

Denver Auto Outlook

Covering the Denver Area Automotive Market

Data thru February, 2007

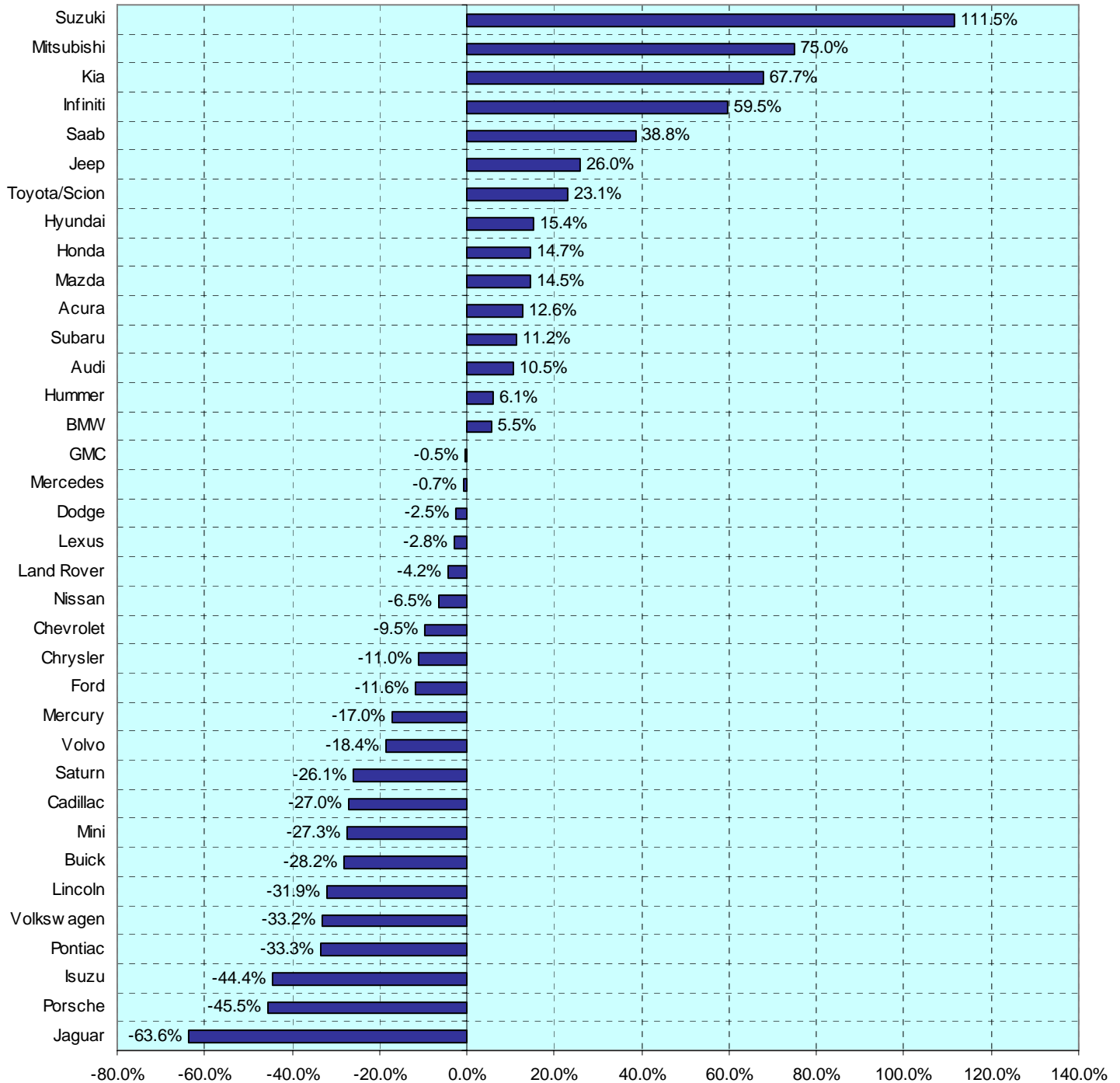
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Dealers Association

