

Colorado Auto Outlook™

Sponsored by:



Comprehensive information on the Colorado automotive market

Colorado Automobile Dealers Association

Quick Facts

Colorado new vehicle registrations increased 26.1% in June '12 vs. 2011.

YTD 2012 (thru June) new registrations in the state were up 18.3%. U.S. market was up 9.9%.

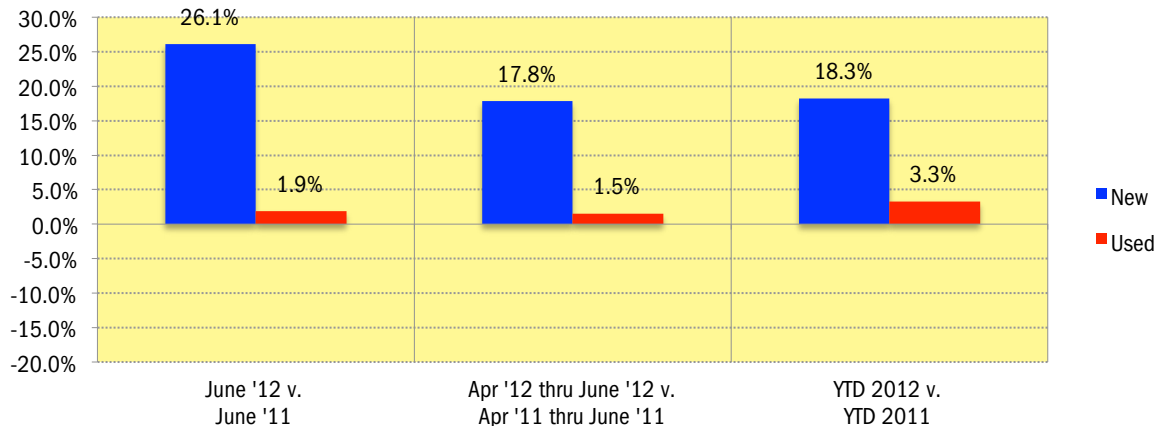
Used vehicle market increased 1.9% in June 2012 (vehicles seven years old or newer) and was up 3.3%, year-to-date.

Mid Size SUV new vehicle market share increased 0.7 of a share point so far this year.

Two year old vehicle market share increased 5.3 share points.

smart, Chrysler, Jeep, Mercedes, and Volkswagen new vehicle registrations increased more than 30% thru June 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		
	Apr '11 thru June '11	Apr '12 thru June '12	Percent Change	Apr '11 thru June '11	Apr '12 thru June '12	Percent Change
Total	32,830	38,681	17.8%	40,852	41,477	1.5%
Cars	15,092	17,914	18.7%	18,662	19,206	2.9%
Light Trucks	17,738	20,767	17.1%	22,190	22,271	0.4%
Detroit Three Brands	12,056	14,354	19.1%	20,868	20,979	0.5%
European Brands	3,367	4,168	23.8%	4,234	4,301	1.6%
Japanese Brands	14,196	16,823	18.5%	13,379	13,821	3.3%
Korean Brands	3,211	3,336	3.9%	2,371	2,376	0.2%
	YTD thru June					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2011	YTD 2012	Percent Change	YTD 2011	YTD 2012	Percent Change
Total	62,288	73,661	18.3%	78,293	80,875	3.3%
Cars	27,193	32,281	18.7%	34,847	36,396	4.4%
Light Trucks	35,095	41,380	17.9%	43,446	44,479	2.4%
Detroit Three Brands	22,673	27,686	22.1%	39,988	41,014	2.6%
European Brands	6,345	8,008	26.2%	8,080	8,194	1.4%
Japanese Brands	27,695	31,771	14.7%	25,654	26,952	5.1%
Korean Brands	5,575	6,196	11.1%	4,571	4,715	3.2%

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.

