

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 4.5% in September '13 vs. 2012.

New registrations in the state during the first nine months of this year increased 12.5% compared to a year earlier.

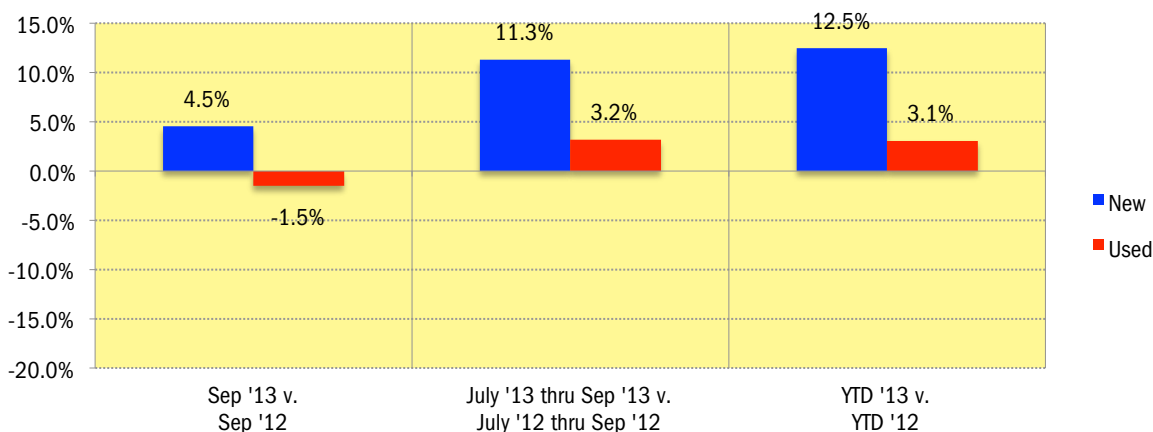
Used vehicle market was down 1.5% in September 2013 (vehicles seven years old or newer), and improved 3.1%, year-to-date.

Three year old vehicle market share increased 3.2 share points.

Dodge, Ram, BMW, and Porsche new vehicle registrations each increased more than 30% during the first nine 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		
	July '12 thru Sep '12	July '13 thru Sep '13	Percent Change	July '12 thru Sep '12	July '13 thru Sep '13	Percent Change
Total	42,058	46,814	11.3%	43,665	45,046	3.2%
Cars	18,511	19,557	5.7%	19,252	20,819	8.1%
Light Trucks	23,547	27,257	15.8%	24,413	24,227	-0.8%
Detroit Three Brands	15,179	17,748	16.9%	21,482	21,258	-1.0%
European Brands	4,561	5,195	13.9%	4,288	4,617	7.7%
Japanese Brands	18,630	20,689	11.1%	15,360	16,453	7.1%
Korean Brands	3,688	3,182	-13.7%	2,535	2,718	7.2%
	Year-to-date thru September					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2012	YTD 2013	Percent Change	YTD 2012	YTD 2013	Percent Change
Total	115,719	130,166	12.5%	124,540	128,352	3.1%
Cars	50,806	53,817	5.9%	55,648	58,813	5.7%
Light Trucks	64,913	76,349	17.6%	68,892	69,539	0.9%
Detroit Three Brands	42,865	49,633	15.8%	62,496	61,562	-1.5%
European Brands	12,569	14,487	15.3%	12,482	13,334	6.8%
Japanese Brands	50,401	57,323	13.7%	42,312	45,823	8.3%
Korean Brands	9,884	8,723	-11.7%	7,250	7,633	5.3%

