

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 17.8% in March '13 vs. 2012.

New registrations in the state during the first three months of this year increased 18.3% compared to a year earlier.

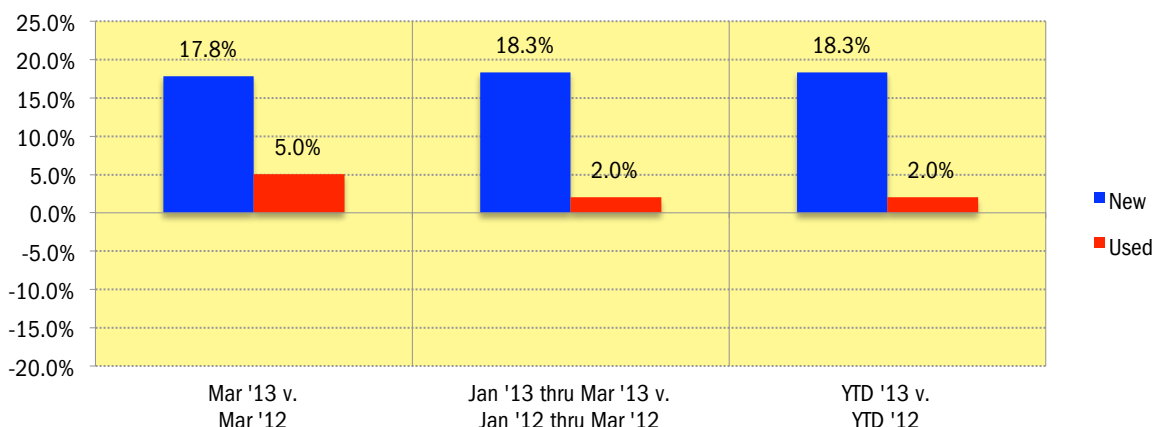
Used vehicle market was up 5% in March 2013 (vehicles seven years old or newer), and improved 2%, year-to-date.

Three year old vehicle market share increased 3.3 share points.

Land Rover, Dodge, Fiat, and BMW new vehicle registrations each increased more than 43% during the first three months of 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 | | |
| | Jan '12 thru Mar '12 | Jan '13 thru Mar '13 | Percent Change | Jan '12 thru Mar '12 | Jan '13 thru Mar '13 | Percent Change |
| Total | 34,980 | 41,384 | 18.3% | 39,398 | 40,188 | 2.0% |
| Cars | 14,374 | 16,648 | 15.8% | 17,190 | 18,179 | 5.8% |
| Light Trucks | 20,606 | 24,736 | 20.0% | 22,208 | 22,009 | -0.9% |
| Detroit Three Brands | 13,332 | 15,794 | 18.5% | 20,035 | 19,292 | -3.7% |
| European Brands | 3,840 | 4,767 | 24.1% | 3,893 | 4,318 | 10.9% |
| Japanese Brands | 14,948 | 18,172 | 21.6% | 13,131 | 14,242 | 8.5% |
| Korean Brands | 2,860 | 2,651 | -7.3% | 2,339 | 2,336 | -0.1% |
| | Year-to-date thru March | | | | | |
| | Retail New Vehicle Registrations | | | Retail Used Vehicle Registrations | | |
| | YTD 2012 | YTD 2013 | Percent Change | YTD 2012 | YTD 2013 | Percent Change |
| Total | 34,980 | 41,384 | 18.3% | 39,398 | 40,188 | 2.0% |
| Cars | 14,374 | 16,648 | 15.8% | 17,190 | 18,179 | 5.8% |
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Data Information

