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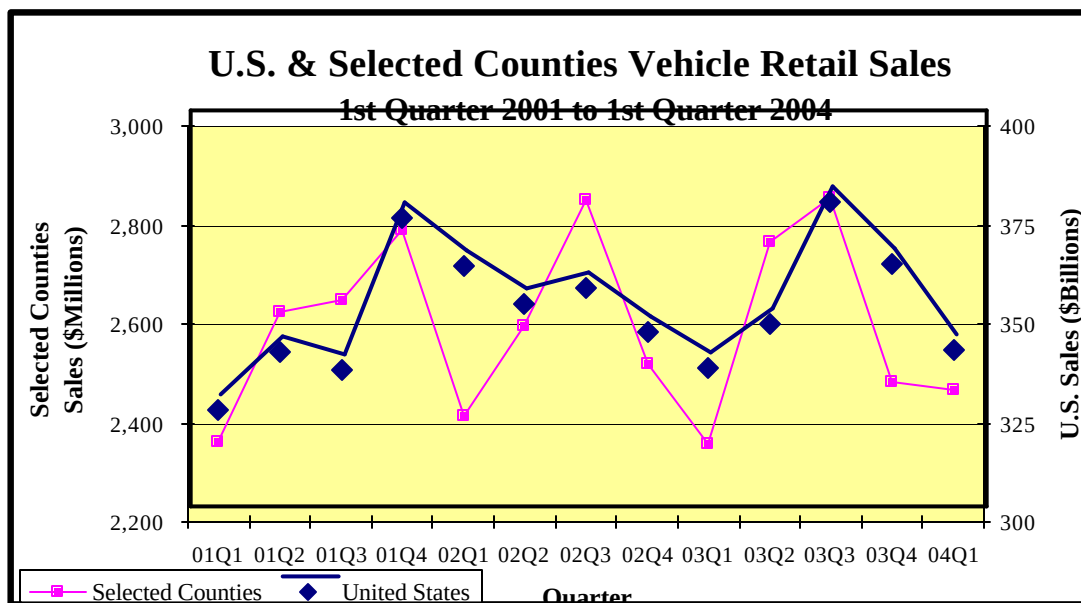
Colorado Motor Vehicle Sales

Selected Counties

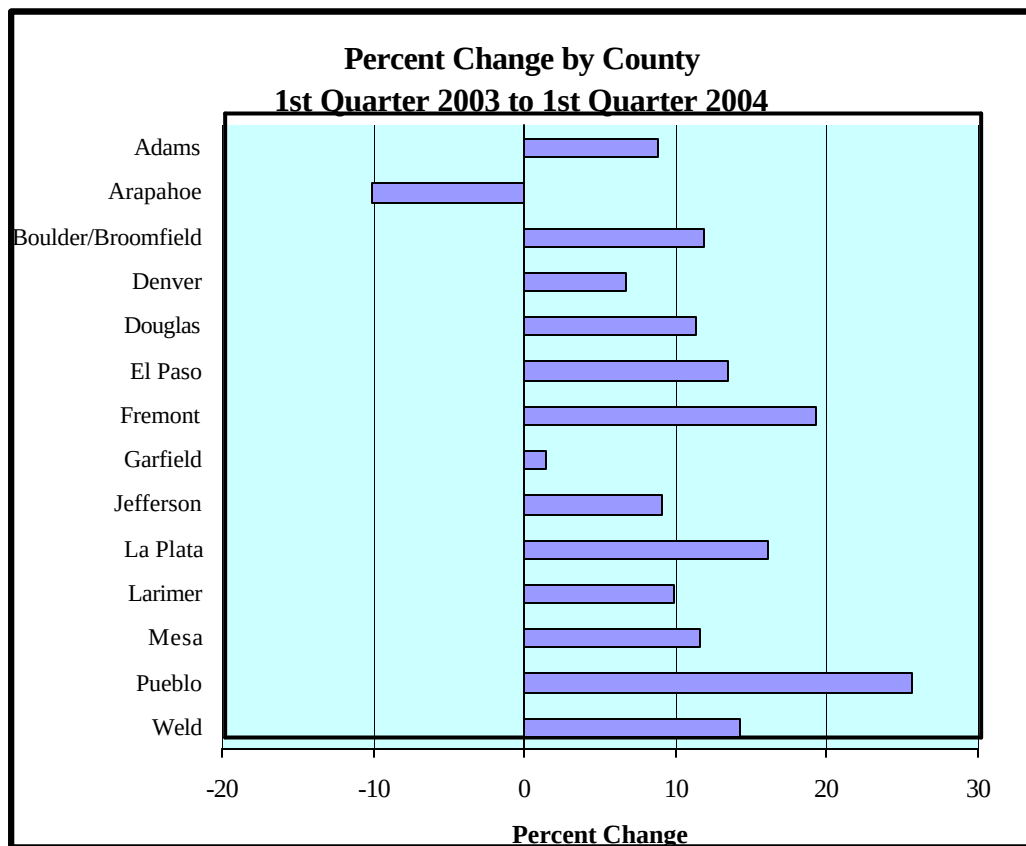
First Quarter 2004

This issue presents data on first quarter 2004 motor vehicle retail sales for each of the seven Denver metro counties and the counties of El Paso, Larimer, Pueblo, Weld, Fremont, Garfield, La Plata, and Mesa. Broomfield County's sales are combined with those in Boulder County. In addition, the graph below compares sales of new and used cars and trucks for the United States as a whole to total sales of the counties listed above for the same period.

Sales of motor vehicles in the counties reviewed decreased 0.6 percent to \$2.47 billion in first quarter 2004 compared to fourth quarter 2003. The data also show that sales of motor vehicles in the counties reviewed increased 4.7 percent in first quarter 2004 over first quarter 2003. Nationally, sales of motor vehicles increased 1.4 percent over last year to about \$343.6 billion. As shown on the next page, Pueblo County, posted the largest increase at 25.7 percent. Arapahoe County posted the largest decrease at -10.0 percent compared to last year.



COUNTY	RETAIL SALES 2004Q1 \$000s	RETAIL SALES 2003Q1 \$000s	PERCENTAGE CHANGE
Adams	\$213,631	\$196,171	8.9%
Arapahoe	638,240	709,445	-10.0
Boulder/Broomfield	186,632	166,775	11.9
Denver	222,815	208,800	6.7
Douglas	84,630	75,996	11.4
El Paso	322,578	284,437	13.4
Fremont	11,668	9,783	19.3
Garfield	37,100	36,598	1.4
Jefferson	300,958	275,725	9.2
La Plata	25,233	21,734	16.1
Larimer	142,172	129,441	9.8
Mesa	79,315	71,062	11.6
Pueblo	76,788	61,110	25.7
Weld	125,189	109,618	14.2
TOTAL	\$2,466,948	\$2,356,694	4.7%



This report is available electronically as a Word document. If you would like to receive the report in electronic format, please contact the Office of Research and Analysis at 303-866-3089 or send an e-mail to ora@spike.dor.state.co.us.