

# Denver Auto Outlook

Covering the Denver Area Automotive Market

Data thru February, 2008

Released by:  
Metro Denver Auto  
Dealers Association

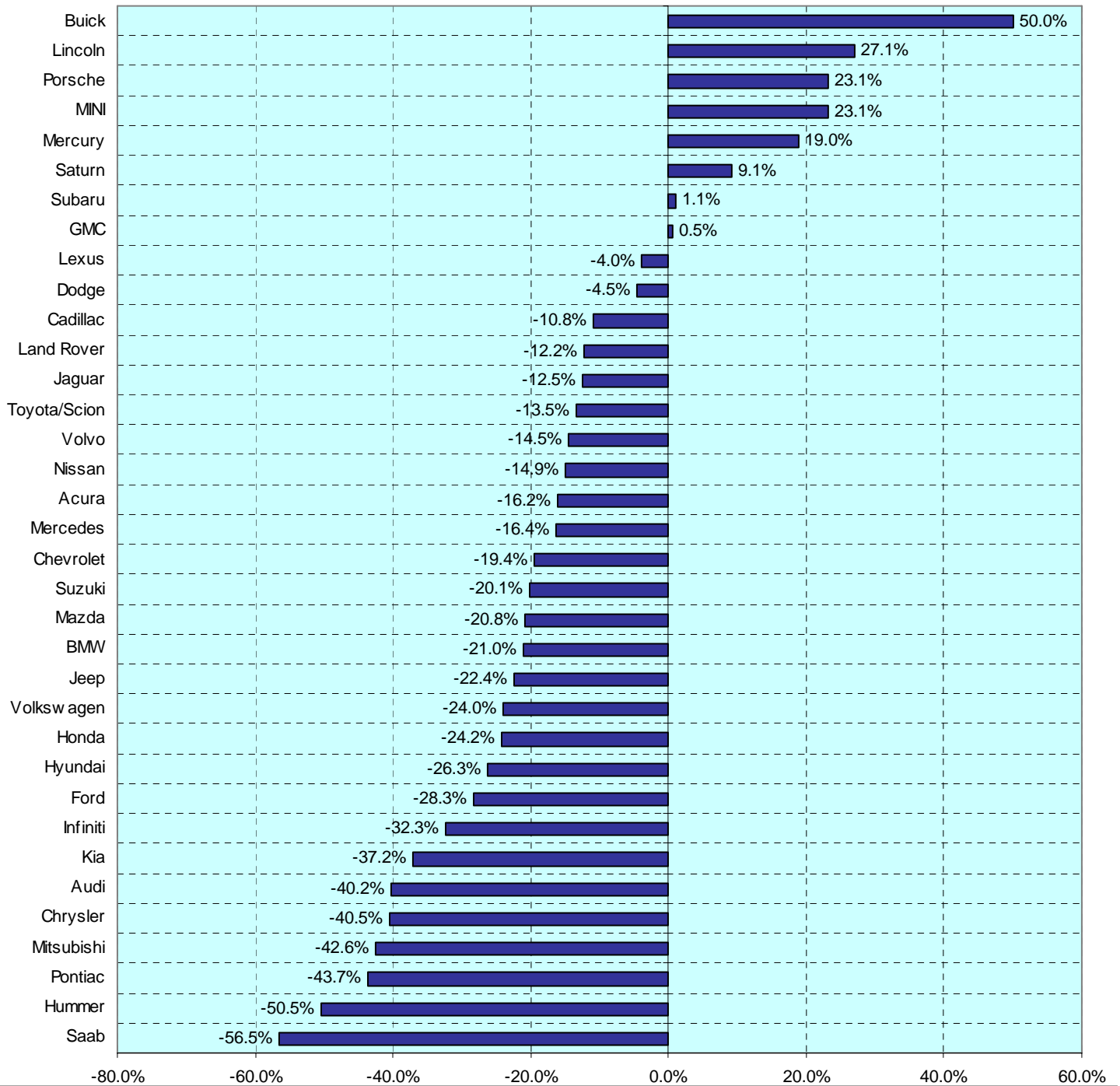
## Denver Area New Retail Car and Light Truck Registrations

