

Denver Auto Outlook

Comprehensive information on the Metro Denver new retail vehicle market

Released: April 2009

Covering Results thru March 2009

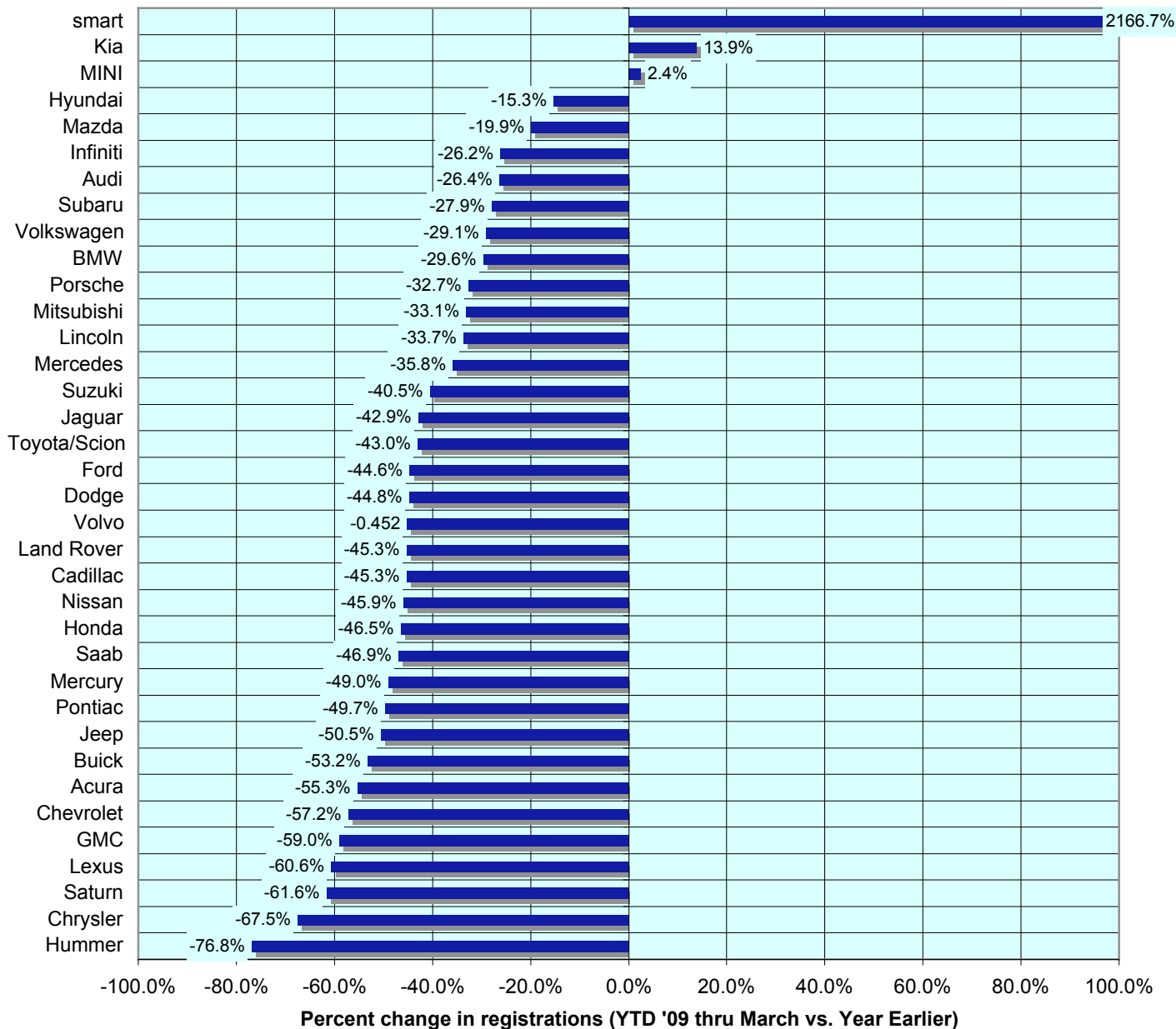
Released by:
Metro Denver
Auto Dealers Association

