

# 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 16% in August '13 vs. 2012.

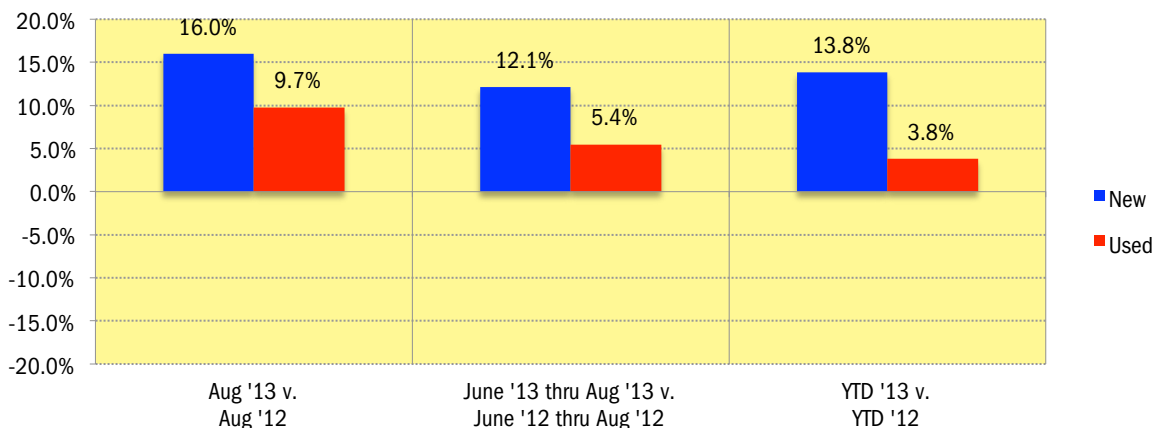
New registrations in the state during the first eight months of this year increased 13.8% compared to a year earlier.

Used vehicle market was up 9.7% in August 2013 (vehicles seven years old or newer), and improved 3.8%, year-to-date.

Three year old vehicle market share increased 3.1 share points.  
Dodge, Ram, BMW, Porsche, Subaru, Lexus, Land Rover, and Mitsubishi new vehicle registrations each increased more than 26% during the first eight 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		
	June '12 thru Aug '12	June '13 thru Aug '13	Percent Change	June '12 thru Aug '12	June '13 thru Aug '13	Percent Change
Total	40,583	45,506	12.1%	42,018	44,299	5.4%
Cars	18,319	19,465	6.3%	18,699	20,529	9.8%
Light Trucks	22,264	26,041	17.0%	23,319	23,770	1.9%
Detroit Three Brands	14,916	17,332	16.2%	20,831	21,135	1.5%
European Brands	4,309	5,101	18.4%	4,175	4,546	8.9%
Japanese Brands	17,798	19,952	12.1%	14,619	15,960	9.2%
Korean Brands	3,560	3,121	-12.3%	2,393	2,658	11.1%
	Year-to-date thru August					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2012	YTD 2013	Percent Change	YTD 2012	YTD 2013	Percent Change
Total	99,032	112,723	13.8%	107,361	111,433	3.8%
Cars	43,567	46,776	7.4%	47,979	51,062	6.4%
Light Trucks	55,465	65,947	18.9%	59,382	60,371	1.7%
Detroit Three Brands	37,017	43,058	16.3%	54,107	53,630	-0.9%
European Brands	10,678	12,499	17.1%	10,703	11,541	7.8%
Japanese Brands	42,855	49,628	15.8%	36,294	39,660	9.3%
Korean Brands	8,482	7,538	-11.1%	6,257	6,602	5.5%

