

# Colorado Auto Outlook™

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Comprehensive information on the Colorado new and used vehicle market

Colorado Automobile Dealers Association



**2019**  
**% Change In**  
**New Retail Market vs.**  
**Year Earlier**

**Colorado**  
**-2.8%**

**U.S.**  
**-2.9%**

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

	Colorado	U.S.
2018 Annual	207,602	14,007,852
2019 Annual*	201,713	13,605,383
<b>% change</b>	<b>-2.8%</b>	<b>-2.9%</b>
Oct. '18 thru Dec. '18	53,149	3,533,220
Oct. '19 thru Dec. '19*	49,700	3,388,130
<b>% change</b>	<b>-6.5%</b>	<b>-4.1%</b>

## QUICK FACTS

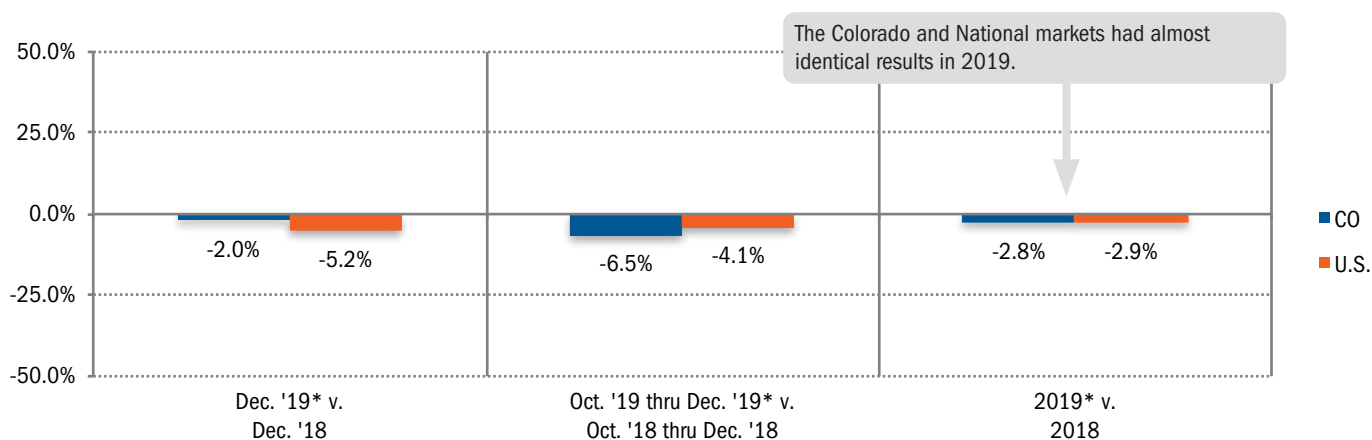
State new vehicle market declined 2.8% from 2018 to 2019. U.S. market was off 2.9%.

Light truck registrations in the state were up 0.6% in 2019, while passenger cars were off 14.8%

Used vehicle registrations increased 5.7% during the first eleven months of 2019 (only includes vehicles seven years old or newer.)

\*Figures for December 2019 were estimated by Auto Outlook. Historical figures were revised by IHS and will differ from those presented in previous releases. Data Source: IHS.

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



\*December 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. Historical figures were revised by IHS and will differ from those presented in previous releases.

Data Source: IHS.

