

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 23.1% in March '11 vs. 2010. U.S. market improved 36.9%.

Year-to-date thru March new registrations in the state were up 19.1%

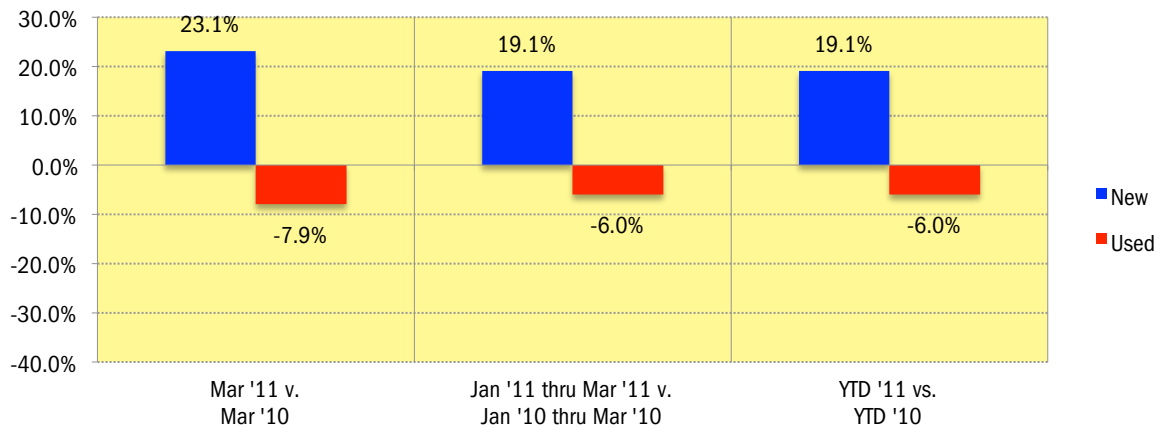
Used vehicle market declined 7.9% in March (vehicles seven years old or newer) and was off 6%, year-to-date.

Sub Compact Car market share increased two share points in the first three months of this year.

Seven year old vehicle market share increased 1.9 share points so far this year.

Saab, Jeep, MINI, Kia, Porsche, and Hyundai new vehicle registrations increased more than 50% during the first three 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		
	Jan '10 thru Mar '10	Jan '11 thru Mar '11	Percent Change	Jan '10 thru Mar '10	Jan '11 thru Mar '11	Percent Change
Total	24,727	29,458	19.1%	39,836	37,441	-6.0%
Cars	10,031	12,074	20.4%	17,368	16,185	-6.8%
Light Trucks	14,696	17,384	18.3%	22,468	21,256	-5.4%
Japanese Brands	11,898	13,499	13.5%	12,694	12,275	-3.3%
Detroit Three Brands	8,809	10,617	20.5%	21,397	19,120	-10.6%
European Brands	2,499	2,978	19.2%	3,855	3,846	-0.2%
Korean Brands	1,521	2,364	55.4%	1,890	2,200	16.4%
	Year to date Totals (thru March)					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2010	YTD 2011	Percent Change	YTD 2010	YTD 2011	Percent Change
Total	24,727	29,458	19.1%	39,836	37,441	-6.0%
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Data Information

