

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 29.7% in September '12 vs. 2011.

YTD 2012 (thru September) new registrations in the state were up 21.9%. U.S. market was up 13%.

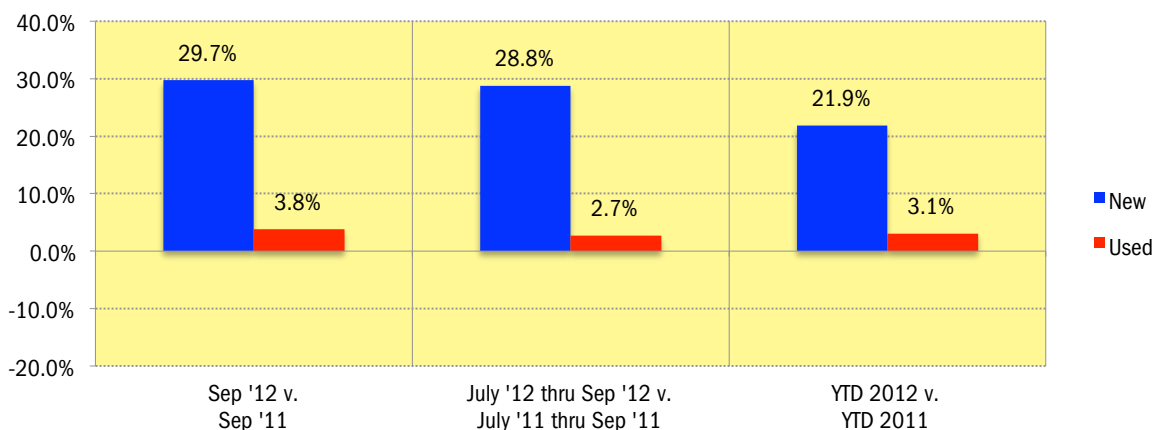
Used vehicle market increased 3.8% in September 2012 (vehicles seven years old or newer) and was up 3.1%, year-to-date.

Sub Compact Car new vehicle market shares increased 0.6 of a share point so far this year.

Two year old vehicle market share increased five share points.

Jeep, Chrysler, Volkswagen, Toyota, Acura, Land Rover, and Infiniti new vehicle registrations increased more than 30% thru September 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		
	July '11 thru Sept. '11	July '12 thru Sept. '12	Percent Change	July '11 thru Sept. '11	July '12 thru Sept. '12	Percent Change
Total	32,666	42,058	28.8%	42,531	43,665	2.7%
Cars	13,669	18,473	35.1%	18,108	19,252	6.3%
Light Trucks	18,997	23,585	24.2%	24,423	24,413	0.0%
Detroit Three Brands	12,872	15,179	17.9%	22,045	21,482	-2.6%
European Brands	3,546	4,561	28.6%	4,369	4,288	-1.9%
Japanese Brands	12,811	18,630	45.4%	13,797	15,360	11.3%
Korean Brands	3,437	3,688	7.3%	2,320	2,535	9.3%
	YTD thru September					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2011	YTD 2012	Percent Change	YTD 2011	YTD 2012	Percent Change
Total	94,954	115,719	21.9%	120,824	124,540	3.1%
Cars	40,862	50,754	24.2%	52,955	55,648	5.1%
Light Trucks	54,092	64,965	20.1%	67,869	68,892	1.5%
Detroit Three Brands	35,545	42,865	20.6%	62,033	62,496	0.7%
European Brands	9,891	12,569	27.1%	12,449	12,482	0.3%
Japanese Brands	40,506	50,401	24.4%	39,451	42,312	7.3%
Korean Brands	9,012	9,884	9.7%	6,891	7,250	5.2%

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.

