

Denver Auto Outlook

Covering the Denver Area Automotive Market

Data thru December, 2006

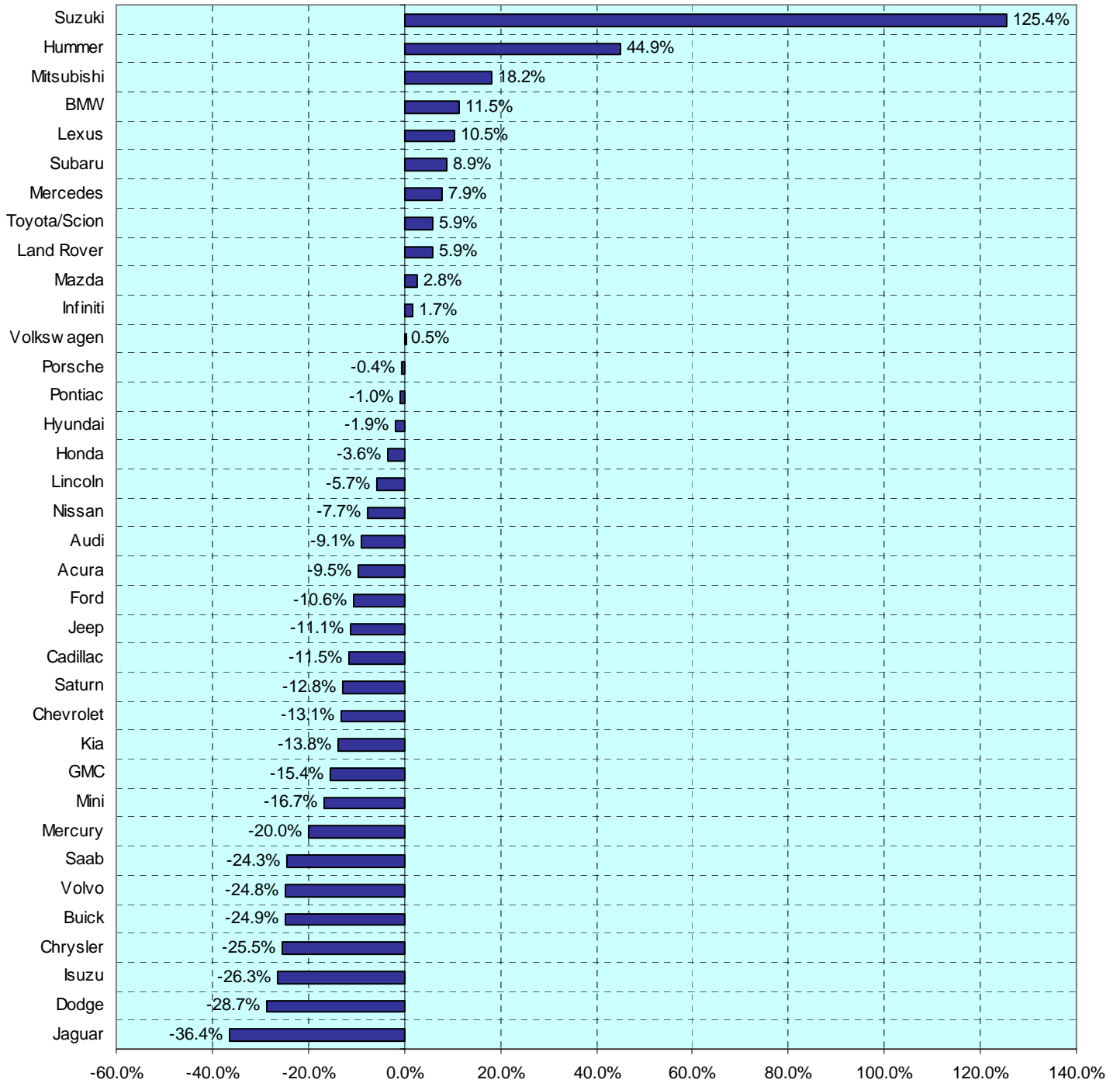
Released by:
Metro Denver Auto
Dealers Association

