

Colorado Auto Outlook™

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Comprehensive information on the Colorado automotive market

Colorado Automobile Dealers Association

Quick Facts

New vehicle registrations were unchanged in July '10 vs. 2009. Used vehicle market off 7% (vehicles seven years old or newer).

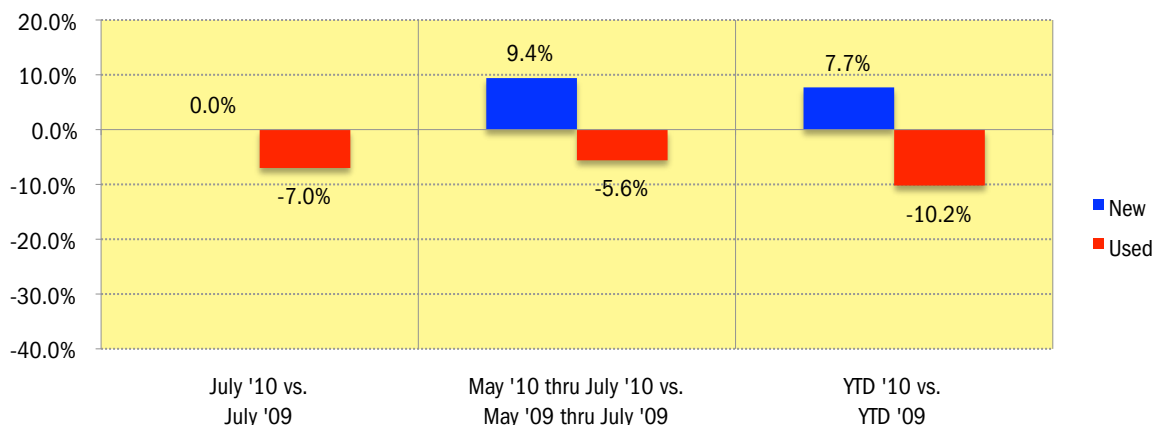
Retail used vehicle registrations declined 10.2% during the first seven months of this year versus a year earlier. New vehicle market was up 7.7%.

Standard Mid Size Car new vehicle market share was up 2.6 share points during first seven months of '10 versus a year earlier.

Two year old vehicle market share increased three share points from January thru July of this year versus the same period a year earlier.

Hyundai, Buick, Nissan, and Cadillac new vehicle registrations have increased by more than 30% so far 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)

	Three Months (May thru July)					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	May '09 thru July '09	May '10 thru July '10	Percent Change	May '09 thru July '09	May '10 thru July '10	Percent Change
Total	24,564	26,876	9.4%	45,316	42,761	-5.6%
Cars	11,139	11,675	4.8%	19,277	18,948	-1.7%
Light Trucks	13,425	15,201	13.2%	26,039	23,813	-8.5%
Japanese Brands	11,358	12,700	11.8%	13,920	14,191	1.9%
Detroit Three Brands	9,386	9,432	0.5%	24,581	22,111	-10.0%
European Brands	2,363	2,564	8.5%	4,491	4,249	-5.4%
Korean Brands	1,457	2,180	49.6%	2,324	2,210	-4.9%
	Year to date thru July					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2009	YTD 2010	Percent Change	YTD 2009	YTD 2010	Percent Change
Total	56,044	60,386	7.7%	107,665	96,653	-10.2%
Cars	23,686	25,295	6.8%	44,352	42,521	-4.1%
Light Trucks	32,358	35,091	8.4%	63,313	54,132	-14.5%
Japanese Brands	26,029	29,084	11.7%	32,170	31,292	-2.7%
Detroit Three Brands	21,310	21,136	-0.8%	59,808	51,085	-14.6%
European Brands	5,296	5,819	9.9%	10,624	9,480	-10.8%
Korean Brands	3,409	4,347	27.5%	5,063	4,796	-5.3%

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.

