

Denver Auto Outlook

Comprehensive information on the Metro Denver new retail vehicle market

Released: June 2009

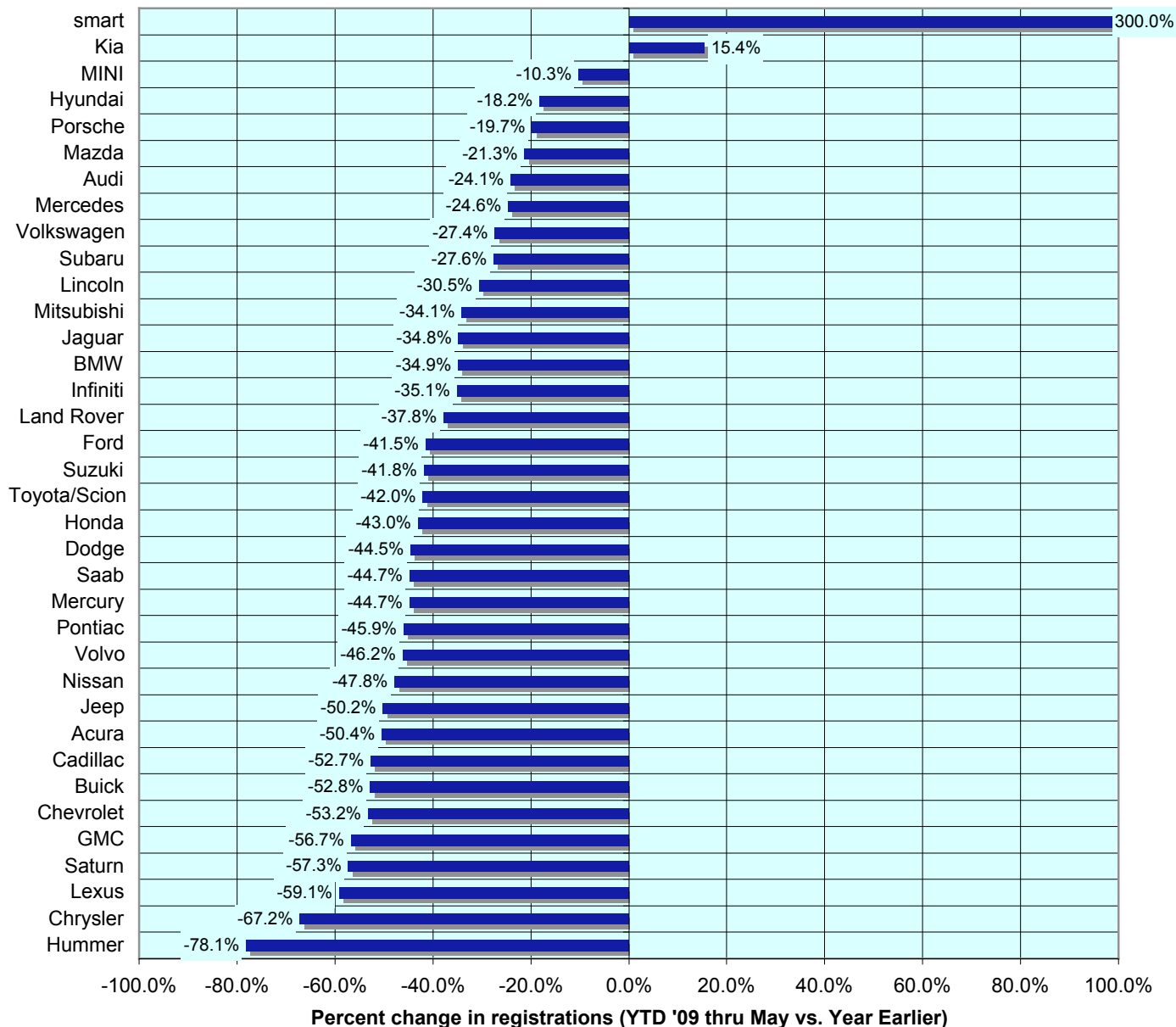
Covering Results thru May 2009

Released by:
Metro Denver
Auto Dealers Association

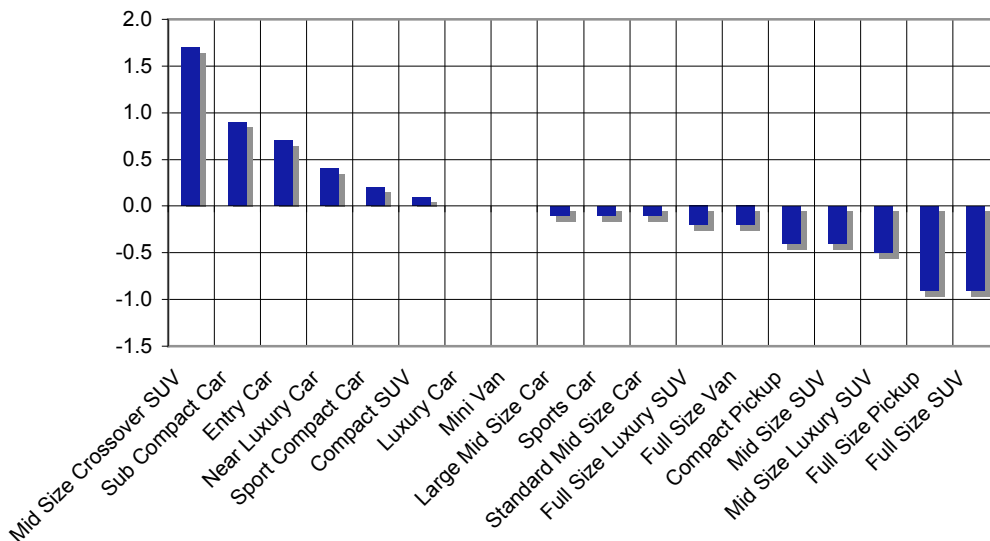
Denver Area New Retail Car and Light Truck Registrations															
	May				Two Month Period Apr '09 and May '09				YTD thru May				YTD Market Share (%)		
	Denver Area			U.S.	Denver Area			U.S.	Denver Area			Denver Area			
	2008	2009	% chg.	% chg.	Yr. Ago	Current	% chg.	% chg.	2008	2009	% chg.	% chg.	2008	2009	Chg.
MARKET SUMMARY															
TOTAL	6,267	3,772	-39.8%	-33.7%	13,357	8,172	-38.8%	-34.0%	35,591	20,860	-41.4%	-36.6%			
Cars	2,977	1,770	-40.5%	-38.4%	6,275	3,840	-38.8%	-36.2%	15,003	9,161	-38.9%	-36.3%	42.2	43.9	1.7
Light Trucks	3,290	2,002	-39.1%	-27.0%	7,082	4,332	-38.8%	-31.1%	20,588	11,699	-43.2%	-36.8%	57.8	56.1	-1.7
Domestic	2,143	1,153	-46.2%	-31.6%	4,668	2,532	-45.8%	-33.9%	12,686	6,418	-49.4%	-41.2%	35.6	30.8	-4.8
Japanese	3,278	1,928	-41.2%	-39.5%	6,833	4,137	-39.5%	-37.8%	18,023	10,580	-41.3%	-36.2%	50.6	50.7	0.1
European	550	446	-18.9%	-25.1%	1,270	959	-24.5%	-27.1%	3,480	2,530	-27.3%	-27.5%	9.8	12.1	2.3
Korean	296	245	-17.2%	-18.7%	586	544	-7.2%	-16.5%	1,402	1,332	-5.0%	-7.4%	3.9	6.4	2.5
BRAND REGISTRATIONS															
Acura	99	64	-35.4%	-36.4%	227	135	-40.5%	-34.5%	686	340	-50.4%	-34.6%	1.9	1.6	-0.3
Audi	68	71	4.4%	-12.1%	173	138	-20.2%	-10.8%	457	347	-24.1%	-17.7%	1.3	1.7	0.4
