

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 26.5% in February '13 vs. 2012.

New registrations in the state during the first two months of this year increased 18.6% compared to a year earlier.

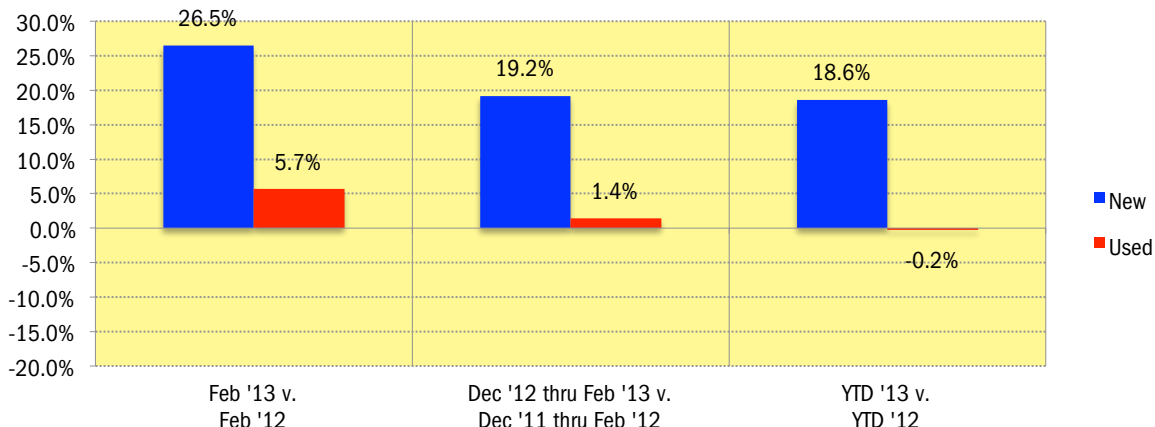
Used vehicle market was up 5.7% in February 2013 (vehicles seven years old or newer), and declined 0.2%, year-to-date.

Three year old vehicle market share increased 3.1 share points.

Fiat, Dodge, Mitsubishi, Volkswagen, and BMW new vehicle registrations each increased more than 36% during the first two 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		
	Dec '11 thru Feb '12	Dec '12 thru Feb '13	Percent Change	Dec '11 thru Feb '12	Dec '12 thru Feb '13	Percent Change
Total	35,613	42,445	19.2%	40,492	41,059	1.4%
Cars	13,935	17,033	22.2%	17,296	18,354	6.1%
Light Trucks	21,678	25,412	17.2%	23,196	22,705	-2.1%
Detroit Three Brands	13,543	15,986	18.0%	20,501	19,834	-3.3%
European Brands	4,214	4,954	17.6%	3,992	4,297	7.6%
Japanese Brands	14,993	18,793	25.3%	13,638	14,559	6.8%
Korean Brands	2,863	2,712	-5.3%	2,361	2,369	0.3%
	Year-to-date thru February					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2012	YTD 2013	Percent Change	YTD 2012	YTD 2013	Percent Change
Total	21,437	25,425	18.6%	22,695	22,644	-0.2%
Cars	8,526	10,092	18.4%	9,791	10,088	3.0%
Light Trucks	12,911	15,333	18.8%	12,904	12,556	-2.7%
Detroit Three Brands	8,213	9,772	19.0%	11,428	10,737	-6.0%
European Brands	2,495	3,038	21.8%	2,269	2,442	7.6%
Japanese Brands	9,055	11,108	22.7%	7,667	8,171	6.6%
Korean Brands	1,674	1,507	-10.0%	1,331	1,294	-2.8%

