

Colorado Auto Outlook™

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Comprehensive information on the Colorado automotive market

Colorado Automobile Dealers Association

Quick Facts

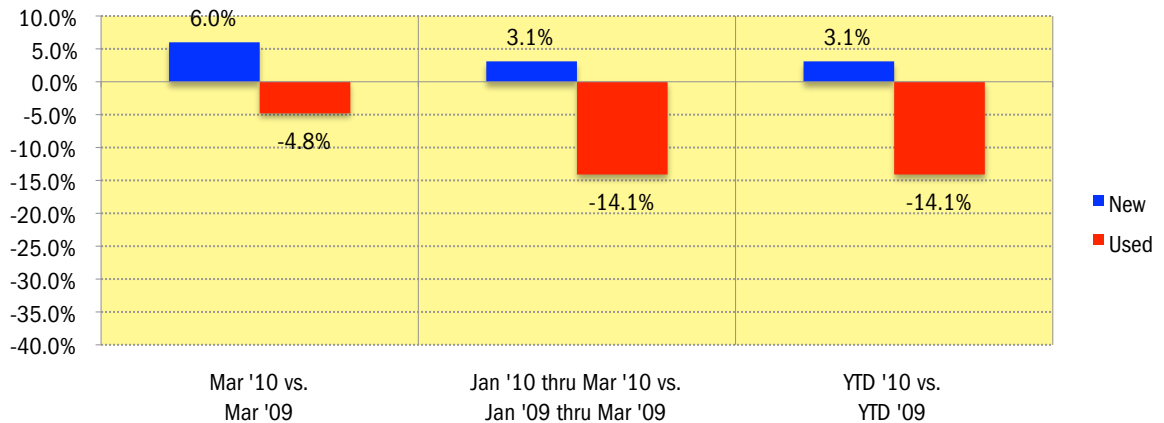
New vehicle registrations increase 6% in March '10 vs. 2009. Used vehicle market off 4.8% (vehicles seven years old or newer).

Retail used vehicle registrations declined 14.1% during the first three months of this year versus a year earlier. New vehicle market was up 3.1%.

Standard Mid Size Car new vehicle market share was up 3.4 share points during first three months of '10 versus a year earlier.

Two year old vehicle market share increased 4.4 share points from January thru March of this year 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 (January thru March)					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	Jan '09 thru Mar '09	Jan '10 thru Mar '10	Percent Change	Jan '09 thru Mar '09	Jan '10 thru Mar '10	Percent Change
Total	23,665	24,405	3.1%	46,366	39,836	-14.1%
Cars	9,124	9,842	7.9%	18,185	17,377	-4.4%
Light Trucks	14,541	14,563	0.2%	28,181	22,459	-20.3%
Japanese Brands	11,028	11,672	5.8%	13,515	12,694	-6.1%
Detroit Three Brands	8,989	8,764	-2.5%	26,374	21,397	-18.9%
European Brands	2,216	2,458	10.9%	4,573	3,855	-15.7%
Korean Brands	1,432	1,511	5.5%	1,904	1,890	-0.7%
	Year to date thru March					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2009	YTD 2010	Percent Change	YTD 2009	YTD 2010	Percent Change
Total	23,665	24,405	3.1%	46,366	39,836	-14.1%
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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.

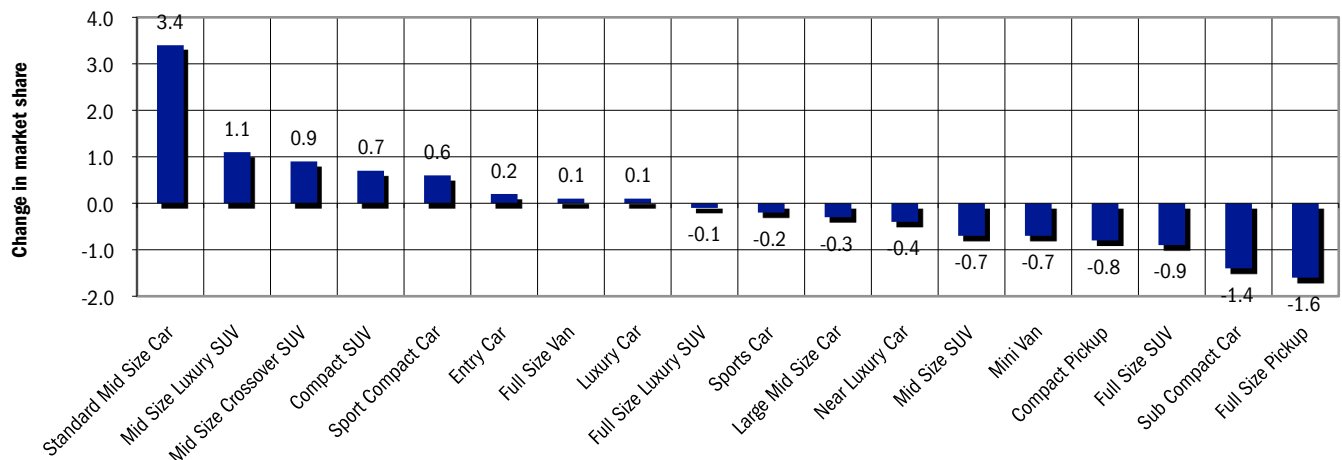
Data Source: AutoCount data from Experian Automotive.

