

Denver Auto Outlook

Comprehensive information on the Metro Denver new retail vehicle market

Released: January 2009

Covering Results thru December 2008

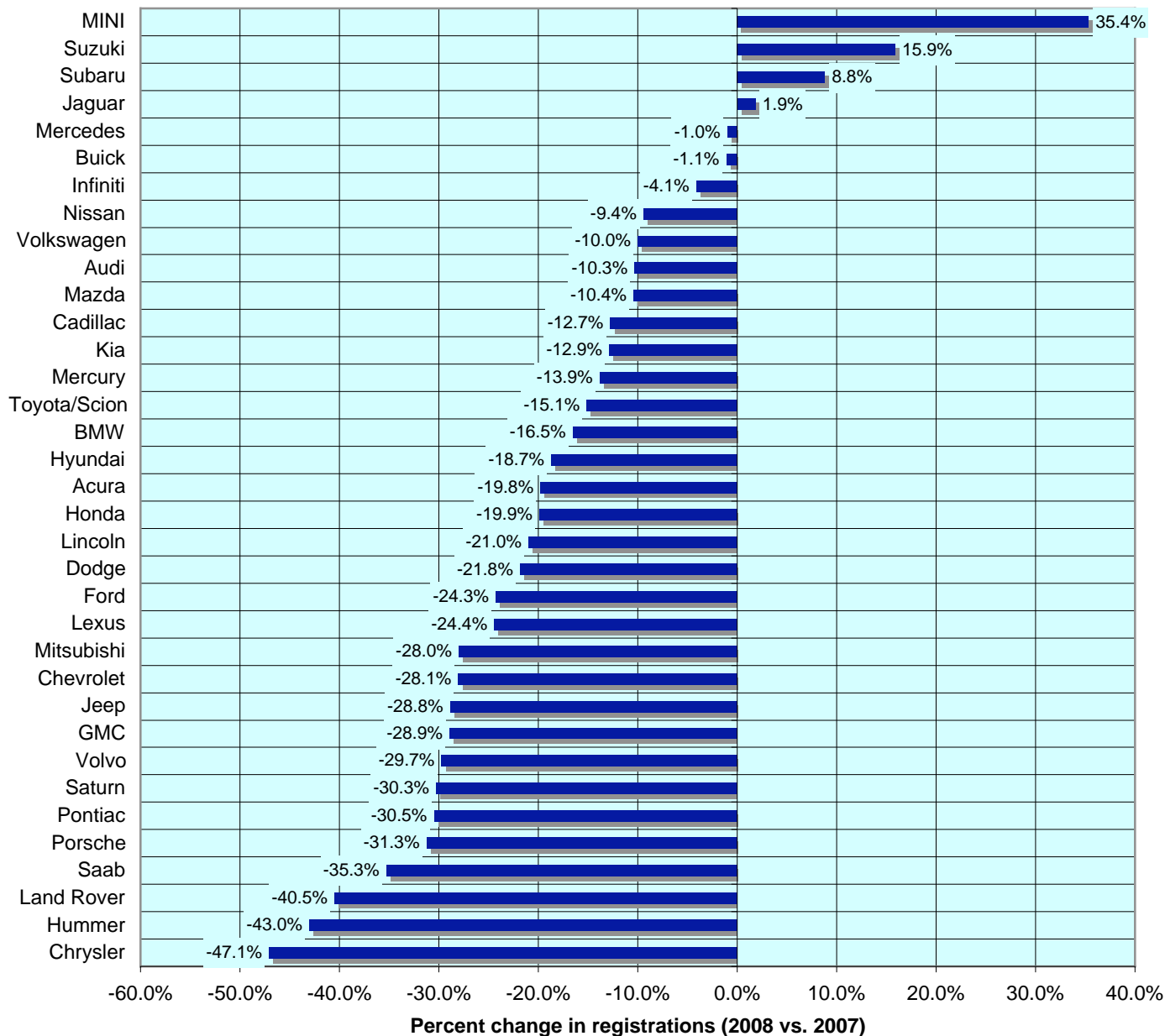
Released by:
Metro Denver
Auto Dealers Association

