

# Denver Auto Outlook

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Metro Denver Auto  
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Covering the Denver Area Automotive Market

Data thru January, 2007

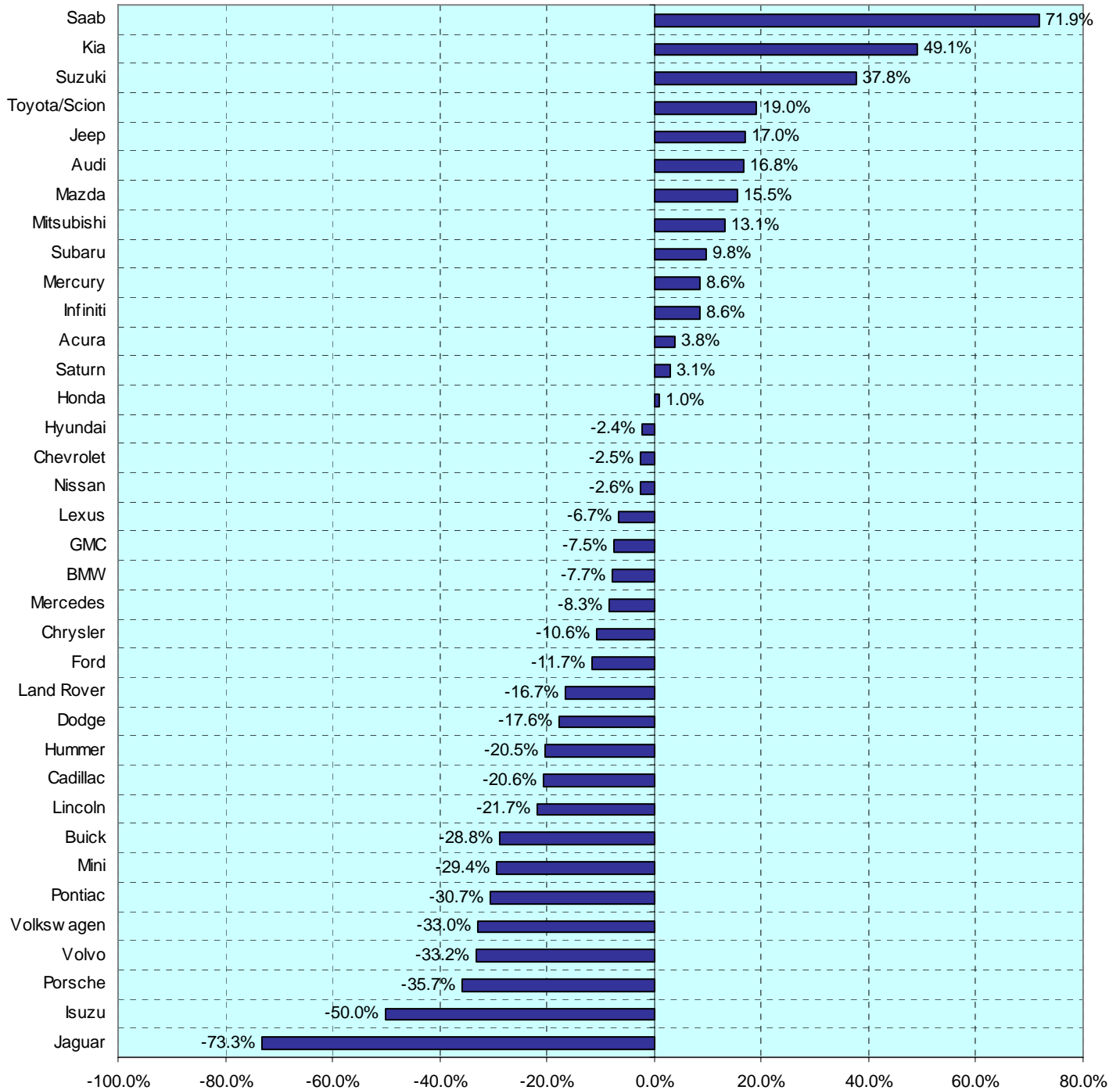
## Denver Area New Retail Car and Light Truck Registrations

