

# Colorado Auto Outlook™

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Colorado Automobile Dealers Association

Comprehensive information on the Colorado automotive market

## Quick Facts

Colorado new vehicle registrations increased 31.6% in October '12 vs. 2011.

YTD 2012 (thru October) new registrations in the state were up 22.9%. U.S. market was up 13.3%.

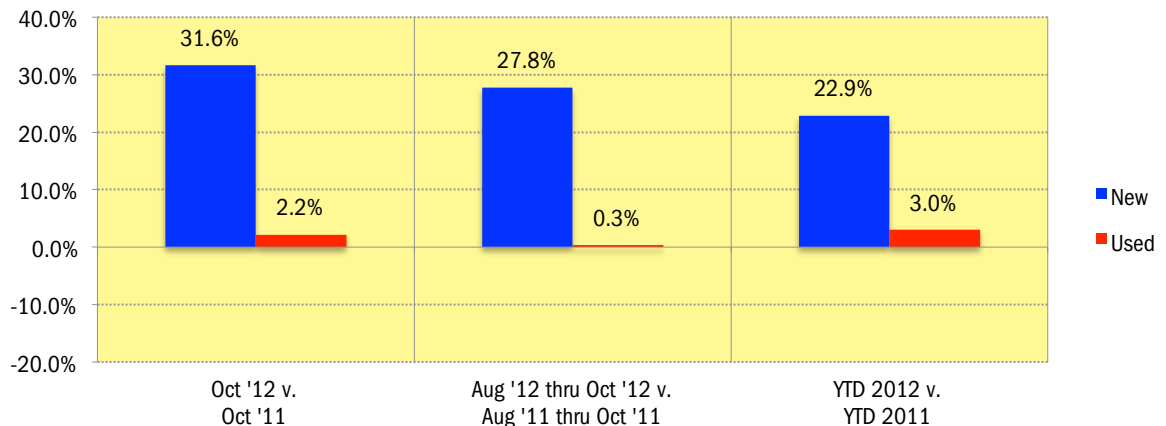
Used vehicle market increased 2.2% in October 2012 (vehicles seven years old or newer) and was up 3%, year-to-date.

Sub Compact and Standard Mid Size Car new vehicle market shares increased 0.7 of a share point so far this year.

Two year old vehicle market share increased 4.7 share points.

Jeep, Chrysler, Acura, Land Rover, Volkswagen, Toyota and Infiniti new vehicle registrations each increased more than 30% thru October 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		
	Aug '11 thru Oct '11	Aug '12 thru Oct '12	Percent Change	Aug '11 thru Oct '11	Aug '12 thru Oct '12	Percent Change
Total	34,934	44,639	27.8%	45,398	45,545	0.3%
Cars	14,215	19,314	35.9%	19,335	20,181	4.4%
Light Trucks	20,719	25,325	22.2%	26,063	25,364	-2.7%
Detroit Three Brands	13,850	16,042	15.8%	23,433	22,409	-4.4%
European Brands	3,768	4,948	31.3%	4,697	4,611	-1.8%
Japanese Brands	13,827	19,914	44.0%	14,804	15,973	7.9%
Korean Brands	3,489	3,735	7.1%	2,464	2,552	3.6%
	YTD thru October					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2011	YTD 2012	Percent Change	YTD 2011	YTD 2012	Percent Change
Total	106,123	130,419	22.9%	135,352	139,385	3.0%
Cars	45,299	57,117	26.1%	59,205	62,297	5.2%
Light Trucks	60,824	73,302	20.5%	76,147	77,088	1.2%
Detroit Three Brands	40,059	48,211	20.3%	69,486	69,811	0.5%
European Brands	11,124	14,158	27.3%	13,981	14,000	0.1%
Japanese Brands	44,936	56,974	26.8%	44,191	47,520	7.5%
Korean Brands	10,004	11,076	10.7%	7,694	8,054	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.

