

Colorado Auto Outlook™

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Comprehensive information on the Colorado new and used vehicle market

Colorado Automobile Dealers Association



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

Colorado
-3.9%

U.S.
-3.8%

Colorado and U.S. New Retail Light Vehicle Registrations

	Colorado	U.S.
YTD thru Sep. '18	157,763	10,474,632
YTD thru Sep. '19*	151,590	10,075,287
% change	-3.9%	-3.8%
July '18 thru Sep. '18	57,726	3,672,976
July '19 thru Sep. '19*	55,603	3,576,511
% change	-3.7%	-2.6%

QUICK FACTS

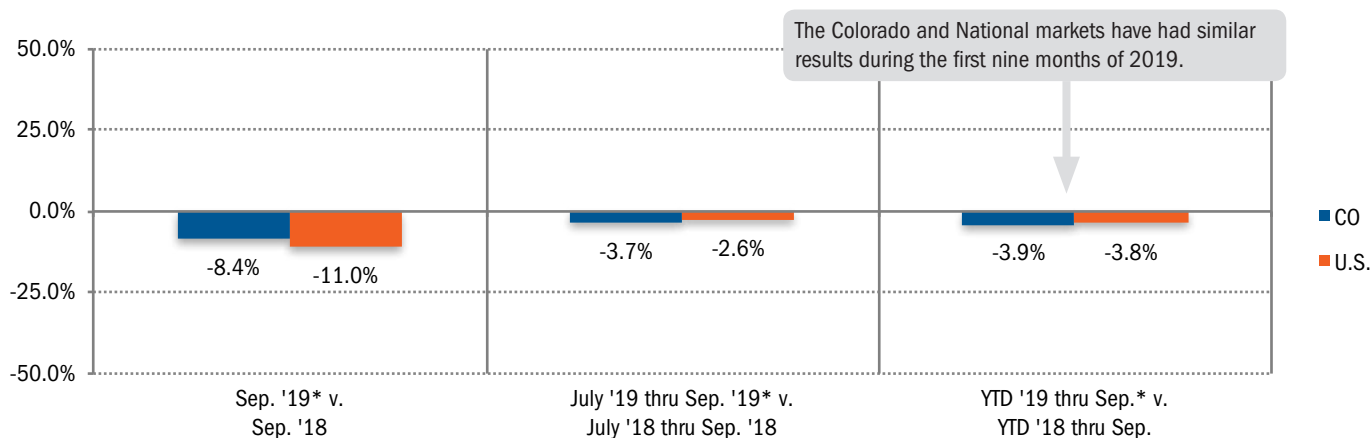
State new vehicle market declined 3.9% during the first nine months of 2019 versus a year earlier. U.S. market was off 3.8%.

Light truck registrations in the state declined 0.8% so far this year, while passenger cars were off 14.5%

Used vehicle registrations increased 8% during the first eight months of this year (only includes vehicles seven years old or newer.)

