

Denver Auto Outlook

Comprehensive information on the Metro Denver new retail vehicle market

Released: December 2009

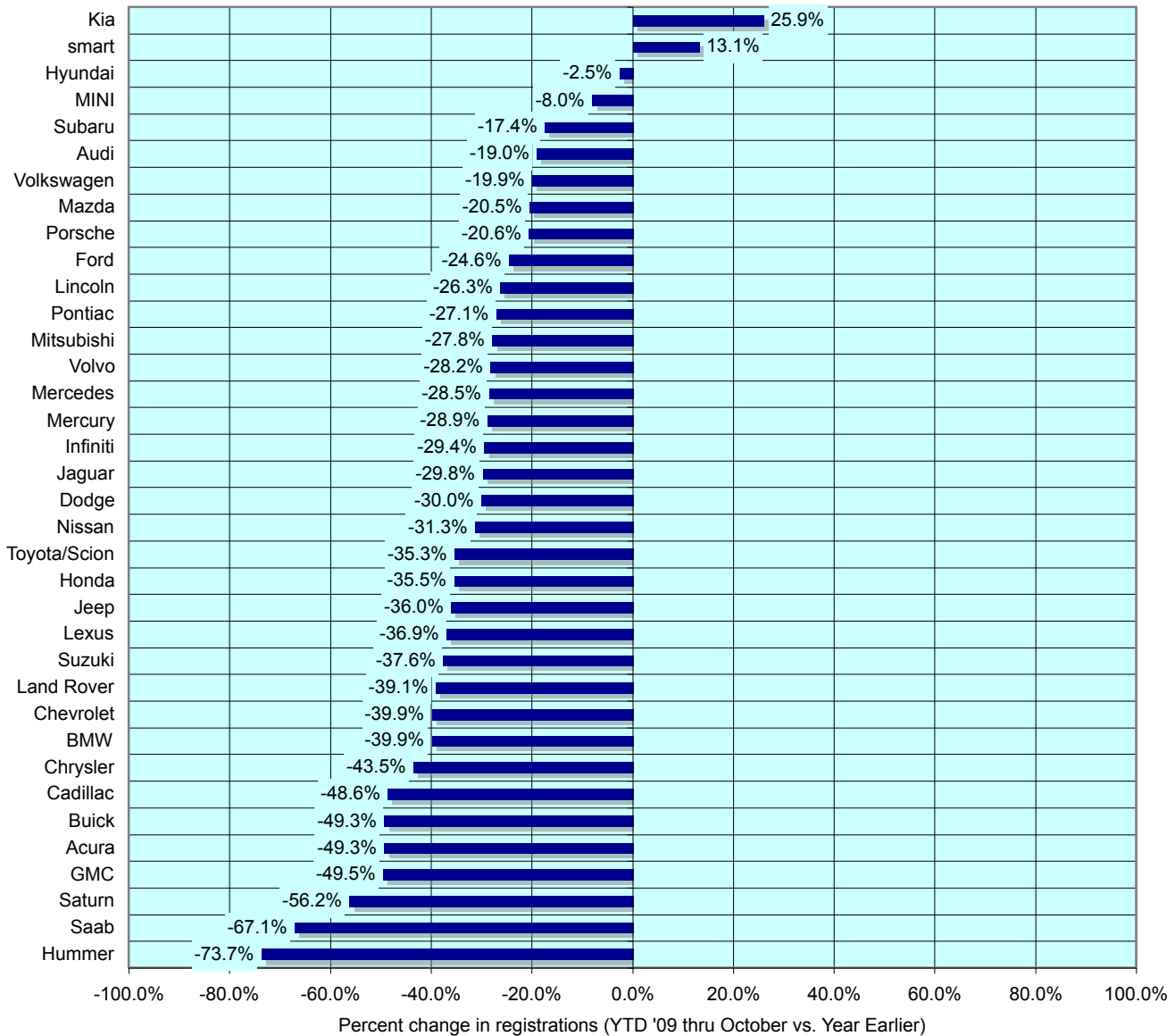
Covering Results thru October 2009 (REVISED)

