

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 10.4% in April '13 vs. 2012.

New registrations in the state during the first four months of this year increased 16.3% compared to a year earlier.

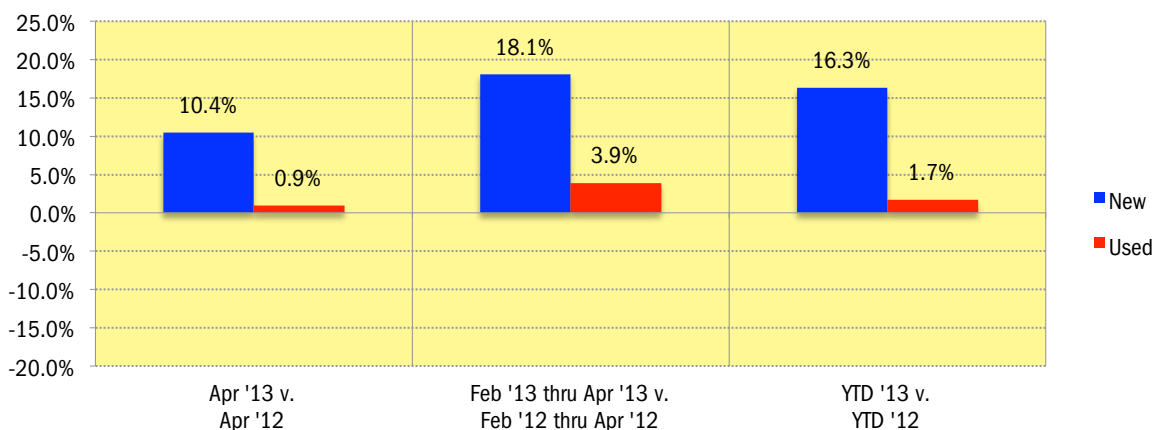
Used vehicle market was up less than 1% in April 2013 (vehicles seven years old or newer), and improved 1.7%, year-to-date.

Three year old vehicle market share increased 3.2 share points.

Dodge, Land Rover, Fiat, Mitsubishi, BMW, Buick, and Ram new vehicle registrations each increased more than 32% during the first four months of this year

Data measures new vehicle registrations in the state. Monthly recording of registrations occurs when the data is processed by the DMV.

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 '12 thru Apr '12	Feb '13 thru Apr '13	Percent Change	Feb '12 thru Apr '12	Feb '13 thru Apr '13	Percent Change
Total	36,312	42,887	18.1%	42,140	43,787	3.9%
Cars	15,711	17,553	11.7%	18,944	19,929	5.2%
Light Trucks	20,601	25,334	23.0%	23,196	23,858	2.9%
Detroit Three Brands	13,626	16,431	20.6%	21,394	21,251	-0.7%
European Brands	3,803	4,716	24.0%	4,206	4,598	9.3%
Japanese Brands	15,811	18,921	19.7%	14,043	15,359	9.4%
Korean Brands	3,072	2,819	-8.2%	2,497	2,579	3.3%
	Year-to-date thru April					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2012	YTD 2013	Percent Change	YTD 2012	YTD 2013	Percent Change
Total	46,631	54,251	16.3%	52,748	53,661	1.7%
Cars	19,671	22,001	11.8%	23,453	24,323	3.7%
Light Trucks	26,960	32,250	19.6%	29,295	29,338	0.1%
Detroit Three Brands	17,745	20,713	16.7%	26,848	25,911	-3.5%
European Brands	5,056	6,082	20.3%	5,233	5,654	8.0%
Japanese Brands	19,948	23,930	20.0%	17,537	18,943	8.0%
Korean Brands	3,882	3,526	-9.2%	3,130	3,153	0.7%

