

# Colorado Auto Outlook™

Comprehensive information on the Colorado retail vehicle market

Sponsored by:



Colorado Automobile Dealers Association

YTD thru April  
% Change In  
New Retail Market vs.  
Year Earlier



Light trucks

**-6.8%**



Cars

**-30.2%**

## Colorado New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '19 thru April	63,575	18,216	81,791
YTD '20 thru April	59,227	12,719	71,946
<b>% change</b>	<b>-6.8%</b>	<b>-30.2%</b>	<b>-12.0%</b>
Mar. '19 & Apr. '19	28,710	7,781	36,491
Mar. '20 & Apr. '20	21,366	4,262	25,628
<b>% change</b>	<b>-25.6%</b>	<b>-45.2%</b>	<b>-29.8%</b>

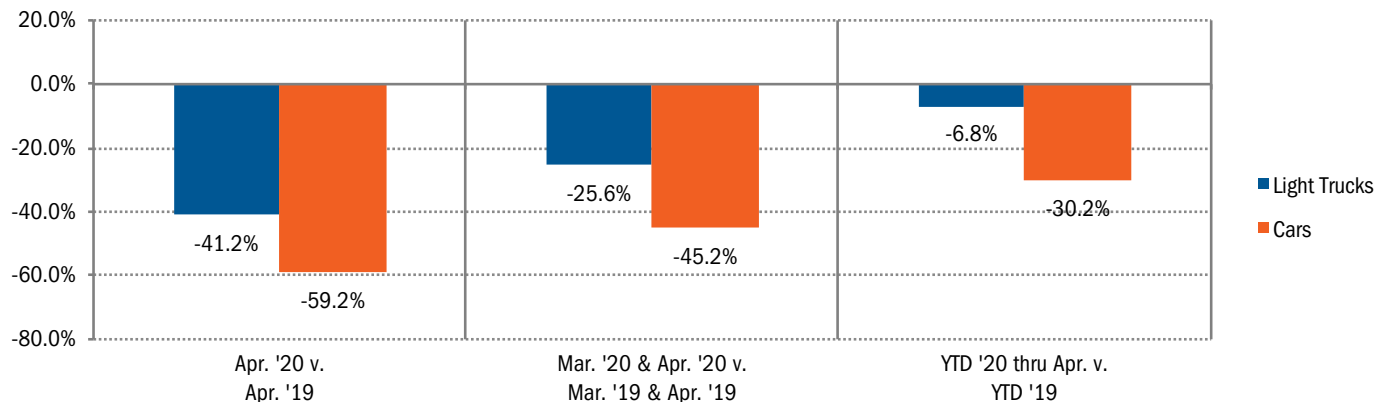
## QUICK FACTS

New vehicle registrations in Colorado declined 29.8% during the past two months (March and April combined) versus the same period a year earlier. April was off by 45%.

The state's new vehicle market declined 12% during the first four months of 2020 versus the same period a year earlier. Light truck registrations fell 6.8%, while passenger cars were down by 30.2%.

Data Source: AutoCount data from Experian.

## Percent Change in Colorado Light Truck and Car Registrations



Data Source: AutoCount data from Experian.

## Data Information

Data presented in Auto Outlook measures new retail vehicle registrations in Colorado. Monthly recording of registrations occurs when vehicle title information is processed, which may differ from date of sale. Title recording can occasionally be subject to processing delays by governmental agencies. For this reason, the year-to-date figures will typically be more reflective of market results Data Source: AutoCount data from Experian.