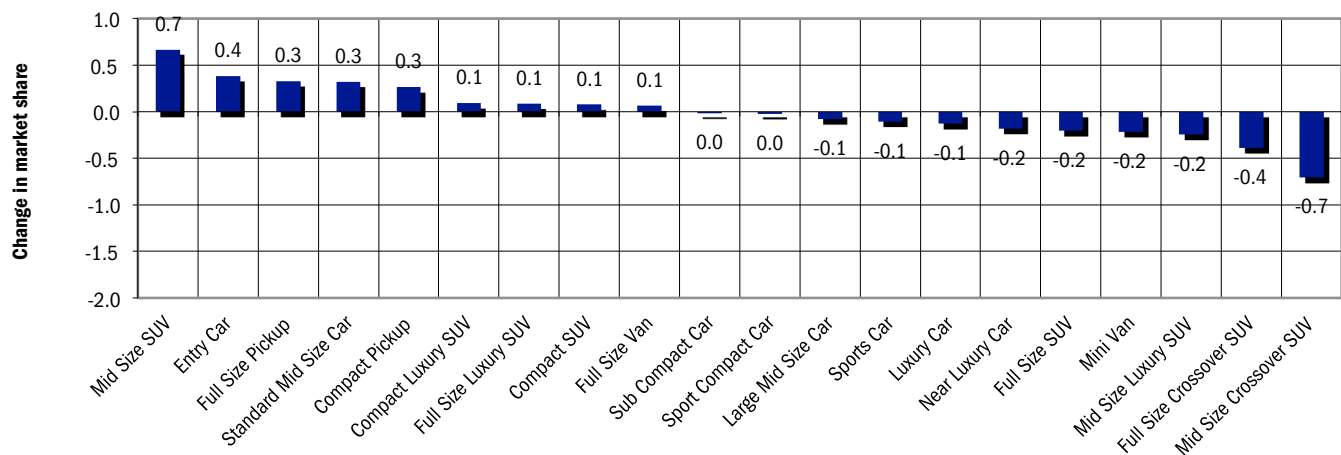
Data Source: AutoCount data from Experian Automotive.

