

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 7.8% in September '11 vs. 2010.

Year-to-date thru September new registrations in the state were up 13.7%. U.S. market was up 16%.

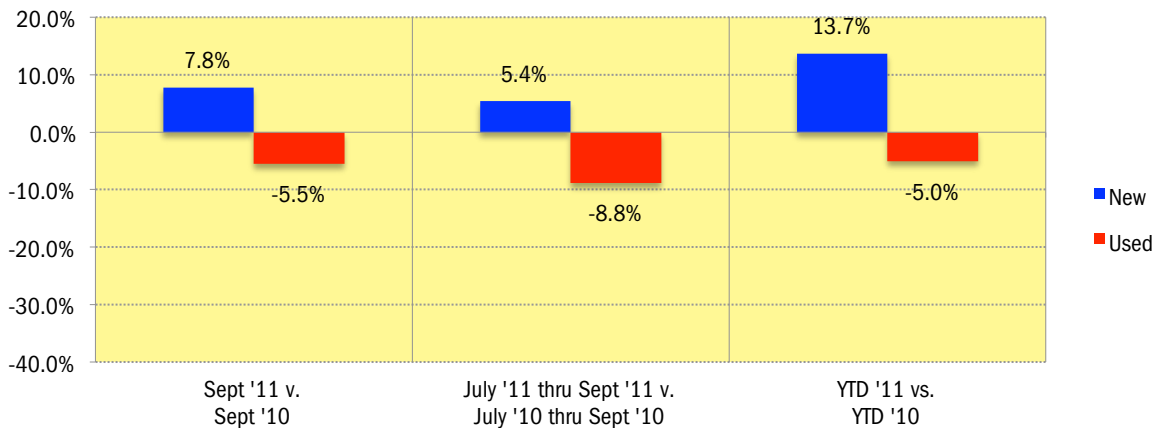
Used vehicle market declined 5.5% in September (vehicles seven years old or newer) and was off 5%, year-to-date.

Sub Compact Car market share increased 1.2 share points in the first nine 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 nine 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		
	July '10 thru Sep '10	July '11 thru Sep '11	Percent Change	July '10 thru Sep '10	July '11 thru Sep '11	Percent Change
Total	30,997	32,666	5.4%	46,619	42,531	-8.8%
Cars	13,310	13,673	2.7%	20,526	18,108	-11.8%
Light Trucks	17,687	18,993	7.4%	26,093	24,423	-6.4%
Japanese Brands	14,814	12,816	-13.5%	15,435	13,797	-10.6%
Detroit Three Brands	10,795	12,867	19.2%	24,130	22,045	-8.6%
European Brands	2,975	3,546	19.2%	4,593	4,369	-4.9%
Korean Brands	2,413	3,437	42.4%	2,461	2,320	-5.7%
	Year to date Totals (thru September)					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2010	YTD 2011	Percent Change	YTD 2010	YTD 2011	Percent Change
Total	83,503	94,954	13.7%	127,237	120,824	-5.0%
Cars	35,358	40,866	15.6%	55,944	52,955	-5.3%
Light Trucks	48,145	54,088	12.3%	71,293	67,869	-4.8%
Japanese Brands	40,279	40,511	0.6%	41,352	39,451	-4.6%
Detroit Three Brands	28,991	35,540	22.6%	66,888	62,033	-7.3%
European Brands	8,114	9,891	21.9%	12,572	12,449	-1.0%
Korean Brands	6,119	9,012	47.3%	6,425	6,891	7.3%