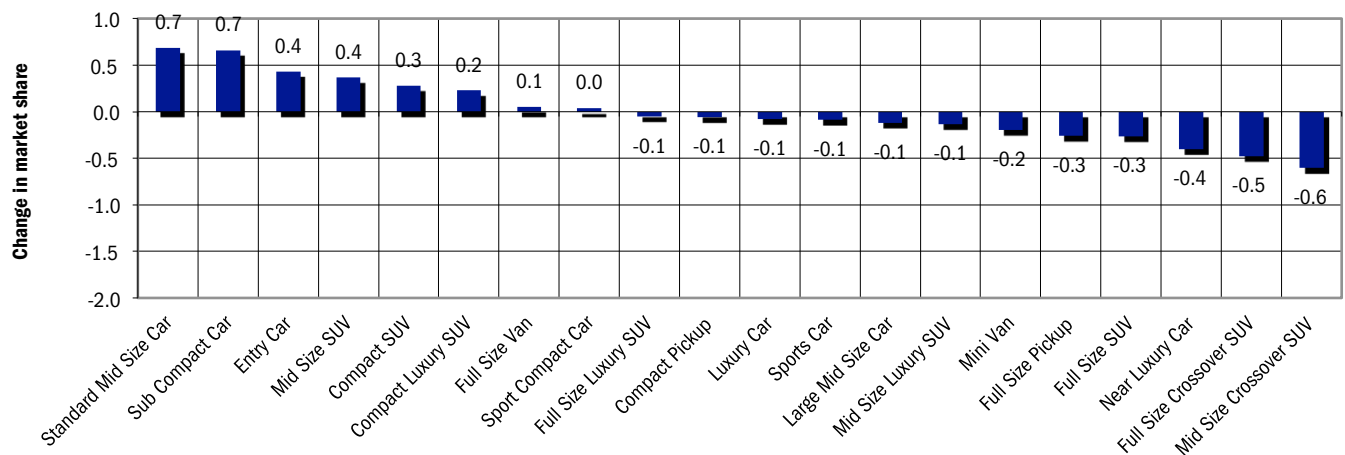
Data Source: AutoCount data from Experian Automotive.

**New Vehicle Market Brand Registrations**

**Colorado New Retail Car and Light Truck Registrations**

	October				Three Month Period August '12 thru October '12				YTD thru October				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	11,169	14,700	31.6%	18.6%	34,934	44,639	27.8%	18.1%	106,123	130,419	22.9%	13.3%			
Acura	108	242	124.1%	64.5%	337	629	86.6%	56.7%	1,156	1,628	40.8%	20.3%	1.1	1.2	0.2
Audi	133	200	50.4%	17.7%	462	632	36.8%	20.4%	1,449	1,838	26.8%	19.1%	1.4	1.4	0.0
BMW	198	238	20.2%	20.7%	662	661	-0.2%	5.2%	2,015	2,264	12.4%	4.4%	1.9	1.7	-0.2
Buick	93	111	19.4%	16.9%	290	371	27.9%	7.6%	969	1,062	9.6%	-0.5%	0.9	0.8	-0.1
Cadillac	97	108	11.3%	8.5%	280	331	18.2%	12.3%	857	990	15.5%	-2.5%	0.8	0.8	0.0
Chevrolet	921	1,092	18.6%	9.4%	2,907	3,465	19.2%	5.1%	8,800	10,304	17.1%	3.0%	8.3	7.9	-0.4
Chrysler	102	122	19.6%	7.1%	369	412	11.7%	12.8%	918	1,327	44.6%	35.2%	0.9	1.0	0.2
Dodge	273	317	16.1%	-10.0%	860	912	6.0%	4.5%	2,291	2,854	24.6%	18.5%	2.2	2.2	0.0
Fiat	24	46	91.7%	91.8%	47	146	210.6%	110.9%	52	410	688.5%	301.2%	0.0	0.3	0.3
Ford	1,527	1,718	12.5%	5.8%	4,586	5,188	13.1%	6.4%	13,710	15,842	15.6%	8.3%	12.9	12.1	-0.8
GMC	346	423	22.3%	8.7%	1,046	1,142	9.2%	4.4%	3,281	3,358	2.3%	1.2%	3.1	2.6	-0.5
Honda	680	1,156	70.0%	35.9%	2,304	3,681	59.8%	44.1%	8,344	10,697	28.2%	17.2%	7.9	8.2	0.3
Hyundai	529	624	18.0%	13.5%	1,910	1,949	2.0%	10.9%	5,216	5,527	6.0%	8.7%	4.9	4.2	-0.7
Infiniti	80	124	55.0%	12.2%	222	388	74.8%	31.5%	751	996	32.6%	13.5%	0.7	0.8	0.1
Jaguar	5	3	-40.0%	-7.1%	11	10	-9.1%	-1.5%	55	44	-20.0%	-5.9%	0.1	0.0	0.0
Jeep	726	937	29.1%	20.2%	2,172	2,728	25.6%	17.0%	5,463	8,046	47.3%	29.0%	5.1	6.2	1.0
Kia	463	568	22.7%	18.5%	1,579	1,786	13.1%	16.5%	4,788	5,548	15.9%	19.5%	4.5	4.3	-0.3
Land Rover	30	78	160.0%	21.3%	116	188	62.1%	27.6%	401	563	40.4%	21.3%	0.4	0.4	0.1
Lexus	206	254	23.3%	39.0%	631	734	16.3%	32.8%	1,864	2,103	12.8%	16.4%	1.8	1.6	-0.1
Lincoln	45	67	48.9%	11.0%	147	204	38.8%	11.8%	454	540	18.9%	6.0%	0.4	0.4	0.0
Mazda	196	312	59.2%	15.0%	729	869	19.2%	6.0%	2,219	2,354	6.1%	6.1%	2.1	1.8	-0.3
Mercedes	212	201	-5.2%	12.6%	588	627	6.6%	11.4%	1,645	2,046	24.4%	15.3%	1.6	1.6	0.0
MINI	47	73	55.3%	12.3%	205	307	49.8%	33.0%	647	810	25.2%	12.0%	0.6	0.6	0.0
Mitsubishi	64	53	-17.2%	-2.2%	207	158	-23.7%	-13.9%	589	446	-24.3%	-12.7%	0.6	0.3	-0.2
Nissan	769	952	23.8%	2.1%	2,299	2,832	23.2%	6.2%	6,655	8,241	23.8%	6.8%	6.3	6.3	0.0
Porsche	28	28	0.0%	32.4%	94	104	10.6%	23.5%	308	303	-1.6%	5.3%	0.3	0.2	-0.1
Ram	379	448	18.2%	55.7%	1,182	1,284	8.6%	28.3%	3,287	3,865	17.6%	25.4%	3.1	3.0	-0.1
smart	5	10	100.0%	178.8%	17	48	182.4%	134.5%	45	151	235.6%	99.3%	0.0	0.1	0.1
Subaru	968	1,331	37.5%	33.3%	2,953	3,799	28.6%	26.2%	9,751	11,643	19.4%	21.1%	9.2	8.9	-0.3
Suzuki	74	75	1.4%	-6.6%	243	252	3.7%	-14.7%	644	753	16.9%	-7.8%	0.6	0.6	0.0
Toyota/Scion	1,285	2,074	61.4%	40.1%	3,901	6,572	68.5%	39.7%	12,961	18,113	39.8%	23.6%	12.2	13.9	1.7
Volkswagen	461	633	37.3%	23.8%	1,264	1,950	54.3%	35.2%	3,515	4,916	39.9%	28.8%	3.3	3.8	0.5
Volvo	83	75	-9.6%	-4.8%	265	251	-5.3%	8.0%	838	724	-13.6%	-3.8%	0.8	0.6	-0.2
Other	12	7	-41.7%	6.7%	49	29	-40.8%	11.3%	185	113	-38.9%	-22.6%	0.2	0.1	-0.1

