

Colorado Auto Outlook™

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Comprehensive information on the Colorado automotive market

Colorado Automobile Dealers Association

Quick Facts

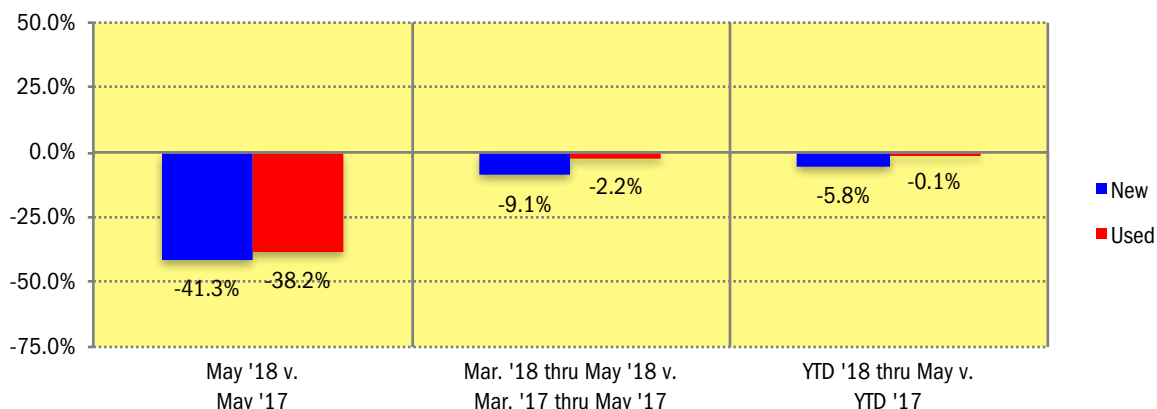
New retail car and light truck registrations in the state declined a reported 41.3% in May 2018 versus year earlier. Note: monthly recording of registrations occurs when the data is processed by the DMV. This can impact the measurement of registrations in individual months. Year-to-date figures are more reflective of market results.

New registrations in the state were off 5.8% during the first five months of this year versus the same period a year earlier. Passenger cars declined by 15.6% while Light Trucks were down slightly.

Used vehicle registrations were essentially unchanged so far this year. (Only includes vehicles seven years old or newer.)

Volvo, Land Rover, MINI, BMW, and Audi had the largest increases in ytd new vehicle registrations (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		
	Mar. '17 thru May '17	Mar. '18 thru May '18	Percent Change	Mar. '17 thru May '17	Mar. '18 thru May '18	Percent Change
Total	48,894	44,457	-9.1%	57,466	56,177	-2.2%
Cars	14,377	11,267	-21.6%	23,003	21,490	-6.6%
Light Trucks	34,517	33,190	-3.8%	34,463	34,687	0.6%
Detroit Three Brands	18,106	16,483	-9.0%	27,031	26,055	-3.6%
European Brands	5,048	5,108	1.2%	6,104	6,341	3.9%
Japanese Brands	23,120	20,474	-11.4%	20,084	19,586	-2.5%
Korean Brands	2,620	2,392	-8.7%	4,247	4,195	-1.2%
	Year to date thru May					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2017	YTD 2018	Percent Change	YTD 2017	YTD 2018	Percent Change
Total	85,599	80,668	-5.8%	92,596	92,514	-0.1%
Cars	24,218	20,435	-15.6%	35,956	35,048	-2.5%
Light Trucks	61,381	60,233	-1.9%	56,640	57,466	1.5%
Detroit Three Brands	31,549	29,962	-5.0%	43,742	42,668	-2.5%
European Brands	9,114	9,381	2.9%	9,692	10,589	9.3%
Japanese Brands	40,325	36,921	-8.4%	32,460	32,468	0.0%
Korean Brands	4,611	4,404	-4.5%	6,702	6,789	1.3%

