



Office of Research and Analysis
 Colorado Department of Revenue
 (303) 866-3089
 ora@spike.dor.state.co.us

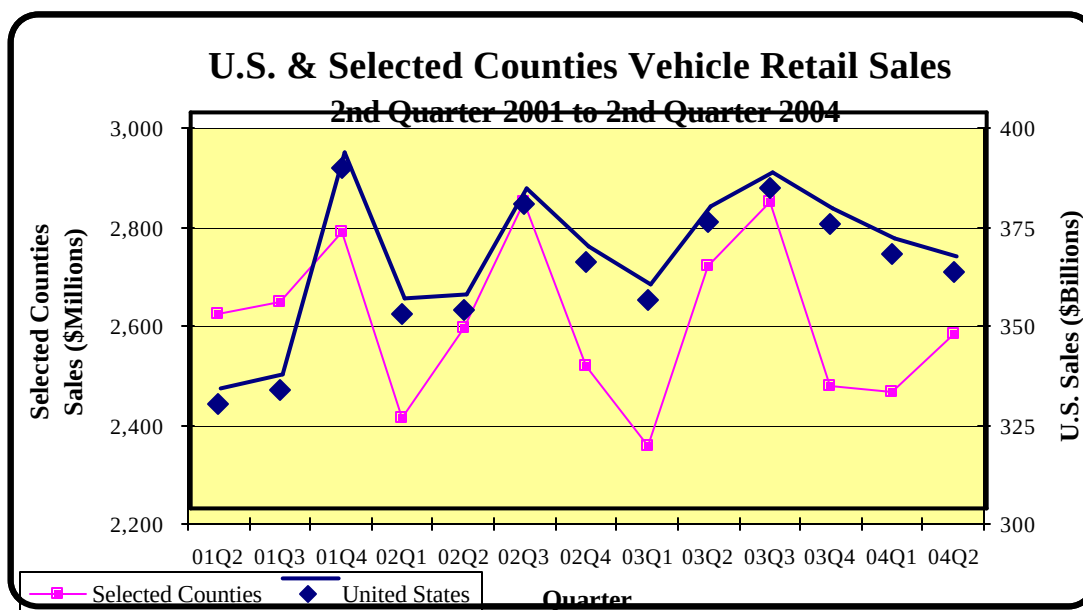
Colorado Motor Vehicle Sales

Selected Counties

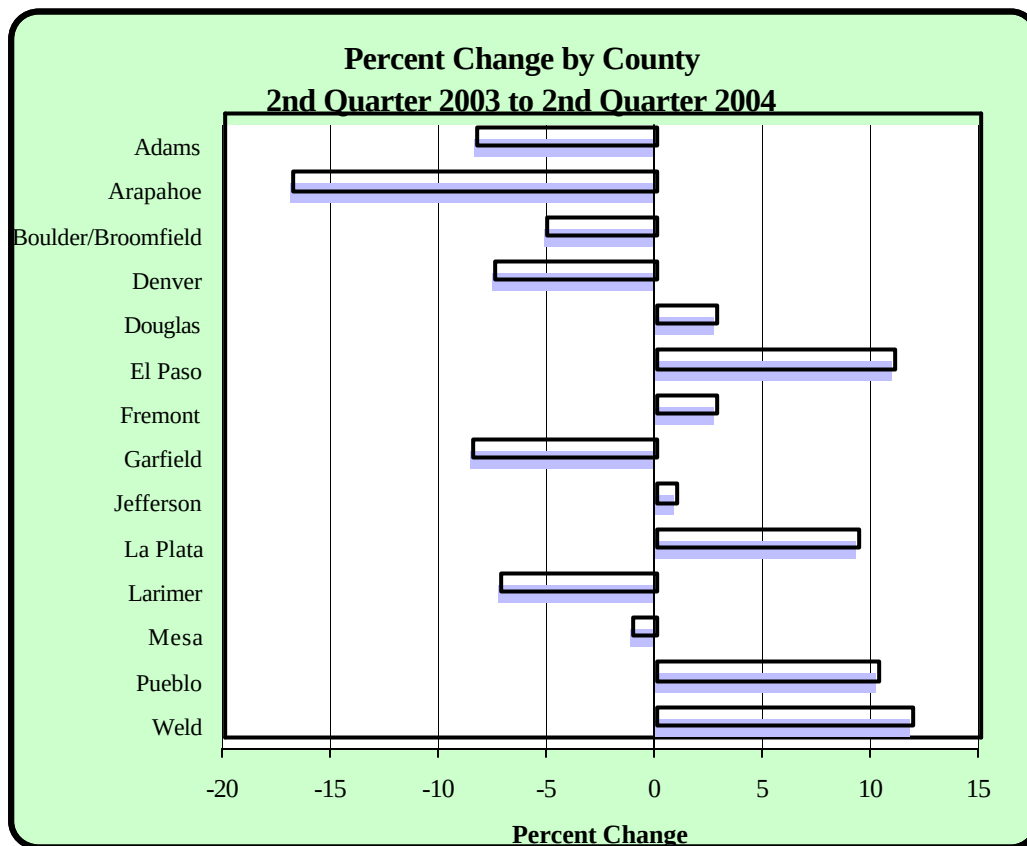
Second Quarter 2004

This issue presents data on second 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 increased 4.8 percent to \$2.59 billion in second quarter 2004 compared to first quarter 2004. The data also show that sales of motor vehicles in the counties reviewed decreased 4.9 percent in second quarter 2004 over second quarter 2003. Nationally, sales of motor vehicles decreased 3.4 percent over last year to about \$363.7 billion. As shown on the next page, Weld County posted the largest increase at 11.8 percent. Arapahoe County posted the largest decrease at -16.8 percent compared to last year.



COUNTY	RETAIL SALES 2004Q2 \$000s	RETAIL SALES 2003Q2 \$000s	PERCENTAGE CHANGE
Adams	\$215,599	\$235,253	-8.4%
Arapahoe	659,612	793,058	-16.8
Boulder/Broomfield	195,688	206,206	-5.1
Denver	231,006	249,772	-7.5
Douglas	92,619	90,091	2.8
El Paso	341,623	307,750	11.0
Fremont	9,935	9,664	2.8
Garfield	40,150	43,878	-8.5
Jefferson	316,678	313,889	0.9
La Plata	27,626	25,259	9.4
Larimer	151,481	163,255	-7.2
Mesa	81,348	82,286	-1.1
Pueblo	79,553	72,119	10.3
Weld	142,189	127,168	11.8
TOTAL	\$2,585,108	\$2,719,650	-4.9%



This report is available electronically as a pdf file on the Department of Revenue's website at http://www.revenue.state.co.us/stats_dir/wrap.asp?incl=retailsalesreport. It is also available as a Word document. If you would like to receive this report in Word, please contact the Office of Research and Analysis at 303-866-3089 or send an e-mail to ora@spike.dor.state.co.us.