Released by:
Metro Denver
Auto Dealers Association

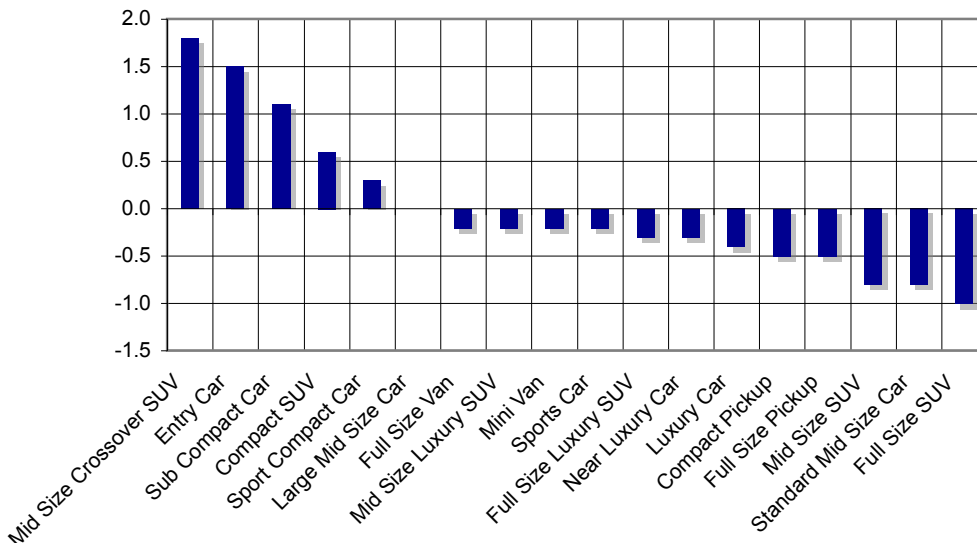
| Denver Area New Retail Car and Light Truck Registrations | | | | | | | | | | | | | | | |
|--|-------------|-------|--------|--------|---|---------|--------|--------|------------------|--------|--------|-------------|-------------------------|------|------|
| | October | | | | Two Month Period Sep '09 and Oct '09 | | | | YTD thru October | | | | 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 | 6,296 | 5,620 | -10.7% | 0.0% | 12,918 | 12,289 | -4.9% | -12.2% | 70,719 | 48,729 | -31.1% | -27.4% | | | |
| Cars | 2,882 | 2,797 | -2.9% | 0.3% | 6,032 | 6,420 | 6.4% | -8.8% | 32,938 | 23,318 | -29.2% | -23.4% | 46.6 | 47.9 | 1.3 |
| Light Trucks | 3,414 | 2,823 | -17.3% | -0.5% | 6,886 | 5,869 | -14.8% | -15.9% | 37,781 | 25,411 | -32.7% | -27.7% | 53.4 | 52.1 | -1.3 |
| Domestic | 1,979 | 1,575 | -20.4% | -4.0% | 4,030 | 3,577 | -11.2% | -21.6% | 23,570 | 15,100 | -35.9% | -30.7% | 33.3 | 31.0 | -2.3 |
| Japanese | 3,376 | 2,929 | -13.2% | 0.3% | 6,866 | 6,443 | -6.2% | -7.0% | 36,569 | 24,729 | -32.4% | -24.3% | 51.7 | 50.7 | -1.0 |
| European | 664 | 577 | -13.1% | -3.8% | 1,402 | 1,127 | -19.6% | -4.2% | 7,381 | 5,397 | -26.9% | -19.2% | 10.4 | 11.1 | 0.7 |
| Korean | 277 | 539 | 94.6% | 47.4% | 620 | 1,142 | 84.2% | 35.9% | 3,199 | 3,503 | 9.5% | 5.4% | 4.5 | 7.2 | 2.7 |
| BRAND REGISTRATIONS | | | | | | | | | | | | | | | |
| Acura | 104 | 70 | -32.7% | -3.5% | 238 | 124 | -47.9% | -15.4% | 1,263 | 640 | -49.3% | -33.8% | 1.8 | 1.3 | -0.5 |
| Audi | 80 | 85 | 6.3% | -1.1% | 147 | 152 | 3.4% | -3.1% | 921 | 746 | -19.0% | -9.6% | 1.3 | 1.5 | 0.2 |
| BMW | 119 | 92 | -22.7% | -18.6% | 300 | 187 | -37.7% | -9.9% | 1,706 | 1,026 | -39.9% | -26.3% | 2.4 | 2.1 | -0.3 |
| Buick | 42 | 25 | -40.5% | 18.5% | 96 | 47 | -51.0% | -15.0% | 418 | 212 | -49.3% | -36.0% | 0.6 | 0.4 | -0.2 |
| Cadillac | 56 | 40 | -28.6% | 21.6% | 110 | 69 | -37.3% | 4.4% | 675 | 347 | -48.6% | -43.6% | 1.0 | 0.7 | -0.3 |
| Chevrolet | 458 | 420 | -8.3% | 8.9% | 902 | 912 | 1.1% | -21.8% | 5,255 | 3,158 | -39.9% | -32.0% | 7.4 | 6.5 | -0.9 |