Data Information

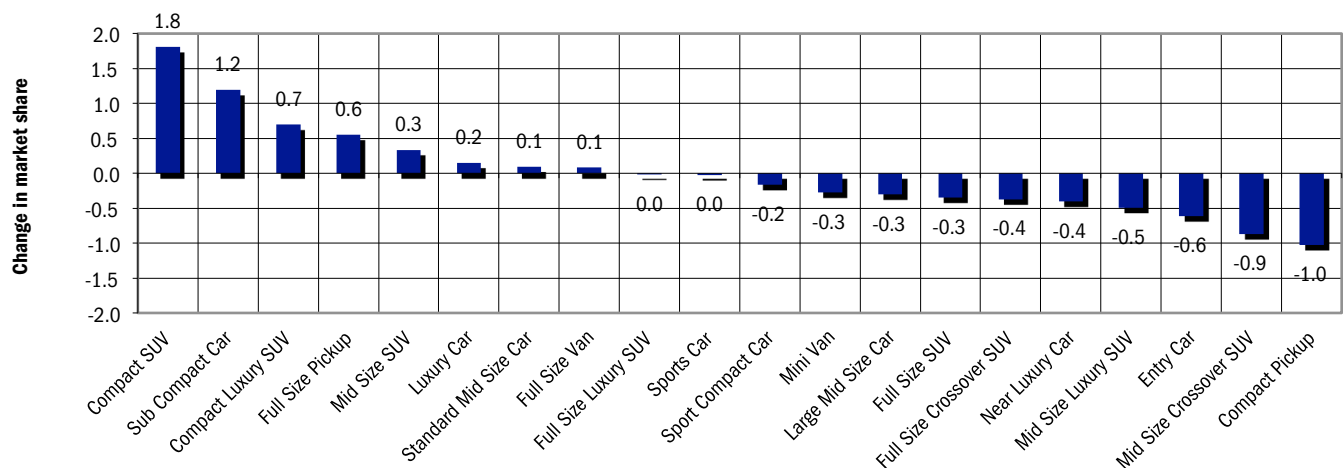
All data represents new and used vehicle retail registrations in Colorado and excludes fleet and wholesale transactions. Used vehicle data only includes vehicles seven years old or newer and excludes private party transactions. Please keep in mind that monthly registration figures can occasionally be 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: Auto Count data from Experian Automotive.

New Vehicle Market Brand Registrations

Colorado New Retail Car and Light Truck Registrations												
	February			Three Month Period December '12 thru February '13			YTD thru February			YTD Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2012	2013	% chg.	Yr. Ago	Current	% chg.	2012	2013	% chg.	2012	2013	Chg.
TOTAL	11,118	14,061	26.5%	35,613	42,445	19.2%	21,437	25,425	18.6%			
Acura	119	143	20.2%	350	506	44.6%	235	284	20.9%	1.1	1.1	0.0
Audi	150	209	39.3%	570	608	6.7%	329	362	10.0%	1.5	1.4	-0.1
BMW	237	383	61.6%	818	1,021	24.8%	501	682	36.1%	2.3	2.7	0.3
Buick	78	117	50.0%	264	323	22.3%	158	212	34.2%	0.7	0.8	0.1
Cadillac	89	131	47.2%	309	335	8.4%	195	221	13.3%	0.9	0.9	0.0
Chevrolet	782	969	23.9%	2,631	3,009	14.4%	1,584	1,781	12.4%	7.4	7.0	-0.4
Chrysler	96	112	16.7%	337	309	-8.3%	199	188	-5.5%	0.9	0.7	-0.2
Dodge	250	404	61.6%	745	1,109	48.9%	475	691	45.5%	2.2	2.7	0.5
Fiat	27	37	37.0%	62	109	75.8%	38	57	50.0%	0.2	0.2	0.0
Ford	1,431	1,884	31.7%	4,590	5,389	17.4%	2,824	3,340	18.3%	13.2	13.1	0.0
GMC	310	409	31.9%	1,056	1,188	12.5%	645	761	18.0%	3.0	3.0	0.0
Honda	893	1,068	19.6%	2,705	3,571	32.0%	1,629	2,049	25.8%	7.6	8.1	0.5
Hyundai	432	408	-5.6%	1,481	1,353	-8.6%	842	745	-11.5%	3.9	2.9	-1.0
Infiniti	62	106	71.0%	221	301	36.2%	141	177	25.5%	0.7	0.7	0.0
Jaguar	6	3	-50.0%	11	7	-36.4%	7	4	-42.9%	0.0	0.0	0.0
Jeep	669	924	38.1%	2,382	2,663	11.8%	1,374	1,577	14.8%	6.4	6.2	-0.2
Kia	432	392	-9.3%	1,382	1,359	-1.7%	832	762	-8.4%	3.9	3.0	-0.9
Land Rover	63	74	17.5%	176	207	17.6%	98	132	34.7%	0.5	0.5	0.1
Lexus	161	248	54.0%	617	806	30.6%	379	478	26.1%	1.8	1.9	0.1
Lincoln	51	55	7.8%	146	184	26.0%	82	102	24.4%	0.4	0.4	0.0
Mazda	173	205	18.5%	572	691	20.8%	310	381	22.9%	1.4	1.5	0.1
Mercedes	214	236	10.3%	735	728	-1.0%	465	473	1.7%	2.2	1.9	-0.3
MINI	69	81	17.4%	219	222	1.4%	140	145	3.6%	0.7	0.6	-0.1
Mitsubishi	34	46	35.3%	128	155	21.1%	70	98	40.0%	0.3	0.4	0.1
Nissan	747	891	19.3%	2,299	2,840	23.5%	1,404	1,667	18.7%	6.5	6.6	0.0
Porsche	16	29	81.3%	89	101	13.5%	52	51	-1.9%	0.2	0.2	0.0
Ram	338	485	43.5%	1,080	1,477	36.8%	676	899	33.0%	3.2	3.5	0.4
smart	14	15	7.1%	29	43	48.3%	20	23	15.0%	0.1	0.1	0.0
Subaru	1,174	1,454	23.9%	3,248	4,043	24.5%	1,991	2,509	26.0%	9.3	9.9	0.6
Suzuki	61	64	4.9%	216	182	-15.7%	134	111	-17.2%	0.6	0.4	-0.2
Toyota/Scion	1,494	1,874	25.4%	4,637	5,698	22.9%	2,762	3,354	21.4%	12.9	13.2	0.3
Volkswagen	363	529	45.7%	1,252	1,656	32.3%	695	966	39.0%	3.2	3.8	0.6
Volvo	74	70	-5.4%	223	233	4.5%	139	132	-5.0%	0.6	0.5	-0.1
Other	9	6	-33.3%	33	19	-42.4%	12	11	-8.3%	0.1	0.0	0.0

