

Denver Auto Outlook

Comprehensive information on the Metro Denver new retail vehicle market
Released: January 2010
Covering Results thru December 2009

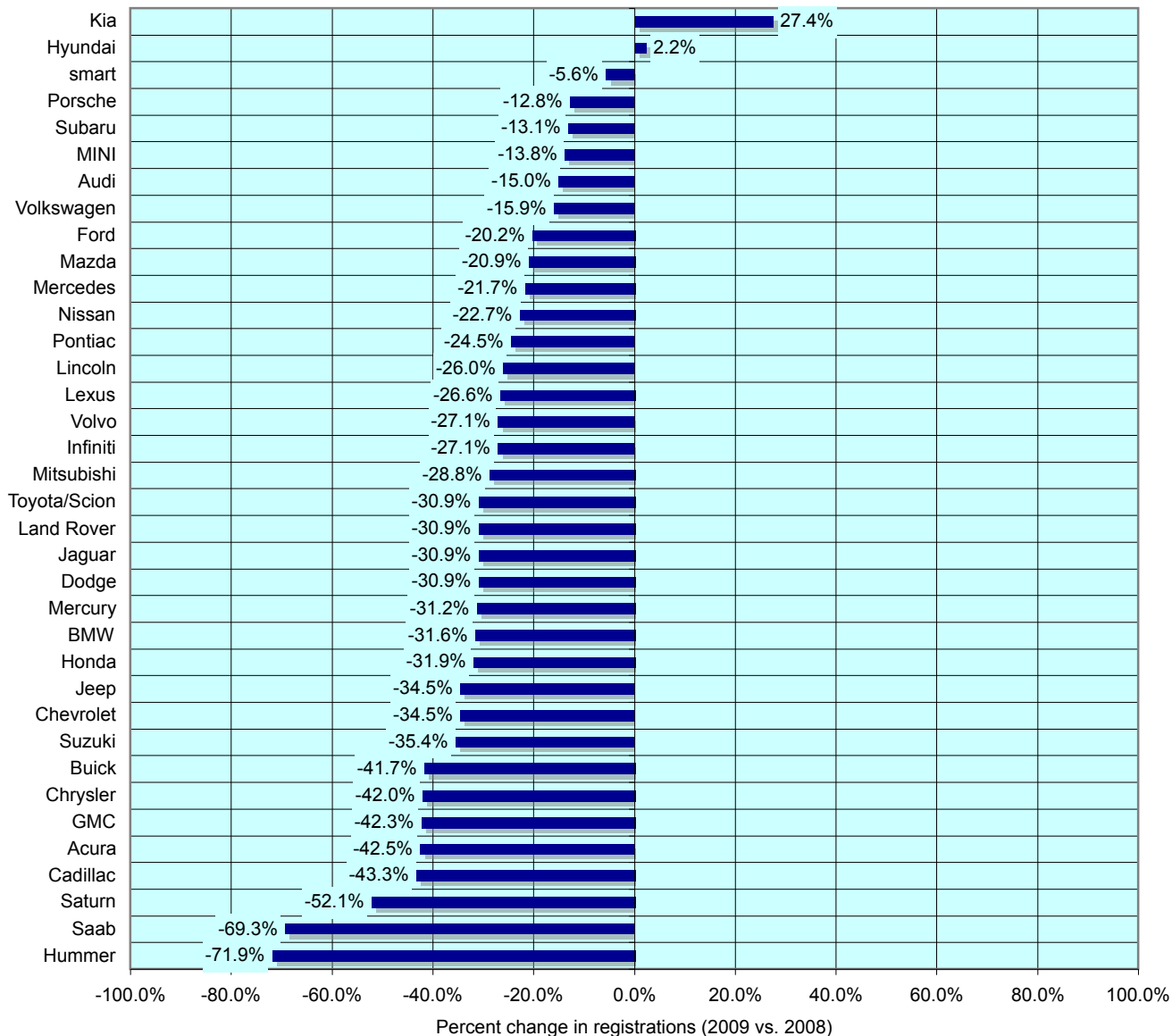
Released by:
Metro Denver
Auto Dealers Association

