | 535 | -10.7% | 2.0 | 1.8 | -0.2 |
| Audi | 94 | 64 | -31.9% | 181 | 164 | -9.4% | 429 | 403 | -6.1% | 1.4 | 1.3 | -0.1 |
| BMW | 135 | 168 | 24.4% | 270 | 306 | 13.3% | 489 | 669 | 36.8% | 1.6 | 2.2 | 0.6 |
| Buick | 47 | 40 | -14.9% | 98 | 73 | -25.5% | 200 | 151 | -24.5% | 0.7 | 0.5 | -0.2 |
| Cadillac | 107 | 79 | -26.2% | 197 | 148 | -24.9% | 359 | 378 | 5.3% | 1.2 | 1.3 | 0.1 |
| Chevrolet | 859 | 560 | -34.8% | 1,616 | 1,199 | -25.8% | 3,360 | 2,679 | -20.3% | 11.1 | 8.9 | -2.2 |
| Chrysler | 169 | 173 | 2.4% | 320 | 321 | 0.3% | 650 | 648 | -0.3% | 2.2 | 2.1 | -0.1 |
| Dodge | 487 | 375 | -23.0% | 935 | 699 | -25.2% | 1,740 | 1,428 | -17.9% | 5.8 | 4.7 | -1.1 |
| Ford | 1,005 | 890 | -11.4% | 2,047 | 1,754 | -14.3% | 3,951 | 3,586 | -9.2% | 13.1 | 11.9 | -1.2 |
| GMC | 211 | 179 | -15.2% | 427 | 361 | -15.5% | 890 | 794 | -10.8% | 3.0 | 2.6 | -0.4 |
| Honda | 853 | 749 | -12.2% | 1,538 | 1,584 | 3.0% | 3,107 | 3,383 | 8.9% | 10.3 | 11.2 | 0.9 |
| Hummer | 16 | 31 | 93.8% | 26 | 64 | 146.2% | 70 | 163 | 132.9% | 0.2 | 0.5 | 0.3 |
| Hyundai | 144 | 120 | -16.7% | 284 | 268 | -5.6% | 528 | 587 | 11.2% | 1.8 | 1.9 | 0.1 |
| Infiniti | 46 | 61 | 32.6% | 109 | 115 | 5.5% | 215 | 241 | 12.1% | 0.7 | 0.8 | 0.1 |
| Isuzu | 19 | 5 | -73.7% | 32 | 15 | -53.1% | 57 | 33 | -42.1% | 0.2 | 0.1 | -0.1 |
| Jaguar | 14 | 12 | -14.3% | 22 | 14 | -36.4% | 43 | 36 | -16.3% | 0.1 | 0.1 | 0.0 |
| Jeep | 395 | 409 | 3.5% | 795 | 765 | -3.8% | 1,474 | 1,520 | 3.1% | 4.9 | 5.0 | 0.1 |
| Kia | 137 | 109 | -20.4% | 242 | 221 | -8.7% | 418 | 407 | -2.6% | 1.4 | 1.3 | -0.1 |
| Land Rover | 17 | 33 | 94.1% | 55 | 61 | 10.9% | 129 | 156 | 20.9% | 0.4 | 0.5 | 0.1 |
| Lexus | 188 | 214 | 13.8% | 349 | 421 | 20.6% | 723 | 889 | 23.0% | 2.4 | 2.9 | 0.5 |
| Lincoln | 30 | 30 | 0.0% | 57 | 78 | 36.8% | 125 | 150 | 20.0% | 0.4 | 0.5 | 0.1 |
| Mazda | 125 | 109 | -12.8% | 254 | 236 | -7.1% | 398 | 478 | 20.1% | 1.3 | 1.6 | 0.3 |
| Mercedes | 78 | 134 | 71.8% | 180 | 267 | 48.3% | 376 | 540 | 43.6% | 1.2 | 1.8 | 0.6 |
| Mercury | 32 | 37 | 15.6% | 70 | 80 | 14.3% | 129 | 133 | 3.1% | 0.4 | 0.4 | 0.0 |
| Mini | 22 | 22 | 0.0% | 51 | 37 | -27.5% | 96 | 92 | -4.2% | 0.3 | 0.3 | 0.0 |
| Mitsubishi | 49 | 50 | 2.0% | 95 | 98 | 3.2% | 189 | 186 | -1.6% | 0.6 | 0.6 | 0.0 |
| Nissan | 495 | 404 | -18.4% | 879 | 790 | -10.1% | 1,682 | 1,680 | -0.1% | 5.6 | 5.6 | 0.0 |
| Other | 19 | 11 | -42.1% | 30 | 19 | -36.7% | 43 | 58 | 34.9% | 0.1 | 0.2 | 0.1 |
| Pontiac | 96 | 82 | -14.6% | 193 | 148 | -23.3% | 366 | 370 | 1.1% | 1.2 | 1.2 | 0.0 |
| Porsche | 21 | 30 | 42.9% | 36 | 56 | 55.6% | 90 | 111 | 23.3% | 0.3 | 0.4 | 0.1 |
| Saab | 33 | 34 | 3.0% | 68 | 72 | 5.9% | 120 | 121 | 0.8% | 0.4 | 0.4 | 0.0 |
| Saturn | 124 | 99 | -20.2% | 245 | 188 | -23.3% | 436 | 422 | -3.2% | 1.4 | 1.4 | 0.0 |
| Subaru | 331 | 334 | 0.9% | 666 | 659 | -1.1% | 1,381 | 1,433 | 3.8% | 4.6 | 4.7 | 0.1 |
| Suzuki | 30 | 67 | 123.3% | 53 | 126 | 137.7% | 89 | 213 | 139.3% | 0.3 | 0.7 | 0.4 |
| Toyota/Scion | 1,154 | 972 | -15.8% | 2,115 | 2,005 | -5.2% | 3,944 | 4,113 | 4.3% | 13.1 | 13.6 | 0.5 |
| Volkswagen | 184 | 214 | 16.3% | 387 | 456 | 17.8% | 793 | 1,041 | 31.3% | 2.6 | 3.4 | 0.8 |
| Volvo | 109 | 82 | -24.8% | 229 | 182 | -20.5% | 462 | 394 | -14.7% | 1.5 | 1.3 | -0.2 |

The table above shows new retail light vehicle registrations in the Denver Metro Area for the following three time periods: April, 2006, previous two months combined (March and April), and year-to-date totals (thru April). Figures include new vehicles registered in the seven county Denver Area that were sold by dealerships in Colorado. **Please keep in mind that monthly registration figures for area markets 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 two month and year-to-date figures will typically be more reflective of market results.** The top 10 ranked brands in each percent change category are shaded green.

Percent Change in New Retail Light Vehicle Registrations, Denver Metro Area (YTD '06 thru April vs. Year Earlier)



New Vehicle Market Share—Denver Metro Area vs. U.S. (YTD '06 thru April)



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.