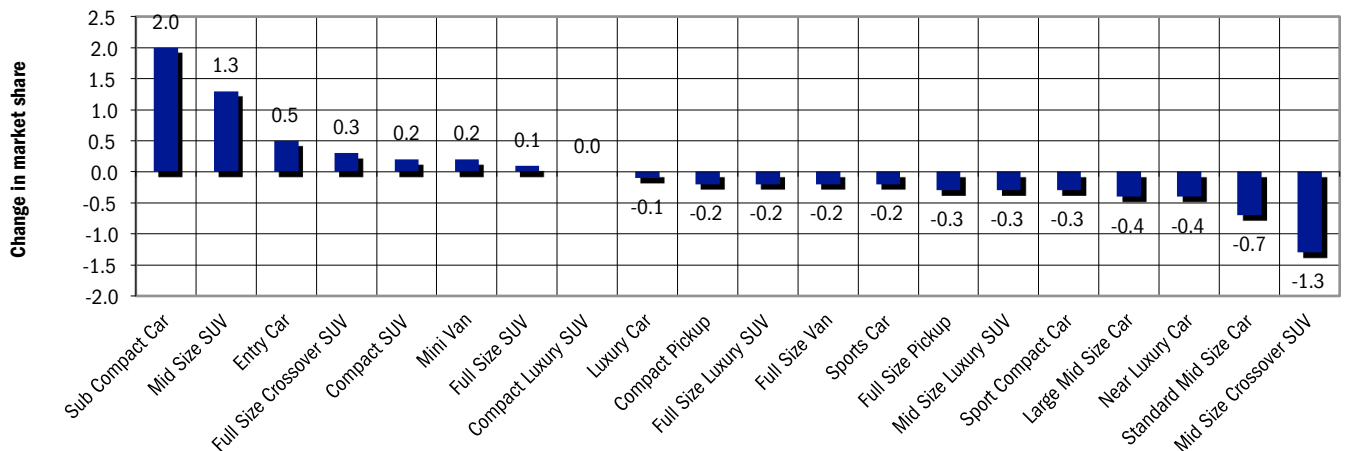
All data represents new and used vehicle retail registrations in Colorado and excludes fleet and wholesale transactions. Used vehicle data only includes vehicles seven years old or newer and excludes private party transactions. Please keep in mind that monthly registration figures can occasionally be 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															
	March				Three Month Period Jan '11 thru Mar '11				YTD Totals (thru Mar)				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	8,731	10,750	23.1%	36.9%	24,727	29,458	19.1%	34.5%	24,727	29,458	19.1%	34.5%		
Acura	90	133	47.8%	27.6%	274	385	40.5%	36.5%	274	385	40.5%	36.5%	1.1	1.3	0.2
Audi	143	139	-2.8%	15.4%	413	428	3.6%	20.2%	413	428	3.6%	20.2%	1.7	1.5	-0.2
BMW	163	215	31.9%	25.5%	509	624	22.6%	26.4%	509	624	22.6%	26.4%	2.1	2.1	0.0
Buick	77	86	11.7%	62.7%	219	269	22.8%	60.0%	219	269	22.8%	60.0%	0.9	0.9	0.0
Cadillac	81	101	24.7%	51.3%	252	272	7.9%	58.2%	252	272	7.9%	58.2%	1.0	0.9	-0.1
Chevrolet	713	908	27.3%	51.0%	2,106	2,446	16.1%	44.3%	2,106	2,446	16.1%	44.3%	8.5	8.3	-0.2
Chrysler	49	79	61.2%	65.6%	129	193	49.6%	60.6%	129	193	49.6%	60.6%	0.5	0.7	0.2
Dodge (incl. Ram)	334	515	54.2%	61.9%	919	1,280	39.3%	67.0%	919	1,280	39.3%	67.0%	3.7	4.3	0.6
Ford	1,115	1,361	22.1%	35.2%	3,030	3,673	21.2%	36.2%	3,030	3,673	21.2%	36.2%	12.3	12.5	0.2
GMC	305	336	10.2%	45.2%	869	1,015	16.8%	49.0%	869	1,015	16.8%	49.0%	3.5	3.4	-0.1
Honda	745	900	20.8%	30.7%	2,180	2,450	12.4%	27.6%	2,180	2,450	12.4%	27.6%	8.8	8.3	-0.5
Hyundai	290	466	60.7%	53.5%	766	1,166	52.2%	66.9%	766	1,166	52.2%	66.9%	3.1	4.0	0.9
Infiniti	72	73	1.4%	41.2%	205	251	22.4%	37.5%	205	251	22.4%	37.5%	0.8	0.9	0.1
Jaguar	3	5	66.7%	13.5%	8	13	62.5%	17.3%	8	13	62.5%	17.3%	0.0	0.0	0.0
Jeep	314	490	56.1%	67.3%	793	1,320	66.5%	72.4%	793	1,320	66.5%	72.4%	3.2	4.5	1.3
Kia	342	496	45.0%	71.1%	755	1,198	58.7%	79.9%	755	1,198	58.7%	79.9%	3.1	4.1	1.0
Land Rover	40	37	-7.5%	26.3%	117	127	8.5%	26.3%	117	127	8.5%	26.3%	0.5	0.4	-0.1
Lexus	180	184	2.2%	9.8%	639	586	-8.3%	2.9%	639	586	-8.3%	2.9%	2.6	2.0	-0.6
Lincoln	68	38	-44.1%	2.6%	158	136	-13.9%	7.2%	158	136	-13.9%	7.2%	0.6	0.5	-0.1
Mazda	168	222	32.1%	5.0%	493	588	19.3%	9.9%	493	588	19.3%	9.9%	2.0	2.0	0.0
Mercedes	89	138	55.1%	16.5%	350	414	18.3%	19.1%	350	414	18.3%	19.1%	1.4	1.4	0.0
MINI	40	64	60.0%	63.3%	88	146	65.9%	43.5%	88	146	65.9%	43.5%	0.4	0.5	0.1
Mitsubishi	44	43	-2.3%	45.7%	112	144	28.6%	47.5%	112	144	28.6%	47.5%	0.5	0.5	0.0
Nissan	591	728	23.2%	40.0%	1,584	1,907	20.4%	33.8%	1,584	1,907	20.4%	33.8%	6.4	6.5	0.1
Porsche	25	24	-4.0%	51.5%	56	88	57.1%	42.7%	56	88	57.1%	42.7%	0.2	0.3	0.1
Saab	2	22	1000.0%	265.7%	14	46	228.6%	24.8%	14	46	228.6%	24.8%	0.1	0.2	0.1
smart	6	7	16.7%	-34.7%	16	12	-25.0%	-32.4%	16	12	-25.0%	-32.4%	0.1	0.0	-0.1
Subaru	914	1,058	15.8%	27.6%	2,413	2,955	22.5%	29.1%	2,413	2,955	22.5%	29.1%	9.8	10.0	0.2
Suzuki	48	52	8.3%	17.2%	172	142	-17.4%	24.4%	172	142	-17.4%	24.4%	0.7	0.5	-0.2
Toyota/Scion	1,289	1,431	11.0%	30.1%	3,818	4,090	7.1%	23.0%	3,818	4,090	7.1%	23.0%	15.4	13.9	-1.5
Volkswagen	252	317	25.8%	30.7%	707	835	18.1%	25.1%	707	835	18.1%	25.1%	2.9	2.8	-0.1
Volvo	72	75	4.2%	33.4%	217	228	5.1%	15.7%	217	228	5.1%	15.7%	0.9	0.8	-0.1
Other	67	7	-89.6%	-77.0%	346	31	-91.0%	-77.4%	346	31	-91.0%	-77.4%	1.4	0.1	-1.3