Denver Area New Retail Car and Light Truck Registrations

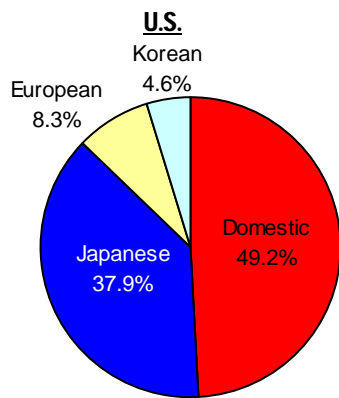
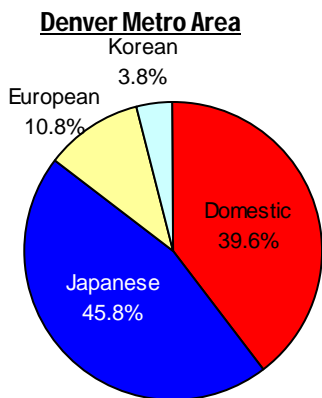
	December, 06				Two Month Period November and December '06				Year to date thru December				YTD Market Share (%)		
	Denver Area			U.S.	Denver Area			U.S.	Denver Area			Denver Area			
	2005	2006	% chg.	% chg.	Yr. Ago	Current	% chg.	% chg.	2005	2006	% chg.	% chg.	2005	2006	Chg.
MARKET SUMMARY															
TOTAL	5,699	6,426	12.8%	-3.5%	11,792	12,341	4.7%	-0.7%	98,434	92,644	-5.9%	-2.6%			
Cars	2,705	2,845	5.2%	3.6%	5,596	5,566	-0.5%	1.5%	43,109	44,860	4.1%	2.1%	43.8	48.4	4.6
Light Trucks	2,994	3,581	19.6%	-9.1%	6,196	6,775	9.3%	-2.6%	55,325	47,784	-13.6%	-6.7%	56.2	51.6	-4.6
Domestic	2,242	2,466	10.0%	-10.0%	4,672	4,731	1.3%	-5.6%	42,793	36,660	-14.3%	-8.1%	43.5	39.6	-3.9
Japanese	2,510	3,059	21.9%	5.5%	5,193	5,959	14.8%	6.6%	41,374	42,414	2.5%	5.4%	42.0	45.8	3.8
European	718	656	-8.6%	-2.4%	1,412	1,218	-13.7%	0.3%	10,461	10,030	-4.1%	3.0%	10.6	10.8	0.2
Korean	229	245	7.0%	9.0%	515	433	-15.9%	2.4%	3,806	3,540	-7.0%	2.6%	3.9	3.8	-0.1
BRAND REGISTRATIONS															
Acura	97	113	16.5%	2.3%	213	226	6.1%	11.5%	1,841	1,666	-9.5%	-4.0%	1.9	1.8	-0.1
Audi	96	115	19.8%	34.6%	185	194	4.9%	26.0%	1,270	1,154	-9.1%	8.5%	1.3	1.2	-0.1
BMW	132	109	-17.4%	16.9%	239	218	-8.8%	6.8%	1,735	1,934	11.5%	3.1%	1.8	2.1	0.3
Buick	25	24	-4.0%	-27.3%	49	48	-2.0%	-10.8%	668	502	-24.9%	-14.7%	0.7	0.5	-0.2
Cadillac	52	78	50.0%	-1.0%	105	122	16.2%	7.2%	1,088	963	-11.5%	-3.4%	1.1	1.0	-0.1
Chevrolet	524	598	14.1%	-16.0%	1,109	1,171	5.6%	-8.0%	10,061	8,741	-13.1%	-9.6%	10.2	9.4	-0.8
Chrysler	111	96	-13.5%	7.0%	223	184	-17.5%	6.0%	2,294	1,709	-25.5%	-6.8%	2.3	1.8	-0.5
Dodge	348	302	-13.2%	5.3%	647	547	-15.5%	0.4%	5,593	3,986	-28.7%	-8.6%	5.7	4.3	-1.4
Ford	561	610	8.7%	-14.7%	1,246	1,215	-2.5%	-13.7%	11,698	10,463	-10.6%	-8.3%	11.9	11.3	-0.6
GMC	146	189	29.5%	-18.1%	258	357	38.4%	0.0%	2,819	2,386	-15.4%	-15.1%	2.9	2.6	-0.3
Honda	642	703	9.5%	-1.3%	1,282	1,349	5.2%	-2.0%	10,547	10,169	-3.6%	4.4%	10.7	11.0	0.3
Hummer	32	35	9.4%	-14.2%	74	67	-9.5%	-9.6%	325	471	44.9%	26.1%	0.3	0.5	0.2
Hyundai	134	123	-8.2%	-13.1%	310	231	-25.5%	-13.9%	2,184	2,142	-1.9%	0.1%	2.2	2.3	0.1
Infiniti	67	62	-7.5%	2.0%	129	113	-12.4%	1.2%	832	846	1.7%	-11.2%	0.8	0.9	0.1