Data Information

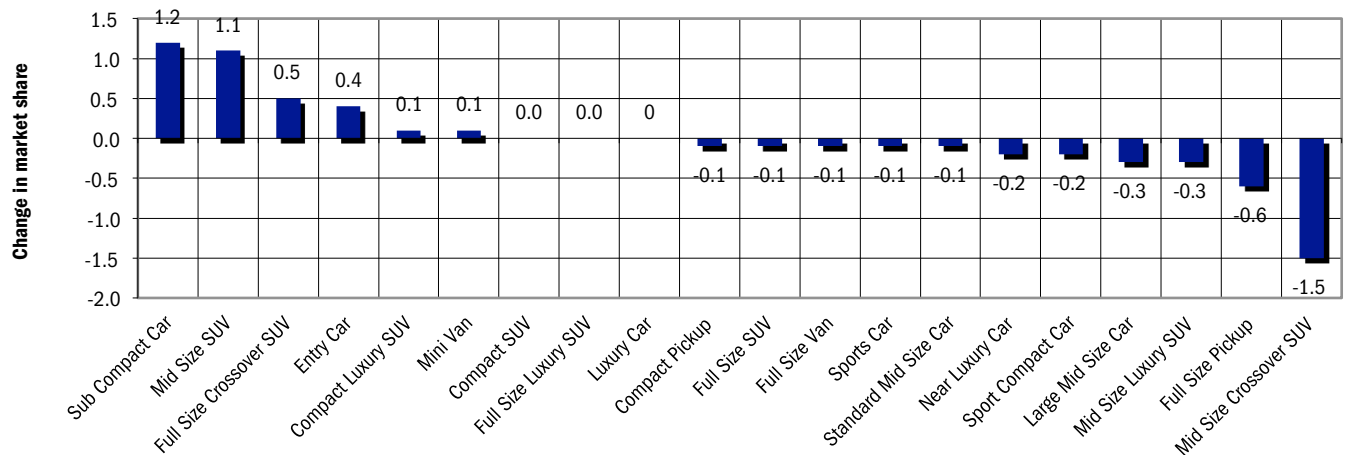
All data represents new and used vehicle retail registrations in Colorado and excludes fleet and wholesale transactions. Used vehicle data only includes vehicles seven years old or newer and excludes private party transactions. Please keep in mind that monthly registration figures can occasionally be 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															
	September				Three Month Period July '11 thru September '11				YTD Totals (thru September)				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	11,926	12,861	7.8%	13.4%	30,997	32,666	5.4%	4.6%	83,503	94,954	13.7%	16.0%		
Acura	131	126	-3.8%	-8.3%	355	317	-10.7%	-16.5%	964	1,048	8.7%	3.2%	1.2	1.1	-0.1
Audi	176	174	-1.1%	37.3%	449	460	2.4%	19.1%	1,312	1,316	0.3%	15.2%	1.6	1.4	-0.2
BMW	179	238	33.0%	32.6%	492	628	27.6%	17.7%	1,388	1,817	30.9%	20.9%	1.7	1.9	0.2
Buick	116	106	-8.6%	18.0%	289	285	-1.4%	9.1%	736	876	19.0%	29.3%	0.9	0.9	0.0
Cadillac	90	100	11.1%	16.8%	278	245	-11.9%	-3.6%	764	760	-0.5%	20.0%	0.9	0.8	-0.1
Chevrolet	868	1,051	21.1%	21.1%	2,368	2,815	18.9%	11.6%	6,624	7,879	18.9%	24.3%	7.9	8.3	0.4
Chrysler	71	140	97.2%	55.1%	199	353	77.4%	45.2%	512	816	59.4%	45.2%	0.6	0.9	0.3
Dodge (incl. Ram)	493	729	47.9%	28.3%	1,313	1,896	44.4%	19.1%	3,425	4,926	43.8%	31.4%	4.1	5.2	1.1
Fiat	0	17			0	23			0	28			0.0	0.0	0.0
Ford	1,427	1,682	17.9%	21.1%	3,849	4,242	10.2%	9.3%	10,288	12,183	18.4%	20.0%	12.3	12.8	0.5
GMC	337	370	9.8%	23.4%	856	974	13.8%	16.1%	2,555	2,935	14.9%	26.6%	3.1	3.1	0.0
Honda	1,037	863	-16.8%	-12.0%	2,749	2,289	-16.7%	-21.2%	7,394	7,664	3.7%	1.5%	8.9	8.1	-0.8
Hyundai	483	767	58.8%	29.5%	1,317	1,848	40.3%	21.7%	3,345	4,687	40.1%	36.9%	4.0	4.9	0.9
Infiniti	100	72	-28.0%	5.0%	270	204	-24.4%	-15.9%	729	671	-8.0%	4.6%	0.9	0.7	-0.2
Jaguar	8	3	-62.5%	-2.9%	25	13	-48.0%	-20.2%	47	50	6.4%	1.5%	0.1	0.1	0.0
Jeep	555	740	33.3%	57.7%	1,400	1,918	37.0%	47.9%	3,127	4,737	51.5%	57.1%	3.7	5.0	1.3
Kia	423	587	38.8%	47.8%	1,096	1,589	45.0%	47.4%	2,774	4,325	55.9%	65.7%	3.3	4.6	1.3
Land Rover	36	44	22.2%	32.0%	98	122	24.5%	17.8%	309	371	20.1%	17.6%	0.4	0.4	0.0
Lexus	259	254	-1.9%	7.4%	575	544	-5.4%	-10.8%	1,758	1,658	-5.7%	-7.8%	2.1	1.7	-0.4
Lincoln	45	50	11.1%	27.8%	114	138	21.1%	15.8%	372	409	9.9%	9.1%	0.4	0.4	0.0
Mazda	264	277	4.9%	21.6%	721	723	0.3%	4.4%	1,837	2,023	10.1%	2.8%	2.2	2.1	-0.1
Mercedes	156	215	37.8%	14.4%	428	569	32.9%	16.4%	1,163	1,433	23.2%	13.7%	1.4	1.5	0.1
MINI	70	73	4.3%	-9.1%	216	231	6.9%	-2.9%	437	600	37.3%	33.2%	0.5	0.6	0.1
Mitsubishi	83	79	-4.8%	46.8%	210	183	-12.9%	28.2%	460	525	14.1%	36.5%	0.6	0.6	0.0
Nissan	864	875	1.3%	15.5%	2,160	2,062	-4.5%	7.1%	5,607	5,886	5.0%	15.4%	6.7	6.2	-0.5
Porsche	28	31	10.7%	27.1%	75	100	33.3%	20.5%	197	280	42.1%	37.8%	0.2	0.3	0.1
Saab	5	11	120.0%	-4.8%	10	18	80.0%	1.7%	29	98	237.9%	45.1%	0.0	0.1	0.1
smart	7	8	14.3%	0.0%	23	14	-39.1%	-34.6%	70	40	-42.9%	-28.7%	0.1	0.0	-0.1
Subaru	1,140	1,152	1.1%	-5.6%	2,966	2,728	-8.0%	-3.3%	7,921	8,783	10.9%	12.0%	9.5	9.2	-0.3
Suzuki	77	88	14.3%	14.7%	196	217	10.7%	24.1%	543	570	5.0%	21.8%	0.7	0.6	-0.1
Toyota/Scion	1,900	1,437	-24.4%	-9.6%	4,612	3,543	-23.2%	-15.7%	13,056	11,676	-10.6%	-3.0%	15.6	12.3	-3.3
Volkswagen	375	398	6.1%	30.7%	928	1,107	19.3%	20.2%	2,479	3,054	23.2%	24.6%	3.0	3.2	0.2
Volvo	81	90	11.1%	35.4%	217	243	12.0%	25.8%	644	755	17.2%	27.6%	0.8	0.8	0.0
Other	42	14	-66.7%	-82.4%	143	25	-82.5%	-85.3%	637	75	-88.2%	-80.5%	0.8	0.1	-0.7

