

# Denver Auto Outlook

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Covering the Denver Area Automotive Market

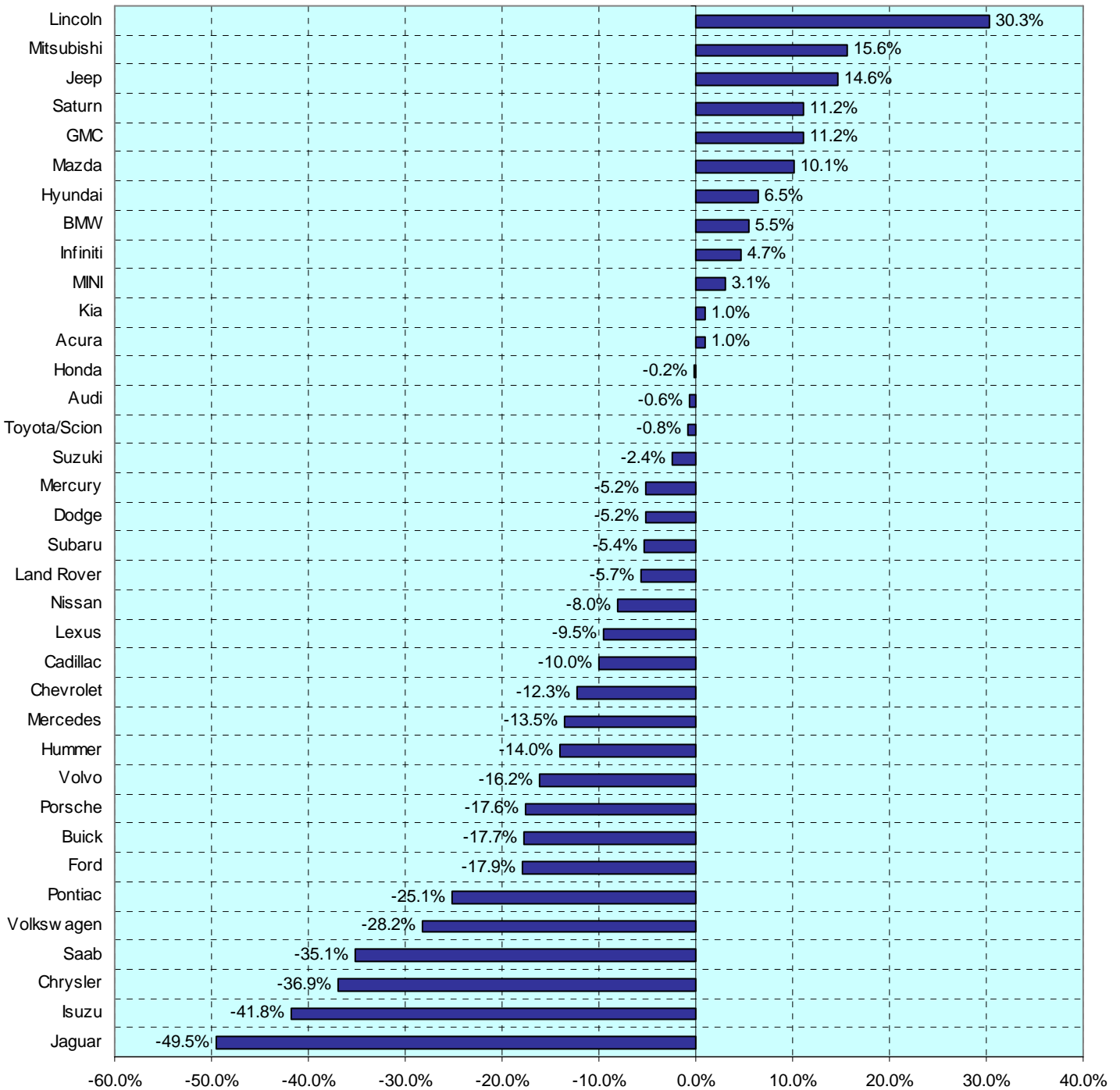
Data thru November, 2007

## Denver Area New Retail Car and Light Truck Registrations

	November				Two Month Period Oct '07 and Nov '07				Year to date thru November				YTD Market Share (%)		
	Denver Area			U.S.	Denver Area			U.S.	Denver Area			Denver Area			
	2006	2007	% chg.	% chg.	Yr. Ago	Current	% chg.	% chg.	2006	2007	% chg.	% chg.	2006	2007	Chg.
<b>MARKET SUMMARY</b>															
TOTAL	6,133	6,509	6.1%	-1.6%	14,869	14,297	-3.8%	-0.2%	89,987	84,622	-6.0%	-2.4%			
Cars	2,678	2,624	-2.0%	4.3%	6,815	5,692	-16.5%	3.3%	41,977	35,125	-16.3%	-3.1%	46.6	41.5	-5.1
Light Trucks	3,455	3,885	12.4%	-6.8%	8,054	8,605	6.8%	-3.3%	48,010	49,497	3.1%	-1.7%	53.4	58.5	5.1
Domestic	2,339	2,332	-0.3%	-5.3%	5,687	5,273	-7.3%	-4.4%	35,513	31,990	-9.9%	-7.4%	39.5	37.8	-1.7
Japanese	3,027	3,264	7.8%	1.7%	7,161	7,011	-2.1%	3.9%	41,549	40,817	-1.8%	3.8%	46.2	48.2	2.0
European	563	623	10.7%	1.1%	1,412	1,346	-4.7%	4.1%	9,400	8,142	-13.4%	1.6%	10.4	9.6	-0.8
Korean	204	290	42.2%	10.7%	609	667	9.5%	10.2%	3,525	3,673	4.2%	2.9%	3.9	4.3	0.4
<b>BRAND REGISTRATIONS</b>															
Acura	113	128	13.3%	-24.9%	259	267	3.1%	-22.0%	1,553	1,569	1.0%	-10.8%	1.7	1.9	0.2
Audi	79	72	-8.9%	-1.1%	168	150	-10.7%	5.7%	1,039	1,033	-0.6%	8.7%	1.2	1.2	0.0
BMW	108	153	41.7%	5.3%	267	313	17.2%	8.8%	1,823	1,923	5.5%	8.0%	2.0	2.3	0.3
Buick	24	30	25.0%	-26.8%	89	78	-12.4%	-18.3%	496	408	-17.7%	-23.7%	0.6	0.5	-0.1
Cadillac	44	71	61.4%	-1.2%	113	150	32.7%	11.7%	813	732	-10.0%	-5.4%	0.9	0.9	0.0
Chevrolet	580	531	-8.4%	-11.4%	1,402	1,193	-14.9%	-3.3%	8,317	7,290	-12.3%	-6.2%	9.2	8.6	-0.6
Chrysler	124	94	-24.2%	-13.1%	323	205	-36.5%	-8.6%	2,125	1,340	-36.9%	-9.9%	2.4	1.6	-0.8
Dodge	263	274	4.2%	5.6%	585	621	6.2%	-0.2%	4,126	3,912	-5.2%	-2.9%	4.6	4.6	0.0
Ford	610	562	-7.9%	0.0%	1,558	1,280	-17.8%	-7.1%	9,973	8,185	-17.9%	-14.0%	11.1	9.7	-1.4
GMC	165	176	6.7%	-6.8%	380	459	20.8%	4.3%	2,170	2,413	11.2%	5.8%	2.4	2.9	0.5
Honda	712	764	7.3%	10.4%	1,677	1,731	3.2%	8.9%	10,612	10,595	-0.2%	5.2%	11.8	12.5	0.7