Denver Area New Retail Car and Light Truck Registrations

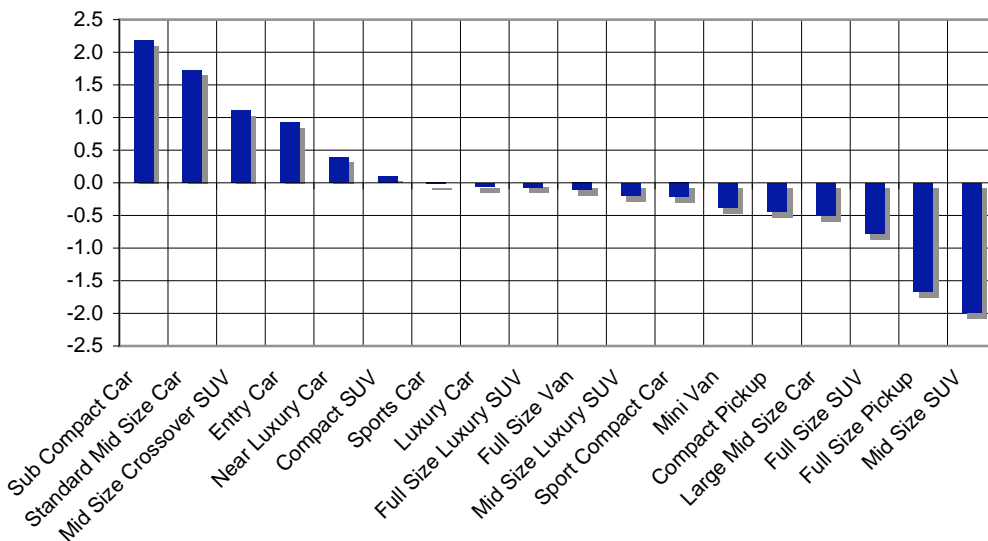
	December				Two Month Period Nov '08 and Dec '08				Annual Totals				Annual Market Share (%)		
	Denver Area			U.S.	Denver Area			U.S.	Denver Area			Denver Area			
	2007	2008	% chg.	% chg.	Yr. Ago	Current	% chg.	% chg.	2007	2008	% chg.	% chg.	2007	2008	Chg.
MARKET SUMMARY															
TOTAL	7,007	4,650	-33.6%	-35.6%	14,361	8,889	-38.1%	-36.1%	97,348	79,632	-18.2%	-18.0%			
Cars	2,708	1,884	-30.4%	-33.4%	5,671	3,748	-33.9%	-34.9%	40,485	36,640	-9.5%	-10.7%	41.6	46.0	4.4
Light Trucks	4,299	2,766	-35.7%	-37.6%	8,690	5,141	-40.8%	-37.3%	56,863	42,992	-24.4%	-25.0%	58.4	54.0	-4.4
Domestic	2,673	1,444	-46.0%	-37.2%	5,297	2,722	-48.6%	-38.2%	35,878	26,292	-26.7%	-23.7%	36.9	33.0	-3.8
Japanese	3,288	2,421	-26.4%	-33.7%	6,967	4,620	-33.7%	-33.9%	47,534	41,213	-13.3%	-12.2%	48.8	51.8	2.9
European	710	584	-17.7%	-28.6%	1,438	1,108	-22.9%	-29.2%	9,589	8,489	-11.5%	-10.7%	9.9	10.7	0.8
Korean	336	201	-40.2%	-45.2%	659	439	-33.4%	-42.3%	4,347	3,638	-16.3%	-12.6%	4.5	4.6	0.1
BRAND REGISTRATIONS															
Acura	144	93	-35.4%	-39.3%	287	170	-40.8%	-39.1%	1,787	1,433	-19.8%	-19.8%	1.8	1.8	0.0
Audi	74	84	13.5%	-9.3%	161	165	2.5%	-17.6%	1,211	1,086	-10.3%	-6.1%	1.2	1.4	0.1
BMW	168	109	-35.1%	-40.2%	347	178	-48.7%	-38.4%	2,257	1,884	-16.5%	-15.2%	2.3	2.4	0.0
Buick	51	28	-45.1%	-38.1%	85	50	-41.2%	-40.6%	473	468	-1.1%	-26.2%	0.5	0.6	0.1
Cadillac	79	47	-40.5%	-38.3%	163	85	-47.9%	-42.7%	871	760	-12.7%	-24.9%	0.9	1.0	0.1
Chevrolet	561	273	-51.3%	-25.7%	1,151	515	-55.3%	-30.7%	8,022	5,770	-28.1%	-20.4%	8.2	7.2	-1.0
Chrysler	99	32	-67.7%	-59.8%	203	61	-70.0%	-58.0%	1,506	797	-47.1%	-38.3%	1.5	1.0	-0.5
Dodge	349	207	-40.7%	-51.9%	657	396	-39.7%	-48.5%	4,502	3,520	-21.8%	-25.9%	4.6	4.4	-0.2
Ford	602	391	-35.0%	-33.0%	1,234	778	-37.0%	-31.6%	8,755	6,630	-24.3%	-19.5%	9.0	8.3	-0.7
GMC	224	116	-48.2%	-33.7%	430	201	-53.3%	-37.3%	2,748	1,954	-28.9%	-25.4%	2.8	2.5	-0.4
Honda	743	539	-27.5%	-34.0%	1,583	1,012	-36.1%	-32.4%	12,167	9,745	-19.9%	-6.4%	12.5	12.2	-0.3
Hummer	28	10	-64.3%	-59.3%	44	13	-70.5%	-61.3%	437	249	-43.0%	-50.9%	0.4	0.3	-0.1
Hyundai	220	112	-49.1%	-48.3%	392	239	-39.0%	-44.8%	2,565	2,085	-18.7%	-14.0%	2.6	2.6	0.0
Infiniti	55	56	1.8%	-34.6%	118	99	-16.1%	-31.6%	919	881	-4.1%	-11.1%	0.9	1.1	0.2
