

Denver Auto Outlook

Comprehensive information on the Metro Denver new retail vehicle market

Released: July 2009

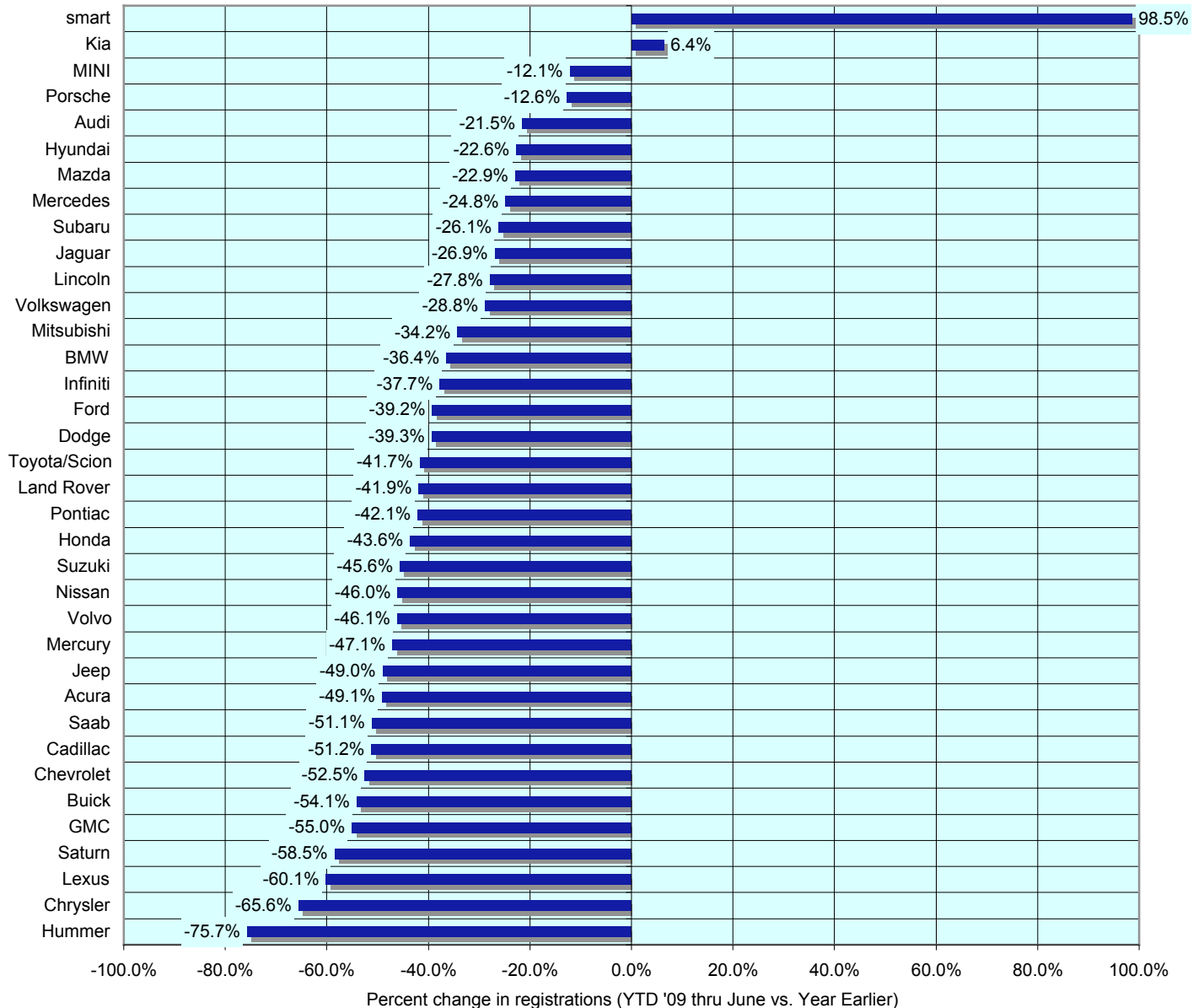
Covering Results thru June 2009

Released by:
Metro Denver
Auto Dealers Association

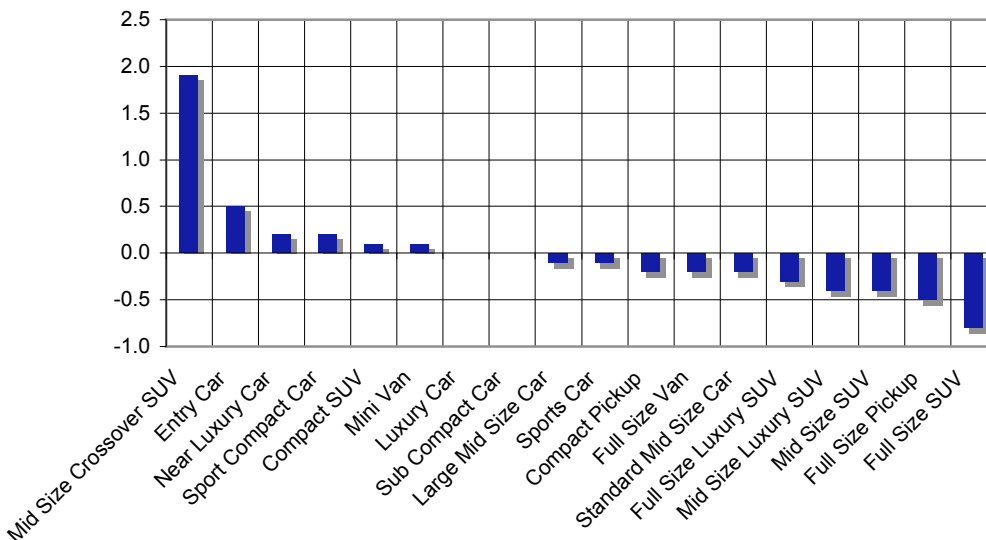
Denver Area New Retail Car and Light Truck Registrations															
	June			Two Month Period May '09 and June '09				YTD thru June				YTD Market Share (%)			
	Denver Area		U.S. % chg.	Denver Area		U.S. % chg.	Denver Area		U.S. % chg.	Denver Area		Denver Area			
	2008	2009		% chg.	Yr. Ago		Current	% chg.		2008	2009	% chg.	2008	2009	Chg.
MARKET SUMMARY															
TOTAL	7,611	4,694	-38.3%	-27.7%	13,878	8,466	-39.0%	-31.0%	43,202	25,554	-40.8%	-35.1%			
Cars	4,037	2,269	-43.8%	-31.0%	7,014	4,040	-42.4%	-35.1%	19,039	11,431	-40.0%	-35.4%	44.1	44.7	0.6
Light Trucks	3,574	2,425	-32.1%	-23.1%	6,864	4,426	-35.5%	-25.2%	24,163	14,123	-41.6%	-34.8%	55.9	55.3	-0.6
Domestic	2,440	1,537	-37.0%	-28.3%	4,583	2,690	-41.3%	-30.1%	15,126	7,955	-47.4%	-39.2%	35.0	31.1	-3.9
Japanese	3,990	2,375	-40.5%	-30.1%	7,268	4,303	-40.8%	-35.3%	22,013	12,955	-41.1%	-35.2%	51.0	50.7	-0.3
European	808	533	-34.0%	-20.8%	1,358	979	-27.9%	-23.0%	4,288	3,063	-28.6%	-26.3%	9.9	12.0	2.1
Korean	373	249	-33.2%	-17.3%	669	494	-26.2%	-18.0%	1,775	1,581	-10.9%	-9.4%	4.1	6.2	2.1
BRAND REGISTRATIONS															
Acura	115	68	-40.9%	-33.5%	214	132	-38.3%	-35.1%	801	408	-49.1%	-34.4%	1.9	1.6	-0.3
Audi	91	83	-8.8%	-8.3%	159	154	-3.1%	-10.2%	548	430	-21.5%	-15.9%	1.3	1.7	0.4
