

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 9.7% in May '13 vs. 2012.

New registrations in the state during the first five months of this year increased 15% compared to a year earlier.

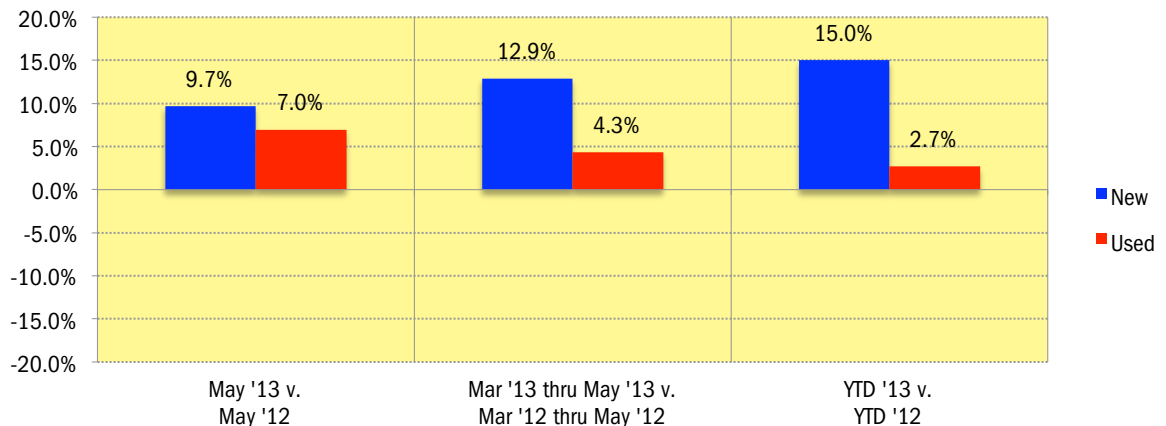
Used vehicle market was up 7% in May 2013 (vehicles seven years old or newer), and improved 2.7%, year-to-date.

Three year old vehicle market share increased 3.2 share points.

Dodge, Mitsubishi, Acura, Ram, and Land Rover new vehicle registrations each increased more than 30% during the first five 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		
	Mar '12 thru May '12	Mar '13 thru May '13	Percent Change	Mar '12 thru May '12	Mar '13 thru May '13	Percent Change
Total	37,012	41,792	12.9%	42,648	44,490	4.3%
Cars	16,722	17,224	3.0%	19,489	20,445	4.9%
Light Trucks	20,290	24,568	21.1%	23,159	24,045	3.8%
Detroit Three Brands	13,888	15,954	14.9%	21,848	21,758	-0.4%
European Brands	3,874	4,360	12.5%	4,259	4,553	6.9%
Japanese Brands	16,002	18,568	16.0%	14,008	15,529	10.9%
Korean Brands	3,248	2,910	-10.4%	2,533	2,650	4.6%
	Year-to-date thru May					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2012	YTD 2013	Percent Change	YTD 2012	YTD 2013	Percent Change
Total	58,449	67,217	15.0%	65,343	67,134	2.7%
Cars	25,248	27,311	8.2%	29,280	30,533	4.3%
Light Trucks	33,201	39,906	20.2%	36,063	36,601	1.5%
Detroit Three Brands	22,101	25,726	16.4%	33,276	32,495	-2.3%
European Brands	6,369	7,398	16.2%	6,528	6,995	7.2%
Japanese Brands	25,057	29,676	18.4%	21,675	23,700	9.3%
Korean Brands	4,922	4,417	-10.3%	3,864	3,944	2.1%

