

# Denver Auto Outlook

Covering the Denver Area Automotive Market

Data thru September, 2007

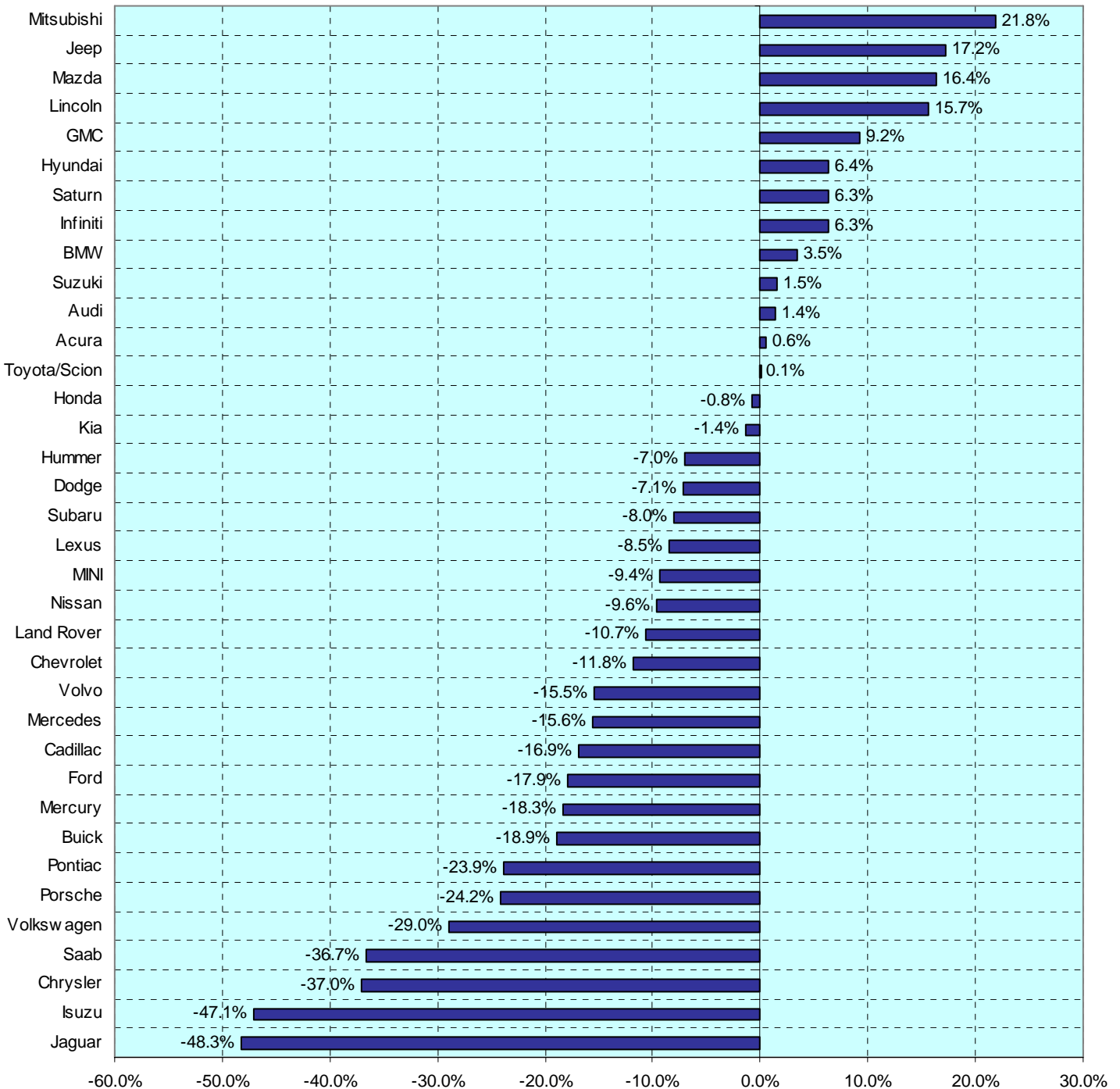
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## Denver Area New Retail Car and Light Truck Registrations

