

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 36.2% in July '12 vs. 2011.

YTD 2012 (thru July) new registrations in the state were up 20.5%. U.S. market was up 11.5%.

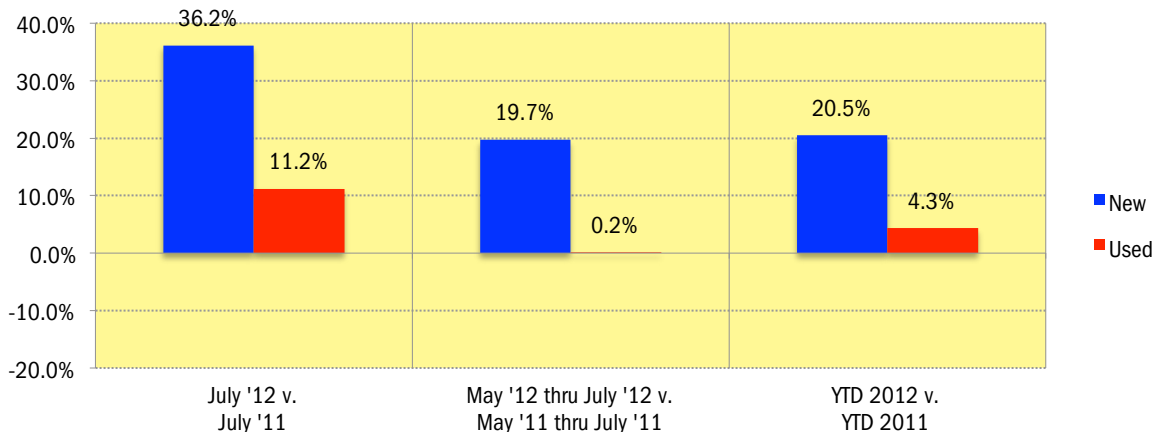
Used vehicle market increased 11.2% in July 2012 (vehicles seven years old or newer) and was up 4.3%, year-to-date.

Mid Size SUV new vehicle market share increased 0.6 of a share point so far this year.

Two year old vehicle market share increased 5.1 share points.

smart, Chrysler, Jeep, Mercedes, Volkswagen, and Land Rover new vehicle registrations increased more than 30% thru July 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		
	May '11 thru July '11	May '12 thru July '12	Percent Change	May '11 thru July '11	May '12 thru July '12	Percent Change
Total	32,702	39,149	19.7%	41,024	41,092	0.2%
Cars	14,854	18,111	21.9%	18,332	18,663	1.8%
Light Trucks	17,848	21,038	17.9%	22,692	22,429	-1.2%
Detroit Three Brands	12,340	14,424	16.9%	21,016	20,554	-2.2%
European Brands	3,609	4,154	15.1%	4,295	4,156	-3.2%
Japanese Brands	13,469	17,112	27.0%	13,358	14,010	4.9%
Korean Brands	3,284	3,459	5.3%	2,355	2,372	0.7%
	YTD thru July					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2011	YTD 2012	Percent Change	YTD 2011	YTD 2012	Percent Change
Total	71,189	85,780	20.5%	89,954	93,840	4.3%
Cars	31,066	37,772	21.6%	39,870	42,116	5.6%
Light Trucks	40,123	48,008	19.7%	50,084	51,724	3.3%
Detroit Three Brands	26,209	32,169	22.7%	46,053	47,402	2.9%
European Brands	7,356	9,210	25.2%	9,284	9,389	1.1%
Japanese Brands	31,109	37,060	19.1%	29,387	31,547	7.4%
Korean Brands	6,515	7,341	12.7%	5,230	5,502	5.2%

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.

