

Denver Auto Outlook

Comprehensive information on the Metro Denver new retail vehicle market

Released: December 2009

Covering Results thru November 2009

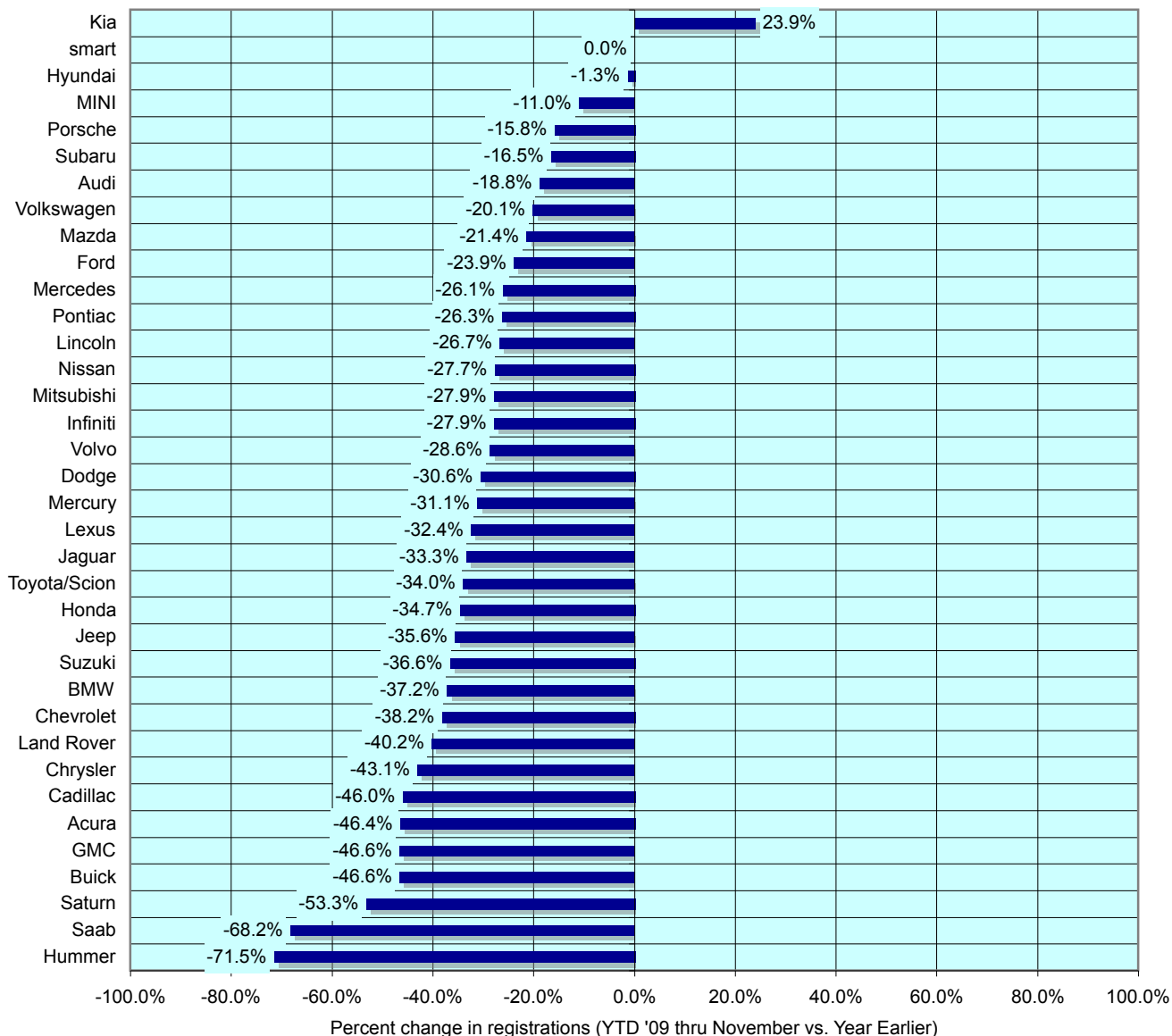
Released by:
Metro Denver
Auto Dealers Association