Denver Area New Retail Car and Light Truck Registrations

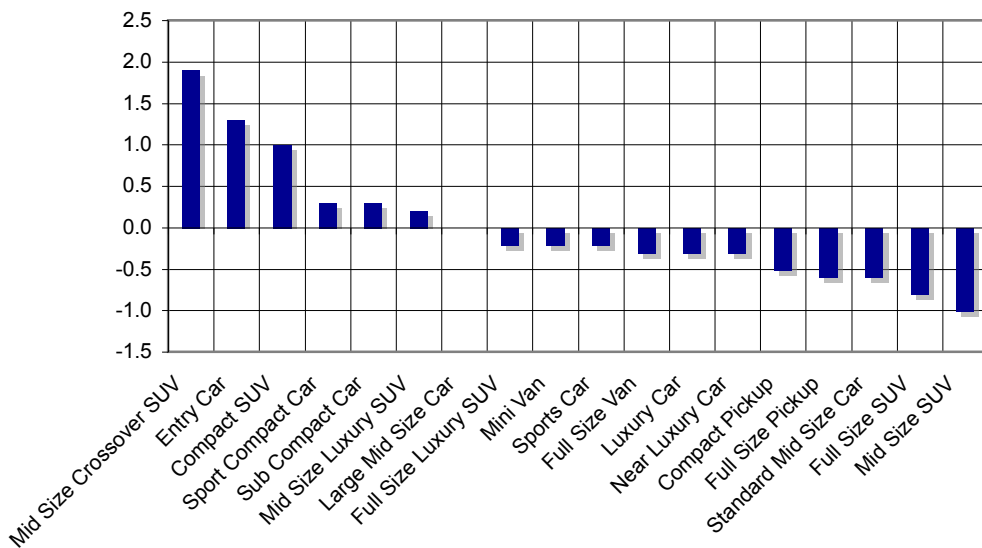
	December				Two Month Period Nov '09 and Dec '09				Annual Totals				YTD Market Share (%)		
	Denver Area			U.S.	Denver Area			U.S.	Denver Area			U.S.	Denver Area		
	2008	2009	% chg.	% chg.	Yr. Ago	Current	% chg.	% chg.	2008	2009	% chg.	% chg.	2008	2009	Chg.
MARKET SUMMARY															
TOTAL	4,687	5,705	21.7%	15.1%	8,941	9,574	7.1%	8.2%	79,660	58,303	-26.8%	-21.3%			
Cars	1,924	2,318	20.5%	21.2%	3,818	3,947	3.4%	13.6%	36,755	27,254	-25.8%	-19.2%	46.1	46.7	0.6
Light Trucks	2,763	3,387	22.6%	9.2%	5,123	5,627	9.8%	2.9%	42,905	31,049	-27.6%	-23.6%	53.9	53.3	-0.6
Domestic	1,444	1,599	10.7%	6.6%	2,723	2,695	-1.0%	0.6%	26,293	17,795	-32.3%	-26.8%	33.0	30.5	-2.5
Japanese	2,458	3,017	22.7%	24.6%	4,671	5,093	9.0%	14.8%	41,240	29,822	-27.7%	-19.6%	51.8	51.2	-0.6
European	584	742	27.1%	9.4%	1,108	1,180	6.5%	6.3%	8,489	6,577	-22.5%	-15.7%	10.7	11.3	0.6
Korean	201	347	72.6%	41.8%	439	606	38.0%	38.0%	3,638	4,109	12.9%	8.9%	4.6	7.0	2.4
BRAND REGISTRATIONS															
Acura	92	105	14.1%	-1.0%	169	183	8.3%	4.2%	1,432	823	-42.5%	-26.8%	1.8	1.4	-0.4
Audi	84	109	29.8%	17.1%	165	177	7.3%	9.2%	1,086	923	-15.0%	-5.7%	1.4	1.6	0.2
BMW	109	174	59.6%	11.5%	178	263	47.8%	7.7%	1,884	1,289	-31.6%	-21.1%	2.4	2.2	-0.2
Buick	28	38	35.7%	37.4%	50	61	22.0%	27.1%	468	273	-41.7%	-25.4%	0.6	0.5	-0.1
Cadillac	47	46	-2.1%	11.4%	85	84	-1.2%	11.0%	760	431	-43.3%	-32.3%	1.0	0.7	-0.3
Chevrolet	273	380	39.2%	-1.2%	515	619	20.2%	1.3%	5,770	3,777	-34.5%	-25.2%	7.2	6.5	-0.7
Chrysler	32	27	-15.6%	-6.8%	61	46	-24.6%	-22.3%	797	462	-42.0%	-47.2%	1.0	0.8	-0.2
Dodge	207	135	-34.8%	0.7%	396	246	-37.9%	-9.7%	3,520	2,434	-30.9%	-33.3%	4.4	4.2	-0.2
Ford	391	541	38.4%	37.0%	778	880	13.1%	20.7%	6,630	5,291	-20.2%	-14.3%	8.3	9.1	0.8
GMC	112	144	28.6%	6.8%	194	238	22.7%	7.2%	1,947	1,123	-42.3%	-30.0%	2.4	1.9	-0.5
Honda	540	627	16.1%	28.1%	1,013	1,003	-1.0%	12.6%	9,746	6,640	-31.9%	-18.6%	12.2	11.4	-0.8
Hummer	10	2	-80.0%	-85.0%	13	8	-38.5%	-84.9%	249	70	-71.9%	-67.1%	0.3	0.1	-0.2
Hyundai	112	183	63.4%	40.6%	239	331	38.5%	43.0%	2,085	2,131	2.2%	8.3%	2.6	3.7	1.1