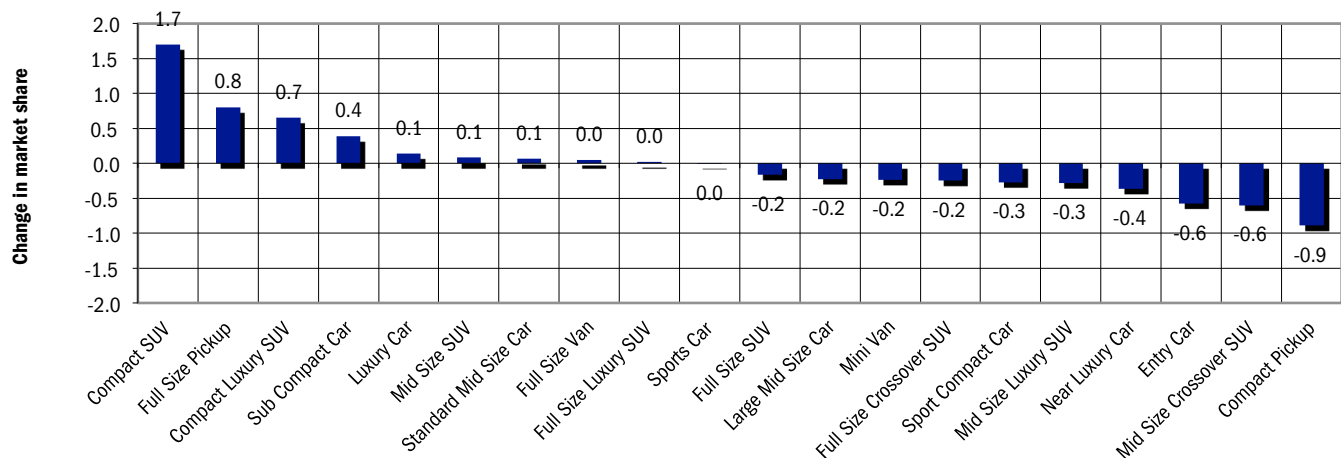
All data represents new and used vehicle retail registrations in Colorado and excludes fleet and wholesale transactions. Used vehicle data only includes vehicles seven years old or newer and excludes private party transactions. Please keep in mind that monthly registration figures can occasionally be 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: Auto Count data from Experian Automotive.

