

Denver Auto Outlook

Covering the Denver Area Automotive Market

Data thru August, 2007

Released by:
Metro Denver Auto
Dealers Association

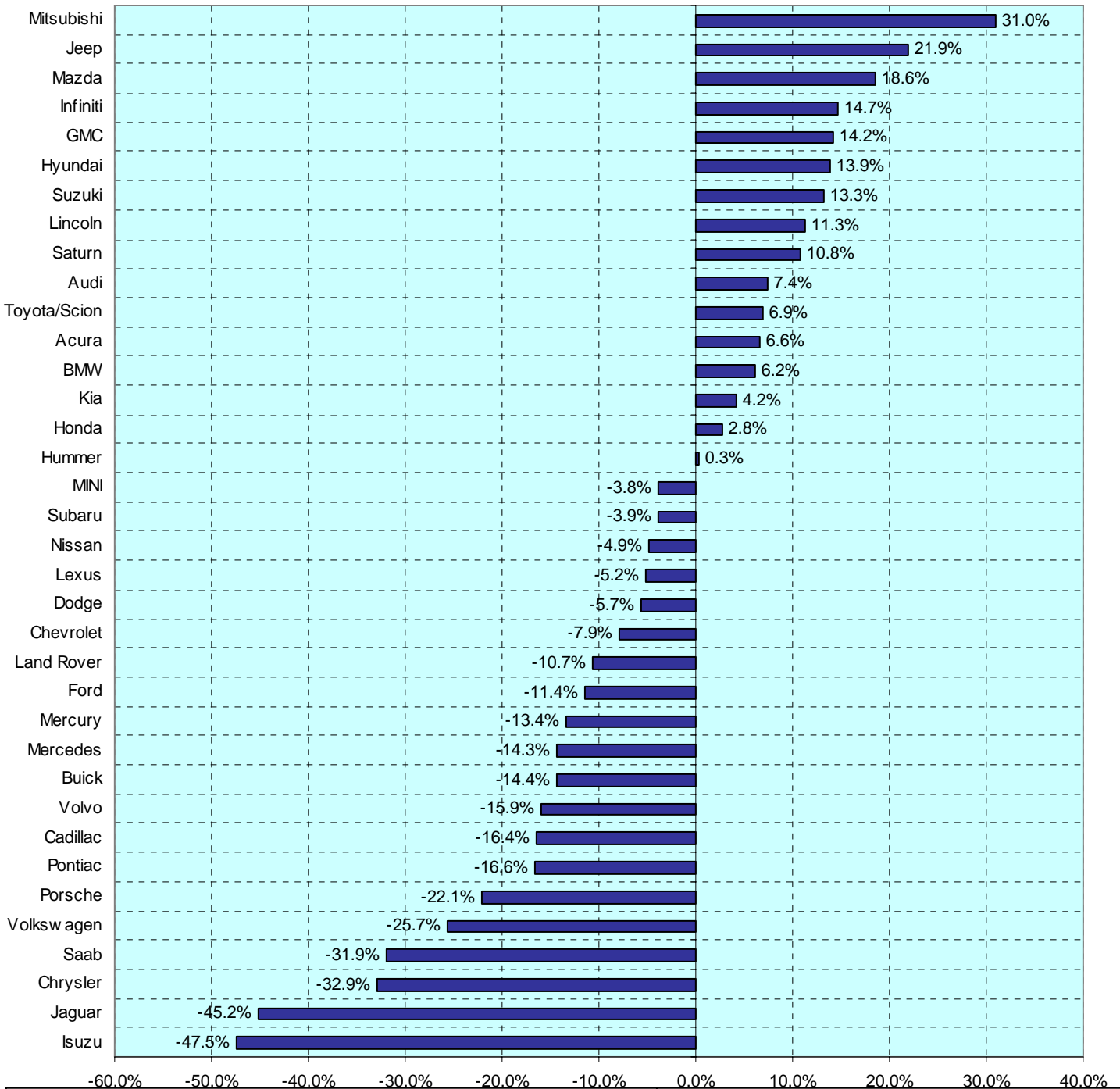
Denver Area New Retail Car and Light Truck Registrations