**Change in New Retail  
Light Vehicle Registrations  
YTD 2020 thru Apr. vs.  
YTD 2019**

**DOMESTIC  
BRANDS**

 **DOWN  
12.7%**

**EUROPEAN  
BRANDS**

 **DOWN  
11.6%**

**JAPANESE  
BRANDS**

 **DOWN  
13.2%**

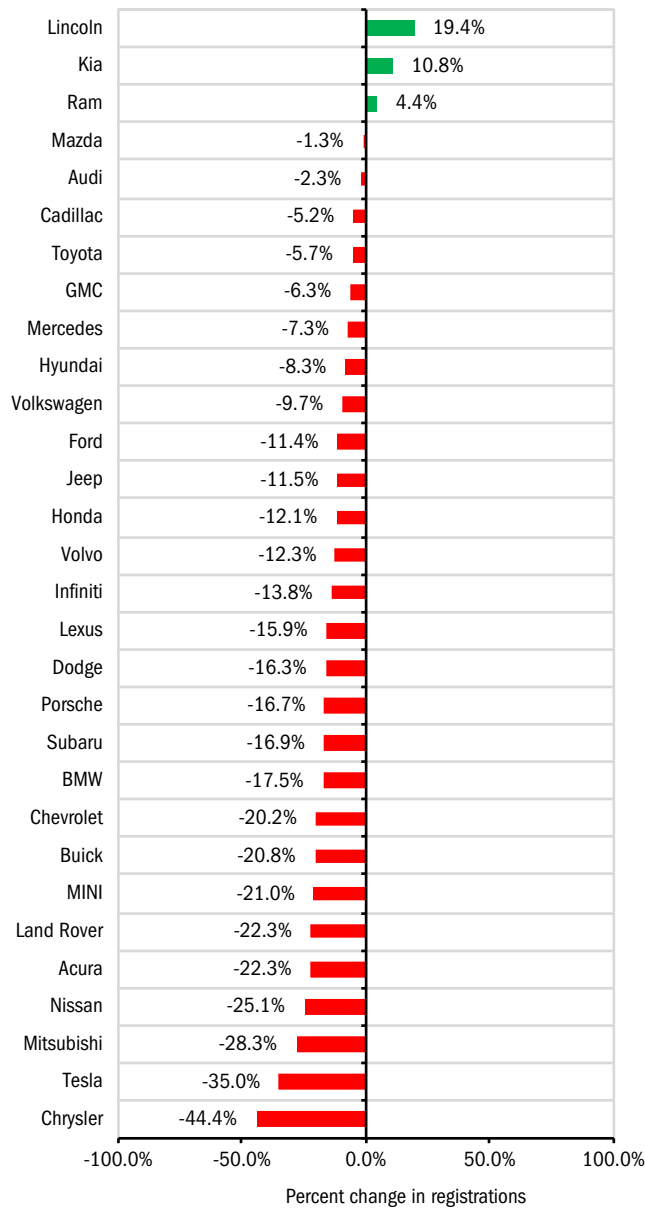
**KOREAN  
BRANDS**

 **DOWN  
0.6%**

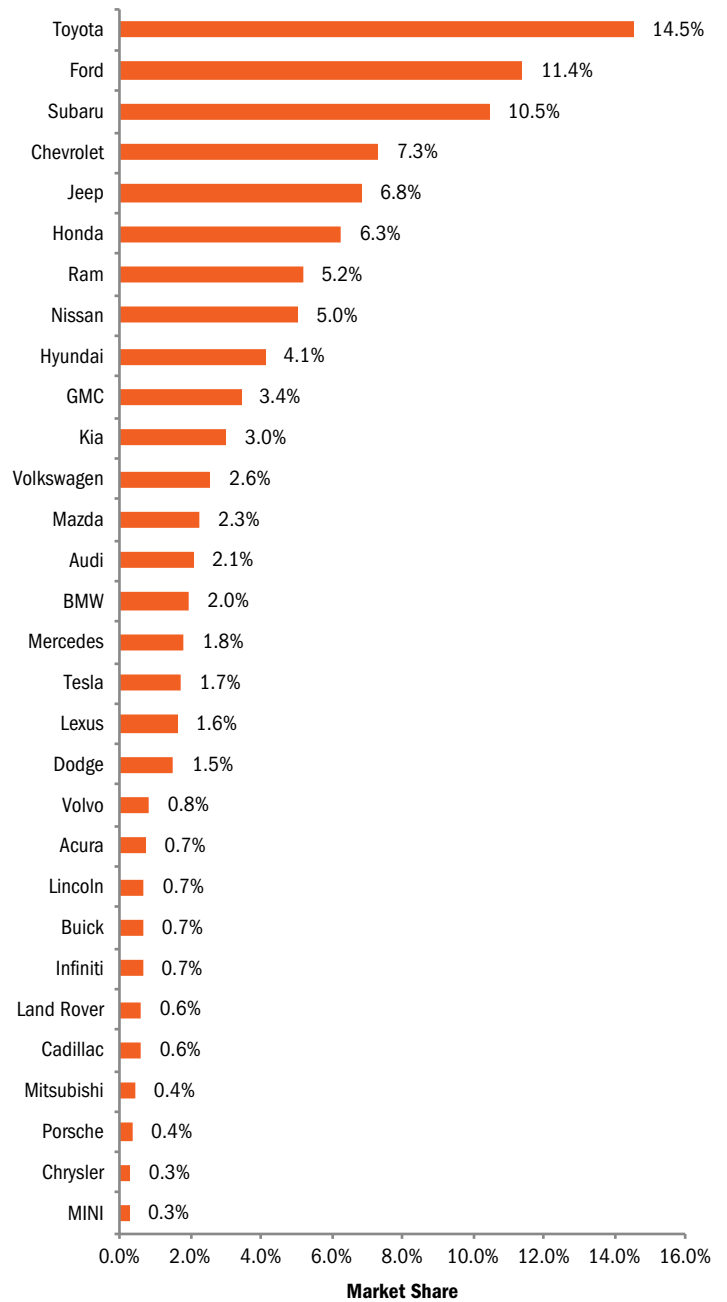
Colorado New Retail Car and Light Truck Registrations									
	Two Month Period Mar. '20 and Apr. '20			YTD thru April			YTD Market Share		
	2019	2020	% chg.	2019	2020	% chg.	2019	2020	Chg.
<b>MARKET SUMMARY</b>									
TOTAL	36,491	25,628	-29.8%	81,791	71,946	-12.0%			
Cars	7,781	4,262	-45.2%	18,216	12,719	-30.2%	22.3	17.7	-4.6
Light Trucks	28,710	21,366	-25.6%	63,575	59,227	-6.8%	77.7	82.3	4.6
Domestic	14,360	10,031	-30.1%	32,762	28,587	-12.7%	40.1	39.7	-0.3
European	4,095	2,790	-31.9%	8,944	7,904	-11.6%	10.9	11.0	0.1
Japanese	15,682	10,766	-31.3%	34,866	30,269	-13.2%	42.6	42.1	-0.6