Denver Area New Retail Car and Light Truck Registrations

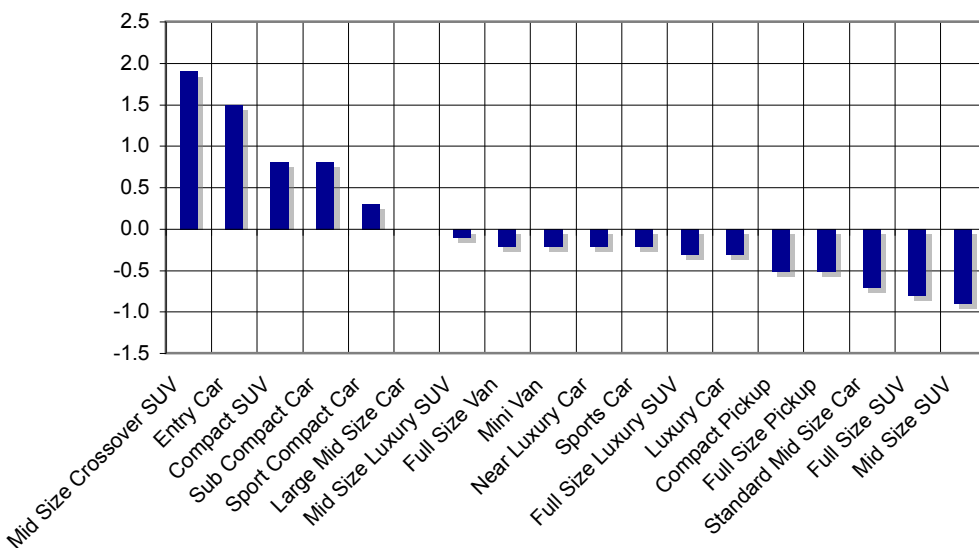
	November				Two Month Period Oct '09 and Nov '09				YTD thru November				YTD Market Share (%)		
	Denver Area			U.S.	Denver Area			U.S.	Denver Area			Denver Area			
	2008	2009	% chg.	% chg.	Yr. Ago	Current	% chg.	% chg.	2008	2009	% chg.	% chg.	2008	2009	Chg.
MARKET SUMMARY															
TOTAL	4,254	3,869	-9.1%	-0.1%	10,550	9,489	-10.1%	-0.1%	74,973	52,598	-29.8%	-23.9%			
Cars	1,894	1,640	-13.4%	4.6%	4,776	4,431	-7.2%	2.3%	34,832	24,964	-28.3%	-21.8%	46.5	47.5	1.0
Light Trucks	2,360	2,229	-5.6%	-4.7%	5,774	5,058	-12.4%	-2.5%	40,141	27,634	-31.2%	-26.2%	53.5	52.5	-1.0
Domestic	1,279	1,096	-14.3%	-6.8%	3,258	2,671	-18.0%	-5.3%	24,849	16,196	-34.8%	-29.3%	33.1	30.8	-2.3
Japanese	2,213	2,076	-6.2%	3.5%	5,589	5,005	-10.4%	1.8%	38,782	26,805	-30.9%	-22.6%	51.7	51.0	-0.7
European	524	438	-16.4%	2.5%	1,188	1,015	-14.6%	-0.9%	7,905	5,835	-26.2%	-17.7%	10.5	11.1	0.6
Korean	238	259	8.8%	33.7%	515	798	55.0%	40.7%	3,437	3,762	9.5%	6.9%	4.6	7.2	2.6
BRAND REGISTRATIONS															
Acura	77	78	1.3%	11.2%	181	148	-18.2%	2.9%	1,340	718	-46.4%	-28.9%	1.8	1.4	-0.4
Audi	81	68	-16.0%	0.3%	161	153	-5.0%	-0.4%	1,002	814	-18.8%	-7.9%	1.3	1.5	0.2
BMW	69	89	29.0%	3.2%	188	181	-3.7%	-9.2%	1,775	1,115	-37.2%	-23.7%	2.4	2.1	-0.3
Buick	22	23	4.5%	14.8%	64	48	-25.0%	16.6%	440	235	-46.6%	-29.8%	0.6	0.4	-0.2
Cadillac	38	38	0.0%	10.3%	94	78	-17.0%	16.2%	713	385	-46.0%	-36.2%	1.0	0.7	-0.3
Chevrolet	242	239	-1.2%	4.8%	700	659	-5.9%	6.9%	5,497	3,397	-38.2%	-27.2%	7.3	6.5	-0.8
Chrysler	29	19	-34.5%	-37.3%	91	54	-40.7%	-36.5%	765	435	-43.1%	-49.7%	1.0	0.8	-0.2
Dodge	189	111	-41.3%	-20.6%	463	295	-36.3%	-23.5%	3,313	2,299	-30.6%	-35.5%	4.4	4.4	0.0
Ford	387	339	-12.4%	2.2%	855	804	-6.0%	3.0%	6,239	4,750	-23.9%	-18.0%	8.3	9.0	0.7
GMC	82	94	14.6%	7.8%	253	186	-26.5%	16.2%	1,835	979	-46.6%	-33.2%	2.4	1.9	-0.5
Honda	473	376	-20.5%	-4.6%	1,235	1,039	-15.9%	-2.2%	9,206	6,013	-34.7%	-21.5%	12.3	11.4	-0.9
Hummer	3	6	100.0%	-84.8%	25	9	-64.0%	-81.3%	239	68	-71.5%	-65.6%	0.3	0.1	-0.2
Hyundai	127	148	16.5%	45.9%	289	398	37.7%	47.5%	1,973	1,948	-1.3%	6.2%	2.6	3.7	1.1
