

Colorado Auto Outlook™

Comprehensive information on the Colorado retail vehicle market

Sponsored by:



Colorado Automobile Dealers Association

YTD thru July
% Change In
New Retail Market vs.
Year Earlier



Light trucks

-12.3%



Cars

-36.8%

Colorado New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '19 thru July	112,709	32,100	144,809
YTD '20 thru July	98,816	20,280	119,096
% change	-12.3%	-36.8%	-17.8%
June '19 & July '19	31,635	8,909	40,544
June '20 & July '20	26,878	5,162	32,040
% change	-15.0%	-42.1%	-21.0%

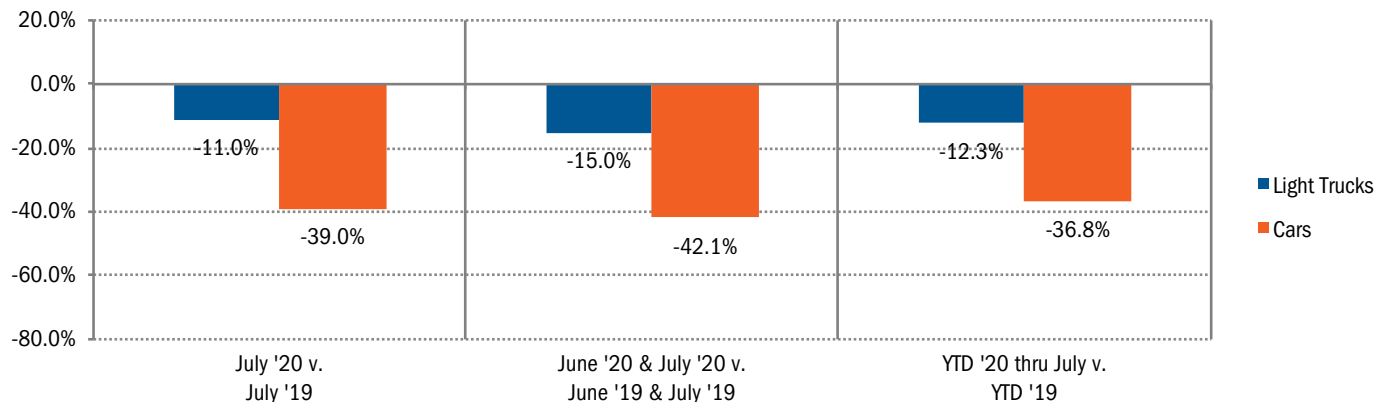
Data Source: AutoCount data from Experian.

QUICK FACTS

New vehicle registrations in Colorado declined 21% during the past two months (June and July combined) versus the same period a year earlier. July was off by 17.2%, an improvement from the 24.7% drop in June.

The state's new vehicle market declined 17.8% during the seven months of '20 versus a year earlier. U.S. retail new vehicle market was off an estimated 20.1%. Current forecast is for the state market to fall by 15% for all of this year.

Percent Change in Colorado Light Truck and Car Registrations




Data Source: AutoCount data from Experian.

Data Information


Data presented in Auto Outlook measures new retail vehicle registrations in Colorado. Monthly recording of registrations occurs when vehicle title information is processed, which may differ from date of sale. Title recording can occasionally be subject to processing delays by governmental agencies. For this reason, the year-to-date figures will typically be more reflective of market results Data Source: AutoCount data from Experian.

