

Denver Auto Outlook

Comprehensive information on the Metro Denver new retail vehicle market

Released: December 2008

Covering Results thru November 2008

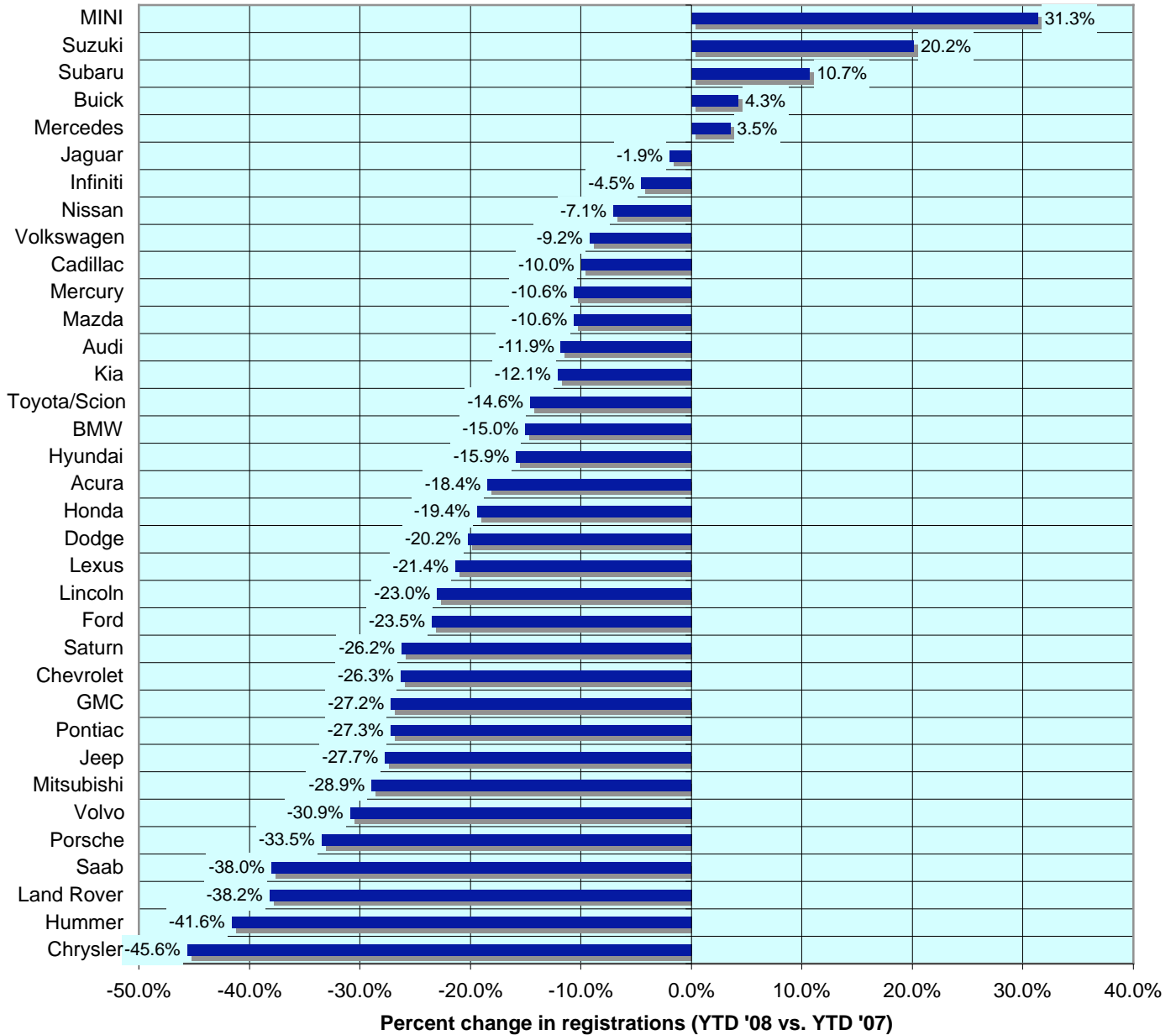
Released by:
Metro Denver
Auto Dealers Association