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

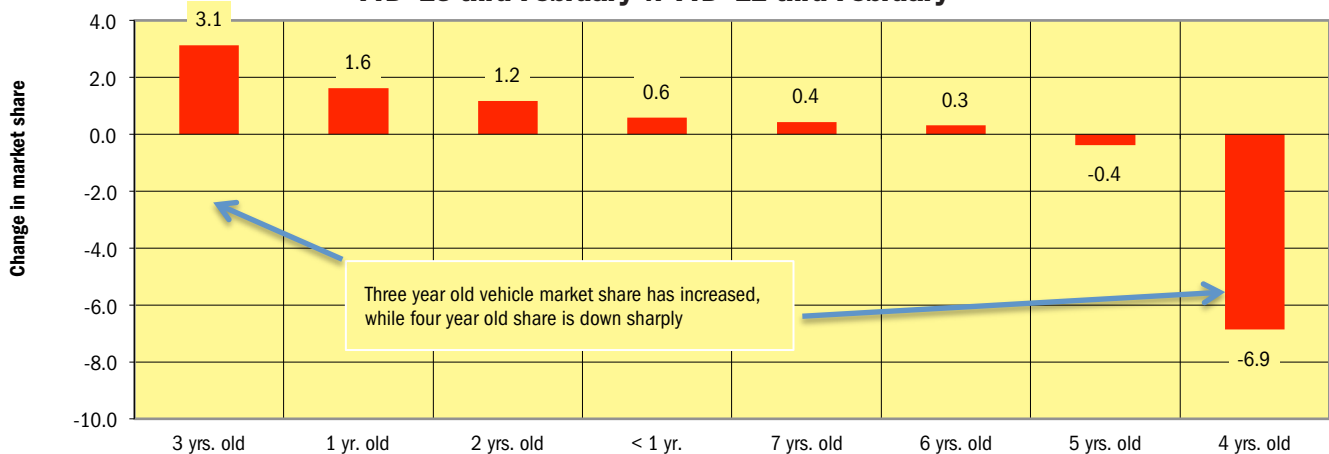


Data Source: Auto Count data from Experian Automotive.