BMW	186	106	-43.0%	-20.1%	325	186	-42.8%	-24.3%	991	630	-36.4%	-28.9%	2.3	2.5	0.2
Buick	37	14	-62.2%	-10.7%	68	32	-52.9%	-14.0%	255	117	-54.1%	-33.7%	0.6	0.5	-0.1
Cadillac	64	37	-42.2%	-40.9%	129	57	-55.8%	-40.4%	451	220	-51.2%	-45.2%	1.0	0.9	-0.1
Chevrolet	535	275	-48.6%	-33.4%	978	532	-45.6%	-28.3%	3,296	1,567	-52.5%	-38.1%	7.6	6.1	-1.5
Chrysler	67	30	-55.2%	-49.3%	132	52	-60.6%	-50.4%	503	173	-65.6%	-56.9%	1.2	0.7	-0.5
Dodge	287	263	-8.4%	-40.4%	585	424	-27.5%	-44.8%	2,009	1,219	-39.3%	-43.1%	4.7	4.8	0.1
Ford	695	495	-28.8%	-8.1%	1,255	857	-31.7%	-17.7%	3,763	2,289	-39.2%	-32.5%	8.7	9.0	0.3
GMC	121	71	-41.3%	-33.7%	271	147	-45.8%	-25.5%	1,134	510	-55.0%	-38.7%	2.6	2.0	-0.6
Honda	1,024	550	-46.3%	-29.2%	1,829	996	-45.5%	-36.1%	5,159	2,909	-43.6%	-33.4%	11.9	11.4	-0.5
Hummer	18	8	-55.6%	-48.0%	45	13	-71.1%	-44.5%	169	41	-75.7%	-61.7%	0.4	0.2	-0.2
Hyundai	209	124	-40.7%	-24.2%	401	251	-37.4%	-22.4%	1,060	820	-22.6%	-11.4%	2.5	3.2	0.7
Infiniti	90	46	-48.9%	-32.3%	175	82	-53.1%	-35.4%	483	301	-37.7%	-37.9%	1.1	1.2	0.1
Jaguar	3	4	33.3%	-31.2%	9	9	0.0%	-32.5%	26	19	-26.9%	-31.3%	0.1	0.1	0.0
Jeep	348	199	-42.8%	-37.7%	646	317	-50.9%	-38.8%	2,098	1,070	-49.0%	-40.2%	4.9	4.2	-0.7
Kia	164	125	-23.8%	-5.1%	268	243	-9.3%	-10.8%	715	761	6.4%	-6.5%	1.7	3.0	1.3
Land Rover	25	9	-64.0%	-11.9%	36	17	-52.8%	-20.0%	160	93	-41.9%	-25.7%	0.4	0.4	0.0
Lexus	187	65	-65.2%	-16.7%	339	130	-61.7%	-27.9%	1,188	474	-60.1%	-34.1%	2.7	1.9	-0.8
Lincoln	31	27	-12.9%	-26.6%	65	49	-24.6%	-13.2%	198	143	-27.8%	-28.4%	0.5	0.6	0.1
Mazda	157	110	-29.9%	-42.2%	296	198	-33.1%	-41.1%	824	635	-22.9%	-34.5%	1.9	2.5	0.6
