

# Colorado Auto Outlook™

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Comprehensive information on the Colorado new and used vehicle market

Colorado Automobile Dealers Association



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

Colorado  
**-2.0%**

U.S.  
**-3.4%**

## Colorado and U.S. New Retail Light Vehicle Registrations

	Colorado	U.S.
YTD thru May '18	82,370	5,653,994
YTD thru May '19*	80,752	5,463,253
<b>% change</b>	<b>-2.0%</b>	<b>-3.4%</b>
Mar. '18 thru May '18	51,198	3,620,871
Mar. '19 thru May '19*	49,496	3,522,050
<b>% change</b>	<b>-3.3%</b>	<b>-2.7%</b>

## QUICK FACTS

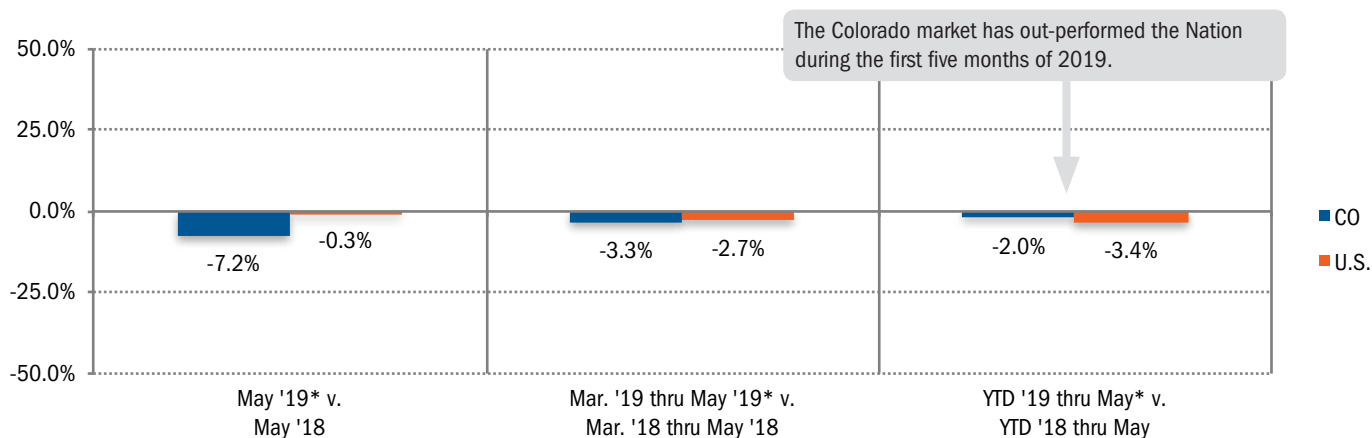
State new vehicle market declined 2% during the first five months of 2019 versus a year earlier. U.S. market was off 3.4%.

Light truck registrations in the state increased 0.5% so far this year, while passenger cars were off 10.6%

Used vehicle registrations increased 11.3% during the first four months of this year (only includes vehicles seven years old or newer.)

