

# Colorado Auto Outlook™

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Comprehensive information on the Colorado automotive market

Colorado Automobile Dealers Association

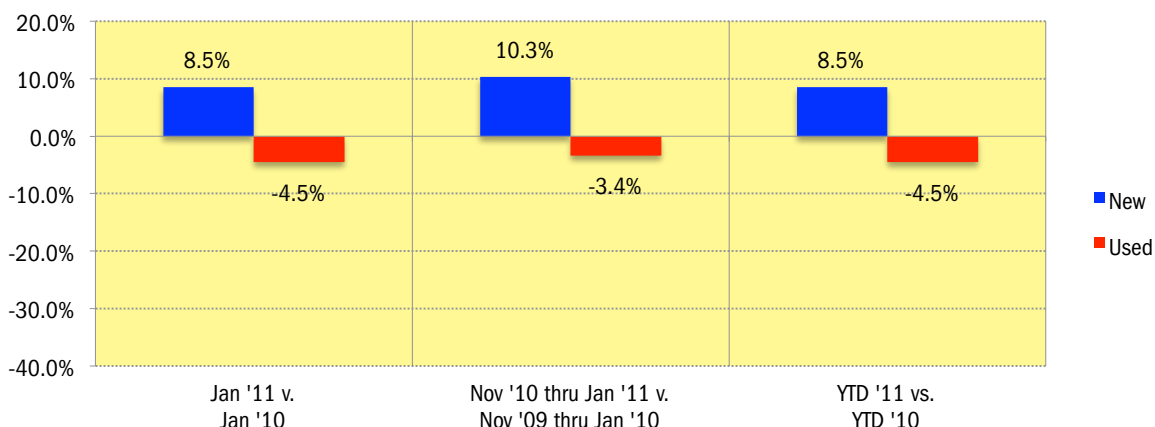
## Quick Facts

New vehicle registrations increased 8.5% in January '11 vs. 2010. Used vehicle market off 4.5% (vehicles seven years old or newer).

One year old vehicle market share increased three share points in January of this year versus 2010.

Porsche, Infiniti, MINI, Mitsubishi, Kia, Hyundai, and Jeep new vehicle registrations increased more than 50% from January of 2010 to January of this year.

**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		
	Nov '09 thru Jan '10	Nov '10 thru Jan '11	Percent Change	Nov '09 thru Jan '10	Nov '10 thru Jan '11	Percent Change
Total	25,950	28,617	10.3%	40,978	39,571	-3.4%
Cars	10,431	11,206	7.4%	17,579	16,796	-4.5%
Light Trucks	15,519	17,411	12.2%	23,399	22,775	-2.7%
Japanese Brands	12,861	13,370	4.0%	12,926	13,126	1.5%
Detroit Three Brands	9,029	10,320	14.3%	21,978	20,231	-7.9%
European Brands	2,648	2,885	9.0%	4,112	4,012	-2.4%
Korean Brands	1,412	2,042	44.6%	1,962	2,202	12.2%
	Year to date Totals (thru January)					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2010	YTD 2011	Percent Change	YTD 2010	YTD 2011	Percent Change
Total	8,596	9,325	8.5%	11,226	10,721	-4.5%
Cars	3,335	3,559	6.7%	4,702	4,499	-4.3%
Light Trucks	5,261	5,766	9.6%	6,524	6,222	-4.6%
Japanese Brands	4,231	4,340	2.6%	3,653	3,554	-2.7%
Detroit Three Brands	3,061	3,401	11.1%	6,030	5,475	-9.2%
European Brands	884	931	5.3%	1,072	1,098	2.4%
Korean Brands	420	653	55.5%	471	594	26.1%

