

Denver Auto Outlook

Covering the Denver Area Automotive Market

Data thru June, 2007

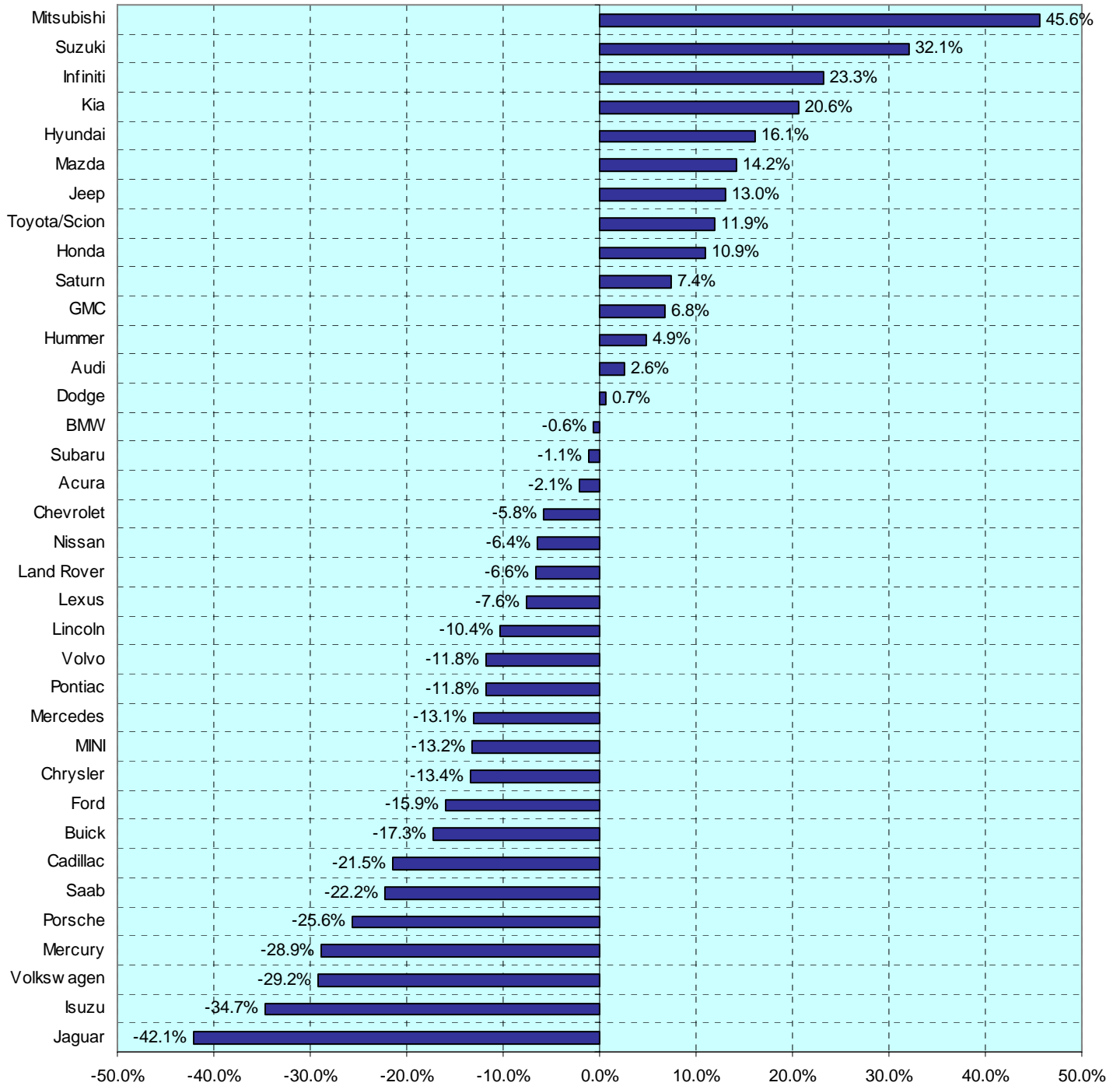
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Dealers Association

