

Colorado Auto Outlook™

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Comprehensive information on the Colorado automotive market

Colorado Automobile Dealers Association

Quick Facts

New vehicle registrations decline 1.6% in January '10 vs. 2009. Used vehicle market off 26.1% (vehicles seven years old or newer).

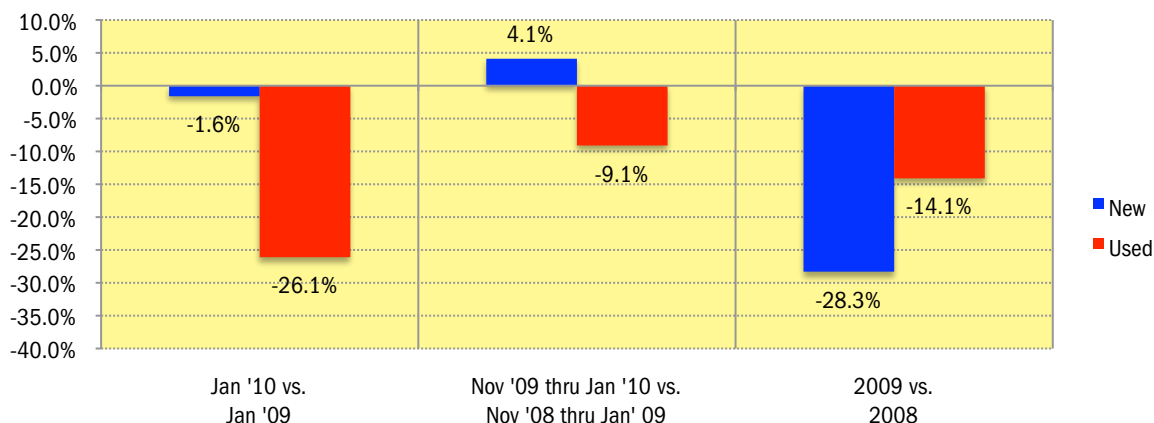
State new vehicle market was up 4.1% during the three month period (November '09 thru January '10) vs. a year earlier. Used vehicle market was down 9.1%.

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 3.6 share points in January versus a year earlier.

Two year old vehicle market share increased 3.8 share points from November of 2009 thru January 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 (November thru January)					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	Nov '08 thru Jan '09	Nov '09 thru Jan '10	Percent Change	Nov '08 thru Jan '09	Nov '09 thru Jan '10	Percent Change
Total	24,597	25,599	4.1%	45,073	40,978	-9.1%
Cars	9,570	10,082	5.4%	17,051	17,580	3.1%
Light Trucks	15,027	15,517	3.3%	28,022	23,398	-16.5%
Japanese Brands	11,962	12,640	5.7%	12,961	12,926	-0.3%
Detroit Three Brands	9,048	8,975	-0.8%	26,112	21,978	-15.8%
European Brands	2,365	2,580	9.1%	4,143	4,112	-0.7%
Korean Brands	1,222	1,404	14.9%	1,857	1,962	5.7%
	Annual Totals (2008 and 2009)					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	Annual 2008	Annual 2009	Percent Change	Annual 2008	Annual 2009	Percent Change
Total	145,754	104,540	-28.3%	215,050	184,674	-14.1%
Cars	62,942	46,260	-26.5%	91,294	78,519	-14.0%
Light Trucks	82,812	58,280	-29.6%	123,756	106,155	-14.2%
Japanese Brands	70,720	50,142	-29.1%	59,416	56,230	-5.4%
Detroit Three Brands	55,921	37,804	-32.4%	126,014	101,096	-19.8%
European Brands	12,236	9,641	-21.2%	20,436	18,391	-10.0%
Korean Brands	6,877	6,953	1.1%	9,184	8,957	-2.5%

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.