## Data Information

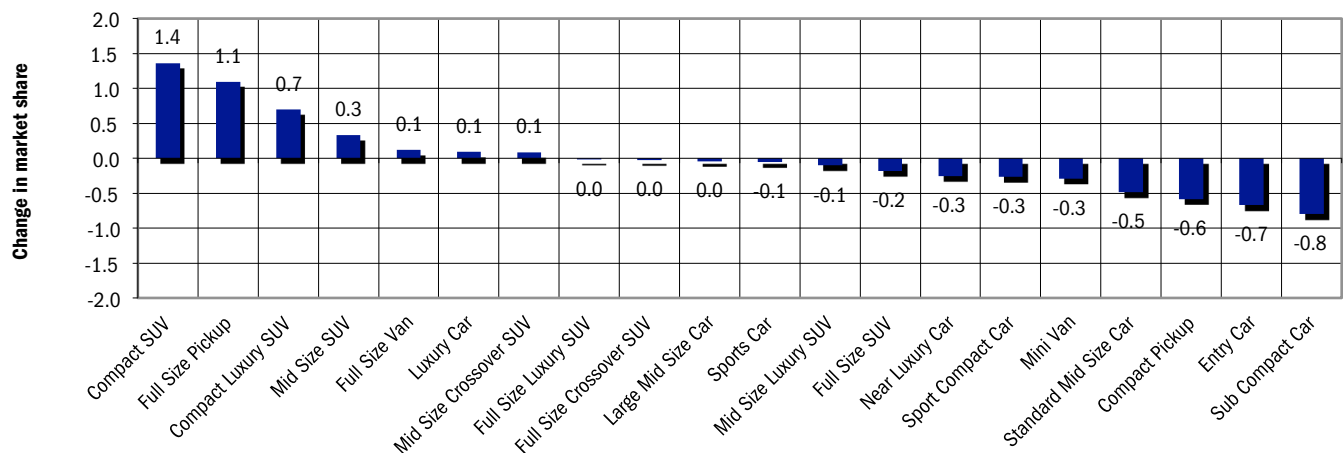
All data represents new and used vehicle retail registrations in Colorado and excludes fleet and wholesale transactions. Used vehicle data only includes vehicles seven years old or newer and excludes private party transactions. Please keep in mind that monthly registration figures can occasionally be 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 '13 thru August '13			YTD thru August			YTD Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2012	2013	% chg.	Yr. Ago	Current	% chg.	2012	2013	% chg.	2012	2013	Chg.
TOTAL	13,252	15,368	16.0%	40,583	45,506	12.1%	99,032	112,723	13.8%			
Acura	177	198	11.9%	576	538	-6.6%	1,176	1,329	13.0%	1.2	1.2	0.0
Audi	208	241	15.9%	524	736	40.5%	1,414	1,772	25.3%	1.4	1.6	0.1
BMW	200	293	46.5%	666	888	33.3%	1,803	2,343	30.0%	1.8	2.1	0.3
Buick	119	138	16.0%	353	425	20.4%	810	1,002	23.7%	0.8	0.9	0.1
Cadillac	86	107	24.4%	270	319	18.1%	745	862	15.7%	0.8	0.8	0.0
Chevrolet	1,070	1,218	13.8%	3,304	3,696	11.9%	7,909	8,645	9.3%	8.0	7.7	-0.3
Chrysler	131	106	-19.1%	427	348	-18.5%	1,046	850	-18.7%	1.1	0.8	-0.3
Dodge	271	457	68.6%	892	1,398	56.7%	2,213	3,403	53.8%	2.2	3.0	0.8
Fiat	51	39	-23.5%	161	116	-28.0%	315	298	-5.4%	0.3	0.3	-0.1
Ford	1,552	1,799	15.9%	4,812	5,662	17.7%	12,206	14,418	18.1%	12.3	12.8	0.5
GMC	351	390	11.1%	975	1,139	16.8%	2,567	3,028	18.0%	2.6	2.7	0.1
Honda	1,112	1,387	24.7%	3,476	3,876	11.5%	8,128	9,547	17.5%	8.2	8.5	0.3
Hyundai	573	466	-18.7%	1,783	1,512	-15.2%	4,151	3,791	-8.7%	4.2	3.4	-0.8
Infiniti	110	83	-24.5%	347	257	-25.9%	718	679	-5.4%	0.7	0.6	-0.1
Jaguar	4	13	225.0%	18	34	88.9%	38	49	28.9%	0.0	0.0	0.0
Jeep	793	830	4.7%	2,476	2,512	1.5%	6,111	6,439	5.4%	6.2	5.7	-0.5
Kia	568	525	-7.6%	1,777	1,609	-9.5%	4,330	3,747	-13.5%	4.4	3.3	-1.0
Land Rover	49	65	32.7%	161	193	19.9%	424	536	26.4%	0.4	0.5	0.0
Lexus	197	243	23.4%	595	764	28.4%	1,566	1,987	26.9%	1.6	1.8	0.2
Lincoln	67	45	-32.8%	177	169	-4.5%	403	424	5.2%	0.4	0.4	0.0
Mazda	236	299	26.7%	749	912	21.8%	1,721	2,097	21.8%	1.7	1.9	0.1
Mercedes	178	216	21.3%	582	682	17.2%	1,597	1,669	4.5%	1.6	1.5	-0.1
MINI	109	94	-13.8%	267	312	16.9%	612	710	16.0%	0.6	0.6	0.0
Mitsubishi	54	47	-13.0%	147	166	12.9%	342	431	26.0%	0.3	0.4	0.0
Nissan	899	971	8.0%	2,525	2,818	11.6%	6,308	7,151	13.4%	6.4	6.3	0.0
Porsche	36	37	2.8%	104	150	44.2%	235	305	29.8%	0.2	0.3	0.0
Ram	406	596	46.8%	1,215	1,573	29.5%	2,987	3,896	30.4%	3.0	3.5	0.4
smart	17	10	-41.2%	49	39	-20.4%	120	113	-5.8%	0.1	0.1	0.0
Subaru	1,062	1,639	54.3%	3,335	4,692	40.7%	8,906	11,438	28.4%	9.0	10.1	1.2
Tesla	0	39		0	90		0	90		0.0	0.1	0.1
Toyota/Scion	1,881	2,068	9.9%	5,811	5,923	1.9%	13,422	14,730	9.7%	13.6	13.1	-0.5
Volkswagen	536	616	14.9%	1,538	1,711	11.2%	3,502	4,093	16.9%	3.5	3.6	0.1
Volvo	77	87	13.0%	208	221	6.3%	550	567	3.1%	0.6	0.5	-0.1
Other	72	6	-91.7%	283	26	-90.8%	657	284	-56.8%	0.7	0.3	-0.4

