

Denver Auto Outlook

Comprehensive information on the Metro Denver new retail vehicle market

Released: June 2008

Covering Results thru May 2008

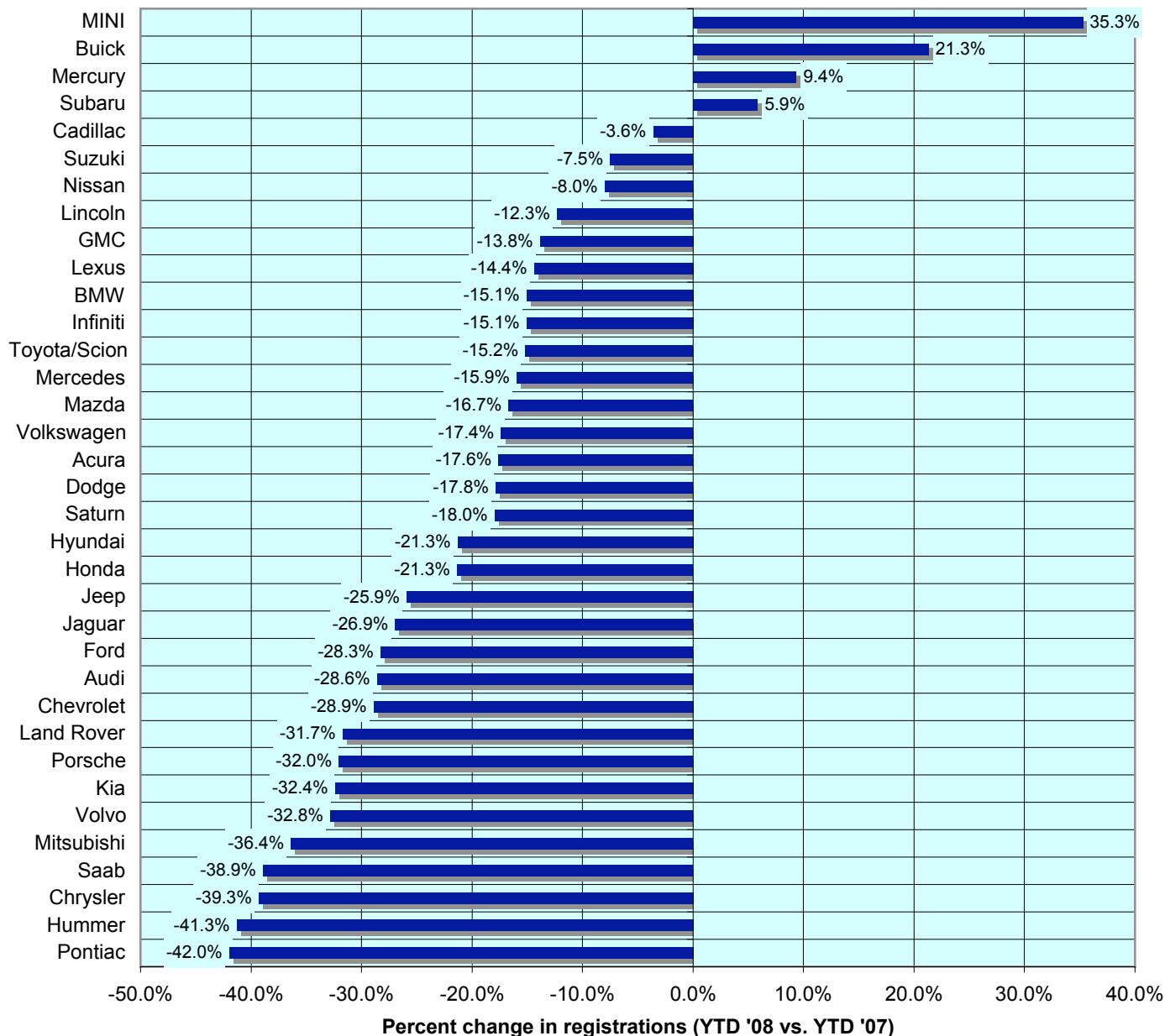
Released by:
Metro Denver
Auto Dealers Association