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

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



*September 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
0.8%**

PASSENGER CARS

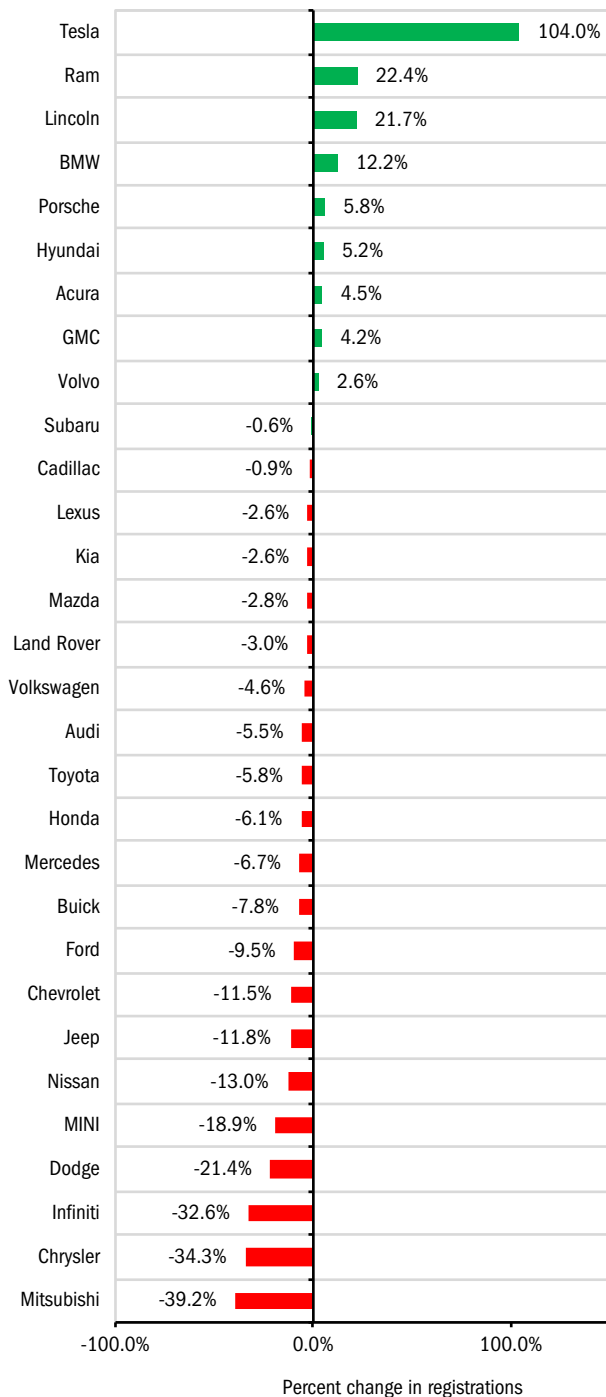


**DOWN
14.5%**

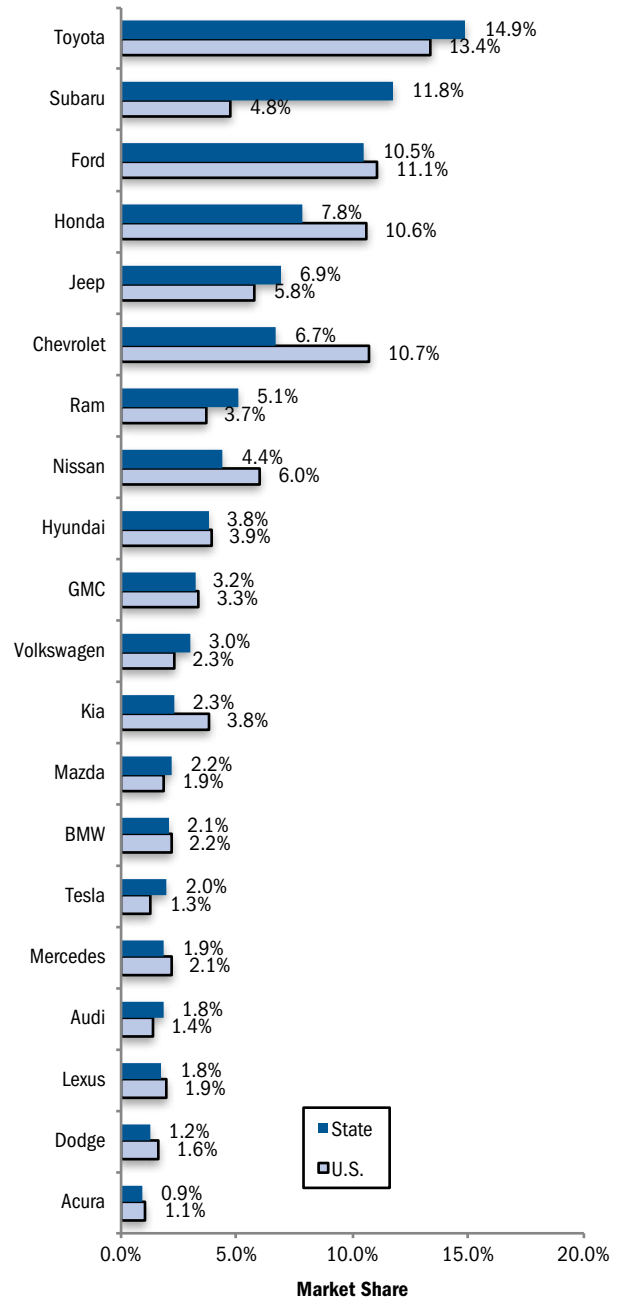
Colorado New Retail Car and Light Truck Registrations												
	September*			Three Month Period July '19 thru Sept. '19*			YTD thru September*			YTD Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2018	2019	% chg.	2018	2019	% chg.	2018	2019	% chg.	2018	2019	Chg.
MARKET SUMMARY												
TOTAL	22,404	20,516	-8.4%	57,726	55,603	-3.7%	157,763	151,590	-3.9%			
Cars	4,903	3,863	-21.2%	12,811	10,708	-16.4%	35,465	30,311	-14.5%	22.5	20.0	-2.5
Light Trucks	17,501	16,653	-4.8%	44,915	44,895	0.0%	122,298	121,279	-0.8%	77.5	80.0	2.5
Domestic	8,096	7,357	-9.1%	21,191	20,481	-3.4%	59,284	57,336	-3.3%	37.6	37.8	0.2
European	2,237	2,259	1.0%	5,976	6,232	4.3%	17,766	17,412	-2.0%	11.3	11.5	0.2
Japanese	10,659	9,563	-10.3%	26,913	25,328	-5.9%	71,500	67,542	-5.5%	45.3	44.6	-0.8
Korean	1,412	1,337	-5.3%	3,646	3,562	-2.3%	9,213	9,300	0.9%	5.8	6.1	0.3
BRAND REGISTRATIONS												
