

Colorado Auto Outlook™

Comprehensive information on the Colorado retail vehicle market

Sponsored by:



Colorado Automobile Dealers Association

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



Light trucks

-12.5%



Cars

-36.5%

Colorado New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '19 thru June	97,123	27,712	124,835
YTD '20 thru June	84,945	17,604	102,549
% change	-12.5%	-36.5%	-17.9%
May '19 & June '19	33,548	9,496	43,044
May '20 & June '20	25,718	4,885	30,603
% change	-23.3%	-48.6%	-28.9%

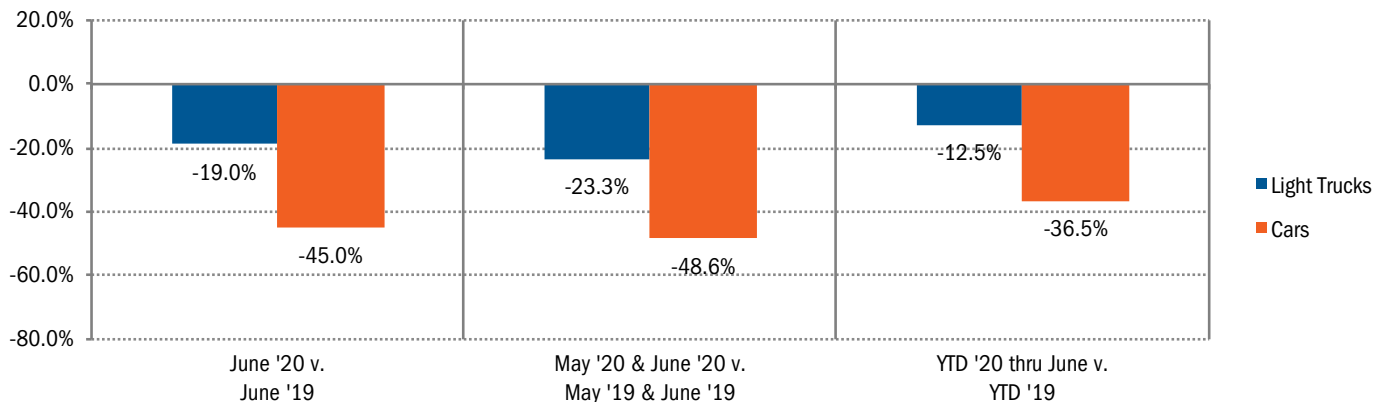
QUICK FACTS

New vehicle registrations in Colorado declined 28.9% during the past two months (May and June combined) versus the same period a year earlier. June was off by 24.7%, an improvement from the 32.8% drop in May.

The state's new vehicle market declined 17.9% during the first half of '20 versus a year earlier. U.S. retail new vehicle market was off an estimated 20.7%. Current forecast is for the state market to fall by 15% for all of this year.

Data Source: AutoCount data from Experian.

Percent Change in Colorado Light Truck and Car Registrations

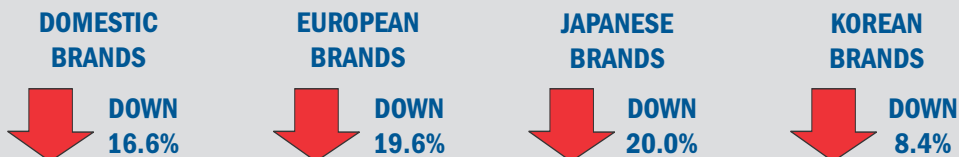


Data Source: AutoCount data from Experian.

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.

