

Denver Auto Outlook

Covering the Denver Area Automotive Market

Data thru October, 2006

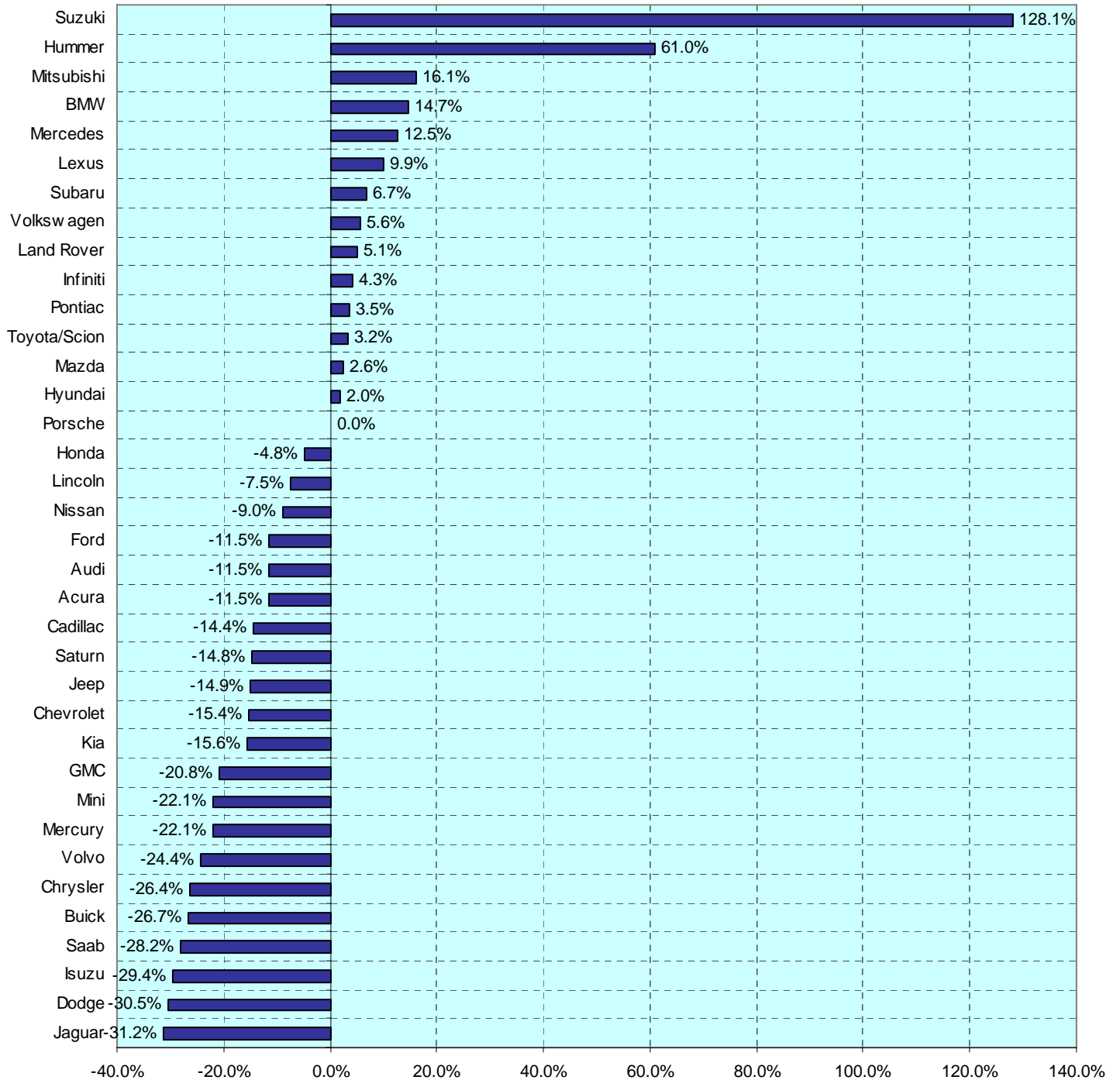
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Metro Denver Auto
Dealers Association

