

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 0.7% in May '12 vs. 2011.

YTD 2012 (thru May) new registrations in the state were up 16.4%. U.S. market was up 8.4%.

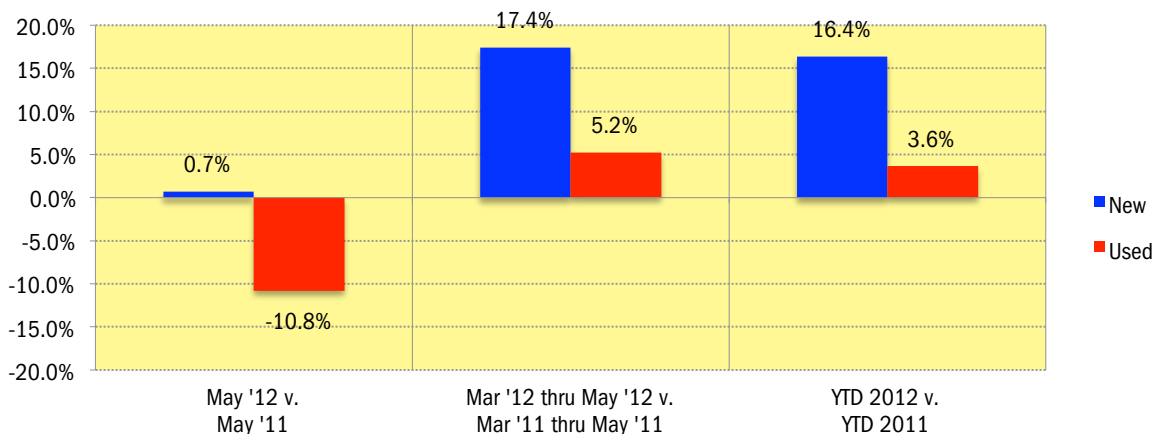
Used vehicle market fell 10.8% in May 2012 (vehicles seven years old or newer) and was up 3.6%, year-to-date.

Mid Size SUV market share increased 0.8 of a share point so far this year.

Two year old vehicle market share increased 5.4 share points.

smart, Chrysler, Jeep, and Mercedes new vehicle registrations increased more than 49% thru May 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		
	Mar '11 thru May '11	Mar '12 thru May '12	Percent Change	Mar '11 thru May '11	Mar '12 thru May '12	Percent Change
Total	31,515	37,012	17.4%	40,530	42,648	5.2%
Cars	14,185	16,715	17.8%	18,416	19,489	5.8%
Light Trucks	17,330	20,297	17.1%	22,114	23,159	4.7%
Detroit Three Brands	11,296	13,888	22.9%	20,859	21,848	4.7%
European Brands	3,024	3,874	28.1%	4,073	4,259	4.6%
Japanese Brands	14,233	16,002	12.4%	13,172	14,008	6.3%
Korean Brands	2,962	3,248	9.7%	2,426	2,533	4.4%
	YTD thru May					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2011	YTD 2012	Percent Change	YTD 2011	YTD 2012	Percent Change
Total	50,223	58,449	16.4%	63,049	65,343	3.6%
Cars	21,628	25,236	16.7%	27,980	29,280	4.6%
Light Trucks	28,595	33,213	16.1%	35,069	36,063	2.8%
Detroit Three Brands	17,996	22,101	22.8%	32,254	33,276	3.2%
European Brands	4,955	6,369	28.5%	6,422	6,528	1.7%
Japanese Brands	22,908	25,057	9.4%	20,683	21,675	4.8%
Korean Brands	4,364	4,922	12.8%	3,690	3,864	4.7%

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.

