

# Denver Auto Outlook

Comprehensive information on the Metro Denver new retail vehicle market

Released: May 2008

Covering Results thru March 2008

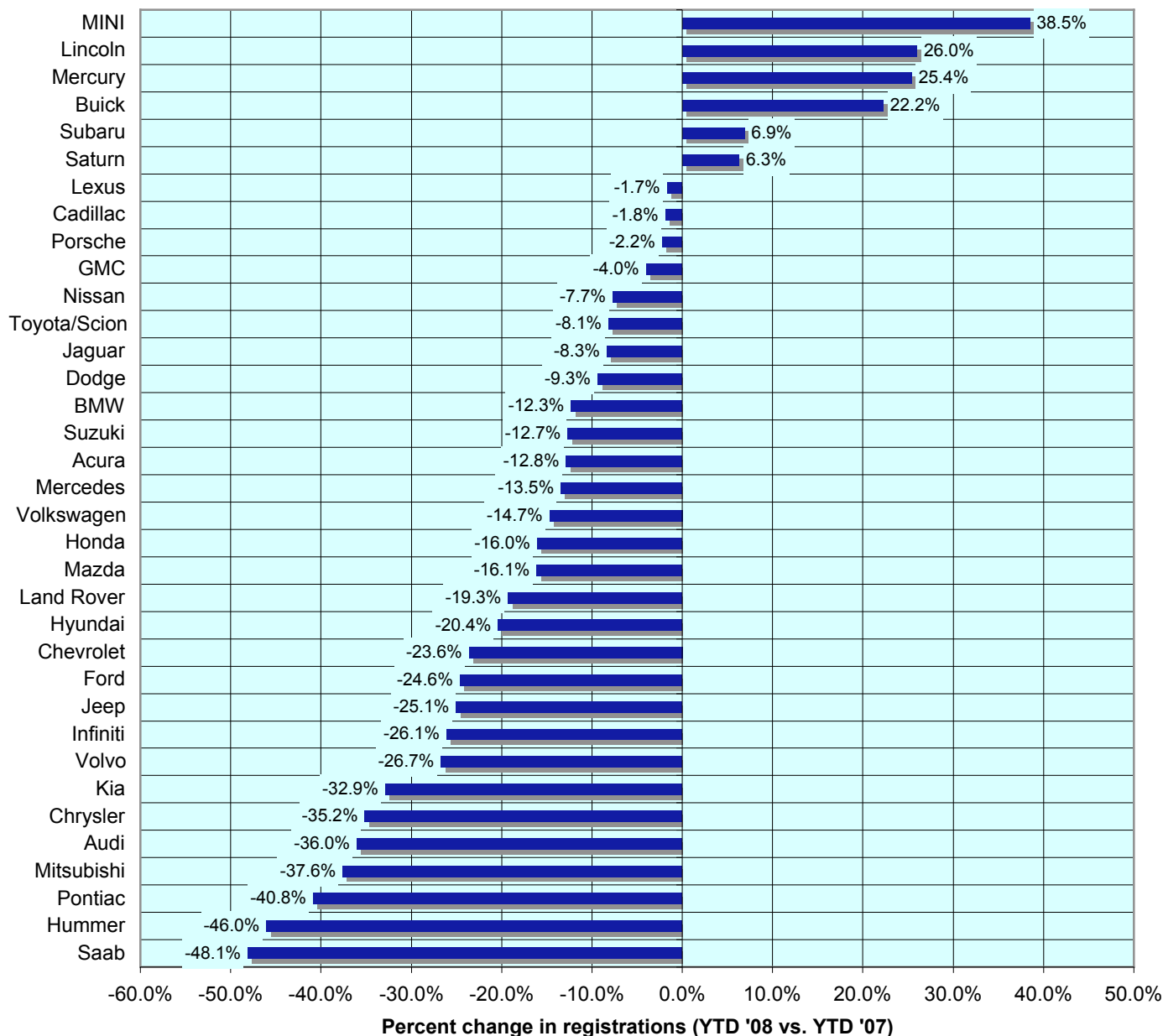
Released by:  
Metro Denver  
Auto Dealers Association