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

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



\*May 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**



**UP  
0.5%**

**PASSENGER CARS**

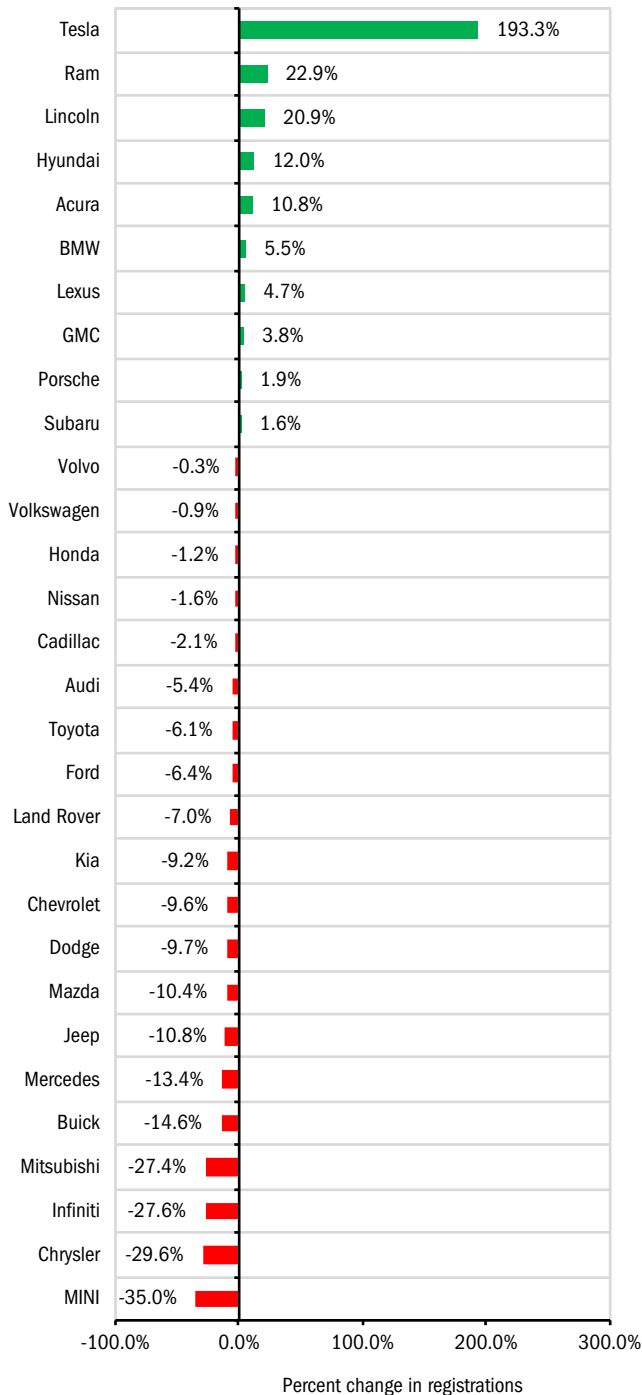


**DOWN  
10.6%**

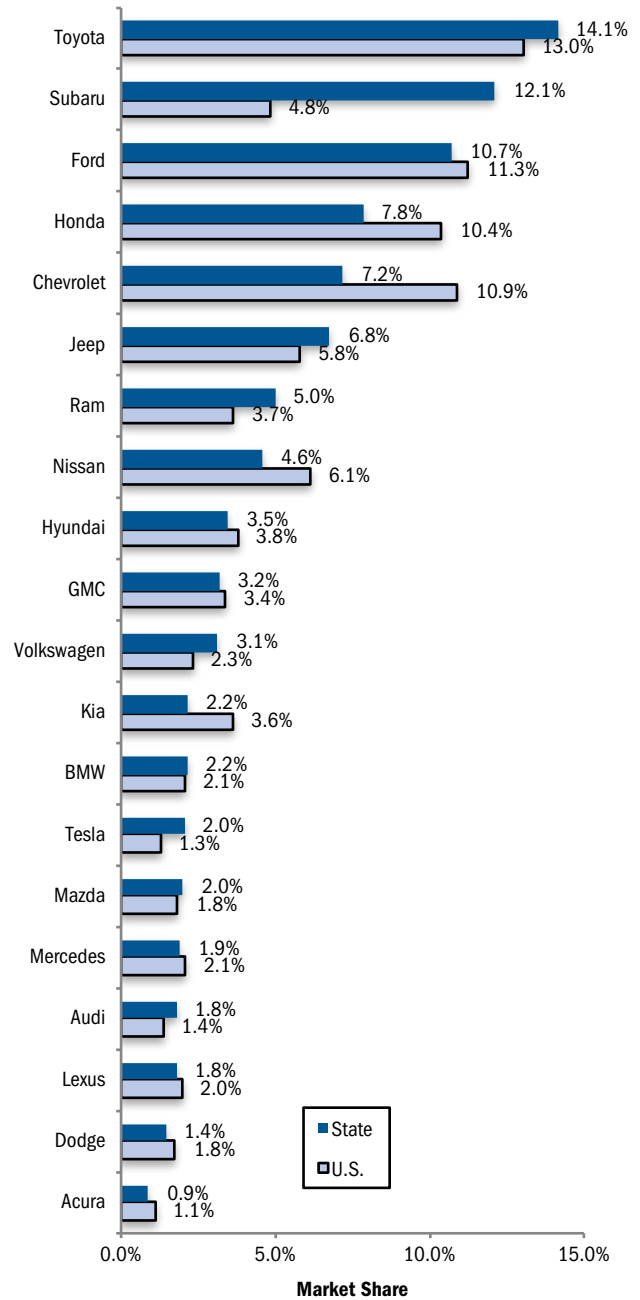
Colorado New Retail Car and Light Truck Registrations												
	May			Three Month Period Mar. '19 thru May '19*			YTD thru May*			YTD Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2018	2019*	% chg.	2018	2019	% chg.	2018	2019	% chg.	2018	2019	Chg.
<b>MARKET SUMMARY</b>												
TOTAL	18,539	17,213	-7.2%	51,198	49,496	-3.3%	82,370	80,752	-2.0%			
Cars	4,398	3,472	-21.1%	11,732	10,168	-13.3%	18,369	16,430	-10.6%	22.3	20.3	-2.0
Light Trucks	14,141	13,741	-2.8%	39,466	39,328	-0.3%	64,001	64,322	0.5%	77.7	79.7	2.0
Domestic	7,188	6,662	-7.3%	19,801	18,847	-4.8%	31,330	31,121	-0.7%	38.0	38.5	0.5
European	2,089	1,969	-5.7%	6,045	5,946	-1.6%	9,862	9,403	-4.7%	12.0	11.6	-0.3
Japanese	8,218	7,593	-7.6%	22,534	21,821	-3.2%	36,637	35,629	-2.8%	44.5	44.1	-0.4
Korean	1,044	989	-5.3%	2,818	2,882	2.3%	4,541	4,599	1.3%	5.5	5.7	0.2
<b>BRAND REGISTRATIONS</b>												
Acura	131	127	-3.1%	415	401	-3.4%	655	726	10.8%	0.8	0.9	0.1
Alfa Romeo	22	13	-40.9%	59	63	6.8%	104	96	-7.7%	0.1	0.1	0.0
Audi	341	309	-9.4%	959	898	-6.4%	1,526	1,443	-5.4%	1.9	1.8	-0.1
BMW	339	321	-5.3%	981	1,097	11.8%	1,649	1,739	5.5%	2.0	2.2	0.2
Buick	146	135	-7.5%	524	397	-24.2%	781	667	-14.6%	0.9	0.8	-0.1
Cadillac	101	92	-8.9%	259	246	-5.0%	421	412	-2.1%	0.5	0.5	0.0
Chevrolet	1,457	1,281	-12.1%	4,025	3,603	-10.5%	6,427	5,807	-9.6%	7.8	7.2	-0.6
Chrysler	82	56	-31.7%	198	145	-26.8%	318	224	-29.6%	0.4	0.3	-0.1
Dodge	302	285	-5.6%	911	726	-20.3%	1,291	1,166	-9.7%	1.6	1.4	-0.1
