

Colorado Auto Outlook™

Sponsored by:



Comprehensive information on the Colorado automotive market

Colorado Automobile Dealers Association

Quick Facts

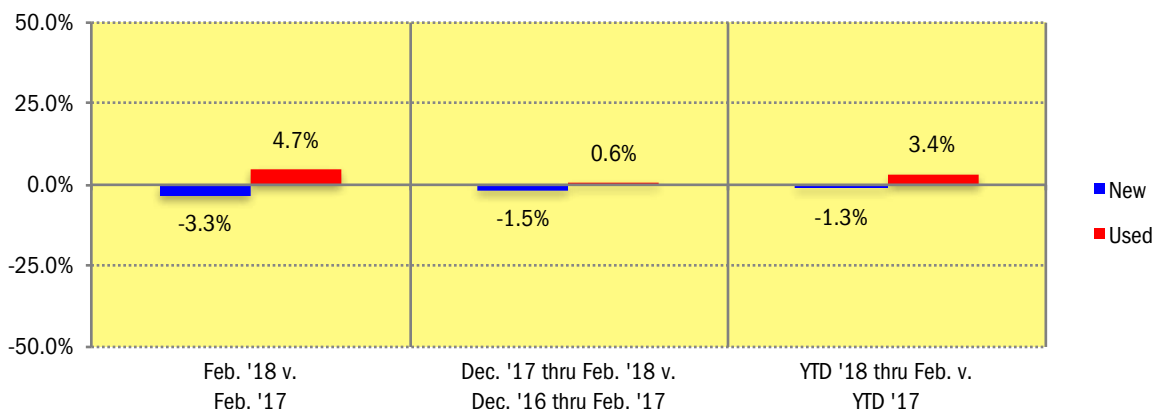
New retail car and light truck registrations in the state declined 3.3% in February 2018 versus a year earlier. Note: monthly recording of registrations occurs when the data is processed by the DMV. This can impact the measurement of registrations in individual months. Year-to-date figures are more reflective of market results.

New registrations in the state slipped 1.3% during the first two months of this year versus the same period a year earlier. Passenger cars declined by 6.8% while Light Trucks were up less than 1%.

Used vehicle registrations were up 3.4% so far this year. (Only includes vehicles seven years old or newer.)

Volvo, BMW, Chrysler, Honda, Chevrolet, and Audi had the largest increases in ytd registrations (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		
	Dec. '16 thru Feb. '17	Dec. '17 thru Feb. '18	Percent Change	Dec. '16 thru Feb. '17	Dec. '17 thru Feb. '18	Percent Change
Total	54,491	53,690	-1.5%	54,719	55,063	0.6%
Cars	14,918	13,603	-8.8%	20,577	20,566	-0.1%
Light Trucks	39,573	40,087	1.3%	34,142	34,497	1.0%
Detroit Three Brands	19,774	19,979	1.0%	25,761	25,090	-2.6%
European Brands	5,994	6,144	2.5%	5,621	6,420	14.2%
Japanese Brands	25,714	24,656	-4.1%	19,512	19,713	1.0%
Korean Brands	3,009	2,911	-3.3%	3,825	3,840	0.4%
	Year to date thru February					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2017	YTD 2018	Percent Change	YTD 2017	YTD 2018	Percent Change
Total	36,705	36,211	-1.3%	35,130	36,337	3.4%
Cars	9,841	9,168	-6.8%	12,953	13,558	4.7%
Light Trucks	26,864	27,043	0.7%	22,177	22,779	2.7%
Detroit Three Brands	13,443	13,479	0.3%	16,711	16,613	-0.6%
European Brands	4,066	4,273	5.1%	3,588	4,248	18.4%
Japanese Brands	17,205	16,447	-4.4%	12,376	12,882	4.1%
Korean Brands	1,991	2,012	1.1%	2,455	2,594	5.7%