Data Information

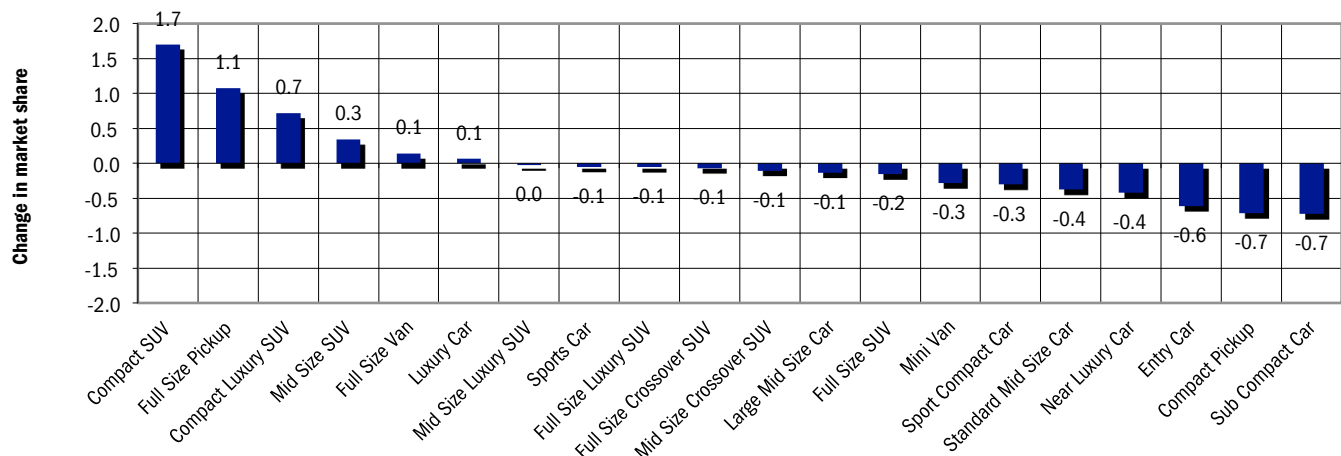
All data represents new and used vehicle retail registrations in Colorado and excludes fleet and wholesale transactions. Used vehicle data only includes vehicles seven years old or newer and excludes private party transactions. Please keep in mind that monthly registration figures can occasionally be 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 '13 thru May '13			YTD thru May			YTD Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2012	2013	% chg.	Yr. Ago	Current	% chg.	2012	2013	% chg.	2012	2013	Chg.
TOTAL	11,818	12,966	9.7%	37,012	41,792	12.9%	58,449	67,217	15.0%			
Acura	100	166	66.0%	365	507	38.9%	600	791	31.8%	1.0	1.2	0.2
Audi	179	196	9.5%	561	674	20.1%	890	1,036	16.4%	1.5	1.5	0.0
BMW	202	200	-1.0%	636	773	21.5%	1,137	1,455	28.0%	1.9	2.2	0.2
Buick	96	99	3.1%	299	365	22.1%	457	577	26.3%	0.8	0.9	0.1
Cadillac	69	96	39.1%	280	322	15.0%	475	543	14.3%	0.8	0.8	0.0
Chevrolet	1,030	1,024	-0.6%	3,021	3,168	4.9%	4,605	4,949	7.5%	7.9	7.4	-0.5
Chrysler	120	111	-7.5%	420	314	-25.2%	619	502	-18.9%	1.1	0.7	-0.3
Dodge	275	431	56.7%	846	1,314	55.3%	1,321	2,005	51.8%	2.3	3.0	0.7
Fiat	46	32	-30.4%	116	125	7.8%	154	182	18.2%	0.3	0.3	0.0
Ford	1,372	1,631	18.9%	4,570	5,416	18.5%	7,394	8,756	18.4%	12.7	13.0	0.4
GMC	308	379	23.1%	947	1,128	19.1%	1,592	1,889	18.7%	2.7	2.8	0.1
Honda	974	1,106	13.6%	3,023	3,622	19.8%	4,652	5,671	21.9%	8.0	8.4	0.5
Hyundai	492	460	-6.5%	1,526	1,534	0.5%	2,368	2,279	-3.8%	4.1	3.4	-0.7
Infiniti	84	79	-6.0%	230	245	6.5%	371	422	13.7%	0.6	0.6	0.0
Jaguar	4	4	0.0%	13	11	-15.4%	20	15	-25.0%	0.0	0.0	0.0
Jeep	698	760	8.9%	2,261	2,350	3.9%	3,635	3,927	8.0%	6.2	5.8	-0.4
Kia	548	431	-21.4%	1,721	1,376	-20.0%	2,553	2,138	-16.3%	4.4	3.2	-1.2
Land Rover	45	38	-15.6%	165	211	27.9%	263	343	30.4%	0.4	0.5	0.1
Lexus	166	236	42.2%	592	745	25.8%	971	1,223	26.0%	1.7	1.8	0.2
Lincoln	46	54	17.4%	144	153	6.3%	226	255	12.8%	0.4	0.4	0.0
Mazda	248	264	6.5%	662	804	21.5%	972	1,185	21.9%	1.7	1.8	0.1
Mercedes	189	166	-12.2%	550	514	-6.5%	1,015	987	-2.8%	1.7	1.5	-0.3
MINI	69	106	53.6%	205	253	23.4%	345	398	15.4%	0.6	0.6	0.0
Mitsubishi	41	52	26.8%	125	167	33.6%	195	265	35.9%	0.3	0.4	0.1
Nissan	700	834	19.1%	2,379	2,666	12.1%	3,783	4,333	14.5%	6.5	6.4	0.0
Porsche	24	27	12.5%	79	104	31.6%	131	155	18.3%	0.2	0.2	0.0
Ram	339	428	26.3%	1,096	1,424	29.9%	1,772	2,323	31.1%	3.0	3.5	0.4
smart	21	11	-47.6%	51	51	0.0%	71	74	4.2%	0.1	0.1	0.0
Subaru	1,113	1,238	11.2%	3,580	4,237	18.4%	5,571	6,746	21.1%	9.5	10.0	0.5
Toyota/Scion	1,620	1,762	8.8%	4,849	5,453	12.5%	7,611	8,807	15.7%	13.0	13.1	0.1
Volkswagen	464	468	0.9%	1,269	1,416	11.6%	1,964	2,382	21.3%	3.4	3.5	0.2
Volvo	60	65	8.3%	203	214	5.4%	342	346	1.2%	0.6	0.5	-0.1
Other	76	12	-84.2%	228	136	-40.4%	374	258	-31.0%	0.6	0.4	-0.3