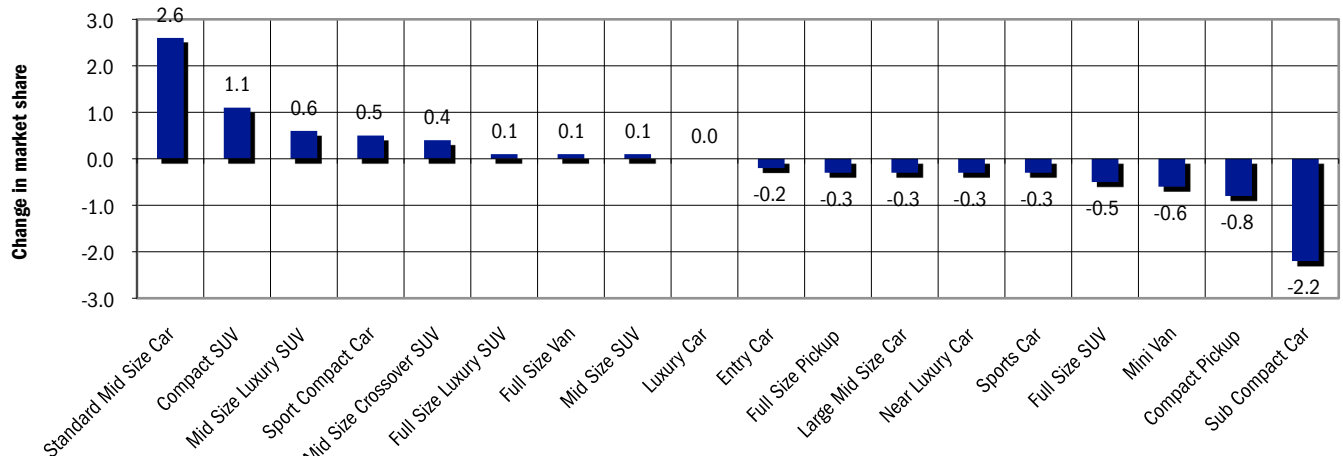
Data Source: AutoCount data from Experian Automotive.