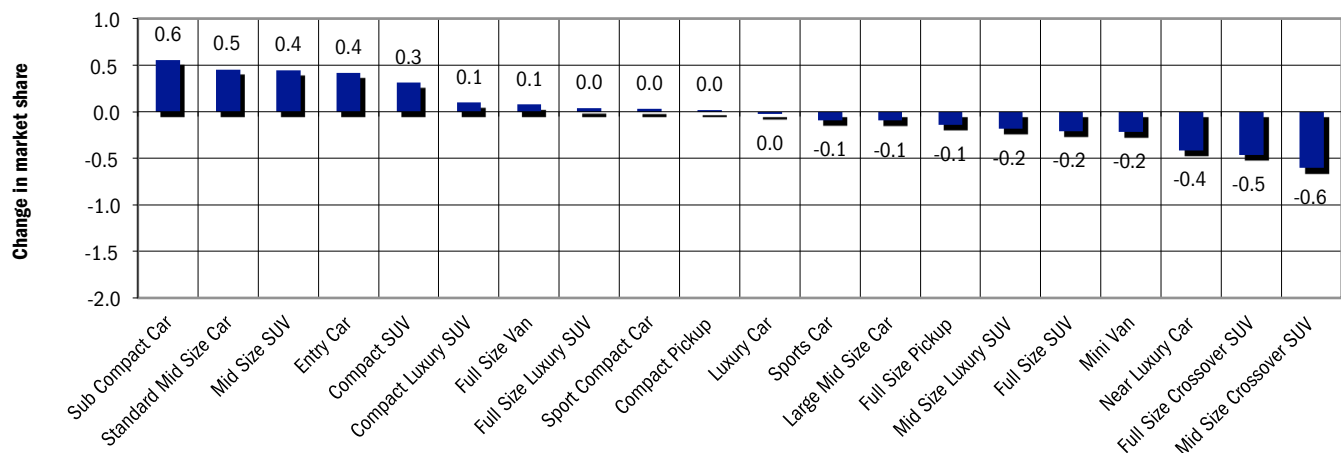
Data Source: AutoCount data from Experian Automotive.

New Vehicle Market Brand Registrations

Colorado New Retail Car and Light Truck Registrations

	September				Three Month Period July '12 thru Sept. '12				YTD thru September				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	12,861	16,687	29.7%	17.2%	32,666	42,058	28.8%	19.5%	94,954	115,719	21.9%	13.0%			
Acura	126	210	66.7%	60.7%	317	560	76.7%	57.6%	1,048	1,386	32.3%	16.9%	1.1	1.2	0.1
Audi	174	224	28.7%	19.8%	460	550	19.6%	24.4%	1,316	1,638	24.5%	19.5%	1.4	1.4	0.0
BMW	238	223	-6.3%	-8.5%	628	619	-1.4%	-5.6%	1,817	2,026	11.5%	1.2%	1.9	1.8	-0.2
Buick	106	141	33.0%	1.7%	285	359	26.0%	6.6%	876	951	8.6%	-1.9%	0.9	0.8	-0.1
Cadillac	100	137	37.0%	9.5%	245	305	24.5%	14.2%	760	882	16.1%	-3.5%	0.8	0.8	0.0
Chevrolet	1,051	1,303	24.0%	3.7%	2,815	3,340	18.7%	5.5%	7,879	9,212	16.9%	2.9%	8.3	8.0	-0.3
Chrysler	140	159	13.6%	10.4%	353	418	18.4%	20.4%	816	1,205	47.7%	38.6%	0.9	1.0	0.2
Dodge	298	324	8.7%	8.5%	815	871	6.9%	12.0%	2,018	2,537	25.7%	21.4%	2.1	2.2	0.1
Fiat	17	49			23	148			28	364			0.0	0.3	0.3
Ford	1,682	1,918	14.0%	3.8%	4,242	4,975	17.3%	8.1%	12,183	14,124	15.9%	8.7%	12.8	12.2	-0.6
GMC	370	368	-0.5%	1.1%	974	975	0.1%	3.0%	2,935	2,935	0.0%	0.8%	3.1	2.5	-0.6
Honda	863	1,413	63.7%	43.1%	2,289	3,557	55.4%	47.7%	7,664	9,541	24.5%	16.0%	8.1	8.2	0.2
Hyundai	767	752	-2.0%	16.3%	1,848	1,923	4.1%	10.7%	4,687	4,903	4.6%	8.7%	4.9	4.2	-0.7
Infiniti	72	154	113.9%	35.7%	204	366	79.4%	51.9%	671	872	30.0%	14.7%	0.7	0.8	0.0
Jaguar	3	3	0.0%	-1.2%	13	13	0.0%	-8.5%	50	41	-18.0%	-5.9%	0.1	0.0	0.0
Jeep	740	998	34.9%	14.0%	1,918	2,559	33.4%	21.4%	4,737	7,109	50.1%	30.2%	5.0	6.1	1.2
Kia	587	650	10.7%	17.2%	1,589	1,765	11.1%	14.7%	4,325	4,980	15.1%	19.6%	4.6	4.3	-0.3
Land Rover	44	61	38.6%	25.6%	122	166	36.1%	25.8%	371	485	30.7%	21.0%	0.4	0.4	0.0
Lexus	254	283	11.4%	26.4%	544	665	22.2%	36.7%	1,658	1,849	11.5%	13.8%	1.7	1.6	-0.1
Lincoln	50	70	40.0%	3.9%	138	183	32.6%	10.6%	409	473	15.6%	5.0%	0.4	0.4	0.0
Mazda	277	321	15.9%	4.7%	723	794	9.8%	4.7%	2,023	2,042	0.9%	5.6%	2.1	1.8	-0.4
Mercedes	215	248	15.3%	6.0%	569	588	3.3%	9.5%	1,433	1,845	28.8%	15.0%	1.5	1.6	0.1
MINI	73	125	71.2%	60.0%	231	318	37.7%	40.1%	600	737	22.8%	12.9%	0.6	0.6	0.0
Mitsubishi	79	51	-35.4%	-30.3%	183	138	-24.6%	-21.6%	525	393	-25.1%	-15.1%	0.6	0.3	-0.2
Nissan	875	981	12.1%	4.0%	2,062	2,664	29.2%	11.8%	5,886	7,289	23.8%	7.6%	6.2	6.3	0.1
Porsche	31	40	29.0%	22.9%	100	104	4.0%	15.5%	280	275	-1.8%	1.8%	0.3	0.2	-0.1
Ram	431	430	-0.2%	10.0%	1,081	1,188	9.9%	19.1%	2,908	3,417	17.5%	21.6%	3.1	3.0	-0.1
smart	8	21	162.5%	115.5%	14	53	278.6%	122.4%	40	141	252.5%	93.0%	0.0	0.1	0.1
Subaru	1,152	1,406	22.0%	26.9%	2,728	3,430	25.7%	25.7%	8,783	10,312	17.4%	20.3%	9.2	8.9	-0.3
Suzuki	88	110	25.0%	-14.2%	217	249	14.7%	-12.1%	570	678	18.9%	-7.4%	0.6	0.6	0.0
Toyota/Scion	1,437	2,617	82.1%	44.3%	3,543	6,207	75.2%	42.0%	11,676	16,039	37.4%	22.5%	12.3	13.9	1.6
Volkswagen	398	781	96.2%	40.0%	1,107	1,739	57.1%	37.5%	3,054	4,283	40.2%	29.4%	3.2	3.7	0.5
Volvo	90	99	10.0%	4.8%	243	227	-6.6%	1.5%	755	649	-14.0%	-4.4%	0.8	0.6	-0.2
Other	25	17	-32.0%	-12.3%	43	42	-2.3%	11.4%	173	106	-38.7%	-23.9%	0.2	0.1	-0.1