New Vehicle Market Brand Registrations

Colorado New Retail Car and Light Truck Registrations

	March				Three Month Period Jan '10 thru March '10				YTD thru Mar				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	8,118	8,604	6.0%	24.4%	23,665	24,405	3.1%	15.5%	23,665	24,405	3.1%	15.5%			
Acura	79	90	13.9%	30.2%	256	274	7.0%	13.3%	256	274	7.0%	13.3%	1.1	1.1	0.0
Audi	106	142	34.0%	33.5%	326	408	25.2%	34.8%	326	408	25.2%	34.8%	1.4	1.7	0.3
BMW	148	163	10.1%	3.1%	418	509	21.8%	8.4%	418	509	21.8%	8.4%	1.8	2.1	0.3
Buick	58	77	32.8%	75.8%	150	218	45.3%	56.5%	150	218	45.3%	56.5%	0.6	0.9	0.3
Cadillac	75	81	8.0%	41.8%	234	251	7.3%	23.6%	234	251	7.3%	23.6%	1.0	1.0	0.0
Chevrolet	558	712	27.6%	41.1%	1,737	2,099	20.8%	37.4%	1,737	2,099	20.8%	37.4%	7.3	8.6	1.3
Chrysler	73	49	-32.9%	1.4%	197	127	-35.5%	3.2%	197	127	-35.5%	3.2%	0.8	0.5	-0.3
Dodge	559	333	-40.4%	-16.1%	1,543	917	-40.6%	-11.0%	1,543	917	-40.6%	-11.0%	6.5	3.8	-2.7
Ford	760	1,100	44.7%	45.7%	2,444	3,009	23.1%	40.4%	2,444	3,009	23.1%	40.4%	10.3	12.3	2.0
GMC	225	303	34.7%	47.5%	764	863	13.0%	30.0%	764	863	13.0%	30.0%	3.2	3.5	0.3
Honda	756	743	-1.7%	21.6%	2,179	2,176	-0.1%	10.7%	2,179	2,176	-0.1%	10.7%	9.2	8.9	-0.3
Hummer	13	7	-46.2%	-64.6%	56	20	-64.3%	-72.5%	56	20	-64.3%	-72.5%	0.2	0.1	-0.1
Hyundai	289	288	-0.3%	15.4%	733	762	4.0%	16.3%	733	762	4.0%	16.3%	3.1	3.1	0.0
Infiniti	69	72	4.3%	37.3%	206	203	-1.5%	14.4%	206	203	-1.5%	14.4%	0.9	0.8	-0.1
Jaguar	6	3	-50.0%	-16.3%	15	8	-46.7%	0.0%	15	8	-46.7%	0.0%	0.1	0.0	-0.1
Jeep	493	313	-36.5%	2.6%	1,136	791	-30.4%	1.4%	1,136	791	-30.4%	1.4%	4.8	3.2	-1.6
Kia	278	340	22.3%	23.5%	699	749	7.2%	11.3%	699	749	7.2%	11.3%	3.0	3.1	0.1
Land Rover	41	40	-2.4%	33.2%	100	117	17.0%	14.9%	100	117	17.0%	14.9%	0.4	0.5	0.1
Lexus	156	179	14.7%	42.0%	503	636	26.4%	17.7%	503	636	26.4%	17.7%	2.1	2.6	0.5
Lincoln	38	68	78.9%	18.9%	164	158	-3.7%	17.7%	164	158	-3.7%	17.7%	0.7	0.6	-0.1
Mazda	199	158	-20.6%	5.5%	514	483	-6.0%	4.0%	514	483	-6.0%	4.0%	2.2	2.0	-0.2
Mercedes	114	89	-21.9%	28.3%	306	346	13.1%	25.7%	306	346	13.1%	25.7%	1.3	1.4	0.1
Mercury	40	29	-27.5%	26.2%	108	98	-9.3%	20.3%	108	98	-9.3%	20.3%	0.5	0.4	-0.1
MINI	33	39	18.2%	0.1%	115	87	-24.3%	2.5%	115	87	-24.3%	2.5%	0.5	0.4	-0.1
Mitsubishi	47	43	-8.5%	17.6%	135	110	-18.5%	-1.5%	135	110	-18.5%	-1.5%	0.6	0.5	-0.1
Nissan	435	589	35.4%	44.0%	1,233	1,579	28.1%	32.8%	1,233	1,579	28.1%	32.8%	5.2	6.5	1.3
Pontiac	86	8	-90.7%	-99.4%	200	86	-57.0%	-98.6%	200	86	-57.0%	-98.6%	0.8	0.4	-0.4
Porsche	19	25	31.6%	8.9%	48	55	14.6%	6.0%	48	55	14.6%	6.0%	0.2	0.2	0.0
Saab	10	2	-80.0%	-89.5%	32	14	-56.3%	-74.7%	32	14	-56.3%	-74.7%	0.1	0.1	0.0
Saturn	92	18	-80.4%	-62.7%	255	127	-50.2%	-70.1%	255	127	-50.2%	-70.1%	1.1	0.5	-0.6
smart	27	6	-77.8%	-61.2%	95	14	-85.3%	-71.7%	95	14	-85.3%	-71.7%	0.4	0.1	-0.3
Subaru	578	852	47.4%	46.4%	1,825	2,236	22.5%	38.4%	1,825	2,236	22.5%	38.4%	7.7	9.2	1.5
Suzuki	111	46	-58.6%	-71.9%	267	170	-36.3%	-62.6%	267	170	-36.3%	-62.6%	1.1	0.7	-0.4
Toyota/Scion	1,276	1,277	0.1%	40.6%	3,901	3,797	-2.7%	5.8%	3,901	3,797	-2.7%	5.8%	16.5	15.6	-0.9
Volkswagen	216	245	13.4%	40.9%	563	677	20.2%	38.4%	563	677	20.2%	38.4%	2.4	2.8	0.4
Volvo	49	72	46.9%	-17.6%	183	217	18.6%	10.9%	183	217	18.6%	10.9%	0.8	0.9	0.1
Other	6	3	-50.0%	221.5%	25	14	-44.0%	6.6%	25	14	-44.0%	6.6%	0.1	0.1	0.0

