

Colorado Auto Outlook™

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Comprehensive information on the Colorado new and used vehicle market

Colorado Automobile Dealers Association



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

**Colorado
-3.3%**

**U.S.
-4.1%**

Colorado and U.S. New Retail Light Vehicle Registrations

	Colorado	U.S.
YTD thru June '18	100,037	6,801,656
YTD thru June '19*	96,690	6,519,662
% change	-3.3%	-4.1%
Apr. '18 thru June '18	51,686	3,574,837
Apr. '19 thru June '19*	50,052	3,463,057
% change	-3.2%	-3.1%

QUICK FACTS

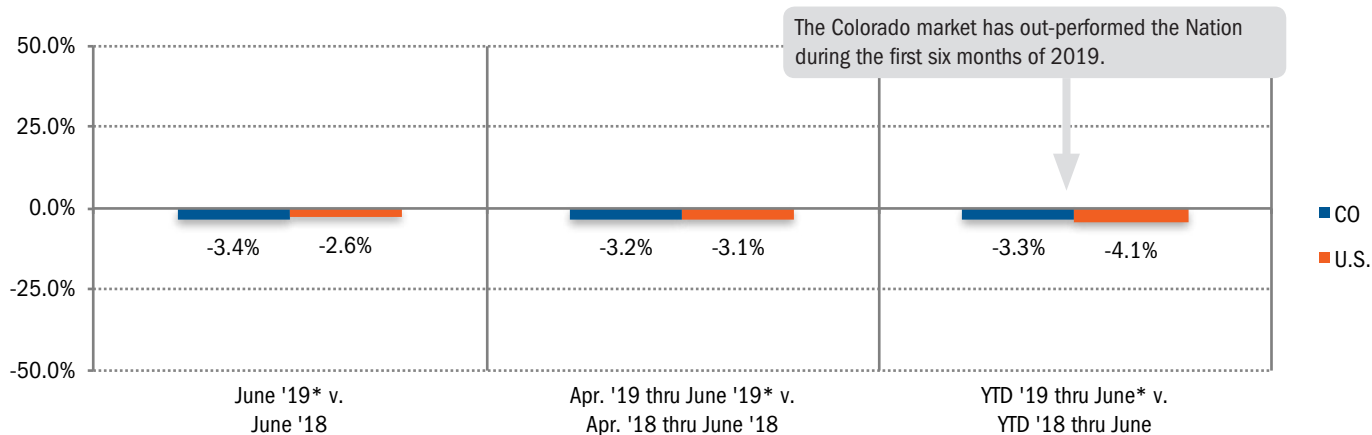
State new vehicle market declined 3.3% during the first six months of 2019 versus a year earlier. U.S. market was off 4.1%.

Light truck registrations in the state declined 0.9% so far this year, while passenger cars were off 11.7%

Used vehicle registrations increased 10.8% during the first five months of this year (only includes vehicles seven years old or newer.)

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

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



*June 2019 figures 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 YTD
New Retail Light Vehicle
Registrations**

