

# Denver Auto Outlook

Comprehensive information on the Metro Denver new retail vehicle market

Released: August 2009

Covering Results thru July 2009

Released by:  
Metro Denver  
Auto Dealers Association

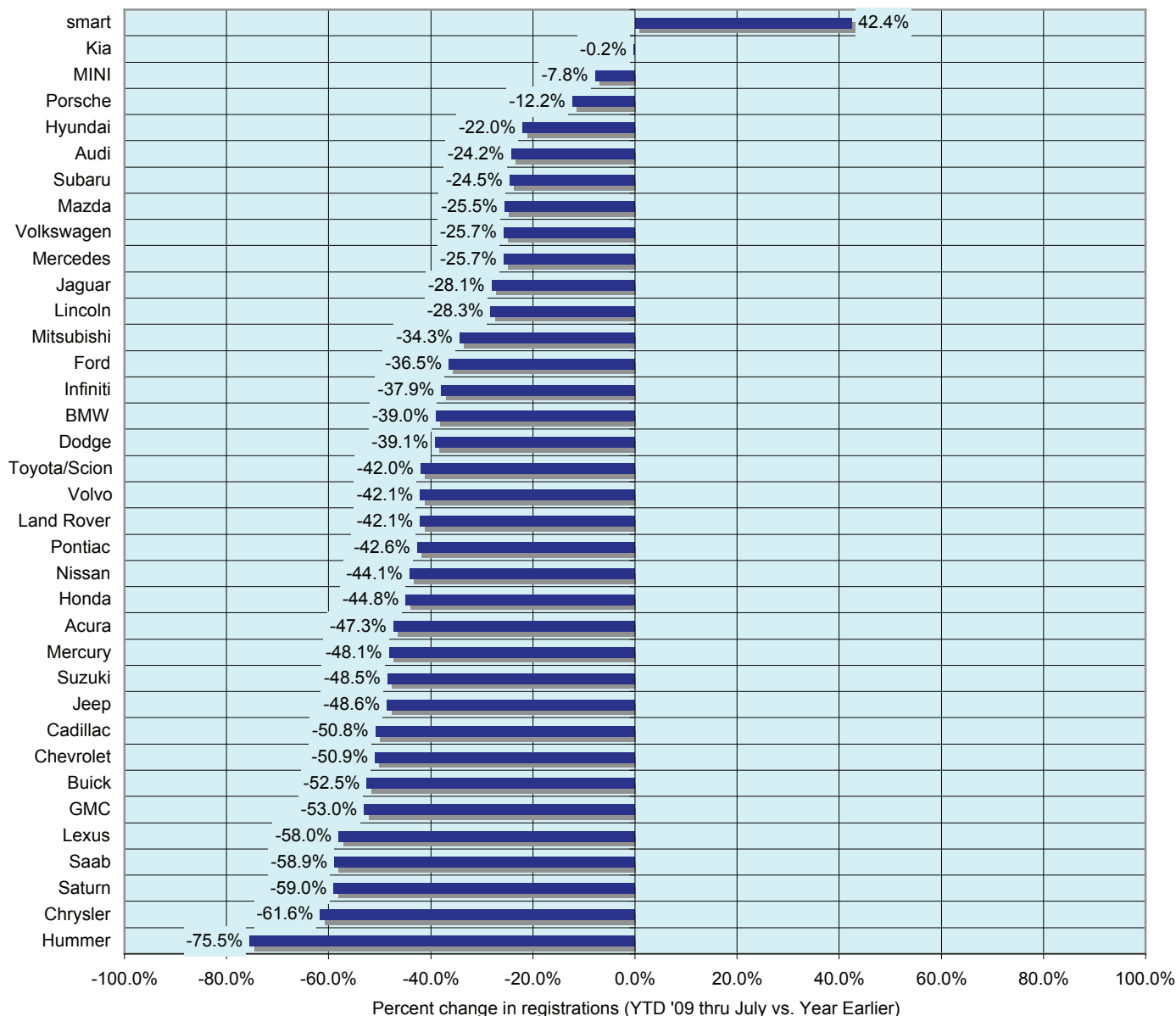
## Denver Area New Retail Car and Light Truck Registrations