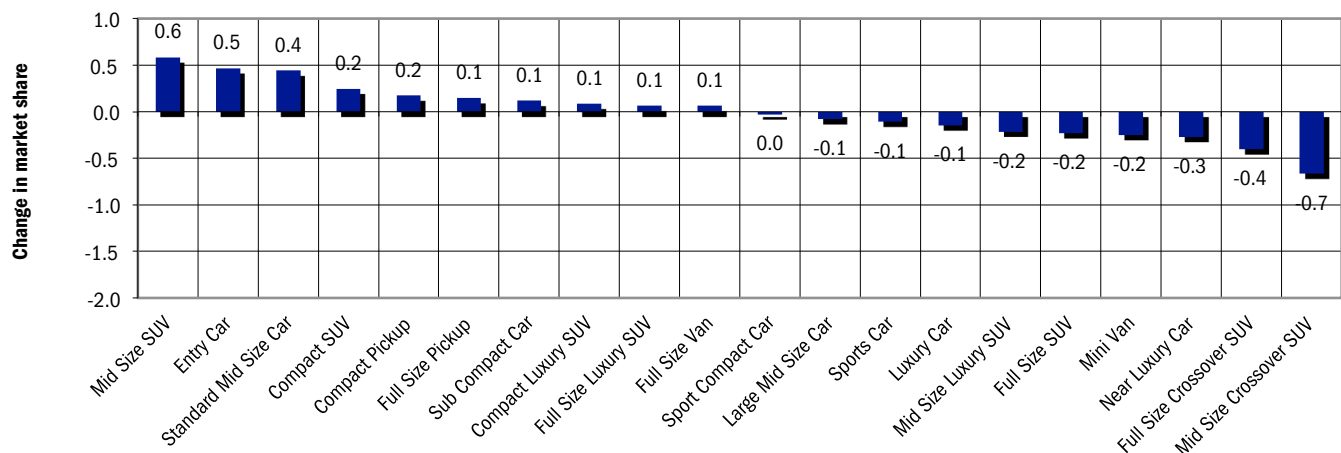
Data Source: AutoCount data from Experian Automotive.

New Vehicle Market Brand Registrations

Colorado New Retail Car and Light Truck Registrations

	July				Three Month Period May '12 thru July '12				YTD thru July				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	8,901	12,119	36.2%	23.4%	32,702	39,149	19.7%	17.9%	71,189	85,780	20.5%	11.5%			
Acura	88	173	96.6%	92.1%	340	499	46.8%	45.3%	819	999	22.0%	10.4%	1.2	1.2	0.0
Audi	131	118	-9.9%	51.1%	457	495	8.3%	25.1%	987	1,206	22.2%	21.4%	1.4	1.4	0.0
BMW	164	196	19.5%	21.4%	586	668	14.0%	7.7%	1,353	1,603	18.5%	7.1%	1.9	1.9	0.0
Buick	88	99	12.5%	2.4%	326	330	1.2%	1.8%	679	691	1.8%	-5.1%	1.0	0.8	-0.1
Cadillac	62	82	32.3%	8.0%	230	253	10.0%	-2.2%	577	659	14.2%	-9.3%	0.8	0.8	0.0
Chevrolet	829	967	16.6%	-6.9%	2,702	3,264	20.8%	2.6%	5,893	6,839	16.1%	0.5%	8.3	8.0	-0.3
Chrysler	86	128	48.8%	22.1%	288	416	44.4%	34.6%	549	915	66.7%	45.6%	0.8	1.1	0.3
Dodge (incl. Ram)	506	628	24.1%	2.4%	1,779	2,044	14.9%	18.2%	3,536	4,523	27.9%	21.8%	5.0	5.3	0.3
Fiat	0	48			5	156			5	264			0.0	0.3	0.3
Ford	1,183	1,505	27.2%	-1.0%	4,316	4,632	7.3%	3.7%	9,124	10,654	16.8%	7.7%	12.8	12.4	-0.4
GMC	274	256	-6.6%	-19.3%	943	932	-1.2%	-1.3%	2,235	2,216	-0.9%	-2.8%	3.1	2.6	-0.6
Honda	665	1,032	55.2%	58.8%	2,808	3,338	18.9%	32.2%	6,040	7,016	16.2%	9.8%	8.5	8.2	-0.3
Hyundai	467	598	28.1%	22.1%	1,662	1,702	2.4%	9.7%	3,306	3,578	8.2%	9.7%	4.6	4.2	-0.5
Infiniti	62	102	64.5%	96.1%	203	321	58.1%	52.5%	529	608	14.9%	8.3%	0.7	0.7	0.0
Jaguar	7	6	-14.3%	-10.7%	29	18	-37.9%	-18.3%	44	34	-22.7%	-5.5%	0.1	0.0	0.0
Jeep	472	768	62.7%	37.0%	1,622	2,381	46.8%	34.0%	3,291	5,318	61.6%	36.0%	4.6	6.2	1.6
Kia	473	547	15.6%	22.1%	1,622	1,757	8.3%	13.0%	3,209	3,762	17.2%	22.3%	4.5	4.4	-0.1
Land Rover	36	56	55.6%	36.0%	127	157	23.6%	22.0%	285	375	31.6%	21.1%	0.4	0.4	0.0
Lexus	119	185	55.5%	82.8%	471	564	19.7%	45.4%	1,233	1,369	11.0%	11.5%	1.7	1.6	-0.1
Lincoln	36	46	27.8%	-1.4%	132	156	18.2%	-1.9%	307	336	9.4%	1.7%	0.4	0.4	0.0
Mazda	190	237	24.7%	14.3%	695	761	9.5%	10.0%	1,490	1,485	-0.3%	7.3%	2.1	1.7	-0.4
Mercedes	193	162	-16.1%	38.2%	532	593	11.5%	23.4%	1,057	1,419	34.2%	20.9%	1.5	1.7	0.2
MINI	73	84	15.1%	44.0%	244	227	-7.0%	8.3%	442	503	13.8%	7.3%	0.6	0.6	0.0
Mitsubishi	40	33	-17.5%	-7.6%	188	134	-28.7%	-17.6%	382	288	-24.6%	-11.0%	0.5	0.3	-0.2
Nissan	532	784	47.4%	20.8%	1,810	2,326	28.5%	11.6%	4,356	5,409	24.2%	7.3%	6.1	6.3	0.2
Porsche	34	28	-17.6%	36.6%	108	92	-14.8%	8.9%	214	199	-7.0%	0.7%	0.3	0.2	-0.1
Saab	1	5	400.0%	-62.7%	30	15	-50.0%	-62.4%	81	22	-72.8%	-60.0%	0.1	0.0	-0.1
smart	2	15	650.0%	135.3%	13	53	307.7%	71.4%	28	103	267.9%	86.6%	0.0	0.1	0.1
Subaru	743	962	29.5%	35.2%	2,946	3,386	14.9%	28.4%	6,798	7,844	15.4%	19.9%	9.5	9.1	-0.4
Suzuki	48	72	50.0%	8.3%	200	233	16.5%	-1.9%	401	501	24.9%	-2.7%	0.6	0.6	0.0
Toyota/Scion	927	1,709	84.4%	52.5%	3,808	5,550	45.7%	43.5%	9,060	11,541	27.4%	18.3%	12.7	13.5	0.7
Volkswagen	304	422	38.8%	47.5%	1,173	1,466	25.0%	28.0%	2,251	2,966	31.8%	28.3%	3.2	3.5	0.3
Volvo	61	51	-16.4%	-4.3%	290	191	-34.1%	-10.8%	573	473	-17.5%	-6.9%	0.8	0.6	-0.3
Other	5	15	200.0%	11.6%	17	39	129.4%	-1.9%	55	62	12.7%	-23.0%	0.1	0.1	0.0