LIGHT TRUCKS



**DOWN
0.9%**

PASSENGER CARS

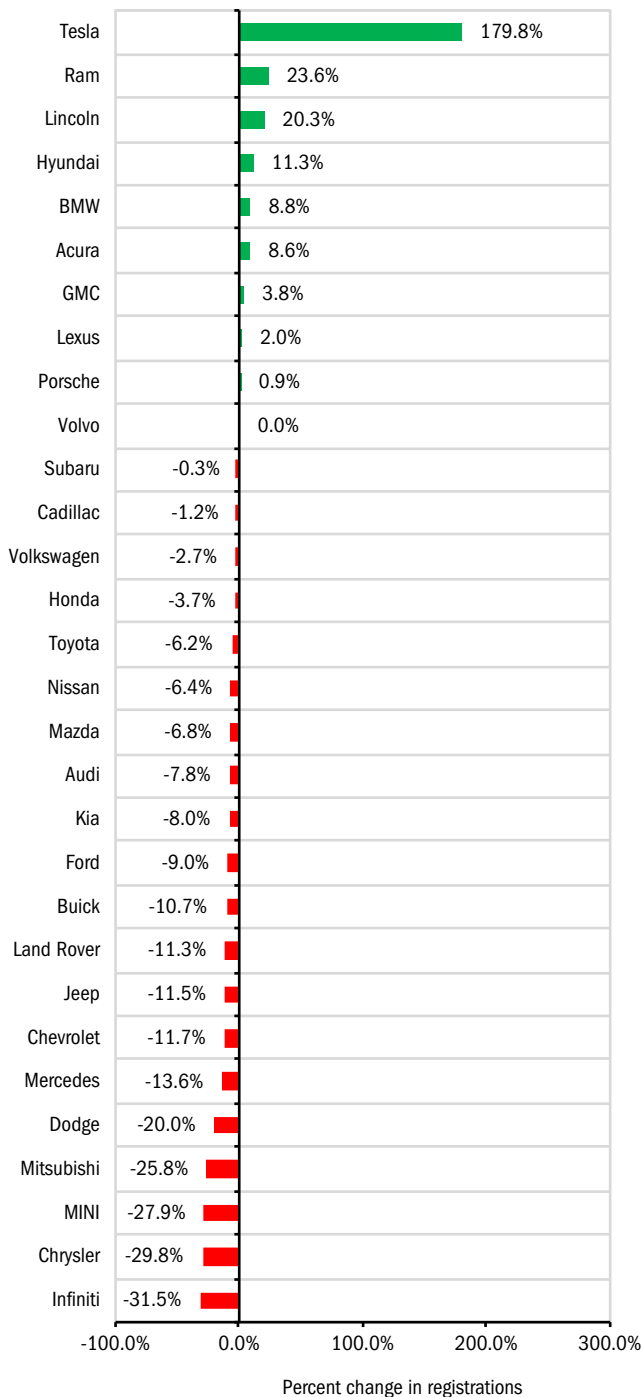


**DOWN
11.7%**

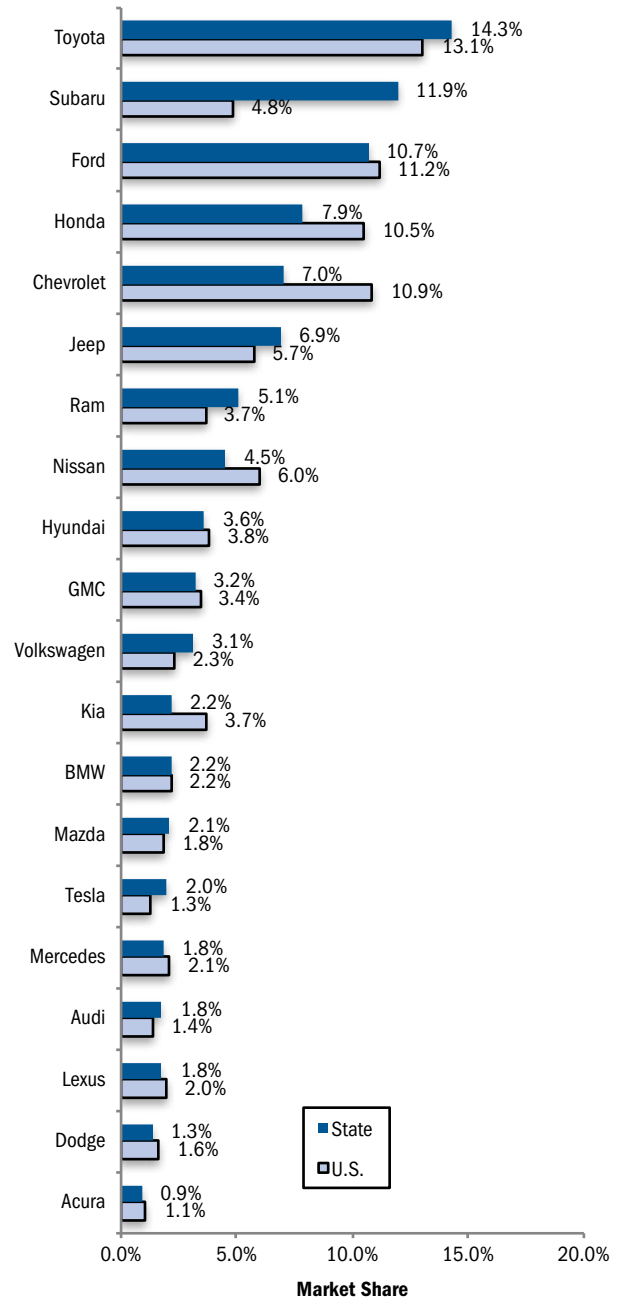
Colorado New Retail Car and Light Truck Registrations												
	June			Three Month Period Apr. '19 thru June '19*			YTD thru June*			YTD Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2018	2019*	% chg.	2018	2019	% chg.	2018	2019	% chg.	2018	2019	Chg.
MARKET SUMMARY												
TOTAL	17,667	17,071	-3.4%	51,686	50,052	-3.2%	100,037	96,690	-3.3%			
Cars	4,285	3,736	-12.8%	12,186	10,500	-13.8%	22,654	19,995	-11.7%	22.6	20.7	-2.0
Light Trucks	13,382	13,335	-0.4%	39,500	39,552	0.1%	77,383	76,695	-0.9%	77.4	79.3	2.0
Domestic	6,763	6,659	-1.5%	20,088	19,277	-4.0%	38,093	37,156	-2.5%	38.1	38.4	0.3
European	1,928	1,935	0.4%	5,912	5,861	-0.9%	11,790	11,199	-5.0%	11.8	11.6	-0.2
Japanese	7,950	7,448	-6.3%	22,766	21,907	-3.8%	44,587	42,688	-4.3%	44.6	44.1	-0.4
Korean	1,026	1,029	0.3%	2,920	3,007	3.0%	5,567	5,647	1.4%	5.6	5.8	0.3
BRAND REGISTRATIONS												
Acura	144	118	-18.1%	399	394	-1.3%	799	868	8.6%	0.8	0.9	0.1
Alfa Romeo	24	17	-29.2%	69	40	-42.0%	128	108	-15.6%	0.1	0.1	0.0
Audi	336	332	-1.2%	944	885	-6.3%	1,862	1,717	-7.8%	1.9	1.8	-0.1
BMW	280	299	6.8%	916	1,099	20.0%	1,929	2,099	8.8%	1.9	2.2	0.2
Buick	138	160	15.9%	457	428	-6.3%	919	821	-10.7%	0.9	0.8	-0.1
Cadillac	90	96	6.7%	269	277	3.0%	511	505	-1.2%	0.5	0.5	0.0
Chevrolet	1,226	1,121	-8.6%	3,954	3,458	-12.5%	7,653	6,754	-11.7%	7.7	7.0	-0.7
Chrysler	61	58	-4.9%	201	141	-29.9%	379	266	-29.8%	0.4	0.3	-0.1
Dodge	330	264	-20.0%	932	668	-28.3%	1,621	1,297	-20.0%	1.6	1.3	-0.3
FIAT	24	15	-37.5%	54	39	-27.8%	103	52	-49.5%	0.1	0.1	0.0
