

Denver Auto Outlook

Covering the Denver Area Automotive Market

Data thru August, 2006

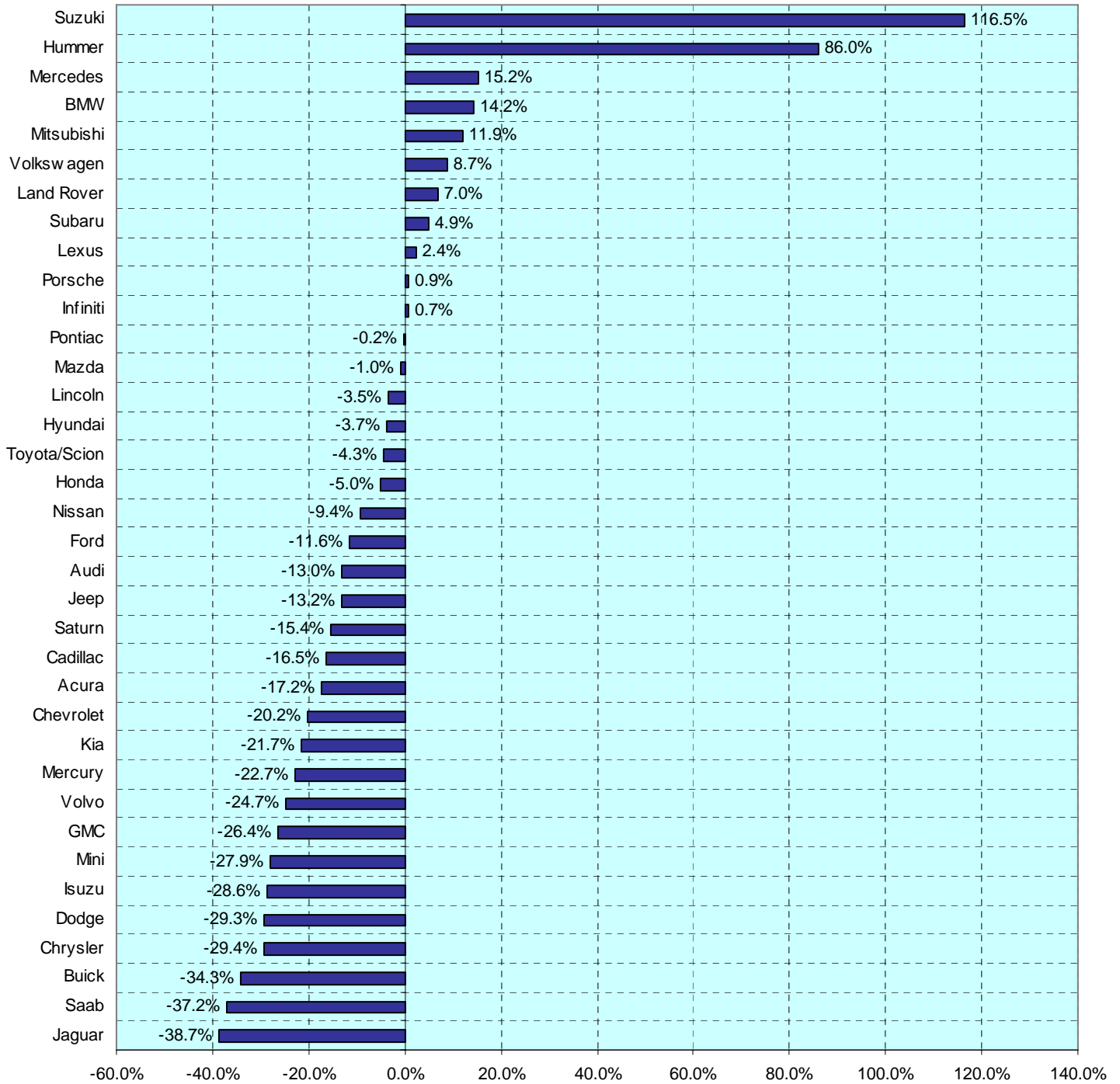
Released by:
Metro Denver Auto
Dealers Association