New Vehicle Market Brand Registrations

| Colorado New Retail Car and Light Truck Registrations | | | | | | | | | | | | |
|---|----------|--------|--------|--|---------|--------|----------------|--------|--------|-------------------------|------|------|
| | March | | | Three Month Period January '13 thru March '13 | | | YTD thru March | | | YTD Market Share (%) | | |
| | Colorado | | | Colorado | | | Colorado | | | Colorado | | |
| | 2012 | 2013 | % chg. | Yr. Ago | Current | % chg. | 2012 | 2013 | % chg. | 2012 | 2013 | Chg. |
| TOTAL | 13,543 | 15,959 | 17.8% | 34,980 | 41,384 | 18.3% | 34,980 | 41,384 | 18.3% | | | |
| Acura | 157 | 201 | 28.0% | 392 | 485 | 23.7% | 392 | 485 | 23.7% | 1.1 | 1.2 | 0.1 |
| Audi | 210 | 280 | 33.3% | 539 | 642 | 19.1% | 539 | 642 | 19.1% | 1.5 | 1.6 | 0.0 |
| BMW | 200 | 322 | 61.0% | 701 | 1,004 | 43.2% | 701 | 1,004 | 43.2% | 2.0 | 2.4 | 0.4 |
| Buick | 106 | 140 | 32.1% | 264 | 352 | 33.3% | 264 | 352 | 33.3% | 0.8 | 0.9 | 0.1 |
| Cadillac | 131 | 128 | -2.3% | 326 | 349 | 7.1% | 326 | 349 | 7.1% | 0.9 | 0.8 | -0.1 |
| Chevrolet | 1,052 | 1,149 | 9.2% | 2,636 | 2,930 | 11.2% | 2,636 | 2,930 | 11.2% | 7.5 | 7.1 | -0.5 |
| Chrysler | 159 | 109 | -31.4% | 358 | 297 | -17.0% | 358 | 297 | -17.0% | 1.0 | 0.7 | -0.3 |
| Dodge | 291 | 460 | 58.1% | 766 | 1,151 | 50.3% | 766 | 1,151 | 50.3% | 2.2 | 2.8 | 0.6 |
| Fiat | 39 | 56 | 43.6% | 77 | 113 | 46.8% | 77 | 113 | 46.8% | 0.2 | 0.3 | 0.1 |
| Ford | 1,731 | 2,121 | 22.5% | 4,555 | 5,461 | 19.9% | 4,555 | 5,461 | 19.9% | 13.0 | 13.2 | 0.2 |
| GMC | 341 | 420 | 23.2% | 986 | 1,181 | 19.8% | 986 | 1,181 | 19.8% | 2.8 | 2.9 | 0.0 |
| Honda | 1,097 | 1,407 | 28.3% | 2,726 | 3,456 | 26.8% | 2,726 | 3,456 | 26.8% | 7.8 | 8.4 | 0.6 |
| Hyundai | 558 | 642 | 15.1% | 1,400 | 1,387 | -0.9% | 1,400 | 1,387 | -0.9% | 4.0 | 3.4 | -0.7 |
| Infiniti | 86 | 87 | 1.2% | 227 | 264 | 16.3% | 227 | 264 | 16.3% | 0.6 | 0.6 | 0.0 |
| Jaguar | 3 | 5 | 66.7% | 10 | 9 | -10.0% | 10 | 9 | -10.0% | 0.0 | 0.0 | 0.0 |
| Jeep | 843 | 866 | 2.7% | 2,217 | 2,443 | 10.2% | 2,217 | 2,443 | 10.2% | 6.3 | 5.9 | -0.4 |
| Kia | 628 | 502 | -20.1% | 1,460 | 1,264 | -13.4% | 1,460 | 1,264 | -13.4% | 4.2 | 3.1 | -1.1 |
| Land Rover | 58 | 109 | 87.9% | 156 | 241 | 54.5% | 156 | 241 | 54.5% | 0.4 | 0.6 | 0.1 |
| Lexus | 228 | 287 | 25.9% | 607 | 765 | 26.0% | 607 | 765 | 26.0% | 1.7 | 1.8 | 0.1 |
| Lincoln | 60 | 67 | 11.7% | 142 | 169 | 19.0% | 142 | 169 | 19.0% | 0.4 | 0.4 | 0.0 |
| Mazda | 216 | 291 | 34.7% | 526 | 672 | 27.8% | 526 | 672 | 27.8% | 1.5 | 1.6 | 0.1 |
| Mercedes | 203 | 191 | -5.9% | 668 | 664 | -0.6% | 668 | 664 | -0.6% | 1.9 | 1.6 | -0.3 |
| MINI | 71 | 92 | 29.6% | 211 | 237 | 12.3% | 211 | 237 | 12.3% | 0.6 | 0.6 | 0.0 |
| Mitsubishi | 45 | 61 | 35.6% | 115 | 159 | 38.3% | 115 | 159 | 38.3% | 0.3 | 0.4 | 0.1 |
| Nissan | 947 | 973 | 2.7% | 2,351 | 2,640 | 12.3% | 2,351 | 2,640 | 12.3% | 6.7 | 6.4 | -0.3 |
| Porsche | 33 | 45 | 36.4% | 85 | 96 | 12.9% | 85 | 96 | 12.9% | 0.2 | 0.2 | 0.0 |
| Ram | 405 | 562 | 38.8% | 1,081 | 1,461 | 35.2% | 1,081 | 1,461 | 35.2% | 3.1 | 3.5 | 0.4 |
| smart | 19 | 16 | -15.8% | 39 | 39 | 0.0% | 39 | 39 | 0.0% | 0.1 | 0.1 | 0.0 |
| Subaru | 1,437 | 1,606 | 11.8% | 3,428 | 4,115 | 20.0% | 3,428 | 4,115 | 20.0% | 9.8 | 9.9 | 0.1 |
| Suzuki | 71 | 69 | -2.8% | 205 | 180 | -12.2% | 205 | 180 | -12.2% | 0.6 | 0.4 | -0.2 |
| Toyota/Scion | 1,609 | 2,082 | 29.4% | 4,371 | 5,436 | 24.4% | 4,371 | 5,436 | 24.4% | 12.5 | 13.1 | 0.6 |
| Volkswagen | 419 | 519 | 23.9% | 1,114 | 1,485 | 33.3% | 1,114 | 1,485 | 33.3% | 3.2 | 3.6 | 0.4 |
| Volvo | 84 | 86 | 2.4% | 223 | 218 | -2.2% | 223 | 218 | -2.2% | 0.6 | 0.5 | -0.1 |
| Other | 6 | 8 | 33.3% | 18 | 19 | 5.6% | 18 | 19 | 5.6% | 0.1 | 0.0 | 0.0 |

Change in New Vehicle Segment Market Share - YTD '13 thru March v. YTD '12 thru March

