

# Colorado Auto Outlook™

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Comprehensive information on the Colorado automotive market

Colorado Automobile Dealers Association

## Quick Facts

Colorado new vehicle registrations increased 29% in April '12 vs. 2011.

YTD 2012 (thru April) new registrations in the state were up 21.2%. U.S. market was up 6.4%.

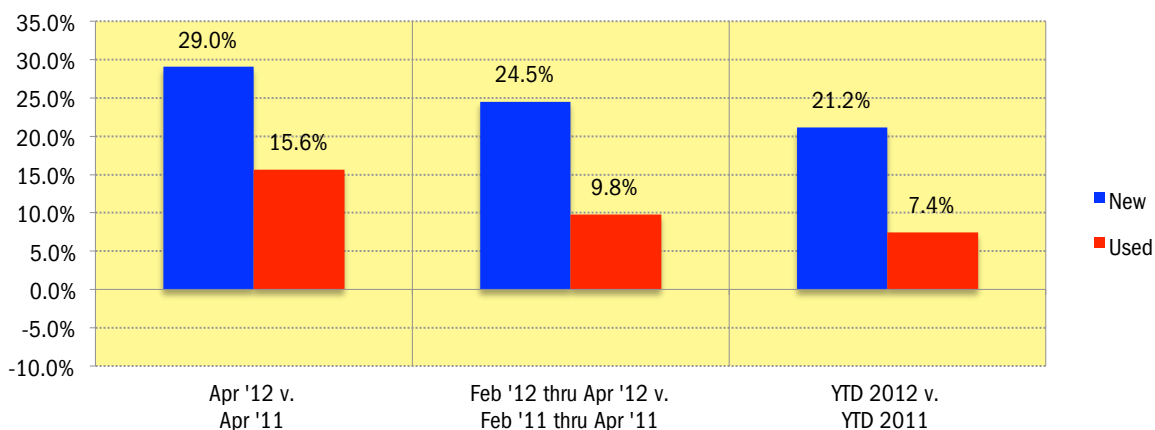
Used vehicle market increased 15.6% in April 2012 (vehicles seven years old or newer) and was up 7.4%, year-to-date.

Mid Size SUV market share increased one point so far this year.

Two year old vehicle market share increased 5.3 share points.

smart, Chrysler, Jeep, Mercedes, and Dodge (incl. Ram) new vehicle registrations increased more than 40% thru April of this year.

**Percent Change in Colorado New and Used Retail Light Vehicle Registrations**  
(Used registrations only include vehicles seven years old or newer)



**Colorado New and Used Vehicle Markets Summary**  
(Used registrations only include vehicles seven years old or newer)

	Previous Three Months					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	Feb '11 thru Apr '11	Feb '12 thru Apr '12	Percent Change	Feb '11 thru Apr '11	Feb '12 thru Apr '12	Percent Change
Total	29,162	36,312	24.5%	38,209	41,961	9.8%
Cars	12,646	15,688	24.1%	17,039	18,863	10.7%
Light Trucks	16,516	20,624	24.9%	21,170	23,098	9.1%
Detroit Three Brands	10,468	13,626	30.2%	19,562	21,215	8.5%
European Brands	2,816	3,803	35.0%	3,891	4,206	8.1%
Japanese Brands	13,300	15,811	18.9%	12,475	14,043	12.6%
Korean Brands	2,578	3,072	19.2%	2,281	2,497	9.5%
	YTD thru April					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2011	YTD 2012	Percent Change	YTD 2011	YTD 2012	Percent Change
Total	38,487	46,631	21.2%	48,930	52,569	7.4%
Cars	16,212	19,646	21.2%	21,538	23,372	8.5%
Light Trucks	22,275	26,985	21.1%	27,392	29,197	6.6%
Detroit Three Brands	13,869	17,745	27.9%	25,037	26,669	6.5%
European Brands	3,747	5,056	34.9%	4,989	5,233	4.9%
Japanese Brands	17,640	19,948	13.1%	16,029	17,537	9.4%
Korean Brands	3,231	3,882	20.1%	2,875	3,130	8.9%

## Data Information

All data represents new and used vehicle retail registrations in Colorado and excludes fleet and wholesale transactions. Used vehicle data only includes vehicles seven years old or newer and excludes private party transactions. Please keep in mind that monthly registration figures 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 year-to-date figures will typically be more reflective of market results. Green shaded areas in tables represent the top ten ranked brands.

