

Colorado Auto Outlook™

Comprehensive information on the Colorado retail vehicle market

Sponsored by:



Colorado Automobile Dealers Association

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



Light trucks

-11.3%



Cars

-34.8%

Colorado New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '19 thru May	81,074	23,191	104,265
YTD '20 thru May	71,938	15,118	87,056
% change	-11.3%	-34.8%	-16.5%
Apr. '19 & May '19	31,585	8,934	40,519
Apr. '20 & May '20	20,991	4,014	25,005
% change	-33.5%	-55.1%	-38.3%

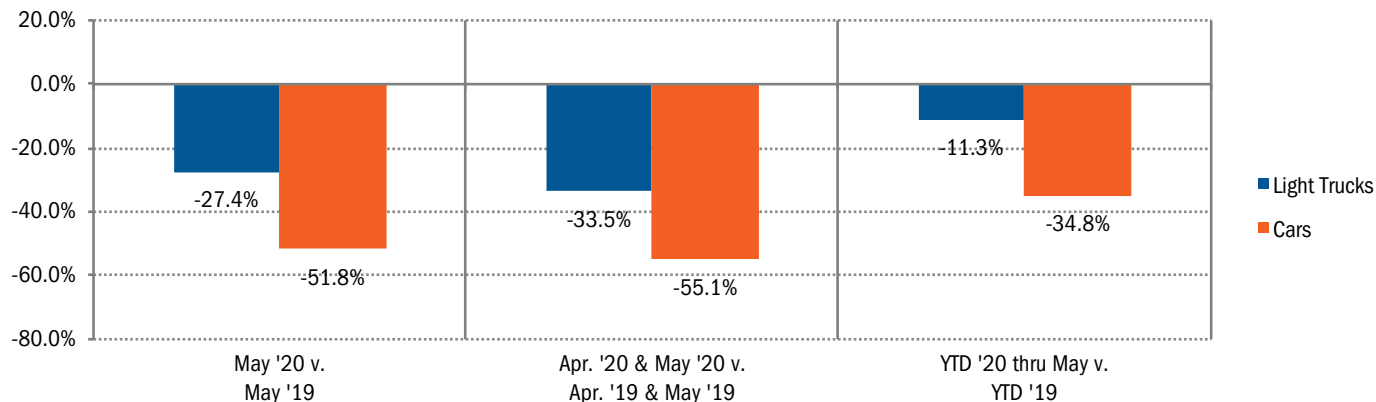
QUICK FACTS

New vehicle registrations in Colorado declined 38.3% during the past two months (April and May combined) versus the same period a year earlier. May was off by 32.8%, an improvement from the 45% drop in April.

The state's new vehicle market declined 16.5% during the first five months of 2020 versus the same period a year earlier. Light truck registrations fell 11.3%, while passenger cars were down by 34.8%.