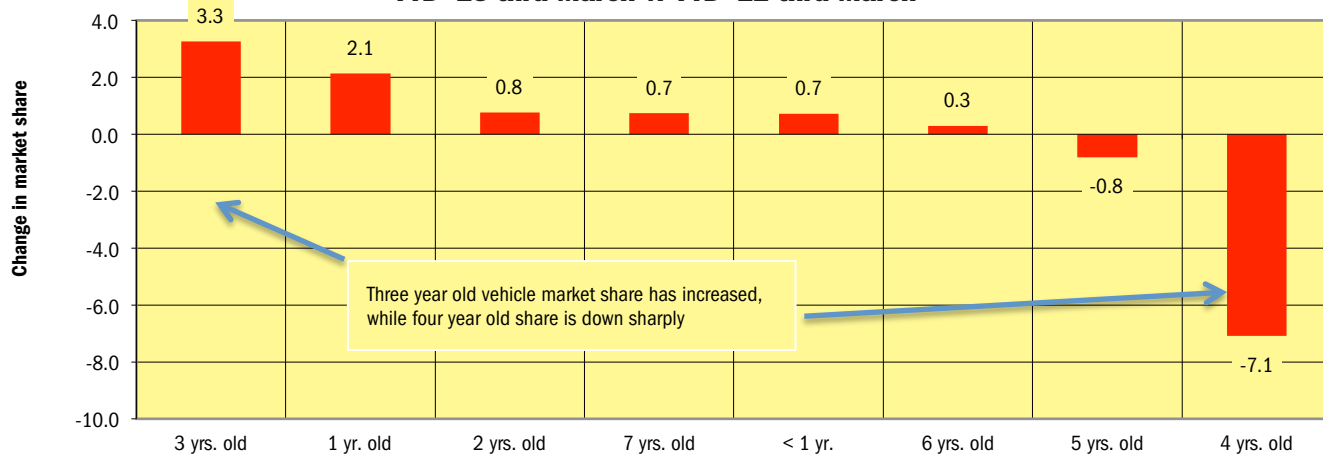


Data Source: Auto Count data from Experian Automotive.