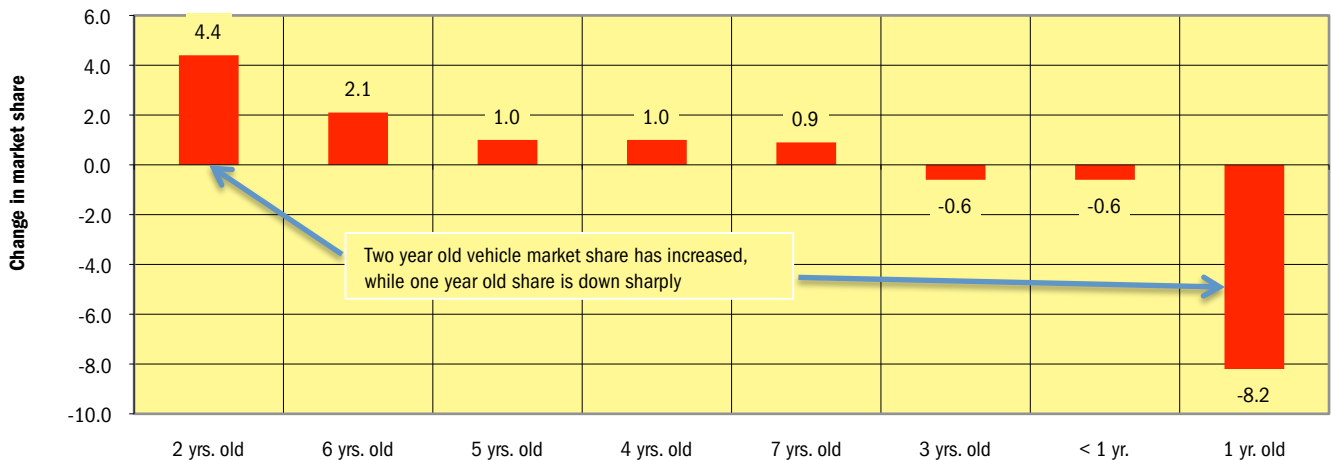
Change in New Vehicle Segment Market Share - YTD 2010 thru March vs. YTD 2009



