

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 36.1% in May '11 vs. 2010.

Year-to-date thru May new registrations in the state were up 20.8%. U.S. market was up 20.3%.

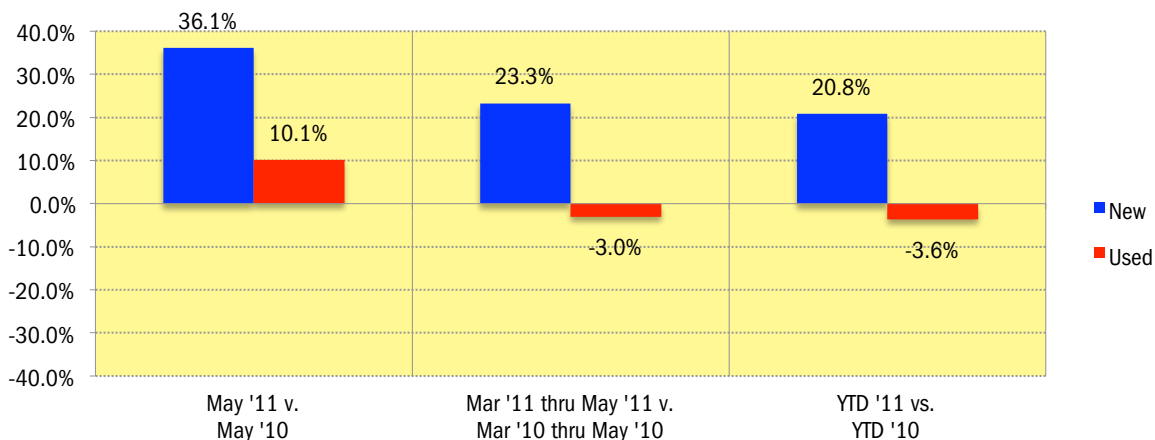
Used vehicle market increased 10.1% in May (vehicles seven years old or newer) and was off 3.6%, year-to-date.

Sub Compact Car market share increased 2.6 share points in the first five months of this year.

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

Saab, MINI, Jeep, Kia, and Hyundai new vehicle registrations increased more than 50% during the first five 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		
	Mar '10 thru May '10	Mar '11 thru May '11	Percent Change	Mar '10 thru May '10	Mar '11 thru May '11	Percent Change
Total	25,566	31,518	23.3%	41,785	40,530	-3.0%
Cars	10,864	14,136	30.1%	18,488	18,416	-0.4%
Light Trucks	14,702	17,382	18.2%	23,297	22,114	-5.1%
Japanese Brands	12,584	14,233	13.1%	13,289	13,172	-0.9%
Detroit Three Brands	8,666	11,299	30.4%	22,248	20,859	-6.2%
European Brands	2,406	3,024	25.7%	4,153	4,073	-1.9%
Korean Brands	1,910	2,962	55.1%	2,095	2,426	15.8%
	Year to date Totals (thru May)					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2010	YTD 2011	Percent Change	YTD 2010	YTD 2011	Percent Change
Total	41,562	50,226	20.8%	65,420	63,049	-3.6%
Cars	17,282	21,569	24.8%	28,649	27,980	-2.3%
Light Trucks	24,280	28,657	18.0%	36,771	35,069	-4.6%
Japanese Brands	20,338	22,908	12.6%	20,957	20,683	-1.3%
Detroit Three Brands	14,355	17,999	25.4%	34,868	32,254	-7.5%
European Brands	4,070	4,955	21.7%	6,430	6,422	-0.1%
Korean Brands	2,799	4,364	55.9%	3,165	3,690	16.6%