	July			Two Month Period June '09 and July '09				YTD thru July				YTD Market Share (%)			
	Denver Area		U.S. % chg.	Denver Area		U.S. % chg.	Denver Area		U.S. % chg.	Denver Area		Denver Area			
	2008	2009		% chg.	Yr. Ago		Current	% chg.		2008	2009	% chg.	% chg.	2008	2009
<b>MARKET SUMMARY</b>															
TOTAL	7,644	4,761	-37.7%	-12.2%	15,255	9,455	-38.0%	-20.1%	50,846	30,315	-40.4%	-32.1%			
Cars	4,240	2,393	-43.6%	-10.4%	8,277	4,662	-43.7%	-21.1%	23,272	13,824	-40.6%	-31.9%	45.8	45.6	-0.2
Light Trucks	3,404	2,368	-30.4%	-14.5%	6,978	4,793	-31.3%	-18.8%	27,574	16,491	-40.2%	-32.3%	54.2	54.4	0.2
Domestic	2,405	1,505	-37.4%	-10.4%	4,845	3,042	-37.2%	-19.9%	17,531	9,460	-46.0%	-35.8%	34.5	31.2	-3.3
Japanese	4,003	2,367	-40.9%	-15.9%	7,993	4,742	-40.7%	-22.9%	26,016	15,322	-41.1%	-32.5%	51.2	50.5	-0.7
European	843	584	-30.7%	-17.6%	1,651	1,117	-32.3%	-19.2%	5,131	3,647	-28.9%	-25.0%	10.1	12.0	1.9
Korean	393	305	-22.4%	9.0%	766	554	-27.7%	-5.0%	2,168	1,886	-13.0%	-6.7%	4.3	6.2	1.9
<b>BRAND REGISTRATIONS</b>															
Acura	119	77	-35.3%	-32.5%	234	145	-38.0%	-33.0%	920	485	-47.3%	-34.1%	1.8	1.6	-0.2
Audi	131	85	-35.1%	-5.8%	222	168	-24.3%	-7.2%	679	515	-24.2%	-14.6%	1.3	1.7	0.4
BMW	199	96	-51.8%	-31.5%	385	202	-47.5%	-26.2%	1,190	726	-39.0%	-29.3%	2.3	2.4	0.1
Buick	40	23	-42.5%	-29.1%	77	37	-51.9%	-20.1%	295	140	-52.5%	-33.1%	0.6	0.5	-0.1
Cadillac	57	30	-47.4%	-52.6%	121	67	-44.6%	-46.5%	508	250	-50.8%	-46.2%	1.0	0.8	-0.2
Chevrolet	566	330	-41.7%	-9.2%	1,101	605	-45.0%	-22.1%	3,862	1,897	-50.9%	-34.5%	7.6	6.3	-1.3
Chrysler	77	50	-35.1%	-20.7%	144	80	-44.4%	-36.9%	580	223	-61.6%	-53.6%	1.1	0.7	-0.4
Dodge	321	201	-37.4%	-8.2%	608	464	-23.7%	-25.6%	2,330	1,420	-39.1%	-39.4%	4.6	4.7	0.1
Ford	591	474	-19.8%	2.9%	1,286	969	-24.7%	-2.7%	4,354	2,763	-36.5%	-28.2%	8.6	9.1	0.5
GMC	155	96	-38.1%	-20.3%	276	167	-39.5%	-27.2%	1,289	606	-53.0%	-36.5%	2.5	2.0	-0.5
Honda	1,067	530	-50.3%	-15.8%	2,091	1,080	-48.4%	-22.6%	6,226	3,439	-44.8%	-30.8%	12.2	11.3	-0.9
Hummer	15	4	-73.3%	-57.4%	33	12	-63.6%	-52.5%	184	45	-75.5%	-61.2%	0.4	0.1	-0.3
Hyundai	212	172	-18.9%	11.9%	421	296	-29.7%	-8.0%	1,272	992	-22.0%	-7.9%	2.5	3.3	0.8
Infiniti	85	52	-38.8%	-23.3%	175	98	-44.0%	-27.8%	568	353	-37.9%	-36.0%	1.1	1.2	0.1
Jaguar	6	4	-33.3%	-45.3%	9	8	-11.1%	-38.4%	32	23	-28.1%	-33.3%	0.1	0.1	0.0
Jeep	288	156	-45.8%	-1.9%	636	355	-44.2%	-21.2%	2,386	1,226	-48.6%	-36.4%	4.7	4.0	-0.7
Kia	181	133	-26.5%	4.7%	345	258	-25.2%	-0.2%	896	894	-0.2%	-4.8%	1.8	2.9	1.1
Land Rover	18	10	-44.4%	-10.8%	43	19	-55.8%	-11.3%	178	103	-42.1%	-24.1%	0.4	0.3	-0.1
Lexus	171	97	-43.3%	-16.5%	358	162	-54.7%	-16.6%	1,359	571	-58.0%	-31.7%	2.7	1.9	-0.8
Lincoln	28	19	-32.1%	-24.3%	59	46	-22.0%	-25.5%	226	162	-28.3%	-27.9%	0.4	0.5	0.1
Mazda	158	97	-38.6%	-15.1%	315	207	-34.3%	-29.1%	982	732	-25.5%	-32.0%	1.9	2.4	0.5
Mercedes	119	83	-30.3%	-21.7%	219	157	-28.3%	-22.2%	759	564	-25.7%	-27.6%	1.5	1.9	0.4
Mercury	27	12	-55.6%	6.6%	64	28	-56.3%	-17.6%	216	112	-48.1%	-33.3%	0.4	0.4	0.0
MINI	47	52	10.6%	-3.8%	90	87	-3.3%	-12.6%	245	226	-7.8%	-18.1%	0.5	0.7	0.2
Mitsubishi	63	41	-34.9%	-49.7%	132	86	-34.8%	-46.3%	396	260	-34.3%	-50.7%	0.8	0.9	0.1
Nissan	426	287	-32.6%	-24.8%	905	582	-35.7%	-23.5%	2,990	1,671	-44.1%	-31.6%	5.9	5.5	-0.4
Pontiac	104	58	-44.2%	-13.2%	183	115	-37.2%	-14.9%	486	279	-42.6%	-37.8%	1.0	0.9	-0.1
Porsche	20	18	-10.0%	-50.6%	39	40	2.6%	-57.7%	115	101	-12.2%	-38.5%	0.2	0.3	0.1
Saab	20	1	-95.0%	-71.7%	36	4	-88.9%	-65.3%	112	46	-58.9%	-57.7%	0.2	0.2	0.0
Saturn	136	52	-61.8%	-66.1%	257	96	-62.6%	-63.1%	815	334	-59.0%	-59.3%	1.6	1.1	-0.5
smart	33	10	-69.7%	-44.6%	71	29	-59.2%	-50.4%	99	141	42.4%	-36.9%	0.2	0.5	0.3
Subaru	445	381	-14.4%	34.2%	920	765	-16.8%	18.0%	3,256	2,457	-24.5%	4.3%	6.4	8.1	1.7
Suzuki	116	45	-61.2%	-56.7%	217	84	-61.3%	-68.4%	631	325	-48.5%	-59.7%	1.2	1.1	-0.1
Toyota/Scion	1,350	758	-43.9%	-10.8%	2,640	1,530	-42.0%	-22.1%	8,659	5,020	-42.0%	-34.6%	17.0	16.6	-0.4
Volkswagen	198	179	-9.6%	0.7%	410	318	-22.4%	-9.2%	1,229	913	-25.7%	-13.5%	2.4	3.0	0.6
Volvo	46	43	-6.5%	25.7%	116	81	-30.2%	11.2%	458	265	-42.1%	-29.5%	0.9	0.9	0.0
Other	9	5	-44.4%	-52.7%	17	8	-52.9%	-52.7%	64	36	-43.8%	-55.4%	0.1	0.1	0.0

