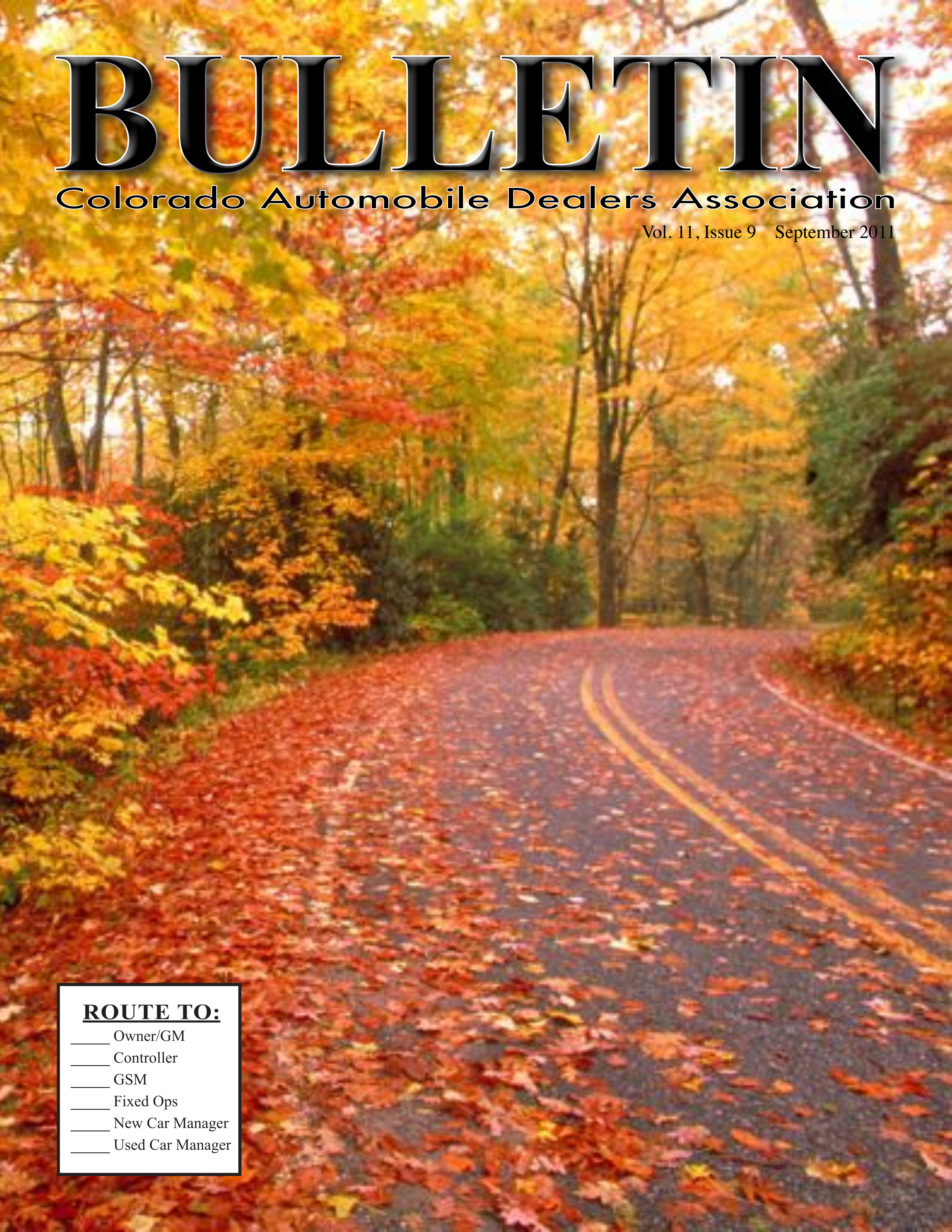
BULLETIN

Colorado Automobile Dealers Association

Vol. 11, Issue 9 September 2011



ROUTE TO:

_____ Owner/GM
_____ Controller
_____ GSM
_____ Fixed Ops
_____ New Car Manager
_____ Used Car Manager

Don Gerbaz
CADA Chair

FALL INTO CONFERENCE SEASON

With each fall comes the NADA Washington DC Conference that CADA participates in. This conference is an opportunity to learn what issues are important to dealers, meet with the Colorado legislative delegation, and help to inform the legislators about the automotive climate in Colorado. In addition a "Next Gen" element was added to bring in younger members with new perspectives.

Annually we travel to the nation's capital with other state dealer associations to participate in this conference. The concerns this year were centered on possible tax consequences to the federal government looking for new income or closing deductions to increase income. Also there is a growing concern over regulations that hinder business. After NADA and other presenters' informational meetings, each state team visited their respective US Senators and Congressional Representatives. These visits not only are a vehicle to inform legislators how we dealers stand on current issues facing us, but also establish or maintain long term relationships.

This year's trip was very productive with visits to Congressional delegates DeGette, Gardner, Kaufman, Perlmutter, and Tipton as well as a staff visit with Senator Udall's office. The meetings were important not only to us, but each of the legislators were sincerely interested in how our businesses are faring and what was happening back home in Colorado. Believe me when I say that jobs and economy are at the root of every conversation. While not all solutions are viewed exactly the same by all policymakers, each of the legislators was interested in having a first hand account, with examples, of the economic climate dealers are working under.

The conversations centered mostly on tax issues like potential LIFO repeal, income tax rates and deductions, estate tax as well as regulatory issues such as increased CAFÉ standards and general burdens of ever changing regulations. Most of these subjects are on the forefront of NADA's mind not because of current legislation, but because the new congressional "Super Committee" is charged to find over $1 trillion in deficit reduction. Many alternatives have been floated by either the administration or different legislative groups to reach these goals, but little is in concrete proposals. This is exactly why these trips are so relevant right now as we were able to inform legislators what is being discussed and how those changes affect our business. Because the proposals are not in a piece of legislation yet, there has been little reaching the legislators' radar screens. Thus, our visits give them an inside look at what affects dealers, as well as what impacts the part of the economy driven by the automotive sector and the jobs we all provide.

Colorado dealers are a large source of employment and tax revenue with significant impact on the United States and Colorado economies and it is of concern to all what happens to promote growth or cause retraction. The Washington conference is one way we as dealers can be involved with federal lawmakers. It is vital to us that we build and maintain relationships that allow for two way communication. Otherwise, we risk becoming victims of ill-conceived legislation. Keep in mind, it is just as important to visit with our Colorado Congressional delegation and keep them informed of how state legislation impacts our business.

All in all, this years' conference was very busy, but also very productive. With the "Next Gen" involvement, we can look forward continued success into the future. Thank you to everyone who gets involved at some level to keep relationships with law makers robust and mutually beneficial. Please make yourselves available for an hour or two when Tim presents us with an opportunity to meet with legislators because that is how they understand what laws do to dealers or for dealers.