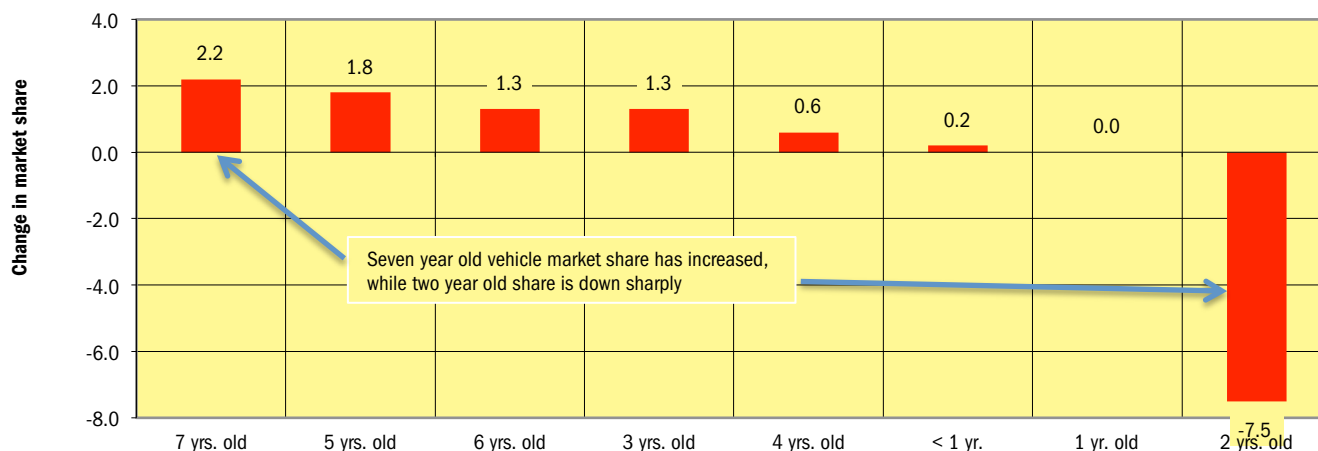
Change in New Vehicle Segment Market Share - YTD 2011 thru September vs. YTD 2010



