

Denver Auto Outlook

Covering the Denver Area Automotive Market

Data thru January, 2008

Released by:
Metro Denver Auto
Dealers Association

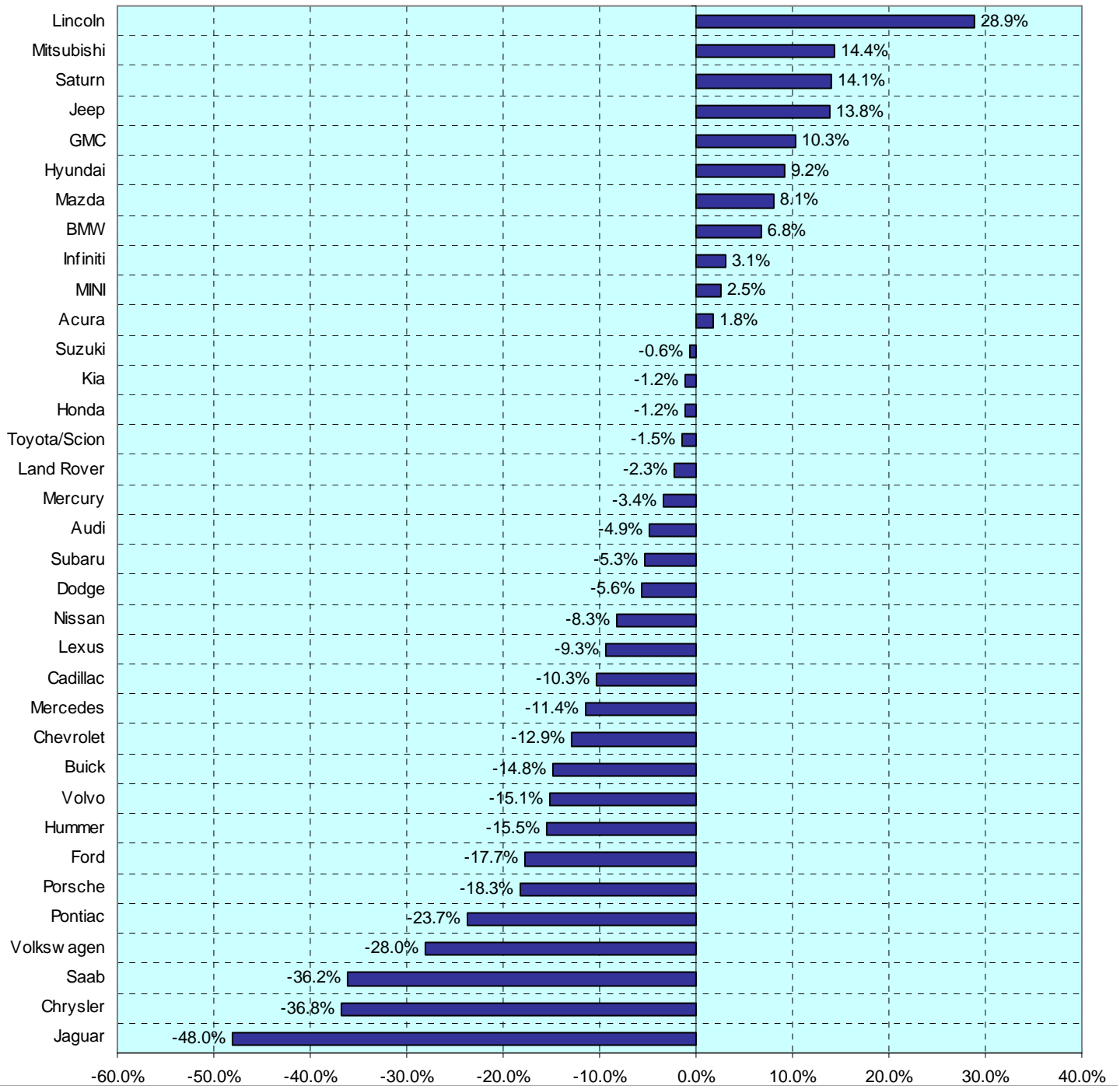
Denver Area New Retail Car and Light Truck Registrations