Denver Area New Retail Car and Light Truck Registrations

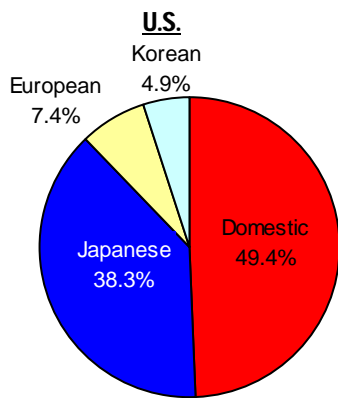
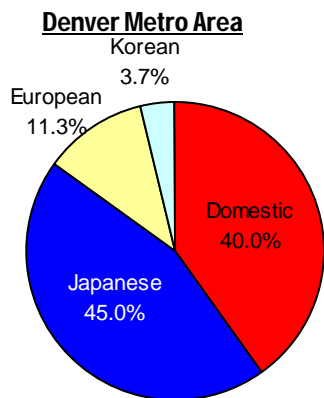
	August, 06				Two Month Period July and August '06				Year to date thru August				YTD Market Share (%)		
	Denver Area			U.S.	Denver Area			U.S.	Denver Area			U.S.	Denver Area		
	2005	2006	% chg.	% chg.	Yr. Ago	Current	% chg.	% chg.	2005	2006	% chg.	% chg.	2005	2006	Chg.
MARKET SUMMARY															
TOTAL	11,174	9,119	-18.4%	0.3%	18,589	15,810	-14.9%	-9.4%	68,921	62,090	-9.9%	-4.3%			
Cars	4,596	4,610	0.3%	4.3%	7,994	8,038	0.6%	2.7%	29,251	30,245	3.4%	3.3%	42.4	48.7	6.3
Light Trucks	6,578	4,509	-31.5%	-3.5%	10,595	7,772	-26.6%	-19.1%	39,670	31,845	-19.7%	-10.8%	57.6	51.3	-6.3
Domestic	5,507	3,572	-35.1%	-3.2%	8,867	6,183	-30.3%	-18.5%	30,313	24,858	-18.0%	-10.9%	44.0	40.0	-4.0
Japanese	4,147	4,249	2.5%	5.7%	7,121	7,295	2.4%	4.3%	28,843	27,970	-3.0%	5.0%	41.8	45.0	3.2
European	1,113	952	-14.5%	-2.9%	1,913	1,731	-9.5%	-4.8%	7,190	6,987	-2.8%	4.5%	10.4	11.3	0.9
Korean	407	346	-15.0%	5.8%	688	601	-12.6%	5.1%	2,575	2,275	-11.7%	4.0%	3.7	3.7	0.0
BRAND REGISTRATIONS															
Acura	183	167	-8.7%	-5.0%	319	271	-15.0%	-6.8%	1,340	1,110	-17.2%	-7.8%	1.9	1.8	-0.1
Audi	125	80	-36.0%	3.0%	213	162	-23.9%	0.1%	880	766	-13.0%	5.4%	1.3	1.2	-0.1
BMW	191	193	1.0%	-12.2%	324	361	11.4%	-12.7%	1,186	1,355	14.2%	4.7%	1.7	2.2	0.5
Buick	106	54	-49.1%	-1.0%	156	87	-44.2%	-23.5%	502	330	-34.3%	-18.1%	0.7	0.5	-0.2
Cadillac	119	91	-23.5%	4.0%	230	166	-27.8%	-12.4%	846	706	-16.5%	-9.9%	1.2	1.1	-0.1
Chevrolet	1,389	1,003	-27.8%	5.2%	2,361	1,680	-28.8%	-10.2%	7,359	5,871	-20.2%	-12.0%	10.7	9.5	-1.2
Chrysler	208	141	-32.2%	6.4%	359	258	-28.1%	-19.2%	1,700	1,201	-29.4%	-9.4%	2.5	1.9	-0.6
Dodge	654	388	-40.7%	-12.1%	1,020	688	-32.5%	-26.1%	3,948	2,790	-29.3%	-9.8%	5.7	4.5	-1.2
Ford	1,489	950	-36.2%	-11.7%	2,360	1,638	-30.6%	-25.3%	7,960	7,038	-11.6%	-10.4%	11.5	11.3	-0.2
GMC	510	240	-52.9%	11.1%	775	411	-47.0%	-22.4%	2,128	1,566	-26.4%	-24.2%	3.1	2.5	-0.6
Honda	998	1,043	4.5%	-2.9%	1,727	1,749	1.3%	2.4%	7,252	6,888	-5.0%	7.5%	10.5	11.1	0.6
Hummer	40	45	12.5%	5.4%	54	67	24.1%	-1.0%	157	292	86.0%	49.0%	0.2	0.5	0.3
Hyundai	232	233	0.4%	6.0%	394	401	1.8%	6.1%	1,439	1,386	-3.7%	4.8%	2.1	2.2	0.1
