

Colorado Auto Outlook™

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Comprehensive information on the Colorado new and used vehicle market

Colorado Automobile Dealers Association



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

Colorado
+2.5

U.S.
-3.7%

Colorado and U.S. New Retail Light Vehicle Registrations

	Colorado	U.S.
YTD thru Feb. '18	31,172	2,033,123
YTD thru Feb. '19*	31,960	1,957,098
% change	2.5%	-3.7%
Dec. '17 thru Feb. '18	49,251	3,291,913
Dec. '18 thru Feb. '19*	50,378	3,220,885
% change	2.3%	-2.2%

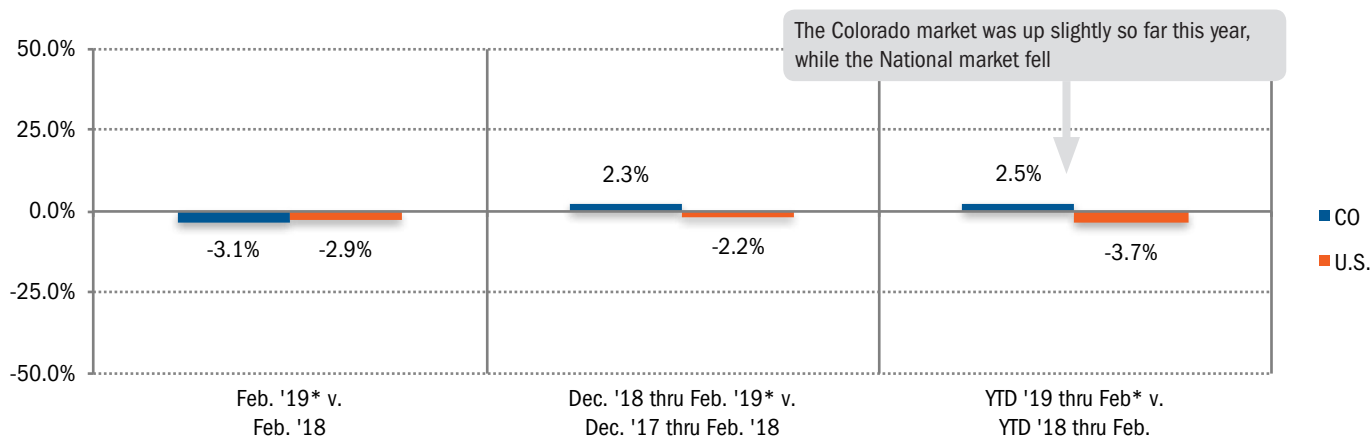
QUICK FACTS

State new vehicle market increased 2.5 % during the first two months of 2019 versus a year earlier. U.S. market was off 3.7%.

Light truck registrations in the state increased 4.8% so far this year, while passenger cars were down 5.7%

Used vehicle registrations in the state declined 1.5% in January of this year (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.

Data Source: IHS.

