

# 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 10% in April '11 vs. 2010. U.S. market improved 10.2%.

Year-to-date thru April new registrations in the state were up 16.9%

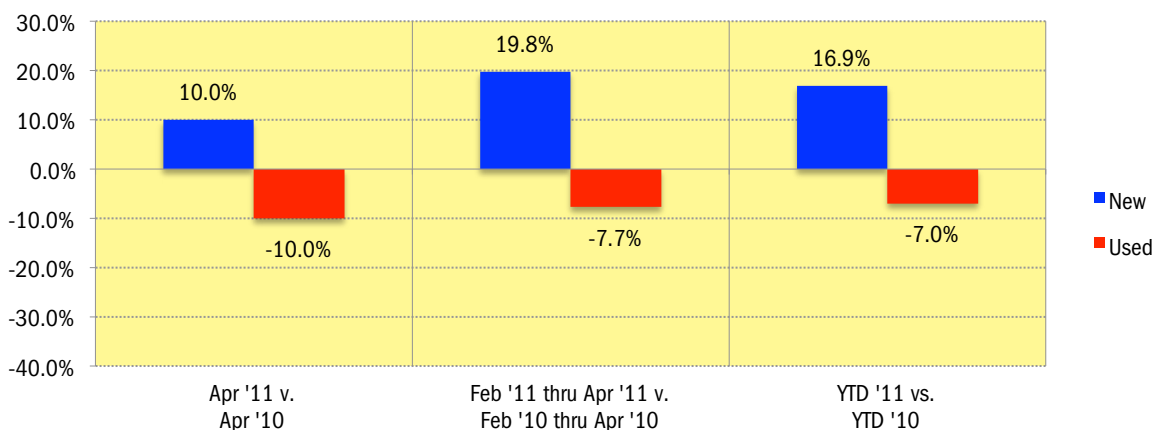
Used vehicle market declined 10% in April (vehicles seven years old or newer) and was off 7%, year-to-date.

Sub Compact Car market share increased 2.4 share points in the first four months of this year.

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

Saab, MINI, Kia, and Jeep new vehicle registrations increased more than 50% during the first four 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		
	Feb '10 thru Apr '10	Feb '11 thru Apr '11	Percent Change	Feb '10 thru Apr '10	Feb '11 thru Apr '11	Percent Change
Total	24,341	29,165	19.8%	41,376	38,209	-7.7%
Cars	10,136	12,623	24.5%	18,301	17,039	-6.9%
Light Trucks	14,205	16,542	16.5%	23,075	21,170	-8.3%
Japanese Brands	11,913	13,300	11.6%	13,046	12,475	-4.4%
Detroit Three Brands	8,397	10,471	24.7%	22,241	19,562	-12.0%
European Brands	2,345	2,816	20.1%	4,038	3,891	-3.6%
Korean Brands	1,686	2,578	52.9%	2,051	2,281	11.2%
	Year to date Totals (thru April)					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2010	YTD 2011	Percent Change	YTD 2010	YTD 2011	Percent Change
Total	32,937	38,490	16.9%	52,602	48,930	-7.0%
Cars	13,471	16,182	20.1%	23,003	21,538	-6.4%
Light Trucks	19,466	22,308	14.6%	29,599	27,392	-7.5%
Japanese Brands	16,144	17,640	9.3%	16,699	16,029	-4.0%
Detroit Three Brands	11,458	13,872	21.1%	28,271	25,037	-11.4%
European Brands	3,229	3,747	16.0%	5,110	4,989	-2.4%
Korean Brands	2,106	3,231	53.4%	2,522	2,875	14.0%