## Data Information

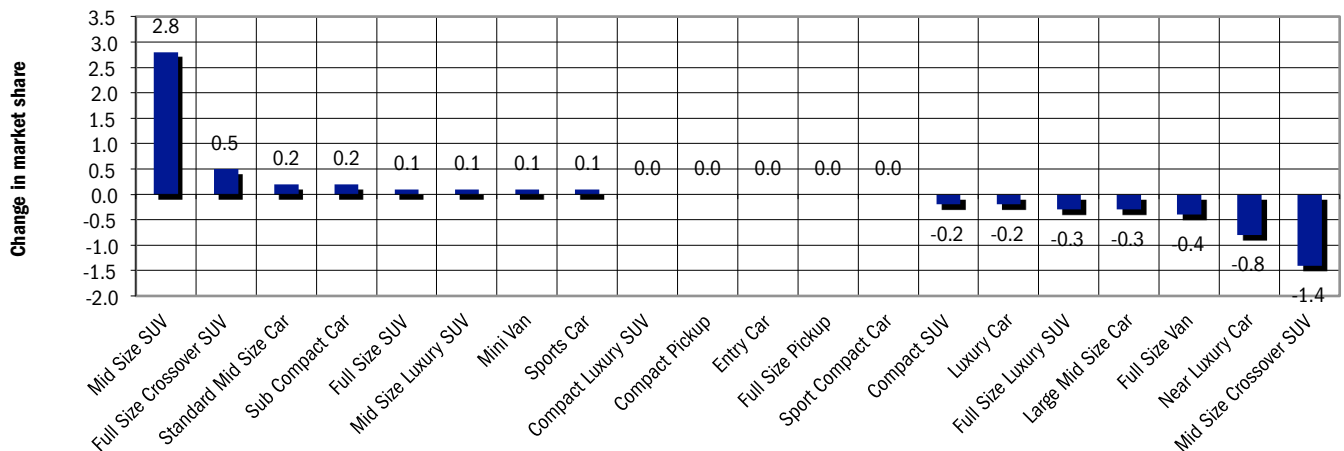
All data represents new and used vehicle retail registrations in Colorado and excludes fleet and wholesale transactions. Used vehicle data only includes vehicles seven years old or newer and excludes private party transactions. Please keep in mind that monthly registration figures can occasionally be 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 '10 thru Jan '11				YTD Totals (thru Jan)				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	8,596	9,325	8.5%	22.2%	25,950	28,617	10.3%	17.8%	8,596	9,325	8.5%	22.2%		
Acura	99	131	32.3%	49.5%	334	394	18.0%	28.1%	99	131	32.3%	49.5%	1.2	1.4	0.2
Audi	138	145	5.1%	20.5%	428	417	-2.6%	17.8%	138	145	5.1%	20.5%	1.6	1.6	0.0
BMW	194	176	-9.3%	33.7%	520	508	-2.3%	23.9%	194	176	-9.3%	33.7%	2.3	1.9	-0.4
Buick	76	97	27.6%	42.5%	213	282	32.4%	36.6%	76	97	27.6%	42.5%	0.9	1.0	0.1
Cadillac	93	99	6.5%	50.6%	233	291	24.9%	41.3%	93	99	6.5%	50.6%	1.1	1.1	0.0
Chevrolet	731	770	5.3%	20.7%	2,117	2,136	0.9%	12.2%	731	770	5.3%	20.7%	8.5	8.3	-0.2
Chrysler	46	40	-13.0%	48.2%	146	133	-8.9%	39.9%	46	40	-13.0%	48.2%	0.5	0.4	-0.1
Dodge	289	406	40.5%	57.2%	959	1,247	30.0%	53.0%	289	406	40.5%	57.2%	3.4	4.4	1.0
Ford	1,035	1,176	13.6%	22.9%	3,023	3,771	24.7%	22.0%	1,035	1,176	13.6%	22.9%	12.0	12.6	0.6
GMC	319	367	15.0%	33.8%	922	1,012	9.8%	27.0%	319	367	15.0%	33.8%	3.7	3.9	0.2
Honda	798	752	-5.8%	19.8%	2,346	2,295	-2.2%	14.9%	798	752	-5.8%	19.8%	9.3	8.1	-1.2
Hyundai	217	336	54.8%	82.9%	772	1,063	37.7%	69.7%	217	336	54.8%	82.9%	2.5	3.6	1.1
Infiniti	57	106	86.0%	33.7%	198	267	34.8%	26.0%	57	106	86.0%	33.7%	0.7	1.1	0.4
Jaguar	3	5	66.7%	28.6%	8	10	25.0%	8.7%	3	5	66.7%	28.6%	0.0	0.1	0.1
Jeep	263	398	51.3%	65.1%	793	1,258	58.6%	73.6%	263	398	51.3%	65.1%	3.1	4.3	1.2
Kia	203	317	56.2%	77.0%	640	979	53.0%	70.1%	203	317	56.2%	77.0%	2.4	3.4	1.0
Land Rover	45	49	8.9%	28.2%	126	142	12.7%	21.2%	45	49	8.9%	28.2%	0.5	0.5	0.0
Lexus	274	232	-15.3%	3.0%	743	672	-9.6%	-1.0%	274	232	-15.3%	3.0%	3.2	2.5	-0.7
Lincoln	44	40	-9.1%	11.3%	144	138	-4.2%	5.1%	44	40	-9.1%	11.3%	0.5	0.4	-0.1
Mazda	153	163	6.5%	13.8%	426	578	35.7%	13.6%	153	163	6.5%	13.8%	1.8	1.7	-0.1
Mercedes	158	130	-17.7%	22.2%	427	426	-0.2%	9.3%	158	130	-17.7%	22.2%	1.8	1.4	-0.4
MINI	26	42	61.5%	34.9%	111	141	27.0%	14.4%	26	42	61.5%	34.9%	0.3	0.5	0.2
Mitsubishi	32	51	59.4%	55.1%	106	152	43.4%	41.7%	32	51	59.4%	55.1%	0.4	0.5	0.1
Nissan	557	581	4.3%	21.9%	1,717	1,793	4.4%	18.4%	557	581	4.3%	21.9%	6.5	6.2	-0.3
Porsche	11	40	263.6%	47.9%	49	105	114.3%	49.6%	11	40	263.6%	47.9%	0.1	0.4	0.3
Saab	10	8	-20.0%	-23.2%	17	29	70.6%	5.1%	10	8	-20.0%	-23.2%	0.1	0.1	0.0
smart	2	1	-50.0%	-29.9%	23	12	-47.8%	-46.8%	2	1	-50.0%	-29.9%	0.0	0.0	0.0
Subaru	803	907	13.0%	15.1%	2,392	3,005	25.6%	21.0%	803	907	13.0%	15.1%	9.3	9.7	0.4
Suzuki	69	36	-47.8%	17.9%	215	166	-22.8%	2.3%	69	36	-47.8%	17.9%	0.8	0.4	-0.4
Toyota/Scion	1,386	1,381	-0.4%	3.0%	4,374	4,048	-7.5%	-1.1%	1,386	1,381	-0.4%	3.0%	16.1	14.8	-1.3
Volkswagen	219	255	16.4%	20.3%	719	866	20.4%	19.2%	219	255	16.4%	20.3%	2.5	2.7	0.2
Volvo	74	74	0.0%	-10.9%	211	219	3.8%	-13.4%	74	74	0.0%	-10.9%	0.9	0.8	-0.1
Other	172	14	-91.9%	-81.0%	498	62	-87.6%	-67.7%	172	14	-91.9%	-81.0%	2.0	0.2	-1.8

