

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 13.2% in October '11 vs. 2010.

Year-to-date thru October new registrations in the state were up 13.7%. U.S. market was up 14.3%.

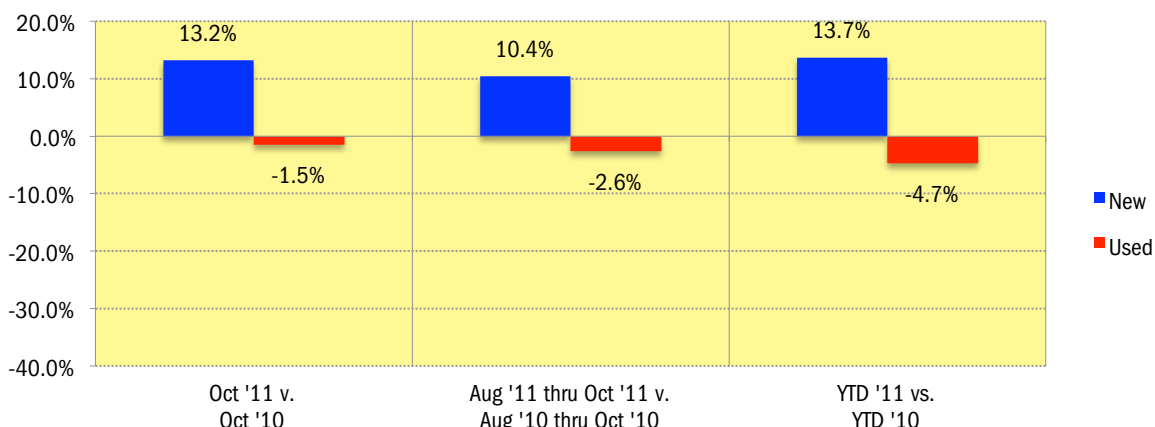
Used vehicle market declined 1.5% in October (vehicles seven years old or newer) and was off 4.7%, year-to-date.

Mid Size SUV market share increased 1.2 share points in the first ten months of this year.

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

Chrysler, Kia, and Jeep new vehicle registrations increased more than 50% during the first ten 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		
	Aug '10 thru Oct '10	Aug '11 thru Oct '11	Percent Change	Aug '10 thru Oct '10	Aug '11 thru Oct '11	Percent Change
Total	31,639	34,934	10.4%	46,624	45,398	-2.6%
Cars	13,351	14,201	6.4%	20,624	19,335	-6.3%
Light Trucks	18,288	20,733	13.4%	26,000	26,063	0.2%
Japanese Brands	15,067	13,827	-8.2%	15,239	14,804	-2.9%
Detroit Three Brands	11,081	13,850	25.0%	24,212	23,433	-3.2%
European Brands	3,163	3,768	19.1%	4,712	4,697	-0.3%
Korean Brands	2,328	3,489	49.9%	2,461	2,464	0.1%
	Year to date Totals (thru October)					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2010	YTD 2011	Percent Change	YTD 2010	YTD 2011	Percent Change
Total	93,371	106,123	13.7%	141,987	135,352	-4.7%
Cars	39,407	45,267	14.9%	62,575	59,205	-5.4%
Light Trucks	53,964	60,856	12.8%	79,412	76,147	-4.1%
Japanese Brands	44,915	44,936	0.0%	46,129	44,191	-4.2%
Detroit Three Brands	32,517	40,059	23.2%	74,594	69,486	-6.8%
European Brands	9,154	11,124	21.5%	14,071	13,981	-0.6%
Korean Brands	6,785	10,004	47.4%	7,193	7,694	7.0%

