

Colorado Auto Outlook™

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Comprehensive information on the Colorado new and used vehicle market

Colorado Automobile Dealers Association



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

Colorado
-3.4%

U.S.
-2.1%

Colorado and U.S. New Retail Light Vehicle Registrations

	Colorado	U.S.
YTD thru Nov. '18	193,235	12,749,649
YTD thru Nov. '19*	186,730	12,481,018
% change	-3.4%	-2.1%
Sep. '18 thru Nov. '18	57,876	3,442,185
Sep. '19 thru Nov. '19*	55,656	3,444,510
% change	-3.8%	0.1%

QUICK FACTS

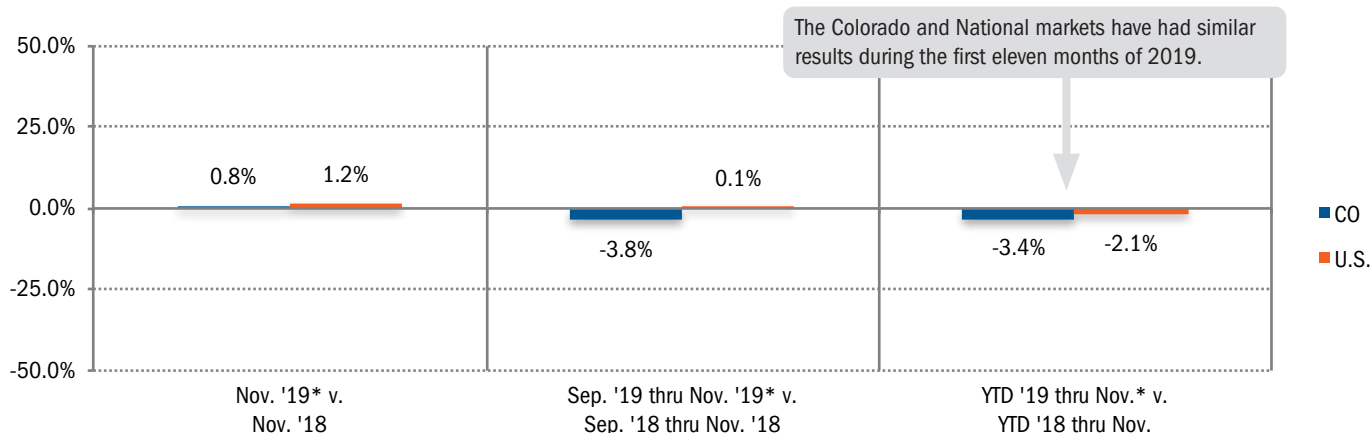
State new vehicle market declined 3.4% during the first eleven months of 2019 versus a year earlier. U.S. market was off 2.1%.

Light truck registrations in the state were flat so far this year, while passenger cars were off 14.9%

Used vehicle registrations increased 6.3% during the first ten months of this year (only includes vehicles seven years old or newer.)

