

Colorado Auto Outlook™

Comprehensive information on the Colorado retail vehicle market

Sponsored by:



Colorado Automobile Dealers Association

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



Light trucks

-7.6%



Cars

-33.3%

Colorado New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '19 thru Nov.	180,193	49,823	230,016
YTD '20 thru Nov.	166,571	33,211	199,782
% change	-7.6%	-33.3%	-13.1%
Oct. '19 & Nov. '19	32,901	8,502	41,403
Oct. '20 & Nov. '20	35,348	6,613	41,961
% change	7.4%	-22.2%	1.3%

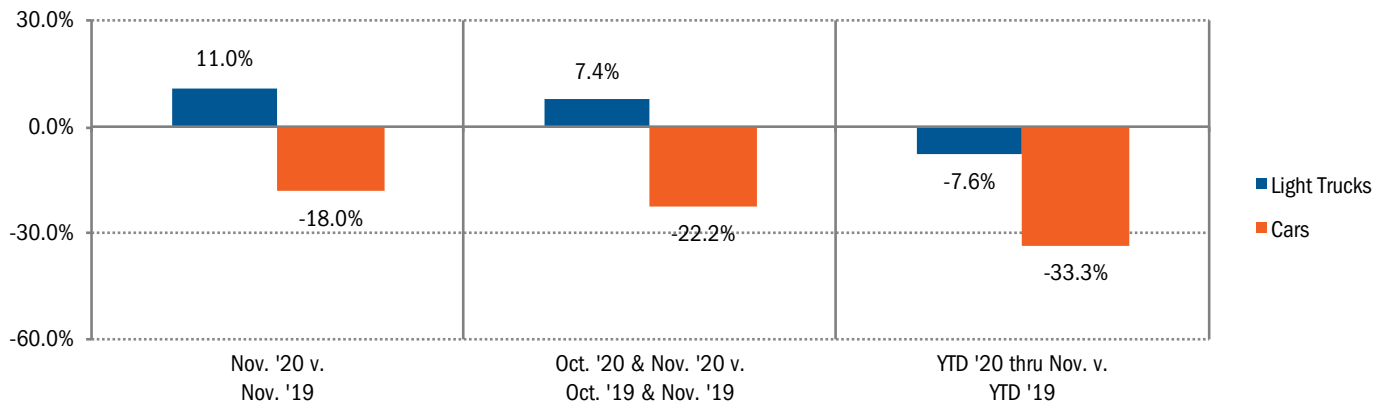
QUICK FACTS

New vehicle registrations in Colorado increased 5.1% in November versus a year earlier. Light truck registrations were up 11.0%, while passenger cars fell 18% (see graph below).

The state's new vehicle market declined 13.1% during the first eleven months of '20 versus a year earlier. U.S. retail new vehicle market was off an estimated 14.9%.

