

Denver Auto Outlook

Covering the Denver Area Automotive Market

Data thru December, 2007

Released by:
Metro Denver Auto
Dealers Association

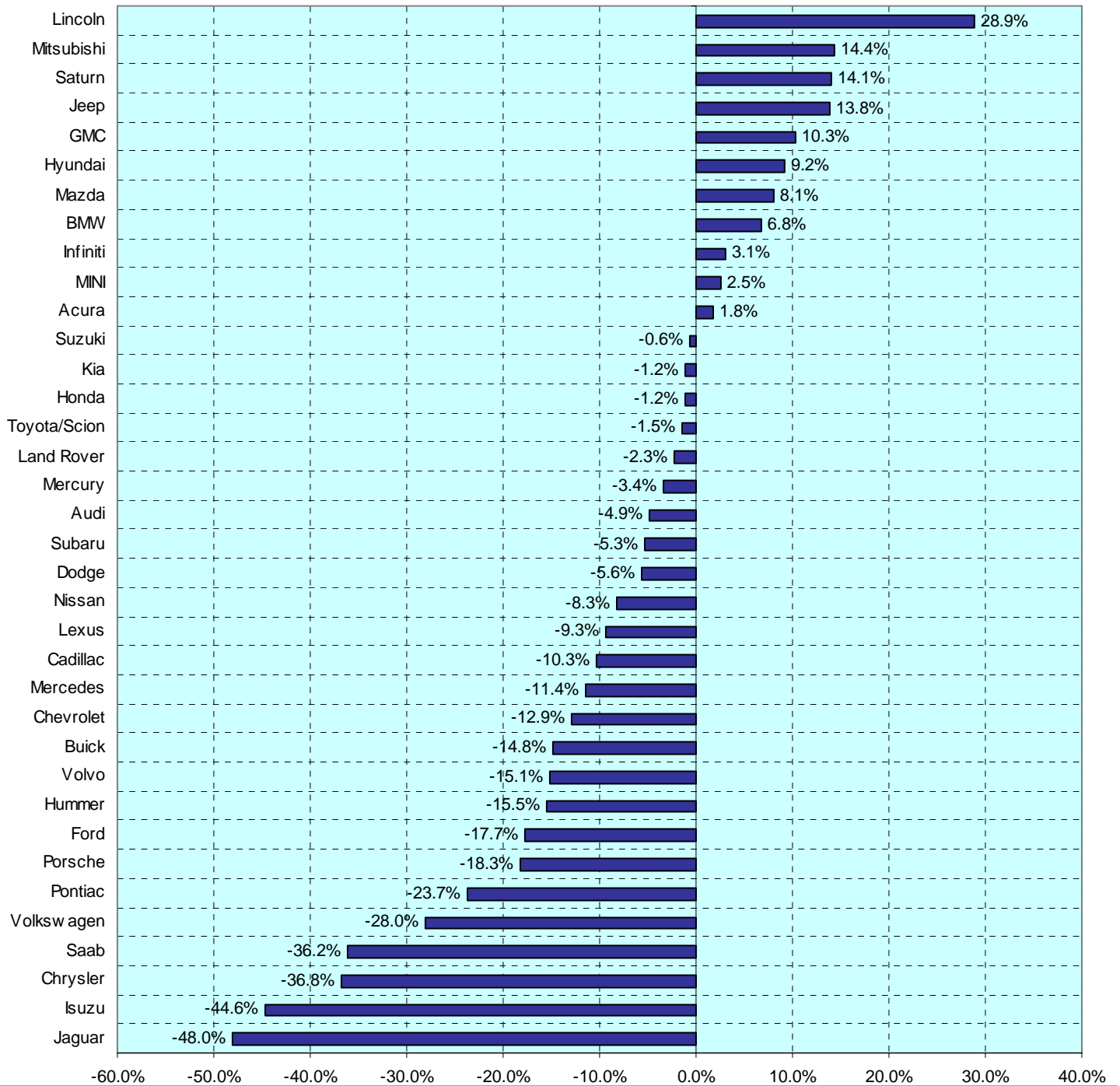
Denver Area New Retail Car and Light Truck Registrations