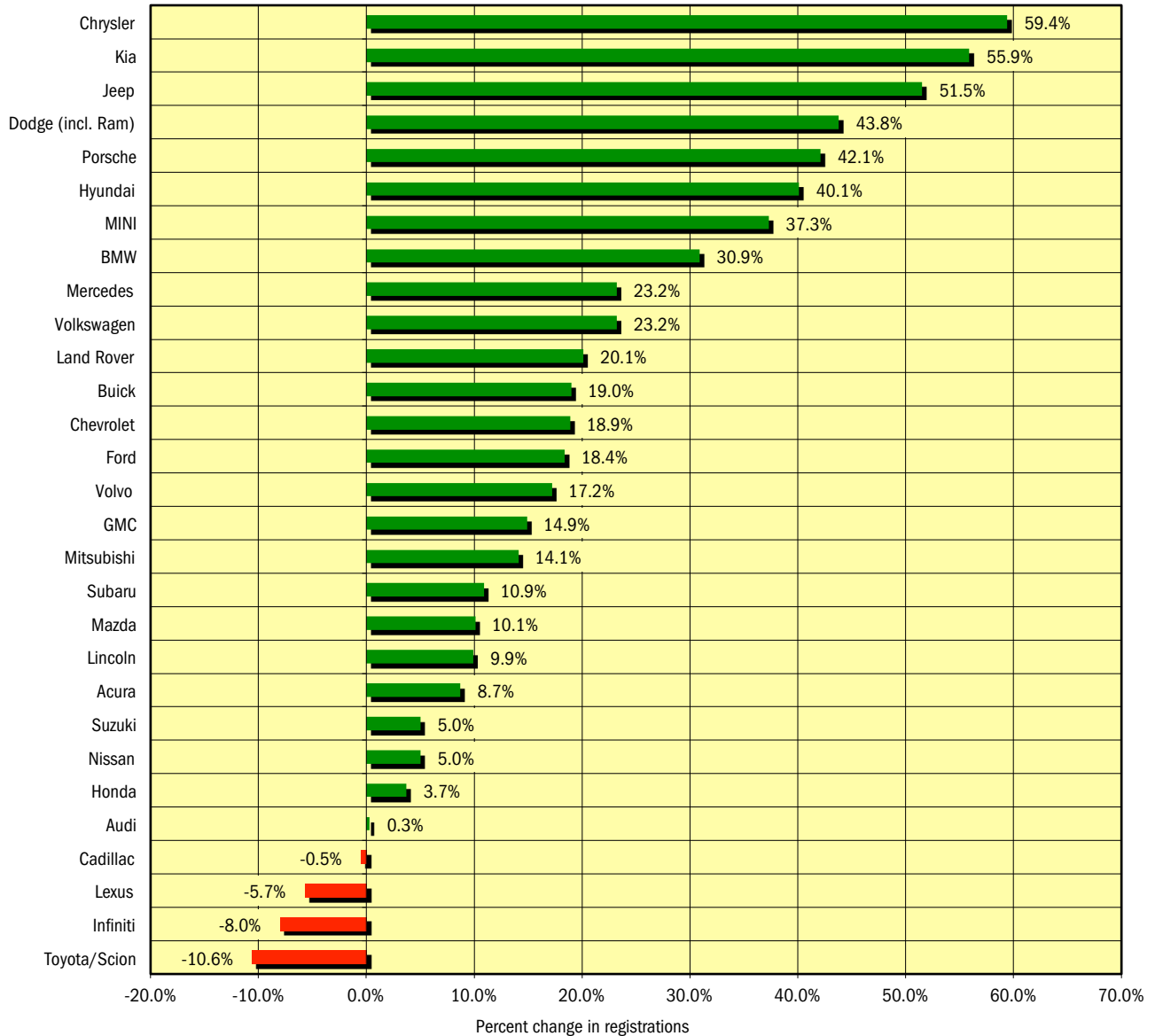
Used Vehicle Market Brand Registrations (only includes vehicles seven years old or newer)