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

LIGHT TRUCKS



**UP
4.8%**

PASSENGER CARS

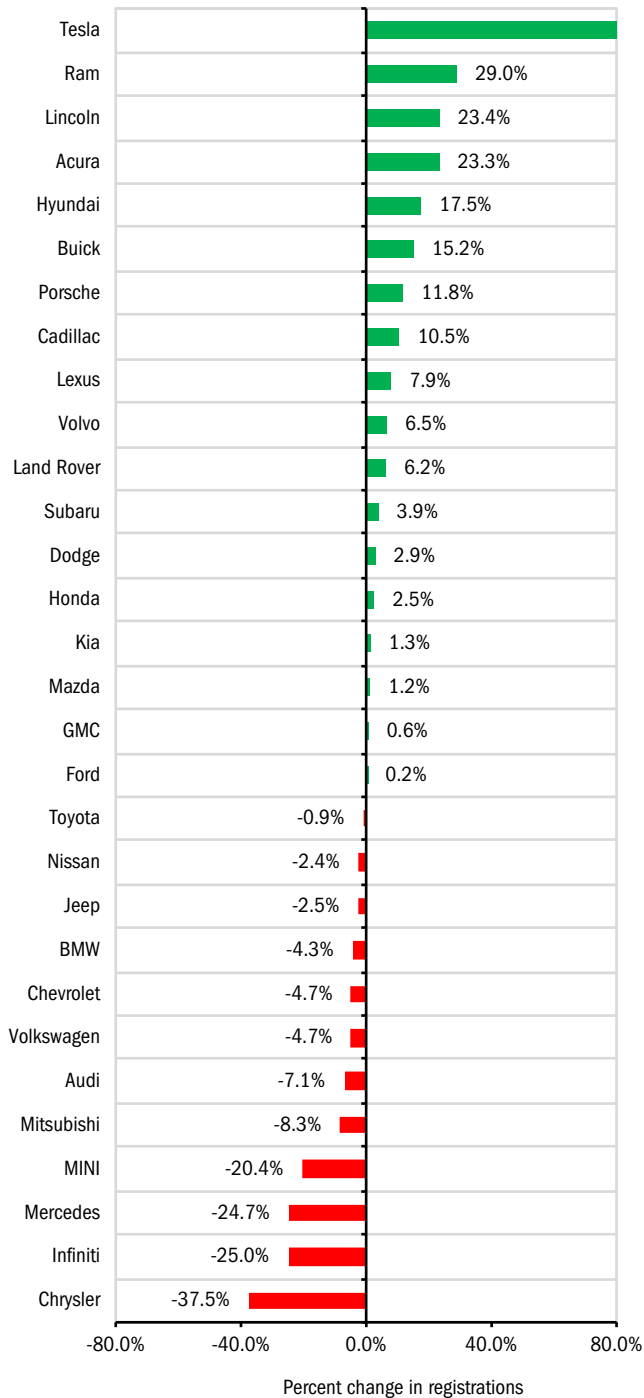


**DOWN
5.7%**

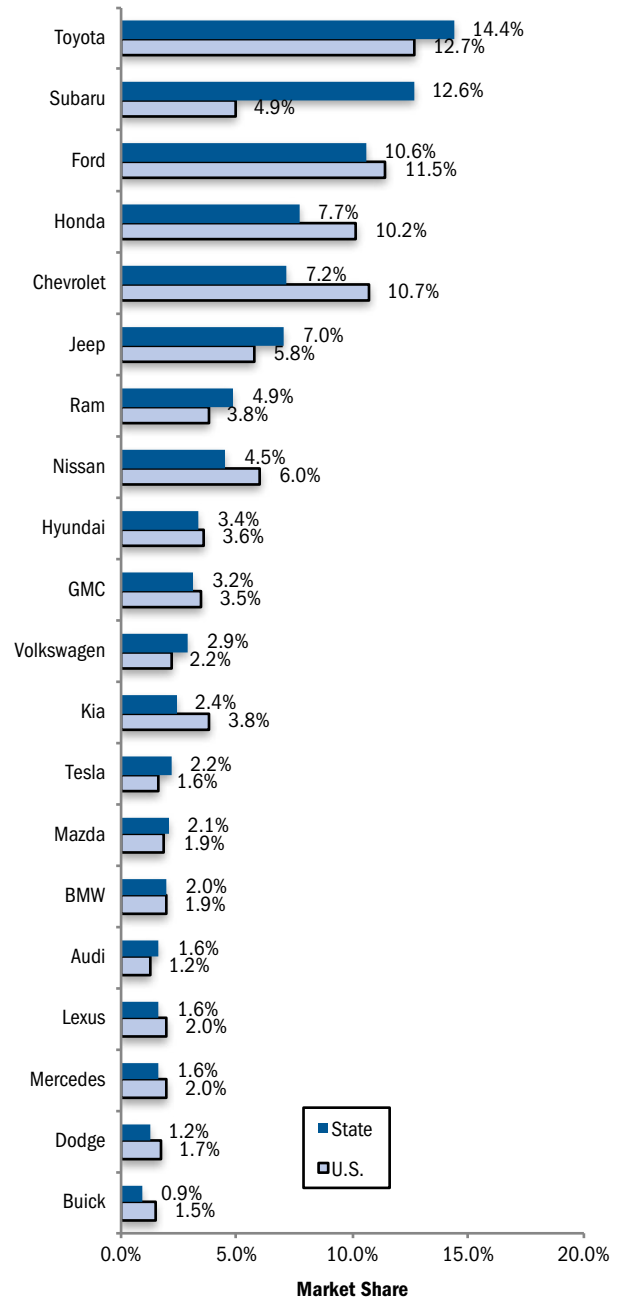
Colorado New Retail Car and Light Truck Registrations												
	February			Three Month Period Dec. '18 thru Feb. '19*			YTD thru February*			YTD Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2018	2019*	% chg.	Yr. Ago	Current	% chg.	2018	2019	% chg.	2018	2019	Chg.
MARKET SUMMARY												
TOTAL	15,039	14,573	-3.1%	49,251	50,378	2.3%	31,172	31,960	2.5%			
Cars	3,187	2,671	-16.2%	11,224	10,112	-9.9%	6,637	6,258	-5.7%	21.3	19.6	-1.7
Light Trucks	11,852	11,902	0.4%	38,027	40,266	5.9%	24,535	25,702	4.8%	78.7	80.4	1.7
Domestic	5,519	5,379	-2.5%	18,343	19,782	7.8%	11,529	12,302	6.7%	37.0	38.5	1.5
European	1,764	1,675	-5.0%	5,723	5,447	-4.8%	3,817	3,523	-7.7%	12.2	11.0	-1.2
Japanese	6,880	6,617	-3.8%	22,512	22,288	-1.0%	14,103	14,280	1.3%	45.2	44.7	-0.6
Korean	876	902	3.0%	2,673	2,861	7.0%	1,723	1,855	7.7%	5.5	5.8	0.3
BRAND REGISTRATIONS												
Acura	117	129	10.3%	372	438	17.7%	240	296	23.3%	0.8	0.9	0.2
Alfa Romeo	21	17	-19.0%	66	61	-7.6%	45	38	-15.6%	0.1	0.1	0.0
Audi	283	246	-13.1%	925	881	-4.8%	567	527	-7.1%	1.8	1.6	-0.2
BMW	288	286	-0.7%	978	971	-0.7%	668	639	-4.3%	2.1	2.0	-0.1
Buick	132	138	4.5%	376	433	15.2%	257	296	15.2%	0.8	0.9	0.1
Cadillac	81	78	-3.7%	248	284	14.5%	162	179	10.5%	0.5	0.6	0.0
Chevrolet	1,132	1,052	-7.1%	3,792	3,687	-2.8%	2,402	2,290	-4.7%	7.7	7.2	-0.5
Chrysler	53	33	-37.7%	188	121	-35.6%	120	75	-37.5%	0.4	0.2	-0.2
Dodge	192	174	-9.4%	603	606	0.5%	380	391	2.9%	1.2	1.2	0.0
FIAT	18	8	-55.6%	55	22	-60.0%	36	11	-69.4%	0.1	0.0	-0.1
