

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 22.8% in November '13 vs. 2012.

New registrations in the state during the first eleven months of this year increased 12.8% compared to a year earlier.

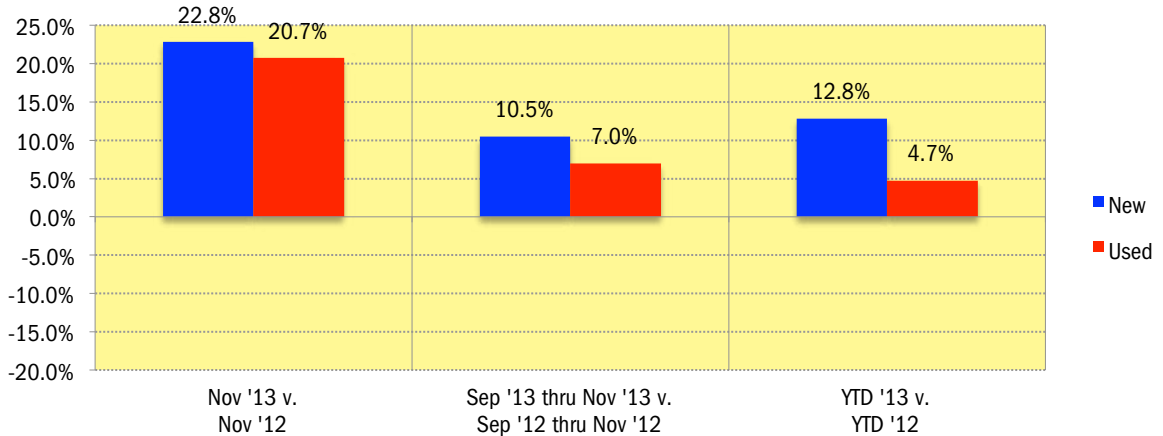
Used vehicle market was up 20.7% in November 2013 (vehicles seven years old or newer), and improved 4.7%, year-to-date.

Three year old vehicle market share increased 3.3 share points.

Dodge, Porsche, Ram, BMW, Subaru, and Lexus new vehicle registrations each increased more than 28% during the first eleven 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 | | |
| | Sep '12 thru Nov '12 | Sep '13 thru Nov '13 | Percent Change | Sep '12 thru Nov '12 | Sep '13 thru Nov '13 | Percent Change |
| Total | 42,578 | 47,032 | 10.5% | 44,323 | 47,414 | 7.0% |
| Cars | 18,181 | 18,581 | 2.2% | 19,753 | 21,436 | 8.5% |
| Light Trucks | 24,397 | 28,451 | 16.6% | 24,570 | 25,978 | 5.7% |
| Detroit Three Brands | 15,356 | 17,761 | 15.7% | 21,750 | 22,182 | 2.0% |
| European Brands | 4,729 | 5,158 | 9.1% | 4,577 | 4,932 | 7.8% |
| Japanese Brands | 19,060 | 21,087 | 10.6% | 15,497 | 17,372 | 12.1% |
| Korean Brands | 3,433 | 3,026 | -11.9% | 2,499 | 2,928 | 17.2% |
| | Year-to-date thru November | | | | | |
| | Retail New Vehicle Registrations | | | Retail Used Vehicle Registrations | | |
| | YTD 2012 | YTD 2013 | Percent Change | YTD 2012 | YTD 2013 | Percent Change |
| Total | 141,610 | 159,755 | 12.8% | 151,684 | 158,847 | 4.7% |
| Cars | 61,748 | 65,357 | 5.8% | 67,732 | 72,498 | 7.0% |
| Light Trucks | 79,862 | 94,398 | 18.2% | 83,952 | 86,349 | 2.9% |
| Detroit Three Brands | 52,373 | 60,819 | 16.1% | 75,857 | 75,812 | -0.1% |
| European Brands | 15,407 | 17,657 | 14.6% | 15,280 | 16,473 | 7.8% |
| Japanese Brands | 61,915 | 70,715 | 14.2% | 51,791 | 57,032 | 10.1% |
| Korean Brands | 11,915 | 10,564 | -11.3% | 8,756 | 9,530 | 8.8% |