New Vehicle Market Brand Registrations

Colorado New Retail Car and Light Truck Registrations

	June				Three Month Period April '12 thru June '12				YTD thru June				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	12,065	15,212	26.1%	17.6%	32,830	38,681	17.8%	13.7%	62,288	73,661	18.3%	9.9%			
Acura	121	226	86.8%	68.4%	346	434	25.4%	18.8%	731	826	13.0%	3.3%	1.2	1.1	-0.1
Audi	161	198	23.0%	35.0%	428	549	28.3%	23.5%	856	1,088	27.1%	20.4%	1.4	1.5	0.1
BMW	231	270	16.9%	13.2%	565	706	25.0%	10.2%	1,189	1,407	18.3%	7.8%	1.9	1.9	0.0
Buick	121	135	11.6%	1.0%	322	328	1.9%	1.9%	591	592	0.2%	-6.1%	0.9	0.8	-0.1
Cadillac	89	102	14.6%	-6.5%	243	251	3.3%	-4.4%	515	577	12.0%	-11.0%	0.8	0.8	0.0
Chevrolet	1,004	1,267	26.2%	-4.4%	2,618	3,236	23.6%	4.2%	5,064	5,872	16.0%	-0.2%	8.1	8.0	-0.2
Chrysler	113	168	48.7%	30.1%	270	429	58.9%	49.7%	463	787	70.0%	50.4%	0.7	1.1	0.3
Dodge (incl. Ram)	673	802	19.2%	0.2%	1,750	2,048	17.0%	18.9%	3,030	3,895	28.5%	21.2%	4.9	5.3	0.4
Fiat	5	62			5	139			5	216			0.0	0.3	0.3
Ford	1,710	1,755	2.6%	-1.8%	4,268	4,594	7.6%	3.8%	7,941	9,149	15.2%	7.8%	12.7	12.4	-0.3
GMC	333	368	10.5%	-13.5%	946	974	3.0%	1.9%	1,961	1,960	-0.1%	-3.2%	3.1	2.7	-0.5
Honda	1,016	1,332	31.1%	41.3%	2,925	3,258	11.4%	15.7%	5,375	5,984	11.3%	5.4%	8.6	8.1	-0.5
Hyundai	585	612	4.6%	11.6%	1,673	1,580	-5.6%	7.5%	2,839	2,980	5.0%	9.3%	4.6	4.0	-0.5
Infiniti	76	135	77.6%	55.7%	216	279	29.2%	16.9%	467	506	8.4%	-0.3%	0.7	0.7	-0.1
Jaguar	9	8	-11.1%	-13.4%	24	18	-25.0%	-9.1%	37	28	-24.3%	-2.6%	0.1	0.0	0.0
Jeep	587	915	55.9%	32.2%	1,499	2,333	55.6%	35.6%	2,819	4,550	61.4%	36.4%	4.5	6.2	1.7
Kia	626	662	5.8%	5.1%	1,538	1,755	14.1%	13.9%	2,736	3,215	17.5%	22.4%	4.4	4.4	0.0
Land Rover	54	56	3.7%	29.4%	122	163	33.6%	22.0%	249	319	28.1%	21.9%	0.4	0.4	0.0
Lexus	173	213	23.1%	66.1%	528	577	9.3%	21.2%	1,114	1,184	6.3%	5.6%	1.8	1.6	-0.2
Lincoln	47	64	36.2%	2.0%	135	148	9.6%	-0.2%	271	290	7.0%	3.1%	0.4	0.4	0.0
Mazda	265	276	4.2%	12.7%	712	722	1.4%	10.0%	1,300	1,248	-4.0%	7.0%	2.1	1.7	-0.4
Mercedes	185	242	30.8%	34.0%	450	589	30.9%	21.3%	864	1,257	45.5%	21.6%	1.4	1.7	0.3
MINI	107	74	-30.8%	7.5%	223	208	-6.7%	-1.3%	369	419	13.6%	4.4%	0.6	0.6	0.0
Mitsubishi	91	60	-34.1%	-22.8%	198	140	-29.3%	-17.8%	342	255	-25.4%	-10.9%	0.5	0.3	-0.2
Nissan	612	842	37.6%	2.6%	1,917	2,274	18.6%	3.7%	3,824	4,625	20.9%	4.1%	6.1	6.3	0.1
Porsche	40	40	0.0%	14.0%	92	86	-6.5%	3.8%	180	171	-5.0%	-2.0%	0.3	0.2	-0.1
Saab	16	6	-62.5%	-53.8%	34	13	-61.8%	-57.2%	80	17	-78.8%	-58.8%	0.1	0.0	-0.1
smart	2	17	750.0%	58.7%	14	49	250.0%	68.4%	26	88	238.5%	80.2%	0.0	0.1	0.1
Subaru	1,063	1,311	23.3%	46.6%	3,100	3,454	11.4%	25.2%	6,055	6,882	13.7%	20.2%	9.7	9.3	-0.4
Suzuki	75	98	30.7%	2.3%	211	224	6.2%	-1.8%	353	429	21.5%	-3.2%	0.6	0.6	0.0
Toyota/Scion	1,295	2,221	71.5%	54.7%	4,043	5,461	35.1%	30.3%	8,133	9,832	20.9%	14.4%	13.1	13.3	0.3
Volkswagen	451	580	28.6%	32.0%	1,112	1,430	28.6%	26.4%	1,947	2,544	30.7%	27.5%	3.1	3.5	0.3
Volvo	121	80	-33.9%	-7.9%	284	199	-29.9%	-8.8%	512	422	-17.6%	-6.0%	0.8	0.6	-0.2
Other	8	15	87.5%	-2.1%	19	33	73.7%	-4.5%	50	47	-6.0%	-27.0%	0.1	0.1	0.0

