

Colorado Auto Outlook™

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Comprehensive information on the Colorado new and used vehicle market

Colorado Automobile Dealers Association



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

Colorado
-1.0%

U.S.
-1.3%

Colorado and U.S. New Retail Light Vehicle Registrations

	Colorado	U.S.
Nov. '17 thru Jan. '18	51,488	3,458,905
Nov. '18 thru Jan. '19*	53,230	3,414,045
% change	3.4%	-1.3%
January 2018	16,133	1,029,616
January 2019*	15,971	1,015,826
% change	-1.0%	-1.3%

QUICK FACTS

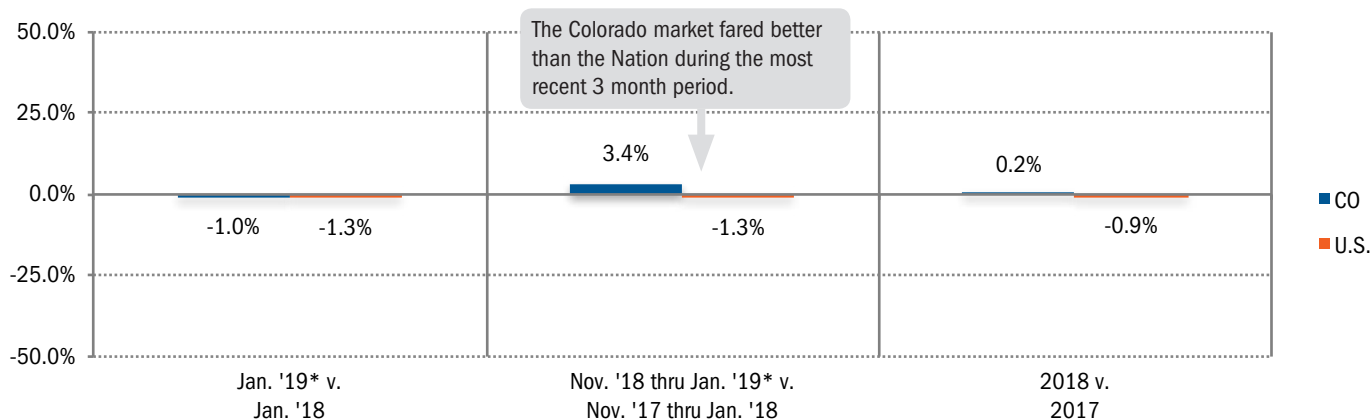
State new vehicle market declined an estimated 1.0% in January of this year versus a year earlier. U.S. market was off 1.3%.

Colorado new vehicle registrations increased 3.4% during the most recent three months vs. 1.3% drop in the Nation.

New light truck registrations increased 8% from November of '18 thru January of '19 versus the same period a year earlier. Cars fell by 11.2%

*Figures for January 2019 were estimated by Auto Outlook. Data Source: IHS.

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



*Figures for January 2019 were estimated by Auto Outlook. Data Source: IHS.

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 New Retail
Light Vehicle Registrations
Nov. '18 thru Jan. '19 vs.
Year Earlier**

