

Colorado Auto Outlook™

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Comprehensive information on the Colorado new and used vehicle market

Colorado Automobile Dealers Association



2018
% Change In
New Retail Market vs.
Year Earlier

Colorado
+0.2

U.S.
-0.9%

Colorado and U.S. New Retail Light Vehicle Registrations

	Colorado	U.S.
2017 Annual	211,132	14,181,995
2018 Annual	211,653	14,053,113
% change	0.2%	-0.9%
Oct. '17 thru Dec. '17	52,141	3,597,299
Oct. '18 thru Dec. '18	53,890	3,547,679
% change	3.4%	-1.4%

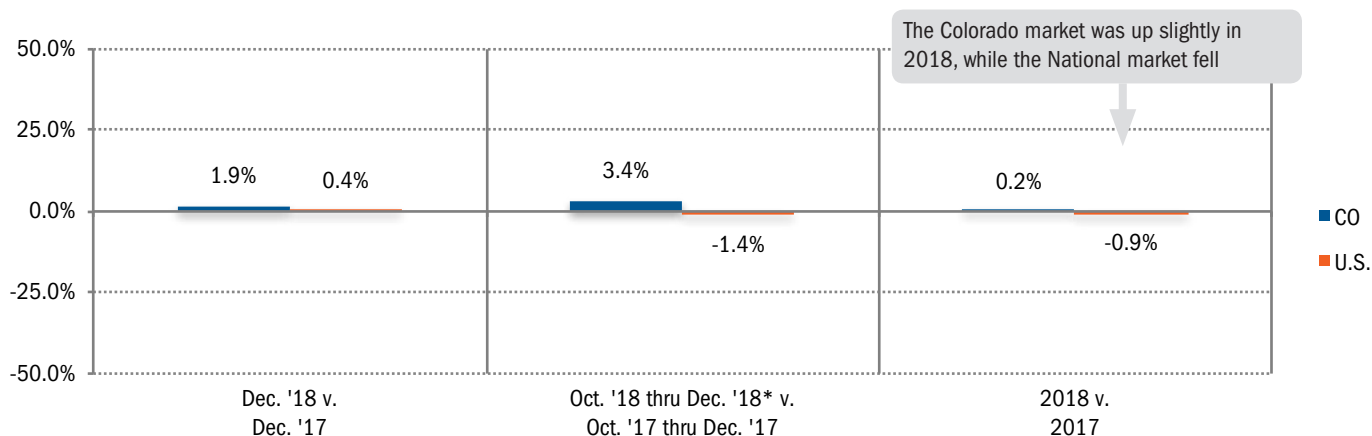
QUICK FACTS

State new vehicle market improved slightly from 2017 to 2018. U.S. market was off 0.9%.

Colorado new vehicle registrations increased 3.4% during the most recent three months vs. 1.4% drop in the Nation.

Used vehicle registrations in the state increased 5.1% in 2018 (only includes vehicles seven years old or newer.)

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



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.

Source for 2017 data: AutoCount Data from Experian. Source for 2018 data: IHS.

