

# Denver Auto Outlook

Covering the Denver Area Automotive Market

Data thru October, 2007

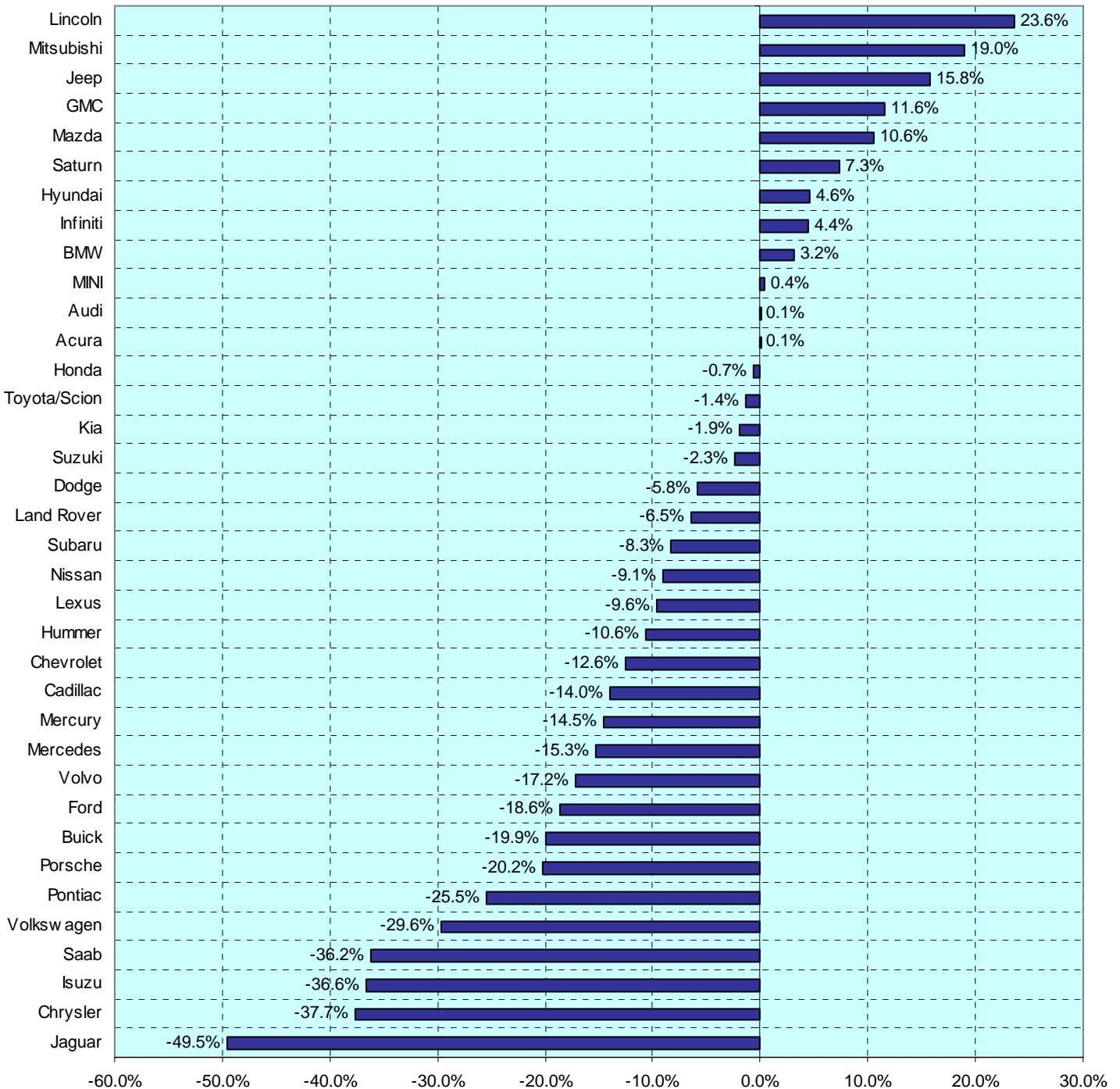
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## Denver Area New Retail Car and Light Truck Registrations

