

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 22.1% in June '11 vs. 2010.

Year-to-date thru June new registrations in the state were up 21.1%. U.S. market was up 19.6%.

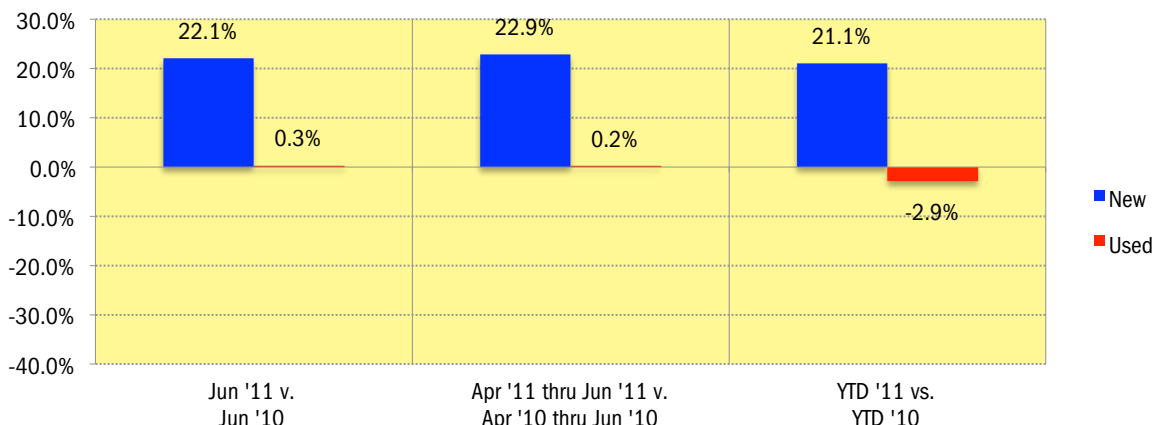
Used vehicle market increased 0.3% in June (vehicles seven years old or newer) and was off 2.9%, year-to-date.

Sub Compact Car market share increased 2.4 share points in the first six months of this year.

Seven year old vehicle market share increased 2.2 share points so far this year.

Saab, MINI, Jeep, Kia, Porsche, and Chrysler new vehicle registrations increased more than 50% during the first six 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		
	Apr '10 thru June '10	Apr '11 thru June '11	Percent Change	Apr '10 thru June '10	Apr '11 thru June '11	Percent Change
Total	26,716	32,833	22.9%	40,782	40,852	0.2%
Cars	11,569	15,038	30.0%	18,050	18,662	3.4%
Light Trucks	15,147	17,795	17.5%	22,732	22,190	-2.4%
Japanese Brands	13,015	14,196	9.1%	13,223	13,379	1.2%
Detroit Three Brands	9,044	12,064	33.4%	21,361	20,868	-2.3%
European Brands	2,548	3,362	31.9%	4,124	4,234	2.7%
Korean Brands	2,109	3,211	52.3%	2,074	2,371	14.3%
	Year to date Totals (thru June)					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2010	YTD 2011	Percent Change	YTD 2010	YTD 2011	Percent Change
Total	51,443	62,291	21.1%	80,618	78,293	-2.9%
Cars	21,600	27,112	25.5%	35,418	34,847	-1.6%
Light Trucks	29,843	35,179	17.9%	45,200	43,446	-3.9%
Japanese Brands	24,913	27,695	11.2%	25,917	25,654	-1.0%
Detroit Three Brands	17,853	22,681	27.0%	42,758	39,988	-6.5%
European Brands	5,047	6,340	25.6%	7,979	8,080	1.3%
Korean Brands	3,630	5,575	53.6%	3,964	4,571	15.3%