Data Information

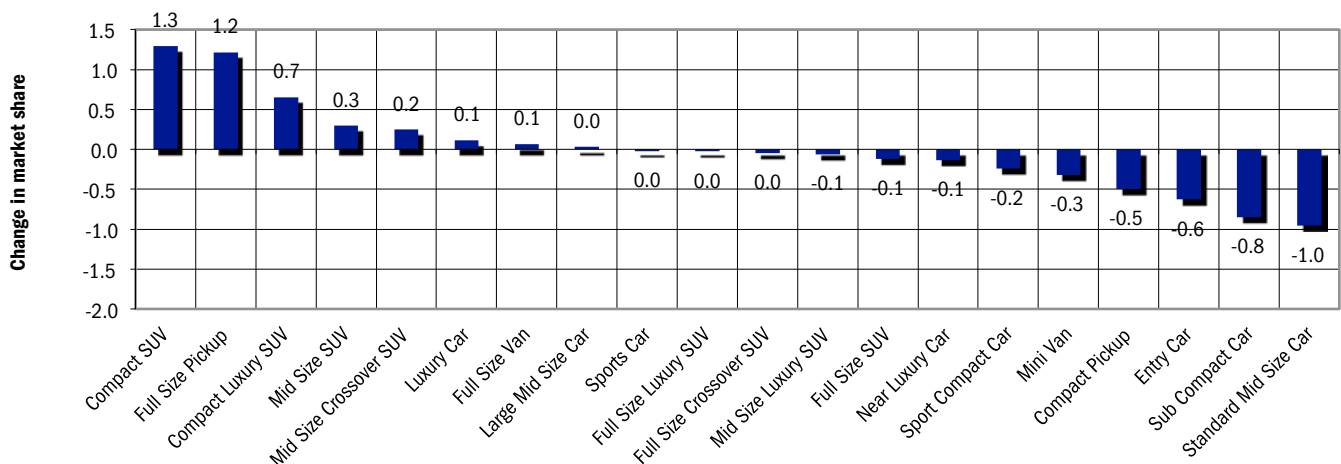
All data represents new and used vehicle retail registrations in Colorado and excludes fleet and wholesale transactions. Used vehicle data only includes vehicles seven years old or newer and excludes private party transactions. Please keep in mind that monthly registration figures can occasionally be 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 | | | | | | | | | | | | |
|---|----------|--------|--------|--|---------|--------|----------------------------|---------|--------|-------------------------|------|------|
| | November | | | Three Month Period Sep '13 thru Nov '13 | | | Year-to-date thru November | | | YTD Market Share (%) | | |
| | Colorado | | | Colorado | | | Colorado | | | Colorado | | |
| | 2012 | 2013 | % chg. | Yr. Ago | Current | % chg. | 2012 | 2013 | % chg. | 2012 | 2013 | Chg. |
| TOTAL | 11,191 | 13,743 | 22.8% | 42,578 | 47,032 | 10.5% | 141,610 | 159,755 | 12.8% | | | |
| Acura | 124 | 182 | 46.8% | 576 | 574 | -0.3% | 1,752 | 1,903 | 8.6% | 1.2 | 1.2 | 0.0 |
| Audi | 156 | 205 | 31.4% | 580 | 695 | 19.8% | 1,994 | 2,467 | 23.7% | 1.4 | 1.5 | 0.1 |
| BMW | 228 | 271 | 18.9% | 689 | 880 | 27.7% | 2,492 | 3,223 | 29.3% | 1.8 | 2.0 | 0.3 |
| Buick | 85 | 108 | 27.1% | 337 | 410 | 21.7% | 1,147 | 1,412 | 23.1% | 0.8 | 0.9 | 0.1 |
| Cadillac | 85 | 115 | 35.3% | 330 | 384 | 16.4% | 1,075 | 1,246 | 15.9% | 0.8 | 0.8 | 0.0 |
| Chevrolet | 816 | 1,080 | 32.4% | 3,211 | 3,681 | 14.6% | 11,120 | 12,326 | 10.8% | 7.9 | 7.7 | -0.1 |
| Chrysler | 77 | 89 | 15.6% | 358 | 342 | -4.5% | 1,404 | 1,192 | -15.1% | 1.0 | 0.7 | -0.2 |
| Dodge | 240 | 304 | 26.7% | 881 | 1,130 | 28.3% | 3,094 | 4,533 | 46.5% | 2.2 | 2.8 | 0.7 |
| Fiat | 58 | 29 | -50.0% | 153 | 104 | -32.0% | 468 | 402 | -14.1% | 0.3 | 0.3 | -0.1 |
| Ford | 1,376 | 1,668 | 21.2% | 5,012 | 5,617 | 12.1% | 17,218 | 20,035 | 16.4% | 12.2 | 12.5 | 0.4 |
| GMC | 301 | 371 | 23.3% | 1,092 | 1,313 | 20.2% | 3,659 | 4,341 | 18.6% | 2.6 | 2.7 | 0.1 |
| Honda | 934 | 1,174 | 25.7% | 3,503 | 3,962 | 13.1% | 11,631 | 13,509 | 16.1% | 8.2 | 8.5 | 0.2 |
