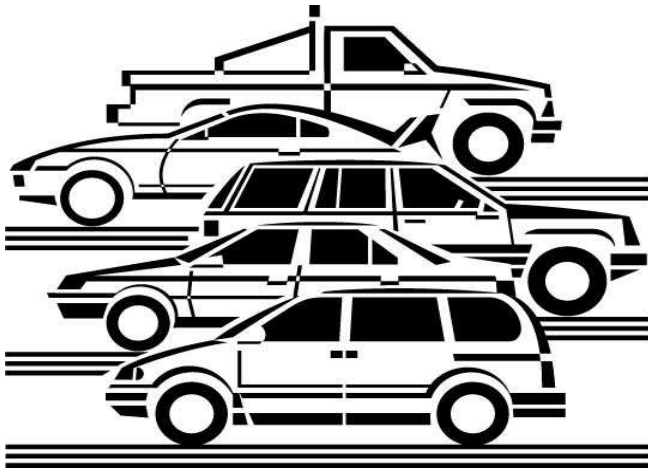




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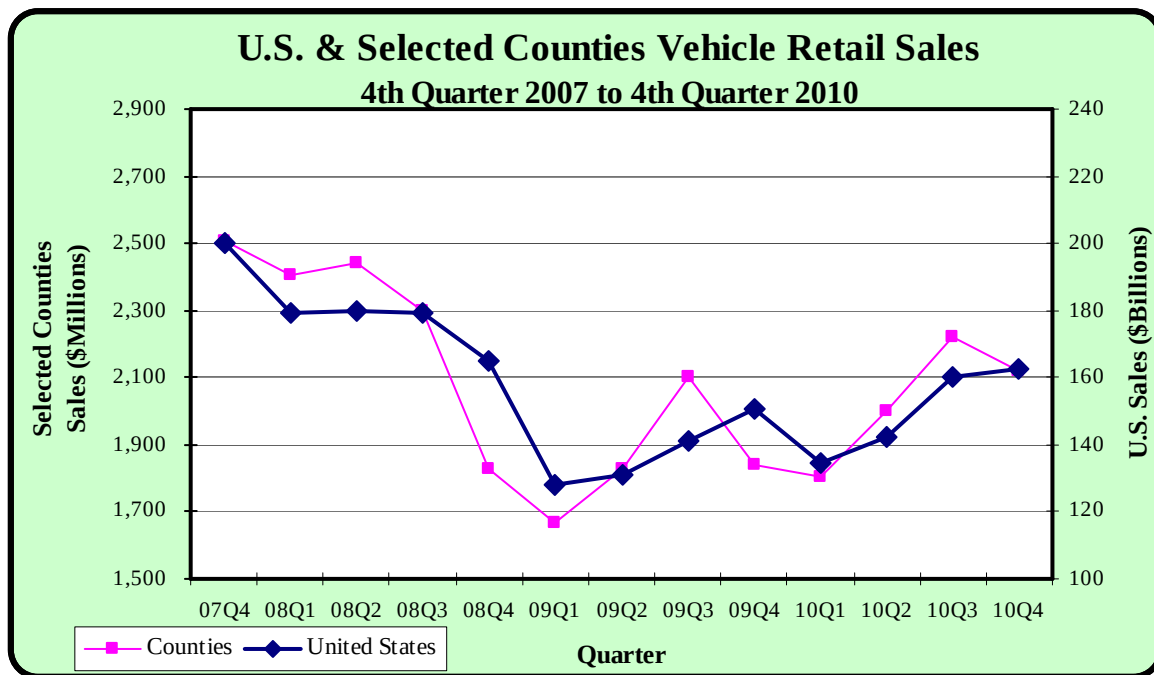
## Colorado Motor Vehicle Sales