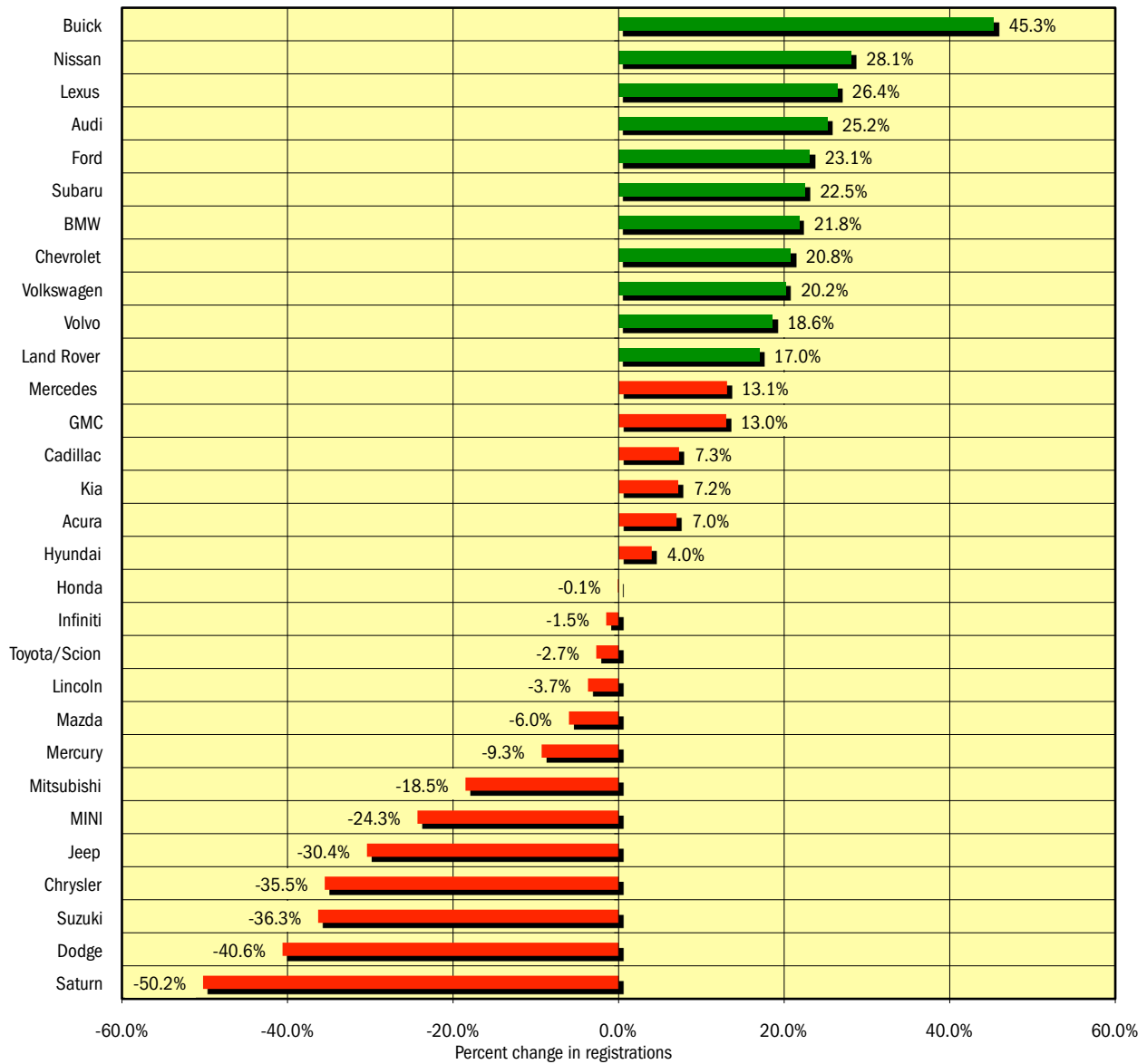
Used Vehicle Market Brand Registrations (only includes vehicles seven years old or newer)