	January				Two Month Period Dec '07 and Jan '08				Annual Totals				Annual Market Share (%)		
	Denver Area			U.S.	Denver Area			U.S.	Denver Area			Denver Area			
	2007	2008	% chg.	% chg.	Yr. Ago	Current	% chg.	% chg.	2006	2007	% chg.	% chg.	2006	2007	Chg.
MARKET SUMMARY															
TOTAL	8,714	7,186	-17.5%	-2.9%	15,382	13,266	-13.8%	-2.9%	96,655	90,702	-6.2%	-2.5%			
Cars	3,355	2,627	-21.7%	-0.2%	6,169	4,964	-19.5%	-1.0%	44,792	37,464	-16.4%	-3.0%	46.3	41.3	-5.0
Light Trucks	5,359	4,559	-14.9%	-5.5%	9,213	8,302	-9.9%	-4.6%	51,863	53,238	2.7%	-1.9%	53.7	58.7	5.0
Domestic	3,218	2,607	-19.0%	-3.1%	5,762	4,907	-14.8%	-3.9%	38,057	34,290	-9.9%	-7.1%	39.4	37.8	-1.6
Japanese	4,212	3,563	-15.4%	-3.5%	7,422	6,449	-13.1%	-2.3%	44,759	43,703	-2.4%	3.3%	46.3	48.2	1.9
European	940	752	-20.0%	9.0%	1,595	1,357	-14.9%	1.4%	10,055	8,747	-13.0%	1.1%	10.4	9.6	-0.8
Korean	344	264	-23.3%	-14.8%	603	553	-8.3%	-3.6%	3,784	3,962	4.7%	3.0%	3.9	4.4	0.5
BRAND REGISTRATIONS															
Acura	193	168	-13.0%	-14.2%	306	295	-3.6%	-10.4%	1,666	1,696	1.8%	-10.5%	1.7	1.9	0.2
Audi	157	89	-43.3%	0.3%	272	153	-43.8%	-18.4%	1,154	1,097	-4.9%	3.8%	1.2	1.2	0.0
BMW	213	173	-18.8%	37.3%	322	314	-2.5%	12.7%	1,932	2,064	6.8%	7.1%	2.0	2.3	0.3
Buick	26	43	65.4%	6.1%	50	78	56.0%	-3.0%	520	443	-14.8%	-22.8%	0.5	0.5	0.0
Cadillac	83	74	-10.8%	7.7%	161	141	-12.4%	-0.6%	891	799	-10.3%	-5.4%	0.9	0.9	0.0
Chevrolet	721	598	-17.1%	0.9%	1,322	1,077	-18.5%	-2.1%	8,918	7,769	-12.9%	-6.1%	9.2	8.6	-0.6
Chrysler	173	81	-53.2%	-17.1%	302	166	-45.0%	-15.0%	2,254	1,425	-36.8%	-10.2%	2.3	1.6	-0.7
Dodge	361	351	-2.8%	-12.1%	689	645	-6.4%	0.1%	4,454	4,206	-5.6%	-1.8%	4.6	4.6	0.0
Ford	856	619	-27.7%	-0.3%	1,469	1,146	-22.0%	-5.3%	10,586	8,712	-17.7%	-13.6%	11.0	9.6	-1.4
GMC	209	231	10.5%	15.0%	397	418	5.3%	12.3%	2,358	2,600	10.3%	6.2%	2.4	2.9	0.5
Honda	1,086	862	-20.6%	-0.5%	1,868	1,529	-18.1%	0.5%	11,394	11,262	-1.2%	4.8%	11.8	12.4	0.6
Hummer	44	32	-27.3%	-23.4%	79	55	-30.4%	-23.1%	471	398	-15.5%	-21.7%	0.5	0.4	-0.1
Hyundai	176	158	-10.2%	-22.6%	302	349	15.6%	4.4%	2,163	2,361	9.2%	2.5%	2.2	2.6	0.4
Infiniti	107	73	-31.8%	-3.6%	169	124	-26.6%	-3.5%	847	873	3.1%	4.9%	0.9	1.0	0.1
Isuzu	2	3	50.0%	-13.4%	6	3	-50.0%	-18.6%	83	46	-44.6%	-17.6%	0.1	0.1	0.0
Jaguar	4	5	25.0%	-52.2%	5	7	40.0%	-25.7%	98	51	-48.0%	-24.2%	0.1	0.1	0.0
Jeep	510	374	-26.7%	-6.3%	838	715	-14.7%	-4.3%	4,120	4,688	13.8%	3.3%	4.3	5.2	0.9
Kia	168	106	-36.9%	-5.2%	301	204	-32.2%	-13.5%	1,621	1,601	-1.2%	3.8%	1.7	1.8	0.1
Land Rover	44	42	-4.5%	-16.7%	74	85	14.9%	-18.0%	431	421	-2.3%	3.7%	0.4	0.5	0.1
Lexus	266	248	-6.8%	-8.2%	474	441	-7.0%	-7.6%	2,685	2,434	-9.3%	2.1%	2.8	2.7	-0.1
Lincoln	21	38	81.0%	-16.8%	43	62	44.2%	-19.4%	332	428	28.9%	9.1%	0.3	0.5	0.2
Mazda	169	117	-30.8%	10.1%	297	226	-23.9%	17.8%	1,601	1,731	8.1%	10.2%	1.7	1.9	0.2
Mercedes	164	121	-26.2%	7.0%	259	233	-10.0%	0.8%	1,404	1,244	-11.4%	2.2%	1.5	1.4	-0.1
Mercury	28	23	-17.9%	-26.2%	46	46	0.0%	-17.0%	348	336	-3.4%	-6.9%	0.4	0.4	0.0
MINI	20	29	45.0%	17.4%	45	53	17.8%	30.1%	314	322	2.5%	7.3%	0.3	0.4	0.1
Mitsubishi	71	47	-33.8%	-23.0%	112	86	-23.2%	-31.9%	696	796	14.4%	8.8%	0.7	0.9	0.2
Nissan	444	352	-20.7%	-7.8%	815	681	-16.4%	-4.9%	5,200	4,770	-8.3%	4.8%	5.4	5.3	-0.1
Other	7	2	-71.4%	292.9%	27	4	-85.2%	120.4%	292	67	-77.1%	20.2%	0.3	0.1	-0.2
Pontiac	81	38	-53.1%	-4.3%	150	108	-28.0%	-6.3%	1,254	957	-23.7%	-12.7%	1.3	1.1	-0.2
Porsche	13	18	38.5%	-13.0%	30	30	0.0%	-6.0%	284	232	-18.3%	1.4%	0.3	0.3	0.0
Saab	37	13	-64.9%	-25.0%	61	24	-60.7%	-23.4%	409	261	-36.2%	-10.0%	0.4	0.3	-0.1
Saturn	105	105	0.0%	12.1%	200	250	25.0%	-2.4%	1,340	1,529	14.1%	6.1%	1.4	1.7	0.3
Subaru	425	454	6.8%	-6.5%	806	818	1.5%	-8.1%	4,775	4,520	-5.3%	-6.7%	4.9	5.0	0.1
Suzuki	96	80	-16.7%	-12.9%	154	151	-1.9%	-6.6%	810	805	-0.6%	0.9%	0.8	0.9	0.1
Toyota/Scion	1,353	1,159	-14.3%	-1.4%	2,415	2,095	-13.3%	-1.0%	15,000	14,768	-1.5%	3.2%	15.5	16.3	0.8
Volkswagen	185	178	-3.8%	-13.2%	361	310	-14.1%	-4.4%	2,814	2,025	-28.0%	-1.9%	2.9	2.2	-0.7
Volvo	96	82	-14.6%	2.9%	155	144	-7.1%	6.4%	1,136	965	-15.1%	-8.3%	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: January, 2008, previous two months combined (December '07 and January '08), and annual 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.