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UNCLAIMED PROPERTY REPORTING REMINDER: DUE NOV. 1st

A reminder that annual unclaimed property reports are due each year to the state of Colorado covering unclaimed property through June 30th of that year—**the report filing deadline is Nov.1st of each year.**

For those who are not familiar with this requirement, every business in Colorado is required to report "unclaimed property" to the state of Colorado, attempt to reach the actual owner(s), report/track these items, and ultimately turn over such funds to the state. The state Unclaimed Property staff has commented previously that almost every dealership will have some unclaimed property. Audit risk and liabilities can extend back ten years. A few common examples include:

- Due Bills and Optional Equipment, Parts and Services
- Vehicle Deposits
- Referral Fees
- Credit Life Premium Refunds
- Accounts Payable/Accounts Receivable (Credit Balance)
- Payroll (final wages or commissions)

More information can be found at the following: www.greatcopayback.com See "Holder Information" on the top menu bar for more specific information on reporting requirements. There are electronic reporting options, forms and free software that is available for tracking purposes.

NATIONAL ASSOCIATION OF DEALER COUNSEL FALL CONFERENCE

Encourage your attorney to join/attend!

The National Association of Dealer Counsel: 2011 Fall Conference will be held in Chicago October 9-10th. NADC membership is invaluable for your dealership attorney – this nation-wide network shares information on litigation, compliance, and a wide range of legal issues of importance to dealers. We strongly encourage you to forward information on NADC and this upcoming conference to your outside counsel. NADC meets in both the fall and spring each year. Go to www.dealercounsel.com for more details on the agenda and more about NADC.

FTC ISSUES CONSUMER ALERT: *"AUTO WARRANTIES, ROUTINE MAINTENANCE, AND REPAIRS: IS USING THE DEALER A MUST?"*

The FTC recently issued this consumer alert – likely indicating they have received complaints in this area, and may be more inclined to target such violations. Dealers should keep in mind that the FTC's mission is to "prevent fraudulent, deceptive and unfair business practices in the marketplace" – meaning that employee comments that might lead consumers to believe the items at issue here could be violations:

- *If you own a car, you know how important it is to keep up with routine maintenance and repairs. But can a dealer refuse to honor the warranty that came with your new car if someone else does the routine maintenance or repairs?*
- *The Federal Trade Commission (FTC), the nation's consumer protection agency, says NO. In fact, it's illegal for a dealer to deny your warranty coverage simply because you had routine maintenance or repairs performed by someone else. Routine maintenance often includes oil changes, tire rotations, belt replacement, fluid checks and flushes, new brake pads, and inspections. Maintenance schedules vary by vehicle make, model and year; the best source of information about routine scheduled maintenance is your owner's manual.*

Visit the Sept.6, 2011, issue of Open Road at www.cadaopenroad.org to view the entire alert.

NATIONAL LABOR RELATIONS BOARD (NLRB): NEW POSTER MANDATE AND MORE PRO-UNION CHANGES ON THE HORIZON

National Labor Relations Board Now Requires Posting of Employee Rights
8/25/2011, Legal Alert, Fisher & Phillips, LLP

On August 25, 2011, over the dissent of Member Brian Hayes, the National Labor Relations Board issued a final rule addressing "Notification of Employee Rights under the National Labor Relations Act." Effective 75 days following the August 26, 2011 scheduled publication in the Federal Register, which would be November 9, or November 14 (per the NLRB's inconsistent press release), every employer covered by the National Labor Relations Act will be required to post the prescribed 11x17 inch notice.

In addition to physical posting at "conspicuous places…readily seen by employees, including all places where notices to employees…are customarily posted," any employer that "customarily communicates" via intranet or internet with its employees as to "personnel rules or policies" must display an exact copy of the Notice on such site(s), or a link to the NLRB's web site which reads, "Employee Rights under the National Labor Relations Act."

The new Rule isn't just about unionizing and organizational rights (although it certainly is designed to promote that outcome). In addition to a rather one-sided statement of protections afforded to employees who are or who may wish to be engaged in organizing activities, the Notice speaks to protected concerted activities, alerting employees to protections they have in voicing complaints about terms and conditions of employment.

NADA Joins Ongoing Challenge to This New NLRB Poster Mandate

9/27/2011. As a member of the Coalition for a Democratic Workplace (CDW), NADA joined a federal court challenge seeking to block the National Labor Relations Board's (NLRB) new mandate that six million employers — including dealerships — post notices informing employees of their rights under the National Labor Relations Act (NLRA). The petition, which argues that the NLRB lacks the statutory authority to require the poster, is the latest in series of steps NADA has taken to oppose the poster rule and several other recent overreaches by the NLRB and the Department of Labor.

Recent filing joins others by the National Association of Manufacturers, the National Federation of Independent Business, and the U.S. Chamber of Commerce. Until further notice however, the NLRB poster must be put up where dealerships normally display federal posters and a failure to do so by November 14, 2011, may be deemed an unfair labor practice. Questions on this matter may be directed to NADA Regulatory Affairs at 703.821.7040 or regulatoryaffairs@nada.org.

Visit the Aug.30 issue of Open Road at www.cadaopenroad.org to view the full alert. A copy of the poster can be downloaded at www.nlrb.gov/poster.

Proposed Changes to Union Election Procedures

NADA submitted comments to the National Labor Relations Board (NLRB) on proposed changes to union election procedures. Overall, the proposal "would severely compact the time employers presently have to communicate with employees on potential union organizing activities" and "would undermine the rights of employers." As NADA points out, under the current process, organized labor wins elections over 67 percent of the time. The docket currently includes over 21,000 comments, a majority of them against changing the election procedures.

Visit the Aug.30 issue of Open Road at www.cadaopenroad.org to review the NADA letter.

Prior informative articles regarding the NLRB listed in the Aug.30, 2011, issue of Open Road at www.cadaopenroad.org:

- ***U.S. Chamber's Labor Expert Warns of NLRB Tilt to Organized Labor***, CACI Capitol Report, 4/29/2011
- ***Legal Alert: Update – President Announces Recess Appointment of Craig Becker to NLRB***, Ford & Harrison, 3/29/2010, ("The business community is concerned that, with Becker's appointment, the Board will alter existing processes to make it easier for unions to organize").

Tim Jackson
CADA President

LET US KNOW ABOUT YOUR GOOD NEWS!

Have you or anyone else at your dealership won an award recently? Have you or your dealership provided any outstanding community service? If so, please send CADA a brief write-up of the award or event along with any other information to milestones@coloradodealers.org. Also include your contact information for further follow-up.