Ford	2,068	1,908	-7.7%	6,074	5,415	-10.8%	11,317	10,304	-9.0%	11.3	10.7	-0.7
Genesis	8	19	137.5%	35	21	-40.0%	62	32	-48.4%	0.1	0.0	0.0
GMC	502	534	6.4%	1,488	1,676	12.6%	2,982	3,094	3.8%	3.0	3.2	0.2
Honda	1,490	1,373	-7.9%	4,220	3,966	-6.0%	7,885	7,596	-3.7%	7.9	7.9	0.0
Hyundai	628	631	0.5%	1,700	1,855	9.1%	3,139	3,495	11.3%	3.1	3.6	0.5
Infiniti	112	102	-8.9%	329	228	-30.7%	616	422	-31.5%	0.6	0.4	-0.2
Jaguar	19	15	-21.1%	73	84	15.1%	148	168	13.5%	0.1	0.2	0.0
Jeep	1,397	1,209	-13.5%	3,865	3,442	-10.9%	7,526	6,662	-11.5%	7.5	6.9	-0.6
Kia	382	379	-0.8%	1,150	1,131	-1.7%	2,304	2,120	-8.0%	2.3	2.2	-0.1
Land Rover	92	86	-6.5%	315	288	-8.6%	637	565	-11.3%	0.6	0.6	-0.1
Lexus	300	287	-4.3%	894	864	-3.4%	1,677	1,711	2.0%	1.7	1.8	0.1
Lincoln	89	79	-11.2%	249	259	4.0%	467	562	20.3%	0.5	0.6	0.1
Maserati	11	10	-9.1%	29	24	-17.2%	53	46	-13.2%	0.1	0.0	0.0
Mazda	386	322	-16.6%	1,133	1,067	-5.8%	2,207	2,056	-6.8%	2.2	2.1	-0.1
Mercedes	275	272	-1.1%	1,015	884	-12.9%	2,055	1,775	-13.6%	2.1	1.8	-0.2
MINI	76	59	-22.4%	216	180	-16.7%	433	312	-27.9%	0.4	0.3	-0.1
Mitsubishi	82	89	8.5%	213	149	-30.0%	414	307	-25.8%	0.4	0.3	-0.1
Nissan	908	748	-17.6%	2,363	2,078	-12.1%	4,667	4,366	-6.4%	4.7	4.5	-0.1
Other	30	8	-73.3%	89	34	-61.8%	154	70	-54.5%	0.2	0.1	-0.1
Porsche	76	80	5.3%	232	234	0.9%	435	439	0.9%	0.4	0.5	0.0
Ram	726	1,027	41.5%	2,123	2,649	24.8%	4,000	4,944	23.6%	4.0	5.1	1.1
Subaru	1,943	1,962	1.0%	5,692	5,850	2.8%	11,573	11,536	-0.3%	11.6	11.9	0.4
Tesla	130	203	56.2%	453	863	90.5%	693	1,939	179.8%	0.7	2.0	1.3
Toyota	2,585	2,447	-5.3%	7,520	7,311	-2.8%	14,745	13,824	-6.2%	14.7	14.3	-0.4
Volkswagen	561	604	7.7%	1,592	1,663	4.5%	3,128	3,042	-2.7%	3.1	3.1	0.0
Volvo	138	138	0.0%	429	408	-4.9%	816	816	0.0%	0.8	0.8	0.0