FIAT	19	12	-36.8%	43	34	-20.9%	79	39	-50.6%	0.1	0.0	0.0
Ford	2,189	1,926	-12.0%	5,881	5,273	-10.3%	9,249	8,661	-6.4%	11.2	10.7	-0.5
Genesis	14	28	100.0%	31	34	9.7%	54	40	-25.9%	0.1	0.0	0.0
GMC	556	569	2.3%	1,479	1,627	10.0%	2,480	2,575	3.8%	3.0	3.2	0.2
Honda	1,579	1,364	-13.6%	4,001	3,919	-2.0%	6,395	6,318	-1.2%	7.8	7.8	0.1
Hyundai	598	572	-4.3%	1,589	1,768	11.3%	2,511	2,813	12.0%	3.0	3.5	0.4
Infiniti	122	102	-16.4%	312	237	-24.0%	504	365	-27.6%	0.6	0.5	-0.2
Jaguar	31	24	-22.6%	76	91	19.7%	129	144	11.6%	0.2	0.2	0.0
Jeep	1,358	1,160	-14.6%	3,820	3,297	-13.7%	6,129	5,470	-10.8%	7.4	6.8	-0.7
Kia	418	389	-6.9%	1,167	1,080	-7.5%	1,922	1,746	-9.2%	2.3	2.2	-0.2
Land Rover	120	115	-4.2%	351	314	-10.5%	545	507	-7.0%	0.7	0.6	0.0
Lexus	327	291	-11.0%	897	884	-1.4%	1,377	1,442	4.7%	1.7	1.8	0.1
Lincoln	83	73	-12.0%	233	255	9.4%	378	457	20.9%	0.5	0.6	0.1
Maserati	11	10	-9.1%	27	26	-3.7%	42	41	-2.4%	0.1	0.1	0.0
Mazda	374	290	-22.5%	1,165	974	-16.4%	1,821	1,631	-10.4%	2.2	2.0	-0.2
Mercedes	348	319	-8.3%	1,096	949	-13.4%	1,780	1,542	-13.4%	2.2	1.9	-0.3
MINI	68	42	-38.2%	215	150	-30.2%	357	232	-35.0%	0.4	0.3	-0.1
Mitsubishi	71	52	-26.8%	187	138	-26.2%	332	241	-27.4%	0.4	0.3	-0.1
Nissan	764	711	-6.9%	2,277	2,215	-2.7%	3,759	3,698	-1.6%	4.6	4.6	0.0
Other	26	0	-100.0%	83	20	-75.9%	124	45	-63.7%	0.2	0.1	-0.1
Porsche	85	80	-5.9%	206	217	5.3%	359	366	1.9%	0.4	0.5	0.0
Ram	738	878	19.0%	2,067	2,454	18.7%	3,274	4,023	22.9%	4.0	5.0	1.0
Subaru	2,093	2,039	-2.6%	5,748	6,063	5.5%	9,630	9,788	1.6%	11.7	12.1	0.4
Tesla	172	207	20.3%	386	820	112.4%	563	1,651	193.3%	0.7	2.0	1.4
Toyota	2,755	2,617	-5.0%	7,528	6,990	-7.1%	12,160	11,418	-6.1%	14.8	14.1	-0.6
Volkswagen	548	579	5.7%	1,585	1,680	6.0%	2,567	2,543	-0.9%	3.1	3.1	0.0
Volvo	151	145	-4.0%	417	411	-1.4%	678	676	-0.3%	0.8	0.8	0.0

