

# Denver Auto Outlook

Covering the Denver Area Automotive Market

Data thru April, 2007

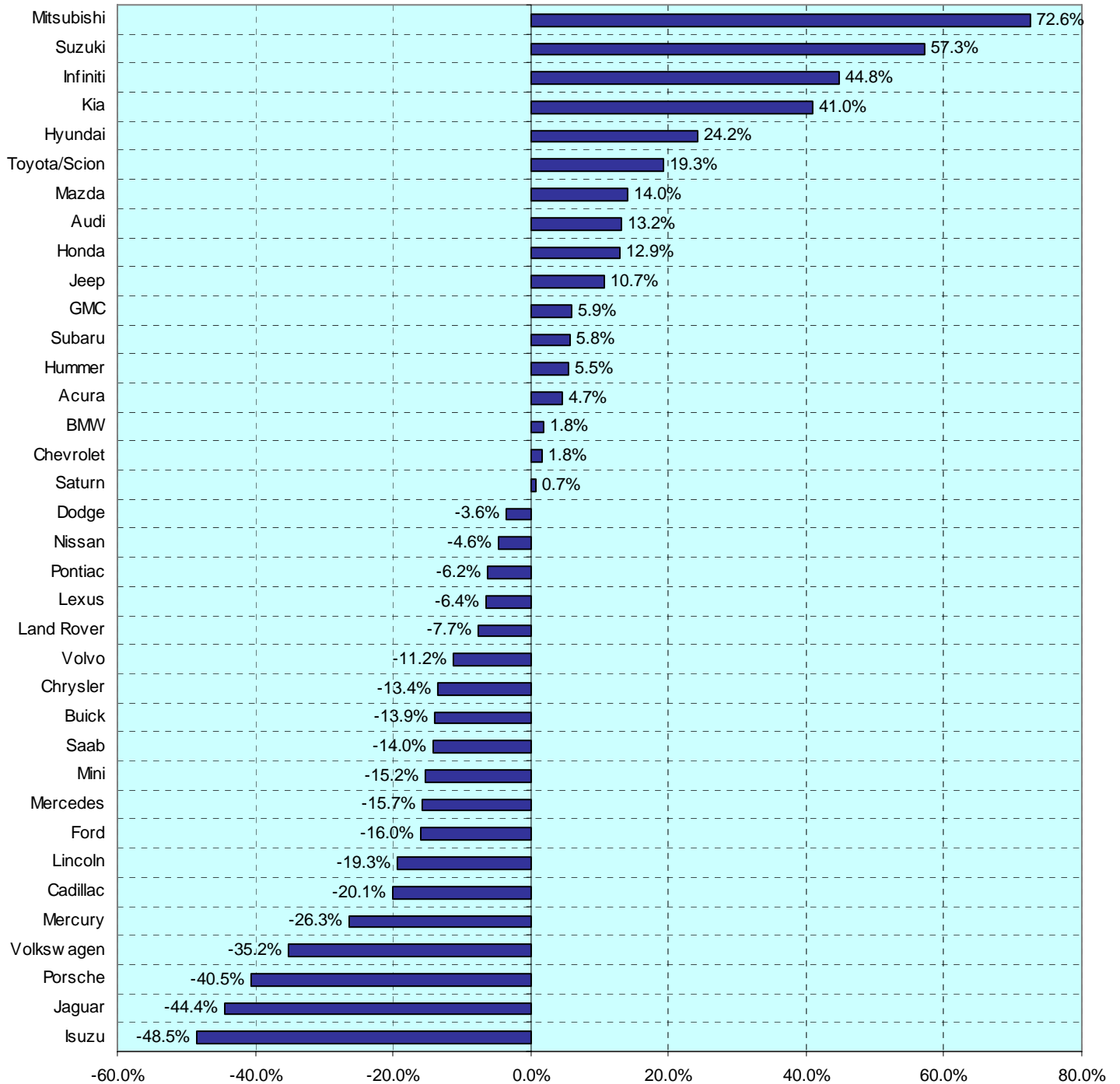
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## Denver Area New Retail Car and Light Truck Registrations