Data Information

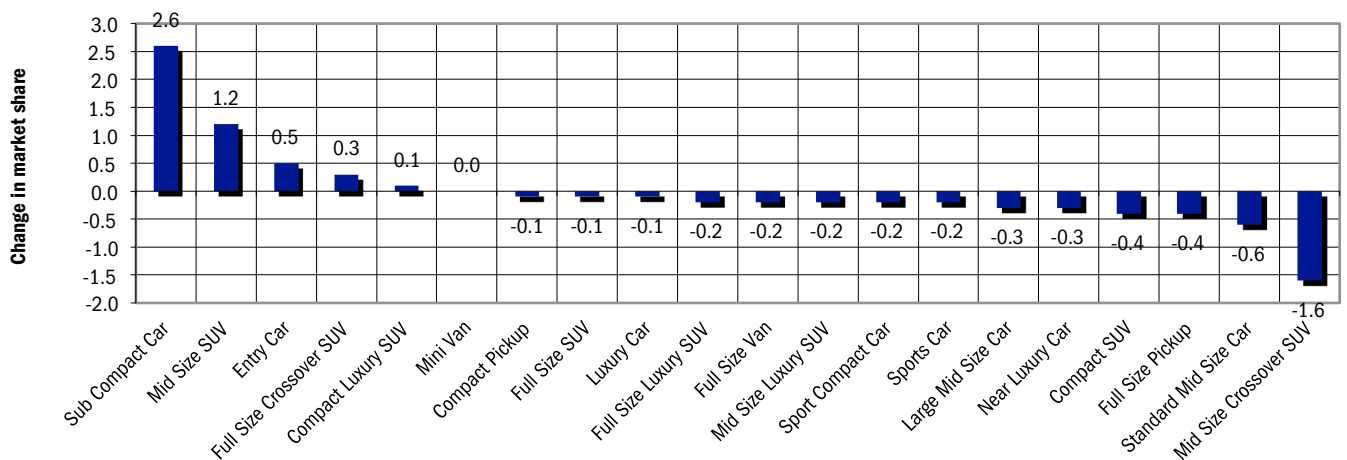
All data represents new and used vehicle retail registrations in Colorado and excludes fleet and wholesale transactions. Used vehicle data only includes vehicles seven years old or newer and excludes private party transactions. Please keep in mind that monthly registration figures can occasionally be 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															
	May				Three Month Period Mar '11 thru May '11				YTD Totals (thru May)				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	8,625	11,736	36.1%	-3.7%	25,566	31,518	23.3%	13.9%	41,562	50,226	20.8%	20.3%			
Acura	92	131	42.4%	2.5%	290	358	23.4%	12.4%	474	610	28.7%	22.2%	1.1	1.2	0.1
Audi	147	165	12.2%	-2.8%	412	406	-1.5%	3.7%	682	695	1.9%	10.5%	1.6	1.4	-0.2
BMW	101	191	89.1%	9.2%	391	549	40.4%	14.0%	737	958	30.0%	18.8%	1.8	1.9	0.1
Buick	83	117	41.0%	7.4%	220	287	30.5%	30.5%	362	470	29.8%	40.6%	0.9	0.9	0.0
Cadillac	76	79	3.9%	1.1%	228	255	11.8%	22.5%	399	426	6.8%	37.1%	1.0	0.8	-0.2
Chevrolet	678	869	28.2%	1.6%	2,022	2,525	24.9%	22.8%	3,415	4,063	19.0%	29.1%	8.2	8.1	-0.1
Chrysler	71	89	25.4%	8.6%	169	236	39.6%	30.0%	249	350	40.6%	38.5%	0.6	0.7	0.1
Dodge (incl. Ram)	363	600	65.3%	-3.1%	1,015	1,592	56.8%	23.5%	1,600	2,357	47.3%	37.5%	3.8	4.7	0.9
Ford	1,039	1,423	37.0%	-2.1%	3,092	3,919	26.7%	14.9%	5,007	6,231	24.4%	22.1%	12.0	12.4	0.4
GMC	263	336	27.8%	-6.6%	788	949	20.4%	18.3%	1,352	1,628	20.4%	30.6%	3.3	3.2	-0.1
Honda	825	1,127	36.6%	-12.6%	2,284	2,809	23.0%	9.1%	3,719	4,359	17.2%	14.5%	8.9	8.7	-0.2
Hyundai	395	610	54.4%	13.8%	1,021	1,554	52.2%	30.8%	1,497	2,254	50.6%	43.6%	3.6	4.5	0.9
Infiniti	75	65	-13.3%	-17.5%	237	213	-10.1%	11.9%	370	391	5.7%	20.2%	0.9	0.8	-0.1
Jaguar	5	13	160.0%	29.5%	11	20	81.8%	18.3%	16	28	75.0%	18.8%	0.0	0.1	0.1
Jeep	263	563	114.1%	34.2%	859	1,402	63.2%	44.5%	1,338	2,232	66.8%	54.6%	3.2	4.4	1.2
Kia	298	523	75.5%	52.4%	889	1,408	58.4%	62.0%	1,302	2,110	62.1%	69.1%	3.1	4.2	1.1
Land Rover	25	37	48.0%	-9.5%	87	105	20.7%	9.7%	164	195	18.9%	15.7%	0.4	0.4	0.0
Lexus	142	179	26.1%	-19.8%	499	539	8.0%	-5.5%	958	941	-1.8%	-3.3%	2.3	1.9	-0.4
Lincoln	24	49	104.2%	-6.8%	125	126	0.8%	-2.4%	215	224	4.2%	2.0%	0.5	0.4	-0.1
Mazda	188	240	27.7%	-15.3%	526	669	27.2%	-6.8%	851	1,035	21.6%	-0.6%	2.0	2.1	0.1
Mercedes	118	154	30.5%	-7.4%	313	403	28.8%	3.4%	574	679	18.3%	9.7%	1.4	1.4	0.0
MINI	38	64	68.4%	52.4%	105	180	71.4%	60.7%	153	262	71.2%	50.8%	0.4	0.5	0.1
Mitsubishi	41	57	39.0%	21.1%	127	150	18.1%	33.5%	195	251	28.7%	38.3%	0.5	0.5	0.0
Nissan	554	666	20.2%	-11.0%	1,746	2,033	16.4%	14.4%	2,739	3,212	17.3%	19.5%	6.6	6.4	-0.2
Porsche	25	34	36.0%	60.8%	71	76	7.0%	47.1%	102	140	37.3%	43.7%	0.2	0.3	0.1
Saab	1	13	1200.0%	162.8%	5	40	700.0%	215.2%	17	64	276.5%	52.4%	0.0	0.1	0.1
smart	12	9	-25.0%	-19.8%	26	19	-26.9%	-28.1%	36	24	-33.3%	-28.9%	0.1	0.0	-0.1
Subaru	816	1,140	39.7%	-9.3%	2,437	3,095	27.0%	9.4%	3,936	4,992	26.8%	16.4%	9.5	9.9	0.4
Suzuki	49	77	57.1%	-3.6%	155	188	21.3%	4.9%	279	278	-0.4%	12.8%	0.7	0.6	-0.1
Toyota/Scion	1,412	1,586	12.3%	-21.5%	4,279	4,179	-2.3%	-2.6%	6,808	6,838	0.4%	4.5%	16.4	13.6	-2.8
Volkswagen	302	418	38.4%	17.0%	772	978	26.7%	20.0%	1,227	1,496	21.9%	20.6%	3.0	3.0	0.0
Volvo	60	108	80.0%	23.6%	198	238	20.2%	25.3%	343	391	14.0%	17.9%	0.8	0.8	0.0
Other	44	4	-90.9%	-76.6%	167	18	-89.2%	-78.2%	446	42	-90.6%	-77.9%	1.1	0.1	-1.0