Infiniti	43	43	0.0%	-26.0%	124	123	-0.8%	-18.0%	825	595	-27.9%	-31.3%	1.1	1.1	0.0
Jaguar	4	1	-75.0%	26.7%	7	7	0.0%	30.4%	51	34	-33.3%	-25.4%	0.1	0.1	0.0
Jeep	186	133	-28.5%	-24.4%	442	300	-32.1%	-30.8%	3,336	2,148	-35.6%	-32.1%	4.4	4.1	-0.3
Kia	111	111	0.0%	18.3%	226	400	77.0%	31.9%	1,464	1,814	23.9%	7.8%	2.0	3.4	1.4
Land Rover	19	9	-52.6%	-6.2%	44	32	-27.3%	-4.1%	254	152	-40.2%	-16.7%	0.3	0.3	0.0
Lexus	69	131	89.9%	14.0%	222	272	22.5%	16.9%	1,941	1,313	-32.4%	-20.8%	2.6	2.5	-0.1
Lincoln	26	18	-30.8%	-20.1%	51	53	3.9%	-14.7%	345	253	-26.7%	-26.3%	0.5	0.5	0.0
Mazda	100	65	-35.0%	0.9%	265	218	-17.7%	-4.1%	1,581	1,243	-21.4%	-23.0%	2.1	2.4	0.3
Mercedes	80	87	8.8%	19.1%	192	192	0.0%	20.2%	1,237	914	-26.1%	-17.4%	1.6	1.7	0.1
Mercury	19	7	-63.2%	-9.7%	36	22	-38.9%	-5.7%	296	204	-31.1%	-25.6%	0.4	0.4	0.0
MINI	47	30	-36.2%	-43.6%	97	62	-36.1%	-31.3%	436	388	-11.0%	-16.1%	0.6	0.7	0.1
Mitsubishi	33	23	-30.3%	-42.6%	79	52	-34.2%	-46.0%	580	418	-27.9%	-46.5%	0.8	0.8	0.0
Nissan	217	311	43.3%	29.9%	576	698	21.2%	17.5%	4,505	3,258	-27.7%	-20.4%	6.0	6.2	0.2
Pontiac	17	18	5.9%	-38.8%	72	56	-22.2%	-28.3%	678	500	-26.3%	-32.3%	0.9	1.0	0.1
Porsche	6	13	116.7%	18.0%	20	18	-10.0%	16.5%	171	144	-15.8%	-26.4%	0.2	0.3	0.1
Saab	12	2	-83.3%	-56.5%	33	5	-84.8%	-68.7%	173	55	-68.2%	-61.3%	0.2	0.1	-0.1
Saturn	39	51	30.8%	-54.0%	112	107	-4.5%	-56.0%	1,153	539	-53.3%	-61.5%	1.5	1.0	-0.5
smart	26	4	-84.6%	-65.6%	49	17	-65.3%	-68.2%	194	194	0.0%	-38.4%	0.3	0.4	0.1
Subaru	322	312	-3.1%	23.9%	798	748	-6.3%	32.1%	4,977	4,156	-16.5%	13.6%	6.6	7.9	1.3
Suzuki	49	39	-20.4%	-52.1%	128	102	-20.3%	-51.0%	901	571	-36.6%	-54.7%	1.2	1.1	-0.1
Toyota/Scion	827	697	-15.7%	1.0%	1,977	1,604	-18.9%	-0.8%	12,889	8,507	-34.0%	-24.1%	17.2	16.2	-1.0
Volkswagen	130	100	-23.1%	13.7%	299	250	-16.4%	10.3%	1,891	1,511	-20.1%	-6.1%	2.5	2.9	0.4
Volvo	49	33	-32.7%	5.2%	91	92	1.1%	11.7%	669	478	-28.6%	-18.1%	0.9	0.9	0.0
Other	4	3	-25.0%	-43.7%	11	7	-36.4%	-50.8%	89	53	-40.4%	-53.4%	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 November vs. Year Earlier)



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