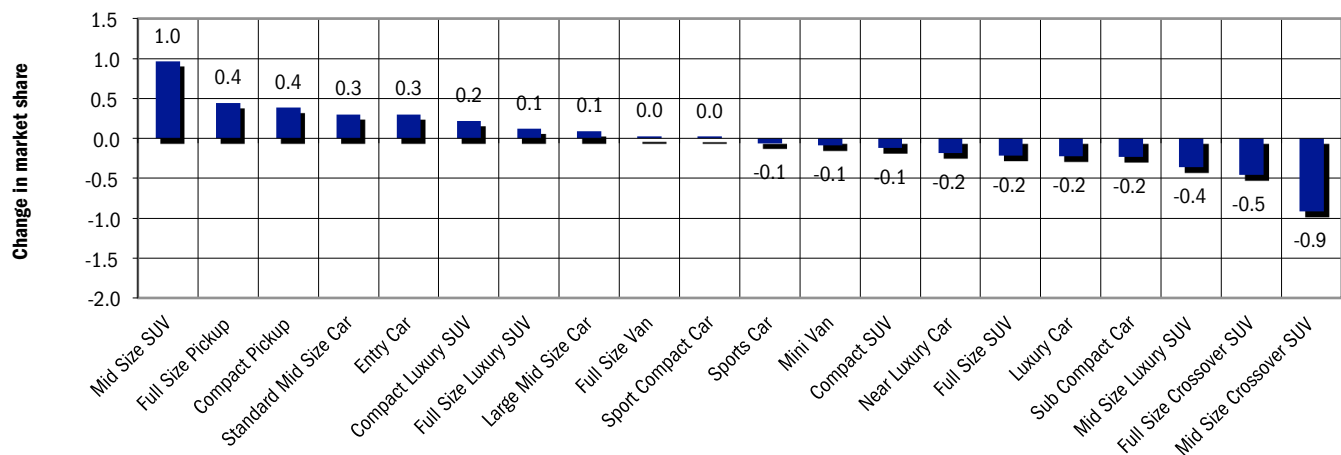
Data Source: AutoCount data from Experian Automotive.