BMW	139	80	-42.4%	-27.8%	309	175	-43.4%	-34.7%	805	524	-34.9%	-30.5%	2.3	2.5	0.2
Buick	31	18	-41.9%	-17.0%	92	44	-52.2%	-23.7%	218	103	-52.8%	-37.2%	0.6	0.5	-0.1
Cadillac	65	20	-69.2%	-39.9%	140	48	-65.7%	-40.9%	387	183	-52.7%	-46.1%	1.1	0.9	-0.2
Chevrolet	443	257	-42.0%	-23.5%	1,000	539	-46.1%	-24.9%	2,761	1,292	-53.2%	-39.0%	7.8	6.2	-1.6
Chrysler	65	22	-66.2%	-51.2%	156	52	-66.7%	-52.9%	436	143	-67.2%	-58.0%	1.2	0.7	-0.5
Dodge	298	161	-46.0%	-48.3%	654	366	-44.0%	-48.3%	1,722	956	-44.5%	-43.5%	4.8	4.6	-0.2
Ford	560	362	-35.4%	-25.4%	1,156	734	-36.5%	-27.5%	3,068	1,794	-41.5%	-36.8%	8.6	8.6	0.0
GMC	150	76	-49.3%	-17.3%	355	169	-52.4%	-25.1%	1,013	439	-56.7%	-39.6%	2.8	2.1	-0.7
Honda	805	446	-44.6%	-42.0%	1,564	984	-37.1%	-34.2%	4,135	2,359	-43.0%	-34.3%	11.6	11.3	-0.3
Hummer	27	5	-81.5%	-40.6%	52	10	-80.8%	-52.5%	151	33	-78.1%	-63.7%	0.4	0.2	-0.2
Hyundai	192	127	-33.9%	-20.4%	366	285	-22.1%	-17.3%	851	696	-18.2%	-7.9%	2.4	3.3	0.9
Infiniti	85	36	-57.6%	-38.1%	164	86	-47.6%	-43.0%	393	255	-35.1%	-38.8%	1.1	1.2	0.1
Jaguar	6	5	-16.7%	-33.5%	9	7	-22.2%	-30.9%	23	15	-34.8%	-31.3%	0.1	0.1	0.0
Jeep	298	118	-60.4%	-39.7%	609	306	-49.8%	-40.6%	1,750	871	-50.2%	-40.6%	4.9	4.2	-0.7
Kia	104	118	13.5%	-16.1%	220	259	17.7%	-15.5%	551	636	15.4%	-6.8%	1.5	3.0	1.5
Land Rover	11	8	-27.3%	-26.0%	29	26	-10.3%	-23.3%	135	84	-37.8%	-27.8%	0.4	0.4	0.0
Lexus	152	65	-57.2%	-36.4%	338	148	-56.2%	-37.7%	1,001	409	-59.1%	-37.2%	2.8	2.0	-0.8
Lincoln	34	22	-35.3%	2.4%	63	47	-25.4%	-22.3%	167	116	-30.5%	-28.8%	0.5	0.6	0.1