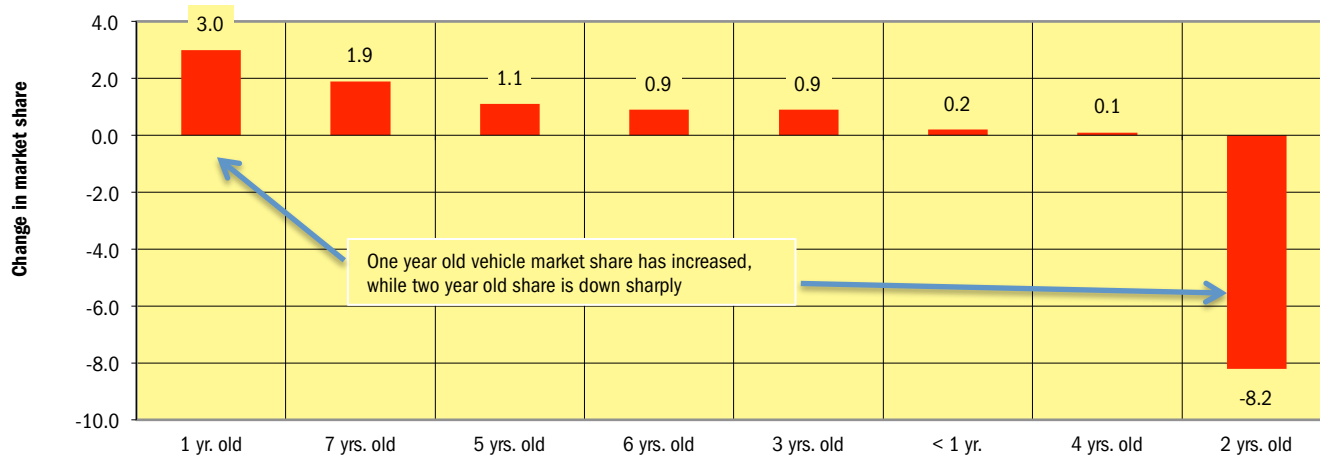
Change in New Vehicle Segment Market Share - January 2011 vs. January 2010