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

**LIGHT TRUCKS**



**UP  
0.6%**

**PASSENGER CARS**

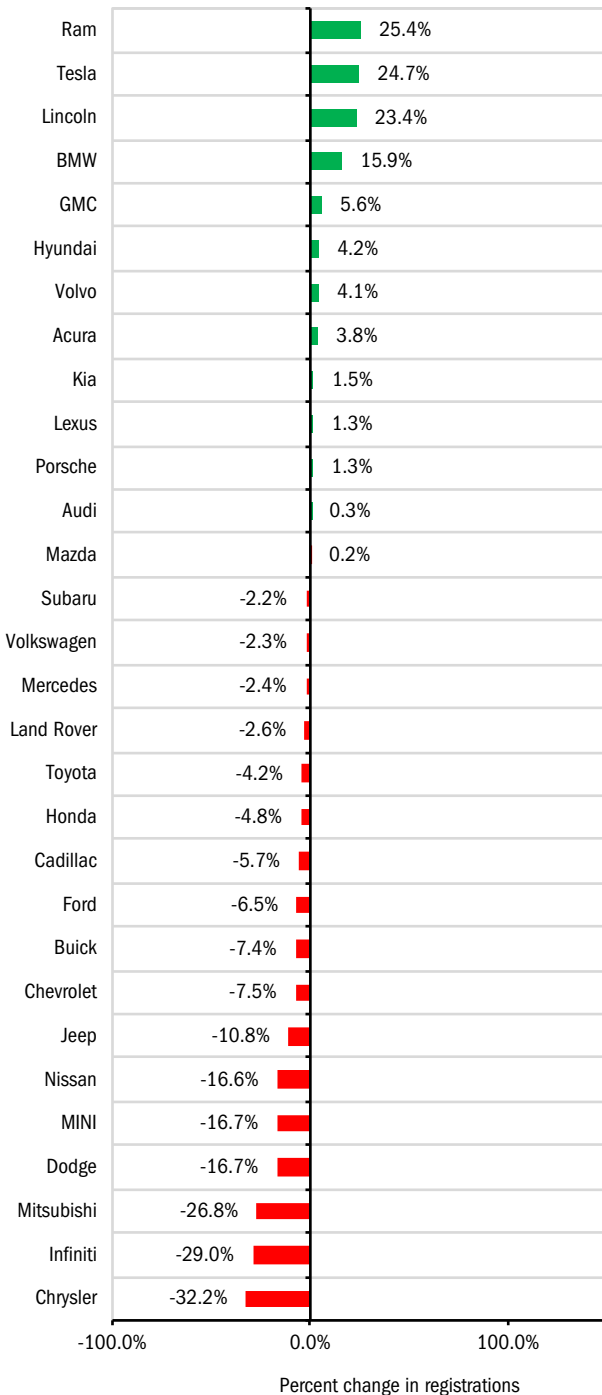


**DOWN  
14.8%**

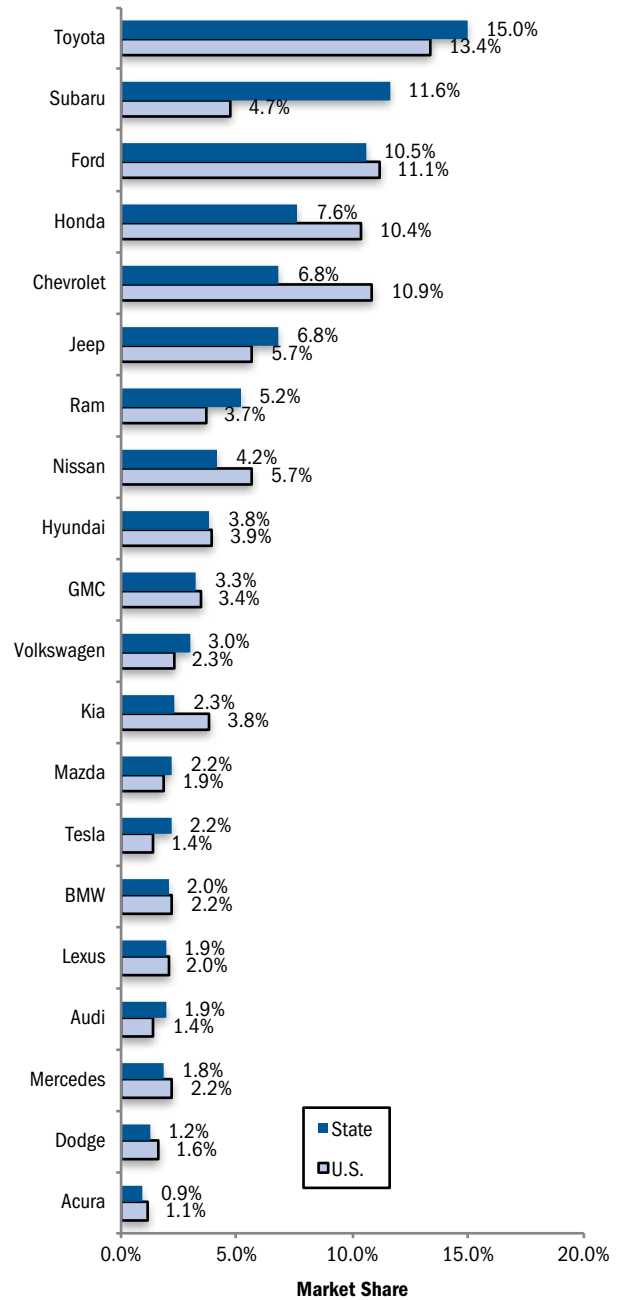
Colorado New Retail Car and Light Truck Registrations												
	December*			Three Month Period Oct. '19 thru Dec. '19*			Annual Total*			YTD Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2018	2019	% chg.	2018	2019	% chg.	2018	2019	% chg.	2018	2019	Chg.
<b>MARKET SUMMARY</b>												
TOTAL	18,253	17,887	-2.0%	53,149	49,700	-6.5%	207,602	201,713	-2.8%			
Cars	3,851	3,296	-14.4%	11,387	8,766	-23.0%	46,259	39,402	-14.8%	22.3	19.5	-2.7
Light Trucks	14,402	14,591	1.3%	41,762	40,934	-2.0%	161,343	162,311	0.6%	77.7	80.5	2.7
Domestic	7,339	7,244	-1.3%	20,954	19,359	-7.6%	78,605	76,978	-2.1%	37.9	38.2	0.3
European	1,924	2,014	4.7%	5,324	5,457	2.5%	22,850	22,999	0.7%	11.0	11.4	0.4
Japanese	7,984	7,569	-5.2%	23,740	21,743	-8.4%	93,956	89,168	-5.1%	45.3	44.2	-1.1
Korean	1,006	1,060	5.4%	3,131	3,141	0.3%	12,191	12,568	3.1%	5.9	6.2	0.4
<b>BRAND REGISTRATIONS</b>												
Acura	142	141	-0.7%	468	434	-7.3%	1,790	1,858	3.8%	0.9	0.9	0.1
Alfa Romeo	23	23	0.0%	62	49	-21.0%	249	213	-14.5%	0.1	0.1	0.0
Audi	353	412	16.7%	957	1,057	10.4%	3,828	3,840	0.3%	1.8	1.9	0.1
BMW	332	354	6.6%	792	857	8.2%	3,560	4,125	15.9%	1.7	2.0	0.3
Buick	139	128	-7.9%	385	362	-6.0%	1,700	1,574	-7.4%	0.8	0.8	0.0
Cadillac	105	100	-4.8%	330	260	-21.2%	1,086	1,024	-5.7%	0.5	0.5	0.0
Chevrolet	1,377	1,375	-0.1%	3,794	3,513	-7.4%	14,919	13,799	-7.5%	7.2	6.8	-0.3
Chrysler	46	53	15.2%	148	117	-20.9%	733	497	-32.2%	0.4	0.2	-0.1
Dodge	212	215	1.4%	608	542	-10.9%	2,957	2,463	-16.7%	1.4	1.2	-0.2
FIAT	11	5	-54.5%	38	13	-65.8%	192	82	-57.3%	0.1	0.0	-0.1