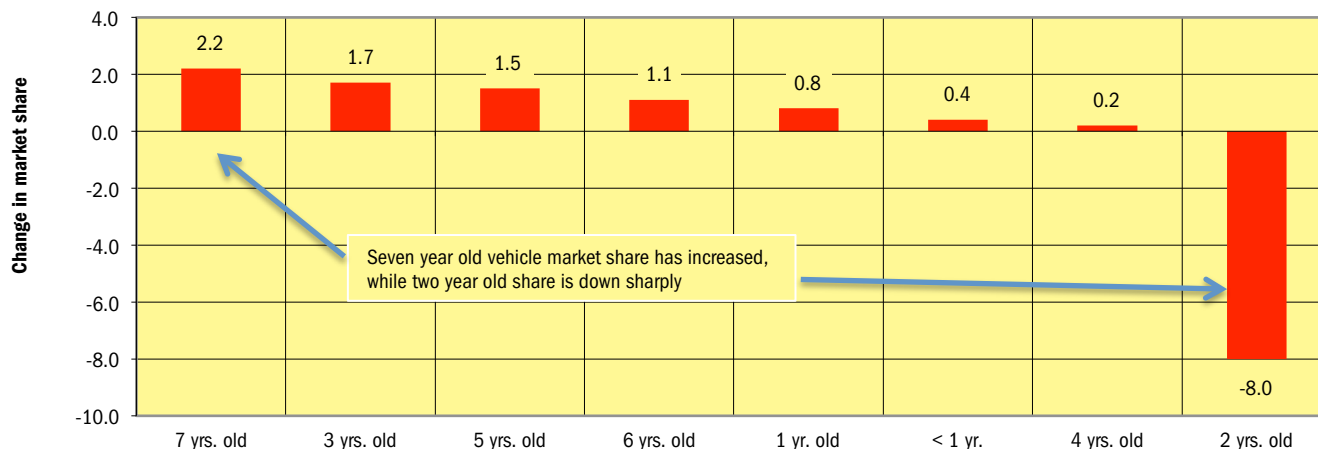
Change in New Vehicle Segment Market Share - YTD 2011 thru May vs. YTD 2010