	October				Two Month Period Sep '07 and Oct '07				Year to date thru October				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	8,736	7,788	-10.9%	1.2%	18,953	14,304	-24.5%	-1.0%	83,854	78,113	-6.8%	-2.5%			
Cars	4,137	3,069	-25.8%	2.4%	8,970	5,791	-35.4%	-1.3%	39,298	32,478	-17.4%	-3.8%	46.9	41.6	-5.3
Light Trucks	4,599	4,719	2.6%	0.1%	9,983	8,513	-14.7%	-0.7%	44,556	45,635	2.4%	-1.2%	53.1	58.4	5.3
Domestic	3,348	2,941	-12.2%	-3.5%	7,297	5,291	-27.5%	-5.7%	33,174	29,658	-10.6%	-7.5%	39.6	38.0	-1.6
Japanese	4,134	3,747	-9.4%	6.1%	8,961	6,959	-22.3%	4.4%	38,522	37,553	-2.5%	4.0%	45.9	48.1	2.2
European	849	723	-14.8%	7.5%	1,826	1,362	-25.4%	4.9%	8,837	7,519	-14.9%	1.6%	10.5	9.6	-0.9
Korean	405	377	-6.9%	9.6%	869	692	-20.4%	4.5%	3,321	3,383	1.9%	2.2%	4.0	4.3	0.3
<b>BRAND REGISTRATIONS</b>															
Acura	146	139	-4.8%	-18.8%	330	258	-21.8%	-15.4%	1,440	1,441	0.1%	-9.3%	1.7	1.8	0.1
Audi	89	78	-12.4%	15.4%	194	138	-28.9%	7.0%	960	961	0.1%	10.0%	1.1	1.2	0.1
BMW	159	160	0.6%	12.6%	361	332	-8.0%	7.8%	1,715	1,770	3.2%	8.3%	2.0	2.3	0.3
Buick	65	48	-26.2%	-8.4%	125	81	-35.2%	-8.6%	472	378	-19.9%	-23.4%	0.6	0.5	-0.1
Cadillac	69	79	14.5%	24.7%	135	131	-3.0%	11.8%	769	661	-14.0%	-5.8%	0.9	0.8	-0.1
Chevrolet	822	662	-19.5%	4.8%	1,715	1,210	-29.4%	3.4%	7,737	6,759	-12.6%	-5.8%	9.2	8.7	-0.5
Chrysler	199	111	-44.2%	-2.9%	434	195	-55.1%	-11.0%	2,001	1,246	-37.7%	-9.6%	2.4	1.6	-0.8
Dodge	322	347	7.8%	-6.0%	708	664	-6.2%	-0.5%	3,863	3,638	-5.8%	-3.6%	4.6	4.7	0.1
Ford	948	718	-24.3%	-12.8%	2,227	1,301	-41.6%	-18.6%	9,363	7,623	-18.6%	-15.0%	11.2	9.8	-1.4
GMC	215	283	31.6%	14.9%	458	470	2.6%	15.3%	2,005	2,237	11.6%	7.0%	2.4	2.9	0.5
Honda	965	967	0.2%	7.6%	2,175	1,886	-13.3%	10.3%	9,900	9,831	-0.7%	4.7%	11.8	12.6	0.8
Hummer	60	41	-31.7%	-30.6%	112	68	-39.3%	-27.3%	404	361	-10.6%	-20.7%	0.5	0.5	0.0
Hyundai	245	226	-7.8%	-0.8%	526	419	-20.3%	-0.7%	1,926	2,014	4.6%	-0.3%	2.3	2.6	0.3
Infiniti	71	61	-14.1%	5.8%	167	116	-30.5%	2.1%	733	765	4.4%	6.3%	0.9	1.0	0.1
Isuzu	3	9	200.0%	-9.7%	12	14	16.7%	-16.3%	71	45	-36.6%	-17.6%	0.1	0.1	0.0
Jaguar	8	3	-62.5%	-24.6%	22	8	-63.6%	-17.2%	95	48	-49.5%	-27.0%	0.1	0.1	0.0
Jeep	353	368	4.2%	-20.9%	735	686	-6.7%	-15.7%	3,471	4,021	15.8%	4.6%	4.1	5.1	1.0
Kia	160	151	-5.6%	25.3%	343	273	-20.4%	12.0%	1,395	1,369	-1.9%	6.3%	1.7	1.8	0.1
Land Rover	35	47	34.3%	5.8%	80	87	8.8%	12.8%	370	346	-6.5%	7.4%	0.4	0.4	0.0
Lexus	231	186	-19.5%	4.6%	507	378	-25.4%	1.1%	2,292	2,071	-9.6%	4.4%	2.7	2.7	0.0
Lincoln	29	57	96.6%	16.7%	49	91	85.7%	24.0%	296	366	23.6%	14.7%	0.4	0.5	0.1
Mazda	169	118	-30.2%	17.8%	307	256	-16.6%	21.0%	1,355	1,499	10.6%	9.9%	1.6	1.9	0.3
Mercedes	108	94	-13.0%	10.8%	220	176	-20.0%	11.8%	1,219	1,032	-15.3%	2.7%	1.5	1.3	-0.2
Mercury	26	33	26.9%	25.0%	72	59	-18.1%	3.6%	310	265	-14.5%	-9.0%	0.4	0.3	-0.1
MINI	21	45	114.3%	-7.5%	53	62	17.0%	12.0%	265	266	0.4%	7.5%	0.3	0.3	0.0
Mitsubishi	69	67	-2.9%	-0.1%	145	117	-19.3%	9.2%	606	721	19.0%	15.8%	0.7	0.9	0.2
Nissan	440	420	-4.5%	14.2%	984	746	-24.2%	10.7%	4,498	4,087	-9.1%	5.4%	5.4	5.2	-0.2
Other	22	4	-81.8%	33.5%	41	7	-82.9%	21.6%	252	58	-77.0%	15.8%	0.3	0.1	-0.2
Pontiac	116	70	-39.7%	-14.2%	259	116	-55.2%	-14.6%	1,122	836	-25.5%	-14.1%	1.3	1.1	-0.2
Porsche	16	22	37.5%	21.5%	39	35	-10.3%	20.5%	252	201	-20.2%	1.3%	0.3	0.3	0.0
Saab	51	34	-33.3%	-16.7%	102	54	-47.1%	-19.0%	362	231	-36.2%	-7.8%	0.4	0.3	-0.1
Saturn	106	124	17.0%	-2.1%	235	219	-6.8%	0.5%	1,181	1,267	7.3%	10.3%	1.4	1.6	0.2
Subaru	449	400	-10.9%	-2.8%	965	747	-22.6%	-0.3%	4,073	3,733	-8.3%	-6.5%	4.9	4.8	-0.1
Suzuki	85	60	-29.4%	9.8%	180	96	-46.7%	2.2%	690	674	-2.3%	1.4%	0.8	0.9	0.1
Toyota/Scion	1,506	1,320	-12.4%	4.5%	3,189	2,345	-26.5%	-0.5%	12,862	12,684	-1.4%	3.8%	15.3	16.2	0.9
Volkswagen	238	152	-36.1%	8.3%	538	301	-44.1%	0.4%	2,520	1,773	-29.6%	-2.9%	3.0	2.3	-0.7
Volvo	120	84	-30.0%	-7.4%	209	162	-22.5%	-10.5%	1,009	835	-17.2%	-9.6%	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: October, 2007, previous two months combined (September and October 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 October vs. Year Earlier)



