

Denver Auto Outlook

Released by:

Metro Denver Auto
Dealers Association

Covering the Denver Area Automotive Market

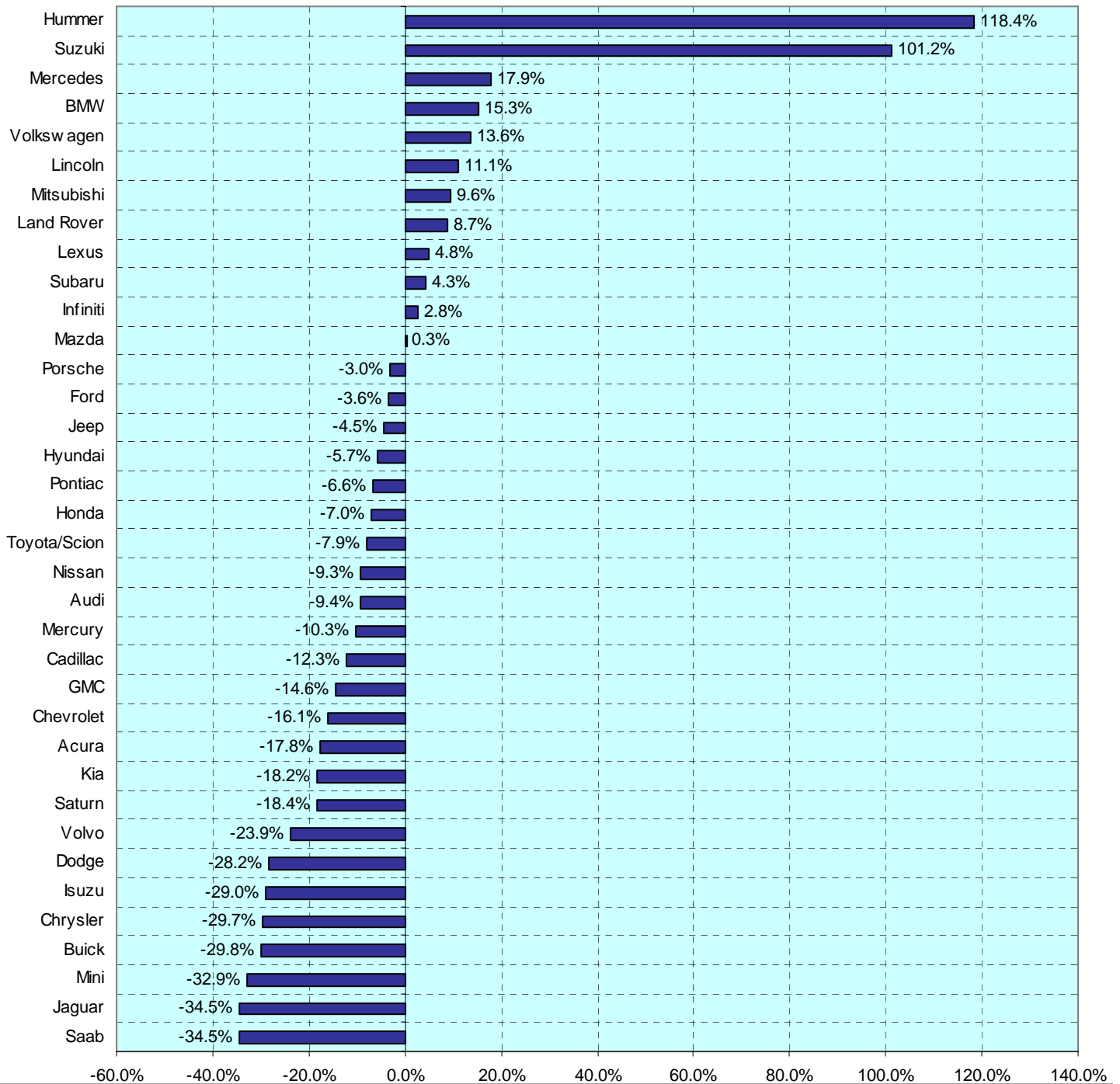
Data thru June, 2006

Denver Area New Retail Car and Light Truck Registrations

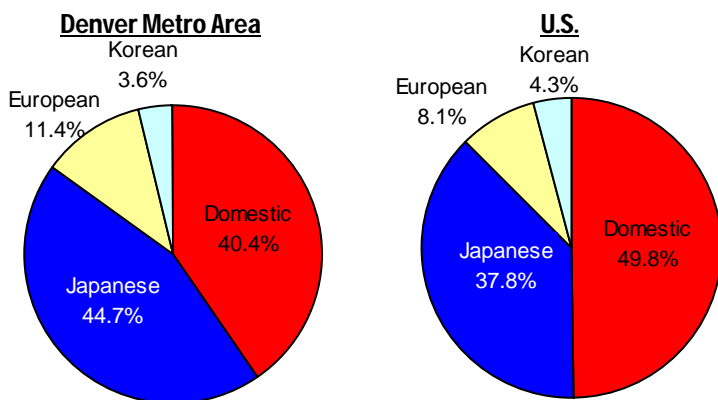
	June, 06			Two Month Period May and June '06			Year to date thru June			YTD Market Share (%)		
	Denver Area			Denver Area			Denver Area			Denver Area		
	2005	2006	% chg.	Yr. Ago	Current	% chg.	2005	2006	% chg.	Yr. Ago	Current	Chg.
MARKET SUMMARY												
TOTAL	9,301	7,871	-15.4%	17,476	16,057	-8.1%	50,332	46,278	-8.1%			
Cars	4,020	4,040	0.5%	7,622	8,119	6.5%	21,257	22,212	4.5%	42.2	48.0	5.8
Light Trucks	5,281	3,831	-27.5%	9,854	7,938	-19.4%	29,075	24,066	-17.2%	57.8	52.0	-5.8
Domestic	3,969	3,068	-22.7%	7,397	6,196	-16.2%	21,446	18,675	-12.9%	42.6	40.4	-2.2
Japanese	3,967	3,708	-6.5%	7,515	7,489	-0.3%	21,722	20,673	-4.8%	43.2	44.7	1.5
European	1,021	777	-23.9%	1,873	1,692	-9.7%	5,277	5,256	-0.4%	10.5	11.4	0.9
Korean	344	318	-7.6%	691	680	-1.6%	1,887	1,674	-11.3%	3.7	3.6	-0.1
BRAND REGISTRATIONS												
Acura	181	146	-19.3%	351	304	-13.4%	1,021	839	-17.8%	2.0	1.8	-0.2
Audi	133	102	-23.3%	222	201	-9.5%	667	604	-9.4%	1.3	1.3	0.0
BMW	167	149	-10.8%	303	325	7.3%	862	994	15.3%	1.7	2.1	0.4
Buick	74	41	-44.6%	125	92	-26.4%	346	243	-29.8%	0.7	0.5	-0.2
Cadillac	128	78	-39.1%	217	162	-25.3%	616	540	-12.3%	1.2	1.2	0.0
Chevrolet	1,052	797	-24.2%	1,800	1,512	-16.0%	4,998	4,191	-16.1%	9.9	9.1	-0.8
Chrysler	239	127	-46.9%	475	295	-37.9%	1,341	943	-29.7%	2.7	2.0	-0.7
Dodge	461	323	-29.9%	975	674	-30.9%	2,928	2,102	-28.2%	5.8	4.5	-1.3
Ford	948	844	-11.0%	1,848	1,814	-1.8%	5,600	5,400	-3.6%	11.1	11.7	0.6
GMC	329	189	-42.6%	541	361	-33.3%	1,353	1,155	-14.6%	2.7	2.5	-0.2
Honda	1,022	883	-13.6%	1,878	1,755	-6.5%	5,525	5,138	-7.0%	11.0	11.1	0.1
Hummer	15	31	106.7%	24	62	158.3%	103	225	118.4%	0.2	0.5	0.3
Hyundai	193	192	-0.5%	407	398	-2.2%	1,045	985	-5.7%	2.1	2.1	0.0