Acura	253	217	-14.2%	546	513	-6.0%	1,345	1,406	4.5%	0.9	0.9	0.1
Alfa Romeo	27	18	-33.3%	62	57	-8.1%	190	162	-14.7%	0.1	0.1	0.0
Audi	409	356	-13.0%	1,053	1,026	-2.6%	2,915	2,755	-5.5%	1.8	1.8	0.0
BMW	295	326	10.5%	871	980	12.5%	2,800	3,142	12.2%	1.8	2.1	0.3
Buick	160	175	9.4%	419	432	3.1%	1,338	1,234	-7.8%	0.8	0.8	0.0
Cadillac	104	102	-1.9%	257	270	5.1%	768	761	-0.9%	0.5	0.5	0.0
Chevrolet	1,369	1,223	-10.7%	3,844	3,493	-9.1%	11,497	10,176	-11.5%	7.3	6.7	-0.6
Chrysler	76	57	-25.0%	219	136	-37.9%	598	393	-34.3%	0.4	0.3	-0.1
Dodge	240	214	-10.8%	788	646	-18.0%	2,409	1,893	-21.4%	1.5	1.2	-0.3
FIAT	12	5	-58.3%	51	20	-60.8%	154	66	-57.1%	0.1	0.0	-0.1
Ford	2,380	2,125	-10.7%	6,297	5,805	-7.8%	17,614	15,946	-9.5%	11.2	10.5	-0.6
Genesis	6	23	283.3%	18	42	133.3%	80	61	-23.8%	0.1	0.0	0.0
GMC	618	596	-3.6%	1,637	1,744	6.5%	4,619	4,814	4.2%	2.9	3.2	0.2
Honda	1,866	1,684	-9.8%	4,752	4,437	-6.6%	12,637	11,869	-6.1%	8.0	7.8	-0.2
Hyundai	881	846	-4.0%	2,315	2,185	-5.6%	5,454	5,735	5.2%	3.5	3.8	0.3
Infiniti	125	73	-41.6%	317	243	-23.3%	933	629	-32.6%	0.6	0.4	-0.2
Jaguar	34	34	0.0%	86	105	22.1%	234	290	23.9%	0.1	0.2	0.0
Jeep	1,711	1,562	-8.7%	4,382	3,983	-9.1%	11,908	10,498	-11.8%	7.5	6.9	-0.6