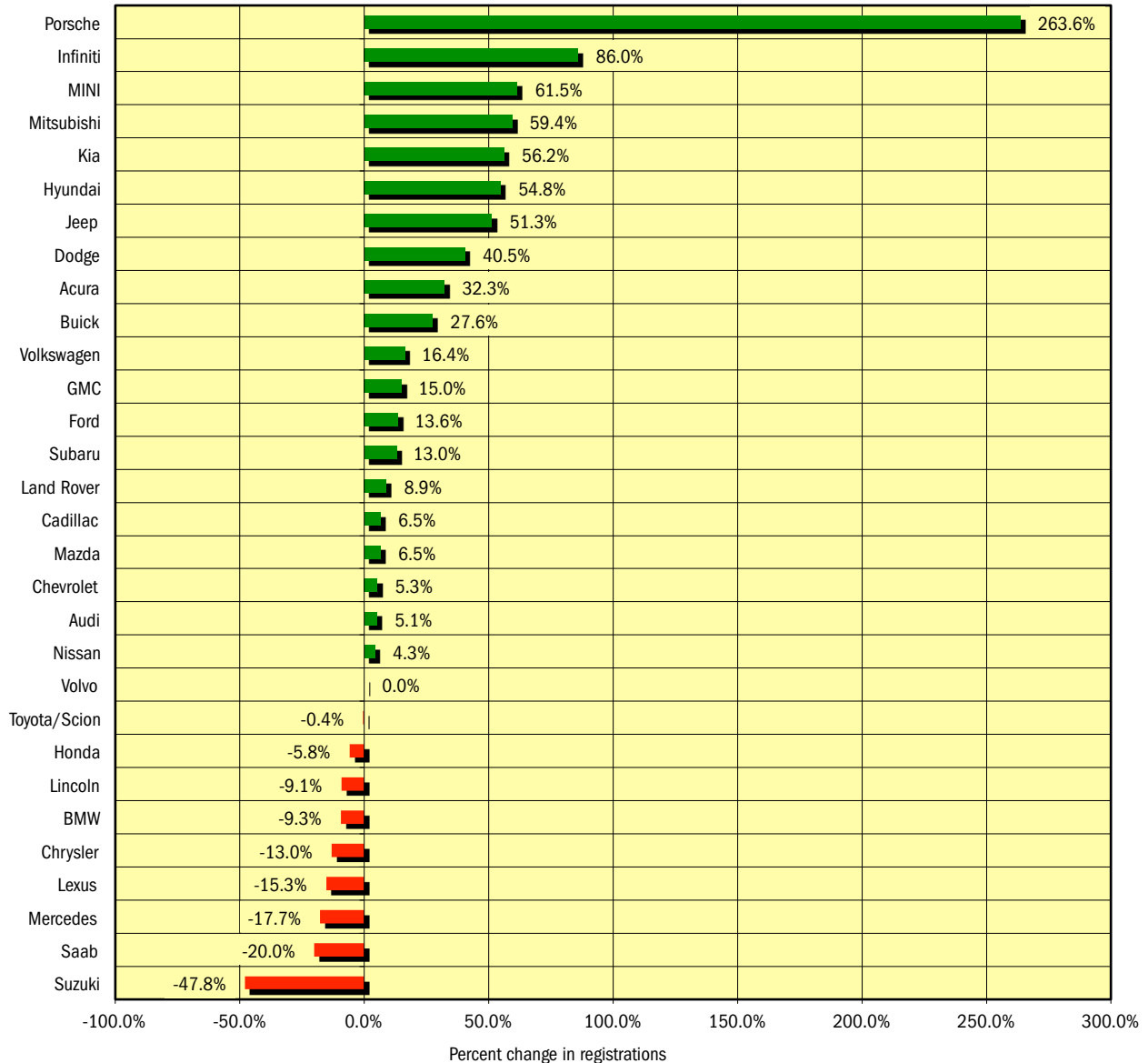
**Used Vehicle Market Brand Registrations (only includes vehicles seven years old or newer)**