ENGAGING IN DEALER PRIORITIES & CADA OPPORTUNITIES

Over the next few weeks CADA will complete planning on organizational priorities that will help define direction FOR future months and years. Partly as a result of a strategic planning process initiated in 2008, CADA completed a merger with Metro Denver Automobile Dealers Association (MDADA) following its 94 years of service as a separate entity. Later, in 2010, CADA Services merged into the other wholly-owned for-profit entity, CADA Insurance Services. In the current fiscal year and calendar year, 2011, CADA and Colorado Automotive Retailers (CAR) are merging into one 501.C-6 non-profit trade association entity. Thus, as for related corporations, we will have streamlined from six separate (yet related) entities into three. While most of that has been invisible and largely un-noticed, together it has helped consolidate statements and gain economies of scale as well as provide for simplification and greater clarity of purpose.

Colorado Automobile Dealers Association
INSURANCE SERVICES, INC.

In the meantime, CADA created the first Colorado dealer-related non-profit 501.C-6 tax-exempt corporation, called the Clear the Air Foundation. The process of creating the Clear the Air Foundation has already significantly assisted the Colorado dealer body by helping redirect an effort led, at the time, by the Governor's office which had announced intention of adopting the Cal-LEV low emission vehicle standard. The priority of moving old high-emitting vehicles off the road and to the salvage yard for recycling not only significantly clears Colorado's air of ozone-inhibiting, brown cloud-enhancing and asthma-inducing particulates but, gradually and over time, helps move consumers to newer, cleaner cars.

CLEAR THE AIR
FOUNDATION

The strategic planning process also helped CADA's leaders identify the greatest challenges dealers face wil in the future and redirect resources and prioritization toward those. In large part, this became the stimulus for tightening Colorado's statutes for greater franchise protections to better guard the significant investments dealers make in facilities and operations. Colorado legislators, at the behest of CADA advocacy, enacted 15 substantial franchise-protecting safeguards over the past three sessions of the General Assembly, all or in part, due to the strategic planning process of 2008. These protections will, collectively, save Colorado dealers millions upon millions of dollars. Not bad for a visionary leadership effort on the part of your state trade association. If the next strategic planning process is half or even a third as effective, it can mean the difference of millions of dollars in positvie impact to you as a dealer. Where else do you get that kind of return of investment? It really makes the time and money invested in CADA's success to CADA pale by comparison.

So what can you do as a member dealer to better enable these kinds of results for CADA? Be involved, be informed, be connected and engage in the process.

Over the next few weeks and months, CADA will:

- Host 11 CADA Regional Meetings – one is coming to a meeting room near you.
- Host 30 to 40 grassroots meetings, across the state, with key Colorado legislators and legislative caucuses. One or more will be helod near you and your dealership.
- Host 20 or more member-knowledge education seminars across Colorado
- Develop and distribute planning process questionnaires and surveys for member completion and participation.
- Host a long-range strategic planning session
- Close out the first year of operation for the Clear the Air Foundation – with anticipation of meeting or exceeding our goals.

- Plan, organize and execute the annual Denver Auto Show for 2012, including:
    - Innovative Dealer Summit
    - Charity Preview Party
    - Green Car Parade and Statewide Convoy

AutoVenture Luncheon

To do all this and do it successfully, there are many opportunities for engagement and involvement by member dealers. To the extent you actively engage in these important association events, processes and priorities, the better you can shape the future direction and focus of CADA. We hope to continue to count more and more dealers in.

Plan to participate in CADA Regional Meetings 2011

To REGISTER by phone, please call Lauren Stadler at 303.457.5123

QUESTIONS? Call Tim Jackson at 303.282.1448 or email tim.jackson@coloradodealers.org or go online to cada.wildapricot.org

YUMA
Indian Hills Country Club
5294 County Road 39
5:30pm ~ Dinner meeting
Wednesday, September 28

CORTEZ
Shiloh Steakhouse
5 South Veach Street
11:30am ~ Lunch meeting
Thursday, October 6

MONTROSE
Camp Robber Cafe
1515 Ogden Road
6:00pm ~ Dinner meeting
Thursday, October 6

GRAND JUNCTION
SpringHill Suites
236 Main Street
7:30am ~ Breakfast meeting
Friday, October 7

GLENWOOD SPRINGS
Hotel Denver
402 Seventh Street
noon ~ Lunch meeting
Friday, October 7

COLORADO SPRINGS
Garden of the Gods Club
3320 Mesa Road
11:30am ~ Lunch meeting
Wednesday, October 19
To register, call CSADA @ 719.473.1465

PUEBLO
Pueblo Country Club
3200 Eighth Avenue
5:30pm ~ Dinner meeting
Wednesday, October 19
To register, call PADA @ 719.544.7336

NORTHERN COLORADO
(Ft. Collins, Loveland & Greeley)
Embassy Suites Loveland
4705 Clydesdale Parkway
11:30am ~ Lunch meeting
Thursday, October 20

BOULDER
St. Julien Hotel
900 Walnut Street
5:30pm ~ Dinner meeting
Thursday, October 20

DENVER
Ritz Carlton Hotel
1881 Curtis Street
11:00am ~ Lunch meeting
Tuesday, November 22

CRAIG
Holiday Inn Hotel & Suites
300 S. Colorado Highway 13
11:30am ~ Lunch meeting
Tuesday, December 13

BE INFORMED, BE INVOLVED, BE CONNECTED.

Jeff Carlson
Glenwood Springs Ford
Colorado NADA Director

THE ECONOMY MIGHT BE GOING CRAZY, BUT AMERICANS STILL NEED CARS AND TRUCKS

If you've been paying attention to the news lately you have every reason to be more than a little confused. One day the headlines tell us our economic recovery has hit a rough patch, causing consumers to pull back on "big ticket" purchases like cars and trucks. And the next we're hearing the auto industry is driving our nation's economic revival, as manufacturers ramp up production and dealers start reinvesting in their facilities and hiring more employees.

President Obama is even looking to the auto industry for advice on how to spur hiring in other industries. He recently called Ford CEO Alan Mulally to discuss supply chain disruptions caused by the earthquake and tsunami in Japan and ways to stimulate exports and create jobs. And just when we thought the stock market's roller coaster ride was going to rattle consumer confidence even more, the Commerce Department reported that orders for autos and auto parts jumped 11.5 percent in July, the most in eight years.

In other words, the economy might be sputtering along, but Americans still need cars and trucks to get to work. And with the average age of cars and light trucks at 10.6 years, manufacturer incentives increasing this fall and more available inventory, new-car sales should only increase in the last four months of the year, says NADA Chief Economist Paul Taylor. "When consumers discover that the economy is still growing in the U.S. and Europe, although slowly, consumer confidence will improve," Dr. Taylor says.