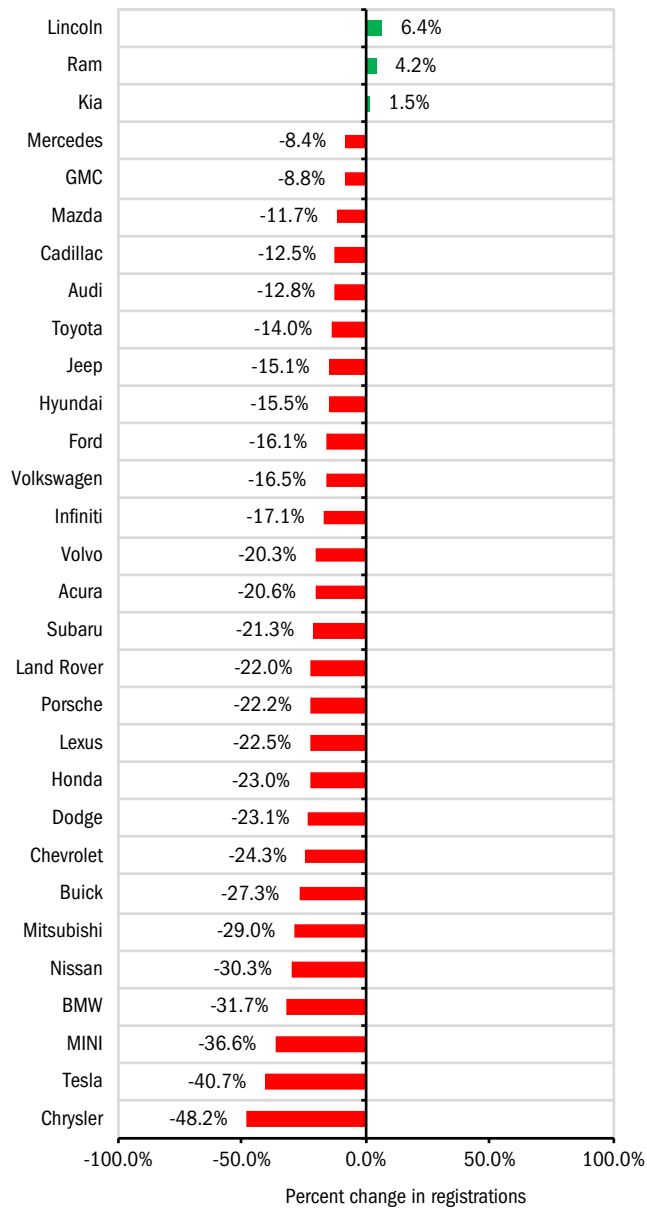
Change in New Retail Light Vehicle Registrations YTD 2020 thru June vs. YTD 2019