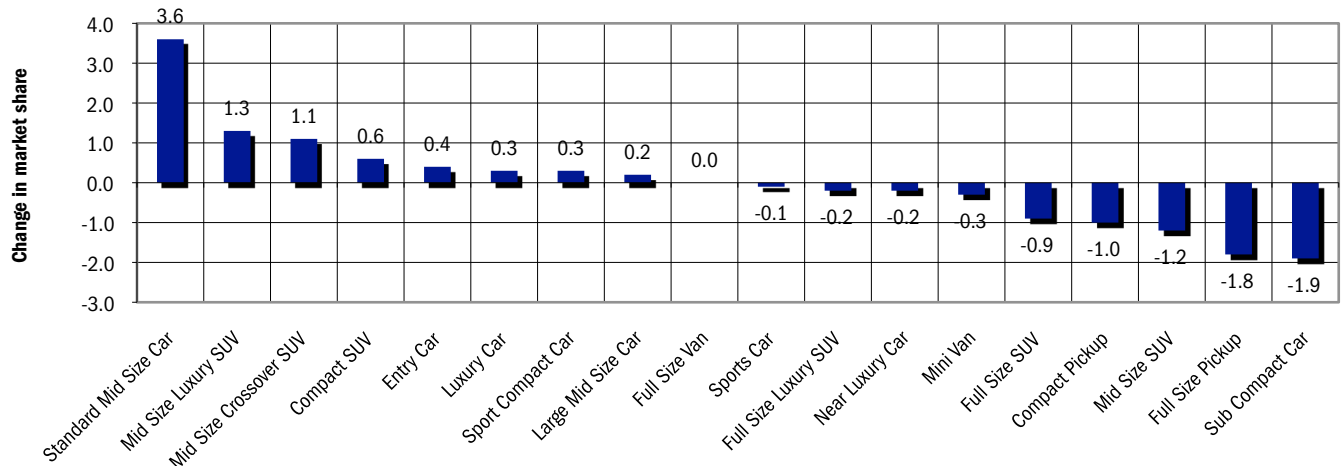
Data Source: AutoCount data from Experian Automotive.

