

Denver Auto Outlook

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Metro Denver Auto
Dealers Association

Covering the Denver Area Automotive Market

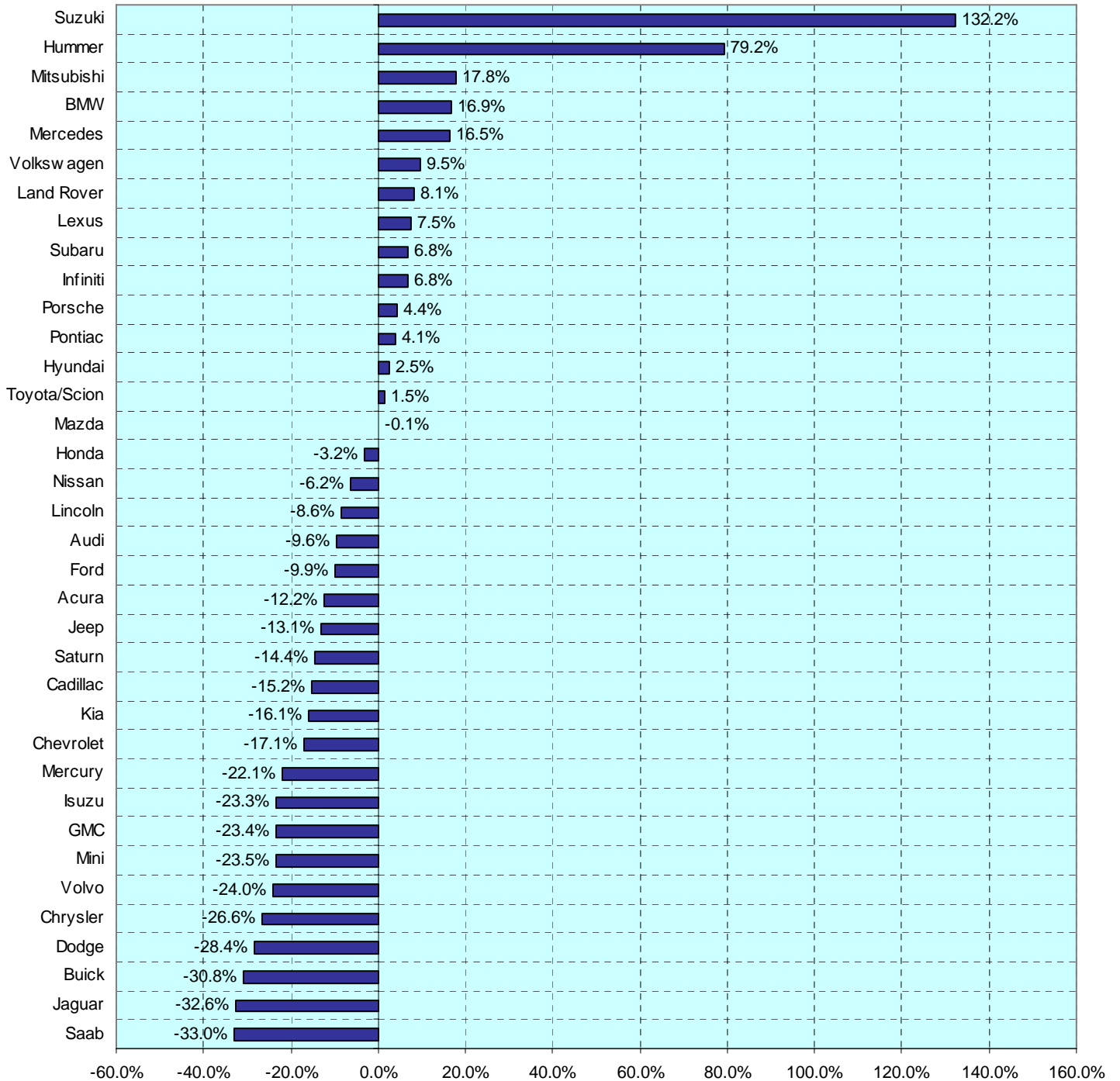
Data thru September, 2006

Denver Area New Retail Car and Light Truck Registrations

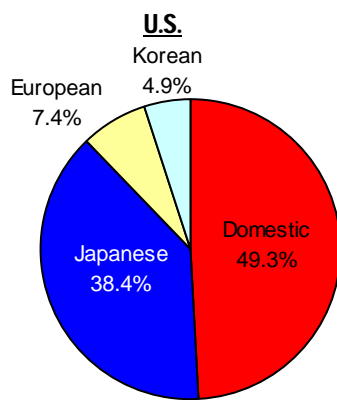
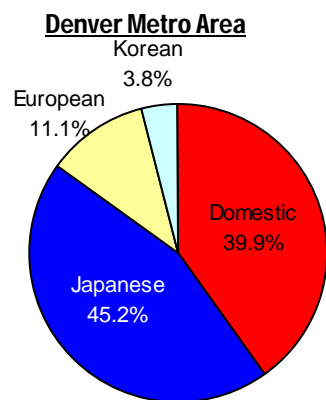
	September, 06				Two Month Period August and September '06				Year to date thru September				YTD Market Share (%)		
	Denver Area			U.S.	Denver Area			U.S.	Denver Area			Denver Area			
	2005	2006	% chg.	% chg.	Yr. Ago	Current	% chg.	% chg.	2005	2006	% chg.	% chg.	2005	2006	Chg.
MARKET SUMMARY															
TOTAL	8,382	9,812	17.1%	1.9%	19,556	18,931	-3.2%	1.0%	77,303	71,902	-7.0%	-3.7%			
Cars	3,801	4,873	28.2%	-1.5%	8,397	9,480	12.9%	1.5%	33,052	35,118	6.3%	2.8%	42.8	48.8	6.0
Light Trucks	4,581	4,939	7.8%	5.3%	11,159	9,451	-15.3%	0.6%	44,251	36,784	-16.9%	-9.3%	57.2	51.2	-6.0
Domestic	3,849	3,840	-0.2%	-1.0%	9,356	7,412	-20.8%	-2.2%	34,162	28,698	-16.0%	-9.9%	44.2	39.9	-4.3
Japanese	3,399	4,551	33.9%	8.2%	7,546	8,800	16.6%	6.9%	32,242	32,521	0.9%	5.3%	41.7	45.2	3.5
European	828	977	18.0%	-0.4%	1,941	1,929	-0.6%	-1.7%	8,018	7,964	-0.7%	4.0%	10.4	11.1	0.7
Korean	306	444	45.1%	-7.1%	713	790	10.8%	-0.4%	2,881	2,719	-5.6%	2.8%	3.7	3.8	0.1
BRAND REGISTRATIONS															
Acura	133	184	38.3%	-1.9%	316	351	11.1%	-3.5%	1,473	1,294	-12.2%	-7.2%	1.9	1.8	-0.1
Audi	83	105	26.5%	1.9%	208	185	-11.1%	2.4%	963	871	-9.6%	4.9%	1.2	1.2	0.0
BMW	146	202	38.4%	-7.8%	337	395	17.2%	-10.1%	1,332	1,557	16.9%	3.3%	1.7	2.2	0.5