Hummer	32	14	-56.3%	-30.5%	92	55	-40.2%	-30.5%	436	375	-14.0%	-21.6%	0.5	0.4	-0.1
Hyundai	111	156	40.5%	12.2%	356	382	7.3%	5.5%	2,037	2,170	6.5%	0.6%	2.3	2.6	0.3
Infiniti	52	57	9.6%	2.1%	123	118	-4.1%	3.9%	785	822	4.7%	5.9%	0.9	1.0	0.1
Isuzu	8	1	-87.5%	-12.2%	11	10	-9.1%	-10.9%	79	46	-41.8%	-17.2%	0.1	0.1	0.0
Jaguar	2	1	-50.0%	-11.3%	10	4	-60.0%	-18.2%	97	49	-49.5%	-26.0%	0.1	0.1	0.0
Jeep	321	326	1.6%	-2.5%	674	694	3.0%	-12.2%	3,792	4,347	14.6%	4.0%	4.2	5.1	0.9
Kia	93	134	44.1%	8.9%	253	285	12.6%	16.7%	1,488	1,503	1.0%	6.5%	1.7	1.8	0.1
Land Rover	31	32	3.2%	2.9%	66	79	19.7%	4.3%	401	378	-5.7%	7.0%	0.4	0.4	0.0
Lexus	185	170	-8.1%	-7.0%	416	356	-14.4%	-1.5%	2,477	2,241	-9.5%	3.3%	2.8	2.6	-0.2
Lincoln	14	38	171.4%	-7.1%	43	95	120.9%	4.4%	310	404	30.3%	12.8%	0.3	0.5	0.2
Mazda	118	123	4.2%	-1.0%	287	241	-16.0%	7.9%	1,473	1,622	10.1%	9.0%	1.6	1.9	0.3
Mercedes	90	100	11.1%	3.5%	198	194	-2.0%	7.0%	1,309	1,132	-13.5%	2.8%	1.5	1.3	-0.2
Mercury	20	48	140.0%	27.6%	46	81	76.1%	26.3%	330	313	-5.2%	-6.7%	0.4	0.4	0.0
MINI	24	32	33.3%	-1.9%	45	77	71.1%	-4.8%	289	298	3.1%	6.7%	0.3	0.4	0.1
Mitsubishi	49	36	-26.5%	-13.8%	118	103	-12.7%	-6.9%	655	757	15.6%	13.3%	0.7	0.9	0.2
Nissan	331	354	6.9%	6.8%	771	774	0.4%	10.5%	4,829	4,441	-8.0%	5.5%	5.4	5.2	-0.2
Other	20	7	-65.0%	3.7%	42	11	-73.8%	16.4%	272	65	-76.1%	14.4%	0.3	0.1	-0.2
Pontiac	63	51	-19.0%	-0.4%	179	121	-32.4%	-7.7%	1,185	887	-25.1%	-13.2%	1.3	1.0	-0.3
Porsche	15	19	26.7%	2.0%	31	41	32.3%	11.2%	267	220	-17.6%	1.4%	0.3	0.3	0.0
Saab	23	19	-17.4%	-19.8%	74	53	-28.4%	-18.2%	385	250	-35.1%	-8.7%	0.4	0.3	-0.1
Saturn	64	117	82.8%	-17.0%	170	241	41.8%	-9.3%	1,245	1,384	11.2%	7.9%	1.4	1.6	0.2
Subaru	321	423	31.8%	-5.9%	770	823	6.9%	-4.4%	4,394	4,156	-5.4%	-6.5%	4.9	4.9	0.0
Suzuki	62	60	-3.2%	-6.4%	147	120	-18.4%	1.4%	752	734	-2.4%	0.9%	0.8	0.9	0.1
Toyota/Scion	1,076	1,148	6.7%	1.4%	2,582	2,468	-4.4%	2.9%	13,938	13,832	-0.8%	3.6%	15.5	16.3	0.8
Volkswagen	118	120	1.7%	3.6%	356	272	-23.6%	5.8%	2,638	1,893	-28.2%	-2.4%	2.9	2.2	-0.7
Volvo	68	68	0.0%	-10.9%	188	152	-19.1%	-9.2%	1,077	903	-16.2%	-9.7%	1.2	1.1	-0.1