Unlike several analysts who reduced their sales forecasts for 2011 as a result of economic conditions, NADA is sticking to its projection of 12.9 million light-vehicle sales nationally by year end, which would put us about 12 percent above the 11.5 million units we sold in 2010. Taylor expects new-vehicle inventory to return to reasonable levels in September, which will provide car shoppers with more choices. "Auto loan rates for new cars will remain attractive this fall as a result of meager economic growth," he said. And depending on what happens on Wall Street, luxury car sales will either increase or decrease in the coming months.

In times of economic uncertainty, it's best to take the longer view. That's what NADA does with its sales forecasts despite the "sky-is-falling" headlines.

Stay Connected with the NADA and ATD Convention on Facebook and Twitter

There are now more ways than ever to "connect" with the 2012 NADA/ATD Convention and Expo, Feb. 3-6 in Las Vegas. "Like" the convention's Facebook page and follow us on Twitter to receive instant updates on speakers, registration, exhibitors, hotels and more. Plus, stay tuned for NADA's new smart phone app coming this fall, putting the entire convention at your fingertips. And don't forget to check out MyNADAPlanner, the tool that allows you to select workshops, note times of franchise meetings, schedule meetings with exhibitors and create a road map for the convention before even leaving your dealership. Convention registration is now open online at www.nadaconventionandexpo.org.

IT Committee Highlights Importance of Online Reputation Management

NADA's Information Technology Committee has shed some light on the importance of monitoring social media sites for comments about dealerships' services and how to monitor these sites without overwhelming dealership staff. The committee gathered information on several online reputation management vendors and summarized the important features each provides. To learn more, visit NADA's Technology page and look under "Online Reputation Management Vendors."

Up-to-Date News from NADA

NADA Headlines, a compilation of the day's top automotive-retail stories, is a FREE e-newsletter published Monday through Friday. Along with top stories, NADA Headlines features original news content, NADA-TV reports, links to interviews featuring NADA leaders, photos, and timely sponsor/ad messages. Go to www.nada.org to sign up for NADA Headlines or ATD Insider, the e-newsletter for the American Truck Dealers division of NADA.

NADA U Launches Drive to Help Members Sign In and Sign Up

Not all NADA and ATD members have activated their free NADA University accounts to access membership benefits like Driven management guides, online courses and MarketINSIGHT webinars. So NADA U is initiating a campaign to help members sign in, sign up all your employees and take a quick personal tour. The effort includes a calling campaign, direct mail and a new how-to video. NADA U also is offering a special incentive: members who call 800.557.6232 to participate in a telephone demo will receive a NADA online course of their choice free (a $199 value).

20 Group Sees Uptick in Requests for In-Dealership Consulting

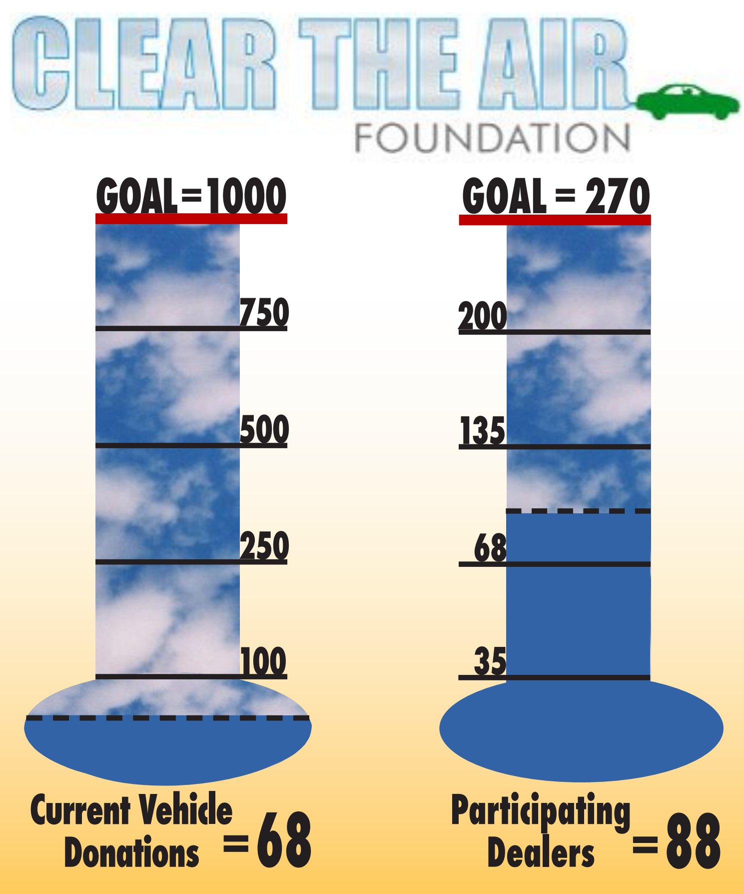
NADA 20 Group reports an increase in requests for in-dealership consulting, with many dealers targeting specific areas of operations, such as sales training and service and parts sales. Dealers who've taken advantage of this 20 group service report marked improvement in their operations. "There's nothing as effective as having an expert come to your dealership, examine your operations and talk to your people," says Dave Allen, senior director of NADA 20 Group. For more information, call Allen at 703.821.7214 or Diane Carnovsky, 20 Group sales manager, at 703.749.4744.

NADA-ATD 20 Group

NADA 20 Groups for Fixed Ops Managers Meeting this Fall; Controllers/CFO Groups Now Forming

NADA 20 Groups for Fixed Ops Managers focus on service, parts, and body shops issues. Dedicated fixed operations professionals from similar volume, non-competing dealerships use their combined experience, the best-in-class financial composite and knowledgeable consultants to tackle the issues that are most important to fixed operations. Here are the upcoming meetings. Call Diane Carnovsky, 20 Group sales manager, at 703.749.4744 to reserve a spot.

- Chrysler: Nov. 13-15 (Chicago)
- Ford: Jan. 11-13 (Scottsdale)
- GM: Sept. 14-16 (Orlando), Nov. 16-18 (Indianapolis)
- Mercedes: Nov. 16-18 (San Antonio)
- Nissan: Nov. 9-11 (Las Vegas)
- Toyota: Dec. 14-16 (Las Vegas)
- All Import: Nov. 9-11 (New Orleans)



Released: September 2011 | Covering data thru August 2011

Colorado Auto Outlook™

Sponsored by: Colorado Automobile Dealers Association

Comprehensive information on the Colorado automotive market

Quick Facts

Colorado new vehicle registrations increased 10.8% in August '11 vs. 2010.

Year-to-date thru August new registrations in the state were up 14.7%. U.S. market was up 16.3%.