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

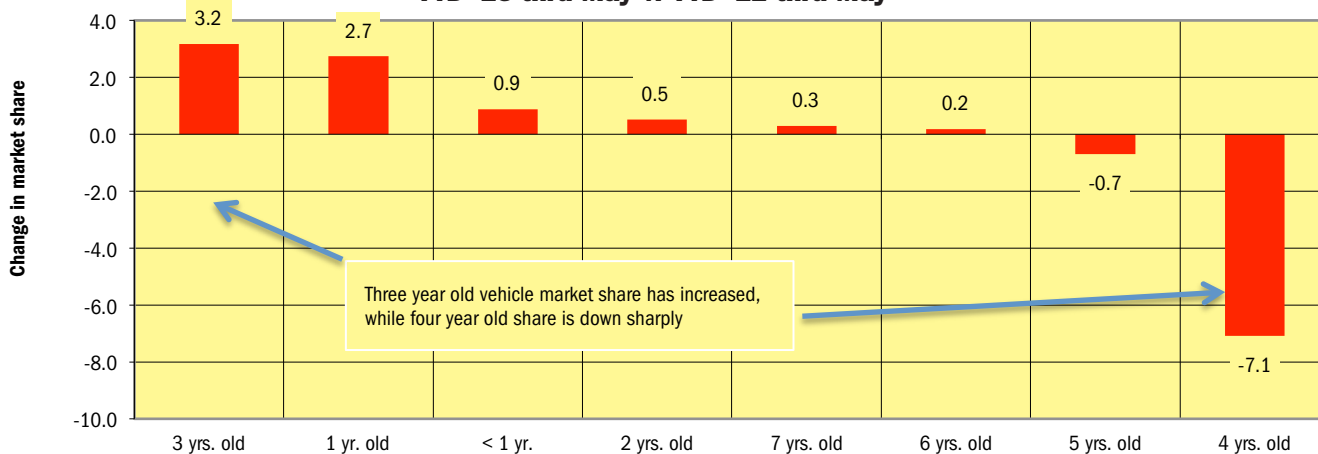


Data Source: AutoCount data from Experian Automotive.