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

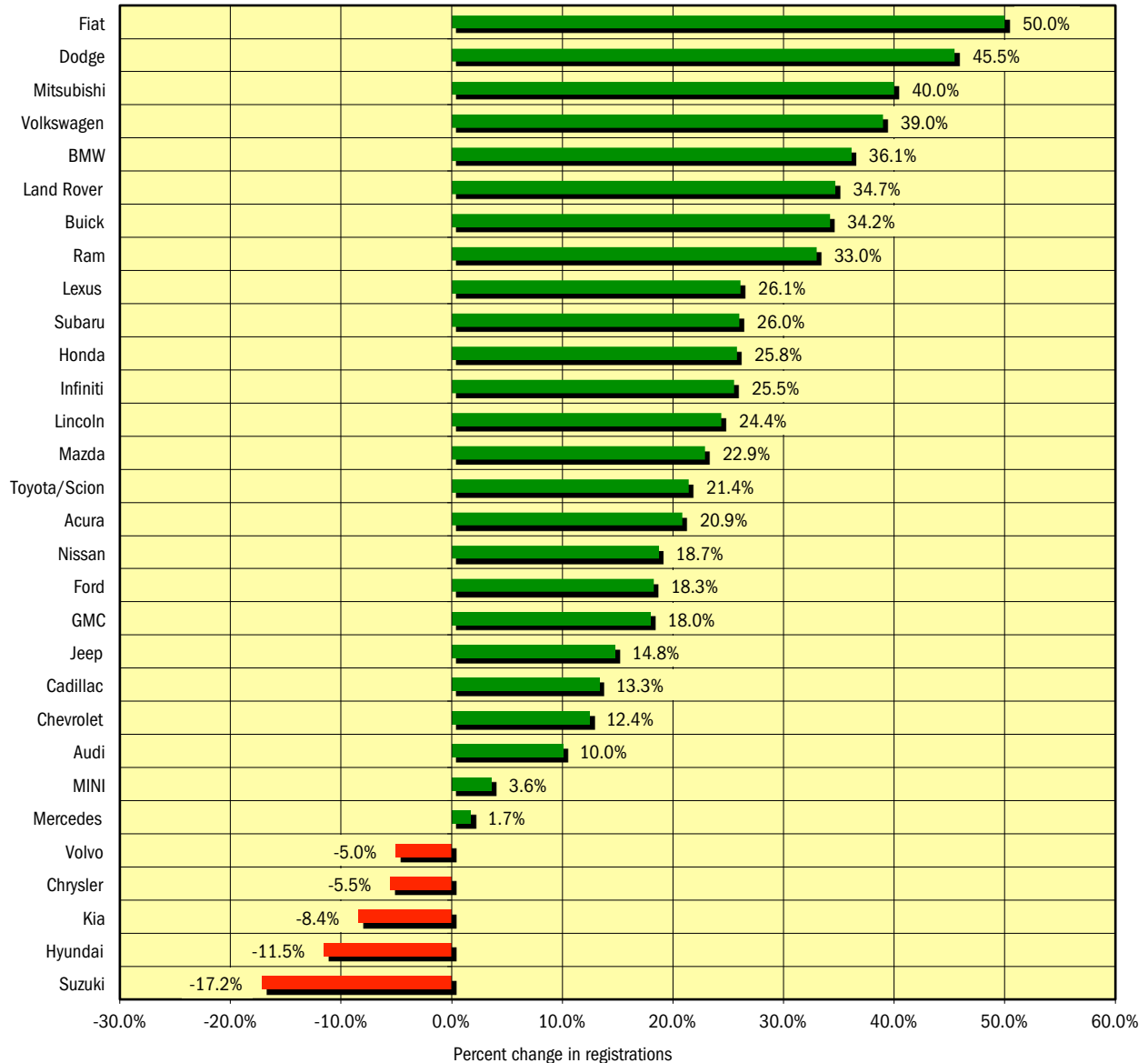
Colorado Used Retail Car and Light Truck Registrations												
	February			Three Month Period December '12 thru February '13			YTD thru February			YTD Market Share (%)		
	2012	2013	% chg.	Yr. Ago	Current	% chg.	2012	2013	% chg.	2012	2013	Chg.
	TOTAL	12,087	12,770	5.7%	40,492	41,059	1.4%	22,695	22,644	-0.2%		
Acura	145	170	17.2%	518	594	14.7%	276	330	19.6%	1.2	1.5	0.2
Audi	168	198	17.9%	571	613	7.4%	326	341	4.6%	1.4	1.5	0.1
BMW	252	309	22.6%	808	940	16.3%	453	538	18.8%	2.0	2.4	0.4
Buick	104	115	10.6%	364	322	-11.5%	199	191	-4.0%	0.9	0.8	0.0
Cadillac	149	153	2.7%	522	483	-7.5%	290	269	-7.2%	1.3	1.2	-0.1
Chevrolet	1,413	1,436	1.6%	5,084	4,840	-4.8%	2,842	2,595	-8.7%	12.5	11.5	-1.1
Chrysler	375	277	-26.1%	1,200	941	-21.6%	669	482	-28.0%	2.9	2.1	-0.8
Dodge (incl. Ram)	944	996	5.5%	3,143	3,150	0.2%	1,790	1,719	-4.0%	7.9	7.6	-0.3
Ford	1,458	1,523	4.5%	4,834	5,071	4.9%	2,725	2,741	0.6%	12.0	12.1	0.1
GMC	355	358	0.8%	1,263	1,186	-6.1%	718	668	-7.0%	3.2	3.0	-0.2
Honda	750	725	-3.3%	2,259	2,242	-0.8%	1,287	1,246	-3.2%	5.7	5.5	-0.2
Hummer	45	46	2.2%	168	146	-13.1%	89	81	-9.0%	0.4	0.4	0.0
Hyundai	396	403	1.8%	1,276	1,295	1.5%	729	722	-1.0%	3.2	3.2	0.0
Infiniti	121	121	0.0%	396	384	-3.0%	212	219	3.3%	0.9	1.0	0.0
Jaguar	11	3	-72.7%	38	26	-31.6%	18	7	-61.1%	0.1	0.0	0.0
Jeep	696	793	13.9%	2,491	2,467	-1.0%	1,346	1,335	-0.8%	5.9	5.9	0.0
Kia	302	317	5.0%	1,085	1,074	-1.0%	602	572	-5.0%	2.7	2.5	-0.1