Denver Area New Retail Car and Light Truck Registrations

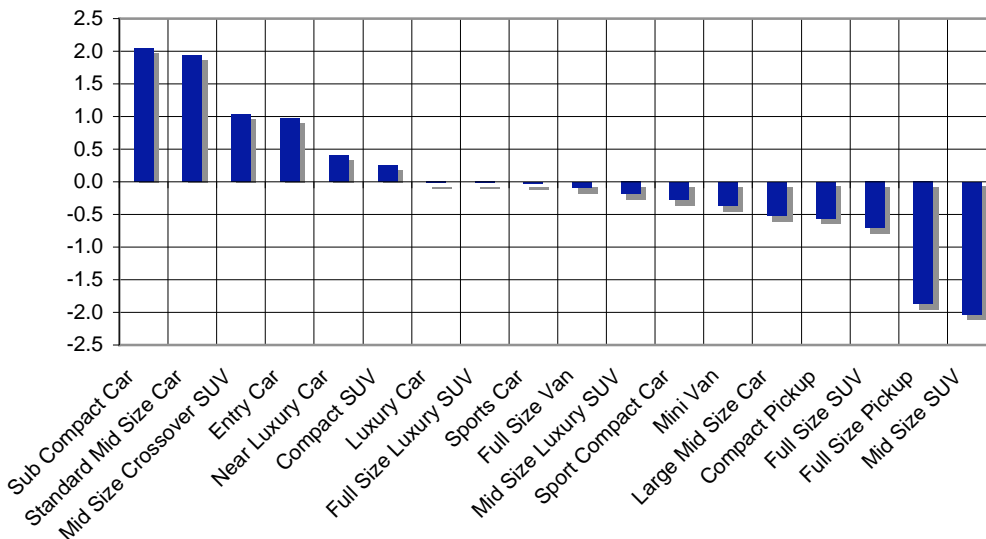
	November				Two Month Period Oct '08 and Nov '08				YTD (thru Nov.)				YTD Market Share (%)		
	Denver Area			U.S.	Denver Area			U.S.	Denver Area			U.S.	Denver Area		
	2007	2008	% chg.	% chg.	Yr. Ago	Current	% chg.	% chg.	2007	2008	% chg.	% chg.	2007	2008	Chg.
MARKET SUMMARY															
TOTAL	7,354	4,239	-42.4%	-36.7%	16,581	10,531	-36.5%	-34.3%	90,341	74,982	-17.0%	-16.2%			
Cars	2,963	1,864	-37.1%	-36.5%	6,663	4,713	-29.3%	-30.3%	37,776	34,754	-8.0%	-8.5%	41.8	46.3	4.5
Light Trucks	4,391	2,375	-45.9%	-36.8%	9,918	5,818	-41.3%	-38.0%	52,565	40,228	-23.5%	-23.6%	58.2	53.7	-4.5
Domestic	2,624	1,278	-51.3%	-39.5%	5,976	3,257	-45.5%	-38.9%	33,205	24,848	-25.2%	-22.5%	36.8	33.1	-3.6
Japanese	3,679	2,199	-40.2%	-34.1%	8,197	5,571	-32.0%	-29.8%	44,246	38,792	-12.3%	-10.2%	49.0	51.7	2.8
European	728	524	-28.0%	-29.8%	1,626	1,188	-26.9%	-24.2%	8,879	7,905	-11.0%	-7.4%	9.8	10.5	0.7
Korean	323	238	-26.3%	-38.6%	782	515	-34.1%	-36.6%	4,011	3,437	-14.3%	-9.3%	4.4	4.6	0.1
BRAND REGISTRATIONS															
Acura	143	77	-46.2%	-38.9%	298	181	-39.3%	-30.2%	1,643	1,340	-18.4%	-17.7%	1.8	1.8	0.0
Audi	87	81	-6.9%	-25.4%	200	161	-19.5%	-13.9%	1,137	1,002	-11.9%	-5.8%	1.3	1.3	0.1
BMW	179	69	-61.5%	-36.1%	384	188	-51.0%	-26.1%	2,089	1,775	-15.0%	-7.9%	2.3	2.4	0.1
Buick	34	22	-35.3%	-43.3%	83	64	-22.9%	-44.8%	422	440	4.3%	-25.1%	0.5	0.6	0.1
Cadillac	84	38	-54.8%	-48.3%	181	94	-48.1%	-52.1%	792	713	-10.0%	-23.5%	0.9	1.0	0.1
Chevrolet	590	242	-59.0%	-36.8%	1,315	700	-46.8%	-38.7%	7,461	5,497	-26.3%	-20.0%	8.3	7.3	-0.9
Chrysler	104	29	-72.1%	-56.0%	227	91	-59.9%	-53.6%	1,407	765	-45.6%	-36.2%	1.6	1.0	-0.5
Dodge	308	189	-38.6%	-44.3%	741	463	-37.5%	-36.1%	4,153	3,313	-20.2%	-23.3%	4.6	4.4	-0.2
Ford	632	387	-38.8%	-30.0%	1,431	855	-40.3%	-28.9%	8,153	6,239	-23.5%	-18.3%	9.0	8.3	-0.7
GMC	206	85	-58.7%	-42.0%	504	256	-49.2%	-48.4%	2,524	1,838	-27.2%	-24.6%	2.8	2.5	-0.3
Honda	840	473	-43.7%	-30.6%	1,994	1,235	-38.1%	-28.1%	11,424	9,206	-19.4%	-3.9%	12.6	12.3	-0.4
Hummer	16	3	-81.3%	-63.9%	62	25	-59.7%	-64.2%	409	239	-41.6%	-50.0%	0.5	0.3	-0.1
Hyundai	172	127	-26.2%	-39.7%	445	289	-35.1%	-35.5%	2,345	1,973	-15.9%	-10.2%	2.6	2.6	0.0
Infiniti	63	43	-31.7%	-28.0%	131	124	-5.3%	-28.3%	864	825	-4.5%	-8.5%	1.0	1.1	0.1
Jaguar	2	4	100.0%	-18.3%	7	7	0.0%	-27.2%	52	51	-1.9%	-6.9%	0.1	0.1	0.0
