

# 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 21.5% in August '12 vs. 2011.

YTD 2012 (thru August) new registrations in the state were up 20.6%. U.S. market was up 12.2%.

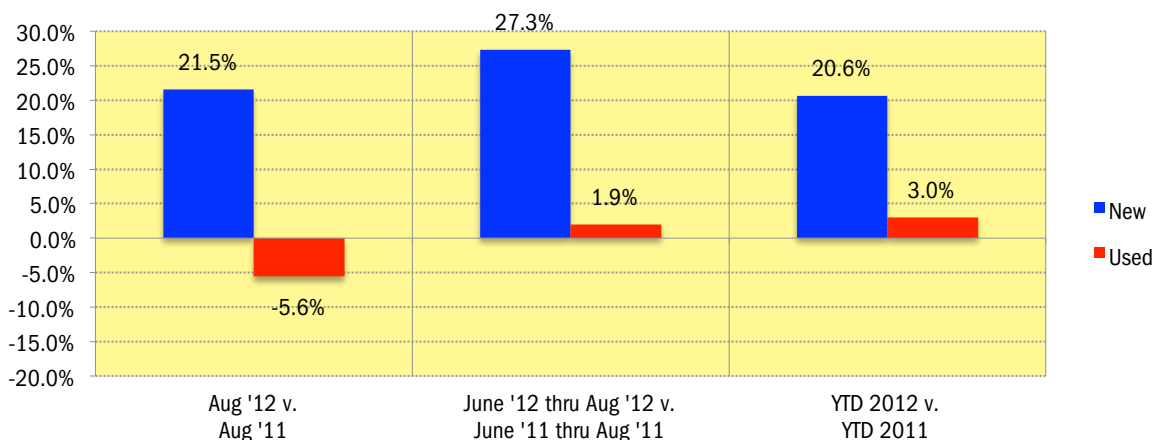
Used vehicle market fell 5.6% in August 2012 (vehicles seven years old or newer) and was up 3%, year-to-date.

Mid Size SUV and Entry Car new vehicle market shares increased 0.5 of a share point so far this year.

Two year old vehicle market share increased five share points.

Chrysler, Jeep, Volkswagen, Mercedes and Toyota new vehicle registrations increased more than 30% thru August 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		
	June '11 thru August '11	June '12 thru August '12	Percent Change	June '11 thru August '11	June '12 thru August '12	Percent Change
Total	31,870	40,583	27.3%	41,222	42,018	1.9%
Cars	13,971	18,306	31.0%	17,879	18,699	4.6%
Light Trucks	17,899	22,277	24.5%	23,343	23,319	-0.1%
Detroit Three Brands	12,575	14,916	18.6%	21,215	20,831	-1.8%
European Brands	3,627	4,309	18.8%	4,326	4,175	-3.5%
Japanese Brands	12,374	17,798	43.8%	13,393	14,619	9.2%
Korean Brands	3,294	3,560	8.1%	2,288	2,393	4.6%
	YTD thru August					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2011	YTD 2012	Percent Change	YTD 2011	YTD 2012	Percent Change
Total	82,093	99,032	20.6%	104,271	107,361	3.0%
Cars	35,599	43,542	22.3%	45,859	47,979	4.6%
Light Trucks	46,494	55,490	19.3%	58,412	59,382	1.7%
Detroit Three Brands	30,571	37,017	21.1%	53,469	54,107	1.2%
European Brands	8,582	10,678	24.4%	10,748	10,703	-0.4%
Japanese Brands	35,282	42,855	21.5%	34,076	36,294	6.5%
Korean Brands	7,658	8,482	10.8%	5,978	6,257	4.7%