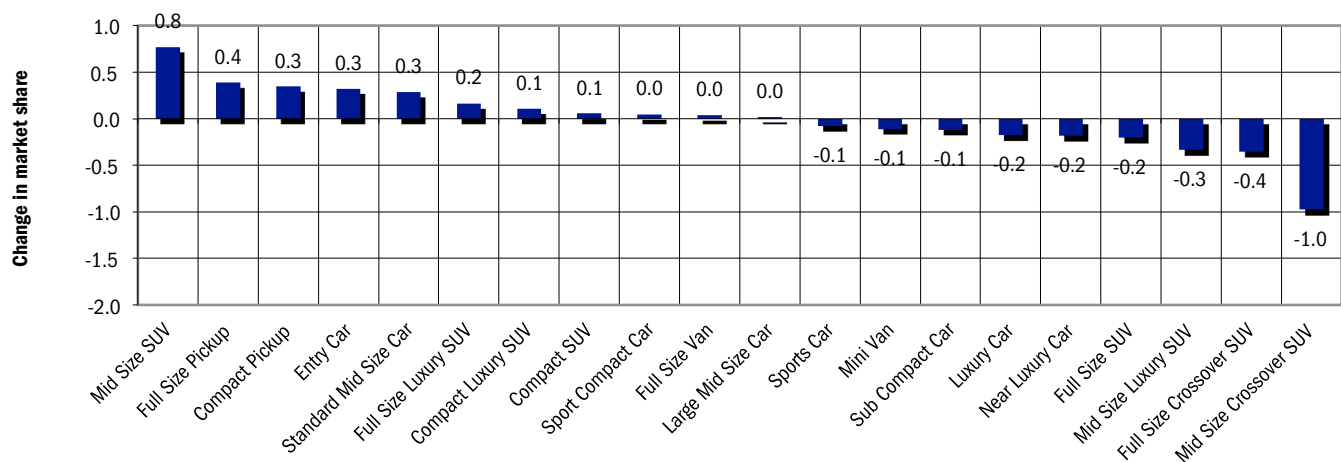
Data Source: AutoCount data from Experian Automotive.

New Vehicle Market Brand Registrations

Colorado New Retail Car and Light Truck Registrations

	May				Three Month Period March '12 thru May '12				YTD thru May				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	11,736	11,818	0.7%	15.2%	31,515	37,012	17.4%	9.9%	50,223	58,449	16.4%	8.4%			
Acura	131	100	-23.7%	15.1%	358	365	2.0%	-3.2%	610	600	-1.6%	-6.9%	1.2	1.0	-0.2
Audi	165	179	8.5%	24.1%	406	561	38.2%	22.7%	695	890	28.1%	19.7%	1.4	1.5	0.1
BMW	191	202	5.8%	20.0%	549	636	15.8%	8.9%	958	1,137	18.7%	9.3%	1.9	1.9	0.0
Buick	117	96	-17.9%	-0.2%	287	299	4.2%	-3.5%	470	457	-2.8%	-8.3%	0.9	0.8	-0.2
Cadillac	79	69	-12.7%	3.7%	255	280	9.8%	-7.4%	426	475	11.5%	-10.8%	0.8	0.8	0.0
Chevrolet	869	1,030	18.5%	1.3%	2,522	3,021	19.8%	2.6%	4,060	4,605	13.4%	-0.6%	8.1	7.9	-0.2
Chrysler	89	120	34.8%	52.0%	236	420	78.0%	58.2%	350	619	76.9%	55.4%	0.7	1.1	0.4
Dodge (incl. Ram)	600	614	2.3%	20.9%	1,592	1,942	22.0%	23.0%	2,357	3,093	31.2%	24.0%	4.7	5.3	0.6
Fiat	0	46			0	116			0	154			0.0	0.3	0.3
Ford	1,423	1,372	-3.6%	2.9%	3,919	4,570	16.6%	6.0%	6,231	7,394	18.7%	9.3%	12.4	12.7	0.2
GMC	336	308	-8.3%	-1.0%	949	947	-0.2%	1.1%	1,628	1,592	-2.2%	-3.4%	3.2	2.7	-0.5
Honda	1,127	974	-13.6%	21.3%	2,809	3,023	7.6%	4.6%	4,359	4,652	6.7%	0.0%	8.7	8.0	-0.7
Hyundai	610	492	-19.3%	11.1%	1,554	1,526	-1.8%	10.1%	2,254	2,368	5.1%	10.1%	4.5	4.1	-0.4
Infiniti	65	84	29.2%	33.2%	213	230	8.0%	-6.0%	391	371	-5.1%	-8.4%	0.8	0.6	-0.1
Jaguar	13	4	-69.2%	-9.2%	20	13	-35.0%	4.8%	28	20	-28.6%	2.9%	0.1	0.0	0.0
Jeep	563	698	24.0%	38.9%	1,402	2,261	61.3%	35.8%	2,232	3,635	62.9%	38.1%	4.4	6.2	1.8
Kia	523	548	4.8%	14.7%	1,408	1,721	22.2%	23.6%	2,110	2,553	21.0%	27.7%	4.2	4.4	0.2
Land Rover	37	45	21.6%	33.3%	105	165	57.1%	21.8%	195	263	34.9%	22.9%	0.4	0.4	0.1
Lexus	179	166	-7.3%	24.9%	539	592	9.8%	4.5%	941	971	3.2%	-1.8%	1.9	1.7	-0.2
Lincoln	49	46	-6.1%	4.6%	126	144	14.3%	1.6%	224	226	0.9%	4.5%	0.4	0.4	-0.1
Mazda	240	248	3.3%	13.1%	669	662	-1.0%	8.8%	1,035	972	-6.1%	6.7%	2.1	1.7	-0.4
Mercedes	154	189	22.7%	35.0%	403	550	36.5%	20.6%	679	1,015	49.5%	22.1%	1.4	1.7	0.4
MINI	64	69	7.8%	5.6%	180	205	13.9%	-1.9%	262	345	31.7%	6.1%	0.5	0.6	0.1
Mitsubishi	57	41	-28.1%	-8.4%	150	125	-16.7%	-9.9%	251	195	-22.3%	-5.7%	0.5	0.3	-0.2
Nissan	666	700	5.1%	0.9%	2,033	2,379	17.0%	2.6%	3,212	3,783	17.8%	3.6%	6.4	6.5	0.1
Porsche	34	24	-29.4%	8.6%	76	79	3.9%	0.5%	140	131	-6.4%	-3.0%	0.3	0.2	-0.1
Saab	13	4	-69.2%	-61.9%	40	8	-80.0%	-62.7%	64	11	-82.8%	-59.4%	0.1	0.0	-0.1
smart	9	21	133.3%	52.2%	19	51	168.4%	92.1%	24	71	195.8%	87.6%	0.0	0.1	0.1
Subaru	1,140	1,113	-2.4%	17.3%	3,095	3,580	15.7%	13.7%	4,992	5,571	11.6%	14.6%	9.9	9.5	-0.4
Suzuki	77	63	-18.2%	-10.4%	188	197	4.8%	-4.2%	278	331	19.1%	-5.0%	0.6	0.6	0.0
Toyota/Scion	1,586	1,620	2.1%	32.8%	4,179	4,849	16.0%	13.6%	6,838	7,611	11.3%	7.5%	13.6	13.0	-0.6
Volkswagen	418	464	11.0%	28.5%	978	1,269	29.8%	25.3%	1,496	1,964	31.3%	28.7%	3.0	3.4	0.4
Volvo	108	60	-44.4%	-6.5%	238	203	-14.7%	-6.7%	391	342	-12.5%	-4.1%	0.8	0.6	-0.2
Other	4	9	125.0%	-19.4%	18	23	27.8%	-15.3%	42	32	-23.8%	-31.8%	0.1	0.1	0.0

