

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 11.9% in February '14 vs. 2013.

New registrations in the state during the first two months of this year increased 7.9% compared to a year earlier.

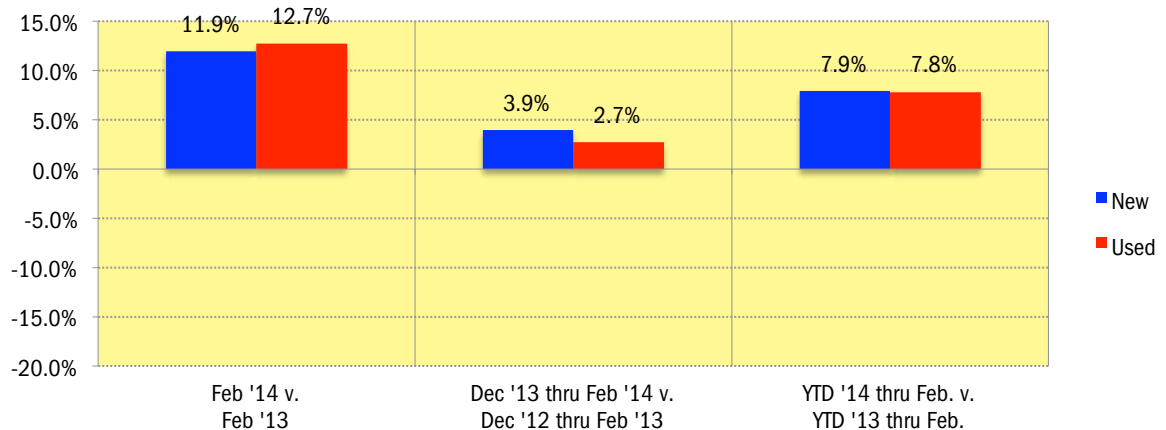
Used vehicle market was up 12.7% in February 2014 (vehicles seven years old or newer), and improved 7.8%, year-to-date.

Three year old vehicle market share increased 3.1 share points.

Lexus, Audi, Acura, Mazda, and Jeep new vehicle registrations each increased more than 25% so far 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 '12 thru Feb '13	Dec '13 thru Feb '14	Percent Change	Dec '12 thru Feb '13	Dec '13 thru Feb '14	Percent Change
Total	42,445	44,118	3.9%	41,059	42,184	2.7%
Cars	17,030	16,481	-3.2%	18,354	18,588	1.3%
Light Trucks	25,415	27,637	8.7%	22,705	23,596	3.9%
Detroit Three Brands	15,986	16,773	4.9%	19,834	19,684	-0.8%
European Brands	4,954	4,852	-2.1%	4,297	4,477	4.2%
Japanese Brands	18,793	19,867	5.7%	14,559	15,350	5.4%
Korean Brands	2,712	2,626	-3.2%	2,369	2,673	12.8%
	YTD thru February					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2013	YTD 2014	Percent Change	YTD 2013	YTD 2014	Percent Change
Total	25,425	27,440	7.9%	22,644	24,416	7.8%
Cars	10,087	10,024	-0.6%	10,088	10,807	7.1%
Light Trucks	15,338	17,416	13.5%	12,556	13,609	8.4%
Detroit Three Brands	9,772	10,526	7.7%	10,737	11,260	4.9%
European Brands	3,038	2,931	-3.5%	2,442	2,549	4.4%
Japanese Brands	11,108	12,431	11.9%	8,171	8,994	10.1%
Korean Brands	1,507	1,552	3.0%	1,294	1,613	24.7%