	December				Two Month Period Nov '07 and Dec '07				Annual Totals				Annual 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	6,668	6,080	-8.8%	-2.9%	12,801	12,589	-1.7%	-2.3%	96,655	90,702	-6.2%	-2.5%			
Cars	2,814	2,337	-17.0%	-1.7%	5,492	4,961	-9.7%	1.0%	44,792	37,464	-16.4%	-3.0%	46.3	41.3	-5.0
Light Trucks	3,854	3,743	-2.9%	-4.0%	7,309	7,628	4.4%	-5.3%	51,863	53,238	2.7%	-1.9%	53.7	58.7	5.0
Domestic	2,544	2,300	-9.6%	-4.5%	4,883	4,632	-5.1%	-4.9%	38,057	34,290	-9.9%	-7.1%	39.4	37.8	-1.6
Japanese	3,210	2,886	-10.1%	-1.4%	6,237	6,150	-1.4%	0.0%	44,759	43,703	-2.4%	3.3%	46.3	48.2	1.9
European	655	605	-7.6%	-3.8%	1,218	1,228	0.8%	-1.6%	10,055	8,747	-13.0%	1.1%	10.4	9.6	-0.8
Korean	259	289	11.6%	4.7%	463	579	25.1%	7.3%	3,784	3,962	4.7%	3.0%	3.9	4.4	0.5
BRAND REGISTRATIONS															
Acura	113	127	12.4%	-7.7%	226	255	12.8%	-15.9%	1,666	1,696	1.8%	-10.5%	1.7	1.9	0.2
Audi	115	64	-44.3%	-28.5%	194	136	-29.9%	-16.6%	1,154	1,097	-4.9%	3.8%	1.2	1.2	0.0
BMW	109	141	29.4%	-2.4%	217	294	35.5%	0.9%	1,932	2,064	6.8%	7.1%	2.0	2.3	0.3
Buick	24	35	45.8%	-9.9%	48	65	35.4%	-18.9%	520	443	-14.8%	-22.8%	0.5	0.5	0.0
Cadillac	78	67	-14.1%	-5.6%	122	138	13.1%	-3.7%	891	799	-10.3%	-5.4%	0.9	0.9	0.0
Chevrolet	601	479	-20.3%	-4.4%	1,181	1,010	-14.5%	-7.7%	8,918	7,769	-12.9%	-6.1%	9.2	8.6	-0.6
Chrysler	129	85	-34.1%	-13.4%	253	179	-29.2%	-13.3%	2,254	1,425	-36.8%	-10.2%	2.3	1.6	-0.7
Dodge	328	294	-10.4%	11.0%	591	568	-3.9%	8.5%	4,454	4,206	-5.6%	-1.8%	4.6	4.6	0.0
Ford	613	527	-14.0%	-8.7%	1,223	1,089	-11.0%	-4.9%	10,586	8,712	-17.7%	-13.6%	11.0	9.6	-1.4
GMC	188	187	-0.5%	10.5%	353	363	2.8%	2.3%	2,358	2,600	10.3%	6.2%	2.4	2.9	0.5
Honda	782	667	-14.7%	1.3%	1,494	1,431	-4.2%	5.3%	11,394	11,262	-1.2%	4.8%	11.8	12.4	0.6
Hummer	35	23	-34.3%	-23.0%	67	37	-44.8%	-26.4%	471	398	-15.5%	-21.7%	0.5	0.4	-0.1
Hyundai	126	191	51.6%	24.4%	237	347	46.4%	19.1%	2,163	2,361	9.2%	2.5%	2.2	2.6	0.4
Infiniti	62	51	-17.7%	-3.5%	114	108	-5.3%	-1.0%	847	873	3.1%	4.9%	0.9	1.0	0.1
Jaguar	1	2	100.0%	-2.0%	3	3	0.0%	-6.2%	98	51	-48.0%	-24.2%	0.1	0.1	0.0
Jeep	328	341	4.0%	-2.8%	649	667	2.8%	-2.6%	4,120	4,688	13.8%	3.3%	4.3	5.2	0.9
Kia	133	98	-26.3%	-19.8%	226	232	2.7%	-7.6%	1,621	1,601	-1.2%	3.8%	1.7	1.8	0.1
Land Rover	30	43	43.3%	-18.7%	61	75	23.0%	-9.8%	431	421	-2.3%	3.7%	0.4	0.5	0.1
Lexus	208	193	-7.2%	-7.2%	393	363	-7.6%	-7.1%	2,685	2,434	-9.3%	2.1%	2.8	2.7	-0.1
Lincoln	22	24	9.1%	-21.4%	36	62	72.2%	-15.3%	332	428	28.9%	9.1%	0.3	0.5	0.2
Mazda	128	109	-14.8%	25.2%	246	232	-5.7%	11.8%	1,601	1,731	8.1%	10.2%	1.7	1.9	0.2
Mercedes	95	112	17.9%	-3.0%	185	212	14.6%	-0.2%	1,404	1,244	-11.4%	2.2%	1.5	1.4	-0.1
Mercury	18	23	27.8%	-8.5%	38	71	86.8%	7.0%	348	336	-3.4%	-6.9%	0.4	0.4	0.0
MINI	25	24	-4.0%	44.1%	49	56	14.3%	18.0%	314	322	2.5%	7.3%	0.3	0.4	0.1
Mitsubishi	41	39	-4.9%	-40.4%	90	75	-16.7%	-27.5%	696	796	14.4%	8.8%	0.7	0.9	0.2
Nissan	371	329	-11.3%	-2.2%	702	683	-2.7%	1.9%	5,200	4,770	-8.3%	4.8%	5.4	5.3	-0.1
Other	20	2	-90.0%	-1.9%	40	9	-77.5%	0.8%	292	67	-77.1%	20.2%	0.3	0.1	-0.2
Pontiac	69	70	1.4%	-7.8%	132	121	-8.3%	-4.5%	1,254	957	-23.7%	-12.7%	1.3	1.1	-0.2
Porsche	17	12	-29.4%	1.4%	32	31	-3.1%	1.7%	284	232	-18.3%	1.4%	0.3	0.3	0.0
Saab	24	11	-54.2%	-22.3%	47	30	-36.2%	-21.2%	409	261	-36.2%	-10.0%	0.4	0.3	-0.1
Saturn	95	145	52.6%	-12.0%	159	262	64.8%	-14.3%	1,340	1,529	14.1%	6.1%	1.4	1.7	0.3
Subaru	381	364	-4.5%	-9.1%	702	787	12.1%	-7.7%	4,775	4,520	-5.3%	-6.7%	4.9	5.0	0.1
Suzuki	58	71	22.4%	0.6%	120	131	9.2%	-2.7%	810	805	-0.6%	0.9%	0.8	0.9	0.1
Toyota/Scion	1,062	936	-11.9%	-0.7%	2,138	2,084	-2.5%	0.3%	15,000	14,768	-1.5%	3.2%	15.5	16.3	0.8
Volkswagen	176	132	-25.0%	3.0%	294	252	-14.3%	3.3%	2,814	2,025	-28.0%	-1.9%	2.9	2.2	-0.7
Volvo	59	62	5.1%	9.6%	127	130	2.4%	-1.0%	1,136	965	-15.1%	-8.3%	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: December, 2007, previous two months combined (November and December 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 December vs. Year Earlier)