## 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.

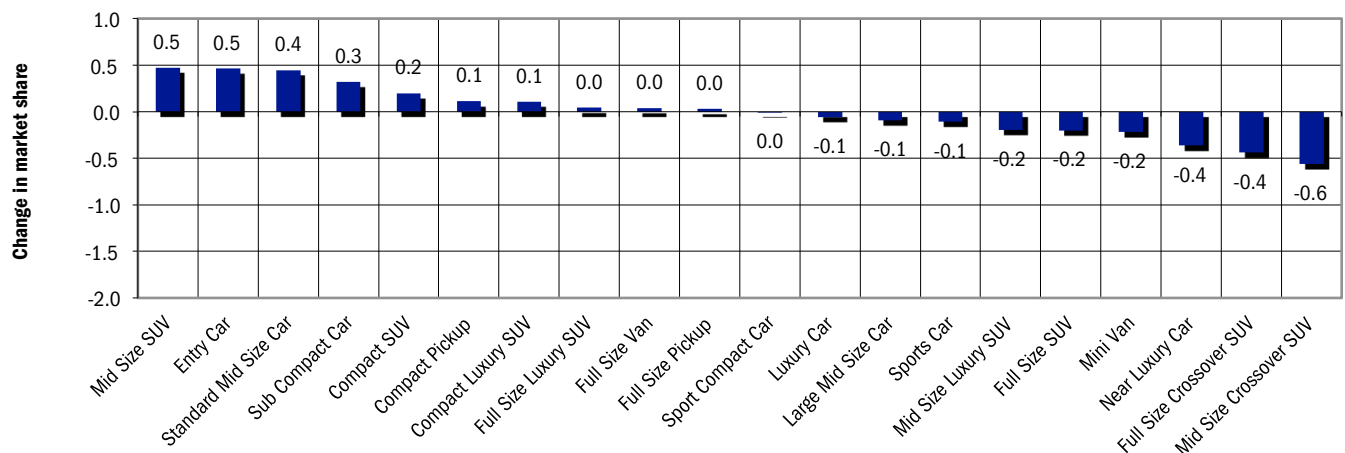
Data Source: AutoCount data from Experian Automotive.

**New Vehicle Market Brand Registrations**

**Colorado New Retail Car and Light Truck Registrations**

	August				Three Month Period June '12 thru August '12				YTD thru August				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	10,904	13,252	21.5%	18.9%	31,870	40,583	27.3%	18.7%	82,093	99,032	20.6%	12.2%			
Acura	103	177	71.8%	54.6%	312	576	84.6%	53.0%	922	1,176	27.5%	11.7%	1.1	1.2	0.1
Audi	155	208	34.2%	25.0%	447	524	17.2%	22.9%	1,142	1,414	23.8%	19.3%	1.4	1.4	0.0
BMW	226	200	-11.5%	-16.4%	621	666	7.2%	-6.3%	1,579	1,803	14.2%	1.5%	1.9	1.8	-0.1
Buick	91	119	30.8%	8.1%	300	353	17.7%	6.3%	770	810	5.2%	-2.4%	0.9	0.8	-0.1
Cadillac	83	86	3.6%	24.4%	234	270	15.4%	8.7%	660	745	12.9%	-4.8%	0.8	0.8	-0.1
Chevrolet	935	1,070	14.4%	6.2%	2,768	3,304	19.4%	5.8%	6,828	7,909	15.8%	2.6%	8.3	8.0	-0.3
Chrysler	127	131	3.1%	11.7%	326	427	31.0%	24.2%	676	1,046	54.7%	41.9%	0.8	1.1	0.2
Dodge	289	271	-6.2%	-1.5%	812	892	9.9%	10.2%	1,720	2,213	28.7%	21.4%	2.1	2.2	0.1
Fiat	6	51			11	161			11	315			0.0	0.3	0.3
Ford	1,377	1,552	12.7%	8.4%	4,270	4,812	12.7%	7.4%	10,501	12,206	16.2%	9.1%	12.8	12.3	-0.5
GMC	330	351	6.4%	7.3%	937	975	4.1%	4.0%	2,565	2,567	0.1%	0.8%	3.1	2.6	-0.5
Honda	761	1,112	46.1%	59.3%	2,442	3,476	42.3%	42.5%	6,801	8,128	19.5%	12.7%	8.3	8.2	-0.1
Hyundai	614	573	-6.7%	3.7%	1,666	1,783	7.0%	5.0%	3,920	4,151	5.9%	7.1%	4.8	4.2	-0.6
Infiniti	70	110	57.1%	77.0%	208	347	66.8%	63.9%	599	718	19.9%	14.0%	0.7	0.7	0.0
Jaguar	3	4	33.3%	-5.3%	19	18	-5.3%	-18.9%	47	38	-19.1%	-7.3%	0.1	0.0	0.0
Jeep	706	793	12.3%	18.1%	1,765	2,476	40.3%	26.9%	3,997	6,111	52.9%	32.9%	4.9	6.2	1.3
Kia	529	568	7.4%	16.3%	1,628	1,777	9.2%	10.9%	3,738	4,330	15.8%	20.2%	4.6	4.4	-0.2
Land Rover	42	49	16.7%	30.6%	132	161	22.0%	19.8%	327	424	29.7%	20.0%	0.4	0.4	0.0
Lexus	171	197	15.2%	25.5%	463	595	28.5%	45.0%	1,404	1,566	11.5%	11.3%	1.7	1.6	-0.1
Lincoln	52	67	28.8%	13.6%	135	177	31.1%	7.4%	359	403	12.3%	4.9%	0.4	0.4	0.0
Mazda	256	236	-7.8%	0.1%	711	749	5.3%	4.9%	1,746	1,721	-1.4%	5.3%	2.1	1.7	-0.4
Mercedes	161	178	10.6%	5.1%	539	582	8.0%	10.8%	1,218	1,597	31.1%	15.5%	1.5	1.6	0.1
MINI	85	109	28.2%	53.5%	265	267	0.8%	19.9%	527	612	16.1%	10.0%	0.6	0.6	0.0
Mitsubishi	64	54	-15.6%	-21.4%	195	147	-24.6%	-21.5%	446	342	-23.3%	-13.4%	0.5	0.3	-0.2
Nissan	655	899	37.3%	9.2%	1,799	2,525	40.4%	12.5%	5,011	6,308	25.9%	7.4%	6.1	6.4	0.3
Porsche	35	36	2.9%	0.5%	109	104	-4.6%	4.6%	249	235	-5.6%	-1.7%	0.3	0.2	-0.1
Ram	372	406	9.1%	31.2%	1,028	1,215	18.2%	29.7%	2,477	2,987	20.6%	24.9%	3.0	3.0	0.0
smart	4	17	325.0%	145.1%	8	49	512.5%	102.2%	32	120	275.0%	91.4%	0.0	0.1	0.1
Subaru	833	1,062	27.5%	28.4%	2,639	3,335	26.4%	29.4%	7,631	8,906	16.7%	20.1%	9.3	9.0	-0.3
Suzuki	81	67	-17.3%	-31.1%	204	237	16.2%	-13.5%	482	568	17.8%	-8.3%	0.6	0.6	0.0
Toyota/Scion	1,179	1,881	59.5%	36.9%	3,401	5,811	70.9%	43.1%	10,239	13,422	31.1%	19.4%	12.5	13.6	1.1
Volkswagen	405	536	32.3%	38.0%	1,160	1,538	32.6%	29.0%	2,656	3,502	31.9%	27.4%	3.2	3.5	0.3
Volvo	92	77	-16.3%	10.0%	274	208	-24.1%	-7.3%	665	550	-17.3%	-6.2%	0.8	0.6	-0.3
Other	12	5	-58.3%	52.9%	42	46	9.5%	5.4%	148	89	-39.9%	-26.4%	0.2	0.1	-0.1

