

Denver Auto Outlook

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Metro Denver Auto
Dealers Association

Covering the Denver Area Automotive Market

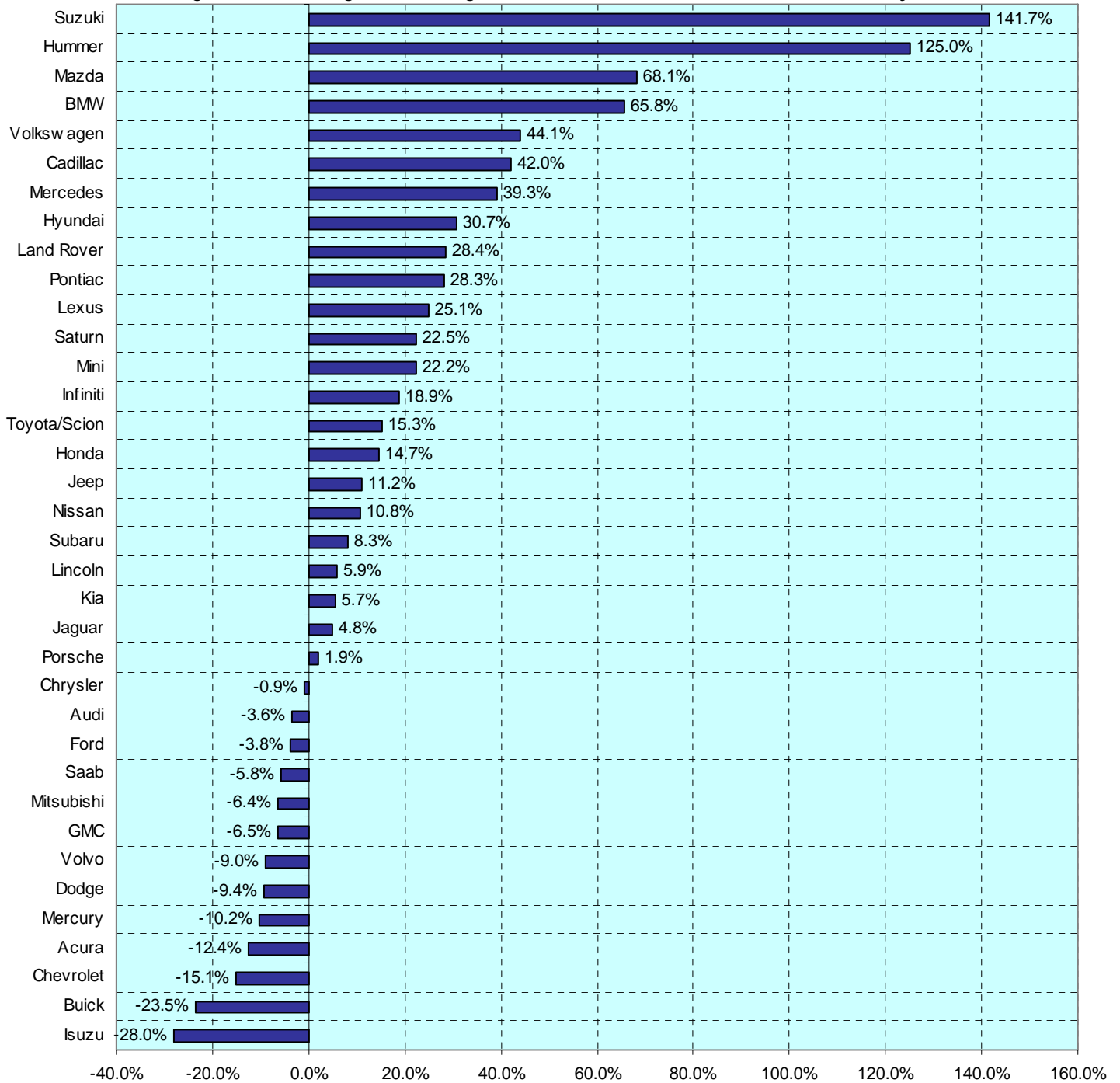
Data thru February, 2006

Denver Area New Retail Car and Light Truck Registrations

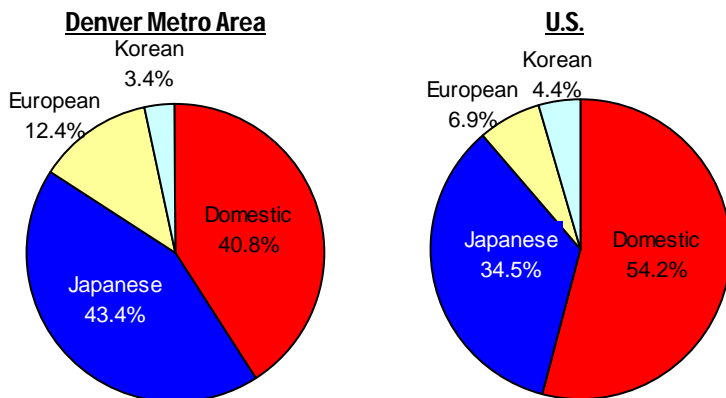
	February, 2006			Three Month Period (Dec '05 thru Feb '06)			Year to date thru February			Three Month Market Share (%)		
	Denver Area			Denver Area			Denver Area			Denver Area		
	2005	2006	%chg.	Yr. Ago	Current	%chg.	2005	2006	%chg.	Yr. Ago	Current	Chg.
MARKET SUMMARY												
TOTAL	6,768	8,861	30.9%	22,629	21,597	-4.6%	14,699	15,898	8.2%			
Cars	2,825	4,147	46.8%	9,037	9,989	10.5%	5,943	7,285	22.6%	39.9	46.3	6.4
Light Trucks	3,943	4,714	19.6%	13,592	11,608	-14.6%	8,756	8,613	-1.6%	60.1	53.7	-6.4
Domestic	3,010	3,678	22.2%	10,454	8,809	-15.7%	6,728	6,567	-2.4%	46.2	40.8	-5.4
Japanese	2,814	3,795	34.9%	9,147	9,372	2.5%	5,994	6,862	14.5%	40.4	43.4	3.0
European	736	1,063	44.4%	2,387	2,682	12.4%	1,557	1,964	26.1%	10.5	12.4	1.9
Korean	208	325	56.3%	641	734	14.5%	420	505	20.2%	2.8	3.4	0.6
BRAND REGISTRATIONS												
Acura	126	148	17.5%	460	359	-22.0%	299	262	-12.4%	2.0	1.7	-0.3
Audi	126	145	15.1%	354	335	-5.4%	248	239	-3.6%	1.6	1.6	0.0
BMW	98	208	112.2%	343	495	44.3%	219	363	65.8%	1.5	2.3	0.8
Buick	49	44	-10.2%	155	103	-33.5%	102	78	-23.5%	0.7	0.5	-0.2
Cadillac	72	85	18.1%	261	282	8.0%	162	230	42.0%	1.2	1.3	0.1
Chevrolet	768	884	15.1%	2,709	2,004	-26.0%	1,744	1,480	-15.1%	12.0	9.3	-2.7
Chrysler	147	183	24.5%	502	438	-12.7%	330	327	-0.9%	2.2	2.0	-0.2
Dodge	370	397	7.3%	1,256	1,077	-14.3%	805	729	-9.4%	5.6	5.0	-0.6
Ford	853	1,027	20.4%	2,907	2,393	-17.7%	1,904	1,832	-3.8%	12.8	11.1	-1.7
GMC	180	221	22.8%	736	579	-21.3%	463	433	-6.5%	3.3	2.7	-0.6
Honda	741	933	25.9%	2,323	2,441	5.1%	1,569	1,799	14.7%	10.3	11.3	1.0
Hummer	22	48	118.2%	65	131	101.5%	44	99	125.0%	0.3	0.6	0.3
Hyundai	126	203	61.1%	370	453	22.4%	244	319	30.7%	1.6	2.1	0.5