Segment Market Shares

Segment	October			Sep and Oct			YTD (Oct)		
	'06	'07	Chg.	'06	'07	Chg.	'06	'07	Chg.
Cars	47.3	39.5	-7.8	47.3	40.6	-6.7	46.8	41.7	-5.1
Compact Cars	20.2	17.3	-2.9	20.1	17.3	-2.8	19.4	18.3	-1.1
Mid Size Cars	16.5	13.6	-2.9	16.5	14.1	-2.4	15.9	13.8	-2.1
Luxury Cars	7.3	6.5	-0.8	7.4	7.0	-0.4	8.3	7.3	-1.0
Other Cars	3.3	2.1	-1.2	3.3	2.2	-1.1	3.2	2.3	-0.9
Light Trucks	52.7	60.5	7.8	52.7	59.4	6.7	53.2	58.3	5.1
Full Size Pickups	10.8	11.9	1.1	11.0	12.0	1.0	11.0	11.3	0.3
Compact SUVs	10.5	15.6	5.1	10.4	15.1	4.7	10.0	14.3	4.3
Mid & Full Size SUVs	21.7	25.1	3.4	21.7	24.5	2.8	22.3	24.3	2.0
Other Trucks	9.7	7.9	-1.8	9.6	7.8	-1.8	9.9	8.4	-1.5

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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