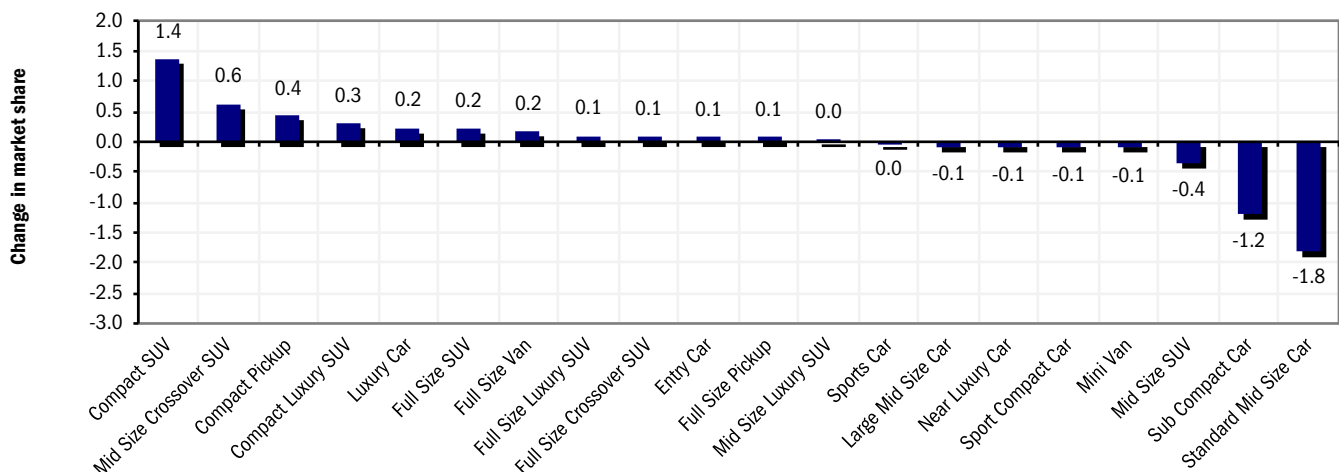
Data Information

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												
	May			Three Month Period Mar. '18 thru May '18			Year to date thru May			Year-to-date Market Share (%)		
	2017	2018	% chg.	Yr. Ago	Current	% chg.	2017	2018	% chg.	2017	2018	Chg.
TOTAL	18,783	11,019	-41.3%	48,894	44,457	-9.1%	85,599	80,668	-5.8%			
Acura	120	91	-24.2%	366	371	1.4%	647	654	1.1%	0.8	0.8	0.1
Audi	365	197	-46.0%	914	915	0.1%	1,656	1,733	4.6%	1.9	2.1	0.2
BMW	332	174	-47.6%	810	740	-8.6%	1,437	1,531	6.5%	1.7	1.9	0.2
Buick	163	122	-25.2%	407	437	7.4%	701	717	2.3%	0.8	0.9	0.1
Cadillac	84	50	-40.5%	214	179	-16.4%	458	393	-14.2%	0.5	0.5	0.0
Chevrolet	1,312	845	-35.6%	3,486	3,356	-3.7%	6,062	6,233	2.8%	7.1	7.7	0.6
Chrysler	119	39	-67.2%	299	156	-47.8%	479	365	-23.8%	0.6	0.5	-0.1
Dodge	397	220	-44.6%	962	763	-20.7%	1,460	1,183	-19.0%	1.7	1.5	-0.2
Fiat	25	8	-68.0%	59	42	-28.8%	100	81	-19.0%	0.1	0.1	0.0
Ford	2,041	1,268	-37.9%	5,594	4,768	-14.8%	9,718	8,700	-10.5%	11.4	10.8	-0.6
GMC	569	282	-50.4%	1,530	1,216	-20.5%	2,692	2,450	-9.0%	3.1	3.0	-0.1
Honda	1,511	913	-39.6%	3,728	3,551	-4.7%	6,383	6,529	2.3%	7.5	8.1	0.6
Hyundai	633	326	-48.5%	1,415	1,337	-5.5%	2,588	2,487	-3.9%	3.0	3.1	0.1
Infiniti	158	64	-59.5%	415	263	-36.6%	704	500	-29.0%	0.8	0.6	-0.2
Jaguar	45	16	-64.4%	121	69	-43.0%	218	134	-38.5%	0.3	0.2	-0.1
Jeep	1,235	799	-35.3%	3,369	3,449	2.4%	5,878	5,938	1.0%	6.9	7.4	0.5
Kia	528	239	-54.7%	1,205	1,055	-12.4%	2,023	1,917	-5.2%	2.4	2.4	0.0
Land Rover	87	80	-8.0%	221	285	29.0%	402	470	16.9%	0.5	0.6	0.1
Lexus	356	199	-44.1%	910	755	-17.0%	1,714	1,459	-14.9%	2.0	1.8	-0.2
Lincoln	103	58	-43.7%	240	190	-20.8%	423	376	-11.1%	0.5	0.5	0.0
Maserati	14	6	-57.1%	38	25	-34.2%	65	43	-33.8%	0.1	0.1	0.0
Mazda	378	290	-23.3%	1,068	1,096	2.6%	1,811	1,852	2.3%	2.1	2.3	0.2
Mercedes	310	214	-31.0%	774	770	-0.5%	1,404	1,402	-0.1%	1.6	1.7	0.1
MINI	80	52	-35.0%	173	209	20.8%	318	352	10.7%	0.4	0.4	0.1
Mitsubishi	91	41	-54.9%	228	171	-25.0%	392	310	-20.9%	0.5	0.4	-0.1
Nissan	1,249	529	-57.6%	3,019	2,162	-28.4%	5,139	3,994	-22.3%	6.0	5.0	-1.1
Porsche	77	52	-32.5%	193	199	3.1%	333	333	0.0%	0.4	0.4	0.0
Ram	748	447	-40.2%	1,822	1,727	-5.2%	3,297	3,132	-5.0%	3.9	3.9	0.0
smart	10	0	-100.0%	19	6	-68.4%	26	11	-57.7%	0.0	0.0	0.0
Subaru	2,215	1,180	-46.7%	6,347	5,353	-15.7%	11,017	9,550	-13.3%	12.9	11.8	-1.0
Tesla	78	127	62.8%	183	242	32.2%	381	475	24.7%	0.4	0.6	0.1
Toyota/Scion	2,679	1,621	-39.5%	7,039	6,751	-4.1%	12,517	12,071	-3.6%	14.6	15.0	0.3
Volkswagen	573	360	-37.2%	1,453	1,456	0.2%	2,660	2,566	-3.5%	3.1	3.2	0.1
Volvo	85	89	4.7%	243	314	29.2%	454	602	32.6%	0.5	0.7	0.2
Other	13	21	61.5%	30	79	163.3%	42	125	197.6%	0.0	0.2	0.1

