

Colorado Auto Outlook™

Comprehensive information on the Colorado automotive market

FORECAST

14.2% Increase Predicted for State New Vehicle Market in 2010

New retail light vehicle registrations to remain below average levels, despite increase

With 2009 thankfully in the books, all attention is now focused on where the Colorado new vehicle market is headed in 2010. And it's a very safe bet that the market is headed up. Below are the details on Auto Outlook's market forecast for 2010, and a review of the major factors influencing new vehicle sales over the next 12 months.

2010 Market Forecast

Auto Outlook predicts that new retail light vehicle registrations in Colorado during 2010 will be 119,400 units. Compared to the 182,310 total for 2005, that figure looks bleak. But versus the 2009 total of 104,540, it looks pretty good. And that perspective provides a perfect synopsis of the 2010 forecast: the market will improve from 2009 (by a projected 14.2%), but compared to historical standards, the level of sales will be low.

Taking a closer look at the year ahead, the market should have little trouble showing rela-

tively big gains in the first half of the year versus depressed sales a year earlier. New retail registrations during the first six months of 2010 are projected to increase 22.1% compared to the first half of 2009. An increase is also expected in the second half, but it should be smaller (7.8%).

Key Forecast Determinants

Pent up demand for new vehicles is at record-high levels, economic growth rebounded during the second half of 2009, and new vehicle affordability is very strong. All are positive developments for the state new vehicle market. But the news is not all good. Excessive household debt is still constricting spending and many new vehicle shoppers are rightly anxious about job security. From the depths that the market fell to in 2009, a sales recovery is practically guaranteed. But sizable roadblocks will almost certainly prevent a rapid return to the elevated sales levels of several years ago.

Market Trends

Detroit Three share predicted to decline in '10

Market share for the Detroit Three is predicted to decline 1.5 share points in 2010.

Big increases predicted for several brands

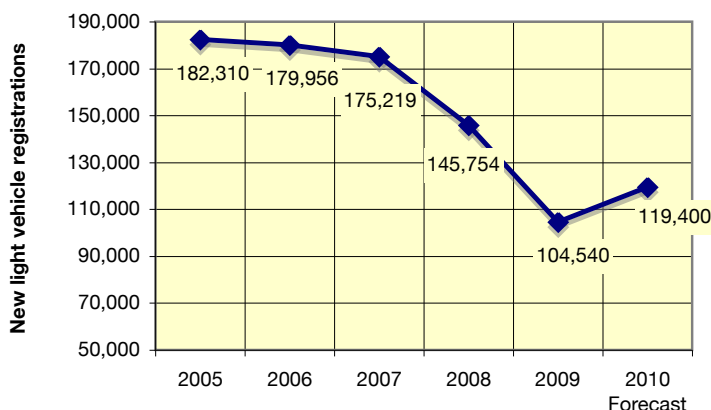
State new vehicle registrations for Buick, Hyundai, and Suzuki are projected to increase more than 26% from 2009 to 2010.

Decline in state market last year worse than U.S.

State new retail market off 28.3% last year, worse than the 21.5% drop in the U.S.

Annual Trend in Colorado New Vehicle Market

State New Retail Light Vehicle Registrations-2005 thru 2010



The graph above shows annual new retail light vehicle registrations in the state from 2005 thru 2009, and Auto Outlook's projection for 2010.

Market Summary

New Retail Light Vehicle Registrations
2009 History and 2010 Forecast

| | 2008 | 2009 | Forecast | |
|---------------|---------|---------|----------|------------------|
| | | | 2010 | % ch. '09 to '10 |
| TOTAL | 145,754 | 104,540 | 119,400 | 14.2% |
| Car | 62,942 | 46,260 | 54,088 | 16.9% |
| Light Truck | 82,812 | 58,280 | 65,312 | 12.1% |
| Detroit Three | 55,921 | 37,804 | 41,393 | 9.5% |
| Japanese | 70,720 | 50,142 | 57,775 | 15.2% |
| European | 12,236 | 9,641 | 11,351 | 17.7% |
| Korean | 6,877 | 6,953 | 8,881 | 27.7% |

Detroit Three consists of vehicles sold by GM, Ford and Chrysler, and excludes import nameplates.

Source for historical data: AutoCount, an Experian Company.

SEGMENT WATCH

Mid Size Crossover SUV Segment Gained the Most Market Share in 2009

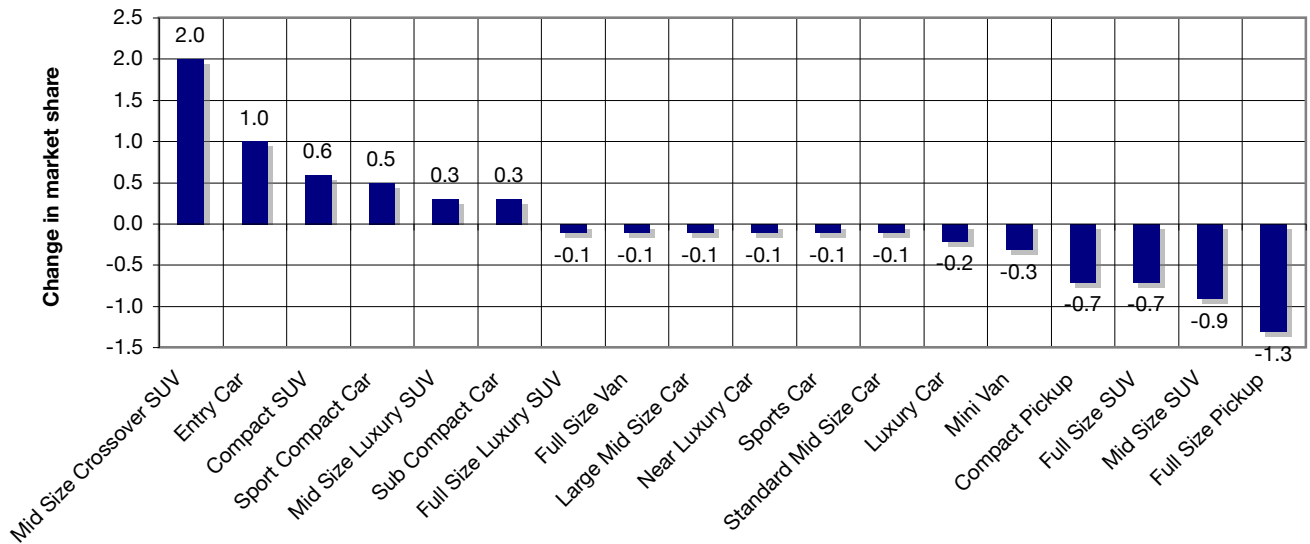
Hybrid vehicle market share increases

The graphs below answer a fundamental question: What types of vehicles are Colorado new vehicle shoppers finding increasingly desirable? The first graph shows the change in market share for 18 segments from 2008 to 2009. The second graph shows hybrid vehicle share of the overall market from 2005 through 2009.