Data Information

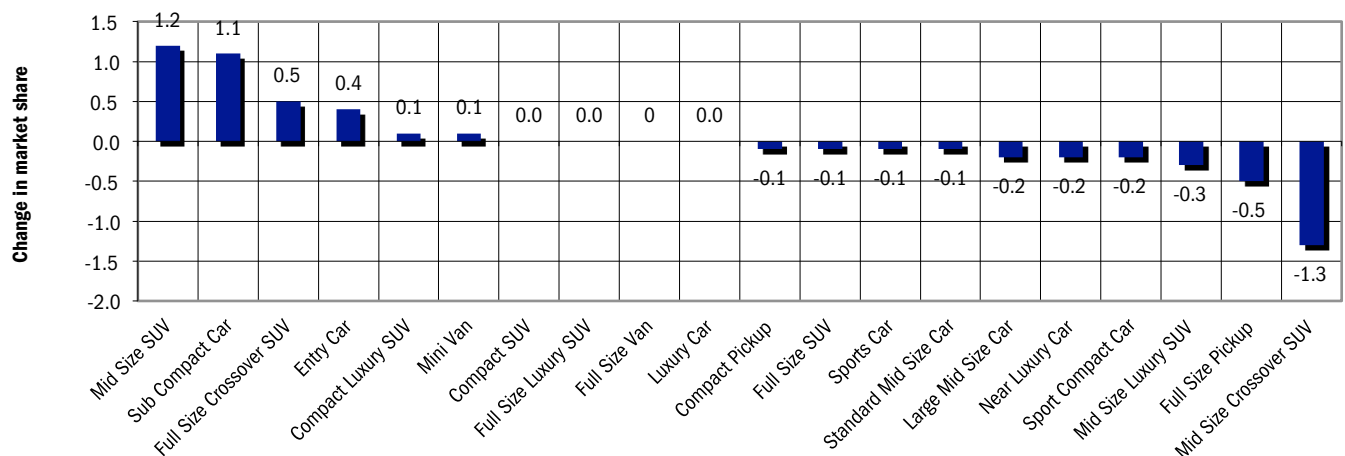
All data represents new and used vehicle retail registrations in Colorado and excludes fleet and wholesale transactions. Used vehicle data only includes vehicles seven years old or newer and excludes private party transactions. Please keep in mind that monthly registration figures can occasionally be 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															
	October				Three Month Period August '11 thru October '11				YTD Totals (thru October)				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	9,868	11,169	13.2%	2.7%	31,639	34,934	10.4%	6.3%	93,371	106,123	13.7%	14.3%			
Acura	107	108	0.9%	-6.8%	353	337	-4.5%	-14.2%	1,071	1,156	7.9%	1.2%	1.1	1.1	0.0
Audi	168	133	-20.8%	30.9%	470	462	-1.7%	22.9%	1,480	1,449	-2.1%	15.2%	1.6	1.4	-0.2
BMW	183	198	8.2%	22.1%	534	662	24.0%	18.8%	1,571	2,015	28.3%	19.6%	1.7	1.9	0.2
Buick	110	93	-15.5%	-13.0%	329	290	-11.9%	5.2%	846	969	14.5%	24.6%	0.9	0.9	0.0
Cadillac	85	97	14.1%	-1.1%	273	280	2.6%	-0.3%	849	857	0.9%	16.8%	0.9	0.8	-0.1
Chevrolet	702	921	31.2%	0.1%	2,320	2,907	25.3%	13.7%	7,326	8,800	20.1%	22.3%	7.8	8.3	0.5
Chrysler	47	102	117.0%	52.6%	189	369	95.2%	53.0%	559	918	64.2%	46.0%	0.6	0.9	0.3
Dodge (incl. Ram)	428	652	52.3%	11.1%	1,326	2,042	54.0%	21.4%	3,853	5,578	44.8%	29.7%	4.1	5.3	1.2
Fiat	0	24			0	47			0	52			0.0	0.0	0.0
Ford	1,365	1,527	11.9%	5.4%	4,057	4,586	13.0%	10.0%	11,653	13,710	17.7%	18.1%	12.5	12.9	0.4
GMC	274	346	26.3%	-6.7%	882	1,046	18.6%	15.7%	2,829	3,281	16.0%	24.0%	3.0	3.1	0.1
Honda	780	680	-12.8%	-11.8%	2,712	2,304	-15.0%	-18.7%	8,174	8,344	2.1%	-0.3%	8.8	7.9	-0.9
Hyundai	340	529	55.6%	19.4%	1,238	1,910	54.3%	21.3%	3,685	5,216	41.5%	34.4%	3.9	4.9	1.0
Infiniti	82	80	-2.4%	0.8%	269	222	-17.5%	-6.7%	811	751	-7.4%	3.4%	0.9	0.7	-0.2
Jaguar	4	5	25.0%	1.3%	20	11	-45.0%	-18.1%	51	55	7.8%	0.1%	0.1	0.1	0.0
Jeep	446	726	62.8%	39.3%	1,480	2,172	46.8%	49.4%	3,573	5,463	52.9%	55.3%	3.8	5.1	1.3
Kia	326	463	42.0%	25.9%	1,090	1,579	44.9%	39.0%	3,100	4,788	54.5%	60.3%	3.3	4.5	1.2
Land Rover	31	30	-3.2%	36.4%	97	116	19.6%	23.7%	340	401	17.9%	18.3%	0.4	0.4	0.0
Lexus	205	206	0.5%	-4.9%	614	631	2.8%	-5.5%	1,963	1,864	-5.0%	-8.8%	2.1	1.8	-0.3
Lincoln	37	45	21.6%	6.6%	115	147	27.8%	17.0%	409	454	11.0%	8.6%	0.4	0.4	0.0
Mazda	194	196	1.0%	-1.9%	709	729	2.8%	5.1%	2,031	2,219	9.3%	1.2%	2.2	2.1	-0.1
Mercedes	125	212	69.6%	14.0%	434	588	35.5%	11.8%	1,288	1,645	27.7%	12.5%	1.4	1.6	0.2
MINI	49	47	-4.1%	26.3%	211	205	-2.8%	-2.0%	486	647	33.1%	31.2%	0.5	0.6	0.1
Mitsubishi	50	64	28.0%	29.6%	193	207	7.3%	27.5%	510	589	15.5%	33.8%	0.5	0.6	0.1
Nissan	690	769	11.4%	9.1%	2,194	2,299	4.8%	14.3%	6,297	6,655	5.7%	15.3%	6.7	6.3	-0.4
Porsche	25	28	12.0%	3.0%	73	94	28.8%	11.6%	222	308	38.7%	31.8%	0.2	0.3	0.1
Saab	3	3	0.0%	-55.3%	11	20	81.8%	-29.7%	32	101	215.6%	28.6%	0.0	0.1	0.1
smart	4	5	25.0%	-6.7%	19	17	-10.5%	-23.9%	74	45	-39.2%	-27.8%	0.1	0.0	-0.1
Subaru	921	968	5.1%	-6.9%	3,008	2,953	-1.8%	-1.1%	8,842	9,751	10.3%	10.6%	9.5	9.2	-0.3
Suzuki	60	74	23.3%	14.8%	197	243	23.4%	26.7%	603	644	6.8%	21.8%	0.6	0.6	0.0
Toyota/Scion	1,547	1,285	-16.9%	-17.3%	4,818	3,901	-19.0%	-14.8%	14,603	12,961	-11.2%	-4.9%	15.6	12.2	-3.4
Volkswagen	378	461	22.0%	35.4%	1,059	1,264	19.4%	24.0%	2,857	3,515	23.0%	24.4%	3.1	3.3	0.2
Volvo	65	83	27.7%	29.9%	220	265	20.5%	25.7%	709	838	18.2%	26.8%	0.8	0.8	0.0
Other	37	9	-75.7%	-84.9%	125	29	-76.8%	-83.8%	674	84	-87.5%	-80.5%	0.7	0.1	-0.6