Jeep	366	185	-49.5%	-41.8%	802	441	-45.0%	-37.6%	4,614	3,335	-27.7%	-27.8%	5.1	4.4	-0.7
Kia	151	111	-26.5%	-37.2%	337	226	-32.9%	-37.9%	1,666	1,464	-12.1%	-8.0%	1.8	2.0	0.1
Land Rover	36	19	-47.2%	-46.9%	92	44	-52.2%	-47.5%	411	254	-38.2%	-37.8%	0.5	0.3	-0.1
Lexus	195	55	-71.8%	-34.7%	419	203	-51.6%	-34.9%	2,444	1,922	-21.4%	-19.7%	2.7	2.6	-0.1
Lincoln	45	26	-42.2%	-8.3%	110	51	-53.6%	-18.7%	448	345	-23.0%	-19.1%	0.5	0.5	0.0
Mazda	143	100	-30.1%	-31.3%	295	265	-10.2%	-28.5%	1,768	1,581	-10.6%	-9.3%	2.0	2.1	0.2
Mercedes	116	80	-31.0%	-38.2%	222	192	-13.5%	-36.2%	1,195	1,237	3.5%	-8.6%	1.3	1.6	0.3
Mercury	49	19	-61.2%	-41.4%	87	36	-58.6%	-44.3%	331	296	-10.6%	-28.5%	0.4	0.4	0.0
MINI	39	47	20.5%	43.1%	87	97	11.5%	49.9%	332	436	31.3%	33.2%	0.4	0.6	0.2
Mitsubishi	41	33	-19.5%	-36.2%	123	79	-35.8%	-27.1%	816	580	-28.9%	-24.7%	0.9	0.8	-0.1
Nissan	398	217	-45.5%	-44.4%	906	576	-36.4%	-38.8%	4,847	4,505	-7.1%	-9.2%	5.4	6.0	0.6
Pontiac	58	17	-70.7%	-53.4%	140	72	-48.6%	-50.8%	932	678	-27.3%	-23.5%	1.0	0.9	-0.1
Porsche	22	6	-72.7%	-48.2%	49	20	-59.2%	-49.2%	257	171	-33.5%	-24.9%	0.3	0.2	-0.1
Saab	23	12	-47.8%	-57.5%	66	33	-50.0%	-33.9%	279	173	-38.0%	-32.6%	0.3	0.2	-0.1
Saturn	132	36	-72.7%	-46.2%	293	109	-62.8%	-50.9%	1,559	1,150	-26.2%	-20.9%	1.7	1.5	-0.2
Subaru	477	322	-32.5%	-7.8%	956	798	-16.5%	-10.8%	4,496	4,977	10.7%	1.2%	5.0	6.6	1.7
Suzuki	70	49	-30.0%	-46.3%	140	129	-7.9%	-46.5%	774	930	20.2%	-14.1%	0.9	1.2	0.4
Toyota/Scion	1,309	827	-36.8%	-33.8%	2,922	1,977	-32.3%	-27.5%	15,090	12,889	-14.6%	-12.5%	16.7	17.2	0.5
Volkswagen	140	130	-7.1%	-19.2%	329	299	-9.1%	-13.6%	2,082	1,891	-9.2%	-2.1%	2.3	2.5	0.2
Volvo	77	49	-36.4%	-46.5%	179	91	-49.2%	-49.2%	968	669	-30.9%	-29.7%	1.1	0.9	-0.2
Other	7	30	328.6%	64.8%	24	60	150.0%	79.0%	157	283	80.3%	108.5%	0.2	0.4	0.2

The table shows new retail light vehicle registrations in the Metro Denver Area. AutoCount released revised historical figures for 2007 and the first seven months of 2008, incorporating enhanced compilation procedures in working with data received from the Colorado DMV. Therefore, year-to-date figures will vary from those presented in previous reports. 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 November vs. YTD 2007)



Change in Segment Market Share - YTD 2008 thru November 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.

