

# 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% in March '12 vs. 2011.

YTD 2012 (thru March) new registrations in the state were up 18.7%. U.S. market was up 7.1%.

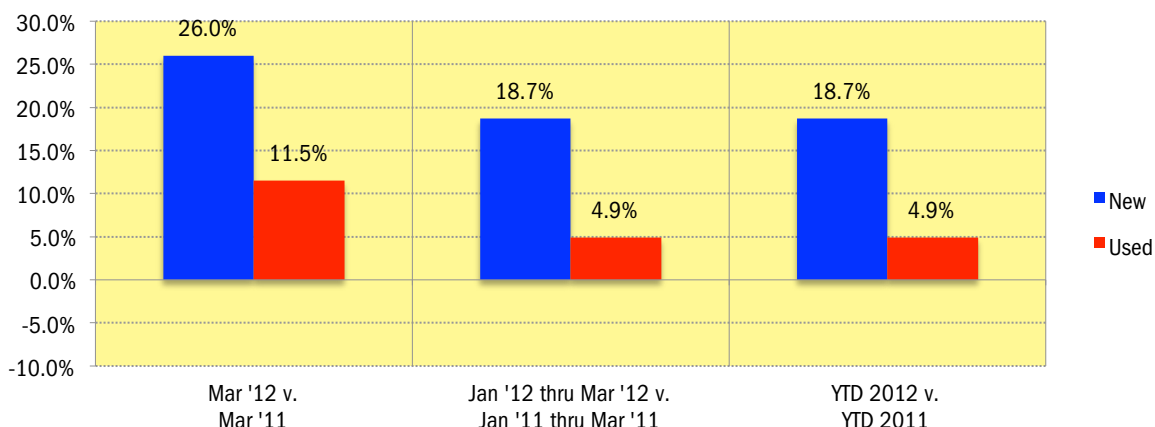
Used vehicle market increased 11.5% in March 2012 (vehicles seven years old or newer) and was up 4.9%, year-to-date.

Mid Size SUV market share increased one point so far this year.

One year old vehicle market share increased six share points.

smart, Chrysler, Jeep, Mercedes, MINI, Suzuki, and Dodge (incl. Ram) new vehicle registrations increased more than 40% thru March 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)

	March					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	Mar-11	Mar-12	Percent Change	Mar-11	Mar-12	Percent Change
Total	10,750	13,543	26.0%	14,922	16,644	11.5%
Cars	4,658	5,846	25.5%	6,621	7,373	11.4%
Light Trucks	6,092	7,697	26.3%	8,301	9,271	11.7%
Japanese Brands	4,824	5,893	22.2%	4,764	5,464	14.7%
Detroit Three Brands	3,917	5,119	30.7%	7,725	8,548	10.7%
European Brands	1,047	1,345	28.5%	1,497	1,624	8.5%
Korean Brands	962	1,186	23.3%	936	1,008	7.7%
	YTD thru March					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2011	YTD 2012	Percent Change	YTD 2011	YTD 2012	Percent Change
Total	29,458	34,980	18.7%	37,441	39,287	4.9%
Cars	12,101	14,367	18.7%	16,185	17,141	5.9%
Light Trucks	17,357	20,613	18.8%	21,256	22,146	4.2%
Japanese Brands	13,499	14,948	10.7%	12,275	13,131	7.0%
Detroit Three Brands	10,617	13,332	25.6%	19,120	19,924	4.2%
European Brands	2,978	3,840	28.9%	3,846	3,893	1.2%
Korean Brands	2,364	2,860	21.0%	2,200	2,339	6.3%

