

# Colorado Auto Outlook™

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Comprehensive information on the Colorado automotive market

Colorado Automobile Dealers Association

## Quick Facts

New vehicle registrations increase 5.6% in February '10 vs. 2009. Used vehicle market off 12.4% (vehicles seven years old or newer).

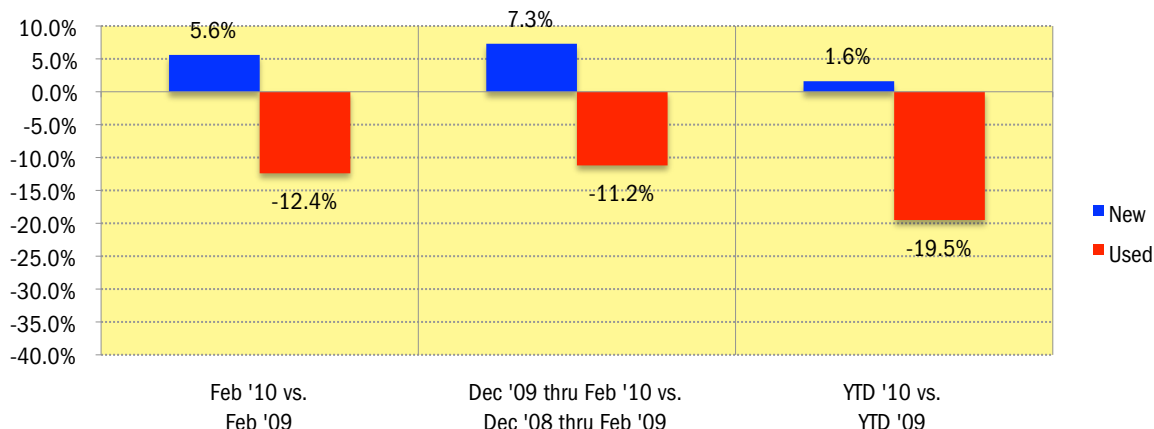
State new vehicle market was up 7.3% during the three month period (December '09 thru February '10) vs. a year earlier. Used vehicle market was down 11.2%.

Retail used vehicle registrations declined 14.1% during all of 2009. New vehicle market declined 28.3%.

Standard Mid Size Car new vehicle market share was up 3.4 share points during first two months of '10 versus a year earlier.

Two year old vehicle market share increased 4.5 share points from December of 2009 thru February of 2010 versus the same period 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)

	Three Months (December thru February)					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	Dec '08 thru Feb '09	Dec '09 thru Feb '10	Percent Change	Dec '08 thru Feb '09	Dec '09 thru Feb '10	Percent Change
Total	24,000	25,750	7.3%	45,472	40,379	-11.2%
Cars	8,996	10,209	13.5%	17,175	17,466	1.7%
Light Trucks	15,004	15,541	3.6%	28,297	22,913	-19.0%
Japanese Brands	11,456	12,513	9.2%	13,125	12,936	-1.4%
Detroit Three Brands	8,994	9,147	1.7%	26,177	21,585	-17.5%
European Brands	2,289	2,663	16.3%	4,354	3,974	-8.7%
Korean Brands	1,261	1,427	13.2%	1,816	1,884	3.7%
	Year to date thru February					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2009	YTD 2010	Percent Change	YTD 2009	YTD 2010	Percent Change
Total	15,547	15,801	1.6%	29,344	23,635	-19.5%
Cars	5,722	6,302	10.1%	11,076	10,162	-8.3%
Light Trucks	9,825	9,499	-3.3%	18,268	13,473	-26.2%
Japanese Brands	7,321	7,620	4.1%	8,555	7,668	-10.4%
Detroit Three Brands	5,918	5,666	-4.3%	16,810	12,620	-24.9%
European Brands	1,443	1,632	13.1%	2,856	2,277	-20.3%
Korean Brands	865	883	2.1%	1,123	1,070	-4.7%

