

Denver Auto Outlook

Covering the Denver Area Automotive Market

Data thru July, 2006

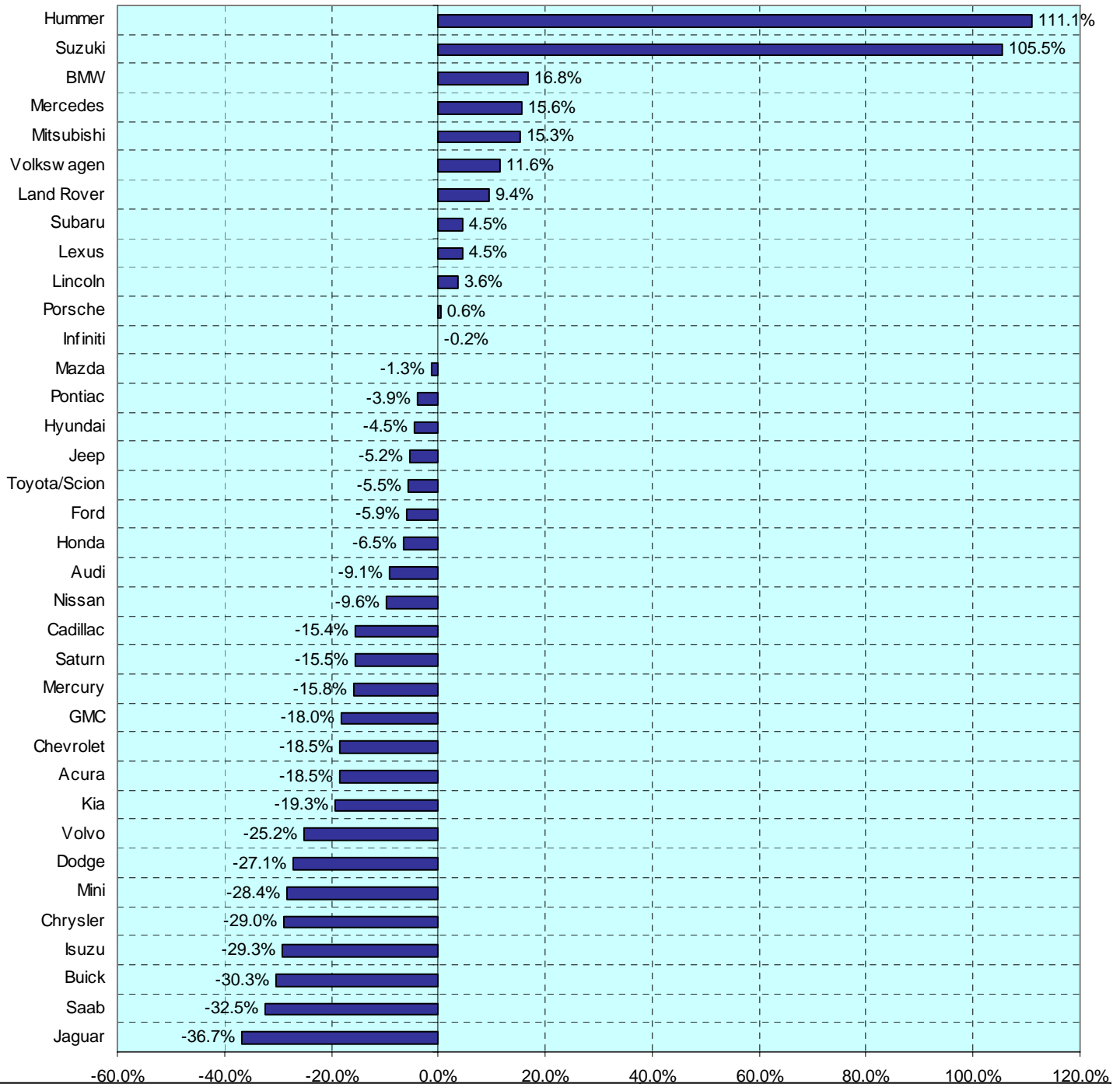
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Metro Denver Auto
Dealers Association