Colorado Used Retail Car and Light Truck Registrations												
	January			Three Month Period Nov '10 thru Jan '11			YTD thru Jan			YTD thru Jan Market Share (%)		
	2010	2011	% chg.	Yr. Ago	Current	% chg.	2010	2011	% chg.	2010	2011	Chg.
TOTAL	11,226	10,721	-4.5%	40,978	39,571	-3.4%	11,226	10,721	-4.5%			
Acura	138	156	13.0%	503	587	16.7%	138	156	13.0%	1.2	1.5	0.3
Audi	144	160	11.1%	604	598	-1.0%	144	160	11.1%	1.3	1.5	0.2
BMW	205	218	6.3%	821	802	-2.3%	205	218	6.3%	1.8	2.0	0.2
Buick	99	97	-2.0%	402	374	-7.0%	99	97	-2.0%	0.9	0.9	0.0
Cadillac	173	175	1.2%	595	576	-3.2%	173	175	1.2%	1.5	1.6	0.1
Chevrolet	1,293	1,193	-7.7%	4,756	4,392	-7.7%	1,293	1,193	-7.7%	11.5	11.1	-0.4
Chrysler	351	307	-12.5%	1,354	1,120	-17.3%	351	307	-12.5%	3.1	2.9	-0.2
Dodge	853	868	1.8%	3,304	3,193	-3.4%	853	868	1.8%	7.6	8.1	0.5
Ford	1,432	1,410	-1.5%	5,120	4,929	-3.7%	1,432	1,410	-1.5%	12.8	13.2	0.4
GMC	344	316	-8.1%	1,171	1,166	-0.4%	344	316	-8.1%	3.1	2.9	-0.2
Honda	571	521	-8.8%	1,990	1,999	0.5%	571	521	-8.8%	5.1	4.9	-0.2
Hummer	73	47	-35.6%	257	224	-12.8%	73	47	-35.6%	0.7	0.4	-0.3
Hyundai	278	300	7.9%	1,193	1,142	-4.3%	278	300	7.9%	2.5	2.8	0.3
Infiniti	110	118	7.3%	400	427	6.8%	110	118	7.3%	1.0	1.1	0.1
Jaguar	18	7	-61.1%	68	37	-45.6%	18	7	-61.1%	0.2	0.1	-0.1
Jeep	653	602	-7.8%	2,442	2,370	-2.9%	653	602	-7.8%	5.8	5.6	-0.2
Kia	193	294	52.3%	768	1,060	38.0%	193	294	52.3%	1.7	2.7	1.0
Land Rover	76	65	-14.5%	287	251	-12.5%	76	65	-14.5%	0.7	0.6	-0.1
Lexus	225	206	-8.4%	734	710	-3.3%	225	206	-8.4%	2.0	1.9	-0.1
Lincoln	69	72	4.3%	247	269	8.9%	69	72	4.3%	0.6	0.7	0.1
Mazda	231	231	0.0%	751	791	5.3%	231	231	0.0%	2.1	2.2	0.1
Mercedes	121	161	33.1%	433	510	17.8%	121	161	33.1%	1.1	1.5	0.4
Mercury	65	68	4.6%	248	263	6.0%	65	68	4.6%	0.6	0.6	0.0
MINI	37	26	-29.7%	132	140	6.1%	37	26	-29.7%	0.3	0.2	-0.1
Mitsubishi	91	82	-9.9%	403	333	-17.4%	91	82	-9.9%	0.8	0.8	0.0
Nissan	665	707	6.3%	2,393	2,397	0.2%	665	707	6.3%	5.9	6.6	0.7
Pontiac	362	179	-50.6%	1,235	725	-41.3%	362	179	-50.6%	3.2	1.7	-1.5
Porsche	28	34	21.4%	97	104	7.2%	28	34	21.4%	0.2	0.3	0.1
Saab	44	37	-15.9%	213	156	-26.8%	44	37	-15.9%	0.4	0.3	-0.1
Saturn	246	139	-43.5%	755	591	-21.7%	246	139	-43.5%	2.2	1.3	-0.9
Subaru	376	492	30.9%	1,483	1,825	23.1%	376	492	30.9%	3.3	4.6	1.3
Suzuki	85	64	-24.7%	297	277	-6.7%	85	64	-24.7%	0.8	0.6	-0.2
Toyota/Scion	1,154	972	-15.8%	3,918	3,750	-4.3%	1,154	972	-15.8%	10.3	9.1	-1.2
Volkswagen	244	257	5.3%	912	925	1.4%	244	257	5.3%	2.2	2.4	0.2
Volvo	151	128	-15.2%	529	468	-11.5%	151	128	-15.2%	1.3	1.2	-0.1
Other	28	12	-57.1%	163	90	-44.8%	28	12	-57.1%	0.2	0.1	-0.1

**Change in Used Vehicle Market Share by Age of Vehicle  
January 2011 vs. January 2010**



**New Vehicle Market Percent Change in Brand Registrations  
January 2011 vs. January 2010  
(Top 30 selling brands)**



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Published by:  
Auto Outlook, Inc.  
5 Great Valley Parkway, Suite 234  
Malvern, PA 19355  
Phone: 800-206-0102  
Email: jfoltz@autooutlook.com

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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.