New Vehicle Market Brand Registrations

Colorado New Retail Car and Light Truck Registrations

	July				Three Month Period May '10 thru July '10				YTD thru July				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	8,933	8,930	0.0%	7.6%	24,564	26,876	9.4%	9.8%	56,044	60,386	7.7%	6.9%			
Acura	113	109	-3.5%	29.5%	288	321	11.5%	26.8%	647	717	10.8%	13.6%	1.2	1.2	0.0
Audi	141	146	3.5%	-2.1%	378	457	20.9%	15.1%	814	1,003	23.2%	20.1%	1.5	1.7	0.2
BMW	121	141	16.5%	14.2%	363	382	5.2%	10.5%	907	1,034	14.0%	4.9%	1.6	1.7	0.1
Buick	66	69	4.5%	36.2%	165	227	37.6%	34.3%	374	511	36.6%	27.2%	0.7	0.8	0.1
Cadillac	65	90	38.5%	70.0%	165	242	46.7%	51.5%	439	573	30.5%	22.4%	0.8	0.9	0.1
Chevrolet	668	747	11.8%	6.5%	1,819	2,178	19.7%	12.7%	4,117	4,987	21.1%	9.1%	7.3	8.3	1.0
Chrysler	107	56	-47.7%	-20.3%	251	184	-26.7%	-30.1%	519	365	-29.7%	-36.6%	0.9	0.6	-0.3
Dodge	583	396	-32.1%	-10.0%	1,591	1,207	-24.1%	-15.3%	3,652	2,479	-32.1%	-25.9%	6.5	4.1	-2.4
Ford	964	1,119	16.1%	20.1%	2,718	3,408	25.4%	20.1%	5,952	7,444	25.1%	19.6%	10.6	12.3	1.7
GMC	255	248	-2.7%	21.3%	686	823	20.0%	26.6%	1,671	1,933	15.7%	17.5%	3.0	3.2	0.2
Honda	827	810	-2.1%	3.2%	2,397	2,464	2.8%	5.6%	5,368	5,446	1.5%	7.2%	9.6	9.0	-0.6
Hummer	19	3	-84.2%	-75.6%	53	17	-67.9%	-61.1%	121	43	-64.5%	-69.8%	0.2	0.1	-0.1
Hyundai	294	413	40.5%	30.6%	731	1,290	76.5%	48.9%	1,733	2,431	40.3%	38.6%	3.1	4.0	0.9
Infiniti	66	81	22.7%	38.3%	185	232	25.4%	32.0%	456	537	17.8%	23.0%	0.8	0.9	0.1
Jaguar	8	9	12.5%	49.8%	18	20	11.1%	5.1%	35	31	-11.4%	-9.2%	0.1	0.1	0.0
Jeep	355	351	-1.1%	11.4%	1,161	943	-18.8%	-6.8%	2,678	2,046	-23.6%	-19.9%	4.8	3.4	-1.4
Kia	264	302	14.4%	28.7%	726	890	22.6%	33.4%	1,676	1,916	14.3%	25.7%	3.0	3.2	0.2
Land Rover	30	32	6.7%	31.9%	60	100	66.7%	33.1%	189	241	27.5%	17.7%	0.3	0.4	0.1
Lexus	178	164	-7.9%	4.1%	455	505	11.0%	18.2%	1,114	1,339	20.2%	16.0%	2.0	2.2	0.2
Lincoln	37	36	-2.7%	7.4%	126	98	-22.2%	2.1%	342	293	-14.3%	-1.3%	0.6	0.5	-0.1
Mazda	163	173	6.1%	36.2%	489	522	6.7%	29.0%	1,196	1,184	-1.0%	18.8%	2.1	2.0	-0.1
Mercedes	111	119	7.2%	17.4%	314	384	22.3%	21.5%	746	850	13.9%	15.6%	1.3	1.4	0.1
Mercury	37	44	18.9%	-0.4%	112	94	-16.1%	-10.8%	262	228	-13.0%	-12.1%	0.5	0.4	-0.1
MINI	74	35	-52.7%	5.9%	170	108	-36.5%	2.3%	317	225	-29.0%	-0.3%	0.6	0.4	-0.2
Mitsubishi	51	66	29.4%	8.5%	153	156	2.0%	2.7%	339	313	-7.7%	-9.7%	0.6	0.5	-0.1
Nissan	530	649	22.5%	15.2%	1,392	1,827	31.3%	18.3%	3,053	4,081	33.7%	23.7%	5.4	6.8	1.4
Pontiac	125	1	-99.2%	-98.8%	286	7	-97.6%	-98.2%	572	95	-83.4%	-90.6%	1.0	0.2	-0.8
Porsche	25	27	8.0%	39.8%	83	69	-16.9%	1.8%	146	147	0.7%	2.7%	0.3	0.2	-0.1
Saab	8	2	-75.0%	-60.2%	33	5	-84.8%	-74.2%	71	21	-70.4%	-61.7%	0.1	0.0	-0.1
Saturn	87	2	-97.7%	-98.4%	247	4	-98.4%	-98.4%	602	137	-77.2%	-88.8%	1.1	0.2	-0.9
smart	20	8	-60.0%	-56.6%	79	30	-62.0%	-57.2%	204	53	-74.0%	-68.6%	0.4	0.1	-0.3
Subaru	697	791	13.5%	10.9%	1,922	2,362	22.9%	29.6%	4,337	5,343	23.2%	31.2%	7.7	8.8	1.1
Suzuki	64	59	-7.8%	-29.1%	191	167	-12.6%	-31.2%	543	402	-26.0%	-46.5%	1.0	0.7	-0.3
Toyota/Scion	1,414	1,331	-5.9%	4.8%	3,881	4,143	6.8%	8.3%	8,961	9,712	8.4%	7.5%	16.0	16.1	0.1
Volkswagen	265	233	-12.1%	11.4%	648	792	22.2%	17.7%	1,397	1,692	21.1%	18.0%	2.5	2.8	0.3
Volvo	91	62	-31.9%	-25.0%	201	198	-1.5%	-19.6%	433	489	12.9%	-3.6%	0.8	0.8	0.0
Other	10	6	-40.0%	-7.6%	27	20	-25.9%	22.3%	61	45	-26.2%	23.3%	0.1	0.1	0.0