Buick	60	59	-1.7%	-7.5%	166	113	-31.9%	-4.1%	562	389	-30.8%	-17.2%	0.7	0.5	-0.2
Cadillac	64	66	3.1%	22.5%	183	157	-14.2%	12.5%	910	772	-15.2%	-7.0%	1.2	1.1	-0.1
Chevrolet	792	885	11.7%	-7.0%	2,181	1,888	-13.4%	-0.9%	8,151	6,756	-17.1%	-11.5%	10.5	9.4	-1.1
Chrysler	189	186	-1.6%	3.7%	397	327	-17.6%	5.0%	1,889	1,387	-26.6%	-8.2%	2.4	1.9	-0.5
Dodge	439	353	-19.6%	-17.7%	1,093	741	-32.2%	-14.8%	4,387	3,143	-28.4%	-10.6%	5.7	4.4	-1.3
Ford	1,265	1,275	0.8%	7.3%	2,754	2,225	-19.2%	-3.4%	9,225	8,313	-9.9%	-8.8%	11.9	11.6	-0.3
GMC	240	247	2.9%	5.6%	750	487	-35.1%	8.3%	2,368	1,813	-23.4%	-21.8%	3.1	2.5	-0.6
Honda	960	1,065	10.9%	-4.4%	1,958	2,108	7.7%	-3.6%	8,212	7,953	-3.2%	6.2%	10.6	11.1	0.5
Hummer	35	52	48.6%	16.1%	75	97	29.3%	10.5%	192	344	79.2%	43.8%	0.2	0.5	0.3
Hyundai	188	281	49.5%	-12.6%	420	514	22.4%	-2.9%	1,627	1,667	2.5%	2.9%	2.1	2.3	0.2
Infiniti	58	96	65.5%	-6.2%	143	186	30.1%	-15.4%	620	662	6.8%	-14.5%	0.8	0.9	0.1
Isuzu	6	9	50.0%	10.7%	15	16	6.7%	-2.5%	90	69	-23.3%	-31.0%	0.1	0.1	0.0
Jaguar	10	14	40.0%	-45.8%	31	25	-19.4%	-40.0%	129	87	-32.6%	-32.0%	0.2	0.1	-0.1
Jeep	437	382	-12.6%	26.5%	1,012	674	-33.4%	14.0%	3,590	3,118	-13.1%	-6.4%	4.6	4.3	-0.3
Kia	118	163	38.1%	2.0%	293	276	-5.8%	3.7%	1,254	1,052	-16.1%	2.6%	1.6	1.5	-0.1
Land Rover	39	45	15.4%	1.3%	75	78	4.0%	-10.5%	310	335	8.1%	8.4%	0.4	0.5	0.1
Lexus	174	276	58.6%	16.6%	435	512	17.7%	13.2%	1,917	2,060	7.5%	7.2%	2.5	2.9	0.4
Lincoln	36	20	-44.4%	-24.0%	69	36	-47.8%	-16.6%	292	267	-8.6%	-4.5%	0.4	0.4	0.0
Mazda	126	135	7.1%	1.2%	285	295	3.5%	1.0%	1,159	1,158	-0.1%	3.7%	1.5	1.6	0.1
Mercedes	86	112	30.2%	13.3%	202	242	19.8%	10.0%	944	1,100	16.5%	13.4%	1.2	1.5	0.3
