

Colorado Auto Outlook™

Comprehensive information on the Colorado retail vehicle market

Sponsored by:



Colorado Automobile Dealers Association

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



Light trucks

-10.9%



Cars

-35.6%

Colorado New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '19 thru Sep.	147,292	41,321	188,613
YTD '20 thru Sep.	131,223	26,598	157,821
% change	-10.9%	-35.6%	-16.3%
Aug. '19 & Sep. '19	34,583	9,221	43,804
Aug. '20 & Sep. '20	32,407	6,318	38,725
% change	-6.3%	-31.5%	-11.6%

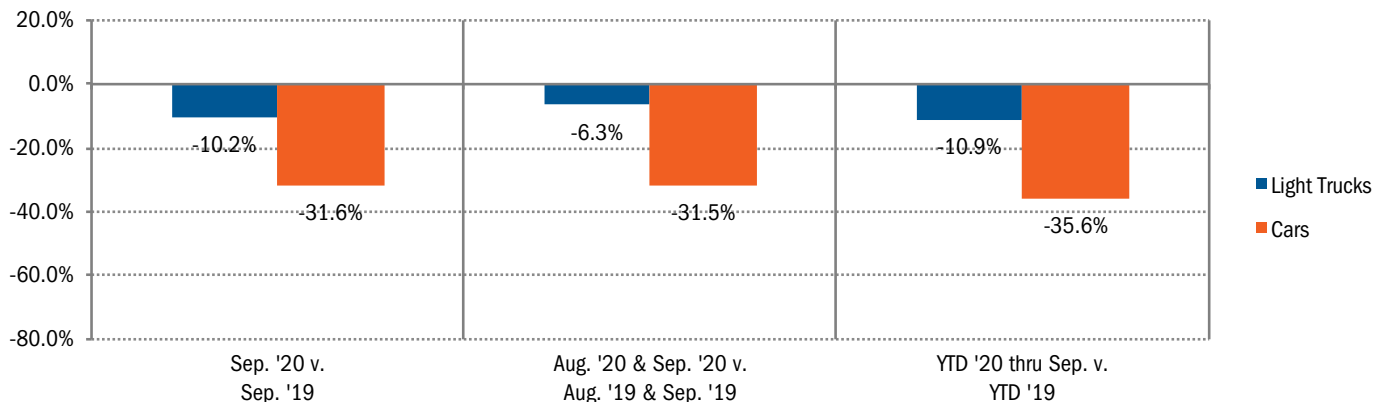
QUICK FACTS

New vehicle registrations in Colorado declined 11.6% during the past two months (August and September combined) versus the same period a year earlier.

The state's new vehicle market declined 16.3% during the first nine months of '20 versus a year earlier. U.S. retail new vehicle market was off an estimated 17.5%.