| Hyundai | 488 | 389 | -20.3% | 1,864 | 1,466 | -21.4% | 6,015 | 5,257 | -12.6% | 4.2 | 3.3 | -1.0 |
| Infiniti | 86 | 85 | -1.2% | 364 | 307 | -15.7% | 1,082 | 986 | -8.9% | 0.8 | 0.6 | -0.1 |
| Jaguar | 4 | 9 | 125.0% | 10 | 34 | 240.0% | 48 | 83 | 72.9% | 0.0 | 0.1 | 0.0 |
| Jeep | 751 | 772 | 2.8% | 2,686 | 2,845 | 5.9% | 8,797 | 9,284 | 5.5% | 6.2 | 5.8 | -0.4 |
| Kia | 351 | 424 | 20.8% | 1,569 | 1,560 | -0.6% | 5,899 | 5,307 | -10.0% | 4.2 | 3.3 | -0.8 |
| Land Rover | 65 | 66 | 1.5% | 204 | 234 | 14.7% | 628 | 770 | 22.6% | 0.4 | 0.5 | 0.0 |
| Lexus | 180 | 266 | 47.8% | 717 | 937 | 30.7% | 2,283 | 2,924 | 28.1% | 1.6 | 1.8 | 0.2 |
| Lincoln | 35 | 61 | 74.3% | 172 | 184 | 7.0% | 575 | 608 | 5.7% | 0.4 | 0.4 | 0.0 |
| Mazda | 195 | 297 | 52.3% | 828 | 1,077 | 30.1% | 2,549 | 3,174 | 24.5% | 1.8 | 2.0 | 0.2 |
| Mercedes | 148 | 273 | 84.5% | 597 | 720 | 20.6% | 2,194 | 2,389 | 8.9% | 1.5 | 1.5 | -0.1 |
| MINI | 56 | 84 | 50.0% | 254 | 287 | 13.0% | 866 | 997 | 15.1% | 0.6 | 0.6 | 0.0 |
| Mitsubishi | 51 | 38 | -25.5% | 155 | 133 | -14.2% | 497 | 564 | 13.5% | 0.4 | 0.4 | 0.0 |
| Nissan | 739 | 959 | 29.8% | 2,672 | 3,125 | 17.0% | 8,980 | 10,276 | 14.4% | 6.3 | 6.4 | 0.1 |
| Porsche | 25 | 41 | 64.0% | 93 | 134 | 44.1% | 328 | 439 | 33.8% | 0.2 | 0.3 | 0.0 |
| Ram | 395 | 514 | 30.1% | 1,273 | 1,783 | 40.1% | 4,260 | 5,679 | 33.3% | 3.0 | 3.6 | 0.5 |
| smart | 13 | 6 | -53.8% | 44 | 29 | -34.1% | 164 | 142 | -13.4% | 0.1 | 0.1 | 0.0 |
| Subaru | 1,041 | 1,525 | 46.5% | 3,778 | 4,832 | 27.9% | 12,684 | 16,270 | 28.3% | 9.0 | 10.2 | 1.2 |
| Tesla | 0 | 16 | | 0 | 70 | | 0 | 160 | | 0.0 | 0.1 | 0.1 |
| Toyota/Scion | 1,515 | 1,775 | 17.2% | 6,206 | 6,140 | -1.1% | 19,628 | 20,870 | 6.3% | 13.9 | 13.1 | -0.8 |
| Volkswagen | 441 | 473 | 7.3% | 1,855 | 1,814 | -2.2% | 5,357 | 5,907 | 10.3% | 3.8 | 3.7 | -0.1 |
| Volvo | 53 | 63 | 18.9% | 227 | 203 | -10.6% | 777 | 770 | -0.9% | 0.5 | 0.5 | -0.1 |
| Other | 79 | 11 | -86.1% | 288 | 26 | -91.0% | 945 | 310 | -67.2% | 0.7 | 0.2 | -0.5 |