**Change in New Retail
Light Vehicle Registrations
YTD 2020 thru July vs.
YTD 2019**

**DOMESTIC
BRANDS**
 **DOWN
15.8%**

**EUROPEAN
BRANDS**
 **DOWN
19.7%**

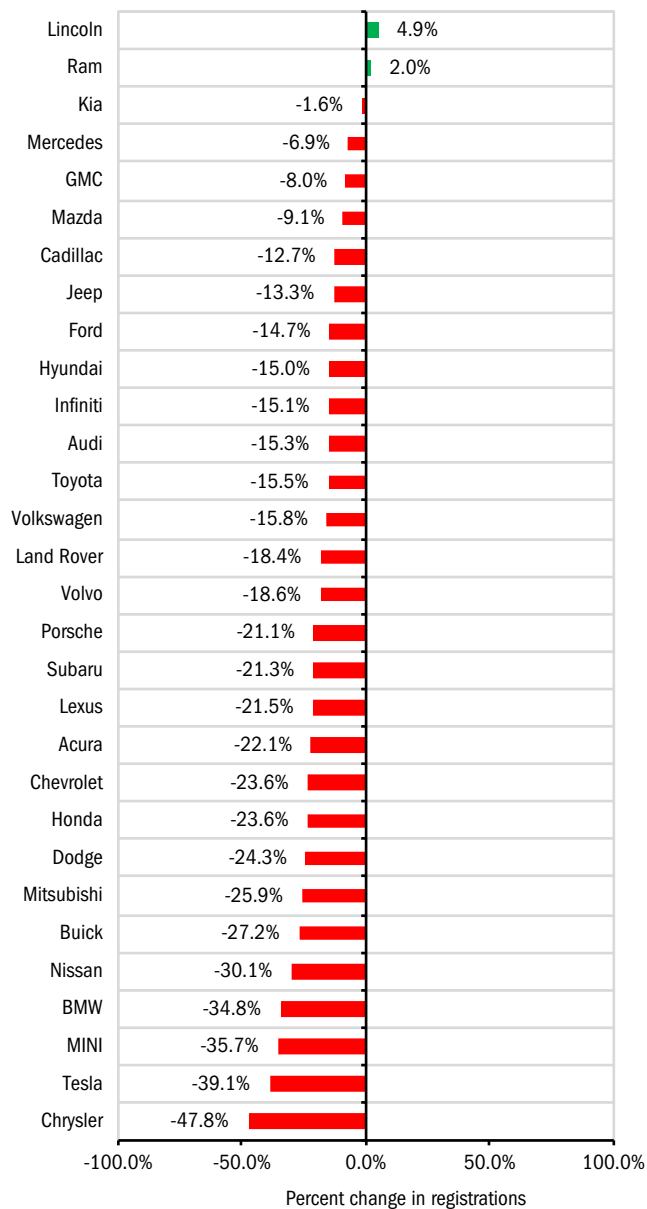
**JAPANESE
BRANDS**
 **DOWN
20.4%**

**KOREAN
BRANDS**
 **DOWN
9.2%**

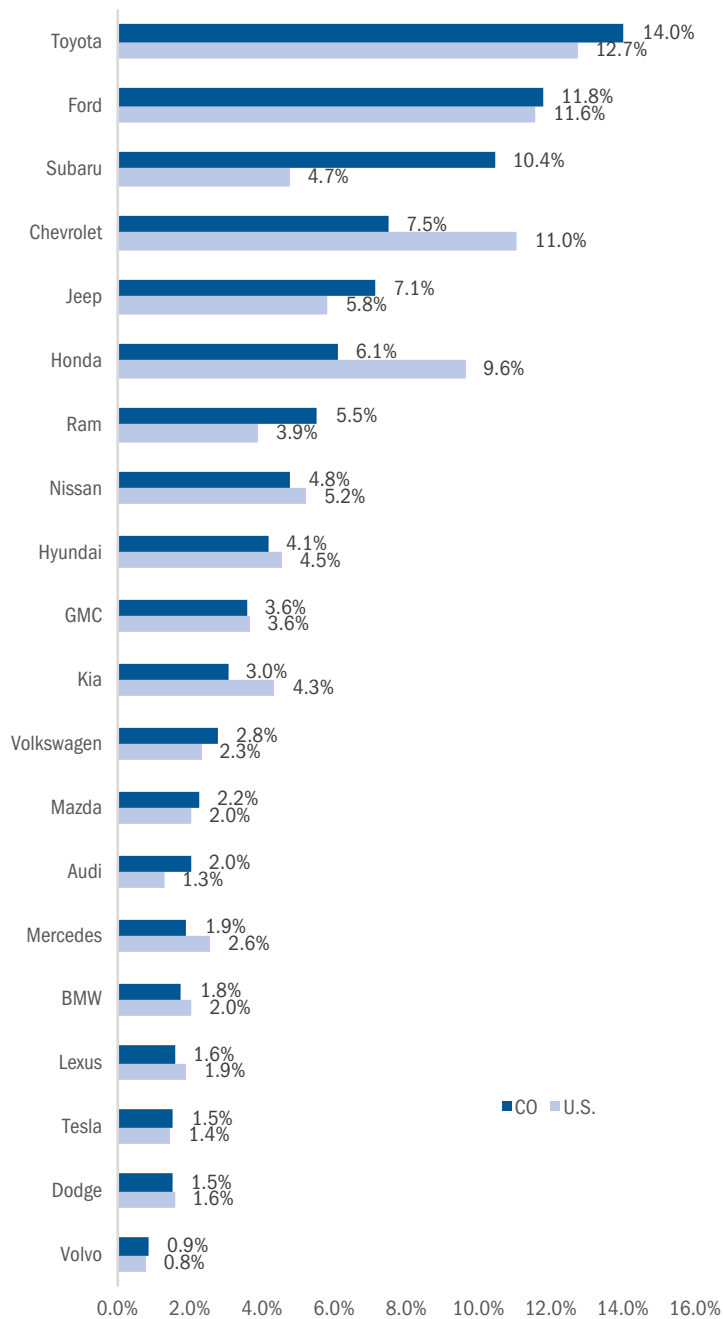
Colorado New Retail Car and Light Truck Registrations									
	Two Month Period June '20 and July '20			YTD thru July			YTD Market Share		
	2019	2020	% chg.	2019	2020	% chg.	2019	2020	Chg.
MARKET SUMMARY									
TOTAL	40,544	32,040	-21.0%	144,809	119,096	-17.8%			
Cars	8,909	5,162	-42.1%	32,100	20,280	-36.8%	22.2	17.0	-5.1
Light Trucks	31,635	26,878	-15.0%	112,709	98,816	-12.3%	77.8	83.0	5.1
Domestic	16,079	13,586	-15.5%	57,603	48,479	-15.8%	39.8	40.7	0.9
European	4,532	3,417	-24.6%	16,409	13,169	-19.7%	11.3	11.1	-0.3
Japanese	17,057	12,690	-25.6%	61,274	48,804	-20.4%	42.3	41.0	-1.3
Korean	2,876	2,347	-18.4%	9,523	8,644	-9.2%	6.6	7.3	0.7
BRAND REGISTRATIONS									
Acura	341	253	-25.8%	1,179	919	-22.1%	0.8	0.8	0.0
Alfa Romeo	20	26	30.0%	136	89	-34.6%	0.1	0.1	0.0
Audi	805	605	-24.8%	2,837	2,403	-15.3%	2.0	2.0	0.1
BMW	929	400	-56.9%	3,230	2,106	-34.8%	2.2	1.8	-0.5
Buick	318	210	-34.0%	1,098	799	-27.2%	0.8	0.7	-0.1
Cadillac	225	185	-17.8%	810	707	-12.7%	0.6	0.6	0.0
Chevrolet	3,264	2,490	-23.7%	11,648	8,899	-23.6%	8.0	7.5	-0.6
Chrysler	161	87	-46.0%	653	341	-47.8%	0.5	0.3	-0.2
Dodge	658	478	-27.4%	2,368	1,793	-24.3%	1.6	1.5	-0.1