New Vehicle Market Brand Registrations

Colorado New Retail Car and Light Truck Registrations

	April				Three Month Period February '12 thru April '12				YTD thru April				Year-to-date Market Share (%)		
	Colorado			U.S.	Colorado			U.S.	Colorado			Colorado			
	2011	2012	% chg.	% chg.	Yr. Ago	Current	% chg.	% chg.	2011	2012	% chg.	% chg.	2011	2012	Chg.
TOTAL	9,029	11,651	29.0%	8.0%	29,162	36,312	24.5%	8.0%	38,487	46,631	21.2%	6.4%			
Acura	94	108	14.9%	-0.2%	348	384	10.3%	-5.2%	479	500	4.4%	-8.5%	1.2	1.1	-0.2
Audi	102	172	68.6%	39.5%	385	532	38.2%	25.6%	530	711	34.2%	22.7%	1.4	1.5	0.1
BMW	143	234	63.6%	31.7%	591	671	13.5%	12.7%	767	935	21.9%	11.6%	2.0	2.0	0.0
Buick	84	97	15.5%	-0.8%	256	281	9.8%	-8.5%	353	361	2.3%	-10.9%	0.9	0.8	-0.1
Cadillac	75	80	6.7%	0.9%	248	300	21.0%	-13.1%	347	406	17.0%	-12.8%	0.9	0.9	0.0
Chevrolet	745	939	26.0%	-2.5%	2,421	2,773	14.5%	-3.3%	3,191	3,575	12.0%	-4.1%	8.3	7.7	-0.6
Chrysler	68	141	107.4%	70.7%	221	396	79.2%	60.9%	261	499	91.2%	56.2%	0.7	1.1	0.4
Dodge (incl. Ram)	477	632	32.5%	6.0%	1,351	1,916	41.8%	19.0%	1,757	2,479	41.1%	19.2%	4.6	5.3	0.8
Fiat	0	31			0	97			0	108			0.0	0.2	0.2
Ford	1,135	1,467	29.3%	-2.8%	3,632	4,629	27.5%	7.2%	4,808	6,022	25.2%	8.3%	12.5	12.9	0.4
GMC	277	298	7.6%	-9.1%	925	949	2.6%	-6.5%	1,292	1,284	-0.6%	-7.9%	3.4	2.8	-0.6
Honda	782	952	21.7%	2.9%	2,480	2,942	18.6%	1.3%	3,232	3,678	13.8%	-3.4%	8.4	7.9	-0.5
Hyundai	478	476	-0.4%	12.0%	1,308	1,466	12.1%	13.4%	1,644	1,876	14.1%	11.8%	4.3	4.0	-0.2
Infiniti	75	60	-20.0%	-18.1%	220	208	-5.5%	-13.4%	326	287	-12.0%	-15.6%	0.8	0.6	-0.2
Jaguar	2	6	200.0%	26.0%	10	15	50.0%	19.1%	15	16	6.7%	10.9%	0.0	0.0	0.0
Jeep	349	720	106.3%	42.4%	1,271	2,232	75.6%	37.7%	1,669	2,937	76.0%	38.7%	4.3	6.3	2.0
Kia	389	545	40.1%	25.4%	1,270	1,605	26.4%	30.9%	1,587	2,005	26.3%	31.7%	4.1	4.3	0.2
Land Rover	31	62	100.0%	30.7%	109	183	67.9%	27.7%	158	218	38.0%	24.0%	0.4	0.5	0.1
Lexus	176	198	12.5%	3.2%	530	587	10.8%	-0.4%	762	805	5.6%	-5.2%	2.0	1.7	-0.3
Lincoln	39	38	-2.6%	2.4%	135	149	10.4%	6.1%	175	180	2.9%	5.5%	0.5	0.4	-0.1
Mazda	207	198	-4.3%	13.1%	632	587	-7.1%	9.1%	795	724	-8.9%	6.0%	2.1	1.6	-0.5
Mercedes	111	158	42.3%	25.7%	395	575	45.6%	21.8%	525	826	57.3%	22.9%	1.4	1.8	0.4
MINI	52	65	25.0%	2.7%	156	205	31.4%	6.0%	198	276	39.4%	9.8%	0.5	0.6	0.1
Mitsubishi	50	39	-22.0%	-10.6%	143	118	-17.5%	-6.0%	194	154	-20.6%	-4.4%	0.5	0.3	-0.2
Nissan	639	732	14.6%	-3.3%	1,965	2,426	23.5%	3.1%	2,546	3,083	21.1%	2.4%	6.6	6.6	0.0
Porsche	18	22	22.2%	12.1%	66	71	7.6%	-0.3%	106	107	0.9%	-3.7%	0.3	0.2	0.0
Saab	5	3	-40.0%	-50.6%	43	7	-83.7%	-56.8%	51	7	-86.3%	-58.0%	0.1	0.0	-0.1
smart	3	11	266.7%	118.3%	14	44	214.3%	122.4%	15	50	233.3%	102.6%	0.0	0.1	0.1
Subaru	897	1,030	14.8%	16.0%	2,945	3,641	23.6%	16.7%	3,852	4,458	15.7%	15.4%	10.0	9.6	-0.4
Suzuki	59	63	6.8%	6.9%	165	195	18.2%	1.0%	201	268	33.3%	-1.8%	0.5	0.6	0.1
Toyota/Scion	1,162	1,620	39.4%	10.7%	3,871	4,723	22.0%	5.8%	5,252	5,991	14.1%	2.1%	13.6	12.8	-0.8
Volkswagen	243	386	58.8%	38.7%	823	1,168	41.9%	31.2%	1,078	1,500	39.1%	31.5%	2.8	3.2	0.4
Volvo	55	59	7.3%	2.9%	209	217	3.8%	-0.9%	283	282	-0.4%	-0.9%	0.7	0.6	-0.1
Other	7	9	28.6%	-6.9%	24	20	-16.7%	-21.8%	38	23	-39.5%	-35.9%	0.1	0.0	0.0