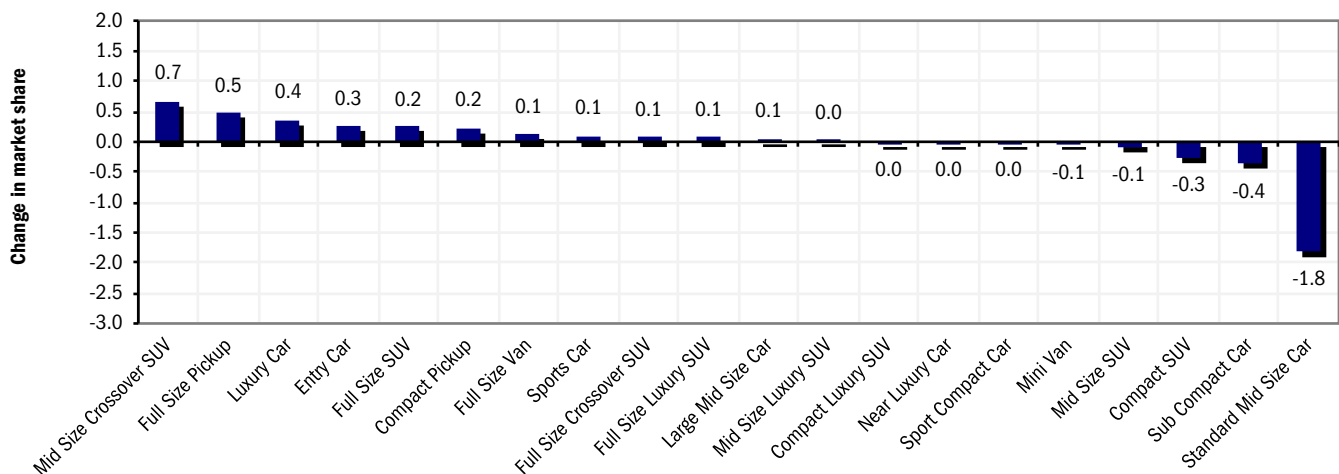
Data Information

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												
	February			Three Month Period Dec. '17 thru Feb. '18			Year to date thru February			Year-to-date Market Share (%)		
	2017	2018	% chg.	Yr. Ago	Current	% chg.	2017	2018	% chg.	2017	2018	Chg.
TOTAL	16,710	16,165	-3.3%	54,491	53,690	-1.5%	36,705	36,211	-1.3%			
Acura	113	117	3.5%	421	449	6.7%	281	283	0.7%	0.8	0.8	0.0
Audi	323	354	9.6%	1,064	1,164	9.4%	742	818	10.2%	2.0	2.3	0.2
BMW	315	403	27.9%	918	1,091	18.8%	627	791	26.2%	1.7	2.2	0.5
Buick	127	122	-3.9%	434	385	-11.3%	294	280	-4.8%	0.8	0.8	0.0
Cadillac	99	82	-17.2%	346	297	-14.2%	244	214	-12.3%	0.7	0.6	-0.1
Chevrolet	1,146	1,222	6.6%	3,873	4,192	8.2%	2,576	2,877	11.7%	7.0	7.9	0.9
Chrysler	78	88	12.8%	258	275	6.6%	180	209	16.1%	0.5	0.6	0.1
Dodge	203	201	-1.0%	705	635	-9.9%	498	420	-15.7%	1.4	1.2	-0.2
Fiat	17	20	17.6%	71	57	-19.7%	41	39	-4.9%	0.1	0.1	0.0
Ford	1,922	1,750	-8.9%	6,041	5,930	-1.8%	4,124	3,932	-4.7%	11.2	10.9	-0.4
GMC	462	487	5.4%	1,749	1,803	3.1%	1,162	1,234	6.2%	3.2	3.4	0.2
Honda	1,254	1,238	-1.3%	4,000	4,349	8.7%	2,655	2,978	12.2%	7.2	8.2	1.0
Hyundai	508	480	-5.5%	1,771	1,696	-4.2%	1,173	1,150	-2.0%	3.2	3.2	0.0
Infiniti	115	109	-5.2%	435	353	-18.9%	289	237	-18.0%	0.8	0.7	-0.1
Jaguar	35	33	-5.7%	127	96	-24.4%	97	65	-33.0%	0.3	0.2	-0.1
Jeep	1,150	1,198	4.2%	3,713	3,797	2.3%	2,509	2,489	-0.8%	6.8	6.9	0.0
Kia	362	414	14.4%	1,238	1,215	-1.9%	818	862	5.4%	2.2	2.4	0.2
Land Rover	71	81	14.1%	261	254	-2.7%	181	185	2.2%	0.5	0.5	0.0
Lexus	362	263	-27.3%	1,195	1,093	-8.5%	804	704	-12.4%	2.2	1.9	-0.2
Lincoln	83	91	9.6%	269	255	-5.2%	183	186	1.6%	0.5	0.5	0.0
Maserati	19	5	-73.7%	40	29	-27.5%	27	18	-33.3%	0.1	0.0	0.0
Mazda	348	335	-3.7%	1,175	1,163	-1.0%	743	756	1.7%	2.0	2.1	0.1
Mercedes	309	286	-7.4%	980	933	-4.8%	630	632	0.3%	1.7	1.7	0.0
MINI	70	57	-18.6%	229	200	-12.7%	145	143	-1.4%	0.4	0.4	0.0
Mitsubishi	75	72	-4.0%	237	209	-11.8%	164	139	-15.2%	0.4	0.4	-0.1
Nissan	995	807	-18.9%	3,126	2,774	-11.3%	2,120	1,832	-13.6%	5.8	5.1	-0.7
Porsche	61	53	-13.1%	213	193	-9.4%	140	134	-4.3%	0.4	0.4	0.0
Ram	647	626	-3.2%	2,143	2,101	-2.0%	1,475	1,405	-4.7%	4.0	3.9	-0.1
smart	6	1	-83.3%	7	7	0.0%	7	5	-28.6%	0.0	0.0	0.0
Subaru	2,204	1,909	-13.4%	6,890	6,369	-7.6%	4,670	4,197	-10.1%	12.7	11.6	-1.1
Tesla	143	150	4.9%	243	308	26.7%	198	233	17.7%	0.5	0.6	0.1
Toyota/Scion	2,414	2,422	0.3%	8,234	7,896	-4.1%	5,478	5,320	-2.9%	14.9	14.7	-0.2
Volkswagen	578	532	-8.0%	1,749	1,667	-4.7%	1,207	1,110	-8.0%	3.3	3.1	-0.2
Volvo	89	131	47.2%	320	383	19.7%	211	288	36.5%	0.6	0.8	0.2
Other	7	26	271.4%	16	72	350.0%	12	46	283.3%	0.0	0.1	0.1