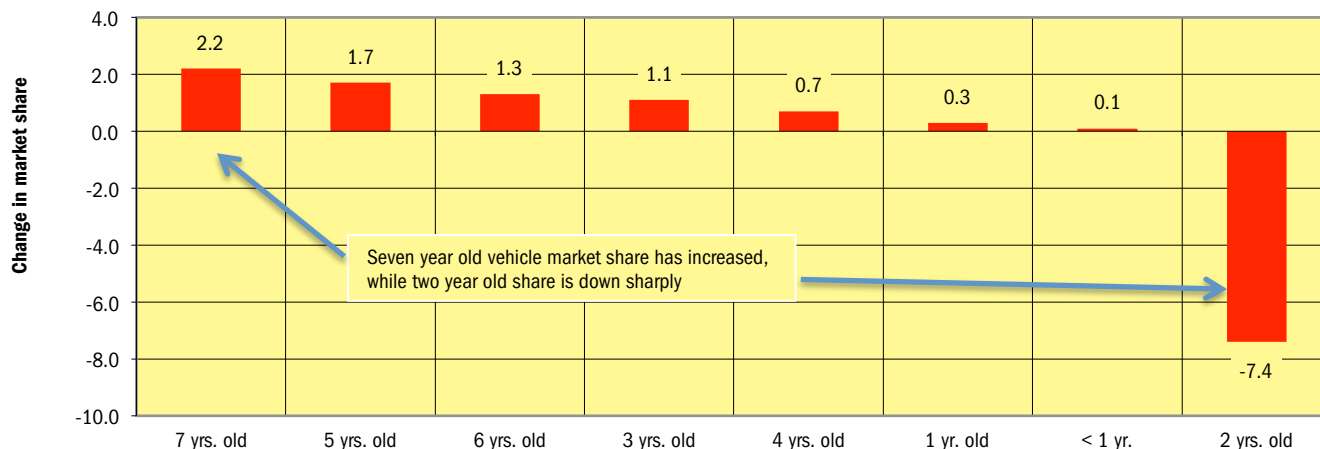
Change in New Vehicle Segment Market Share - YTD 2011 thru October vs. YTD 2010



