

# Denver Auto Outlook

Covering the Denver Area Automotive Market

Data thru March, 2007

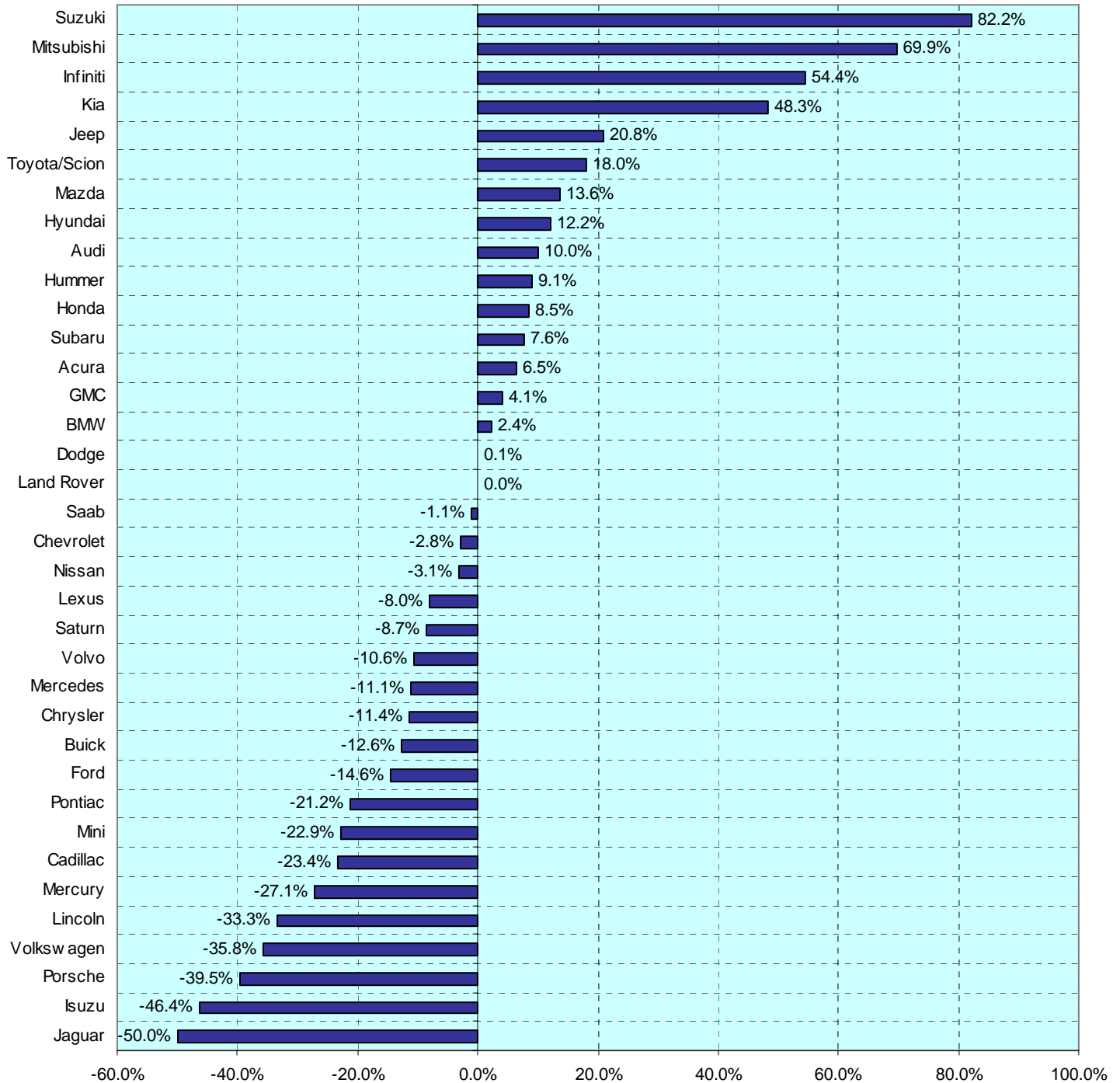
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## Denver Area New Retail Car and Light Truck Registrations