Data Information

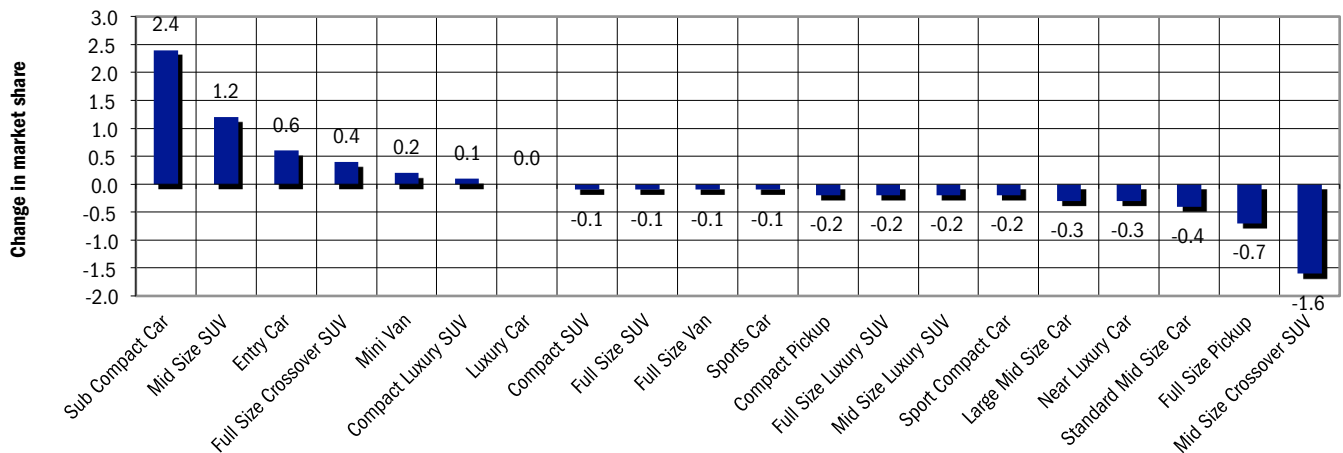
All data represents new and used vehicle retail registrations in Colorado and excludes fleet and wholesale transactions. Used vehicle data only includes vehicles seven years old or newer and excludes private party transactions. Please keep in mind that monthly registration figures can occasionally be 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															
	June				Three Month Period Apr '11 thru June '11				YTD Totals (thru June)				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	9,881	12,065	22.1%	3.7%	26,716	32,833	22.9%	7.8%	51,443	62,291	21.1%	19.6%		
Acura	121	121	0.0%	-15.2%	321	346	7.8%	0.6%	595	731	22.9%	16.2%	1.2	1.2	0.0
Audi	165	161	-2.4%	3.6%	434	428	-1.4%	3.1%	847	856	1.1%	10.8%	1.6	1.4	-0.2
BMW	143	231	61.5%	23.2%	371	565	52.3%	16.1%	880	1,189	35.1%	21.0%	1.7	1.9	0.2
Buick	77	121	57.1%	20.3%	220	322	46.4%	22.3%	439	591	34.6%	39.5%	0.9	0.9	0.0
Cadillac	78	89	14.1%	7.3%	225	243	8.0%	10.5%	477	515	8.0%	33.3%	0.9	0.8	-0.1
Chevrolet	759	1,004	32.3%	6.5%	2,068	2,621	26.7%	13.3%	4,174	5,067	21.4%	27.6%	8.1	8.1	0.0
Chrysler	58	113	94.8%	39.2%	178	270	51.7%	28.1%	307	463	50.8%	41.3%	0.6	0.7	0.1
Dodge (incl. Ram)	471	673	42.9%	7.4%	1,152	1,750	51.9%	13.3%	2,071	3,030	46.3%	34.7%	4.0	4.9	0.9
Fiat	0	5			0	5			0	5			0.0	0.0	0.0
Ford	1,311	1,710	30.4%	11.2%	3,288	4,268	29.8%	12.1%	6,318	7,941	25.7%	22.8%	12.3	12.7	0.4
GMC	318	333	4.7%	2.0%	801	946	18.1%	9.7%	1,670	1,961	17.4%	28.5%	3.2	3.1	-0.1
Honda	833	1,016	22.0%	-10.5%	2,372	2,925	23.3%	0.1%	4,552	5,375	18.1%	12.0%	8.8	8.6	-0.2
Hyundai	487	585	20.1%	29.3%	1,218	1,673	37.4%	29.7%	1,984	2,839	43.1%	43.9%	3.9	4.6	0.7
Infiniti	77	76	-1.3%	-11.3%	242	216	-10.7%	-2.9%	447	467	4.5%	15.9%	0.9	0.7	-0.2
Jaguar	6	9	50.0%	6.0%	14	24	71.4%	15.4%	22	37	68.2%	16.2%	0.0	0.1	0.1
Jeep	352	587	66.8%	57.1%	897	1,499	67.1%	48.2%	1,690	2,819	66.8%	58.7%	3.3	4.5	1.2
Kia	344	626	82.0%	71.4%	891	1,538	72.6%	69.1%	1,646	2,736	66.2%	73.5%	3.2	4.4	1.2
Land Rover	44	54	22.7%	6.5%	91	122	34.1%	6.5%	208	249	19.7%	15.5%	0.4	0.4	0.0
Lexus	202	173	-14.4%	-32.8%	521	528	1.3%	-17.5%	1,160	1,114	-4.0%	-7.5%	2.3	1.8	-0.5
Lincoln	39	47	20.5%	2.7%	96	135	40.6%	0.9%	254	271	6.7%	3.9%	0.5	0.4	-0.1
Mazda	243	265	9.1%	-8.8%	601	712	18.5%	-7.9%	1,094	1,300	18.8%	-0.3%	2.1	2.1	0.0
Mercedes	147	185	25.9%	10.2%	371	450	21.3%	3.8%	721	864	19.8%	10.8%	1.4	1.4	0.0
MINI	65	107	64.6%	63.7%	130	223	71.5%	64.6%	218	369	69.3%	55.4%	0.4	0.6	0.2
Mitsubishi	49	91	85.7%	37.4%	132	198	50.0%	33.6%	244	342	40.2%	39.5%	0.5	0.5	0.0
Nissan	630	612	-2.9%	-9.5%	1,785	1,917	7.4%	3.0%	3,369	3,824	13.5%	16.6%	6.5	6.1	-0.4
Porsche	17	40	135.3%	48.4%	63	92	46.0%	49.3%	119	180	51.3%	46.2%	0.2	0.3	0.1
Saab	2	16	700.0%	123.3%	5	34	580.0%	178.9%	19	80	321.1%	61.7%	0.0	0.1	0.1
smart	10	2	-80.0%	-21.3%	30	14	-53.3%	-21.7%	46	26	-43.5%	-26.6%	0.1	0.0	-0.1
Subaru	927	1,063	14.7%	-1.1%	2,450	3,100	26.5%	5.7%	4,863	6,055	24.5%	16.3%	9.5	9.7	0.2
Suzuki	60	75	25.0%	20.6%	167	211	26.3%	11.1%	339	353	4.1%	17.0%	0.7	0.6	-0.1
Toyota/Scion	1,432	1,295	-9.6%	-20.8%	4,422	4,043	-8.6%	-14.0%	8,240	8,133	-1.3%	1.9%	16.0	13.1	-2.9
Volkswagen	296	451	52.4%	30.5%	816	1,112	36.3%	24.1%	1,523	1,947	27.8%	24.6%	3.0	3.1	0.1
Volvo	76	121	59.2%	38.9%	202	284	40.6%	34.5%	419	512	22.2%	25.3%	0.8	0.8	0.0
Other	42	8	-81.0%	-86.1%	142	19	-86.6%	-81.7%	488	50	-89.8%	-79.3%	0.9	0.1	-0.8

