

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 10.8% 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%.

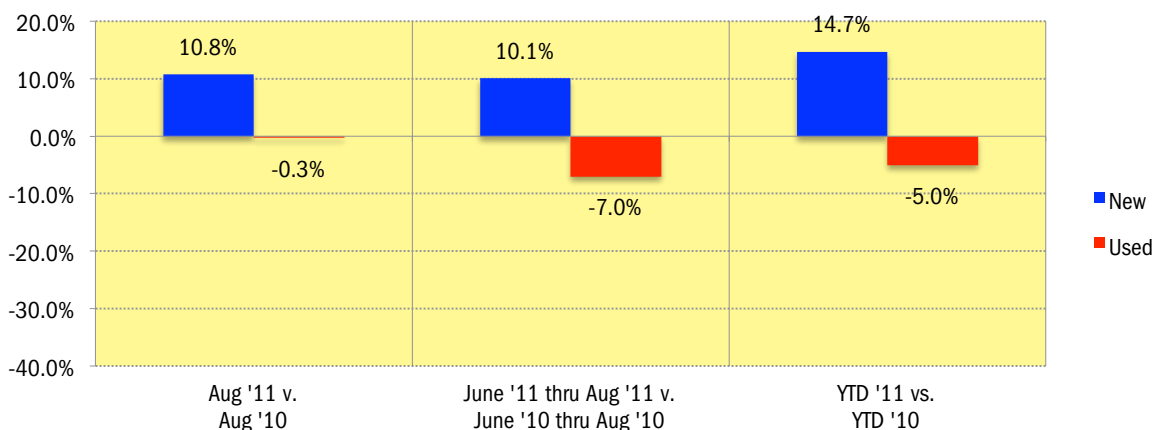
Used vehicle market declined 0.3% in August (vehicles seven years old or newer) and was off 5%, year-to-date.

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

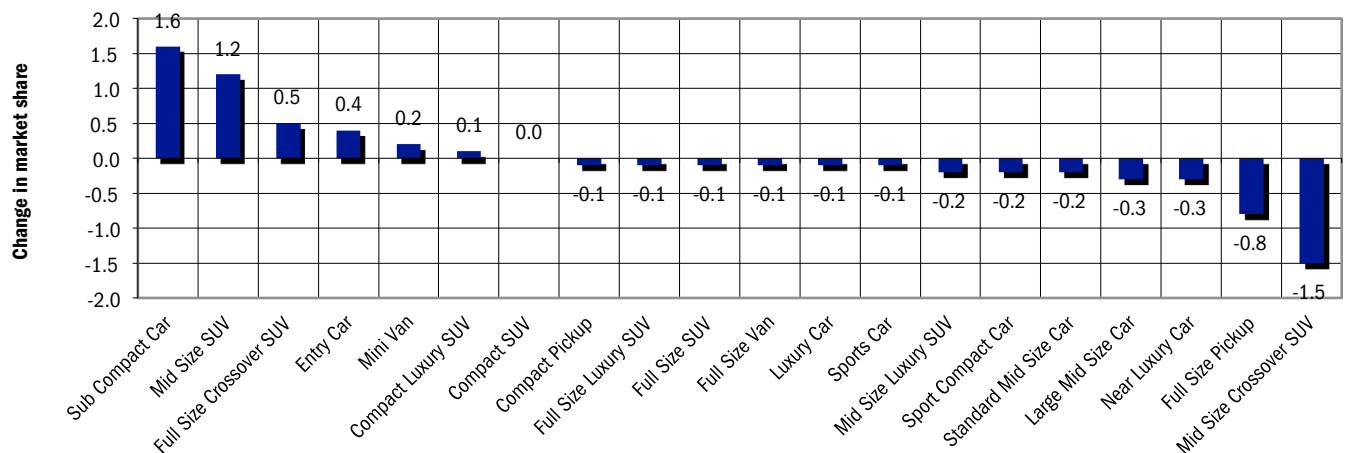
All data represents new and used vehicle retail registrations in Colorado and excludes fleet and wholesale transactions. Used vehicle data only includes vehicles seven years old or newer and excludes private party transactions. Please keep in mind that monthly registration figures can occasionally be 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			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

