

Denver Auto Outlook

Covering the Denver Area Automotive Market

Data thru May, 2006

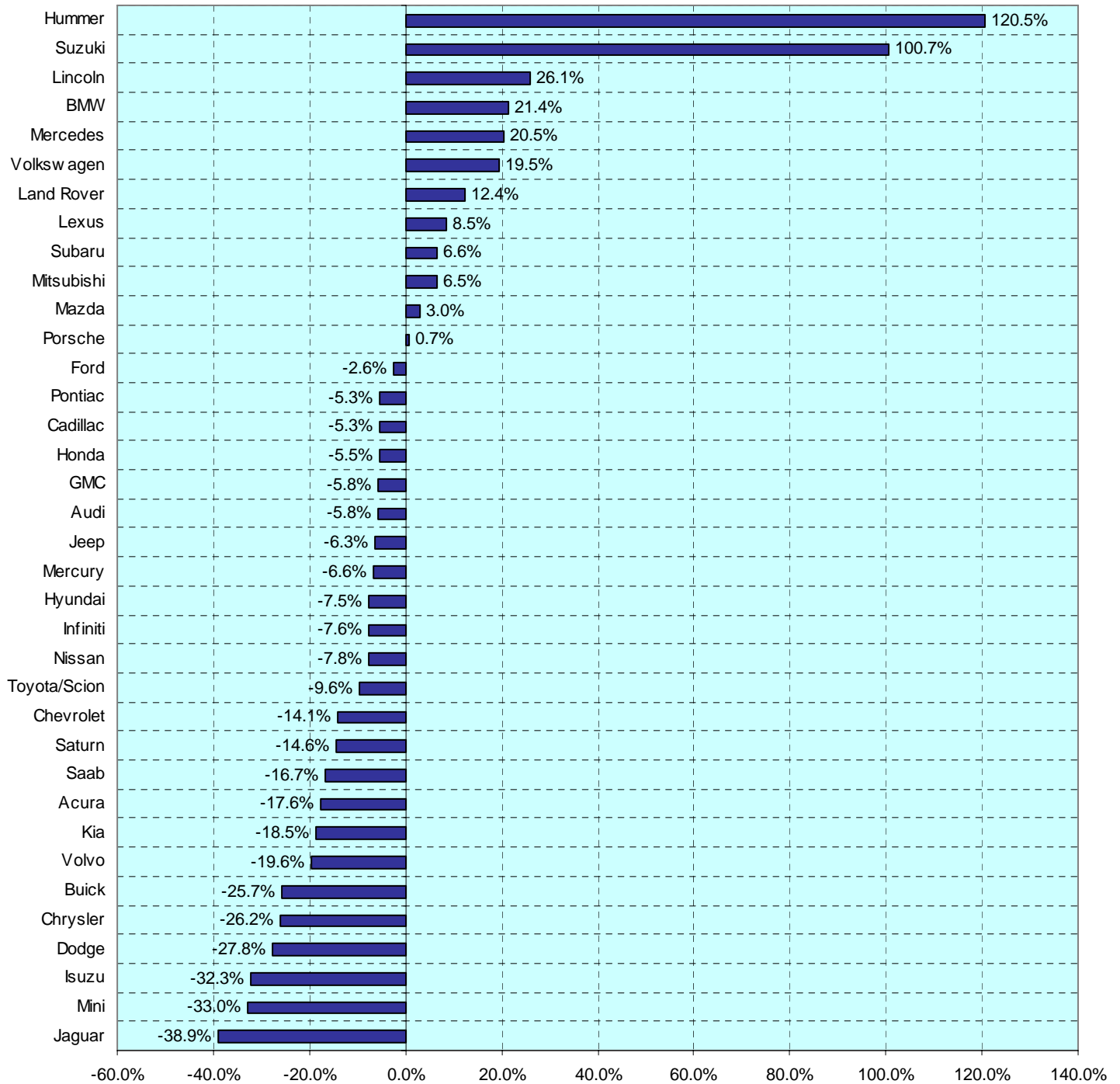
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Metro Denver Auto
Dealers Association

