

Colorado Auto Outlook™

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Colorado Automobile Dealers Association

Comprehensive information on the Colorado automotive market

Quick Facts

Colorado new vehicle registrations increased 10.7% in January '12 vs. 2011.

November '11 thru January '12 new registrations in the state were up 20.1%. U.S. market was up 7.2%.

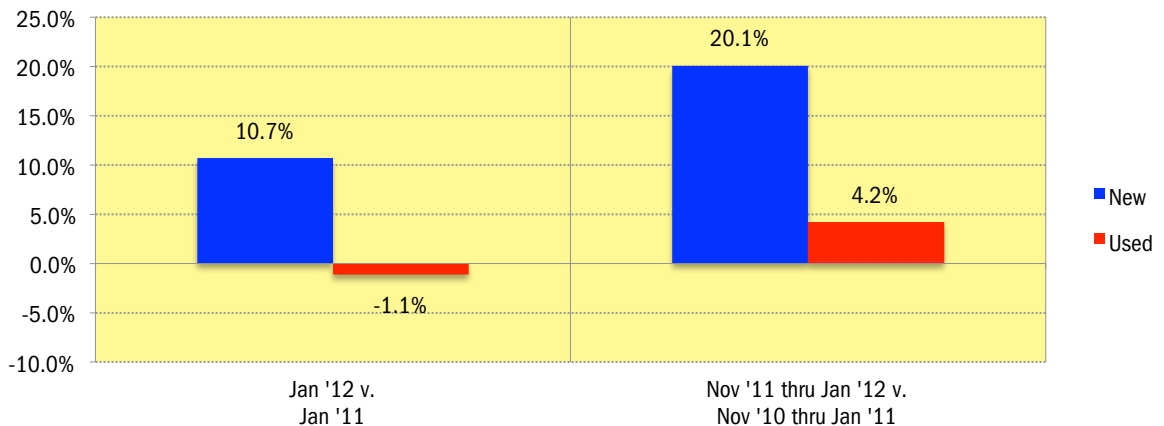
Used vehicle market slipped 1.1% in January 2012 (vehicles seven years old or newer).

Mid Size SUV market share increased one point in January.

Two year old vehicle market share increased 4.7 share points.

Chrysler, Suzuki, Mercedes, Jeep, MINI, and BMW new vehicle registrations increased more than 50% in January.

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		
	Nov '10 thru Jan '11	Nov '11 thru Jan '12	Percent Change	Nov '10 thru Jan '11	Nov '11 thru Jan '12	Percent Change
Total	28,617	34,375	20.1%	39,571	41,248	4.2%
Cars	11,222	13,339	18.9%	16,796	17,476	4.0%
Light Trucks	17,395	21,036	20.9%	22,775	23,772	4.4%
Japanese Brands	13,370	14,054	5.1%	13,126	13,574	3.4%
Detroit Three Brands	10,320	13,251	28.4%	20,231	21,233	5.0%
European Brands	2,885	4,149	43.8%	4,012	4,022	0.2%
Korean Brands	2,042	2,921	43.0%	2,202	2,419	9.9%
	January					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	2011	2012	Percent Change	2011	2012	Percent Change
Total	9,325	10,319	10.7%	10,721	10,608	-1.1%
Cars	3,566	3,958	11.0%	4,499	4,509	0.2%
Light Trucks	5,759	6,361	10.5%	6,222	6,099	-2.0%
Japanese Brands	4,340	4,137	-4.7%	3,554	3,494	-1.7%
Detroit Three Brands	3,401	4,119	21.1%	5,475	5,454	-0.4%
European Brands	931	1,253	34.6%	1,098	1,027	-6.5%
Korean Brands	653	810	24.0%	594	633	6.6%