Mazda	139	88	-36.7%	-40.1%	275	211	-23.3%	-36.4%	667	525	-21.3%	-33.0%	1.9	2.5	0.6
Mercedes	99	72	-27.3%	-30.5%	185	179	-3.2%	-29.4%	540	407	-24.6%	-29.8%	1.5	2.0	0.5
Mercury	29	18	-37.9%	-24.8%	56	35	-37.5%	-32.5%	152	84	-44.7%	-38.7%	0.4	0.4	0.0
MINI	33	29	-12.1%	-27.0%	72	54	-25.0%	-25.0%	155	139	-10.3%	-20.8%	0.4	0.7	0.3
Mitsubishi	48	32	-33.3%	-58.3%	116	75	-35.3%	-57.2%	264	174	-34.1%	-52.3%	0.7	0.8	0.1
Nissan	381	181	-52.5%	-32.5%	842	417	-50.5%	-34.1%	2,085	1,089	-47.8%	-34.7%	5.9	5.2	-0.7
Pontiac	65	31	-52.3%	-52.3%	134	79	-41.0%	-53.5%	303	164	-45.9%	-47.7%	0.9	0.8	-0.1
Porsche	12	19	58.3%	-29.2%	27	28	3.7%	-32.3%	76	61	-19.7%	-29.6%	0.2	0.3	0.1
Saab	12	11	-8.3%	-63.5%	27	16	-40.7%	-55.1%	76	42	-44.7%	-54.8%	0.2	0.2	0.0
Saturn	78	43	-44.9%	-55.5%	201	101	-49.8%	-55.9%	558	238	-57.3%	-57.7%	1.6	1.1	-0.5
smart	13	21	61.5%	-56.6%	25	44	76.0%	-53.3%	28	112	300.0%	-30.4%	0.1	0.5	0.4
Subaru	375	337	-10.1%	-5.0%	914	667	-27.0%	-5.8%	2,336	1,692	-27.6%	-1.8%	6.6	8.1	1.5
Suzuki	72	38	-47.2%	-75.1%	152	85	-44.1%	-74.4%	414	241	-41.8%	-56.4%	1.2	1.2	0.0
Toyota/Scion	1,118	640	-42.8%	-41.2%	2,226	1,328	-40.3%	-41.7%	6,019	3,490	-42.0%	-39.2%	16.9	16.7	-0.2
Volkswagen	120	106	-11.7%	-12.4%	307	232	-24.4%	-14.1%	819	595	-27.4%	-15.5%	2.3	2.9	0.6
Volvo	35	22	-37.1%	-22.9%	101	52	-48.5%	-29.9%	342	184	-46.2%	-42.1%	1.0	0.9	-0.1
Other	6	3	-50.0%	-56.7%	21	11	-47.6%	-59.0%	47	28	-40.4%	-56.3%	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 May vs. Year Earlier)



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