Data Information

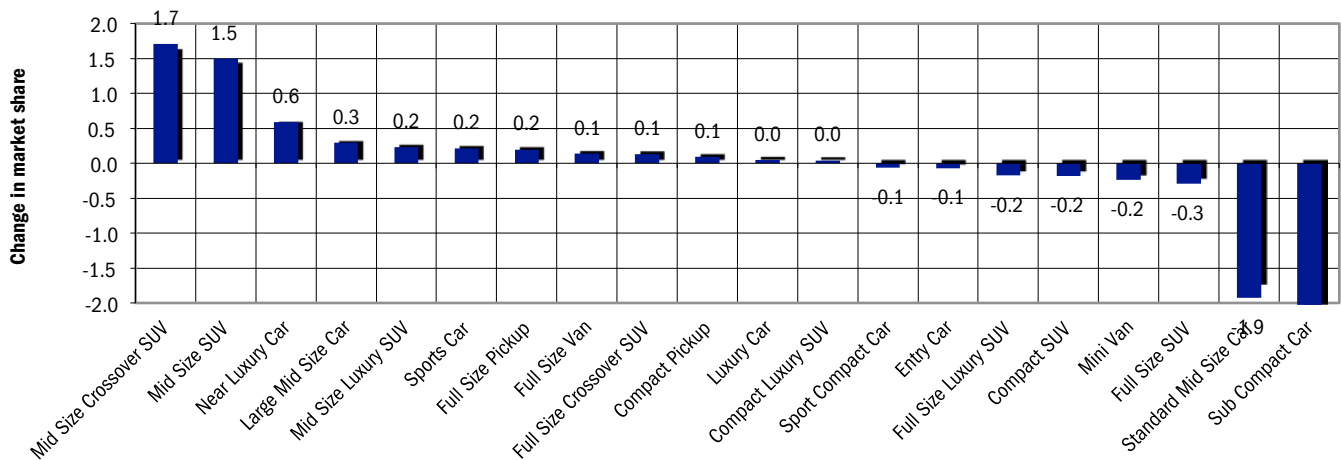
All data represents new and used vehicle retail registrations in Colorado and excludes fleet and wholesale transactions. Used vehicle data only includes vehicles seven years old or newer and excludes private party transactions. Please keep in mind that monthly registration figures can occasionally be 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												
	February			Three Month Period Dec '13 thru Feb '14			YTD thru February			YTD Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2013	2014	% chg.	Yr. Ago	Current	% chg.	2013	2014	% chg.	2013	2014	Chg.
TOTAL	14,061	15,738	11.9%	42,445	44,118	3.9%	25,425	27,440	7.9%			
Acura	143	219	53.1%	506	595	17.6%	284	378	33.1%	1.1	1.4	0.3
Audi	209	286	36.8%	608	754	24.0%	362	496	37.0%	1.4	1.8	0.4
BMW	383	321	-16.2%	1,021	1,018	-0.3%	682	620	-9.1%	2.7	2.3	-0.4
Buick	117	129	10.3%	323	364	12.7%	212	225	6.1%	0.8	0.8	0.0
Cadillac	131	128	-2.3%	335	355	6.0%	221	222	0.5%	0.9	0.8	-0.1
Chevrolet	969	1,062	9.6%	3,009	3,209	6.6%	1,781	1,955	9.8%	7.0	7.1	0.1
Chrysler	112	83	-25.9%	309	218	-29.4%	188	139	-26.1%	0.7	0.5	-0.2
Dodge	404	351	-13.1%	1,109	1,014	-8.6%	691	616	-10.9%	2.7	2.2	-0.5
Fiat	37	29	-21.6%	109	74	-32.1%	57	46	-19.3%	0.2	0.2	-0.1
Ford	1,884	1,847	-2.0%	5,389	5,479	1.7%	3,340	3,345	0.1%	13.1	12.2	-0.9
GMC	409	506	23.7%	1,188	1,292	8.8%	761	831	9.2%	3.0	3.0	0.0
Honda	1,068	1,205	12.8%	3,571	3,160	-11.5%	2,049	2,078	1.4%	8.1	7.6	-0.5
Hyundai	408	454	11.3%	1,353	1,335	-1.3%	745	810	8.7%	2.9	3.0	0.0
Infiniti	106	122	15.1%	301	347	15.3%	177	208	17.5%	0.7	0.8	0.1
Jaguar	3	10	233.3%	7	26	271.4%	4	17	325.0%	0.0	0.1	0.0
Jeep	924	1,164	26.0%	2,663	2,974	11.7%	1,577	1,981	25.6%	6.2	7.2	1.0
Kia	392	428	9.2%	1,359	1,291	-5.0%	762	742	-2.6%	3.0	2.7	-0.3
Land Rover	74	80	8.1%	207	211	1.9%	132	133	0.8%	0.5	0.5	0.0
Lexus	248	372	50.0%	806	989	22.7%	478	673	40.8%	1.9	2.5	0.6
Lincoln	55	51	-7.3%	184	151	-17.9%	102	83	-18.6%	0.4	0.3	-0.1
Mazda	205	300	46.3%	691	914	32.3%	381	506	32.8%	1.5	1.8	0.3
Mercedes	236	258	9.3%	728	818	12.4%	473	497	5.1%	1.9	1.8	0.0
MINI	81	59	-27.2%	222	198	-10.8%	145	119	-17.9%	0.6	0.4	-0.1
Mitsubishi	46	60	30.4%	155	159	2.6%	98	113	15.3%	0.4	0.4	0.0
Nissan	891	1,026	15.2%	2,840	2,809	-1.1%	1,667	1,800	8.0%	6.6	6.6	0.0
Porsche	29	23	-20.7%	101	113	11.9%	51	62	21.6%	0.2	0.2	0.0
Ram	485	608	25.4%	1,477	1,669	13.0%	899	1,101	22.5%	3.5	4.0	0.5
smart	15	13	-13.3%	43	23	-46.5%	23	18	-21.7%	0.1	0.1	0.0
Subaru	1,454	1,869	28.5%	4,043	5,014	24.0%	2,509	3,009	19.9%	9.9	11.0	1.1
Tesla	0	17		0	46		0	28		0.0	0.1	0.1
Toyota/Scion	1,874	2,124	13.3%	5,698	5,879	3.2%	3,354	3,666	9.3%	13.2	13.4	0.2
Volkswagen	529	443	-16.3%	1,656	1,364	-17.6%	966	781	-19.2%	3.8	2.8	-1.0
Volvo	70	82	17.1%	233	230	-1.3%	132	128	-3.0%	0.5	0.5	-0.1
Other	70	9	-87.1%	201	26	-87.1%	122	14	-88.5%	0.5	0.1	-0.4