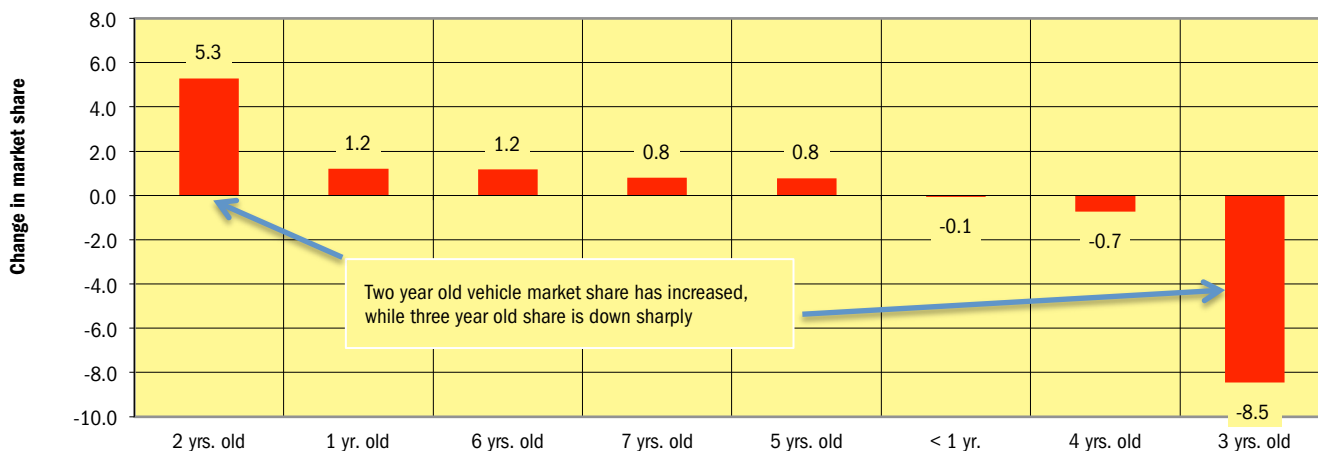
Change in New Vehicle Segment Market Share - YTD 2012 thru June v. YTD 2011



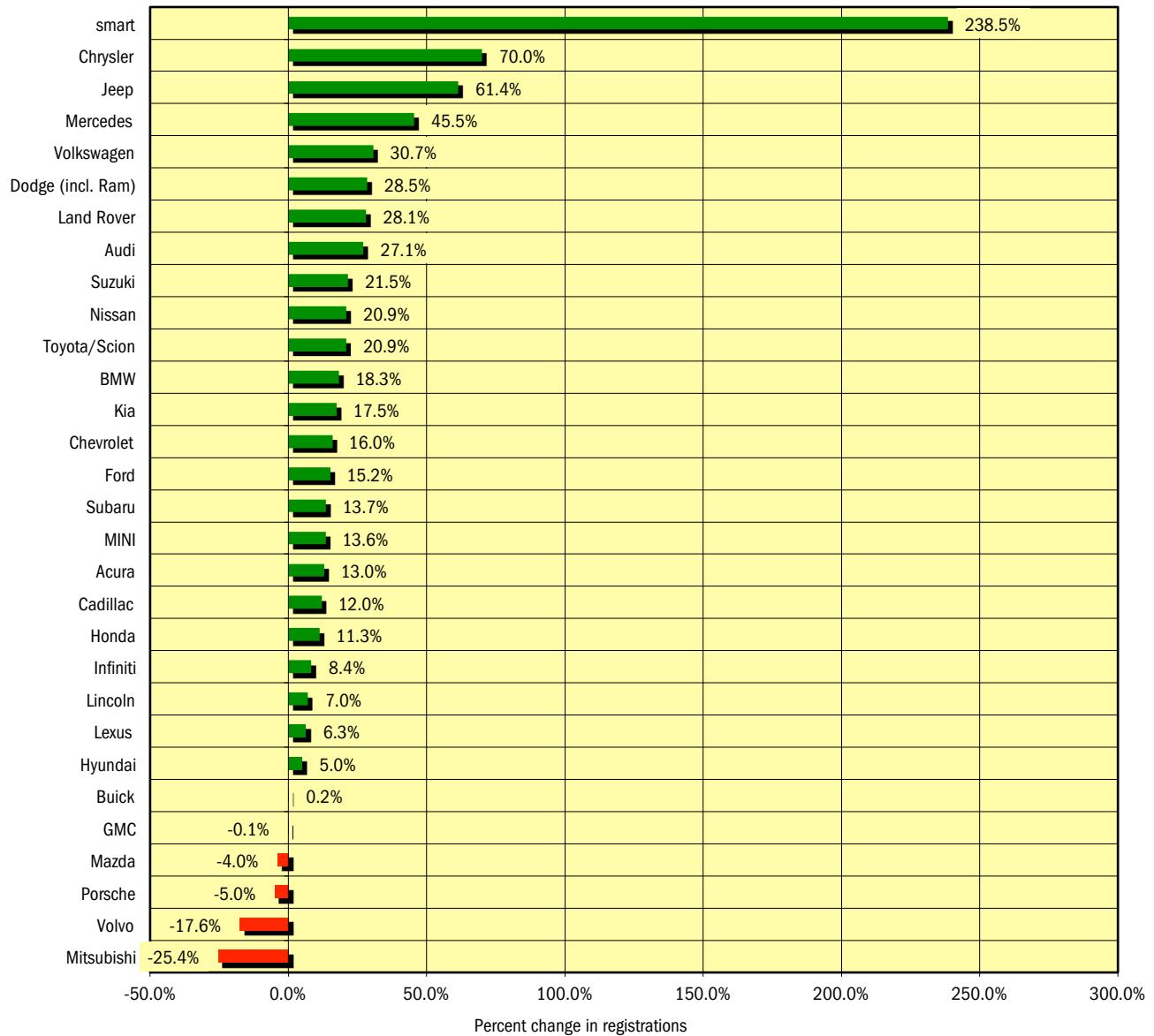
Used Vehicle Market Brand Registrations (only includes vehicles seven years old or newer)