Kia	519	468	-9.8%	1,295	1,335	3.1%	3,599	3,504	-2.6%	2.3	2.3	0.0
Land Rover	116	129	11.2%	294	341	16.0%	931	903	-3.0%	0.6	0.6	0.0
Lexus	399	319	-20.1%	1,076	988	-8.2%	2,753	2,681	-2.6%	1.7	1.8	0.0
Lincoln	113	128	13.3%	246	295	19.9%	713	868	21.7%	0.5	0.6	0.1
Maserati	17	17	0.0%	29	38	31.0%	82	79	-3.7%	0.1	0.1	0.0
Mazda	492	455	-7.5%	1,263	1,291	2.2%	3,470	3,372	-2.8%	2.2	2.2	0.0
Mercedes	338	368	8.9%	965	991	2.7%	3,020	2,818	-6.7%	1.9	1.9	-0.1
MINI	64	67	4.7%	207	195	-5.8%	640	519	-18.9%	0.4	0.3	-0.1
Mitsubishi	104	108	3.8%	293	182	-37.9%	707	430	-39.2%	0.4	0.3	-0.2
Nissan	1,268	1,125	-11.3%	3,036	2,468	-18.7%	7,703	6,701	-13.0%	4.9	4.4	-0.5
Other	20	26	30.0%	51	52	2.0%	205	124	-39.5%	0.1	0.1	0.0
Porsche	78	111	42.3%	217	252	16.1%	652	690	5.8%	0.4	0.5	0.0
Ram	883	921	4.3%	2,297	2,789	21.4%	6,297	7,705	22.4%	4.0	5.1	1.1
Subaru	2,354	2,229	-5.3%	6,380	6,276	-1.6%	17,953	17,846	-0.6%	11.4	11.8	0.4
Tesla	441	254	-42.4%	796	887	11.4%	1,489	3,038	104.0%	0.9	2.0	1.1
Toyota	3,797	3,353	-11.7%	9,248	8,929	-3.4%	23,993	22,604	-5.8%	15.2	14.9	-0.3
Volkswagen	649	596	-8.2%	1,646	1,677	1.9%	4,774	4,555	-4.6%	3.0	3.0	0.0
Volvo	186	206	10.8%	473	500	5.7%	1,289	1,323	2.6%	0.8	0.9	0.1