Denver Area New Retail Car and Light Truck Registrations

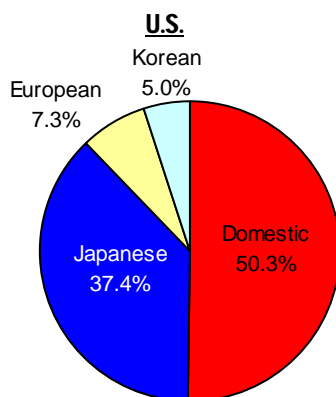
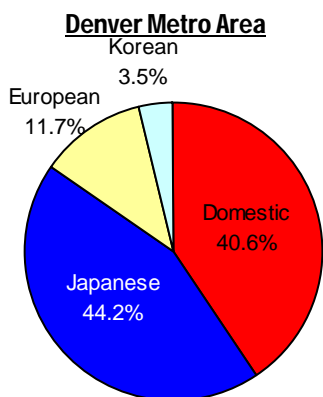
	May, 06			Two Month Period April and May '06			Year to date thru May			YTD Market Share (%)		
	Denver Area			Denver Area			Denver Area			Denver Area		
	2005	2006	%chg.	Yr. Ago	Current	%chg.	2005	2006	%chg.	Yr. Ago	Current	Chg.
MARKET SUMMARY												
TOTAL	8,175	8,186	0.1%	15,838	15,300	-3.4%	41,093	38,407	-6.5%			
Cars	3,602	4,080	13.3%	7,084	7,405	4.5%	17,254	18,173	5.3%	42.0	47.3	5.3
Light Trucks	4,573	4,106	-10.2%	8,754	7,895	-9.8%	23,839	20,234	-15.1%	58.0	52.7	-5.3
Domestic	3,428	3,156	-7.9%	6,624	6,142	-7.3%	17,514	15,607	-10.9%	42.6	40.6	-2.0
Japanese	3,548	3,781	6.6%	6,931	6,878	-0.8%	17,765	16,965	-4.5%	43.2	44.2	1.0
European	852	887	4.1%	1,612	1,689	4.8%	4,266	4,479	5.0%	10.4	11.7	1.3
Korean	347	362	4.3%	671	591	-11.9%	1,548	1,356	-12.4%	3.8	3.5	-0.3
BRAND REGISTRATIONS												
Acura	170	158	-7.1%	338	290	-14.2%	841	693	-17.6%	2.0	1.8	-0.2
Audi	89	99	11.2%	167	163	-2.4%	533	502	-5.8%	1.3	1.3	0.0
BMW	136	176	29.4%	281	344	22.4%	696	845	21.4%	1.7	2.2	0.5
Buick	51	51	0.0%	102	91	-10.8%	272	202	-25.7%	0.7	0.5	-0.2
Cadillac	89	84	-5.6%	180	163	-9.4%	488	462	-5.3%	1.2	1.2	0.0
Chevrolet	748	715	-4.4%	1,495	1,275	-14.7%	3,950	3,394	-14.1%	9.6	8.8	-0.8
Chrysler	236	168	-28.8%	459	341	-25.7%	1,105	816	-26.2%	2.7	2.1	-0.6
Dodge	514	351	-31.7%	966	726	-24.8%	2,465	1,779	-27.8%	6.0	4.6	-1.4
Ford	900	970	7.8%	1,686	1,860	10.3%	4,677	4,556	-2.6%	11.4	11.9	0.5
GMC	212	172	-18.9%	375	351	-6.4%	1,025	966	-5.8%	2.5	2.5	0.0
Honda	856	872	1.9%	1,781	1,621	-9.0%	4,503	4,255	-5.5%	11.0	11.1	0.1
Hummer	9	31	244.4%	24	62	158.3%	88	194	120.5%	0.2	0.5	0.3
Hyundai	214	206	-3.7%	383	326	-14.9%	857	793	-7.5%	2.1	2.1	0.0
Infiniti	79	77	-2.5%	149	138	-7.4%	344	318	-7.6%	0.8	0.8	0.0
Isuzu	10	9	-10.0%	17	14	-17.6%	62	42	-32.3%	0.2	0.1	-0.1
Jaguar	19	8	-57.9%	30	20	-33.3%	72	44	-38.9%	0.2	0.1	-0.1
Jeep	382	285	-25.4%	752	694	-7.7%	1,926	1,805	-6.3%	4.7	4.7	0.0
Kia	133	156	17.3%	288	265	-8.0%	691	563	-18.5%	1.7	1.5	-0.2
Land Rover	39	44	12.8%	58	77	32.8%	178	200	12.4%	0.4	0.5	0.1
Lexus	226	249	10.2%	419	463	10.5%	1,049	1,138	8.5%	2.6	3.0	0.4
Lincoln	22	43	95.5%	51	73	43.1%	153	193	26.1%	0.4	0.5	0.1
Mazda	143	139	-2.8%	253	248	-2.0%	599	617	3.0%	1.5	1.6	0.1
Mercedes	116	113	-2.6%	217	247	13.8%	542	653	20.5%	1.3	1.7	0.4
Mercury	30	38	26.7%	63	75	19.0%	183	171	-6.6%	0.4	0.4	0.0
Mini	35	26	-25.7%	64	48	-25.0%	176	118	-33.0%	0.4	0.3	-0.1
Mitsubishi	55	76	38.2%	97	126	29.9%	246	262	6.5%	0.6	0.7	0.1
Nissan	444	461	3.8%	905	865	-4.4%	2,322	2,141	-7.8%	5.7	5.6	-0.1
Other	23	22	-4.3%	39	33	-15.4%	85	80	-5.9%	0.2	0.2	0.0
Pontiac	95	114	20.0%	212	196	-7.5%	511	484	-5.3%	1.2	1.3	0.1
Porsche	30	35	16.7%	52	65	25.0%	145	146	0.7%	0.4	0.4	0.0
Saab	41	29	-29.3%	64	63	-1.6%	180	150	-16.7%	0.4	0.4	0.0
Saturn	126	117	-7.1%	239	216	-9.6%	631	539	-14.6%	1.5	1.4	-0.1
Subaru	336	460	36.9%	645	794	23.1%	1,776	1,893	6.6%	4.3	4.9	0.6
Suzuki	33	80	142.4%	64	147	129.7%	146	293	100.7%	0.4	0.8	0.4
Toyota/Scion	1,196	1,200	0.3%	2,263	2,172	-4.0%	5,877	5,313	-9.6%	14.3	13.8	-0.5
Volkswagen	202	247	22.3%	421	461	9.5%	1,078	1,288	19.5%	2.6	3.4	0.8
Volvo	136	105	-22.8%	239	187	-21.8%	621	499	-19.6%	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: May, 2006, previous two months combined (April and May), and year-to-date totals (thru May). 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 May vs. Year Earlier)



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



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.