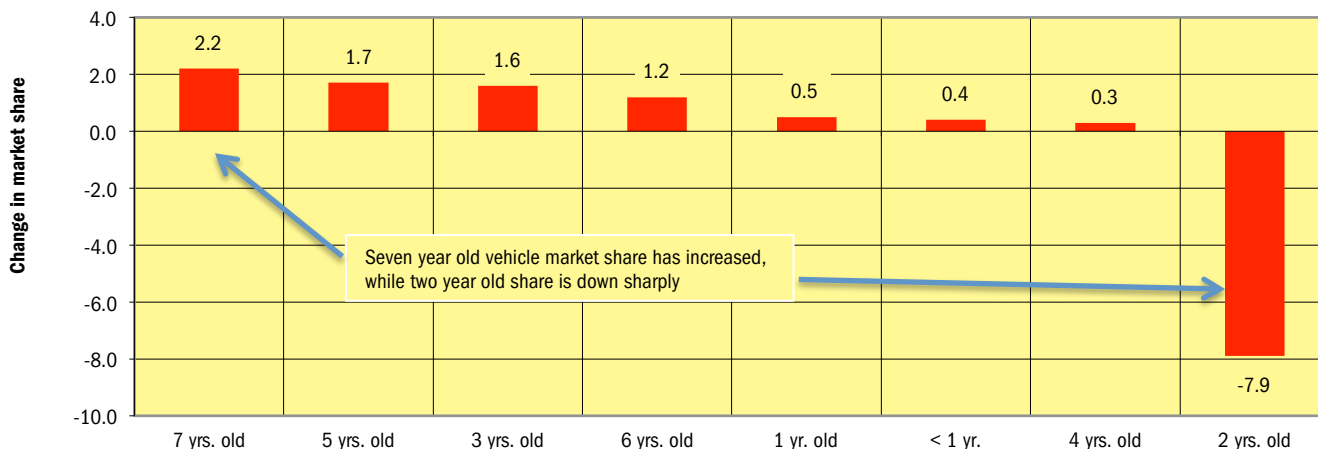
Change in New Vehicle Segment Market Share - YTD 2011 thru June vs. YTD 2010