Colorado Used Retail Car and Light Truck Registrations												
	June			Three Month Period April '12 thru June '12			YTD thru June			YTD Market Share (%)		
	2011	2012	% chg.	Yr. Ago	Current	% chg.	2011	2012	% chg.	2011	2012	Chg.
	TOTAL	15,244	15,532	1.9%	40,852	41,477	1.5%	78,293	80,875	3.3%		
Acura	212	224	5.7%	587	516	-12.1%	1,150	991	-13.8%	1.5	1.2	-0.2
Audi	286	224	-21.7%	655	550	-16.0%	1,202	1,103	-8.2%	1.5	1.4	-0.2
BMW	308	380	23.4%	840	940	11.9%	1,629	1,736	6.6%	2.1	2.1	0.1
Buick	123	117	-4.9%	353	356	0.8%	679	717	5.6%	0.9	0.9	0.0
Cadillac	226	189	-16.4%	652	519	-20.4%	1,193	1,048	-12.2%	1.5	1.3	-0.2
Chevrolet	1,723	1,842	6.9%	4,673	4,952	6.0%	8,984	9,742	8.4%	11.5	12.0	0.6
Chrysler	495	421	-14.9%	1,402	1,306	-6.8%	2,567	2,509	-2.3%	3.3	3.1	-0.2
Dodge (incl. Ram)	1,177	1,260	7.1%	3,192	3,340	4.6%	6,163	6,519	5.8%	7.9	8.1	0.2
Ford	1,841	1,961	6.5%	4,887	5,247	7.4%	9,529	10,124	6.2%	12.2	12.5	0.3
GMC	493	449	-8.9%	1,220	1,166	-4.4%	2,275	2,370	4.2%	2.9	2.9	0.0
Honda	849	853	0.5%	2,351	2,270	-3.4%	4,308	4,461	3.6%	5.5	5.5	0.0
Hummer	57	55	-3.5%	176	153	-13.1%	352	308	-12.5%	0.4	0.4	-0.1
Hyundai	464	477	2.8%	1,228	1,261	2.7%	2,349	2,519	7.2%	3.0	3.1	0.1
Infiniti	157	162	3.2%	414	402	-2.9%	773	750	-3.0%	1.0	0.9	-0.1
Jaguar	21	12	-42.9%	54	32	-40.7%	86	62	-27.9%	0.1	0.1	0.0
Jeep	910	883	-3.0%	2,365	2,379	0.6%	4,512	4,705	4.3%	5.8	5.8	0.1
Kia	417	374	-10.3%	1,143	1,115	-2.4%	2,222	2,196	-1.2%	2.8	2.7	-0.1
Land Rover	78	83	6.4%	208	207	-0.5%	442	438	-0.9%	0.6	0.5	0.0
Lexus	251	269	7.2%	668	711	6.4%	1,346	1,428	6.1%	1.7	1.8	0.0
Lincoln	93	99	6.5%	280	275	-1.8%	540	482	-10.7%	0.7	0.6	-0.1
Mazda	242	291	20.2%	746	790	5.9%	1,480	1,516	2.4%	1.9	1.9	0.0
Mercedes	176	201	14.2%	482	558	15.8%	975	1,080	10.8%	1.2	1.3	0.1
Mercury	76	81	6.6%	248	192	-22.6%	478	397	-16.9%	0.6	0.5	-0.1
MINI	61	101	65.6%	145	231	59.3%	269	397	47.6%	0.3	0.5	0.1
Mitsubishi	150	125	-16.7%	364	335	-8.0%	652	661	1.4%	0.8	0.8	0.0
Nissan	889	1,088	22.4%	2,471	2,756	11.5%	4,870	5,309	9.0%	6.2	6.6	0.3
Pontiac	310	232	-25.2%	831	665	-20.0%	1,572	1,239	-21.2%	2.0	1.5	-0.5
Porsche	34	45	32.4%	98	117	19.4%	208	210	1.0%	0.3	0.3	0.0
Saab	41	35	-14.6%	131	107	-18.3%	288	198	-31.3%	0.4	0.2	-0.1
Saturn	203	149	-26.6%	553	429	-22.4%	1,094	854	-21.9%	1.4	1.1	-0.3
Subaru	616	602	-2.3%	1,598	1,664	4.1%	3,174	3,142	-1.0%	4.1	3.9	-0.2
Suzuki	139	103	-25.9%	352	320	-9.1%	615	618	0.5%	0.8	0.8	0.0
Toyota/Scion	1,455	1,555	6.9%	3,801	4,048	6.5%	7,236	8,053	11.3%	9.2	10.0	0.7
Volkswagen	484	423	-12.6%	1,192	1,157	-2.9%	2,101	2,152	2.4%	2.7	2.7	0.0
Volvo	148	145	-2.0%	391	363	-7.2%	820	746	-9.0%	1.0	0.9	-0.1
Other	39	22	-43.6%	101	48	-52.5%	160	95	-40.6%	0.2	0.1	-0.1