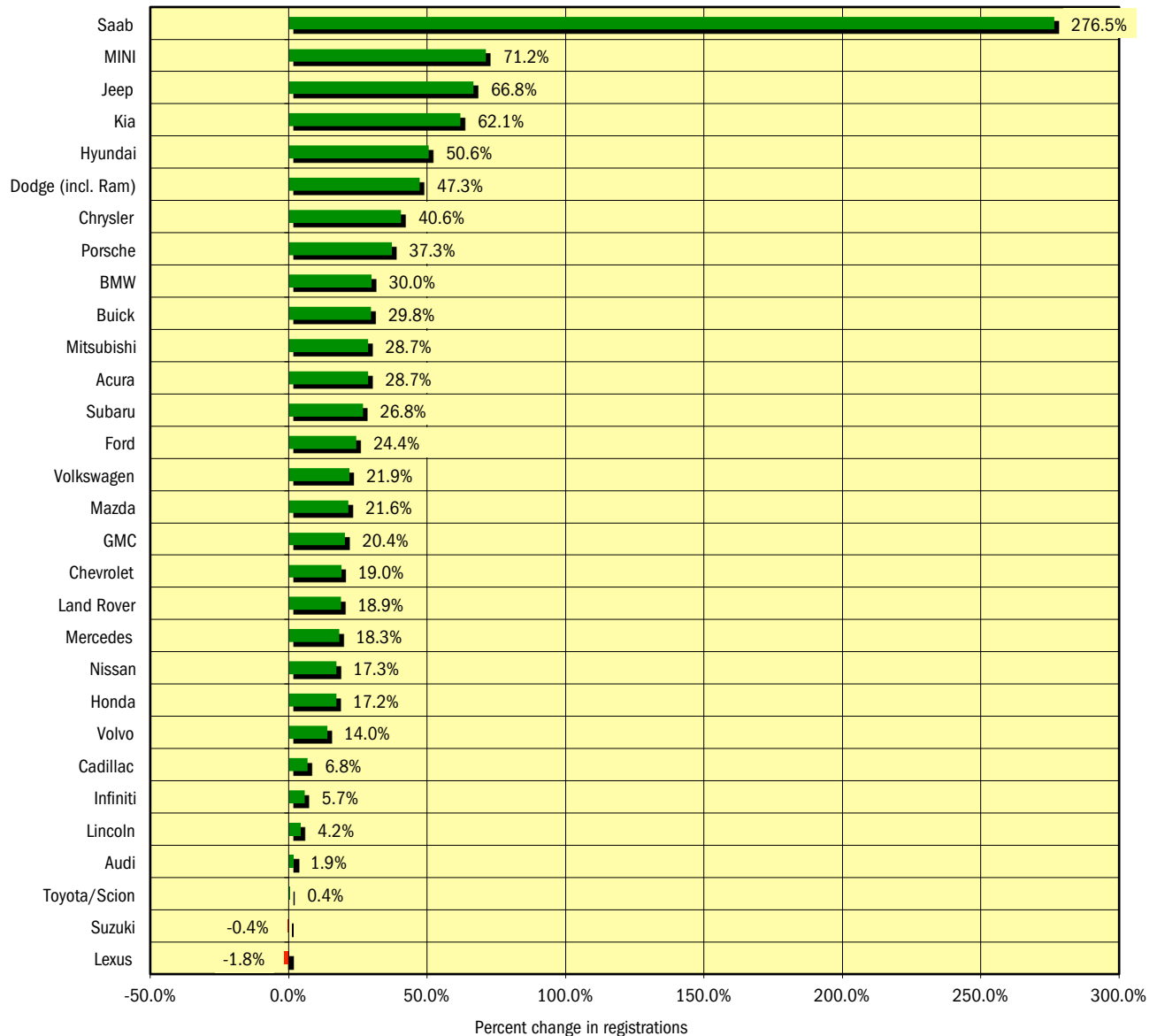
Used Vehicle Market Brand Registrations (only includes vehicles seven years old or newer)