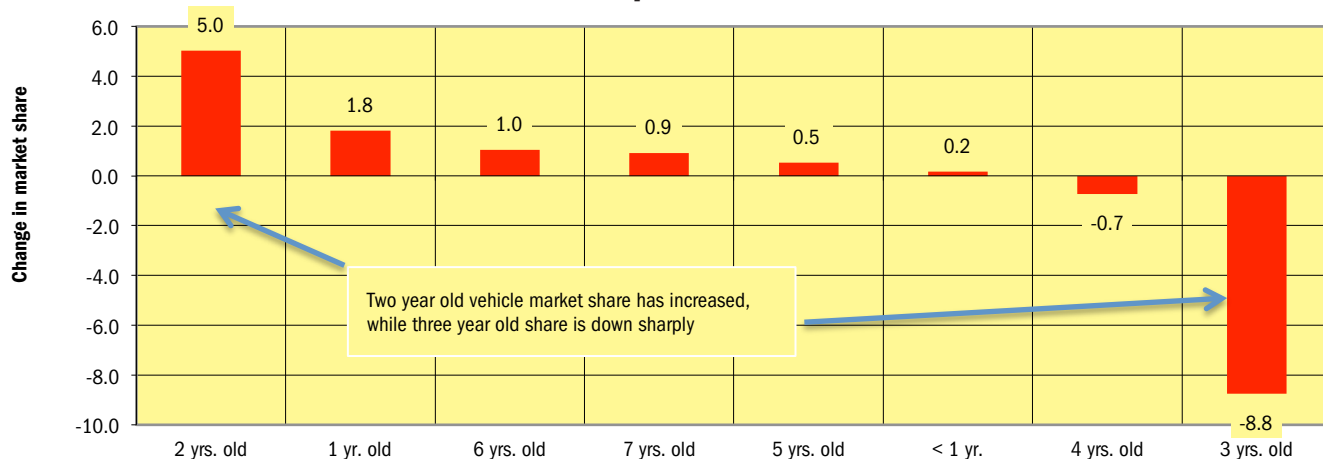
Change in New Vehicle Segment Market Share - YTD 2012 thru September v. YTD 2011