Colorado Used Retail Car and Light Truck Registrations												
	March			Three Month Period Jan '10 and Mar '10			YTD thru March			YTD Market Share (%)		
	2009	2010	% chg.	Yr. Ago	Current	% chg.	2009	2010	% chg.	2009	2010	Chg.
TOTAL	17,022	16,201	-4.8%	46,366	39,836	-14.1%	46,366	39,836	-14.1%			
Acura	224	208	-7.1%	650	485	-25.4%	650	485	-25.4%	1.4	1.2	-0.2
Audi	249	231	-7.2%	679	529	-22.1%	679	529	-22.1%	1.5	1.3	-0.2
BMW	311	320	2.9%	861	785	-8.8%	861	785	-8.8%	1.9	2.0	0.1
Buick	207	151	-27.1%	503	359	-28.6%	503	359	-28.6%	1.1	0.9	-0.2
Cadillac	290	244	-15.9%	791	600	-24.1%	791	600	-24.1%	1.7	1.5	-0.2
Chevrolet	2,050	1,958	-4.5%	5,720	4,644	-18.8%	5,720	4,644	-18.8%	12.3	11.7	-0.6
Chrysler	607	581	-4.3%	1,536	1,361	-11.4%	1,536	1,361	-11.4%	3.3	3.4	0.1
Dodge	1,575	1,292	-18.0%	4,414	3,170	-28.2%	4,414	3,170	-28.2%	9.5	8.0	-1.5
Ford	2,135	2,100	-1.6%	5,981	5,104	-14.7%	5,981	5,104	-14.7%	12.9	12.8	-0.1
GMC	486	483	-0.6%	1,370	1,207	-11.9%	1,370	1,207	-11.9%	3.0	3.0	0.0
Honda	763	772	1.2%	2,005	1,928	-3.8%	2,005	1,928	-3.8%	4.3	4.8	0.5
Hummer	75	90	20.0%	220	244	10.9%	220	244	10.9%	0.5	0.6	0.1
Hyundai	448	423	-5.6%	1,054	1,034	-1.9%	1,054	1,034	-1.9%	2.3	2.6	0.3
Infiniti	154	189	22.7%	452	464	2.7%	452	464	2.7%	1.0	1.2	0.2
Jaguar	40	23	-42.5%	93	64	-31.2%	93	64	-31.2%	0.2	0.2	0.0
Jeep	1,093	853	-22.0%	3,111	2,155	-30.7%	3,111	2,155	-30.7%	6.7	5.4	-1.3
Kia	331	397	19.9%	846	856	1.2%	846	856	1.2%	1.8	2.1	0.3
Land Rover	101	103	2.0%	317	268	-15.5%	317	268	-15.5%	0.7	0.7	0.0
Lexus	223	256	14.8%	670	718	7.2%	670	718	7.2%	1.4	1.8	0.4
Lincoln	111	107	-3.6%	306	243	-20.6%	306	243	-20.6%	0.7	0.6	-0.1
Mazda	279	346	24.0%	768	822	7.0%	768	822	7.0%	1.7	2.1	0.4
Mercedes	213	189	-11.3%	563	450	-20.1%	563	450	-20.1%	1.2	1.1	-0.1
Mercury	138	118	-14.5%	336	263	-21.7%	336	263	-21.7%	0.7	0.7	0.0
MINI	36	55	52.8%	76	137	80.3%	76	137	80.3%	0.2	0.3	0.1
Mitsubishi	181	188	3.9%	469	430	-8.3%	469	430	-8.3%	1.0	1.1	0.1
Nissan	949	992	4.5%	2,565	2,452	-4.4%	2,565	2,452	-4.4%	5.5	6.2	0.7
Pontiac	458	490	7.0%	1,148	1,223	6.5%	1,148	1,223	6.5%	2.5	3.1	0.6
Porsche	36	32	-11.1%	101	95	-5.9%	101	95	-5.9%	0.2	0.2	0.0
Saab	92	79	-14.1%	272	180	-33.8%	272	180	-33.8%	0.6	0.5	-0.1
Saturn	298	275	-7.7%	842	752	-10.7%	842	752	-10.7%	1.8	1.9	0.1
Subaru	547	569	4.0%	1,578	1,375	-12.9%	1,578	1,375	-12.9%	3.4	3.5	0.1
Suzuki	195	124	-36.4%	449	310	-31.0%	449	310	-31.0%	1.0	0.8	-0.2
Toyota/Scion	1,421	1,370	-3.6%	3,845	3,683	-4.2%	3,845	3,683	-4.2%	8.3	9.2	0.9
Volkswagen	395	344	-12.9%	953	841	-11.8%	953	841	-11.8%	2.1	2.1	0.0
Volvo	236	192	-18.6%	645	484	-25.0%	645	484	-25.0%	1.4	1.2	-0.2
Other	75	57	-24.0%	177	121	-31.6%	177	121	-31.6%	0.4	0.3	-0.1

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



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



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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.