Denver Area New Retail Car and Light Truck Registrations

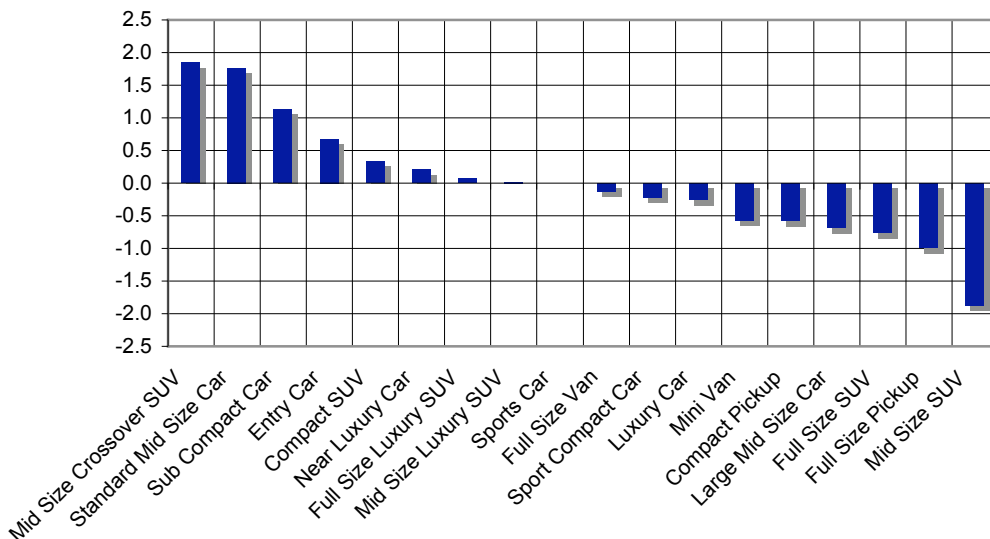
	May				Two Month Period Apr '08 and May '08				YTD (thru May)				YTD Market Share (%)		
	Denver Area			U.S.	Denver Area			U.S.	Denver Area			Denver Area			
	2007	2008	% chg.	% chg.	Yr. Ago	Current	% chg.	% chg.	2007	2008	% chg.	% chg.	2007	2008	Chg.
MARKET SUMMARY															
TOTAL	7,982	5,867	-26.5%	-10.7%	16,690	12,561	-24.7%	-8.9%	40,008	32,273	-19.3%	-8.1%			
Cars	3,330	2,795	-16.1%	2.4%	7,080	5,899	-16.7%	3.3%	15,869	13,648	-14.0%	-0.2%	39.7	42.3	2.6
Light Trucks	4,652	3,072	-34.0%	-24.5%	9,610	6,662	-30.7%	-21.0%	24,139	18,625	-22.8%	-15.7%	60.3	57.7	-2.6
Domestic	3,197	2,018	-36.9%	-23.4%	6,496	4,440	-31.7%	-20.3%	15,451	11,609	-24.9%	-15.3%	38.6	36.0	-2.6
Japanese	3,720	3,072	-17.4%	3.3%	7,965	6,420	-19.4%	4.1%	19,030	16,348	-14.1%	-0.5%	47.6	50.7	3.1
European	736	505	-31.4%	-0.6%	1,502	1,163	-22.6%	0.5%	3,858	3,083	-20.1%	1.5%	9.6	9.6	-0.1
Korean	329	272	-17.3%	7.0%	727	538	-26.0%	6.8%	1,669	1,233	-26.1%	-1.6%	4.2	3.8	-0.4
BRAND REGISTRATIONS															
Acura	124	93	-25.0%	-6.5%	280	212	-24.3%	-10.3%	751	619	-17.6%	-12.5%	1.9	1.9	0.0
Audi	94	65	-30.9%	-2.9%	196	160	-18.4%	-3.7%	560	400	-28.6%	-2.9%	1.4	1.2	-0.2
BMW	154	130	-15.6%	-4.6%	347	286	-17.6%	0.4%	856	727	-15.1%	3.0%	2.1	2.3	0.1
Buick	37	29	-21.6%	-35.4%	73	85	16.4%	-21.8%	164	199	21.3%	-16.5%	0.4	0.6	0.2
Cadillac	64	62	-3.1%	-23.2%	142	133	-6.3%	-19.0%	361	348	-3.6%	-8.2%	0.9	1.1	0.2
Chevrolet	720	422	-41.4%	-24.3%	1,481	962	-35.0%	-20.2%	3,580	2,545	-28.9%	-15.7%	8.9	7.9	-1.1
Chrysler	136	71	-47.8%	-38.3%	299	160	-46.5%	-39.3%	692	420	-39.3%	-26.2%	1.7	1.3	-0.4
Dodge	447	266	-40.5%	-22.5%	817	598	-26.8%	-19.8%	1,862	1,530	-17.8%	-18.2%	4.7	4.7	0.1
Ford	821	543	-33.9%	-13.2%	1,674	1,135	-32.2%	-11.9%	4,024	2,887	-28.3%	-9.2%	10.1	8.9	-1.1
GMC	233	139	-40.3%	-39.0%	472	337	-28.6%	-33.1%	1,113	959	-13.8%	-17.5%	2.8	3.0	0.2
Honda	943	764	-19.0%	18.3%	2,056	1,482	-27.9%	14.3%	4,809	3,783	-21.3%	7.1%	12.0	11.7	-0.3
Hummer	35	23	-34.3%	-60.2%	72	45	-37.5%	-53.1%	213	125	-41.3%	-36.0%	0.5	0.4	-0.1