Ford	1,623	1,521	-6.3%	5,435	5,359	-1.4%	3,368	3,376	0.2%	10.8	10.6	-0.2
Genesis	4	4	0.0%	42	9	-78.6%	23	7	-69.6%	0.1	0.0	-0.1
GMC	475	434	-8.6%	1,629	1,690	3.7%	1,001	1,007	0.6%	3.2	3.2	-0.1
Honda	1,173	1,141	-2.7%	3,772	3,779	0.2%	2,394	2,455	2.5%	7.7	7.7	0.0
Hyundai	484	492	1.7%	1,528	1,759	15.1%	922	1,083	17.5%	3.0	3.4	0.4
Infiniti	85	70	-17.6%	312	262	-16.0%	192	144	-25.0%	0.6	0.5	-0.2
Jaguar	21	33	57.1%	85	91	7.1%	53	61	15.1%	0.2	0.2	0.0
Jeep	1,177	1,116	-5.2%	3,462	3,398	-1.8%	2,309	2,251	-2.5%	7.4	7.0	-0.4
Kia	384	406	5.7%	1,080	1,091	1.0%	755	765	1.3%	2.4	2.4	0.0
Land Rover	92	108	17.4%	285	314	10.2%	194	206	6.2%	0.6	0.6	0.0
Lexus	211	218	3.3%	883	921	4.3%	480	518	7.9%	1.5	1.6	0.1
Lincoln	55	63	14.5%	216	259	19.9%	145	179	23.4%	0.5	0.6	0.1
Maserati	10	9	-10.0%	26	22	-15.4%	15	17	13.3%	0.0	0.1	0.0
Mazda	326	298	-8.6%	1,077	1,059	-1.7%	656	664	1.2%	2.1	2.1	0.0
Mercedes	272	236	-13.2%	996	807	-19.0%	684	515	-24.7%	2.2	1.6	-0.6
MINI	78	68	-12.8%	201	175	-12.9%	142	113	-20.4%	0.5	0.4	-0.1
Mitsubishi	67	70	4.5%	217	216	-0.5%	145	133	-8.3%	0.5	0.4	0.0
Nissan	727	638	-12.2%	2,456	2,344	-4.6%	1,482	1,446	-2.4%	4.8	4.5	-0.2
Other	12	0	-100.0%	49	29	-40.8%	41	13	-68.3%	0.1	0.0	-0.1
Porsche	88	96	9.1%	214	226	5.6%	153	171	11.8%	0.5	0.5	0.0
Ram	564	688	22.0%	2,017	2,441	21.0%	1,207	1,557	29.0%	3.9	4.9	1.0
Subaru	1,915	1,961	2.4%	6,129	6,243	1.9%	3,882	4,032	3.9%	12.5	12.6	0.2
Tesla	35	82	134.3%	375	1,503	300.8%	177	700	295.5%	0.6	2.2	1.6
Toyota	2,259	2,092	-7.4%	7,294	7,025	-3.7%	4,632	4,591	-0.9%	14.9	14.4	-0.5
Volkswagen	473	451	-4.7%	1,478	1,425	-3.6%	982	936	-4.7%	3.2	2.9	-0.2
Volvo	112	117	4.5%	390	427	9.5%	261	278	6.5%	0.8	0.9	0.0