Change in New Vehicle Segment Market Share - YTD 2014 thru February v. YTD 2013

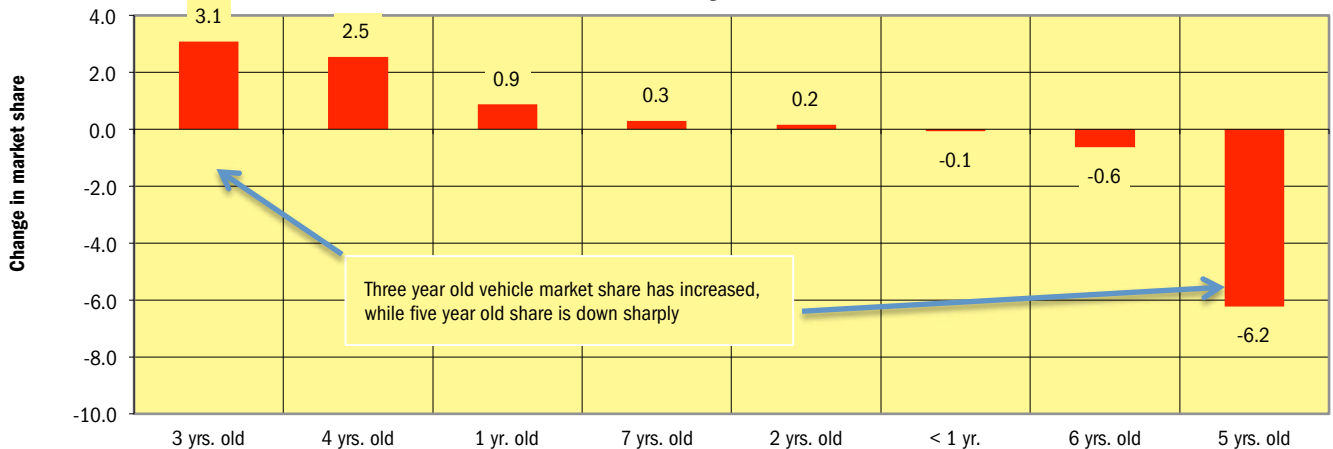


Data Source: AutoCount data from Experian Automotive.