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

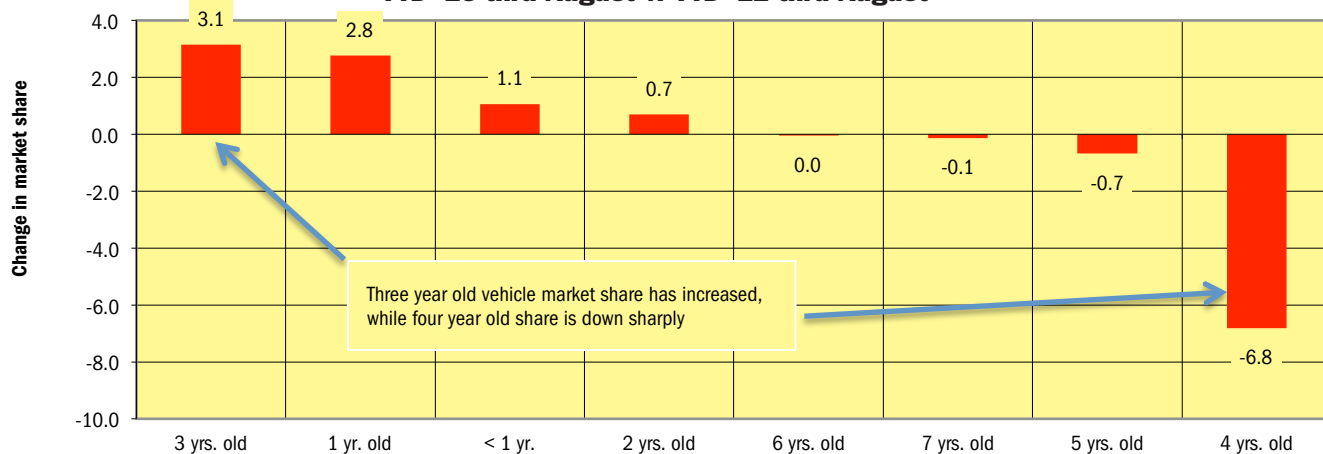


Data Source: AutoCount data from Experian Automotive.

