

# Colorado Auto Outlook™

Comprehensive information on the Colorado retail vehicle market

Sponsored by:



Colorado Automobile Dealers Association

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



Light trucks

**-9.4%**



Cars

**-34.8%**

## Colorado New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '19 thru Oct.	163,661	45,637	209,298
YTD '20 thru Oct.	148,224	29,777	178,001
<b>% change</b>	<b>-9.4%</b>	<b>-34.8%</b>	<b>-15.0%</b>
Sep. '19 & Oct. '19	33,169	8,715	41,884
Sep. '20 & Oct. '20	32,095	6,189	38,284
<b>% change</b>	<b>-3.2%</b>	<b>-29.0%</b>	<b>-8.6%</b>

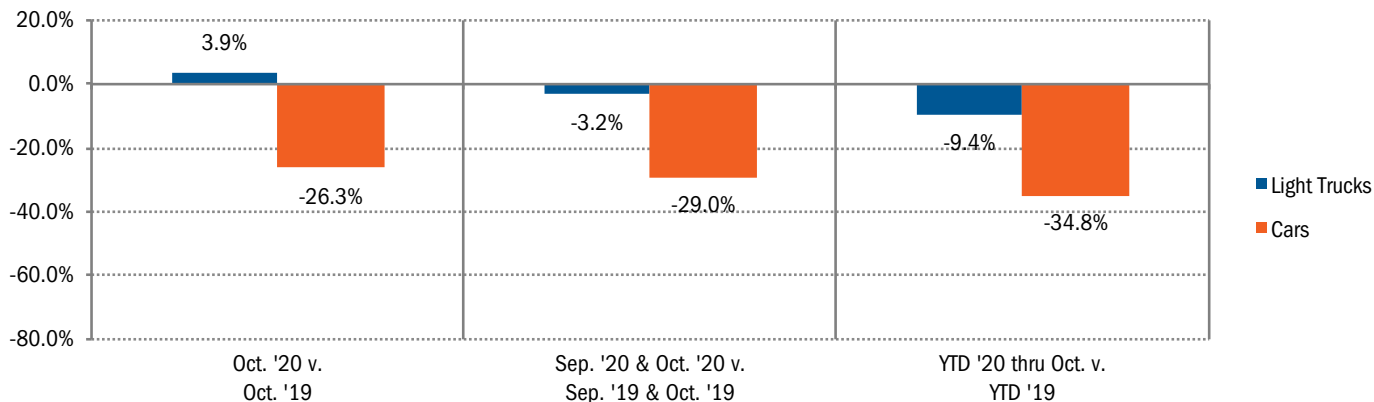
## QUICK FACTS

New vehicle registrations in Colorado declined 8.6% during the past two months (September and October combined) versus the same period a year earlier.

The state's new vehicle market declined 15.0% during the first ten months of '20 versus a year earlier. U.S. retail new vehicle market was off an estimated 14.1%.

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 Oct. vs.  
YTD 2019**

**DOMESTIC  
BRANDS**  
 **DOWN  
12.4%**

**EUROPEAN  
BRANDS**  
 **DOWN  
15.8%**

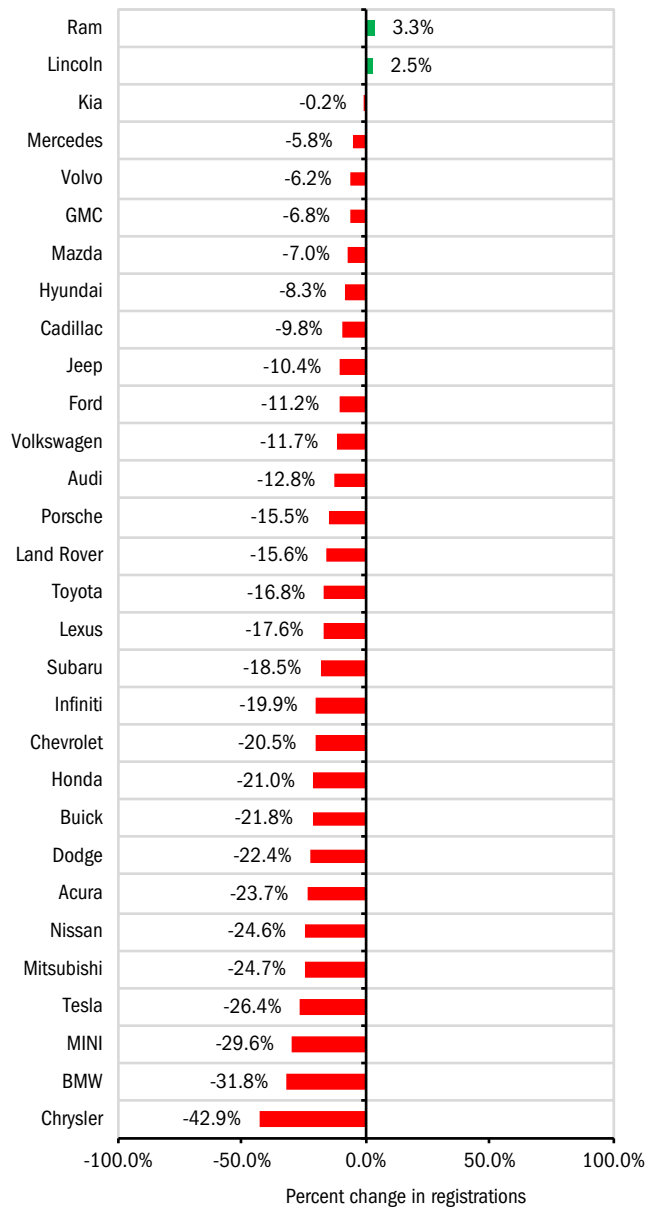
**JAPANESE  
BRANDS**  
 **DOWN  
18.7%**

