

Colorado Auto Outlook™

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Comprehensive information on the Colorado automotive market

Colorado Automobile Dealers Association

Quick Facts

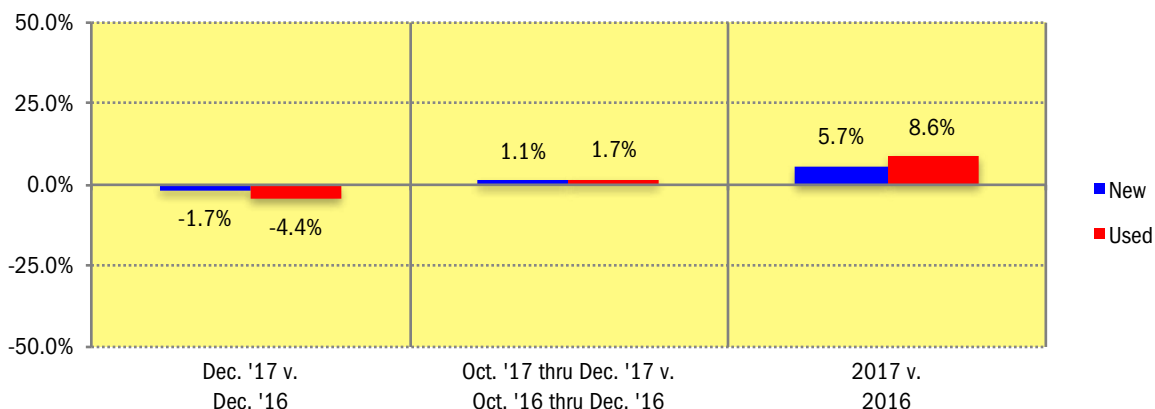
New retail car and light truck registrations in the state declined slightly in December 2017 versus a year earlier. Note: monthly recording of registrations occurs when the data is processed by the DMV. This can impact the measurement of registrations in individual months. Year-to-date figures are more reflective of market results.

New registrations in the state increased 5.7% from 2016 to 2017, with the annual total exceeding 211,000 units last year. Passenger cars declined by 2.4% while Light Trucks were up 9.3%.

Used vehicle registrations increased 8.6% in 2017. (Only includes vehicles seven years old or newer.)

Jaguar, VW, Toyota, Mercedes, Nissan, Subaru, Infiniti, Kia, and Jeep had the largest percentage increases in registrations last year (see page 4).

Percent Change in Colorado New and Used Retail Light Vehicle Registrations (Used registrations only include vehicles seven years old or newer)



Colorado New and Used Vehicle Markets Summary (Used registrations only include vehicles seven years old or newer)

	Previous Three Months					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	Oct. '16 thru Dec. '16	Oct. '17 thru Dec. '17	Percent Change	Oct. '16 thru Dec. '16	Oct. '17 thru Dec. '17	Percent Change
Total	55,412	56,041	1.1%	58,718	59,722	1.7%
Cars	16,389	14,562	-11.1%	23,368	22,471	-3.8%
Light Trucks	39,023	41,479	6.3%	35,350	37,251	5.4%
Detroit Three Brands	20,109	21,049	4.7%	27,326	27,604	1.0%
European Brands	5,904	5,947	0.7%	6,215	6,652	7.0%
Japanese Brands	26,147	25,892	-1.0%	20,933	21,279	1.7%
Korean Brands	3,252	3,153	-3.0%	4,244	4,187	-1.3%
	Annual Totals					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	2016	2017	Percent Change	2016	2017	Percent Change
Total	199,741	211,132	5.7%	209,288	227,362	8.6%
Cars	60,835	59,363	-2.4%	86,167	87,434	1.5%
Light Trucks	138,906	151,769	9.3%	123,121	139,928	13.7%
Detroit Three Brands	76,012	78,076	2.7%	99,030	106,674	7.7%
European Brands	20,935	22,201	6.0%	21,999	24,191	10.0%
Japanese Brands	91,414	98,748	8.0%	72,607	80,011	10.2%
Korean Brands	11,380	12,107	6.4%	15,652	16,486	5.3%