Change in New Vehicle Segment Market Share - YTD 2018 thru May v. YTD 2017

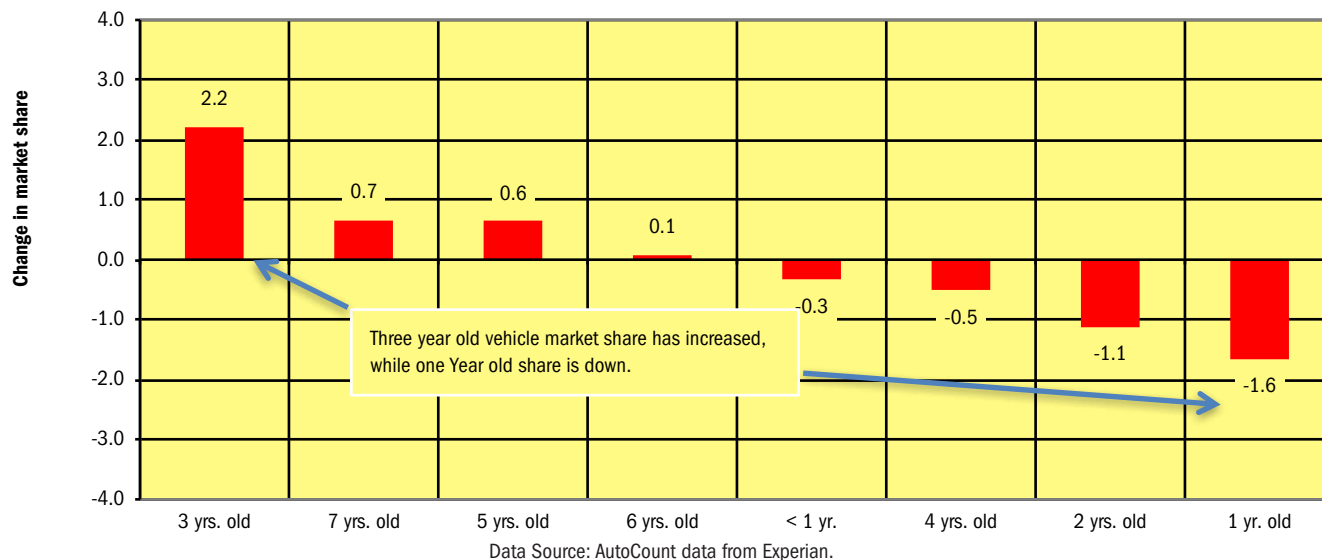


Data Source: AutoCount data from Experian.

