

# Denver Auto Outlook

Comprehensive information on the Metro Denver new retail vehicle market

Released: September 2009

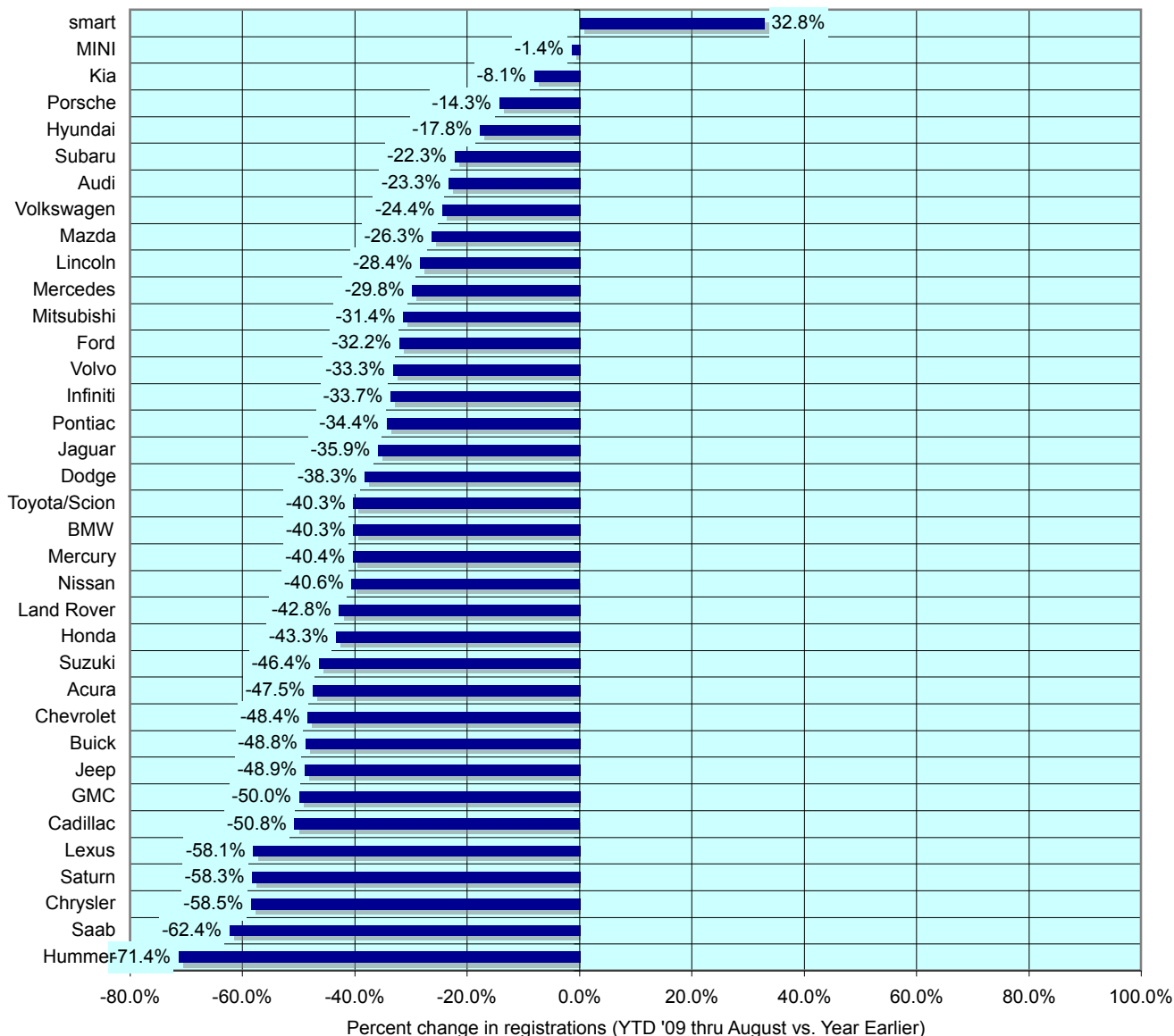
Covering Results thru August 2009

Released by:  
Metro Denver  
Auto Dealers Association

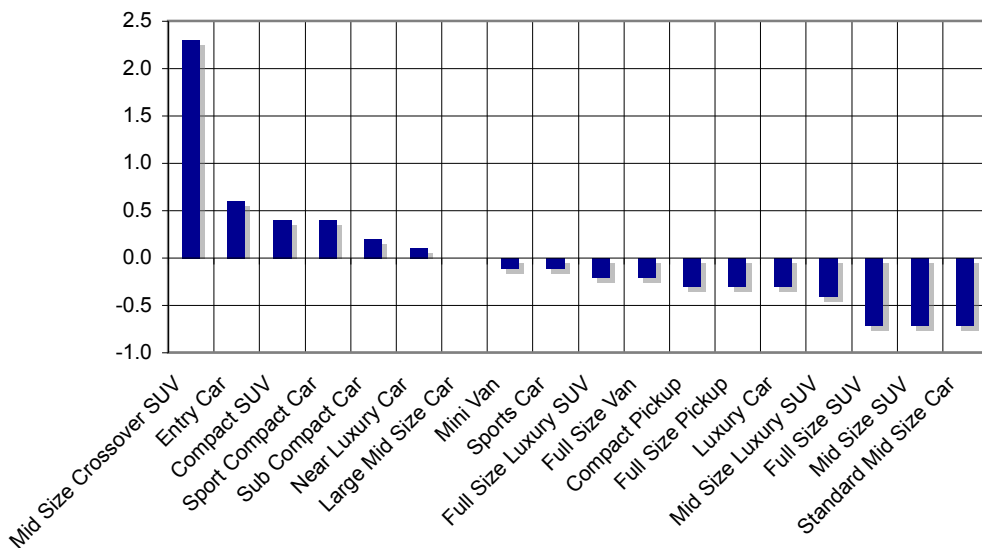
Denver Area New Retail Car and Light Truck Registrations															
	August				Two Month Period July '09 and August '09				YTD thru August				YTD Market Share (%)		
	Denver Area			U.S.	Denver Area			U.S.	Denver Area			Denver Area			
	2008	2009	% chg.	% chg.	Yr. Ago	Current	% chg.	% chg.	2008	2009	% chg.	% chg.	2008	2009	Chg.
<b>MARKET SUMMARY</b>															
TOTAL	6,983	5,247	-24.9%	1.1%	14,627	10,008	-31.6%	-5.2%	57,829	35,562	-38.5%	-27.9%			
Cars	3,636	2,766	-23.9%	15.7%	7,875	5,159	-34.5%	2.8%	26,907	16,590	-38.3%	-26.0%	46.5	46.7	0.2
Light Trucks	3,347	2,481	-25.9%	-14.9%	6,752	4,849	-28.2%	-14.8%	30,922	18,972	-38.6%	-30.0%	53.5	53.3	-0.2
Domestic	2,009	1,576	-21.6%	-9.2%	4,414	3,081	-30.2%	-9.8%	19,540	11,036	-43.5%	-32.5%	33.8	31.0	-2.8
Japanese	3,715	2,709	-27.1%	6.5%	7,718	5,076	-34.2%	-4.3%	29,731	18,031	-39.4%	-27.3%	51.4	50.7	-0.7
European	848	622	-26.7%	-2.7%	1,691	1,206	-28.7%	-10.3%	5,979	4,269	-28.6%	-22.3%	10.3	12.0	1.7
Korean	411	340	-17.3%	52.1%	804	645	-19.8%	30.1%	2,579	2,226	-13.7%	0.8%	4.5	6.3	1.8
<b>BRAND REGISTRATIONS</b>															
Acura	105	53	-49.5%	-36.3%	224	130	-42.0%	-34.6%	1,025	538	-47.5%	-34.5%	1.8	1.5	-0.3
Audi	95	79	-16.8%	25.8%	226	164	-27.4%	9.5%	774	594	-23.3%	-10.2%	1.3	1.7	0.4
BMW	216	113	-47.7%	-24.5%	415	209	-49.6%	-27.9%	1,406	839	-40.3%	-28.6%	2.4	2.4	0.0