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

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



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



Registrations increased by more than 5% for Tesla, Ram, Lincoln, BMW, Porsche, and Hyundai

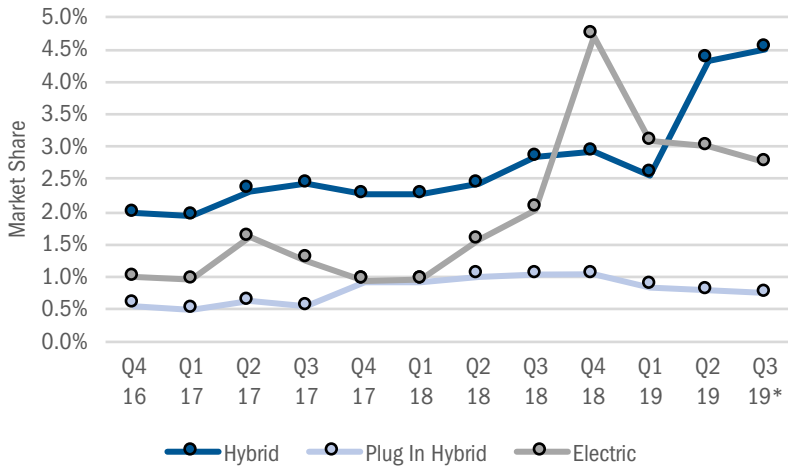


Toyota, Subaru, Ford, Honda, and Jeep were market share leaders in Colorado

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

HYBRID AND ELECTRIC VEHICLES

**Quarterly Alternative Powertrain Market Share
(includes hybrid and electric vehicles)**



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

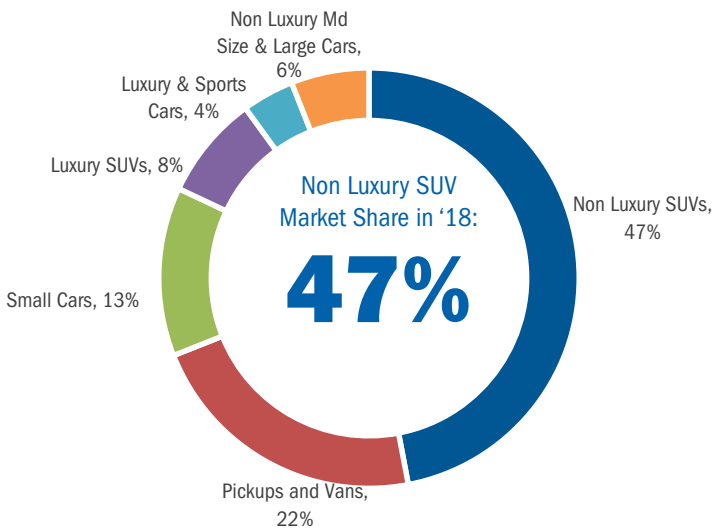
Rank	Model	Type	Regs.
1	Tesla Model 3	Electric	2302
2	Jeep Wrangler	Hybrid	1220
3	Toyota RAV4	Hybrid	1203
4	Nissan Leaf	Electric	744
5	Toyota Highlander	Hybrid	416
6	Lexus RX	Hybrid	392
7	Toyota Prius	Hybrid	330
8	Tesla Model X	Electric	271
9	Toyota Camry	Hybrid	218
10	Tesla Model S	Electric	211
11	Honda Insight	Hybrid	167
12	Chevrolet Bolt	Electric	161
13	Toyota Prius	Plug In	161
14	Honda Accord	Hybrid	134
15	Lexus NX	Hybrid	122
16	MINI Countryman	Plug In	120
17	Chevrolet Volt	Plug In	119
18	Hyundai Ioniq	Hybrid	116
19	Chrysler Pacifica	Plug In	103
20	Audi E-Tron	Electric	96

The graph above shows hybrid powertrain and electric vehicle quarterly market share in the state. Third Quarter 2019 includes figures through July and August. Source: IHS.

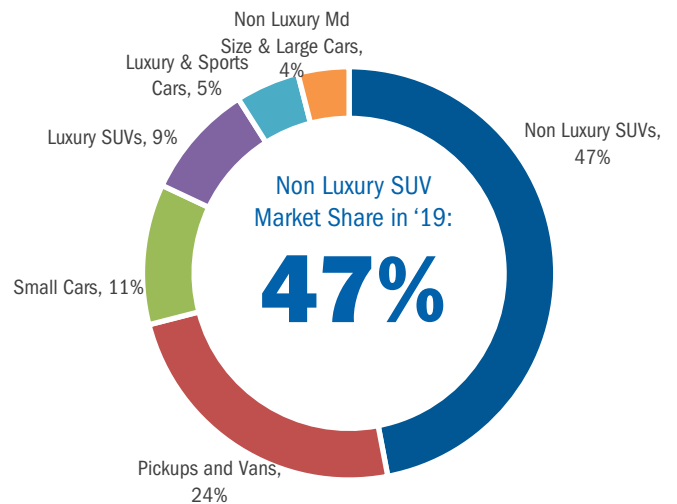
Source: IHS.

VEHICLE SEGMENTS

**Segment Market Shares
YTD 2018 thru August**



**Segment Market Shares
YTD 2019 thru August**



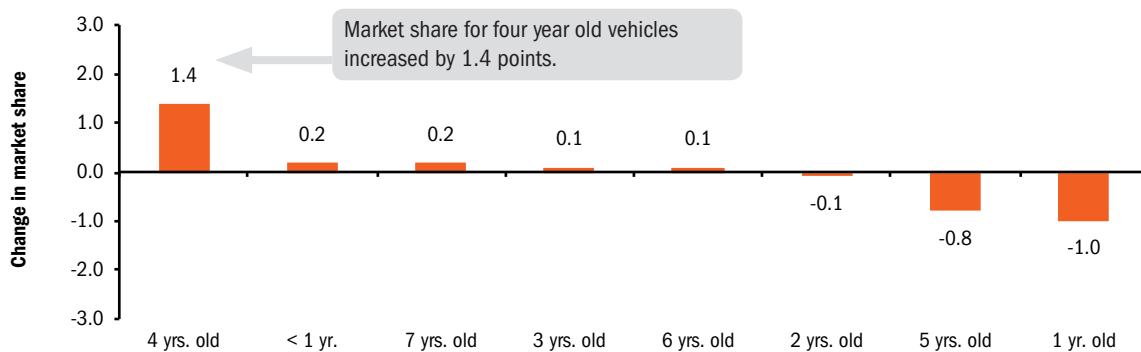
Source: IHS.

The two graphs above show market shares for primary segments during the first eight months of 2018 and 2019.