**KOREAN  
BRANDS**  
 **DOWN  
4.6%**

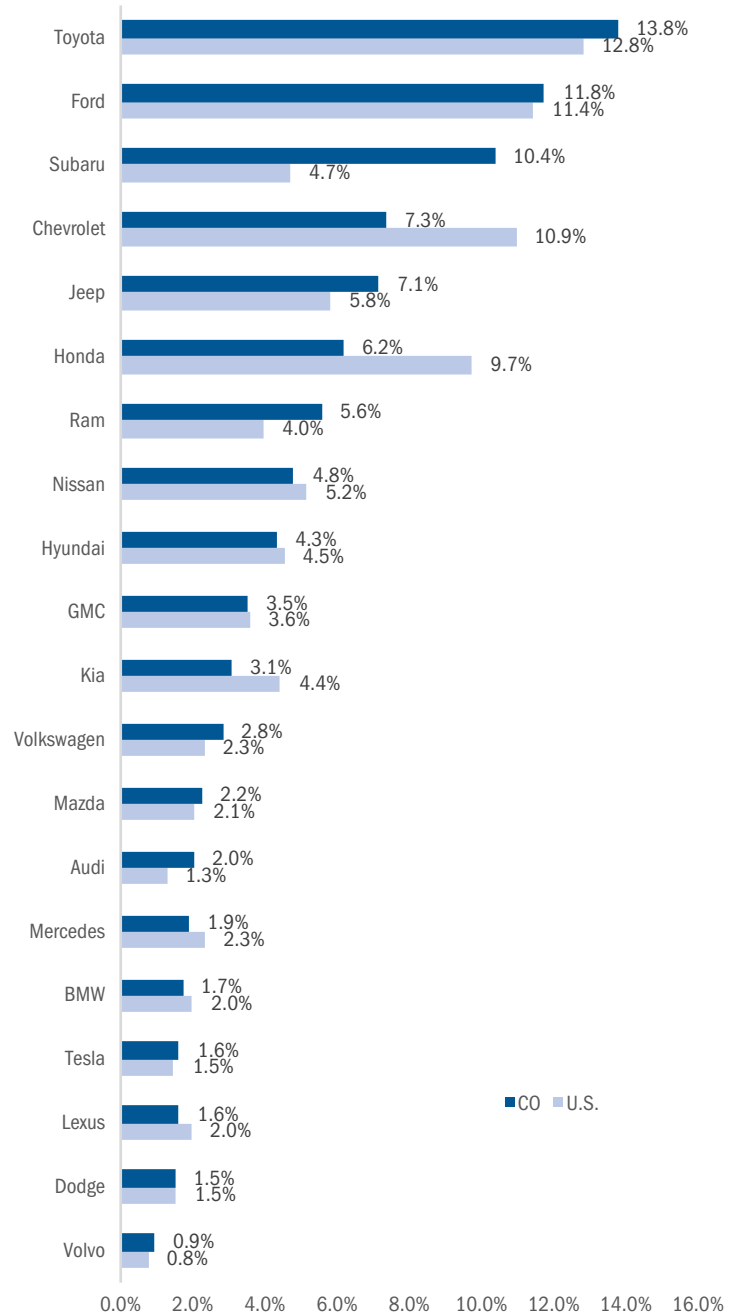
Colorado New Retail Car and Light Truck Registrations									
	Two Month Period Sep. '20 and Oct. '20			YTD thru Oct.			YTD Market Share		
	2019	2020	% chg.	2019	2020	% chg.	2019	2020	Chg.
<b>MARKET SUMMARY</b>									
TOTAL	41,884	38,284	-8.6%	209,298	178,001	-15.0%			
Cars	8,715	6,189	-29.0%	45,637	29,777	-34.8%	21.8	16.7	-5.1
Light Trucks	33,169	32,095	-3.2%	163,661	148,224	-9.4%	78.2	83.3	5.1
Domestic	15,901	15,327	-3.6%	82,562	72,320	-12.4%	39.4	40.6	1.2
European	4,703	4,501	-4.3%	23,586	19,862	-15.8%	11.3	11.2	-0.1
Japanese	18,444	15,413	-16.4%	89,201	72,510	-18.7%	42.6	40.7	-1.9
Korean	2,836	3,043	7.3%	13,949	13,309	-4.6%	6.7	7.5	0.8
<b>BRAND REGISTRATIONS</b>									
Acura	377	272	-27.9%	1,770	1,350	-23.7%	0.8	0.8	-0.1
Alfa Romeo	46	31	-32.6%	206	130	-36.9%	0.1	0.1	0.0
Audi	840	810	-3.6%	4,139	3,610	-12.8%	2.0	2.0	0.1
BMW	814	696	-14.5%	4,453	3,036	-31.8%	2.1	1.7	-0.4
Buick	332	283	-14.8%	1,583	1,238	-21.8%	0.8	0.7	-0.1
Cadillac	237	212	-10.5%	1,161	1,047	-9.8%	0.6	0.6	0.0
Chevrolet	3,084	2,661	-13.7%	16,435	13,073	-20.5%	7.9	7.3	-0.5
Chrysler	145	102	-29.7%	889	508	-42.9%	0.4	0.3	-0.1
Dodge	706	594	-15.9%	3,444	2,673	-22.4%	1.6	1.5	-0.1
FIAT	16	12	-25.0%	90	49	-45.6%	0.0	0.0	0.0
Ford	4,563	4,494	-1.5%	23,558	20,916	-11.2%	11.3	11.8	0.5