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 Nov. vs. YTD 2019

DOMESTIC BRANDS
 **DOWN 11.2%**

EUROPEAN BRANDS
 **DOWN 13.4%**

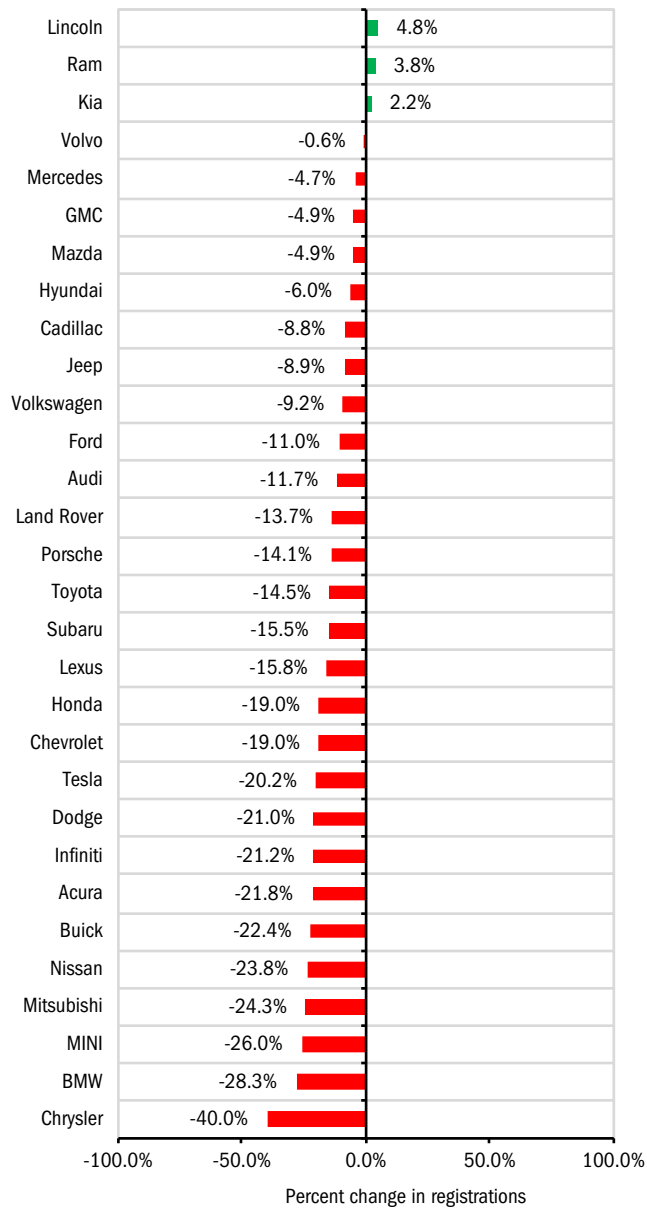
JAPANESE BRANDS
 **DOWN 16.6%**

KOREAN BRANDS
 **DOWN 2.3%**

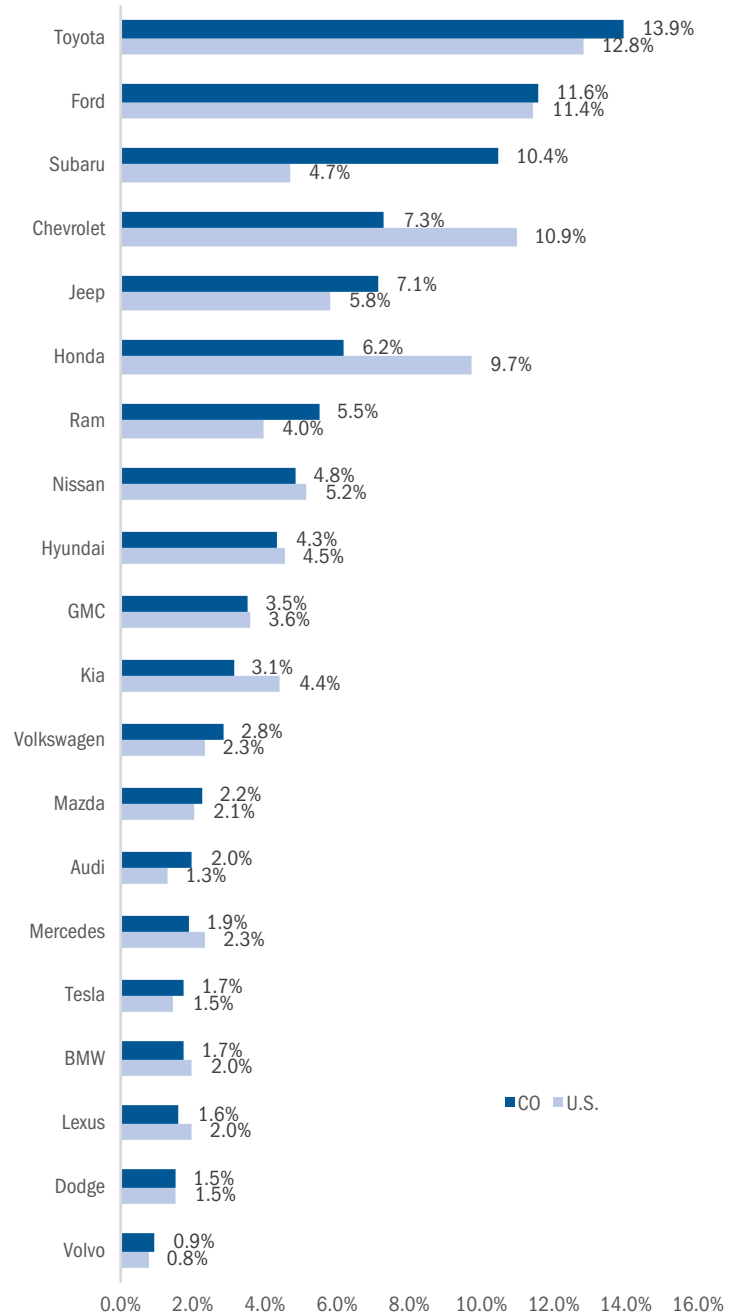
Colorado New Retail Car and Light Truck Registrations									
	Two Month Period Oct. '20 and Nov. '20			YTD thru Nov.			YTD Market Share		
	2019	2020	% chg.	2019	2020	% chg.	2019	2020	Chg.
MARKET SUMMARY									
TOTAL	41,403	41,961	1.3%	230,016	199,782	-13.1%			
Cars	8,502	6,613	-22.2%	49,823	33,211	-33.3%	21.7	16.6	-5.0
Light Trucks	32,901	35,348	7.4%	180,193	166,571	-7.6%	78.3	83.4	5.0
Domestic	16,121	16,466	2.1%	90,738	80,604	-11.2%	39.4	40.3	0.9
European	4,349	4,621	6.3%	25,643	22,207	-13.4%	11.1	11.1	0.0
Japanese	18,072	17,510	-3.1%	98,225	81,918	-16.6%	42.7	41.0	-1.7
Korean	2,861	3,364	17.6%	15,410	15,053	-2.3%	6.7	7.5	0.8
BRAND REGISTRATIONS									
Acura	391	289	-26.1%	1,942	1,518	-21.8%	0.8	0.8	-0.1
Alfa Romeo	36	32	-11.1%	225	144	-36.0%	0.1	0.1	0.0
Audi	790	772	-2.3%	4,513	3,987	-11.7%	2.0	2.0	0.0
BMW	757	769	1.6%	4,794	3,437	-28.3%	2.1	1.7	-0.4
Buick	342	275	-19.6%	1,763	1,368	-22.4%	0.8	0.7	-0.1
Cadillac	227	231	1.8%	1,271	1,159	-8.8%	0.6	0.6	0.0
Chevrolet	3,175	2,975	-6.3%	18,051	14,623	-19.0%	7.8	7.3	-0.5
Chrysler	143	122	-14.7%	961	577	-40.0%	0.4	0.3	-0.1
Dodge	671	625	-6.9%	3,771	2,979	-21.0%	1.6	1.5	-0.1