Data Information

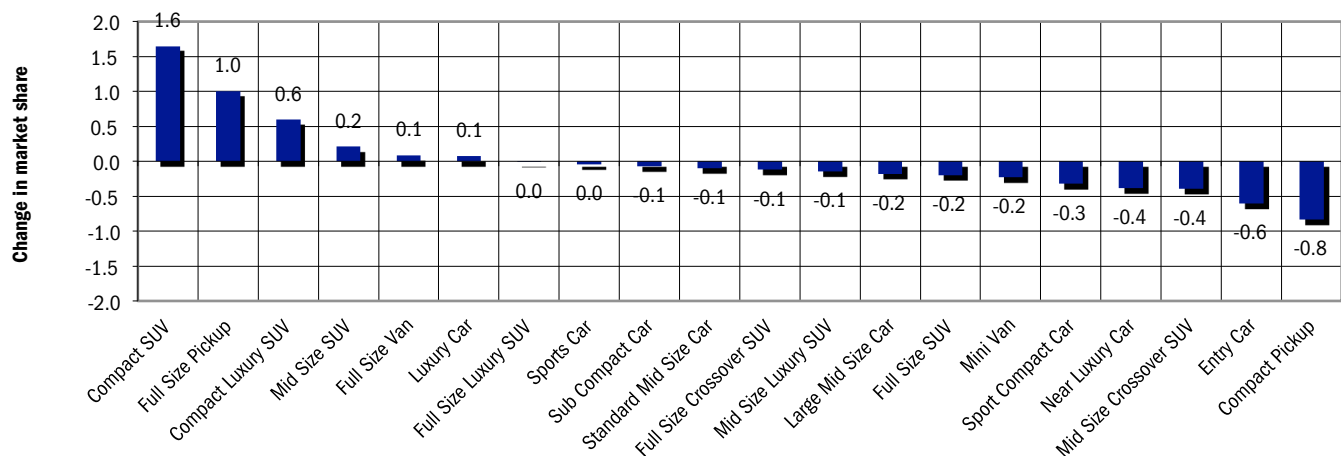
All data represents new and used vehicle retail registrations in Colorado and excludes fleet and wholesale transactions. Used vehicle data only includes vehicles seven years old or newer and excludes private party transactions. Please keep in mind that monthly registration figures can occasionally be 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 '13 thru April '13			YTD thru April			YTD Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2012	2013	% chg.	Yr. Ago	Current	% chg.	2012	2013	% chg.	2012	2013	Chg.
TOTAL	11,651	12,867	10.4%	36,312	42,887	18.1%	46,631	54,251	16.3%			
Acura	108	140	29.6%	384	484	26.0%	500	625	25.0%	1.1	1.2	0.1
Audi	172	198	15.1%	532	687	29.1%	711	840	18.1%	1.5	1.5	0.0
BMW	234	251	7.3%	671	956	42.5%	935	1,255	34.2%	2.0	2.3	0.3
Buick	97	126	29.9%	281	383	36.3%	361	478	32.4%	0.8	0.9	0.1
Cadillac	80	98	22.5%	300	357	19.0%	406	447	10.1%	0.9	0.8	0.0
Chevrolet	939	995	6.0%	2,773	3,113	12.3%	3,575	3,925	9.8%	7.7	7.2	-0.4
Chrysler	141	94	-33.3%	396	315	-20.5%	499	391	-21.6%	1.1	0.7	-0.3
Dodge	280	423	51.1%	821	1,287	56.8%	1,046	1,574	50.5%	2.2	2.9	0.7
Fiat	31	37	19.4%	97	130	34.0%	108	150	38.9%	0.2	0.3	0.0
Ford	1,467	1,664	13.4%	4,629	5,669	22.5%	6,022	7,125	18.3%	12.9	13.1	0.2
GMC	298	329	10.4%	949	1,158	22.0%	1,284	1,510	17.6%	2.8	2.8	0.0
Honda	952	1,109	16.5%	2,942	3,584	21.8%	3,678	4,565	24.1%	7.9	8.4	0.5
Hyundai	476	432	-9.2%	1,466	1,482	1.1%	1,876	1,819	-3.0%	4.0	3.4	-0.7
Infiniti	60	79	31.7%	208	272	30.8%	287	343	19.5%	0.6	0.6	0.0
Jaguar	6	2	-66.7%	15	10	-33.3%	16	11	-31.3%	0.0	0.0	0.0
Jeep	720	724	0.6%	2,232	2,514	12.6%	2,937	3,167	7.8%	6.3	5.8	-0.5
Kia	545	443	-18.7%	1,605	1,337	-16.7%	2,005	1,707	-14.9%	4.3	3.1	-1.2
Land Rover	62	64	3.2%	183	247	35.0%	218	305	39.9%	0.5	0.6	0.1
Lexus	198	222	12.1%	587	757	29.0%	805	987	22.6%	1.7	1.8	0.1
Lincoln	38	32	-15.8%	149	154	3.4%	180	201	11.7%	0.4	0.4	0.0
Mazda	198	249	25.8%	587	745	26.9%	724	921	27.2%	1.6	1.7	0.1
Mercedes	158	157	-0.6%	575	584	1.6%	826	821	-0.6%	1.8	1.5	-0.3
MINI	65	55	-15.4%	205	228	11.2%	276	292	5.8%	0.6	0.5	-0.1
Mitsubishi	39	54	38.5%	118	161	36.4%	154	213	38.3%	0.3	0.4	0.1
Nissan	732	859	17.3%	2,426	2,723	12.2%	3,083	3,499	13.5%	6.6	6.4	-0.2
Porsche	22	32	45.5%	71	106	49.3%	107	128	19.6%	0.2	0.2	0.0
Ram	352	434	23.3%	1,095	1,481	35.3%	1,433	1,895	32.2%	3.1	3.5	0.4
smart	11	24	118.2%	44	55	25.0%	50	63	26.0%	0.1	0.1	0.0
Subaru	1,030	1,393	35.2%	3,641	4,453	22.3%	4,458	5,508	23.6%	9.6	10.2	0.6
Suzuki	63	44	-30.2%	195	177	-9.2%	268	224	-16.4%	0.6	0.4	-0.2
Toyota/Scion	1,620	1,609	-0.7%	4,723	5,565	17.8%	5,991	7,045	17.6%	12.8	13.0	0.1
Volkswagen	386	429	11.1%	1,168	1,477	26.5%	1,500	1,914	27.6%	3.2	3.5	0.3
Volvo	59	63	6.8%	217	219	0.9%	282	281	-0.4%	0.6	0.5	-0.1
Other	12	3	-75.0%	27	17	-37.0%	30	22	-26.7%	0.1	0.0	0.0