Buick	27	25	-7.4%	-51.7%	67	48	-28.4%	-43.6%	322	165	-48.8%	-36.4%	0.6	0.5	-0.1
Cadillac	57	28	-50.9%	-55.0%	114	58	-49.1%	-53.9%	565	278	-50.8%	-47.3%	1.0	0.8	-0.2
Chevrolet	491	349	-28.9%	-9.1%	1,057	679	-35.8%	-9.1%	4,353	2,246	-48.4%	-30.8%	7.5	6.3	-1.2
Chrysler	51	39	-23.5%	-23.5%	128	89	-30.5%	-22.2%	631	262	-58.5%	-50.7%	1.1	0.7	-0.4
Dodge	272	185	-32.0%	-15.8%	593	386	-34.9%	-12.3%	2,602	1,605	-38.3%	-36.8%	4.5	4.5	0.0
Ford	504	533	5.8%	21.5%	1,095	1,007	-8.0%	12.0%	4,858	3,296	-32.2%	-22.9%	8.4	9.3	0.9
GMC	124	101	-18.5%	-45.3%	279	197	-29.4%	-35.5%	1,413	707	-50.0%	-37.9%	2.4	2.0	-0.4
Honda	951	630	-33.8%	15.1%	2,018	1,160	-42.5%	0.0%	7,177	4,069	-43.3%	-24.6%	12.4	11.4	-1.0
Hummer	15	12	-20.0%	-64.0%	30	16	-46.7%	-61.0%	199	57	-71.4%	-61.5%	0.3	0.2	-0.1
Hyundai	213	229	7.5%	47.0%	425	401	-5.6%	29.6%	1,485	1,221	-17.8%	-0.7%	2.6	3.4	0.8
Infiniti	53	59	11.3%	-30.2%	138	111	-19.6%	-27.0%	621	412	-33.7%	-35.2%	1.1	1.2	0.1
Jaguar	7	2	-71.4%	-47.8%	13	6	-53.8%	-46.6%	39	25	-35.9%	-35.4%	0.1	0.1	0.0
Jeep	256	125	-51.2%	-6.1%	544	281	-48.3%	-4.0%	2,642	1,351	-48.9%	-33.5%	4.6	3.8	-0.8
Kia	198	111	-43.9%	60.4%	379	244	-35.6%	31.0%	1,094	1,005	-8.1%	3.0%	1.9	2.8	0.9
Land Rover	16	8	-50.0%	23.6%	34	18	-47.1%	5.6%	194	111	-42.8%	-19.7%	0.3	0.3	0.0
Lexus	187	77	-58.8%	-21.8%	358	174	-51.4%	-19.5%	1,546	648	-58.1%	-30.1%	2.7	1.8	-0.9
Lincoln	35	25	-28.6%	-38.4%	63	44	-30.2%	-31.7%	261	187	-28.4%	-29.2%	0.5	0.5	0.0
Mazda	145	99	-31.7%	12.1%	303	196	-35.3%	-1.1%	1,127	831	-26.3%	-26.7%	1.9	2.3	0.4
Mercedes	158	80	-49.4%	-7.6%	277	163	-41.2%	-15.1%	917	644	-29.8%	-25.3%	1.6	1.8	0.2
