

Colorado Auto Outlook™

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Comprehensive information on the Colorado automotive market

Colorado Automobile Dealers Association

Quick Facts

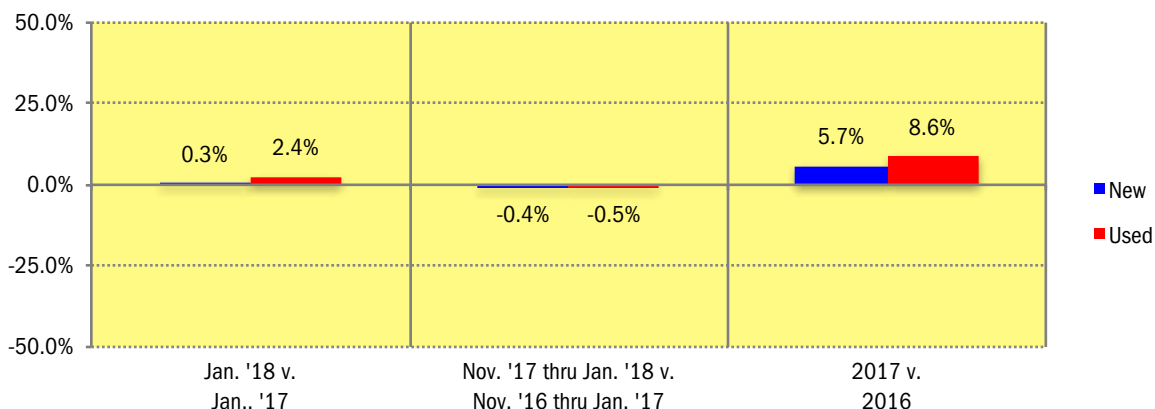
New retail car and light truck registrations in the state posted a small increase in January versus strong year-earlier results. Note: monthly recording of registrations occurs when the data is processed by the DMV. This can impact the measurement of registrations in individual months. Year-to-date figures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

New registrations in the state increased 0.3% in January of this year and exceeded 20,000 units. Passenger cars declined by 3.4% while Light Trucks were up 1.6%.

Used vehicle registrations increased 2.4% in January of '18. (Only includes vehicles seven years old or newer.)

Volvo, BMW, Honda, Chrysler, Chevrolet, MINI, and Audi had the largest percentage increases in January (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		
	Nov. '16 thru Jan. '17	Nov. '17 thru Jan. '18	Percent Change	Nov. '16 thru Jan. '17	Nov. '17 thru Jan. '18	Percent Change
Total	52,404	52,201	-0.4%	54,087	53,833	-0.5%
Cars	14,785	13,323	-9.9%	20,775	20,051	-3.5%
Light Trucks	37,619	38,878	3.3%	33,312	33,782	1.4%
Detroit Three Brands	18,898	19,615	3.8%	25,316	24,870	-1.8%
European Brands	5,711	5,698	-0.2%	5,616	6,131	9.2%
Japanese Brands	24,790	23,985	-3.2%	19,345	19,194	-0.8%
Korean Brands	3,005	2,903	-3.4%	3,810	3,638	-4.5%
	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%