New Vehicle Market Brand Registrations

Colorado New Retail Car and Light Truck Registrations

	January				Three Month Period Nov '09 and Jan '10				Annual Totals				Annual Market Share (%)		
	Colorado			U.S.	Colorado			U.S.	Colorado			Colorado			
	2009	2010	% chg.	% chg.	Yr. Ago	Current	% chg.	% chg.	2008	2009	% chg.	% chg.	2008	2009	Chg.
TOTAL	8,646	8,511	-1.6%	6.4%	24,597	25,599	4.1%	11.4%	145,754	104,540	-28.3%	-21.3%			
Acura	109	99	-9.2%	-9.2%	343	351	2.3%	-4.5%	1,935	1,152	-40.5%	-26.8%	1.3	1.1	-0.2
Audi	129	137	6.2%	37.9%	359	427	18.9%	25.0%	1,667	1,485	-10.9%	-5.7%	1.1	1.4	0.3
BMW	141	194	37.6%	7.6%	382	520	36.1%	9.9%	2,472	1,636	-33.8%	-21.1%	1.7	1.6	-0.1
Buick	50	75	50.0%	44.4%	156	210	34.6%	40.4%	1,065	685	-35.7%	-25.4%	0.7	0.7	0.0
Cadillac	93	92	-1.1%	-0.7%	227	231	1.8%	6.7%	1,302	749	-42.5%	-32.3%	0.9	0.7	-0.2
Chevrolet	633	725	14.5%	37.1%	1,706	2,105	23.4%	12.6%	12,017	7,875	-34.5%	-25.2%	8.2	7.5	-0.7
Chrysler	56	45	-19.6%	-2.3%	171	144	-15.8%	-5.2%	1,510	904	-40.1%	-47.2%	1.0	0.9	-0.1
Dodge	463	289	-37.6%	-10.5%	1,473	957	-35.0%	-4.1%	8,657	5,908	-31.8%	-33.3%	5.9	5.7	-0.2
Ford	993	1,032	3.9%	26.3%	2,673	3,006	12.5%	32.7%	14,333	11,204	-21.8%	-14.3%	9.8	10.7	0.9
GMC	320	317	-0.9%	12.6%	843	918	8.9%	9.1%	5,161	2,979	-42.3%	-30.0%	3.5	2.8	-0.7
Honda	809	797	-1.5%	-4.5%	2,381	2,323	-2.4%	13.2%	15,443	10,329	-33.1%	-18.6%	10.6	9.9	-0.7
Hummer	28	9	-67.9%	-78.3%	61	23	-62.3%	-82.6%	469	162	-65.5%	-67.1%	0.3	0.2	-0.1
Hyundai	234	216	-7.7%	24.4%	659	766	16.2%	32.4%	3,853	3,718	-3.5%	8.3%	2.6	3.6	1.0
Infiniti	58	55	-5.2%	-5.7%	191	177	-7.3%	2.8%	1,124	838	-25.4%	-28.2%	0.8	0.8	0.0
Jaguar	4	3	-25.0%	40.2%	14	8	-42.9%	21.1%	75	53	-29.3%	-20.1%	0.1	0.1	0.0
Jeep	348	262	-24.7%	-6.6%	990	786	-20.6%	-8.5%	6,165	4,134	-32.9%	-30.6%	4.2	4.0	-0.2
Kia	197	202	2.5%	0.1%	563	638	13.3%	17.5%	3,024	3,235	7.0%	9.8%	2.1	3.1	1.0
Land Rover	32	45	40.6%	8.8%	87	125	43.7%	33.9%	439	348	-20.7%	-11.9%	0.3	0.3	0.0
Lexus	216	273	26.4%	5.4%	484	738	52.5%	15.7%	2,969	2,173	-26.8%	-17.0%	2.0	2.1	0.1
Lincoln	70	44	-37.1%	15.5%	188	143	-23.9%	15.6%	820	583	-28.9%	-22.8%	0.6	0.6	0.0
Mazda	181	153	-15.5%	1.8%	527	425	-19.4%	1.7%	3,092	2,207	-28.6%	-21.3%	2.1	2.1	0.0
Mercedes	107	157	46.7%	45.3%	321	423	31.8%	21.5%	1,785	1,369	-23.3%	-15.3%	1.2	1.3	0.1
Mercury	41	26	-36.6%	5.8%	110	67	-39.1%	5.7%	612	457	-25.3%	-23.2%	0.4	0.4	0.0
MINI	52	26	-50.0%	7.9%	189	111	-41.3%	1.6%	701	589	-16.0%	-15.2%	0.5	0.6	0.1
Mitsubishi	48	32	-33.3%	-11.8%	166	106	-36.1%	-8.3%	989	583	-41.1%	-44.5%	0.7	0.6	-0.1
Nissan	464	556	19.8%	19.4%	1,234	1,723	39.6%	19.4%	8,950	6,374	-28.8%	-17.8%	6.1	6.1	0.0
Pontiac	69	52	-24.6%	-95.7%	164	131	-20.1%	-65.6%	1,497	1,070	-28.5%	-33.3%	1.0	1.0	0.0
Porsche	16	10	-37.5%	7.7%	42	48	14.3%	2.4%	292	239	-18.2%	-24.3%	0.2	0.2	0.0
Saab	11	10	-9.1%	-46.5%	47	17	-63.8%	-35.4%	259	94	-63.7%	-59.4%	0.2	0.1	-0.1
Saturn	98	78	-20.4%	-90.9%	286	253	-11.5%	-69.9%	2,313	1,082	-53.2%	-61.4%	1.6	1.0	-0.6
smart	36	2	-94.4%	-84.3%	98	23	-76.5%	-72.3%	313	301	-3.8%	-40.7%	0.2	0.3	0.1
Subaru	693	760	9.7%	28.0%	1,892	2,217	17.2%	31.2%	9,430	8,497	-9.9%	15.4%	6.5	8.1	1.6
Suzuki	89	69	-22.5%	-44.2%	267	213	-20.2%	-46.3%	1,716	1,051	-38.8%	-54.4%	1.2	1.0	-0.2
Toyota/Scion	1,482	1,381	-6.8%	-18.8%	4,461	4,357	-2.3%	9.7%	24,928	16,910	-32.2%	-20.6%	17.1	16.2	-0.9
Volkswagen	185	207	11.9%	41.4%	577	658	14.0%	26.7%	2,996	2,620	-12.6%	-4.3%	2.1	2.5	0.4
Volvo	78	74	-5.1%	41.9%	237	211	-11.0%	24.2%	1,165	852	-26.9%	-16.0%	0.8	0.8	0.0
Other	13	7	-46.2%	-34.1%	28	20	-28.6%	-40.6%	216	95	-56.0%	-60.2%	0.1	0.1	0.0