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

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



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



**Registrations increased by more than 10% for Tesla, Ram, Lincoln, Hyundai, and Acura**

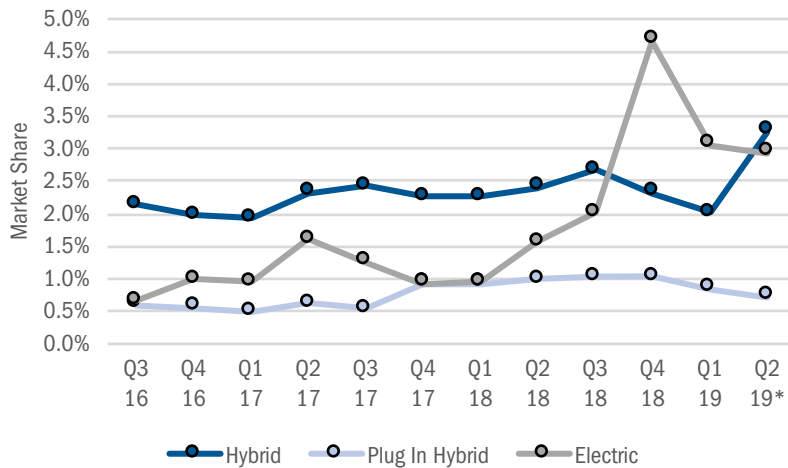


**Toyota, Subaru, Ford, Honda, and Chevrolet were market share leaders in Colorado**

Data Source: IHS. \*May 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 only. Source: IHS.

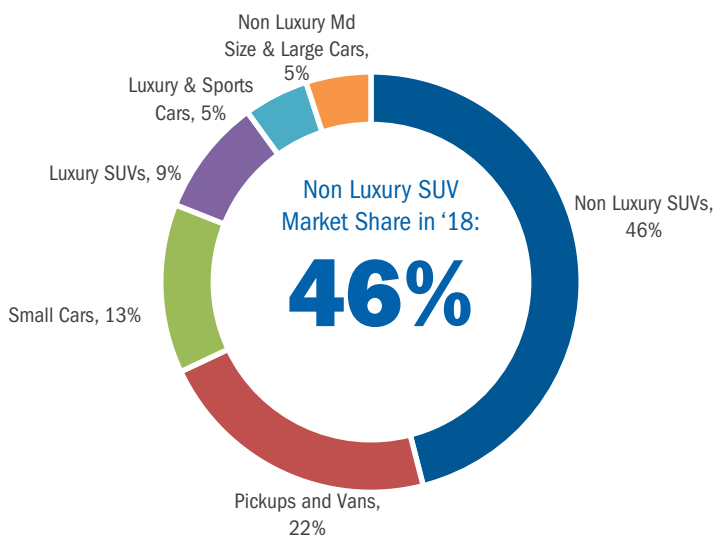
**New Retail Hybrid, Plug In Hybrid, and Electric Vehicle Registrations  
Top 20 Selling Models in Colorado - YTD 2019 thru April**