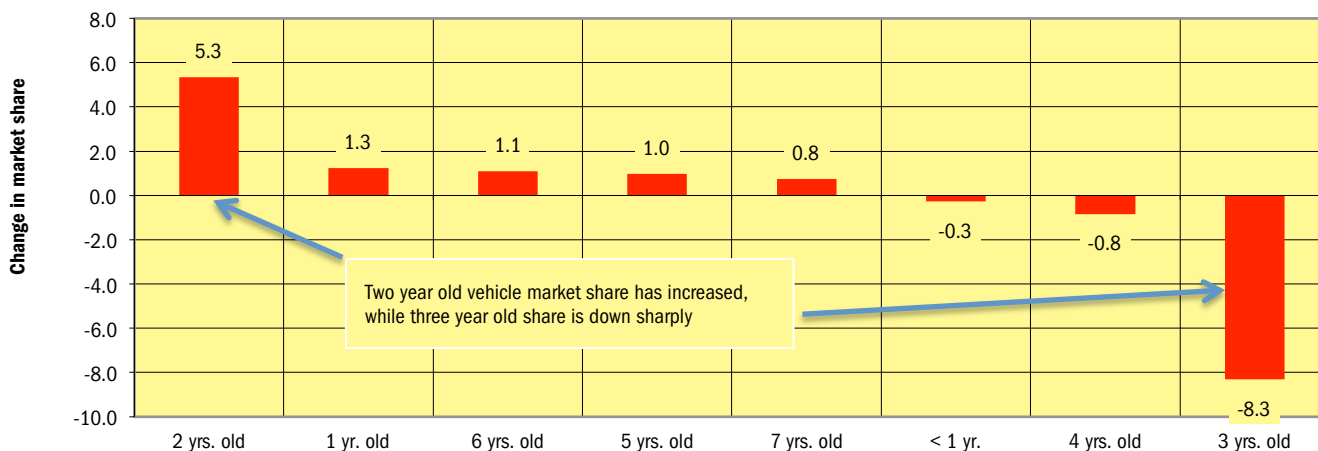
Change in New Vehicle Segment Market Share - YTD 2012 thru April v. YTD 2011