	January				Two Month Period Dec '06 and Jan '07				Year-to-Date, thru January				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.
<b>MARKET SUMMARY</b>															
TOTAL	7,037	7,579	7.7%	-4.5%	12,736	12,591	-1.1%	-4.0%	7,037	7,579	7.7%	-4.5%			
Cars	3,190	2,944	-7.7%	-9.7%	5,890	5,170	-12.2%	-2.7%	3,190	2,944	-7.7%	-9.7%	45.3	38.8	-6.5
Light Trucks	3,847	4,635	20.5%	0.9%	6,846	7,421	8.4%	-5.1%	3,847	4,635	20.5%	0.9%	54.7	61.2	6.5
Domestic	2,889	2,808	-2.8%	-13.4%	5,131	4,732	-7.8%	-11.5%	2,889	2,808	-2.8%	-13.4%	41.1	37.0	-4.1
Japanese	3,067	3,668	19.6%	7.3%	5,577	6,053	8.5%	6.3%	3,067	3,668	19.6%	7.3%	43.6	48.4	4.8
European	901	814	-9.7%	4.8%	1,619	1,325	-18.2%	0.4%	901	814	-9.7%	4.8%	12.8	10.7	-2.1
Korean	180	289	60.6%	4.0%	409	481	17.6%	6.8%	180	289	60.6%	4.0%	2.6	3.8	1.2
<b>BRAND REGISTRATIONS</b>															
Acura	114	131	14.9%	-6.9%	211	219	3.8%	-1.6%	114	131	14.9%	-6.9%	1.6	1.7	0.1
Audi	94	133	41.5%	5.2%	190	222	16.8%	22.6%	94	133	41.5%	5.2%	1.3	1.8	0.5
BMW	155	181	16.8%	-1.0%	287	265	-7.7%	9.4%	155	181	16.8%	-1.0%	2.2	2.4	0.2
Buick	34	23	-32.4%	-30.0%	59	42	-28.8%	-28.5%	34	23	-32.4%	-30.0%	0.5	0.3	-0.2
Cadillac	95	74	-22.1%	-6.7%	170	135	-20.6%	-3.2%	95	74	-22.1%	-6.7%	1.4	1.0	-0.4
Chevrolet	596	624	4.7%	-14.5%	1,120	1,092	-2.5%	-15.4%	596	624	4.7%	-14.5%	8.5	8.2	-0.3
Chrysler	144	154	6.9%	-14.7%	255	228	-10.6%	-3.5%	144	154	6.9%	-14.7%	2.0	2.0	0.0
Dodge	332	324	-2.4%	3.1%	680	560	-17.6%	4.3%	332	324	-2.4%	3.1%	4.7	4.3	-0.4
Ford	805	730	-9.3%	-22.2%	1,366	1,206	-11.7%	-18.0%	805	730	-9.3%	-22.2%	11.4	9.6	-1.8
GMC	212	183	-13.7%	1.6%	358	331	-7.5%	-11.0%	212	183	-13.7%	1.6%	3.0	2.4	-0.6
Honda	866	976	12.7%	4.0%	1,508	1,523	1.0%	1.0%	866	976	12.7%	4.0%	12.3	12.9	0.6
Hummer	51	38	-25.5%	-23.7%	83	66	-20.5%	-17.9%	51	38	-25.5%	-23.7%	0.7	0.5	-0.2
Hyundai	126	148	17.5%	-8.2%	250	244	-2.4%	-11.1%	126	148	17.5%	-8.2%	1.8	2.0	0.2
Infiniti	61	91	49.2%	11.3%	128	139	8.6%	5.6%	61	91	49.2%	11.3%	0.9	1.2	0.3
Isuzu	7	4	-42.9%	-29.4%	14	7	-50.0%	-26.5%	7	4	-42.9%	-29.4%	0.1	0.1	0.0
Jaguar	8	3	-62.5%	-12.9%	15	4	-73.3%	-27.2%	8	3	-62.5%	-12.9%	0.1	0.0	-0.1
Jeep	326	453	39.0%	18.8%	606	709	17.0%	-1.9%	326	453	39.0%	18.8%	4.6	6.0	1.4
Kia	84	142	69.0%	24.4%	159	237	49.1%	42.4%	84	142	69.0%	24.4%	1.2	1.9	0.7
Land Rover	45	42	-6.7%	-7.0%	78	65	-16.7%	-10.9%	45	42	-6.7%	-7.0%	0.6	0.6	0.0
Lexus	220	228	3.6%	12.5%	418	390	-6.7%	8.2%	220	228	3.6%	12.5%	3.1	3.0	-0.1
Lincoln	22	18	-18.2%	2.7%	46	36	-21.7%	2.0%	22	18	-18.2%	2.7%	0.3	0.2	-0.1
Mazda	116	153	31.9%	6.0%	219	253	15.5%	4.9%	116	153	31.9%	6.0%	1.6	2.0	0.4
Mercedes	130	136	4.6%	36.8%	229	210	-8.3%	3.5%	130	136	4.6%	36.8%	1.8	1.8	0.0
Mercury	21	24	14.3%	-1.4%	35	38	8.6%	0.5%	21	24	14.3%	-1.4%	0.3	0.3	0.0
Mini	31	16	-48.4%	-9.0%	51	36	-29.4%	-4.3%	31	16	-48.4%	-9.0%	0.4	0.2	-0.2
Mitsubishi	39	64	64.1%	25.6%	84	95	13.1%	12.5%	39	64	64.1%	25.6%	0.6	0.8	0.2
Nissan	402	387	-3.7%	8.6%	690	672	-2.6%	4.2%	402	387	-3.7%	8.6%	5.7	5.1	-0.6
Other	15	4	-73.3%	102.9%	21	10	-52.4%	48.6%	15	4	-73.3%	102.9%	0.2	0.1	-0.1
Pontiac	95	70	-26.3%	-35.9%	179	124	-30.7%	-23.0%	95	70	-26.3%	-35.9%	1.4	0.9	-0.5
Porsche	24	14	-41.7%	-7.7%	42	27	-35.7%	-4.3%	24	14	-41.7%	-7.7%	0.3	0.2	-0.1
Saab	27	36	33.3%	7.6%	32	55	71.9%	18.8%	27	36	33.3%	7.6%	0.4	0.5	0.1
Saturn	89	90	1.1%	-18.9%	159	164	3.1%	7.3%	89	90	1.1%	-18.9%	1.3	1.2	-0.1
Subaru	345	374	8.4%	-2.5%	612	672	9.8%	1.2%	345	374	8.4%	-2.5%	4.9	4.9	0.0
Suzuki	54	81	50.0%	13.4%	90	124	37.8%	11.7%	54	81	50.0%	13.4%	0.8	1.1	0.3
Toyota/Scion	927	1,179	27.2%	9.1%	1,645	1,958	19.0%	11.6%	927	1,179	27.2%	9.1%	13.2	15.6	2.4
Volkswagen	211	169	-19.9%	2.3%	457	306	-33.0%	-13.4%	211	169	-19.9%	2.3%	3.0	2.2	-0.8
Volvo	114	82	-28.1%	-11.7%	190	127	-33.2%	-8.9%	114	82	-28.1%	-11.7%	1.6	1.1	-0.5