Change in New Vehicle Segment Market Share - YTD '13 thru April v. YTD '12 thru April

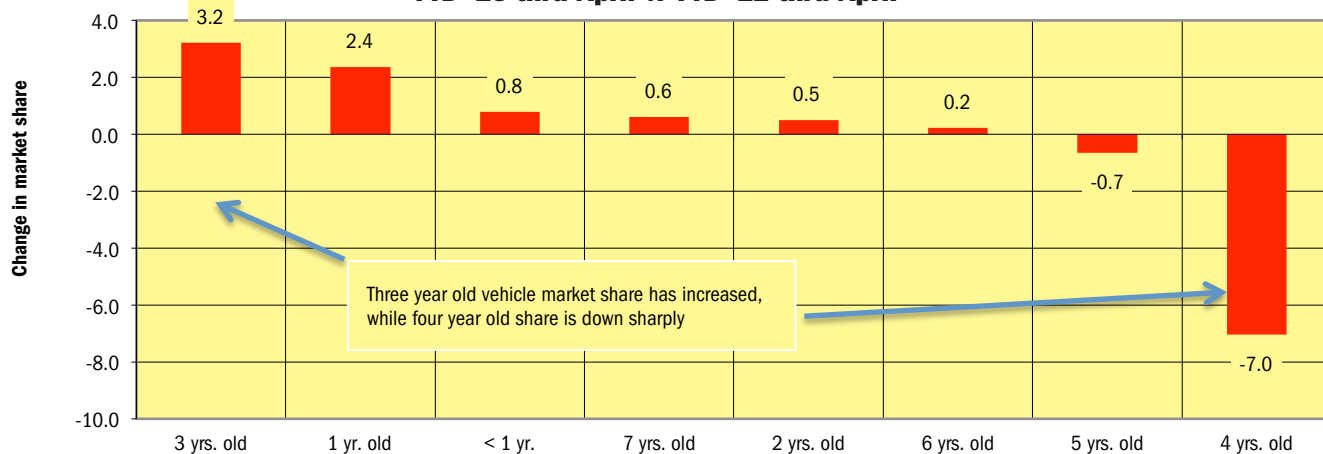


Data Source: AutoCount data from Experian Automotive.