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

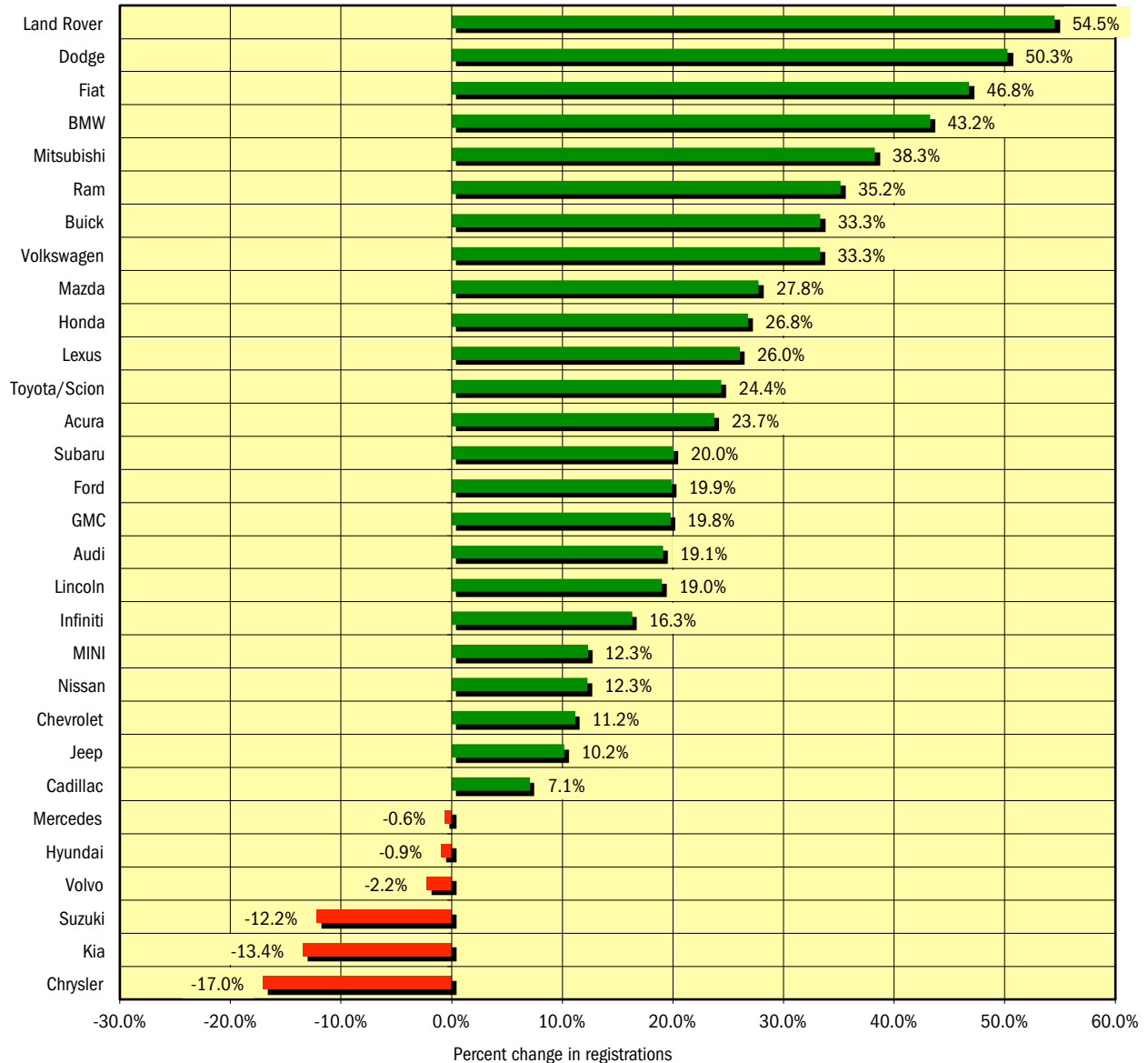
| Colorado Used Retail Car and Light Truck Registrations | | | | | | | | | | | | |
|--|-------|--------|--------|--|---------|--------|----------------|--------|--------|-------------------------|------|------|
| | March | | | Three Month Period January '13 thru March '13 | | | YTD thru March | | | YTD Market Share (%) | | |
| | 2012 | 2013 | % chg. | Yr. Ago | Current | % chg. | 2012 | 2013 | % chg. | 2012 | 2013 | Chg. |
| | TOTAL | 16,703 | 17,544 | 5.0% | 39,398 | 40,188 | 2.0% | 39,398 | 40,188 | 2.0% | | |
| Acura | 199 | 213 | 7.0% | 475 | 543 | 14.3% | 475 | 543 | 14.3% | 1.2 | 1.4 | 0.1 |
| Audi | 227 | 269 | 18.5% | 553 | 610 | 10.3% | 553 | 610 | 10.3% | 1.4 | 1.5 | 0.1 |
| BMW | 343 | 410 | 19.5% | 796 | 948 | 19.1% | 796 | 948 | 19.1% | 2.0 | 2.4 | 0.3 |
| Buick | 162 | 151 | -6.8% | 361 | 342 | -5.3% | 361 | 342 | -5.3% | 0.9 | 0.9 | -0.1 |
| Cadillac | 239 | 211 | -11.7% | 529 | 480 | -9.3% | 529 | 480 | -9.3% | 1.3 | 1.2 | -0.1 |
| Chevrolet | 1,948 | 2,156 | 10.7% | 4,790 | 4,751 | -0.8% | 4,790 | 4,751 | -0.8% | 12.2 | 11.8 | -0.3 |
| Chrysler | 534 | 432 | -19.1% | 1,203 | 914 | -24.0% | 1,203 | 914 | -24.0% | 3.1 | 2.3 | -0.8 |
| Dodge (incl. Ram) | 1,389 | 1,332 | -4.1% | 3,179 | 3,051 | -4.0% | 3,179 | 3,051 | -4.0% | 8.1 | 7.6 | -0.5 |
| Ford | 2,152 | 2,186 | 1.6% | 4,877 | 4,927 | 1.0% | 4,877 | 4,927 | 1.0% | 12.4 | 12.3 | -0.1 |
| GMC | 486 | 464 | -4.5% | 1,204 | 1,132 | -6.0% | 1,204 | 1,132 | -6.0% | 3.1 | 2.8 | -0.2 |
| Honda | 904 | 918 | 1.5% | 2,191 | 2,164 | -1.2% | 2,191 | 2,164 | -1.2% | 5.6 | 5.4 | -0.2 |
| Hummer | 66 | 62 | -6.1% | 155 | 143 | -7.7% | 155 | 143 | -7.7% | 0.4 | 0.4 | 0.0 |
| Hyundai | 529 | 576 | 8.9% | 1,258 | 1,298 | 3.2% | 1,258 | 1,298 | 3.2% | 3.2 | 3.2 | 0.0 |
| Infiniti | 136 | 162 | 19.1% | 348 | 381 | 9.5% | 348 | 381 | 9.5% | 0.9 | 0.9 | 0.1 |
| Jaguar | 12 | 9 | -25.0% | 30 | 16 | -46.7% | 30 | 16 | -46.7% | 0.1 | 0.0 | 0.0 |
| Jeep | 980 | 1,014 | 3.5% | 2,326 | 2,349 | 1.0% | 2,326 | 2,349 | 1.0% | 5.9 | 5.8 | -0.1 |
| Kia | 479 | 466 | -2.7% | 1,081 | 1,038 | -4.0% | 1,081 | 1,038 | -4.0% | 2.7 | 2.6 | -0.2 |
