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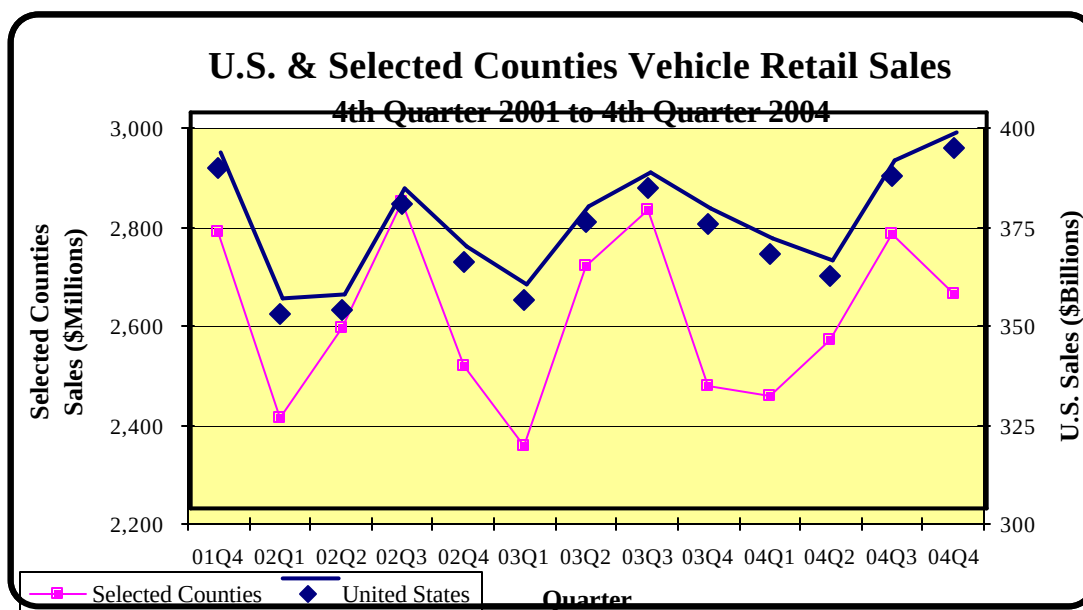
Colorado Motor Vehicle Sales

Selected Counties

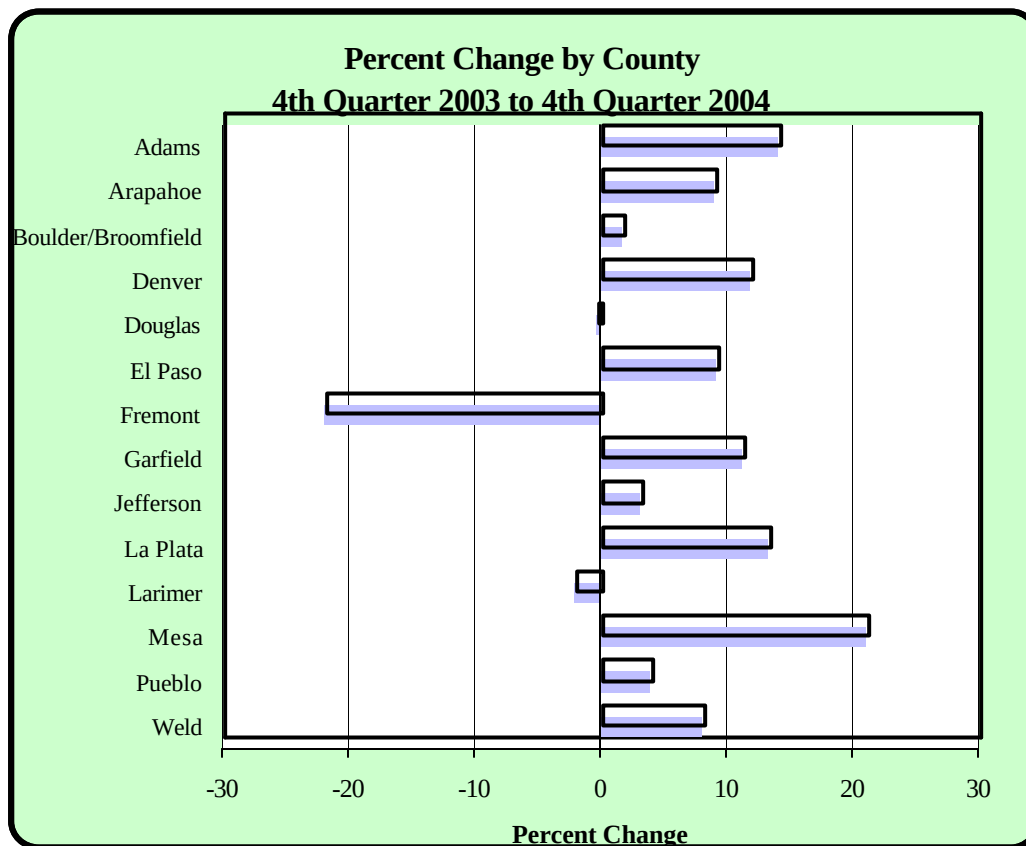
Fourth Quarter 2004

This issue presents data on fourth 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 4.4 percent to \$2.66 billion in fourth quarter 2004 compared to third quarter 2004. The data also show that sales of motor vehicles in the counties reviewed increased 7.6 percent in fourth quarter 2004 over fourth quarter 2003. Nationally, sales of motor vehicles increased 5.1 percent over last year to about \$395 billion. As shown on the next page, Mesa County posted the largest increase at 21.1 percent. Fremont County posted the largest decrease at -21.8 percent compared to last year.



COUNTY	RETAIL SALES 2004Q4 \$000s	RETAIL SALES 2003Q4 \$000s	PERCENTAGE CHANGE
Adams	\$233,233	\$204,448	14.1%
Arapahoe	748,817	686,390	9.1
Boulder/Broomfield	194,205	191,001	1.7
Denver	242,667	216,835	11.9
Douglas	95,893	96,179	-0.3
El Paso	339,286	310,709	9.2
Fremont	9,083	11,619	-21.8
Garfield	48,788	43,854	11.3
Jefferson	302,431	293,044	3.2
La Plata	24,994	22,057	13.3
Larimer	140,844	143,730	-2.0
Mesa	85,237	70,385	21.1
Pueblo	71,486	68,748	4.0
Weld	127,704	118,210	8.0
TOTAL	\$2,664,666	\$2,477,210	7.6%



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.