Denver Area New Retail Car and Light Truck Registrations

	June				Two Month Period May '07 and Jun '07				Year-to-Date, thru June				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.
MARKET SUMMARY															
TOTAL	7,871	7,992	1.5%	-3.0%	16,057	15,237	-5.1%	1.0%	46,278	46,188	-0.2%	-1.5%			
Cars	3,817	3,916	2.6%	-0.3%	8,061	7,527	-6.6%	2.8%	22,098	18,369	-16.9%	-2.4%	47.8	39.8	-8.0
Light Trucks	4,054	4,076	0.5%	-5.7%	7,996	7,710	-3.6%	-0.9%	24,180	27,819	15.0%	-0.7%	52.2	60.2	8.0
Domestic	3,057	2,859	-6.5%	-13.2%	6,196	5,730	-7.5%	-5.3%	18,618	17,525	-5.9%	-6.9%	40.2	37.9	-2.3
Japanese	3,708	3,963	6.9%	12.0%	7,489	7,350	-1.9%	10.1%	20,673	22,156	7.2%	6.2%	44.7	48.0	3.3
European	788	796	1.0%	3.1%	1,692	1,485	-12.2%	2.9%	5,313	4,532	-14.7%	0.9%	11.5	9.8	-1.7
Korean	318	374	17.6%	5.1%	680	672	-1.2%	5.0%	1,674	1,975	18.0%	2.7%	3.6	4.3	0.7
BRAND REGISTRATIONS															
Acura	146	149	2.1%	11.0%	304	261	-14.1%	4.5%	839	821	-2.1%	-4.9%	1.8	1.8	0.0
Audi	102	85	-16.7%	-3.1%	201	164	-18.4%	9.4%	604	620	2.6%	13.0%	1.3	1.3	0.0
BMW	149	162	8.7%	4.3%	325	307	-5.5%	6.2%	994	988	-0.6%	4.9%	2.1	2.1	0.0
Buick	41	35	-14.6%	-30.4%	92	71	-22.8%	-22.3%	243	201	-17.3%	-27.9%	0.5	0.4	-0.1
Cadillac	78	65	-16.7%	-28.4%	162	122	-24.7%	-18.5%	540	424	-21.5%	-11.7%	1.2	0.9	-0.3
Chevrolet	797	592	-25.7%	-23.5%	1,512	1,224	-19.0%	-9.9%	4,191	3,950	-5.8%	-7.2%	9.1	8.6	-0.5
Chrysler	127	127	0.0%	-8.3%	295	256	-13.2%	-6.4%	943	817	-13.4%	-9.6%	2.0	1.8	-0.2
Dodge	323	342	5.9%	-5.6%	674	741	9.9%	-1.0%	2,102	2,117	0.7%	-2.5%	4.5	4.6	0.1
Ford	844	798	-5.5%	-9.8%	1,814	1,530	-15.7%	-9.6%	5,400	4,544	-15.9%	-13.0%	11.7	9.8	-1.9
GMC	189	187	-1.1%	-16.1%	361	393	8.9%	-0.3%	1,155	1,234	6.8%	4.9%	2.5	2.7	0.2
Honda	883	994	12.6%	11.5%	1,755	1,877	7.0%	7.0%	5,138	5,698	10.9%	4.7%	11.1	12.3	1.2
Hummer	31	31	0.0%	-10.0%	62	64	3.2%	-6.4%	225	236	4.9%	-17.3%	0.5	0.5	0.0
Hyundai	192	240	25.0%	10.9%	398	415	4.3%	7.2%	985	1,144	16.1%	1.1%	2.1	2.5	0.4
Infiniti	116	123	6.0%	13.5%	193	186	-3.6%	11.6%	434	535	23.3%	10.2%	0.9	1.2	0.3
Isuzu	7	8	14.3%	-9.3%	16	15	-6.3%	0.0%	49	32	-34.7%	-19.9%	0.1	0.1	0.0
Jaguar	13	7	-46.2%	-34.7%	21	13	-38.1%	-38.5%	57	33	-42.1%	-27.4%	0.1	0.1	0.0
Jeep	381	426	11.8%	19.0%	666	789	18.5%	19.7%	2,186	2,471	13.0%	13.4%	4.7	5.3	0.6
Kia	126	134	6.3%	-4.2%	282	257	-8.9%	1.6%	689	831	20.6%	5.3%	1.5	1.8	0.3
Land Rover	26	31	19.2%	8.1%	70	67	-4.3%	7.7%	226	211	-6.6%	-0.1%	0.5	0.5	0.0
Lexus	226	230	1.8%	4.3%	475	429	-9.7%	5.3%	1,364	1,261	-7.6%	6.3%	2.9	2.7	-0.2
Lincoln	18	30	66.7%	30.0%	61	68	11.5%	28.9%	211	189	-10.4%	14.5%	0.5	0.4	-0.1
Mazda	139	169	21.6%	8.6%	278	318	14.4%	2.9%	756	863	14.2%	8.5%	1.6	1.9	0.3
Mercedes	116	110	-5.2%	-5.9%	229	213	-7.0%	-2.5%	769	668	-13.1%	2.8%	1.7	1.4	-0.3
Mercury	30	25	-16.7%	-6.1%	68	45	-33.8%	1.8%	201	143	-28.9%	-6.0%	0.4	0.3	-0.1
MINI	33	34	3.0%	17.4%	59	53	-10.2%	14.9%	151	131	-13.2%	1.8%	0.3	0.3	0.0
Mitsubishi	58	77	32.8%	30.1%	134	145	8.2%	22.2%	320	466	45.6%	20.6%	0.7	1.0	0.3
Nissan	432	455	5.3%	24.0%	893	806	-9.7%	14.9%	2,573	2,409	-6.4%	3.9%	5.6	5.2	-0.4
Other	12	16	33.3%	18.2%	34	30	-11.8%	7.2%	92	48	-47.8%	12.0%	0.2	0.1	-0.1
Pontiac	100	88	-12.0%	-18.1%	214	168	-21.5%	-2.6%	584	515	-11.8%	-14.0%	1.3	1.1	-0.2
Porsche	18	30	66.7%	13.8%	53	56	5.7%	7.7%	164	122	-25.6%	-4.0%	0.4	0.3	-0.1
Saab	17	18	5.9%	32.4%	46	26	-43.5%	14.4%	167	130	-22.2%	-3.9%	0.4	0.3	-0.1
Saturn	98	113	15.3%	-8.8%	215	259	20.5%	24.2%	637	684	7.4%	21.4%	1.4	1.5	0.1
Subaru	383	390	1.8%	-7.4%	843	734	-12.9%	-4.3%	2,276	2,250	-1.1%	-6.1%	4.9	4.9	0.0
Suzuki	53	66	24.5%	8.5%	133	122	-8.3%	4.4%	346	457	32.1%	0.9%	0.7	1.0	0.3
Toyota/Scion	1,265	1,302	2.9%	11.0%	2,465	2,457	-0.3%	13.2%	6,578	7,364	11.9%	9.1%	14.2	15.9	1.7
Volkswagen	210	213	1.4%	15.0%	457	385	-15.8%	7.7%	1,498	1,060	-29.2%	-1.0%	3.2	2.3	-0.9
Volvo	92	90	-2.2%	-11.9%	197	171	-13.2%	-10.6%	591	521	-11.8%	-8.9%	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: June, 2007, previous two months combined (May and June 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 June vs. Year Earlier)