Data Information

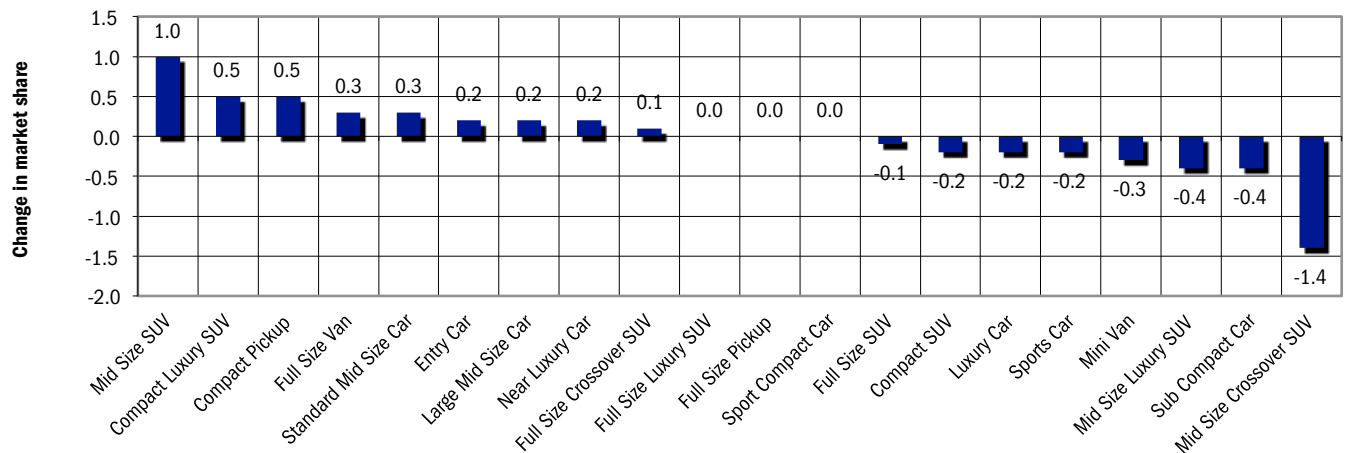
All data represents new and used vehicle retail registrations in Colorado and excludes fleet and wholesale transactions. Used vehicle data only includes vehicles seven years old or newer and excludes private party transactions. Please keep in mind that monthly registration figures can occasionally be 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															
	January				Three Month Period November '11 thru January '12				YTD thru January				Year-to-date Market Share (%)		
	Colorado			U.S.	Colorado			U.S.	Colorado			U.S.	Colorado		
	2011	2012	% chg.	% chg.	Yr. Ago	Current	% chg.	% chg.	2011	2012	% chg.	% chg.	2011	2012	Chg.
TOTAL	9,325	10,319	10.7%	2.3%	28,617	34,375	20.1%	7.2%	9,325	10,319	10.7%	2.3%			
Acura	131	116	-11.5%	-7.9%	394	323	-18.0%	-6.6%	131	116	-11.5%	-7.9%	1.4	1.1	-0.3
Audi	145	179	23.4%	26.5%	417	577	38.4%	19.0%	145	179	23.4%	26.5%	1.6	1.7	0.1
BMW	176	264	50.0%	28.0%	508	805	58.5%	13.9%	176	264	50.0%	28.0%	1.9	2.6	0.7
Buick	97	80	-17.5%	-17.4%	282	258	-8.5%	-13.1%	97	80	-17.5%	-17.4%	1.0	0.8	-0.2
Cadillac	99	106	7.1%	-8.2%	291	291	0.0%	-7.7%	99	106	7.1%	-8.2%	1.1	1.0	-0.1
Chevrolet	770	802	4.2%	-15.0%	2,136	2,620	22.7%	1.7%	770	802	4.2%	-15.0%	8.3	7.8	-0.5
Chrysler	40	103	157.5%	45.6%	133	347	160.9%	61.2%	40	103	157.5%	45.6%	0.4	1.0	0.6
Dodge (incl. Ram)	406	563	38.7%	4.2%	1,247	1,743	39.8%	15.5%	406	563	38.7%	4.2%	4.4	5.5	1.1
Fiat	0	11			0	56			0	11			0.0	0.1	0.1
Ford	1,176	1,393	18.5%	3.5%	3,771	4,495	19.2%	11.8%	1,176	1,393	18.5%	3.5%	12.6	13.5	0.9
GMC	367	335	-8.7%	-23.3%	1,012	1,019	0.7%	-8.3%	367	335	-8.7%	-23.3%	3.9	3.2	-0.7
Honda	752	736	-2.1%	-11.0%	2,295	2,477	7.9%	-7.2%	752	736	-2.1%	-11.0%	8.1	7.1	-1.0