LIGHT TRUCKS



**UP
8.0%**

PASSENGER CARS

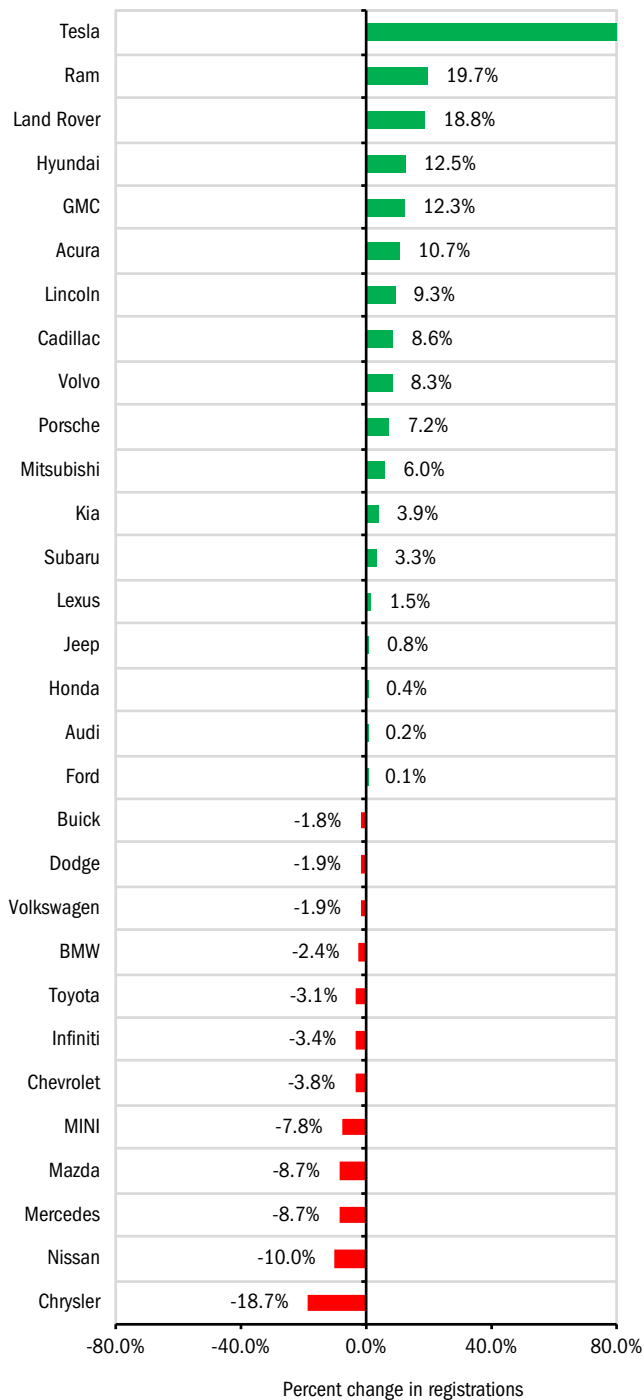


**DOWN
11.2%**

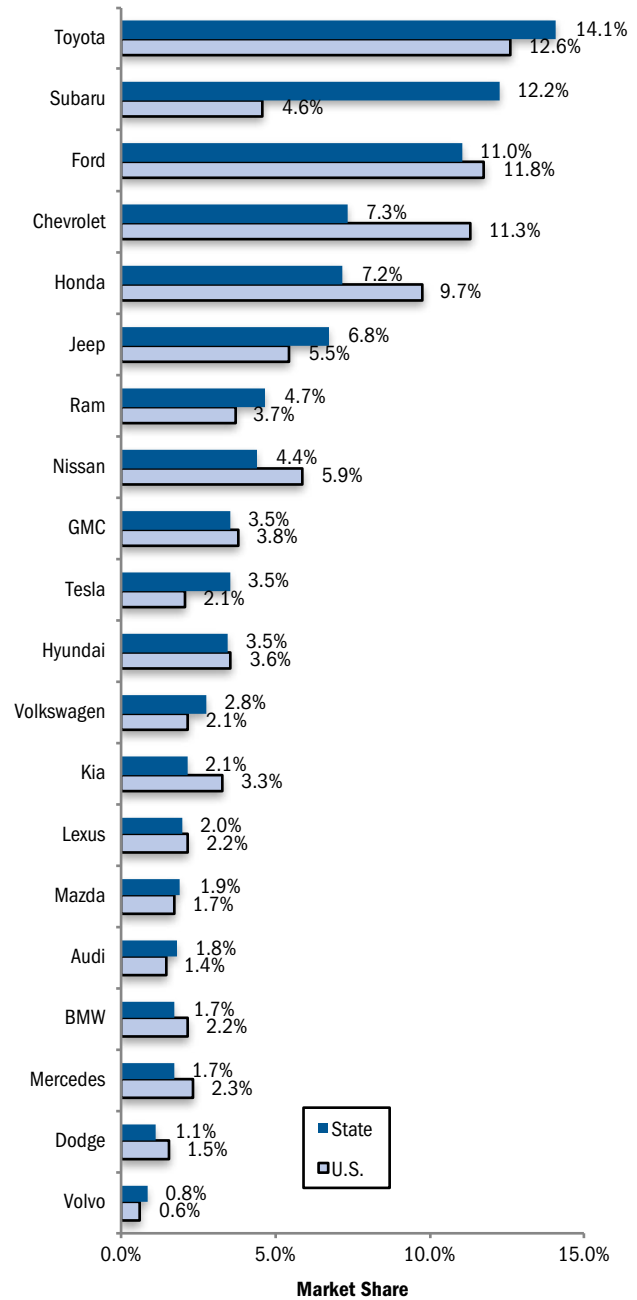
Colorado New Retail Car and Light Truck Registrations									
	January			Three Month Period Nov. '18 thru Jan. '19*			Nov. '18 thru Jan. '19* Market Share (%)		
	Colorado			Colorado			Colorado		
	2018	2019*	% chg.	Previous	Current	% chg.	Previous	Current	Chg.
MARKET SUMMARY									
TOTAL	16,133	15,971	-1.0%	51,488	53,230	3.4%			
Cars	3,450	3,264	-5.4%	12,444	11,046	-11.2%	24.2	20.8	-3.4
Light Trucks	12,683	12,707	0.2%	39,044	42,184	8.0%	75.8	79.2	3.4
Domestic	6,010	6,328	5.3%	19,408	21,305	9.8%	37.7	40.0	2.3
European	2,053	1,907	-7.1%	5,710	5,659	-0.9%	11.1	10.6	-0.5
Japanese	7,223	6,873	-4.8%	23,580	23,264	-1.3%	45.8	43.7	-2.1
Korean	847	863	1.9%	2,790	3,002	7.6%	5.4	5.6	0.2
BRAND REGISTRATIONS									
Acura	123	131	6.5%	393	435	10.7%	0.8	0.8	0.1
Alfa Romeo	24	16	-33.3%	60	65	8.3%	0.1	0.1	0.0
Audi	284	273	-3.9%	956	958	0.2%	1.9	1.8	-0.1
BMW	380	353	-7.1%	950	927	-2.4%	1.8	1.7	-0.1
Buick	125	100	-20.0%	382	375	-1.8%	0.7	0.7	0.0
Cadillac	81	75	-7.4%	279	303	8.6%	0.5	0.6	0.0
Chevrolet	1,270	1,120	-11.8%	4,052	3,900	-3.8%	7.9	7.3	-0.5
Chrysler	67	56	-16.4%	198	161	-18.7%	0.4	0.3	-0.1
Dodge	188	180	-4.3%	622	610	-1.9%	1.2	1.1	-0.1
FIAT	18	11	-38.9%	59	38	-35.6%	0.1	0.1	0.0