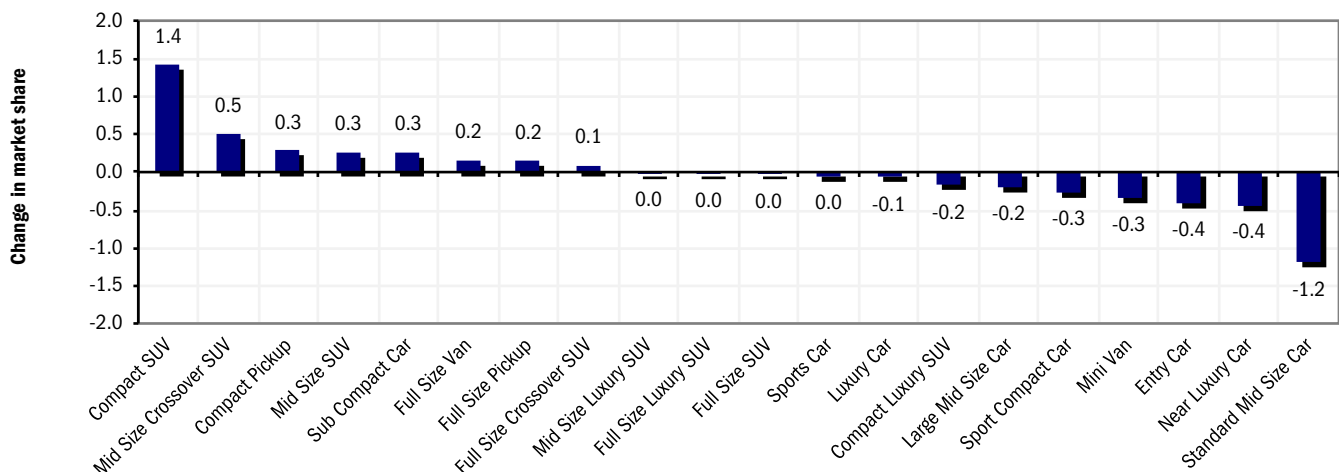
Data Information

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												
	January			Three Month Period Nov. '17 thru Jan. '18			Annual Totals			Annual Market Share (%)		
	2017	2018	% chg.	Yr. Ago	Current	% chg.	2016	2017	% chg.	2016	2017	Chg.
TOTAL	19,995	20,046	0.3%	52,404	52,201	-0.4%	199,741	211,132	5.7%			
Acura	168	166	-1.2%	416	449	7.9%	1,746	1,707	-2.2%	0.9	0.8	-0.1
Audi	419	464	10.7%	1,017	1,068	5.0%	3,742	3,910	4.5%	1.9	1.9	0.0
BMW	312	388	24.4%	916	926	1.1%	3,992	3,371	-15.6%	2.0	1.6	-0.4
Buick	167	158	-5.4%	415	376	-9.4%	1,773	1,638	-7.6%	0.9	0.8	-0.1
Cadillac	145	132	-9.0%	329	293	-10.9%	1,142	1,061	-7.1%	0.6	0.5	-0.1
Chevrolet	1,430	1,655	15.7%	3,853	4,152	7.8%	15,430	15,465	0.2%	7.7	7.3	-0.4
Chrysler	102	121	18.6%	241	228	-5.4%	1,113	1,001	-10.1%	0.6	0.5	-0.1
Dodge	295	219	-25.8%	697	613	-12.1%	3,364	3,352	-0.4%	1.7	1.6	-0.1
Fiat	24	19	-20.8%	82	56	-31.7%	325	238	-26.8%	0.2	0.1	0.0
Ford	2,202	2,182	-0.9%	5,685	5,963	4.9%	23,339	24,566	5.3%	11.7	11.6	0.0
GMC	700	747	6.7%	1,680	1,718	2.3%	6,297	6,163	-2.1%	3.2	2.9	-0.2
Honda	1,401	1,740	24.2%	3,871	4,134	6.8%	15,061	15,921	5.7%	7.5	7.5	0.0
Hyundai	665	670	0.8%	1,797	1,725	-4.0%	6,503	6,889	5.9%	3.3	3.3	0.0
Infiniti	174	128	-26.4%	426	325	-23.7%	1,312	1,415	7.9%	0.7	0.7	0.0
Jaguar	62	32	-48.4%	122	82	-32.8%	223	473	112.1%	0.1	0.2	0.1
Jeep	1,359	1,291	-5.0%	3,503	3,687	5.3%	14,017	14,897	6.3%	7.0	7.1	0.0
Kia	456	448	-1.8%	1,208	1,178	-2.5%	4,877	5,218	7.0%	2.4	2.5	0.0
Land Rover	110	104	-5.5%	247	240	-2.8%	983	944	-4.0%	0.5	0.4	0.0
Lexus	442	441	-0.2%	1,123	1,076	-4.2%	4,034	4,183	3.7%	2.0	2.0	0.0
Lincoln	100	95	-5.0%	278	228	-18.0%	929	955	2.8%	0.5	0.5	0.0
Maserati	8	13	62.5%	28	28	0.0%	84	132	57.1%	0.0	0.1	0.0
Mazda	395	421	6.6%	1,210	1,151	-4.9%	4,573	4,702	2.8%	2.3	2.2	-0.1
Mercedes	321	346	7.8%	933	912	-2.3%	3,258	3,585	10.0%	1.6	1.7	0.1
MINI	75	86	14.7%	235	209	-11.1%	965	821	-14.9%	0.5	0.4	-0.1
Mitsubishi	89	67	-24.7%	237	195	-17.7%	1,017	947	-6.9%	0.5	0.4	-0.1
Nissan	1,125	1,025	-8.9%	2,926	2,678	-8.5%	11,281	12,372	9.7%	5.6	5.9	0.2
Porsche	79	81	2.5%	213	176	-17.4%	798	806	1.0%	0.4	0.4	0.0
Ram	828	779	-5.9%	2,012	2,097	4.2%	7,888	8,120	2.9%	3.9	3.8	-0.1
smart	1	4	300.0%	6	9	50.0%	57	48	-15.8%	0.0	0.0	0.0
Subaru	2,466	2,288	-7.2%	6,549	6,234	-4.8%	23,644	25,508	7.9%	11.8	12.1	0.2
Tesla	55	83	50.9%	204	258	26.5%	717	853	19.0%	0.4	0.4	0.0
Toyota/Scion	3,064	2,898	-5.4%	8,032	7,741	-3.6%	28,746	31,991	11.3%	14.4	15.2	0.8
Volkswagen	629	578	-8.1%	1,561	1,594	2.1%	5,138	6,593	28.3%	2.6	3.1	0.6
Volvo	122	157	28.7%	336	338	0.6%	1,297	1,077	-17.0%	0.6	0.5	-0.1
Other	5	20	300.0%	16	64	300.0%	76	210	176.3%	0.0	0.1	0.1