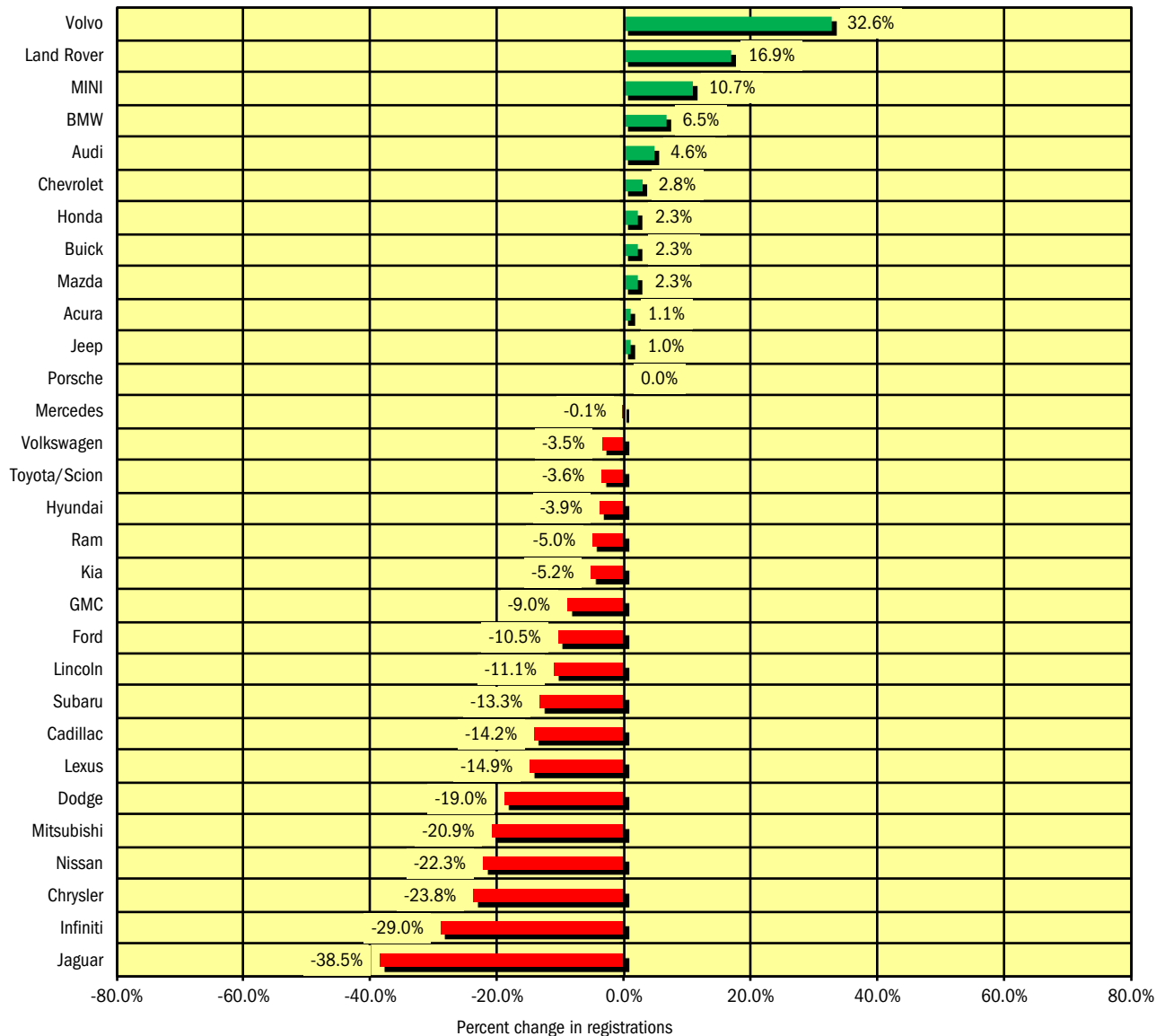
Used Vehicle Market Brand Registrations (only includes vehicles seven years old or newer)