| Land Rover | 87 | 104 | 19.5% | 231 | 234 | 1.3% | 231 | 234 | 1.3% | 0.6 | 0.6 | 0.0 |
| Lexus | 300 | 349 | 16.3% | 717 | 791 | 10.3% | 717 | 791 | 10.3% | 1.8 | 2.0 | 0.1 |
| Lincoln | 95 | 115 | 21.1% | 207 | 277 | 33.8% | 207 | 277 | 33.8% | 0.5 | 0.7 | 0.2 |
| Mazda | 301 | 367 | 21.9% | 726 | 885 | 21.9% | 726 | 885 | 21.9% | 1.8 | 2.2 | 0.4 |
| Mercedes | 211 | 274 | 29.9% | 522 | 659 | 26.2% | 522 | 659 | 26.2% | 1.3 | 1.6 | 0.3 |
| Mercury | 89 | 62 | -30.3% | 205 | 125 | -39.0% | 205 | 125 | -39.0% | 0.5 | 0.3 | -0.2 |
| MINI | 70 | 88 | 25.7% | 166 | 193 | 16.3% | 166 | 193 | 16.3% | 0.4 | 0.5 | 0.1 |
| Mitsubishi | 137 | 165 | 20.4% | 326 | 403 | 23.6% | 326 | 403 | 23.6% | 0.8 | 1.0 | 0.2 |
| Nissan | 1,089 | 1,278 | 17.4% | 2,553 | 2,953 | 15.7% | 2,553 | 2,953 | 15.7% | 6.5 | 7.3 | 0.9 |
| Pontiac | 273 | 222 | -18.7% | 574 | 489 | -14.8% | 574 | 489 | -14.8% | 1.5 | 1.2 | -0.2 |
| Porsche | 46 | 49 | 6.5% | 93 | 116 | 24.7% | 93 | 116 | 24.7% | 0.2 | 0.3 | 0.1 |
| Saab | 44 | 43 | -2.3% | 91 | 79 | -13.2% | 91 | 79 | -13.2% | 0.2 | 0.2 | 0.0 |
| Saturn | 194 | 148 | -23.7% | 425 | 312 | -26.6% | 425 | 312 | -26.6% | 1.1 | 0.8 | -0.3 |
| Subaru | 592 | 696 | 17.6% | 1,478 | 1,659 | 12.2% | 1,478 | 1,659 | 12.2% | 3.8 | 4.1 | 0.4 |
| Suzuki | 121 | 120 | -0.8% | 298 | 256 | -14.1% | 298 | 256 | -14.1% | 0.8 | 0.6 | -0.1 |
| Toyota/Scion | 1,679 | 1,799 | 7.1% | 4,005 | 4,200 | 4.9% | 4,005 | 4,200 | 4.9% | 10.2 | 10.5 | 0.3 |
| Volkswagen | 411 | 495 | 20.4% | 995 | 1,099 | 10.5% | 995 | 1,099 | 10.5% | 2.5 | 2.7 | 0.2 |
| Volvo | 160 | 117 | -26.9% | 383 | 320 | -16.4% | 383 | 320 | -16.4% | 1.0 | 0.8 | -0.2 |
| Other | 19 | 22 | 15.8% | 47 | 51 | 8.5% | 47 | 51 | 8.5% | 0.1 | 0.1 | 0.0 |

**Change in Used Vehicle Market Share by Age of Vehicle
YTD '13 thru March v. YTD '12 thru March**



Data Source: Auto Count data from Experian Automotive.

**New Vehicle Market Percent Change in Brand Registrations
YTD '13 thru March v. YTD '12 thru March
(Top 30 selling brands)**



Data Source: Auto Count data from Experian Automotive.

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WHO ARE MY TOP COMPETITORS? -BY MARKET AREA?

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