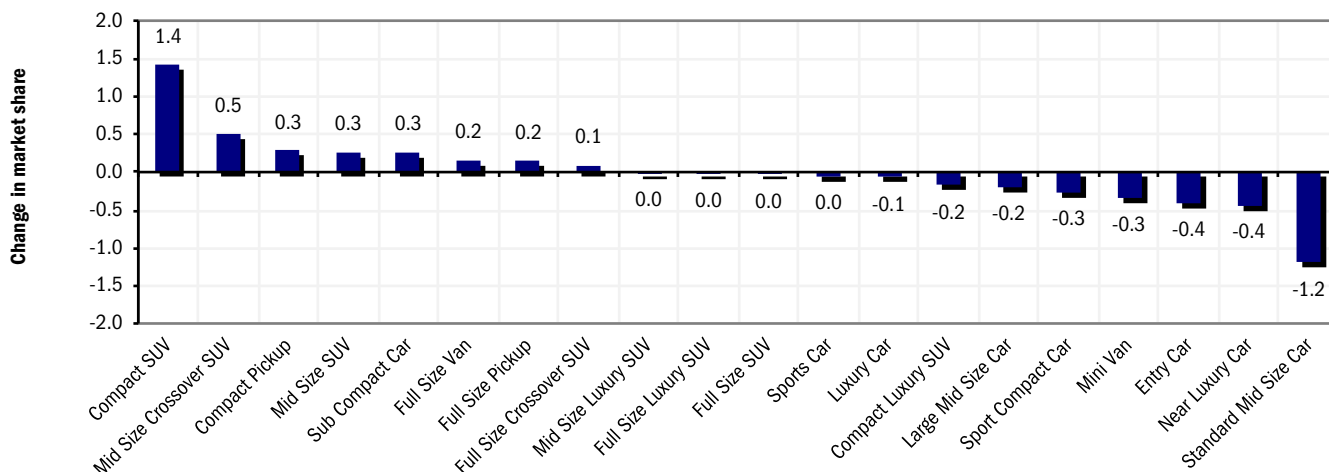
Data Information

All data represents new and used vehicle retail registrations in Colorado and excludes fleet and wholesale transactions. Used vehicle data only includes vehicles seven years old or newer and excludes private party transactions. Please keep in mind that monthly registration figures can occasionally be subject to fluctuations, resulting in over or under estimation of actual results. This usually occurs due to processing delays by governmental agencies. For this reason, the year-to-date figures will typically be more reflective of market results. Green shaded areas in tables represent the top ten ranked brands. Data Source: AutoCount data from Experian.