Denver Area New Retail Car and Light Truck Registrations

	February				Two Month Period Jan '07 and Feb '07				Year to date thru February				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	8,861	6,943	-21.6%	-0.5%	15,898	16,418	3.3%	-2.4%	15,898	16,418	3.3%	-2.4%			
Cars	4,182	2,440	-41.7%	-1.8%	7,372	6,118	-17.0%	-5.7%	7,372	6,118	-17.0%	-5.7%	46.4	37.3	-9.1
Light Trucks	4,679	4,503	-3.8%	0.6%	8,526	10,300	20.8%	0.8%	8,526	10,300	20.8%	0.8%	53.6	62.7	9.1
Domestic	3,678	2,577	-29.9%	-5.1%	6,567	6,085	-7.3%	-9.0%	6,567	6,085	-7.3%	-9.0%	41.3	37.1	-4.2
Japanese	3,795	3,340	-12.0%	5.8%	6,862	7,927	15.5%	6.5%	6,862	7,927	15.5%	6.5%	43.2	48.3	5.1
European	1,063	708	-33.4%	2.7%	1,964	1,726	-12.1%	3.8%	1,964	1,726	-12.1%	3.8%	12.4	10.5	-1.9
Korean	325	318	-2.2%	6.0%	505	680	34.7%	5.1%	505	680	34.7%	5.1%	3.2	4.1	0.9
BRAND REGISTRATIONS															
Acura	148	131	-11.5%	-3.4%	262	295	12.6%	-5.2%	262	295	12.6%	-5.2%	1.6	1.8	0.2
Audi	145	98	-32.4%	37.5%	239	264	10.5%	19.4%	239	264	10.5%	19.4%	1.5	1.6	0.1
BMW	208	157	-24.5%	15.2%	363	383	5.5%	7.1%	363	383	5.5%	7.1%	2.3	2.3	0.0
Buick	44	27	-38.6%	-29.5%	78	56	-28.2%	-29.7%	78	56	-28.2%	-29.7%	0.5	0.3	-0.2
Cadillac	85	76	-10.6%	-13.0%	230	168	-27.0%	-10.0%	230	168	-27.0%	-10.0%	1.4	1.0	-0.4
Chevrolet	884	558	-36.9%	5.6%	1,480	1,339	-9.5%	-4.3%	1,480	1,339	-9.5%	-4.3%	9.3	8.2	-1.1
Chrysler	183	99	-45.9%	-16.4%	327	291	-11.0%	-15.6%	327	291	-11.0%	-15.6%	2.1	1.8	-0.3
Dodge	397	306	-22.9%	-5.2%	729	711	-2.5%	-1.5%	729	711	-2.5%	-1.5%	4.6	4.3	-0.3
Ford	1,027	706	-31.3%	-15.1%	1,832	1,619	-11.6%	-18.3%	1,832	1,619	-11.6%	-18.3%	11.5	9.9	-1.6
GMC	221	202	-8.6%	24.3%	433	431	-0.5%	14.0%	433	431	-0.5%	14.0%	2.7	2.6	-0.1
Honda	933	842	-9.8%	4.2%	1,799	2,063	14.7%	4.1%	1,799	2,063	14.7%	4.1%	11.3	12.6	1.3
Hummer	48	57	18.8%	-26.0%	99	105	6.1%	-24.9%	99	105	6.1%	-24.9%	0.6	0.6	0.0
Hyundai	203	183	-9.9%	1.4%	319	368	15.4%	-3.1%	319	368	15.4%	-3.1%	2.0	2.2	0.2
Infiniti	65	87	33.8%	5.0%	126	201	59.5%	7.9%	126	201	59.5%	7.9%	0.8	1.2	0.4
Isuzu	11	5	-54.5%	-29.8%	18	10	-44.4%	-29.6%	18	10	-44.4%	-29.6%	0.1	0.1	0.0
Jaguar	12	4	-66.7%	-28.3%	22	8	-63.6%	-20.8%	22	8	-63.6%	-20.8%	0.1	0.0	-0.1
Jeep	429	385	-10.3%	-4.6%	755	951	26.0%	5.4%	755	951	26.0%	5.4%	4.7	5.8	1.1
Kia	122	135	10.7%	13.5%	186	312	67.7%	18.6%	186	312	67.7%	18.6%	1.2	1.9	0.7
Land Rover	50	39	-22.0%	-10.0%	95	91	-4.2%	-8.5%	95	91	-4.2%	-8.5%	0.6	0.6	0.0
Lexus	248	170	-31.5%	6.6%	468	455	-2.8%	9.4%	468	455	-2.8%	9.4%	2.9	2.8	-0.1
Lincoln	40	26	-35.0%	10.8%	72	49	-31.9%	6.8%	72	49	-31.9%	6.8%	0.5	0.3	-0.2
Mazda	136	86	-36.8%	-6.4%	242	277	14.5%	-1.0%	242	277	14.5%	-1.0%	1.5	1.7	0.2
Mercedes	127	101	-20.5%	-0.3%	273	271	-0.7%	15.2%	273	271	-0.7%	15.2%	1.7	1.7	0.0
Mercury	32	14	-56.3%	-13.2%	53	44	-17.0%	-7.9%	53	44	-17.0%	-7.9%	0.3	0.3	0.0
MINI	24	20	-16.7%	-12.1%	55	40	-27.3%	-10.5%	55	40	-27.3%	-10.5%	0.3	0.2	-0.1
Mitsubishi	49	74	51.0%	21.9%	88	154	75.0%	23.7%	88	154	75.0%	23.7%	0.6	0.9	0.3
Nissan	488	348	-28.7%	0.7%	890	832	-6.5%	4.5%	890	832	-6.5%	4.5%	5.6	5.1	-0.5
Other	24	2	-91.7%	-12.9%	39	7	-82.1%	22.5%	39	7	-82.1%	22.5%	0.2	0.0	-0.2
Pontiac	127	61	-52.0%	-15.6%	222	148	-33.3%	-27.0%	222	148	-33.3%	-27.0%	1.4	0.9	-0.5
Porsche	31	13	-58.1%	-27.1%	55	30	-45.5%	-16.5%	55	30	-45.5%	-16.5%	0.3	0.2	-0.1
Saab	28	23	-17.9%	-20.3%	49	68	38.8%	-8.0%	49	68	38.8%	-8.0%	0.3	0.4	0.1
Saturn	145	60	-58.6%	59.4%	234	173	-26.1%	16.5%	234	173	-26.1%	16.5%	1.5	1.1	-0.4
Subaru	429	393	-8.4%	-5.6%	774	861	11.2%	-4.1%	774	861	11.2%	-4.1%	4.9	5.2	0.3
Suzuki	53	83	56.6%	0.5%	87	184	111.5%	6.4%	87	184	111.5%	6.4%	0.5	1.1	0.6
Toyota/Scion	1,235	1,121	-9.2%	13.0%	2,108	2,595	23.1%	11.1%	2,108	2,595	23.1%	11.1%	13.3	15.8	2.5
Volkswagen	332	180	-45.8%	0.2%	585	391	-33.2%	1.3%	585	391	-33.2%	1.3%	3.7	2.4	-1.3
Volvo	98	71	-27.6%	0.7%	212	173	-18.4%	-5.7%	212	173	-18.4%	-5.7%	1.3	1.1	-0.2