Denver Area New Retail Car and Light Truck Registrations

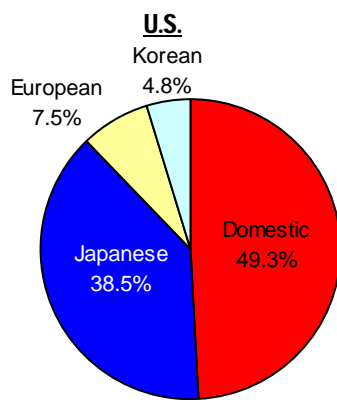
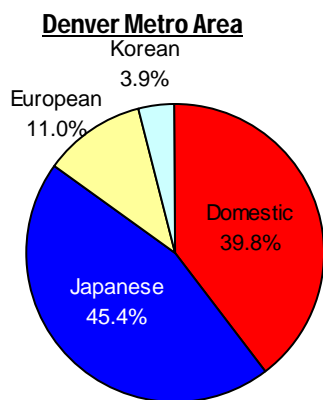
	October, '06				Two Month Period September and October '06				Year to date thru October				YTD Market Share (%)		
	Denver Area			U.S.	Denver Area			U.S.	Denver Area			Denver Area			
	2005	2006	% chg.	% chg.	Yr. Ago	Current	% chg.	% chg.	2005	2006	% chg.	% chg.	2005	2006	Chg.
MARKET SUMMARY															
TOTAL	9,339	8,401	-10.0%	6.2%	17,721	18,213	2.8%	3.9%	86,642	80,303	-7.3%	-2.9%			
Cars	4,461	4,177	-6.4%	-3.4%	8,261	9,050	9.6%	-2.4%	37,513	39,295	4.8%	2.2%	43.3	48.9	5.6
Light Trucks	4,878	4,224	-13.4%	16.3%	9,460	9,163	-3.1%	10.4%	49,129	41,008	-16.5%	-7.4%	56.7	51.1	-5.6
Domestic	3,959	3,231	-18.4%	8.9%	7,808	7,071	-9.4%	3.5%	38,121	31,929	-16.2%	-8.5%	44.0	39.8	-4.2
Japanese	3,939	3,934	-0.1%	3.9%	7,338	8,485	15.6%	6.2%	36,181	36,455	0.8%	5.2%	41.8	45.4	3.6
European	1,031	848	-17.7%	0.6%	1,859	1,825	-1.8%	0.1%	9,049	8,812	-2.6%	3.6%	10.4	11.0	0.6
Korean	410	388	-5.4%	1.1%	716	832	16.2%	-3.4%	3,291	3,107	-5.6%	2.6%	3.8	3.9	0.1
BRAND REGISTRATIONS															
Acura	155	146	-5.8%	-3.2%	288	330	14.6%	-2.5%	1,628	1,440	-11.5%	-6.9%	1.9	1.8	-0.1
Audi	122	89	-27.0%	-3.4%	205	194	-5.4%	-0.5%	1,085	960	-11.5%	4.1%	1.3	1.2	-0.1
BMW	164	159	-3.0%	-7.2%	310	361	16.5%	-7.5%	1,496	1,716	14.7%	2.2%	1.7	2.1	0.4
Buick	57	65	14.0%	15.4%	117	124	6.0%	1.4%	619	454	-26.7%	-15.4%	0.7	0.6	-0.1
Cadillac	73	69	-5.5%	14.3%	137	135	-1.5%	18.6%	983	841	-14.4%	-5.4%	1.1	1.0	-0.1
Chevrolet	801	814	1.6%	13.0%	1,593	1,699	6.7%	1.5%	8,952	7,570	-15.4%	-9.9%	10.3	9.4	-0.9
Chrysler	182	138	-24.2%	-19.6%	371	324	-12.7%	-8.7%	2,071	1,525	-26.4%	-9.2%	2.4	1.9	-0.5
Dodge	559	296	-47.0%	-3.7%	998	649	-35.0%	-11.3%	4,946	3,439	-30.5%	-10.1%	5.7	4.3	-1.4
Ford	1,227	935	-23.8%	10.1%	2,492	2,210	-11.3%	8.6%	10,452	9,248	-11.5%	-7.4%	12.1	11.5	-0.6
GMC	193	216	11.9%	65.5%	433	463	6.9%	28.9%	2,561	2,029	-20.8%	-17.5%	3.0	2.5	-0.5
Honda	1,053	867	-17.7%	0.3%	2,013	1,932	-4.0%	-2.2%	9,265	8,820	-4.8%	5.7%	10.7	11.0	0.3
Hummer	59	60	1.7%	-1.3%	94	112	19.1%	7.5%	251	404	61.0%	37.8%	0.3	0.5	0.2
Hyundai	247	244	-1.2%	3.6%	435	525	20.7%	-5.6%	1,874	1,911	2.0%	2.9%	2.2	2.4	0.2