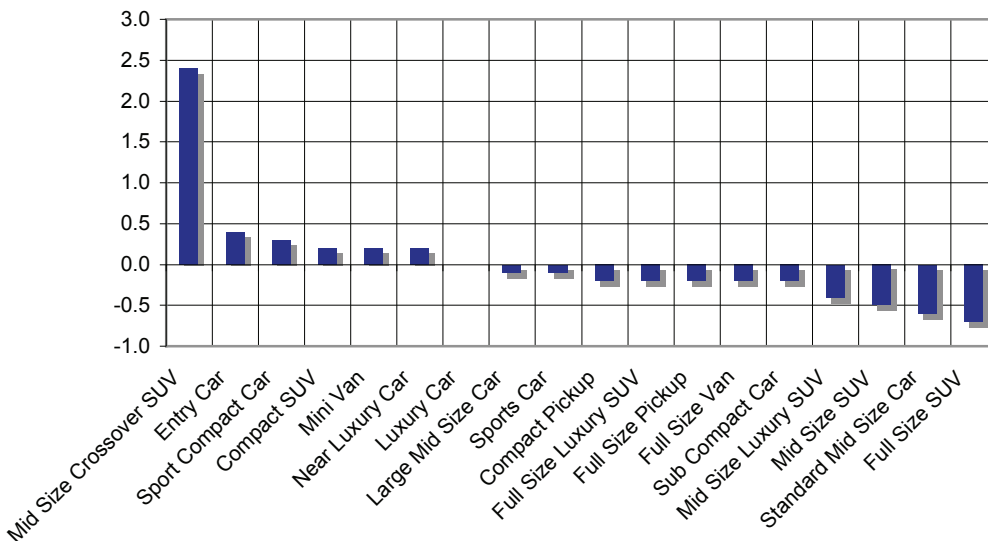
**IMPORTANT NOTE REGARDING JULY REGISTRATION DATA AND CARS PROGRAM:** The CARS (i.e., cash for clunkers program) resulted in a surge of new vehicle sales at the end of July. Due to processing delays that are typical during high volume sales periods, many of the vehicles sold in the final days of July will likely be included as August registrations. For this reason, registration figures presented above likely underestimate the actual number of new vehicles sold at dealerships.

Data source: AutoCount data from Experian Automotive.

**Percent Change in New Retail Light Vehicle Registrations (YTD '09 thru July vs. Year Earlier)**



**Change in Segment Market Share - YTD '09 thru July vs. Year Earlier**



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).

