



## Colorado Automobile Dealers Association

### MEMORANDUM

**TO: CADA Members**

**FROM: Tim Jackson**

**DATE: Wednesday, August 8, 2007**

**RE: Colorado Auto Outlook – Second Quarter 2007**

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Enclosed please find the Second Quarter, 2007, issue of the **Colorado Auto Outlook**. New retail car and light truck registrations are predicted to increase 0.4 percent in 2007, compared to the same period in 2006. A 2.1 percent increase is expected in 2008.

The market improved 1.8 percent in the second quarter of this year versus the year earlier. A small decline is predicted for the Fourth Quarter. Currently, compact SUV segments posted the biggest gains in the Colorado market.

The table below shows the top ten market share leaders in Colorado during the first six months of 2006 and 2007, and by comparison the change in market share.

YTD '06 thru June			YTD '07 thru June		
1	Ford	13.5%	1	Toyota	15.6%
2	Toyota	13.3%	2	Ford	10.9%
3	Honda	9.7%	3	Honda	10.4%
4	Chevrolet	9.2%	4	Chevrolet	9.5%
5	Dodge	6.2%	5	Dodge	6.2%
6	Nissan	5.5%	6	Nissan	5.3%
7	Subaru	5.0%	7	Subaru	5.1%
8	Jeep	4.6%	8	Jeep	5.0%
9	GMC	3.5%	9	GMC	3.9%
10	VW	2.8%	10	Hyundai	2.3%

If you have any comments or suggestions on this report for the future, you can reach me at 303.282.1448, via cell phone at 303.667.3995, or email [tim.jackson@cadaonline.org](mailto:tim.jackson@cadaonline.org).