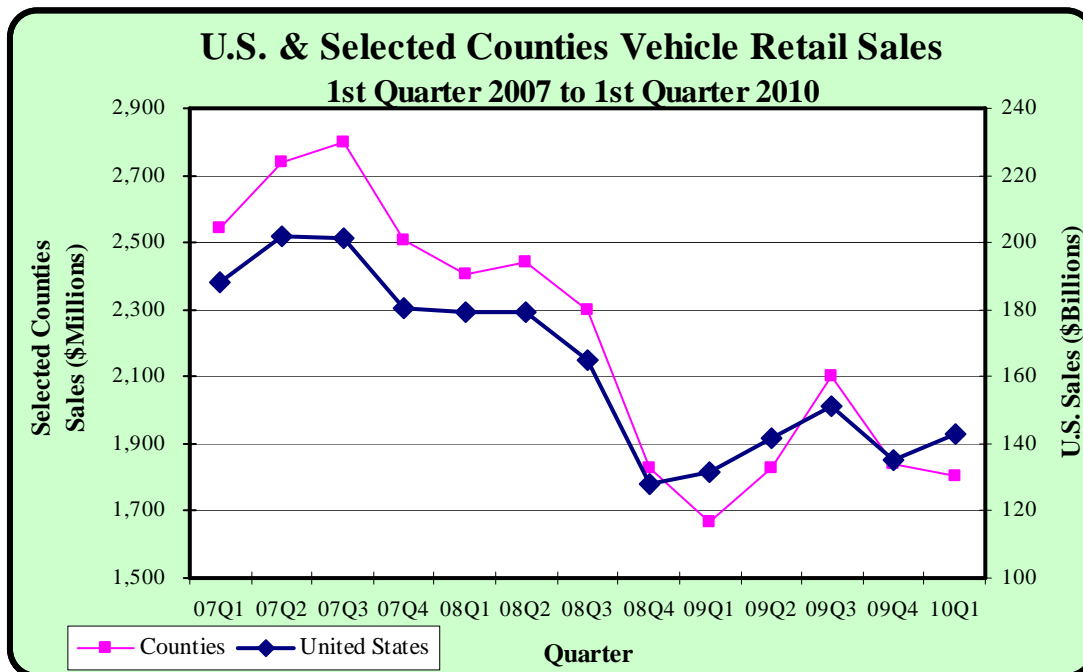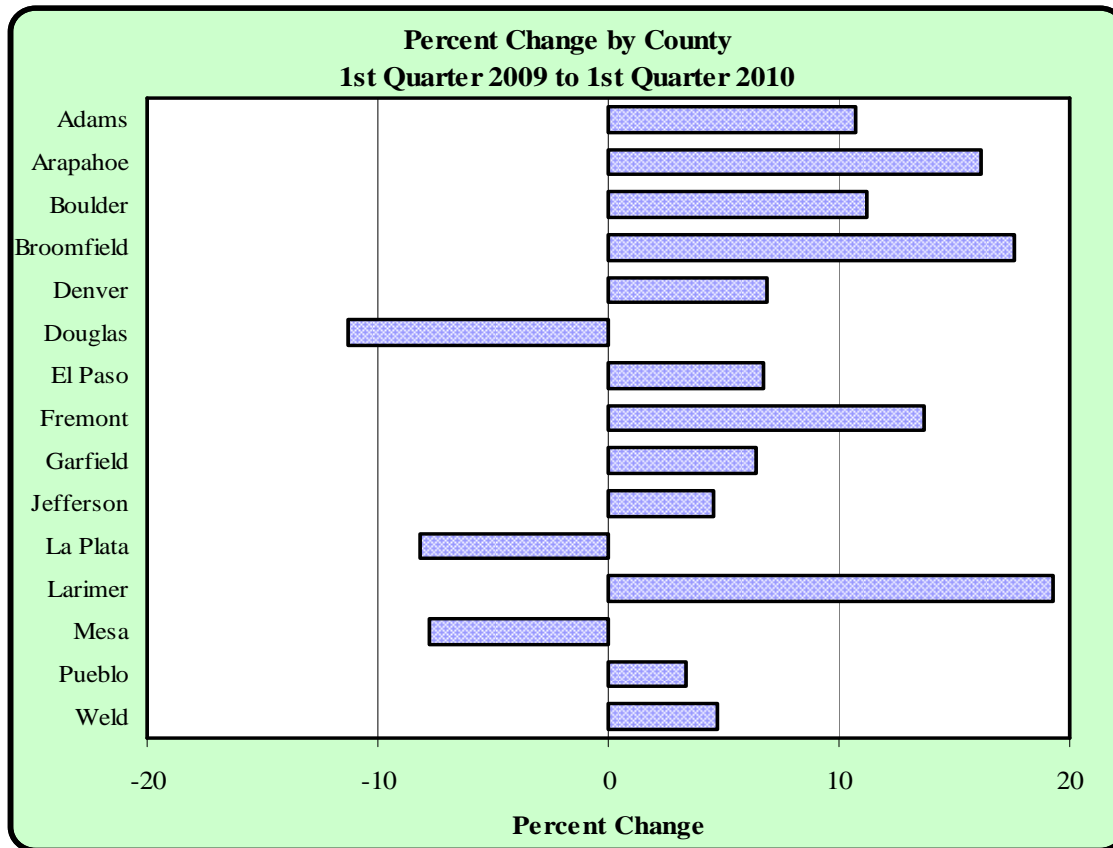# Colorado Motor Vehicle Sales

Selected Counties

First Quarter 2010

This issue presents data on first quarter 2010 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. 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.

Although sales of motor vehicles in the counties reviewed decreased 2.0 percent to $1.8 billion in first quarter 2010 compared to fourth quarter 2009, the data show that sales of motor vehicles in the counties reviewed increased 8.4 percent in first quarter 2010 over first quarter 2009. Nationally, sales of motor vehicles increased in a similar 8.9 percent over the same period last year to about $143.1 billion. Douglas, LaPlata, and Mesa counties showed decreases over the same period last year.

U.S. & Selected Counties Vehicle Retail Sales
1st Quarter 2007 to 1st Quarter 2010

County	Retail Sales 2010Q1 $000s	Retail Sales 2009Q1 $000s	Percentage Change
Adams	$162,936	$147,150	10.7%
Arapahoe	424,138	365,064	16.2
Boulder	114,599	103,053	11.2
Broomfield	26,093	22,194	17.6
Denver	173,248	162,119	6.9
Douglas	64,458	72,623	-11.2
El Paso	263,662	247,017	6.7
Fremont	7,131	6,274	13.7
Garfield	33,238	31,249	6.4
Jefferson	189,394	181,200	4.5
La Plata	14,969	16,302	-8.2
Larimer	113,568	95,235	19.2
Mesa	59,703	64,698	-7.7
Pueblo	57,222	55,351	3.4
Weld	100,290	95,791	4.7
Total	**$1,804,648**	**$1,665,318**	**8.4%**

Percent Change by County
1st Quarter 2009 to 1st Quarter 2010

This report is available electronically as a pdf file on the Department of Revenue's website at http://www.colorado.gov/revenue under Library, Statistical Studies and Reports, Colorado Selected Retail Sales Reports. 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.