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

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



*November 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
0.1%**

PASSENGER CARS

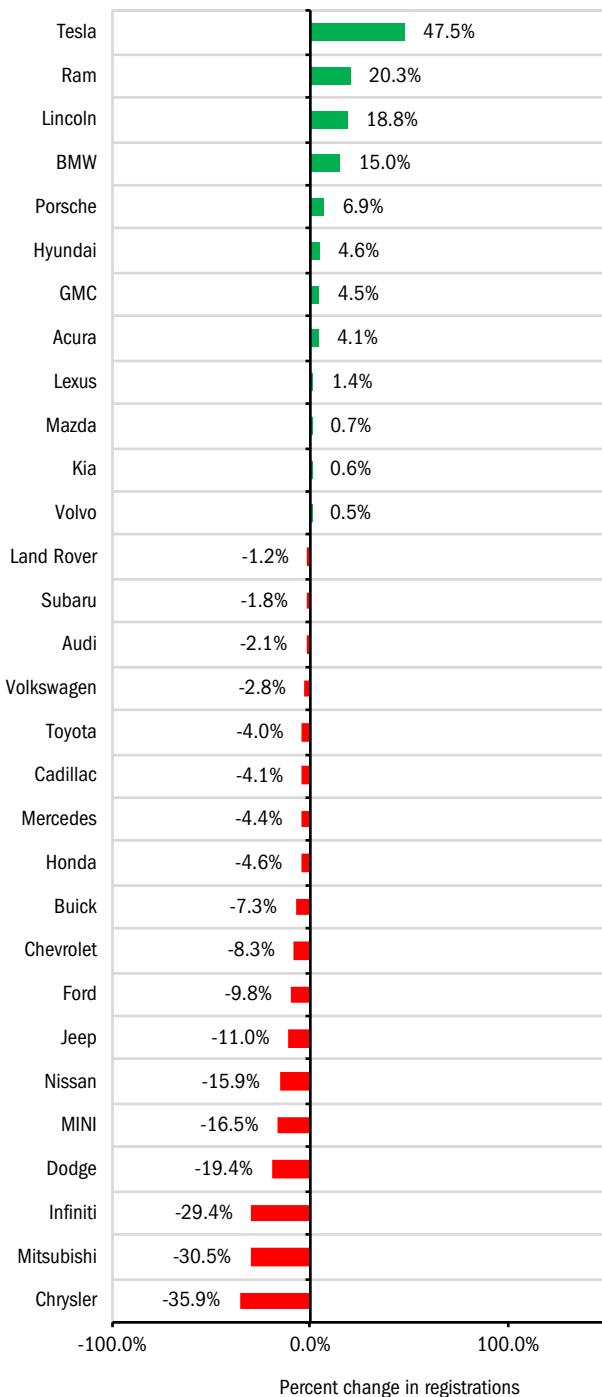


**DOWN
14.9%**

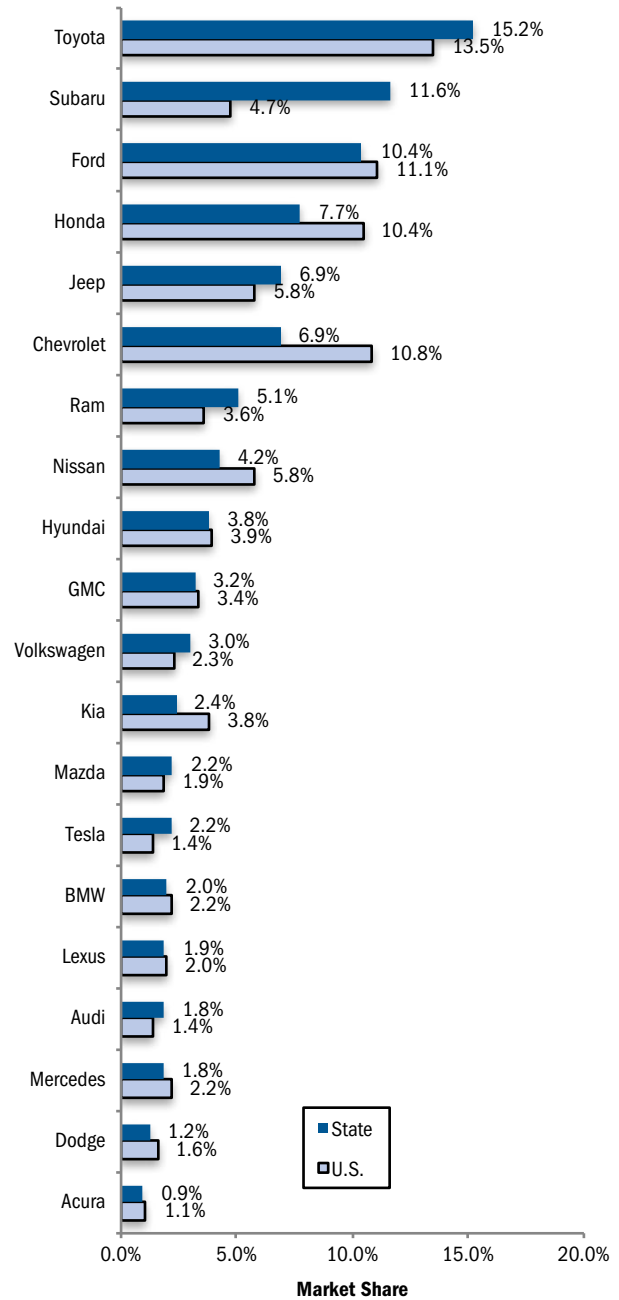
Colorado New Retail Car and Light Truck Registrations												
	November*			Three Month Period Sep. '19 thru Nov. '19*			YTD thru November*			YTD Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2018	2019	% chg.	2018	2019	% chg.	2018	2019	% chg.	2018	2019	Chg.
MARKET SUMMARY												
TOTAL	18,841	18,984	0.8%	57,876	55,656	-3.8%	193,235	186,730	-3.4%			
Cars	3,928	3,243	-17.4%	12,494	10,209	-18.3%	43,056	36,657	-14.9%	22.3	19.6	-2.7
Light Trucks	14,913	15,741	5.6%	45,382	45,447	0.1%	150,179	150,073	-0.1%	77.7	80.4	2.7
Domestic	7,497	6,920	-7.7%	22,114	20,794	-6.0%	73,302	70,773	-3.5%	37.9	37.9	0.0
European	1,828	2,035	11.3%	5,654	5,973	5.6%	21,183	21,126	-0.3%	11.0	11.3	0.4
Japanese	8,383	8,772	4.6%	26,556	25,235	-5.0%	87,397	83,214	-4.8%	45.2	44.6	-0.7
Korean	1,133	1,257	10.9%	3,552	3,654	2.9%	11,353	11,617	2.3%	5.9	6.2	0.3
BRAND REGISTRATIONS												