## 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.

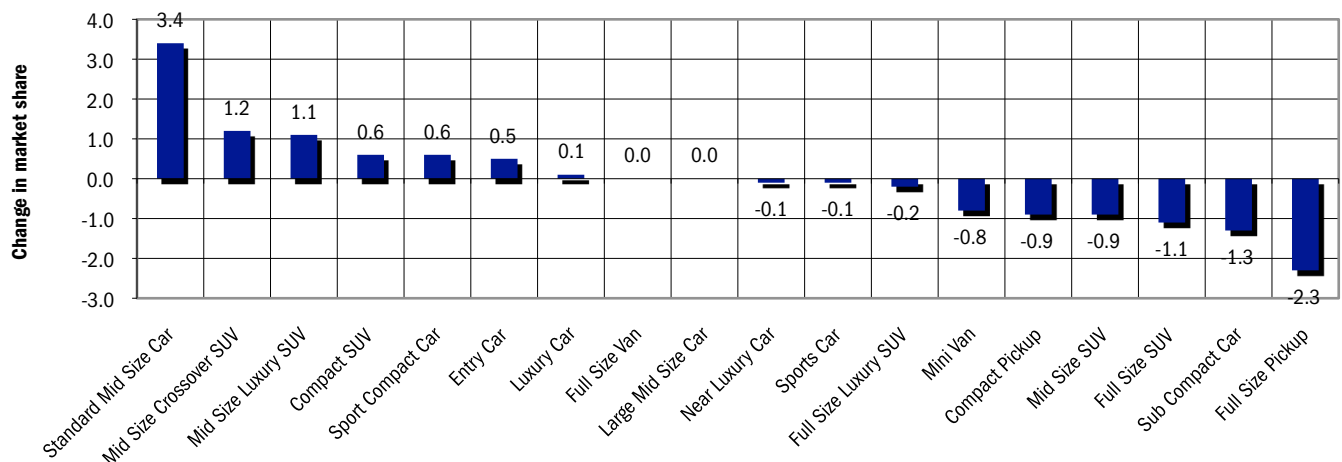
Data Source: AutoCount data from Experian Automotive.