Ford	1,745	1,834	5.1%	5,860	5,867	0.1%	11.4	11.0	-0.4
Genesis	19	14	-26.3%	48	23	-52.1%	0.1	0.0	-0.1
GMC	526	606	15.2%	1,667	1,872	12.3%	3.2	3.5	0.3
Honda	1,221	1,221	0.0%	3,809	3,824	0.4%	7.4	7.2	-0.2
Hyundai	438	469	7.1%	1,633	1,837	12.5%	3.2	3.5	0.3
Infiniti	107	101	-5.6%	323	312	-3.4%	0.6	0.6	0.0
Jaguar	32	37	15.6%	91	89	-2.2%	0.2	0.2	0.0
Jeep	1,132	1,100	-2.8%	3,566	3,594	0.8%	6.9	6.8	-0.2
Kia	371	380	2.4%	1,090	1,133	3.9%	2.1	2.1	0.0
Land Rover	102	114	11.8%	272	323	18.8%	0.5	0.6	0.1
Lexus	269	256	-4.8%	1,032	1,047	1.5%	2.0	2.0	0.0
Lincoln	90	106	17.8%	236	258	9.3%	0.5	0.5	0.0
Maserati	5	5	0.0%	20	24	20.0%	0.0	0.0	0.0
Mazda	330	259	-21.5%	1,131	1,033	-8.7%	2.2	1.9	-0.3
Mercedes	412	347	-15.8%	986	900	-8.7%	1.9	1.7	-0.2
MINI	64	52	-18.8%	180	166	-7.8%	0.3	0.3	0.0
Mitsubishi	78	79	1.3%	218	231	6.0%	0.4	0.4	0.0
Nissan	755	601	-20.4%	2,616	2,354	-10.0%	5.1	4.4	-0.7
Other	29	11	-62.1%	46	50	8.7%	0.1	0.1	0.0
Porsche	65	72	10.8%	208	223	7.2%	0.4	0.4	0.0
Ram	643	777	20.8%	2,085	2,495	19.7%	4.0	4.7	0.6
Subaru	1,967	2,033	3.4%	6,303	6,509	3.3%	12.2	12.2	0.0
Tesla	142	374	163.4%	458	1,867	307.6%	0.9	3.5	2.6
Toyota	2,373	2,192	-7.6%	7,755	7,518	-3.1%	15.1	14.1	-0.9
Volkswagen	509	463	-9.0%	1,495	1,466	-1.9%	2.9	2.8	-0.1
Volvo	149	153	2.7%	409	443	8.3%	0.8	0.8	0.0

Top ten brands shaded gray. Source: IHS.