Mercury	54	44	-18.5%	-2.0%	108	68	-37.0%	-8.1%	367	286	-22.1%	-9.2%	0.5	0.4	-0.1
Mini	25	32	28.0%	-2.1%	62	60	-3.2%	-2.4%	319	244	-23.5%	-6.8%	0.4	0.3	-0.1
Mitsubishi	44	76	72.7%	13.6%	123	153	24.4%	6.2%	456	537	17.8%	-6.3%	0.6	0.7	0.1
Nissan	428	519	21.3%	-5.5%	974	1,022	4.9%	-2.5%	4,214	3,951	-6.2%	-6.1%	5.5	5.5	0.0
Other	7	7	0.0%	27.5%	26	22	-15.4%	33.0%	141	135	-4.3%	7.7%	0.2	0.2	0.0
Pontiac	100	141	41.0%	-10.1%	226	293	29.6%	-9.4%	942	981	4.1%	-5.7%	1.2	1.4	0.2
Porsche	15	23	53.3%	3.1%	45	54	20.0%	-5.6%	226	236	4.4%	10.9%	0.3	0.3	0.0
Saab	50	51	2.0%	51.2%	153	101	-34.0%	31.1%	464	311	-33.0%	-14.2%	0.6	0.4	-0.2
Saturn	136	127	-6.6%	8.5%	332	293	-11.7%	9.0%	1,225	1,048	-14.4%	0.3%	1.6	1.5	-0.1
Subaru	429	516	20.3%	0.2%	878	996	13.4%	1.2%	3,396	3,627	6.8%	2.8%	4.4	5.0	0.6
Suzuki	25	95	280.0%	11.3%	62	197	217.7%	13.9%	261	606	132.2%	28.1%	0.3	0.8	0.5
Toyota/Scion	1,016	1,580	55.5%	26.1%	2,357	2,964	25.8%	21.8%	10,444	10,604	1.5%	13.3%	13.5	14.7	1.2
Volkswagen	261	300	14.9%	-7.2%	550	570	3.6%	-2.7%	2,082	2,280	9.5%	11.8%	2.7	3.2	0.5
Volvo	108	89	-17.6%	1.7%	262	210	-19.8%	-0.3%	1,170	889	-24.0%	-8.3%	1.5	1.2	-0.3

The table above shows new retail light vehicle registrations in the Denver Metro Area for the following three time periods: September, 2006, previous two months combined (August and September), and year-to-date totals (thru September). 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 September vs. Year Earlier)



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



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.