New Vehicle Market Brand Registrations

Colorado New Retail Car and Light Truck Registrations

	February				Three Month Period Dec '09 thru Feb '10				YTD thru Feb				YTD Market Share (%)		
	Colorado			U.S.	Colorado			U.S.	Colorado			Colorado			
	2009	2010	% chg.	% chg.	Yr. Ago	Current	% chg.	% chg.	2009	2010	% chg.	% chg.	2009	2010	Chg.
TOTAL	6,901	7,290	5.6%	13.2%	24,000	25,750	7.3%	12.0%	15,547	15,801	1.6%	9.9%			
Acura	68	85	25.0%	16.7%	299	329	10.0%	1.7%	177	184	4.0%	3.6%	1.1	1.2	0.1
Audi	91	129	41.8%	33.6%	344	428	24.4%	27.3%	220	266	20.9%	35.7%	1.4	1.7	0.3
BMW	129	152	17.8%	16.3%	418	557	33.3%	11.8%	270	346	28.1%	12.1%	1.7	2.2	0.5
Buick	42	66	57.1%	47.2%	152	232	52.6%	42.3%	92	141	53.3%	45.7%	0.6	0.9	0.3
Cadillac	66	78	18.2%	31.8%	235	248	5.5%	12.8%	159	170	6.9%	14.0%	1.0	1.1	0.1
Chevrolet	546	662	21.2%	33.0%	1,732	2,221	28.2%	17.9%	1,179	1,387	17.6%	35.1%	7.6	8.8	1.2
Chrysler	68	33	-51.5%	9.1%	192	134	-30.2%	-0.4%	124	78	-37.1%	4.4%	0.8	0.5	-0.3
Dodge	521	295	-43.4%	-5.2%	1,509	954	-36.8%	-4.5%	984	584	-40.7%	-7.5%	6.3	3.7	-2.6
Ford	691	877	26.9%	46.6%	2,560	3,066	19.8%	36.9%	1,684	1,909	13.4%	36.8%	10.8	12.1	1.3
GMC	219	243	11.0%	29.7%	842	935	11.0%	14.2%	539	560	3.9%	20.4%	3.5	3.5	0.0
Honda	614	636	3.6%	12.2%	2,266	2,360	4.1%	12.9%	1,423	1,433	0.7%	3.9%	9.2	9.1	-0.1
Hummer	15	4	-73.3%	-71.9%	65	16	-75.4%	-80.1%	43	13	-69.8%	-75.3%	0.3	0.1	-0.2
Hyundai	210	258	22.9%	11.0%	665	770	15.8%	24.2%	444	474	6.8%	17.0%	2.9	3.0	0.1
Infiniti	79	76	-3.8%	10.7%	209	200	-4.3%	5.1%	137	131	-4.4%	2.1%	0.9	0.8	-0.1
Jaguar	5	2	-60.0%	1.5%	14	9	-35.7%	14.7%	9	5	-44.4%	16.0%	0.1	0.0	-0.1
Jeep	295	216	-26.8%	6.4%	990	782	-21.0%	-3.2%	643	478	-25.7%	0.7%	4.1	3.0	-1.1
Kia	224	207	-7.6%	9.0%	596	657	10.2%	14.3%	421	409	-2.9%	4.5%	2.7	2.6	-0.1
Land Rover	27	32	18.5%	1.6%	85	135	58.8%	23.4%	59	77	30.5%	5.0%	0.4	0.5	0.1
Lexus	131	184	40.5%	5.2%	520	722	38.8%	13.0%	347	457	31.7%	5.3%	2.2	2.9	0.7
Lincoln	56	46	-17.9%	18.6%	187	146	-21.9%	16.4%	126	90	-28.6%	17.0%	0.8	0.6	-0.2
Mazda	134	172	28.4%	4.0%	494	478	-3.2%	2.4%	315	325	3.2%	2.9%	2.0	2.1	0.1
Mercedes	85	100	17.6%	8.4%	298	403	35.2%	17.2%	192	257	33.9%	24.0%	1.2	1.6	0.4
Mercury	27	43	59.3%	24.5%	100	89	-11.0%	11.3%	68	69	1.5%	15.8%	0.4	0.4	0.0
MINI	30	22	-26.7%	1.6%	155	90	-41.9%	1.6%	82	48	-41.5%	4.3%	0.5	0.3	-0.2
Mitsubishi	40	35	-12.5%	-10.4%	149	105	-29.5%	-9.0%	88	67	-23.9%	-11.1%	0.6	0.4	-0.2
Nissan	334	434	29.9%	31.9%	1,201	1,642	36.7%	23.4%	798	990	24.1%	25.7%	5.1	6.3	1.2
Pontiac	45	26	-42.2%	-99.4%	166	120	-27.7%	-77.7%	114	78	-31.6%	-98.0%	0.7	0.5	-0.2
Porsche	13	20	53.8%	0.9%	47	52	10.6%	2.0%	29	30	3.4%	4.4%	0.2	0.2	0.0
Saab	11	2	-81.8%	-86.4%	43	15	-65.1%	-48.1%	22	12	-45.5%	-63.5%	0.1	0.1	0.0
Saturn	65	31	-52.3%	-58.6%	264	204	-22.7%	-67.0%	163	109	-33.1%	-74.5%	1.0	0.7	-0.3
smart	32	6	-81.3%	-68.8%	99	20	-79.8%	-71.4%	68	8	-88.2%	-77.4%	0.4	0.1	-0.3
Subaru	554	624	12.6%	38.3%	1,889	2,230	18.1%	33.4%	1,247	1,384	11.0%	33.3%	8.0	8.8	0.8
Suzuki	67	55	-17.9%	-60.7%	253	204	-19.4%	-50.9%	156	124	-20.5%	-52.2%	1.0	0.8	-0.2
Toyota/Scion	1,143	1,139	-0.3%	-10.6%	4,162	4,233	1.7%	3.5%	2,625	2,520	-4.0%	-14.8%	16.9	15.9	-1.0
Volkswagen	162	225	38.9%	32.6%	545	710	30.3%	28.5%	347	432	24.5%	36.9%	2.2	2.7	0.5
Volvo	56	71	26.8%	38.3%	226	235	4.0%	28.4%	134	145	8.2%	39.9%	0.9	0.9	0.0
Other	6	4	-33.3%	-12.7%	29	19	-34.5%	-33.9%	19	11	-42.1%	-24.7%	0.1	0.1	0.0