FIAT	21	8	-61.9%	65	28	-56.9%	0.0	0.0	0.0
Ford	4,640	4,039	-13.0%	16,428	14,018	-14.7%	11.3	11.8	0.4
Genesis	8	29	262.5%	34	88	158.8%	0.0	0.1	0.1
GMC	1,262	1,149	-9.0%	4,615	4,245	-8.0%	3.2	3.6	0.4
Honda	2,721	1,842	-32.3%	9,480	7,242	-23.6%	6.5	6.1	-0.5
Hyundai	1,711	1,368	-20.0%	5,809	4,936	-15.0%	4.0	4.1	0.1
Infiniti	213	222	4.2%	906	769	-15.1%	0.6	0.6	0.0
Jaguar	87	70	-19.5%	291	235	-19.2%	0.2	0.2	0.0
Jeep	2,690	2,387	-11.3%	9,784	8,487	-13.3%	6.8	7.1	0.4
Kia	1,157	950	-17.9%	3,680	3,620	-1.6%	2.5	3.0	0.5
Land Rover	230	237	3.0%	956	780	-18.4%	0.7	0.7	0.0
Lexus	614	499	-18.7%	2,390	1,875	-21.5%	1.7	1.6	-0.1
Lincoln	212	189	-10.8%	741	777	4.9%	0.5	0.7	0.1
Maserati	9	13	44.4%	55	37	-32.7%	0.0	0.0	0.0
Mazda	827	736	-11.0%	2,940	2,672	-9.1%	2.0	2.2	0.2
Mercedes	600	603	0.5%	2,433	2,264	-6.9%	1.7	1.9	0.2
MINI	166	90	-45.8%	512	329	-35.7%	0.4	0.3	-0.1
Mitsubishi	157	138	-12.1%	687	509	-25.9%	0.5	0.4	0.0
Nissan	2,130	1,501	-29.5%	8,146	5,693	-30.1%	5.6	4.8	-0.8
Other	38	22	-42.1%	101	88	-12.9%	0.1	0.1	0.0
Porsche	195	171	-12.3%	627	495	-21.1%	0.4	0.4	0.0
Ram	1,959	1,920	-2.0%	6,463	6,590	2.0%	4.5	5.5	1.1
Subaru	4,294	3,250	-24.3%	15,772	12,419	-21.3%	10.9	10.4	-0.5
Tesla	690	452	-34.5%	2,995	1,823	-39.1%	2.1	1.5	-0.5
Toyota	5,760	4,249	-26.2%	19,774	16,706	-15.5%	13.7	14.0	0.4
Volkswagen	1,081	899	-16.8%	3,921	3,302	-15.8%	2.7	2.8	0.1
Volvo	351	273	-22.2%	1,245	1,013	-18.6%	0.9	0.9	0.0