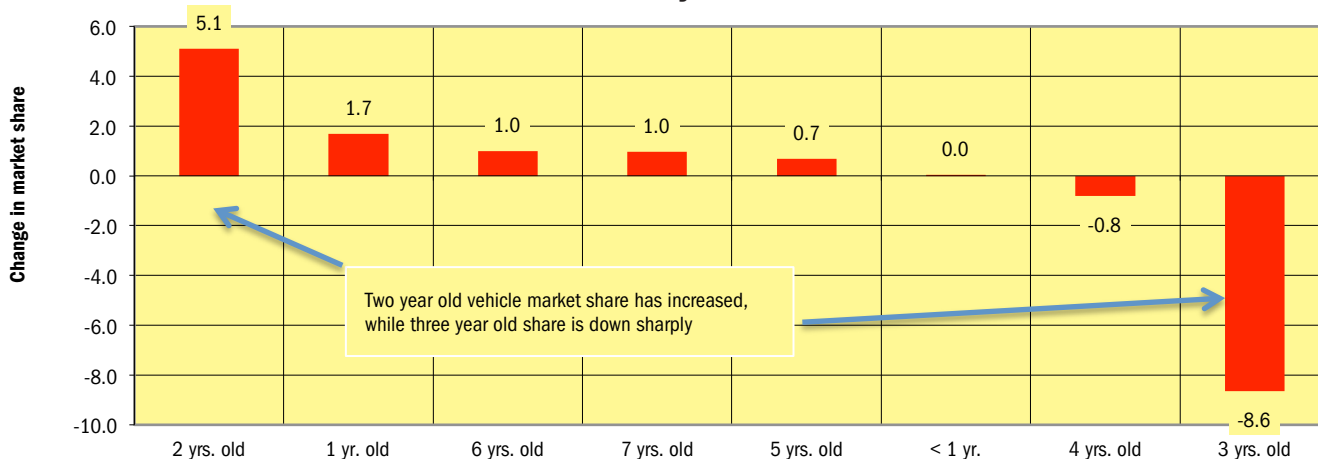
Change in New Vehicle Segment Market Share - YTD 2012 thru July v. YTD 2011