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 May vs.
YTD 2019**

**DOMESTIC
BRANDS**

 **DOWN
16.0%**

**EUROPEAN
BRANDS**

 **DOWN
17.9%**

**JAPANESE
BRANDS**

 **DOWN
18.3%**

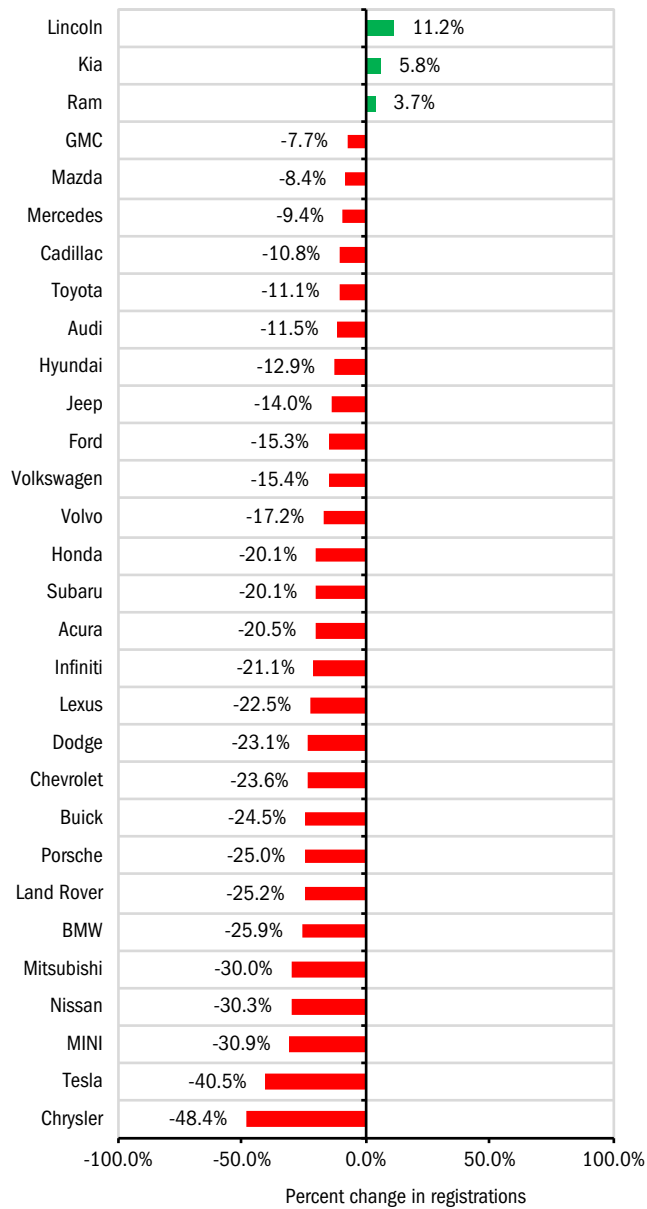
**KOREAN
BRANDS**

 **DOWN
5.3%**

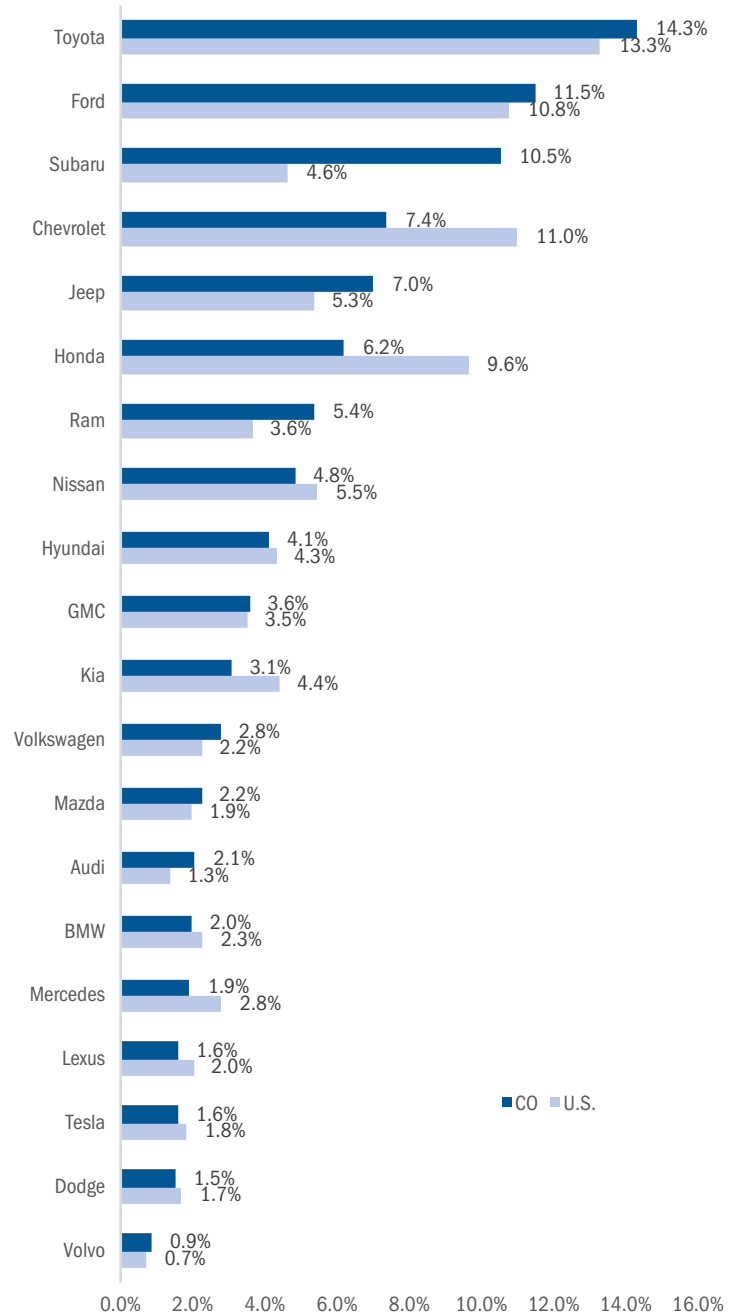
Colorado New Retail Car and Light Truck Registrations									
	Two Month Period Apr. '20 and May '20			YTD thru May			YTD Market Share		
	2019	2020	% chg.	2019	2020	% chg.	2019	2020	Chg.
MARKET SUMMARY									
TOTAL	40,519	25,005	-38.3%	104,265	87,056	-16.5%			
Cars	8,934	4,014	-55.1%	23,191	15,118	-34.8%	22.2	17.4	-4.9
Light Trucks	31,585	20,991	-33.5%	81,074	71,938	-11.3%	77.8	82.6	4.9
Domestic	15,785	10,167	-35.6%	41,524	34,893	-16.0%	39.8	40.1	0.3
European	4,948	2,915	-41.1%	11,877	9,752	-17.9%	11.4	11.2	-0.2
Japanese	17,163	9,980	-41.9%	44,217	36,114	-18.3%	42.4	41.5	-0.9
Korean	2,623	1,943	-25.9%	6,647	6,297	-5.3%	6.4	7.2	0.9
BRAND REGISTRATIONS									
Acura	312	185	-40.7%	838	666	-20.5%	0.8	0.8	0.0
Alfa Romeo	59	24	-59.3%	116	63	-45.7%	0.1	0.1	0.0
Audi	825	470	-43.0%	2,032	1,798	-11.5%	1.9	2.1	0.1
BMW	1,021	467	-54.3%	2,301	1,706	-25.9%	2.2	2.0	-0.2
Buick	288	165	-42.7%	780	589	-24.5%	0.7	0.7	-0.1
Cadillac	204	130	-36.3%	585	522	-10.8%	0.6	0.6	0.0
Chevrolet	3,307	1,924	-41.8%	8,384	6,409	-23.6%	8.0	7.4	-0.7
Chrysler	184	53	-71.2%	492	254	-48.4%	0.5	0.3	-0.2
Dodge	688	355	-48.4%	1,710	1,315	-23.1%	1.6	1.5	-0.1
FIAT	17	6	-64.7%	44	20	-54.5%	0.0	0.0	0.0
Ford	4,540	2,870	-36.8%	11,788	9,979	-15.3%	11.3	11.5	0.2
Genesis	9	15	66.7%	26	59	126.9%	0.0	0.1	0.0