Acura	162	167	3.1%	581	552	-5.0%	1,673	1,741	4.1%	0.9	0.9	0.1
Alfa Romeo	26	27	3.8%	66	64	-3.0%	229	208	-9.2%	0.1	0.1	0.0
Audi	331	399	20.5%	1,018	1,050	3.1%	3,524	3,449	-2.1%	1.8	1.8	0.0
BMW	242	266	9.9%	758	937	23.6%	3,263	3,753	15.0%	1.7	2.0	0.3
Buick	138	140	1.4%	406	409	0.7%	1,584	1,468	-7.3%	0.8	0.8	0.0
Cadillac	123	125	1.6%	330	294	-10.9%	994	953	-4.1%	0.5	0.5	0.0
Chevrolet	1,383	1,365	-1.3%	3,851	3,869	0.5%	13,979	12,822	-8.3%	7.2	6.9	-0.4
Chrysler	59	47	-20.3%	178	113	-36.5%	700	449	-35.9%	0.4	0.2	-0.1
Dodge	215	176	-18.1%	640	586	-8.4%	2,809	2,265	-19.4%	1.5	1.2	-0.2
FIAT	16	6	-62.5%	39	18	-53.8%	181	79	-56.4%	0.1	0.0	-0.1
Ford	2,050	1,882	-8.2%	6,335	5,641	-11.0%	21,569	19,462	-9.8%	11.2	10.4	-0.7
Genesis	7	36	414.3%	15	62	313.3%	89	100	12.4%	0.0	0.1	0.0
GMC	583	511	-12.3%	1,691	1,731	2.4%	5,692	5,949	4.5%	2.9	3.2	0.2
Honda	1,279	1,437	12.4%	4,329	4,227	-2.4%	15,100	14,412	-4.6%	7.8	7.7	-0.1
Hyundai	692	742	7.2%	2,215	2,213	-0.1%	6,788	7,102	4.6%	3.5	3.8	0.3
Infiniti	93	62	-33.3%	310	233	-24.8%	1,118	789	-29.4%	0.6	0.4	-0.2
Jaguar	22	20	-9.1%	86	83	-3.5%	286	339	18.5%	0.1	0.2	0.0
Jeep	1,347	1,350	0.2%	4,275	3,943	-7.8%	14,472	12,879	-11.0%	7.5	6.9	-0.6