New Vehicle Market Brand Registrations

Colorado New Retail Car and Light Truck Registrations												
	December			Three Month Period Oct. '17 thru Dec. '17			Annual Totals			Year-to-date Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2016	2017	% chg.	Yr. Ago	Current	% chg.	2016	2017	% chg.	2016	2017	Chg.
TOTAL	17,786	17,479	-1.7%	55,412	56,041	1.1%	199,741	211,132	5.7%			
Acura	140	166	18.6%	440	468	6.4%	1,746	1,707	-2.2%	0.9	0.8	-0.1
Audi	322	346	7.5%	1,005	1,025	2.0%	3,742	3,910	4.5%	1.9	1.9	0.0
BMW	291	300	3.1%	1,066	943	-11.5%	3,992	3,371	-15.6%	2.0	1.6	-0.4
Buick	140	105	-25.0%	432	415	-3.9%	1,773	1,638	-7.6%	0.9	0.8	-0.1
Cadillac	102	83	-18.6%	315	265	-15.9%	1,142	1,061	-7.1%	0.6	0.5	-0.1
Chevrolet	1,297	1,315	1.4%	4,211	4,299	2.1%	15,430	15,465	0.2%	7.7	7.3	-0.4
Chrysler	78	66	-15.4%	239	205	-14.2%	1,113	1,001	-10.1%	0.6	0.5	-0.1
Dodge	207	215	3.9%	765	712	-6.9%	3,364	3,352	-0.4%	1.7	1.6	-0.1
Fiat	30	18	-40.0%	97	58	-40.2%	325	238	-26.8%	0.2	0.1	0.0
Ford	1,917	1,998	4.2%	6,119	6,662	8.9%	23,339	24,566	5.3%	11.7	11.6	0.0
GMC	587	569	-3.1%	1,618	1,589	-1.8%	6,297	6,163	-2.1%	3.2	2.9	-0.2
Honda	1,345	1,371	1.9%	4,491	4,152	-7.5%	15,061	15,921	5.7%	7.5	7.5	0.0
Hyundai	598	546	-8.7%	1,913	1,755	-8.3%	6,503	6,889	5.9%	3.3	3.3	0.0
Infiniti	146	116	-20.5%	383	328	-14.4%	1,312	1,415	7.9%	0.7	0.7	0.0
Jaguar	30	31	3.3%	88	95	8.0%	223	473	112.1%	0.1	0.2	0.1
Jeep	1,204	1,308	8.6%	3,782	4,127	9.1%	14,017	14,897	6.3%	7.0	7.1	0.0
Kia	420	353	-16.0%	1,339	1,398	4.4%	4,877	5,218	7.0%	2.4	2.5	0.0
Land Rover	80	69	-13.8%	238	269	13.0%	983	944	-4.0%	0.5	0.4	0.0
Lexus	391	389	-0.5%	1,165	1,128	-3.2%	4,034	4,183	3.7%	2.0	2.0	0.0
Lincoln	86	69	-19.8%	263	234	-11.0%	929	955	2.8%	0.5	0.5	0.0
Maserati	13	11	-15.4%	32	22	-31.3%	84	132	57.1%	0.0	0.1	0.0
Mazda	432	407	-5.8%	1,377	1,277	-7.3%	4,573	4,702	2.8%	2.3	2.2	-0.1
Mercedes	350	301	-14.0%	961	962	0.1%	3,258	3,585	10.0%	1.6	1.7	0.1
MINI	84	57	-32.1%	270	210	-22.2%	965	821	-14.9%	0.5	0.4	-0.1
Mitsubishi	73	70	-4.1%	261	225	-13.8%	1,017	947	-6.9%	0.5	0.4	-0.1
Nissan	1,006	942	-6.4%	3,016	3,034	0.6%	11,281	12,372	9.7%	5.6	5.9	0.2
Porsche	73	59	-19.2%	221	160	-27.6%	798	806	1.0%	0.4	0.4	0.0
Ram	668	696	4.2%	2,137	2,277	6.6%	7,888	8,120	2.9%	3.9	3.8	-0.1
smart	0	2	#DIV/0!	13	6	-53.8%	57	48	-15.8%	0.0	0.0	0.0
Subaru	2,220	2,172	-2.2%	6,867	6,611	-3.7%	23,644	25,508	7.9%	11.8	12.1	0.2
Tesla	45	75	66.7%	227	262	15.4%	717	853	19.0%	0.4	0.4	0.0
Toyota/Scion	2,756	2,576	-6.5%	8,147	8,668	6.4%	28,746	31,991	11.3%	14.4	15.2	0.8
Volkswagen	542	557	2.8%	1,529	1,789	17.0%	5,138	6,593	28.3%	2.6	3.1	0.6
Volvo	109	95	-12.8%	362	341	-5.8%	1,297	1,077	-17.0%	0.6	0.5	-0.1
Other	4	26	550.0%	23	70	204.3%	76	210	176.3%	0.0	0.1	0.1

Change in New Vehicle Segment Market Share - 2017 v. 2016

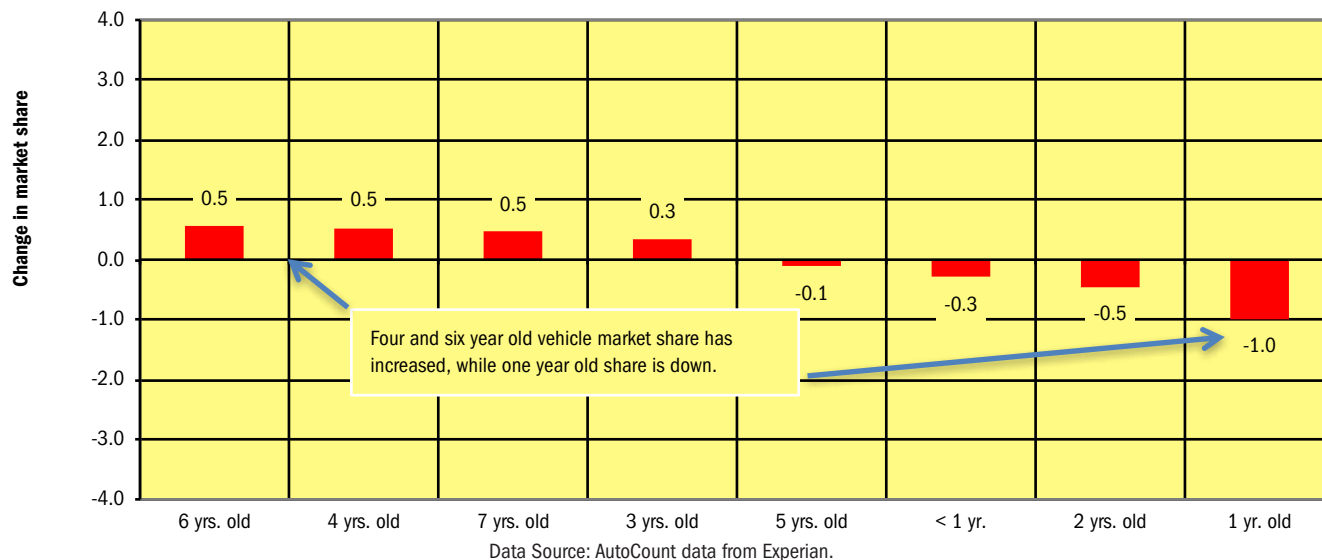


Data Source: AutoCount data from Experian.