Genesis	18	21	16.7%	60	123	105.0%	0.0	0.1	0.0
GMC	1,401	1,329	-5.1%	6,734	6,273	-6.8%	3.2	3.5	0.3
Honda	2,885	2,414	-16.3%	13,902	10,982	-21.0%	6.6	6.2	-0.5
Hyundai	1,616	1,798	11.3%	8,397	7,703	-8.3%	4.0	4.3	0.3
Infiniti	262	177	-32.4%	1,316	1,054	-19.9%	0.6	0.6	0.0
Jaguar	82	66	-19.5%	407	345	-15.2%	0.2	0.2	0.0
Jeep	2,867	2,735	-4.6%	14,191	12,721	-10.4%	6.8	7.1	0.4
Kia	1,202	1,224	1.8%	5,492	5,483	-0.2%	2.6	3.1	0.5
Land Rover	272	229	-15.8%	1,344	1,134	-15.6%	0.6	0.6	0.0
Lexus	731	650	-11.1%	3,488	2,874	-17.6%	1.7	1.6	-0.1
Lincoln	203	179	-11.8%	1,050	1,076	2.5%	0.5	0.6	0.1
Maserati	17	13	-23.5%	80	53	-33.8%	0.0	0.0	0.0
Mazda	888	888	0.0%	4,297	3,998	-7.0%	2.1	2.2	0.2
Mercedes	761	711	-6.6%	3,566	3,358	-5.8%	1.7	1.9	0.2
MINI	144	163	13.2%	768	541	-29.6%	0.4	0.3	-0.1
Mitsubishi	204	165	-19.1%	993	748	-24.7%	0.5	0.4	-0.1
Nissan	2,097	1,880	-10.3%	11,347	8,556	-24.6%	5.4	4.8	-0.6
Other	28	30	7.1%	148	137	-7.4%	0.1	0.1	0.0
Porsche	186	171	-8.1%	906	766	-15.5%	0.4	0.4	0.0
Ram	1,911	2,149	12.5%	9,589	9,903	3.3%	4.6	5.6	1.0
Subaru	4,440	3,847	-13.4%	22,627	18,441	-18.5%	10.8	10.4	-0.5
Tesla	452	589	30.3%	3,928	2,891	-26.4%	1.9	1.6	-0.3
Toyota	6,559	5,120	-21.9%	29,460	24,507	-16.8%	14.1	13.8	-0.3
Volkswagen	1,149	1,149	0.0%	5,699	5,034	-11.7%	2.7	2.8	0.1
Volvo	349	420	20.3%	1,781	1,670	-6.2%	0.9	0.9	0.1