Segment Market Shares

Segment	December			Nov and Dec			Annual		
	'06	'07	Chg.	'06	'07	Chg.	'06	'07	Chg.
Cars	42.1	38.7	-3.4	42.7	39.5	-3.2	46.3	41.5	-4.8
Compact Cars	17.7	16.9	-0.8	17.9	17.2	-0.7	19.3	18.2	-1.1
Mid Size Cars	14.2	13.2	-1.0	14.7	13.5	-1.2	15.7	13.8	-1.9
Luxury Cars	7.9	7.1	-0.8	7.8	7.1	-0.7	8.2	7.3	-0.9
Other Cars	2.3	1.5	-0.8	2.3	1.7	-0.6	3.1	2.2	-0.9
Light Trucks	57.9	61.3	3.4	57.3	60.5	3.2	53.7	58.5	4.8
Full Size Pickups	10.9	11.8	0.9	10.8	11.1	0.3	10.9	11.3	0.4
Compact SUVs	13.2	15.6	2.4	13.2	16.2	3.0	10.5	14.5	4.0
Mid & Full Size SUVs	23.9	26.6	2.7	23.4	25.6	2.2	22.4	24.4	2.0
Other Trucks	9.9	7.3	-2.6	9.9	7.6	-2.3	9.9	8.3	-1.6

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.