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 Sept. vs.
YTD 2019**

**DOMESTIC
BRANDS**

 **DOWN
14.0%**

**EUROPEAN
BRANDS**

 **DOWN
17.4%**

**JAPANESE
BRANDS**

 **DOWN
19.6%**

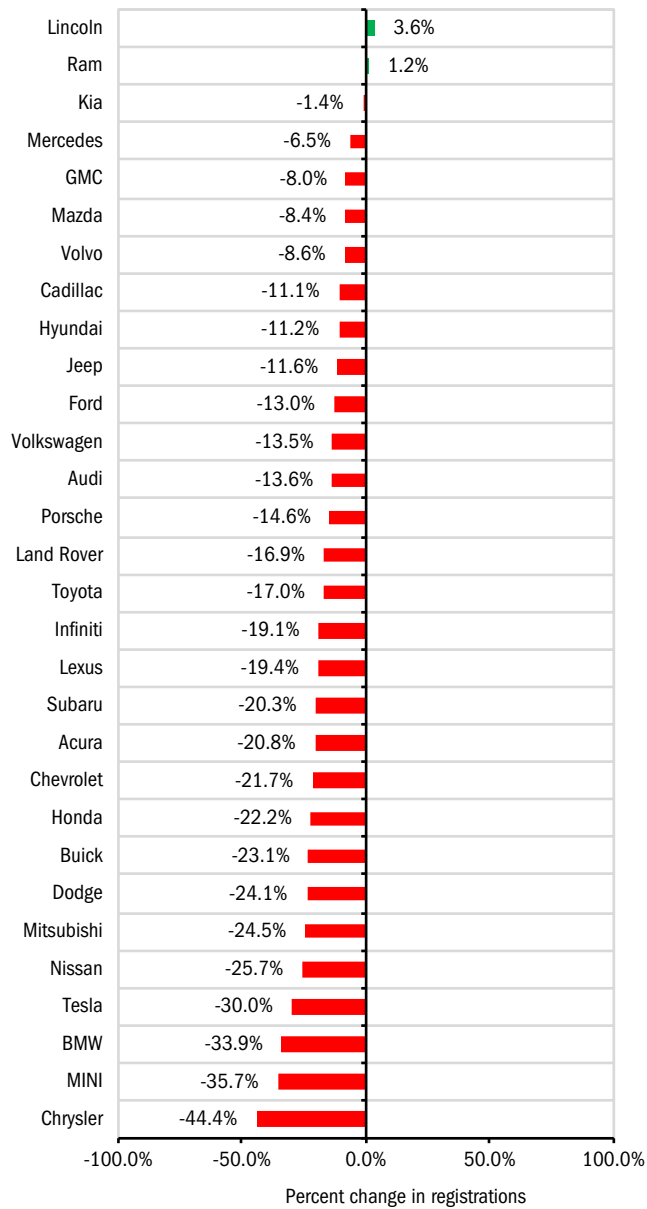
**KOREAN
BRANDS**

 **DOWN
6.9%**

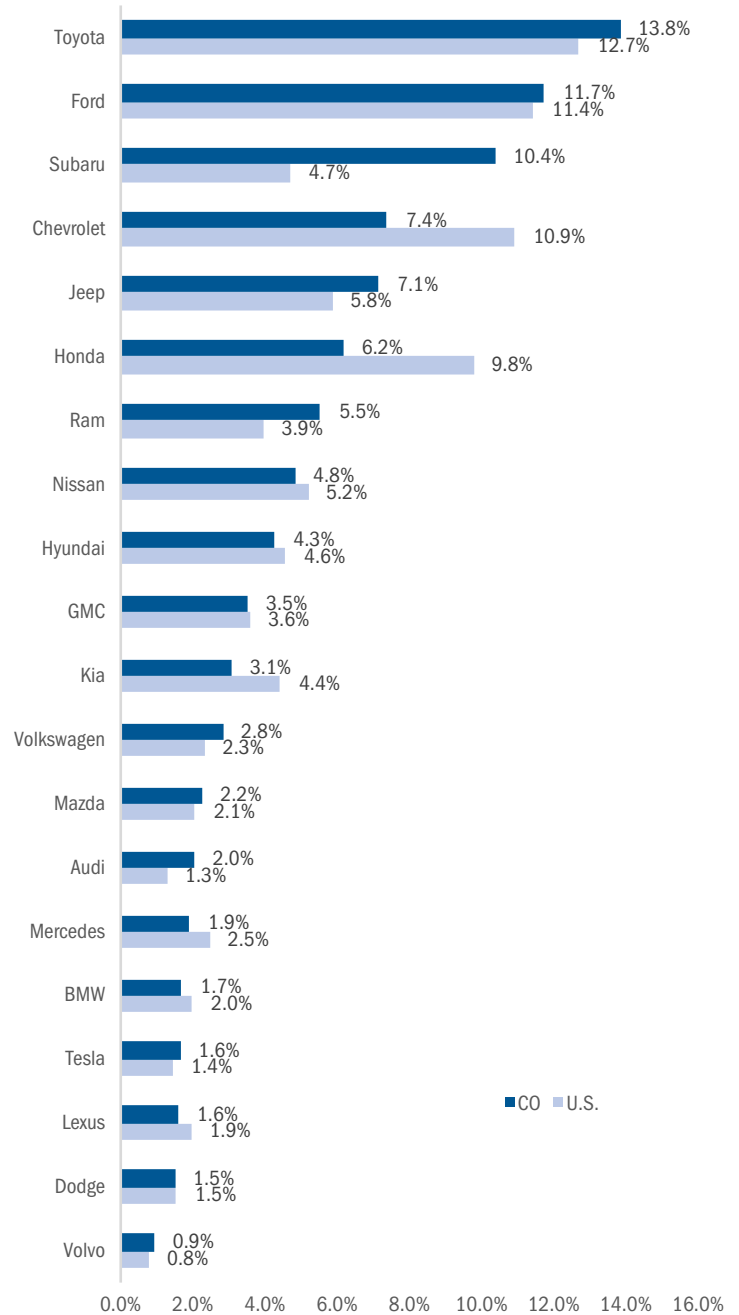
Colorado New Retail Car and Light Truck Registrations									
	Two Month Period Aug. '20 and Sep. '20			YTD thru Sep.			YTD Market Share		
	2019	2020	% chg.	2019	2020	% chg.	2019	2020	Chg.
MARKET SUMMARY									
TOTAL	43,804	38,725	-11.6%	188,613	157,821	-16.3%			
Cars	9,221	6,318	-31.5%	41,321	26,598	-35.6%	21.9	16.9	-5.1
Light Trucks	34,583	32,407	-6.3%	147,292	131,223	-10.9%	78.1	83.1	5.1
Domestic	17,014	15,659	-8.0%	74,617	64,138	-14.0%	39.6	40.6	1.1
European	4,885	4,417	-9.6%	21,294	17,586	-17.4%	11.3	11.1	-0.1
Japanese	18,879	15,604	-17.3%	80,153	64,408	-19.6%	42.5	40.8	-1.7
Korean	3,026	3,045	0.6%	12,549	11,689	-6.9%	6.7	7.4	0.8
BRAND REGISTRATIONS									
Acura	372	310	-16.7%	1,551	1,229	-20.8%	0.8	0.8	0.0
Alfa Romeo	53	23	-56.6%	189	112	-40.7%	0.1	0.1	0.0
Audi	886	812	-8.4%	3,723	3,215	-13.6%	2.0	2.0	0.1
BMW	807	562	-30.4%	4,037	2,668	-33.9%	2.1	1.7	-0.4
Buick	323	294	-9.0%	1,421	1,093	-23.1%	0.8	0.7	-0.1
Cadillac	234	221	-5.6%	1,044	928	-11.1%	0.6	0.6	0.0
Chevrolet	3,228	2,749	-14.8%	14,876	11,648	-21.7%	7.9	7.4	-0.5
Chrysler	165	114	-30.9%	818	455	-44.4%	0.4	0.3	-0.1
Dodge	732	561	-23.4%	3,100	2,354	-24.1%	1.6	1.5	-0.2
FIAT	16	16	0.0%	81	44	-45.7%	0.0	0.0	0.0
Ford	4,876	4,521	-7.3%	21,304	18,539	-13.0%	11.3	11.7	0.5
Genesis	17	21	23.5%	51	109	113.7%	0.0	0.1	0.0
