

Denver Auto Outlook

Comprehensive information on the Metro Denver new retail vehicle market

Released: October 2009

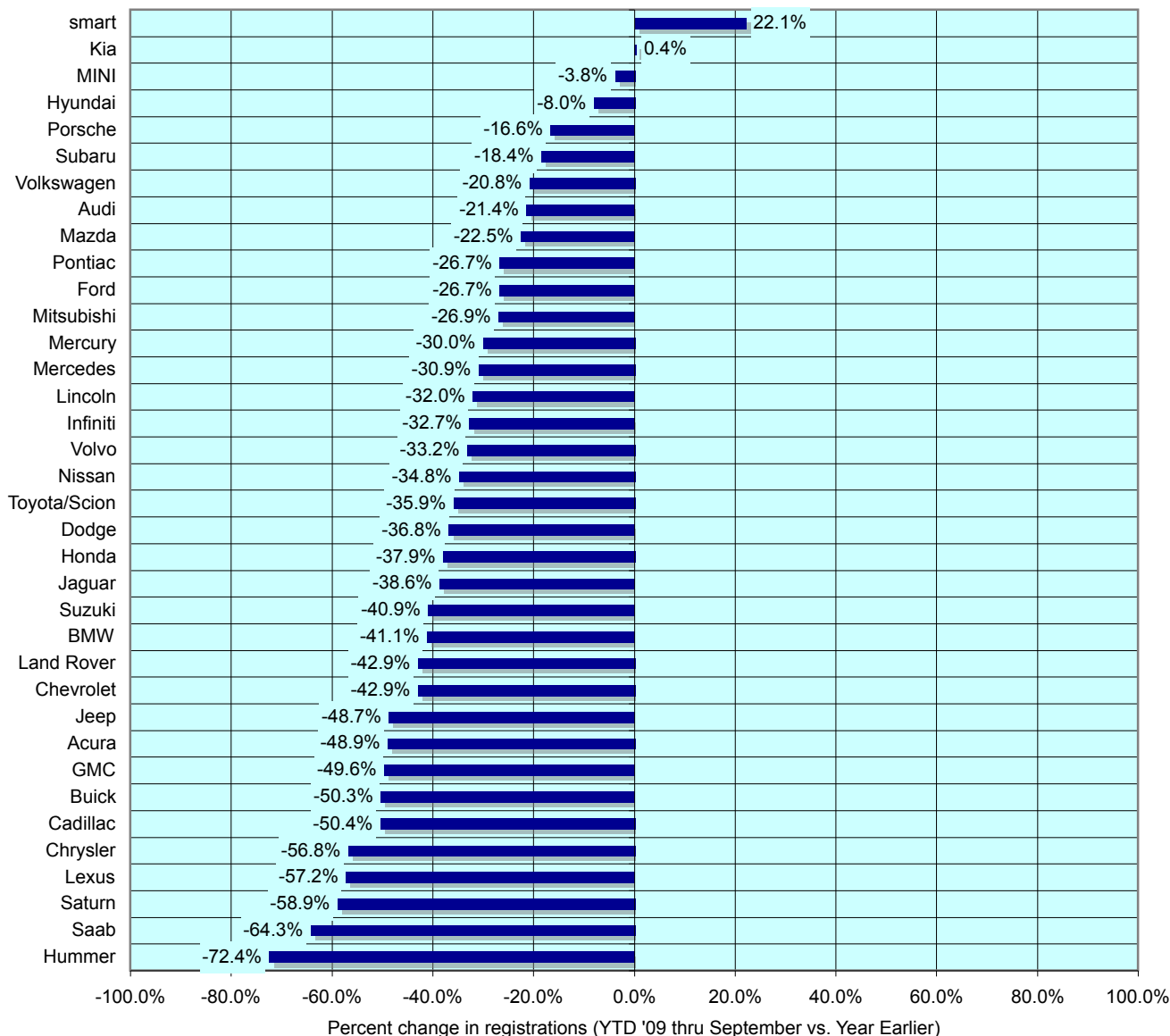
Covering Results thru September 2009

Released by:
Metro Denver
Auto Dealers Association

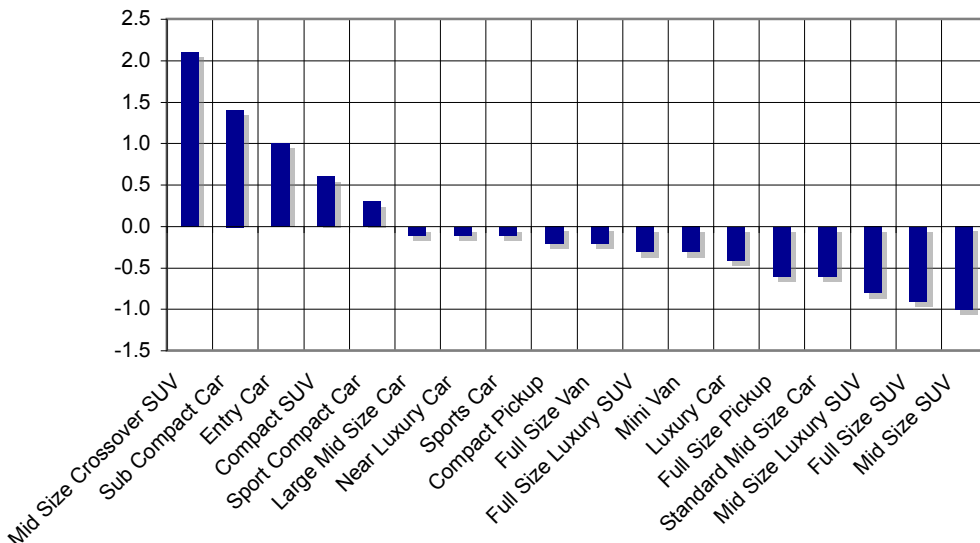
| Denver Area New Retail Car and Light Truck Registrations | | | | | | | | | | | | | | | |
|--|-------------|-------|--------|--------|--|---------|--------|--------|--------------------|--------|--------|-------------|-------------------------|------|------|
| | September | | | | Two Month Period Aug '09 and Sept '09 | | | | YTD thru September | | | | 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 | 6,622 | 6,507 | -1.7% | -22.7% | 13,605 | 11,754 | -13.6% | -9.2% | 64,451 | 42,069 | -34.7% | -27.4% | | | |
| Cars | 3,133 | 3,579 | 14.2% | -16.9% | 6,768 | 6,343 | -6.3% | 1.6% | 30,040 | 20,154 | -32.9% | -25.2% | 46.6 | 47.9 | 1.3 |
| Light Trucks | 3,489 | 2,928 | -16.1% | -28.9% | 6,837 | 5,411 | -20.9% | -21.1% | 34,411 | 21,915 | -36.3% | -29.9% | 53.4 | 52.1 | -1.3 |
| Domestic | 2,051 | 1,834 | -10.6% | -35.2% | 4,060 | 3,410 | -16.0% | -21.5% | 21,591 | 12,870 | -40.4% | -32.8% | 33.5 | 30.6 | -2.9 |
| Japanese | 3,490 | 3,556 | 1.9% | -14.2% | 7,205 | 6,265 | -13.0% | -1.7% | 33,221 | 21,587 | -35.0% | -26.2% | 51.5 | 51.3 | -0.2 |
| European | 738 | 550 | -25.5% | -4.5% | 1,586 | 1,172 | -26.1% | -3.5% | 6,717 | 4,819 | -28.3% | -20.7% | 10.4 | 11.5 | 1.1 |
| Korean | 343 | 567 | 65.3% | 26.1% | 754 | 907 | 20.3% | 42.0% | 2,922 | 2,793 | -4.4% | 2.7% | 4.5 | 6.6 | 2.1 |
| BRAND REGISTRATIONS | | | | | | | | | | | | | | | |