	April				Two Month Period Mar '07 and Apr '07				Year to date thru April				YTD Market Share (%)		
	Denver Area			U.S.	Denver Area			U.S.	Denver Area			U.S.	Denver Area		
	2006	2007	% chg.	% chg.	Yr. Ago	Current	% chg.	% chg.	2006	2007	% chg.	% chg.	2006	2007	Chg.
<b>MARKET SUMMARY</b>															
TOTAL	7,114	7,384	3.8%	-7.6%	14,323	14,533	1.5%	-3.3%	30,221	30,951	2.4%	-2.9%			
Cars	3,346	3,214	-4.0%	-13.0%	6,840	6,012	-12.1%	-4.9%	14,212	12,139	-14.6%	-5.3%	47.0	39.2	-7.8
Light Trucks	3,768	4,170	10.7%	-1.9%	7,483	8,521	13.9%	-1.7%	16,009	18,812	17.5%	-0.6%	53.0	60.8	7.8
Domestic	2,986	2,833	-5.1%	-7.8%	5,884	5,711	-2.9%	-6.7%	12,451	11,796	-5.3%	-7.8%	41.2	38.1	-3.1
Japanese	3,097	3,562	15.0%	-8.3%	6,322	6,879	8.8%	1.9%	13,184	14,806	12.3%	3.9%	43.6	47.8	4.2
European	802	652	-18.7%	-3.7%	1,628	1,320	-18.9%	-3.3%	3,592	3,046	-15.2%	-0.2%	11.9	9.8	-2.0
Korean	229	337	47.2%	-5.4%	489	623	27.4%	-1.4%	994	1,303	31.1%	1.4%	3.3	4.2	0.9
<b>BRAND REGISTRATIONS</b>															
Acura	132	131	-0.8%	-21.6%	273	265	-2.9%	-12.8%	535	560	4.7%	-9.5%	1.8	1.8	0.0
Audi	64	83	29.7%	9.4%	164	192	17.1%	11.9%	403	456	13.2%	15.2%	1.3	1.5	0.1
BMW	168	168	0.0%	0.2%	306	298	-2.6%	1.8%	669	681	1.8%	4.1%	2.2	2.2	0.0
Buick	40	33	-17.5%	-33.7%	73	74	1.4%	-31.9%	151	130	-13.9%	-30.9%	0.5	0.4	-0.1
Cadillac	79	73	-7.6%	-6.0%	148	134	-9.5%	-5.5%	378	302	-20.1%	-7.5%	1.3	1.0	-0.3
Chevrolet	560	666	18.9%	-11.3%	1,199	1,387	15.7%	-6.8%	2,679	2,726	1.8%	-5.7%	8.9	8.8	-0.1
Chrysler	173	140	-19.1%	-1.0%	321	270	-15.9%	-7.0%	648	561	-13.4%	-11.1%	2.1	1.8	-0.3
Dodge	375	322	-14.1%	-5.4%	699	665	-4.9%	-4.7%	1,428	1,376	-3.6%	-3.3%	4.7	4.4	-0.3
Ford	890	711	-20.1%	-13.9%	1,754	1,395	-20.5%	-12.0%	3,586	3,014	-16.0%	-14.9%	11.9	9.7	-2.1
GMC	179	201	12.3%	11.5%	361	410	13.6%	3.5%	794	841	5.9%	8.0%	2.6	2.7	0.1
Honda	749	963	28.6%	-7.1%	1,584	1,758	11.0%	2.9%	3,383	3,821	12.9%	3.4%	11.2	12.3	1.2
Hummer	31	28	-9.7%	-19.2%	64	67	4.7%	-20.1%	163	172	5.5%	-22.4%	0.5	0.6	0.0
Hyundai	120	205	70.8%	-4.6%	268	361	34.7%	-2.0%	587	729	24.2%	-2.5%	1.9	2.4	0.4
Infiniti	61	71	16.4%	3.4%	115	148	28.7%	10.8%	241	349	44.8%	9.5%	0.8	1.1	0.3
Isuzu	5	2	-60.0%	-33.0%	15	7	-53.3%	-27.1%	33	17	-48.5%	-28.2%	0.1	0.1	-0.1
Jaguar	12	8	-33.3%	-28.5%	14	12	-14.3%	-19.9%	36	20	-44.4%	-20.3%	0.1	0.1	-0.1
Jeep	409	340	-16.9%	29.2%	765	731	-4.4%	14.7%	1,520	1,682	10.7%	10.2%	5.0	5.4	0.4
Kia	109	132	21.1%	-6.5%	221	262	18.6%	-0.4%	407	574	41.0%	7.5%	1.3	1.9	0.5
Land Rover	33	21	-36.4%	12.7%	61	53	-13.1%	-0.2%	156	144	-7.7%	-4.1%	0.5	0.5	-0.1
Lexus	214	211	-1.4%	5.3%	421	377	-10.5%	4.9%	889	832	-6.4%	6.9%	2.9	2.7	-0.3
Lincoln	30	41	36.7%	6.9%	78	72	-7.7%	8.5%	150	121	-19.3%	7.8%	0.5	0.4	-0.1
Mazda	109	126	15.6%	-5.9%	236	268	13.6%	22.8%	478	545	14.0%	11.7%	1.6	1.8	0.2
Mercedes	134	94	-29.9%	-1.8%	267	184	-31.1%	-0.4%	540	455	-15.7%	6.0%	1.8	1.5	-0.3
Mercury	37	28	-24.3%	-14.2%	80	54	-32.5%	-11.1%	133	98	-26.3%	-9.8%	0.4	0.3	-0.1
MINI	22	24	9.1%	2.1%	37	38	2.7%	-1.8%	92	78	-15.2%	-5.6%	0.3	0.3	-0.1
Mitsubishi	50	90	80.0%	11.1%	98	167	70.4%	16.6%	186	321	72.6%	19.6%	0.6	1.0	0.4
Nissan	404	366	-9.4%	-20.7%	790	771	-2.4%	-5.9%	1,680	1,603	-4.6%	-1.1%	5.6	5.2	-0.4
Other	11	4	-63.6%	7.0%	19	11	-42.1%	9.2%	58	18	-69.0%	14.7%	0.2	0.1	-0.1
Pontiac	82	120	46.3%	-19.7%	148	199	34.5%	-13.2%	370	347	-6.2%	-20.2%	1.2	1.1	-0.1
Porsche	30	17	-43.3%	-9.8%	56	36	-35.7%	-3.6%	111	66	-40.5%	-9.7%	0.4	0.2	-0.2
Saab	34	18	-47.1%	-25.3%	72	36	-50.0%	-18.7%	121	104	-14.0%	-14.0%	0.4	0.3	-0.1
Saturn	99	130	31.3%	18.6%	188	252	34.0%	22.8%	422	425	0.7%	19.8%	1.4	1.4	0.0
Subaru	334	333	-0.3%	-14.2%	659	655	-0.6%	-9.4%	1,433	1,516	5.8%	-7.2%	4.7	4.9	0.2
Suzuki	67	69	3.0%	-14.0%	126	151	19.8%	-6.2%	213	335	57.3%	-0.9%	0.7	1.1	0.4
Toyota/Scion	972	1,200	23.5%	-5.5%	2,005	2,312	15.3%	3.5%	4,113	4,907	19.3%	6.7%	13.6	15.9	2.2
Volkswagen	214	144	-32.7%	-7.0%	456	284	-37.7%	-11.7%	1,041	675	-35.2%	-6.0%	3.4	2.2	-1.3
Volvo	82	71	-13.4%	-16.6%	182	177	-2.7%	-10.0%	394	350	-11.2%	-8.0%	1.3	1.1	-0.2

