

# Colorado Auto Outlook™

Comprehensive information on the Colorado new and used vehicle market

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YTD '19 thru August  
% Change In  
New Retail Market vs.  
Year Earlier

Colorado  
**-2.6%**

U.S.  
**-2.6%**

## Colorado and U.S. New Retail Light Vehicle Registrations

	Colorado	U.S.
YTD thru Aug. '18	135,359	9,307,464
YTD thru Aug. '19*	131,874	9,062,556
<b>% change</b>	<b>-2.6%</b>	<b>-2.6%</b>
June '18 thru Aug. '18	52,989	3,661,901
June '19 thru Aug. '19*	52,255	3,669,482
<b>% change</b>	<b>-1.4%</b>	<b>0.2%</b>

## QUICK FACTS

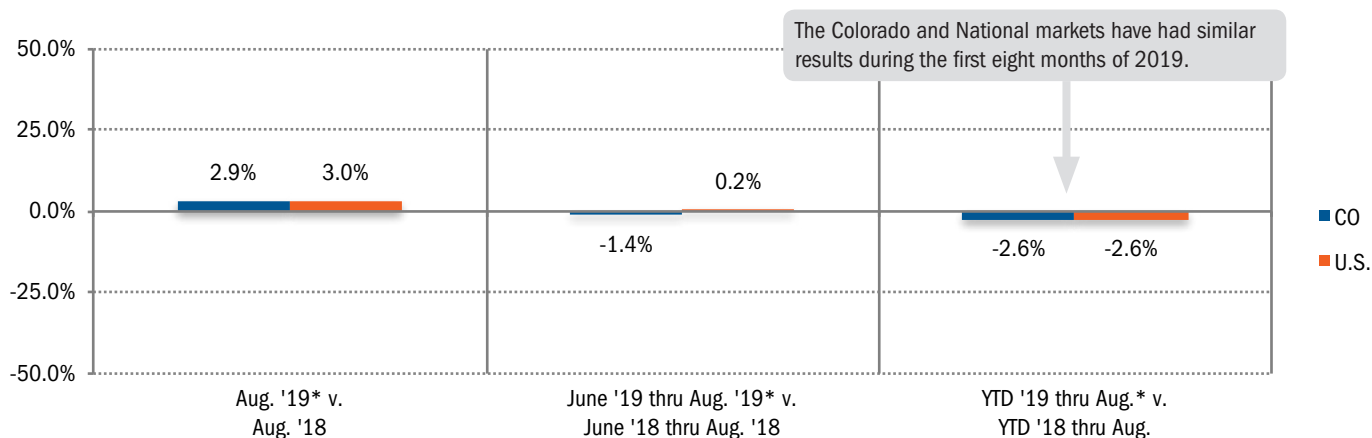
State new vehicle market declined 2.6% during the first eight months of 2019 versus a year earlier. U.S. market was also off 2.6%.

Light truck registrations in the state declined 0.5% so far this year, while passenger cars were off 13.5%

Used vehicle registrations increased 7.9% during the first seven months of this year (only includes vehicles seven years old or newer.)

\*Figures for August 2019 were estimated by Auto Outlook. Data Source: IHS.

## Percent Change in Colorado and U.S. New Vehicle Markets



\*August 2019 figures were estimated by Auto Outlook.

Data Source: IHS.

## Data Information

All data represents new and used retail registrations in Colorado and excludes fleet transactions. Year-to-date figures are more reflective of market results.

Data Source: IHS.

