

Denver Auto Outlook

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Metro Denver Auto
Dealers Association

Covering the Denver Area Automotive Market

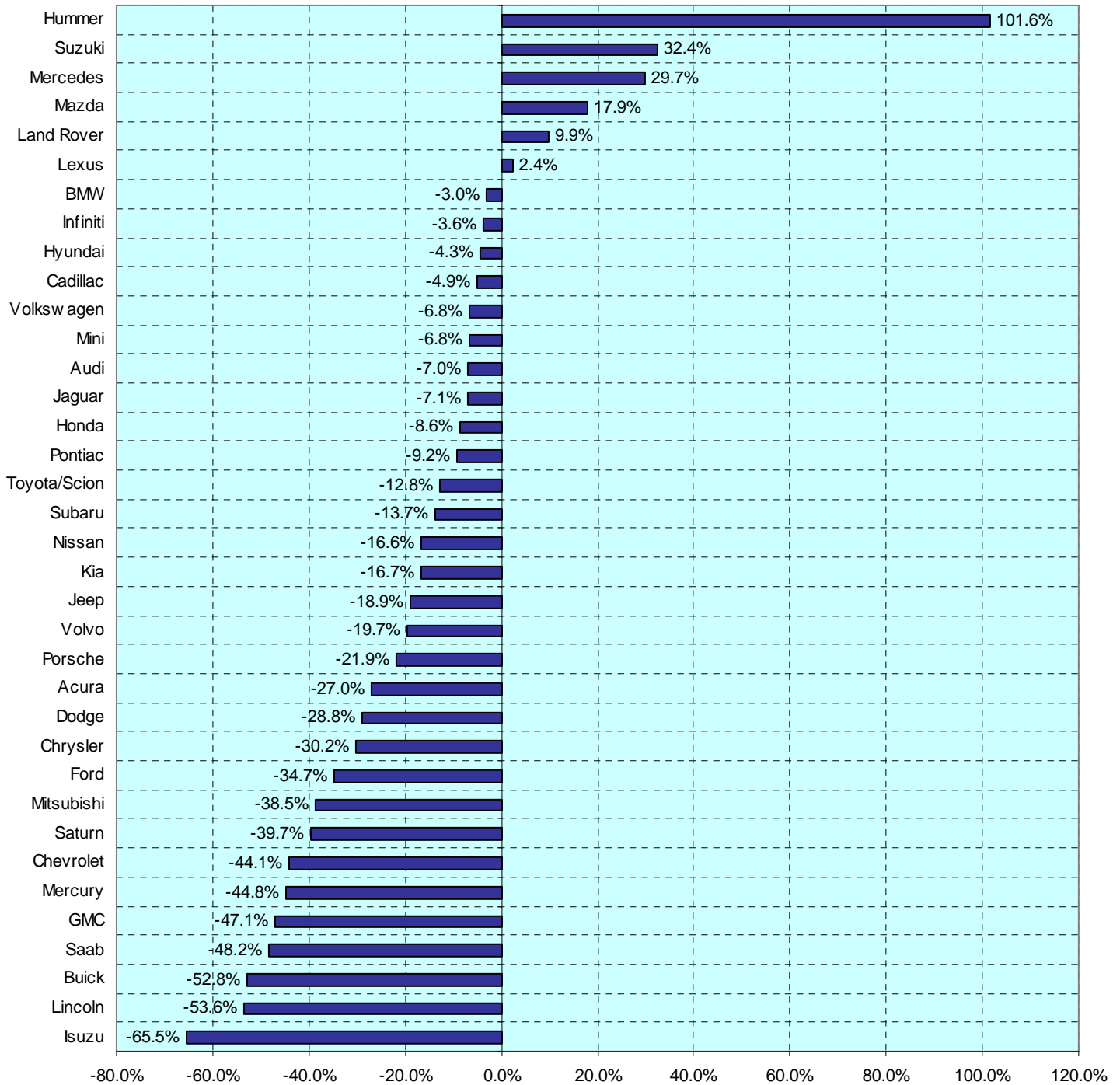
Data thru January, 2006

Denver Area New Retail Car and Light Truck Registrations

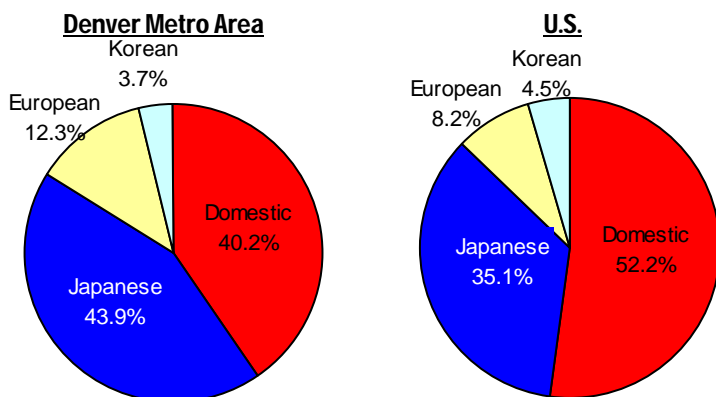
	January, 2006			Three Month Period (Nov '05 thru Jan '06)			Annual Totals				Three Month Market Share (%)		
	Denver Area			Denver Area			Denver Area			U.S.	Denver Area		
	2005	2006	% chg.	Yr. Ago	Current	% chg.	2004	2005	% chg.	% chg.	Yr. Ago	Current	Chg.
MARKET SUMMARY													
TOTAL	7,931	7,037	-11.3%	24,056	18,829	-21.7%	94,301	91,395	-3.1%	0.5%			
Cars	3,118	3,129	0.4%	9,427	8,732	-7.4%	39,220	40,992	4.5%	3.5%	39.2	46.4	7.2
Light Trucks	4,813	3,908	-18.8%	14,629	10,097	-31.0%	55,081	50,403	-8.5%	-2.0%	60.8	53.6	-7.2
Domestic	3,718	2,889	-22.3%	11,519	7,561	-34.4%	46,244	41,023	-11.3%	-2.2%	47.9	40.2	-7.7
Japanese	3,180	3,067	-3.6%	9,326	8,260	-11.4%	35,179	37,376	6.2%	6.2%	38.8	43.9	5.1
European	821	901	9.7%	2,443	2,313	-5.3%	9,659	9,579	-0.8%	-4.8%	10.2	12.3	2.1
Korean	212	180	-15.1%	768	695	-9.5%	3,219	3,417	6.2%	6.1%	3.2	3.7	0.5
BRAND REGISTRATIONS													
Acura	173	114	-34.1%	448	327	-27.0%	1,642	1,685	2.6%	5.4%	1.9	1.7	-0.2
Audi	122	94	-23.0%	300	279	-7.0%	1,203	1,197	-0.5%	6.6%	1.2	1.5	0.3
BMW	121	155	28.1%	406	394	-3.0%	1,584	1,569	-0.9%	2.4%	1.7	2.1	0.4