Infiniti	85	90	5.9%	-23.6%	140	132	-5.7%	-22.4%	562	566	0.7%	-15.5%	0.8	0.9	0.1
Isuzu	9	7	-22.2%	-14.4%	15	11	-26.7%	-15.1%	84	60	-28.6%	-34.0%	0.1	0.1	0.0
Jaguar	21	11	-47.6%	-35.3%	32	16	-50.0%	-25.8%	119	73	-38.7%	-30.7%	0.2	0.1	-0.1
Jeep	575	292	-49.2%	3.9%	863	550	-36.3%	-19.5%	3,153	2,736	-13.2%	-9.7%	4.6	4.4	-0.2
Kia	175	113	-35.4%	5.4%	294	200	-32.0%	3.4%	1,136	889	-21.7%	2.7%	1.6	1.4	-0.2
Land Rover	36	33	-8.3%	-19.4%	63	64	1.6%	-25.3%	271	290	7.0%	9.3%	0.4	0.5	0.1
Lexus	261	236	-9.6%	10.5%	442	420	-5.0%	6.1%	1,743	1,784	2.4%	6.1%	2.5	2.9	0.4
Lincoln	33	16	-51.5%	-9.5%	66	36	-45.5%	-15.9%	256	247	-3.5%	-2.2%	0.4	0.4	0.0
Mazda	159	160	0.6%	0.8%	279	267	-4.3%	3.0%	1,033	1,023	-1.0%	3.9%	1.5	1.6	0.1
Mercedes	116	130	12.1%	7.0%	206	219	6.3%	5.4%	858	988	15.2%	13.4%	1.2	1.6	0.4
Mercury	54	24	-55.6%	-12.7%	89	41	-53.9%	-25.3%	313	242	-22.7%	-9.8%	0.5	0.4	-0.1
Mini	37	28	-24.3%	-2.7%	69	61	-11.6%	-3.2%	294	212	-27.9%	-7.3%	0.4	0.3	-0.1
Mitsubishi	79	77	-2.5%	0.1%	120	141	17.5%	0.6%	412	461	11.9%	-8.3%	0.6	0.7	0.1
Nissan	546	503	-7.9%	0.5%	948	859	-9.4%	-10.1%	3,786	3,432	-9.4%	-6.2%	5.5	5.5	0.0
Other	19	15	-21.1%	38.7%	27	36	33.3%	30.9%	134	128	-4.5%	5.8%	0.2	0.2	0.0
Pontiac	126	152	20.6%	-8.7%	217	256	18.0%	-6.3%	842	840	-0.2%	-5.0%	1.2	1.4	0.2
Porsche	30	31	3.3%	-12.4%	42	49	16.7%	1.1%	211	213	0.9%	11.7%	0.3	0.3	0.0
Saab	103	50	-51.5%	16.2%	159	93	-41.5%	-25.8%	414	260	-37.2%	-18.6%	0.6	0.4	-0.2
Saturn	196	166	-15.3%	9.4%	308	284	-7.8%	-0.2%	1,089	921	-15.4%	-0.7%	1.6	1.5	-0.1
Subaru	449	480	6.9%	2.2%	784	835	6.5%	3.8%	2,967	3,111	4.9%	3.2%	4.3	5.0	0.7
Suzuki	37	102	175.7%	16.4%	64	165	157.8%	14.6%	236	511	116.5%	30.2%	0.3	0.8	0.5
Toyota/Scion	1,341	1,384	3.2%	18.0%	2,283	2,445	7.1%	15.5%	9,428	9,024	-4.3%	11.8%	13.7	14.5	0.8
Volkswagen	289	270	-6.6%	1.5%	502	482	-4.0%	3.2%	1,821	1,980	8.7%	14.7%	2.6	3.2	0.6
Volvo	154	121	-21.4%	-2.1%	285	209	-26.7%	-6.3%	1,062	800	-24.7%	-9.3%	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: August, 2006, previous two months combined (July and August), and year-to-date totals (thru August). 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 August vs. Year Earlier)



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



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.