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



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



**Registrations increased for two brands so far this year: Ram and Lincoln. Kia, Mercedes, Volvo, GMC, Mazda, Hyundai and Cadillac were down by less than 10%.**



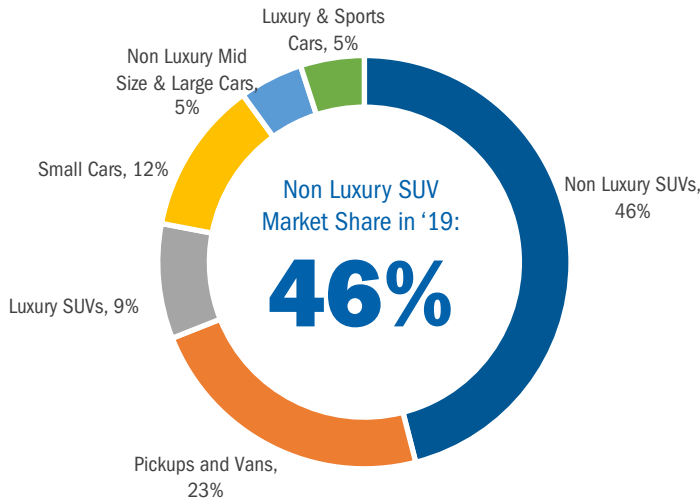
**Toyota, Ford, Subaru, Chevrolet, and Jeep were market share leaders in Colorado. Toyota market share in the state exceeded U.S. levels by 0.5 share points.**

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

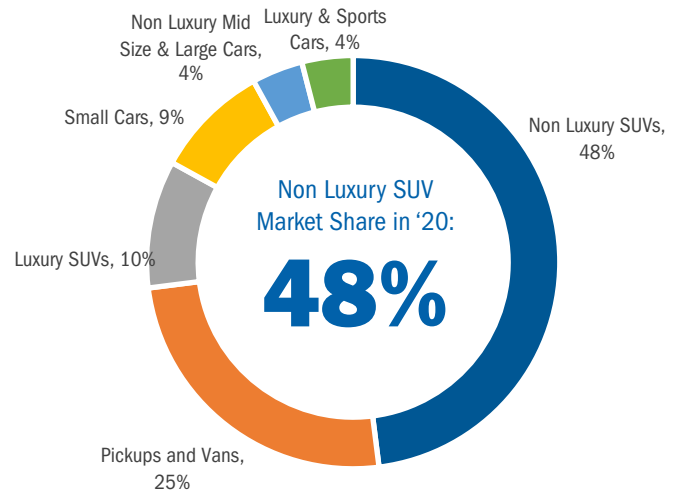
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**VEHICLE SEGMENTS**

**Segment Market Shares  
YTD 2019 thru October**



**Segment Market Shares  
YTD 2020 thru October**

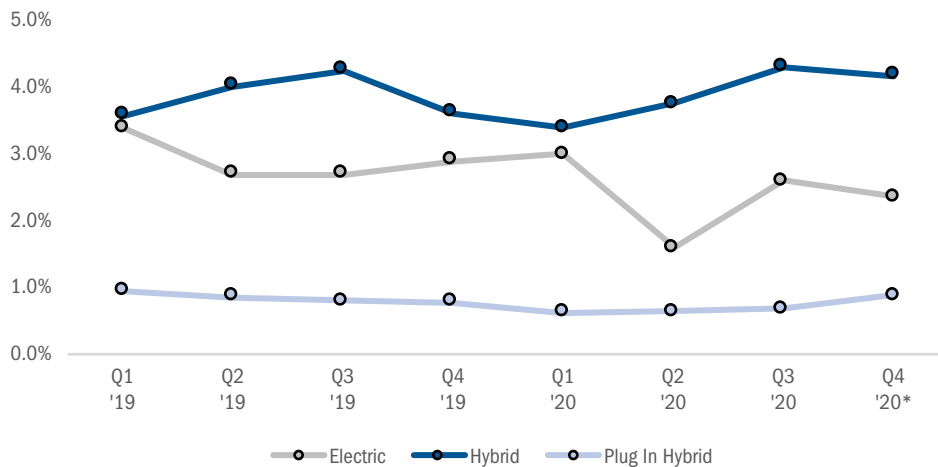


Data Source: AutoCount data from Experian.

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

**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 Oct.)**

	YTD '19	YTD '20	
Hybrid	3.9%	3.8%	↓
Electric	2.7%	2.4%	↓
Plug In Hybrid	0.9%	0.7%	↓

The graph above shows estimated hybrid powertrain and electric vehicle market share in Colorado. 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. \*Q4 '20 includes Oct. only.