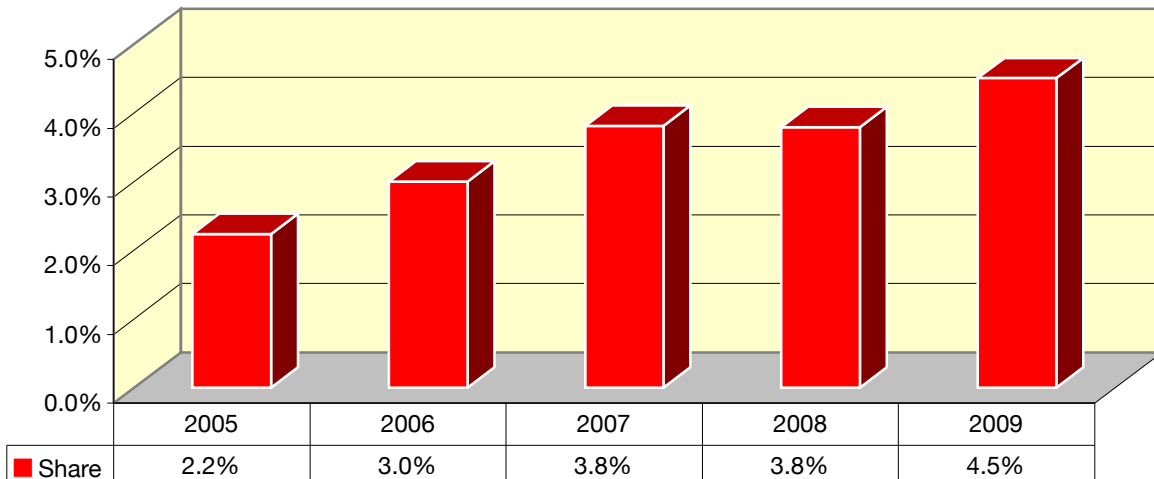
During the past several years, two primary factors have determined which segments have gained and lost market share: fuel prices and new products. Higher fuel prices ignite sales of smaller vehicles, while key new product introductions can increase sales in specific segments. And this is clearly evident on the graph below. Mid Size Crossover market

share was boosted by several new products, and enhanced consumer attention on fuel efficiency gave a lift to Entry Car sales. As for 2010, the expectation of slightly higher gas prices and a slew of new products (i.e., Ford Fiesta and Chevrolet Cruze) should lead the Sub Compact Car Segment to market share gains.

Change in Colorado Segment Market Share - 2009 vs. 2008



Hybrid Vehicle Share of Colorado New Retail Market - 2005 thru 2009



MODEL SCOREBOARD

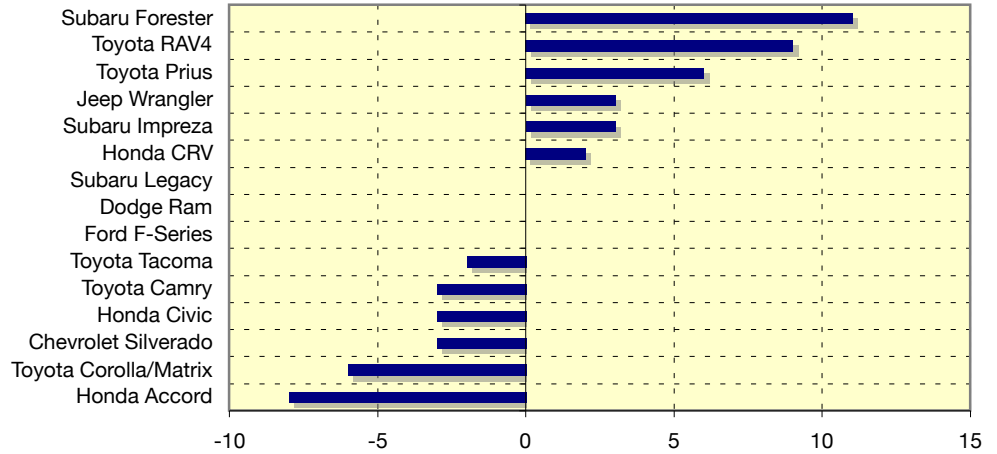
Subaru Forester Gains in Rankings

Honda Civic best selling Sub Compact Car; Ford F-Series leads among Full Size Pickups

The graph and table on this page provide a review of top selling models in the Colorado market. The graph shows the change in rankings for the top 15 sellers from 2008 to 2009. Subaru Forester had the highest gain in the rankings, moving up from 17th place last year to 6th this year.

The table shows the top selling models last year for 16 primary market segments. Honda Civic was the leader in the Sub Compact Car segment, while Lexus RX was the leader in the Luxury SUV segment.

Change in Rankings for Top 15 Selling Models - 2009 vs. 2008



Change in ranking for top 15 selling models

Source: AutoCount data from Experian Automotive.

