

Denver Auto Outlook

Comprehensive information on the Metro Denver new retail vehicle market

Released: May 2008

Covering Results thru April 2008

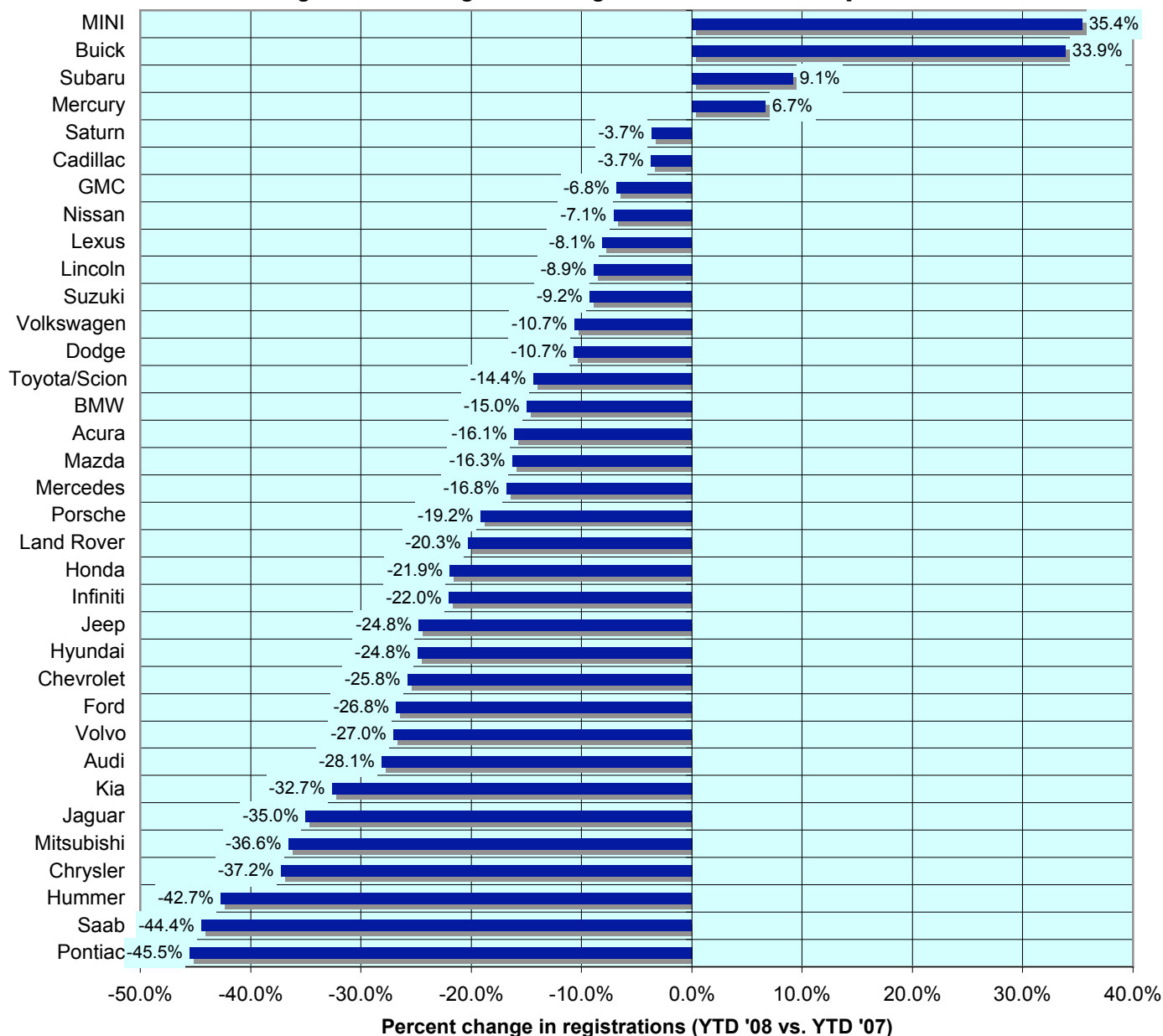
Released by:
Metro Denver
Auto Dealers Association