Change in New Vehicle Segment Market Share - YTD 2018 thru February v. YTD 2017

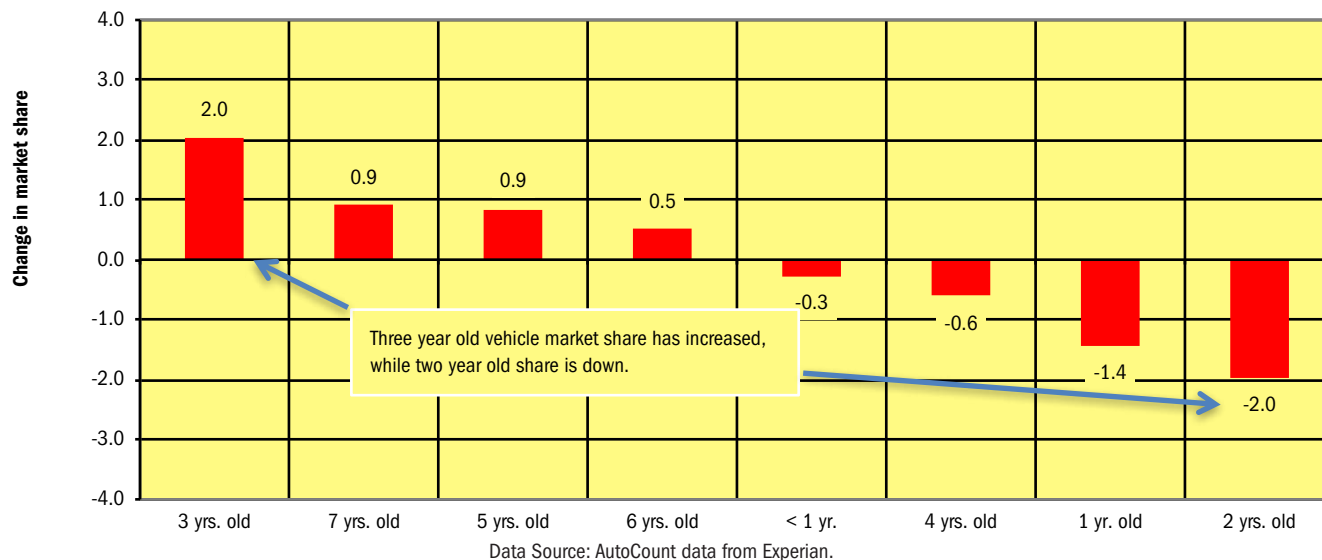


Data Source: AutoCount data from Experian.