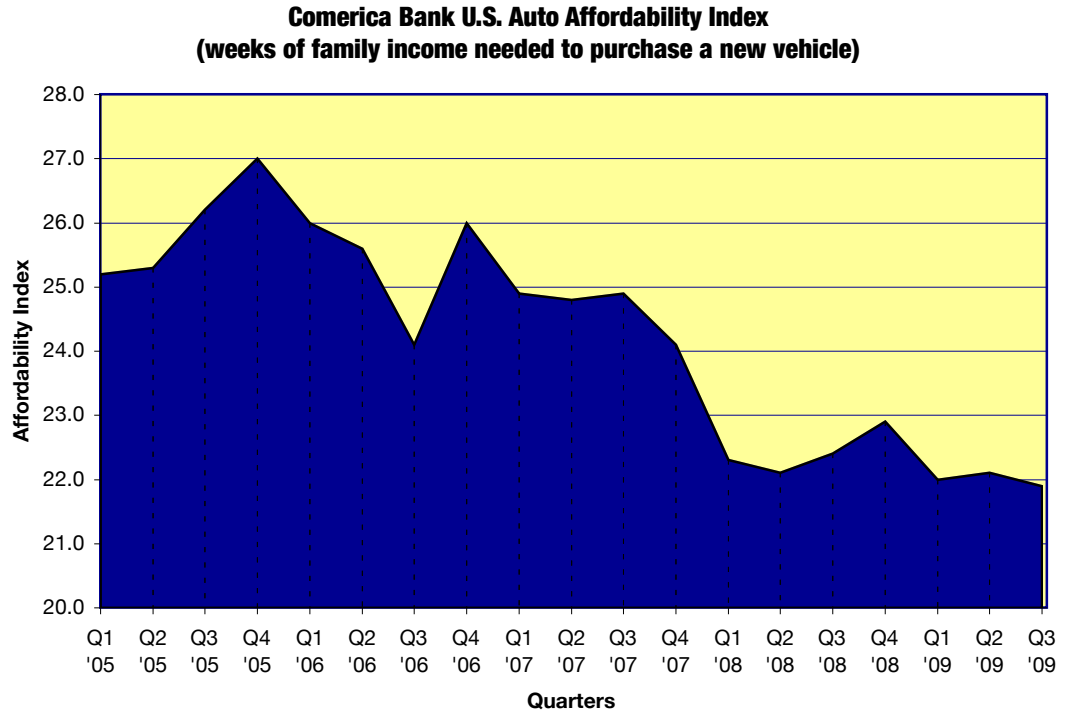
| Top Selling Models in Each Segment - Colorado | | | | | | | | | | | |
|--|-------|-------|----------------------------|-------|-------|--------------------|-------|-------|---------------------------------|-------|-------|
| New Retail Registrations, 2009 Annual Totals and Market Share of Segment | | | | | | | | | | | |
| Cars | | | | | | | | | | | |
| Entry | | | Sub Compact | | | Sporty Compact | | | Standard Mid Size | | |
| Model | Regs. | Share | Model | Regs. | Share | Model | Regs. | Share | Model | Regs. | Share |
| Honda Fit | 875 | 20.6 | Honda Civic | 2138 | 12.3 | Ford Mustang | 538 | 33.6 | Subaru Legacy | 3257 | 26.2 |
| Nissan Versa | 627 | 14.8 | Subaru Impreza | 2106 | 12.1 | Chevrolet Camaro | 493 | 30.8 | Toyota Camry | 1902 | 15.3 |
| Toyota Yaris | 469 | 11.1 | Toyota Prius | 2097 | 12.1 | Dodge Challenger | 297 | 18.6 | Honda Accord | 1860 | 15.0 |
| Hyundai Accent | 401 | 9.5 | Toyota Corolla/Matrix | 1898 | 10.9 | Scion TC | 135 | 8.4 | Ford Fusion | 1060 | 8.5 |
| Smart Four Two | 301 | 7.1 | Volkswagen Jetta | 1293 | 7.4 | Mitsubishi Eclipse | 70 | 4.4 | Nissan Altima | 1030 | 8.3 |
| Large Mid Size | | | Near Luxury | | | Luxury | | | Sports Car | | |
| Model | Regs. | Share | Model | Regs. | Share | Model | Regs. | Share | Model | Regs. | Share |
| Chevrolet Impala | 316 | 14.8 | Audi A4 | 728 | 17.8 | BMW 5-Series | 260 | 15.8 | Chevrolet Corvette | 198 | 24.3 |
| Nissan Maxima | 295 | 13.8 | BMW 3-Series | 715 | 17.5 | Mercedes E-Class | 196 | 11.9 | Nissan 370Z | 127 | 15.6 |
| Dodge Charger | 245 | 11.5 | Infiniti G | 469 | 11.5 | Volvo V70/XC70 | 162 | 9.9 | Porsche 911 | 88 | 10.8 |
| Buick Lucerne | 199 | 9.3 | Mercedes C-Class | 314 | 7.7 | Lincoln MKS | 121 | 7.4 | Mazda MX5 | 85 | 10.4 |
| Toyota Avalon | 198 | 9.3 | Acura TL | 269 | 6.6 | Audi A6 | 118 | 7.2 | Pontiac Solstice | 61 | 7.5 |
| Light Trucks | | | | | | | | | | | |
| Compact Pickup | | | Full Size Pick Up | | | Mini Van | | | Full Size Van | | |
| Model | Regs. | Share | Model | Regs. | Share | Model | Regs. | Share | Model | Regs. | Share |
| Toyota Tacoma | 2045 | 54.6 | Ford F-Series | 4155 | 32.1 | Honda Odyssey | 730 | 29.7 | Ford E-Series | 310 | 41.0 |
| Ford Ranger | 530 | 14.1 | Dodge Ram | 3321 | 25.6 | Toyota Sienna | 585 | 23.8 | Chevrolet Express | 210 | 27.8 |
| Nissan Frontier | 411 | 11.0 | Chevrolet Silverado | 2231 | 17.2 | Dodge Caravan | 342 | 13.9 | Dodge Sprinter | 110 | 14.6 |
| Chevrolet Colorado | 258 | 6.9 | GMC Sierra | 1442 | 11.1 | Chrysler T & C | 288 | 11.7 | GMC Savana | 80 | 10.6 |
| Honda Ridgeline | 228 | 6.1 | Toyota Tundra | 1334 | 10.3 | Kia Sedona | 170 | 6.9 | Ford Transit Conne | 46 | 6.1 |
| Compact SUV | | | Mid Size SUV/Crossover SUV | | | Full Size SUV | | | Mid Size & Full Size Luxury SUV | | |
| Model | Regs. | Share | Model | Regs. | Share | Model | Regs. | Share | Model | Regs. | Share |
| Honda CRV | 2545 | 17.5 | Subaru Forester | 2303 | 16.2 | Chevrolet Tahoe | 456 | 21.3 | Lexus RX | 827 | 16.9 |
| Toyota RAV4 | 2421 | 16.6 | Toyota Highlander | 1365 | 9.6 | GMC Yukon | 373 | 17.4 | Acura MDX | 490 | 10.0 |
| Jeep Wrangler | 1965 | 13.5 | Honda Pilot | 1245 | 8.7 | Chevrolet Suburban | 296 | 13.8 | BMW X5 | 316 | 6.5 |
| Ford Escape | 1549 | 10.6 | Hyundai Santa Fe | 1238 | 8.7 | Toyota Sequoia | 257 | 12.0 | Mercedes ML-Clas | 304 | 6.2 |
| Nissan Rogue | 927 | 6.4 | Nissan Murano | 854 | 6.0 | GMC Yukon XL | 240 | 11.2 | Cadillac Escalade | 285 | 5.8 |