Infiniti	79	116	46.8%	158	193	22.2%	422	434	2.8%	0.8	0.9	0.1
Isuzu	8	7	-12.5%	18	16	-11.1%	69	49	-29.0%	0.1	0.1	0.0
Jaguar	15	13	-13.3%	34	21	-38.2%	87	57	-34.5%	0.2	0.1	-0.1
Jeep	369	381	3.3%	751	666	-11.3%	2,290	2,186	-4.5%	4.5	4.7	0.2
Kia	151	126	-16.6%	284	282	-0.7%	842	689	-18.2%	1.7	1.5	-0.2
Land Rover	30	26	-13.3%	69	70	1.4%	208	226	8.7%	0.4	0.5	0.1
Lexus	255	226	-11.4%	481	475	-1.2%	1,301	1,364	4.8%	2.6	2.9	0.3
Lincoln	37	18	-51.4%	59	61	3.4%	190	211	11.1%	0.4	0.5	0.1
Mazda	155	139	-10.3%	298	278	-6.7%	754	756	0.3%	1.5	1.6	0.1
Mercedes	116	116	0.0%	232	229	-1.3%	652	769	17.9%	1.3	1.7	0.4
Mercury	41	30	-26.8%	71	68	-4.2%	224	201	-10.3%	0.4	0.4	0.0
Mini	49	33	-32.7%	84	59	-29.8%	225	151	-32.9%	0.4	0.3	-0.1
Mitsubishi	46	58	26.1%	101	134	32.7%	292	320	9.6%	0.6	0.7	0.1
Nissan	516	432	-16.3%	960	893	-7.0%	2,838	2,573	-9.3%	5.6	5.6	0.0
Other	22	12	-45.5%	45	34	-24.4%	107	92	-14.0%	0.2	0.2	0.0
Pontiac	115	100	-13.0%	210	214	1.9%	625	584	-6.6%	1.2	1.3	0.1
Porsche	24	18	-25.0%	54	53	-1.9%	169	164	-3.0%	0.3	0.4	0.1
Saab	75	17	-77.3%	116	46	-60.3%	255	167	-34.5%	0.5	0.4	-0.1
Saturn	150	98	-34.7%	276	215	-22.1%	781	637	-18.4%	1.6	1.4	-0.2
Subaru	408	383	-6.1%	744	843	13.3%	2,183	2,276	4.3%	4.3	4.9	0.6
Suzuki	26	53	103.8%	59	133	125.4%	172	346	101.2%	0.3	0.7	0.4
Toyota/Scion	1,271	1,265	-0.5%	2,467	2,465	-0.1%	7,145	6,578	-7.9%	14.2	14.2	0.0
Volkswagen	244	210	-13.9%	446	457	2.5%	1,319	1,498	13.6%	2.6	3.2	0.6
Volvo	157	92	-41.4%	293	197	-32.8%	777	591	-23.9%	1.5	1.3	-0.2

The table above shows new retail light vehicle registrations in the Denver Metro Area for the following three time periods: June, 2006, previous two months combined (May and June), and year-to-date totals (thru June). 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 '06 thru June vs. Year Earlier)



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



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.