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

LIGHT TRUCKS



**UP
6.2%**

PASSENGER CARS

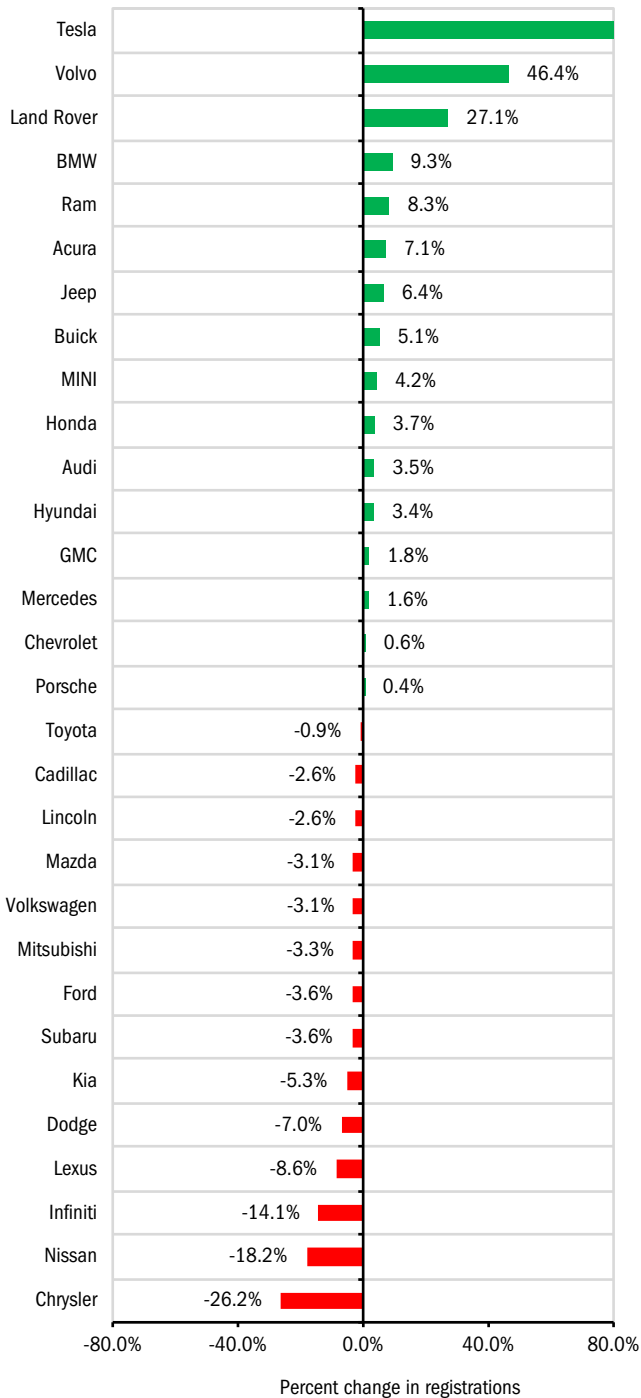


**DOWN
14.9%**

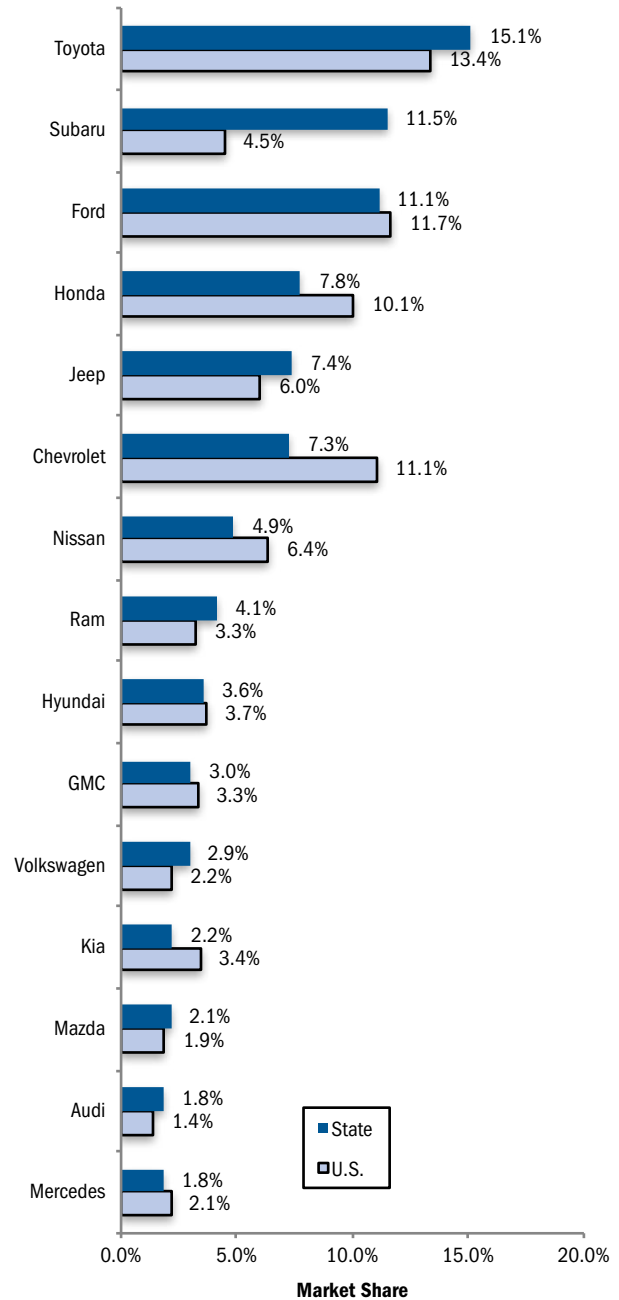
Colorado New Retail Car and Light Truck Registrations												
	December			Three Month Period Oct. '18 thru Dec. '18			Annual Totals			Annual Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2017	2018	% chg.	Yr. Ago	Current	% chg.	2017	2018	% chg.	2017	2018	Chg.
MARKET SUMMARY												
TOTAL	18,079	18,418	1.9%	52,141	53,890	3.4%	211,132	211,653	0.2%			
Cars	4,587	3,854	-16.0%	13,480	11,445	-15.1%	59,392	50,553	-14.9%	28.1	23.9	-4.2
Light Trucks	13,492	14,564	7.9%	38,661	42,445	9.8%	151,740	161,100	6.2%	71.9	76.1	4.2
Domestic	6,814	7,519	10.3%	19,555	21,612	10.5%	77,839	81,257	4.4%	36.9	38.4	1.5
European	1,906	1,887	-1.0%	5,350	5,240	-2.1%	22,078	22,731	3.0%	10.5	10.7	0.3
Japanese	8,409	8,008	-4.8%	24,272	23,903	-1.5%	98,929	95,397	-3.6%	46.9	45.1	-1.8
Korean	950	1,004	5.7%	2,964	3,135	5.8%	12,286	12,268	-0.1%	5.8	5.8	0.0
BRAND REGISTRATIONS												
Acura	132	142	7.6%	420	470	11.9%	1,695	1,815	7.1%	0.8	0.9	0.1
Audi	358	354	-1.1%	988	963	-2.5%	3,747	3,878	3.5%	1.8	1.8	0.1
BMW	310	332	7.1%	805	795	-1.2%	3,289	3,595	9.3%	1.6	1.7	0.1
Buick	119	137	15.1%	386	383	-0.8%	1,637	1,721	5.1%	0.8	0.8	0.0
Cadillac	86	105	22.1%	296	331	11.8%	1,128	1,099	-2.6%	0.5	0.5	0.0
Chevrolet	1,390	1,397	0.5%	3,979	3,879	-2.5%	15,280	15,376	0.6%	7.2	7.3	0.0
Chrysler	68	46	-32.4%	200	148	-26.0%	1,011	746	-26.2%	0.5	0.4	-0.1
Dodge	223	215	-3.6%	627	615	-1.9%	3,252	3,024	-7.0%	1.5	1.4	-0.1
Fiat	19	11	-42.1%	56	38	-32.1%	242	192	-20.7%	0.1	0.1	0.0