Denver Area New Retail Car and Light Truck Registrations

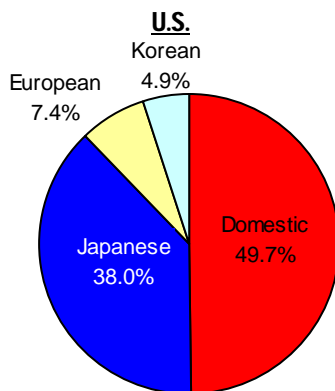
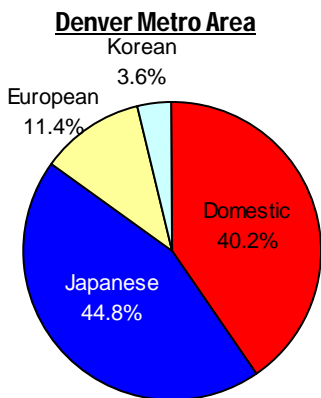
	July, 06				Two Month Period June and July '06				Year to date thru July				YTD Market Share (%)		
	Denver Area			U.S.	Denver Area			U.S.	Denver Area			Denver Area			
	2005	2006	% chg.	% chg.	Yr. Ago	Current	% chg.	% chg.	2005	2006	% chg.	% chg.	2005	2006	Chg.
MARKET SUMMARY															
TOTAL	7,415	6,693	-9.7%	-17.4%	16,716	14,564	-12.9%	-14.1%	57,747	52,971	-8.3%	-5.0%			
Cars	3,398	3,427	0.9%	1.1%	7,418	7,467	0.7%	2.0%	24,655	25,635	4.0%	3.1%	42.7	48.4	5.7
Light Trucks	4,017	3,266	-18.7%	-30.2%	9,298	7,097	-23.7%	-25.8%	33,092	27,336	-17.4%	-11.8%	57.3	51.6	-5.7
Domestic	3,360	2,611	-22.3%	-29.6%	7,329	5,679	-22.5%	-24.3%	24,806	21,286	-14.2%	-11.9%	43.0	40.2	-2.8
Japanese	2,974	3,048	2.5%	3.1%	6,941	6,756	-2.7%	3.0%	24,696	23,721	-3.9%	4.9%	42.8	44.8	2.0
European	800	779	-2.6%	-6.5%	1,821	1,556	-14.6%	-3.1%	6,077	6,035	-0.7%	5.7%	10.5	11.4	0.9
Korean	281	255	-9.3%	4.5%	625	573	-8.3%	3.5%	2,168	1,929	-11.0%	3.7%	3.8	3.6	-0.2
BRAND REGISTRATIONS															
Acura	136	104	-23.5%	-8.6%	317	250	-21.1%	-13.8%	1,157	943	-18.5%	-8.3%	2.0	1.8	-0.2
Audi	88	82	-6.8%	-2.6%	221	184	-16.7%	4.5%	755	686	-9.1%	5.7%	1.3	1.3	0.0
BMW	133	168	26.3%	-13.4%	300	317	5.7%	-5.0%	995	1,162	16.8%	7.7%	1.7	2.2	0.5
Buick	50	33	-34.0%	-37.2%	124	74	-40.3%	-36.9%	396	276	-30.3%	-20.2%	0.7	0.5	-0.2
Cadillac	111	75	-32.4%	-24.8%	239	153	-36.0%	-22.8%	727	615	-15.4%	-11.8%	1.3	1.2	-0.1
Chevrolet	972	677	-30.3%	-20.3%	2,024	1,474	-27.2%	-23.0%	5,970	4,868	-18.5%	-14.0%	10.3	9.2	-1.1
Chrysler	151	117	-22.5%	-37.7%	390	244	-37.4%	-28.9%	1,492	1,060	-29.0%	-11.1%	2.6	2.0	-0.6
Dodge	366	300	-18.0%	-37.7%	827	623	-24.7%	-25.1%	3,294	2,402	-27.1%	-9.5%	5.7	4.5	-1.2
Ford	871	688	-21.0%	-35.9%	1,819	1,532	-15.8%	-23.4%	6,471	6,088	-5.9%	-10.2%	11.2	11.5	0.3
GMC	265	171	-35.5%	-38.2%	594	360	-39.4%	-43.1%	1,618	1,326	-18.0%	-27.6%	2.8	2.5	-0.3
Honda	729	707	-3.0%	8.3%	1,751	1,590	-9.2%	6.0%	6,254	5,845	-6.5%	9.5%	10.8	11.0	0.2
Hummer	14	22	57.1%	-6.5%	29	53	82.8%	-11.1%	117	247	111.1%	60.1%	0.2	0.5	0.3
Hyundai	162	168	3.7%	6.2%	355	360	1.4%	4.8%	1,207	1,153	-4.5%	4.6%	2.1	2.2	0.1