## Denver Area New Retail Car and Light Truck Registrations

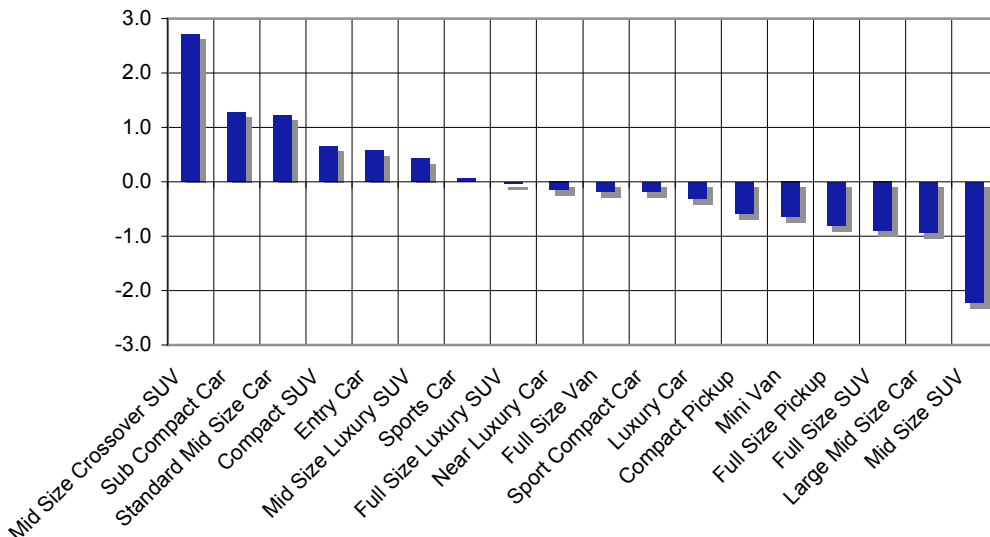
	March				Two Month Period Feb '08 and Mar '08				YTD (thru Mar)				YTD Market Share (%)		
	Denver Area			U.S.	Denver Area			U.S.	Denver Area			Denver Area			
	2007	2008	% chg.	% chg.	Yr. Ago	Current	% chg.	% chg.	2007	2008	% chg.	% chg.	2007	2008	Chg.
<b>MARKET SUMMARY</b>															
TOTAL	7,113	6,556	-7.8%	-12.0%	14,023	12,135	-13.5%	-9.4%	22,737	19,321	-15.0%	-7.6%			
Cars	2,769	2,789	0.7%	-5.8%	5,214	4,956	-4.9%	-4.0%	8,569	7,584	-11.5%	-2.9%	37.7	39.3	1.6
Light Trucks	4,344	3,767	-13.3%	-17.8%	8,809	7,179	-18.5%	-14.4%	14,168	11,737	-17.2%	-11.9%	62.3	60.7	-1.6
Domestic	2,882	2,290	-20.5%	-17.6%	5,429	4,354	-19.8%	-14.7%	8,647	6,961	-19.5%	-11.5%	38.0	36.0	-2.0
Japanese	3,293	3,427	4.1%	-7.3%	6,636	6,228	-6.1%	-3.9%	10,848	9,791	-9.7%	-3.8%	47.7	50.7	3.0
European	656	597	-9.0%	-1.1%	1,365	1,125	-17.6%	-0.7%	2,305	1,877	-18.6%	2.2%	10.1	9.7	-0.4
Korean	282	242	-14.2%	-2.7%	593	428	-27.8%	-5.3%	937	692	-26.1%	-8.0%	4.1	3.6	-0.5
<b>BRAND REGISTRATIONS</b>															
Acura	133	127	-4.5%	-21.8%	267	233	-12.7%	-13.9%	460	401	-12.8%	-14.0%	2.0	2.1	0.1
Audi	105	78	-25.7%	-0.4%	204	142	-30.4%	-3.3%	361	231	-36.0%	-2.2%	1.6	1.2	-0.4
BMW	130	146	12.3%	-8.7%	283	262	-7.4%	-7.8%	496	435	-12.3%	5.1%	2.2	2.3	0.1
Buick	42	38	-9.5%	-24.1%	64	67	4.7%	-19.9%	90	110	22.2%	-12.7%	0.4	0.6	0.2
Cadillac	61	74	21.3%	-7.9%	135	140	3.7%	-3.7%	218	214	-1.8%	-0.3%	1.0	1.1	0.1
Chevrolet	732	506	-30.9%	-22.8%	1,287	936	-27.3%	-17.3%	2,008	1,534	-23.6%	-12.4%	8.8	7.9	-0.9
Chrysler	120	92	-23.3%	-21.9%	211	168	-20.4%	-16.1%	384	249	-35.2%	-16.4%	1.7	1.3	-0.4
Dodge	337	274	-18.7%	-21.4%	636	553	-13.1%	-18.9%	997	904	-9.3%	-17.0%	4.4	4.7	0.3
Ford	696	582	-16.4%	-13.1%	1,391	1,075	-22.7%	-9.4%	2,247	1,694	-24.6%	-7.1%	9.9	8.8	-1.1
GMC	215	188	-12.6%	-4.5%	414	367	-11.4%	-11.8%	623	598	-4.0%	-5.0%	2.7	3.1	0.4
Honda	791	820	3.7%	-0.8%	1,626	1,415	-13.0%	2.2%	2,712	2,277	-16.0%	1.5%	11.9	11.8	-0.1
Hummer	38	25	-34.2%	-28.8%	95	43	-54.7%	-24.5%	139	75	-46.0%	-24.2%	0.6	0.4	-0.2