| Chrysler | 62 | 35 | -43.5% | -35.6% | 105 | 89 | -15.2% | -49.5% | 736 | 416 | -43.5% | -51.6% | 1.0 | 0.9 | -0.1 |
| Dodge | 274 | 184 | -32.8% | -25.9% | 522 | 447 | -14.4% | -35.0% | 3,124 | 2,188 | -30.0% | -37.4% | 4.4 | 4.5 | 0.1 |
| Ford | 468 | 465 | -0.6% | 3.8% | 994 | 1,116 | 12.3% | 0.1% | 5,852 | 4,411 | -24.6% | -21.4% | 8.3 | 9.1 | 0.8 |
| GMC | 171 | 92 | -46.2% | 24.4% | 340 | 182 | -46.5% | -26.5% | 1,753 | 885 | -49.5% | -39.9% | 2.5 | 1.8 | -0.7 |
| Honda | 762 | 663 | -13.0% | 0.0% | 1,556 | 1,546 | -0.6% | -10.3% | 8,733 | 5,637 | -35.5% | -24.2% | 12.3 | 11.6 | -0.7 |
| Hummer | 22 | 3 | -86.4% | -77.6% | 37 | 5 | -86.5% | -80.0% | 236 | 62 | -73.7% | -63.6% | 0.3 | 0.1 | -0.2 |
| Hyundai | 162 | 250 | 54.3% | 48.9% | 361 | 579 | 60.4% | 37.1% | 1,846 | 1,800 | -2.5% | 1.3% | 2.6 | 3.7 | 1.1 |
| Infiniti | 81 | 80 | -1.2% | -9.3% | 161 | 140 | -13.0% | -12.3% | 782 | 552 | -29.4% | -33.4% | 1.1 | 1.1 | 0.0 |
| Jaguar | 3 | 6 | 100.0% | 35.7% | 8 | 8 | 0.0% | 20.7% | 47 | 33 | -29.8% | -32.5% | 0.1 | 0.1 | 0.0 |
| Jeep | 256 | 167 | -34.8% | -36.8% | 508 | 377 | -25.8% | -28.1% | 3,150 | 2,015 | -36.0% | -32.4% | 4.5 | 4.1 | -0.4 |
| Kia | 115 | 289 | 151.3% | 45.3% | 259 | 563 | 117.4% | 34.2% | 1,353 | 1,703 | 25.9% | 4.6% | 1.9 | 3.5 | 1.6 |
| Land Rover | 25 | 23 | -8.0% | -1.8% | 41 | 32 | -22.0% | -9.0% | 235 | 143 | -39.1% | -19.2% | 0.3 | 0.3 | 0.0 |
| Lexus | 153 | 141 | -7.8% | 19.8% | 326 | 272 | -16.6% | 15.8% | 1,872 | 1,182 | -36.9% | -26.8% | 2.6 | 2.4 | -0.2 |
| Lincoln | 25 | 35 | 40.0% | -9.0% | 58 | 48 | -17.2% | -15.1% | 319 | 235 | -26.3% | -28.5% | 0.5 | 0.5 | 0.0 |
| Mazda | 165 | 153 | -7.3% | -8.4% | 354 | 345 | -2.5% | -10.1% | 1,481 | 1,178 | -20.5% | -25.6% | 2.1 | 2.4 | 0.3 |
| Mercedes | 112 | 105 | -6.3% | 21.3% | 240 | 183 | -23.8% | 4.1% | 1,157 | 827 | -28.5% | -23.6% | 1.6 | 1.7 | 0.1 |
| Mercury | 17 | 15 | -11.8% | -1.1% | 42 | 57 | 35.7% | -8.4% | 277 | 197 | -28.9% | -28.5% | 0.4 | 0.4 | 0.0 |
| MINI | 50 | 32 | -36.0% | -20.8% | 96 | 69 | -28.1% | -8.1% | 389 | 358 | -8.0% | -12.4% | 0.6 | 0.7 | 0.1 |
