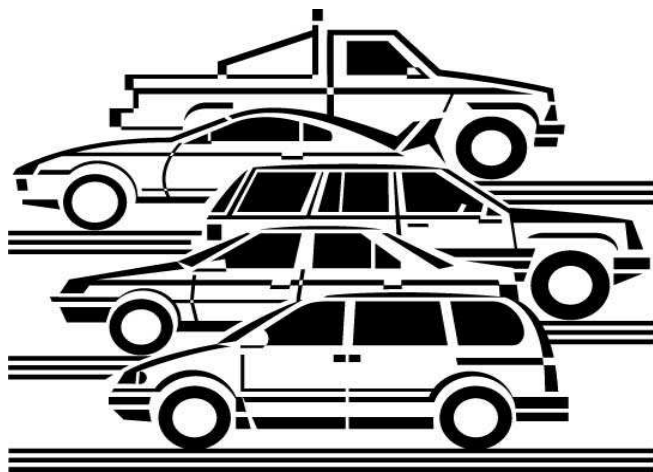




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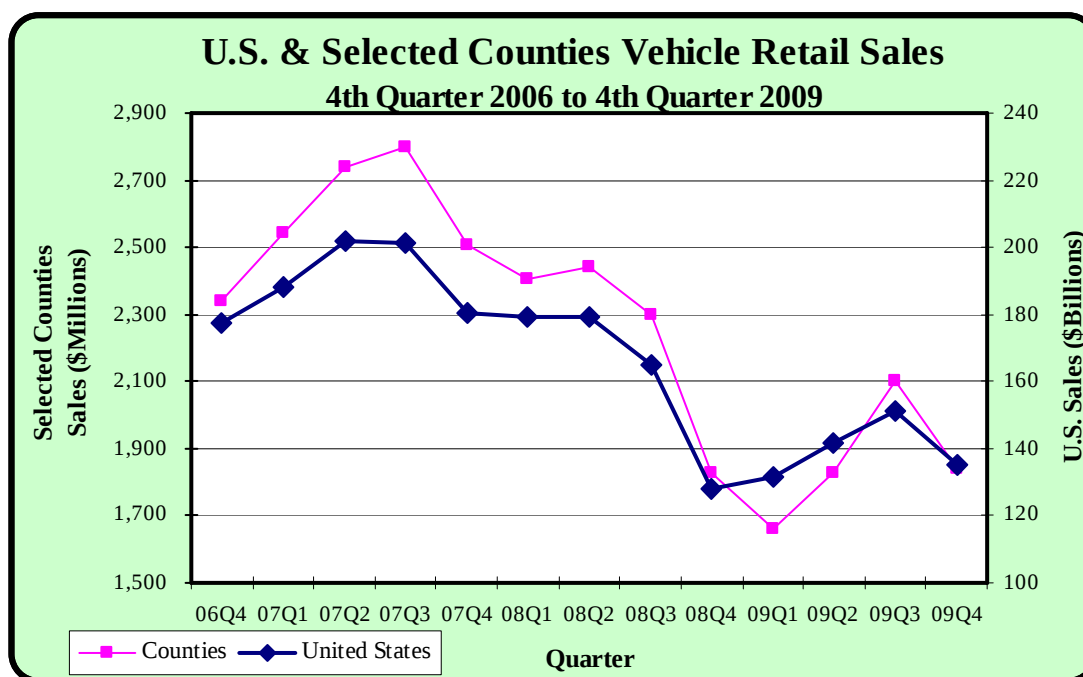
Colorado Motor Vehicle Sales