Isuzu	7	4	-42.9%	-24.1%	12	12	0.0%	-23.8%	114	84	-26.3%	-29.3%	0.1	0.1	0.0
Jaguar	11	1	-90.9%	-36.5%	16	3	-81.3%	-35.9%	154	98	-36.4%	-32.0%	0.2	0.1	-0.1
Jeep	259	329	27.0%	-13.4%	556	650	16.9%	-1.4%	4,634	4,121	-11.1%	-3.5%	4.7	4.4	-0.3
Kia	95	122	28.4%	59.9%	205	202	-1.5%	34.4%	1,622	1,398	-13.8%	6.7%	1.6	1.5	-0.1
Land Rover	33	30	-9.1%	-13.0%	55	61	10.9%	-10.9%	407	431	5.9%	3.5%	0.4	0.5	0.1
Lexus	198	208	5.1%	5.8%	345	393	13.9%	5.1%	2,430	2,684	10.5%	6.5%	2.5	2.9	0.4
Lincoln	14	22	57.1%	1.5%	32	36	12.5%	5.6%	352	332	-5.7%	-2.2%	0.4	0.4	0.0
Mazda	113	128	13.3%	3.9%	236	245	3.8%	10.1%	1,527	1,569	2.8%	4.0%	1.6	1.7	0.1
Mercedes	113	95	-15.9%	-9.8%	216	184	-14.8%	1.0%	1,290	1,392	7.9%	10.6%	1.3	1.5	0.2
Mercury	14	18	28.6%	2.2%	37	38	2.7%	1.4%	436	349	-20.0%	-7.7%	0.4	0.4	0.0
Mini	20	25	25.0%	1.5%	37	49	32.4%	1.8%	377	314	-16.7%	-4.0%	0.4	0.3	-0.1
Mitsubishi	30	40	33.3%	2.5%	65	88	35.4%	3.2%	587	694	18.2%	-4.4%	0.6	0.7	0.1
Nissan	288	365	26.7%	0.3%	679	694	2.2%	-0.7%	5,497	5,076	-7.7%	-4.5%	5.6	5.5	-0.1
Other	6	7	16.7%	24.9%	10	16	60.0%	18.7%	174	165	-5.2%	10.9%	0.2	0.2	0.0
Pontiac	84	69	-17.9%	-9.7%	182	132	-27.5%	-13.3%	1,241	1,228	-1.0%	-6.3%	1.3	1.3	0.0
Porsche	18	17	-5.6%	-0.4%	33	32	-3.0%	-1.4%	285	284	-0.4%	7.2%	0.3	0.3	0.0
Saab	11	24	118.2%	27.8%	36	47	30.6%	24.2%	540	409	-24.3%	-5.2%	0.5	0.4	-0.1
Saturn	70	94	34.3%	36.6%	149	157	5.4%	30.3%	1,503	1,310	-12.8%	6.0%	1.5	1.4	-0.1
Subaru	267	381	42.7%	3.5%	567	702	23.8%	5.7%	4,387	4,779	8.9%	2.4%	4.5	5.2	0.7
Suzuki	29	56	93.1%	9.8%	56	118	110.7%	10.9%	358	807	125.4%	23.0%	0.4	0.9	0.5
Toyota/Scion	772	999	29.4%	13.7%	1,609	2,019	25.5%	15.7%	13,254	14,040	5.9%	13.4%	13.5	15.2	1.7
Volkswagen	204	176	-13.7%	-23.2%	414	294	-29.0%	-15.9%	2,799	2,812	0.5%	4.9%	2.8	3.0	0.2
Volvo	76	59	-22.4%	-6.1%	176	127	-27.8%	3.5%	1,511	1,136	-24.8%	-6.3%	1.5	1.2	-0.3

The table above shows new retail light vehicle registrations in the Denver Metro Area for the following three time periods: December, 2006, previous two months combined (November and December), and year-to-date totals (thru December). 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 '06 thru December vs. Year Earlier)



New Vehicle Market Share—Denver Metro Area vs. U.S. (YTD '06 thru Dec.)



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.