**Change in YTD  
New Retail Light Vehicle  
Registrations**

**LIGHT TRUCKS**



**DOWN  
0.5%**

**PASSENGER CARS**

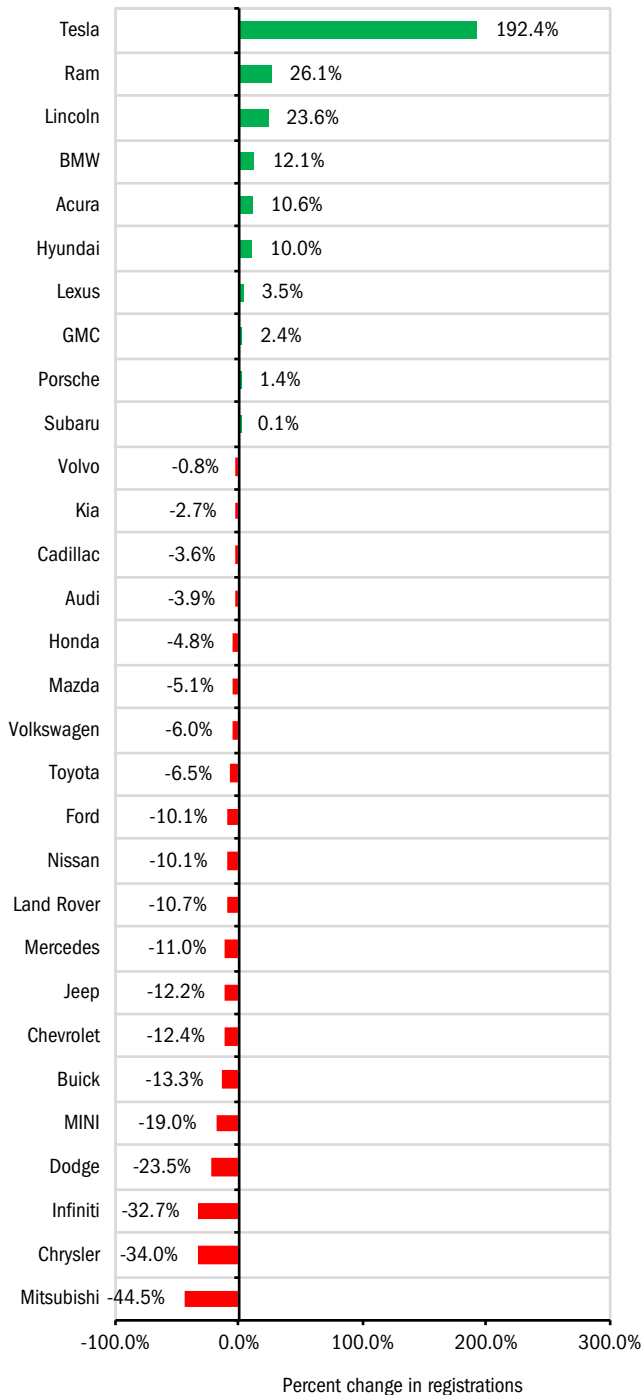


**DOWN  
13.5%**

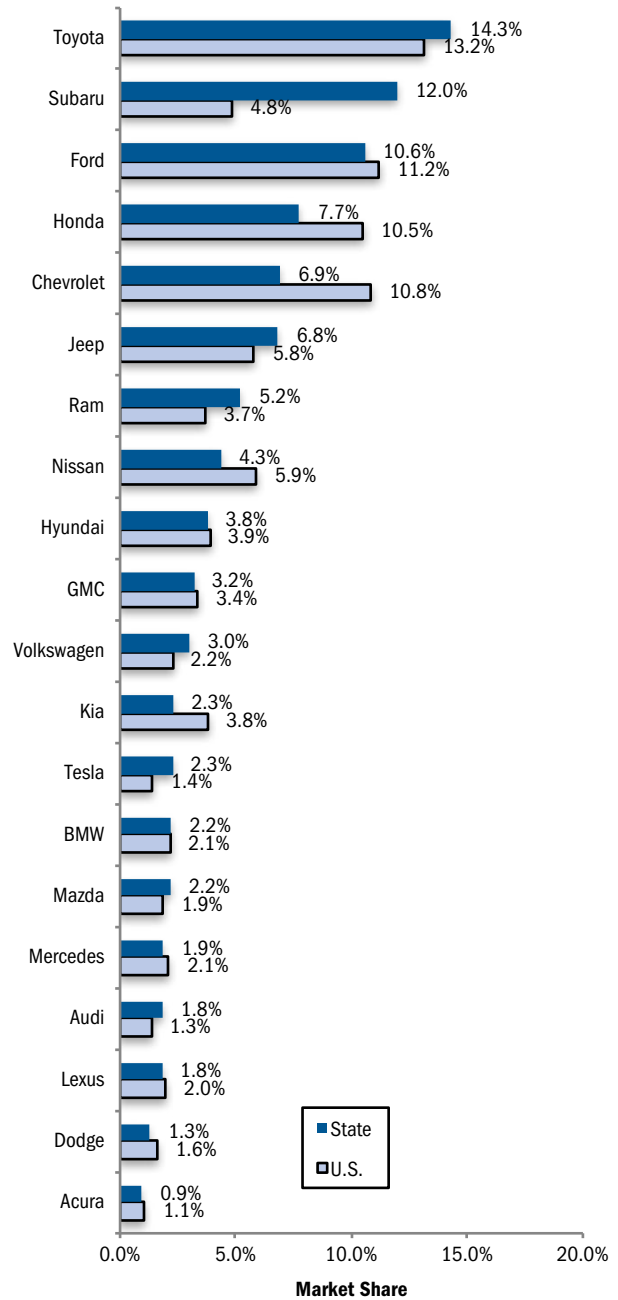
Colorado New Retail Car and Light Truck Registrations												
	July			Three Month Period May '19 thru July '19			YTD thru July			YTD Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2018	2019	% chg.	2018	2019	% chg.	2018	2019	% chg.	2018	2019	Chg.
<b>MARKET SUMMARY</b>												
TOTAL	17,025	17,052	0.2%	53,231	49,823	-6.4%	117,062	113,039	-3.4%			
Cars	3,932	3,390	-13.8%	12,615	10,052	-20.3%	26,586	22,993	-13.5%	22.7	20.3	-2.4
Light Trucks	13,093	13,662	4.3%	40,616	39,771	-2.1%	90,476	90,046	-0.5%	77.3	79.7	2.4
Domestic	6,487	6,547	0.9%	20,438	19,183	-6.1%	44,580	43,402	-2.6%	38.1	38.4	0.3
European	1,833	1,916	4.5%	5,850	5,672	-3.0%	13,623	13,096	-3.9%	11.6	11.6	-0.1
Japanese	7,610	7,459	-2.0%	23,778	21,709	-8.7%	52,197	49,673	-4.8%	44.6	43.9	-0.6
Korean	1,095	1,130	3.2%	3,165	3,259	3.0%	6,662	6,868	3.1%	5.7	6.1	0.4
<b>BRAND REGISTRATIONS</b>												
Acura	154	161	4.5%	429	455	6.1%	953	1,054	10.6%	0.8	0.9	0.1
Alfa Romeo	22	17	-22.7%	68	41	-39.7%	150	122	-18.7%	0.1	0.1	0.0
Audi	278	327	17.6%	955	923	-3.4%	2,140	2,056	-3.9%	1.8	1.8	0.0
BMW	300	337	12.3%	919	1,082	17.7%	2,229	2,499	12.1%	1.9	2.2	0.3
Buick	139	115	-17.3%	423	384	-9.2%	1,058	917	-13.3%	0.9	0.8	-0.1
Cadillac	71	70	-1.4%	262	243	-7.3%	582	561	-3.6%	0.5	0.5	0.0
Chevrolet	1,260	1,128	-10.5%	3,943	3,358	-14.8%	8,913	7,811	-12.4%	7.6	6.9	-0.7
Chrysler	71	40	-43.7%	214	133	-37.9%	450	297	-34.0%	0.4	0.3	-0.1
Dodge	267	198	-25.8%	899	578	-35.7%	1,888	1,445	-23.5%	1.6	1.3	-0.3
FIAT	16	6	-62.5%	59	25	-57.6%	119	52	-56.3%	0.1	0.0	-0.1