GMC	1,412	1,300	-7.9%	6,027	5,545	-8.0%	3.2	3.5	0.3
Honda	3,019	2,481	-17.8%	12,499	9,723	-22.2%	6.6	6.2	-0.5
Hyundai	1,785	1,808	1.3%	7,594	6,744	-11.2%	4.0	4.3	0.2
Infiniti	287	196	-31.7%	1,193	965	-19.1%	0.6	0.6	0.0
Jaguar	78	75	-3.8%	369	310	-16.0%	0.2	0.2	0.0
Jeep	2,973	2,784	-6.4%	12,757	11,271	-11.6%	6.8	7.1	0.4
Kia	1,224	1,216	-0.7%	4,904	4,836	-1.4%	2.6	3.1	0.5
Land Rover	262	232	-11.5%	1,218	1,012	-16.9%	0.6	0.6	0.0
Lexus	737	646	-12.3%	3,127	2,521	-19.4%	1.7	1.6	-0.1
Lincoln	204	202	-1.0%	945	979	3.6%	0.5	0.6	0.1
Maserati	23	6	-73.9%	78	43	-44.9%	0.0	0.0	0.0
Mazda	927	872	-5.9%	3,867	3,544	-8.4%	2.1	2.2	0.2
Mercedes	788	747	-5.2%	3,221	3,011	-6.5%	1.7	1.9	0.2
MINI	179	115	-35.8%	691	444	-35.7%	0.4	0.3	-0.1
Mitsubishi	186	150	-19.4%	873	659	-24.5%	0.5	0.4	0.0
Nissan	2,079	1,902	-8.5%	10,225	7,595	-25.7%	5.4	4.8	-0.6
Other	34	37	8.8%	135	125	-7.4%	0.1	0.1	0.0
Porsche	174	189	8.6%	801	684	-14.6%	0.4	0.4	0.0
Ram	2,176	2,153	-1.1%	8,639	8,743	1.2%	4.6	5.5	1.0
Subaru	4,755	3,939	-17.2%	20,527	16,358	-20.3%	10.9	10.4	-0.5
Tesla	691	759	9.8%	3,686	2,582	-30.0%	2.0	1.6	-0.3
Toyota	6,516	5,108	-21.6%	26,290	21,814	-17.0%	13.9	13.8	-0.1
Volkswagen	1,229	1,153	-6.2%	5,150	4,455	-13.5%	2.7	2.8	0.1
Volvo	357	451	26.3%	1,602	1,464	-8.6%	0.8	0.9	0.1

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



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



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



Toyota, Ford, Subaru, Chevrolet, and Jeep were market share leaders in Colorado. Jeep market share in the state exceeded U.S. levels by 1.3 share points.