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

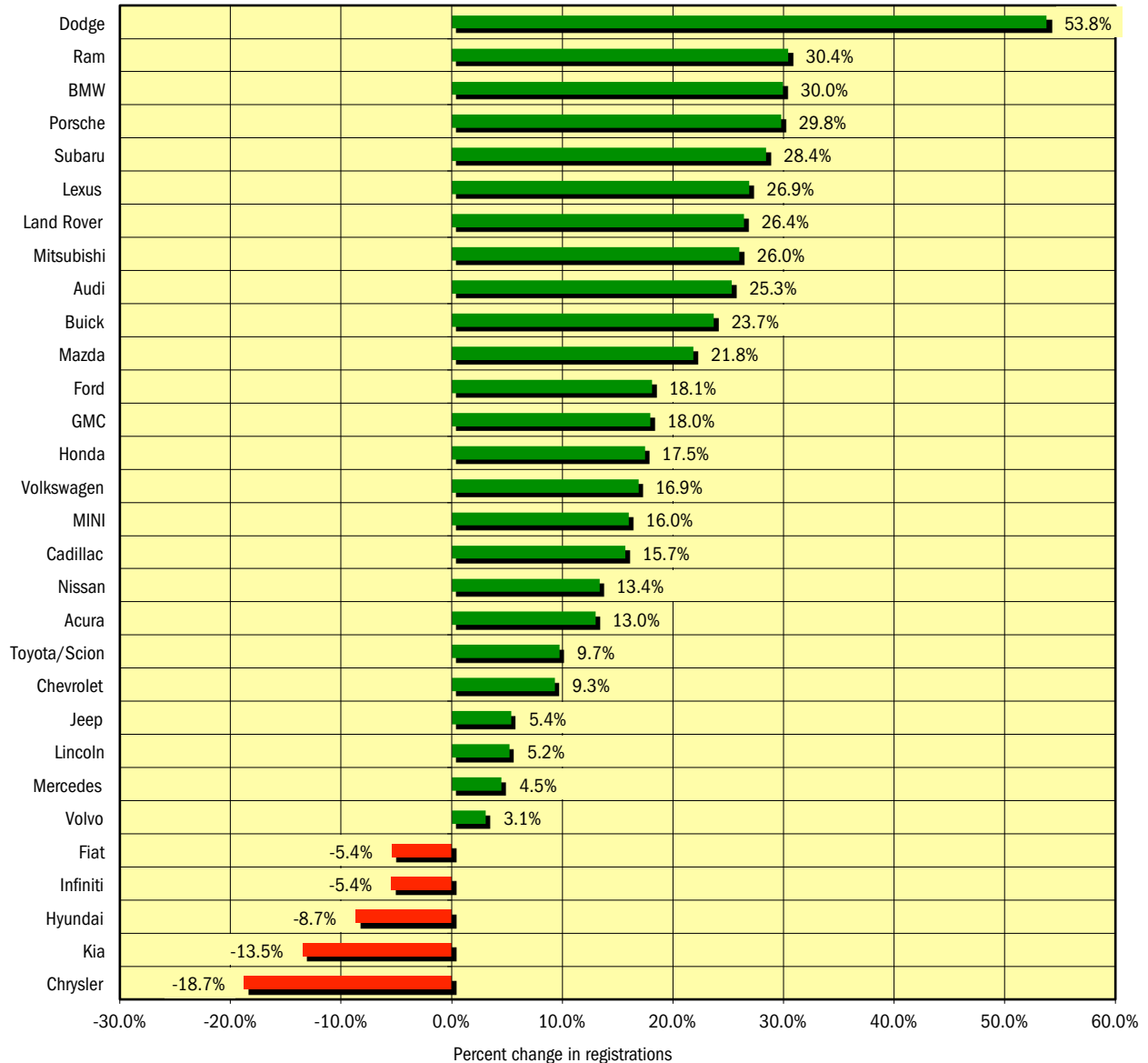
Colorado Used Retail Car and Light Truck Registrations												
	August			Three Month Period June '13 thru August '13			YTD thru August			YTD Market Share (%)		
	2012	2013	% chg.	Yr. Ago	Current	% chg.	2012	2013	% chg.	2012	2013	Chg.
TOTAL	13,521	14,837	9.7%	42,018	44,299	5.4%	107,361	111,433	3.8%			
Acura	185	186	0.5%	589	567	-3.7%	1,356	1,432	5.6%	1.3	1.3	0.0
Audi	205	204	-0.5%	598	587	-1.8%	1,477	1,581	7.0%	1.4	1.4	0.0
BMW	274	276	0.7%	921	980	6.4%	2,277	2,510	10.2%	2.1	2.3	0.1
Buick	114	106	-7.0%	349	352	0.9%	949	914	-3.7%	0.9	0.8	-0.1
Cadillac	140	168	20.0%	474	524	10.5%	1,333	1,346	1.0%	1.2	1.2	0.0
Chevrolet	1,556	1,670	7.3%	4,898	5,111	4.3%	12,798	13,079	2.2%	11.9	11.7	-0.2
Chrysler	338	346	2.4%	1,100	1,030	-6.4%	3,188	2,619	-17.8%	3.0	2.4	-0.6
Dodge (incl. Ram)	1,120	1,135	1.3%	3,395	3,247	-4.4%	8,654	8,441	-2.5%	8.1	7.6	-0.5
Ford	1,698	1,922	13.2%	5,254	5,741	9.3%	13,417	14,115	5.2%	12.5	12.7	0.2
GMC	404	426	5.4%	1,235	1,230	-0.4%	3,156	3,106	-1.6%	2.9	2.8	-0.2
Honda	829	874	5.4%	2,463	2,491	1.1%	6,071	6,033	-0.6%	5.7	5.4	-0.2
Hummer	49	40	-18.4%	153	113	-26.1%	406	344	-15.3%	0.4	0.3	-0.1
Hyundai	409	456	11.5%	1,300	1,369	5.3%	3,342	3,494	4.5%	3.1	3.1	0.0
Infiniti	128	134	4.7%	392	441	12.5%	980	1,065	8.7%	0.9	1.0	0.0
Jaguar	7	9	28.6%	33	28	-15.2%	83	59	-28.9%	0.1	0.1	0.0
Jeep	836	811	-3.0%	2,480	2,469	-0.4%	6,302	6,341	0.6%	5.9	5.7	-0.2
Kia	346	441	27.5%	1,093	1,289	17.9%	2,915	3,108	6.6%	2.7	2.8	0.1
