

# Denver Auto Outlook

Comprehensive information on the Metro Denver new retail vehicle market

Released: August 2008

Covering Results thru June 2008

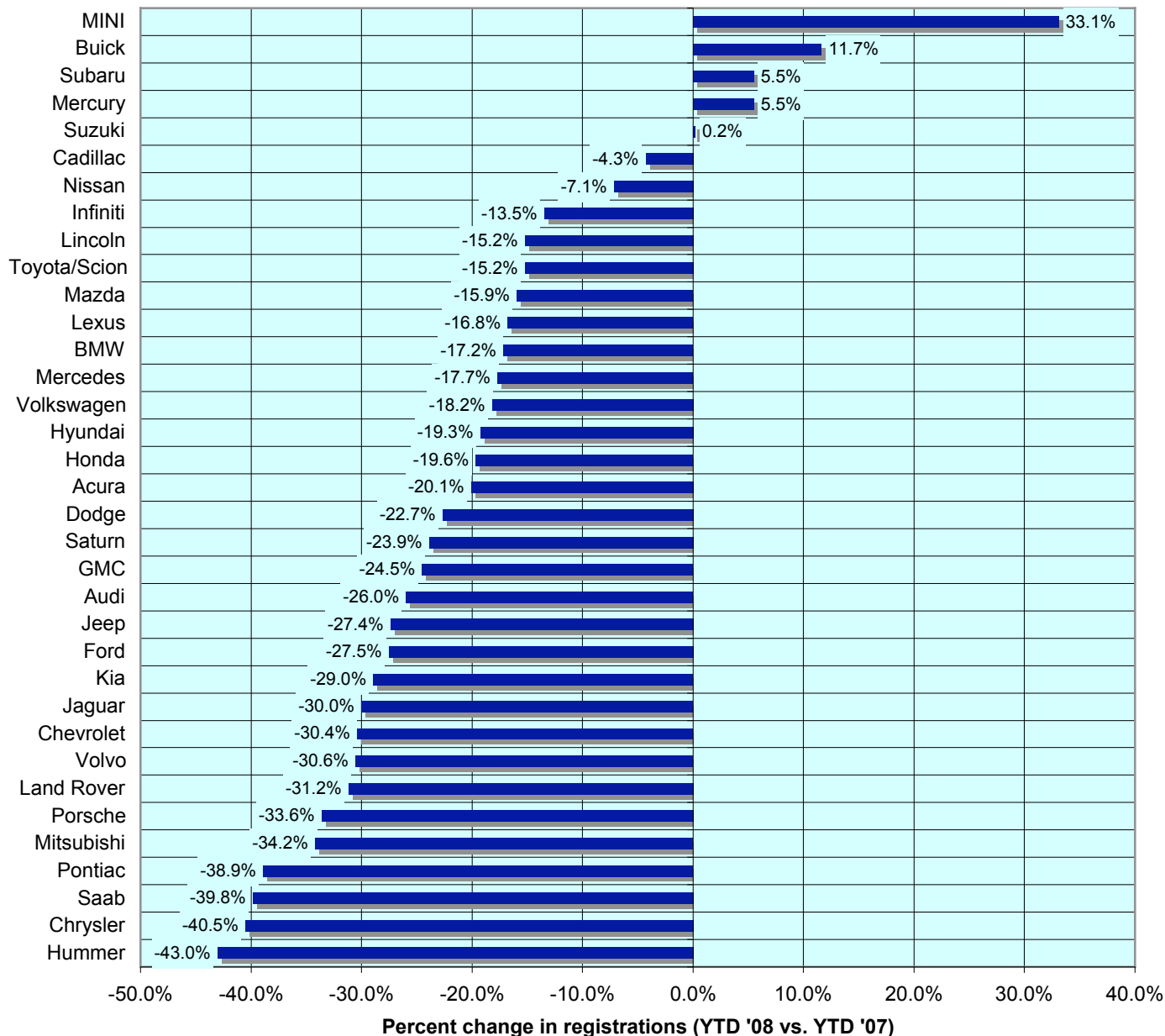
Released by:  
Metro Denver  
Auto Dealers Association