Land Rover	82	76	-7.3%	231	220	-4.8%	144	130	-9.7%	0.6	0.6	-0.1
Lexus	200	251	25.5%	707	811	14.7%	417	442	6.0%	1.8	2.0	0.1
Lincoln	72	94	30.6%	203	265	30.5%	112	162	44.6%	0.5	0.7	0.2
Mazda	249	278	11.6%	751	929	23.7%	425	518	21.9%	1.9	2.3	0.4
Mercedes	163	224	37.4%	506	636	25.7%	311	385	23.8%	1.4	1.7	0.3
Mercury	59	33	-44.1%	217	140	-35.5%	116	63	-45.7%	0.5	0.3	-0.2
MINI	54	61	13.0%	161	195	21.1%	96	105	9.4%	0.4	0.5	0.0
Mitsubishi	101	119	17.8%	338	413	22.2%	189	238	25.9%	0.8	1.1	0.2
Nissan	786	965	22.8%	2,665	2,963	11.2%	1,464	1,675	14.4%	6.5	7.4	0.9
Pontiac	171	150	-12.3%	560	484	-13.6%	301	267	-11.3%	1.3	1.2	-0.1
Porsche	19	33	73.7%	92	116	26.1%	47	67	42.6%	0.2	0.3	0.1
Saab	28	19	-32.1%	112	81	-27.7%	47	36	-23.4%	0.2	0.2	0.0
Saturn	133	103	-22.6%	446	339	-24.0%	231	164	-29.0%	1.0	0.7	-0.3
Subaru	447	529	18.3%	1,575	1,731	9.9%	886	963	8.7%	3.9	4.3	0.3
Suzuki	102	72	-29.4%	321	252	-21.5%	177	136	-23.2%	0.8	0.6	-0.2
Toyota/Scion	1,267	1,356	7.0%	4,088	4,234	3.6%	2,326	2,401	3.2%	10.2	10.6	0.4
Volkswagen	332	335	0.9%	1,032	1,047	1.5%	584	604	3.4%	2.6	2.7	0.1
Volvo	122	116	-4.9%	408	376	-7.8%	223	203	-9.0%	1.0	0.9	-0.1
Other	16	13	-18.8%	59	53	-10.2%	28	29	3.6%	0.1	0.1	0.0

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



Data Source: Auto Count data from Experian Automotive.

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



Data Source: Auto Count data from Experian Automotive.

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