Infiniti	56	47	-16.1%	10.1%	99	90	-9.1%	-7.2%	881	642	-27.1%	-28.2%	1.1	1.1	0.0
Jaguar	4	4	0.0%	13.3%	8	5	-37.5%	19.4%	55	38	-30.9%	-20.1%	0.1	0.1	0.0
Jeep	215	179	-16.7%	-9.9%	401	312	-22.2%	-16.7%	3,551	2,327	-34.5%	-30.6%	4.5	4.0	-0.5
Kia	89	164	84.3%	43.7%	200	275	37.5%	30.8%	1,553	1,978	27.4%	9.8%	1.9	3.4	1.5
Land Rover	18	36	100.0%	53.2%	37	45	21.6%	23.7%	272	188	-30.9%	-11.9%	0.3	0.3	0.0
Lexus	123	201	63.4%	22.3%	192	332	72.9%	18.9%	2,064	1,514	-26.6%	-17.0%	2.6	2.6	0.0
Lincoln	32	26	-18.8%	15.6%	58	44	-24.1%	-1.1%	377	279	-26.0%	-22.8%	0.5	0.5	0.0
Mazda	120	102	-15.0%	1.6%	220	167	-24.1%	1.3%	1,701	1,345	-20.9%	-21.3%	2.1	2.3	0.2
Mercedes	82	119	45.1%	8.1%	162	206	27.2%	13.0%	1,319	1,033	-21.7%	-15.3%	1.7	1.8	0.1
Mercury	15	10	-33.3%	5.7%	34	17	-50.0%	-1.5%	311	214	-31.2%	-23.2%	0.4	0.4	0.0
MINI	50	31	-38.0%	-2.2%	97	61	-37.1%	-25.4%	486	419	-13.8%	-15.2%	0.6	0.7	0.1
Mitsubishi	39	23	-41.0%	-4.7%	72	46	-36.1%	-24.7%	619	441	-28.8%	-44.5%	0.8	0.8	0.0
Nissan	223	399	78.9%	19.4%	440	710	61.4%	23.9%	4,728	3,657	-22.7%	-17.8%	5.9	6.3	0.4
Pontiac	24	30	25.0%	-48.9%	41	48	17.1%	-44.6%	702	530	-24.5%	-33.3%	0.9	0.9	0.0
Porsche	16	19	18.8%	-1.7%	22	32	45.5%	6.0%	187	163	-12.8%	-24.3%	0.2	0.3	0.1
Saab	16	3	-81.3%	-26.4%	28	5	-82.1%	-39.0%	189	58	-69.3%	-59.4%	0.2	0.1	-0.1
Saturn	58	41	-29.3%	-59.6%	97	92	-5.2%	-57.4%	1,211	580	-52.1%	-61.4%	1.5	1.0	-0.5
smart	21	9	-57.1%	-63.1%	47	13	-72.3%	-64.2%	215	203	-5.6%	-40.7%	0.3	0.3	0.0
Subaru	355	478	34.6%	33.5%	677	790	16.7%	29.3%	5,332	4,634	-13.1%	15.4%	6.7	7.9	1.2
Suzuki	55	47	-14.5%	-48.4%	104	86	-17.3%	-50.2%	956	618	-35.4%	-54.4%	1.2	1.1	-0.1
Toyota/Scion	853	984	15.4%	34.3%	1,680	1,681	0.1%	18.0%	13,742	9,491	-30.9%	-20.6%	17.3	16.3	-1.0
Volkswagen	121	181	49.6%	16.0%	251	281	12.0%	15.0%	2,012	1,692	-15.9%	-4.3%	2.5	2.9	0.4
Volvo	61	54	-11.5%	13.8%	110	87	-20.9%	9.7%	730	532	-27.1%	-16.0%	0.9	0.9	0.0
Other	4	7	75.0%	-45.0%	8	10	25.0%	-44.4%	93	60	-35.5%	-60.2%	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 (2009 vs. 2008)



Change in Segment Market Share - 2009 vs. 2008



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.