The table above shows new retail light vehicle registrations in the Denver Metro Area for the following time periods: January, 2007, previous two months combined (December 2006 and January 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.

Data source for area registrations: AutoCount, an Experian Company. Source for U.S. data: Automotive News.

Percent Change in New Retail Light Vehicle Registrations, Denver Metro Area (Dec. '06 and Jan '07 combined vs. Year Earlier)



Segment Market Shares

Segment	January			Dec and Jan			Annual		
	'06	'07	Chg.	Prev.	Curr.	Chg.	'05	'06	Chg.
Cars	45.3	38.8	-6.5	46.3	41.1	-5.2	43.8	48.4	4.6
Compact Cars	16.3	16.0	-0.3	17.0	16.8	-0.2	17.1	19.6	2.5
Mid Size Cars	16.4	12.8	-3.6	16.4	13.9	-2.5	15.6	16.8	1.2
Luxury Cars	10.0	8.3	-1.7	9.9	8.2	-1.7	8.0	8.7	0.7
Other Cars	2.6	1.8	-0.8	2.9	2.2	-0.7	3.1	3.3	0.2
Light Trucks	54.7	61.2	6.5	53.7	58.9	5.2	56.2	51.6	-4.6
Full Size Pickups	11.0	11.0	0.0	10.6	11.4	0.8	13.1	11.2	-1.9
Compact SUVs	9.1	14.3	5.2	8.9	12.7	3.8	10.1	10.1	0.0
Mid & Full Size SUVs	28.4	26.2	-2.2	28.0	26.6	-1.4	26.7	24.7	-2.0
Other Trucks	6.2	9.6	3.4	6.3	8.3	2.0	6.3	5.7	-0.6

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](http://www.autocount.com).