Korean	2,354	2,041	-13.3%	5,219	5,186	-0.6%	6.4	7.2	0.8
<b>BRAND REGISTRATIONS</b>									
Acura	339	163	-51.9%	694	539	-22.3%	0.8	0.7	-0.1
Alfa Romeo	49	24	-51.0%	93	50	-46.2%	0.1	0.1	0.0
Audi	696	528	-24.1%	1,547	1,512	-2.3%	1.9	2.1	0.2
BMW	837	408	-51.3%	1,722	1,421	-17.5%	2.1	2.0	-0.1
Buick	260	161	-38.1%	611	484	-20.8%	0.7	0.7	-0.1
Cadillac	185	135	-27.0%	464	440	-5.2%	0.6	0.6	0.0
Chevrolet	2,988	1,963	-34.3%	6,603	5,267	-20.2%	8.1	7.3	-0.8
Chrysler	171	78	-54.4%	394	219	-44.4%	0.5	0.3	-0.2
Dodge	620	341	-45.0%	1,317	1,102	-16.3%	1.6	1.5	-0.1
FIAT	8	5	-37.5%	32	17	-46.9%	0.0	0.0	0.0
Ford	4,193	2,995	-28.6%	9,258	8,198	-11.4%	11.3	11.4	0.1
Genesis	10	11	10.0%	24	47	95.8%	0.0	0.1	0.0
GMC	1,104	867	-21.5%	2,634	2,467	-6.3%	3.2	3.4	0.2
Honda	2,263	1,631	-27.9%	5,128	4,509	-12.1%	6.3	6.3	0.0
Hyundai	1,403	1,118	-20.3%	3,227	2,958	-8.3%	3.9	4.1	0.2
Infiniti	202	152	-24.8%	549	473	-13.8%	0.7	0.7	0.0
Jaguar	69	55	-20.3%	150	139	-7.3%	0.2	0.2	0.0
Jeep	2,578	1,788	-30.6%	5,562	4,925	-11.5%	6.8	6.8	0.0