Buick	53	34	-35.8%	176	83	-52.8%	790	616	-22.0%	-8.8%	0.7	0.4	-0.3
Cadillac	90	145	61.1%	263	250	-4.9%	1,181	994	-15.8%	0.3%	1.1	1.3	0.2
Chevrolet	976	596	-38.9%	3,052	1,705	-44.1%	11,380	9,866	-13.3%	-3.5%	12.7	9.1	-3.6
Chrysler	183	144	-21.3%	526	367	-30.2%	1,781	1,926	8.1%	10.3%	2.2	1.9	-0.3
Dodge	435	332	-23.7%	1,375	979	-28.8%	5,891	5,158	-12.4%	-0.9%	5.7	5.2	-0.5
Ford	1,051	805	-23.4%	3,140	2,051	-34.7%	13,367	11,583	-13.3%	-4.8%	13.1	10.9	-2.2
GMC	283	212	-25.1%	889	470	-47.1%	3,284	2,717	-17.3%	-7.6%	3.7	2.5	-1.2
Honda	828	866	4.6%	2,349	2,148	-8.6%	8,851	9,382	6.0%	4.8%	9.8	11.4	1.6
Hummer	22	51	131.8%	62	125	101.6%	171	311	81.9%	93.3%	0.3	0.7	0.4
Hyundai	118	116	-1.7%	445	426	-4.3%	1,886	1,986	5.3%	8.7%	1.8	2.3	0.5
Infiniti	57	61	7.0%	197	190	-3.6%	651	741	13.8%	4.1%	0.8	1.0	0.2
Isuzu	12	7	-41.7%	55	19	-65.5%	197	122	-38.1%	-55.2%	0.2	0.1	-0.1
Jaguar	6	10	66.7%	28	26	-7.1%	244	135	-44.7%	-33.7%	0.1	0.1	0.0
Jeep	357	326	-8.7%	1,088	882	-18.9%	4,413	4,492	1.8%	11.5%	4.5	4.7	0.2
Kia	94	64	-31.9%	323	269	-16.7%	1,333	1,431	7.4%	2.1%	1.3	1.4	0.1
Land Rover	42	45	7.1%	91	100	9.9%	295	378	28.1%	30.0%	0.4	0.5	0.1
Lexus	214	220	2.8%	552	565	2.4%	2,149	2,169	0.9%	5.2%	2.3	3.0	0.7
Lincoln	43	32	-25.6%	138	64	-53.6%	439	330	-24.8%	-11.4%	0.6	0.3	-0.3
Mazda	76	106	39.5%	290	342	17.9%	1,405	1,376	-2.1%	-2.1%	1.2	1.8	0.6
Mercedes	109	146	33.9%	279	362	29.7%	963	1,181	22.6%	1.3%	1.2	1.9	0.7