Mercedes	100	74	-26.0%	-22.6%	199	146	-26.6%	-26.8%	640	481	-24.8%	-28.6%	1.5	1.9	0.4
Mercury	37	16	-56.8%	-37.1%	66	34	-48.5%	-30.5%	189	100	-47.1%	-38.4%	0.4	0.4	0.0
MINI	43	35	-18.6%	-21.2%	76	64	-15.8%	-24.4%	198	174	-12.1%	-20.9%	0.5	0.7	0.2
Mitsubishi	69	45	-34.8%	-41.8%	117	77	-34.2%	-51.4%	333	219	-34.2%	-50.9%	0.8	0.9	0.1
Nissan	479	295	-38.4%	-21.9%	860	476	-44.7%	-28.0%	2,564	1,384	-46.0%	-32.8%	5.9	5.4	-0.5
Pontiac	79	57	-27.8%	-16.4%	144	88	-38.9%	-34.2%	382	221	-42.1%	-41.9%	0.9	0.9	0.0
Porsche	19	22	15.8%	-66.0%	31	41	32.3%	-47.1%	95	83	-12.6%	-36.0%	0.2	0.3	0.1
Saab	16	3	-81.3%	-58.4%	28	14	-50.0%	-61.1%	92	45	-51.1%	-55.4%	0.2	0.2	0.0
Saturn	121	44	-63.6%	-60.2%	199	87	-56.3%	-57.9%	679	282	-58.5%	-58.1%	1.6	1.1	-0.5
smart	38	19	-50.0%	-56.1%	51	40	-21.6%	-56.4%	66	131	98.5%	-35.4%	0.2	0.5	0.3
Subaru	475	384	-19.2%	3.4%	850	721	-15.2%	-0.9%	2,811	2,076	-26.1%	-0.8%	6.5	8.1	1.6
Suzuki	101	39	-61.4%	-78.0%	173	77	-55.5%	-76.5%	515	280	-45.6%	-60.2%	1.2	1.1	-0.1
Toyota/Scion	1,290	772	-40.2%	-33.6%	2,408	1,412	-41.4%	-38.0%	7,309	4,262	-41.7%	-38.3%	16.9	16.7	-0.2
Volkswagen	212	139	-34.4%	-18.0%	332	245	-26.2%	-15.3%	1,031	734	-28.8%	-16.0%	2.4	2.9	0.5
Volvo	70	38	-45.7%	0.6%	105	60	-42.9%	-11.4%	412	222	-46.1%	-35.6%	1.0	0.9	-0.1
Other	8	3	-62.5%	-52.7%	14	6	-57.1%	-54.9%	55	31	-43.6%	-55.8%	0.1	0.1	0.0

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 '09 thru June vs. Year Earlier)



Change in Segment Market Share - YTD '09 thru June 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.