Ford	2,067	1,983	-4.1%	6,140	5,938	-3.3%	24,426	23,552	-3.6%	11.6	11.1	-0.4
GMC	628	683	8.8%	1,575	1,756	11.5%	6,260	6,375	1.8%	3.0	3.0	0.0
Honda	1,378	1,324	-3.9%	3,903	3,787	-3.0%	15,844	16,424	3.7%	7.5	7.8	0.3
Hyundai	625	678	8.5%	1,836	2,021	10.1%	7,308	7,555	3.4%	3.5	3.6	0.1
Infiniti	120	118	-1.7%	308	303	-1.6%	1,439	1,236	-14.1%	0.7	0.6	-0.1
Jaguar	32	30	-6.3%	91	82	-9.9%	468	316	-32.5%	0.2	0.1	-0.1
Jeep	1,153	1,147	-0.5%	3,620	3,711	2.5%	14,679	15,619	6.4%	7.0	7.4	0.4
Kia	325	326	0.3%	1,128	1,114	-1.2%	4,978	4,713	-5.3%	2.4	2.2	-0.1
Land Rover	91	108	18.7%	248	292	17.7%	962	1,223	27.1%	0.5	0.6	0.1
Lexus	403	403	0.0%	1,110	1,099	-1.0%	4,216	3,852	-8.6%	2.0	1.8	-0.2
Lincoln	71	80	12.7%	217	230	6.0%	968	943	-2.6%	0.5	0.4	0.0
Maserati	11	5	-54.5%	25	30	20.0%	139	112	-19.4%	0.1	0.1	0.0
Mazda	421	395	-6.2%	1,156	1,074	-7.1%	4,687	4,544	-3.1%	2.2	2.1	-0.1
Mercedes	312	292	-6.4%	852	835	-2.0%	3,794	3,855	1.6%	1.8	1.8	0.0
MINI	59	62	5.1%	157	148	-5.7%	756	788	4.2%	0.4	0.4	0.0
Mitsubishi	72	83	15.3%	208	210	1.0%	948	917	-3.3%	0.4	0.4	0.0
Nissan	974	898	-7.8%	2,932	2,595	-11.5%	12,588	10,298	-18.2%	6.0	4.9	-1.1
Porsche	61	55	-9.8%	188	202	7.4%	851	854	0.4%	0.4	0.4	0.0
Ram	810	884	9.1%	2,096	2,449	16.8%	8,076	8,746	8.3%	3.8	4.1	0.3
Subaru	2,247	2,211	-1.6%	6,165	6,351	3.0%	25,214	24,304	-3.6%	11.9	11.5	-0.5
Tesla	198	803	305.6%	417	2,054	392.6%	1,117	3,568	219.4%	0.5	1.7	1.2
Toyota	2,662	2,434	-8.6%	8,070	8,014	-0.7%	32,298	32,007	-0.9%	15.3	15.1	-0.2
Volkswagen	496	489	-1.4%	1,497	1,439	-3.9%	6,410	6,213	-3.1%	3.0	2.9	-0.1
Volvo	129	149	15.5%	373	416	11.5%	1,165	1,705	46.4%	0.6	0.8	0.3
Other	29	39	34.5%	72	118	63.9%	260	488	87.7%	0.1	0.2	0.1