Top ten brands shaded gray. Data Source: IHS.

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



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



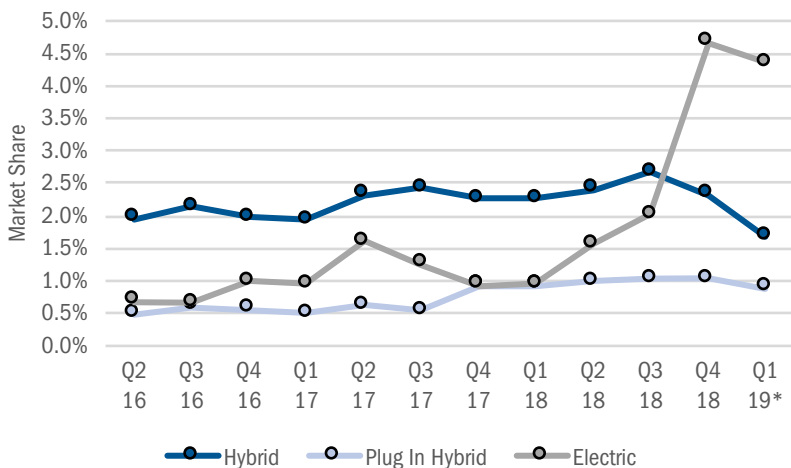
Registrations increased by more than 15% for Tesla, Ram, Lincoln, Acura, Hyundai, and Buick



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)**



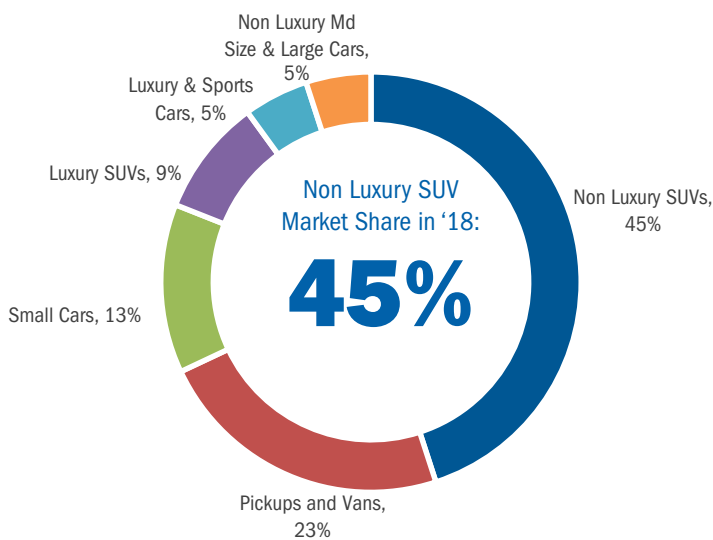
The graph above shows hybrid powertrain and electric vehicle quarterly market share in the state. First Quarter 2019 includes January only. Source: IHS.