Rank	Model	Type	Regs.
1	Tesla Model 3	Electric	1166
2	Nissan Leaf	Electric	337
3	Jeep Wrangler	Hybrid	320
4	Lexus RX	Hybrid	194
5	Toyota Highlander	Hybrid	168
6	Tesla Model X	Electric	167
7	Tesla Model S	Electric	111
8	Toyota Prius	Hybrid	105
9	Toyota Camry	Hybrid	103
10	Chevrolet Bolt	Electric	100
11	Chevrolet Volt	Plug In	80
12	Toyota Prius	Plug In	76
13	Toyota RAV4	Hybrid	73
14	Honda Insight	Hybrid	72
15	Lexus NX	Hybrid	71
16	Honda Accord	Hybrid	63
17	MINI Countryman	Plug In	57
18	Hyundai Ioniq	Hybrid	51
19	Kia Niro	Hybrid	50
20	BMW 5-Series	Plug In	44

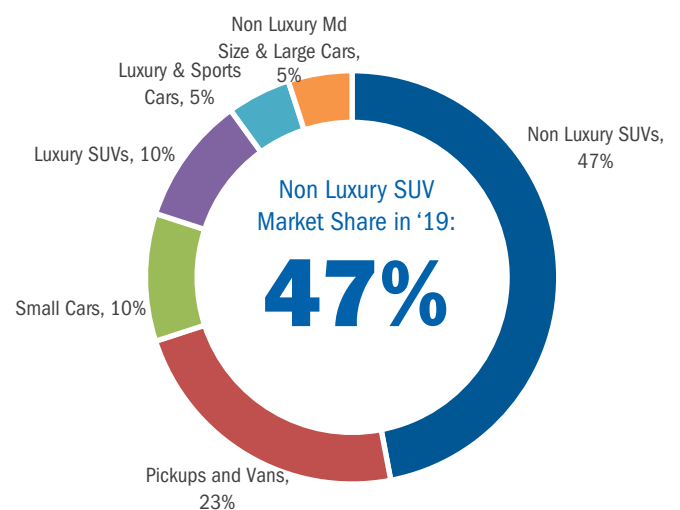
Source: IHS.

**VEHICLE SEGMENTS**

**Segment Market Shares  
YTD 2018 thru May**



**Segment Market Shares  
YTD 2019 thru May\***



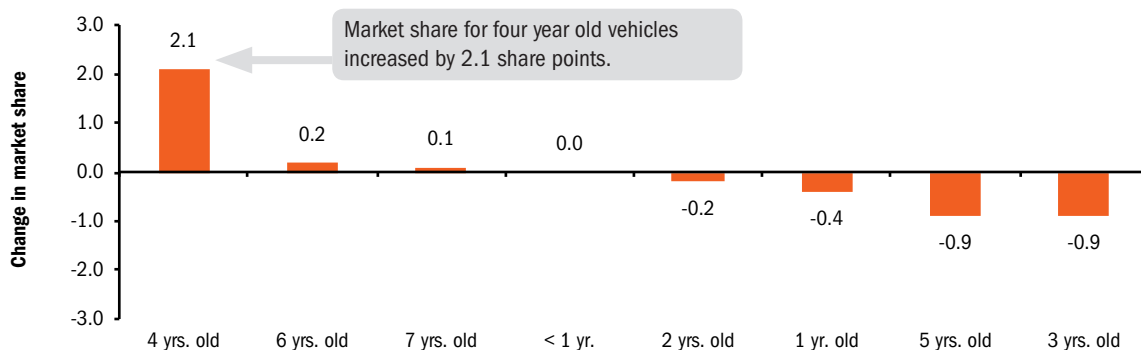
Source: IHS.