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Percent Change in Brand Registrations YTD 2020 thru July v. YTD 2019 (Top 30 selling brands)



Colorado and U.S. Market Share YTD 2020 thru July (Top 20 selling brands in state)



Registrations increased for two brands so far this year: Lincoln and Ram



Toyota, Ford, Subaru, Chevrolet, and Jeep were market share leaders in Colorado. Jeep market share in the state exceeded U.S. levels by 1.3 share points.

Data Source: AutoCount data from Experian. U.S. market share figures estimated by Auto Outlook

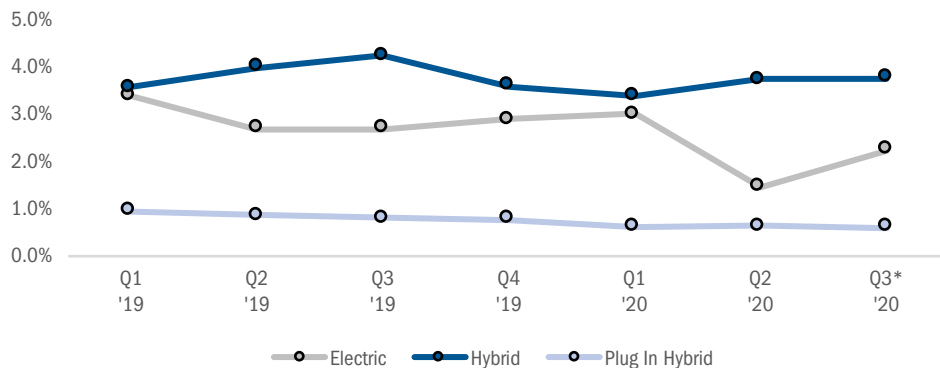
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USED VEHICLE MARKET