Data Information

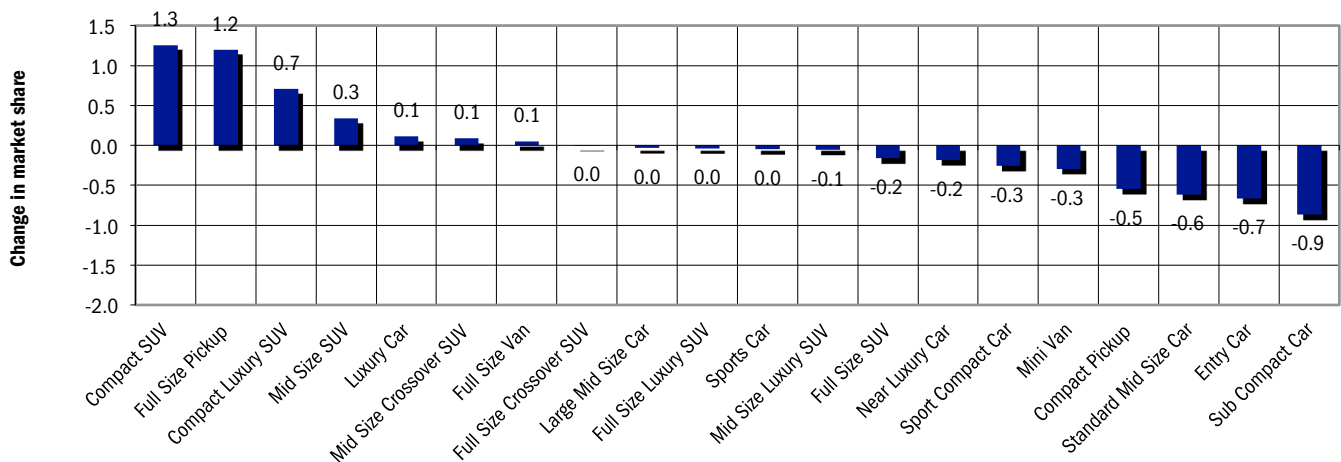
All data represents new and used vehicle retail registrations in Colorado and excludes fleet and wholesale transactions. Used vehicle data only includes vehicles seven years old or newer and excludes private party transactions. Please keep in mind that monthly registration figures can occasionally be 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 '13 thru September '13			YTD thru September			YTD Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2012	2013	% chg.	Yr. Ago	Current	% chg.	2012	2013	% chg.	2012	2013	Chg.
TOTAL	16,687	17,443	4.5%	42,058	46,814	11.3%	115,719	130,166	12.5%			
Acura	210	234	11.4%	560	604	7.9%	1,386	1,563	12.8%	1.2	1.2	0.0
Audi	224	251	12.1%	550	717	30.4%	1,638	2,023	23.5%	1.4	1.6	0.1
BMW	223	355	59.2%	619	872	40.9%	2,026	2,698	33.2%	1.8	2.1	0.3
Buick	141	150	6.4%	359	418	16.4%	951	1,152	21.1%	0.8	0.9	0.1
Cadillac	137	143	4.4%	305	353	15.7%	882	1,005	13.9%	0.8	0.8	0.0
Chevrolet	1,303	1,382	6.1%	3,340	3,780	13.2%	9,212	10,027	8.8%	8.0	7.7	-0.3
Chrysler	159	120	-24.5%	418	334	-20.1%	1,205	970	-19.5%	1.0	0.7	-0.3
Dodge	324	429	32.4%	871	1,333	53.0%	2,537	3,832	51.0%	2.2	2.9	0.8
Fiat	49	40	-18.4%	148	114	-23.0%	364	338	-7.1%	0.3	0.3	-0.1
Ford	1,918	2,050	6.9%	4,975	5,644	13.4%	14,124	16,468	16.6%	12.2	12.7	0.4
GMC	368	487	32.3%	975	1,230	26.2%	2,935	3,515	19.8%	2.5	2.7	0.2
Honda	1,413	1,427	1.0%	3,557	3,981	11.9%	9,541	10,974	15.0%	8.2	8.4	0.2
Hyundai	752	587	-21.9%	1,923	1,546	-19.6%	4,903	4,378	-10.7%	4.2	3.4	-0.9
Infiniti	154	124	-19.5%	366	288	-21.3%	872	803	-7.9%	0.8	0.6	-0.1
Jaguar	3	14	366.7%	13	37	184.6%	41	63	53.7%	0.0	0.0	0.0
Jeep	998	1,053	5.5%	2,559	2,658	3.9%	7,109	7,492	5.4%	6.1	5.8	-0.4
Kia	650	598	-8.0%	1,765	1,636	-7.3%	4,980	4,345	-12.8%	4.3	3.3	-1.0
Land Rover	61	92	50.8%	166	218	31.3%	485	628	29.5%	0.4	0.5	0.1
Lexus	283	375	32.5%	665	867	30.4%	1,849	2,362	27.7%	1.6	1.8	0.2
Lincoln	70	71	1.4%	183	174	-4.9%	473	495	4.7%	0.4	0.4	0.0
Mazda	321	384	19.6%	794	964	21.4%	2,042	2,481	21.5%	1.8	1.9	0.1
Mercedes	248	229	-7.7%	588	661	12.4%	1,845	1,898	2.9%	1.6	1.5	-0.1
MINI	125	123	-1.6%	318	316	-0.6%	737	833	13.0%	0.6	0.6	0.0
Mitsubishi	51	48	-5.9%	138	144	4.3%	393	479	21.9%	0.3	0.4	0.0
Nissan	981	1,130	15.2%	2,664	2,956	11.0%	7,289	8,281	13.6%	6.3	6.4	0.1
Porsche	40	54	35.0%	104	133	27.9%	275	359	30.5%	0.2	0.3	0.0
Ram	430	657	52.8%	1,188	1,725	45.2%	3,417	4,553	33.2%	3.0	3.5	0.5
smart	21	14	-33.3%	53	41	-22.6%	141	127	-9.9%	0.1	0.1	0.0
Subaru	1,406	1,722	22.5%	3,430	4,820	40.5%	10,312	13,160	27.6%	8.9	10.1	1.2
Tesla	0	32		0	98		0	122		0.0	0.1	0.1
Toyota/Scion	2,617	2,251	-14.0%	6,207	6,064	-2.3%	16,039	16,981	5.9%	13.9	13.0	-0.8
Volkswagen	781	731	-6.4%	1,739	1,848	6.3%	4,283	4,824	12.6%	3.7	3.7	0.0
Volvo	99	80	-19.2%	227	223	-1.8%	649	647	-0.3%	0.6	0.5	-0.1
Other	127	6	-95.3%	291	17	-94.2%	784	290	-63.0%	0.7	0.2	-0.5