**Percent Change in Brand Registrations
Nov. '18 thru Jan. '19* vs. Year Earlier
(Top 30 selling brands)**



**Colorado and U.S. Market Share
Nov. '18 thru Jan. '19*
(Top 20 selling brands in state)**



Registrations increased by more than 10% for Tesla, Ram, Land Rover, Hyundai, GMC, and Acura



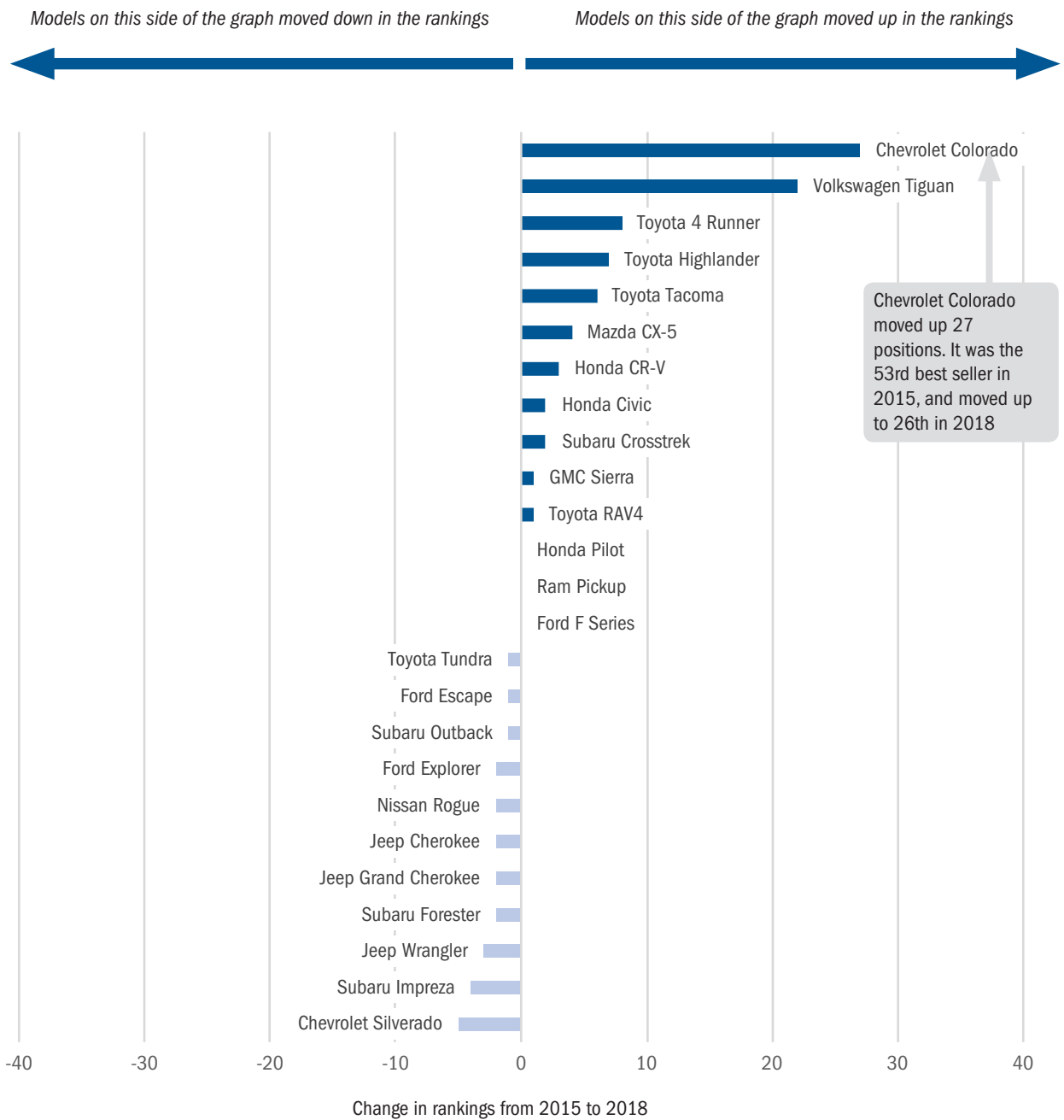
Toyota, Subaru, Ford, Chevrolet, and Honda were market share leaders in Colorado

*Figures for January 2019 were estimated by Auto Outlook. Data Source: IHS.

TOP SELLING MODELS

The graph below shows the change in rankings from 2015 to 2018 for the top 25 selling models in the Colorado market. Models are positioned on the graph from top to bottom based on the change in rankings. The biggest gainer during the three year period was the Chevrolet Colorado, which moved up 27 positions during the three year period. Other big gainers were Volkswagen Tiguan and Toyota 4Runner.

Change in Rankings for Top 25 Selling Models - 2015 to 2018



Source: IHS.