GMC	1,283	991	-22.8%	3,353	3,096	-7.7%	3.2	3.6	0.3
Honda	2,780	1,509	-45.7%	6,759	5,400	-20.1%	6.5	6.2	-0.3
Hyundai	1,603	1,046	-34.7%	4,098	3,568	-12.9%	3.9	4.1	0.2
Infiniti	238	135	-43.3%	693	547	-21.1%	0.7	0.6	0.0
Jaguar	94	46	-51.1%	204	165	-19.1%	0.2	0.2	0.0
Jeep	2,795	1,860	-33.5%	7,094	6,100	-14.0%	6.8	7.0	0.2
Kia	1,011	882	-12.8%	2,523	2,670	5.8%	2.4	3.1	0.6
Land Rover	270	151	-44.1%	726	543	-25.2%	0.7	0.6	-0.1
Lexus	681	349	-48.8%	1,776	1,376	-22.5%	1.7	1.6	-0.1
Lincoln	200	154	-23.0%	529	588	11.2%	0.5	0.7	0.2
Maserati	19	5	-73.7%	46	24	-47.8%	0.0	0.0	0.0
Mazda	836	512	-38.8%	2,113	1,936	-8.4%	2.0	2.2	0.2
Mercedes	763	572	-25.0%	1,833	1,661	-9.4%	1.8	1.9	0.1
MINI	146	60	-58.9%	346	239	-30.9%	0.3	0.3	-0.1
Mitsubishi	187	87	-53.5%	530	371	-30.0%	0.5	0.4	-0.1
Nissan	2,230	973	-56.4%	6,016	4,192	-30.3%	5.8	4.8	-1.0
Other	24	25	4.2%	63	66	4.8%	0.1	0.1	0.0
Porsche	180	86	-52.2%	432	324	-25.0%	0.4	0.4	0.0
Ram	1,695	1,503	-11.3%	4,504	4,670	3.7%	4.3	5.4	1.0
Subaru	4,553	2,777	-39.0%	11,478	9,169	-20.1%	11.0	10.5	-0.5
Tesla	601	162	-73.0%	2,305	1,371	-40.5%	2.2	1.6	-0.6
Toyota	5,346	3,453	-35.4%	14,014	12,457	-11.1%	13.4	14.3	0.9
Volkswagen	1,166	793	-32.0%	2,840	2,403	-15.4%	2.7	2.8	0.0
Volvo	364	210	-42.3%	894	740	-17.2%	0.9	0.9	0.0

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



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



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



Toyota, Ford, Subaru, Chevrolet, and Jeep were market share leaders in Colorado. Subaru market share in the state exceeded U.S. levels by 5.9 share points.