Ford	1,918	2,013	5.0%	5,734	5,438	-5.2%	22,753	21,269	-6.5%	11.0	10.5	-0.4
Genesis	2	7	250.0%	11	38	245.5%	90	84	-6.7%	0.0	0.0	0.0
GMC	678	659	-2.8%	1,732	1,689	-2.5%	6,261	6,613	5.6%	3.0	3.3	0.3
Honda	1,322	1,212	-8.3%	3,767	3,671	-2.5%	16,198	15,419	-4.8%	7.8	7.6	-0.2
Hyundai	678	692	2.1%	2,011	1,952	-2.9%	7,449	7,762	4.2%	3.6	3.8	0.3
Infiniti	118	75	-36.4%	302	229	-24.2%	1,225	870	-29.0%	0.6	0.4	-0.2
Jaguar	30	29	-3.3%	84	89	6.0%	317	377	18.9%	0.2	0.2	0.0
Jeep	1,146	1,122	-2.1%	3,686	3,267	-11.4%	15,387	13,719	-10.8%	7.4	6.8	-0.6
Kia	326	361	10.7%	1,109	1,151	3.8%	4,652	4,722	1.5%	2.2	2.3	0.1
Land Rover	108	110	1.9%	292	290	-0.7%	1,213	1,182	-2.6%	0.6	0.6	0.0
Lexus	403	412	2.2%	1,095	1,099	0.4%	3,804	3,855	1.3%	1.8	1.9	0.1
Lincoln	80	93	16.3%	230	279	21.3%	932	1,150	23.4%	0.4	0.6	0.1
Maserati	5	5	0.0%	30	13	-56.7%	111	80	-27.9%	0.1	0.0	0.0
Mazda	395	415	5.1%	1,070	1,070	0.0%	4,481	4,488	0.2%	2.2	2.2	0.1
Mercedes	293	294	0.3%	833	863	3.6%	3,793	3,702	-2.4%	1.8	1.8	0.0
MINI	62	52	-16.1%	148	129	-12.8%	779	649	-16.7%	0.4	0.3	-0.1
Mitsubishi	83	94	13.3%	210	254	21.0%	908	665	-26.8%	0.4	0.3	-0.1
Nissan	893	657	-26.4%	2,562	1,958	-23.6%	10,086	8,413	-16.6%	4.9	4.2	-0.7
Other	15	15	0.0%	46	40	-13.0%	146	148	1.4%	0.1	0.1	0.0
Porsche	55	65	18.2%	202	201	-0.5%	874	885	1.3%	0.4	0.4	0.0
Ram	835	919	10.1%	2,258	2,621	16.1%	8,330	10,449	25.4%	4.0	5.2	1.2
Subaru	2,204	2,217	0.6%	6,307	5,586	-11.4%	23,943	23,406	-2.2%	11.5	11.6	0.1
Tesla	803	567	-29.4%	2,045	1,266	-38.1%	3,534	4,406	24.7%	1.7	2.2	0.5
Toyota	2,424	2,346	-3.2%	7,957	7,440	-6.5%	31,513	30,188	-4.2%	15.2	15.0	-0.2
Volkswagen	489	437	-10.6%	1,433	1,409	-1.7%	6,129	5,988	-2.3%	3.0	3.0	0.0
Volvo	148	213	43.9%	413	454	9.9%	1,680	1,749	4.1%	0.8	0.9	0.1