Top ten brands shaded gray. Source for 2017 data: AutoCount Data from Experian. Source for 2018 data: IHS.

**Percent Change in Brand Registrations
2018 vs. 2017
(Top 30 selling brands)**



**Colorado and U.S. Market Share
2018
(Top 20 selling brands in state)**



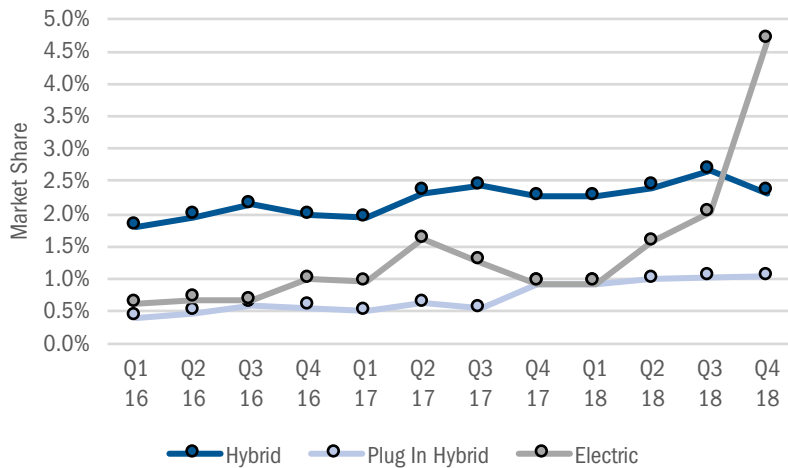
Registrations increased by more than 5% for Tesla, Volvo, Land Rover, BMW, Ram, Acura, Jeep, and Buick



Toyota, Subaru, Ford, Honda, and Jeep 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. Source: IHS.

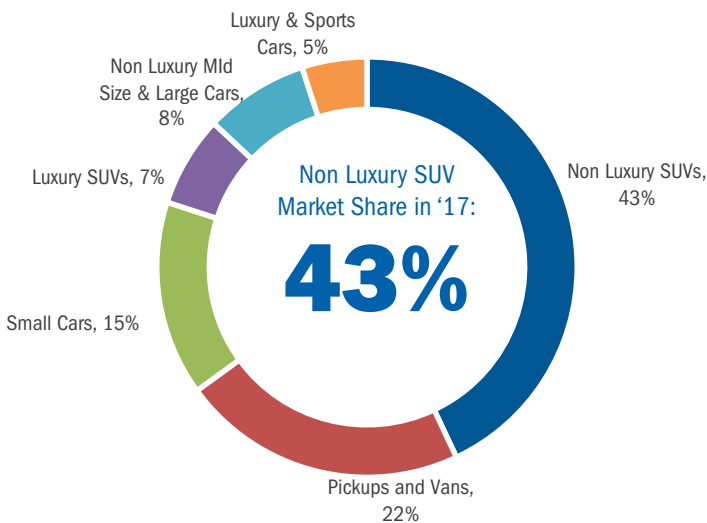
**New Retail Hybrid, Plug In Hybrid, and Electric Vehicle Registrations
Top 20 Selling Models in Colorado - 2018**