## Data Information

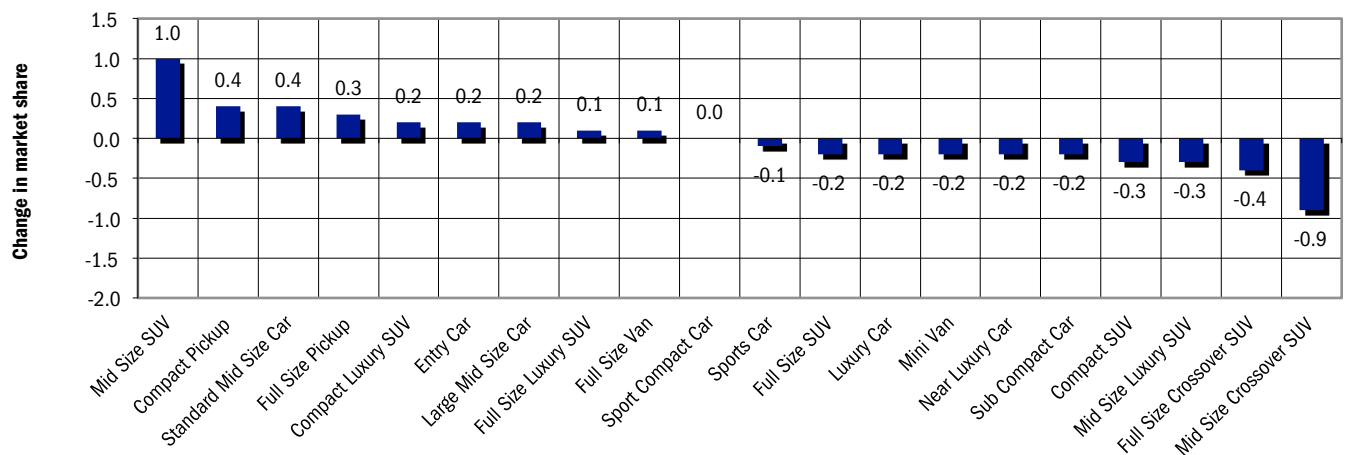
All data represents new and used vehicle retail registrations in Colorado and excludes fleet and wholesale transactions. Used vehicle data only includes vehicles seven years old or newer and excludes private party transactions. Please keep in mind that monthly registration figures can occasionally be 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															
	March				Three Month Period January '12 thru March '12				YTD thru March				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	10,750	13,543	26.0%	9.2%	29,458	34,980	18.7%	7.1%	29,458	34,980	18.7%	7.1%		
Acura	133	157	18.0%	3.5%	385	392	1.8%	-6.8%	385	392	1.8%	-6.8%	1.3	1.1	-0.2
Audi	139	210	51.1%	35.2%	428	539	25.9%	22.0%	428	539	25.9%	22.0%	1.5	1.5	0.0
BMW	215	200	-7.0%	11.1%	624	701	12.3%	10.3%	624	701	12.3%	10.3%	2.1	2.0	-0.1
Buick	86	106	23.3%	-12.2%	269	264	-1.9%	-14.4%	269	264	-1.9%	-14.4%	0.9	0.8	-0.1
Cadillac	101	131	29.7%	-12.9%	272	326	19.9%	-14.4%	272	326	19.9%	-14.4%	0.9	0.9	0.0
Chevrolet	908	1,052	15.9%	-5.9%	2,446	2,636	7.8%	-5.9%	2,446	2,636	7.8%	-5.9%	8.3	7.5	-0.8
Chrysler	79	159	101.3%	53.7%	193	358	85.5%	51.5%	193	358	85.5%	51.5%	0.7	1.0	0.3
Dodge (incl. Ram)	515	696	35.1%	15.7%	1,280	1,847	44.3%	21.8%	1,280	1,847	44.3%	21.8%	4.3	5.3	1.0
Fiat	0	39			0	77			0	77			0.0	0.2	0.2
Ford	1,361	1,731	27.2%	7.3%	3,673	4,555	24.0%	12.1%	3,673	4,555	24.0%	12.1%	12.5	13.0	0.5
GMC	336	341	1.5%	-10.3%	1,015	986	-2.9%	-9.8%	1,015	986	-2.9%	-9.8%	3.4	2.8	-0.6
Honda	900	1,097	21.9%	6.0%	2,450	2,726	11.3%	-2.8%	2,450	2,726	11.3%	-2.8%	8.3	7.8	-0.5
Hyundai	466	558	19.7%	21.9%	1,166	1,400	20.1%	14.8%	1,166	1,400	20.1%	14.8%	4.0	4.0	0.0
Infiniti	73	86	17.8%	-11.9%	251	227	-9.6%	-12.1%	251	227	-9.6%	-12.1%	0.9	0.6	-0.3
Jaguar	5	3	-40.0%	33.7%	13	10	-23.1%	11.7%	13	10	-23.1%	11.7%	0.0	0.0	0.0
Jeep	490	843	72.0%	36.4%	1,320	2,217	68.0%	40.0%	1,320	2,217	68.0%	40.0%	4.5	6.3	1.8
Kia	496	628	26.6%	36.9%	1,198	1,460	21.9%	37.0%	1,198	1,460	21.9%	37.0%	4.1	4.2	0.1
Land Rover	37	58	56.8%	31.0%	127	156	22.8%	26.9%	127	156	22.8%	26.9%	0.4	0.4	0.0
Lexus	184	228	23.9%	10.7%	586	607	3.6%	-3.5%	586	607	3.6%	-3.5%	2.0	1.7	-0.3
Lincoln	38	60	57.9%	10.2%	136	142	4.4%	9.8%	136	142	4.4%	9.8%	0.5	0.4	-0.1
Mazda	222	216	-2.7%	11.9%	588	526	-10.5%	6.4%	588	526	-10.5%	6.4%	2.0	1.5	-0.5
Mercedes	138	203	47.1%	34.5%	414	668	61.4%	27.8%	414	668	61.4%	27.8%	1.4	1.9	0.5
MINI	64	71	10.9%	7.1%	146	211	44.5%	17.9%	146	211	44.5%	17.9%	0.5	0.6	0.1
Mitsubishi	43	45	4.7%	1.5%	144	115	-20.1%	2.1%	144	115	-20.1%	2.1%	0.5	0.3	-0.2
Nissan	728	947	30.1%	2.5%	1,907	2,351	23.3%	4.4%	1,907	2,351	23.3%	4.4%	6.5	6.7	0.2
Porsche	24	33	37.5%	3.7%	88	85	-3.4%	-4.6%	88	85	-3.4%	-4.6%	0.3	0.2	-0.1
Saab	22	1	-95.5%	-68.7%	46	4	-91.3%	-59.9%	46	4	-91.3%	-59.9%	0.2	0.0	-0.2
smart	7	19	171.4%	148.4%	12	39	225.0%	107.4%	12	39	225.0%	107.4%	0.0	0.1	0.1
Subaru	1,058	1,437	35.8%	14.0%	2,955	3,428	16.0%	15.4%	2,955	3,428	16.0%	15.4%	10.0	9.8	-0.2
Suzuki	52	71	36.5%	-1.5%	142	205	44.4%	-4.5%	142	205	44.4%	-4.5%	0.5	0.6	0.1
Toyota/Scion	1,431	1,609	12.4%	7.0%	4,090	4,371	6.9%	0.9%	4,090	4,371	6.9%	0.9%	13.9	12.5	-1.4
Volkswagen	317	419	32.2%	31.2%	835	1,114	33.4%	33.6%	835	1,114	33.4%	33.6%	2.8	3.2	0.4
Volvo	75	84	12.0%	2.4%	228	223	-2.2%	1.7%	228	223	-2.2%	1.7%	0.8	0.6	-0.2
Other	7	5	-28.6%	-35.8%	31	14	-54.8%	-45.2%	31	14	-54.8%	-45.2%	0.1	0.0	-0.1