Four primary factors impacting new vehicle sales in 2010

1. Consumer Affordability Hits New Record

Significance for new vehicle sales in 2010-POSITIVE IMPACT

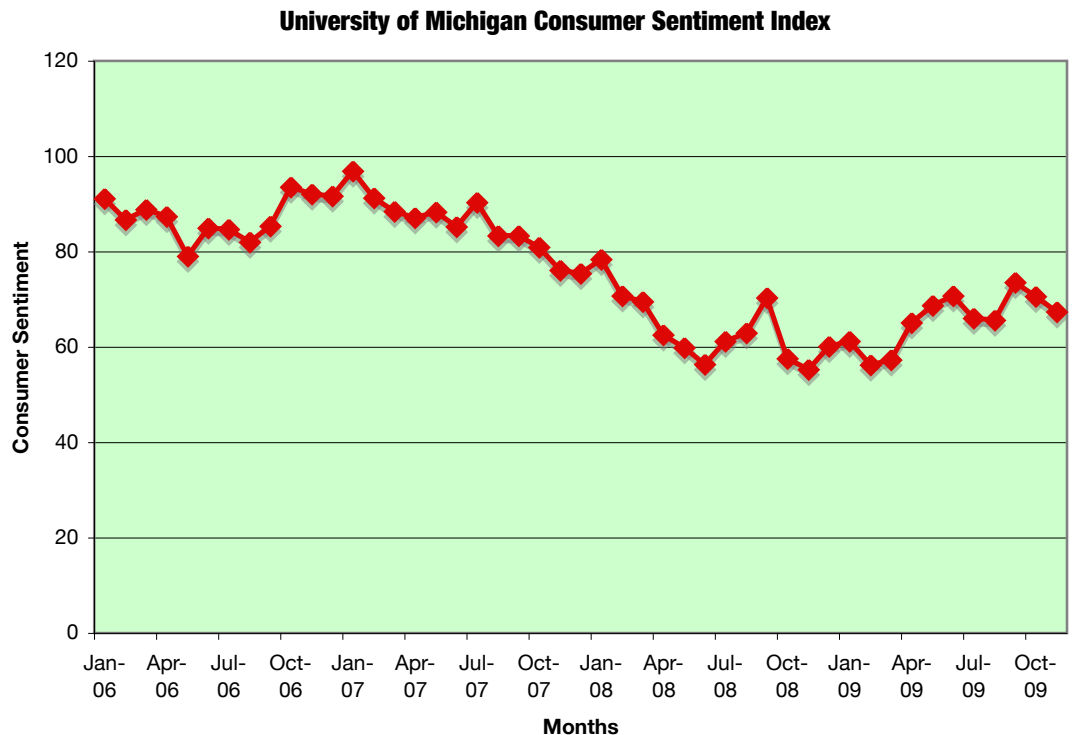
Very low financing costs and respectable income levels helped push vehicle affordability to a new record. According to Comerica Bank, the purchase and financing costs of an average new vehicle took 21.9 weeks of median household income in the Third Quarter of 2009 (latest data available), a 0.6 week improvement from the Second Quarter. (See graph on right.) Low interest rates and the likely continuation of respectable incentive levels should help keep affordability at strong levels during 2010. Note: lower numbers on the graph reflect stronger affordability.



2. Consumer Sentiment Remains at Low Levels

Significance for new vehicle sales in 2010-NEGATIVE IMPACT

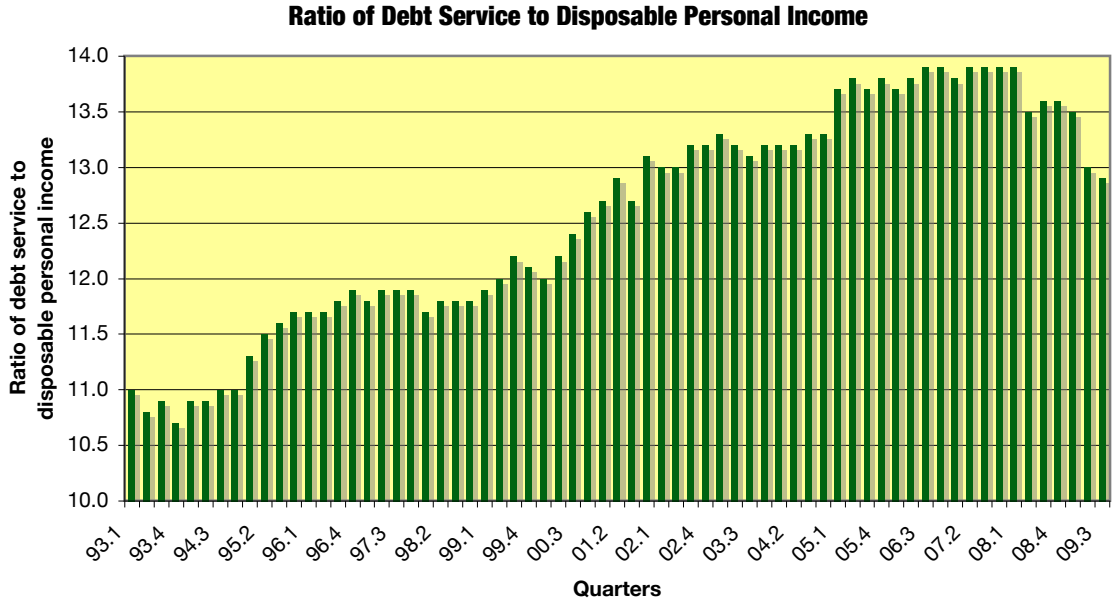
The combination of high household debt (see following page), depressed home values, insufficient retirement savings, and concerns about employment status have many consumers appropriately worried about their present and future financial health. As a result, consumer sentiment has weakened. And consumer attitudes are a significant driver for new vehicle sales. Improving consumer confidence will be needed before new vehicle sales can take off. Given the current economic outlook, there is some hope that sentiment will improve SLOWLY during 2010.



Four primary factors impacting new vehicle sales in 2010 (continued)