	March				Two Month Period Feb '07 and Mar '07				Year to date thru March				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.
<b>MARKET SUMMARY</b>															
TOTAL	7,209	7,149	-0.8%	0.8%	16,070	14,092	-12.3%	0.2%	23,107	23,567	2.0%	-1.2%			
Cars	3,494	2,790	-20.1%	3.3%	7,675	5,230	-31.9%	1.0%	10,865	8,908	-18.0%	-2.3%	47.0	37.8	-9.2
Light Trucks	3,715	4,359	17.3%	-1.5%	8,395	8,862	5.6%	-0.5%	12,242	14,659	19.7%	-0.1%	53.0	62.2	9.2
Domestic	2,898	2,878	-0.7%	-5.8%	6,576	5,455	-17.0%	-5.4%	9,465	8,963	-5.3%	-7.7%	41.0	38.0	-2.9
Japanese	3,225	3,317	2.9%	11.9%	7,020	6,657	-5.2%	9.2%	10,087	11,244	11.5%	8.7%	43.7	47.7	4.1
European	826	668	-19.1%	-2.8%	1,889	1,376	-27.2%	-0.4%	2,790	2,394	-14.2%	1.2%	12.1	10.2	-1.9
Korean	260	286	10.0%	2.6%	585	604	3.2%	4.1%	765	966	26.3%	4.1%	3.3	4.1	0.8
<b>BRAND REGISTRATIONS</b>															
Acura	141	134	-5.0%	-3.1%	289	265	-8.3%	-3.2%	403	429	6.5%	-4.4%	1.7	1.8	0.1
Audi	100	109	9.0%	14.7%	245	207	-15.5%	24.0%	339	373	10.0%	17.6%	1.5	1.6	0.1
BMW	138	130	-5.8%	3.4%	346	287	-17.1%	8.6%	501	513	2.4%	5.7%	2.2	2.2	0.0
Buick	33	41	24.2%	-30.3%	77	68	-11.7%	-29.9%	111	97	-12.6%	-29.9%	0.5	0.4	-0.1
Cadillac	69	61	-11.6%	-5.0%	154	137	-11.0%	-8.6%	299	229	-23.4%	-8.1%	1.3	1.0	-0.3
Chevrolet	639	721	12.8%	-2.5%	1,523	1,279	-16.0%	1.2%	2,119	2,060	-2.8%	-3.6%	9.2	8.7	-0.4
Chrysler	148	130	-12.2%	-12.3%	331	229	-30.8%	-14.2%	475	421	-11.4%	-14.4%	2.1	1.8	-0.3
Dodge	324	343	5.9%	-4.0%	721	649	-10.0%	-4.5%	1,053	1,054	0.1%	-2.5%	4.6	4.5	-0.1
Ford	864	684	-20.8%	-10.3%	1,891	1,390	-26.5%	-12.5%	2,696	2,303	-14.6%	-15.2%	11.7	9.8	-1.9
GMC	182	209	14.8%	-3.6%	403	411	2.0%	8.7%	615	640	4.1%	6.8%	2.7	2.7	0.1
Honda	835	795	-4.8%	13.6%	1,768	1,637	-7.4%	9.3%	2,634	2,858	8.5%	7.8%	11.4	12.1	0.7
Hummer	33	39	18.2%	-20.9%	81	96	18.5%	-23.3%	132	144	9.1%	-23.4%	0.6	0.6	0.0
Hyundai	148	156	5.4%	0.5%	351	339	-3.4%	0.9%	467	524	12.2%	-1.7%	2.0	2.2	0.2
Infiniti	54	77	42.6%	16.8%	119	164	37.8%	11.6%	180	278	54.4%	11.5%	0.8	1.2	0.4
Isuzu	10	5	-50.0%	-21.5%	21	10	-52.4%	-25.3%	28	15	-46.4%	-26.5%	0.1	0.1	-0.1
Jaguar	2	4	100.0%	-10.7%	14	8	-42.9%	-19.0%	24	12	-50.0%	-17.1%	0.1	0.1	-0.1
Jeep	356	391	9.8%	4.1%	785	776	-1.1%	-0.1%	1,111	1,342	20.8%	4.9%	4.8	5.7	0.9
Kia	112	130	16.1%	6.0%	234	265	13.2%	9.3%	298	442	48.3%	13.5%	1.3	1.9	0.6
Land Rover	28	32	14.3%	-11.8%	78	71	-9.0%	-11.0%	123	123	0.0%	-9.7%	0.5	0.5	0.0
Lexus	207	166	-19.8%	4.6%	455	336	-26.2%	5.4%	675	621	-8.0%	7.5%	2.9	2.6	-0.3
Lincoln	48	31	-35.4%	9.8%	88	57	-35.2%	10.3%	120	80	-33.3%	8.1%	0.5	0.3	-0.2
Mazda	127	142	11.8%	47.9%	263	228	-13.3%	21.8%	369	419	13.6%	17.5%	1.6	1.8	0.2
Mercedes	133	90	-32.3%	0.9%	260	191	-26.5%	0.3%	406	361	-11.1%	9.2%	1.8	1.5	-0.2
Mercury	43	26	-39.5%	-7.9%	75	40	-46.7%	-10.3%	96	70	-27.1%	-7.9%	0.4	0.3	-0.1
MINI	15	14	-6.7%	-5.1%	39	34	-12.8%	-8.0%	70	54	-22.9%	-8.3%	0.3	0.2	-0.1
Mitsubishi	48	77	60.4%	22.3%	97	151	55.7%	22.1%	136	231	69.9%	23.2%	0.6	1.0	0.4
Nissan	386	405	4.9%	6.6%	874	753	-13.8%	3.9%	1,276	1,237	-3.1%	5.3%	5.5	5.2	-0.3
Other	8	7	-12.5%	11.7%	32	9	-71.9%	-0.7%	47	14	-70.2%	18.1%	0.2	0.1	-0.1
Pontiac	66	79	19.7%	-6.7%	193	140	-27.5%	-10.9%	288	227	-21.2%	-20.4%	1.2	1.0	-0.3
Porsche	26	19	-26.9%	2.9%	57	32	-43.9%	-10.9%	81	49	-39.5%	-9.7%	0.4	0.2	-0.1
Saab	38	18	-52.6%	-12.4%	66	41	-37.9%	-16.1%	87	86	-1.1%	-9.8%	0.4	0.4	0.0
Saturn	89	122	37.1%	27.0%	234	182	-22.2%	41.8%	323	295	-8.7%	20.2%	1.4	1.3	-0.1
Subaru	325	322	-0.9%	-5.4%	754	715	-5.2%	-5.5%	1,099	1,183	7.6%	-4.6%	4.8	5.0	0.3
Suzuki	59	82	39.0%	1.3%	112	165	47.3%	1.0%	146	266	82.2%	4.3%	0.6	1.1	0.5
Toyota/Scion	1,033	1,112	7.6%	12.7%	2,268	2,233	-1.5%	12.9%	3,141	3,707	18.0%	11.7%	13.6	15.7	2.1
Volkswagen	242	140	-42.1%	-16.3%	574	320	-44.3%	-9.0%	827	531	-35.8%	-5.6%	3.6	2.3	-1.3
Volvo	100	106	6.0%	-4.2%	198	177	-10.6%	-2.1%	312	279	-10.6%	-5.1%	1.4	1.2	-0.2