	September				Two Month Period Aug '07 and Sep '07				Year to date thru September				YTD Market Share (%)		
	Denver Area			U.S.	Denver Area			U.S.	Denver Area			U.S.	Denver Area		
	2006	2007	% chg.	% chg.	Yr. Ago	Current	% chg.	% chg.	2006	2007	% chg.	% chg.	2006	2007	Chg.
<b>MARKET SUMMARY</b>															
TOTAL	7,256	6,516	-10.2%	-2.9%	15,202	14,305	-5.9%	-1.7%	75,118	70,325	-6.4%	-2.8%			
Cars	3,433	2,738	-20.2%	-4.4%	7,302	6,120	-16.2%	-5.1%	35,869	27,969	-22.0%	-4.3%	47.8	39.8	-8.0
Light Trucks	3,823	3,778	-1.2%	-1.4%	7,900	8,185	3.6%	1.7%	39,249	42,356	7.9%	-1.4%	52.2	60.2	8.0
Domestic	2,744	2,350	-14.4%	-7.6%	5,884	5,151	-12.5%	-5.3%	29,826	26,717	-10.4%	-7.9%	39.7	38.0	-1.7
Japanese	3,475	3,212	-7.6%	2.8%	7,185	7,141	-0.6%	2.3%	34,388	33,806	-1.7%	3.8%	45.8	48.1	2.3
European	703	639	-9.1%	2.5%	1,488	1,355	-8.9%	3.1%	7,988	6,796	-14.9%	1.0%	10.6	9.7	-0.9
Korean	334	315	-5.7%	0.1%	645	658	2.0%	1.8%	2,916	3,006	3.1%	1.6%	3.9	4.3	0.4
<b>BRAND REGISTRATIONS</b>															
Acura	132	119	-9.8%	-12.0%	271	261	-3.7%	-10.9%	1,294	1,302	0.6%	-8.3%	1.7	1.9	0.2
Audi	76	60	-21.1%	0.2%	142	147	3.5%	3.5%	871	883	1.4%	9.4%	1.2	1.3	0.1
BMW	145	172	18.6%	2.8%	304	341	12.2%	11.0%	1,556	1,610	3.5%	7.8%	2.1	2.3	0.2
Buick	43	33	-23.3%	-8.8%	89	75	-15.7%	-12.4%	407	330	-18.9%	-24.7%	0.5	0.5	0.0
Cadillac	48	52	8.3%	0.9%	121	107	-11.6%	-0.9%	700	582	-16.9%	-8.8%	0.9	0.8	-0.1
Chevrolet	643	548	-14.8%	2.0%	1,468	1,177	-19.8%	5.6%	6,915	6,097	-11.8%	-6.8%	9.2	8.7	-0.5
Chrysler	169	84	-50.3%	-18.1%	322	199	-38.2%	-12.7%	1,802	1,135	-37.0%	-10.2%	2.4	1.6	-0.8
Dodge	278	317	14.0%	4.9%	641	655	2.2%	-1.8%	3,541	3,291	-7.1%	-3.4%	4.7	4.7	0.0
Ford	921	583	-36.7%	-23.9%	1,726	1,374	-20.4%	-19.9%	8,415	6,905	-17.9%	-15.2%	11.2	9.8	-1.4
GMC	175	187	6.9%	15.6%	370	371	0.3%	20.6%	1,790	1,954	9.2%	6.1%	2.4	2.8	0.4
Honda	871	919	5.5%	12.9%	1,840	2,052	11.5%	9.4%	8,935	8,864	-0.8%	4.5%	11.9	12.6	0.7
Hummer	37	27	-27.0%	-24.6%	75	57	-24.0%	-20.0%	344	320	-7.0%	-19.7%	0.5	0.5	0.0
Hyundai	202	193	-4.5%	-0.5%	400	415	3.8%	0.4%	1,681	1,788	6.4%	-0.2%	2.2	2.5	0.3
Infiniti	69	55	-20.3%	-1.2%	143	133	-7.0%	3.5%	662	704	6.3%	6.3%	0.9	1.0	0.1
Isuzu	6	5	-16.7%	-22.2%	12	7	-41.7%	-12.9%	68	36	-47.1%	-18.3%	0.1	0.1	0.0
Jaguar	10	5	-50.0%	-8.4%	19	7	-63.2%	-15.4%	87	45	-48.3%	-27.2%	0.1	0.1	0.0
Jeep	295	318	7.8%	-10.6%	619	692	11.8%	-5.9%	3,118	3,653	17.2%	7.6%	4.2	5.2	1.0
Kia	132	122	-7.6%	0.9%	245	243	-0.8%	4.0%	1,235	1,218	-1.4%	4.5%	1.6	1.7	0.1