Ford	1,961	1,801	-8.2%	6,218	5,301	-14.7%	13,278	11,942	-10.1%	11.3	10.6	-0.8
Genesis	6	8	33.3%	28	15	-46.4%	68	27	-60.3%	0.1	0.0	0.0
GMC	527	522	-0.9%	1,585	1,590	0.3%	3,509	3,592	2.4%	3.0	3.2	0.2
Honda	1,307	1,318	0.8%	4,376	3,797	-13.2%	9,192	8,750	-4.8%	7.9	7.7	-0.1
Hyundai	724	701	-3.2%	1,950	2,011	3.1%	3,863	4,251	10.0%	3.3	3.8	0.5
Infiniti	85	86	1.2%	319	209	-34.5%	701	472	-32.7%	0.6	0.4	-0.2
Jaguar	30	33	10.0%	80	98	22.5%	178	218	22.5%	0.2	0.2	0.0
Jeep	1,258	1,199	-4.7%	4,013	3,406	-15.1%	8,784	7,714	-12.2%	7.5	6.8	-0.7
Kia	359	421	17.3%	1,159	1,233	6.4%	2,663	2,590	-2.7%	2.3	2.3	0.0
Land Rover	93	90	-3.2%	305	260	-14.8%	730	652	-10.7%	0.6	0.6	0.0
Lexus	283	336	18.7%	910	878	-3.5%	1,960	2,029	3.5%	1.7	1.8	0.1
Lincoln	68	88	29.4%	240	278	15.8%	535	661	23.6%	0.5	0.6	0.1
Maserati	7	8	14.3%	29	18	-37.9%	60	49	-18.3%	0.1	0.0	0.0
Mazda	380	374	-1.6%	1,140	1,115	-2.2%	2,587	2,455	-5.1%	2.2	2.2	0.0
Mercedes	315	283	-10.2%	938	890	-5.1%	2,370	2,110	-11.0%	2.0	1.9	-0.2
MINI	72	85	18.1%	216	219	1.4%	505	409	-19.0%	0.4	0.4	-0.1
Mitsubishi	94	34	-63.8%	247	93	-62.3%	508	282	-44.5%	0.4	0.2	-0.2
Nissan	787	669	-15.0%	2,459	1,943	-21.0%	5,454	4,902	-10.1%	4.7	4.3	-0.3
Other	19	16	-15.8%	75	43	-42.7%	173	88	-49.1%	0.1	0.1	-0.1
Porsche	68	72	5.9%	229	224	-2.2%	503	510	1.4%	0.4	0.5	0.0
Ram	681	986	44.8%	2,145	2,803	30.7%	4,681	5,902	26.1%	4.0	5.2	1.2
Subaru	1,946	1,960	0.7%	5,982	5,796	-3.1%	13,519	13,530	0.1%	11.5	12.0	0.4
Tesla	179	399	122.9%	481	1,107	130.1%	872	2,550	192.4%	0.7	2.3	1.5
Toyota	2,573	2,520	-2.1%	7,913	7,421	-6.2%	17,318	16,195	-6.5%	14.8	14.3	-0.5
Volkswagen	473	507	7.2%	1,582	1,422	-10.1%	3,601	3,385	-6.0%	3.1	3.0	-0.1
Volvo	152	137	-9.9%	441	431	-2.3%	968	960	-0.8%	0.8	0.8	0.0