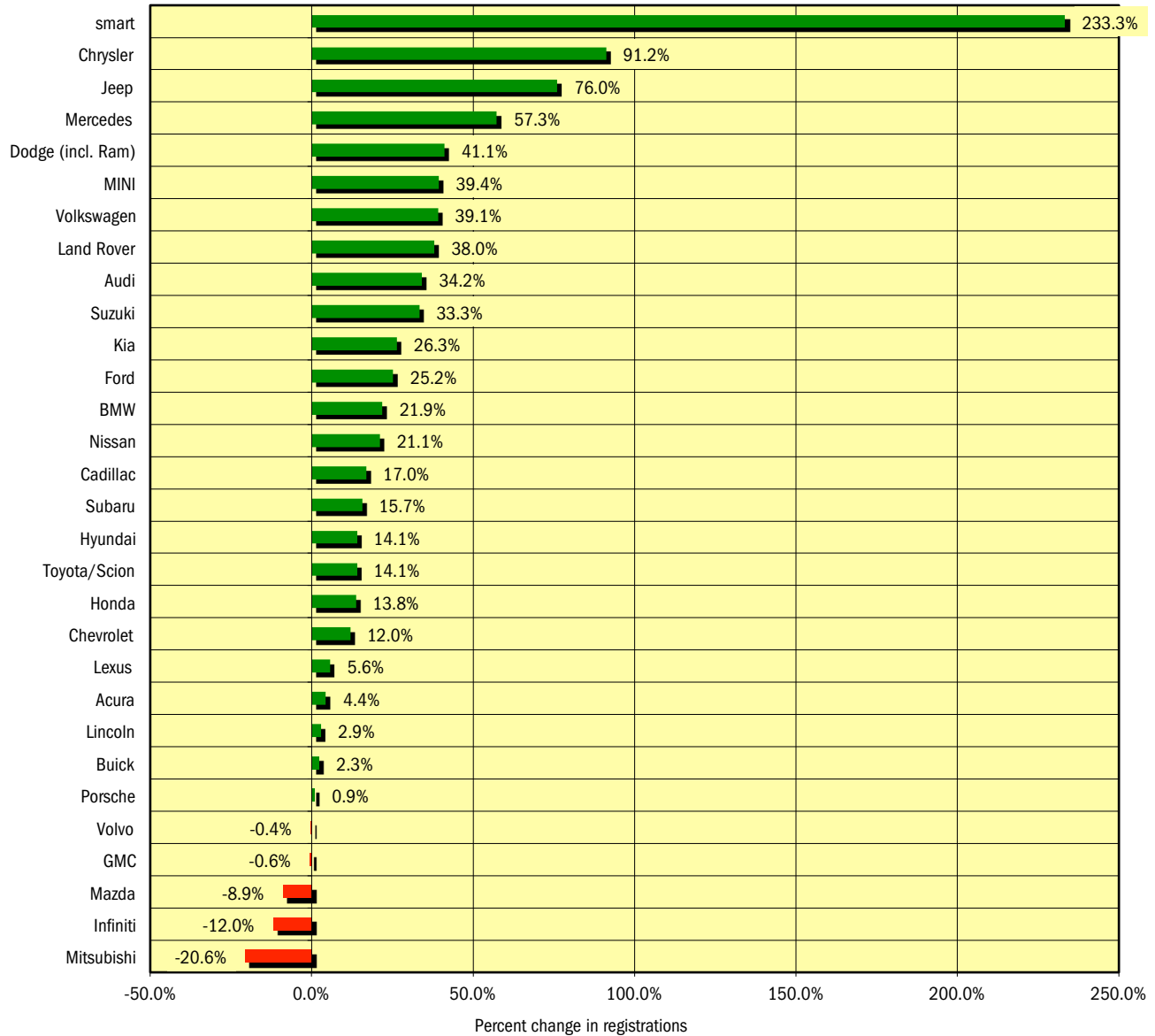
**Used Vehicle Market Brand Registrations (only includes vehicles seven years old or newer)**