Top ten brands shaded gray. Data Source: IHS. *June 2019 figures were estimated by Auto Outlook.

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



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



Registrations increased by more than 8% for Tesla, Ram, Lincoln, Hyundai, BMW, and Acura

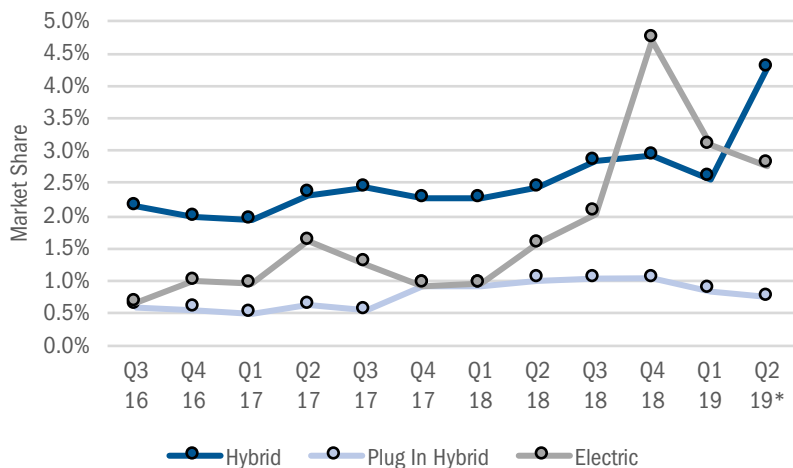


Toyota, Subaru, Ford, Honda, and Chevrolet were market share leaders in Colorado

Data Source: IHS. *June 2019 figures were estimated by Auto Outlook.

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. *Second Quarter 2019 includes April and May only. Source: IHS.

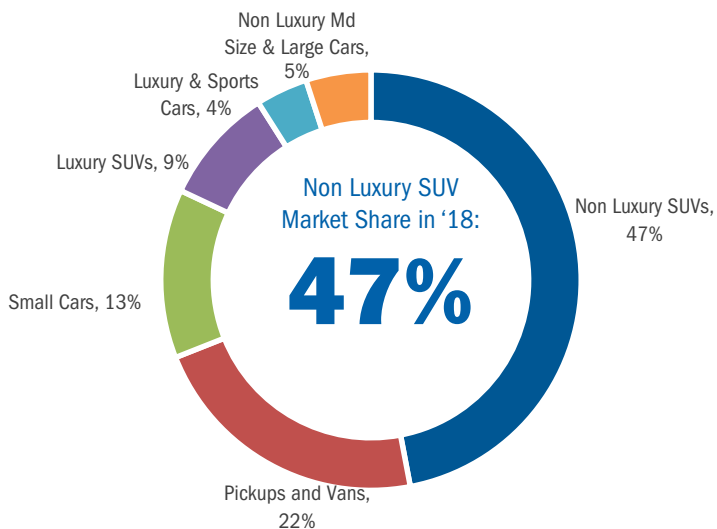
**New Retail Hybrid, Plug In Hybrid, and Electric Vehicle Registrations
Top 20 Selling Models in Colorado - YTD 2019 thru May**