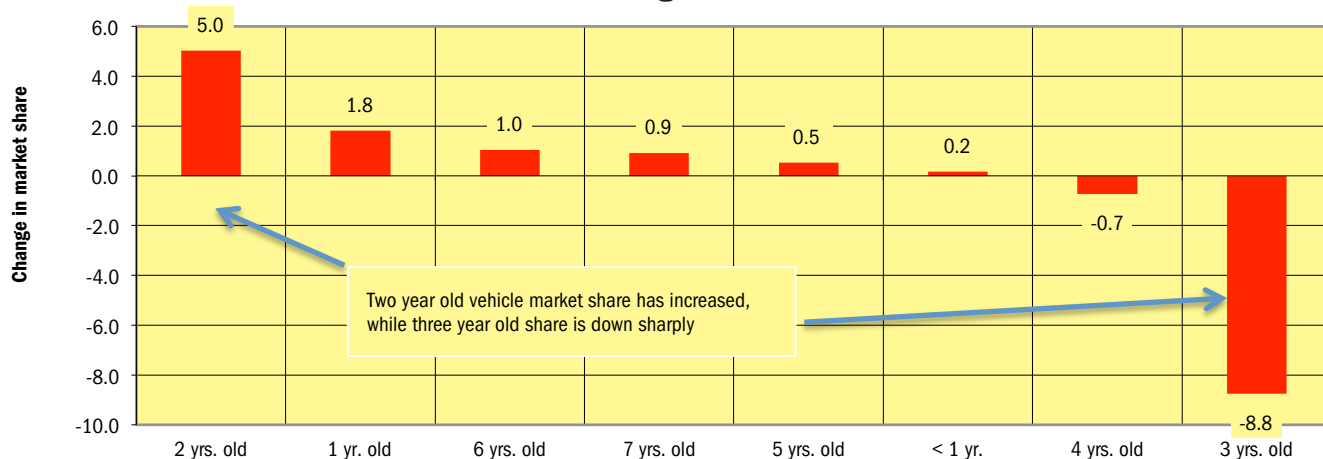
**Change in New Vehicle Segment Market Share - YTD 2012 thru August v. YTD 2011**