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

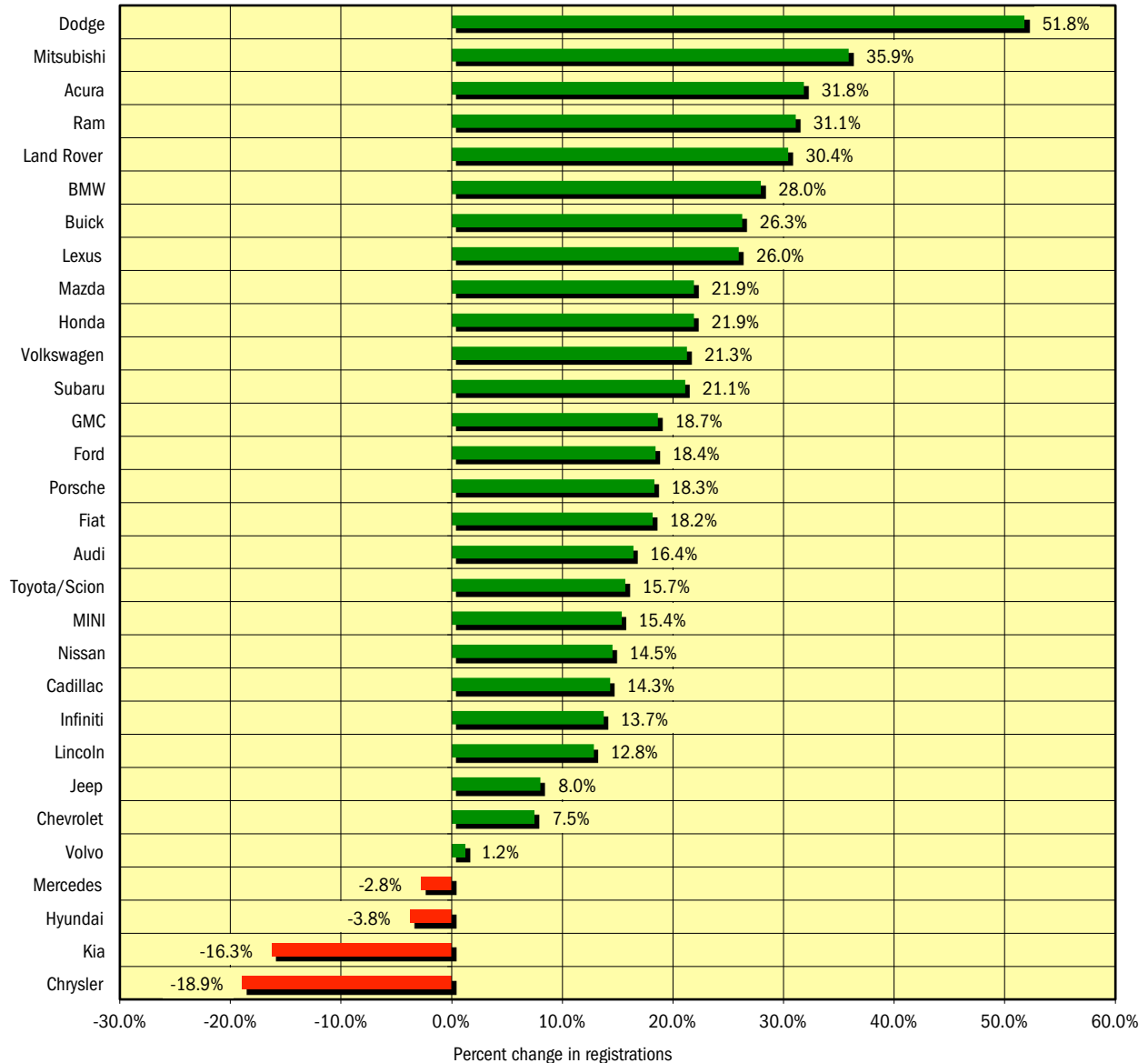
Colorado Used Retail Car and Light Truck Registrations												
	May			Three Month Period March '13 thru May '13			YTD thru May			YTD Market Share (%)		
	2012	2013	% chg.	Yr. Ago	Current	% chg.	2012	2013	% chg.	2012	2013	Chg.
	TOTAL	12,595	13,473	7.0%	42,648	44,490	4.3%	65,343	67,134	2.7%		
Acura	117	178	52.1%	491	535	9.0%	767	865	12.8%	1.2	1.3	0.1
Audi	157	192	22.3%	553	653	18.1%	879	994	13.1%	1.3	1.5	0.1
BMW	271	303	11.8%	903	992	9.9%	1,356	1,530	12.8%	2.1	2.3	0.2
Buick	98	109	11.2%	401	371	-7.5%	600	562	-6.3%	0.9	0.8	-0.1
Cadillac	159	173	8.8%	569	553	-2.8%	859	822	-4.3%	1.3	1.2	-0.1
Chevrolet	1,533	1,556	1.5%	5,058	5,373	6.2%	7,900	7,968	0.9%	12.1	11.9	-0.2
Chrysler	403	330	-18.1%	1,419	1,107	-22.0%	2,088	1,589	-23.9%	3.2	2.4	-0.8
Dodge (incl. Ram)	1,012	1,080	6.7%	3,469	3,475	0.2%	5,259	5,194	-1.2%	8.0	7.7	-0.3
Ford	1,617	1,741	7.7%	5,438	5,633	3.6%	8,163	8,374	2.6%	12.5	12.5	0.0
GMC	369	404	9.5%	1,203	1,208	0.4%	1,921	1,876	-2.3%	2.9	2.8	-0.1
Honda	682	718	5.3%	2,321	2,296	-1.1%	3,608	3,542	-1.8%	5.5	5.3	-0.2
Hummer	49	47	-4.1%	164	150	-8.5%	253	231	-8.7%	0.4	0.3	0.0
Hyundai	376	409	8.8%	1,313	1,403	6.9%	2,042	2,125	4.1%	3.1	3.2	0.0
Infiniti	106	106	0.0%	376	405	7.7%	588	624	6.1%	0.9	0.9	0.0
Jaguar	7	9	28.6%	32	24	-25.0%	50	31	-38.0%	0.1	0.0	0.0
Jeep	728	739	1.5%	2,476	2,537	2.5%	3,822	3,872	1.3%	5.8	5.8	-0.1
Kia	358	382	6.7%	1,220	1,247	2.2%	1,822	1,819	-0.2%	2.8	2.7	-0.1
Land Rover	57	53	-7.0%	211	257	21.8%	355	387	9.0%	0.5	0.6	0.0