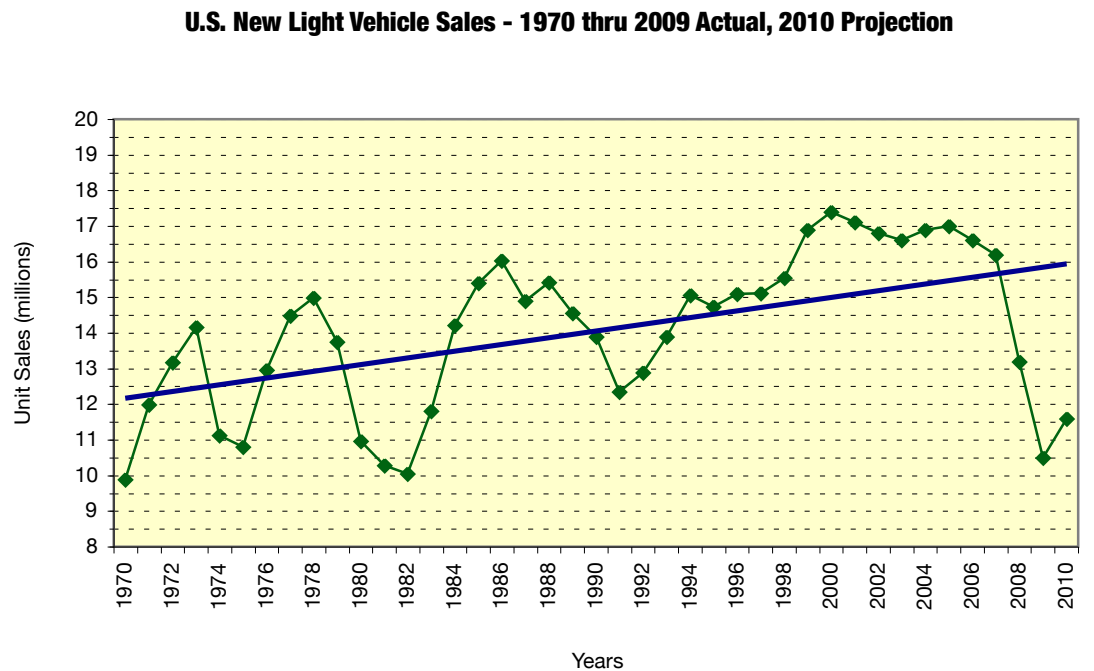
3. Household debt levels still high, despite recent improvement Significance for new vehicle sales in 2010-NEGATIVE IMPACT

Following a largely debt-induced spending spree during most of the past decade, households have now been forced to deal with their financial plight by saving more and spending less. As shown on the graph, the ratio of debt service to disposable income has moved lower during the past year, a tangible sign of progress. However, it will take time for households to fully repair their balance sheets. This will likely limit the upside potential for vehicle sales over the next few years.



4. Two years of depressed new vehicle sales results in record-high pent up demand Significance for new vehicle sales in 2010-POSITIVE IMPACT

The graph on the right has appeared regularly in Auto Outlook over the past two years. And for good reason. We feel it is the most important (and most overlooked) predictor of where new vehicle sales are headed. The economic tumult over the past two years pushed new vehicle sales well below trend in 2008 and 2009, and almost certainly this year as well. As a result, a record-number of new vehicle purchases have been postponed. When the economy improves and the stranglehold of household debt eases, this pent up demand will lead to higher sales.



SUMMING IT UP: Market is poised for recovery, but will be “slow out of the gates.” New vehicle sales have nowhere to go but up. But the weak economy, uncertain employment outlook, and elevated household debt levels will likely make the return to healthy sales levels an extended process.

MONTHLY RESULTS

Colorado Market Up 17.7% in December; Bigger Increase than U.S.

State market declined 28.3% during all of 2009

The table shows new retail light vehicle registrations in Colorado. 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. The top 10 ranked brands in each percent change category are shaded green. Source for Colorado registrations: AutoCount data from Experian Automotive. U.S. data: Automotive News.