Colorado Used Car and Light Truck Registrations (only includes vehicles 7 years old or newer)									
	Two Month Period			YTD thru July			YTD Market Share		
	June '20 and July '20		% chg.	2019	2020	% chg.	2019	2020	Chg.
TOTAL	42,755	34,992	-18.2%	146,920	116,704	-20.6%			
Acura	434	313	-27.9%	1,572	1,044	-33.6%	1.1	0.9	-0.2
Alfa Romeo	4	9	125.0%	9	22	144.4%	0.0	0.0	0.0
Audi	896	730	-18.5%	2,959	2,529	-14.5%	2.0	2.2	0.2
BMW	1,034	693	-33.0%	3,495	2,922	-16.4%	2.4	2.5	0.1
Buick	373	278	-25.5%	1,350	1,038	-23.1%	0.9	0.9	0.0
Cadillac	401	363	-9.5%	1,389	1,139	-18.0%	0.9	1.0	0.0
Chevrolet	3,883	3,248	-16.4%	13,245	10,755	-18.8%	9.0	9.2	0.2
Chrysler	486	323	-33.5%	1,770	1,162	-34.4%	1.2	1.0	-0.2
Dodge	1,315	1,004	-23.7%	4,806	3,510	-27.0%	3.3	3.0	-0.3
FIAT	88	50	-43.2%	311	165	-46.9%	0.2	0.1	-0.1
Ford	6,031	5,057	-16.1%	20,757	16,239	-21.8%	14.1	13.9	-0.2
Genesis	59	33	-44.1%	184	147	-20.1%	0.1	0.1	0.0
GMC	1,409	1,357	-3.7%	4,856	4,412	-9.1%	3.3	3.8	0.5
Honda	2,203	1,573	-28.6%	7,002	5,484	-21.7%	4.8	4.7	-0.1
Hyundai	1,440	1,207	-16.2%	5,405	4,238	-21.6%	3.7	3.6	0.0
Infiniti	516	366	-29.1%	1,834	1,354	-26.2%	1.2	1.2	-0.1
Jaguar	39	59	51.3%	110	172	56.4%	0.1	0.1	0.1
Jeep	2,943	2,879	-2.2%	10,254	8,959	-12.6%	7.0	7.7	0.7
Kia	1,229	988	-19.6%	4,362	3,460	-20.7%	3.0	3.0	0.0
Land Rover	235	216	-8.1%	828	731	-11.7%	0.6	0.6	0.1
Lexus	815	660	-19.0%	2,950	2,166	-26.6%	2.0	1.9	-0.2
Lincoln	223	163	-26.9%	813	596	-26.7%	0.6	0.5	0.0
Mazda	812	680	-16.3%	2,680	2,262	-15.6%	1.8	1.9	0.1
Mercedes	698	494	-29.2%	2,359	1,915	-18.8%	1.6	1.6	0.0
MINI	251	148	-41.0%	773	534	-30.9%	0.5	0.5	-0.1
Mitsubishi	188	132	-29.8%	694	511	-26.4%	0.5	0.4	0.0
Nissan	3,679	2,774	-24.6%	12,843	9,662	-24.8%	8.7	8.3	-0.5
Other	51	31	-39.2%	204	103	-49.5%	0.1	0.1	-0.1
Porsche	110	112	1.8%	407	365	-10.3%	0.3	0.3	0.0
Ram	1,934	1,737	-10.2%	6,499	5,382	-17.2%	4.4	4.6	0.2
Subaru	3,021	2,614	-13.5%	9,988	8,511	-14.8%	6.8	7.3	0.5
Tesla	67	46	-31.3%	198	135	-31.8%	0.1	0.1	0.0
Toyota	4,290	3,572	-16.7%	14,923	11,656	-21.9%	10.2	10.0	-0.2
Volkswagen	1,428	929	-34.9%	4,510	2,927	-35.1%	3.1	2.5	-0.6
Volvo	170	154	-9.4%	581	497	-14.5%	0.4	0.4	0.0

HYBRID AND ELECTRIC VEHICLES

Estimated Quarterly Alternative Powertrain Market Share (includes hybrid and electric vehicles)



Year To Date Share by Engine Type (2019 and 2020, thru July)

	YTD '19	YTD '20	
Hybrid	3.9%	3.6%	↓
Electric	2.8%	2.3%	↓
Plug In Hybrid	0.9%	0.6%	↓

The graph above shows estimated hybrid powertrain and electric vehicle market share in the state. Registrations by powertrain for vehicles equipped with multiple engine types were estimated by Auto Outlook. The estimates are based on model registrations compiled by Experian, and engine installation rates collected from other sources 3Q '20 includes July only.