## Data Information

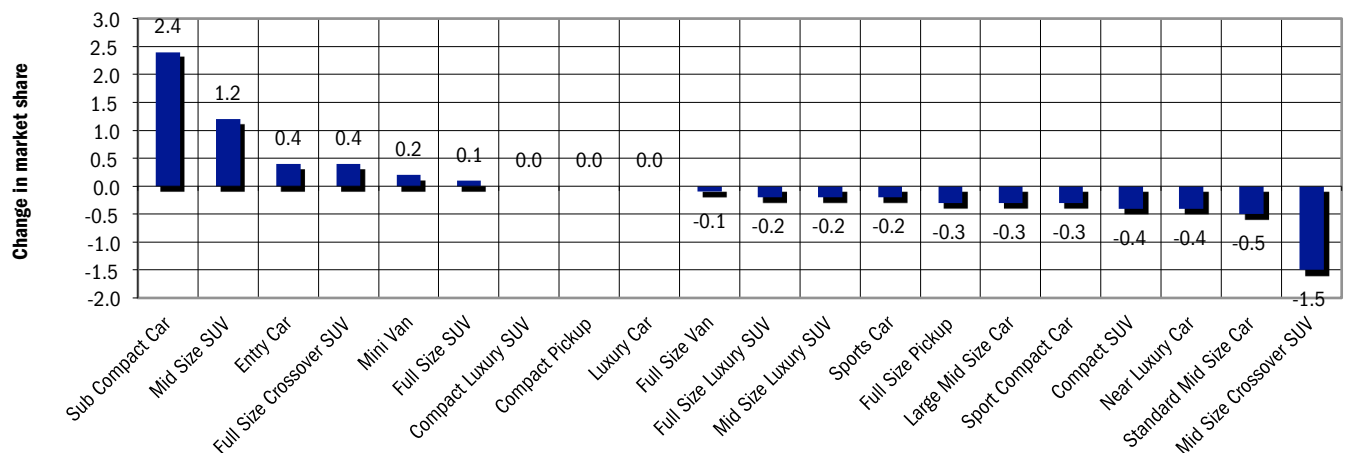
All data represents new and used vehicle retail registrations in Colorado and excludes fleet and wholesale transactions. Used vehicle data only includes vehicles seven years old or newer and excludes private party transactions. Please keep in mind that monthly registration figures can occasionally be 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															
	April				Three Month Period Feb '11 thru Apr '11				YTD Totals (thru Apr)				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	8,210	9,032	10.0%	10.2%	24,341	29,165	19.8%	25.3%	32,937	38,490	16.9%	27.4%			
Acura	108	94	-13.0%	8.1%	283	348	23.0%	21.3%	382	479	25.4%	28.1%	1.2	1.2	0.0
Audi	122	102	-16.4%	-0.4%	397	385	-3.0%	11.2%	535	530	-0.9%	14.5%	1.6	1.4	-0.2
BMW	127	143	12.6%	7.0%	442	591	33.7%	16.8%	636	767	20.6%	21.3%	1.9	2.0	0.1
Buick	60	84	40.0%	24.2%	203	256	26.1%	47.4%	279	353	26.5%	50.4%	0.8	0.9	0.1
Cadillac	71	75	5.6%	13.6%	230	248	7.8%	42.0%	323	347	7.4%	46.7%	1.0	0.9	-0.1
Chevrolet	631	748	18.5%	17.3%	2,006	2,424	20.8%	36.0%	2,737	3,194	16.7%	37.0%	8.3	8.3	0.0
Chrysler	49	68	38.8%	23.4%	132	221	67.4%	44.2%	178	261	46.6%	49.2%	0.5	0.7	0.2
Dodge (incl. Ram)	318	477	50.0%	19.0%	948	1,351	42.5%	43.1%	1,237	1,757	42.0%	51.4%	3.8	4.6	0.8
Ford	938	1,135	21.0%	12.5%	2,933	3,632	23.8%	26.1%	3,968	4,808	21.2%	29.2%	12.0	12.5	0.5
GMC	220	277	25.9%	15.4%	770	925	20.1%	35.0%	1,089	1,292	18.6%	40.4%	3.3	3.4	0.1
Honda	714	782	9.5%	12.0%	2,096	2,480	18.3%	20.8%	2,894	3,232	11.7%	22.9%	8.8	8.4	-0.4
Hyundai	336	478	42.3%	29.6%	885	1,308	47.8%	45.4%	1,102	1,644	49.2%	54.4%	3.3	4.3	1.0
Infiniti	90	75	-16.7%	11.4%	238	220	-7.6%	26.5%	295	326	10.5%	30.2%	0.9	0.8	-0.1
Jaguar	3	2	-33.3%	11.9%	8	10	25.0%	12.8%	11	15	36.4%	15.9%	0.0	0.0	0.0
Jeep	282	349	23.8%	33.3%	812	1,271	56.5%	54.6%	1,075	1,669	55.3%	60.6%	3.3	4.3	1.0
Kia	249	389	56.2%	62.8%	801	1,270	58.6%	69.1%	1,004	1,587	58.1%	74.6%	3.0	4.1	1.1
Land Rover	22	31	40.9%	15.0%	94	109	16.0%	20.1%	139	158	13.7%	23.3%	0.4	0.4	0.0
Lexus	177	176	-0.6%	-5.3%	542	530	-2.2%	-0.7%	816	762	-6.6%	0.8%	2.5	2.0	-0.5
Lincoln	33	39	18.2%	-3.8%	147	135	-8.2%	-0.3%	191	175	-8.4%	4.1%	0.6	0.5	-0.1
Mazda	170	207	21.8%	-9.5%	510	632	23.9%	-0.5%	663	795	19.9%	3.9%	2.0	2.1	0.1
Mercedes	106	111	4.7%	2.6%	298	395	32.6%	12.1%	456	525	15.1%	14.6%	1.4	1.4	0.0
MINI	27	52	92.6%	67.6%	89	156	75.3%	55.2%	115	198	72.2%	50.3%	0.3	0.5	0.2
Mitsubishi	42	50	19.0%	35.0%	122	143	17.2%	40.1%	154	194	26.0%	43.9%	0.5	0.5	0.0
Nissan	601	639	6.3%	14.3%	1,628	1,965	20.7%	26.4%	2,185	2,546	16.5%	28.0%	6.6	6.6	0.0
Porsche	21	18	-14.3%	28.8%	66	66	0.0%	35.2%	77	106	37.7%	39.0%	0.2	0.3	0.1
Saab	2	5	150.0%	203.0%	6	43	616.7%	105.1%	16	51	218.8%	42.1%	0.0	0.1	0.1
smart	8	3	-62.5%	-29.4%	22	14	-36.4%	-32.4%	24	15	-37.5%	-31.5%	0.1	0.0	-0.1
Subaru	707	897	26.9%	11.3%	2,317	2,945	27.1%	21.0%	3,120	3,852	23.5%	24.0%	9.5	10.0	0.5
Suzuki	58	59	1.7%	2.0%	161	165	2.5%	16.1%	230	201	-12.6%	17.8%	0.7	0.5	-0.2
Toyota/Scion	1,578	1,162	-26.4%	-11.1%	4,010	3,871	-3.5%	12.3%	5,396	5,252	-2.7%	12.0%	16.4	13.6	-2.8
Volkswagen	218	243	11.5%	12.6%	706	823	16.6%	20.7%	925	1,078	16.5%	21.6%	2.8	2.8	0.0
Volvo	66	55	-16.7%	18.8%	209	209	0.0%	24.9%	283	283	0.0%	16.5%	0.9	0.7	-0.2
Other	56	7	-87.5%	-80.8%	230	24	-89.6%	-78.4%	402	38	-90.5%	-78.1%	1.2	0.1	-1.1