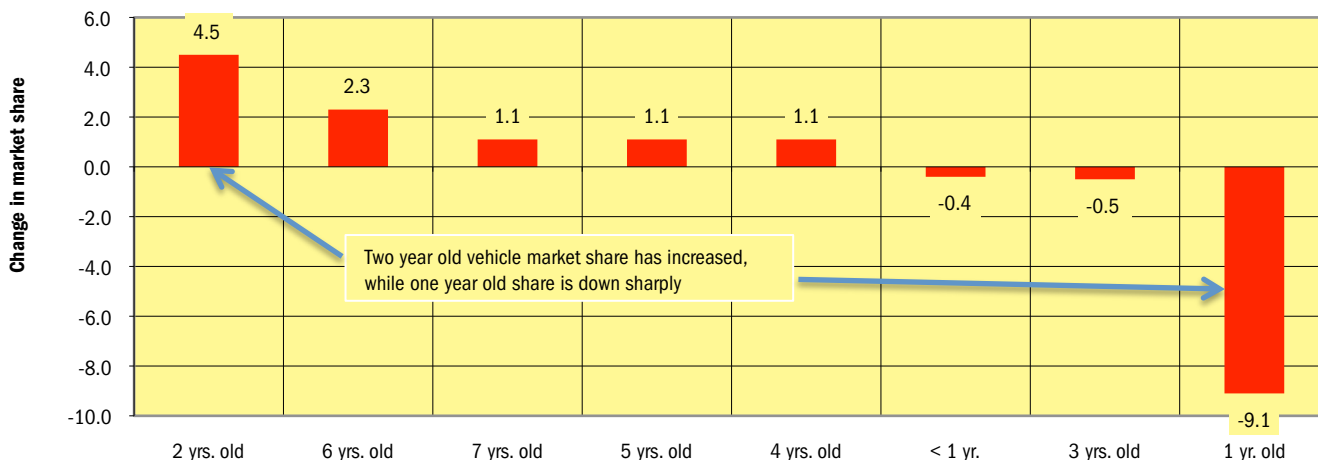
Change in New Vehicle Segment Market Share - YTD 2010 thru February vs. YTD 2009