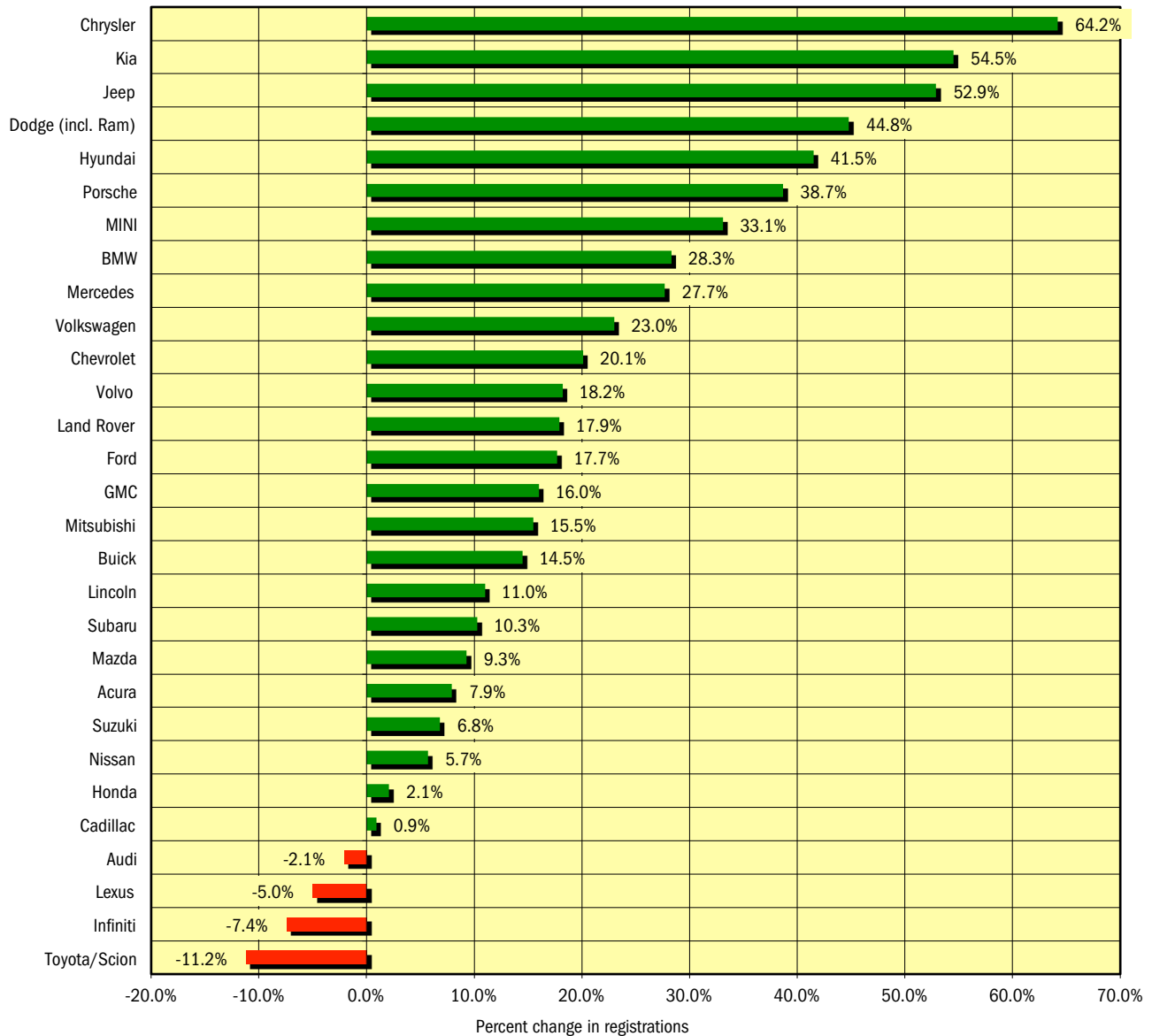
Used Vehicle Market Brand Registrations (only includes vehicles seven years old or newer)