The table above shows new retail light vehicle registrations in the Denver Metro Area for the following time periods: March, 2007, previous two months combined (February and March 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. 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 '07 thru March vs. Year Earlier)



Segment Market Shares

Segment	March			Feb and Mar			YTD (Mar)		
	'06	'07	Chg.	'06	'07	Chg.	'06	'07	Chg.
Cars	48.5	39.0	-9.4	47.8	37.1	-10.7	47.0	37.8	-9.2
Compact Cars	19.4	15.8	-3.6	18.7	14.7	-4.1	18.0	15.2	-2.8
Mid Size Cars	16.9	14.0	-2.9	17.1	13.5	-3.5	16.9	13.2	-3.6
Luxury Cars	9.0	7.1	-1.9	9.1	7.2	-1.8	9.4	7.6	-1.7
Other Cars	3.1	2.1	-1.0	2.9	1.7	-1.2	2.8	1.7	-1.1
Light Trucks	51.5	61.0	9.4	52.2	62.9	10.7	53.0	62.2	9.2
Full Size Pickups	10.7	11.4	0.7	11.1	11.6	0.4	11.1	11.3	0.3
Compact SUVs	10.7	13.7	3.0	10.3	14.5	4.2	10.0	14.4	4.5
Mid & Full Size SUVs	24.4	26.3	2.0	25.0	27.5	2.6	26.0	27.0	1.0
Other Trucks	5.8	9.5	3.7	5.8	9.3	3.5	5.9	9.4	3.5

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.