Hyundai	151	141	-6.6%	1.9%	329	244	-25.8%	-3.4%	505	402	-20.4%	-8.5%	2.2	2.1	-0.1
Infiniti	80	71	-11.3%	-0.4%	165	128	-22.4%	1.3%	272	201	-26.1%	0.0%	1.2	1.0	-0.2
Jaguar	4	4	0.0%	5.1%	8	6	-25.0%	-1.5%	12	11	-8.3%	-18.1%	0.1	0.1	0.0
Jeep	390	268	-31.3%	-11.9%	783	595	-24.0%	-13.1%	1,293	969	-25.1%	-11.1%	5.7	5.0	-0.7
Kia	131	101	-22.9%	-9.8%	264	184	-30.3%	-8.3%	432	290	-32.9%	-7.3%	1.9	1.5	-0.4
Land Rover	32	20	-37.5%	-16.6%	70	50	-28.6%	-13.2%	114	92	-19.3%	-14.4%	0.5	0.5	0.0
Lexus	165	172	4.2%	-13.6%	329	337	2.4%	-10.0%	595	585	-1.7%	-9.5%	2.6	3.0	0.4
Lincoln	29	36	24.1%	-26.1%	56	59	5.4%	-19.8%	77	97	26.0%	-18.9%	0.3	0.5	0.2
Mazda	137	127	-7.3%	-12.8%	228	216	-5.3%	-5.6%	397	333	-16.1%	-1.8%	1.7	1.7	0.0
Mercedes	87	83	-4.6%	-3.7%	185	181	-2.2%	1.1%	349	302	-13.5%	2.9%	1.5	1.6	0.0
Mercury	25	34	36.0%	-17.7%	39	61	56.4%	-19.6%	67	84	25.4%	-21.5%	0.3	0.4	0.1
MINI	13	24	84.6%	17.3%	32	43	34.4%	28.0%	52	72	38.5%	24.7%	0.2	0.4	0.1
Mitsubishi	72	52	-27.8%	-14.2%	142	86	-39.4%	-10.8%	213	133	-37.6%	-14.4%	0.9	0.7	-0.2
Nissan	396	423	6.8%	-4.3%	742	743	0.1%	-2.0%	1,186	1,095	-7.7%	-3.7%	5.2	5.7	0.5
Pontiac	76	49	-35.5%	-16.5%	137	91	-33.6%	-10.3%	218	129	-40.8%	-8.5%	1.0	0.7	-0.3
Porsche	19	12	-36.8%	-24.7%	32	26	-18.8%	-20.3%	45	44	-2.2%	-17.6%	0.2	0.2	0.0
Saab	17	14	-17.6%	4.4%	42	28	-33.3%	-7.2%	79	41	-48.1%	-12.8%	0.3	0.2	-0.1
Saturn	121	124	2.5%	-14.1%	181	199	9.9%	-24.0%	286	304	6.3%	-15.3%	1.3	1.6	0.3
Subaru	322	393	22.0%	-7.4%	732	783	7.0%	-4.2%	1,157	1,237	6.9%	-4.9%	5.1	6.4	1.3
Suzuki	81	84	3.7%	-4.7%	164	147	-10.4%	-1.6%	260	227	-12.7%	-4.9%	1.1	1.2	0.0
Toyota/Scion	1,112	1,155	3.9%	-9.8%	2,233	2,135	-4.4%	-6.6%	3,586	3,294	-8.1%	-5.1%	15.8	17.0	1.3
Volkswagen	138	152	10.1%	12.9%	319	252	-21.0%	7.2%	504	430	-14.7%	0.4%	2.2	2.2	0.0
Volvo	105	56	-46.7%	-13.1%	181	121	-33.1%	-12.3%	277	203	-26.7%	-7.9%	1.2	1.1	-0.2
Other	10	11	10.0%	88.7%	17	19	11.8%	95.0%	26	24	-7.7%	121.9%	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 2008 thru March vs. YTD 2007)**



**Change in Segment Market Share - YTD 2008 thru March 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).