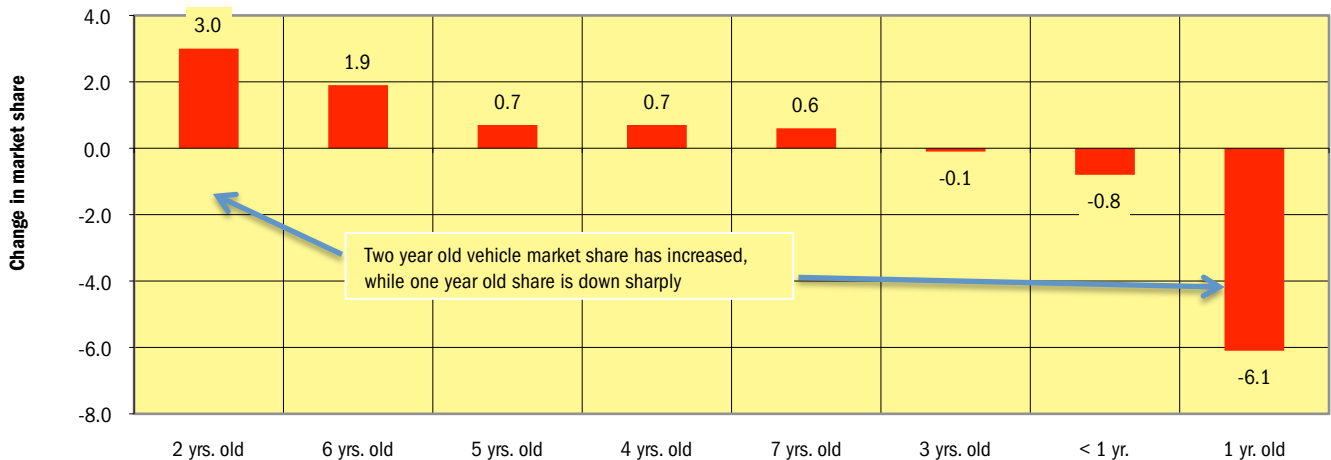
Change in New Vehicle Segment Market Share - YTD 2010 thru July vs. YTD 2009