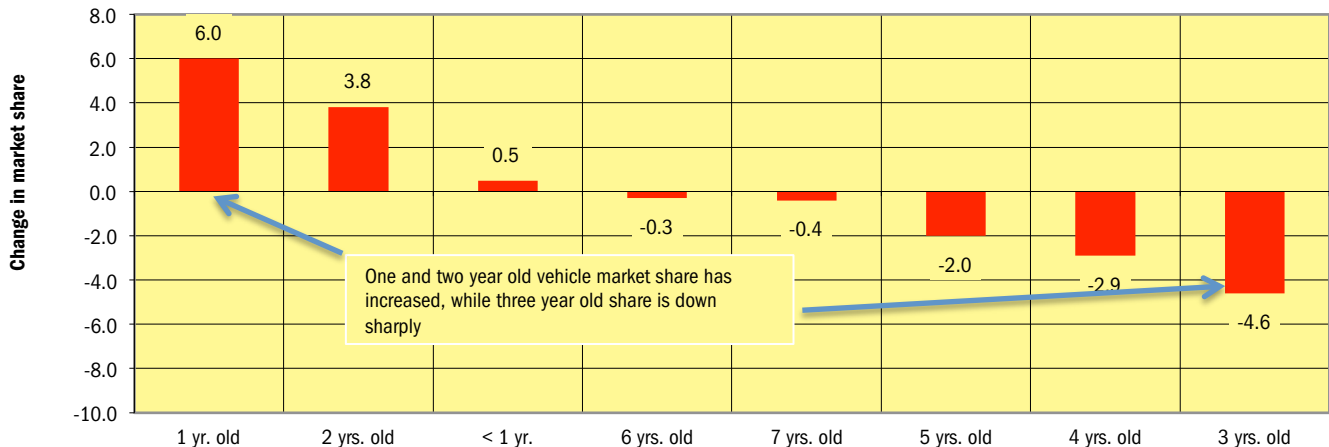
Change in New Vehicle Segment Market Share - YTD 2012 thru March v. YTD 2011