Mercury	19	28	47.4%	8.2%	46	40	-13.0%	7.3%	235	140	-40.4%	-29.4%	0.4	0.4	0.0
MINI	48	63	31.3%	8.1%	95	115	21.1%	2.0%	293	289	-1.4%	-14.7%	0.5	0.8	0.3
Mitsubishi	56	50	-10.7%	-25.9%	119	91	-23.5%	-38.1%	452	310	-31.4%	-47.6%	0.8	0.9	0.1
Nissan	464	382	-17.7%	0.2%	890	669	-24.8%	-11.5%	3,454	2,053	-40.6%	-26.8%	6.0	5.8	-0.2
Pontiac	60	79	31.7%	23.3%	164	137	-16.5%	4.7%	546	358	-34.4%	-30.5%	0.9	1.0	0.1
Porsche	18	13	-27.8%	8.7%	38	31	-18.4%	-32.3%	133	114	-14.3%	-35.1%	0.2	0.3	0.1
Saab	13	1	-92.3%	-67.8%	33	2	-93.9%	-70.0%	125	47	-62.4%	-58.7%	0.2	0.1	-0.1
Saturn	98	47	-52.0%	-58.4%	234	99	-57.7%	-62.0%	913	381	-58.3%	-59.2%	1.6	1.1	-0.5
smart	23	21	-8.7%	188.6%	56	31	-44.6%	-2.6%	122	162	32.8%	-29.1%	0.2	0.5	0.3
Subaru	454	424	-6.6%	51.5%	899	805	-10.5%	43.5%	3,710	2,881	-22.3%	11.2%	6.4	8.1	1.7
Suzuki	102	68	-33.3%	-5.5%	218	113	-48.2%	-34.8%	733	393	-46.4%	-55.0%	1.3	1.1	-0.2
Toyota/Scion	1,196	866	-27.6%	10.9%	2,546	1,624	-36.2%	0.3%	9,855	5,886	-40.3%	-28.9%	17.0	16.6	-0.4
Volkswagen	205	171	-16.6%	11.3%	403	350	-13.2%	6.3%	1,434	1,084	-24.4%	-10.0%	2.5	3.0	0.5
Volvo	44	70	59.1%	24.8%	90	113	25.6%	25.3%	502	335	-33.3%	-24.9%	0.9	0.9	0.0
Other	7	2	-71.4%	-46.9%	16	7	-56.3%	-49.9%	71	38	-46.5%	-54.6%	0.1	0.1	0.0

The table shows new retail light vehicle registrations in the Metro Denver Area. 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. 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 '09 thru August vs. Year Earlier)**



**Change in Segment Market Share - YTD '09 thru August vs. Year Earlier**



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](http://www.autocount.com).