	August				Two Month Period July '07 and Aug '07				Year to date thru August				YTD Market Share (%)		
	Denver Area			U.S.	Denver Area			U.S.	Denver Area			Denver Area			
	2006	2007	% chg.	% chg.	Yr. Ago	Current	% chg.	% chg.	2006	2007	% chg.	% chg.	2006	2007	Chg.
MARKET SUMMARY															
TOTAL	9,542	7,789	-18.4%	-0.6%	16,520	16,572	0.3%	-6.5%	64,901	63,809	-1.7%	-2.8%			
Cars	4,657	3,401	-27.0%	-5.6%	8,097	7,450	-8.0%	-9.6%	30,329	26,704	-12.0%	-4.3%	46.7	41.8	-4.9
Light Trucks	4,885	4,388	-10.2%	4.6%	8,423	9,122	8.3%	-3.3%	34,572	37,105	7.3%	-1.4%	53.3	58.2	4.9
Domestic	3,709	2,801	-24.5%	-3.2%	6,407	6,223	-2.9%	-11.1%	25,877	24,367	-5.8%	-8.0%	39.9	38.2	-1.7
Japanese	4,504	3,929	-12.8%	1.8%	7,718	8,075	4.6%	-2.0%	29,561	30,594	3.5%	3.9%	45.5	47.9	2.4
European	955	716	-25.0%	3.6%	1,740	1,575	-9.5%	0.7%	7,011	6,157	-12.2%	0.9%	10.8	9.6	-1.2
Korean	374	343	-8.3%	3.2%	655	699	6.7%	-0.9%	2,452	2,691	9.7%	1.7%	3.8	4.2	0.4
BRAND REGISTRATIONS															
Acura	168	142	-15.5%	-10.0%	272	302	11.0%	-15.5%	1,110	1,183	6.6%	-7.8%	1.7	1.9	0.2
Audi	80	87	8.8%	7.1%	162	191	17.9%	4.4%	766	823	7.4%	10.8%	1.2	1.3	0.1
BMW	193	169	-12.4%	18.5%	361	389	7.8%	19.7%	1,354	1,438	6.2%	8.4%	2.1	2.3	0.2
Buick	55	42	-23.6%	-15.4%	90	97	7.8%	-22.6%	347	297	-14.4%	-26.5%	0.5	0.5	0.0
Cadillac	91	55	-39.6%	-2.8%	166	112	-32.5%	-5.8%	634	530	-16.4%	-10.1%	1.0	0.8	-0.2
Chevrolet	1,013	629	-37.9%	8.9%	1,696	1,394	-17.8%	-9.3%	6,022	5,549	-7.9%	-7.8%	9.3	8.7	-0.6
Chrysler	183	115	-37.2%	-7.4%	333	256	-23.1%	-8.2%	1,567	1,051	-32.9%	-9.3%	2.4	1.6	-0.8
Dodge	446	338	-24.2%	-7.7%	777	808	4.0%	-10.6%	3,155	2,974	-5.7%	-4.3%	4.9	4.7	-0.2
Ford	962	791	-17.8%	-16.0%	1,660	1,682	1.3%	-17.8%	7,136	6,322	-11.4%	-14.2%	11.0	9.9	-1.1
GMC	237	184	-22.4%	25.4%	402	396	-1.5%	5.2%	1,547	1,767	14.2%	5.0%	2.4	2.8	0.4
Honda	1,179	1,133	-3.9%	6.7%	1,968	2,178	10.7%	0.7%	7,725	7,945	2.8%	3.6%	11.9	12.5	0.6
Hummer	45	30	-33.3%	-15.4%	67	54	-19.4%	-22.8%	292	293	0.3%	-19.0%	0.4	0.5	0.1
Hyundai	239	222	-7.1%	1.0%	412	456	10.7%	-3.5%	1,400	1,595	13.9%	-0.2%	2.2	2.5	0.3
Infiniti	90	78	-13.3%	8.7%	132	153	15.9%	-1.0%	566	649	14.7%	7.3%	0.9	1.0	0.1
Isuzu	6	2	-66.7%	-1.9%	10	5	-50.0%	-10.4%	59	31	-47.5%	-17.8%	0.1	0.0	-0.1
Jaguar	11	2	-81.8%	-20.2%	16	10	-37.5%	-32.6%	73	40	-45.2%	-28.6%	0.1	0.1	0.0
Jeep	292	374	28.1%	-1.3%	550	833	51.5%	1.3%	2,736	3,335	21.9%	10.2%	4.2	5.2	1.0
Kia	135	121	-10.4%	7.0%	243	243	0.0%	3.9%	1,052	1,096	4.2%	5.0%	1.6	1.7	0.1
Land Rover	33	22	-33.3%	32.2%	64	51	-20.3%	25.7%	290	259	-10.7%	6.1%	0.4	0.4	0.0
Lexus	236	209	-11.4%	3.6%	420	427	1.7%	2.3%	1,785	1,693	-5.2%	5.2%	2.8	2.7	-0.1
Lincoln	16	30	87.5%	16.1%	36	70	94.4%	6.9%	247	275	11.3%	12.8%	0.4	0.4	0.0
Mazda	165	185	12.1%	11.0%	274	370	35.0%	4.9%	1,048	1,243	18.6%	7.6%	1.6	1.9	0.3
Mercedes	131	92	-29.8%	1.8%	224	193	-13.8%	-6.3%	999	856	-14.3%	0.4%	1.5	1.3	-0.2
Mercury	23	20	-13.0%	-20.2%	36	50	38.9%	-27.8%	238	206	-13.4%	-11.2%	0.4	0.3	-0.1
MINI	28	36	28.6%	25.4%	61	80	31.1%	20.1%	212	204	-3.8%	6.4%	0.3	0.3	0.0
Mitsubishi	77	65	-15.6%	18.9%	141	145	2.8%	8.9%	461	604	31.0%	17.4%	0.7	0.9	0.2
Nissan	518	416	-19.7%	6.0%	884	864	-2.3%	4.7%	3,514	3,341	-4.9%	4.1%	5.4	5.2	-0.2
Other	29	4	-86.2%	18.8%	63	9	-85.7%	22.3%	211	51	-75.8%	14.5%	0.3	0.1	-0.2
Pontiac	153	87	-43.1%	-1.0%	261	200	-23.4%	-14.0%	863	720	-16.6%	-14.0%	1.3	1.1	-0.2
Porsche	31	28	-9.7%	6.3%	49	49	0.0%	3.2%	213	166	-22.1%	-2.3%	0.3	0.3	0.0
Saab	50	26	-48.0%	-5.0%	93	51	-45.2%	-8.3%	260	177	-31.9%	-5.1%	0.4	0.3	-0.1
Saturn	171	106	-38.0%	-4.2%	289	271	-6.2%	-6.9%	946	1,048	10.8%	12.9%	1.5	1.6	0.1
Subaru	480	313	-34.8%	-6.9%	835	679	-18.7%	-12.9%	3,108	2,986	-3.9%	-8.0%	4.8	4.7	-0.1
Suzuki	102	63	-38.2%	6.2%	165	123	-25.5%	2.6%	510	578	13.3%	1.3%	0.8	0.9	0.1
Toyota/Scion	1,483	1,323	-10.8%	-3.7%	2,616	2,829	8.1%	-6.1%	9,673	10,339	6.9%	4.8%	14.9	16.2	1.3
Volkswagen	270	178	-34.1%	-7.5%	483	394	-18.4%	-10.3%	1,982	1,472	-25.7%	-3.6%	3.1	2.3	-0.8
Volvo	121	72	-40.5%	-13.8%	209	158	-24.4%	-10.7%	800	673	-15.9%	-9.4%	1.2	1.1	-0.1