Colorado Used Retail Car and Light Truck Registrations												
	May			Three Month Period Mar '11 thru May '11			YTD thru May			YTD Market Share (%)		
	2010	2011	% chg.	Yr. Ago	Current	% chg.	2010	2011	% chg.	2010	2011	Chg.
TOTAL	12,818	14,119	10.1%	41,785	40,530	-3.0%	65,420	63,049	-3.6%			
Acura	165	204	23.6%	533	601	12.8%	810	938	15.8%	1.2	1.5	0.3
Audi	195	228	16.9%	584	567	-2.9%	882	916	3.9%	1.3	1.5	0.2
BMW	273	284	4.0%	851	840	-1.3%	1,316	1,321	0.4%	2.0	2.1	0.1
Buick	122	124	1.6%	401	356	-11.2%	609	556	-8.7%	0.9	0.9	0.0
Cadillac	200	231	15.5%	627	632	0.8%	983	967	-1.6%	1.5	1.5	0.0
Chevrolet	1,416	1,584	11.9%	4,842	4,726	-2.4%	7,528	7,261	-3.5%	11.5	11.5	0.0
Chrysler	377	506	34.2%	1,405	1,421	1.1%	2,185	2,072	-5.2%	3.3	3.3	0.0
Dodge (incl. Ram)	1,011	1,092	8.0%	3,446	3,221	-6.5%	5,324	4,986	-6.3%	8.1	7.9	-0.2
Ford	1,640	1,700	3.7%	5,385	4,865	-9.7%	8,389	7,688	-8.4%	12.8	12.2	-0.6
GMC	368	403	9.5%	1,207	1,133	-6.1%	1,931	1,782	-7.7%	3.0	2.8	-0.2
Honda	650	815	25.4%	2,029	2,275	12.1%	3,185	3,459	8.6%	4.9	5.5	0.6
Hummer	73	62	-15.1%	241	190	-21.2%	395	295	-25.3%	0.6	0.5	-0.1
Hyundai	381	421	10.5%	1,167	1,246	6.8%	1,778	1,885	6.0%	2.7	3.0	0.3
Infiniti	145	149	2.8%	504	396	-21.4%	779	616	-20.9%	1.2	1.0	-0.2
Jaguar	16	19	18.8%	50	46	-8.0%	91	65	-28.6%	0.1	0.1	0.0
Jeep	691	828	19.8%	2,217	2,285	3.1%	3,519	3,602	2.4%	5.4	5.7	0.3
Kia	262	394	50.4%	928	1,180	27.2%	1,387	1,805	30.1%	2.1	2.9	0.8
Land Rover	99	66	-33.3%	277	224	-19.1%	442	364	-17.6%	0.7	0.6	-0.1
Lexus	193	234	21.2%	668	650	-2.7%	1,130	1,095	-3.1%	1.7	1.7	0.0
Lincoln	88	107	21.6%	284	300	5.6%	420	447	6.4%	0.6	0.7	0.1
Mazda	267	257	-3.7%	874	794	-9.2%	1,350	1,238	-8.3%	2.1	2.0	-0.1
Mercedes	169	171	1.2%	541	478	-11.6%	802	799	-0.4%	1.2	1.3	0.1
Mercury	73	85	16.4%	271	256	-5.5%	416	402	-3.4%	0.6	0.6	0.0
MINI	42	46	9.5%	143	141	-1.4%	225	208	-7.6%	0.3	0.3	0.0
Mitsubishi	122	112	-8.2%	434	335	-22.8%	676	502	-25.7%	1.0	0.8	-0.2
Nissan	777	882	13.5%	2,564	2,539	-1.0%	4,024	3,981	-1.1%	6.2	6.3	0.1
Pontiac	304	285	-6.3%	1,140	850	-25.4%	1,873	1,262	-32.6%	2.9	2.0	-0.9
Porsche	33	39	18.2%	95	104	9.5%	158	174	10.1%	0.2	0.3	0.1
Saab	38	44	15.8%	169	159	-5.9%	270	247	-8.5%	0.4	0.4	0.0
Saturn	221	191	-13.6%	717	587	-18.1%	1,194	891	-25.4%	1.8	1.4	-0.4
Subaru	471	530	12.5%	1,486	1,559	4.9%	2,292	2,558	11.6%	3.5	4.1	0.6
Suzuki	85	118	38.8%	329	318	-3.3%	515	476	-7.6%	0.8	0.8	0.0
Toyota/Scion	1,365	1,345	-1.5%	3,821	3,680	-3.7%	6,134	5,781	-5.8%	9.4	9.2	-0.2
Volkswagen	295	409	38.6%	930	1,082	16.3%	1,427	1,617	13.3%	2.2	2.6	0.4
Volvo	150	115	-23.3%	489	405	-17.2%	781	672	-14.0%	1.2	1.1	-0.1
Other	41	39	-4.9%	136	89	-34.6%	200	121	-39.5%	0.3	0.2	-0.1

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



**New Vehicle Market Percent Change in Brand Registrations
YTD 2011 thru May vs. YTD 2010
(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.