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



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



Colorado Auto Outlook

Published for:
Colorado Automobile Dealers Association
290 East Speer Boulevard
Denver, CO 80203
Phone: 303-831-1722

Published by:
Auto Outlook, Inc.
5 Great Valley Parkway, Suite 234
Malvern, PA 19355
Phone: 800-206-0102
Email: jfoltz@autooutlook.com

Copyright Auto Outlook, Inc.,
July 2012

Colorado Auto Outlook is distributed free of charge to all members of Colorado Automobile Dealers Association. The publication is sponsored and supported by CADA.

Colorado Auto Outlook is published and edited by Auto Outlook, Inc., an independent automotive market research firm. Opinions in Colorado Auto Outlook are solely those of Auto Outlook, Inc., and are not necessarily shared by CADA.

**WHO ARE MY TOP COMPETITORS?
-BY MARKET AREA?**

WHAT NEW AND USED CARS SELL WELL IN MY MARKETS?

ANSWERS DRIVE RESULTS.

You need insights into your marketplace to make the best decisions to maximize profits. The AutoCount® Dealer Report analyzes full details on new and used competitive dealer market share, down to specific areas you define. You bring the questions. We'll bring the answers.



www.experianautomotive.com 888 211 5809

Experian Automotive is the data provider for Colorado Auto Outlook.