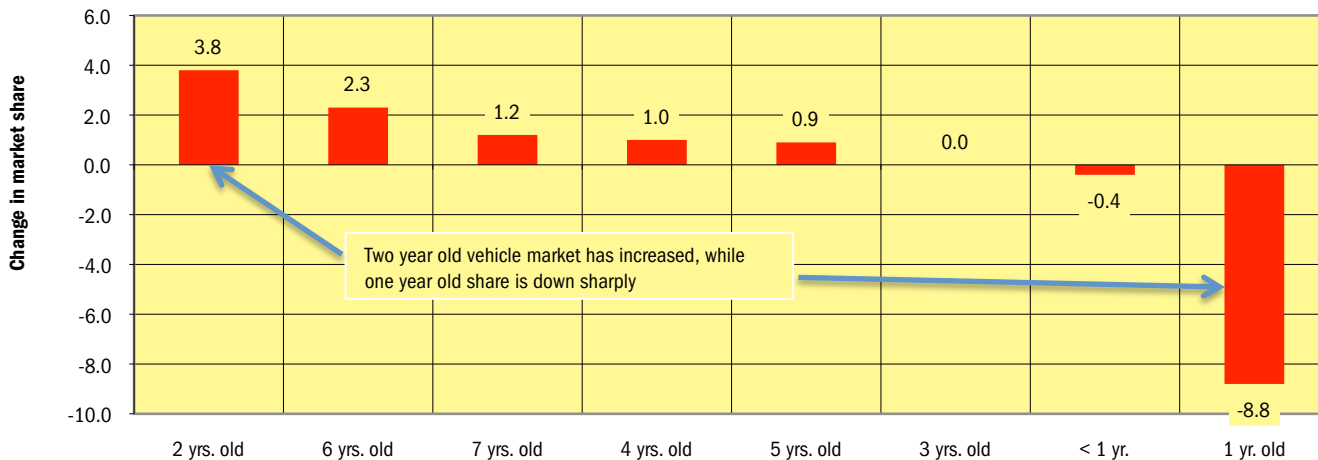
Change in New Vehicle Segment Market Share - January 2010 vs. January 2009