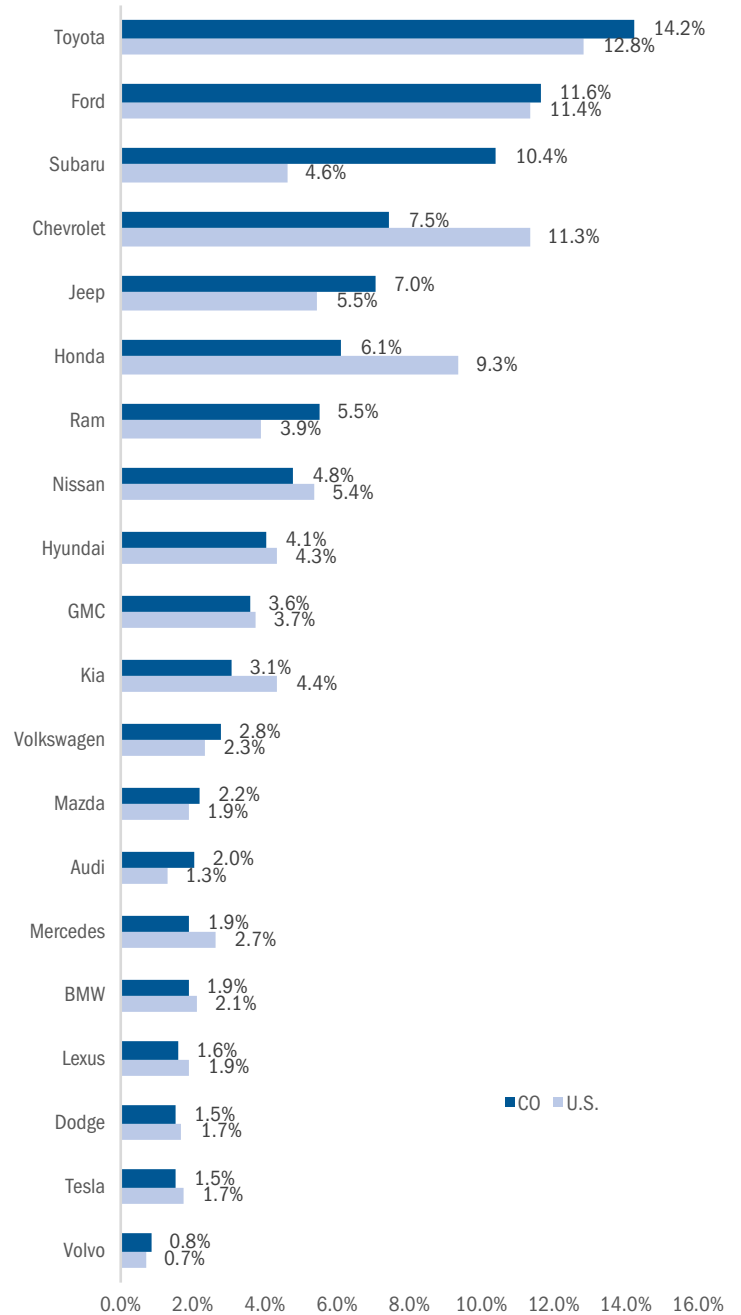
Colorado New Retail Car and Light Truck Registrations									
	Two Month Period May '20 and June '20			YTD thru June			YTD Market Share		
	2019	2020	% chg.	2019	2020	% chg.	2019	2020	Chg.
MARKET SUMMARY									
TOTAL	43,044	30,603	-28.9%	124,835	102,549	-17.9%			
Cars	9,496	4,885	-48.6%	27,712	17,604	-36.5%	22.2	17.2	-5.0
Light Trucks	33,548	25,718	-23.3%	97,123	84,945	-12.5%	77.8	82.8	5.0
Domestic	16,984	12,902	-24.0%	49,746	41,489	-16.6%	39.8	40.5	0.6
European	5,209	3,480	-33.2%	14,153	11,384	-19.6%	11.3	11.1	-0.2
Japanese	18,020	12,030	-33.2%	52,886	42,299	-20.0%	42.4	41.2	-1.1
Korean	2,831	2,191	-22.6%	8,050	7,377	-8.4%	6.4	7.2	0.7
BRAND REGISTRATIONS									
Acura	326	271	-16.9%	1,020	810	-20.6%	0.8	0.8	0.0
Alfa Romeo	31	26	-16.1%	124	76	-38.7%	0.1	0.1	0.0
Audi	851	580	-31.8%	2,398	2,092	-12.8%	1.9	2.0	0.1
BMW	1,068	485	-54.6%	2,790	1,906	-31.7%	2.2	1.9	-0.4
Buick	334	203	-39.2%	945	687	-27.3%	0.8	0.7	-0.1
Cadillac	242	178	-26.4%	706	618	-12.5%	0.6	0.6	0.0
Chevrolet	3,490	2,374	-32.0%	10,093	7,641	-24.3%	8.1	7.5	-0.6
Chrysler	176	76	-56.8%	570	295	-48.2%	0.5	0.3	-0.2
Dodge	703	451	-35.8%	2,020	1,553	-23.1%	1.6	1.5	-0.1
FIAT	22	6	-72.7%	54	23	-57.4%	0.0	0.0	0.0
Ford	4,957	3,735	-24.7%	14,215	11,933	-16.1%	11.4	11.6	0.2
Genesis	3	24	700.0%	27	71	163.0%	0.0	0.1	0.0
GMC	1,394	1,208	-13.3%	4,028	3,675	-8.8%	3.2	3.6	0.4
Honda	3,040	1,782	-41.4%	8,168	6,291	-23.0%	6.5	6.1	-0.4
Hyundai	1,693	1,199	-29.2%	4,920	4,157	-15.5%	3.9	4.1	0.1
Infiniti	253	192	-24.1%	802	665	-17.1%	0.6	0.6	0.0
Jaguar	100	58	-42.0%	250	197	-21.2%	0.2	0.2	0.0
Jeep	2,949	2,301	-22.0%	8,511	7,226	-15.1%	6.8	7.0	0.2
Kia	1,135	968	-14.7%	3,103	3,149	1.5%	2.5	3.1	0.6
Land Rover	270	212	-21.5%	840	655	-22.0%	0.7	0.6	0.0
Lexus	690	441	-36.1%	2,089	1,618	-22.5%	1.7	1.6	-0.1
Lincoln	214	173	-19.2%	636	677	6.4%	0.5	0.7	0.2
Maserati	16	9	-43.8%	51	30	-41.2%	0.0	0.0	0.0
Mazda	900	623	-30.8%	2,557	2,258	-11.7%	2.0	2.2	0.2
Mercedes	706	632	-10.5%	2,119	1,942	-8.4%	1.7	1.9	0.2
MINI	175	71	-59.4%	432	274	-36.6%	0.3	0.3	-0.1
Mitsubishi	171	118	-31.0%	617	438	-29.0%	0.5	0.4	-0.1
Nissan	2,231	1,299	-41.8%	7,075	4,929	-30.3%	5.7	4.8	-0.9
Other	37	27	-27.0%	87	78	-10.3%	0.1	0.1	0.0
Porsche	208	144	-30.8%	531	413	-22.2%	0.4	0.4	0.0
Ram	1,832	1,903	3.9%	5,403	5,632	4.2%	4.3	5.5	1.2
Subaru	4,519	3,164	-30.0%	13,578	10,688	-21.3%	10.9	10.4	-0.5
Tesla	693	300	-56.7%	2,619	1,552	-40.7%	2.1	1.5	-0.6
Toyota	5,890	4,140	-29.7%	16,980	14,602	-14.0%	13.6	14.2	0.6
Volkswagen	1,341	979	-27.0%	3,403	2,842	-16.5%	2.7	2.8	0.0
Volvo	384	251	-34.6%	1,074	856	-20.3%	0.9	0.8	0.0