The table above shows new retail light vehicle registrations in the Denver Metro Area for the following time periods: November, 2007, previous two months combined (October and November 2007), and year-to-date totals for 2006 and 2007. 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 '07 thru November vs. Year Earlier)



Segment Market Shares

Segment	November			Oct and Nov			YTD (Nov)		
	'06	'07	Chg.	'06	'07	Chg.	'06	'07	Chg.
Cars	43.7	40.3	-3.4	45.7	39.9	-5.8	46.7	41.7	-5.0
Compact Cars	18.3	17.4	-0.9	19.3	17.4	-1.9	19.4	18.3	-1.1
Mid Size Cars	15.3	13.8	-1.5	16.0	13.7	-2.3	15.9	13.8	-2.1
Luxury Cars	7.8	7.2	-0.6	7.5	6.8	-0.7	8.3	7.3	-1.0
Other Cars	2.3	1.9	-0.4	2.9	2.0	-0.9	3.1	2.3	-0.8
Light Trucks	56.5	59.5	3.0	54.1	60.1	6.0	53.4	58.2	4.8
Full Size Pickups	10.7	10.4	-0.3	10.8	11.2	0.4	10.9	11.2	0.3
Compact SUVs	13.3	16.5	3.2	11.6	16.1	4.5	10.3	14.4	4.1
Mid & Full Size SUVs	22.7	24.8	2.1	22.0	24.9	2.9	22.3	24.3	2.0
Other Trucks	9.8	7.8	-2.0	9.7	7.9	-1.8	9.9	8.3	-1.6

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).

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