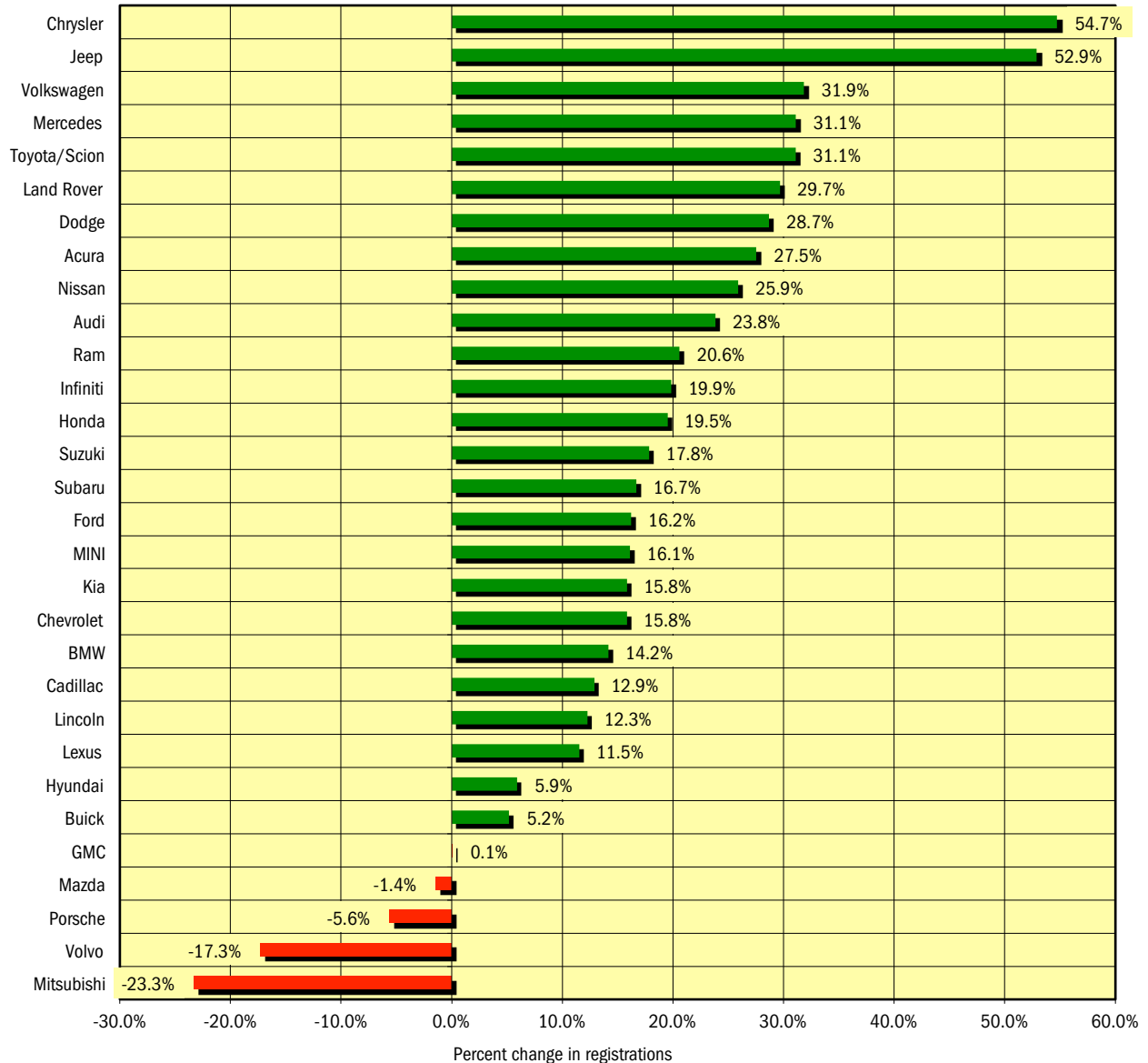
**Used Vehicle Market Brand Registrations (only includes vehicles seven years old or newer)**