Top ten brands shaded gray. Data Source: IHS. \*December 2019 figures were estimated by Auto Outlook.

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



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



**Registrations increased by more than 5% for Ram, Tesla, Lincoln, BMW, and GMC**



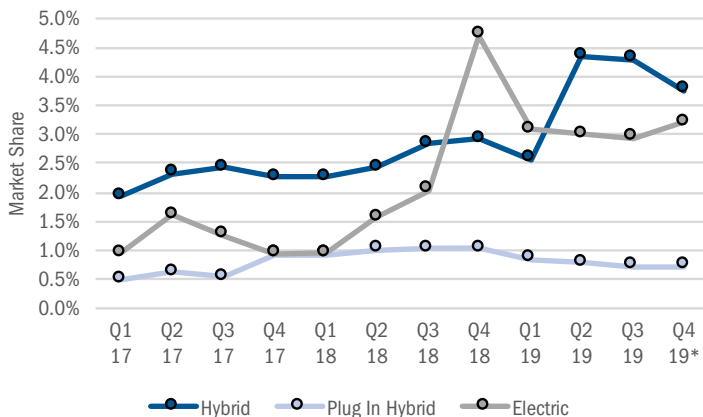
**Toyota, Subaru, Ford, Honda, Chevrolet, and Jeep were market share leaders in Colorado**

Data Source: IHS. \*December 2019 figures were estimated by Auto Outlook.