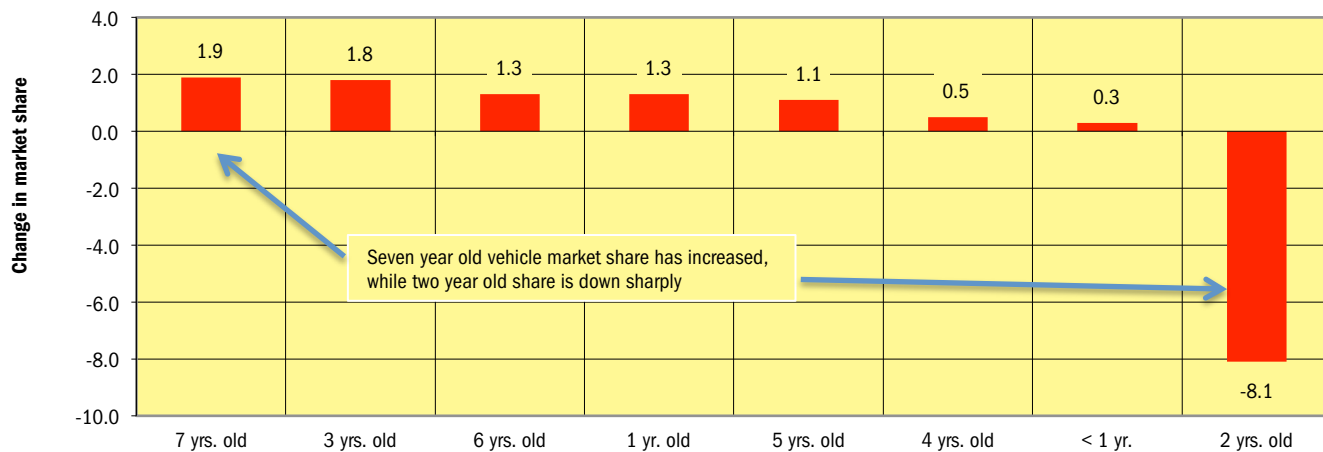
Change in New Vehicle Segment Market Share - YTD 2011 thru March vs. YTD 2010