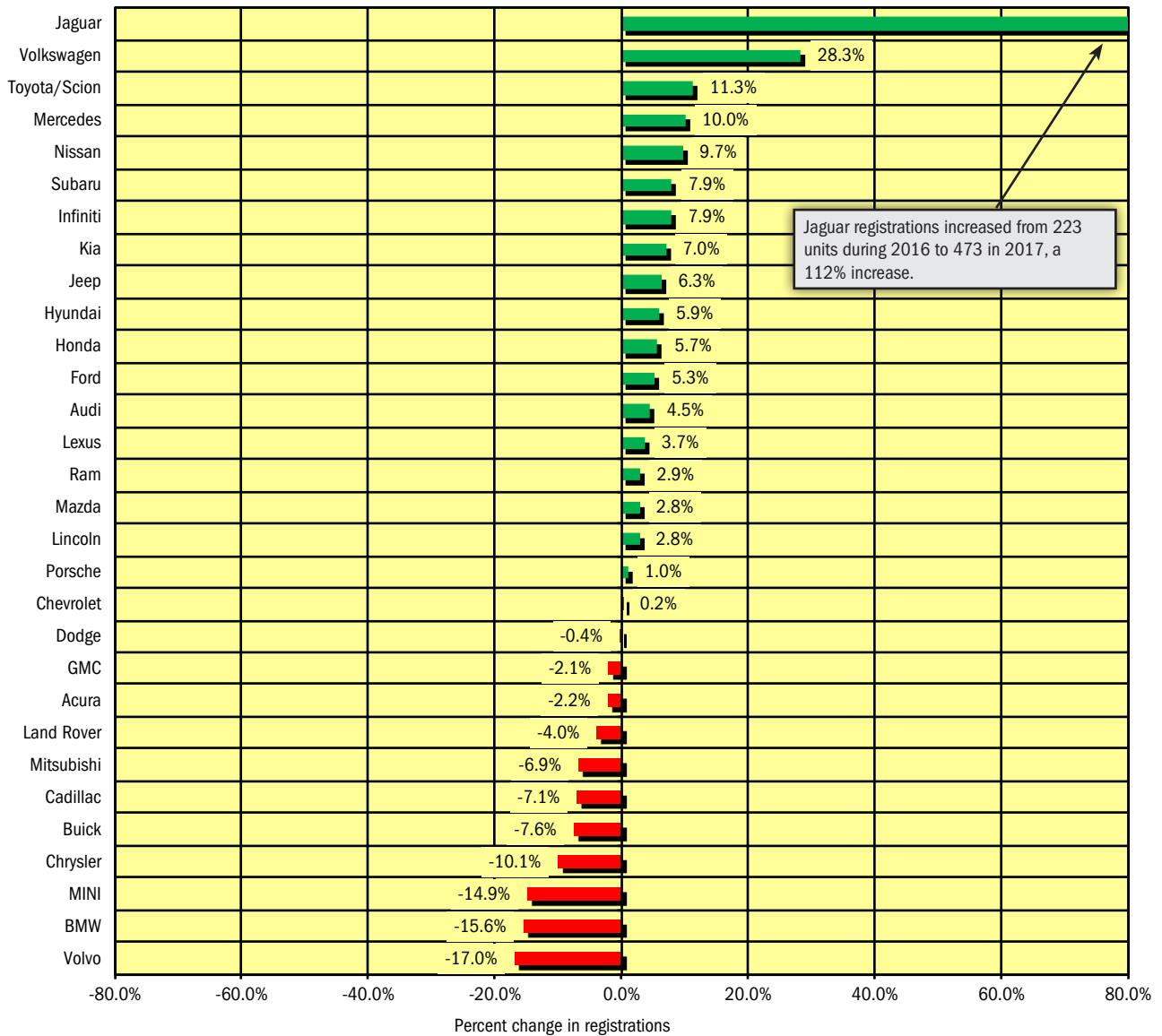
Used Vehicle Market Brand Registrations (only includes vehicles seven years old or newer)