Jaguar	2	4	100.0%	-27.7%	4	8	100.0%	-23.7%	54	55	1.9%	-4.6%	0.1	0.1	0.0
Jeep	375	215	-42.7%	-48.5%	741	400	-46.0%	-45.6%	4,989	3,550	-28.8%	-29.7%	5.1	4.5	-0.7
Kia	116	89	-23.3%	-39.2%	267	200	-25.1%	-38.2%	1,782	1,553	-12.9%	-10.5%	1.8	2.0	0.1
Land Rover	46	18	-60.9%	-52.0%	82	37	-54.9%	-49.6%	457	272	-40.5%	-39.7%	0.5	0.3	-0.1
Lexus	213	86	-59.6%	-32.4%	408	141	-65.4%	-33.4%	2,657	2,008	-24.4%	-21.0%	2.7	2.5	-0.2
Lincoln	29	32	10.3%	-10.1%	74	58	-21.6%	-9.2%	477	377	-21.0%	-18.4%	0.5	0.5	0.0
Mazda	131	120	-8.4%	-27.9%	274	220	-19.7%	-29.5%	1,899	1,701	-10.4%	-10.9%	2.0	2.1	0.2
Mercedes	137	82	-40.1%	-32.1%	253	162	-36.0%	-34.9%	1,332	1,319	-1.0%	-11.2%	1.4	1.7	0.3
Mercury	30	15	-50.0%	-29.8%	79	34	-57.0%	-35.7%	361	311	-13.9%	-28.6%	0.4	0.4	0.0
MINI	27	50	85.2%	0.1%	66	97	47.0%	20.4%	359	486	35.4%	28.6%	0.4	0.6	0.2
Mitsubishi	44	39	-11.4%	-22.6%	85	72	-15.3%	-30.4%	860	619	-28.0%	-24.6%	0.9	0.8	-0.1
Nissan	373	223	-40.2%	-30.0%	771	440	-42.9%	-36.9%	5,220	4,728	-9.4%	-10.9%	5.4	5.9	0.6
Pontiac	78	24	-69.2%	-45.6%	136	41	-69.9%	-49.2%	1,010	702	-30.5%	-25.3%	1.0	0.9	-0.2
Porsche	15	16	6.7%	-25.5%	37	22	-40.5%	-36.4%	272	187	-31.3%	-25.0%	0.3	0.2	0.0
Saab	13	16	23.1%	-57.1%	36	28	-22.2%	-57.3%	292	189	-35.3%	-34.7%	0.3	0.2	-0.1
Saturn	168	54	-67.9%	-30.9%	300	90	-70.0%	-37.8%	1,727	1,204	-30.3%	-21.7%	1.8	1.5	-0.3
Subaru	405	355	-12.3%	-7.7%	882	677	-23.2%	-7.8%	4,901	5,332	8.8%	0.3%	5.0	6.7	1.7
Suzuki	76	55	-27.6%	-50.4%	146	104	-28.8%	-48.6%	850	985	15.9%	-16.7%	0.9	1.2	0.4
Toyota/Scion	1,104	853	-22.7%	-37.5%	2,413	1,680	-30.4%	-35.8%	16,194	13,742	-15.1%	-14.6%	16.6	17.3	0.6
Volkswagen	154	121	-21.4%	-14.4%	294	251	-14.6%	-16.6%	2,236	2,012	-10.0%	-3.2%	2.3	2.5	0.2
Volvo	71	61	-14.1%	-47.0%	148	110	-25.7%	-46.7%	1,039	730	-29.7%	-31.2%	1.1	0.9	-0.2
Other	3	25	733.3%	96.4%	10	55	450.0%	80.6%	160	308	92.5%	98.4%	0.2	0.4	0.2

The table shows new retail light vehicle registrations in the Metro Denver Area. AutoCount released revised historical figures for 2007 and the first seven months of 2008, incorporating enhanced compilation procedures in working with data received from the Colorado DMV. Therefore, year-to-date figures will vary from those presented in previous reports. 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 (2008 vs. 2007)



Change in Segment Market Share - 2008 vs. 2007



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.