Top ten brands shaded gray. Data Source: IHS.

**Percent Change in Brand Registrations  
YTD 2019 thru July vs. YTD 2018  
(Top 30 selling brands)**



**Colorado and U.S. Market Share  
YTD 2019 thru July  
(Top 20 selling brands in state)**



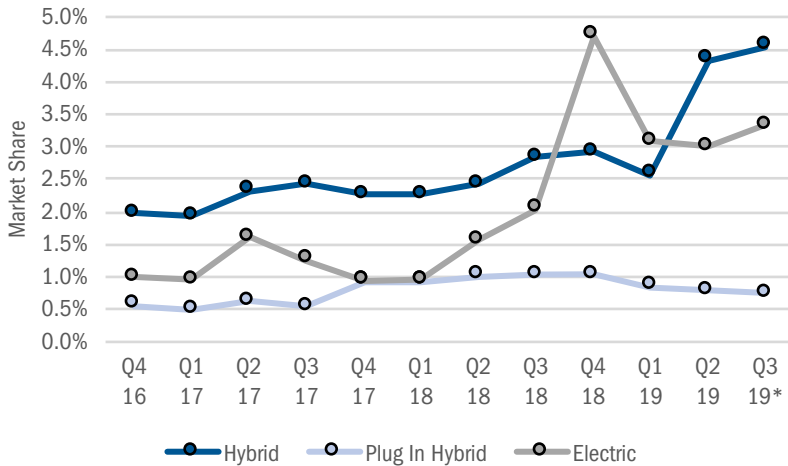
**Registrations increased by more than 10% for Tesla, Ram, Lincoln, BMW, Acura, and Hyundai**



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

**HYBRID AND ELECTRIC VEHICLES**

**Quarterly Alternative Powertrain Market Share  
(includes hybrid and electric vehicles)**



The graph above shows hybrid powertrain and electric vehicle quarterly market share in the state. Third Quarter 2019 includes figures through July. Source: IHS.

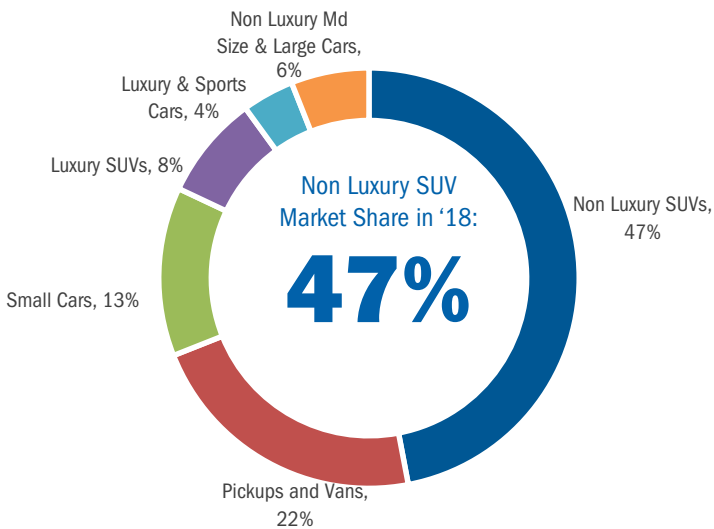
**New Retail Hybrid, Plug In Hybrid, and Electric Vehicle Registrations  
Top 20 Selling Models in Colorado - YTD 2019 thru July**