Kia	941	912	-3.1%	1,968	2,181	10.8%	2.4	3.0	0.6
Land Rover	258	151	-41.5%	570	443	-22.3%	0.7	0.6	-0.1
Lexus	585	388	-33.7%	1,399	1,177	-15.9%	1.7	1.6	-0.1
Lincoln	210	197	-6.2%	422	504	19.4%	0.5	0.7	0.2
Maserati	18	9	-50.0%	35	21	-40.0%	0.0	0.0	0.0
Mazda	750	585	-22.0%	1,657	1,635	-1.3%	2.0	2.3	0.2
Mercedes	681	532	-21.9%	1,413	1,310	-7.3%	1.7	1.8	0.1
MINI	112	62	-44.6%	257	203	-21.0%	0.3	0.3	0.0
Mitsubishi	203	106	-47.8%	446	320	-28.3%	0.5	0.4	-0.1
Nissan	2,122	1,177	-44.5%	4,844	3,630	-25.1%	5.9	5.0	-0.9
Other	23	20	-13.0%	50	51	2.0%	0.1	0.1	0.0
Porsche	159	103	-35.2%	323	269	-16.7%	0.4	0.4	0.0
Ram	1,597	1,311	-17.9%	3,571	3,729	4.4%	4.4	5.2	0.8
Subaru	4,172	2,815	-32.5%	9,059	7,524	-16.9%	11.1	10.5	-0.6
Tesla	454	195	-57.0%	1,926	1,252	-35.0%	2.4	1.7	-0.6
Toyota	5,046	3,749	-25.7%	11,090	10,462	-5.7%	13.6	14.5	1.0
Volkswagen	867	663	-23.5%	2,062	1,863	-9.7%	2.5	2.6	0.1
Volvo	318	230	-27.7%	690	605	-12.3%	0.8	0.8	0.0