Rank	Model	Type	Regs.
1	Tesla Model 3	Electric	2600
2	Toyota RAV4	Hybrid	1363
3	Nissan Leaf	Electric	969
4	Toyota Prius	Hybrid	601
5	Lexus RX	Hybrid	586
6	Tesla Model X	Electric	500
7	Toyota Highlander	Hybrid	498
8	Tesla Model S	Electric	468
9	Toyota Camry	Hybrid	339
10	Chevrolet Bolt	Electric	338
11	Toyota Prius	Plug In Hybrid	290
12	Kia Niro	Hybrid	269
13	Chevrolet Volt	Plug In Hybrid	243
14	Hyundai Ioniq	Hybrid	230
15	Honda Clarity	Plug In Hybrid	214
16	BMW X5	Plug In Hybrid	204
17	Chrysler Pacifica	Plug In Hybrid	173
18	Lexus NX	Hybrid	165
19	MINI Countryman	Plug In Hybrid	163
20	Honda Accord	Hybrid	149

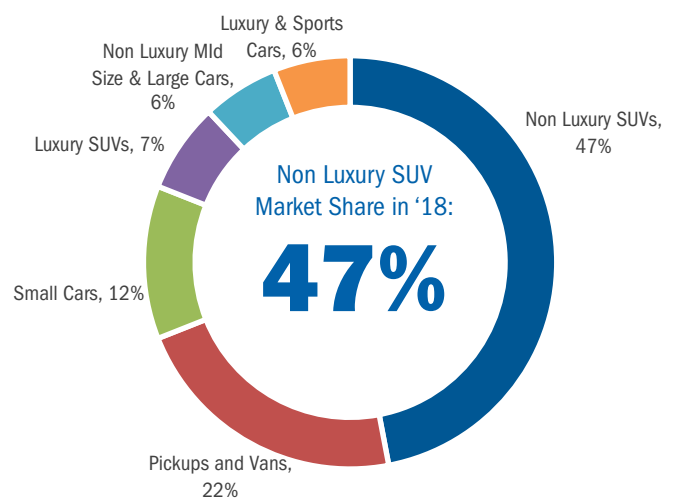
Source: IHS.

VEHICLE SEGMENTS

**Segment Market Shares
2017**



**Segment Market Shares
2018**



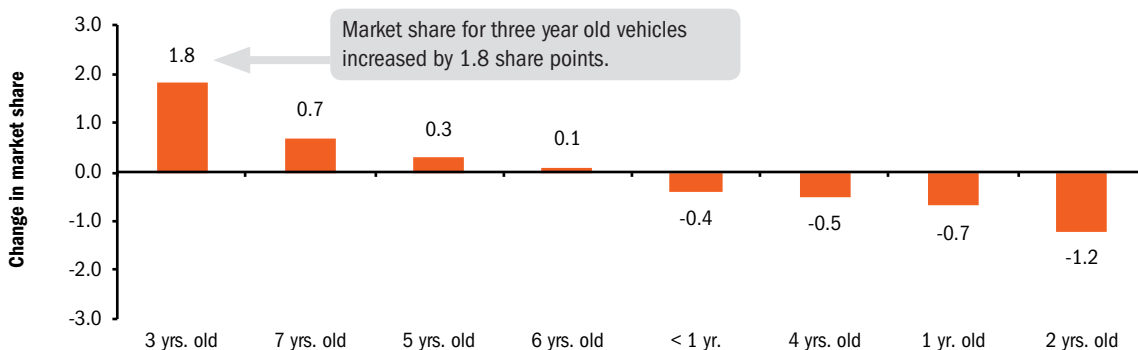
Source: IHS.

The two graphs above show market shares for primary segments during 2017 and 2018.