The table above shows new retail light vehicle registrations in the Denver Metro Area for the following time periods: August, 2007, previous two months combined (July and August 2007), and year-to-date totals for 2006 and 2007. 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.

Data source for area registrations: AutoCount, an Experian Company. Source for U.S. data: Automotive News.

Percent Change in New Retail Light Vehicle Registrations, Denver Metro Area (YTD '07 thru August vs. Year Earlier)



Segment Market Shares

Segment	August			July and Aug			YTD (Aug)		
	'06	'07	Chg.	'06	'07	Chg.	'06	'07	Chg.
Cars	48.8	43.6	-5.2	49.0	44.9	-4.1	46.7	41.9	-4.8
Compact Cars	20.9	19.1	-1.8	21.3	20.3	-1.0	19.2	18.5	-0.7
Mid Size Cars	16.3	15.1	-1.2	15.8	14.7	-1.1	15.7	13.7	-2.0
Luxury Cars	7.9	6.9	-1.0	8.2	7.2	-1.0	8.6	7.4	-1.2
Other Cars	3.7	2.5	-1.2	3.7	2.7	-1.0	3.2	2.3	-0.9
Light Trucks	51.2	56.3	5.1	51.0	55.1	4.1	53.2	58.1	4.9
Full Size Pickups	11.1	11.6	0.5	10.7	11.1	0.4	10.9	11.1	0.2
Compact SUVs	9.4	13.7	4.3	9.8	13.7	3.9	9.9	14.3	4.4
Mid & Full Size SUVs	20.7	22.9	2.2	20.8	22.1	1.3	22.5	24.2	1.7
Other Trucks	10.0	8.1	-1.9	9.7	8.2	-1.5	9.9	8.5	-1.4

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.