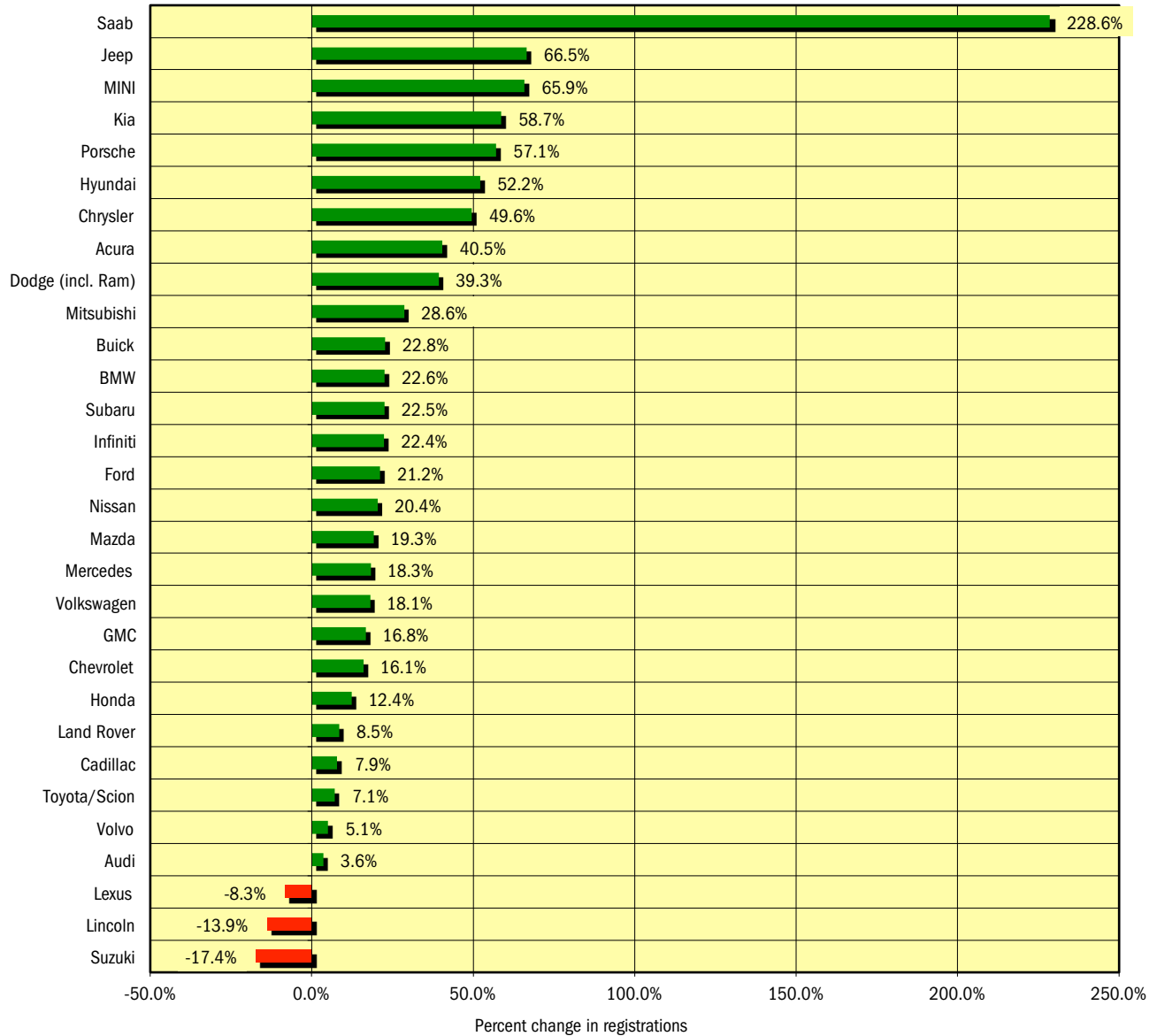
Used Vehicle Market Brand Registrations (only includes vehicles seven years old or newer)