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**Percent Change in Brand Registrations  
YTD 2020 thru April v. YTD 2019  
(Top 30 selling brands)**



**Colorado Market Share  
YTD 2020 thru April  
(Top 30 selling brands in state)**



**Registrations increased for three brands so far this year: Lincoln, Kia, and Ram**

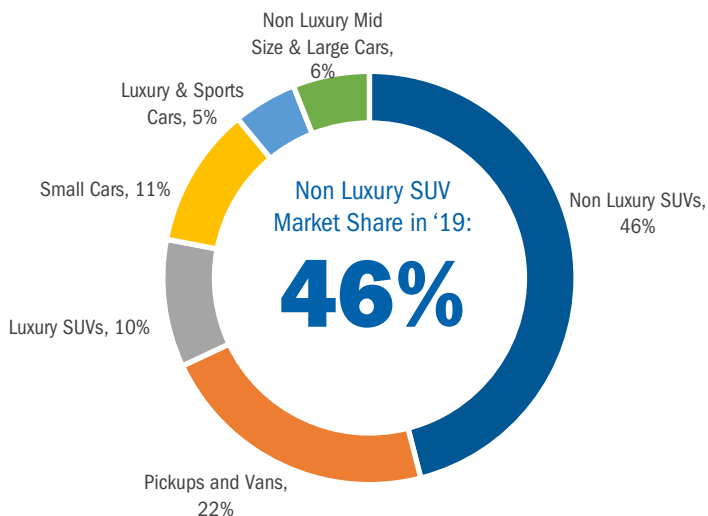


**Toyota, Ford, Subaru, Chevrolet, and Jeep were market share leaders in Colorado**

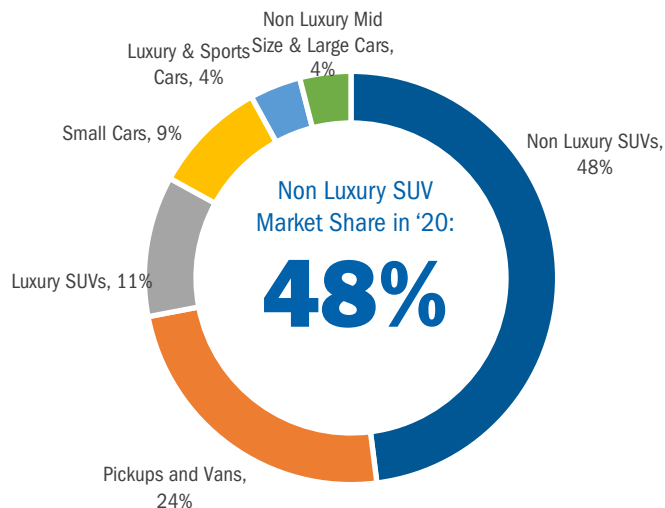
Data Source: AutoCount data from Experian.

**VEHICLE SEGMENTS**

**Segment Market Shares  
YTD 2019 thru April**



**Segment Market Shares  
YTD 2020 thru April**

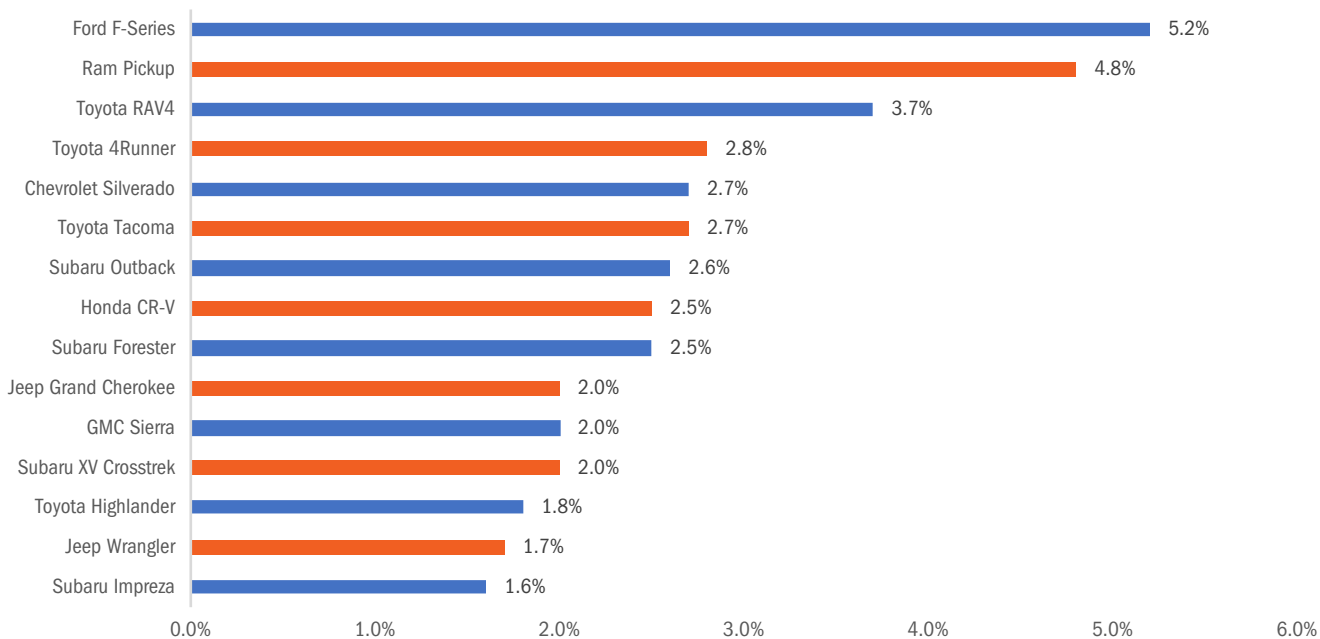


Data Source: AutoCount data from Experian.

The two graphs above show market shares for primary segments during the first four months of 2019 and 2020.

**TOP SELLING MODELS**

**Market Share for Top 15 Selling Models in Colorado New Vehicle Market - YTD 2020 thru April**



Data Source: AutoCount data from Experian.