Colorado Used Retail Car and Light Truck Registrations												
	April			Three Month Period February '12 thru April '12			YTD thru April			YTD Market Share (%)		
	2011	2012	% chg.	Yr. Ago	Current	% chg.	2011	2012	% chg.	2011	2012	Chg.
	TOTAL	11,489	13,282	15.6%	38,209	41,961	9.8%	48,930	52,569	7.4%		
Acura	171	175	2.3%	578	519	-10.2%	734	650	-11.4%	1.5	1.2	-0.3
Audi	141	169	19.9%	528	564	6.8%	688	722	4.9%	1.4	1.4	0.0
BMW	248	289	16.5%	819	884	7.9%	1,037	1,085	4.6%	2.1	2.1	-0.1
Buick	106	141	33.0%	335	407	21.5%	432	502	16.2%	0.9	1.0	0.1
Cadillac	195	171	-12.3%	561	559	-0.4%	736	700	-4.9%	1.5	1.3	-0.2
Chevrolet	1,366	1,577	15.4%	4,484	4,938	10.1%	5,677	6,367	12.2%	11.6	12.1	0.5
Chrysler	401	482	20.2%	1,259	1,391	10.5%	1,566	1,685	7.6%	3.2	3.2	0.0
Dodge (incl. Ram)	923	1,000	8.3%	3,026	3,222	6.5%	3,894	4,068	4.5%	8.0	7.7	-0.2
Ford	1,346	1,669	24.0%	4,578	5,279	15.3%	5,988	6,546	9.3%	12.2	12.5	0.2
GMC	324	348	7.4%	1,063	1,189	11.9%	1,379	1,552	12.5%	2.8	3.0	0.1
Honda	687	735	7.0%	2,123	2,389	12.5%	2,644	2,926	10.7%	5.4	5.6	0.2
Hummer	57	49	-14.0%	186	160	-14.0%	233	204	-12.4%	0.5	0.4	-0.1
Hyundai	343	408	19.0%	1,164	1,333	14.5%	1,464	1,666	13.8%	3.0	3.2	0.2
Infiniti	108	134	24.1%	349	391	12.0%	467	482	3.2%	1.0	0.9	0.0
Jaguar	14	13	-7.1%	39	36	-7.7%	46	43	-6.5%	0.1	0.1	0.0
Jeep	627	768	22.5%	2,172	2,444	12.5%	2,774	3,094	11.5%	5.7	5.9	0.2
Kia	332	383	15.4%	1,117	1,164	4.2%	1,411	1,464	3.8%	2.9	2.8	-0.1
Land Rover	64	67	4.7%	233	236	1.3%	298	298	0.0%	0.6	0.6	0.0
Lexus	183	230	25.7%	655	730	11.5%	861	947	10.0%	1.8	1.8	0.0
Lincoln	80	84	5.0%	268	251	-6.3%	340	291	-14.4%	0.7	0.6	-0.1
Mazda	247	240	-2.8%	750	790	5.3%	981	966	-1.5%	2.0	1.8	-0.2
Mercedes	135	187	38.5%	467	561	20.1%	628	709	12.9%	1.3	1.3	0.1
Mercury	87	64	-26.4%	249	212	-14.9%	317	269	-15.1%	0.6	0.5	-0.1
MINI	38	60	57.9%	136	184	35.3%	162	226	39.5%	0.3	0.4	0.1
Mitsubishi	102	111	8.8%	308	349	13.3%	390	437	12.1%	0.8	0.8	0.0
Nissan	700	843	20.4%	2,392	2,718	13.6%	3,099	3,396	9.6%	6.3	6.5	0.1
Pontiac	236	238	0.8%	798	682	-14.5%	977	812	-16.9%	2.0	1.5	-0.5
Porsche	25	35	40.0%	101	100	-1.0%	135	128	-5.2%	0.3	0.2	0.0
Saab	46	40	-13.0%	166	112	-32.5%	203	131	-35.5%	0.4	0.2	-0.2
Saturn	159	154	-3.1%	561	481	-14.3%	700	579	-17.3%	1.4	1.1	-0.3
Subaru	452	541	19.7%	1,536	1,580	2.9%	2,028	2,019	-0.4%	4.1	3.8	-0.3
Suzuki	95	106	11.6%	294	329	11.9%	358	404	12.8%	0.7	0.8	0.0
Toyota/Scion	1,001	1,288	28.7%	3,464	4,234	22.2%	4,436	5,293	19.3%	9.1	10.1	1.0
Volkswagen	299	355	18.7%	951	1,098	15.5%	1,208	1,350	11.8%	2.5	2.6	0.1
Volvo	128	117	-8.6%	429	399	-7.0%	557	500	-10.2%	1.1	1.0	-0.2
Other	23	11	-52.2%	70	46	-34.3%	82	58	-29.3%	0.2	0.1	-0.1

**Change in Used Vehicle Market Share by Age of Vehicle  
YTD 2012 thru April v. YTD 2011**



**New Vehicle Market Percent Change in Brand Registrations  
YTD 2012 thru April v. YTD 2011  
(Top 30 selling brands)**



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-BY MARKET AREA?

**WHAT NEW AND USED CARS SELL WELL IN MY MARKETS?**

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Experian Automotive is the data provider for Colorado Auto Outlook.