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

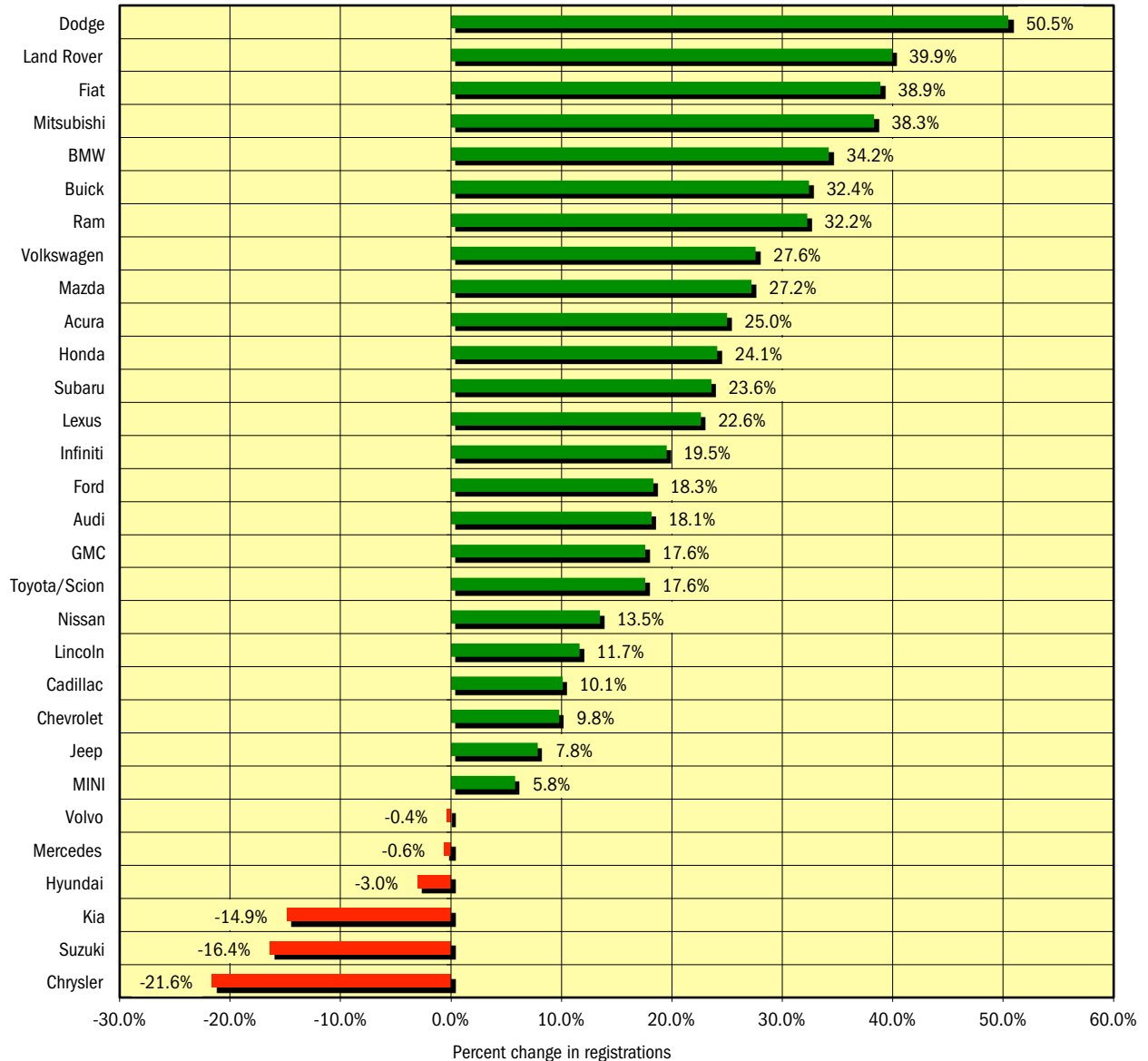
Colorado Used Retail Car and Light Truck Registrations												
	April			Three Month Period February '13 thru April '13			YTD thru April			YTD Market Share (%)		
	2012	2013	% chg.	Yr. Ago	Current	% chg.	2012	2013	% chg.	2012	2013	Chg.
	TOTAL	13,350	13,473	0.9%	42,140	43,787	3.9%	52,748	53,661	1.7%		
Acura	175	144	-17.7%	519	527	1.5%	650	687	5.7%	1.2	1.3	0.0
Audi	169	192	13.6%	564	659	16.8%	722	802	11.1%	1.4	1.5	0.1
BMW	289	279	-3.5%	884	998	12.9%	1,085	1,227	13.1%	2.1	2.3	0.2
Buick	141	111	-21.3%	407	377	-7.4%	502	453	-9.8%	1.0	0.8	-0.1
Cadillac	171	169	-1.2%	559	533	-4.7%	700	649	-7.3%	1.3	1.2	-0.1
Chevrolet	1,577	1,661	5.3%	4,938	5,253	6.4%	6,367	6,412	0.7%	12.1	11.9	-0.1
Chrysler	482	345	-28.4%	1,391	1,054	-24.2%	1,685	1,259	-25.3%	3.2	2.3	-0.8
Dodge (incl. Ram)	1,068	1,063	-0.5%	3,401	3,391	-0.3%	4,247	4,114	-3.1%	8.1	7.7	-0.4
Ford	1,669	1,706	2.2%	5,279	5,415	2.6%	6,546	6,633	1.3%	12.4	12.4	0.0
GMC	348	340	-2.3%	1,189	1,162	-2.3%	1,552	1,472	-5.2%	2.9	2.7	-0.2
Honda	735	660	-10.2%	2,389	2,303	-3.6%	2,926	2,824	-3.5%	5.5	5.3	-0.3
Hummer	49	41	-16.3%	160	149	-6.9%	204	184	-9.8%	0.4	0.3	0.0
Hyundai	408	418	2.5%	1,333	1,397	4.8%	1,666	1,716	3.0%	3.2	3.2	0.0
Infiniti	134	137	2.2%	391	420	7.4%	482	518	7.5%	0.9	1.0	0.1
Jaguar	13	6	-53.8%	36	18	-50.0%	43	22	-48.8%	0.1	0.0	0.0
Jeep	768	784	2.1%	2,444	2,591	6.0%	3,094	3,133	1.3%	5.9	5.8	0.0
Kia	383	399	4.2%	1,164	1,182	1.5%	1,464	1,437	-1.8%	2.8	2.7	-0.1
Land Rover	67	100	49.3%	236	280	18.6%	298	334	12.1%	0.6	0.6	0.1
Lexus	230	261	13.5%	730	861	17.9%	947	1,052	11.1%	1.8	2.0	0.2