The table above shows new retail light vehicle registrations in the Denver Metro Area for the following time periods: April, 2007, previous two months combined (March and April 2007), and year-to-date 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.

Percent Change in New Retail Light Vehicle Registrations, Denver Metro Area (YTD '07 thru April vs. Year Earlier)



Segment Market Shares

Segment	April			Mar and Apr			YTD (Apr)		
	'06	'07	Chg.	'06	'07	Chg.	'06	'07	Chg.
Cars	47.0	43.5	-3.5	47.8	41.4	-6.4	47.0	39.2	-7.8
Compact Cars	18.8	19.7	0.8	19.1	17.8	-1.3	18.2	16.3	-1.9
Mid Size Cars	16.1	14.5	-1.6	16.5	14.3	-2.3	16.7	13.6	-3.2
Luxury Cars	9.0	6.9	-2.1	9.0	7.0	-2.0	9.3	7.5	-1.8
Other Cars	3.1	2.5	-0.6	3.1	2.3	-0.8	2.9	1.9	-1.0
Light Trucks	53.0	56.5	3.5	52.2	58.6	6.4	53.0	60.8	7.8
Full Size Pickups	11.6	10.0	-1.6	11.2	10.7	-0.5	11.2	11.0	-0.2
Compact SUVs	10.3	14.3	4.0	10.5	14.0	3.5	10.1	14.4	4.3
Mid & Full Size SUVs	25.2	23.9	-1.2	24.8	25.1	0.3	25.8	26.3	0.4
Other Trucks	5.8	8.2	2.4	5.8	8.8	3.0	5.9	9.1	3.2

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).

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