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

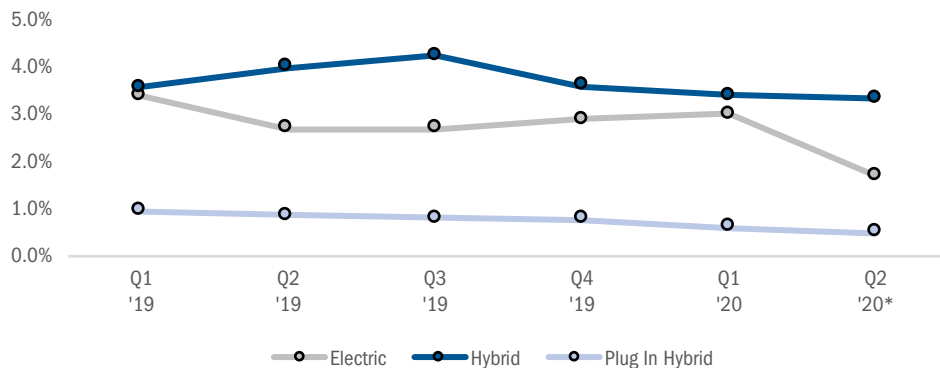
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USED VEHICLE MARKET

Colorado Used Car and Light Truck Registrations (only includes vehicles 7 years old or newer)									
	Two Month Period			YTD thru May			YTD Market Share		
	Apr. '20 and May '20			2019	2020	% chg.	2019	2020	Chg.
TOTAL	45,611	24,776	-45.7%	104,165	81,712	-21.6%			
Acura	488	220	-54.9%	1,138	731	-35.8%	1.1	0.9	-0.2
Alfa Romeo	2	5	150.0%	5	13	160.0%	0.0	0.0	0.0
Audi	908	552	-39.2%	2,063	1,799	-12.8%	2.0	2.2	0.2
BMW	1,111	640	-42.4%	2,461	2,229	-9.4%	2.4	2.7	0.4
Buick	446	216	-51.6%	977	760	-22.2%	0.9	0.9	0.0
Cadillac	440	245	-44.3%	988	776	-21.5%	0.9	0.9	0.0
Chevrolet	4,079	2,272	-44.3%	9,362	7,507	-19.8%	9.0	9.2	0.2
Chrysler	564	248	-56.0%	1,284	839	-34.7%	1.2	1.0	-0.2
Dodge	1,553	860	-44.6%	3,491	2,506	-28.2%	3.4	3.1	-0.3
FIAT	105	35	-66.7%	223	115	-48.4%	0.2	0.1	-0.1
Ford	6,478	3,450	-46.7%	14,726	11,182	-24.1%	14.1	13.7	-0.5
Genesis	58	29	-50.0%	125	114	-8.8%	0.1	0.1	0.0
GMC	1,462	924	-36.8%	3,447	3,055	-11.4%	3.3	3.7	0.4
Honda	2,063	1,132	-45.1%	4,799	3,911	-18.5%	4.6	4.8	0.2
Hyundai	1,741	918	-47.3%	3,965	3,031	-23.6%	3.8	3.7	-0.1
Infiniti	565	301	-46.7%	1,318	988	-25.0%	1.3	1.2	-0.1
Jaguar	31	38	22.6%	71	113	59.2%	0.1	0.1	0.1
Jeep	3,217	1,922	-40.3%	7,311	6,080	-16.8%	7.0	7.4	0.4
Kia	1,414	812	-42.6%	3,133	2,472	-21.1%	3.0	3.0	0.0
Land Rover	264	152	-42.4%	593	515	-13.2%	0.6	0.6	0.1
Lexus	926	374	-59.6%	2,135	1,506	-29.5%	2.0	1.8	-0.2
Lincoln	274	114	-58.4%	590	433	-26.6%	0.6	0.5	0.0
Mazda	770	458	-40.5%	1,868	1,582	-15.3%	1.8	1.9	0.1
Mercedes	748	479	-36.0%	1,661	1,421	-14.4%	1.6	1.7	0.1
MINI	236	100	-57.6%	522	386	-26.1%	0.5	0.5	0.0
Mitsubishi	213	135	-36.6%	506	379	-25.1%	0.5	0.5	0.0
Nissan	4,095	2,070	-49.5%	9,164	6,888	-24.8%	8.8	8.4	-0.4
Other	63	21	-66.7%	153	72	-52.9%	0.1	0.1	-0.1
Porsche	137	78	-43.1%	297	253	-14.8%	0.3	0.3	0.0
Ram	2,036	1,185	-41.8%	4,565	3,645	-20.2%	4.4	4.5	0.1
Subaru	3,014	1,695	-43.8%	6,967	5,897	-15.4%	6.7	7.2	0.5
Tesla	58	26	-55.2%	131	89	-32.1%	0.1	0.1	0.0
Toyota	4,549	2,377	-47.7%	10,633	8,084	-24.0%	10.2	9.9	-0.3
Volkswagen	1,330	602	-54.7%	3,082	1,998	-35.2%	3.0	2.4	-0.5
Volvo	173	91	-47.4%	411	343	-16.5%	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 May)

	YTD '19	YTD '20
Hybrid	3.7%	3.4%
Electric	2.9%	2.4%
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 Q2 '20 includes April and May.