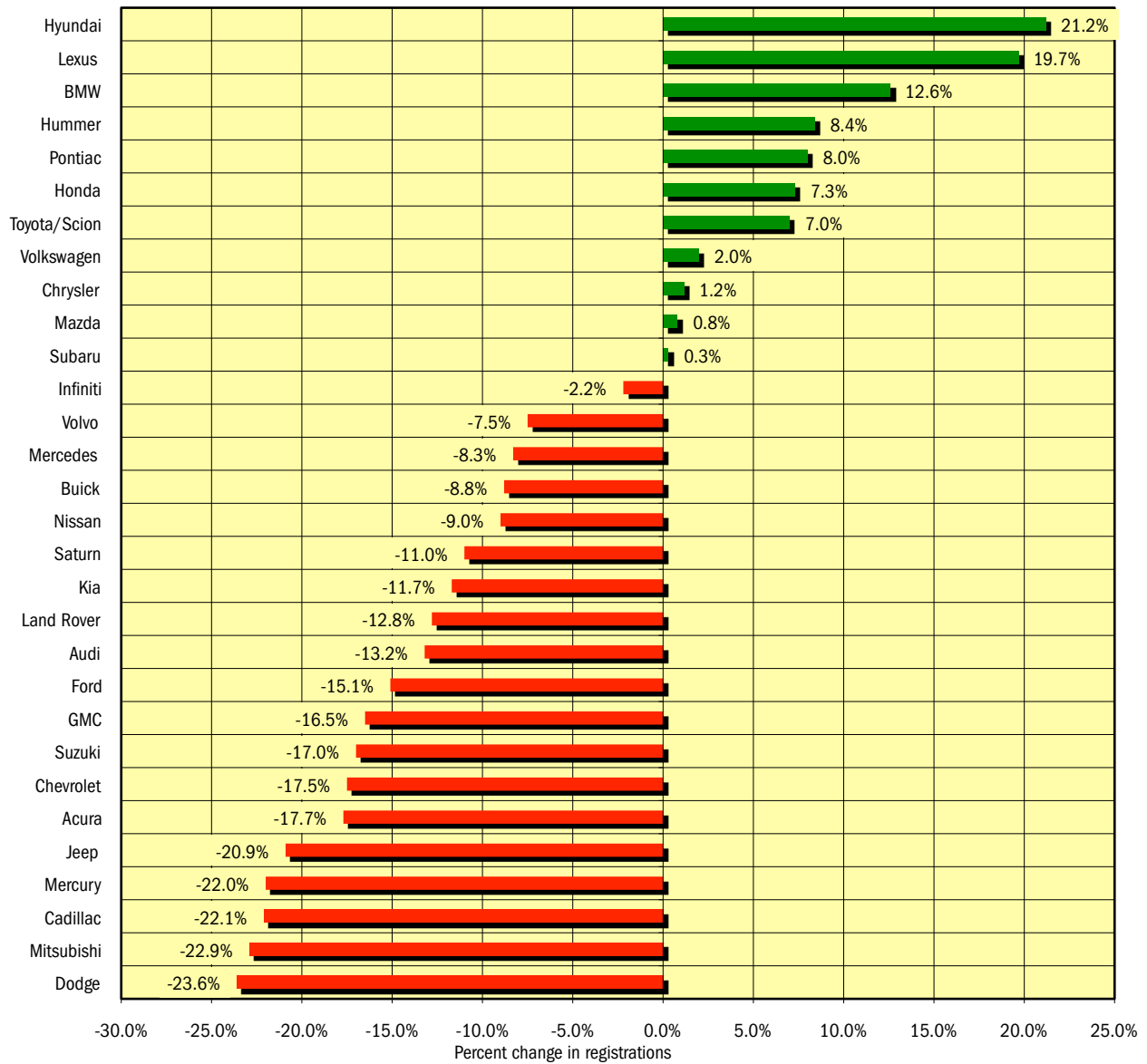
Used Vehicle Market Brand Registrations (only includes vehicles seven years old or newer)