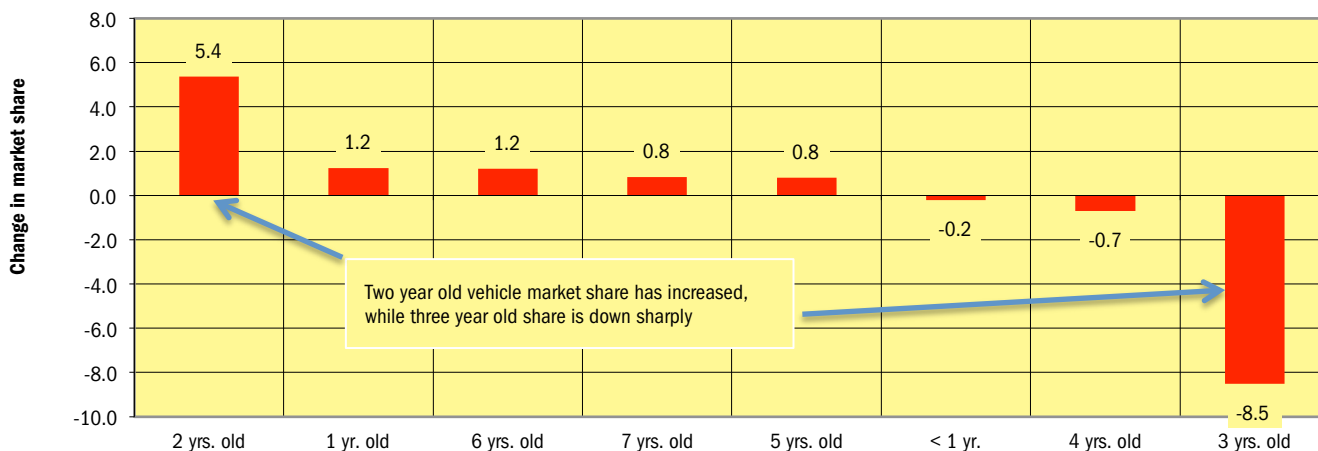
Change in New Vehicle Segment Market Share - YTD 2012 thru May v. YTD 2011