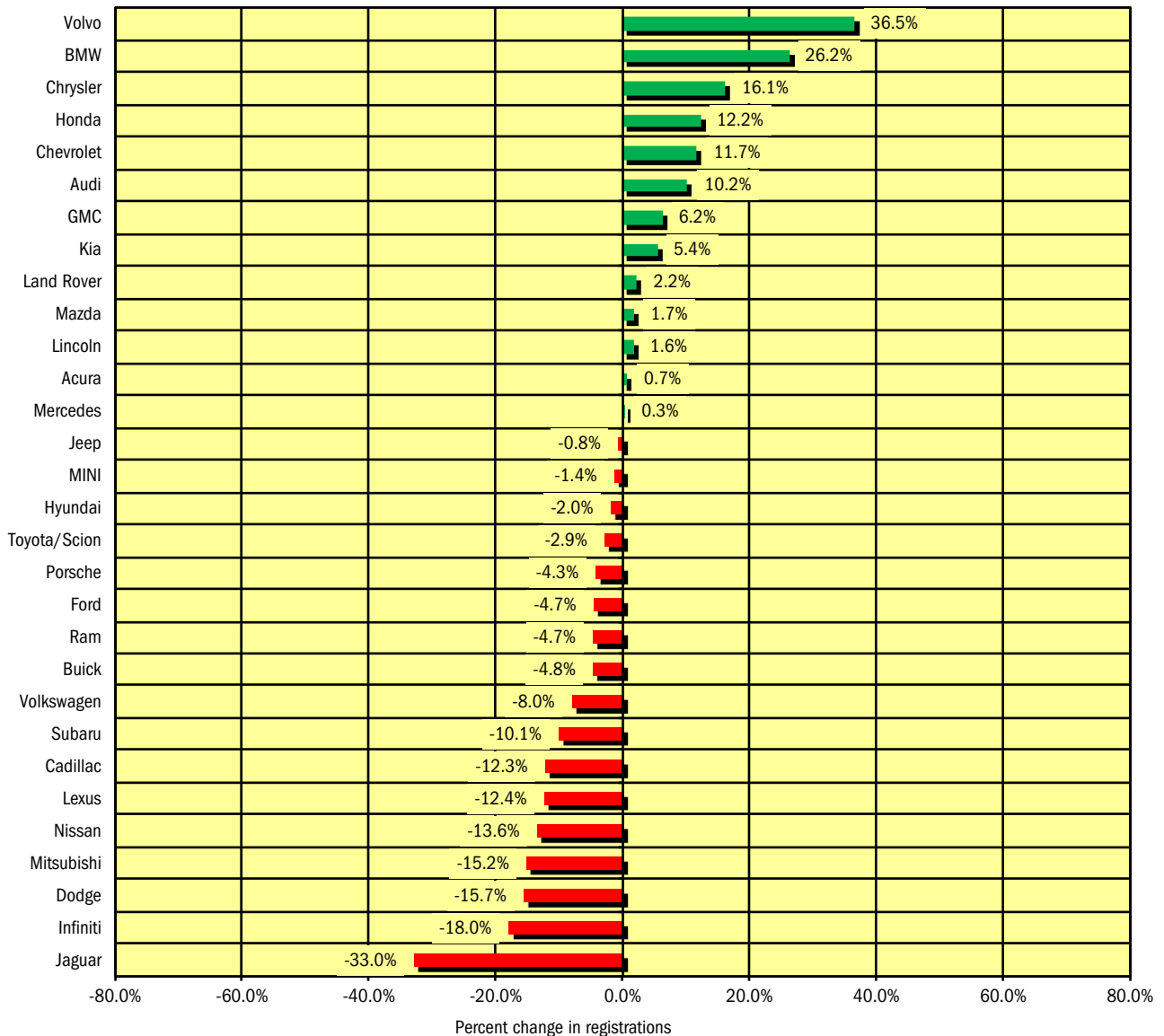
Used Vehicle Market Brand Registrations (only includes vehicles seven years old or newer)