Denver Area New Retail Car and Light Truck Registrations

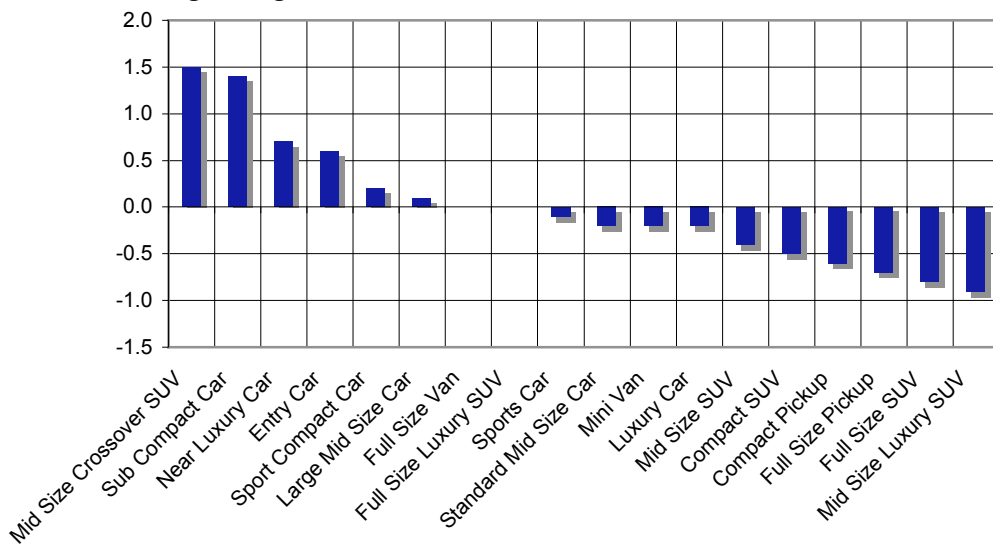
	March			Two Month Period Feb '09 and Mar '09				YTD thru March				YTD Market Share (%)			
	Denver Area		U.S. % chg.	Denver Area			U.S. % chg.	Denver Area			U.S. % chg.	Denver Area			
	2008	2009		% chg.	Yr. Ago	Current		% chg.	2008	2009		% chg.	2008	2009	Chg.
MARKET SUMMARY															
TOTAL	7,428	4,205	-43.4%	-36.8%	13,748	8,028	-41.6%	-38.9%	22,234	12,688	-42.9%	-38.4%			
Cars	3,162	1,906	-39.7%	-34.0%	5,595	3,468	-38.0%	-36.1%	8,729	5,324	-39.0%	-36.4%	39.3	42.0	2.7
Light Trucks	4,266	2,299	-46.1%	-39.8%	8,153	4,560	-44.1%	-41.8%	13,505	7,364	-45.5%	-40.4%	60.7	58.0	-2.7
Domestic	2,584	1,307	-49.4%	-42.1%	4,920	2,490	-49.4%	-45.6%	8,018	3,886	-51.5%	-46.2%	36.1	30.6	-5.5
Japanese	3,872	2,072	-46.5%	-36.7%	7,029	3,995	-43.2%	-37.2%	11,190	6,443	-42.4%	-34.9%	50.3	50.8	0.5
European	705	528	-25.1%	-24.5%	1,312	1,012	-22.9%	-26.5%	2,210	1,571	-28.9%	-27.7%	9.9	12.4	2.5
Korean	267	298	11.6%	-3.3%	487	531	9.0%	-2.2%	816	788	-3.4%	0.7%	3.7	6.2	2.5
BRAND REGISTRATIONS															
Acura	141	65	-53.9%	-32.2%	263	115	-56.3%	-36.8%	459	205	-55.3%	-34.7%	2.1	1.6	-0.5
Audi	90	59	-34.4%	-19.5%	174	123	-29.3%	-21.6%	284	209	-26.4%	-23.1%	1.3	1.6	0.3
BMW	166	118	-28.9%	-24.2%	291	238	-18.2%	-30.5%	496	349	-29.6%	-26.8%	2.2	2.8	0.6
Buick	42	22	-47.6%	-40.2%	76	37	-51.3%	-45.9%	126	59	-53.2%	-45.7%	0.6	0.5	-0.1
Cadillac	85	35	-58.8%	-53.0%	161	77	-52.2%	-52.2%	247	135	-45.3%	-49.1%	1.1	1.1	0.0
Chevrolet	560	240	-57.1%	-42.4%	1,053	474	-55.0%	-48.5%	1,761	753	-57.2%	-48.5%	7.9	5.9	-2.0
Chrysler	100	30	-70.0%	-51.9%	179	59	-67.0%	-57.4%	280	91	-67.5%	-60.8%	1.3	0.7	-0.6
Dodge	305	199	-34.8%	-32.8%	617	418	-32.3%	-35.6%	1,068	590	-44.8%	-40.1%	4.8	4.7	-0.1
Ford	666	343	-48.5%	-41.7%	1,218	664	-45.5%	-45.0%	1,912	1,060	-44.6%	-43.5%	8.6	8.4	-0.2
GMC	215	82	-61.9%	-50.5%	403	156	-61.3%	-51.1%	658	270	-59.0%	-47.9%	3.0	2.1	-0.9
Honda	917	474	-48.3%	-36.7%	1,580	863	-45.4%	-37.1%	2,571	1,375	-46.5%	-34.5%	11.6	10.8	-0.8
Hummer	33	6	-81.8%	-75.9%	61	12	-80.3%	-72.3%	99	23	-76.8%	-68.5%	0.4	0.2	-0.2