FIAT	13	9	-30.8%	94	53	-43.6%	0.0	0.0	0.0
Ford	4,633	4,552	-1.7%	25,937	23,091	-11.0%	11.3	11.6	0.3
Genesis	26	35	34.6%	77	144	87.0%	0.0	0.1	0.0
GMC	1,332	1,454	9.2%	7,359	6,999	-4.9%	3.2	3.5	0.3
Honda	2,733	2,620	-4.1%	15,232	12,343	-19.0%	6.6	6.2	-0.4
Hyundai	1,647	1,939	17.7%	9,241	8,683	-6.0%	4.0	4.3	0.3
Infiniti	265	184	-30.6%	1,458	1,149	-21.2%	0.6	0.6	-0.1
Jaguar	80	64	-20.0%	449	374	-16.7%	0.2	0.2	0.0
Jeep	2,845	2,935	3.2%	15,602	14,206	-8.9%	6.8	7.1	0.3
Kia	1,188	1,390	17.0%	6,092	6,226	2.2%	2.6	3.1	0.5
Land Rover	249	254	2.0%	1,467	1,266	-13.7%	0.6	0.6	0.0
Lexus	725	721	-0.6%	3,852	3,242	-15.8%	1.7	1.6	-0.1
Lincoln	203	224	10.3%	1,148	1,203	4.8%	0.5	0.6	0.1
Maserati	9	18	100.0%	87	61	-29.9%	0.0	0.0	0.0
Mazda	845	936	10.8%	4,712	4,480	-4.9%	2.0	2.2	0.2
Mercedes	685	713	4.1%	3,906	3,724	-4.7%	1.7	1.9	0.2
MINI	147	176	19.7%	838	620	-26.0%	0.4	0.3	-0.1
Mitsubishi	240	184	-23.3%	1,113	843	-24.3%	0.5	0.4	-0.1
Nissan	2,419	2,043	-15.5%	12,644	9,638	-23.8%	5.5	4.8	-0.7
Other	25	26	4.0%	160	151	-5.6%	0.1	0.1	0.0
Porsche	182	160	-12.1%	983	844	-14.1%	0.4	0.4	0.0
Ram	1,914	2,207	15.3%	10,553	10,950	3.8%	4.6	5.5	0.9
Subaru	4,163	4,503	8.2%	24,690	20,861	-15.5%	10.7	10.4	-0.3
Tesla	636	866	36.2%	4,322	3,448	-20.2%	1.9	1.7	-0.2
Toyota	6,291	6,030	-4.1%	32,581	27,844	-14.5%	14.2	13.9	-0.2
Volkswagen	1,071	1,196	11.7%	6,221	5,651	-9.2%	2.7	2.8	0.1
Volvo	305	432	41.6%	1,907	1,896	-0.6%	0.8	0.9	0.1