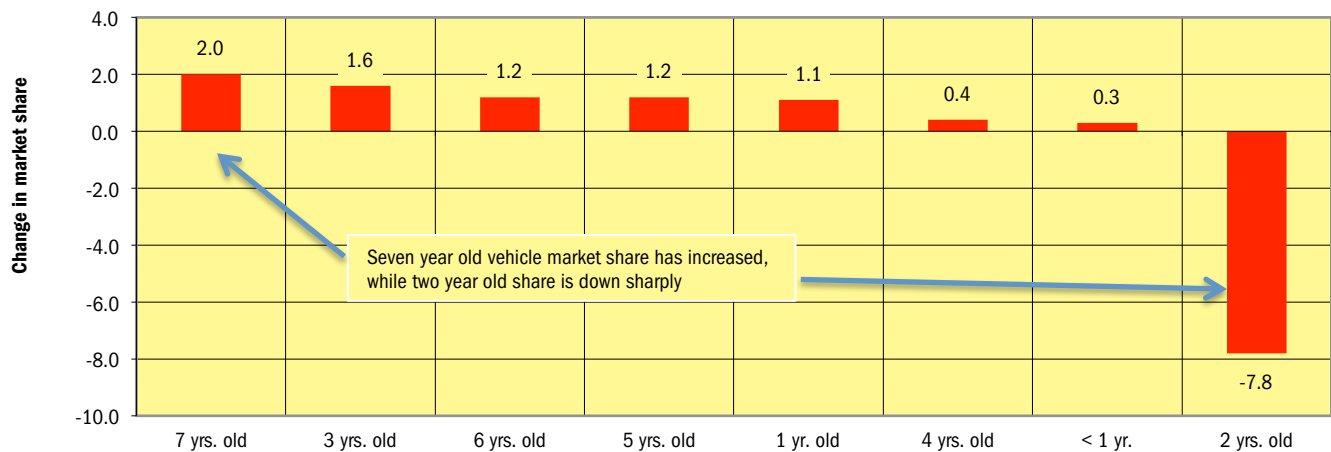
Change in New Vehicle Segment Market Share - YTD 2011 thru April vs. YTD 2010