| Acura | 134 | 54 | -59.7% | -27.4% | 239 | 107 | -55.2% | -32.8% | 1,159 | 592 | -48.9% | -33.8% | 1.8 | 1.4 | -0.4 |
| Audi | 67 | 67 | 0.0% | -4.9% | 162 | 146 | -9.9% | 9.1% | 841 | 661 | -21.4% | -9.6% | 1.3 | 1.6 | 0.3 |
| BMW | 181 | 95 | -47.5% | 2.1% | 397 | 208 | -47.6% | -14.7% | 1,587 | 934 | -41.1% | -26.3% | 2.5 | 2.2 | -0.3 |
| Buick | 54 | 22 | -59.3% | -33.0% | 81 | 47 | -42.0% | -43.5% | 376 | 187 | -50.3% | -36.0% | 0.6 | 0.4 | -0.2 |
| Cadillac | 54 | 29 | -46.3% | -8.8% | 111 | 57 | -48.6% | -34.4% | 619 | 307 | -50.4% | -43.6% | 1.0 | 0.7 | -0.3 |
| Chevrolet | 444 | 492 | 10.8% | -40.7% | 935 | 841 | -10.1% | -24.3% | 4,797 | 2,738 | -42.9% | -32.0% | 7.4 | 6.5 | -0.9 |
| Chrysler | 43 | 29 | -32.6% | -61.3% | 94 | 68 | -27.7% | -42.0% | 674 | 291 | -56.8% | -51.6% | 1.0 | 0.7 | -0.3 |
| Dodge | 248 | 195 | -21.4% | -42.7% | 520 | 380 | -26.9% | -29.3% | 2,850 | 1,800 | -36.8% | -37.4% | 4.4 | 4.3 | -0.1 |
| Ford | 526 | 651 | 23.8% | -4.1% | 1,030 | 1,184 | 15.0% | 10.4% | 5,384 | 3,947 | -26.7% | -21.4% | 8.4 | 9.4 | 1.0 |
| GMC | 169 | 90 | -46.7% | -53.2% | 293 | 191 | -34.8% | -49.1% | 1,582 | 797 | -49.6% | -39.9% | 2.5 | 1.9 | -0.6 |
| Honda | 794 | 883 | 11.2% | -19.2% | 1,745 | 1,513 | -13.3% | 1.5% | 7,971 | 4,952 | -37.9% | -24.2% | 12.4 | 11.8 | -0.6 |
| Hummer | 15 | 2 | -86.7% | -81.5% | 30 | 14 | -53.3% | -73.0% | 214 | 59 | -72.4% | -63.6% | 0.3 | 0.1 | -0.2 |
| Hyundai | 199 | 329 | 65.3% | 27.2% | 412 | 558 | 35.4% | 39.6% | 1,684 | 1,550 | -8.0% | 1.3% | 2.6 | 3.7 | 1.1 |
| Infiniti | 80 | 60 | -25.0% | -15.0% | 133 | 119 | -10.5% | -23.9% | 701 | 472 | -32.7% | -33.4% | 1.1 | 1.1 | 0.0 |
