



MEMORANDUM

TO: MDADA Members
FROM: Tim Jackson
DATE: June 26, 2007
RE: Denver Auto Outlook Report – May 2007

Please find enclosed the May 2007 *Denver Auto Outlook* report.

Denver metro area registrations for May 2007 *decreased* dramatically by 11.5 percent compared to May 2006. During the same period, nationwide registrations showed an *increase* of 5 percent. While light trucks continued their upward trend with an *increase* of 3.5 percent, cars showed a significant decrease of 26.2 percent.

Turning to the two month April/May time period, there was a *decrease* of 4.4 percent—comprised of a 16.3 percent *decrease* in car registrations and a 7 percent *increase* in light trucks. The car segment shows a significant *decrease* compared to the national market for the same two-month period—*down* 16.3 percent in Denver vs. a *decrease* of 3.5 percent nationally.

Year-to-date figures remain steady. Denver metro area registrations showed a *slight decrease* of 0.5 percent year-to-date compared to a *decrease* nationally of 1.2 percent. Light trucks continue to outperform cars in the Denver market with a 14.6 percent *increase* year-to-date, compared to a negative 0.4 percent *decrease* nationally.

If you have any questions or comments/suggestions regarding the *Denver Auto Outlook* report, please let us know. We encourage your thoughts on this and other industry information.

You can reach me directly at 303.282.1448, via cell at 303.667.3995, or by email at tim.jackson@cadaonline.org.

Denver Auto Outlook

Covering the Denver Area Automotive Market

Data thru May, 2007

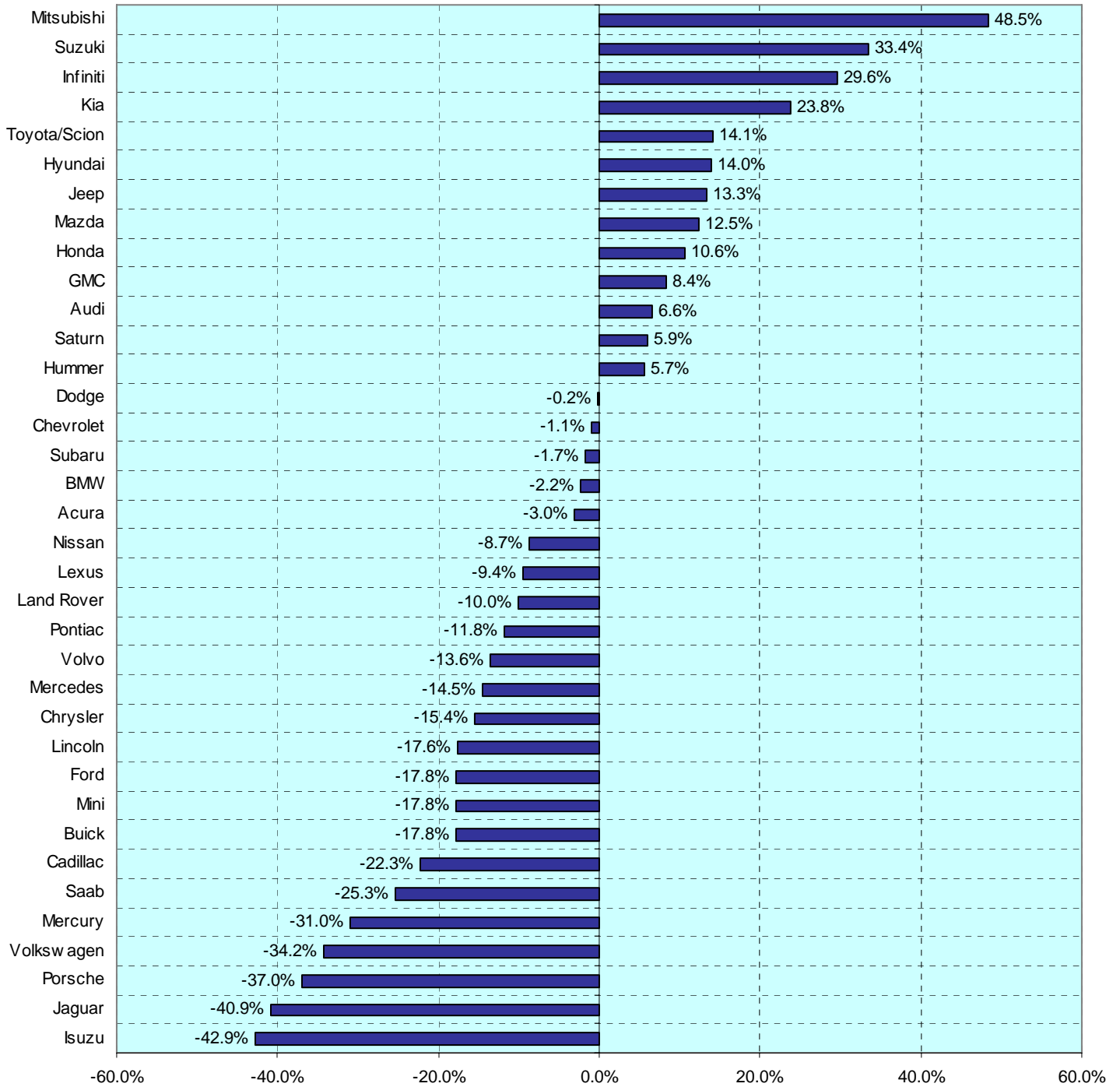
Released by:
Metro Denver Auto
Dealers Association