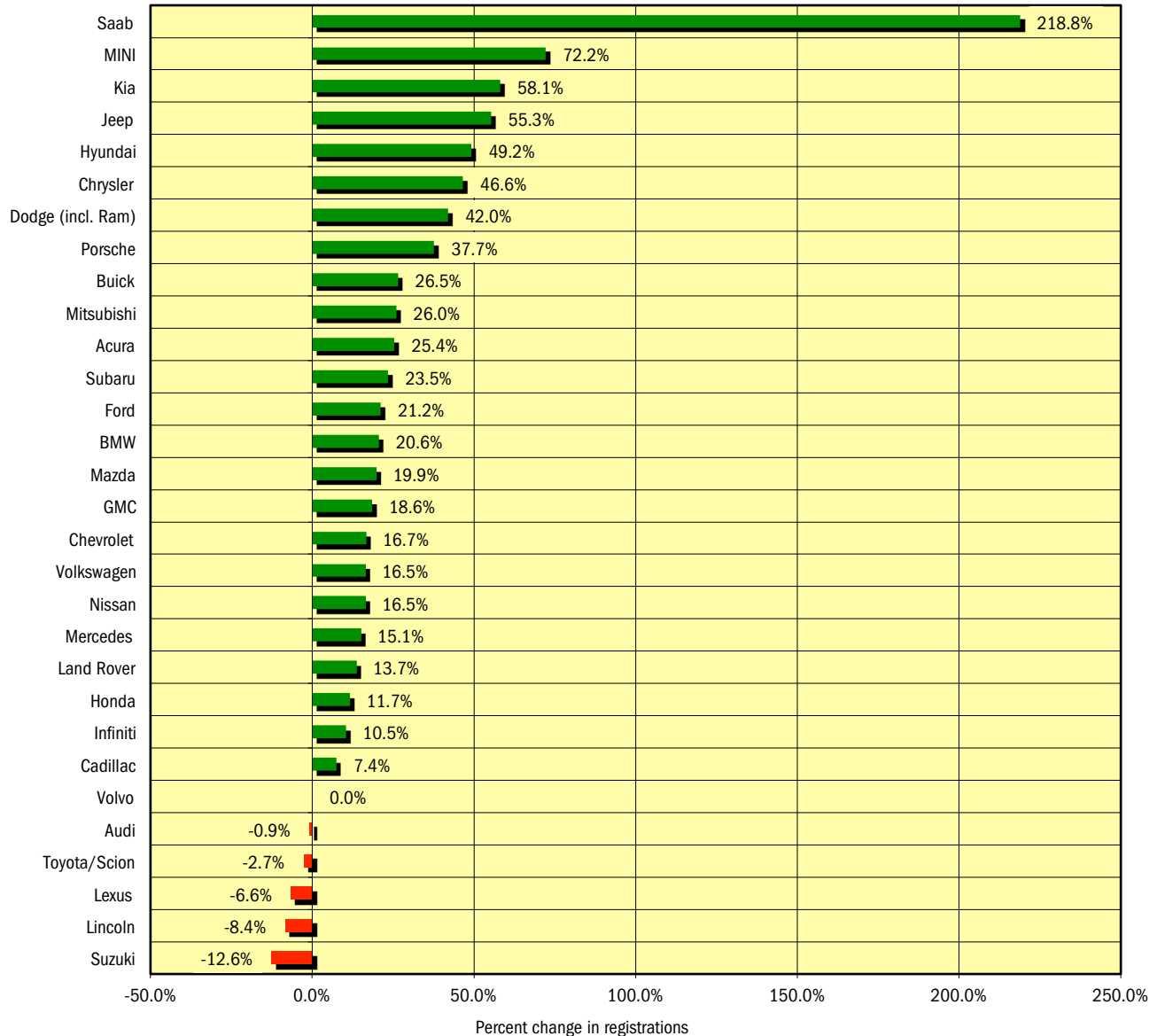
**Used Vehicle Market Brand Registrations (only includes vehicles seven years old or newer)**

