

Colorado Auto Outlook™

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Comprehensive information on the Colorado new and used vehicle market

Colorado Automobile Dealers Association



YTD '18 thru June
% Change In
New Retail Market vs.
Year Earlier

Colorado
-3.3%

U.S.
+1.2%

Colorado New and Used Retail Light Vehicle Registrations (Used registrations only include vehicles seven years old or newer)

	New vehicles	Used Vehicles
YTD '17 thru June	100,251	109,470
YTD '18 thru June	96,991	112,571
% change	-3.3%	2.8%
Apr. '17 thru June '17	48,159	56,625
Apr. '18 thru June '18	46,595	58,270
% change	-3.2%	2.9%

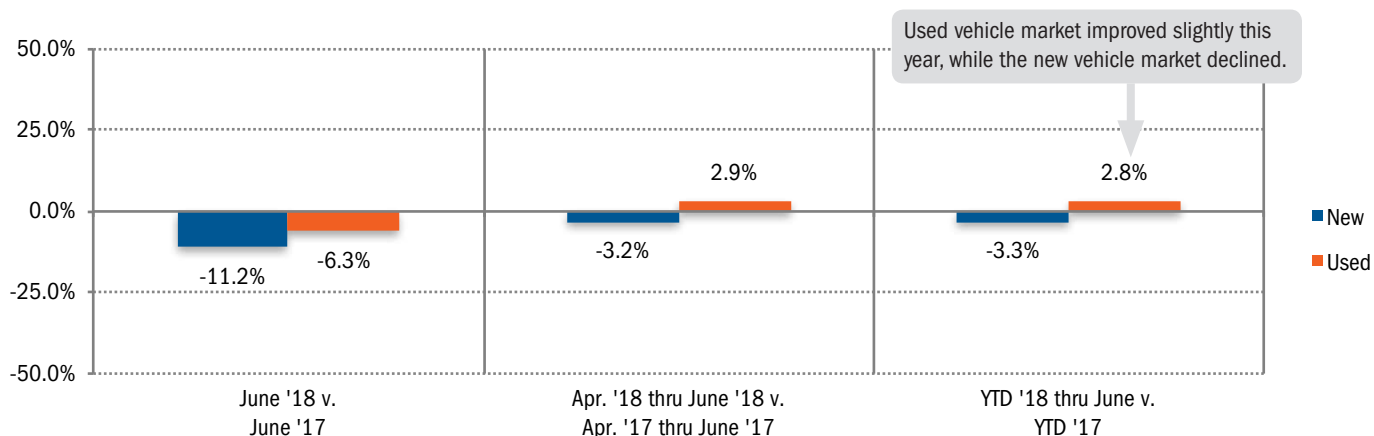
QUICK FACTS

State market slipped 3.3% during the first six months of this year versus a year earlier. U.S. market was up 1.2%.

June '18 registrations in the state declined 11.2% vs. year earlier.

Light truck registrations increased 1.1% so far this year, while passenger cars were off 14%.

Percent Change in Colorado New and Used Vehicle Markets (Used registrations only include vehicles seven years old or newer)



Source: AutoCount data from Experian.

Data Information

All data represents new and used retail registrations in Colorado and excludes fleet transactions. Monthly recording of registrations occurs when the data is processed by the DMV. This can impact the measurement of registrations in individual months. Year-to-date figures are more reflective of market results.

Source: AutoCount data from Experian.