Colorado Used Retail Car and Light Truck Registrations (only includes vehicles 7 years old or newer)												
	August			Three Month Period June '19 thru August '19			YTD thru August			YTD Market Share (%)		
	2018	2019	% chg.	Yr. Ago	Current	% chg.	2018	2019	% chg.	2018	2019	Chg.
TOTAL	24,454	26,589	8.7%	70,867	73,618	3.9%	175,377	189,364	8.0%			
Acura	212	235	10.8%	669	659	-1.5%	1,705	1,774	4.0%	1.0	0.9	0.0
Audi	478	611	27.8%	1,387	1,620	16.8%	3,616	4,068	12.5%	2.1	2.1	0.1
BMW	692	714	3.2%	1,874	1,981	5.7%	4,497	5,110	13.6%	2.6	2.7	0.1
Buick	277	255	-7.9%	748	632	-15.5%	2,021	1,607	-20.5%	1.2	0.8	-0.3
Cadillac	245	258	5.3%	745	698	-6.3%	2,001	1,863	-6.9%	1.1	1.0	-0.2
Chevrolet	2,311	2,422	4.8%	6,987	6,996	0.1%	17,822	17,929	0.6%	10.2	9.5	-0.7
Chrysler	297	251	-15.5%	932	756	-18.9%	2,286	2,039	-10.8%	1.3	1.1	-0.2
Dodge	1,738	1,929	11.0%	5,228	5,386	3.0%	13,006	13,741	5.7%	7.4	7.3	-0.2
FIAT	41	50	22.0%	142	126	-11.3%	384	341	-11.2%	0.2	0.2	0.0
Ford	3,530	3,870	9.6%	10,182	10,806	6.1%	24,990	28,326	13.3%	14.2	15.0	0.7
GMC	863	928	7.5%	2,461	2,520	2.4%	6,233	6,450	3.5%	3.6	3.4	-0.1
Honda	1,168	1,281	9.7%	3,323	3,447	3.7%	7,835	8,307	6.0%	4.5	4.4	-0.1
Hyundai	961	984	2.4%	2,794	2,756	-1.4%	6,952	7,346	5.7%	4.0	3.9	-0.1
Infiniti	312	350	12.2%	823	914	11.1%	2,085	2,448	17.4%	1.2	1.3	0.1
Jaguar	30	52	73.3%	91	133	46.2%	221	294	33.0%	0.1	0.2	0.0
Jeep	1,559	1,784	14.4%	4,609	4,722	2.5%	11,416	12,360	8.3%	6.5	6.5	0.0
Kia	820	841	2.6%	2,339	2,163	-7.5%	5,481	5,535	1.0%	3.1	2.9	-0.2
Land Rover	161	199	23.6%	423	507	19.9%	1,010	1,327	31.4%	0.6	0.7	0.1
Lexus	445	475	6.7%	1,282	1,247	-2.7%	3,003	3,447	14.8%	1.7	1.8	0.1
Lincoln	125	130	4.0%	354	383	8.2%	855	1,005	17.5%	0.5	0.5	0.0
Mazda	422	451	6.9%	1,137	1,269	11.6%	2,633	3,273	24.3%	1.5	1.7	0.2
Mercedes	533	520	-2.4%	1,433	1,471	2.7%	3,464	3,680	6.2%	2.0	1.9	0.0
MINI	161	140	-13.0%	425	391	-8.0%	1,016	925	-9.0%	0.6	0.5	-0.1
Mitsubishi	112	143	27.7%	325	392	20.6%	763	1,062	39.2%	0.4	0.6	0.1
Nissan	2,062	2,131	3.3%	6,045	6,123	1.3%	15,185	16,200	6.7%	8.7	8.6	-0.1
Porsche	90	110	22.2%	257	305	18.7%	651	771	18.4%	0.4	0.4	0.0
Subaru	1,515	1,986	31.1%	4,357	5,340	22.6%	10,622	12,588	18.5%	6.1	6.6	0.6
Toyota	2,399	2,555	6.5%	6,866	7,171	4.4%	17,537	18,551	5.8%	10.0	9.8	-0.2
Volkswagen	686	695	1.3%	2,027	2,031	0.2%	4,603	5,304	15.2%	2.6	2.8	0.2
Volvo	125	145	16.0%	375	426	13.6%	970	1,047	7.9%	0.6	0.6	0.0
Others	84	94	11.9%	227	247	8.8%	514	646	25.7%	0.3	0.3	0.0

Source: IHS.

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



Source: IHS.