Segment Market Shares

Segment	June			May and June			YTD (June)		
	'06	'07	Chg.	'06	'07	Chg.	'06	'07	Chg.
Cars	48.5	49.0	0.5	50.2	49.4	-0.8	47.8	39.8	-8.0
Compact Cars	19.8	20.5	0.7	20.6	21.5	0.9	18.6	16.6	-2.0
Mid Size Cars	17.0	17.6	0.6	17.2	17.4	0.2	16.7	14.6	-2.1
Luxury Cars	8.3	7.7	-0.6	8.9	7.9	-1.0	9.2	6.8	-2.4
Other Cars	3.4	3.2	-0.2	3.5	2.6	-0.9	3.3	1.8	-1.5
Light Trucks	51.5	51.0	-0.5	49.8	50.6	0.8	52.2	60.2	8.0
Full Size Pickups	11.5	10.5	-1.0	10.0	9.9	-0.1	10.0	10.9	0.9
Compact SUVs	11.7	13.0	1.3	10.2	12.2	2.0	10.2	14.8	4.6
Mid & Full Size SUVs	23.0	22.0	-1.0	24.3	22.5	-1.8	24.2	25.6	1.4
Other Trucks	5.3	5.5	0.2	5.3	6.0	0.7	7.8	8.9	1.1

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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