| Jaguar | 5 | 2 | -60.0% | 8.6% | 12 | 4 | -66.7% | -29.4% | 44 | 27 | -38.6% | -32.5% | 0.1 | 0.1 | 0.0 |
| Jeep | 252 | 135 | -46.4% | -19.3% | 508 | 260 | -48.8% | -12.4% | 2,894 | 1,486 | -48.7% | -32.4% | 4.5 | 3.5 | -1.0 |
| Kia | 144 | 238 | 65.3% | 24.4% | 342 | 349 | 2.0% | 45.6% | 1,238 | 1,243 | 0.4% | 4.6% | 1.9 | 3.0 | 1.1 |
| Land Rover | 16 | 9 | -43.8% | -15.1% | 32 | 17 | -46.9% | 0.9% | 210 | 120 | -42.9% | -19.2% | 0.3 | 0.3 | 0.0 |
| Lexus | 173 | 88 | -49.1% | 11.8% | 360 | 165 | -54.2% | -9.9% | 1,719 | 736 | -57.2% | -26.8% | 2.7 | 1.7 | -1.0 |
| Lincoln | 33 | 13 | -60.6% | -21.0% | 68 | 38 | -44.1% | -30.7% | 294 | 200 | -32.0% | -28.5% | 0.5 | 0.5 | 0.0 |
| Mazda | 189 | 189 | 0.0% | -12.0% | 334 | 288 | -13.8% | 2.3% | 1,316 | 1,020 | -22.5% | -25.6% | 2.0 | 2.4 | 0.4 |
| Mercedes | 128 | 78 | -39.1% | -9.6% | 286 | 158 | -44.8% | -8.6% | 1,045 | 722 | -30.9% | -23.6% | 1.6 | 1.7 | 0.1 |
| Mercury | 25 | 42 | 68.0% | -16.0% | 44 | 70 | 59.1% | -2.3% | 260 | 182 | -30.0% | -28.5% | 0.4 | 0.4 | 0.0 |
| MINI | 46 | 37 | -19.6% | 9.7% | 94 | 100 | 6.4% | 8.8% | 339 | 326 | -3.8% | -12.4% | 0.5 | 0.8 | 0.3 |
| Mitsubishi | 49 | 56 | 14.3% | -36.1% | 105 | 106 | 1.0% | -30.5% | 501 | 366 | -26.9% | -46.5% | 0.8 | 0.9 | 0.1 |
| Nissan | 475 | 507 | 6.7% | -5.8% | 939 | 889 | -5.3% | -1.9% | 3,929 | 2,560 | -34.8% | -25.2% | 6.1 | 6.1 | 0.0 |
| Pontiac | 60 | 86 | 43.3% | -52.5% | 120 | 165 | 37.5% | -13.8% | 606 | 444 | -26.7% | -32.7% | 0.9 | 1.1 | 0.2 |
| Porsche | 18 | 12 | -33.3% | 8.4% | 36 | 25 | -30.6% | 8.6% | 151 | 126 | -16.6% | -32.1% | 0.2 | 0.3 | 0.1 |