New Retail Hybrid, Plug In Hybrid, and Electric Vehicle Registrations Top 20 Selling Models in Colorado - January 2019			
Rank	Model	Type	Regs.
1	Tesla Model 3	Electric	468
2	Nissan Leaf	Electric	94
3	Tesla Model X	Electric	83
4	Tesla Model S	Electric	67
5	Toyota Highlander	Hybrid	46
6	Lexus RX	Hybrid	44
7	Chevrolet Bolt	Electric	36
8	Chevrolet Volt	Plug In Hybrid	33
9	Toyota Camry	Hybrid	26
10	Honda Accord	Hybrid	22
11	Toyota RAV4	Hybrid	22
12	Lexus NX	Hybrid	18
13	Kia Niro	Hybrid	17
14	Toyota Prius	Hybrid	17
15	Honda Clarity	Plug In Hybrid	17
16	Honda Insight	Hybrid	14
17	Hyundai Ioniq	Hybrid	13
18	Toyota Avalon	Hybrid	13
19	Chrysler Pacifica	Plug In Hybrid	13
20	Kia Niro	Plug In Hybrid	13

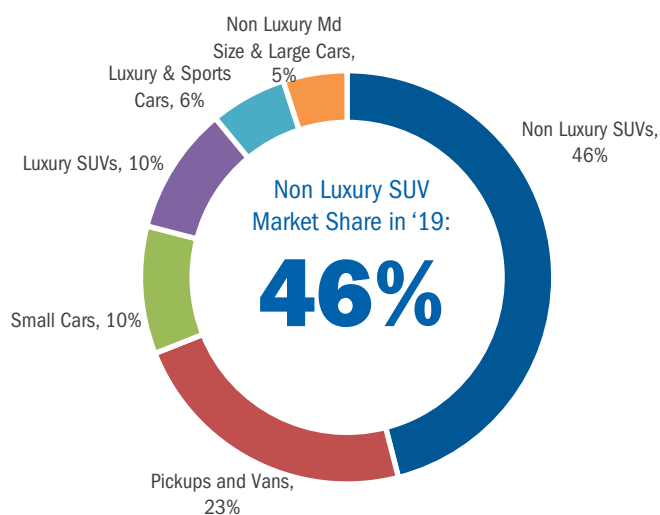
Source: IHS.

VEHICLE SEGMENTS

**Segment Market Shares
YTD 2018 thru February**



**Segment Market Shares
YTD 2019 thru February***



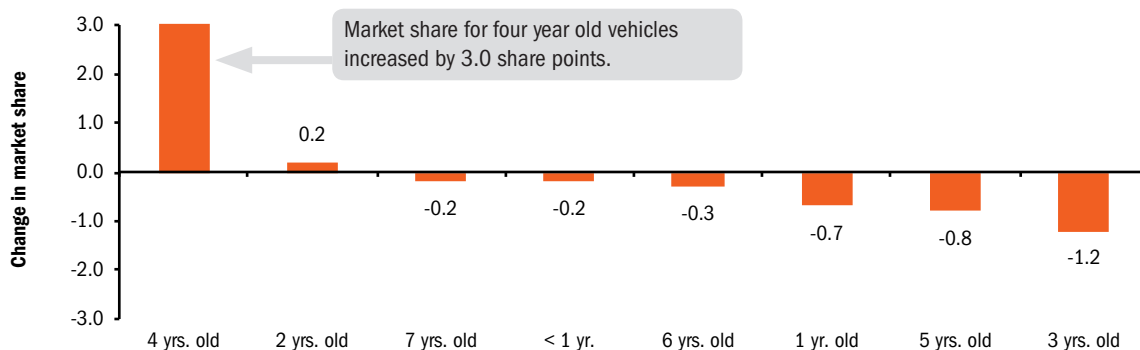
Source: IHS.

The two graphs above show market shares for primary segments during the first two months of 2018 and 2019. *Feb '19 figures estimated by Auto Outlook.