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

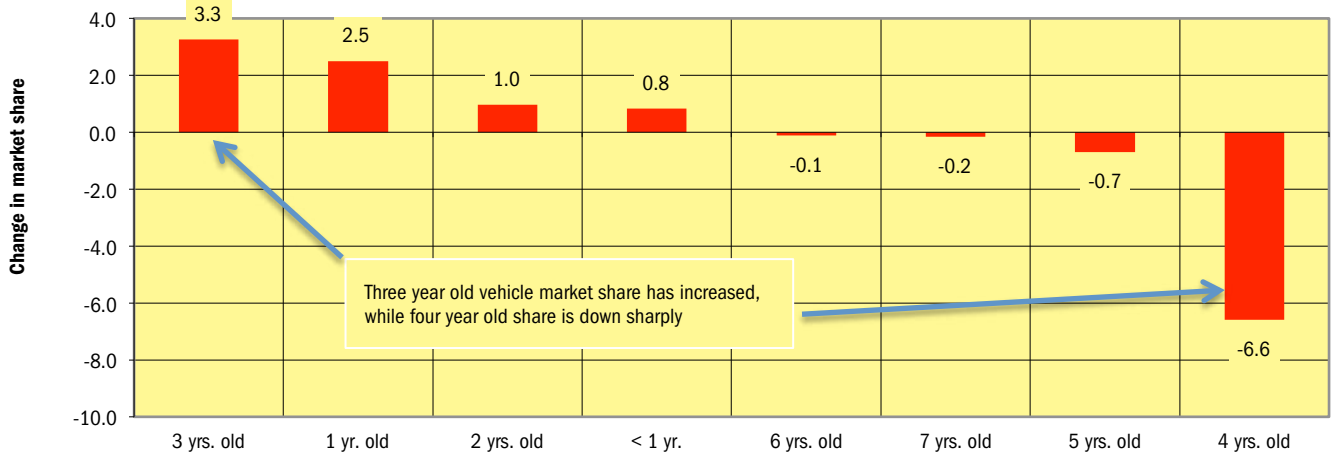


Data Source: AutoCount data from Experian Automotive.