Hyundai	336	410	22.0%	16.3%	1,063	1,537	44.6%	22.2%	336	410	22.0%	16.3%	3.6	4.0	0.4
Infiniti	106	79	-25.5%	-16.3%	267	228	-14.6%	-11.5%	106	79	-25.5%	-16.3%	1.1	0.8	-0.3
Jaguar	5	1	-80.0%	1.5%	10	8	-20.0%	-8.2%	5	1	-80.0%	1.5%	0.1	0.0	-0.1
Jeep	398	705	77.1%	49.5%	1,258	2,335	85.6%	55.0%	398	705	77.1%	49.5%	4.3	6.8	2.5
Kia	317	400	26.2%	40.2%	979	1,384	41.4%	40.3%	317	400	26.2%	40.2%	3.4	3.9	0.5
Land Rover	49	35	-28.6%	26.7%	142	159	12.0%	29.9%	49	35	-28.6%	26.7%	0.5	0.3	-0.2
Lexus	232	218	-6.0%	-8.8%	672	621	-7.6%	-6.6%	232	218	-6.0%	-8.8%	2.5	2.1	-0.4
Lincoln	40	31	-22.5%	8.7%	138	136	-1.4%	-1.2%	40	31	-22.5%	8.7%	0.4	0.3	-0.1
Mazda	163	137	-16.0%	1.7%	578	600	3.8%	0.5%	163	137	-16.0%	1.7%	1.7	1.3	-0.4
Mercedes	130	251	93.1%	47.5%	426	703	65.0%	40.1%	130	251	93.1%	47.5%	1.4	2.4	1.0
MINI	42	71	69.0%	36.6%	141	224	58.9%	30.0%	42	71	69.0%	36.6%	0.5	0.7	0.2
Mitsubishi	51	36	-29.4%	5.6%	152	134	-11.8%	6.6%	51	36	-29.4%	5.6%	0.5	0.3	-0.2
Nissan	581	657	13.1%	-2.6%	1,793	2,183	21.8%	7.5%	581	657	13.1%	-2.6%	6.2	6.4	0.2
Porsche	40	36	-10.0%	0.9%	105	94	-10.5%	-5.3%	40	36	-10.0%	0.9%	0.4	0.3	-0.1
Saab	8	0	-100.0%	-60.4%	29	17	-41.4%	-50.1%	8	0	-100.0%	-60.4%	0.1	0.0	-0.1
smart	1	6	500.0%	45.9%	12	20	66.7%	33.8%	1	6	500.0%	45.9%	0.0	0.1	0.1
Subaru	907	817	-9.9%	11.9%	3,005	2,963	-1.4%	-2.5%	907	817	-9.9%	11.9%	9.7	7.9	-1.8
Suzuki	36	73	102.8%	-7.8%	166	224	34.9%	-5.4%	36	73	102.8%	-7.8%	0.4	0.7	0.3
Toyota/Scion	1,381	1,268	-8.2%	-6.1%	4,048	4,301	6.3%	-4.8%	1,381	1,268	-8.2%	-6.1%	14.8	12.3	-2.5
Volkswagen	255	332	30.2%	46.0%	866	1,246	43.9%	34.6%	255	332	30.2%	46.0%	2.7	3.2	0.5
Volvo	74	65	-12.2%	5.3%	219	223	1.8%	9.6%	74	65	-12.2%	5.3%	0.8	0.6	-0.2
Other	14	3	-78.6%	-60.6%	62	24	-61.3%	-71.6%	14	3	-78.6%	-60.6%	0.2	0.0	-0.2