Colorado Used Retail Car and Light Truck Registrations (only includes vehicles 7 years old or newer)												
	January			Three Month Period Nov. '18 thru Jan. '19*			Annual Total			Annual Market Share (%)		
	2018	2019	% chg.	Yr. Ago	Current	% chg.	2017	2018	% chg.	2017	2018	Chg.
TOTAL	23,929	23,573	-1.5%	61,283	67,458	10.1%	258,330	271,633	5.1%			
Acura	228	231	1.3%	611	706	15.5%	2,799	2,769	-1.1%	1.1	1.0	-0.1
Audi	494	539	9.1%	1,269	1,489	17.3%	4,725	5,674	20.1%	1.8	2.1	0.3
BMW	626	602	-3.8%	1,652	1,694	2.5%	7,234	6,929	-4.2%	2.8	2.6	-0.2
Buick	294	194	-34.0%	712	595	-16.4%	2,733	2,919	6.8%	1.1	1.1	0.0
Cadillac	313	252	-19.5%	784	684	-12.8%	3,228	3,015	-6.6%	1.2	1.1	-0.1
Chevrolet	2,454	2,217	-9.7%	6,193	6,402	3.4%	26,698	26,962	1.0%	10.3	9.9	-0.4
Chrysler	293	285	-2.7%	758	816	7.7%	3,672	3,442	-6.3%	1.4	1.3	-0.2
Dodge	1,665	1,635	-1.8%	4,345	4,726	8.8%	19,482	19,758	1.4%	7.5	7.3	-0.3
FIAT	59	42	-28.8%	133	131	-1.5%	637	597	-6.3%	0.2	0.2	0.0
Ford	3,419	3,424	0.1%	8,640	9,658	11.8%	37,612	38,588	2.6%	14.6	14.2	-0.4
GMC	962	795	-17.4%	2,371	2,438	2.8%	9,120	9,699	6.3%	3.5	3.6	0.0
Honda	1,106	932	-15.7%	2,797	2,961	5.9%	12,010	12,477	3.9%	4.6	4.6	-0.1
Hyundai	922	1,002	8.7%	2,258	2,734	21.1%	10,084	10,693	6.0%	3.9	3.9	0.0
Infiniti	289	359	24.2%	692	846	22.3%	3,028	3,167	4.6%	1.2	1.2	0.0
Jaguar	21	35	66.7%	59	99	67.8%	229	345	50.7%	0.1	0.1	0.0
Jeep	1,546	1,526	-1.3%	4,019	4,495	11.8%	17,151	17,831	4.0%	6.6	6.6	-0.1
Kia	680	644	-5.3%	1,802	1,883	4.5%	8,277	8,471	2.3%	3.2	3.1	-0.1
Land Rover	147	188	27.9%	393	530	34.9%	1,718	1,703	-0.9%	0.7	0.6	0.0
Lexus	381	480	26.0%	972	1,324	36.2%	4,210	4,758	13.0%	1.6	1.8	0.1
Lincoln	112	109	-2.7%	303	315	4.0%	1,279	1,340	4.8%	0.5	0.5	0.0
Mazda	320	408	27.5%	910	1,188	30.5%	3,931	4,345	10.5%	1.5	1.6	0.1
Mercedes	465	453	-2.6%	1,176	1,195	1.6%	4,593	5,209	13.4%	1.8	1.9	0.1
MINI	133	98	-26.3%	342	321	-6.1%	1,522	1,563	2.7%	0.6	0.6	0.0
Mitsubishi	102	112	9.8%	306	358	17.0%	1,588	1,293	-18.6%	0.6	0.5	-0.1
Nissan	1,993	2,040	2.4%	5,080	5,705	12.3%	21,228	23,295	9.7%	8.2	8.6	0.4
Porsche	87	89	2.3%	219	261	19.2%	854	1,050	23.0%	0.3	0.4	0.1
Subaru	1,526	1,519	-0.5%	4,123	4,513	9.5%	15,632	17,145	9.7%	6.1	6.3	0.3
Toyota	2,485	2,482	-0.1%	6,290	6,920	10.0%	25,542	26,986	5.7%	9.9	9.9	0.0
Volkswagen	586	675	15.2%	1,475	1,858	26.0%	5,365	7,212	34.4%	2.1	2.7	0.6
Volvo	145	132	-9.0%	373	397	6.4%	1,349	1,551	15.0%	0.5	0.6	0.0
Others	76	74	-2.6%	226	216	-4.4%	800	847	5.9%	0.3	0.3	0.0

Source: IHS.

Change in Used Vehicle Market Share by Age of Vehicle January 2019 vs. January 2018



Source: IHS.