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

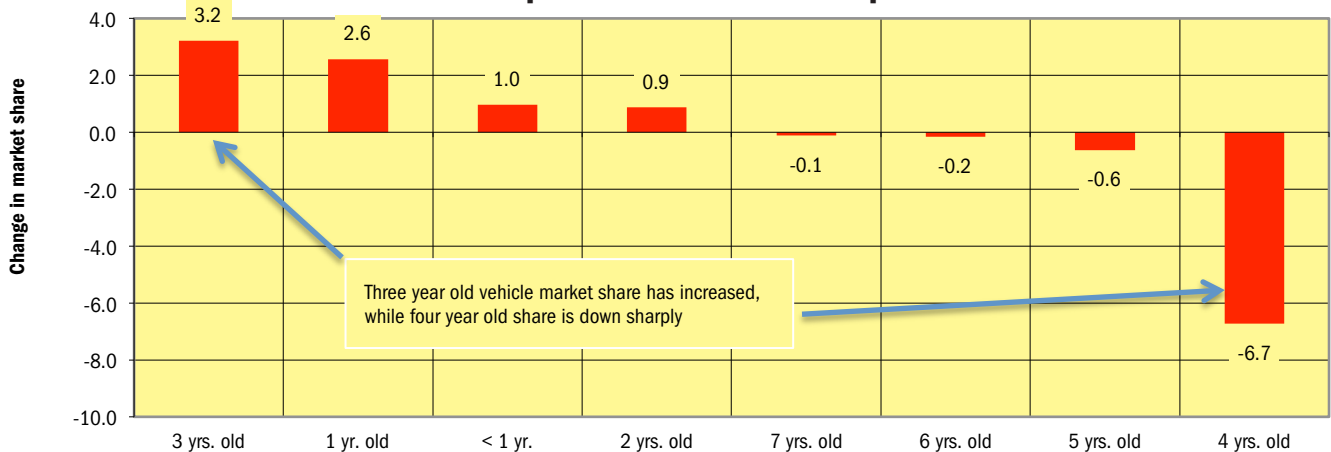


Data Source: AutoCount data from Experian Automotive.