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



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



Registrations increased for three brands so far this year: Lincoln, Ram, and Kia



Toyota, Ford, Subaru, Chevrolet, and Jeep were market share leaders in Colorado. Subaru market share in the state exceeded U.S. levels by 5.8 share points.

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

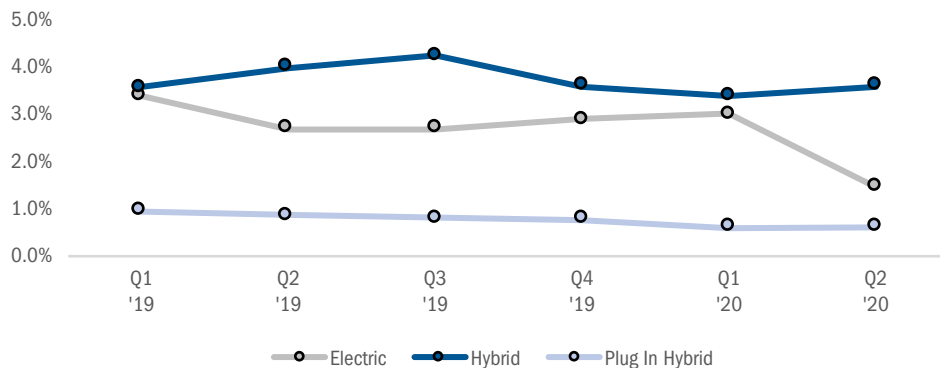
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USED VEHICLE MARKET