Kia	427	479	12.2%	1,307	1,379	5.5%	4,387	4,415	0.6%	2.3	2.4	0.1
Land Rover	101	113	11.9%	300	328	9.3%	1,115	1,102	-1.2%	0.6	0.6	0.0
Lexus	388	443	14.2%	1,095	1,134	3.6%	3,449	3,496	1.4%	1.8	1.9	0.1
Lincoln	72	85	18.1%	263	285	8.4%	863	1,025	18.8%	0.4	0.5	0.1
Maserati	14	13	-7.1%	42	21	-50.0%	107	83	-22.4%	0.1	0.0	0.0
Mazda	379	448	18.2%	1,171	1,260	7.6%	4,149	4,177	0.7%	2.1	2.2	0.1
Mercedes	261	295	13.0%	881	955	8.4%	3,563	3,405	-4.4%	1.8	1.8	0.0
MINI	52	45	-13.5%	150	154	2.7%	726	606	-16.5%	0.4	0.3	-0.1
Mitsubishi	69	73	5.8%	231	258	11.7%	834	580	-30.5%	0.4	0.3	-0.1
Nissan	855	733	-14.3%	2,965	2,331	-21.4%	9,400	7,907	-15.9%	4.9	4.2	-0.6
Other	23	15	-34.8%	69	38	-44.9%	254	136	-46.5%	0.1	0.1	-0.1
Porsche	96	107	11.5%	225	275	22.2%	799	854	6.9%	0.4	0.5	0.0
Ram	834	770	-7.7%	2,448	2,676	9.3%	7,862	9,460	20.3%	4.1	5.1	1.0
Subaru	2,265	2,272	0.3%	6,494	6,089	-6.2%	22,093	21,706	-1.8%	11.4	11.6	0.2
Tesla	690	469	-32.0%	1,683	1,245	-26.0%	2,731	4,029	47.5%	1.4	2.2	0.7
Toyota	2,892	3,137	8.5%	9,377	9,149	-2.4%	29,573	28,400	-4.0%	15.3	15.2	-0.1
Volkswagen	514	562	9.3%	1,599	1,607	0.5%	5,724	5,566	-2.8%	3.0	3.0	0.0
Volvo	141	167	18.4%	453	447	-1.3%	1,556	1,564	0.5%	0.8	0.8	0.0