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

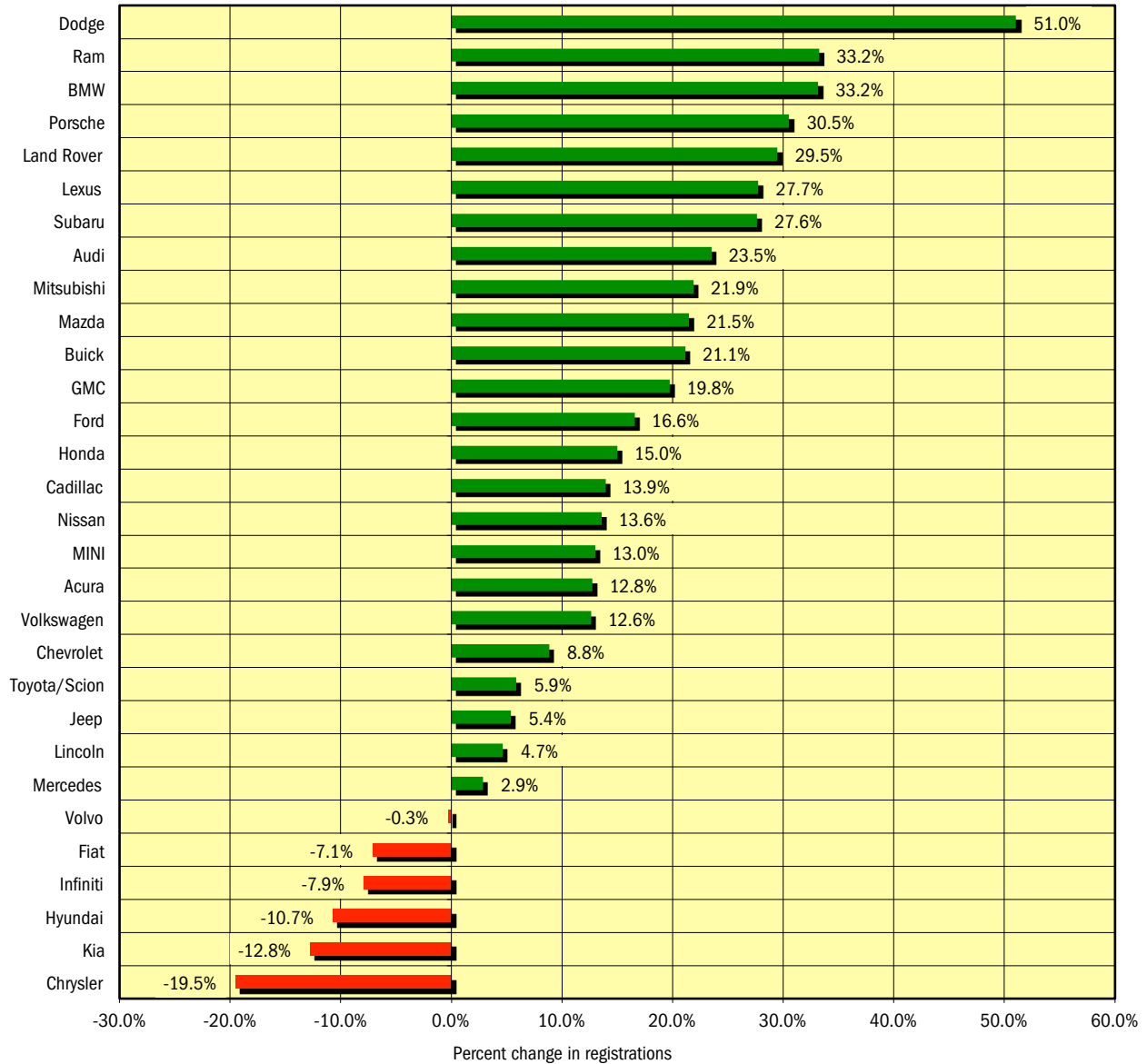
Colorado Used Retail Car and Light Truck Registrations												
	September			Three Month Period July '13 thru September '13			YTD thru September			YTD Market Share (%)		
	2012	2013	% chg.	Yr. Ago	Current	% chg.	2012	2013	% chg.	2012	2013	Chg.
	TOTAL	17,179	16,919	-1.5%	43,665	45,046	3.2%	124,540	128,352	3.1%		
Acura	253	233	-7.9%	618	601	-2.8%	1,609	1,665	3.5%	1.3	1.3	0.0
Audi	263	237	-9.9%	637	632	-0.8%	1,740	1,818	4.5%	1.4	1.4	0.0
BMW	376	396	5.3%	917	956	4.3%	2,653	2,906	9.5%	2.1	2.3	0.1
Buick	156	140	-10.3%	388	336	-13.4%	1,105	1,054	-4.6%	0.9	0.8	-0.1
Cadillac	192	221	15.1%	477	556	16.6%	1,525	1,567	2.8%	1.2	1.2	0.0
Chevrolet	1,920	1,887	-1.7%	4,976	5,097	2.4%	14,718	14,966	1.7%	11.8	11.7	-0.2
Chrysler	461	374	-18.9%	1,140	1,037	-9.0%	3,649	2,993	-18.0%	2.9	2.3	-0.6
Dodge (incl. Ram)	1,348	1,162	-13.8%	3,483	3,205	-8.0%	10,002	9,603	-4.0%	8.0	7.5	-0.5
Ford	2,127	2,171	2.1%	5,420	5,786	6.8%	15,544	16,286	4.8%	12.5	12.7	0.2
GMC	455	494	8.6%	1,241	1,305	5.2%	3,611	3,600	-0.3%	2.9	2.8	-0.1
Honda	910	946	4.0%	2,520	2,568	1.9%	6,981	6,979	0.0%	5.6	5.4	-0.2
Hummer	62	43	-30.6%	160	113	-29.4%	468	387	-17.3%	0.4	0.3	-0.1
Hyundai	539	520	-3.5%	1,362	1,384	1.6%	3,881	4,014	3.4%	3.1	3.1	0.0
Infiniti	161	185	14.9%	391	458	17.1%	1,141	1,250	9.6%	0.9	1.0	0.1
Jaguar	10	12	20.0%	31	31	0.0%	93	71	-23.7%	0.1	0.1	0.0
Jeep	1,034	985	-4.7%	2,631	2,543	-3.3%	7,336	7,326	-0.1%	5.9	5.7	-0.2
Kia	454	511	12.6%	1,173	1,334	13.7%	3,369	3,619	7.4%	2.7	2.8	0.1
Land Rover	101	96	-5.0%	233	244	4.7%	671	716	6.7%	0.5	0.6	0.0