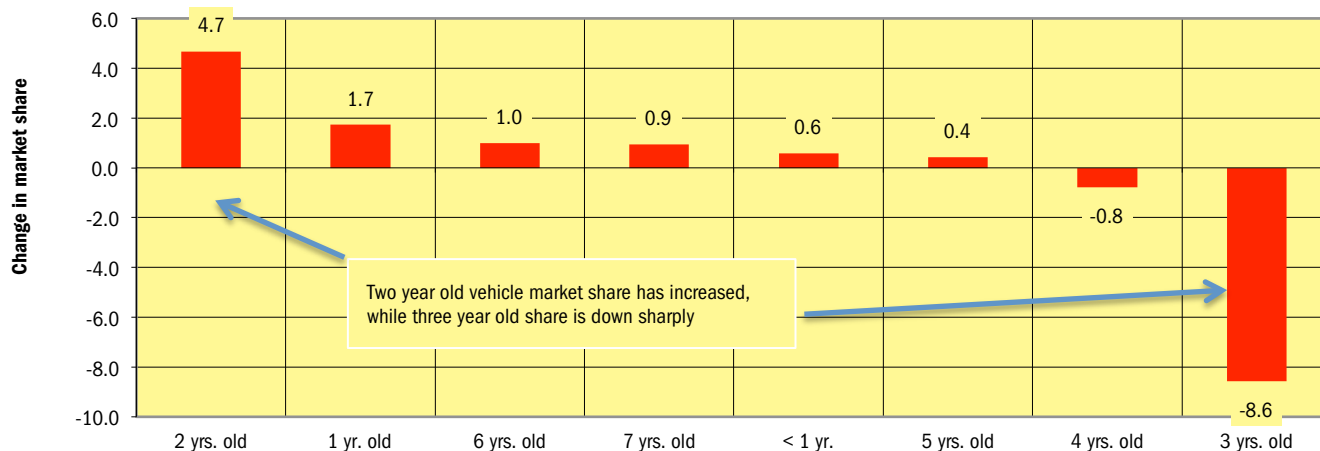
**Change in New Vehicle Segment Market Share - YTD 2012 thru October v. YTD 2011**