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

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



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



Registrations increased by more than 4% for Tesla, Ram, Lincoln, BMW, Porsche, Hyundai, GMC, and Acura



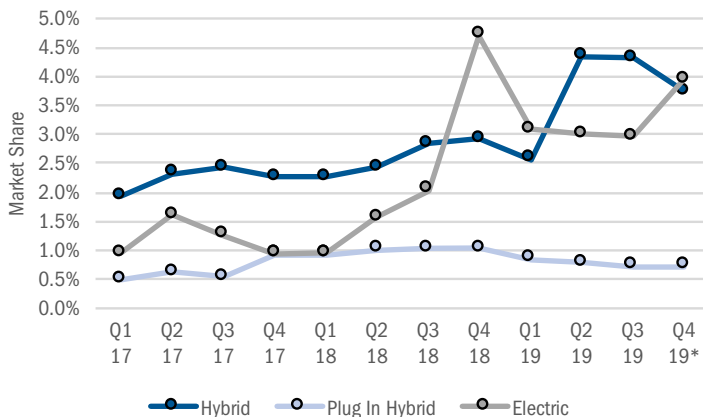
Toyota, Subaru, Ford, Honda, and Jeep were market share leaders in Colorado

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

Colorado Used Retail Car and Light Truck Registrations (only includes vehicles 7 years old or newer)												
	October			Three Month Period Aug. '19 thru Oct. '19			YTD thru October			YTD Market Share (%)		
	2018	2019	% chg.	Yr. Ago	Current	% chg.	2018	2019	% chg.	2018	2019	Chg.
TOTAL	24,569	28,302	15.2%	76,825	79,401	3.4%	227,748	242,176	6.3%			
Acura	302	205	-32.1%	801	676	-15.6%	2,294	2,215	-3.4%	1.0	0.9	-0.1
Audi	505	648	28.3%	1,586	1,840	16.0%	4,724	5,297	12.1%	2.1	2.2	0.1
BMW	637	780	22.4%	2,032	2,131	4.9%	5,837	6,527	11.8%	2.6	2.7	0.1
Buick	223	311	39.5%	774	830	7.2%	2,518	2,182	-13.3%	1.1	0.9	-0.2
Cadillac	267	281	5.2%	827	795	-3.9%	2,583	2,400	-7.1%	1.1	1.0	-0.1
Chevrolet	2,312	2,754	19.1%	7,266	7,446	2.5%	22,777	22,953	0.8%	10.0	9.5	-0.5
Chrysler	279	275	-1.4%	922	777	-15.7%	2,911	2,565	-11.9%	1.3	1.1	-0.2
Dodge	1,692	2,080	22.9%	5,399	5,709	5.7%	16,667	17,521	5.1%	7.3	7.2	-0.1
FIAT	55	44	-20.0%	165	139	-15.8%	508	430	-15.4%	0.2	0.2	0.0
Ford	3,517	4,094	16.4%	10,894	11,512	5.7%	32,354	35,968	11.2%	14.2	14.9	0.6
GMC	868	961	10.7%	2,686	2,782	3.6%	8,056	8,304	3.1%	3.5	3.4	-0.1
Honda	1,263	1,282	1.5%	3,781	3,652	-3.4%	10,448	10,678	2.2%	4.6	4.4	-0.2
Hyundai	959	1,118	16.6%	2,970	3,039	2.3%	8,961	9,401	4.9%	3.9	3.9	-0.1
Infiniti	262	361	37.8%	907	1,026	13.1%	2,680	3,124	16.6%	1.2	1.3	0.1
Jaguar	30	61	103.3%	90	162	80.0%	281	404	43.8%	0.1	0.2	0.0
Jeep	1,574	1,892	20.2%	5,005	5,314	6.2%	14,862	15,890	6.9%	6.5	6.6	0.0
Kia	787	816	3.7%	2,571	2,378	-7.5%	7,232	7,072	-2.2%	3.2	2.9	-0.3
Land Rover	170	186	9.4%	512	604	18.0%	1,361	1,732	27.3%	0.6	0.7	0.1
Lexus	412	506	22.8%	1,356	1,424	5.0%	3,914	4,396	12.3%	1.7	1.8	0.1
Lincoln	117	162	38.5%	404	407	0.7%	1,134	1,282	13.1%	0.5	0.5	0.0
Mazda	437	495	13.3%	1,354	1,399	3.3%	3,565	4,221	18.4%	1.6	1.7	0.2
Mercedes	443	532	20.1%	1,536	1,523	-0.8%	4,467	4,683	4.8%	2.0	1.9	0.0
MINI	147	153	4.1%	485	423	-12.8%	1,340	1,208	-9.9%	0.6	0.5	-0.1
Mitsubishi	146	151	3.4%	396	420	6.1%	1,047	1,339	27.9%	0.5	0.6	0.1
Nissan	2,056	2,399	16.7%	6,507	6,597	1.4%	19,630	20,666	5.3%	8.6	8.5	-0.1
Porsche	99	82	-17.2%	317	290	-8.5%	878	951	8.3%	0.4	0.4	0.0
Subaru	1,661	1,993	20.0%	5,044	5,828	15.5%	14,151	16,430	16.1%	6.2	6.8	0.6
Toyota	2,399	2,739	14.2%	7,410	7,529	1.6%	22,548	23,525	4.3%	9.9	9.7	-0.2
Volkswagen	701	695	-0.9%	2,112	2,031	-3.8%	6,029	6,640	10.1%	2.6	2.7	0.1
Volvo	158	144	-8.9%	441	435	-1.4%	1,286	1,337	4.0%	0.6	0.6	0.0
Others	91	102	12.1%	275	283	2.9%	705	835	18.4%	0.3	0.3	0.0

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. Figures include vehicles with mild hybrid powertrains. Q4 '19 includes Oct. only. Source: IHS.

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

Rank	Model	Type	Regs.
1	Tesla Model 3	Electric	2942
2	Toyota RAV4	Hybrid	1648
3	Jeep Wrangler	Hybrid	1475
4	Nissan Leaf	Electric	1073
5	Toyota Highlander	Hybrid	544
6	Lexus RX	Hybrid	494
7	Toyota Prius	Hybrid	466
8	Tesla Model X	Electric	362
9	Toyota Camry	Hybrid	271
10	Chevrolet Bolt	Electric	268
11	Tesla Model S	Electric	256
12	Toyota Prius	Plug In Hybrid	206
13	Honda Insight	Hybrid	202
14	Honda Accord	Hybrid	177
15	Hyundai Ioniq	Hybrid	153
16	Lexus NX	Hybrid	150
17	MINI Countryman	Plug In Hybrid	138
18	Audi E-Tron	Electric	135
19	Chevrolet Volt	Plug In Hybrid	133
20	Chrysler Pacifica	Plug In Hybrid	118

Source: IHS.