Lexus	308	318	3.2%	743	860	15.7%	2,171	2,502	15.2%	1.7	1.9	0.2
Lincoln	127	110	-13.4%	291	298	2.4%	773	867	12.2%	0.6	0.7	0.1
Mazda	298	402	34.9%	814	1,019	25.2%	2,330	2,897	24.3%	1.9	2.3	0.4
Mercedes	246	277	12.6%	573	689	20.2%	1,653	2,017	22.0%	1.3	1.6	0.2
Mercury	92	58	-37.0%	213	166	-22.1%	610	423	-30.7%	0.5	0.3	-0.2
MINI	95	99	4.2%	216	255	18.1%	613	680	10.9%	0.5	0.5	0.0
Mitsubishi	154	121	-21.4%	411	343	-16.5%	1,072	1,157	7.9%	0.9	0.9	0.0
Nissan	1,246	1,239	-0.6%	3,084	3,222	4.5%	8,393	9,429	12.3%	6.7	7.3	0.6
Pontiac	252	153	-39.3%	607	445	-26.7%	1,846	1,440	-22.0%	1.5	1.1	-0.4
Porsche	36	35	-2.8%	111	125	12.6%	321	354	10.3%	0.3	0.3	0.0
Saab	46	31	-32.6%	102	67	-34.3%	300	230	-23.3%	0.2	0.2	-0.1
Saturn	163	134	-17.8%	455	371	-18.5%	1,309	1,050	-19.8%	1.1	0.8	-0.2
Subaru	725	788	8.7%	1,891	2,098	10.9%	5,033	5,397	7.2%	4.0	4.2	0.2
Suzuki	136	114	-16.2%	351	304	-13.4%	969	871	-10.1%	0.8	0.7	-0.1
Toyota/Scion	1,823	1,814	-0.5%	4,527	4,974	9.9%	12,580	13,651	8.5%	10.1	10.6	0.5
Volkswagen	430	462	7.4%	1,035	1,236	19.4%	3,187	3,439	7.9%	2.6	2.7	0.1
Volvo	160	123	-23.1%	389	318	-18.3%	1,135	924	-18.6%	0.9	0.7	-0.2
Other	20	28	40.0%	54	70	29.6%	149	204	36.9%	0.1	0.2	0.0

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



Data Source: AutoCount data from Experian Automotive.

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



Data Source: AutoCount data from Experian Automotive.

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WHAT NEW AND USED CARS SELL WELL IN MY MARKETS?

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