| Saab | 15 | 3 | -80.0% | -72.6% | 28 | 4 | -85.7% | -70.4% | 140 | 50 | -64.3% | -60.1% | 0.2 | 0.1 | -0.1 |
| Saturn | 128 | 47 | -63.3% | -83.8% | 226 | 94 | -58.4% | -70.5% | 1,041 | 428 | -58.9% | -62.1% | 1.6 | 1.0 | -0.6 |
| smart | 23 | 15 | -34.8% | -54.2% | 46 | 36 | -21.7% | 4.1% | 145 | 177 | 22.1% | -31.6% | 0.2 | 0.4 | 0.2 |
| Subaru | 469 | 527 | 12.4% | 0.7% | 923 | 951 | 3.0% | 29.5% | 4,179 | 3,408 | -18.4% | 10.2% | 6.5 | 8.1 | 1.6 |
| Suzuki | 68 | 80 | 17.6% | -54.4% | 170 | 148 | -12.9% | -25.1% | 801 | 473 | -40.9% | -55.0% | 1.2 | 1.1 | -0.1 |
| Toyota/Scion | 1,057 | 1,110 | 5.0% | -15.7% | 2,253 | 1,976 | -12.3% | -0.1% | 10,912 | 6,996 | -35.9% | -27.8% | 16.9 | 16.6 | -0.3 |
| Volkswagen | 158 | 177 | 12.0% | 1.5% | 363 | 348 | -4.1% | 7.1% | 1,592 | 1,261 | -20.8% | -8.9% | 2.5 | 3.0 | 0.5 |
| Volvo | 76 | 51 | -32.9% | 16.3% | 120 | 121 | 0.8% | 20.9% | 578 | 386 | -33.2% | -22.2% | 0.9 | 0.9 | 0.0 |
| Other | 7 | 7 | 0.0% | -46.3% | 14 | 9 | -35.7% | -46.6% | 78 | 45 | -42.3% | -53.9% | 0.1 | 0.1 | 0.0 |

The table shows new retail light vehicle registrations in the Metro Denver Area. Please keep in mind that monthly registration figures 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 year-to-date figures will typically be more reflective of market results. Elevated sales levels as a result of the CARS program likely contributed to increased reporting delays by the DMV. For this reason, reported registrations for September of 2009 likely include many vehicles that were sold in August. 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 September vs. Year Earlier)



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