Colorado Used Retail Car and Light Truck Registrations												
	October			Three Month Period August '11 thru October '11			YTD Totals (thru October)			YTD Market Share (%)		
	2010	2011	% chg.	Yr. Ago	Current	% chg.	2010	2011	% chg.	2010	2011	Chg.
TOTAL	14,750	14,528	-1.5%	46,624	45,398	-2.6%	141,987	135,352	-4.7%			
Acura	206	184	-10.7%	592	612	3.4%	1,805	1,935	7.2%	1.3	1.4	0.1
Audi	232	261	12.5%	675	736	9.0%	1,951	2,145	9.9%	1.4	1.6	0.2
BMW	289	317	9.7%	918	905	-1.4%	2,812	2,743	-2.5%	2.0	2.0	0.0
Buick	147	129	-12.2%	439	401	-8.7%	1,325	1,182	-10.8%	0.9	0.9	0.0
Cadillac	229	218	-4.8%	671	651	-3.0%	2,110	2,027	-3.9%	1.5	1.5	0.0
Chevrolet	1,756	1,760	0.2%	5,419	5,400	-0.4%	16,371	15,796	-3.5%	11.5	11.7	0.2
Chrysler	464	479	3.2%	1,395	1,435	2.9%	4,482	4,403	-1.8%	3.2	3.3	0.1
Dodge (incl. Ram)	1,152	1,171	1.6%	3,746	3,668	-2.1%	11,541	10,735	-7.0%	8.1	7.9	-0.2
Ford	1,815	1,699	-6.4%	5,696	5,569	-2.2%	17,756	16,552	-6.8%	12.5	12.2	-0.3
GMC	441	418	-5.2%	1,345	1,316	-2.2%	4,088	3,941	-3.6%	2.9	2.9	0.0
Honda	763	786	3.0%	2,468	2,490	0.9%	7,264	7,465	2.8%	5.1	5.5	0.4
Hummer	89	61	-31.5%	261	209	-19.9%	818	606	-25.9%	0.6	0.4	-0.2
Hyundai	409	436	6.6%	1,309	1,310	0.1%	3,981	4,030	1.2%	2.8	3.0	0.2
Infiniti	152	128	-15.8%	463	425	-8.2%	1,521	1,335	-12.2%	1.1	1.0	-0.1
Jaguar	18	16	-11.1%	57	53	-7.0%	191	145	-24.1%	0.1	0.1	0.0
Jeep	887	947	6.8%	2,914	2,876	-1.3%	8,094	8,111	0.2%	5.7	6.0	0.3
Kia	359	367	2.2%	1,152	1,154	0.2%	3,212	3,664	14.1%	2.3	2.7	0.4
Land Rover	100	78	-22.0%	316	254	-19.6%	944	763	-19.2%	0.7	0.6	-0.1
Lexus	254	208	-18.1%	821	696	-15.2%	2,457	2,217	-9.8%	1.7	1.6	-0.1
Lincoln	108	82	-24.1%	299	282	-5.7%	912	888	-2.6%	0.6	0.7	0.1
Mazda	288	287	-0.3%	917	855	-6.8%	2,911	2,536	-12.9%	2.1	1.9	-0.2
Mercedes	187	191	2.1%	579	549	-5.2%	1,738	1,679	-3.4%	1.2	1.2	0.0
Mercury	85	87	2.4%	280	260	-7.1%	875	810	-7.4%	0.6	0.6	0.0
MINI	62	65	4.8%	160	223	39.4%	495	537	8.5%	0.3	0.4	0.1
Mitsubishi	131	105	-19.8%	438	355	-18.9%	1,415	1,083	-23.5%	1.0	0.8	-0.2
Nissan	839	946	12.8%	2,744	2,899	5.6%	8,523	8,440	-1.0%	6.0	6.2	0.2
Pontiac	313	215	-31.3%	1,017	757	-25.6%	3,639	2,524	-30.6%	2.6	1.9	-0.7
Porsche	33	36	9.1%	127	156	22.8%	364	408	12.1%	0.3	0.3	0.0
Saab	56	41	-26.8%	173	135	-22.0%	561	459	-18.2%	0.4	0.3	-0.1
Saturn	202	176	-12.9%	669	578	-13.6%	2,370	1,823	-23.1%	1.7	1.3	-0.4
Subaru	648	555	-14.4%	2,044	1,712	-16.2%	5,516	5,351	-3.0%	3.9	4.0	0.1
Suzuki	100	119	19.0%	305	371	21.6%	1,044	1,080	3.4%	0.7	0.8	0.1
Toyota/Scion	1,384	1,410	1.9%	4,413	4,359	-1.2%	13,553	12,659	-6.6%	9.5	9.4	-0.1
Volkswagen	364	357	-1.9%	1,136	1,151	1.3%	3,230	3,562	10.3%	2.3	2.6	0.3
Volvo	153	160	4.6%	545	495	-9.2%	1,702	1,433	-15.8%	1.2	1.1	-0.1
Other	35	33	-5.7%	121	101	-16.5%	416	285	-31.5%	0.3	0.2	-0.1

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



**New Vehicle Market Percent Change in Brand Registrations
YTD 2011 thru October 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.