Denver Area New Retail Car and Light Truck Registrations

	May				Two Month Period Apr '07 and May '07				Year to date thru May				YTD Market Share (%)		
	Denver Area			U.S.	Denver Area			U.S.	Denver Area			Denver Area			
	2006	2007	% chg.	% chg.	Yr. Ago	Current	% chg.	% chg.	2006	2007	% chg.	% chg.	2006	2007	Chg.
MARKET SUMMARY															
TOTAL	8,186	7,245	-11.5%	5.0%	15,300	14,629	-4.4%	-1.2%	38,407	38,196	-0.5%	-1.2%			
Cars	4,128	3,045	-26.2%	5.8%	7,474	6,259	-16.3%	-3.5%	18,339	15,191	-17.2%	-2.8%	47.7	39.8	-8.0
Light Trucks	4,058	4,200	3.5%	4.1%	7,826	8,370	7.0%	1.2%	20,068	23,005	14.6%	0.4%	52.3	60.2	8.0
Domestic	3,156	2,871	-9.0%	3.0%	6,142	5,704	-7.1%	-2.4%	15,607	14,667	-6.0%	-5.5%	40.6	38.4	-2.2
Japanese	3,781	3,388	-10.4%	8.4%	6,878	6,950	1.0%	0.2%	16,965	18,194	7.2%	4.9%	44.2	47.6	3.5
European	887	688	-22.4%	2.7%	1,689	1,340	-20.7%	-0.5%	4,479	3,734	-16.6%	0.4%	11.7	9.8	-1.9
Korean	362	298	-17.7%	4.9%	591	635	7.4%	-0.2%	1,356	1,601	18.1%	2.2%	3.5	4.2	0.7
BRAND REGISTRATIONS															
Acura	158	112	-29.1%	-1.6%	290	243	-16.2%	-12.5%	693	672	-3.0%	-7.9%	1.8	1.8	0.0
Audi	99	79	-20.2%	23.4%	163	162	-0.6%	16.3%	502	535	6.6%	17.0%	1.3	1.4	0.1
BMW	176	145	-17.6%	8.1%	344	313	-9.0%	4.1%	845	826	-2.2%	5.0%	2.2	2.2	0.0
Buick	51	36	-29.4%	-12.5%	91	69	-24.2%	-23.2%	202	166	-17.8%	-27.3%	0.5	0.4	-0.1
Cadillac	84	57	-32.1%	-6.1%	163	130	-20.2%	-6.1%	462	359	-22.3%	-7.2%	1.2	0.9	-0.3
Chevrolet	715	632	-11.6%	6.0%	1,275	1,298	1.8%	-2.7%	3,394	3,358	-1.1%	-3.2%	8.8	8.8	0.0
Chrysler	168	129	-23.2%	-4.5%	341	269	-21.1%	-2.8%	816	690	-15.4%	-9.8%	2.1	1.8	-0.3
Dodge	351	399	13.7%	3.4%	726	721	-0.7%	-1.2%	1,779	1,775	-0.2%	-1.9%	4.6	4.6	0.0
Ford	970	732	-24.5%	-9.4%	1,860	1,443	-22.4%	-11.6%	4,556	3,746	-17.8%	-13.7%	11.9	9.8	-2.1
GMC	172	206	19.8%	17.7%	351	407	16.0%	14.7%	966	1,047	8.4%	10.2%	2.5	2.7	0.2
Honda	872	883	1.3%	3.0%	1,621	1,846	13.9%	-1.9%	4,255	4,704	10.6%	3.3%	11.1	12.3	1.2
Hummer	31	33	6.5%	-2.1%	62	61	-1.6%	-11.2%	194	205	5.7%	-18.9%	0.5	0.5	0.0
Hyundai	206	175	-15.0%	3.2%	326	380	16.6%	-0.6%	793	904	14.0%	-1.2%	2.1	2.4	0.3
Infiniti	77	63	-18.2%	9.8%	138	134	-2.9%	6.6%	318	412	29.6%	9.6%	0.8	1.1	0.3
Isuzu	9	7	-22.2%	10.8%	14	9	-35.7%	-14.7%	42	24	-42.9%	-21.9%	0.1	0.1	0.0
Jaguar	8	6	-25.0%	-41.9%	20	14	-30.0%	-35.8%	44	26	-40.9%	-25.7%	0.1	0.1	0.0
Jeep	285	363	27.4%	20.4%	694	703	1.3%	24.6%	1,805	2,045	13.3%	12.2%	4.7	5.4	0.7
Kia	156	123	-21.2%	7.5%	265	255	-3.8%	0.4%	563	697	23.8%	7.5%	1.5	1.8	0.4
Land Rover	44	36	-18.2%	7.2%	77	57	-26.0%	9.9%	200	180	-10.0%	-1.8%	0.5	0.5	0.0
Lexus	249	199	-20.1%	6.2%	463	410	-11.4%	5.8%	1,138	1,031	-9.4%	6.7%	3.0	2.7	-0.3
Lincoln	43	38	-11.6%	28.0%	73	79	8.2%	17.3%	193	159	-17.6%	11.8%	0.5	0.4	-0.1
Mazda	139	149	7.2%	-2.0%	248	275	10.9%	-3.7%	617	694	12.5%	8.5%	1.6	1.8	0.2
Mercedes	113	103	-8.8%	0.7%	247	197	-20.2%	-0.6%	653	558	-14.5%	4.8%	1.7	1.5	-0.2
Mercury	38	20	-47.4%	9.7%	75	48	-36.0%	-3.4%	171	118	-31.0%	-6.0%	0.4	0.3	-0.1
MINI	26	19	-26.9%	12.5%	48	43	-10.4%	7.5%	118	97	-17.8%	-1.6%	0.3	0.3	-0.1
Mitsubishi	76	68	-10.5%	15.5%	126	158	25.4%	13.4%	262	389	48.5%	18.6%	0.7	1.0	0.3
Nissan	461	351	-23.9%	7.1%	865	717	-17.1%	-6.8%	2,141	1,954	-8.7%	0.5%	5.6	5.1	-0.5
Other	22	14	-36.4%	-2.0%	33	18	-45.5%	2.4%	80	32	-60.0%	10.8%	0.2	0.1	-0.1
Pontiac	114	80	-29.8%	18.2%	196	200	2.0%	-1.3%	484	427	-11.8%	-12.9%	1.3	1.1	-0.1
Porsche	35	26	-25.7%	2.3%	65	43	-33.8%	-3.8%	146	92	-37.0%	-7.2%	0.4	0.2	-0.1
Saab	29	8	-72.4%	-5.2%	63	26	-58.7%	-15.4%	150	112	-25.3%	-12.2%	0.4	0.3	-0.1
Saturn	117	146	24.8%	75.3%	216	276	27.8%	45.6%	539	571	5.9%	30.5%	1.4	1.5	0.1
Subaru	460	344	-25.2%	-0.8%	794	677	-14.7%	-7.4%	1,893	1,860	-1.7%	-5.8%	4.9	4.9	-0.1
Suzuki	80	56	-30.0%	0.5%	147	125	-15.0%	-6.9%	293	391	33.4%	-0.6%	0.8	1.0	0.3
Toyota/Scion	1,200	1,155	-3.8%	15.3%	2,172	2,355	8.4%	5.1%	5,313	6,062	14.1%	8.7%	13.8	15.9	2.0
Volkswagen	247	172	-30.4%	1.0%	461	316	-31.5%	-2.9%	1,288	847	-34.2%	-4.4%	3.4	2.2	-1.1
Volvo	105	81	-22.9%	-9.2%	187	152	-18.7%	-12.8%	499	431	-13.6%	-8.3%	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: May, 2007, previous two months combined (April and May 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 May vs. Year Earlier)