Colorado Used Retail Car and Light Truck Registrations (only includes vehicles 7 years old or newer)												
	November			Three Month Period Sep. '19 thru Nov. '19			YTD thru November			YTD Market Share (%)		
	2018	2019	% chg.	Yr. Ago	Current	% chg.	2018	2019	% chg.	2018	2019	Chg.
TOTAL	24,260	24,155	-0.4%	76,631	76,967	0.4%	252,008	266,331	5.7%			
Acura	276	189	-31.5%	865	630	-27.2%	2,570	2,404	-6.5%	1.0	0.9	-0.1
Audi	534	555	3.9%	1,642	1,784	8.6%	5,258	5,852	11.3%	2.1	2.2	0.1
BMW	636	667	4.9%	1,976	2,084	5.5%	6,473	7,194	11.1%	2.6	2.7	0.1
Buick	229	211	-7.9%	726	786	8.3%	2,747	2,393	-12.9%	1.1	0.9	-0.2
Cadillac	235	249	6.0%	817	786	-3.8%	2,818	2,649	-6.0%	1.1	1.0	-0.1
Chevrolet	2,309	2,351	1.8%	7,264	7,375	1.5%	25,086	25,304	0.9%	10.0	9.5	-0.5
Chrysler	300	215	-28.3%	925	741	-19.9%	3,211	2,780	-13.4%	1.3	1.0	-0.2
Dodge	1,676	1,751	4.5%	5,337	5,531	3.6%	18,343	19,272	5.1%	7.3	7.2	0.0
FIAT	46	37	-19.6%	170	126	-25.9%	554	467	-15.7%	0.2	0.2	0.0
Ford	3,388	3,427	1.2%	10,752	11,069	2.9%	35,742	39,395	10.2%	14.2	14.8	0.6
GMC	905	936	3.4%	2,728	2,790	2.3%	8,961	9,240	3.1%	3.6	3.5	-0.1
Honda	1,147	1,074	-6.4%	3,760	3,445	-8.4%	11,595	11,752	1.4%	4.6	4.4	-0.2
Hyundai	908	959	5.6%	2,917	3,014	3.3%	9,869	10,360	5.0%	3.9	3.9	0.0
Infiniti	263	299	13.7%	858	975	13.6%	2,943	3,423	16.3%	1.2	1.3	0.1
Jaguar	27	35	29.6%	87	145	66.7%	308	439	42.5%	0.1	0.2	0.0
Jeep	1,620	1,692	4.4%	5,066	5,222	3.1%	16,482	17,582	6.7%	6.5	6.6	0.1
Kia	723	704	-2.6%	2,474	2,241	-9.4%	7,955	7,776	-2.3%	3.2	2.9	-0.2
Land Rover	190	184	-3.2%	541	589	8.9%	1,551	1,916	23.5%	0.6	0.7	0.1
Lexus	450	434	-3.6%	1,361	1,383	1.6%	4,364	4,830	10.7%	1.7	1.8	0.1
Lincoln	108	108	0.0%	387	385	-0.5%	1,242	1,390	11.9%	0.5	0.5	0.0
Mazda	454	404	-11.0%	1,386	1,352	-2.5%	4,019	4,625	15.1%	1.6	1.7	0.1
Mercedes	413	404	-2.2%	1,416	1,407	-0.6%	4,880	5,087	4.2%	1.9	1.9	0.0
MINI	125	105	-16.0%	449	388	-13.6%	1,465	1,313	-10.4%	0.6	0.5	-0.1
Mitsubishi	131	120	-8.4%	415	397	-4.3%	1,178	1,459	23.9%	0.5	0.5	0.1
Nissan	2,034	1,913	-5.9%	6,479	6,379	-1.5%	21,664	22,579	4.2%	8.6	8.5	-0.1
Porsche	104	89	-14.4%	331	269	-18.7%	982	1,040	5.9%	0.4	0.4	0.0
Subaru	1,724	1,773	2.8%	5,253	5,615	6.9%	15,875	18,203	14.7%	6.3	6.8	0.5
Toyota	2,417	2,442	1.0%	7,428	7,416	-0.2%	24,965	25,967	4.0%	9.9	9.7	-0.2
Volkswagen	645	593	-8.1%	2,071	1,929	-6.9%	6,674	7,233	8.4%	2.6	2.7	0.1
Volvo	164	147	-10.4%	480	437	-9.0%	1,450	1,484	2.3%	0.6	0.6	0.0
Others	79	88	11.4%	270	277	2.6%	784	923	17.7%	0.3	0.3	0.0

**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. Figures include vehicles with mild hybrid powertrains. Q4 '19 includes Oct & Nov. Source: IHS.

New Retail Hybrid, Plug In Hybrid, and Electric Vehicle Registrations Top 20 Selling Models in Colorado - YTD 2019 thru November			
Rank	Model	Type	Regs.
1	Tesla Model 3	Electric	3167
2	Toyota RAV4	Hybrid	1865
3	Jeep Wrangler	Hybrid	1528
4	Nissan Leaf	Electric	1150
5	Toyota Highlander	Hybrid	598
6	Lexus RX	Hybrid	561
7	Toyota Prius	Hybrid	529
8	Tesla Model X	Electric	399
9	Chevrolet Bolt	Electric	294
10	Toyota Camry	Hybrid	289
11	Tesla Model S	Electric	273
12	Toyota Prius	Plug In Hybrid	233
13	Honda Insight	Hybrid	211
14	Honda Accord	Hybrid	192
15	Lexus NX	Hybrid	172
16	Hyundai Ioniq	Hybrid	167
17	Audi E-Tron	Electric	158
18	MINI Countryman	Plug In Hybrid	139
19	Chevrolet Volt	Plug In Hybrid	138
20	Lexus UX	Hybrid	134

Source: IHS.