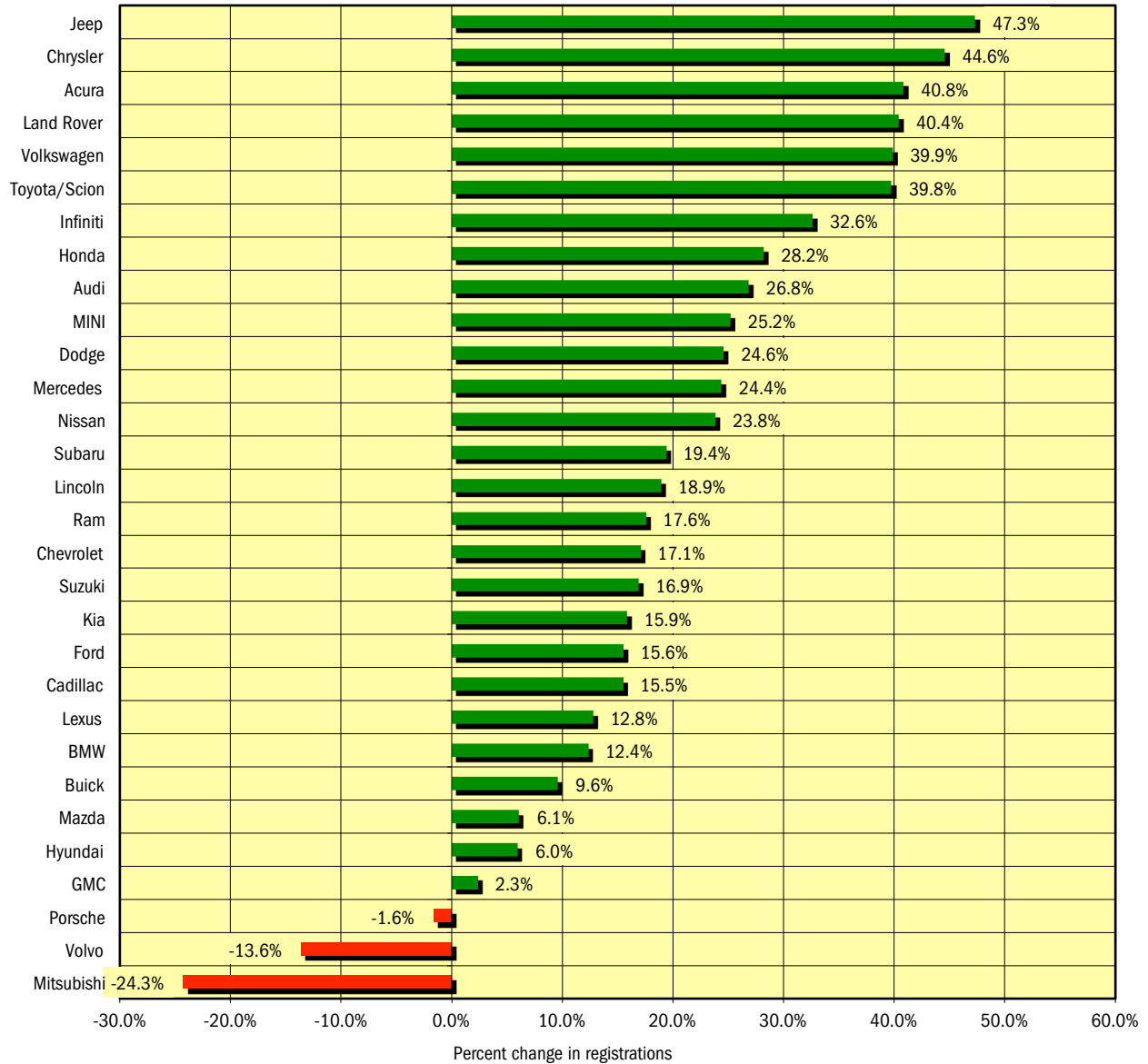
**Used Vehicle Market Brand Registrations (only includes vehicles seven years old or newer)**