Colorado Used Car and Light Truck Registrations (only includes vehicles 7 years old or newer)									
	Two Month Period			YTD thru June			YTD Market Share		
	May '20 and June '20			2019	2020	% chg.	2019	2020	Chg.
TOTAL	46,996	31,002	-34.0%	126,199	98,140	-22.2%			
Acura	489	264	-46.0%	1,359	862	-36.6%	1.1	0.9	-0.2
Alfa Romeo	5	6	20.0%	9	16	77.8%	0.0	0.0	0.0
Audi	955	681	-28.7%	2,515	2,138	-15.0%	2.0	2.2	0.2
BMW	1,110	721	-35.0%	2,986	2,564	-14.1%	2.4	2.6	0.2
Buick	428	257	-40.0%	1,161	899	-22.6%	0.9	0.9	0.0
Cadillac	441	314	-28.8%	1,183	954	-19.4%	0.9	1.0	0.0
Chevrolet	4,212	2,884	-31.5%	11,336	9,078	-19.9%	9.0	9.3	0.3
Chrysler	553	309	-44.1%	1,520	1,002	-34.1%	1.2	1.0	-0.2
Dodge	1,515	975	-35.6%	4,171	2,978	-28.6%	3.3	3.0	-0.3
FIAT	98	43	-56.1%	265	138	-47.9%	0.2	0.1	-0.1
Ford	6,726	4,374	-35.0%	17,887	13,524	-24.4%	14.2	13.8	-0.4
Genesis	59	32	-45.8%	149	126	-15.4%	0.1	0.1	0.0
GMC	1,539	1,151	-25.2%	4,193	3,711	-11.5%	3.3	3.8	0.5
Honda	2,310	1,376	-40.4%	5,920	4,631	-21.8%	4.7	4.7	0.0
Hyundai	1,681	1,065	-36.6%	4,689	3,595	-23.3%	3.7	3.7	-0.1
Infiniti	547	339	-38.0%	1,583	1,149	-27.4%	1.3	1.2	-0.1
Jaguar	33	55	66.7%	88	140	59.1%	0.1	0.1	0.1
Jeep	3,297	2,580	-21.7%	8,863	7,486	-15.5%	7.0	7.6	0.6
Kia	1,432	950	-33.7%	3,784	2,948	-22.1%	3.0	3.0	0.0
Land Rover	241	194	-19.5%	704	613	-12.9%	0.6	0.6	0.1
Lexus	937	552	-41.1%	2,574	1,836	-28.7%	2.0	1.9	-0.2
Lincoln	253	153	-39.5%	692	510	-26.3%	0.5	0.5	0.0
Mazda	858	585	-31.8%	2,301	1,899	-17.5%	1.8	1.9	0.1
Mercedes	774	531	-31.4%	2,011	1,656	-17.7%	1.6	1.7	0.1
MINI	264	135	-48.9%	657	456	-30.6%	0.5	0.5	-0.1
Mitsubishi	229	142	-38.0%	615	445	-27.6%	0.5	0.5	0.0
Nissan	4,164	2,535	-39.1%	11,095	8,215	-26.0%	8.8	8.4	-0.4
Other	68	25	-63.2%	181	87	-51.9%	0.1	0.1	-0.1
Porsche	121	97	-19.8%	344	300	-12.8%	0.3	0.3	0.0
Ram	2,103	1,518	-27.8%	5,574	4,459	-20.0%	4.4	4.5	0.1
Subaru	3,108	2,202	-29.2%	8,457	7,071	-16.4%	6.7	7.2	0.5
Tesla	68	43	-36.8%	169	114	-32.5%	0.1	0.1	0.0
Toyota	4,624	2,986	-35.4%	12,824	9,698	-24.4%	10.2	9.9	-0.3
Volkswagen	1,566	801	-48.9%	3,837	2,428	-36.7%	3.0	2.5	-0.6
Volvo	188	127	-32.4%	503	414	-17.7%	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 June)

	YTD '19	YTD '20	
Hybrid	3.8%	3.5%	↓
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.