Infiniti	83	71	-14.5%	-5.6%	141	167	18.4%	-5.9%	703	733	4.3%	-13.7%	0.8	0.9	0.1
Isuzu	12	3	-75.0%	-18.0%	18	12	-33.3%	-4.9%	102	72	-29.4%	-30.1%	0.1	0.1	0.0
Jaguar	9	8	-11.1%	-22.3%	19	22	15.8%	-35.2%	138	95	-31.2%	-31.4%	0.2	0.1	-0.1
Jeep	488	353	-27.7%	24.3%	925	735	-20.5%	25.4%	4,078	3,471	-14.9%	-3.9%	4.7	4.3	-0.4
Kia	163	144	-11.7%	-2.6%	281	307	9.3%	-0.1%	1,417	1,196	-15.6%	2.2%	1.6	1.5	-0.1
Land Rover	42	35	-16.7%	6.7%	81	80	-1.2%	4.1%	352	370	5.1%	8.2%	0.4	0.5	0.1
Lexus	168	231	37.5%	2.9%	342	507	48.2%	9.6%	2,085	2,291	9.9%	6.8%	2.4	2.9	0.5
Lincoln	28	29	3.6%	3.4%	64	49	-23.4%	-11.2%	320	296	-7.5%	-3.8%	0.4	0.4	0.0
Mazda	132	166	25.8%	-3.4%	258	301	16.7%	-1.1%	1,291	1,324	2.6%	3.0%	1.5	1.6	0.1
Mercedes	130	108	-16.9%	12.3%	216	220	1.9%	12.8%	1,074	1,208	12.5%	13.3%	1.2	1.5	0.3
Mercury	32	25	-21.9%	-5.9%	86	69	-19.8%	-3.8%	399	311	-22.1%	-9.0%	0.5	0.4	-0.1
Mini	21	21	0.0%	13.7%	46	53	15.2%	6.0%	340	265	-22.1%	-5.0%	0.4	0.3	-0.1
Mitsubishi	66	69	4.5%	0.0%	110	145	31.8%	6.7%	522	606	16.1%	-5.7%	0.6	0.8	0.2
Nissan	604	431	-28.6%	5.4%	1,032	950	-7.9%	-0.8%	4,818	4,382	-9.0%	-5.2%	5.6	5.5	-0.1
Other	23	14	-39.1%	21.5%	30	21	-30.0%	24.3%	164	149	-9.1%	8.9%	0.2	0.2	0.0
Pontiac	117	115	-1.7%	2.7%	217	256	18.0%	-4.9%	1,059	1,096	3.5%	-5.0%	1.2	1.4	0.2
Porsche	26	16	-38.5%	-9.0%	41	39	-4.9%	-3.5%	252	252	0.0%	9.0%	0.3	0.3	0.0
Saab	40	51	27.5%	103.8%	90	102	13.3%	72.1%	504	362	-28.2%	-9.5%	0.6	0.5	-0.1
Saturn	129	105	-18.6%	19.5%	265	232	-12.5%	13.6%	1,354	1,153	-14.8%	2.0%	1.6	1.4	-0.2
Subaru	424	450	6.1%	-8.2%	853	966	13.2%	-4.1%	3,820	4,077	6.7%	1.7%	4.4	5.1	0.7
Suzuki	41	83	102.4%	-4.7%	66	178	169.7%	3.8%	302	689	128.1%	25.2%	0.3	0.9	0.6
Toyota/Scion	1,201	1,417	18.0%	10.2%	2,217	2,997	35.2%	18.3%	11,645	12,021	3.2%	13.0%	13.4	15.0	1.6
Volkswagen	303	238	-21.5%	-7.4%	564	538	-4.6%	-7.3%	2,385	2,518	5.6%	9.9%	2.8	3.1	0.3
Volvo	165	120	-27.3%	-3.3%	273	209	-23.4%	-0.7%	1,335	1,009	-24.4%	-7.9%	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: October, 2006, previous two months combined (September and October), and year-to-date totals (thru October). 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 October vs. Year Earlier)



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



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.