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

Colorado Used Retail Car and Light Truck Registrations (only includes vehicles 7 years old or newer)												
	April			Three Month Period Feb. '19 thru April '19*			YTD thru April			YTD Market Share (%)		
	2018	2019	% chg.	Yr. Ago	Current	% chg.	2018	2019	% chg.	2018	2019	Chg.
TOTAL	20,753	28,213	35.9%	60,351	70,231	16.4%	84,280	93,804	11.3%			
Acura	199	268	34.7%	596	690	15.8%	824	921	11.8%	1.0	1.0	0.0
Audi	447	584	30.6%	1,295	1,422	9.8%	1,789	1,961	9.6%	2.1	2.1	0.0
BMW	528	795	50.6%	1,510	1,924	27.4%	2,136	2,526	18.3%	2.5	2.7	0.2
Buick	268	267	-0.4%	758	608	-19.8%	1,052	802	-23.8%	1.2	0.9	-0.4
Cadillac	212	315	48.6%	711	703	-1.1%	1,024	955	-6.7%	1.2	1.0	-0.2
Chevrolet	2,071	2,632	27.1%	6,325	6,603	4.4%	8,779	8,820	0.5%	10.4	9.4	-1.0
Chrysler	276	307	11.2%	781	792	1.4%	1,074	1,077	0.3%	1.3	1.1	-0.1
Dodge	1,575	2,056	30.5%	4,564	5,104	11.8%	6,229	6,739	8.2%	7.4	7.2	-0.2
FIAT	48	59	22.9%	134	132	-1.5%	193	174	-9.8%	0.2	0.2	0.0
Ford	2,948	4,353	47.7%	8,532	10,739	25.9%	11,951	14,163	18.5%	14.2	15.1	0.9
GMC	694	926	33.4%	2,125	2,386	12.3%	3,087	3,181	3.0%	3.7	3.4	-0.3
Honda	880	1,169	32.8%	2,500	2,916	16.6%	3,606	3,848	6.7%	4.3	4.1	-0.2
Hyundai	834	1,136	36.2%	2,456	2,769	12.7%	3,378	3,771	11.6%	4.0	4.0	0.0
Infiniti	269	338	25.7%	746	918	23.1%	1,035	1,277	23.4%	1.2	1.4	0.1
Jaguar	27	46	70.4%	81	97	19.8%	102	132	29.4%	0.1	0.1	0.0
Jeep	1,313	1,867	42.2%	3,918	4,649	18.7%	5,464	6,175	13.0%	6.5	6.6	0.1
Kia	641	772	20.4%	1,808	2,037	12.7%	2,488	2,681	7.8%	3.0	2.9	-0.1
Land Rover	123	210	70.7%	336	505	50.3%	483	693	43.5%	0.6	0.7	0.2
Lexus	354	531	50.0%	978	1,315	34.5%	1,359	1,795	32.1%	1.6	1.9	0.3
Lincoln	107	164	53.3%	282	388	37.6%	394	497	26.1%	0.5	0.5	0.1
Mazda	320	476	48.8%	860	1,199	39.4%	1,180	1,607	36.2%	1.4	1.7	0.3
Mercedes	395	520	31.6%	1,139	1,350	18.5%	1,604	1,803	12.4%	1.9	1.9	0.0
MINI	116	142	22.4%	350	332	-5.1%	483	430	-11.0%	0.6	0.5	-0.1
Mitsubishi	99	169	70.7%	252	454	80.2%	354	566	59.9%	0.4	0.6	0.2
Nissan	1,898	2,443	28.7%	5,352	6,157	15.0%	7,345	8,197	11.6%	8.7	8.7	0.0
Porsche	81	114	40.7%	237	279	17.7%	324	368	13.6%	0.4	0.4	0.0
Subaru	1,198	1,694	41.4%	3,507	4,352	24.1%	5,033	5,871	16.7%	6.0	6.3	0.3
Toyota	2,085	2,788	33.7%	6,215	6,850	10.2%	8,700	9,332	7.3%	10.3	9.9	-0.4
Volkswagen	565	813	43.9%	1,509	1,944	28.8%	2,095	2,619	25.0%	2.5	2.8	0.3
Volvo	123	151	22.8%	335	379	13.1%	480	511	6.5%	0.6	0.5	0.0
Others	59	108	83.1%	159	238	49.7%	235	312	32.8%	0.3	0.3	0.1

Source: IHS.

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



Source: IHS.