Colorado Used Retail Car and Light Truck Registrations												
	May			Three Month Period Mar. '18 thru May '18			Year to date thru May			YTD Market Share (%)		
	2017	2018	% chg.	Yr. Ago	Current	% chg.	2017	2018	% chg.	2017	2018	Chg.
TOTAL	21,997	13,591	-38.2%	57,466	56,177	-2.2%	92,596	92,514	-0.1%			
Acura	258	132	-48.8%	748	573	-23.4%	1,177	958	-18.6%	1.3	1.0	-0.2
Audi	355	314	-11.5%	989	1,205	21.8%	1,627	1,967	20.9%	1.8	2.1	0.4
BMW	632	336	-46.8%	1,621	1,444	-10.9%	2,568	2,449	-4.6%	2.8	2.6	-0.1
Buick	218	172	-21.1%	586	752	28.3%	973	1,215	24.9%	1.1	1.3	0.3
Cadillac	316	141	-55.4%	819	663	-19.0%	1,327	1,125	-15.2%	1.4	1.2	-0.2
Chevrolet	2,341	1,394	-40.5%	6,019	5,941	-1.3%	9,574	9,618	0.5%	10.3	10.4	0.1
Chrysler	360	186	-48.3%	952	751	-21.1%	1,500	1,212	-19.2%	1.6	1.3	-0.3
Dodge	1,718	1,012	-41.1%	4,341	4,147	-4.5%	6,923	6,683	-3.5%	7.5	7.2	-0.3
Ford	3,129	1,883	-39.8%	8,239	7,655	-7.1%	13,290	12,623	-5.0%	14.4	13.6	-0.7
GMC	741	465	-37.2%	1,892	2,014	6.4%	3,143	3,405	8.3%	3.4	3.7	0.3
Honda	1,005	584	-41.9%	2,563	2,302	-10.2%	4,138	3,963	-4.2%	4.5	4.3	-0.2
Hyundai	880	585	-33.5%	2,268	2,386	5.2%	3,677	3,868	5.2%	4.0	4.2	0.2
Infiniti	283	188	-33.6%	682	737	8.1%	1,086	1,183	8.9%	1.2	1.3	0.1
Jaguar	10	14	40.0%	41	54	31.7%	61	77	26.2%	0.1	0.1	0.0
Jeep	1,498	875	-41.6%	3,852	3,871	0.5%	6,480	6,338	-2.2%	7.0	6.9	-0.1
Kia	781	470	-39.8%	1,979	1,809	-8.6%	3,025	2,921	-3.4%	3.3	3.2	-0.1
Land Rover	125	68	-45.6%	355	284	-20.0%	570	476	-16.5%	0.6	0.5	-0.1
Lexus	353	246	-30.3%	972	936	-3.7%	1,582	1,523	-3.7%	1.7	1.6	-0.1
Lincoln	98	55	-43.9%	271	249	-8.1%	440	415	-5.7%	0.5	0.4	0.0
Mazda	334	197	-41.0%	872	772	-11.5%	1,416	1,273	-10.1%	1.5	1.4	-0.2
Mercedes	348	236	-32.2%	1,019	944	-7.4%	1,606	1,627	1.3%	1.7	1.8	0.0
MINI	124	83	-33.1%	335	358	6.9%	514	572	11.3%	0.6	0.6	0.1
Mitsubishi	144	61	-57.6%	404	249	-38.4%	596	408	-31.5%	0.6	0.4	-0.2
Nissan	1,903	1,275	-33.0%	5,047	5,122	1.5%	8,046	8,215	2.1%	8.7	8.9	0.2
Other	119	52	-56.3%	302	199	-34.1%	456	361	-20.8%	0.5	0.4	-0.1
Porsche	57	42	-26.3%	143	159	11.2%	215	276	28.4%	0.2	0.3	0.1
Subaru	1,139	758	-33.5%	3,052	3,175	4.0%	5,065	5,433	7.3%	5.5	5.9	0.4
Toyota/Scion	2,181	1,336	-38.7%	5,697	5,699	0.0%	9,272	9,478	2.2%	10.0	10.2	0.2
Volkswagen	438	352	-19.6%	1,140	1,440	26.3%	1,798	2,370	31.8%	1.9	2.6	0.6
Volvo	109	79	-27.5%	266	287	7.9%	451	482	6.9%	0.5	0.5	0.0

Change in Used Vehicle Market Share by Age of Vehicle
YTD 2018 thru May v. YTD 2017



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



Data Source: AutoCount data from Experian.

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290 East Speer Boulevard
Denver, CO 80203
Phone: 303-831-1722

Published by:
Auto Outlook, Inc.
PO Box 390
Exton, PA 19341
Phone: 800-206-0102
Email: jfoltz@autooutlook.com

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