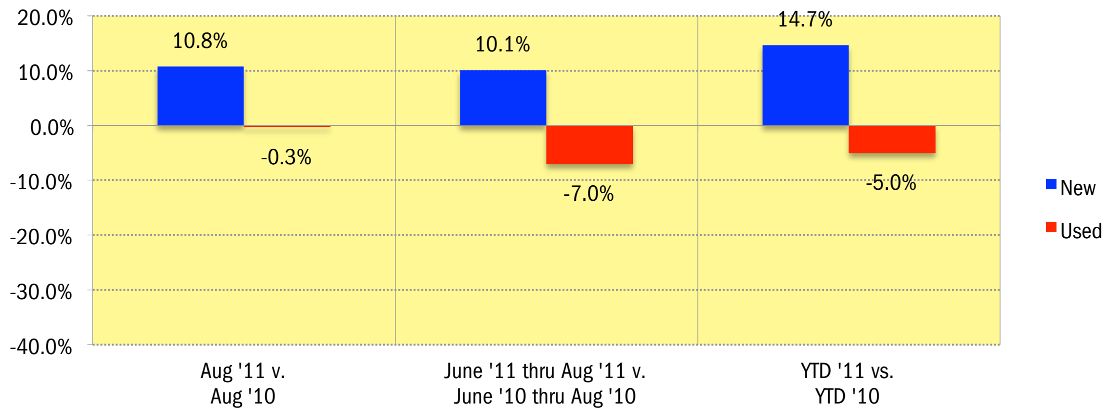
Used vehicle market declined 0.3% in August (vehicles seven years old or newer) and was off 5%, year-to-date.

Sub Compact Car market share increased 1.6 share points in the first eight months of this year.

Seven year old vehicle market share increased 2.4 share points so far this year.

Saab, Kia, Jeep, and Chrysler new vehicle registrations increased more than 50% during the first eight months of this year versus a year earlier.

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		
	June '10 thru Aug '10	June '11 thru Aug '11	Percent Change	June '10 thru Aug '10	June '11 thru Aug '11	Percent Change
Total	28,952	31,870	**10.1%**	44,308	41,222	**-7.0%**
Cars	12,598	13,971	10.9%	19,658	17,879	-9.0%
Light Trucks	16,354	17,899	9.4%	24,650	23,343	-5.3%
Japanese Brands	13,534	12,374	-8.6%	14,687	13,393	-8.8%
Detroit Three Brands	10,255	12,575	22.6%	22,963	21,215	-7.6%
European Brands	2,825	3,627	28.4%	4,357	4,326	-0.7%
Korean Brands	2,338	3,294	40.9%	2,301	2,288	-0.6%

Year to date Totals (thru August)

	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2010	YTD 2011	Percent Change	YTD 2010	YTD 2011	Percent Change
Total	71,577	82,093	**14.7%**	109,728	104,271	**-5.0%**
Cars	30,326	35,599	17.4%	48,307	45,859	-5.1%
Light Trucks	41,251	46,494	12.7%	61,421	58,412	-4.9%
Japanese Brands	34,424	35,282	2.5%	35,644	34,076	-4.4%
Detroit Three Brands	24,953	30,571	22.5%	57,831	53,469	-7.5%
European Brands	6,987	8,582	22.8%	10,787	10,748	-0.4%
Korean Brands	5,213	7,658	46.9%	5,466	5,978	9.4%

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.

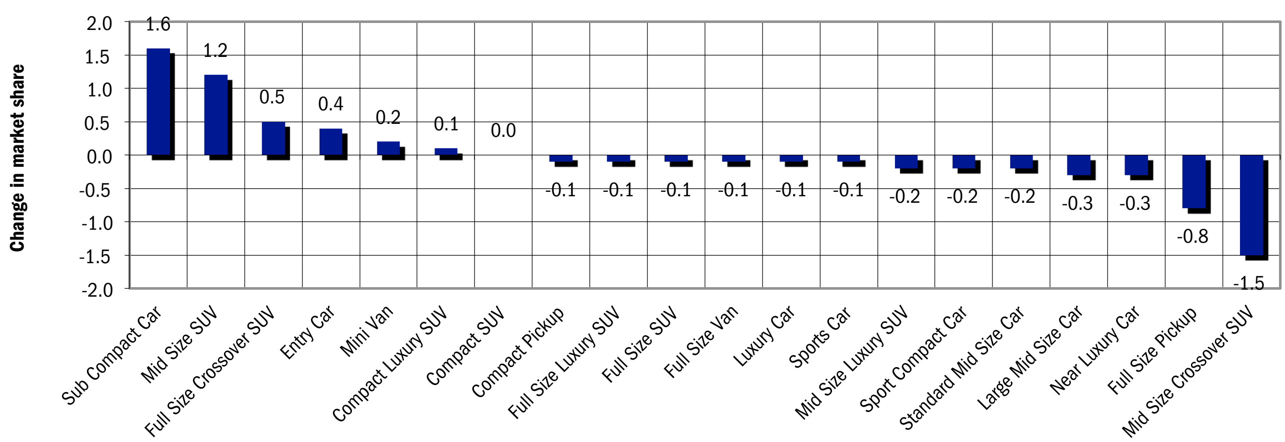
Data Source: AutoCount data from Experian Automotive.