Hyundai	154	144	-6.5%	-4.8%	280	269	-3.9%	-3.4%	485	411	-15.3%	0.5%	2.2	3.2	1.0
Infiniti	83	55	-33.7%	-47.6%	147	124	-15.6%	-43.1%	229	169	-26.2%	-36.3%	1.0	1.3	0.3
Jaguar	6	2	-66.7%	-33.0%	8	5	-37.5%	-31.7%	14	8	-42.9%	-31.8%	0.1	0.1	0.0
Jeep	315	231	-26.7%	-40.5%	695	375	-46.0%	-36.7%	1,141	565	-50.5%	-40.6%	5.1	4.5	-0.6
Kia	113	154	36.3%	-0.6%	207	262	26.6%	-0.1%	331	377	13.9%	1.0%	1.5	3.0	1.5
Land Rover	22	19	-13.6%	-26.4%	57	35	-38.6%	-27.7%	106	58	-45.3%	-30.7%	0.5	0.5	0.0
Lexus	198	78	-60.6%	-42.9%	381	138	-63.8%	-40.8%	663	261	-60.6%	-36.8%	3.0	2.1	-0.9
Lincoln	38	19	-50.0%	-33.0%	63	45	-28.6%	-36.8%	104	69	-33.7%	-33.1%	0.5	0.5	0.0
Mazda	145	122	-15.9%	-33.3%	249	208	-16.5%	-32.1%	392	314	-19.9%	-30.8%	1.8	2.5	0.7
Mercedes	99	88	-11.1%	-25.0%	216	152	-29.6%	-24.3%	355	228	-35.8%	-30.2%	1.6	1.8	0.2
Mercury	40	15	-62.5%	-42.0%	69	31	-55.1%	-43.1%	96	49	-49.0%	-43.4%	0.4	0.4	0.0
MINI	27	24	-11.1%	-15.9%	49	47	-4.1%	-16.5%	83	85	2.4%	-16.2%	0.4	0.7	0.3
Mitsubishi	55	31	-43.6%	-57.0%	94	65	-30.9%	-54.1%	148	99	-33.1%	-48.9%	0.7	0.8	0.1
Nissan	475	217	-54.3%	-36.2%	834	397	-52.4%	-36.6%	1,243	672	-45.9%	-35.1%	5.6	5.3	-0.3
Pontiac	57	35	-38.6%	-30.8%	111	56	-49.5%	-35.6%	169	85	-49.7%	-43.5%	0.8	0.7	-0.1
Porsche	13	14	7.7%	-29.1%	29	23	-20.7%	-21.9%	49	33	-32.7%	-27.3%	0.2	0.3	0.1
Saab	16	8	-50.0%	-57.3%	30	17	-43.3%	-57.9%	49	26	-46.9%	-54.7%	0.2	0.2	0.0
Saturn	128	50	-60.9%	-59.6%	214	86	-59.8%	-58.5%	357	137	-61.6%	-58.9%	1.6	1.1	-0.5
smart	3	23	666.7%	0.7%	3	43	1333.3%	11.5%	3	68	2166.7%	-7.4%	0.0	0.5	0.5
Subaru	445	314	-29.4%	-2.6%	890	626	-29.7%	-0.9%	1,422	1,025	-27.9%	1.6%	6.4	8.1	1.7
Suzuki	95	60	-36.8%	-24.1%	165	110	-33.3%	-40.6%	262	156	-40.5%	-42.8%	1.2	1.2	0.0
Toyota/Scion	1,315	655	-50.2%	-38.5%	2,421	1,347	-44.4%	-39.2%	3,793	2,162	-43.0%	-37.1%	17.1	17.0	-0.1
Volkswagen	178	140	-21.3%	-19.7%	293	249	-15.0%	-18.7%	512	363	-29.1%	-16.7%	2.3	2.9	0.6
Volvo	77	30	-61.0%	-31.4%	147	74	-49.7%	-42.1%	241	132	-45.2%	-49.1%	1.1	1.0	-0.1
Other	11	4	-63.6%	-63.9%	20	8	-60.0%	-56.4%	26	17	-34.6%	-54.6%	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 March vs. Year Earlier)



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