## Denver Area New Retail Car and Light Truck Registrations

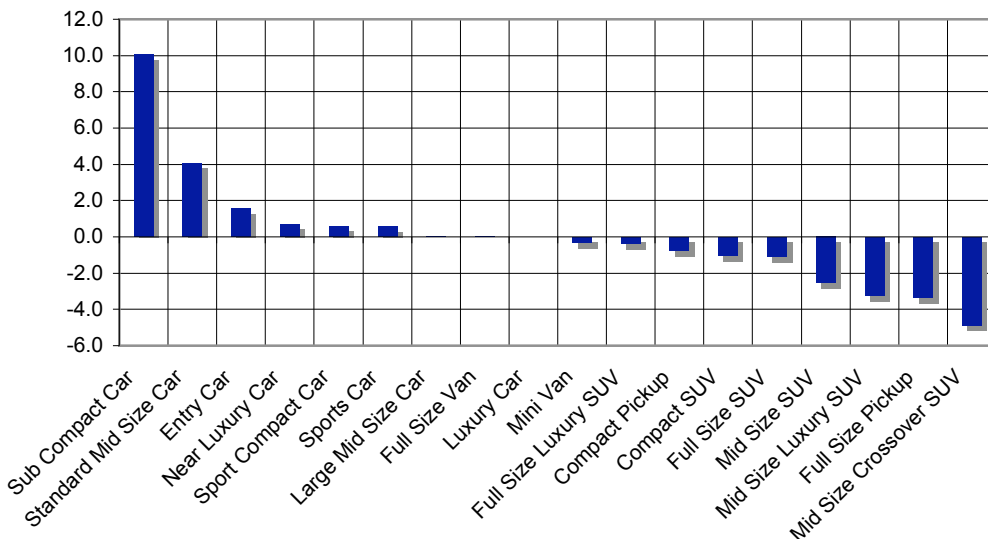
	June				Two Month Period May '08 and June '08				YTD (thru June)				YTD Market Share (%)		
	Denver Area			U.S.	Denver Area			U.S.	Denver Area			U.S.	Denver Area		
	2007	2008	% chg.	% chg.	Yr. Ago	Current	% chg.	% chg.	2007	2008	% chg.	% chg.	2007	2008	Chg.
<b>MARKET SUMMARY</b>															
TOTAL	8,372	6,541	-21.9%	-18.3%	16,354	12,408	-24.1%	-14.3%	48,380	38,814	-19.8%	-9.9%			
Cars	3,853	3,539	-8.1%	-7.6%	7,183	6,332	-11.8%	-2.4%	19,722	17,190	-12.8%	-1.5%	40.8	44.3	3.5
Light Trucks	4,519	3,002	-33.6%	-29.5%	9,171	6,076	-33.7%	-26.9%	28,658	21,624	-24.5%	-18.1%	59.2	55.7	-3.5
Domestic	3,313	2,106	-36.4%	-25.5%	6,510	4,124	-36.7%	-24.4%	18,764	13,715	-26.9%	-17.0%	38.8	35.3	-3.4
Japanese	3,902	3,455	-11.5%	-13.7%	7,622	6,527	-14.4%	-5.0%	22,932	19,803	-13.6%	-2.9%	47.4	51.0	3.6
European	819	676	-17.5%	-7.7%	1,555	1,181	-24.1%	-4.1%	4,677	3,759	-19.6%	-0.2%	9.7	9.7	0.0
Korean	338	304	-10.1%	3.5%	667	576	-13.6%	5.2%	2,007	1,537	-23.4%	-0.6%	4.1	4.0	-0.2
<b>BRAND REGISTRATIONS</b>															
Acura	146	98	-32.9%	-25.7%	270	191	-29.3%	-16.3%	897	717	-20.1%	-14.9%	1.9	1.8	0.0
Audi	79	73	-7.6%	5.3%	173	138	-20.2%	1.0%	639	473	-26.0%	-1.5%	1.3	1.2	-0.1
BMW	215	160	-25.6%	-17.0%	369	290	-21.4%	-10.6%	1,071	887	-17.2%	-0.5%	2.2	2.3	0.1
Buick	42	31	-26.2%	-41.7%	79	60	-24.1%	-38.5%	206	230	11.7%	-21.1%	0.4	0.6	0.2
Cadillac	62	57	-8.1%	-13.9%	126	119	-5.6%	-18.6%	423	405	-4.3%	-9.2%	0.9	1.0	0.2
Chevrolet	735	459	-37.6%	-14.2%	1,455	881	-39.5%	-19.7%	4,315	3,004	-30.4%	-15.5%	8.9	7.7	-1.2
Chrysler	132	70	-47.0%	-43.1%	268	141	-47.4%	-40.6%	824	490	-40.5%	-29.0%	1.7	1.3	-0.4
Dodge	392	213	-45.7%	-30.1%	839	479	-42.9%	-26.0%	2,254	1,743	-22.7%	-20.0%	4.7	4.5	-0.2
Ford	825	628	-23.9%	-28.4%	1,646	1,171	-28.9%	-20.6%	4,849	3,515	-27.5%	-12.7%	10.0	9.1	-1.0
GMC	296	105	-64.5%	-24.7%	529	244	-53.9%	-32.6%	1,409	1,064	-24.5%	-18.7%	2.9	2.7	-0.2
Honda	1,019	901	-11.6%	4.8%	1,962	1,665	-15.1%	11.7%	5,828	4,684	-19.6%	6.6%	12.0	12.1	0.0
Hummer	31	14	-54.8%	-59.3%	66	37	-43.9%	-59.8%	244	139	-43.0%	-40.4%	0.5	0.4	-0.1
Hyundai	204	184	-9.8%	1.3%	398	363	-8.8%	3.4%	1,147	926	-19.3%	-2.3%	2.4	2.4	0.0
Infiniti	79	75	-5.1%	-11.9%	143	154	7.7%	-7.1%	497	430	-13.5%	-3.0%	1.0	1.1	0.1