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

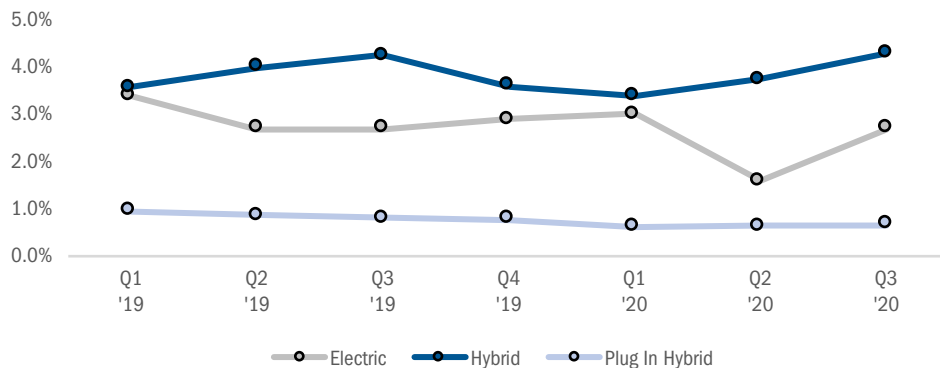
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USED VEHICLE MARKET

Colorado Used Car and Light Truck Registrations (only includes vehicles 7 years old or newer)									
	Two Month Period			YTD thru Sep.			YTD Market Share		
	Aug. '20 and Sep. '20			2019	2020	% chg.	2019	2020	Chg.
TOTAL	42,315	40,452	-4.4%	189,235	157,156	-17.0%			
Acura	414	459	10.9%	1,986	1,503	-24.3%	1.0	1.0	-0.1
Alfa Romeo	3	17	466.7%	12	39	225.0%	0.0	0.0	0.0
Audi	910	893	-1.9%	3,869	3,422	-11.6%	2.0	2.2	0.1
BMW	1,051	971	-7.6%	4,546	3,893	-14.4%	2.4	2.5	0.1
Buick	420	366	-12.9%	1,770	1,404	-20.7%	0.9	0.9	0.0
Cadillac	389	379	-2.6%	1,778	1,518	-14.6%	0.9	1.0	0.0
Chevrolet	3,750	3,470	-7.5%	16,995	14,225	-16.3%	9.0	9.1	0.1
Chrysler	518	351	-32.2%	2,288	1,513	-33.9%	1.2	1.0	-0.2
Dodge	1,205	1,086	-9.9%	6,011	4,596	-23.5%	3.2	2.9	-0.3
FIAT	86	67	-22.1%	397	232	-41.6%	0.2	0.1	-0.1
Ford	5,778	5,526	-4.4%	26,535	21,765	-18.0%	14.0	13.8	-0.2
Genesis	42	44	4.8%	226	191	-15.5%	0.1	0.1	0.0
GMC	1,423	1,456	2.3%	6,279	5,868	-6.5%	3.3	3.7	0.4
Honda	2,305	2,017	-12.5%	9,307	7,501	-19.4%	4.9	4.8	-0.1
Hyundai	1,470	1,473	0.2%	6,875	5,711	-16.9%	3.6	3.6	0.0
Infiniti	537	480	-10.6%	2,371	1,834	-22.6%	1.3	1.2	-0.1
Jaguar	51	81	58.8%	161	253	57.1%	0.1	0.2	0.1
Jeep	3,029	3,110	2.7%	13,283	12,069	-9.1%	7.0	7.7	0.7
Kia	1,280	1,303	1.8%	5,642	4,763	-15.6%	3.0	3.0	0.0
Land Rover	262	281	7.3%	1,090	1,012	-7.2%	0.6	0.6	0.1
Lexus	799	735	-8.0%	3,749	2,901	-22.6%	2.0	1.8	-0.1
Lincoln	231	178	-22.9%	1,044	774	-25.9%	0.6	0.5	-0.1
Mazda	759	865	14.0%	3,439	3,127	-9.1%	1.8	2.0	0.2
Mercedes	676	723	7.0%	3,035	2,638	-13.1%	1.6	1.7	0.1
MINI	245	169	-31.0%	1,018	703	-30.9%	0.5	0.4	-0.1
Mitsubishi	154	158	2.6%	848	669	-21.1%	0.4	0.4	0.0
Nissan	3,550	3,167	-10.8%	16,393	12,829	-21.7%	8.7	8.2	-0.5
Other	75	33	-56.0%	279	136	-51.3%	0.1	0.1	-0.1
Porsche	123	134	8.9%	530	499	-5.8%	0.3	0.3	0.0
Ram	1,773	1,743	-1.7%	8,272	7,125	-13.9%	4.4	4.5	0.2
Subaru	3,211	3,425	6.7%	13,199	11,936	-9.6%	7.0	7.6	0.6
Tesla	39	58	48.7%	237	193	-18.6%	0.1	0.1	0.0
Toyota	4,224	4,014	-5.0%	19,147	15,670	-18.2%	10.1	10.0	-0.1
Volkswagen	1,334	1,034	-22.5%	5,844	3,961	-32.2%	3.1	2.5	-0.6
Volvo	199	186	-6.5%	780	683	-12.4%	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 Sept.)

	YTD '19	YTD '20	
Hybrid	3.9%	3.8%	↓
Electric	2.7%	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.