New Vehicle Market Brand Registrations

Colorado New Retail Car and Light Truck Registrations

	August				Three Month Period June '11 thru August '11				YTD Totals (thru August)				YTD Market Share (%)		
	Colorado			U.S.	Colorado			U.S.	Colorado			U.S.	Colorado		
	2010	2011	% chg.	% chg.	Yr. Ago	Current	% chg.	% chg.	2010	2011	% chg.	% chg.	2010	2011	Chg.
TOTAL	9,845	10,904	10.8%	4.8%	28,952	31,870	10.1%	5.7%	71,577	82,093	14.7%	16.3%			
Acura	115	103	-10.4%	-10.6%	345	312	-9.6%	-14.5%	833	922	10.7%	6.1%	1.2	1.1	-0.1
Audi	126	155	23.0%	24.8%	438	447	2.1%	12.5%	1,136	1,142	0.5%	13.3%	1.6	1.4	-0.2
BMW	172	226	31.4%	27.0%	456	621	36.2%	20.2%	1,209	1,579	30.6%	20.9%	1.7	1.9	0.2
Buick	103	91	-11.7%	8.7%	250	300	20.0%	13.9%	620	770	24.2%	30.9%	0.9	0.9	0.0
Cadillac	98	83	-15.3%	-2.4%	266	234	-12.0%	-1.9%	674	660	-2.1%	21.6%	0.9	0.8	-0.1
Chevrolet	750	935	24.7%	7.6%	2,259	2,768	22.5%	11.0%	5,756	6,828	18.6%	23.8%	8.0	8.3	0.3
Chrysler	71	127	78.9%	52.8%	186	326	75.3%	46.4%	441	676	53.3%	44.0%	0.6	0.8	0.2
Dodge (incl. Ram)	405	661	63.2%	9.8%	1,291	1,840	42.5%	15.8%	2,932	4,197	43.1%	30.4%	4.1	5.1	1.0
Fiat	0	6			0	11			0	11			0.0	0.0	0.0
Ford	1,265	1,377	8.9%	2.9%	3,733	4,270	14.4%	10.5%	8,861	10,501	18.5%	19.4%	12.4	12.8	0.4
GMC	271	330	21.8%	9.4%	837	937	11.9%	11.8%	2,218	2,565	15.6%	25.5%	3.1	3.1	0.0
Honda	895	761	-15.0%	-23.5%	2,545	2,442	-4.0%	-16.7%	6,357	6,801	7.0%	4.0%	8.9	8.3	-0.6
Hyundai	415	614	48.0%	23.6%	1,321	1,666	26.1%	26.7%	2,862	3,920	37.0%	38.5%	4.0	4.8	0.8
Infiniti	87	70	-19.5%	-11.7%	247	208	-15.8%	-17.5%	629	599	-4.8%	5.6%	0.9	0.7	-0.2
Jaguar	8	3	-62.5%	-27.4%	23	19	-17.4%	-13.4%	39	47	20.5%	3.6%	0.1	0.1	0.0
Jeep	479	706	47.4%	47.2%	1,197	1,765	47.5%	52.7%	2,572	3,997	55.4%	56.8%	3.6	4.9	1.3
Kia	341	529	55.1%	50.5%	1,017	1,628	60.1%	62.4%	2,351	3,738	59.0%	68.9%	3.3	4.6	1.3
Land Rover	30	42	40.0%	24.7%	106	132	24.5%	14.9%	273	327	19.8%	17.1%	0.4	0.4	0.0
Lexus	150	171	14.0%	1.3%	518	463	-10.6%	-21.2%	1,499	1,404	-6.3%	-8.8%	2.1	1.7	-0.4
Lincoln	33	52	57.6%	25.0%	108	135	25.0%	13.0%	327	359	9.8%	7.6%	0.5	0.4	-0.1
Mazda	251	256	2.0%	6.9%	700	711	1.6%	-2.1%	1,573	1,746	11.0%	0.4%	2.2	2.1	-0.1
Mercedes	153	161	5.2%	33.4%	419	539	28.6%	21.5%	1,007	1,218	21.0%	15.4%	1.4	1.5	0.1
MINI	92	85	-7.6%	-1.2%	211	265	25.6%	24.6%	367	527	43.6%	40.8%	0.5	0.6	0.1
Mitsubishi	60	64	6.7%	34.5%	176	195	10.8%	31.5%	377	446	18.3%	36.6%	0.5	0.5	0.0
Nissan	640	655	2.3%	10.5%	1,926	1,799	-6.6%	2.7%	4,743	5,011	5.7%	15.1%	6.6	6.1	-0.5
Porsche	20	35	75.0%	34.2%	64	109	70.3%	34.4%	169	249	47.3%	41.4%	0.2	0.3	0.1
Saab	3	6	100.0%	-12.5%	7	23	228.6%	33.9%	24	87	262.5%	51.8%	0.0	0.1	0.1
smart	8	4	-50.0%	-47.5%	26	8	-69.2%	-37.4%	63	32	-49.2%	-31.6%	0.1	0.0	-0.1
Subaru	947	833	-12.0%	-0.9%	2,753	2,639	-4.1%	1.1%	6,781	7,631	12.5%	14.0%	9.5	9.3	-0.2
Suzuki	60	81	35.0%	43.9%	179	204	14.0%	31.2%	466	482	3.4%	22.5%	0.7	0.6	-0.1
Toyota/Scion	1,371	1,179	-14.0%	-13.9%	4,144	3,401	-17.9%	-16.2%	11,156	10,239	-8.2%	-2.0%	15.6	12.5	-3.1
Volkswagen	306	405	32.4%	25.6%	849	1,160	36.6%	25.8%	2,104	2,656	26.2%	24.7%	2.9	3.2	0.3
Volvo	74	92	24.3%	24.9%	212	274	29.2%	32.2%	563	665	18.1%	27.0%	0.8	0.8	0.0
Other	46	6	-87.0%	-84.6%	143	19	-86.7%	-83.7%	595	61	-89.7%	-80.0%	0.8	0.1	-0.7

Change in New Vehicle Segment Market Share - YTD 2011 thru August vs. YTD 2010



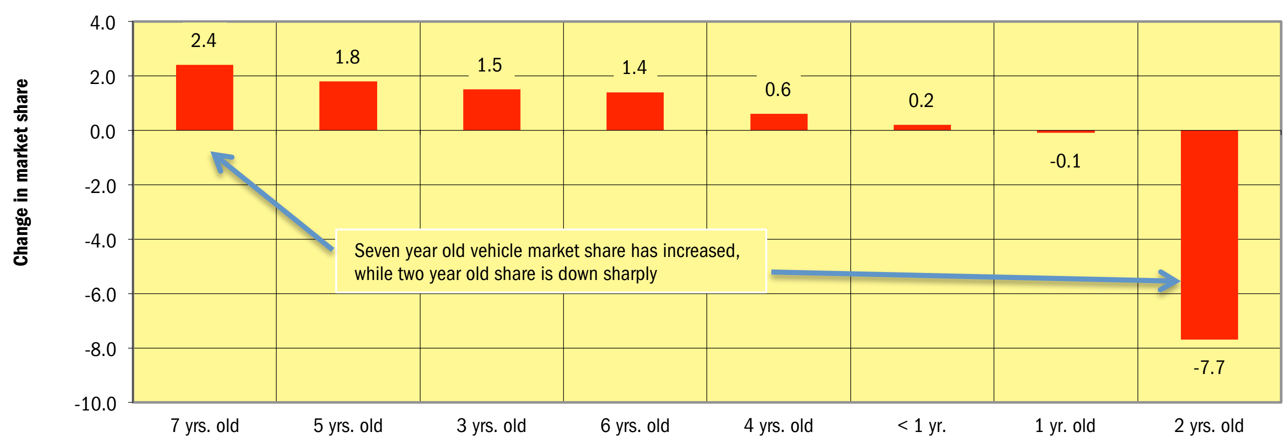
Released: September 2011 (covering August data) **Page 3**