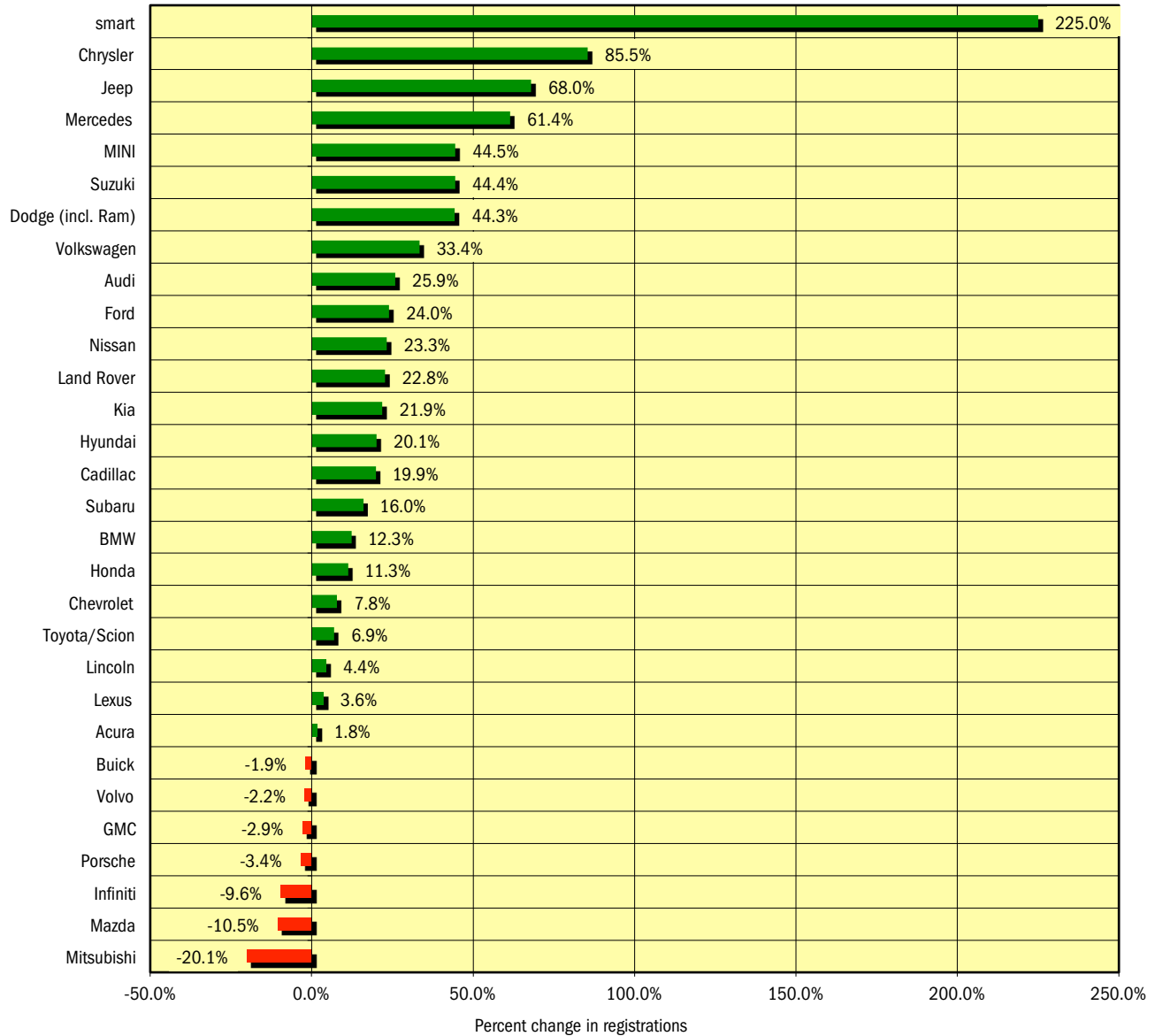
**Used Vehicle Market Brand Registrations (only includes vehicles seven years old or newer)**