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

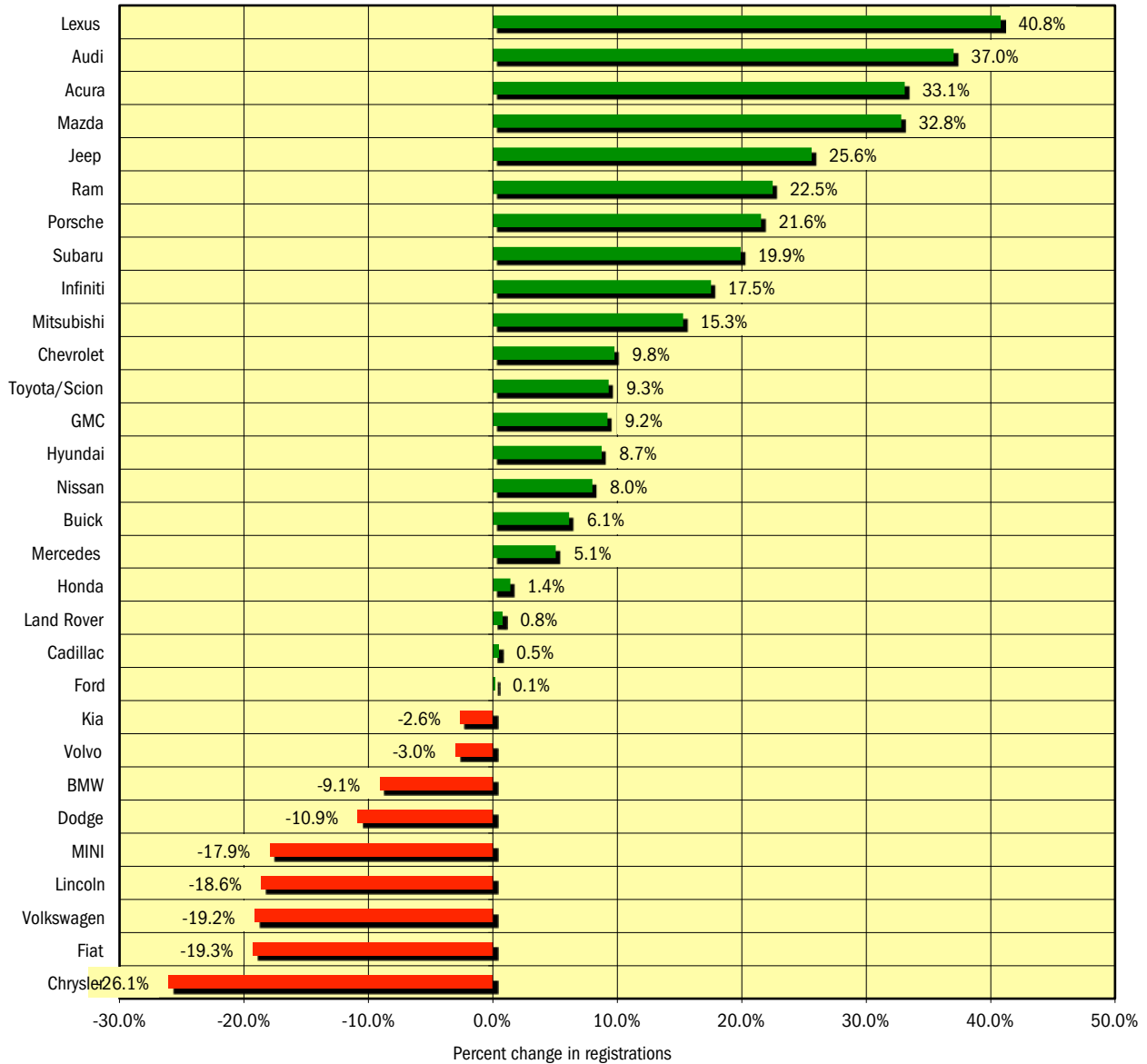
Colorado Used Retail Car and Light Truck Registrations												
	February			Three Month Period Dec '13 thru Feb '14			YTD thru February			YTD Market Share (%)		
	2013	2014	% chg.	Yr. Ago	Current	% chg.	2013	2014	% chg.	2013	2014	Chg.
	TOTAL	12,770	14,397	12.7%	41,059	42,184	2.7%	22,644	24,416	7.8%		
Acura	170	217	27.6%	594	598	0.7%	330	360	9.1%	1.5	1.5	0.0
Audi	198	255	28.8%	613	679	10.8%	341	416	22.0%	1.5	1.7	0.2
BMW	309	346	12.0%	940	1,058	12.6%	538	591	9.9%	2.4	2.4	0.0
Buick	115	137	19.1%	322	351	9.0%	191	217	13.6%	0.8	0.9	0.0
Cadillac	153	177	15.7%	483	543	12.4%	269	309	14.9%	1.2	1.3	0.1
Chevrolet	1,436	1,648	14.8%	4,840	4,857	0.4%	2,595	2,789	7.5%	11.5	11.4	0.0
Chrysler	277	290	4.7%	941	830	-11.8%	482	480	-0.4%	2.1	2.0	-0.2
Dodge (incl. Ram)	996	1,001	0.5%	3,150	3,100	-1.6%	1,719	1,787	4.0%	7.6	7.3	-0.3
Ford	1,523	1,841	20.9%	5,071	5,332	5.1%	2,741	3,074	12.1%	12.1	12.6	0.5
GMC	358	452	26.3%	1,186	1,316	11.0%	668	751	12.4%	3.0	3.1	0.1
Honda	725	846	16.7%	2,242	2,397	6.9%	1,246	1,389	11.5%	5.5	5.7	0.2
Hummer	46	24	-47.8%	146	87	-40.4%	81	36	-55.6%	0.4	0.1	-0.2
Hyundai	403	522	29.5%	1,295	1,396	7.8%	722	849	17.6%	3.2	3.5	0.3
Infiniti	121	138	14.0%	384	436	13.5%	219	239	9.1%	1.0	1.0	0.0
Jaguar	3	8	166.7%	26	25	-3.8%	7	12	71.4%	0.0	0.0	0.0
Jeep	793	760	-4.2%	2,467	2,281	-7.5%	1,335	1,289	-3.4%	5.9	5.3	-0.6
Kia	317	452	42.6%	1,074	1,277	18.9%	572	764	33.6%	2.5	3.1	0.6
Land Rover	76	86	13.2%	220	245	11.4%	130	140	7.7%	0.6	0.6	0.0
Lexus	251	275	9.6%	811	797	-1.7%	442	481	8.8%	2.0	2.0	0.0
Lincoln	94	81	-13.8%	265	266	0.4%	162	145	-10.5%	0.7	0.6	-0.1