	February				Two Month Period Jan '08 and Feb '08				YTD (thru Feb)				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.
<b>MARKET SUMMARY</b>															
TOTAL	6,910	5,579	-19.3%	-6.3%	15,624	12,765	-18.3%	-4.7%	15,624	12,765	-18.3%	-4.7%			
Cars	2,445	2,166	-11.4%	-1.7%	5,800	4,792	-17.4%	-1.0%	5,800	4,792	-17.4%	-1.0%	37.1	37.5	0.4
Light Trucks	4,465	3,413	-23.6%	-10.3%	9,824	7,973	-18.8%	-8.1%	9,824	7,973	-18.8%	-8.1%	62.9	62.5	-0.4
Domestic	2,547	2,064	-19.0%	-11.2%	5,765	4,671	-19.0%	-7.6%	5,765	4,671	-19.0%	-7.6%	36.9	36.6	-0.3
Japanese	3,343	2,801	-16.2%	0.6%	7,555	6,364	-15.8%	-1.4%	7,555	6,364	-15.8%	-1.4%	48.4	49.9	1.5
European	709	528	-25.5%	-0.4%	1,649	1,280	-22.4%	4.3%	1,649	1,280	-22.4%	4.3%	10.6	10.0	-0.5
Korean	311	186	-40.2%	-8.5%	655	450	-31.3%	-11.4%	655	450	-31.3%	-11.4%	4.2	3.5	-0.7
<b>BRAND REGISTRATIONS</b>															
Acura	134	106	-20.9%	-4.2%	327	274	-16.2%	-9.1%	327	274	-16.2%	-9.1%	2.1	2.1	0.1
Audi	99	64	-35.4%	-6.9%	256	153	-40.2%	-3.4%	256	153	-40.2%	-3.4%	1.6	1.2	-0.4
BMW	153	116	-24.2%	-6.7%	366	289	-21.0%	13.6%	366	289	-21.0%	13.6%	2.3	2.3	-0.1
Buick	22	29	31.8%	-15.5%	48	72	50.0%	-5.9%	48	72	50.0%	-5.9%	0.3	0.6	0.3
Cadillac	74	66	-10.8%	2.0%	157	140	-10.8%	4.8%	157	140	-10.8%	4.8%	1.0	1.1	0.1
Chevrolet	555	430	-22.5%	-11.1%	1,276	1,028	-19.4%	-5.8%	1,276	1,028	-19.4%	-5.8%	8.2	8.1	-0.1
Chrysler	91	76	-16.5%	-9.5%	264	157	-40.5%	-13.1%	264	157	-40.5%	-13.1%	1.7	1.2	-0.5
Dodge	299	279	-6.7%	-16.0%	660	630	-4.5%	-14.1%	660	630	-4.5%	-14.1%	4.2	4.9	0.7
Ford	695	493	-29.1%	-4.8%	1,551	1,112	-28.3%	-2.9%	1,551	1,112	-28.3%	-2.9%	9.9	8.7	-1.2
GMC	199	179	-10.1%	-19.0%	408	410	0.5%	-5.2%	408	410	0.5%	-5.2%	2.6	3.2	0.6
Honda	835	595	-28.7%	6.2%	1,921	1,457	-24.2%	3.0%	1,921	1,457	-24.2%	3.0%	12.3	11.4	-0.9
Hummer	57	18	-68.4%	-19.5%	101	50	-50.5%	-21.4%	101	50	-50.5%	-21.4%	0.6	0.4	-0.3
Hyundai	178	103	-42.1%	-9.9%	354	261	-26.3%	-15.6%	354	261	-26.3%	-15.6%	2.3	2.0	-0.2
Infiniti	85	57	-32.9%	3.8%	192	130	-32.3%	0.2%	192	130	-32.3%	0.2%	1.2	1.0	-0.2
Isuzu	3	2	-33.3%	41.3%	5	5	0.0%	15.5%	5	5	0.0%	15.5%	0.0	0.0	0.0
Jaguar	4	2	-50.0%	-10.7%	8	7	-12.5%	-33.1%	8	7	-12.5%	-33.1%	0.1	0.1	0.0
Jeep	393	327	-16.8%	-14.6%	903	701	-22.4%	-10.6%	903	701	-22.4%	-10.6%	5.8	5.5	-0.3
Kia	133	83	-37.6%	-6.5%	301	189	-37.2%	-5.8%	301	189	-37.2%	-5.8%	1.9	1.5	-0.4
Land Rover	38	30	-21.1%	-9.2%	82	72	-12.2%	-13.2%	82	72	-12.2%	-13.2%	0.5	0.6	0.0
Lexus	164	165	0.6%	-5.5%	430	413	-4.0%	-6.9%	430	413	-4.0%	-6.9%	2.8	3.2	0.5
Lincoln	27	23	-14.8%	-11.1%	48	61	27.1%	-13.7%	48	61	27.1%	-13.7%	0.3	0.5	0.2
Mazda	91	89	-2.2%	6.7%	260	206	-20.8%	8.3%	260	206	-20.8%	8.3%	1.7	1.6	-0.1
Mercedes	98	98	0.0%	7.2%	262	219	-16.4%	7.1%	262	219	-16.4%	7.1%	1.7	1.7	0.0
Mercury	14	27	92.9%	-21.9%	42	50	19.0%	-24.0%	42	50	19.0%	-24.0%	0.3	0.4	0.1
MINI	19	19	0.0%	44.5%	39	48	23.1%	30.0%	39	48	23.1%	30.0%	0.2	0.4	0.1
Mitsubishi	70	34	-51.4%	-6.4%	141	81	-42.6%	-14.5%	141	81	-42.6%	-14.5%	0.9	0.6	-0.3
Nissan	346	320	-7.5%	0.8%	790	672	-14.9%	-3.4%	790	672	-14.9%	-3.4%	5.1	5.3	0.2
Other	4	6	50.0%	141.6%	11	8	-27.3%	218.3%	11	8	-27.3%	218.3%	0.1	0.1	0.0
Pontiac	61	42	-31.1%	-2.6%	142	80	-43.7%	-3.4%	142	80	-43.7%	-3.4%	0.9	0.6	-0.3
Porsche	13	14	7.7%	-12.8%	26	32	23.1%	-12.9%	26	32	23.1%	-12.9%	0.2	0.3	0.1
Saab	25	14	-44.0%	-21.9%	62	27	-56.5%	-23.5%	62	27	-56.5%	-23.5%	0.4	0.2	-0.2
Saturn	60	75	25.0%	-33.4%	165	180	9.1%	-16.1%	165	180	9.1%	-16.1%	1.1	1.4	0.4
Subaru	410	390	-4.9%	0.3%	835	844	1.1%	-3.0%	835	844	1.1%	-3.0%	5.3	6.6	1.3
Suzuki	83	63	-24.1%	2.5%	179	143	-20.1%	-5.0%	179	143	-20.1%	-5.0%	1.1	1.1	0.0
Toyota/Scion	1,121	980	-12.6%	-2.4%	2,474	2,139	-13.5%	-1.9%	2,474	2,139	-13.5%	-1.9%	15.8	16.8	0.9
Volkswagen	181	100	-44.8%	1.2%	366	278	-24.0%	-6.1%	366	278	-24.0%	-6.1%	2.3	2.2	-0.2
Volvo	76	65	-14.5%	-11.2%	172	147	-14.5%	-4.4%	172	147	-14.5%	-4.4%	1.1	1.2	0.1