Denver Area New Retail Car and Light Truck Registrations

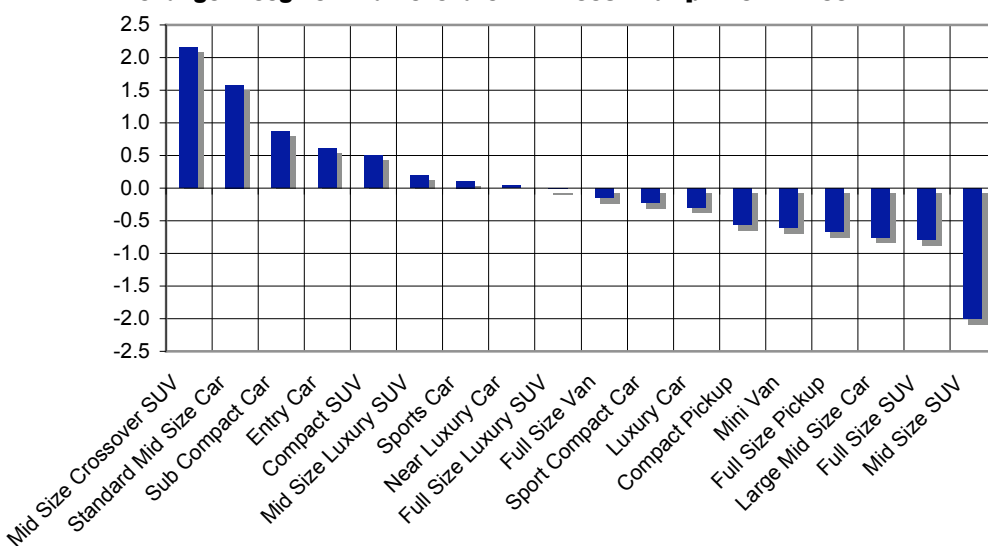
	April				Two Month Period Mar '08 and Apr '08				YTD (thru April)				YTD Market Share (%)		
	Denver Area			U.S.	Denver Area			U.S.	Denver Area			U.S.	Denver Area		
	2007	2008	% chg.	% chg.	Yr. Ago	Current	% chg.	% chg.	2007	2008	% chg.	% chg.	2007	2008	Chg.
MARKET SUMMARY															
TOTAL	8,708	6,694	-23.1%	-6.7%	15,997	13,361	-16.5%	-9.6%	32,026	26,406	-17.5%	-7.4%			
Cars	3,750	3,104	-17.2%	4.5%	6,588	5,941	-9.8%	-1.0%	12,539	10,848	-13.5%	-1.0%	39.2	41.1	1.9
Light Trucks	4,958	3,590	-27.6%	-17.2%	9,409	7,420	-21.1%	-17.5%	19,487	15,558	-20.2%	-13.3%	60.8	58.9	-1.9
Domestic	3,299	2,422	-26.6%	-16.8%	6,284	4,767	-24.1%	-17.2%	12,254	9,591	-21.7%	-12.9%	38.3	36.3	-1.9
Japanese	4,245	3,348	-21.1%	5.1%	7,601	6,813	-10.4%	-1.8%	15,310	13,276	-13.3%	-1.6%	47.8	50.3	2.5
European	766	658	-14.1%	1.7%	1,432	1,273	-11.1%	0.3%	3,122	2,578	-17.4%	2.1%	9.7	9.8	0.0
Korean	398	266	-33.2%	6.5%	680	508	-25.3%	1.7%	1,340	961	-28.3%	-4.1%	4.2	3.6	-0.5
BRAND REGISTRATIONS															
Acura	156	119	-23.7%	-14.4%	291	249	-14.4%	-18.3%	627	526	-16.1%	-14.1%	2.0	2.0	0.0
Audi	102	95	-6.9%	-4.6%	208	176	-15.4%	-2.5%	466	335	-28.1%	-2.9%	1.5	1.3	-0.2
BMW	193	156	-19.2%	5.6%	325	305	-6.2%	-1.6%	702	597	-15.0%	5.3%	2.2	2.3	0.1
Buick	36	56	55.6%	-4.3%	79	95	20.3%	-15.2%	127	170	33.9%	-10.7%	0.4	0.6	0.2
Cadillac	78	71	-9.0%	-14.7%	139	145	4.3%	-11.1%	297	286	-3.7%	-4.1%	0.9	1.1	0.2
Chevrolet	761	540	-29.0%	-15.3%	1,516	1,054	-30.5%	-19.3%	2,860	2,123	-25.8%	-13.1%	8.9	8.0	-0.9
Chrysler	163	89	-45.4%	-40.4%	289	184	-36.3%	-31.1%	556	349	-37.2%	-22.8%	1.7	1.3	-0.4
Dodge	370	332	-10.3%	-17.0%	722	614	-15.0%	-19.3%	1,415	1,264	-10.7%	-17.0%	4.4	4.8	0.4
Ford	853	592	-30.6%	-10.3%	1,592	1,190	-25.3%	-11.8%	3,203	2,344	-26.8%	-8.0%	10.0	8.9	-1.1
GMC	239	198	-17.2%	-26.2%	458	392	-14.4%	-15.5%	880	820	-6.8%	-10.8%	2.7	3.1	0.4
Honda	1,113	718	-35.5%	9.7%	1,915	1,544	-19.4%	4.1%	3,866	3,019	-21.9%	3.6%	12.1	11.4	-0.6
Hummer	37	22	-40.5%	-45.6%	76	50	-34.2%	-36.8%	178	102	-42.7%	-29.6%	0.6	0.4	-0.2
Hyundai	241	160	-33.6%	0.4%	392	301	-23.2%	1.2%	749	563	-24.8%	-6.1%	2.3	2.1	-0.2