Colorado Used Retail Car and Light Truck Registrations												
	October			Three Month Period August '12 thru October '12			YTD thru October			YTD Market Share (%)		
	2011	2012	% chg.	Yr. Ago	Current	% chg.	2011	2012	% chg.	2011	2012	Chg.
	TOTAL	14,528	14,845	2.2%	45,398	45,545	0.3%	135,352	139,385	3.0%		
Acura	184	219	19.0%	612	657	7.4%	1,935	1,828	-5.5%	1.4	1.3	-0.1
Audi	261	217	-16.9%	736	685	-6.9%	2,145	1,957	-8.8%	1.6	1.4	-0.2
BMW	317	328	3.5%	905	978	8.1%	2,743	2,981	8.7%	2.0	2.1	0.1
Buick	129	171	32.6%	401	441	10.0%	1,182	1,276	8.0%	0.9	0.9	0.0
Cadillac	218	184	-15.6%	651	516	-20.7%	2,027	1,709	-15.7%	1.5	1.2	-0.3
Chevrolet	1,760	1,736	-1.4%	5,400	5,212	-3.5%	15,796	16,454	4.2%	11.7	11.8	0.1
Chrysler	479	385	-19.6%	1,435	1,184	-17.5%	4,403	4,034	-8.4%	3.3	2.9	-0.4
Dodge (incl. Ram)	1,171	1,205	2.9%	3,668	3,673	0.1%	10,735	11,207	4.4%	7.9	8.0	0.1
Ford	1,699	1,751	3.1%	5,569	5,576	0.1%	16,552	17,295	4.5%	12.2	12.4	0.2
GMC	418	428	2.4%	1,316	1,287	-2.2%	3,941	4,039	2.5%	2.9	2.9	0.0
Honda	786	837	6.5%	2,490	2,576	3.5%	7,465	7,818	4.7%	5.5	5.6	0.1
Hummer	61	65	6.6%	209	176	-15.8%	606	533	-12.0%	0.4	0.4	-0.1
Hyundai	436	440	0.9%	1,310	1,388	6.0%	4,030	4,321	7.2%	3.0	3.1	0.1
Infiniti	128	131	2.3%	425	420	-1.2%	1,335	1,272	-4.7%	1.0	0.9	-0.1
Jaguar	16	10	-37.5%	53	27	-49.1%	145	103	-29.0%	0.1	0.1	0.0
Jeep	947	907	-4.2%	2,876	2,777	-3.4%	8,111	8,243	1.6%	6.0	5.9	-0.1
Kia	367	364	-0.8%	1,154	1,164	0.9%	3,664	3,733	1.9%	2.7	2.7	0.0
Land Rover	78	95	21.8%	254	270	6.3%	763	766	0.4%	0.6	0.5	0.0
Lexus	208	276	32.7%	696	820	17.8%	2,217	2,447	10.4%	1.6	1.8	0.1
Lincoln	82	85	3.7%	282	289	2.5%	888	858	-3.4%	0.7	0.6	0.0
Mazda	287	297	3.5%	855	859	0.5%	2,536	2,627	3.6%	1.9	1.9	0.0
Mercedes	191	210	9.9%	549	622	13.3%	1,679	1,863	11.0%	1.2	1.3	0.1
Mercury	87	68	-21.8%	260	220	-15.4%	810	678	-16.3%	0.6	0.5	-0.1
MINI	65	64	-1.5%	223	224	0.4%	537	677	26.1%	0.4	0.5	0.1
Mitsubishi	105	144	37.1%	355	429	20.8%	1,083	1,216	12.3%	0.8	0.9	0.1
Nissan	946	1,009	6.7%	2,899	3,180	9.7%	8,440	9,402	11.4%	6.2	6.7	0.5
Pontiac	215	197	-8.4%	757	621	-18.0%	2,524	2,043	-19.1%	1.9	1.5	-0.4
Porsche	36	38	5.6%	156	117	-25.0%	408	359	-12.0%	0.3	0.3	0.0
Saab	41	40	-2.4%	135	115	-14.8%	459	340	-25.9%	0.3	0.2	-0.1
Saturn	176	133	-24.4%	578	437	-24.4%	1,823	1,442	-20.9%	1.3	1.0	-0.3
Subaru	555	625	12.6%	1,712	1,960	14.5%	5,351	5,658	5.7%	4.0	4.1	0.1
Suzuki	119	109	-8.4%	371	352	-5.1%	1,080	1,078	-0.2%	0.8	0.8	0.0
Toyota/Scion	1,410	1,558	10.5%	4,359	4,710	8.1%	12,659	14,138	11.7%	9.4	10.1	0.8
Volkswagen	357	367	2.8%	1,151	1,103	-4.2%	3,562	3,554	-0.2%	2.6	2.5	-0.1
Volvo	160	131	-18.1%	495	418	-15.6%	1,433	1,266	-11.7%	1.1	0.9	-0.2
Other	33	21	-36.4%	101	62	-38.6%	285	170	-40.4%	0.2	0.1	-0.1

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



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



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

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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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