

Denver Auto Outlook

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Metro Denver Auto
Dealers Association

Covering the Denver Area Automotive Market

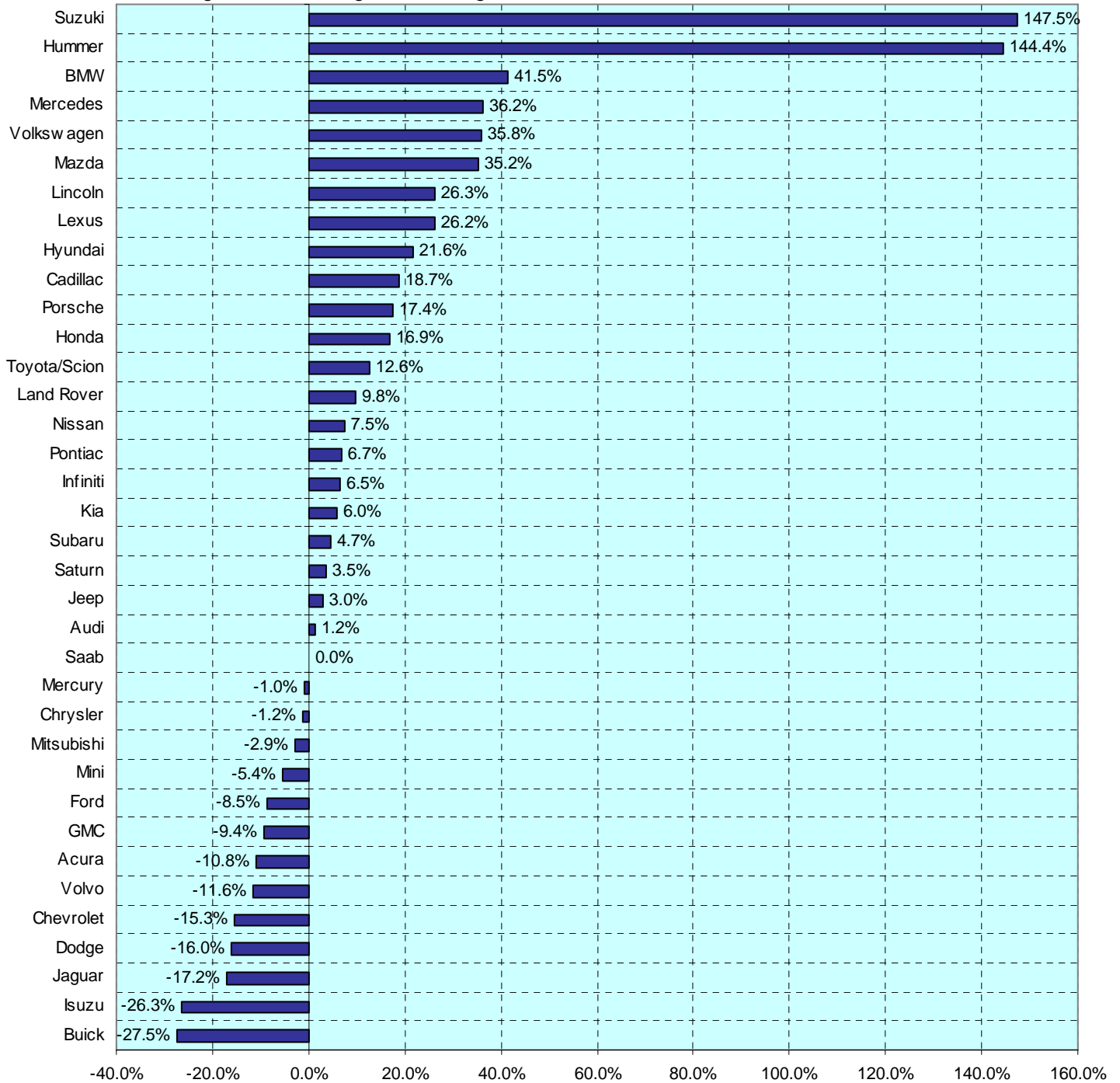
Data thru March, 2006

Denver Area New Retail Car and Light Truck Registrations

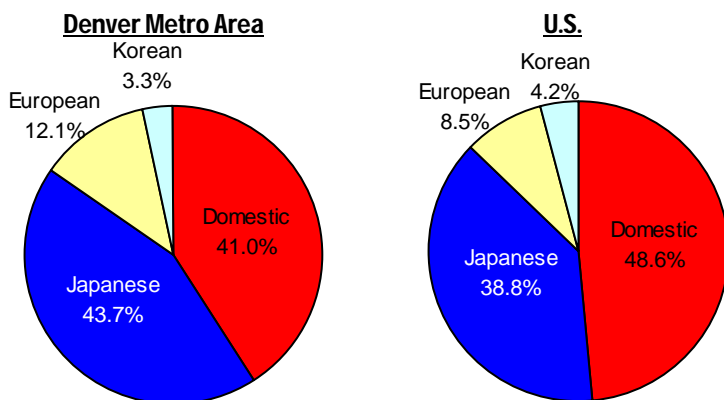
	March, 2006			Two Month Period (Feb and Mar '06)			Year to date thru March			YTD Market Share (%)		
	Denver Area			Denver Area			Denver Area			Denver Area		
	2005	2006	%chg.	Yr. Ago	Current	%chg.	2005	2006	%chg.	Yr. Ago	Current	Chg.
MARKET SUMMARY												
TOTAL	7,429	7,209	-3.0%	14,197	16,070	13.2%	22,128	23,107	4.4%			
Cars	3,192	3,473	8.8%	6,017	7,619	26.6%	9,136	10,762	17.8%	41.3	46.6	5.3
Light Trucks	4,237	3,736	-11.8%	8,180	8,451	3.3%	12,992	12,345	-5.0%	58.7	53.4	-5.3
Domestic	3,456	2,898	-16.1%	6,466	6,576	1.7%	10,184	9,465	-7.1%	46.0	41.0	-5.0
Japanese	2,953	3,225	9.2%	5,767	7,020	21.7%	8,947	10,087	12.7%	40.4	43.7	3.3
European	775	826	6.6%	1,511	1,889	25.0%	2,332	2,790	19.6%	10.5	12.1	1.6
Korean	245	260	6.1%	453	585	29.1%	665	765	15.0%	3.0	3.3	0.3
BRAND REGISTRATIONS												
Acura	153	141	-7.8%	279	289	3.6%	452	403	-10.8%	2.0	1.7	-0.3
Audi	87	100	14.9%	213	245	15.0%	335	339	1.2%	1.5	1.5	0.0
BMW	135	138	2.2%	233	346	48.5%	354	501	41.5%	1.6	2.2	0.6
Buick	51	33	-35.3%	100	77	-23.0%	153	111	-27.5%	0.7	0.5	-0.2
Cadillac	90	69	-23.3%	162	154	-4.9%	252	299	18.7%	1.1	1.3	0.2
Chevrolet	757	639	-15.6%	1,525	1,523	-0.1%	2,501	2,119	-15.3%	11.3	9.2	-2.1
Chrysler	151	148	-2.0%	298	331	11.1%	481	475	-1.2%	2.2	2.1	-0.1
Dodge	448	324	-27.7%	818	721	-11.9%	1,253	1,053	-16.0%	5.7	4.6	-1.1
Ford	1,042	864	-17.1%	1,895	1,891	-0.2%	2,946	2,696	-8.5%	13.3	11.7	-1.6
GMC	216	182	-15.7%	396	403	1.8%	679	615	-9.4%	3.1	2.7	-0.4