Colorado Used Retail Car and Light Truck Registrations												
	August			Three Month Period June '12 thru August '12			YTD thru August			YTD Market Share (%)		
	2011	2012	% chg.	Yr. Ago	Current	% chg.	2011	2012	% chg.	2011	2012	Chg.
	TOTAL	14,317	13,521	-5.6%	41,222	42,018	1.9%	104,271	107,361	3.0%		
Acura	214	185	-13.6%	599	589	-1.7%	1,537	1,356	-11.8%	1.5	1.3	-0.2
Audi	218	205	-6.0%	711	598	-15.9%	1,627	1,477	-9.2%	1.6	1.4	-0.2
BMW	261	274	5.0%	778	921	18.4%	2,099	2,277	8.5%	2.0	2.1	0.1
Buick	130	114	-12.3%	355	349	-1.7%	911	949	4.2%	0.9	0.9	0.0
Cadillac	207	140	-32.4%	616	474	-23.1%	1,583	1,333	-15.8%	1.5	1.2	-0.3
Chevrolet	1,658	1,556	-6.2%	4,793	4,898	2.2%	12,054	12,798	6.2%	11.6	11.9	0.4
Chrysler	442	338	-23.5%	1,338	1,100	-17.8%	3,410	3,188	-6.5%	3.3	3.0	-0.3
Dodge (incl. Ram)	1,143	1,120	-2.0%	3,224	3,395	5.3%	8,210	8,654	5.4%	7.9	8.1	0.2
Ford	1,806	1,698	-6.0%	5,101	5,254	3.0%	12,789	13,417	4.9%	12.3	12.5	0.2
GMC	416	404	-2.9%	1,259	1,235	-1.9%	3,041	3,156	3.8%	2.9	2.9	0.0
Honda	831	829	-0.2%	2,347	2,463	4.9%	5,806	6,071	4.6%	5.6	5.7	0.1
Hummer	67	49	-26.9%	169	153	-9.5%	464	406	-12.5%	0.4	0.4	-0.1
Hyundai	404	409	1.2%	1,239	1,300	4.9%	3,124	3,342	7.0%	3.0	3.1	0.1
Infiniti	133	128	-3.8%	427	392	-8.2%	1,043	980	-6.0%	1.0	0.9	-0.1
Jaguar	19	7	-63.2%	46	33	-28.3%	111	83	-25.2%	0.1	0.1	0.0
Jeep	897	836	-6.8%	2,530	2,480	-2.0%	6,132	6,302	2.8%	5.9	5.9	0.0
Kia	344	346	0.6%	1,049	1,093	4.2%	2,854	2,915	2.1%	2.7	2.7	0.0
Land Rover	81	74	-8.6%	226	215	-4.9%	590	570	-3.4%	0.6	0.5	0.0
Lexus	247	236	-4.5%	673	704	4.6%	1,768	1,863	5.4%	1.7	1.7	0.0
Lincoln	109	77	-29.4%	268	263	-1.9%	715	646	-9.7%	0.7	0.6	-0.1
Mazda	288	264	-8.3%	731	807	10.4%	1,969	2,032	3.2%	1.9	1.9	0.0
Mercedes	139	166	19.4%	470	528	12.3%	1,269	1,407	10.9%	1.2	1.3	0.1
Mercury	77	60	-22.1%	225	202	-10.2%	627	518	-17.4%	0.6	0.5	-0.1
MINI	79	65	-17.7%	185	222	20.0%	393	518	31.8%	0.4	0.5	0.1
Mitsubishi	105	131	24.8%	331	382	15.4%	833	918	10.2%	0.8	0.9	0.1
Nissan	903	925	2.4%	2,463	2,926	18.8%	6,444	7,147	10.9%	6.2	6.7	0.5
Pontiac	262	172	-34.4%	767	587	-23.5%	2,029	1,594	-21.4%	1.9	1.5	-0.5
Porsche	57	43	-24.6%	135	120	-11.1%	309	285	-7.8%	0.3	0.3	0.0
Saab	47	29	-38.3%	124	91	-26.6%	371	254	-31.5%	0.4	0.2	-0.1
Saturn	189	141	-25.4%	543	441	-18.8%	1,434	1,146	-20.1%	1.4	1.1	-0.3
Subaru	540	610	13.0%	1,621	1,768	9.1%	4,179	4,308	3.1%	4.0	4.0	0.0
Suzuki	117	107	-8.5%	350	318	-9.1%	826	833	0.8%	0.8	0.8	0.0
Toyota/Scion	1,304	1,329	1.9%	3,823	4,259	11.4%	9,604	10,757	12.0%	9.2	10.0	0.8
Volkswagen	396	306	-22.7%	1,190	1,028	-13.6%	2,807	2,757	-1.8%	2.7	2.6	-0.1
Volvo	151	127	-15.9%	417	374	-10.3%	1,089	975	-10.5%	1.0	0.9	-0.1
Other	36	21	-41.7%	99	56	-43.4%	220	129	-41.4%	0.2	0.1	-0.1

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



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



**Colorado Auto Outlook**

Published for:  
Colorado Automobile Dealers Association  
290 East Speer Boulevard  
Denver, CO 80203  
Phone: 303-831-1722

Published by:  
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September 2012

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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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