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

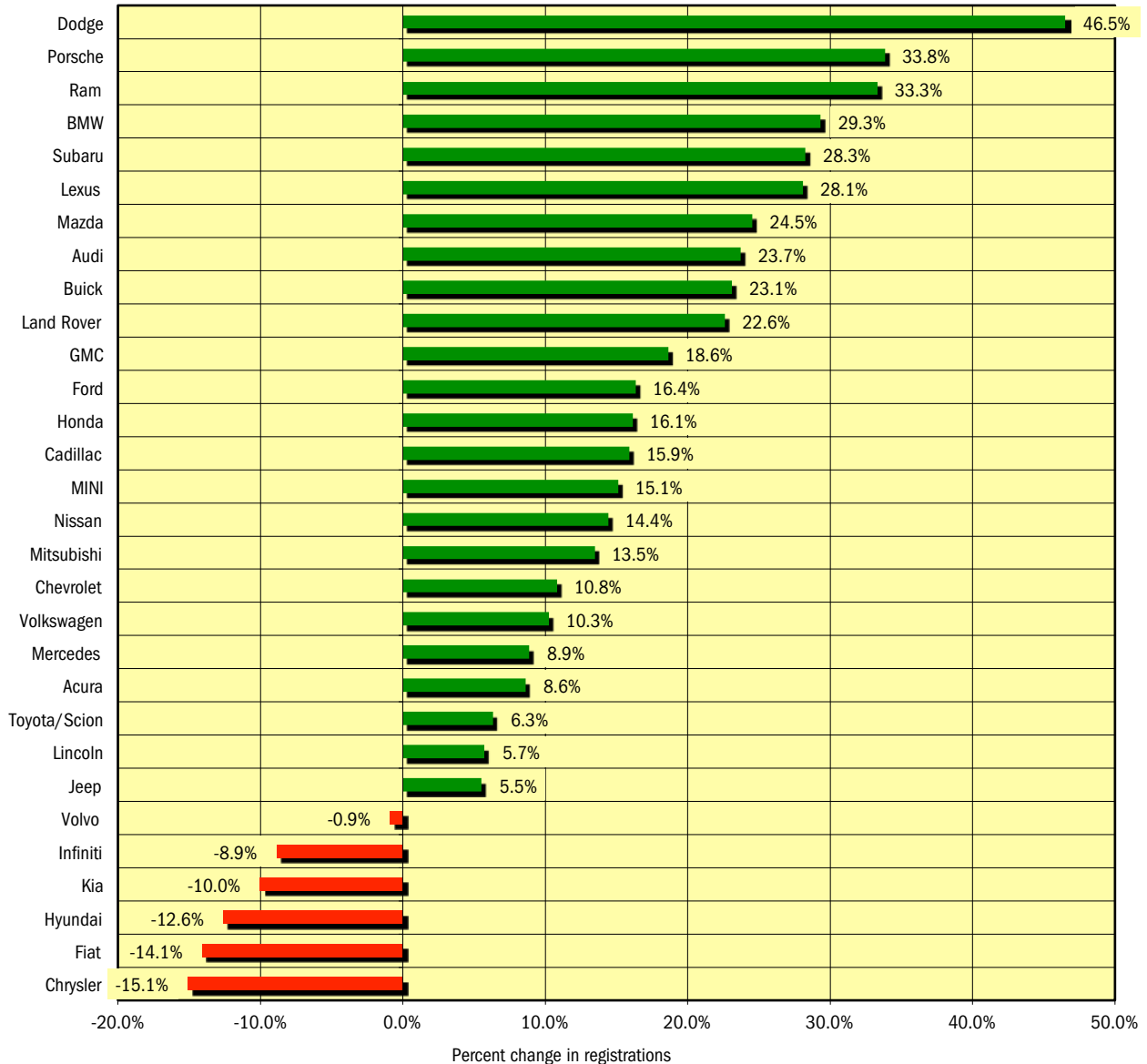
| Colorado Used Retail Car and Light Truck Registrations | | | | | | | | | | | | |
|--|----------|--------|--------|--|---------|--------|----------------------------|---------|---------|-------------------------|------|------|
| | November | | | Three Month Period Sep '13 thru Nov '13 | | | Year-to-date thru November | | | YTD Market Share (%) | | |
| | 2012 | 2013 | % chg. | Yr. Ago | Current | % chg. | 2012 | 2013 | % chg. | 2012 | 2013 | Chg. |
| | TOTAL | 12,299 | 14,848 | 20.7% | 44,323 | 47,414 | 7.0% | 151,684 | 158,847 | 4.7% | | |
| Acura | 175 | 223 | 27.4% | 647 | 650 | 0.5% | 2,003 | 2,082 | 3.9% | 1.3 | 1.3 | 0.0 |
| Audi | 183 | 254 | 38.8% | 663 | 736 | 11.0% | 2,140 | 2,317 | 8.3% | 1.4 | 1.5 | 0.0 |
| BMW | 285 | 357 | 25.3% | 989 | 1,078 | 9.0% | 3,266 | 3,588 | 9.9% | 2.2 | 2.3 | 0.1 |
| Buick | 108 | 109 | 0.9% | 435 | 375 | -13.8% | 1,384 | 1,289 | -6.9% | 0.9 | 0.8 | -0.1 |
| Cadillac | 135 | 180 | 33.3% | 511 | 598 | 17.0% | 1,844 | 1,944 | 5.4% | 1.2 | 1.2 | 0.0 |
| Chevrolet | 1,418 | 1,639 | 15.6% | 5,074 | 5,255 | 3.6% | 17,872 | 18,334 | 2.6% | 11.8 | 11.5 | -0.2 |
| Chrysler | 333 | 330 | -0.9% | 1,179 | 1,038 | -12.0% | 4,367 | 3,657 | -16.3% | 2.9 | 2.3 | -0.6 |
| Dodge (incl. Ram) | 908 | 1,089 | 19.9% | 3,461 | 3,385 | -2.2% | 12,115 | 11,826 | -2.4% | 8.0 | 7.4 | -0.5 |
| Ford | 1,538 | 1,866 | 21.3% | 5,416 | 5,915 | 9.2% | 18,833 | 20,030 | 6.4% | 12.4 | 12.6 | 0.2 |
| GMC | 356 | 436 | 22.5% | 1,239 | 1,400 | 13.0% | 4,395 | 4,506 | 2.5% | 2.9 | 2.8 | -0.1 |
| Honda | 677 | 844 | 24.7% | 2,424 | 2,738 | 13.0% | 8,495 | 8,771 | 3.2% | 5.6 | 5.5 | -0.1 |
| Hummer | 41 | 52 | 26.8% | 168 | 146 | -13.1% | 574 | 490 | -14.6% | 0.4 | 0.3 | -0.1 |
| Hyundai | 360 | 502 | 39.4% | 1,339 | 1,521 | 13.6% | 4,681 | 5,015 | 7.1% | 3.1 | 3.2 | 0.1 |
| Infiniti | 117 | 174 | 48.7% | 409 | 540 | 32.0% | 1,389 | 1,605 | 15.6% | 0.9 | 1.0 | 0.1 |
| Jaguar | 6 | 8 | 33.3% | 26 | 25 | -3.8% | 109 | 84 | -22.9% | 0.1 | 0.1 | 0.0 |
| Jeep | 809 | 880 | 8.8% | 2,750 | 2,800 | 1.8% | 9,052 | 9,141 | 1.0% | 6.0 | 5.8 | -0.2 |
| Kia | 342 | 406 | 18.7% | 1,160 | 1,407 | 21.3% | 4,075 | 4,515 | 10.8% | 2.7 | 2.8 | 0.2 |