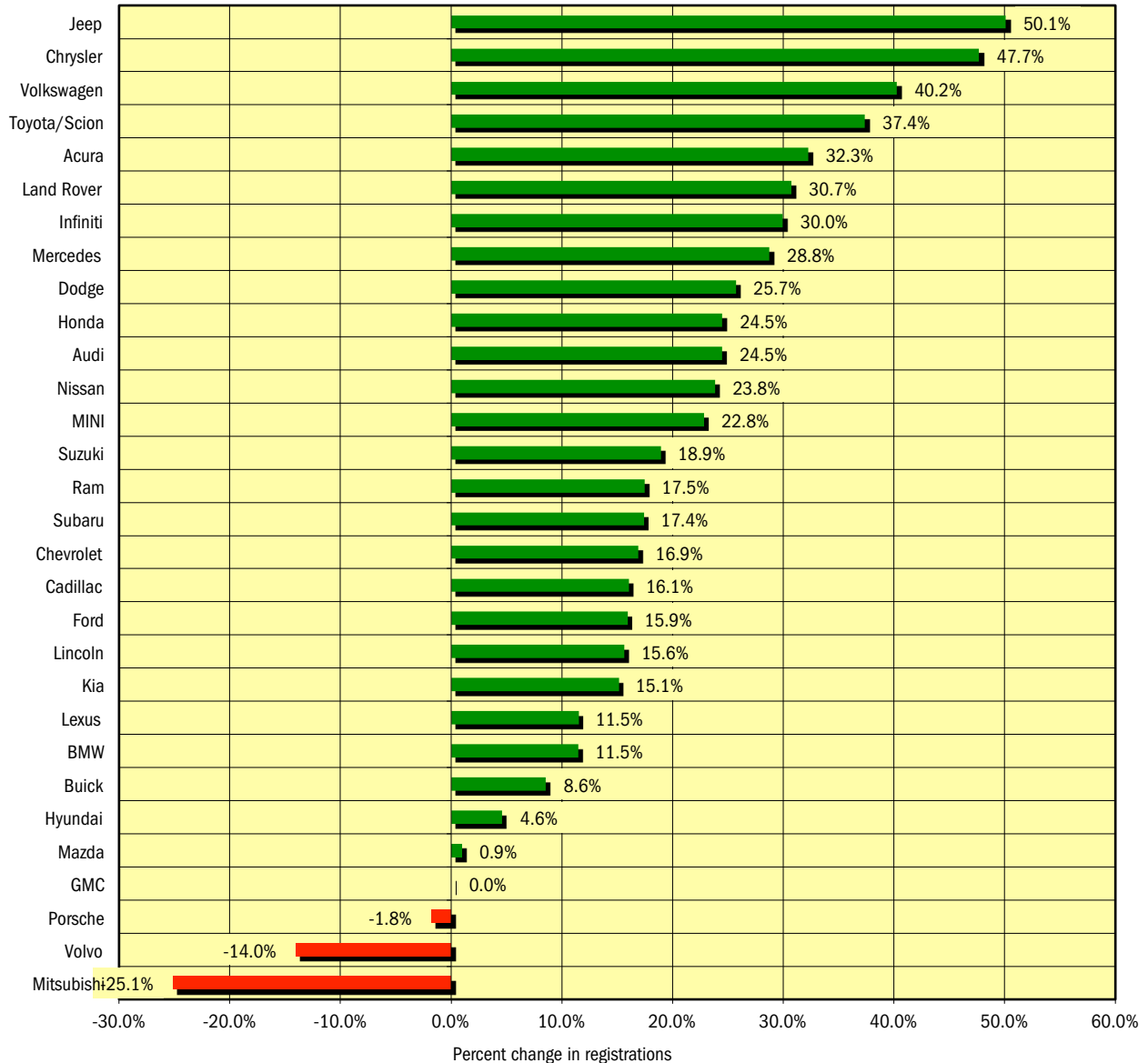
Used Vehicle Market Brand Registrations (only includes vehicles seven years old or newer)