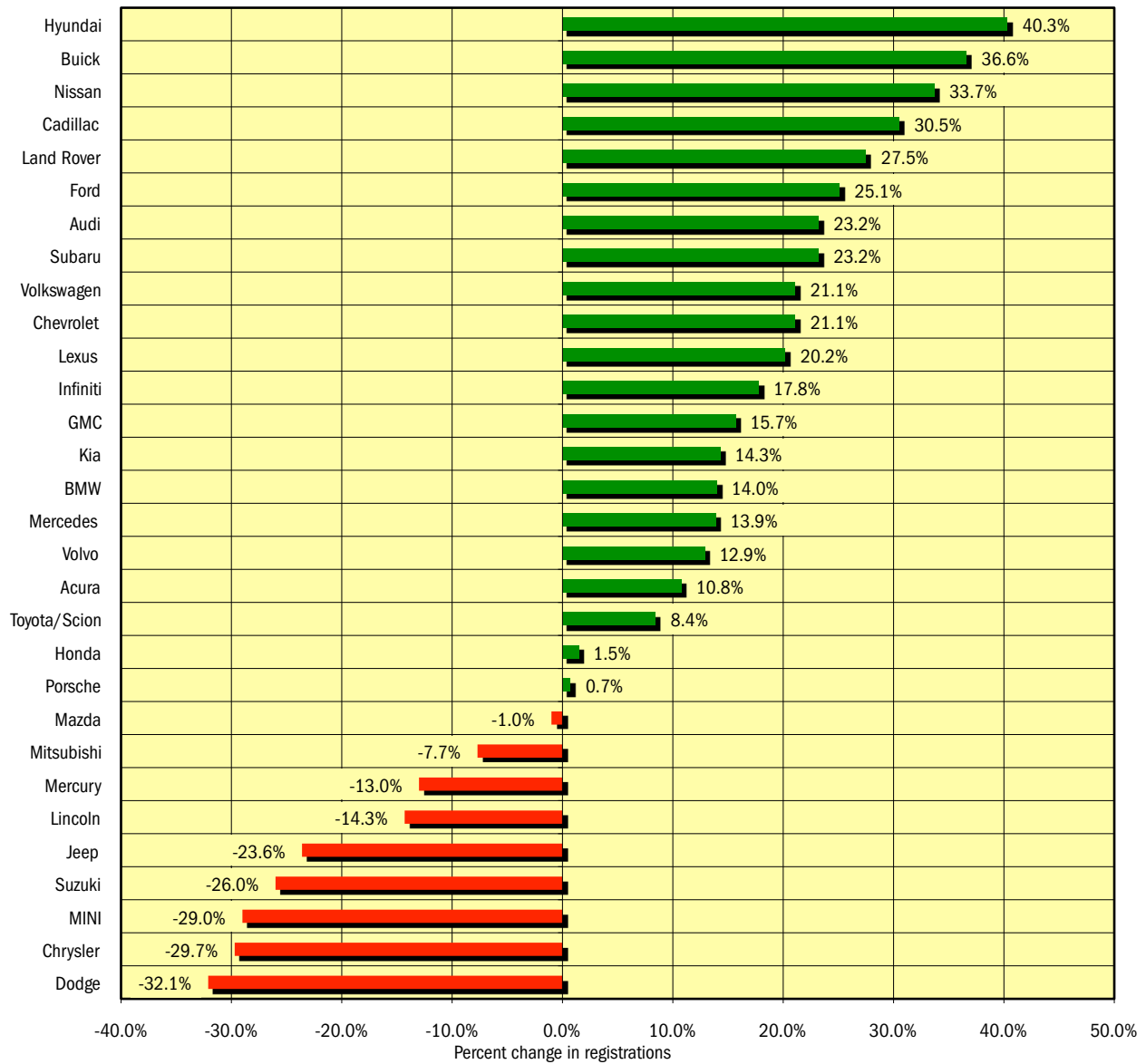
Used Vehicle Market Brand Registrations (only includes vehicles seven years old or newer)

