

# Denver Auto Outlook

Comprehensive information on the Metro Denver new retail vehicle market

Released: November 2008

Covering Results thru October 2008

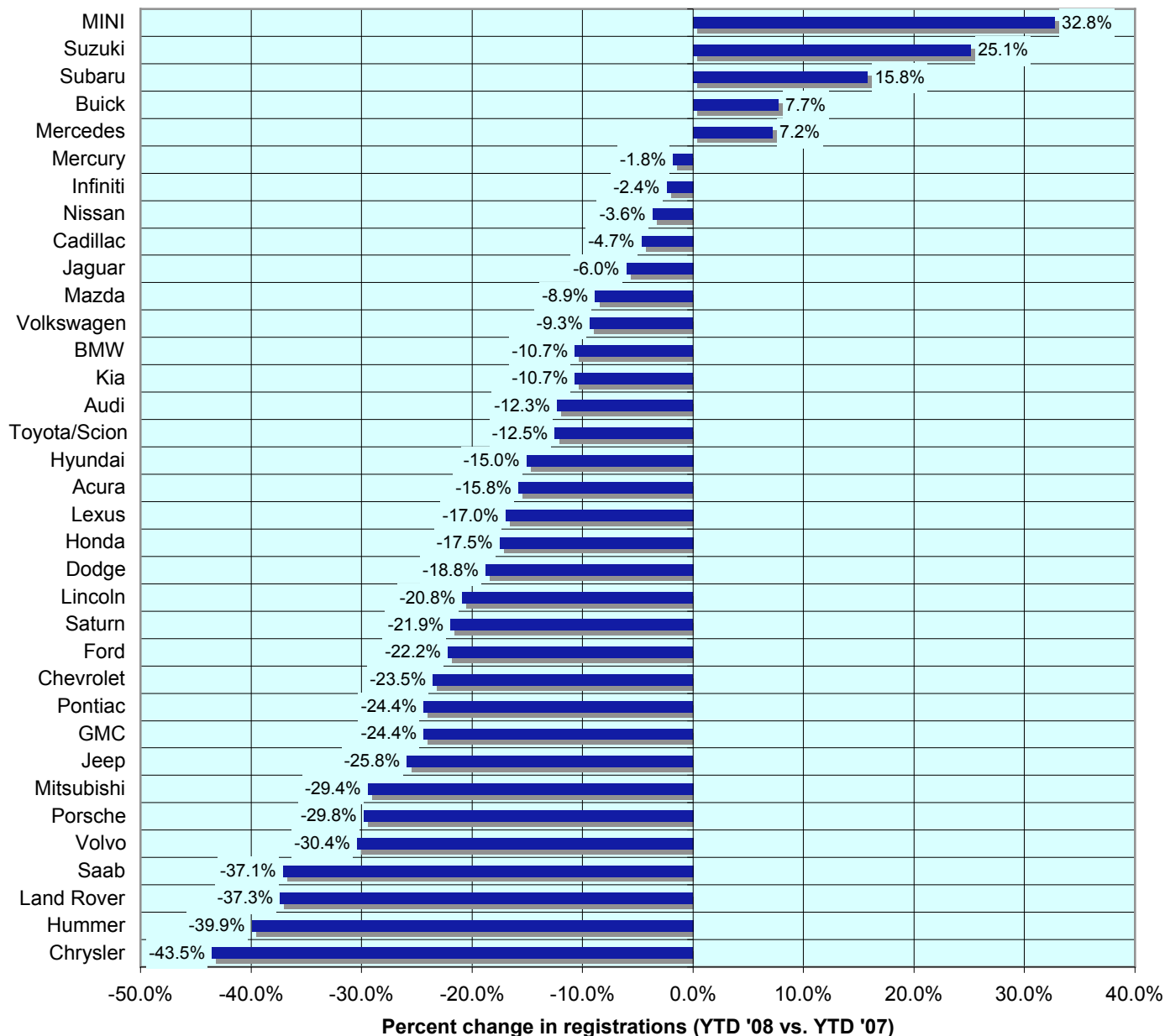
Released by:  
Metro Denver  
Auto Dealers Association