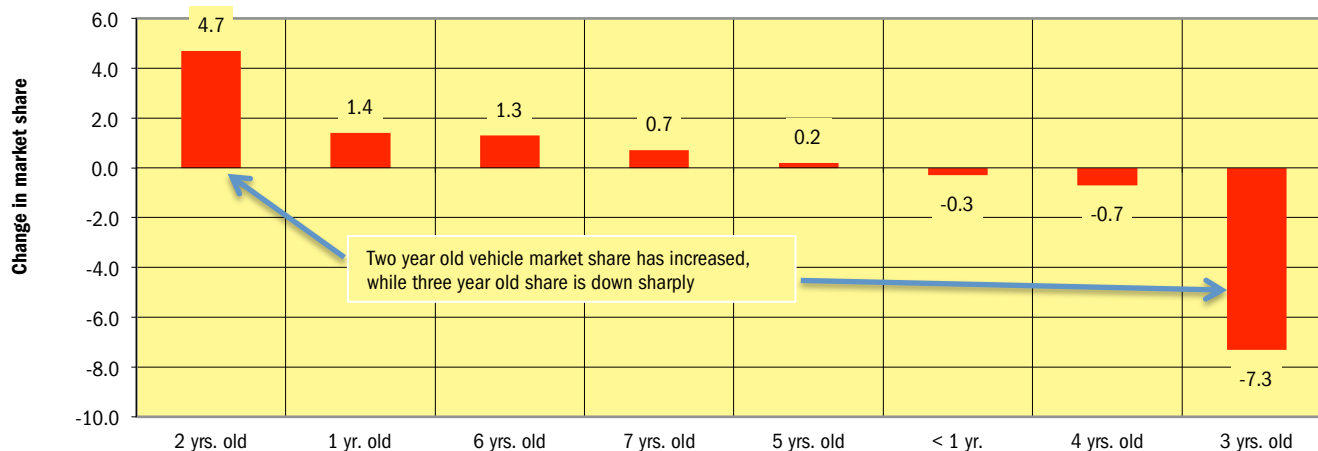
Change in New Vehicle Segment Market Share - January 2012 vs. January 2011