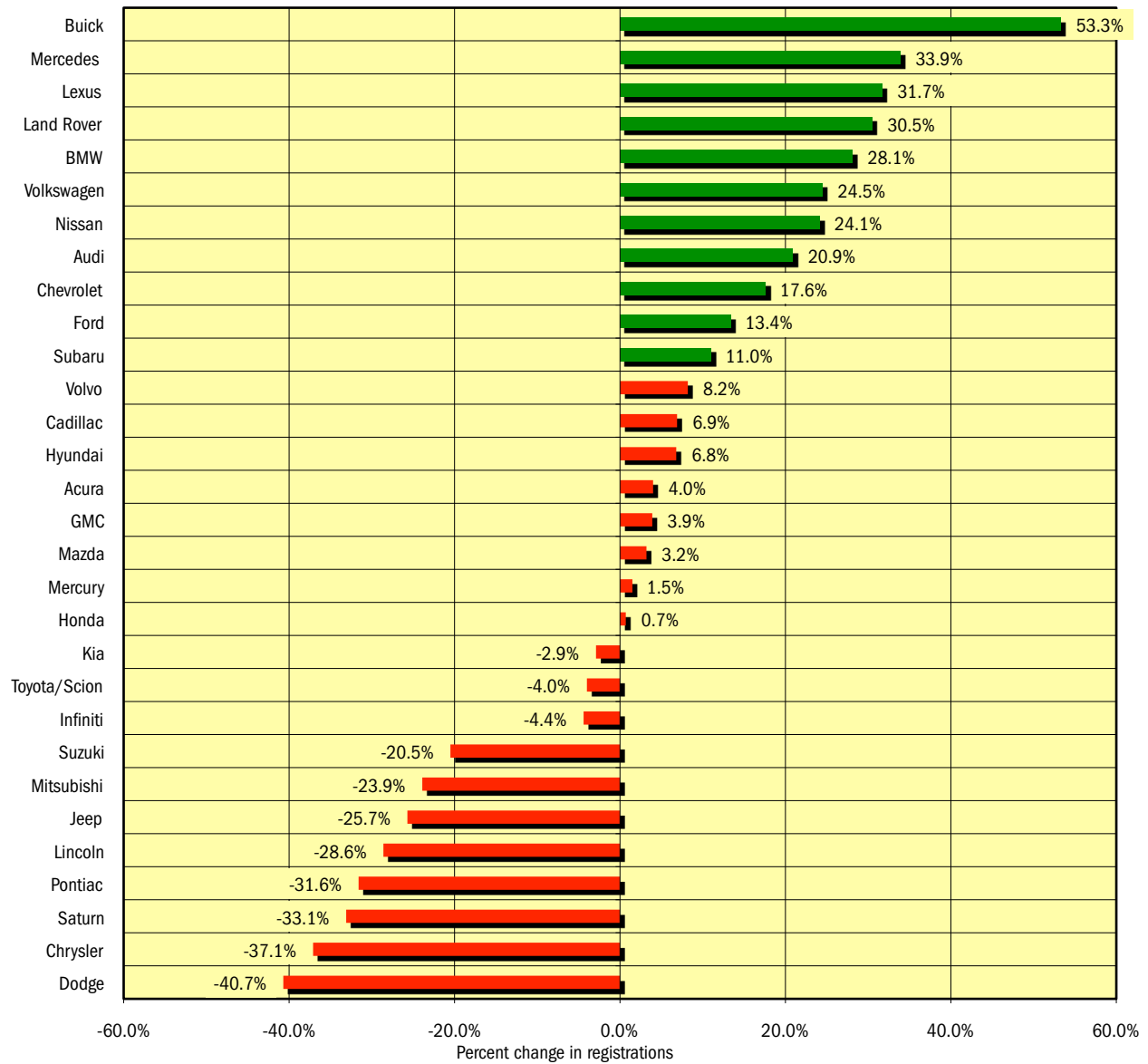
**Used Vehicle Market Brand Registrations (only includes vehicles seven years old or newer)**