## Denver Area New Retail Car and Light Truck Registrations

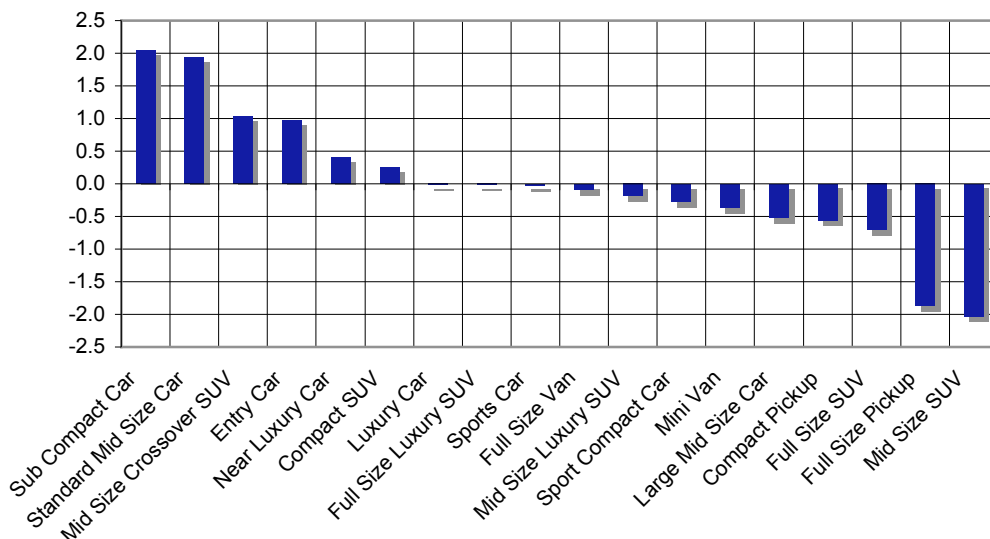
	October				Two Month Period Sep '08 and Oct '08				YTD (thru Oct.)				YTD Market Share (%)		
	Denver Area			U.S.	Denver Area			U.S.	Denver Area			U.S.	Denver Area		
	2007	2008	% chg.	% chg.	Yr. Ago	Current	% chg.	% chg.	2007	2008	% chg.	% chg.	2007	2008	Chg.
<b>MARKET SUMMARY</b>															
TOTAL	9,227	6,292	-31.8%	-26.7%	17,424	12,914	-25.9%	-20.7%	82,987	70,743	-14.8%	-12.7%			
Cars	3,700	2,848	-23.0%	-21.6%	7,178	5,982	-16.7%	-14.6%	34,813	32,889	-5.5%	-4.3%	41.9	46.5	4.5
Light Trucks	5,527	3,444	-37.7%	-31.4%	10,246	6,932	-32.3%	-26.4%	48,174	37,854	-21.4%	-20.8%	58.1	53.5	-4.5
Domestic	3,352	1,979	-41.0%	-24.4%	6,243	4,030	-35.4%	-24.6%	30,581	23,570	-22.9%	-19.3%	36.9	33.3	-3.5
Japanese	4,518	3,372	-25.4%	-30.9%	8,611	6,862	-20.3%	-17.2%	40,567	36,593	-9.8%	-6.4%	48.9	51.7	2.8
European	898	664	-26.1%	-20.2%	1,710	1,402	-18.0%	-14.9%	8,151	7,381	-9.4%	-3.7%	9.8	10.4	0.6
Korean	459	277	-39.7%	-26.4%	860	620	-27.9%	-16.2%	3,688	3,199	-13.3%	-4.2%	4.4	4.5	0.1
<b>BRAND REGISTRATIONS</b>															
Acura	155	104	-32.9%	-30.4%	292	238	-18.5%	-18.6%	1,500	1,263	-15.8%	-15.3%	1.8	1.8	0.0
Audi	113	80	-29.2%	-5.4%	189	147	-22.2%	-10.6%	1,050	921	-12.3%	-3.9%	1.3	1.3	0.0
BMW	205	119	-42.0%	-29.5%	414	300	-27.5%	-15.3%	1,910	1,706	-10.7%	-3.9%	2.3	2.4	0.1
Buick	49	42	-14.3%	-20.5%	88	96	9.1%	-13.8%	388	418	7.7%	-21.4%	0.5	0.6	0.1
Cadillac	97	56	-42.3%	-39.1%	161	110	-31.7%	-30.2%	708	675	-4.7%	-16.4%	0.9	1.0	0.1
Chevrolet	725	458	-36.8%	-10.9%	1,403	902	-35.7%	-15.3%	6,871	5,255	-23.5%	-16.4%	8.3	7.4	-0.9
Chrysler	123	62	-49.6%	-39.6%	218	105	-51.8%	-42.1%	1,303	736	-43.5%	-32.5%	1.6	1.0	-0.5
Dodge	433	274	-36.7%	-25.2%	813	522	-35.8%	-24.9%	3,845	3,124	-18.8%	-20.8%	4.6	4.4	-0.2
Ford	799	468	-41.4%	-33.7%	1,518	994	-34.5%	-29.6%	7,521	5,852	-22.2%	-16.3%	9.1	8.3	-0.8
GMC	298	171	-42.6%	-12.2%	519	340	-34.5%	-14.6%	2,318	1,753	-24.4%	-19.6%	2.8	2.5	-0.3
Honda	1,154	762	-34.0%	-23.2%	2,277	1,556	-31.7%	-14.3%	10,584	8,733	-17.5%	0.7%	12.8	12.3	-0.4
Hummer	46	22	-52.2%	-54.8%	77	37	-51.9%	-58.6%	393	236	-39.9%	-47.4%	0.5	0.3	-0.1