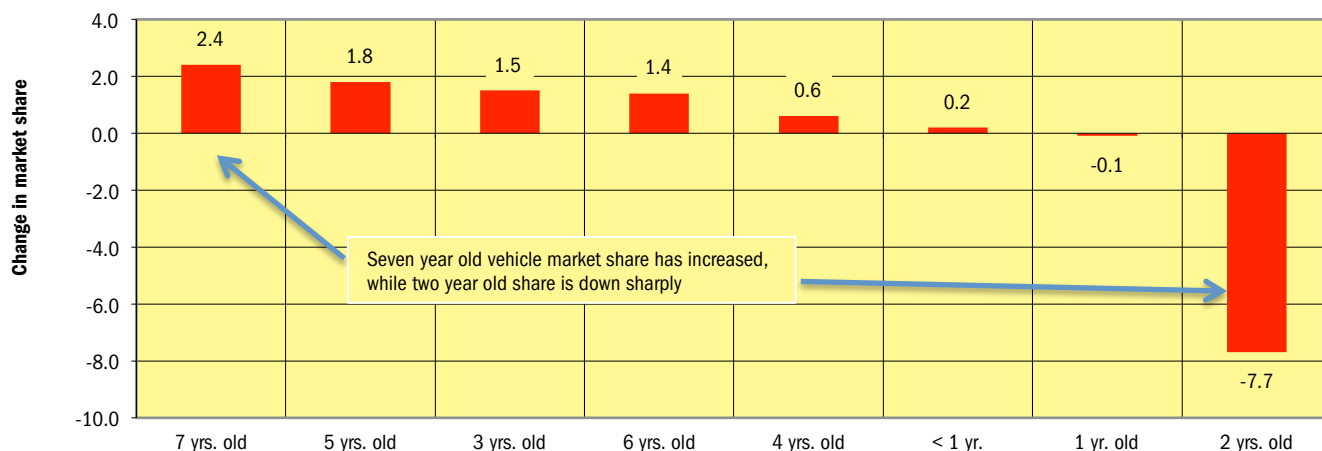
Change in New Vehicle Segment Market Share - YTD 2011 thru August vs. YTD 2010



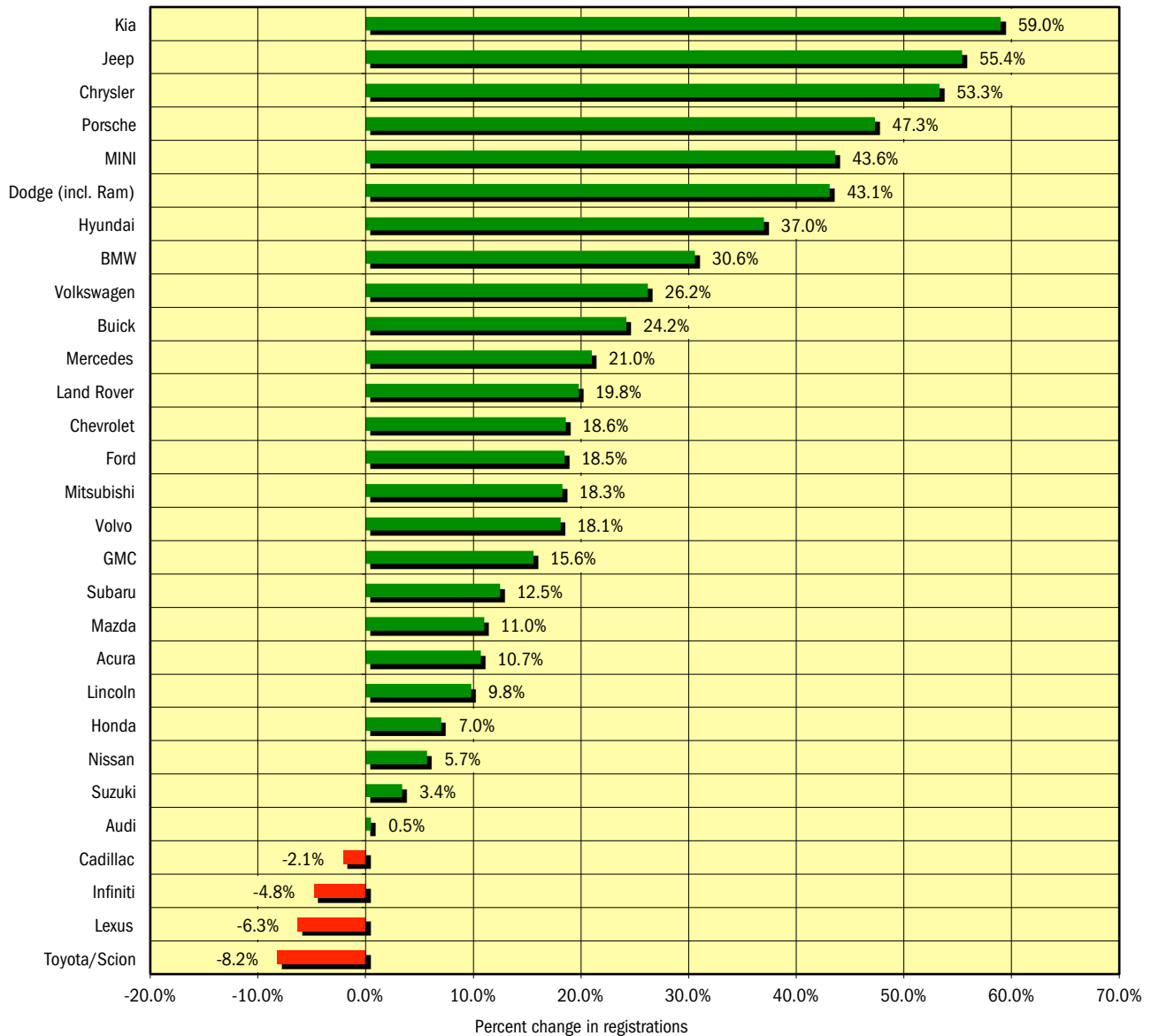
Used Vehicle Market Brand Registrations (only includes vehicles seven years old or newer)

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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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.