Rank	Model	Type	Regs.
1	Tesla Model 3	Electric	1422
2	Jeep Wrangler	Hybrid	732
3	Nissan Leaf	Electric	433
4	Toyota RAV4	Hybrid	388
5	Lexus RX	Hybrid	245
6	Toyota Highlander	Hybrid	228
7	Tesla Model X	Electric	185
8	Toyota Prius	Hybrid	179
9	Toyota Camry	Hybrid	143
10	Tesla Model S	Electric	129
11	Chevrolet Bolt	Electric	109
12	Toyota Prius	Plug In	98
13	Honda Insight	Hybrid	96
14	Chevrolet Volt	Plug In	91
15	Lexus NX	Hybrid	88
16	Honda Accord	Hybrid	84
17	MINI Countryman	Plug In	72
18	Hyundai Ioniq	Hybrid	69
19	Kia Niro	Hybrid	63
20	Chrysler Pacifica	Plug In	56

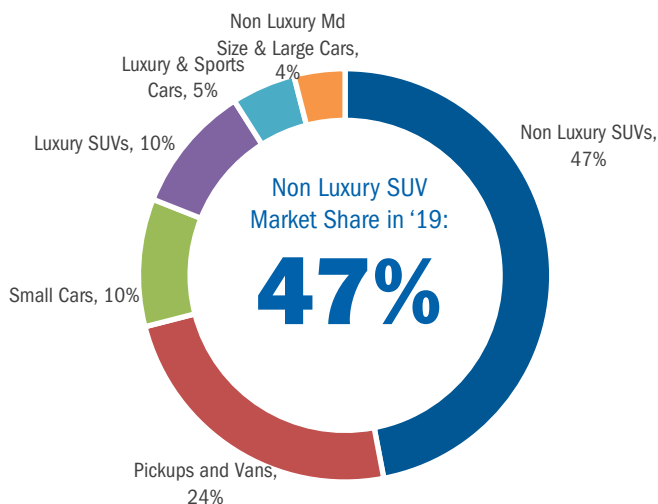
Source: IHS.

VEHICLE SEGMENTS

**Segment Market Shares
YTD 2018 thru June**



**Segment Market Shares
YTD 2019 thru June***



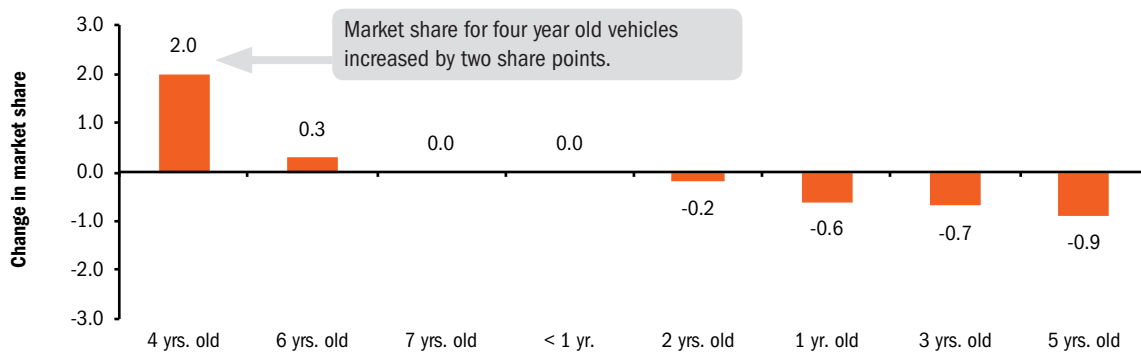
Source: IHS.