Infiniti	81	73	-9.9%	-4.1%	162	144	-11.1%	-1.9%	354	276	-22.0%	-1.0%	1.1	1.0	-0.1
Jaguar	8	2	-75.0%	25.4%	12	6	-50.0%	14.4%	20	13	-35.0%	-7.2%	0.1	0.0	0.0
Jeep	396	291	-26.5%	-18.1%	789	566	-28.3%	-14.9%	1,704	1,282	-24.8%	-12.9%	5.3	4.9	-0.5
Kia	157	106	-32.5%	15.6%	288	207	-28.1%	2.5%	591	398	-32.7%	-1.3%	1.8	1.5	-0.3
Land Rover	25	18	-28.0%	-39.3%	59	39	-33.9%	-28.7%	143	114	-20.3%	-21.7%	0.4	0.4	0.0
Lexus	233	173	-25.8%	-10.2%	401	349	-13.0%	-12.0%	837	769	-8.1%	-9.7%	2.6	2.9	0.3
Lincoln	50	25	-50.0%	-12.6%	80	61	-23.8%	-20.1%	135	123	-8.9%	-17.4%	0.4	0.5	0.0
Mazda	157	129	-17.8%	12.8%	295	258	-12.5%	-3.6%	558	467	-16.3%	1.3%	1.7	1.8	0.0
Mercedes	110	79	-28.2%	-3.0%	198	163	-17.7%	-3.4%	464	386	-16.8%	1.3%	1.4	1.5	0.0
Mercury	33	26	-21.2%	-26.1%	62	62	0.0%	-22.0%	105	112	6.7%	-22.8%	0.3	0.4	0.1
MINI	27	37	37.0%	39.4%	41	61	48.8%	27.9%	82	111	35.4%	28.8%	0.3	0.4	0.2
Mitsubishi	101	67	-33.7%	-26.3%	174	120	-31.0%	-20.2%	317	201	-36.6%	-17.7%	1.0	0.8	-0.2
Nissan	465	442	-4.9%	8.4%	864	868	0.5%	0.6%	1,667	1,549	-7.1%	-1.3%	5.2	5.9	0.7
Pontiac	134	63	-53.0%	-8.9%	212	112	-47.2%	-13.0%	356	194	-45.5%	-8.6%	1.1	0.7	-0.4
Porsche	22	15	-31.8%	-5.0%	42	27	-35.7%	-15.3%	73	59	-19.2%	-14.3%	0.2	0.2	0.0
Saab	19	14	-26.3%	-32.8%	36	28	-22.2%	-12.4%	99	55	-44.4%	-17.6%	0.3	0.2	-0.1
Saturn	149	117	-21.5%	-15.5%	270	242	-10.4%	-14.8%	438	422	-3.7%	-15.4%	1.4	1.6	0.2
Subaru	405	507	25.2%	21.7%	745	906	21.6%	5.2%	1,620	1,768	9.1%	1.6%	5.1	6.7	1.6
Suzuki	76	76	0.0%	5.3%	157	161	2.5%	-0.1%	336	305	-9.2%	-2.4%	1.0	1.2	0.1
Toyota/Scion	1,457	1,034	-29.0%	5.4%	2,591	2,201	-15.1%	-2.8%	5,114	4,378	-14.4%	-2.4%	16.0	16.6	0.6
Volkswagen	167	168	0.6%	1.7%	305	324	6.2%	7.0%	676	604	-10.7%	0.8%	2.1	2.3	0.2
Volvo	86	59	-31.4%	-12.1%	193	119	-38.3%	-12.7%	370	270	-27.0%	-8.9%	1.2	1.0	-0.1
Other	8	25	212.5%	154.7%	19	38	100.0%	120.4%	41	52	26.8%	130.7%	0.1	0.2	0.1

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. 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 April vs. YTD 2007)



Change in Segment Market Share - YTD 2008 thru April 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.