At Auto Outlook, we strive to provide accurate analyses based upon the data available to us. Auto Outlook can make no representation or warranty with respect to the accuracy or completeness of the data we provide or the projections that we make based upon such data. Auto Outlook expressly disclaims any such warranties, and undue reliance should not be placed on any analysis. Auto Outlook undertakes no obligation to revise any forecasts or analyses, whether as a result of any new data, the occurrence of future events, or otherwise.

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



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



Registrations increased for three brands so far this year: Lincoln, Ram, and Kia. Volvo, Mercedes, GMC, and Mazda were down by less than 5%.



Toyota, Ford, Subaru, Chevrolet, and Jeep were market share leaders in Colorado. Subaru market share in the state exceeded U.S. levels by 5.7 share points.

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

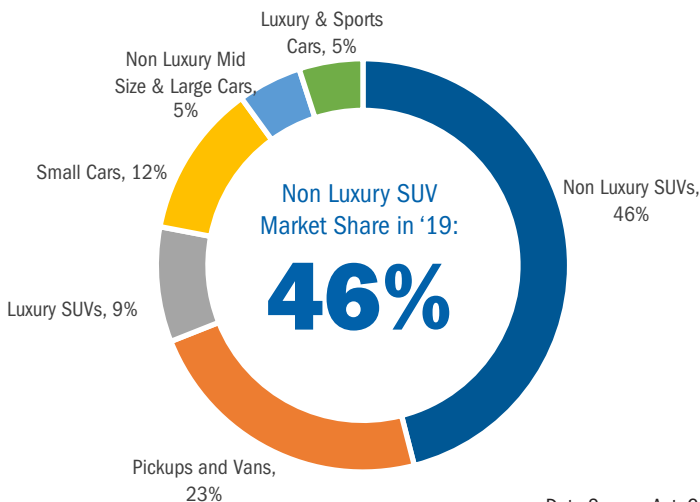
Attribution notice: Any material quoted must be attributed to Colorado Auto Outlook, published by Auto Outlook, Inc. on behalf of the Colorado Automobile Dealers Association. Data source must also be shown as "Data Source: AutoCount Data from Experian." Please contact CADA with any questions or comments regarding the publication.