**Change in Year-to-date
New Retail Light Vehicle
Registrations**

LIGHT TRUCKS



**UP
1.1%**

PASSENGER CARS

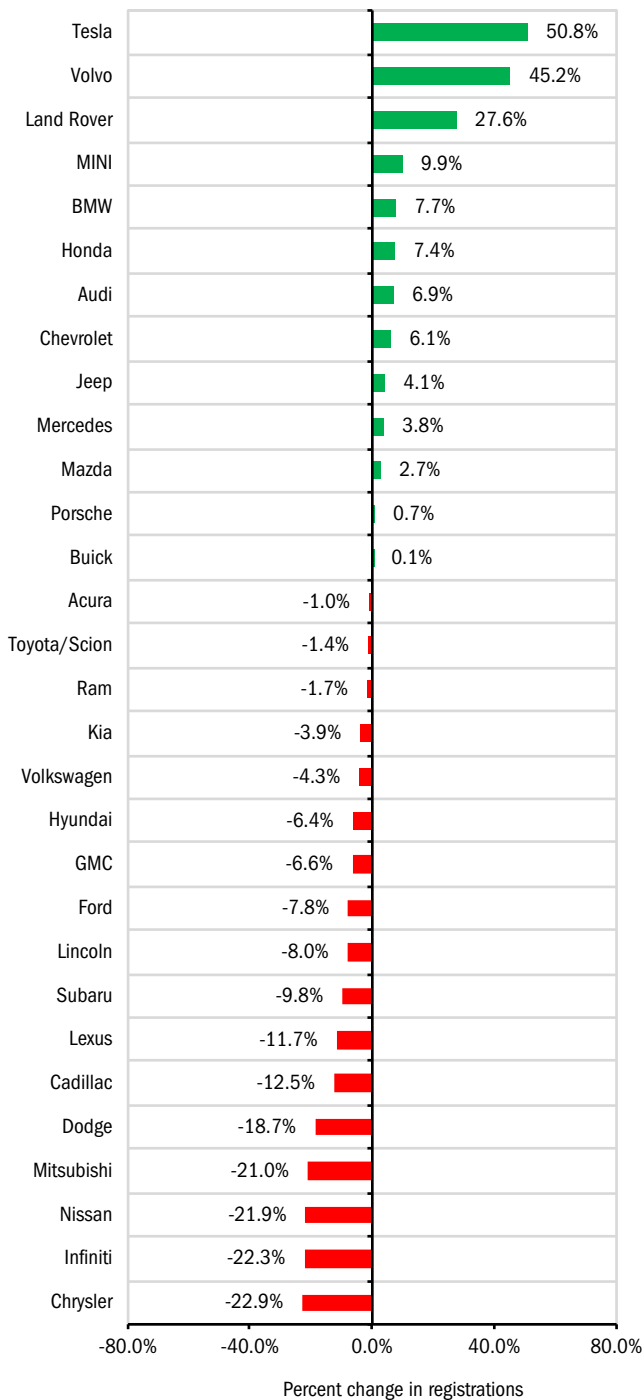


**DOWN
14.0%**

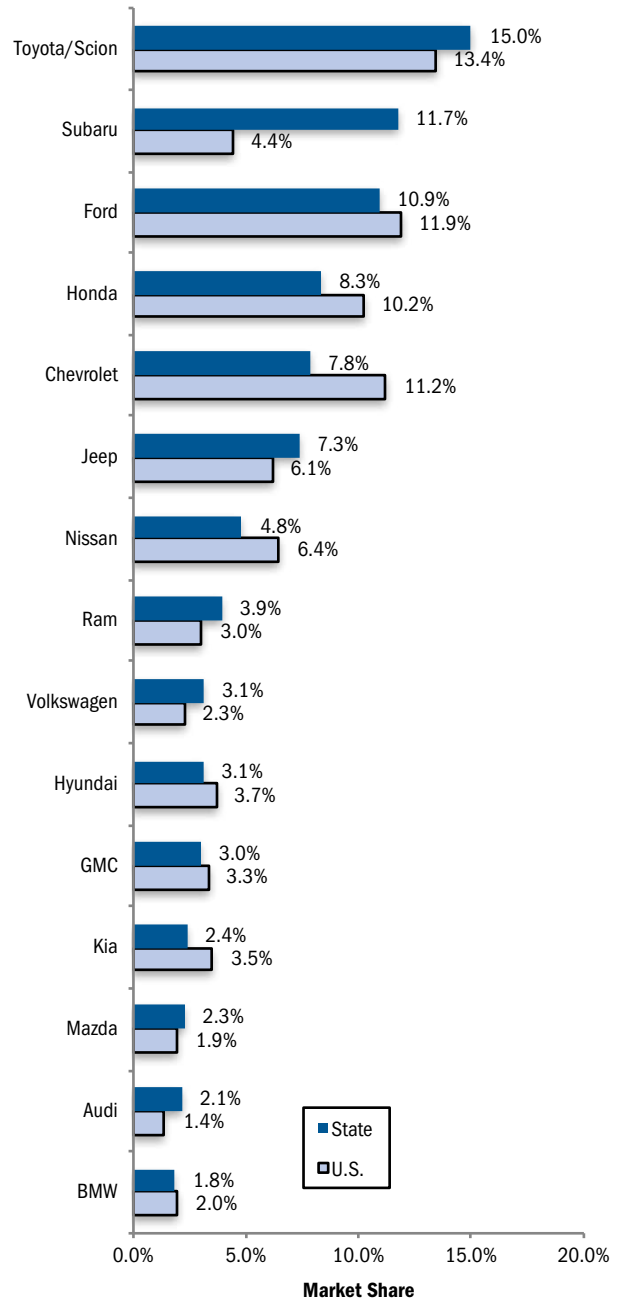
Colorado New Retail Car and Light Truck Registrations												
	June			Three Month Period Apr. '18 thru June '18			Year to date thru June			Year-to-date Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2017	2018	% chg.	Yr. Ago	Current	% chg.	2017	2018	% chg.	2017	2018	Chg.
MARKET SUMMARY												
TOTAL	14,652	13,013	-11.2%	48,159	46,595	-3.2%	100,251	96,991	-3.3%			
Cars	4,540	3,405	-25.0%	14,701	12,027	-18.2%	28,758	24,722	-14.0%	28.7	25.5	-3.2
Light Trucks	10,112	9,608	-5.0%	33,458	34,568	3.3%	71,493	72,269	1.1%	71.3	74.5	3.2
Domestic	5,476	5,011	-8.5%	17,851	17,660	-1.1%	37,025	36,214	-2.2%	36.9	37.3	0.4
European	1,555	1,422	-8.6%	5,050	5,246	3.9%	10,669	11,167	4.7%	10.6	11.5	0.9
Japanese	6,641	5,889	-11.3%	22,358	21,155	-5.4%	46,966	44,317	-5.6%	46.8	45.7	-1.2
Korean	980	691	-29.5%	2,900	2,534	-12.6%	5,591	5,293	-5.3%	5.6	5.5	-0.1
BRAND REGISTRATIONS												
Acura	124	89	-28.2%	369	385	4.3%	771	763	-1.0%	0.8	0.8	0.0
Audi	274	258	-5.8%	912	951	4.3%	1,930	2,063	6.9%	1.9	2.1	0.2
BMW	210	185	-11.9%	749	738	-1.5%	1,647	1,773	7.7%	1.6	1.8	0.2
Buick	136	90	-33.8%	433	438	1.2%	837	838	0.1%	0.8	0.9	0.0
Cadillac	85	66	-22.4%	239	205	-14.2%	543	475	-12.5%	0.5	0.5	-0.1
Chevrolet	1,073	1,076	0.3%	3,489	3,617	3.7%	7,135	7,567	6.1%	7.1	7.8	0.7
Chrysler	88	54	-38.6%	292	181	-38.0%	567	437	-22.9%	0.6	0.5	-0.1
Dodge	314	214	-31.8%	1,015	843	-16.9%	1,774	1,442	-18.7%	1.8	1.5	-0.3
Fiat	15	11	-26.7%	61	43	-29.5%	115	97	-15.7%	0.1	0.1	0.0
Ford	1,755	1,536	-12.5%	5,527	5,164	-6.6%	11,473	10,573	-7.8%	11.4	10.9	-0.5