Lincoln	84	87	3.6%	251	296	17.9%	291	364	25.1%	0.6	0.7	0.1
Mazda	240	345	43.8%	790	990	25.3%	966	1,230	27.3%	1.8	2.3	0.5
Mercedes	187	188	0.5%	561	686	22.3%	709	847	19.5%	1.3	1.6	0.2
Mercury	64	46	-28.1%	212	141	-33.5%	269	171	-36.4%	0.5	0.3	-0.2
MINI	60	78	30.0%	184	227	23.4%	226	271	19.9%	0.4	0.5	0.1
Mitsubishi	111	141	27.0%	349	425	21.8%	437	544	24.5%	0.8	1.0	0.2
Nissan	843	1,016	20.5%	2,718	3,259	19.9%	3,396	3,969	16.9%	6.4	7.4	1.0
Pontiac	238	163	-31.5%	682	535	-21.6%	812	652	-19.7%	1.5	1.2	-0.3
Porsche	35	40	14.3%	100	122	22.0%	128	156	21.9%	0.2	0.3	0.0
Saab	40	32	-20.0%	112	94	-16.1%	131	111	-15.3%	0.2	0.2	0.0
Saturn	154	103	-33.1%	481	354	-26.4%	579	415	-28.3%	1.1	0.8	-0.3
Subaru	541	478	-11.6%	1,580	1,703	7.8%	2,019	2,137	5.8%	3.8	4.0	0.2
Suzuki	106	120	13.2%	329	312	-5.2%	404	376	-6.9%	0.8	0.7	-0.1
Toyota/Scion	1,288	1,395	8.3%	4,234	4,550	7.5%	5,293	5,595	5.7%	10.0	10.4	0.4
Volkswagen	355	320	-9.9%	1,098	1,150	4.7%	1,350	1,419	5.1%	2.6	2.6	0.1
Volvo	117	83	-29.1%	399	316	-20.8%	500	403	-19.4%	0.9	0.8	-0.2
Other	11	22	100.0%	46	57	23.9%	58	73	25.9%	0.1	0.1	0.0

**Change in Used Vehicle Market Share by Age of Vehicle
YTD '13 thru April v. YTD '12 thru April**



Data Source: AutoCount data from Experian Automotive.

**New Vehicle Market Percent Change in Brand Registrations
YTD '13 thru April v. YTD '12 thru April
(Top 30 selling brands)**



Data Source: AutoCount data from Experian Automotive.

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**WHO ARE MY TOP COMPETITORS?
-BY MARKET AREA?**

WHAT NEW AND USED CARS SELL WELL IN MY MARKETS?

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