Rank	Model	Type	Regs.
1	Tesla Model 3	Electric	2104
2	Jeep Wrangler	Hybrid	1073
3	Toyota RAV4	Hybrid	883
4	Nissan Leaf	Electric	633
5	Toyota Highlander	Hybrid	352
6	Lexus RX	Hybrid	335
7	Toyota Prius	Hybrid	266
8	Tesla Model X	Electric	252
9	Toyota Camry	Hybrid	199
10	Tesla Model S	Electric	194
11	Honda Insight	Hybrid	144
12	Chevrolet Bolt	Electric	143
13	Toyota Prius	Plug In	131
14	Honda Accord	Hybrid	118
15	MINI Countryman	Plug In	113
16	Lexus NX	Hybrid	112
17	Chevrolet Volt	Plug In	110
18	Hyundai Ioniq	Hybrid	102
19	Chrysler Pacifica	Plug In	88
20	Kia Niro	Hybrid	84

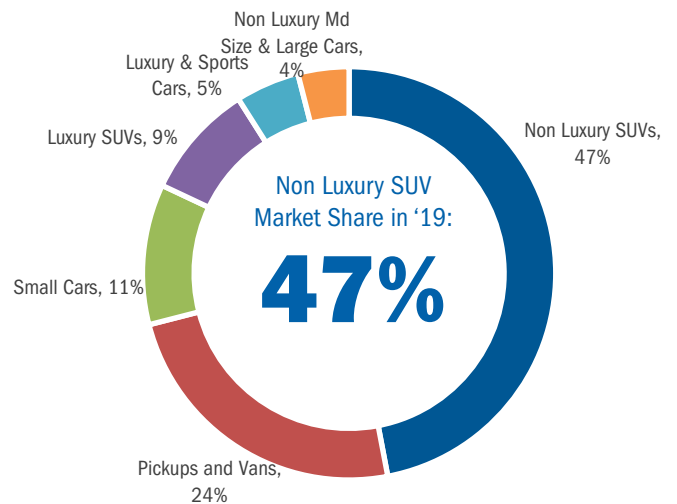
Source: IHS.

**VEHICLE SEGMENTS**

**Segment Market Shares  
YTD 2018 thru July**



**Segment Market Shares  
YTD 2019 thru July**



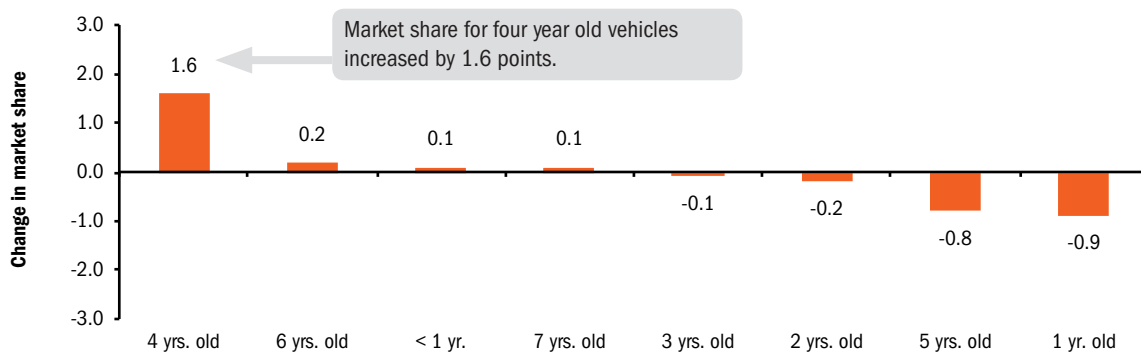
Source: IHS.

The two graphs above show market shares for primary segments during the first seven months of 2018 and 2019.