Mazda	278	293	5.4%	929	881	-5.2%	518	501	-3.3%	2.3	2.1	-0.2
Mercedes	224	221	-1.3%	636	707	11.2%	385	415	7.8%	1.7	1.7	0.0
Mercury	33	37	12.1%	140	110	-21.4%	63	66	4.8%	0.3	0.3	0.0
MINI	61	71	16.4%	195	214	9.7%	105	110	4.8%	0.5	0.5	0.0
Mitsubishi	119	82	-31.1%	413	286	-30.8%	238	153	-35.7%	1.1	0.6	-0.4
Nissan	965	1,014	5.1%	2,963	2,974	0.4%	1,675	1,737	3.7%	7.4	7.1	-0.3
Pontiac	150	98	-34.7%	484	330	-31.8%	267	174	-34.8%	1.2	0.7	-0.5
Porsche	33	37	12.1%	116	109	-6.0%	67	59	-11.9%	0.3	0.2	-0.1
Saab	19	11	-42.1%	81	42	-48.1%	36	20	-44.4%	0.2	0.1	-0.1
Saturn	103	85	-17.5%	339	281	-17.1%	164	143	-12.8%	0.7	0.6	-0.1
Subaru	529	719	35.9%	1,731	2,070	19.6%	963	1,220	26.7%	4.3	5.0	0.7
Suzuki	72	72	0.0%	252	221	-12.3%	136	126	-7.4%	0.6	0.5	-0.1
Toyota/Scion	1,356	1,614	19.0%	4,234	4,683	10.6%	2,401	2,784	16.0%	10.6	11.4	0.8
Volkswagen	335	353	5.4%	1,047	1,037	-1.0%	604	579	-4.1%	2.7	2.4	-0.3
Volvo	116	104	-10.3%	376	294	-21.8%	203	166	-18.2%	0.9	0.7	-0.2
Other	13	30	130.8%	53	74	39.6%	29	45	55.2%	0.1	0.2	0.1

**Change in Used Vehicle Market Share by Age of Vehicle
YTD 2014 thru February v. YTD 2013**



Data Source: AutoCount data from Experian Automotive.

**New Vehicle Market Percent Change in Brand Registrations
YTD 2014 thru February v. YTD 2013
(Top 30 selling brands)**



Data Source: AutoCount data from Experian Automotive.

Colorado Auto Outlook

Published for:
Colorado Automobile Dealers Association
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March 2014

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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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