Colorado Used Retail Car and Light Truck Registrations												
	September			Three Month Period July '11 thru September '11			YTD Totals (thru September)			YTD Market Share (%)		
	2010	2011	% chg.	Yr. Ago	Current	% chg.	2010	2011	% chg.	2010	2011	Chg.
TOTAL	17,509	16,553	-5.5%	46,619	42,531	-8.8%	127,237	120,824	-5.0%			
Acura	201	214	6.5%	578	601	4.0%	1,599	1,751	9.5%	1.3	1.4	0.1
Audi	240	257	7.1%	630	682	8.3%	1,719	1,884	9.6%	1.4	1.6	0.2
BMW	339	327	-3.5%	900	797	-11.4%	2,523	2,426	-3.8%	2.0	2.0	0.0
Buick	158	142	-10.1%	413	374	-9.4%	1,178	1,053	-10.6%	0.9	0.9	0.0
Cadillac	241	226	-6.2%	676	616	-8.9%	1,881	1,809	-3.8%	1.5	1.5	0.0
Chevrolet	1,977	1,982	0.3%	5,421	5,052	-6.8%	14,615	14,036	-4.0%	11.5	11.6	0.1
Chrysler	517	514	-0.6%	1,361	1,357	-0.3%	4,018	3,924	-2.3%	3.2	3.2	0.0
Dodge (incl. Ram)	1,499	1,354	-9.7%	3,812	3,401	-10.8%	10,389	9,564	-7.9%	8.2	7.9	-0.3
Ford	2,128	2,064	-3.0%	5,637	5,324	-5.6%	15,941	14,853	-6.8%	12.5	12.3	-0.2
GMC	487	482	-1.0%	1,286	1,248	-3.0%	3,647	3,523	-3.4%	2.9	2.9	0.0
Honda	953	873	-8.4%	2,521	2,371	-6.0%	6,501	6,679	2.7%	5.1	5.5	0.4
Hummer	96	81	-15.6%	244	193	-20.9%	729	545	-25.2%	0.6	0.5	-0.1
Hyundai	497	470	-5.4%	1,339	1,245	-7.0%	3,572	3,594	0.6%	2.8	3.0	0.2
Infiniti	178	164	-7.9%	444	434	-2.3%	1,369	1,207	-11.8%	1.1	1.0	-0.1
Jaguar	24	18	-25.0%	60	43	-28.3%	173	129	-25.4%	0.1	0.1	0.0
Jeep	1,095	1,032	-5.8%	2,855	2,652	-7.1%	7,207	7,164	-0.6%	5.7	5.9	0.2
Kia	462	443	-4.1%	1,122	1,075	-4.2%	2,853	3,297	15.6%	2.2	2.7	0.5
Land Rover	128	95	-25.8%	303	243	-19.8%	844	685	-18.8%	0.7	0.6	-0.1
Lexus	294	241	-18.0%	796	663	-16.7%	2,203	2,009	-8.8%	1.7	1.7	0.0
Lincoln	99	91	-8.1%	274	266	-2.9%	804	806	0.2%	0.6	0.7	0.1
Mazda	339	280	-17.4%	947	769	-18.8%	2,623	2,249	-14.3%	2.1	1.9	-0.2
Mercedes	201	219	9.0%	558	513	-8.1%	1,551	1,488	-4.1%	1.2	1.2	0.0
Mercury	116	96	-17.2%	288	245	-14.9%	790	723	-8.5%	0.6	0.6	0.0
MINI	57	79	38.6%	152	203	33.6%	433	472	9.0%	0.3	0.4	0.1
Mitsubishi	184	145	-21.2%	461	326	-29.3%	1,284	978	-23.8%	1.0	0.8	-0.2
Nissan	1,012	1,050	3.8%	2,830	2,624	-7.3%	7,684	7,494	-2.5%	6.0	6.2	0.2
Pontiac	366	280	-23.5%	1,062	737	-30.6%	3,326	2,309	-30.6%	2.6	1.9	-0.7
Porsche	58	63	8.6%	125	164	31.2%	331	372	12.4%	0.3	0.3	0.0
Saab	66	47	-28.8%	170	130	-23.5%	505	418	-17.2%	0.4	0.3	-0.1
Saturn	252	213	-15.5%	731	553	-24.4%	2,168	1,647	-24.0%	1.7	1.4	-0.3
Subaru	754	617	-18.2%	2,025	1,622	-19.9%	4,868	4,796	-1.5%	3.8	4.0	0.2
Suzuki	109	135	23.9%	311	346	11.3%	944	961	1.8%	0.7	0.8	0.1
Toyota/Scion	1,674	1,645	-1.7%	4,488	4,013	-10.6%	12,169	11,249	-7.6%	9.6	9.3	-0.3
Volkswagen	433	398	-8.1%	1,089	1,104	1.4%	2,866	3,205	11.8%	2.3	2.7	0.4
Volvo	226	184	-18.6%	575	453	-21.2%	1,549	1,273	-17.8%	1.2	1.1	-0.1
Other	49	32	-34.7%	135	92	-31.9%	381	252	-33.9%	0.3	0.2	-0.1

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



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



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WHO ARE MY TOP COMPETITORS? -BY MARKET AREA?

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Experian Automotive is the data provider for Colorado Auto Outlook.