Colorado Used Retail Car and Light Truck Registrations (only includes vehicles 7 years old or newer)												
	July			Three Month Period May '19 thru July '19			YTD thru July			YTD Market Share (%)		
	2018	2019	% chg.	Yr. Ago	Current	% chg.	2018	2019	% chg.	2018	2019	Chg.
TOTAL	24,020	24,287	1.1%	66,643	68,971	3.5%	150,923	162,775	7.9%			
Acura	238	231	-2.9%	669	618	-7.6%	1,493	1,539	3.1%	1.0	0.9	0.0
Audi	485	536	10.5%	1,349	1,496	10.9%	3,138	3,457	10.2%	2.1	2.1	0.0
BMW	637	683	7.2%	1,669	1,870	12.0%	3,805	4,396	15.5%	2.5	2.7	0.2
Buick	247	197	-20.2%	692	550	-20.5%	1,744	1,352	-22.5%	1.2	0.8	-0.3
Cadillac	263	238	-9.5%	732	650	-11.2%	1,756	1,605	-8.6%	1.2	1.0	-0.2
Chevrolet	2,364	2,375	0.5%	6,732	6,687	-0.7%	15,511	15,507	0.0%	10.3	9.5	-0.8
Chrysler	351	254	-27.6%	915	711	-22.3%	1,989	1,788	-10.1%	1.3	1.1	-0.2
Dodge	1,758	1,767	0.5%	5,039	5,073	0.7%	11,268	11,812	4.8%	7.5	7.3	-0.2
FIAT	49	40	-18.4%	150	117	-22.0%	343	291	-15.2%	0.2	0.2	0.0
Ford	3,408	3,564	4.6%	9,509	10,293	8.2%	21,460	24,456	14.0%	14.2	15.0	0.8
GMC	806	828	2.7%	2,283	2,341	2.5%	5,370	5,522	2.8%	3.6	3.4	-0.2
Honda	1,134	1,099	-3.1%	3,061	3,178	3.8%	6,667	7,026	5.4%	4.4	4.3	-0.1
Hyundai	959	902	-5.9%	2,613	2,591	-0.8%	5,991	6,362	6.2%	4.0	3.9	-0.1
Infiniti	261	298	14.2%	738	821	11.2%	1,773	2,098	18.3%	1.2	1.3	0.1
Jaguar	33	41	24.2%	89	110	23.6%	191	242	26.7%	0.1	0.1	0.0
Jeep	1,623	1,527	-5.9%	4,393	4,401	0.2%	9,857	10,576	7.3%	6.5	6.5	0.0
Kia	784	680	-13.3%	2,173	2,013	-7.4%	4,661	4,694	0.7%	3.1	2.9	-0.2
Land Rover	134	143	6.7%	366	435	18.9%	849	1,128	32.9%	0.6	0.7	0.1
Lexus	431	411	-4.6%	1,199	1,177	-1.8%	2,558	2,972	16.2%	1.7	1.8	0.1
Lincoln	126	137	8.7%	336	378	12.5%	730	875	19.9%	0.5	0.5	0.1
Mazda	395	433	9.6%	1,031	1,215	17.8%	2,211	2,822	27.6%	1.5	1.7	0.3
Mercedes	467	495	6.0%	1,327	1,357	2.3%	2,931	3,160	7.8%	1.9	1.9	0.0
MINI	138	127	-8.0%	372	355	-4.6%	855	785	-8.2%	0.6	0.5	-0.1
Mitsubishi	122	122	0.0%	297	353	18.9%	651	919	41.2%	0.4	0.6	0.1
Nissan	2,053	2,024	-1.4%	5,778	5,872	1.6%	13,123	14,069	7.2%	8.7	8.6	-0.1
Porsche	84	99	17.9%	237	293	23.6%	561	661	17.8%	0.4	0.4	0.0
Subaru	1,506	1,753	16.4%	4,074	4,731	16.1%	9,107	10,602	16.4%	6.0	6.5	0.5
Toyota	2,300	2,358	2.5%	6,438	6,664	3.5%	15,138	15,996	5.7%	10.0	9.8	-0.2
Volkswagen	658	695	5.6%	1,822	1,990	9.2%	3,917	4,609	17.7%	2.6	2.8	0.2
Volvo	138	148	7.2%	365	391	7.1%	845	902	6.7%	0.6	0.6	0.0
Others	68	82	20.6%	195	240	23.1%	430	552	28.4%	0.3	0.3	0.1

Source: IHS.

### Change in Used Vehicle Market Share by Age of Vehicle YTD 2019 thru July vs. YTD 2018



Source: IHS.