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

Colorado Used Retail Car and Light Truck Registrations (only includes vehicles 7 years old or newer)												
	May			Three Month Period Mar. '19 thru May '19*			YTD thru May			YTD Market Share (%)		
	2018	2019	% chg.	Yr. Ago	Current	% chg.	2018	2019	% chg.	2018	2019	Chg.
TOTAL	20,230	21,942	8.5%	61,862	71,095	14.9%	104,510	115,746	10.8%			
Acura	212	194	-8.5%	616	683	10.9%	1,036	1,115	7.6%	1.0	1.0	0.0
Audi	440	487	10.7%	1,319	1,480	12.2%	2,229	2,448	9.8%	2.1	2.1	0.0
BMW	487	603	23.8%	1,534	2,003	30.6%	2,623	3,129	19.3%	2.5	2.7	0.2
Buick	221	173	-21.7%	738	621	-15.9%	1,273	975	-23.4%	1.2	0.8	-0.4
Cadillac	232	210	-9.5%	689	705	2.3%	1,256	1,165	-7.2%	1.2	1.0	-0.2
Chevrolet	2,056	2,113	2.8%	6,394	6,765	5.8%	10,835	10,933	0.9%	10.4	9.4	-0.9
Chrysler	280	206	-26.4%	845	732	-13.4%	1,354	1,283	-5.2%	1.3	1.1	-0.2
Dodge	1,549	1,616	4.3%	4,755	5,235	10.1%	7,778	8,355	7.4%	7.4	7.2	-0.2
FIAT	49	41	-16.3%	140	140	0.0%	242	215	-11.2%	0.2	0.2	0.0
Ford	2,857	3,357	17.5%	8,753	10,816	23.6%	14,808	17,520	18.3%	14.2	15.1	1.0
GMC	685	749	9.3%	2,110	2,393	13.4%	3,772	3,930	4.2%	3.6	3.4	-0.2
Honda	906	1,012	11.7%	2,577	3,039	17.9%	4,512	4,860	7.7%	4.3	4.2	-0.1
Hyundai	780	819	5.0%	2,511	2,768	10.2%	4,158	4,590	10.4%	4.0	4.0	0.0
Infiniti	227	257	13.2%	755	904	19.7%	1,262	1,534	21.6%	1.2	1.3	0.1
Jaguar	28	29	3.6%	86	107	24.4%	130	161	23.8%	0.1	0.1	0.0
Jeep	1,343	1,463	8.9%	4,019	4,729	17.7%	6,807	7,638	12.2%	6.5	6.6	0.1
Kia	654	691	5.7%	1,968	2,074	5.4%	3,142	3,372	7.3%	3.0	2.9	-0.1
Land Rover	104	127	22.1%	344	485	41.0%	587	820	39.7%	0.6	0.7	0.1
Lexus	362	405	11.9%	1,046	1,341	28.2%	1,721	2,200	27.8%	1.6	1.9	0.3
Lincoln	107	125	16.8%	311	390	25.4%	501	622	24.2%	0.5	0.5	0.1
Mazda	316	397	25.6%	912	1,233	35.2%	1,496	2,004	34.0%	1.4	1.7	0.3
Mercedes	427	406	-4.9%	1,205	1,348	11.9%	2,031	2,209	8.8%	1.9	1.9	0.0
MINI	108	104	-3.7%	339	345	1.8%	591	534	-9.6%	0.6	0.5	-0.1
Mitsubishi	84	104	23.8%	274	423	54.4%	438	670	53.0%	0.4	0.6	0.2
Nissan	1,795	1,880	4.7%	5,532	6,166	11.5%	9,140	10,077	10.3%	8.7	8.7	0.0
Porsche	70	98	40.0%	225	305	35.6%	394	466	18.3%	0.4	0.4	0.0
Subaru	1,232	1,377	11.8%	3,613	4,429	22.6%	6,265	7,248	15.7%	6.0	6.3	0.3
Toyota	1,971	2,048	3.9%	6,190	6,822	10.2%	10,671	11,380	6.6%	10.2	9.8	-0.4
Volkswagen	481	654	36.0%	1,551	1,999	28.9%	2,576	3,273	27.1%	2.5	2.8	0.4
Volvo	115	110	-4.3%	345	364	5.5%	595	621	4.4%	0.6	0.5	0.0
Others	52	87	67.3%	166	251	51.2%	287	399	39.0%	0.3	0.3	0.1

Source: IHS.

Change in Used Vehicle Market Share by Age of Vehicle YTD 2019 thru May vs. YTD 2018



Source: IHS.