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

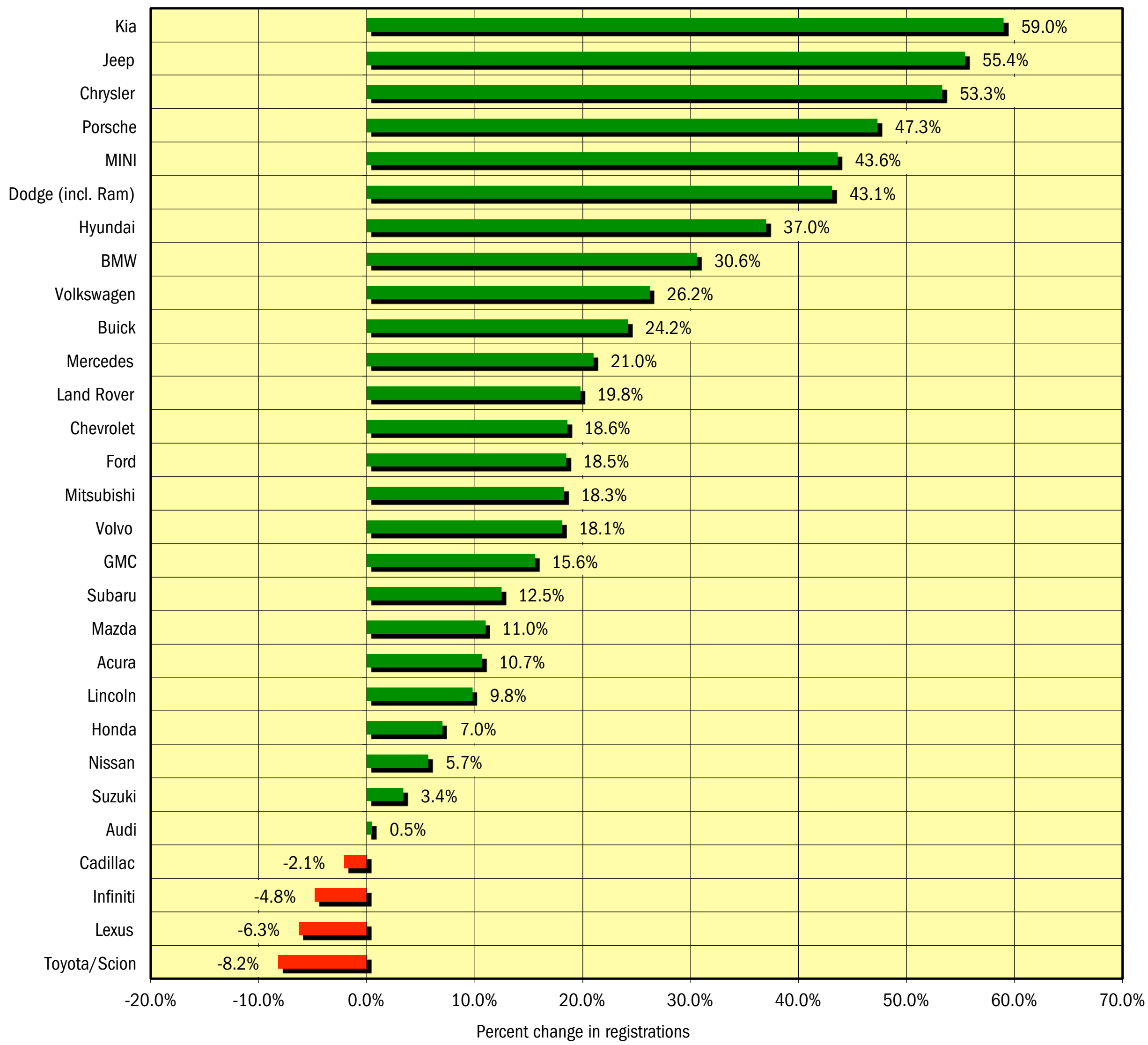
Colorado Used Retail Car and Light Truck Registrations

	August			Three Month Period June '11 thru August '11			YTD thru August			YTD Market Share (%)		
	2010	2011	% chg.	Yr. Ago	Current	% chg.	2010	2011	% chg.	2010	2011	Chg.
TOTAL	14,365	14,317	-0.3%	44,308	41,222	-7.0%	109,728	104,271	-5.0%			
Acura	185	214	15.7%	588	599	1.9%	1,398	1,537	9.9%	1.3	1.5	0.2
Audi	203	218	7.4%	597	711	19.1%	1,479	1,627	10.0%	1.3	1.6	0.3
BMW	290	261	-10.0%	868	778	-10.4%	2,184	2,099	-3.9%	2.0	2.0	0.0
Buick	134	130	-3.0%	411	355	-13.6%	1,020	911	-10.7%	0.9	0.9	0.0
Cadillac	201	207	3.0%	657	616	-6.2%	1,640	1,583	-3.5%	1.5	1.5	0.0
Chevrolet	1,686	1,658	-1.7%	5,110	4,793	-6.2%	12,638	12,054	-4.6%	11.5	11.6	0.1
Chrysler	414	442	6.8%	1,316	1,338	1.7%	3,501	3,410	-2.6%	3.2	3.3	0.1
Dodge (incl. Ram)	1,095	1,143	4.4%	3,566	3,224	-9.6%	8,890	8,210	-7.6%	8.1	7.9	-0.2
Ford	1,753	1,806	3.0%	5,424	5,101	-6.0%	13,813	12,789	-7.4%	12.6	12.3	-0.3
GMC	417	416	-0.2%	1,229	1,259	2.4%	3,160	3,041	-3.8%	2.9	2.9	0.0
Honda	752	831	10.5%	2,363	2,347	-0.7%	5,548	5,806	4.7%	5.1	5.6	0.5
Hummer	76	67	-11.8%	238	169	-29.0%	633	464	-26.7%	0.6	0.4	-0.2
Hyundai	403	404	0.2%	1,297	1,239	-4.5%	3,075	3,124	1.6%	2.8	3.0	0.2
Infiniti	133	133	0.0%	412	427	3.6%	1,191	1,043	-12.4%	1.1	1.0	-0.1
Jaguar	15	19	26.7%	58	46	-20.7%	149	111	-25.5%	0.1	0.1	0.0
Jeep	932	897	-3.8%	2,593	2,530	-2.4%	6,112	6,132	0.3%	5.6	5.9	0.3
Kia	331	344	3.9%	1,004	1,049	4.5%	2,391	2,854	19.4%	2.2	2.7	0.5
Land Rover	88	81	-8.0%	274	226	-17.5%	716	590	-17.6%	0.7	0.6	-0.1
Lexus	273	247	-9.5%	779	673	-13.6%	1,909	1,768	-7.4%	1.7	1.7	0.0
Lincoln	92	109	18.5%	285	268	-6.0%	705	715	1.4%	0.6	0.7	0.1
Mazda	290	288	-0.7%	934	731	-21.7%	2,284	1,969	-13.8%	2.1	1.9	-0.2
Mercedes	191	139	-27.2%	548	470	-14.2%	1,350	1,269	-6.0%	1.2	1.2	0.0
Mercury	79	77	-2.5%	258	225	-12.8%	674	627	-7.0%	0.6	0.6	0.0
MINI	41	79	92.7%	151	185	22.5%	376	393	4.5%	0.3	0.4	0.1
Mitsubishi	123	105	-14.6%	424	331	-21.9%	1,100	833	-24.3%	1.0	0.8	-0.2
Nissan	893	903	1.1%	2,648	2,463	-7.0%	6,672	6,444	-3.4%	6.1	6.2	0.1
Pontiac	338	262	-22.5%	1,087	767	-29.4%	2,960	2,029	-31.5%	2.7	1.9	-0.8
Porsche	36	57	58.3%	115	135	17.4%	273	309	13.2%	0.2	0.3	0.1
Saab	51	47	-7.8%	169	124	-26.6%	439	371	-15.5%	0.4	0.4	0.0
Saturn	215	189	-12.1%	722	543	-24.8%	1,916	1,434	-25.2%	1.7	1.4	-0.3
Subaru	642	540	-15.9%	1,822	1,621	-11.0%	4,114	4,179	1.6%	3.7	4.0	0.3
Suzuki	96	117	21.9%	320	350	9.4%	835	826	-1.1%	0.8	0.8	0.0
Toyota/Scion	1,355	1,304	-3.8%	4,361	3,823	-12.3%	10,495	9,604	-8.5%	9.6	9.2	-0.4
Volkswagen	339	396	16.8%	1,006	1,190	18.3%	2,433	2,807	15.4%	2.2	2.7	0.5
Volvo	166	151	-9.0%	542	417	-23.1%	1,323	1,089	-17.7%	1.2	1.0	-0.2
Other	37	36	-2.7%	132	99	-25.0%	332	220	-33.7%	0.3	0.2	-0.1