Lexus	212	276	30.2%	742	886	19.4%	1,159	1,328	14.6%	1.8	2.0	0.2
Lincoln	92	94	2.2%	271	296	9.2%	383	458	19.6%	0.6	0.7	0.1
Mazda	259	283	9.3%	800	995	24.4%	1,225	1,513	23.5%	1.9	2.3	0.4
Mercedes	170	182	7.1%	568	644	13.4%	879	1,029	17.1%	1.3	1.5	0.2
Mercury	47	37	-21.3%	200	145	-27.5%	316	208	-34.2%	0.5	0.3	-0.2
MINI	70	78	11.4%	200	244	22.0%	296	349	17.9%	0.5	0.5	0.1
Mitsubishi	99	137	38.4%	347	443	27.7%	536	681	27.1%	0.8	1.0	0.2
Nissan	825	1,028	24.6%	2,757	3,322	20.5%	4,221	4,997	18.4%	6.5	7.4	1.0
Pontiac	195	157	-19.5%	706	542	-23.2%	1,007	809	-19.7%	1.5	1.2	-0.3
Porsche	37	25	-32.4%	118	114	-3.4%	165	181	9.7%	0.3	0.3	0.0
Saab	32	27	-15.6%	116	102	-12.1%	163	138	-15.3%	0.2	0.2	0.0
Saturn	126	117	-7.1%	474	368	-22.4%	705	532	-24.5%	1.1	0.8	-0.3
Subaru	521	525	0.8%	1,654	1,699	2.7%	2,540	2,662	4.8%	3.9	4.0	0.1
Suzuki	111	89	-19.8%	338	329	-2.7%	515	465	-9.7%	0.8	0.7	-0.1
Toyota/Scion	1,205	1,412	17.2%	4,172	4,606	10.4%	6,498	7,007	7.8%	9.9	10.4	0.5
Volkswagen	379	351	-7.4%	1,145	1,166	1.8%	1,729	1,770	2.4%	2.6	2.6	0.0
Volvo	101	99	-2.0%	378	299	-20.9%	601	502	-16.5%	0.9	0.7	-0.2
Other	15	27	80.0%	45	71	57.8%	73	100	37.0%	0.1	0.1	0.0

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



Data Source: AutoCount data from Experian Automotive.

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



Data Source: AutoCount data from Experian Automotive.

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

WHAT NEW AND USED CARS SELL WELL IN MY MARKETS?

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