Infiniti	49	65	32.7%	175	193	10.3%	106	126	18.9%	0.8	0.9	0.1
Isuzu	13	11	-15.4%	51	25	-51.0%	25	18	-28.0%	0.2	0.1	-0.1
Jaguar	15	12	-20.0%	29	33	13.8%	21	22	4.8%	0.1	0.2	0.1
Jeep	322	429	33.2%	1,039	1,014	-2.4%	679	755	11.2%	4.6	4.7	0.1
Kia	82	122	48.8%	271	281	3.7%	176	186	5.7%	1.2	1.3	0.1
Land Rover	32	50	56.3%	102	128	25.5%	74	95	28.4%	0.5	0.6	0.1
Lexus	160	248	55.0%	567	666	17.5%	374	468	25.1%	2.5	3.1	0.6
Lincoln	25	40	60.0%	117	86	-26.5%	68	72	5.9%	0.5	0.4	-0.1
Mazda	68	136	100.0%	252	355	40.9%	144	242	68.1%	1.1	1.6	0.5
Mercedes	87	127	46.0%	291	386	32.6%	196	273	39.3%	1.3	1.8	0.5
Mercury	32	32	0.0%	97	67	-30.9%	59	53	-10.2%	0.4	0.3	-0.1
Mini	28	24	-14.3%	71	75	5.6%	45	55	22.2%	0.3	0.3	0.0
Mitsubishi	39	49	25.6%	145	118	-18.6%	94	88	-6.4%	0.6	0.5	-0.1
Nissan	366	488	33.3%	1,208	1,178	-2.5%	803	890	10.8%	5.3	5.5	0.2
Other	9	24	166.7%	20	45	125.0%	13	39	200.0%	0.1	0.2	0.1
Pontiac	75	127	69.3%	279	306	9.7%	173	222	28.3%	1.2	1.4	0.2
Porsche	25	31	24.0%	75	73	-2.7%	54	55	1.9%	0.3	0.3	0.0
Saab	19	28	47.4%	91	60	-34.1%	52	49	-5.8%	0.4	0.3	-0.1
Saturn	92	145	57.6%	323	304	-5.9%	191	234	22.5%	1.4	1.4	0.0
Subaru	370	429	15.9%	1,089	1,041	-4.4%	715	774	8.3%	4.8	4.8	0.0
Suzuki	18	53	194.4%	61	116	90.2%	36	87	141.7%	0.3	0.5	0.2
Toyota/Scion	864	1,235	42.9%	2,816	2,880	2.3%	1,829	2,108	15.3%	12.4	13.3	0.9
Volkswagen	194	332	71.1%	656	789	20.3%	406	585	44.1%	2.9	3.7	0.8
Volvo	106	98	-7.5%	363	288	-20.7%	233	212	-9.0%	1.6	1.3	-0.3

The table above shows new retail light vehicle registrations in the Denver Metro Area for the following three time periods: February, 2006, previous three months combined (December, 2005 thru February, 2006), and annual totals for 2004 and 2005. 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 three 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 February vs. Year Earlier)



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



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.