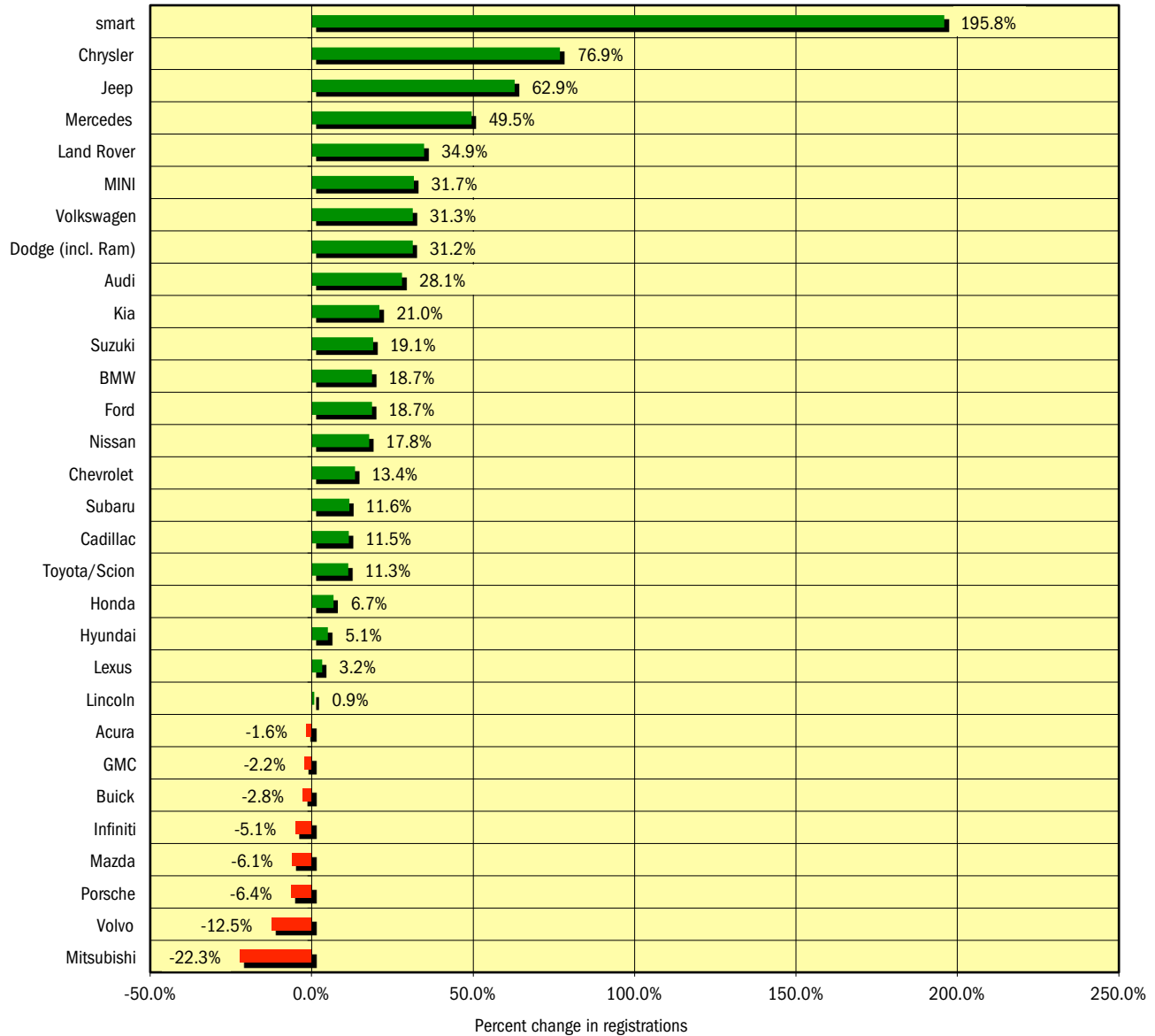
Used Vehicle Market Brand Registrations (only includes vehicles seven years old or newer)