Change in New Vehicle Segment Market Share - Jan. 18 v. Jan '17

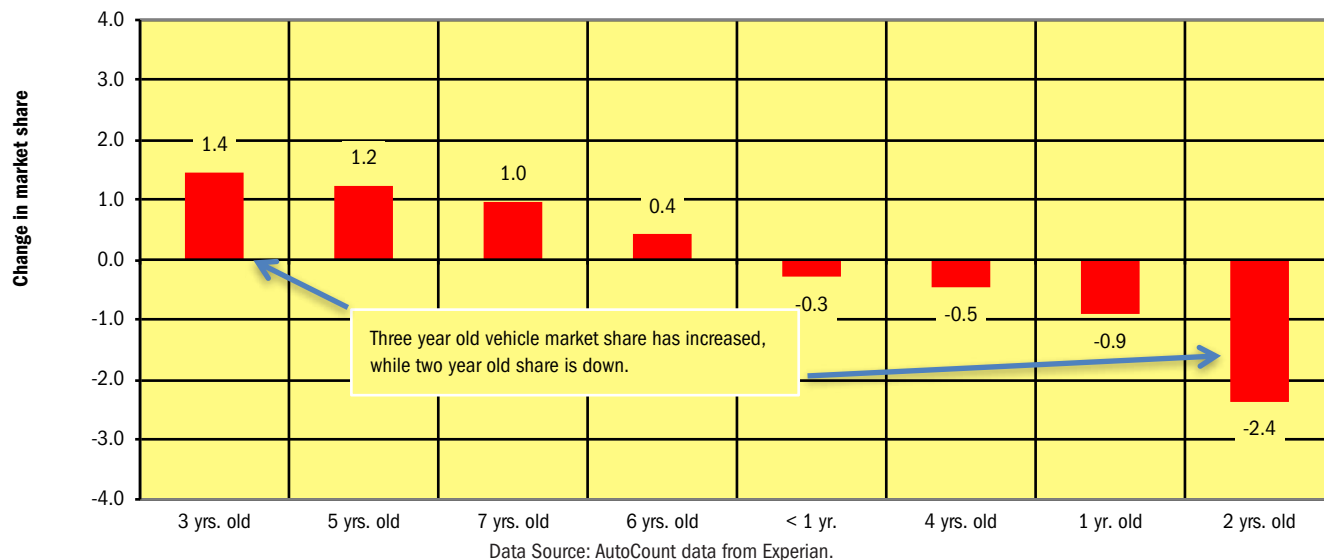


Data Source: AutoCount data from Experian.