Colorado Used Retail Car and Light Truck Registrations												
	February			Three Month Period Dec. '17 thru Feb. '18			Year to date thru February			YTD Market Share (%)		
	2017	2018	% chg.	Yr. Ago	Current	% chg.	2017	2018	% chg.	2017	2018	Chg.
TOTAL	16,257	17,016	4.7%	54,719	55,063	0.6%	35,130	36,337	3.4%			
Acura	209	173	-17.2%	681	568	-16.6%	429	385	-10.3%	1.2	1.1	-0.2
Audi	305	375	23.0%	966	1,178	21.9%	638	762	19.4%	1.8	2.1	0.3
BMW	450	502	11.6%	1,453	1,508	3.8%	947	1,005	6.1%	2.7	2.8	0.1
Buick	160	217	35.6%	612	675	10.3%	387	463	19.6%	1.1	1.3	0.2
Cadillac	240	222	-7.5%	774	701	-9.4%	508	462	-9.1%	1.4	1.3	-0.2
Chevrolet	1,683	1,677	-0.4%	5,622	5,520	-1.8%	3,555	3,677	3.4%	10.1	10.1	0.0
Chrysler	238	197	-17.2%	848	693	-18.3%	548	461	-15.9%	1.6	1.3	-0.3
Dodge	1,189	1,134	-4.6%	3,927	3,803	-3.2%	2,582	2,536	-1.8%	7.3	7.0	-0.4
Ford	2,299	2,344	2.0%	7,731	7,566	-2.1%	5,051	4,968	-1.6%	14.4	13.7	-0.7
GMC	593	648	9.3%	1,923	2,080	8.2%	1,251	1,391	11.2%	3.6	3.8	0.3
Honda	731	784	7.3%	2,540	2,504	-1.4%	1,575	1,661	5.5%	4.5	4.6	0.1
Hyundai	650	718	10.5%	2,195	2,151	-2.0%	1,409	1,482	5.2%	4.0	4.1	0.1
Infiniti	191	228	19.4%	632	659	4.3%	404	446	10.4%	1.2	1.2	0.1
Jaguar	9	10	11.1%	27	40	48.1%	20	23	15.0%	0.1	0.1	0.0
Jeep	1,201	1,159	-3.5%	3,968	3,745	-5.6%	2,628	2,467	-6.1%	7.5	6.8	-0.7
Kia	495	524	5.9%	1,630	1,689	3.6%	1,046	1,112	6.3%	3.0	3.1	0.1
Land Rover	97	83	-14.4%	324	308	-4.9%	215	192	-10.7%	0.6	0.5	-0.1
Lexus	316	284	-10.1%	962	894	-7.1%	610	587	-3.8%	1.7	1.6	-0.1
Lincoln	78	73	-6.4%	261	256	-1.9%	169	166	-1.8%	0.5	0.5	0.0
Mazda	245	221	-9.8%	868	801	-7.7%	544	501	-7.9%	1.5	1.4	-0.2
Mercedes	288	318	10.4%	932	1,029	10.4%	587	683	16.4%	1.7	1.9	0.2
MINI	90	106	17.8%	270	319	18.1%	179	214	19.6%	0.5	0.6	0.1
Mitsubishi	97	67	-30.9%	338	269	-20.4%	192	159	-17.2%	0.5	0.4	-0.1
Nissan	1,391	1,462	5.1%	4,606	4,669	1.4%	2,999	3,093	3.1%	8.5	8.5	0.0
Other	72	80	11.1%	286	257	-10.1%	154	162	5.2%	0.4	0.4	0.0
Porsche	30	46	53.3%	122	168	37.7%	72	117	62.5%	0.2	0.3	0.1
Subaru	896	1,047	16.9%	3,179	3,615	13.7%	2,013	2,258	12.2%	5.7	6.2	0.5
Toyota/Scion	1,615	1,806	11.8%	5,650	5,707	1.0%	3,575	3,779	5.7%	10.2	10.4	0.2
Volkswagen	318	403	26.7%	1,104	1,379	24.9%	658	930	41.3%	1.9	2.6	0.7
Volvo	81	108	33.3%	288	312	8.3%	185	195	5.4%	0.5	0.5	0.0

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



**New Vehicle Market Percent Change in Brand Registrations
YTD 2018 thru February v. YTD 2017
(Top 30 selling brands)**



Data Source: AutoCount data from Experian.

Colorado Auto Outlook

Published for:
Colorado Automobile Dealers Association
290 East Speer Boulevard
Denver, CO 80203
Phone: 303-831-1722

Published by:
Auto Outlook, Inc.
PO Box 390
Exton, PA 19341
Phone: 800-206-0102
Email: jfoltz@autooutlook.com

Copyright Auto Outlook, Inc.,
March 2018

Colorado Auto Outlook is distributed free of charge to all members of Colorado Automobile Dealers Association. The publication is sponsored and supported by CADA.

Colorado Auto Outlook is published and edited by Auto Outlook, Inc., an independent automotive market research firm. Opinions in Colorado Auto Outlook are solely those of Auto Outlook, Inc., and are not necessarily shared by CADA.



AutoCount data from Experian is the data provider for Colorado Auto Outlook.