### Selected Counties

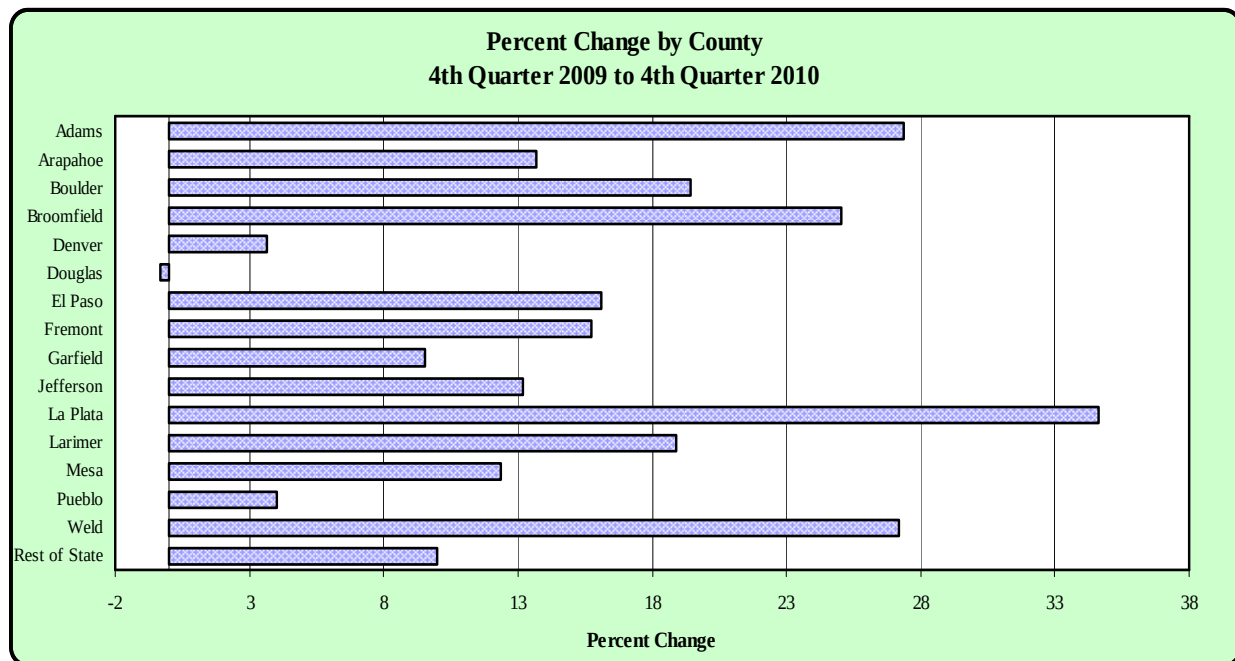
### Fourth Quarter 2010

This issue presents data on fourth 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.

Sales of motor vehicles in the counties reviewed increased 14.9 percent to \$2.12 billion in the fourth quarter 2010 over the same period in the previous year. Nationally, sales of motor vehicles increased by 16.4 percent over the same period last year to about \$156.6 billion. During this period in 2010, all of the selected counties showed positive growth over the same quarter in 2009 except for Douglas county, which had a -0.3% decrease. La Plata, Adams, Weld and Broomfield counties experienced increases all over 25% compared to the same quarter in the previous year.



| County        | Retail Sales<br>2010Q4<br>\$000s | Retail Sales<br>2009Q4<br>\$000s | Percentage<br>Change |
|---------------|----------------------------------|----------------------------------|----------------------|
| Adams         | \$204,915                        | \$160,889                        | 27.4%                |
| Arapahoe      | \$507,463                        | \$446,441                        | 13.7%                |
| Boulder       | \$139,359                        | \$116,696                        | 19.4%                |
| Broomfield    | \$31,475                         | \$25,169                         | 25.1%                |
| Denver        | \$185,443                        | \$178,906                        | 3.7%                 |
| Douglas       | \$74,958                         | \$75,200                         | -0.3%                |
| El Paso       | \$302,807                        | \$260,771                        | 16.1%                |
| Fremont       | \$8,884                          | \$7,676                          | 15.7%                |
| Garfield      | \$41,261                         | \$37,662                         | 9.6%                 |
| Jefferson     | \$222,523                        | \$196,565                        | 13.2%                |
| La Plata      | \$18,571                         | \$13,793                         | 34.6%                |
| Larimer       | \$134,169                        | \$112,837                        | 18.9%                |
| Mesa          | \$63,594                         | \$56,587                         | 12.4%                |
| Pueblo        | \$58,240                         | \$55,988                         | 4.0%                 |
| Weld          | \$123,053                        | \$96,733                         | 27.2%                |
| Rest of State | \$113,673                        | \$103,359                        | 10.0%                |
| <b>Total</b>  | <b>\$2,230,388</b>               | <b>\$1,945,274</b>               | <b>14.7%</b>         |



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](mailto:ora@spike.dor.state.co.us).