| Colorado New Retail Car and Light Truck Registrations | | | | | | | | | | | | | | | |
|---|----------|-------|--------|--------|---|---------|--------|--------|---------------|---------|--------|----------|----------------------------|------|------|
| | December | | | | Two Month Period Nov '09 and Dec '09 | | | | Annual Totals | | | | Annual Market Share (%) | | |
| | Colorado | | | U.S. | Colorado | | | U.S. | Colorado | | | Colorado | | | |
| | 2008 | 2009 | % chg. | % chg. | Yr. Ago | Current | % chg. | % chg. | 2008 | 2009 | % chg. | % chg. | 2008 | 2009 | Chg. |
| MARKET SUMMARY | | | | | | | | | | | | | | | |
| TOTAL | 8,453 | 9,949 | 17.7% | 15.1% | 15,951 | 17,088 | 7.1% | 8.2% | 145,754 | 104,540 | -28.3% | -21.3% | | | |
| Cars | 3,274 | 3,907 | 19.3% | 21.2% | 6,426 | 6,791 | 5.7% | 13.6% | 62,942 | 46,260 | -26.5% | -19.2% | 43.2 | 44.3 | 1.1 |
| Light Trucks | 5,179 | 6,042 | 16.7% | 9.2% | 9,525 | 10,297 | 8.1% | 2.9% | 82,812 | 58,280 | -29.6% | -23.6% | 56.8 | 55.7 | -1.1 |
| Domestic | 3,076 | 3,481 | 13.2% | 6.6% | 5,786 | 5,929 | 2.5% | 0.6% | 55,921 | 37,804 | -32.4% | -26.8% | 38.4 | 36.2 | -2.2 |
| Japanese | 4,135 | 4,893 | 18.3% | 24.6% | 7,807 | 8,462 | 8.4% | 14.8% | 70,720 | 50,142 | -29.1% | -19.6% | 48.5 | 48.0 | -0.5 |
| European | 846 | 1,031 | 21.9% | 9.4% | 1,567 | 1,711 | 9.2% | 6.3% | 12,236 | 9,641 | -21.2% | -15.7% | 8.4 | 9.2 | 0.8 |
| Korean | 396 | 544 | 37.4% | 41.8% | 791 | 986 | 24.7% | 38.0% | 6,877 | 6,953 | 1.1% | 8.9% | 4.7 | 6.7 | 2.0 |
| BRAND REGISTRATIONS | | | | | | | | | | | | | | | |
| Acura | 122 | 145 | 18.9% | -1.0% | 234 | 252 | 7.7% | 4.2% | 1,935 | 1,152 | -40.5% | -26.8% | 1.3 | 1.1 | -0.2 |
| Audi | 124 | 162 | 30.6% | 17.1% | 230 | 290 | 26.1% | 9.2% | 1,667 | 1,485 | -10.9% | -5.7% | 1.1 | 1.4 | 0.3 |
| BMW | 148 | 211 | 42.6% | 11.5% | 241 | 326 | 35.3% | 7.7% | 2,472 | 1,636 | -33.8% | -21.1% | 1.7 | 1.6 | -0.1 |
| Buick | 60 | 91 | 51.7% | 37.4% | 106 | 135 | 27.4% | 27.1% | 1,065 | 685 | -35.7% | -25.4% | 0.7 | 0.7 | 0.0 |
| Cadillac | 76 | 78 | 2.6% | 11.4% | 134 | 139 | 3.7% | 11.0% | 1,302 | 749 | -42.5% | -32.3% | 0.9 | 0.7 | -0.2 |
| Chevrolet | 553 | 834 | 50.8% | -1.2% | 1,073 | 1,380 | 28.6% | 1.3% | 12,017 | 7,875 | -34.5% | -25.2% | 8.2 | 7.5 | -0.7 |
| Chrysler | 68 | 56 | -17.6% | -6.8% | 115 | 99 | -13.9% | -22.3% | 1,510 | 904 | -40.1% | -47.2% | 1.0 | 0.9 | -0.1 |
| Dodge | 525 | 370 | -29.5% | 0.7% | 1,010 | 668 | -33.9% | -9.7% | 8,657 | 5,908 | -31.8% | -33.3% | 5.9 | 5.7 | -0.2 |
| Ford | 876 | 1,157 | 32.1% | 37.0% | 1,680 | 1,974 | 17.5% | 20.7% | 14,333 | 11,204 | -21.8% | -14.3% | 9.8 | 10.7 | 0.9 |
| GMC | 303 | 375 | 23.8% | 6.8% | 523 | 601 | 14.9% | 7.2% | 5,161 | 2,979 | -42.3% | -30.0% | 3.5 | 2.8 | -0.7 |
| Honda | 843 | 927 | 10.0% | 28.1% | 1,572 | 1,526 | -2.9% | 12.6% | 15,443 | 10,329 | -33.1% | -18.6% | 10.6 | 9.9 | -0.7 |
| Hummer | 22 | 3 | -86.4% | -85.0% | 33 | 14 | -57.6% | -84.9% | 469 | 162 | -65.5% | -67.1% | 0.3 | 0.2 | -0.1 |
| Hyundai | 221 | 296 | 33.9% | 40.6% | 425 | 550 | 29.4% | 43.0% | 3,853 | 3,718 | -3.5% | 8.3% | 2.6 | 3.6 | 1.0 |
| Infiniti | 72 | 69 | -4.2% | 10.1% | 133 | 122 | -8.3% | -7.2% | 1,124 | 838 | -25.4% | -28.2% | 0.8 | 0.8 | 0.0 |
| Jaguar | 5 | 4 | -20.0% | 13.3% | 10 | 5 | -50.0% | 19.4% | 75 | 53 | -29.3% | -20.1% | 0.1 | 0.1 | 0.0 |
| Jeep | 347 | 304 | -12.4% | -9.9% | 642 | 524 | -18.4% | -16.7% | 6,165 | 4,134 | -32.9% | -30.6% | 4.2 | 4.0 | -0.2 |
| Kia | 175 | 248 | 41.7% | 43.7% | 366 | 436 | 19.1% | 30.8% | 3,024 | 3,235 | 7.0% | 9.8% | 2.1 | 3.1 | 1.0 |
| Land Rover | 26 | 58 | 123.1% | 53.2% | 55 | 80 | 45.5% | 23.7% | 439 | 348 | -20.7% | -11.9% | 0.3 | 0.3 | 0.0 |
| Lexus | 173 | 265 | 53.2% | 22.3% | 268 | 465 | 73.5% | 18.9% | 2,969 | 2,173 | -26.8% | -17.0% | 2.0 | 2.1 | 0.1 |
| Lincoln | 61 | 56 | -8.2% | 15.6% | 118 | 99 | -16.1% | -1.1% | 820 | 583 | -28.9% | -22.8% | 0.6 | 0.6 | 0.0 |
| Mazda | 179 | 153 | -14.5% | 1.6% | 346 | 272 | -21.4% | 1.3% | 3,092 | 2,207 | -28.6% | -21.3% | 2.1 | 2.1 | 0.0 |
| Mercedes | 106 | 146 | 37.7% | 8.1% | 214 | 266 | 24.3% | 13.0% | 1,785 | 1,369 | -23.3% | -15.3% | 1.2 | 1.3 | 0.1 |
| Mercury | 32 | 20 | -37.5% | 5.7% | 69 | 41 | -40.6% | -1.5% | 612 | 457 | -25.3% | -23.2% | 0.4 | 0.4 | 0.0 |
| MINI | 73 | 42 | -42.5% | -2.2% | 137 | 85 | -38.0% | -25.4% | 701 | 589 | -16.0% | -15.2% | 0.5 | 0.6 | 0.1 |
| Mitsubishi | 61 | 38 | -37.7% | -4.7% | 118 | 74 | -37.3% | -24.7% | 989 | 583 | -41.1% | -44.5% | 0.7 | 0.6 | -0.1 |
| Nissan | 403 | 652 | 61.8% | 19.4% | 770 | 1,167 | 51.6% | 23.9% | 8,950 | 6,374 | -28.8% | -17.8% | 6.1 | 6.1 | 0.0 |
| Pontiac | 52 | 42 | -19.2% | -48.9% | 95 | 79 | -16.8% | -44.6% | 1,497 | 1,070 | -28.5% | -33.3% | 1.0 | 1.0 | 0.0 |
| Porsche | 18 | 22 | 22.2% | -1.7% | 26 | 38 | 46.2% | 6.0% | 292 | 239 | -18.2% | -24.3% | 0.2 | 0.2 | 0.0 |
| Saab | 21 | 3 | -85.7% | -26.4% | 36 | 7 | -80.6% | -39.0% | 259 | 94 | -63.7% | -59.4% | 0.2 | 0.1 | -0.1 |
| Saturn | 101 | 95 | -5.9% | -59.6% | 188 | 175 | -6.9% | -57.4% | 2,313 | 1,082 | -53.2% | -61.4% | 1.6 | 1.0 | -0.6 |
| smart | 31 | 12 | -61.3% | -63.1% | 62 | 21 | -66.1% | -64.2% | 313 | 301 | -3.8% | -40.7% | 0.2 | 0.3 | 0.1 |
| Subaru | 642 | 846 | 31.8% | 33.5% | 1,199 | 1,457 | 21.5% | 29.3% | 9,430 | 8,497 | -9.9% | 15.4% | 6.5 | 8.1 | 1.6 |
| Suzuki | 97 | 80 | -17.5% | -48.4% | 178 | 144 | -19.1% | -50.2% | 1,716 | 1,051 | -38.8% | -54.4% | 1.2 | 1.0 | -0.2 |
| Toyota/Scion | 1,537 | 1,713 | 11.5% | 34.3% | 2,979 | 2,976 | -0.1% | 18.0% | 24,928 | 16,910 | -32.2% | -20.6% | 17.1 | 16.2 | -0.9 |
| Volkswagen | 198 | 278 | 40.4% | 16.0% | 392 | 451 | 15.1% | 15.0% | 2,996 | 2,620 | -12.6% | -4.3% | 2.1 | 2.5 | 0.4 |
| Volvo | 92 | 90 | -2.2% | 13.8% | 159 | 137 | -13.8% | 9.7% | 1,165 | 852 | -26.9% | -16.0% | 0.8 | 0.8 | 0.0 |
| Other | 10 | 8 | -20.0% | -45.0% | 15 | 13 | -13.3% | -44.4% | 216 | 95 | -56.0% | -60.2% | 0.1 | 0.1 | 0.0 |