Honda	685	835	21.9%	1,426	1,768	24.0%	2,254	2,634	16.9%	10.2	11.4	1.2
Hummer	10	33	230.0%	32	81	153.1%	54	132	144.4%	0.2	0.6	0.4
Hyundai	140	148	5.7%	266	351	32.0%	384	467	21.6%	1.7	2.0	0.3
Infiniti	63	54	-14.3%	112	119	6.3%	169	180	6.5%	0.8	0.8	0.0
Isuzu	13	10	-23.1%	26	21	-19.2%	38	28	-26.3%	0.2	0.1	-0.1
Jaguar	8	2	-75.0%	23	14	-39.1%	29	24	-17.2%	0.1	0.1	0.0
Jeep	400	356	-11.0%	722	785	8.7%	1,079	1,111	3.0%	4.9	4.8	-0.1
Kia	105	112	6.7%	187	234	25.1%	281	298	6.0%	1.3	1.3	0.0
Land Rover	38	28	-26.3%	70	78	11.4%	112	123	9.8%	0.5	0.5	0.0
Lexus	161	207	28.6%	321	455	41.7%	535	675	26.2%	2.4	2.9	0.5
Lincoln	27	48	77.8%	52	88	69.2%	95	120	26.3%	0.4	0.5	0.1
Mazda	129	127	-1.6%	197	263	33.5%	273	369	35.2%	1.2	1.6	0.4
Mercedes	102	133	30.4%	189	260	37.6%	298	406	36.2%	1.3	1.8	0.5
Mercury	38	43	13.2%	70	75	7.1%	97	96	-1.0%	0.4	0.4	0.0
Mini	29	15	-48.3%	57	39	-31.6%	74	70	-5.4%	0.3	0.3	0.0
Mitsubishi	46	48	4.3%	85	97	14.1%	140	136	-2.9%	0.6	0.6	0.0
Nissan	384	386	0.5%	750	874	16.5%	1,187	1,276	7.5%	5.4	5.5	0.1
Other	11	8	-27.3%	20	32	60.0%	24	47	95.8%	0.1	0.2	0.1
Pontiac	97	66	-32.0%	172	193	12.2%	270	288	6.7%	1.2	1.2	0.0
Porsche	15	26	73.3%	40	57	42.5%	69	81	17.4%	0.3	0.4	0.1
Saab	35	38	8.6%	54	66	22.2%	87	87	0.0%	0.4	0.4	0.0
Saturn	121	89	-26.4%	213	234	9.9%	312	323	3.5%	1.4	1.4	0.0
Subaru	335	325	-3.0%	705	754	7.0%	1,050	1,099	4.7%	4.7	4.8	0.1
Suzuki	23	59	156.5%	41	112	173.2%	59	146	147.5%	0.3	0.6	0.3
Toyota/Scion	961	1,033	7.5%	1,825	2,268	24.3%	2,790	3,141	12.6%	12.6	13.6	1.0
Volkswagen	203	242	19.2%	397	574	44.6%	609	827	35.8%	2.8	3.6	0.8
Volvo	120	100	-16.7%	226	198	-12.4%	353	312	-11.6%	1.6	1.4	-0.2

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



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



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.