Colorado Used Retail Car and Light Truck Registrations												
	March			Three Month Period January '12 thru March '12			YTD thru March			YTD Market Share (%)		
	2011	2012	% chg.	Yr. Ago	Current	% chg.	2011	2012	% chg.	2011	2012	Chg.
	TOTAL	14,922	16,644	11.5%	37,441	39,287	4.9%	37,441	39,287	4.9%		
Acura	226	199	-11.9%	563	475	-15.6%	563	475	-15.6%	1.5	1.2	-0.3
Audi	198	227	14.6%	547	553	1.1%	547	553	1.1%	1.5	1.4	-0.1
BMW	308	343	11.4%	789	796	0.9%	789	796	0.9%	2.1	2.0	-0.1
Buick	126	162	28.6%	326	361	10.7%	326	361	10.7%	0.9	0.9	0.0
Cadillac	206	239	16.0%	541	529	-2.2%	541	529	-2.2%	1.4	1.3	-0.1
Chevrolet	1,776	1,948	9.7%	4,311	4,790	11.1%	4,311	4,790	11.1%	11.5	12.2	0.7
Chrysler	514	534	3.9%	1,165	1,203	3.3%	1,165	1,203	3.3%	3.1	3.1	0.0
Dodge (incl. Ram)	1,206	1,330	10.3%	2,971	3,068	3.3%	2,971	3,068	3.3%	7.9	7.8	-0.1
Ford	1,819	2,152	18.3%	4,642	4,877	5.1%	4,642	4,877	5.1%	12.4	12.4	0.0
GMC	406	486	19.7%	1,055	1,204	14.1%	1,055	1,204	14.1%	2.8	3.1	0.3
Honda	773	904	16.9%	1,957	2,191	12.0%	1,957	2,191	12.0%	5.2	5.6	0.4
Hummer	71	66	-7.0%	176	155	-11.9%	176	155	-11.9%	0.5	0.4	-0.1
Hyundai	482	529	9.8%	1,121	1,258	12.2%	1,121	1,258	12.2%	3.0	3.2	0.2
Infiniti	139	136	-2.2%	359	348	-3.1%	359	348	-3.1%	1.0	0.9	-0.1
Jaguar	13	12	-7.7%	32	30	-6.3%	32	30	-6.3%	0.1	0.1	0.0
Jeep	830	980	18.1%	2,147	2,326	8.3%	2,147	2,326	8.3%	5.7	5.9	0.2
Kia	454	479	5.5%	1,079	1,081	0.2%	1,079	1,081	0.2%	2.9	2.8	-0.1
Land Rover	94	87	-7.4%	234	231	-1.3%	234	231	-1.3%	0.6	0.6	0.0
Lexus	233	300	28.8%	678	717	5.8%	678	717	5.8%	1.8	1.8	0.0
Lincoln	113	95	-15.9%	260	207	-20.4%	260	207	-20.4%	0.7	0.5	-0.2
Mazda	290	301	3.8%	734	726	-1.1%	734	726	-1.1%	2.0	1.8	-0.2
Mercedes	172	211	22.7%	493	522	5.9%	493	522	5.9%	1.3	1.3	0.0
Mercury	84	89	6.0%	230	205	-10.9%	230	205	-10.9%	0.6	0.5	-0.1
MINI	57	70	22.8%	124	166	33.9%	124	166	33.9%	0.3	0.4	0.1
Mitsubishi	121	137	13.2%	288	326	13.2%	288	326	13.2%	0.8	0.8	0.0
Nissan	957	1,089	13.8%	2,399	2,553	6.4%	2,399	2,553	6.4%	6.4	6.5	0.1
Pontiac	329	273	-17.0%	741	574	-22.5%	741	574	-22.5%	2.0	1.5	-0.5
Porsche	40	46	15.0%	110	93	-15.5%	110	93	-15.5%	0.3	0.2	-0.1
Saab	69	44	-36.2%	157	91	-42.0%	157	91	-42.0%	0.4	0.2	-0.2
Saturn	237	194	-18.1%	541	425	-21.4%	541	425	-21.4%	1.4	1.1	-0.3
Subaru	577	592	2.6%	1,576	1,478	-6.2%	1,576	1,478	-6.2%	4.2	3.8	-0.4
Suzuki	105	121	15.2%	263	298	13.3%	263	298	13.3%	0.7	0.8	0.1
Toyota/Scion	1,334	1,679	25.9%	3,435	4,005	16.6%	3,435	4,005	16.6%	9.2	10.2	1.0
Volkswagen	374	411	9.9%	909	995	9.5%	909	995	9.5%	2.4	2.5	0.1
Volvo	162	160	-1.2%	429	383	-10.7%	429	383	-10.7%	1.1	1.0	-0.1
Other	27	19	-29.6%	59	47	-20.3%	59	47	-20.3%	0.2	0.1	-0.1

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



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



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

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-BY MARKET AREA?

**WHAT NEW AND USED CARS SELL WELL IN MY MARKETS?**

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