Colorado Used Retail Car and Light Truck Registrations												
	April			Three Month Period Feb '11 thru Apr '11			YTD thru April			YTD Market Share (%)		
	2010	2011	% chg.	Yr. Ago	Current	% chg.	2010	2011	% chg.	2010	2011	Chg.
TOTAL	12,766	11,489	-10.0%	41,376	38,209	-7.7%	52,602	48,930	-7.0%			
Acura	160	171	6.9%	507	578	14.0%	645	734	13.8%	1.2	1.5	0.3
Audi	158	141	-10.8%	543	528	-2.8%	687	688	0.1%	1.3	1.4	0.1
BMW	258	248	-3.9%	838	819	-2.3%	1,043	1,037	-0.6%	2.0	2.1	0.1
Buick	128	106	-17.2%	388	335	-13.7%	487	432	-11.3%	0.9	0.9	0.0
Cadillac	183	195	6.6%	610	561	-8.0%	783	736	-6.0%	1.5	1.5	0.0
Chevrolet	1,468	1,366	-6.9%	4,819	4,484	-7.0%	6,112	5,677	-7.1%	11.6	11.6	0.0
Chrysler	447	401	-10.3%	1,457	1,259	-13.6%	1,808	1,566	-13.4%	3.4	3.2	-0.2
Dodge (incl. Ram)	1,143	923	-19.2%	3,460	3,026	-12.5%	4,313	3,894	-9.7%	8.2	8.0	-0.2
Ford	1,645	1,346	-18.2%	5,317	4,578	-13.9%	6,749	5,988	-11.3%	12.8	12.2	-0.6
GMC	356	324	-9.0%	1,219	1,063	-12.8%	1,563	1,379	-11.8%	3.0	2.8	-0.2
Honda	607	687	13.2%	1,964	2,123	8.1%	2,535	2,644	4.3%	4.8	5.4	0.6
Hummer	78	57	-26.9%	249	186	-25.3%	322	233	-27.6%	0.6	0.5	-0.1
Hyundai	363	343	-5.5%	1,119	1,164	4.0%	1,397	1,464	4.8%	2.7	3.0	0.3
Infiniti	170	108	-36.5%	524	349	-33.4%	634	467	-26.3%	1.2	1.0	-0.2
Jaguar	11	14	27.3%	57	39	-31.6%	75	46	-38.7%	0.1	0.1	0.0
Jeep	673	627	-6.8%	2,175	2,172	-0.1%	2,828	2,774	-1.9%	5.4	5.7	0.3
Kia	269	332	23.4%	932	1,117	19.8%	1,125	1,411	25.4%	2.1	2.9	0.8
Land Rover	75	64	-14.7%	267	233	-12.7%	343	298	-13.1%	0.7	0.6	-0.1
Lexus	219	183	-16.4%	712	655	-8.0%	937	861	-8.1%	1.8	1.8	0.0
Lincoln	89	80	-10.1%	263	268	1.9%	332	340	2.4%	0.6	0.7	0.1
Mazda	261	247	-5.4%	852	750	-12.0%	1,083	981	-9.4%	2.1	2.0	-0.1
Mercedes	183	135	-26.2%	512	467	-8.8%	633	628	-0.8%	1.2	1.3	0.1
Mercury	80	87	8.8%	278	249	-10.4%	343	317	-7.6%	0.7	0.6	-0.1
MINI	46	38	-17.4%	146	136	-6.8%	183	162	-11.5%	0.3	0.3	0.0
Mitsubishi	124	102	-17.7%	463	308	-33.5%	554	390	-29.6%	1.1	0.8	-0.3
Nissan	795	700	-11.9%	2,582	2,392	-7.4%	3,247	3,099	-4.6%	6.2	6.3	0.1
Pontiac	346	236	-31.8%	1,207	798	-33.9%	1,569	977	-37.7%	3.0	2.0	-1.0
Porsche	30	25	-16.7%	97	101	4.1%	125	135	8.0%	0.2	0.3	0.1
Saab	52	46	-11.5%	188	166	-11.7%	232	203	-12.5%	0.4	0.4	0.0
Saturn	221	159	-28.1%	727	561	-22.8%	973	700	-28.1%	1.8	1.4	-0.4
Subaru	446	452	1.3%	1,445	1,536	6.3%	1,821	2,028	11.4%	3.5	4.1	0.6
Suzuki	120	95	-20.8%	345	294	-14.8%	430	358	-16.7%	0.8	0.7	-0.1
Toyota/Scion	1,086	1,001	-7.8%	3,615	3,464	-4.2%	4,769	4,436	-7.0%	9.1	9.1	0.0
Volkswagen	291	299	2.7%	888	951	7.1%	1,132	1,208	6.7%	2.2	2.5	0.3
Volvo	147	128	-12.9%	480	429	-10.6%	631	557	-11.7%	1.2	1.1	-0.1
Other	38	23	-39.5%	131	70	-46.6%	159	82	-48.4%	0.3	0.2	-0.1

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



**New Vehicle Market Percent Change in Brand Registrations  
YTD 2011 thru April vs. YTD 2010  
(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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