Colorado Used Retail Car and Light Truck Registrations												
	September			Three Month Period July '12 thru Sept. '12			YTD thru September			YTD Market Share (%)		
	2011	2012	% chg.	Yr. Ago	Current	% chg.	2011	2012	% chg.	2011	2012	Chg.
	TOTAL	16,553	17,179	3.8%	42,531	43,665	2.7%	120,824	124,540	3.1%		
Acura	214	253	18.2%	601	618	2.8%	1,751	1,609	-8.1%	1.4	1.3	-0.2
Audi	257	263	2.3%	682	637	-6.6%	1,884	1,740	-7.6%	1.6	1.4	-0.2
BMW	327	376	15.0%	797	917	15.1%	2,426	2,653	9.4%	2.0	2.1	0.1
Buick	142	156	9.9%	374	388	3.7%	1,053	1,105	4.9%	0.9	0.9	0.0
Cadillac	226	192	-15.0%	616	477	-22.6%	1,809	1,525	-15.7%	1.5	1.2	-0.3
Chevrolet	1,982	1,920	-3.1%	5,052	4,976	-1.5%	14,036	14,718	4.9%	11.6	11.8	0.2
Chrysler	514	461	-10.3%	1,357	1,140	-16.0%	3,924	3,649	-7.0%	3.2	2.9	-0.3
Dodge (incl. Ram)	1,354	1,348	-0.4%	3,401	3,483	2.4%	9,564	10,002	4.6%	7.9	8.0	0.1
Ford	2,064	2,127	3.1%	5,324	5,420	1.8%	14,853	15,544	4.7%	12.3	12.5	0.2
GMC	482	455	-5.6%	1,248	1,241	-0.6%	3,523	3,611	2.5%	2.9	2.9	0.0
Honda	873	910	4.2%	2,371	2,520	6.3%	6,679	6,981	4.5%	5.5	5.6	0.1
Hummer	81	62	-23.5%	193	160	-17.1%	545	468	-14.1%	0.5	0.4	-0.1
Hyundai	470	539	14.7%	1,245	1,362	9.4%	3,594	3,881	8.0%	3.0	3.1	0.1
Infiniti	164	161	-1.8%	434	391	-9.9%	1,207	1,141	-5.5%	1.0	0.9	-0.1
Jaguar	18	10	-44.4%	43	31	-27.9%	129	93	-27.9%	0.1	0.1	0.0
Jeep	1,032	1,034	0.2%	2,652	2,631	-0.8%	7,164	7,336	2.4%	5.9	5.9	0.0
Kia	443	454	2.5%	1,075	1,173	9.1%	3,297	3,369	2.2%	2.7	2.7	0.0
Land Rover	95	101	6.3%	243	233	-4.1%	685	671	-2.0%	0.6	0.5	0.0
Lexus	241	308	27.8%	663	743	12.1%	2,009	2,171	8.1%	1.7	1.7	0.1
Lincoln	91	127	39.6%	266	291	9.4%	806	773	-4.1%	0.7	0.6	0.0
Mazda	280	298	6.4%	769	814	5.9%	2,249	2,330	3.6%	1.9	1.9	0.0
Mercedes	219	246	12.3%	513	573	11.7%	1,488	1,653	11.1%	1.2	1.3	0.1
Mercury	96	92	-4.2%	245	213	-13.1%	723	610	-15.6%	0.6	0.5	-0.1
MINI	79	95	20.3%	203	216	6.4%	472	613	29.9%	0.4	0.5	0.1
Mitsubishi	145	154	6.2%	326	411	26.1%	978	1,072	9.6%	0.8	0.9	0.1
Nissan	1,050	1,246	18.7%	2,624	3,084	17.5%	7,494	8,393	12.0%	6.2	6.7	0.5
Pontiac	280	252	-10.0%	737	607	-17.6%	2,309	1,846	-20.1%	1.9	1.5	-0.4
Porsche	63	36	-42.9%	164	111	-32.3%	372	321	-13.7%	0.3	0.3	-0.1
Saab	47	46	-2.1%	130	102	-21.5%	418	300	-28.2%	0.3	0.2	-0.1
Saturn	213	163	-23.5%	553	455	-17.7%	1,647	1,309	-20.5%	1.4	1.1	-0.3
Subaru	617	725	17.5%	1,622	1,891	16.6%	4,796	5,033	4.9%	4.0	4.0	0.1
Suzuki	135	136	0.7%	346	351	1.4%	961	969	0.8%	0.8	0.8	0.0
Toyota/Scion	1,645	1,823	10.8%	4,013	4,527	12.8%	11,249	12,580	11.8%	9.3	10.1	0.8
Volkswagen	398	430	8.0%	1,104	1,035	-6.3%	3,205	3,187	-0.6%	2.7	2.6	-0.1
Volvo	184	160	-13.0%	453	389	-14.1%	1,273	1,135	-10.8%	1.1	0.9	-0.1
Other	32	20	-37.5%	92	54	-41.3%	252	149	-40.9%	0.2	0.1	-0.1

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



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



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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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Experian Automotive is the data provider for Colorado Auto Outlook.