Hyundai	194	179	-7.7%	5.8%	435	339	-22.1%	3.2%	943	742	-21.3%	-3.3%	2.4	2.3	-0.1
Infiniti	64	79	23.4%	-2.4%	145	152	4.8%	-3.2%	418	355	-15.1%	-1.3%	1.0	1.1	0.1
Jaguar	6	6	0.0%	27.4%	14	8	-42.9%	26.4%	26	19	-26.9%	-0.4%	0.1	0.1	0.0
Jeep	394	272	-31.0%	-16.4%	790	563	-28.7%	-17.2%	2,098	1,554	-25.9%	-13.7%	5.2	4.8	-0.4
Kia	135	93	-31.1%	9.0%	292	199	-31.8%	12.1%	726	491	-32.4%	1.0%	1.8	1.5	-0.3
Land Rover	40	11	-72.5%	-29.7%	65	29	-55.4%	-34.4%	183	125	-31.7%	-23.5%	0.5	0.4	-0.1
Lexus	228	143	-37.3%	-16.5%	461	316	-31.5%	-13.7%	1,065	912	-14.4%	-11.3%	2.7	2.8	0.2
Lincoln	44	34	-22.7%	-39.7%	94	59	-37.2%	-27.3%	179	157	-12.3%	-22.5%	0.4	0.5	0.0
Mazda	161	132	-18.0%	4.2%	318	261	-17.9%	8.0%	719	599	-16.7%	1.9%	1.8	1.9	0.1
Mercedes	101	89	-11.9%	0.0%	211	168	-20.4%	-1.5%	565	475	-15.9%	1.0%	1.4	1.5	0.1
Mercury	23	28	21.7%	-25.2%	56	54	-3.6%	-25.7%	128	140	9.4%	-23.4%	0.3	0.4	0.1
MINI	20	27	35.0%	52.8%	47	64	36.2%	46.8%	102	138	35.3%	34.9%	0.3	0.4	0.2
Mitsubishi	68	44	-35.3%	-23.6%	169	111	-34.3%	-24.9%	385	245	-36.4%	-19.1%	1.0	0.8	-0.2
Nissan	408	361	-11.5%	9.8%	873	803	-8.0%	9.2%	2,075	1,910	-8.0%	1.0%	5.2	5.9	0.7
Pontiac	85	62	-27.1%	-23.0%	219	125	-42.9%	-17.1%	441	256	-42.0%	-12.3%	1.1	0.8	-0.3
Porsche	30	11	-63.3%	-16.5%	52	26	-50.0%	-11.1%	103	70	-32.0%	-14.8%	0.3	0.2	0.0
Saab	9	11	22.2%	-25.2%	28	25	-10.7%	-28.6%	108	66	-38.9%	-19.3%	0.3	0.2	-0.1
Saturn	158	67	-57.6%	-32.7%	307	184	-40.1%	-25.4%	596	489	-18.0%	-19.9%	1.5	1.5	0.0
Subaru	376	345	-8.2%	13.2%	781	852	9.1%	17.1%	1,996	2,113	5.9%	4.2%	5.0	6.5	1.6
Suzuki	64	65	1.6%	1.7%	140	141	0.7%	3.4%	400	370	-7.5%	-1.5%	1.0	1.1	0.1
Toyota/Scion	1,274	1,042	-18.2%	-2.7%	2,731	2,076	-24.0%	0.8%	6,388	5,420	-15.2%	-2.5%	16.0	16.8	0.8
Volkswagen	188	110	-41.5%	0.1%	355	278	-21.7%	0.8%	864	714	-17.4%	0.6%	2.2	2.2	0.1
Volvo	81	33	-59.3%	-21.3%	167	92	-44.9%	-17.0%	451	303	-32.8%	-11.4%	1.1	0.9	-0.2
Other	23	16	-30.4%	143.3%	31	41	32.3%	148.9%	64	68	6.3%	133.4%	0.2	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 May vs. YTD 2007)



Change in Segment Market Share - YTD 2008 thru May 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.