Change in Used Vehicle Market Share by Age of Vehicle YTD 2011 thru August vs. YTD 2010



New Vehicle Market Percent Change in Brand Registrations
YTD 2011 thru August vs. YTD 2010
(Top 30 selling brands)



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Siegel Oil Company / Equipment Savers
Strategic Summit 2011

Inverness Hotel and Conference Center
Englewood, Colorado
Wednesday, October 26, 2011

The Siegel Oil Summit 2011 — the definitive management education forum for owners and decision makers engaged in automotive service / repair facilities and commercial / industrial manufacturing; addresses the most pressing issues surrounding sales, profitability, technology, best practices, product knowledge, social media, changes in regulations and other emerging issues in our customers operations — will take place **from 8am to 6pm, Wednesday, October 26, 2011**. A full seated breakfast and lunch will be provided as well as an opportunity to visit with vendors and suppliers throughout your industry. The Siegel Oil Summit 2011 is unique among industry meetings in that all participant and break-out sessions are conducted during one day and will include three tracts for:

Owners: Pressing business issues owners' address each and every day
Automotive: Dealers, Quick lubes, Repair shops
Commercial/Industrial: Fleets, Manufacturers, Construction, Municipalities

Who should attend?
Only **OWNERS** and **DECISION MAKERS** are invited to attend the Siegel Oil Summit 2011. If you are interested in becoming more effective business operators, making more money in your day-to-day operations and getting better everyday…this Summit is for you!

What you will learn:
The Siegel Oil Summit 2011 will offer more than 20 breakout sessions throughout the day. Scheduled sessions and keynote speakers will discuss issues such as:

- Profit opportunities in fixed operations
- Basics of Lubrication and Synthetics
- The Colorado Economy
- Social Media Marketing
- Safety and Compliance
- Service Chemical Profits
- Hiring and retaining good people
- Changes in Tax Law 2012

REGISTER NOW BY CALLING TIFFANY VINCEL AT 303-953-5794
Seats are limited
Limit 3 persons per company   Registration deadline October 17th

For the most current list of other on-going CADA seminars and events, please visit the online calendar at www.coloradodealers.org/calendar

EVENT DESCRIPTION	DATE/TIME	LOCATION
Workers' Compensation Cost Control Strategies Seminar *Colorado Springs*	Wed., October 5 11:00am to 1:00pm *Lunch included*	RSVP by Sept. 30 to Diana Sanderson diana.sanderson1@wellsfargo.com 719.592.1177 or 800.332.9256
WEBINAR: Maximize Results from Database Marketing *Online*	Thursday, Oct. 6 at 11am	Go to coloradodealers.dealersedge.com/all-dealersedge-webinars/upcoming-live-webinars.html
WEBINAR: Protecting Your Dealership from Hackers & Cyber-Thieves *Online*	Thursday, Oct. 13 at 11am	Go to coloradodealers.dealersedge.com/all-dealersedge-webinars/upcoming-live-webinars.html
State Dealer Compliance Guide & Training by CO Dealer Attorney *Denver*	Thursday, October 20 7:30am-11:00am	William D. Barrow Building (CADA Headquarters), 290 E. Speer Blvd (SW Corner of Grant/Speer), Denver, CO Phone: 303.831.1722
Siegel Oil Summit *Englewood*	Wed., October 26	Inverness Hotel and Conference Center Englewood, Colorado

NADA U EXAMINES FIXED OPS IN FALL WEBINARS

NADA U is turning its attention to service and parts operations in several Webinars planned this fall. Call 800.557.6232 to learn more and register for these new webinars, including this upcoming session:

Oct. 19: "Performing a Monthly Parts Inventory Reconciliation," presented by Chris Bavis, NADA-ATD Academy instructor.

NOW PLAYING ON NADA-TV

- "AutoFocus with David Hyatt" — Brad Miller, NADA assistant director of Legal and Regulatory Affairs, discusses the recent changes to Adverse Action Notice Requirements.
- "Benefits of Indirect Lending" — NADA and the American Financial Services Association (AFSA) meet in Washington to discuss educating regulators about the indirect financing model and other current issues.

AUTO INDUSTRY RESOURCES

- Auto Industry Division: 303.205.5746, www.colorado.gov/revenue/AID
- Titles/Registration: 303.205.5608, www.colorado.gov/revenue/dmv (Select "Title - Register a Vehicle" link)
- Department of Revenue Taxation: www.colorado.gov/revenue/tax

Bulletin questions or comments? If you have questions about items in this newsletter or suggestions for future articles, please contact Lauren Stadler at 303.457.5123 or e-mail to lauren.stadler@coloradodealers.org.