| Land Rover | 70 | 85 | 21.4% | 266 | 277 | 4.1% | 836 | 897 | 7.3% | 0.6 | 0.6 | 0.0 |
| Lexus | 215 | 257 | 19.5% | 799 | 880 | 10.1% | 2,662 | 3,064 | 15.1% | 1.8 | 1.9 | 0.2 |
| Lincoln | 77 | 104 | 35.1% | 289 | 314 | 8.7% | 935 | 1,071 | 14.5% | 0.6 | 0.7 | 0.1 |
| Mazda | 271 | 341 | 25.8% | 866 | 1,071 | 23.7% | 2,898 | 3,566 | 23.1% | 1.9 | 2.2 | 0.3 |
| Mercedes | 166 | 187 | 12.7% | 622 | 697 | 12.1% | 2,029 | 2,437 | 20.1% | 1.3 | 1.5 | 0.2 |
| Mercury | 51 | 44 | -13.7% | 211 | 157 | -25.6% | 729 | 522 | -28.4% | 0.5 | 0.3 | -0.2 |
| MINI | 66 | 93 | 40.9% | 225 | 271 | 20.4% | 743 | 852 | 14.7% | 0.5 | 0.5 | 0.0 |
| Mitsubishi | 89 | 120 | 34.8% | 387 | 357 | -7.8% | 1,305 | 1,393 | 6.7% | 0.9 | 0.9 | 0.0 |
| Nissan | 868 | 1,051 | 21.1% | 3,123 | 3,407 | 9.1% | 10,270 | 11,597 | 12.9% | 6.8 | 7.3 | 0.5 |
| Pontiac | 154 | 121 | -21.4% | 603 | 420 | -30.3% | 2,197 | 1,707 | -22.3% | 1.4 | 1.1 | -0.4 |
| Porsche | 35 | 41 | 17.1% | 109 | 113 | 3.7% | 394 | 432 | 9.6% | 0.3 | 0.3 | 0.0 |
| Saab | 37 | 20 | -45.9% | 123 | 78 | -36.6% | 377 | 277 | -26.5% | 0.2 | 0.2 | -0.1 |
| Saturn | 118 | 122 | 3.4% | 414 | 379 | -8.5% | 1,560 | 1,295 | -17.0% | 1.0 | 0.8 | -0.2 |
| Subaru | 540 | 674 | 24.8% | 1,890 | 2,201 | 16.5% | 6,198 | 6,810 | 9.9% | 4.1 | 4.3 | 0.2 |
| Suzuki | 82 | 89 | 8.5% | 327 | 316 | -3.4% | 1,160 | 1,073 | -7.5% | 0.8 | 0.7 | -0.1 |
| Toyota/Scion | 1,235 | 1,654 | 33.9% | 4,616 | 5,206 | 12.8% | 15,373 | 17,043 | 10.9% | 10.1 | 10.7 | 0.6 |
| Volkswagen | 291 | 376 | 29.2% | 1,088 | 1,238 | 13.8% | 3,845 | 4,215 | 9.6% | 2.5 | 2.7 | 0.1 |
| Volvo | 126 | 99 | -21.4% | 417 | 350 | -16.1% | 1,392 | 1,151 | -17.3% | 0.9 | 0.7 | -0.2 |
| Other | 17 | 21 | 23.5% | 58 | 75 | 29.3% | 187 | 251 | 34.2% | 0.1 | 0.2 | 0.0 |

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



Data Source: AutoCount data from Experian Automotive.

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



Data Source: AutoCount data from Experian Automotive.

Colorado Auto Outlook

Published for:
Colorado Automobile Dealers Association
290 East Speer Boulevard
Denver, CO 80203
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December 2013

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-BY MARKET AREA?**

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