Colorado Used Retail Car and Light Truck Registrations												
	December			Three Month Period Oct. '17 thru Dec. '17			Annual Totals			YTD Market Share (%)		
	2016	2017	% chg.	Yr. Ago	Current	% chg.	2016	2017	% chg.	2016	2017	Chg.
TOTAL	19,589	18,726	-4.4%	58,718	59,722	-1.7%	209,288	227,362	8.6%			
Acura	252	183	-27.4%	663	624	-5.9%	2,259	2,605	15.3%	1.1	1.1	0.1
Audi	328	416	26.8%	984	1,144	16.3%	3,533	4,068	15.1%	1.7	1.8	0.1
BMW	506	503	-0.6%	1,557	1,627	4.5%	4,960	6,240	25.8%	2.4	2.7	0.4
Buick	225	212	-5.8%	651	702	7.8%	2,282	2,517	10.3%	1.1	1.1	0.0
Cadillac	266	239	-10.2%	783	756	-3.4%	2,508	3,049	21.6%	1.2	1.3	0.1
Chevrolet	2,067	1,843	-10.8%	6,135	5,996	-2.3%	22,674	23,133	2.0%	10.8	10.2	-0.7
Chrysler	300	232	-22.7%	991	782	-21.1%	3,595	3,443	-4.2%	1.7	1.5	-0.2
Dodge	1,345	1,267	-5.8%	4,069	4,283	5.3%	15,856	16,850	6.3%	7.6	7.4	-0.2
Ford	2,680	2,598	-3.1%	8,191	8,450	3.2%	29,661	32,789	10.5%	14.2	14.4	0.2
GMC	672	689	2.5%	2,034	2,186	7.5%	6,954	7,896	13.5%	3.3	3.5	0.2
Honda	965	843	-12.6%	2,886	2,770	-4.0%	9,904	10,580	6.8%	4.7	4.7	-0.1
Hyundai	786	669	-14.9%	2,356	2,248	-4.6%	8,566	9,074	5.9%	4.1	4.0	-0.1
Infiniti	228	213	-6.6%	589	739	25.5%	2,179	2,773	27.3%	1.0	1.2	0.2
Jaguar	7	17	142.9%	33	56	69.7%	122	174	42.6%	0.1	0.1	0.0
Jeep	1,340	1,278	-4.6%	3,998	4,084	2.2%	13,670	15,630	14.3%	6.5	6.9	0.3
Kia	584	577	-1.2%	1,888	1,939	2.7%	7,086	7,412	4.6%	3.4	3.3	-0.1
Land Rover	109	116	6.4%	345	343	-0.6%	1,243	1,343	8.0%	0.6	0.6	0.0
Lexus	352	307	-12.8%	1,012	988	-2.4%	3,579	3,861	7.9%	1.7	1.7	0.0
Lincoln	92	90	-2.2%	300	311	3.7%	1,140	1,154	1.2%	0.5	0.5	0.0
Mazda	324	300	-7.4%	953	914	-4.1%	3,309	3,500	5.8%	1.6	1.5	0.0
Mercedes	345	346	0.3%	1,043	1,039	-0.4%	3,563	3,853	8.1%	1.7	1.7	0.0
MINI	91	105	15.4%	340	326	-4.1%	1,252	1,323	5.7%	0.6	0.6	0.0
Mitsubishi	146	110	-24.7%	400	336	-16.0%	1,239	1,354	9.3%	0.6	0.6	0.0
Nissan	1,607	1,576	-1.9%	4,895	4,958	1.3%	17,287	19,263	11.4%	8.3	8.5	0.2
Other	132	95	-28.0%	406	301	-25.9%	1,576	1,114	-29.3%	0.8	0.5	-0.3
Porsche	50	51	2.0%	130	160	23.1%	504	564	11.9%	0.2	0.2	0.0
Subaru	1,166	1,357	16.4%	3,430	3,974	15.9%	11,657	13,352	14.5%	5.6	5.9	0.3
Toyota/Scion	2,075	1,928	-7.1%	6,033	5,930	-1.7%	20,910	22,534	7.8%	10.0	9.9	-0.1
Volkswagen	446	449	0.7%	1,337	1,396	4.4%	5,198	4,754	-8.5%	2.5	2.1	-0.4
Volvo	103	117	13.6%	286	360	25.9%	1,022	1,160	13.5%	0.5	0.5	0.0

Change in Used Vehicle Market Share by Age of Vehicle
2017 v. 2016



**New Vehicle Market Percent Change in Brand Registrations
2017 v. 2016
(Top 30 selling brands)**



Data Source: AutoCount data from Experian.

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Published for:
Colorado Automobile Dealers Association
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Denver, CO 80203
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Published by:
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January 2018

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