COUNTY SCOREBOARD

Pueblo County Market Declined by Relatively Slim 17.2% in 2009

El Paso and Jefferson County markets declined by more than 24%

The table below provides a thorough summary of each of the top 20 county new retail light vehicle markets in Colorado. The table shows new retail light vehicle registrations during 2008 and 2009, and the percent change. Note: The top five rated counties in each category are shaded. Source: AutoCount data from Experian Automotive.

| COUNTY SCOREBOARD FOR TOP 20 COUNTY MARKETS IN COLORADO - ANNUAL TOTALS | | | | | | | | | |
|---|--------------------------|-------|--------|-----------------------|------|--------|--------------------------|------|--------|
| COUNTY | NEW RETAIL REGISTRATIONS | | | SHARE OF STATE MARKET | | | LIGHT TRUCK MARKET SHARE | | |
| | 2008 | 2009 | % ch | 2008 | 2009 | CHANGE | 2008 | 2009 | CHANGE |
| ADAMS | 10116 | 7026 | -30.5% | 6.9 | 6.7 | -0.2 | 51.6 | 52.0 | 0.4 |
| ARAPAHOE | 14821 | 11139 | -24.8% | 10.2 | 10.7 | 0.5 | 54.1 | 53.6 | -0.5 |
| BOULDER | 7865 | 5546 | -29.5% | 5.4 | 5.3 | -0.1 | 48.9 | 47.0 | -1.9 |
| BROOMFIELD | 3066 | 2356 | -23.2% | 2.1 | 2.3 | 0.2 | 53.0 | 51.3 | -1.6 |
| DENVER | 14626 | 10778 | -26.3% | 10.0 | 10.3 | 0.3 | 50.1 | 48.9 | -1.1 |
| DOUGLAS | 13301 | 9455 | -28.9% | 9.1 | 9.0 | -0.1 | 59.6 | 59.5 | -0.1 |
| EAGLE | 2432 | 1453 | -40.3% | 1.7 | 1.4 | -0.3 | 67.4 | 66.2 | -1.2 |
| EL PASO | 17028 | 12491 | -26.6% | 11.7 | 11.9 | 0.3 | 53.7 | 53.8 | 0.2 |
| FREMONT | 864 | 649 | -24.9% | 0.6 | 0.6 | 0.0 | 58.1 | 54.2 | -3.9 |
| GARFIELD | 2594 | 1604 | -38.2% | 1.8 | 1.5 | -0.2 | 71.1 | 67.2 | -3.9 |
| JEFFERSON | 15865 | 12003 | -24.3% | 10.9 | 11.5 | 0.6 | 56.4 | 55.9 | -0.5 |
| LA PLATA | 1747 | 1196 | -31.5% | 1.2 | 1.1 | -0.1 | 69.3 | 71.0 | 1.8 |
| LARIMER | 8534 | 5982 | -29.9% | 5.9 | 5.7 | -0.1 | 53.5 | 52.9 | -0.7 |
| MESA | 4488 | 2802 | -37.6% | 3.1 | 2.7 | -0.4 | 63.7 | 56.7 | -7.0 |
| MONTROSE | 903 | 625 | -30.8% | 0.6 | 0.6 | 0.0 | 70.9 | 63.8 | -7.1 |
| PITKIN | 829 | 611 | -26.3% | 0.6 | 0.6 | 0.0 | 76.2 | 73.8 | -2.5 |
| PUEBLO | 3138 | 2597 | -17.2% | 2.2 | 2.5 | 0.3 | 52.9 | 51.8 | -1.2 |
| SUMMIT | 1270 | 798 | -37.2% | 0.9 | 0.8 | -0.1 | 69.0 | 63.3 | -5.7 |
| TELLER | 752 | 604 | -19.7% | 0.5 | 0.6 | 0.1 | 65.5 | 68.8 | 3.3 |
| WELD | 8975 | 5973 | -33.4% | 6.2 | 5.7 | -0.4 | 55.8 | 55.5 | -0.3 |

COLORADO, DENVER, AND U.S. MARKETS COMPARISON

Denver Metro Market Off 26.8% in 2009

Subaru moves into fourth place in Colorado and Denver markets

| | Colorado Market | | Denver Metro Market | | U.S. Market | |
|---|-----------------|--------|---------------------|--------|-------------|--------|
| Change in registrations | | | | | | |
| % change in registrations 2009 vs. 2008 | | -28.3% | | -26.8% | | -21.5% |
| Car Market Share | | | | | | |
| Car share of industry retail light vehicle registrations, 2009 | | 44.3% | | 46.7% | | 54.4% |
| Domestic Brand Market Share | | | | | | |
| Domestic brand share of industry retail registrations, 2009 | | 36.2% | | 30.5% | | 39.1% |
| Top Selling Retail Brands | | | | | | |
| <i>Top selling light vehicle brands and market share - 2009</i> | | | | | | |
| First | Toyota | 16.2% | Toyota | 16.3% | Toyota | 15.9% |
| Second | Ford | 10.7% | Honda | 11.4% | Honda | 12.2% |
| Third | Honda | 9.9% | Ford | 9.1% | Ford | 11.4% |
| Fourth | Subaru | 8.1% | Subaru | 7.9% | Chevrolet | 10.9% |
| Fifth | Chevrolet | 7.5% | Chevrolet | 6.5% | Nissan | 7.0% |
| Sixth | Nissan | 6.1% | Nissan | 6.3% | Dodge | 4.3% |
| Seventh | Dodge | 5.7% | Dodge | 4.2% | Hyundai | 4.2% |
| Eighth | Jeep | 4.0% | Jeep | 4.0% | Kia | 2.6% |
| Ninth | Hyundai | 3.6% | Hyundai | 3.7% | GMC | 2.5% |
| Tenth | Kia | 3.1% | Kia | 3.4% | Jeep | 2.4% |

WHO ARE MY TOP COMPETITORS?
-BY MARKET AREA?

WHAT NEW AND USED CARS SELL WELL IN MY MARKETS?

ANSWERS DRIVE RESULTS.

You need insights into your marketplace to make the best decisions to maximize profits. The AutoCount® Dealer Report analyzes full details on new and used competitive dealer market share, down to specific areas you define. You bring the questions. We'll bring the answers.



www.experianautomotive.com 888 211 5809

Experian Automotive is the data provider for Auto Outlook.