Colorado Used Retail Car and Light Truck Registrations												
	February			Three Month Period Dec '09 and Feb '10			YTD thru February			YTD Market Share (%)		
	2009	2010	% chg.	Yr. Ago	Current	% chg.	2009	2010	% chg.	2009	2010	Chg.
TOTAL	14,162	12,409	-12.4%	45,472	40,379	-11.2%	29,344	23,635	-19.5%			
Acura	189	139	-26.5%	607	484	-20.3%	426	277	-35.0%	1.5	1.2	-0.3
Audi	207	154	-25.6%	681	554	-18.6%	430	298	-30.7%	1.5	1.3	-0.2
BMW	273	260	-4.8%	802	828	3.2%	550	465	-15.5%	1.9	2.0	0.1
Buick	144	109	-24.3%	429	388	-9.6%	296	208	-29.7%	1.0	0.9	-0.1
Cadillac	240	183	-23.8%	786	584	-25.7%	501	356	-28.9%	1.7	1.5	-0.2
Chevrolet	1,746	1,393	-20.2%	5,773	4,607	-20.2%	3,670	2,686	-26.8%	12.5	11.4	-1.1
Chrysler	474	429	-9.5%	1,407	1,355	-3.7%	929	780	-16.0%	3.2	3.3	0.1
Dodge	1,352	1,025	-24.2%	4,339	3,222	-25.7%	2,839	1,878	-33.8%	9.7	7.9	-1.8
Ford	1,829	1,572	-14.1%	6,001	5,068	-15.5%	3,846	3,004	-21.9%	13.1	12.7	-0.4
GMC	416	380	-8.7%	1,402	1,198	-14.6%	884	724	-18.1%	3.0	3.1	0.1
Honda	621	585	-5.8%	1,923	1,924	0.1%	1,242	1,156	-6.9%	4.2	4.9	0.7
Hummer	67	81	20.9%	239	254	6.3%	145	154	6.2%	0.5	0.7	0.2
Hyundai	314	333	6.1%	983	1,122	14.1%	606	611	0.8%	2.1	2.6	0.5
Infiniti	157	165	5.1%	440	435	-1.1%	298	275	-7.7%	1.0	1.2	0.2
Jaguar	32	23	-28.1%	79	64	-19.0%	53	41	-22.6%	0.2	0.2	0.0
Jeep	938	649	-30.8%	3,105	2,296	-26.1%	2,018	1,302	-35.5%	6.9	5.5	-1.4
Kia	240	266	10.8%	830	762	-8.2%	515	459	-10.9%	1.8	1.9	0.1
Land Rover	105	89	-15.2%	333	294	-11.7%	216	165	-23.6%	0.7	0.7	0.0
Lexus	236	237	0.4%	660	754	14.2%	447	462	3.4%	1.5	2.0	0.5
Lincoln	96	67	-30.2%	294	241	-18.0%	195	136	-30.3%	0.7	0.6	-0.1
Mazda	225	245	8.9%	755	775	2.6%	489	476	-2.7%	1.7	2.0	0.3
Mercedes	187	140	-25.1%	515	428	-16.9%	350	261	-25.4%	1.2	1.1	-0.1
Mercury	90	80	-11.1%	314	255	-18.8%	198	145	-26.8%	0.7	0.6	-0.1
MINI	20	45	125.0%	58	132	127.6%	40	82	105.0%	0.1	0.3	0.2
Mitsubishi	122	151	23.8%	474	429	-9.5%	288	242	-16.0%	1.0	1.0	0.0
Nissan	766	795	3.8%	2,564	2,433	-5.1%	1,616	1,460	-9.7%	5.5	6.2	0.7
Pontiac	346	371	7.2%	1,131	1,271	12.4%	690	733	6.2%	2.4	3.1	0.7
Porsche	36	35	-2.8%	88	102	15.9%	65	63	-3.1%	0.2	0.3	0.1
Saab	86	57	-33.7%	263	204	-22.4%	180	101	-43.9%	0.6	0.4	-0.2
Saturn	237	231	-2.5%	850	769	-9.5%	544	477	-12.3%	1.9	2.0	0.1
Subaru	496	430	-13.3%	1,527	1,460	-4.4%	1,031	806	-21.8%	3.5	3.4	-0.1
Suzuki	124	101	-18.5%	373	294	-21.2%	254	186	-26.8%	0.9	0.8	-0.1
Toyota/Scion	1,200	1,159	-3.4%	3,734	3,900	4.4%	2,424	2,313	-4.6%	8.3	9.8	1.5
Volkswagen	289	253	-12.5%	904	852	-5.8%	558	497	-10.9%	1.9	2.1	0.2
Volvo	207	141	-31.9%	621	495	-20.3%	409	292	-28.6%	1.4	1.2	-0.2
Other	55	36	-34.5%	188	146	-22.3%	102	64	-37.3%	0.3	0.3	0.0

**Change in Used Vehicle Market Share by Age of Vehicle  
December 2009 thru February 2010 vs. Year Earlier**



**New Vehicle Market Percent Change in Brand Registrations  
YTD 2010 thru February vs. Year Earlier  
(Top 30 selling brands)**



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-BY MARKET AREA?

**WHAT NEW AND USED CARS SELL WELL IN MY MARKETS?**

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