| Mitsubishi | 46 | 29 | -37.0% | -48.3% | 95 | 85 | -10.5% | -42.3% | 547 | 395 | -27.8% | -46.5% | 0.8 | 0.8 | 0.0 |
| Nissan | 359 | 387 | 7.8% | 7.7% | 834 | 894 | 7.2% | 0.8% | 4,288 | 2,947 | -31.3% | -25.2% | 6.1 | 6.0 | -0.1 |
| Pontiac | 55 | 38 | -30.9% | -18.4% | 115 | 124 | 7.8% | -40.3% | 661 | 482 | -27.1% | -32.7% | 0.9 | 1.0 | 0.1 |
| Porsche | 14 | 5 | -64.3% | 15.1% | 32 | 17 | -46.9% | 11.7% | 165 | 131 | -20.6% | -32.1% | 0.2 | 0.3 | 0.1 |
| Saab | 21 | 3 | -85.7% | -74.0% | 36 | 6 | -83.3% | -73.3% | 161 | 53 | -67.1% | -60.1% | 0.2 | 0.1 | -0.1 |
| Saturn | 73 | 56 | -23.3% | -57.8% | 201 | 103 | -48.8% | -75.6% | 1,114 | 488 | -56.2% | -62.1% | 1.6 | 1.0 | -0.6 |
| smart | 23 | 13 | -43.5% | -70.4% | 46 | 28 | -39.1% | -63.3% | 168 | 190 | 13.1% | -31.6% | 0.2 | 0.4 | 0.2 |
| Subaru | 476 | 436 | -8.4% | 40.7% | 945 | 963 | 1.9% | 19.5% | 4,655 | 3,844 | -17.4% | 10.2% | 6.6 | 7.9 | 1.3 |
| Suzuki | 79 | 63 | -20.3% | -49.9% | 147 | 143 | -2.7% | -52.3% | 852 | 532 | -37.6% | -55.0% | 1.2 | 1.1 | -0.1 |
| Toyota/Scion | 1,150 | 907 | -21.1% | -2.3% | 2,207 | 1,929 | -12.6% | -8.8% | 12,062 | 7,810 | -35.3% | -27.8% | 17.1 | 16.0 | -1.1 |
| Volkswagen | 169 | 150 | -11.2% | 7.2% | 327 | 327 | 0.0% | 4.2% | 1,761 | 1,411 | -19.9% | -8.9% | 2.5 | 2.9 | 0.4 |
| Volvo | 42 | 59 | 40.5% | 19.4% | 118 | 110 | -6.8% | 17.8% | 620 | 445 | -28.2% | -22.2% | 0.9 | 0.9 | 0.0 |
| Other | 7 | 4 | -42.9% | -56.8% | 14 | 11 | -21.4% | -51.4% | 85 | 50 | -41.2% | -53.9% | 0.1 | 0.1 | 0.0 |

The table shows new retail light vehicle registrations in the Metro Denver Area. This report contains revised historical data from the previously released report covering October registrations. Processing errors had occurred with the data, which is released by the Colorado DMV and compiled by AutoCount. This report reflects corrected figures, recently released by AutoCount. We apologize for these processing errors that impacted registration data for several brands. 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 October vs. Year Earlier)



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