Hyundai	273	162	-40.7%	-25.4%	516	361	-30.0%	-15.8%	2,173	1,846	-15.0%	-5.8%	2.6	2.6	0.0
Infiniti	68	81	19.1%	-24.1%	128	161	25.8%	-8.0%	801	782	-2.4%	-4.1%	1.0	1.1	0.1
Jaguar	5	3	-40.0%	-23.7%	11	8	-27.3%	-25.2%	50	47	-6.0%	-3.3%	0.1	0.1	0.0
Jeep	436	256	-41.3%	-42.8%	828	508	-38.6%	-43.3%	4,248	3,150	-25.8%	-26.0%	5.1	4.5	-0.7
Kia	186	115	-38.2%	-27.8%	344	259	-24.7%	-16.7%	1,515	1,353	-10.7%	-1.7%	1.8	1.9	0.1
Land Rover	56	25	-55.4%	-37.4%	102	41	-59.8%	-47.8%	375	235	-37.3%	-35.5%	0.5	0.3	-0.1
Lexus	224	148	-33.9%	-36.1%	470	321	-31.7%	-20.9%	2,249	1,867	-17.0%	-16.5%	2.7	2.6	-0.1
Lincoln	65	25	-61.5%	-22.5%	109	58	-46.8%	-15.2%	403	319	-20.8%	-19.2%	0.5	0.5	0.0
Mazda	152	165	8.6%	-35.6%	340	354	4.1%	-20.1%	1,625	1,481	-8.9%	-5.7%	2.0	2.1	0.1
Mercedes	106	112	5.7%	-16.4%	199	240	20.6%	-14.1%	1,079	1,157	7.2%	-1.7%	1.3	1.6	0.3
Mercury	38	17	-55.3%	-43.2%	65	42	-35.4%	-37.3%	282	277	-1.8%	-25.3%	0.3	0.4	0.1
MINI	48	50	4.2%	0.8%	72	96	33.3%	24.1%	293	389	32.8%	29.7%	0.4	0.5	0.2
Mitsubishi	82	46	-43.9%	-39.0%	145	95	-34.5%	-34.0%	775	547	-29.4%	-24.3%	0.9	0.8	-0.2
Nissan	508	359	-29.3%	-38.4%	943	834	-11.6%	-11.9%	4,449	4,288	-3.6%	-3.3%	5.4	6.1	0.7
Pontiac	82	55	-32.9%	-26.7%	145	115	-20.7%	-33.1%	874	661	-24.4%	-18.4%	1.1	0.9	-0.1
Porsche	27	14	-48.1%	-44.8%	49	32	-34.7%	-44.8%	235	165	-29.8%	-19.8%	0.3	0.2	0.0
Saab	43	21	-51.2%	-27.2%	74	36	-51.4%	-39.9%	256	161	-37.1%	-32.4%	0.3	0.2	-0.1
Saturn	161	73	-54.7%	-10.8%	299	201	-32.8%	-7.1%	1,427	1,114	-21.9%	-15.5%	1.7	1.6	-0.1
Subaru	479	476	-0.6%	-11.9%	904	945	4.5%	1.2%	4,019	4,655	15.8%	3.7%	4.8	6.6	1.7
Suzuki	70	80	14.3%	-46.6%	120	148	23.3%	-38.6%	704	881	25.1%	-9.1%	0.8	1.2	0.4
Toyota/Scion	1,613	1,150	-28.7%	-31.8%	2,963	2,207	-25.5%	-20.2%	13,781	12,062	-12.5%	-9.6%	16.6	17.1	0.4
Volkswagen	189	169	-10.6%	-9.4%	394	327	-17.0%	-2.8%	1,942	1,761	-9.3%	0.2%	2.3	2.5	0.1
Volvo	102	42	-58.8%	-51.8%	198	118	-40.4%	-50.2%	891	620	-30.4%	-25.8%	1.1	0.9	-0.2
Other	17	30	76.5%	28.5%	37	60	62.2%	66.9%	150	253	68.7%	115.2%	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 October vs. YTD 2007)**



**Change in Segment Market Share - YTD 2008 thru October 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](http://www.autocount.com).