Land Rover	74	80	8.1%	215	233	8.4%	570	620	8.8%	0.5	0.6	0.0
Lexus	236	271	14.8%	704	856	21.6%	1,863	2,184	17.2%	1.7	2.0	0.2
Lincoln	77	95	23.4%	263	299	13.7%	646	757	17.2%	0.6	0.7	0.1
Mazda	264	318	20.5%	807	982	21.7%	2,032	2,495	22.8%	1.9	2.2	0.3
Mercedes	166	213	28.3%	528	711	34.7%	1,407	1,740	23.7%	1.3	1.6	0.3
Mercury	60	54	-10.0%	202	157	-22.3%	518	365	-29.5%	0.5	0.3	-0.2
MINI	65	78	20.0%	222	232	4.5%	518	581	12.2%	0.5	0.5	0.0
Mitsubishi	131	119	-9.2%	382	355	-7.1%	918	1,036	12.9%	0.9	0.9	0.1
Nissan	925	1,033	11.7%	2,926	3,193	9.1%	7,147	8,190	14.6%	6.7	7.3	0.7
Pontiac	172	152	-11.6%	587	478	-18.6%	1,594	1,287	-19.3%	1.5	1.2	-0.3
Porsche	43	44	2.3%	120	138	15.0%	285	319	11.9%	0.3	0.3	0.0
Saab	29	13	-55.2%	91	61	-33.0%	254	199	-21.7%	0.2	0.2	-0.1
Saturn	141	125	-11.3%	441	384	-12.9%	1,146	916	-20.1%	1.1	0.8	-0.2
Subaru	610	704	15.4%	1,768	1,947	10.1%	4,308	4,609	7.0%	4.0	4.1	0.1
Suzuki	107	99	-7.5%	318	292	-8.2%	833	757	-9.1%	0.8	0.7	-0.1
Toyota/Scion	1,329	1,659	24.8%	4,259	4,830	13.4%	10,757	11,837	10.0%	10.0	10.6	0.6
Volkswagen	306	437	42.8%	1,028	1,207	17.4%	2,757	2,977	8.0%	2.6	2.7	0.1
Volvo	127	114	-10.2%	374	299	-20.1%	975	801	-17.8%	0.9	0.7	-0.2
Other	21	25	19.0%	56	76	35.7%	129	176	36.4%	0.1	0.2	0.0

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



Data Source: AutoCount data from Experian Automotive.

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



Data Source: AutoCount data from Experian Automotive.

**Colorado Auto Outlook**

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