Colorado Used Retail Car and Light Truck Registrations												
	January			Three Month Period Nov '09 and Jan '10			Annual Totals			Annual Market Share (%)		
	2009	2010	% chg.	Yr. Ago	Current	% chg.	2008	2009	% chg.	2008	2009	Chg.
TOTAL	15,182	11,226	-26.1%	45,073	40,978	-9.1%	215,050	184,674	-14.1%			
Acura	237	138	-41.8%	611	503	-17.7%	2,623	2,413	-8.0%	1.2	1.3	0.1
Audi	223	144	-35.4%	696	604	-13.2%	3,700	2,740	-25.9%	1.7	1.5	-0.2
BMW	277	205	-26.0%	729	821	12.6%	3,190	3,456	8.3%	1.5	1.9	0.4
Buick	152	99	-34.9%	441	402	-8.8%	2,283	1,939	-15.1%	1.1	1.0	-0.1
Cadillac	261	173	-33.7%	764	595	-22.1%	3,144	2,775	-11.7%	1.5	1.5	0.0
Chevrolet	1,924	1,293	-32.8%	5,763	4,756	-17.5%	27,705	22,300	-19.5%	12.9	12.1	-0.8
Chrysler	455	351	-22.9%	1,338	1,354	1.2%	7,701	6,494	-15.7%	3.6	3.5	-0.1
Dodge	1,487	853	-42.6%	4,327	3,304	-23.6%	20,469	16,239	-20.7%	9.5	8.8	-0.7
Ford	2,017	1,432	-29.0%	6,030	5,120	-15.1%	29,137	22,967	-21.2%	13.5	12.4	-1.1
GMC	468	344	-26.5%	1,402	1,171	-16.5%	6,134	5,042	-17.8%	2.9	2.7	-0.2
Honda	621	571	-8.1%	1,854	1,990	7.3%	9,923	8,703	-12.3%	4.6	4.7	0.1
Hummer	78	73	-6.4%	237	257	8.4%	906	964	6.4%	0.4	0.5	0.1
Hyundai	292	278	-4.8%	984	1,193	21.2%	4,691	5,232	11.5%	2.2	2.8	0.6
Infiniti	141	110	-22.0%	409	400	-2.2%	1,589	1,682	5.9%	0.7	0.9	0.2
Jaguar	21	18	-14.3%	70	68	-2.9%	444	354	-20.3%	0.2	0.2	0.0
Jeep	1,080	653	-39.5%	3,089	2,442	-20.9%	14,145	11,269	-20.3%	6.6	6.1	-0.5
Kia	275	193	-29.8%	870	768	-11.7%	4,451	3,714	-16.6%	2.1	2.0	-0.1
Land Rover	111	76	-31.5%	329	287	-12.8%	1,242	1,161	-6.5%	0.6	0.6	0.0
Lexus	211	225	6.6%	613	734	19.7%	2,735	2,816	3.0%	1.3	1.5	0.2
Lincoln	99	69	-30.3%	291	247	-15.1%	1,424	1,130	-20.6%	0.7	0.6	-0.1
Mazda	264	231	-12.5%	745	751	0.8%	2,988	3,127	4.7%	1.4	1.7	0.3
Mercedes	163	121	-25.8%	472	433	-8.3%	2,019	2,184	8.2%	0.9	1.2	0.3
Mercury	108	65	-39.8%	318	248	-22.0%	1,684	1,296	-23.0%	0.8	0.7	-0.1
MINI	20	37	85.0%	50	132	164.0%	406	469	15.5%	0.2	0.3	0.1
Mitsubishi	166	91	-45.2%	523	403	-22.9%	2,624	1,991	-24.1%	1.2	1.1	-0.1
Nissan	850	665	-21.8%	2,631	2,393	-9.0%	11,424	10,159	-11.1%	5.3	5.5	0.2
Pontiac	344	362	5.2%	1,144	1,235	8.0%	6,082	4,868	-20.0%	2.8	2.6	-0.2
Porsche	29	28	-3.4%	84	97	15.5%	470	472	0.4%	0.2	0.3	0.1
Saab	94	44	-53.2%	238	213	-10.5%	1,114	976	-12.4%	0.5	0.5	0.0
Saturn	307	246	-19.9%	848	755	-11.0%	4,346	3,391	-22.0%	2.0	1.8	-0.2
Subaru	535	376	-29.7%	1,478	1,483	0.3%	6,505	6,440	-1.0%	3.0	3.5	0.5
Suzuki	130	85	-34.6%	358	297	-17.0%	1,516	2,488	64.1%	0.7	1.3	0.6
Toyota/Scion	1,224	1,154	-5.7%	3,661	3,918	7.0%	17,045	16,161	-5.2%	7.9	8.8	0.9
Volkswagen	269	244	-9.3%	894	912	2.0%	5,262	4,116	-21.8%	2.4	2.2	-0.2
Volvo	202	151	-25.2%	572	529	-7.5%	2,536	2,396	-5.5%	1.2	1.3	0.1
Other	47	28	-40.4%	210	163	-22.4%	1,393	750	-46.2%	0.6	0.4	-0.2

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



**Used Vehicle Market Percent Change in Brand Registrations
November 2009 thru January 2010 vs. Year Earlier
(Top 30 selling brands. Only includes vehicles seven years old or newer)**



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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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