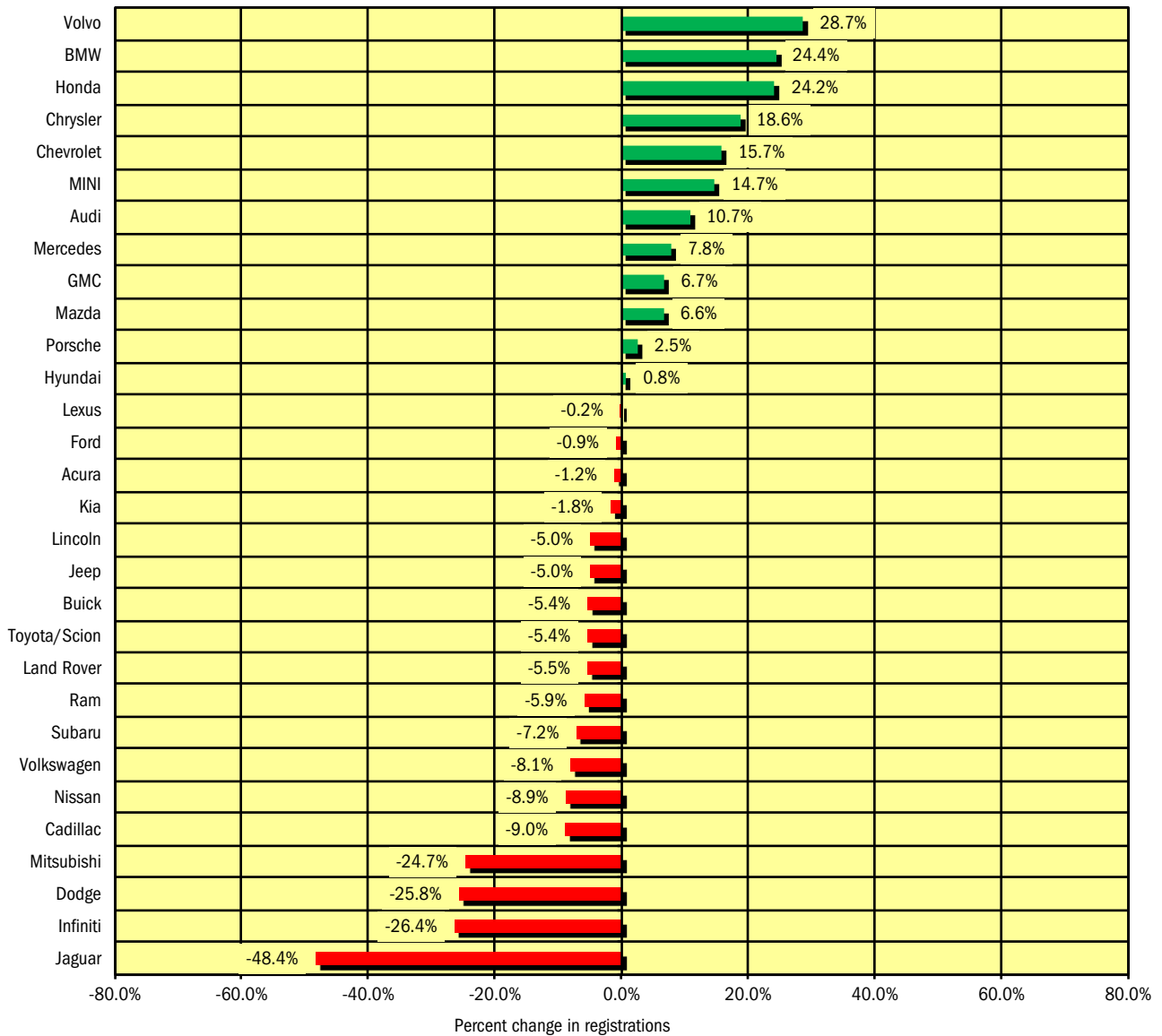
Used Vehicle Market Brand Registrations (only includes vehicles seven years old or newer)