Explanation of Data

Data presented in Auto Outlook measures new vehicle registrations in Colorado. Monthly recording of registrations occurs when vehicle title information is processed.

| Colorado New Retail Car and Light Truck Registrations - History and Forecast | | | | | | | | | | |
|--|---------------|---------|------------------|----------------|------------------------|--------------|------|------------------|------------|------------------------|
| | Registrations | | | | | Market Share | | | | |
| | Units | | | Percent Change | | Share (%) | | | Change | |
| | 2008 | 2009 | Forecast 2010 | '08 to '09 | Forecast '09 to '10 | 2008 | 2009 | Forecast 2010 | '08 to '09 | Forecast '09 to '10 |
| TOTAL | 145,754 | 104,540 | 119,400 | -28.3% | 14.2% | | | | | |
| Acura | 1,935 | 1,152 | 1,216 | -40.5% | 5.6% | 1.3 | 1.1 | 1.0 | -0.2 | -0.1 |
| Audi | 1,667 | 1,485 | 1,821 | -10.9% | 22.6% | 1.1 | 1.4 | 1.5 | 0.3 | 0.1 |
| BMW | 2,472 | 1,636 | 1,826 | -33.8% | 11.6% | 1.7 | 1.6 | 1.5 | -0.1 | -0.1 |
| Buick | 1,065 | 685 | 903 | -35.7% | 31.8% | 0.7 | 0.7 | 0.8 | 0.0 | 0.1 |
| Cadillac | 1,302 | 749 | 901 | -42.5% | 20.3% | 0.9 | 0.7 | 0.8 | -0.2 | 0.1 |
| Chevrolet | 12,017 | 7,875 | 9,149 | -34.5% | 16.2% | 8.2 | 7.5 | 7.7 | -0.7 | 0.2 |
| Chrysler | 1,510 | 904 | 850 | -40.1% | -6.0% | 1.0 | 0.9 | 0.7 | -0.1 | -0.2 |
| Dodge | 8,657 | 5,908 | 5,782 | -31.8% | -2.1% | 5.9 | 5.7 | 4.8 | -0.2 | -0.9 |
| Ford | 14,333 | 11,204 | 13,843 | -21.8% | 23.6% | 9.8 | 10.7 | 11.6 | 0.9 | 0.9 |
| GMC | 5,161 | 2,979 | 3,394 | -42.3% | 13.9% | 3.5 | 2.8 | 2.8 | -0.7 | 0.0 |
| Honda | 15,443 | 10,329 | 11,932 | -33.1% | 15.5% | 10.6 | 9.9 | 10.0 | -0.7 | 0.1 |
| Hummer | 469 | 162 | 156 | -65.5% | -3.7% | 0.3 | 0.2 | 0.1 | -0.1 | -0.1 |
| Hyundai | 3,853 | 3,718 | 4,818 | -3.5% | 29.6% | 2.6 | 3.6 | 4.0 | 1.0 | 0.4 |
| Infiniti | 1,124 | 838 | 1,001 | -25.4% | 19.5% | 0.8 | 0.8 | 0.8 | 0.0 | 0.0 |
| Isuzu | 123 | 28 | 0 | -77.2% | -100.0% | 0.1 | 0.0 | 0.0 | -0.1 | 0.0 |
| Jaguar | 75 | 53 | 64 | -29.3% | 20.8% | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 |
| Jeep | 6,165 | 4,134 | 4,481 | -32.9% | 8.4% | 4.2 | 4.0 | 3.8 | -0.2 | -0.2 |
| Kia | 3,024 | 3,235 | 4,063 | 7.0% | 25.6% | 2.1 | 3.1 | 3.4 | 1.0 | 0.3 |
| Land Rover | 439 | 348 | 385 | -20.7% | 10.6% | 0.3 | 0.3 | 0.3 | 0.0 | 0.0 |
| Lexus | 2,969 | 2,173 | 2,411 | -26.8% | 11.0% | 2.0 | 2.1 | 2.0 | 0.1 | -0.1 |
| Lincoln | 820 | 583 | 618 | -28.9% | 6.0% | 0.6 | 0.6 | 0.5 | 0.0 | -0.1 |
| Mazda | 3,092 | 2,207 | 2,580 | -28.6% | 16.9% | 2.1 | 2.1 | 2.2 | 0.0 | 0.1 |
| Mercedes | 1,785 | 1,369 | 1,535 | -23.3% | 12.1% | 1.2 | 1.3 | 1.3 | 0.1 | 0.0 |
| Mercury | 612 | 457 | 473 | -25.3% | 3.5% | 0.4 | 0.4 | 0.4 | 0.0 | 0.0 |
| MINI | 701 | 589 | 700 | -16.0% | 18.8% | 0.5 | 0.6 | 0.6 | 0.1 | 0.0 |
| Mitsubishi | 989 | 583 | 577 | -41.1% | -1.0% | 0.7 | 0.6 | 0.5 | -0.1 | -0.1 |
| Nissan | 8,950 | 6,374 | 7,180 | -28.8% | 12.6% | 6.1 | 6.1 | 6.0 | 0.0 | -0.1 |
| Pontiac | 1,497 | 1,070 | 475 | -28.5% | -55.6% | 1.0 | 1.0 | 0.4 | 0.0 | -0.6 |
| Porsche | 292 | 239 | 299 | -18.2% | 25.1% | 0.2 | 0.2 | 0.3 | 0.0 | 0.1 |
| Saab | 259 | 94 | 51 | -63.7% | -45.7% | 0.2 | 0.1 | 0.0 | -0.1 | -0.1 |
| Saturn | 2,313 | 1,082 | 368 | -53.2% | -66.0% | 1.6 | 1.0 | 0.3 | -0.6 | -0.7 |
| smart | 313 | 301 | 316 | -3.8% | 5.0% | 0.2 | 0.3 | 0.3 | 0.1 | 0.0 |
| Subaru | 9,430 | 8,497 | 10,263 | -9.9% | 20.8% | 6.5 | 8.1 | 8.6 | 1.6 | 0.5 |
| Suzuki | 1,716 | 1,051 | 1,350 | -38.8% | 28.4% | 1.2 | 1.0 | 1.1 | -0.2 | 0.1 |
| Toyota (incl. Scion) | 24,928 | 16,910 | 19,265 | -32.2% | 13.9% | 17.1 | 16.2 | 16.1 | -0.9 | -0.1 |
| Volkswagen | 2,996 | 2,620 | 3,264 | -12.6% | 24.6% | 2.1 | 2.5 | 2.7 | 0.4 | 0.2 |
| Volvo | 1,165 | 852 | 1,014 | -26.9% | 19.0% | 0.8 | 0.8 | 0.8 | 0.0 | 0.0 |
| Others | 93 | 67 | 76 | -28.0% | 13.4% | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 |

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Phone: 303-831-1722

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Auto Outlook, Inc.
5 Great Valley Parkway, Suite 234
Malvern, PA 19355

Phone: 800-206-0102
Email: jfoltz@autooutlook.com

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