Colorado Used Retail Car and Light Truck Registrations												
	March			Three Month Period Jan '11 thru Mar '11			YTD thru March			YTD thru Feb Market Share (%)		
	2010	2011	% chg.	Yr. Ago	Current	% chg.	2010	2011	% chg.	2010	2011	Chg.
TOTAL	16,201	14,922	-7.9%	39,836	37,441	-6.0%	39,836	37,441	-6.0%			
Acura	208	226	8.7%	485	563	16.1%	485	563	16.1%	1.2	1.5	0.3
Audi	231	198	-14.3%	529	547	3.4%	529	547	3.4%	1.3	1.5	0.2
BMW	320	308	-3.8%	785	789	0.5%	785	789	0.5%	2.0	2.1	0.1
Buick	151	126	-16.6%	359	326	-9.2%	359	326	-9.2%	0.9	0.9	0.0
Cadillac	244	206	-15.6%	600	541	-9.8%	600	541	-9.8%	1.5	1.4	-0.1
Chevrolet	1,958	1,776	-9.3%	4,644	4,311	-7.2%	4,644	4,311	-7.2%	11.7	11.5	-0.2
Chrysler	581	514	-11.5%	1,361	1,165	-14.4%	1,361	1,165	-14.4%	3.4	3.1	-0.3
Dodge (incl. Ram)	1,292	1,206	-6.7%	3,170	2,971	-6.3%	3,170	2,971	-6.3%	8.0	7.9	-0.1
Ford	2,100	1,819	-13.4%	5,104	4,642	-9.1%	5,104	4,642	-9.1%	12.8	12.4	-0.4
GMC	483	406	-15.9%	1,207	1,055	-12.6%	1,207	1,055	-12.6%	3.0	2.8	-0.2
Honda	772	773	0.1%	1,928	1,957	1.5%	1,928	1,957	1.5%	4.8	5.2	0.4
Hummer	90	71	-21.1%	244	176	-27.9%	244	176	-27.9%	0.6	0.5	-0.1
Hyundai	423	482	13.9%	1,034	1,121	8.4%	1,034	1,121	8.4%	2.6	3.0	0.4
Infiniti	189	139	-26.5%	464	359	-22.6%	464	359	-22.6%	1.2	1.0	-0.2
Jaguar	23	13	-43.5%	64	32	-50.0%	64	32	-50.0%	0.2	0.1	-0.1
Jeep	853	830	-2.7%	2,155	2,147	-0.4%	2,155	2,147	-0.4%	5.4	5.7	0.3
Kia	397	454	14.4%	856	1,079	26.1%	856	1,079	26.1%	2.1	2.9	0.8
Land Rover	103	94	-8.7%	268	234	-12.7%	268	234	-12.7%	0.7	0.6	-0.1
Lexus	256	233	-9.0%	718	678	-5.6%	718	678	-5.6%	1.8	1.8	0.0
Lincoln	107	113	5.6%	243	260	7.0%	243	260	7.0%	0.6	0.7	0.1
Mazda	346	290	-16.2%	822	734	-10.7%	822	734	-10.7%	2.1	2.0	-0.1
Mercedes	189	172	-9.0%	450	493	9.6%	450	493	9.6%	1.1	1.3	0.2
Mercury	118	84	-28.8%	263	230	-12.5%	263	230	-12.5%	0.7	0.6	-0.1
MINI	55	57	3.6%	137	124	-9.5%	137	124	-9.5%	0.3	0.3	0.0
Mitsubishi	188	121	-35.6%	430	288	-33.0%	430	288	-33.0%	1.1	0.8	-0.3
Nissan	992	957	-3.5%	2,452	2,399	-2.2%	2,452	2,399	-2.2%	6.2	6.4	0.2
Pontiac	490	329	-32.9%	1,223	741	-39.4%	1,223	741	-39.4%	3.1	2.0	-1.1
Porsche	32	40	25.0%	95	110	15.8%	95	110	15.8%	0.2	0.3	0.1
Saab	79	69	-12.7%	180	157	-12.8%	180	157	-12.8%	0.5	0.4	-0.1
Saturn	275	237	-13.8%	752	541	-28.1%	752	541	-28.1%	1.9	1.4	-0.5
Subaru	569	577	1.4%	1,375	1,576	14.6%	1,375	1,576	14.6%	3.5	4.2	0.7
Suzuki	124	105	-15.3%	310	263	-15.2%	310	263	-15.2%	0.8	0.7	-0.1
Toyota/Scion	1,370	1,334	-2.6%	3,683	3,435	-6.7%	3,683	3,435	-6.7%	9.2	9.2	0.0
Volkswagen	344	374	8.7%	841	909	8.1%	841	909	8.1%	2.1	2.4	0.3
Volvo	192	162	-15.6%	484	429	-11.4%	484	429	-11.4%	1.2	1.1	-0.1
Other	57	27	-52.6%	121	59	-51.2%	121	59	-51.2%	0.3	0.2	-0.1

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



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



Colorado Auto Outlook

Published for:
Colorado Automobile Dealers Association
290 East Speer Boulevard
Denver, CO 80203
Phone: 303-831-1722

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May 2011

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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.