USED VEHICLE MARKET

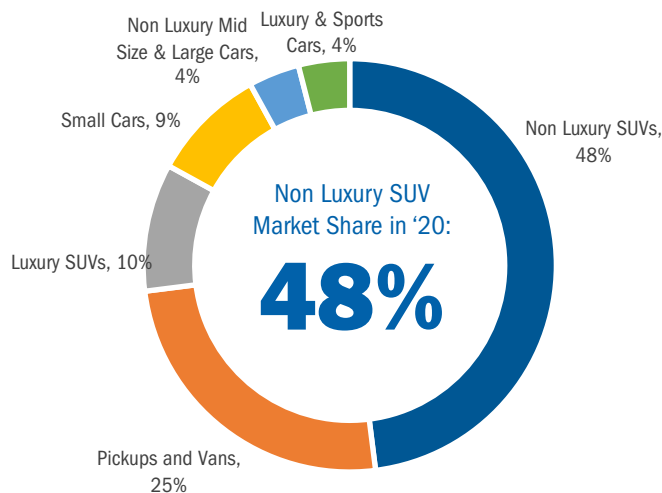
Colorado Used Car and Light Truck Registrations (only includes vehicles 7 years old or newer)									
	Two Month Period			YTD thru Nov.			YTD Market Share		
	Oct. '20 and Nov. '20								
	2019	2020	% chg.	2019	2020	% chg.	2019	2020	Chg.
TOTAL	41,568	36,992	-11.0%	230,803	194,148	-15.9%			
Acura	391	435	11.3%	2,377	1,938	-18.5%	1.0	1.0	0.0
Alfa Romeo	6	20	233.3%	18	59	227.8%	0.0	0.0	0.0
Audi	934	890	-4.7%	4,803	4,312	-10.2%	2.1	2.2	0.1
BMW	979	896	-8.5%	5,525	4,789	-13.3%	2.4	2.5	0.1
Buick	436	310	-28.9%	2,206	1,714	-22.3%	1.0	0.9	-0.1
Cadillac	384	396	3.1%	2,162	1,914	-11.5%	0.9	1.0	0.0
Chevrolet	3,854	3,186	-17.3%	20,849	17,411	-16.5%	9.0	9.0	-0.1
Chrysler	462	334	-27.7%	2,750	1,847	-32.8%	1.2	1.0	-0.2
Dodge	1,205	950	-21.2%	7,216	5,546	-23.1%	3.1	2.9	-0.3
FIAT	89	66	-25.8%	486	298	-38.7%	0.2	0.2	-0.1
Ford	5,685	4,982	-12.4%	32,220	26,747	-17.0%	14.0	13.8	-0.2
Genesis	40	43	7.5%	266	234	-12.0%	0.1	0.1	0.0
GMC	1,521	1,313	-13.7%	7,800	7,181	-7.9%	3.4	3.7	0.3
Honda	2,189	1,759	-19.6%	11,496	9,260	-19.5%	5.0	4.8	-0.2
Hyundai	1,495	1,331	-11.0%	8,370	7,042	-15.9%	3.6	3.6	0.0
Infiniti	511	478	-6.5%	2,882	2,312	-19.8%	1.2	1.2	-0.1
Jaguar	55	68	23.6%	216	321	48.6%	0.1	0.2	0.1
Jeep	2,942	2,924	-0.6%	16,225	14,993	-7.6%	7.0	7.7	0.7
Kia	1,234	1,153	-6.6%	6,876	5,916	-14.0%	3.0	3.0	0.1
Land Rover	285	216	-24.2%	1,375	1,228	-10.7%	0.6	0.6	0.0
Lexus	793	666	-16.0%	4,542	3,567	-21.5%	2.0	1.8	-0.1
Lincoln	225	202	-10.2%	1,269	976	-23.1%	0.5	0.5	0.0
Mazda	803	806	0.4%	4,242	3,933	-7.3%	1.8	2.0	0.2
Mercedes	670	648	-3.3%	3,705	3,286	-11.3%	1.6	1.7	0.1
MINI	218	177	-18.8%	1,236	880	-28.8%	0.5	0.5	-0.1
Mitsubishi	169	164	-3.0%	1,017	833	-18.1%	0.4	0.4	0.0
Nissan	3,424	2,889	-15.6%	19,817	15,718	-20.7%	8.6	8.1	-0.5
Other	66	57	-13.6%	345	193	-44.1%	0.1	0.1	-0.1
Porsche	106	130	22.6%	636	629	-1.1%	0.3	0.3	0.0
Ram	1,809	1,585	-12.4%	10,081	8,710	-13.6%	4.4	4.5	0.1
Subaru	3,054	3,210	5.1%	16,253	15,146	-6.8%	7.0	7.8	0.8
Tesla	32	63	96.9%	269	256	-4.8%	0.1	0.1	0.0
Toyota	4,097	3,491	-14.8%	23,244	19,161	-17.6%	10.1	9.9	-0.2
Volkswagen	1,220	970	-20.5%	7,064	4,931	-30.2%	3.1	2.5	-0.5
Volvo	185	184	-0.5%	965	867	-10.2%	0.4	0.4	0.0

VEHICLE SEGMENTS

**Segment Market Shares
YTD 2019 thru November**



**Segment Market Shares
YTD 2020 thru November**



Data Source: AutoCount data from Experian.

The two graphs above show market shares for primary segments during the first eleven months of 2019 and 2020.