Colorado Used Retail Car and Light Truck Registrations												
	May			Three Month Period March '12 thru May '12			YTD thru May			YTD Market Share (%)		
	2011	2012	% chg.	Yr. Ago	Current	% chg.	2011	2012	% chg.	2011	2012	Chg.
	TOTAL	14,119	12,595	-10.8%	40,530	42,648	5.2%	63,049	65,343	3.6%		
Acura	204	117	-42.6%	601	491	-18.3%	938	767	-18.2%	1.5	1.2	-0.3
Audi	228	157	-31.1%	567	553	-2.5%	916	879	-4.0%	1.5	1.3	-0.1
BMW	284	271	-4.6%	840	903	7.5%	1,321	1,356	2.6%	2.1	2.1	0.0
Buick	124	98	-21.0%	356	401	12.6%	556	600	7.9%	0.9	0.9	0.0
Cadillac	231	159	-31.2%	632	569	-10.0%	967	859	-11.2%	1.5	1.3	-0.2
Chevrolet	1,584	1,533	-3.2%	4,726	5,058	7.0%	7,261	7,900	8.8%	11.5	12.1	0.6
Chrysler	506	403	-20.4%	1,421	1,419	-0.1%	2,072	2,088	0.8%	3.3	3.2	-0.1
Dodge (incl. Ram)	1,092	1,012	-7.3%	3,221	3,469	7.7%	4,986	5,259	5.5%	7.9	8.0	0.1
Ford	1,700	1,617	-4.9%	4,865	5,438	11.8%	7,688	8,163	6.2%	12.2	12.5	0.3
GMC	403	369	-8.4%	1,133	1,203	6.2%	1,782	1,921	7.8%	2.8	2.9	0.1
Honda	815	682	-16.3%	2,275	2,321	2.0%	3,459	3,608	4.3%	5.5	5.5	0.0
Hummer	62	49	-21.0%	190	164	-13.7%	295	253	-14.2%	0.5	0.4	-0.1
Hyundai	421	376	-10.7%	1,246	1,313	5.4%	1,885	2,042	8.3%	3.0	3.1	0.1
Infiniti	149	106	-28.9%	396	376	-5.1%	616	588	-4.5%	1.0	0.9	-0.1
Jaguar	19	7	-63.2%	46	32	-30.4%	65	50	-23.1%	0.1	0.1	0.0
Jeep	828	728	-12.1%	2,285	2,476	8.4%	3,602	3,822	6.1%	5.7	5.8	0.1
Kia	394	358	-9.1%	1,180	1,220	3.4%	1,805	1,822	0.9%	2.9	2.8	-0.1
Land Rover	66	57	-13.6%	224	211	-5.8%	364	355	-2.5%	0.6	0.5	0.0
Lexus	234	212	-9.4%	650	742	14.2%	1,095	1,159	5.8%	1.7	1.8	0.0
Lincoln	107	92	-14.0%	300	271	-9.7%	447	383	-14.3%	0.7	0.6	-0.1
Mazda	257	259	0.8%	794	800	0.8%	1,238	1,225	-1.1%	2.0	1.9	-0.1
Mercedes	171	170	-0.6%	478	568	18.8%	799	879	10.0%	1.3	1.3	0.1
Mercury	85	47	-44.7%	256	200	-21.9%	402	316	-21.4%	0.6	0.5	-0.2
MINI	46	70	52.2%	141	200	41.8%	208	296	42.3%	0.3	0.5	0.1
Mitsubishi	112	99	-11.6%	335	347	3.6%	502	536	6.8%	0.8	0.8	0.0
Nissan	882	825	-6.5%	2,539	2,757	8.6%	3,981	4,221	6.0%	6.3	6.5	0.1
Pontiac	285	195	-31.6%	850	706	-16.9%	1,262	1,007	-20.2%	2.0	1.5	-0.5
Porsche	39	37	-5.1%	104	118	13.5%	174	165	-5.2%	0.3	0.3	0.0
Saab	44	32	-27.3%	159	116	-27.0%	247	163	-34.0%	0.4	0.2	-0.1
Saturn	191	126	-34.0%	587	474	-19.3%	891	705	-20.9%	1.4	1.1	-0.3
Subaru	530	521	-1.7%	1,559	1,654	6.1%	2,558	2,540	-0.7%	4.1	3.9	-0.2
Suzuki	118	111	-5.9%	318	338	6.3%	476	515	8.2%	0.8	0.8	0.0
Toyota/Scion	1,345	1,205	-10.4%	3,680	4,172	13.4%	5,781	6,498	12.4%	9.2	9.9	0.8
Volkswagen	409	379	-7.3%	1,082	1,145	5.8%	1,617	1,729	6.9%	2.6	2.6	0.1
Volvo	115	101	-12.2%	405	378	-6.7%	672	601	-10.6%	1.1	0.9	-0.1
Other	39	15	-61.5%	89	45	-49.4%	121	73	-39.7%	0.2	0.1	-0.1

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



**New Vehicle Market Percent Change in Brand Registrations
YTD 2012 thru May 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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