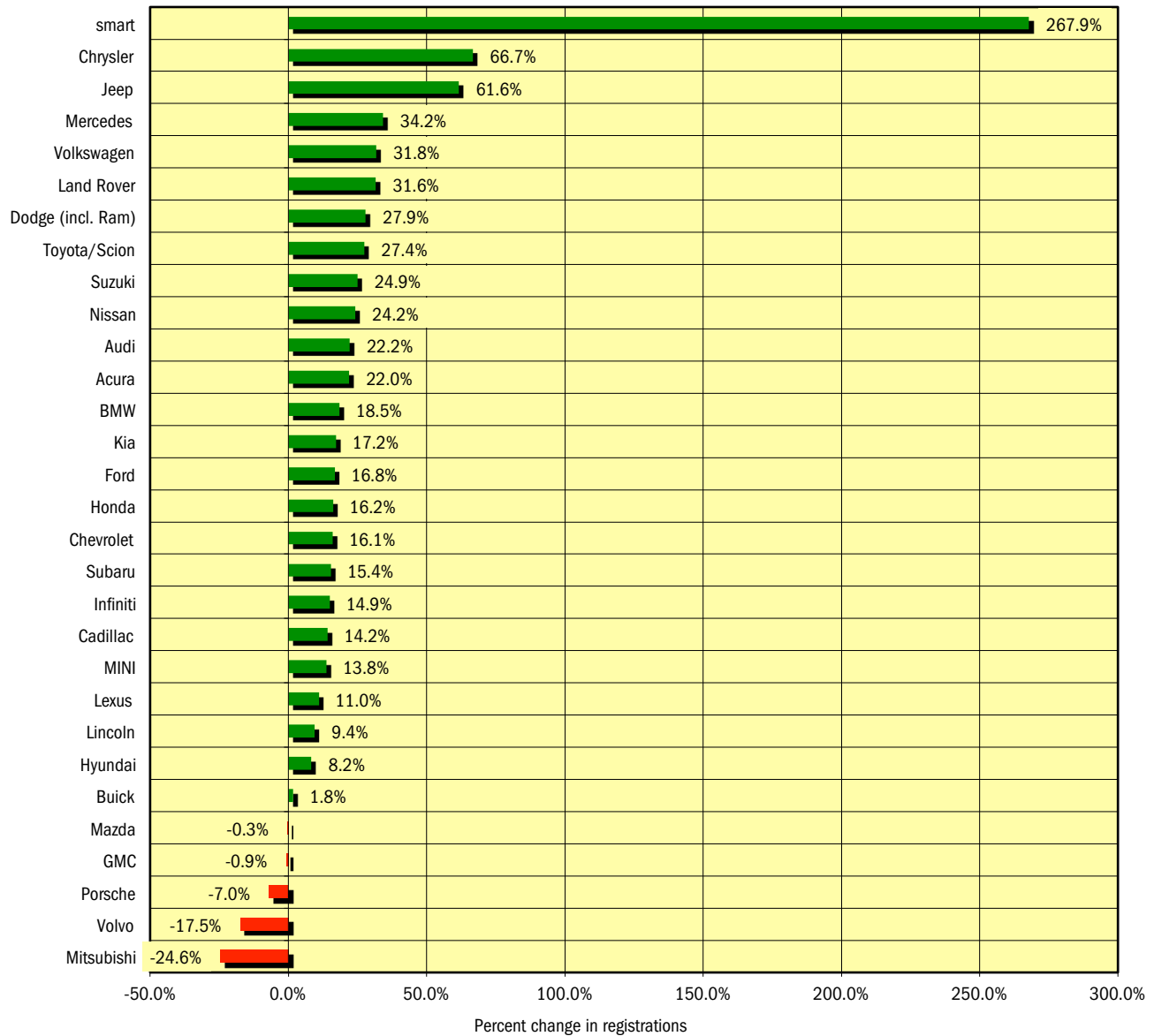
Used Vehicle Market Brand Registrations (only includes vehicles seven years old or newer)