Colorado Used Retail Car and Light Truck Registrations												
	January			Three Month Period Nov. '17 thru Jan. '18			Annual Totals			Annual Market Share (%)		
	2017	2018	% chg.	Yr. Ago	Current	% chg.	2016	2017	% chg.	2016	2017	Chg.
TOTAL	18,873	19,321	2.4%	54,087	53,833	-0.5%	209,288	227,362	8.6%			
Acura	220	212	-3.6%	622	546	-12.2%	2,259	2,605	15.3%	1.1	1.1	0.1
Audi	333	387	16.2%	941	1,077	14.5%	3,533	4,068	15.1%	1.7	1.8	0.1
BMW	497	503	1.2%	1,428	1,416	-0.8%	4,960	6,240	25.8%	2.4	2.7	0.4
Buick	227	246	8.4%	620	640	3.2%	2,282	2,517	10.3%	1.1	1.1	0.0
Cadillac	268	240	-10.4%	744	682	-8.3%	2,508	3,049	21.6%	1.2	1.3	0.1
Chevrolet	1,872	2,000	6.8%	5,572	5,483	-1.6%	22,674	23,133	2.0%	10.8	10.2	-0.7
Chrysler	310	264	-14.8%	881	694	-21.2%	3,595	3,443	-4.2%	1.7	1.5	-0.2
Dodge	1,393	1,402	0.6%	3,789	3,806	0.4%	15,856	16,850	6.3%	7.6	7.4	-0.2
Ford	2,752	2,624	-4.7%	7,635	7,498	-1.8%	29,661	32,789	10.5%	14.2	14.4	0.2
GMC	658	743	12.9%	1,864	2,018	8.3%	6,954	7,896	13.5%	3.3	3.5	0.2
Honda	844	877	3.9%	2,541	2,447	-3.7%	9,904	10,580	6.8%	4.7	4.7	-0.1
Hyundai	759	764	0.7%	2,171	1,988	-8.4%	8,566	9,074	5.9%	4.1	4.0	-0.1
Infiniti	213	218	2.3%	592	627	5.9%	2,179	2,773	27.3%	1.0	1.2	0.2
Jaguar	11	13	18.2%	24	40	66.7%	122	174	42.6%	0.1	0.1	0.0
Jeep	1,427	1,308	-8.3%	3,830	3,721	-2.8%	13,670	15,630	14.3%	6.5	6.9	0.3
Kia	551	588	6.7%	1,639	1,650	0.7%	7,086	7,412	4.6%	3.4	3.3	-0.1
Land Rover	118	109	-7.6%	333	316	-5.1%	1,243	1,343	8.0%	0.6	0.6	0.0
Lexus	294	303	3.1%	914	861	-5.8%	3,579	3,861	7.9%	1.7	1.7	0.0
Lincoln	91	93	2.2%	265	277	4.5%	1,140	1,154	1.2%	0.5	0.5	0.0
Mazda	299	280	-6.4%	849	822	-3.2%	3,309	3,500	5.8%	1.6	1.5	0.0
Mercedes	299	365	22.1%	912	1,005	10.2%	3,563	3,853	8.1%	1.7	1.7	0.0
MINI	89	108	21.3%	280	301	7.5%	1,252	1,323	5.7%	0.6	0.6	0.0
Mitsubishi	95	92	-3.2%	347	284	-18.2%	1,239	1,354	9.3%	0.6	0.6	0.0
Nissan	1,608	1,631	1.4%	4,557	4,504	-1.2%	17,287	19,263	11.4%	8.3	8.5	0.2
Other	82	82	0.0%	324	250	-22.8%	1,576	1,114	-29.3%	0.8	0.5	-0.3
Porsche	42	71	69.0%	127	166	30.7%	504	564	11.9%	0.2	0.2	0.0
Subaru	1,117	1,211	8.4%	3,195	3,632	13.7%	11,657	13,352	14.5%	5.6	5.9	0.3
Toyota/Scion	1,960	1,973	0.7%	5,663	5,440	-3.9%	20,910	22,534	7.8%	10.0	9.9	-0.1
Volkswagen	340	527	55.0%	1,139	1,349	18.4%	5,198	4,754	-8.5%	2.5	2.1	-0.4
Volvo	104	87	-16.3%	289	293	1.4%	1,022	1,160	13.5%	0.5	0.5	0.0

Change in Used Vehicle Market Share by Age of Vehicle
Jan. '18 v. Jan. '17



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



Data Source: AutoCount data from Experian.

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