Colorado Used Retail Car and Light Truck Registrations												
	July			Three Month Period May '10 and July '10			YTD thru July			YTD Market Share (%)		
	2009	2010	% chg.	Yr. Ago	Current	% chg.	2009	2010	% chg.	2009	2010	Chg.
	TOTAL	15,850	14,745	-7.0%	45,316	42,761	-5.6%	107,665	96,653	-10.2%		
Acura	202	192	-5.0%	580	568	-2.1%	1,445	1,229	-14.9%	1.3	1.3	0.0
Audi	197	187	-5.1%	654	589	-9.9%	1,597	1,294	-19.0%	1.5	1.3	-0.2
BMW	266	271	1.9%	829	851	2.7%	1,956	1,919	-1.9%	1.8	2.0	0.2
Buick	153	121	-20.9%	472	399	-15.5%	1,146	898	-21.6%	1.1	0.9	-0.2
Cadillac	248	234	-5.6%	685	656	-4.2%	1,735	1,457	-16.0%	1.6	1.5	-0.1
Chevrolet	1,929	1,758	-8.9%	5,395	4,840	-10.3%	13,131	11,102	-15.5%	12.2	11.5	-0.7
Chrysler	580	430	-25.9%	1,662	1,279	-23.0%	3,769	3,133	-16.9%	3.5	3.2	-0.3
Dodge	1,306	1,218	-6.7%	3,955	3,482	-12.0%	9,779	7,910	-19.1%	9.1	8.2	-0.9
Ford	1,918	1,756	-8.4%	5,573	5,311	-4.7%	13,513	12,228	-9.5%	12.6	12.7	0.1
GMC	423	382	-9.7%	1,225	1,180	-3.7%	3,003	2,780	-7.4%	2.8	2.9	0.1
Honda	822	816	-0.7%	2,179	2,261	3.8%	4,892	4,857	-0.7%	4.5	5.0	0.5
Hummer	66	72	9.1%	210	235	11.9%	498	565	13.5%	0.5	0.6	0.1
Hyundai	470	439	-6.6%	1,294	1,275	-1.5%	2,824	2,709	-4.1%	2.6	2.8	0.2
Infiniti	164	133	-18.9%	400	424	6.0%	995	1,075	8.0%	0.9	1.1	0.2
Jaguar	26	21	-19.2%	82	59	-28.0%	202	134	-33.7%	0.2	0.1	-0.1
Jeep	966	828	-14.3%	2,728	2,352	-13.8%	6,799	5,249	-22.8%	6.3	5.4	-0.9
Kia	352	329	-6.5%	1,028	935	-9.0%	2,231	2,087	-6.5%	2.1	2.2	0.1
Land Rover	83	87	4.8%	232	285	22.8%	651	637	-2.2%	0.6	0.7	0.1
Lexus	231	229	-0.9%	645	699	8.4%	1,573	1,657	5.3%	1.5	1.7	0.2
Lincoln	91	83	-8.8%	287	281	-2.1%	701	623	-11.1%	0.7	0.6	-0.1
Mazda	243	318	30.9%	730	911	24.8%	1,743	2,020	15.9%	1.6	2.1	0.5
Mercedes	200	166	-17.0%	561	526	-6.2%	1,319	1,176	-10.8%	1.2	1.2	0.0
Mercury	108	93	-13.9%	310	252	-18.7%	784	604	-23.0%	0.7	0.6	-0.1
MINI	54	54	0.0%	134	152	13.4%	246	339	37.8%	0.2	0.4	0.2
Mitsubishi	180	154	-14.4%	477	423	-11.3%	1,138	988	-13.2%	1.1	1.0	-0.1
Nissan	837	925	10.5%	2,383	2,532	6.3%	5,848	5,860	0.2%	5.4	6.1	0.7
Pontiac	359	358	-0.3%	1,132	1,053	-7.0%	2,723	2,658	-2.4%	2.5	2.8	0.3
Porsche	49	31	-36.7%	147	112	-23.8%	286	239	-16.4%	0.3	0.2	-0.1
Saab	88	53	-39.8%	246	156	-36.6%	593	391	-34.1%	0.6	0.4	-0.2
Saturn	284	264	-7.0%	838	728	-13.1%	1,984	1,724	-13.1%	1.8	1.8	0.0
Subaru	494	629	27.3%	1,413	1,651	16.8%	3,505	3,519	0.4%	3.3	3.6	0.3
Suzuki	326	106	-67.5%	895	309	-65.5%	1,607	751	-53.3%	1.5	0.8	-0.7
Toyota/Scion	1,505	1,459	-3.1%	4,164	4,371	5.0%	9,282	9,250	-0.3%	8.6	9.6	1.0
Volkswagen	365	317	-13.2%	1,047	962	-8.1%	2,359	2,123	-10.0%	2.2	2.2	0.0
Volvo	200	183	-8.5%	542	526	-3.0%	1,380	1,171	-15.1%	1.3	1.2	-0.1
Other	65	49	-24.6%	182	136	-25.3%	428	297	-30.6%	0.4	0.3	-0.1

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



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



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Auto Outlook, Inc.
5 Great Valley Parkway, Suite 234
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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.