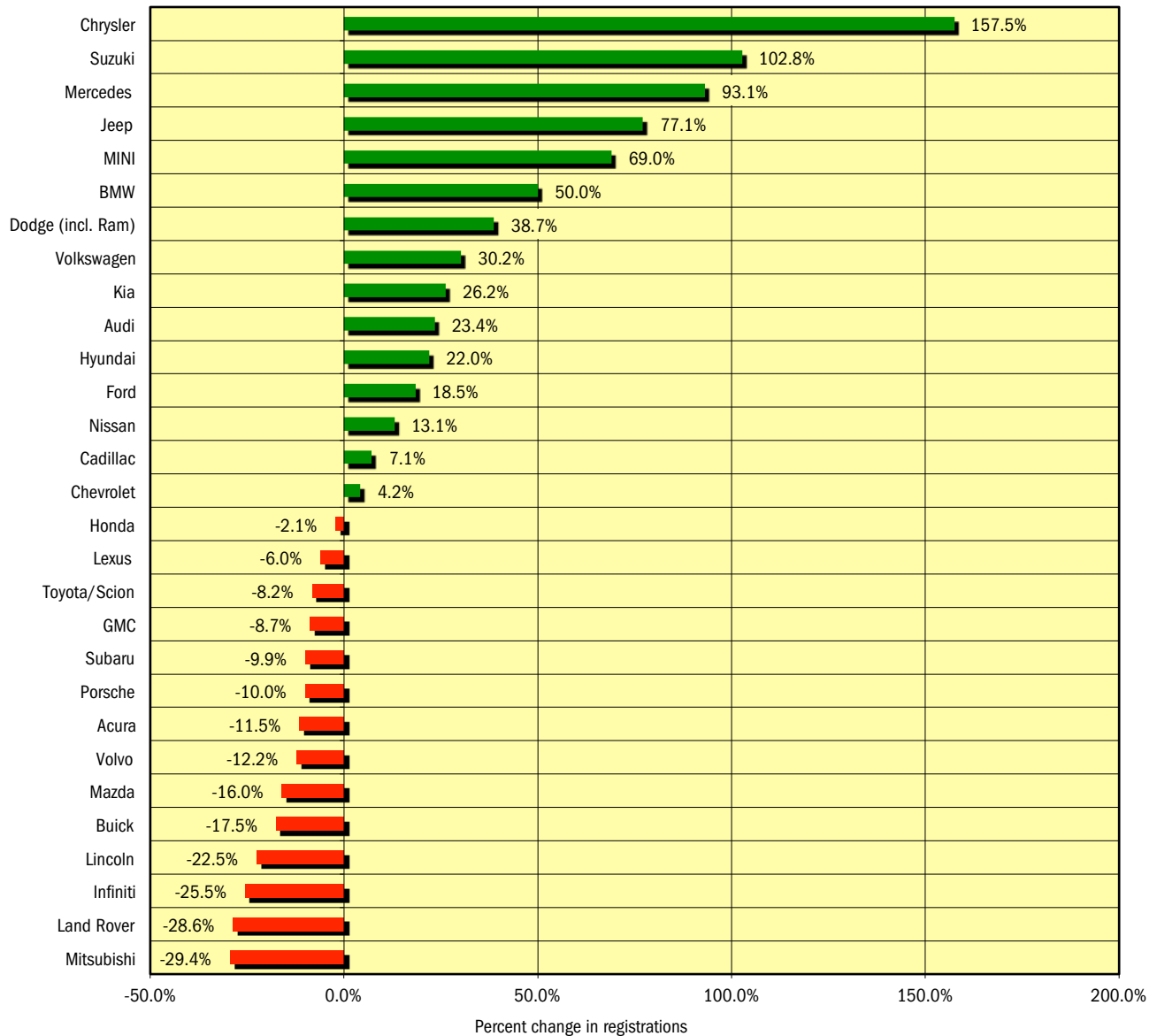
Used Vehicle Market Brand Registrations (only includes vehicles seven years old or newer)