Colorado Used Retail Car and Light Truck Registrations												
	July			Three Month Period May '12 thru July '12			YTD thru July			YTD Market Share (%)		
	2011	2012	% chg.	Yr. Ago	Current	% chg.	2011	2012	% chg.	2011	2012	Chg.
	TOTAL	11,661	12,965	11.2%	41,024	41,092	0.2%	89,954	93,840	4.3%		
Acura	173	180	4.0%	589	521	-11.5%	1,323	1,171	-11.5%	1.5	1.2	-0.2
Audi	207	169	-18.4%	721	550	-23.7%	1,409	1,272	-9.7%	1.6	1.4	-0.2
BMW	209	267	27.8%	801	918	14.6%	1,838	2,003	9.0%	2.0	2.1	0.1
Buick	102	118	15.7%	349	333	-4.6%	781	835	6.9%	0.9	0.9	0.0
Cadillac	183	145	-20.8%	640	493	-23.0%	1,376	1,193	-13.3%	1.5	1.3	-0.3
Chevrolet	1,412	1,500	6.2%	4,719	4,875	3.3%	10,396	11,242	8.1%	11.6	12.0	0.4
Chrysler	401	341	-15.0%	1,402	1,165	-16.9%	2,968	2,850	-4.0%	3.3	3.0	-0.3
Dodge (incl. Ram)	904	1,015	12.3%	3,173	3,287	3.6%	7,067	7,534	6.6%	7.9	8.0	0.2
Ford	1,454	1,595	9.7%	4,995	5,173	3.6%	10,983	11,719	6.7%	12.2	12.5	0.3
GMC	350	382	9.1%	1,246	1,200	-3.7%	2,625	2,752	4.8%	2.9	2.9	0.0
Honda	667	781	17.1%	2,331	2,316	-0.6%	4,975	5,242	5.4%	5.5	5.6	0.1
Hummer	45	49	8.9%	164	153	-6.7%	397	357	-10.1%	0.4	0.4	-0.1
Hyundai	371	414	11.6%	1,256	1,267	0.9%	2,720	2,933	7.8%	3.0	3.1	0.1
Infiniti	137	102	-25.5%	443	370	-16.5%	910	852	-6.4%	1.0	0.9	-0.1
Jaguar	6	14	133.3%	46	33	-28.3%	92	76	-17.4%	0.1	0.1	0.0
Jeep	723	761	5.3%	2,461	2,372	-3.6%	5,235	5,466	4.4%	5.8	5.8	0.0
Kia	288	373	29.5%	1,099	1,105	0.5%	2,510	2,569	2.4%	2.8	2.7	-0.1
Land Rover	67	58	-13.4%	211	198	-6.2%	509	496	-2.6%	0.6	0.5	0.0
Lexus	175	199	13.7%	660	680	3.0%	1,521	1,627	7.0%	1.7	1.7	0.0
Lincoln	66	87	31.8%	266	278	4.5%	606	569	-6.1%	0.7	0.6	-0.1
Mazda	201	252	25.4%	700	802	14.6%	1,681	1,768	5.2%	1.9	1.9	0.0
Mercedes	155	161	3.9%	502	532	6.0%	1,130	1,241	9.8%	1.3	1.3	0.1
Mercury	72	61	-15.3%	233	189	-18.9%	550	458	-16.7%	0.6	0.5	-0.1
MINI	45	56	24.4%	152	227	49.3%	314	453	44.3%	0.3	0.5	0.1
Mitsubishi	76	126	65.8%	338	350	3.6%	728	787	8.1%	0.8	0.8	0.0
Nissan	671	913	36.1%	2,442	2,826	15.7%	5,541	6,222	12.3%	6.2	6.6	0.5
Pontiac	195	183	-6.2%	790	610	-22.8%	1,767	1,422	-19.5%	2.0	1.5	-0.4
Porsche	44	32	-27.3%	117	114	-2.6%	252	242	-4.0%	0.3	0.3	0.0
Saab	36	27	-25.0%	121	94	-22.3%	324	225	-30.6%	0.4	0.2	-0.1
Saturn	151	151	0.0%	545	426	-21.8%	1,245	1,005	-19.3%	1.4	1.1	-0.3
Subaru	465	556	19.6%	1,611	1,679	4.2%	3,639	3,698	1.6%	4.0	3.9	-0.1
Suzuki	94	108	14.9%	351	322	-8.3%	709	726	2.4%	0.8	0.8	0.0
Toyota/Scion	1,064	1,375	29.2%	3,864	4,135	7.0%	8,300	9,428	13.6%	9.2	10.0	0.8
Volkswagen	310	299	-3.5%	1,203	1,101	-8.5%	2,411	2,451	1.7%	2.7	2.6	-0.1
Volvo	118	102	-13.6%	381	348	-8.7%	938	848	-9.6%	1.0	0.9	-0.1
Other	24	13	-45.8%	102	50	-51.0%	184	108	-41.3%	0.2	0.1	-0.1

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



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



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-BY MARKET AREA?

WHAT NEW AND USED CARS SELL WELL IN MY MARKETS?

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