Infiniti	55	42	-23.6%	-21.2%	134	158	17.9%	-20.7%	477	476	-0.2%	-14.3%	0.8	0.9	0.1
Isuzu	6	4	-33.3%	-15.7%	14	11	-21.4%	-31.7%	75	53	-29.3%	-35.7%	0.1	0.1	0.0
Jaguar	11	5	-54.5%	-15.1%	26	18	-30.8%	-20.7%	98	62	-36.7%	-30.1%	0.2	0.1	-0.1
Jeep	288	258	-10.4%	-36.3%	657	639	-2.7%	-28.6%	2,578	2,444	-5.2%	-11.7%	4.5	4.6	0.1
Kia	119	87	-26.9%	1.4%	270	213	-21.1%	1.4%	961	776	-19.3%	2.3%	1.7	1.5	-0.2
Land Rover	27	31	14.8%	-30.6%	57	57	0.0%	-13.2%	235	257	9.4%	15.0%	0.4	0.5	0.1
Lexus	181	184	1.7%	1.5%	436	410	-6.0%	3.9%	1,482	1,548	4.5%	5.4%	2.6	2.9	0.3
Lincoln	33	20	-39.4%	-21.5%	70	38	-45.7%	-16.5%	223	231	3.6%	-1.3%	0.4	0.4	0.0
Mazda	120	107	-10.8%	5.1%	275	246	-10.5%	6.2%	874	863	-1.3%	4.4%	1.5	1.6	0.1
Mercedes	90	89	-1.1%	3.9%	206	205	-0.5%	8.7%	742	858	15.6%	14.4%	1.3	1.6	0.3
Mercury	35	17	-51.4%	-34.1%	76	47	-38.2%	-20.0%	259	218	-15.8%	-9.4%	0.4	0.4	0.0
Mini	32	33	3.1%	-3.7%	81	66	-18.5%	-2.5%	257	184	-28.4%	-7.9%	0.4	0.3	-0.1
Mitsubishi	41	64	56.1%	1.2%	87	122	40.2%	-2.3%	333	384	15.3%	-9.5%	0.6	0.7	0.1
Nissan	402	356	-11.4%	-19.2%	918	788	-14.2%	-19.0%	3,240	2,929	-9.6%	-7.1%	5.6	5.5	-0.1
Other	8	21	162.5%	23.6%	30	33	10.0%	8.6%	115	113	-1.7%	2.4%	0.2	0.2	0.0
Pontiac	91	104	14.3%	-3.8%	206	204	-1.0%	3.6%	716	688	-3.9%	-4.4%	1.2	1.3	0.1
Porsche	12	18	50.0%	14.2%	36	36	0.0%	13.4%	181	182	0.6%	15.2%	0.3	0.3	0.0
Saab	56	43	-23.2%	-43.5%	131	60	-54.2%	-46.9%	311	210	-32.5%	-22.1%	0.5	0.4	-0.1
Saturn	112	118	5.4%	-8.0%	262	216	-17.6%	-3.7%	893	755	-15.5%	-2.3%	1.5	1.4	-0.1
Subaru	335	355	6.0%	5.4%	743	738	-0.7%	4.2%	2,518	2,631	4.5%	3.3%	4.4	5.0	0.6
Suzuki	27	63	133.3%	12.7%	53	116	118.9%	20.4%	199	409	105.5%	32.3%	0.3	0.8	0.5
Toyota/Scion	942	1,062	12.7%	13.2%	2,213	2,327	5.2%	14.4%	8,087	7,640	-5.5%	10.8%	14.0	14.4	0.4
Volkswagen	213	212	-0.5%	5.0%	457	422	-7.7%	5.2%	1,532	1,710	11.6%	17.3%	2.7	3.2	0.5
Volvo	131	88	-32.8%	-10.2%	288	180	-37.5%	-10.8%	908	679	-25.2%	-10.4%	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: July, 2006, previous two months combined (June and July), and year-to-date totals (thru July). 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 (YTD '06 thru July vs. Year Earlier)



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



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.