Land Rover	32	40	25.0%	20.8%	60	62	3.3%	26.7%	335	299	-10.7%	7.6%	0.4	0.4	0.0
Lexus	199	192	-3.5%	-2.3%	394	401	1.8%	0.9%	2,061	1,885	-8.5%	4.3%	2.7	2.7	0.0
Lincoln	14	34	142.9%	32.6%	40	64	60.0%	23.5%	267	309	15.7%	14.5%	0.4	0.4	0.0
Mazda	99	138	39.4%	23.9%	233	323	38.6%	17.1%	1,186	1,381	16.4%	9.2%	1.6	2.0	0.4
Mercedes	81	82	1.2%	13.0%	177	174	-1.7%	7.3%	1,111	938	-15.6%	1.8%	1.5	1.3	-0.2
Mercury	33	26	-21.2%	-13.1%	53	46	-13.2%	-16.9%	284	232	-18.3%	-11.4%	0.4	0.3	-0.1
MINI	20	17	-15.0%	36.0%	46	53	15.2%	30.4%	244	221	-9.4%	9.3%	0.3	0.3	0.0
Mitsubishi	48	50	4.2%	17.6%	110	115	4.5%	18.3%	537	654	21.8%	17.4%	0.7	0.9	0.2
Nissan	342	326	-4.7%	7.8%	758	742	-2.1%	6.9%	4,058	3,667	-9.6%	4.5%	5.4	5.2	-0.2
Other	14	3	-78.6%	8.8%	37	7	-81.1%	14.0%	230	54	-76.5%	13.9%	0.3	0.1	-0.2
Pontiac	103	46	-55.3%	-14.9%	198	133	-32.8%	-7.7%	1,006	766	-23.9%	-14.1%	1.3	1.1	-0.2
Porsche	17	13	-23.5%	19.4%	42	41	-2.4%	12.6%	236	179	-24.2%	-0.5%	0.3	0.3	0.0
Saab	37	20	-45.9%	-21.0%	78	46	-41.0%	-12.9%	311	197	-36.7%	-6.9%	0.4	0.3	-0.1
Saturn	93	95	2.2%	3.1%	211	201	-4.7%	-0.7%	1,075	1,143	6.3%	11.7%	1.4	1.6	0.2
Subaru	372	347	-6.7%	2.0%	767	660	-14.0%	-2.7%	3,624	3,333	-8.0%	-6.9%	4.8	4.7	-0.1
Suzuki	68	36	-47.1%	-3.6%	152	99	-34.9%	1.4%	605	614	1.5%	0.8%	0.8	0.9	0.1
Toyota/Scion	1,152	1,025	-11.0%	-4.7%	2,438	2,348	-3.7%	-4.2%	11,356	11,364	0.1%	3.7%	15.1	16.2	1.1
Volkswagen	216	149	-31.0%	-5.9%	439	327	-25.5%	-6.8%	2,282	1,621	-29.0%	-3.9%	3.0	2.3	-0.7
Volvo	64	78	21.9%	-13.1%	162	150	-7.4%	-13.5%	889	751	-15.5%	-9.8%	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: September, 2007, previous two months combined (August and September 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 September vs. Year Earlier)



Segment Market Shares

Segment	September			Aug and Sep			YTD (Sep)		
	'06	'07	Chg.	'06	'07	Chg.	'06	'07	Chg.
Cars	47.3	41.8	-5.5	48.0	42.8	-5.2	46.7	41.9	-4.8
Compact Cars	20.2	17.2	-3.0	20.4	18.2	-2.2	19.3	18.4	-0.9
Mid Size Cars	16.4	14.7	-1.7	16.4	14.9	-1.5	15.8	13.8	-2.0
Luxury Cars	7.5	7.5	0.0	7.7	7.2	-0.5	8.4	7.4	-1.0
Other Cars	3.2	2.4	-0.8	3.5	2.5	-1.0	3.2	2.3	-0.9
Light Trucks	52.7	58.2	5.5	52.0	57.2	5.2	53.3	58.1	4.8
Full Size Pickups	11.1	12.2	1.1	11.1	11.9	0.8	11.0	11.2	0.2
Compact SUVs	10.3	14.5	4.2	9.9	14.1	4.2	10.0	14.3	4.3
Mid & Full Size SUVs	21.8	23.8	2.0	21.3	23.3	2.0	22.4	24.2	1.8
Other Trucks	9.5	7.7	-1.8	9.7	7.9	-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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