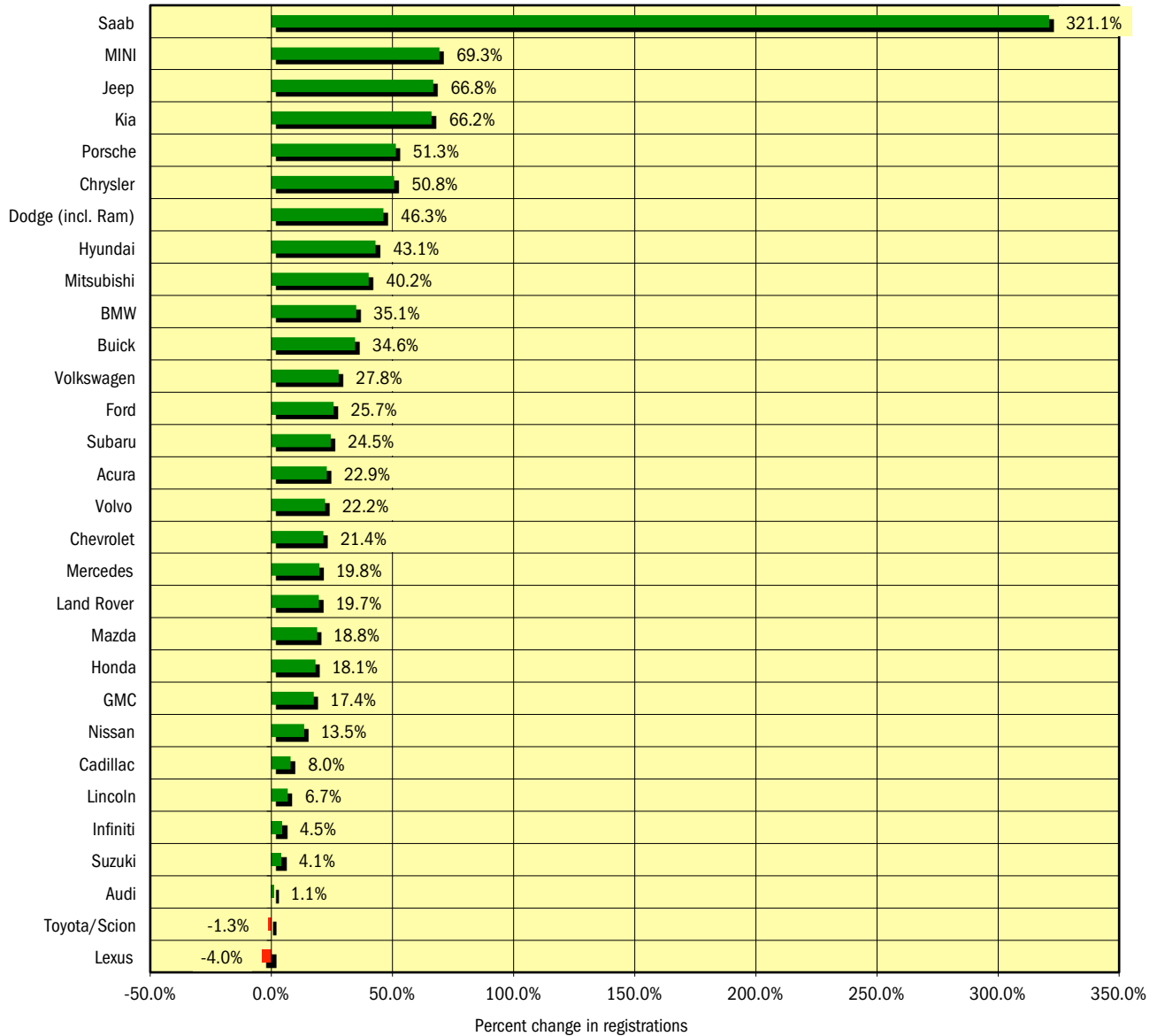
Used Vehicle Market Brand Registrations (only includes vehicles seven years old or newer)