Colorado Used Retail Car and Light Truck Registrations (only includes vehicles 7 years old or newer)												
	December			Three Month Period Oct. '18 thru Dec. '18			Annual Total			Annual Market Share (%)		
	2017	2018	% chg.	Yr. Ago	Current	% chg.	2017	2018	% chg.	2017	2018	Chg.
TOTAL	18,025	19,625	8.9%	63,583	68,454	7.7%	258,330	271,633	5.1%			
Acura	179	199	11.2%	633	777	22.7%	2,799	2,769	-1.1%	1.1	1.0	-0.1
Audi	357	416	16.5%	1,268	1,455	14.7%	4,725	5,674	20.1%	1.8	2.1	0.3
BMW	479	456	-4.8%	1,761	1,729	-1.8%	7,234	6,929	-4.2%	2.8	2.6	-0.2
Buick	206	172	-16.5%	709	624	-12.0%	2,733	2,919	6.8%	1.1	1.1	0.0
Cadillac	220	197	-10.5%	792	699	-11.7%	3,228	3,015	-6.6%	1.2	1.1	-0.1
Chevrolet	1,822	1,876	3.0%	6,431	6,497	1.0%	26,698	26,962	1.0%	10.3	9.9	-0.4
Chrysler	231	231	0.0%	783	810	3.4%	3,672	3,442	-6.3%	1.4	1.3	-0.2
Dodge	1,326	1,415	6.7%	4,557	4,783	5.0%	19,482	19,758	1.4%	7.5	7.3	-0.3
FIAT	33	43	30.3%	138	144	4.3%	637	597	-6.3%	0.2	0.2	0.0
Ford	2,533	2,846	12.4%	8,969	9,751	8.7%	37,612	38,588	2.6%	14.6	14.2	-0.4
GMC	707	738	4.4%	2,369	2,511	6.0%	9,120	9,699	6.3%	3.5	3.6	0.0
Honda	814	882	8.4%	2,931	3,292	12.3%	12,010	12,477	3.9%	4.6	4.6	-0.1
Hyundai	681	824	21.0%	2,342	2,691	14.9%	10,084	10,693	6.0%	3.9	3.9	0.0
Infiniti	184	224	21.7%	732	749	2.3%	3,028	3,167	4.6%	1.2	1.2	0.0
Jaguar	17	37	117.6%	61	94	54.1%	229	345	50.7%	0.1	0.1	0.0
Jeep	1,171	1,349	15.2%	4,243	4,543	7.1%	17,151	17,831	4.0%	6.6	6.6	-0.1
Kia	554	516	-6.9%	1,966	2,026	3.1%	8,277	8,471	2.3%	3.2	3.1	-0.1
Land Rover	113	152	34.5%	420	512	21.9%	1,718	1,703	-0.9%	0.7	0.6	0.0
Lexus	291	394	35.4%	1,010	1,256	24.4%	4,210	4,758	13.0%	1.6	1.8	0.1
Lincoln	89	98	10.1%	321	323	0.6%	1,279	1,340	4.8%	0.5	0.5	0.0
Mazda	275	326	18.5%	979	1,217	24.3%	3,931	4,345	10.5%	1.5	1.6	0.1
Mercedes	354	329	-7.1%	1,188	1,185	-0.3%	4,593	5,209	13.4%	1.8	1.9	0.1
MINI	106	98	-7.5%	364	370	1.6%	1,522	1,563	2.7%	0.6	0.6	0.0
Mitsubishi	95	115	21.1%	361	392	8.6%	1,588	1,293	-18.6%	0.6	0.5	-0.1
Nissan	1,503	1,631	8.5%	5,239	5,721	9.2%	21,228	23,295	9.7%	8.2	8.6	0.4
Porsche	58	68	17.2%	217	271	24.9%	854	1,050	23.0%	0.3	0.4	0.1
Subaru	1,198	1,270	6.0%	4,374	4,655	6.4%	15,632	17,145	9.7%	6.1	6.3	0.3
Toyota	1,824	2,021	10.8%	6,355	6,837	7.6%	25,542	26,986	5.7%	9.9	9.9	0.0
Volkswagen	446	538	20.6%	1,466	1,884	28.5%	5,365	7,212	34.4%	2.1	2.7	0.6
Volvo	94	101	7.4%	367	423	15.3%	1,349	1,551	15.0%	0.5	0.6	0.0
Others	65	63	-3.1%	237	233	-1.7%	800	847	5.9%	0.3	0.3	0.0

Source: IHS.

Change in Used Vehicle Market Share by Age of Vehicle 2018 v. 2017



Source: IHS.