Segment Market Shares

Segment	May			Apr and May			YTD (May)		
	'06	'07	Chg.	'06	'07	Chg.	'06	'07	Chg.
Cars	50.4	42.0	-8.4	48.8	42.8	-6.1	47.7	39.8	-8.0
Compact Cars	20.3	19.1	-1.2	19.6	19.4	-0.2	18.6	16.9	-1.8
Mid Size Cars	17.5	13.3	-4.2	16.9	13.9	-3.0	16.9	13.5	-3.4
Luxury Cars	8.8	7.0	-1.8	8.9	6.9	-1.9	9.2	7.4	-1.8
Other Cars	3.9	2.7	-1.2	3.5	2.6	-0.9	3.1	2.1	-1.0
Light Trucks	49.6	58.0	8.4	51.2	57.2	6.1	52.3	60.2	8.0
Full Size Pickups	10.3	11.2	0.9	11.0	10.6	-0.3	11.0	11.1	0.0
Compact SUVs	10.7	14.6	3.9	10.5	14.4	3.9	10.2	14.4	4.2
Mid & Full Size SUVs	23.6	23.7	0.1	24.3	23.8	-0.5	25.3	25.7	0.4
Other Trucks	4.9	8.5	3.6	5.3	8.4	3.0	5.7	9.0	3.3

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.