Mercury	27	21	-22.2%	105	58	-44.8%	355	401	13.0%	1.2%	0.4	0.3	-0.1
Mini	17	31	82.4%	73	68	-6.8%	258	298	15.5%	13.3%	0.3	0.4	0.1
Mitsubishi	55	39	-29.1%	169	104	-38.5%	741	562	-24.2%	-23.3%	0.7	0.6	-0.1
Nissan	437	402	-8.0%	1,296	1,081	-16.6%	4,095	5,079	24.0%	10.0%	5.4	5.7	0.3
Other	4	15	275.0%	11	25	127.3%	82	134	63.4%	-69.7%	0.0	0.1	0.1
Pontiac	98	95	-3.1%	305	277	-9.2%	1,262	1,171	-7.2%	-7.7%	1.3	1.5	0.2
Porsche	29	24	-17.2%	73	57	-21.9%	295	243	-17.6%	1.5%	0.3	0.3	0.0
Saab	33	21	-36.4%	110	57	-48.2%	454	457	0.7%	0.5%	0.5	0.3	-0.2
Saturn	99	89	-10.1%	395	238	-39.7%	1,866	1,395	-25.2%	0.8%	1.6	1.3	-0.3
Subaru	345	345	0.0%	1,057	912	-13.7%	3,915	4,163	6.3%	4.6%	4.4	4.8	0.4
Suzuki	18	34	88.9%	68	90	32.4%	333	323	-3.0%	11.0%	0.3	0.5	0.2
Toyota/Scion	965	873	-9.5%	2,845	2,482	-12.8%	11,200	11,774	5.1%	10.5%	11.8	13.2	1.4
Volkswagen	212	253	19.3%	716	667	-6.8%	2,921	2,650	-9.3%	-12.5%	3.0	3.5	0.5
Volvo	127	114	-10.2%	361	290	-19.7%	1,424	1,400	-1.7%	-11.1%	1.5	1.5	0.0

The table above shows new retail light vehicle registrations in the Denver Metro Area for the following three time periods: January, 2006, previous three months combined (November, 2005 thru January, 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 (Nov '05 thru Jan '06 vs. Same Period Year Earlier)



New Vehicle Market Share—Denver Metro Area vs. U.S. (Nov '05 thru Jan '06)



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.