The table above shows new retail light vehicle registrations in the Denver Metro Area for the following time periods: February, 2007, previous two months combined (January and February 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.

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



Segment Market Shares

Segment	February			Jan and Feb			YTD (Feb)		
	'06	'07	Chg.	'06	'07	Chg.	'06	'07	Chg.
Cars	47.2	35.1	-12.1	46.4	37.3	-9.1	46.4	37.3	-9.1
Compact Cars	18.1	13.4	-4.7	17.3	14.9	-2.4	17.3	14.9	-2.4
Mid Size Cars	17.2	13.1	-4.1	16.9	12.9	-4.0	16.9	12.9	-4.0
Luxury Cars	9.1	7.4	-1.7	9.5	7.9	-1.6	9.5	7.9	-1.6
Other Cars	2.8	1.2	-1.6	2.7	1.6	-1.1	2.7	1.6	-1.1
Light Trucks	52.8	64.9	12.1	53.6	62.7	9.1	53.6	62.7	9.1
Full Size Pickups	11.5	11.7	0.2	11.2	11.3	0.1	11.2	11.3	0.1
Compact SUVs	10.0	15.3	5.3	9.6	14.7	5.1	9.6	14.7	5.1
Mid & Full Size SUVs	25.5	28.8	3.3	26.8	27.3	0.5	26.8	27.3	0.5
Other Trucks	5.8	9.1	3.3	6.0	9.4	3.4	6.0	9.4	3.4

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).

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