Colorado Used Retail Car and Light Truck Registrations												
	January			Three Month Period November '11 thru January '12			YTD thru January			YTD Market Share (%)		
	2011	2012	% chg.	Yr. Ago	Current	% chg.	2011	2012	% chg.	2011	2012	Chg.
	TOTAL	10,721	10,608	-1.1%	39,571	41,248	4.2%	10,721	10,608	-1.1%		
Acura	156	131	-16.0%	587	530	-9.7%	156	131	-16.0%	1.5	1.2	-0.3
Audi	160	158	-1.3%	598	585	-2.2%	160	158	-1.3%	1.5	1.5	0.0
BMW	218	201	-7.8%	802	815	1.6%	218	201	-7.8%	2.0	1.9	-0.1
Buick	97	95	-2.1%	374	368	-1.6%	97	95	-2.1%	0.9	0.9	0.0
Cadillac	175	141	-19.4%	576	558	-3.1%	175	141	-19.4%	1.6	1.3	-0.3
Chevrolet	1,193	1,429	19.8%	4,392	5,246	19.4%	1,193	1,429	19.8%	11.1	13.5	2.4
Chrysler	307	294	-4.2%	1,120	1,248	11.4%	307	294	-4.2%	2.9	2.8	-0.1
Dodge (incl. Ram)	868	846	-2.5%	3,193	3,232	1.2%	868	846	-2.5%	8.1	8.0	-0.1
Ford	1,410	1,267	-10.1%	4,929	5,004	1.5%	1,410	1,267	-10.1%	13.2	11.9	-1.3
GMC	316	363	14.9%	1,166	1,313	12.6%	316	363	14.9%	2.9	3.4	0.5
Honda	521	537	3.1%	1,999	2,183	9.2%	521	537	3.1%	4.9	5.1	0.2
Hummer	47	44	-6.4%	224	200	-10.7%	47	44	-6.4%	0.4	0.4	0.0
Hyundai	300	333	11.0%	1,142	1,300	13.8%	300	333	11.0%	2.8	3.1	0.3
Infiniti	118	91	-22.9%	427	410	-4.0%	118	91	-22.9%	1.1	0.9	-0.2
Jaguar	7	7	0.0%	37	36	-2.7%	7	7	0.0%	0.1	0.1	0.0
Jeep	602	650	8.0%	2,370	2,589	9.2%	602	650	8.0%	5.6	6.1	0.5
Kia	294	300	2.0%	1,060	1,119	5.6%	294	300	2.0%	2.7	2.8	0.1
Land Rover	65	62	-4.6%	251	240	-4.4%	65	62	-4.6%	0.6	0.6	0.0
Lexus	206	217	5.3%	710	718	1.1%	206	217	5.3%	1.9	2.0	0.1
Lincoln	72	40	-44.4%	269	212	-21.2%	72	40	-44.4%	0.7	0.4	-0.3
Mazda	231	176	-23.8%	791	744	-5.9%	231	176	-23.8%	2.2	1.7	-0.5
Mercedes	161	148	-8.1%	510	505	-1.0%	161	148	-8.1%	1.5	1.4	-0.1
Mercury	68	57	-16.2%	263	226	-14.1%	68	57	-16.2%	0.6	0.5	-0.1
MINI	26	42	61.5%	140	158	12.9%	26	42	61.5%	0.2	0.4	0.2
Mitsubishi	82	88	7.3%	333	337	1.2%	82	88	7.3%	0.8	0.8	0.0
Nissan	707	678	-4.1%	2,397	2,712	13.1%	707	678	-4.1%	6.6	6.4	-0.2
Pontiac	179	130	-27.4%	725	582	-19.7%	179	130	-27.4%	1.7	1.2	-0.5
Porsche	34	28	-17.6%	104	98	-5.8%	34	28	-17.6%	0.3	0.3	0.0
Saab	37	19	-48.6%	156	125	-19.9%	37	19	-48.6%	0.3	0.2	-0.1
Saturn	139	98	-29.5%	591	443	-25.0%	139	98	-29.5%	1.3	0.9	-0.4
Subaru	492	439	-10.8%	1,825	1,618	-11.3%	492	439	-10.8%	4.6	4.1	-0.5
Suzuki	64	75	17.2%	277	322	16.2%	64	75	17.2%	0.6	0.7	0.1
Toyota/Scion	972	1,059	9.0%	3,750	3,978	6.1%	972	1,059	9.0%	9.1	10.0	0.9
Volkswagen	257	252	-1.9%	925	1,006	8.8%	257	252	-1.9%	2.4	2.4	0.0
Volvo	128	101	-21.1%	468	423	-9.6%	128	101	-21.1%	1.2	1.0	-0.2
Other	12	12	0.0%	90	65	-27.8%	12	12	0.0%	0.1	0.1	0.0

**Change in Used Vehicle Market Share by Age of Vehicle
January 2012 vs. January 2011**



**New Vehicle Market Percent Change in Brand Registrations
January 2012 vs. January 2011
(Top 30 selling brands)**



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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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Experian Automotive is the data provider for Colorado Auto Outlook.