Data source for area registrations: AutoCount, an Experian Company. Source for U.S. data: Automotive News.

Percent Change in New Retail Light Vehicle Registrations, Denver Metro Area (2007 vs. 2006)



Segment Market Shares

Segment	January			Two months			Annual		
	'07	'08	Chg.	Prev	Curr	Chg.	'06	'07	Chg.
Cars	38.5	36.7	-1.8	39.8	37.6	-2.2	46.3	41.5	-4.8
Compact Cars	15.8	16.1	0.3	16.7	16.4	-0.3	19.3	18.2	-1.1
Mid Size Cars	12.2	12.1	-0.1	13.1	12.6	-0.5	15.7	13.8	-1.9
Luxury Cars	8.8	7.2	-1.6	8.0	7.2	-0.8	8.2	7.3	-0.9
Other Cars	1.7	1.3	-0.4	2.0	1.4	-0.6	3.1	2.2	-0.9
Light Trucks	61.5	63.3	1.8	60.2	62.4	2.2	53.7	58.5	4.8
Full Size Pickups	10.7	10.6	-0.1	10.8	11.2	0.4	10.9	11.3	0.4
Compact SUVs	14.7	15.5	0.8	14.1	15.6	1.5	10.5	14.5	4.0
Mid & Full Size SUVs	27.0	29.0	2.0	25.8	27.8	2.0	22.4	24.4	2.0
Other Trucks	9.1	8.2	-0.9	9.5	7.8	-1.7	9.9	8.3	-1.6

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.