Jaguar	4	2	-50.0%	-3.5%	10	8	-20.0%	11.8%	30	21	-30.0%	-0.9%	0.1	0.1	0.0
Jeep	446	293	-34.3%	-40.3%	840	565	-32.7%	-28.6%	2,544	1,847	-27.4%	-18.5%	5.3	4.8	-0.5
Kia	134	120	-10.4%	7.6%	269	213	-20.8%	8.3%	860	611	-29.0%	2.1%	1.8	1.6	-0.2
Land Rover	32	23	-28.1%	-47.1%	72	34	-52.8%	-38.3%	215	148	-31.2%	-27.8%	0.4	0.4	-0.1
Lexus	224	161	-28.1%	-29.8%	452	304	-32.7%	-22.8%	1,289	1,073	-16.8%	-14.7%	2.7	2.8	0.1
Lincoln	38	27	-28.9%	-22.2%	82	61	-25.6%	-31.4%	217	184	-15.2%	-22.4%	0.4	0.5	0.0
Mazda	160	140	-12.5%	-7.7%	321	272	-15.3%	-1.6%	879	739	-15.9%	0.3%	1.8	1.9	0.1
Mercedes	107	78	-27.1%	-0.1%	208	167	-19.7%	0.0%	672	553	-17.7%	0.9%	1.4	1.4	0.0
Mercury	36	33	-8.3%	-25.6%	59	61	3.4%	-25.4%	164	173	5.5%	-23.7%	0.3	0.4	0.1
MINI	28	35	25.0%	24.8%	48	62	29.2%	38.8%	130	173	33.1%	32.8%	0.3	0.4	0.2
Mitsubishi	80	61	-23.8%	-42.4%	148	105	-29.1%	-32.8%	465	306	-34.2%	-23.4%	1.0	0.8	-0.2
Nissan	434	420	-3.2%	-18.5%	842	781	-7.2%	-4.3%	2,509	2,330	-7.1%	-2.4%	5.2	6.0	0.8
Pontiac	91	69	-24.2%	-15.7%	176	131	-25.6%	-19.5%	532	325	-38.9%	-12.9%	1.1	0.8	-0.3
Porsche	25	15	-40.0%	-18.9%	55	26	-52.7%	-17.7%	128	85	-33.6%	-15.5%	0.3	0.2	0.0
Saab	20	11	-45.0%	-57.1%	29	22	-24.1%	-44.4%	128	77	-39.8%	-29.0%	0.3	0.2	-0.1
Saturn	187	107	-42.8%	-12.8%	345	174	-49.6%	-23.8%	783	596	-23.9%	-18.6%	1.6	1.5	-0.1
Subaru	392	407	3.8%	5.3%	768	752	-2.1%	9.1%	2,388	2,520	5.5%	4.4%	4.9	6.5	1.6
Suzuki	57	88	54.4%	-5.2%	121	153	26.4%	-1.8%	457	458	0.2%	-2.2%	0.9	1.2	0.2
Toyota/Scion	1,303	1,101	-15.5%	-20.2%	2,577	2,143	-16.8%	-11.1%	7,691	6,521	-15.2%	-5.8%	15.9	16.8	0.9
Volkswagen	226	178	-21.2%	0.3%	414	288	-30.4%	0.2%	1,090	892	-18.2%	0.6%	2.3	2.3	0.0
Volvo	76	63	-17.1%	-26.9%	157	96	-38.9%	-24.1%	527	366	-30.6%	-14.2%	1.1	0.9	-0.1
Other	15	41	173.3%	123.4%	38	57	50.0%	133.4%	79	109	38.0%	131.7%	0.2	0.3	0.1

The table shows new retail light vehicle registrations in the Metro Denver Area. Please keep in mind that monthly registration figures 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 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. Source for area registrations: AutoCount. Source for U.S. data: Automotive News.

**Percent Change in New Retail Light Vehicle Registrations (YTD 2008 thru June vs. YTD 2007)**



**Change in Segment Market Share - YTD 2008 thru June vs. YTD 2007**



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).