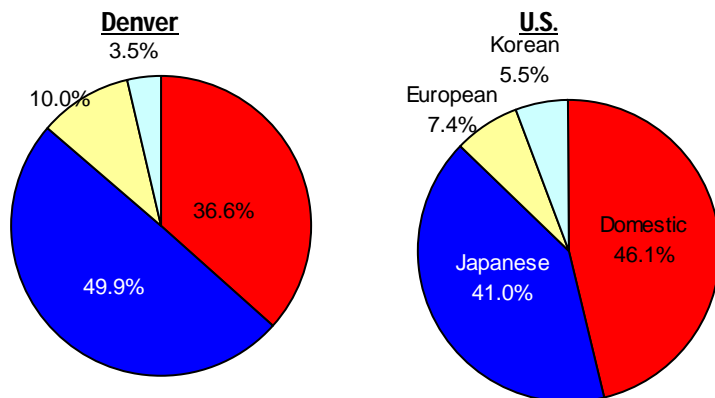
The table above shows new retail light vehicle registrations in the Denver Metro Area for the following time periods: February, 2008, previous two months combined (January and February 2008), and year-to-date totals for 2007 and 2008. Figures include new vehicles registered in the seven county Denver 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 (YTD '08 thru February vs. Year Earlier)



New Retail Market Share—Denver vs. U.S. (YTD '08 vs. YTD '07)



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](http://www.autocount.com).