Colorado Used Retail Car and Light Truck Registrations												
	June			Three Month Period Apr '11 thru June '11			YTD thru June			YTD Market Share (%)		
	2010	2011	% chg.	Yr. Ago	Current	% chg.	2010	2011	% chg.	2010	2011	Chg.
TOTAL	15,198	15,244	0.3%	40,782	40,852	0.2%	80,618	78,293	-2.9%			
Acura	211	212	0.5%	536	587	9.5%	1,021	1,150	12.6%	1.3	1.5	0.2
Audi	207	286	38.2%	560	655	17.0%	1,089	1,202	10.4%	1.4	1.5	0.1
BMW	307	308	0.3%	838	840	0.2%	1,623	1,629	0.4%	2.0	2.1	0.1
Buick	156	123	-21.2%	406	353	-13.1%	765	679	-11.2%	0.9	0.9	0.0
Cadillac	222	226	1.8%	605	652	7.8%	1,205	1,193	-1.0%	1.5	1.5	0.0
Chevrolet	1,666	1,723	3.4%	4,550	4,673	2.7%	9,194	8,984	-2.3%	11.4	11.5	0.1
Chrysler	472	495	4.9%	1,296	1,402	8.2%	2,657	2,567	-3.4%	3.3	3.3	0.0
Dodge (incl. Ram)	1,253	1,177	-6.1%	3,407	3,192	-6.3%	6,577	6,163	-6.3%	8.2	7.9	-0.3
Ford	1,915	1,841	-3.9%	5,200	4,887	-6.0%	10,304	9,529	-7.5%	12.8	12.2	-0.6
GMC	430	493	14.7%	1,154	1,220	5.7%	2,361	2,275	-3.6%	2.9	2.9	0.0
Honda	795	849	6.8%	2,052	2,351	14.6%	3,980	4,308	8.2%	4.9	5.5	0.6
Hummer	90	57	-36.7%	241	176	-27.0%	485	352	-27.4%	0.6	0.4	-0.2
Hyundai	455	464	2.0%	1,199	1,228	2.4%	2,233	2,349	5.2%	2.8	3.0	0.2
Infiniti	146	157	7.5%	461	414	-10.2%	925	773	-16.4%	1.1	1.0	-0.1
Jaguar	22	21	-4.5%	49	54	10.2%	113	86	-23.9%	0.1	0.1	0.0
Jeep	833	910	9.2%	2,197	2,365	7.6%	4,352	4,512	3.7%	5.4	5.8	0.4
Kia	344	417	21.2%	875	1,143	30.6%	1,731	2,222	28.4%	2.1	2.8	0.7
Land Rover	99	78	-21.2%	273	208	-23.8%	541	442	-18.3%	0.7	0.6	-0.1
Lexus	277	251	-9.4%	689	668	-3.0%	1,407	1,346	-4.3%	1.7	1.7	0.0
Lincoln	110	93	-15.5%	287	280	-2.4%	530	540	1.9%	0.7	0.7	0.0
Mazda	326	242	-25.8%	854	746	-12.6%	1,676	1,480	-11.7%	2.1	1.9	-0.2
Mercedes	191	176	-7.9%	543	482	-11.2%	993	975	-1.8%	1.2	1.2	0.0
Mercury	86	76	-11.6%	239	248	3.8%	502	478	-4.8%	0.6	0.6	0.0
MINI	56	61	8.9%	144	145	0.7%	281	269	-4.3%	0.3	0.3	0.0
Mitsubishi	147	150	2.0%	393	364	-7.4%	823	652	-20.8%	1.0	0.8	-0.2
Nissan	830	889	7.1%	2,402	2,471	2.9%	4,854	4,870	0.3%	6.0	6.2	0.2
Pontiac	391	310	-20.7%	1,041	831	-20.2%	2,264	1,572	-30.6%	2.8	2.0	-0.8
Porsche	48	34	-29.2%	111	98	-11.7%	206	208	1.0%	0.3	0.3	0.0
Saab	65	41	-36.9%	155	131	-15.5%	335	288	-14.0%	0.4	0.4	0.0
Saturn	243	203	-16.5%	685	553	-19.3%	1,437	1,094	-23.9%	1.8	1.4	-0.4
Subaru	551	616	11.8%	1,468	1,598	8.9%	2,843	3,174	11.6%	3.5	4.1	0.6
Suzuki	118	139	17.8%	323	352	9.0%	633	615	-2.8%	0.8	0.8	0.0
Toyota/Scion	1,547	1,455	-5.9%	3,998	3,801	-4.9%	7,681	7,236	-5.8%	9.5	9.2	-0.3
Volkswagen	350	484	38.3%	936	1,192	27.4%	1,777	2,101	18.2%	2.2	2.7	0.5
Volvo	193	148	-23.3%	490	391	-20.2%	974	820	-15.8%	1.2	1.0	-0.2
Other	46	39	-15.2%	125	101	-19.2%	246	160	-35.0%	0.3	0.2	-0.1

**Change in Used Vehicle Market Share by Age of Vehicle
YTD 2011 thru June vs. YTD 2010**



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



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WHO ARE MY TOP COMPETITORS? -BY MARKET AREA?

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