Selected Counties

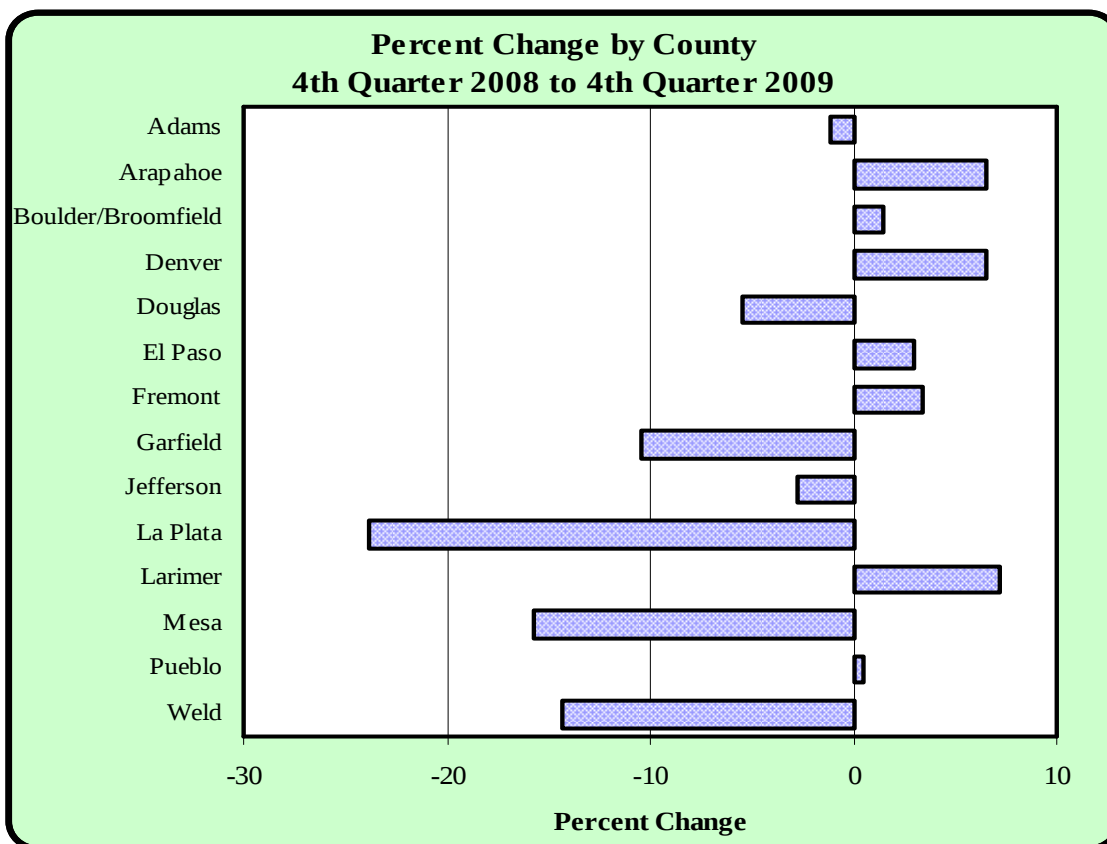
Fourth Quarter 2009

This issue presents data on fourth quarter 2009 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 0.7 percent to \$1.84 billion in fourth quarter 2009 compared to fourth quarter 2008. The data also show that sales of motor vehicles in the counties studied decreased 12.2 percent in fourth quarter 2009 over third quarter 2009 because of the end of the Cash for Clunkers program. Nationally, sales of motor vehicles decreased 5.7 percent over last year to about \$151.1 billion. Four of the 14 counties studied showed double digit decreases over last year. Seven of the 14 counties studied showed increases over last year. The reader should note the source of the national figures has been changed to unadjusted Census Bureau retail sales.



County	Retail Sales 2009Q4 \$000s	Retail Sales 2008Q4 \$000s	Percentage Change
Adams	\$160,889	\$162,708	-1.1%
Arapahoe	446,441	419,014	6.5
Boulder/Broomfield	141,865	139,785	1.5
Denver	178,906	167,851	6.6
Douglas	75,200	79,520	-5.4
El Paso	260,771	253,344	2.9
Fremont	7,676	7,421	3.4
Garfield	37,662	42,038	-10.4
Jefferson	196,565	202,184	-2.8
La Plata	13,793	18,102	-23.8
Larimer	112,837	105,258	7.2
Mesa	56,587	67,162	-15.7
Pueblo	55,988	55,708	0.5
Weld	96,733	109,437	-11.6
Total	\$1,841,915	\$1,829,532	0.7%



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 303-866-5777 or send an e-mail to ora@spike.dor.state.co.us.