GMC	408	364	-10.8%	1,423	1,239	-12.9%	3,100	2,894	-6.6%	3.1	3.0	-0.1
Honda	1,129	1,225	8.5%	3,751	3,906	4.1%	7,512	8,067	7.4%	7.5	8.3	0.8
Hyundai	618	391	-36.7%	1,662	1,418	-14.7%	3,206	3,001	-6.4%	3.2	3.1	-0.1
Infiniti	77	81	5.2%	387	279	-27.9%	781	607	-22.3%	0.8	0.6	-0.2
Jaguar	37	18	-51.4%	119	69	-42.0%	255	156	-38.8%	0.3	0.2	-0.1
Jeep	951	921	-3.2%	3,213	3,554	10.6%	6,829	7,109	4.1%	6.8	7.3	0.5
Kia	362	300	-17.1%	1,238	1,116	-9.9%	2,385	2,292	-3.9%	2.4	2.4	0.0
Land Rover	48	83	72.9%	194	312	60.8%	450	574	27.6%	0.4	0.6	0.1
Lexus	276	247	-10.5%	935	867	-7.3%	1,990	1,757	-11.7%	2.0	1.8	-0.2
Lincoln	62	54	-12.9%	223	206	-7.6%	485	446	-8.0%	0.5	0.5	0.0
Maserati	10	6	-40.0%	41	25	-39.0%	75	52	-30.7%	0.1	0.1	0.0
Mazda	314	278	-11.5%	1,001	1,096	9.5%	2,125	2,183	2.7%	2.1	2.3	0.1
Mercedes	255	261	2.4%	803	842	4.9%	1,659	1,722	3.8%	1.7	1.8	0.1
MINI	57	50	-12.3%	190	181	-4.7%	375	412	9.9%	0.4	0.4	0.1
Mitsubishi	79	48	-39.2%	242	174	-28.1%	471	372	-21.0%	0.5	0.4	-0.1
Nissan	828	566	-31.6%	2,936	2,154	-26.6%	5,967	4,663	-21.9%	6.0	4.8	-1.1
Porsche	73	60	-17.8%	205	196	-4.4%	406	409	0.7%	0.4	0.4	0.0
Ram	560	531	-5.2%	1,823	1,855	1.8%	3,857	3,791	-1.7%	3.8	3.9	0.1
smart	7	1	-85.7%	21	5	-76.2%	33	13	-60.6%	0.0	0.0	0.0
Subaru	1,586	1,407	-11.3%	5,644	5,267	-6.7%	12,603	11,362	-9.8%	12.6	11.7	-0.9
Tesla	44	104	136.4%	174	357	105.2%	425	641	50.8%	0.4	0.7	0.2
Toyota/Scion	2,228	1,948	-12.6%	7,093	7,026	-0.9%	14,745	14,541	-1.4%	14.7	15.0	0.3
Volkswagen	506	379	-25.1%	1,512	1,455	-3.8%	3,166	3,030	-4.3%	3.2	3.1	0.0
Volvo	46	99	115.2%	202	362	79.2%	500	726	45.2%	0.5	0.7	0.2
Other	17	12	-29.4%	41	69	68.3%	59	143	142.4%	0.1	0.1	0.1

Top ten brands shaded gray. Source: AutoCount data from Experian.

**Percent Change in Brand Registrations
YTD '18 thru June vs. YTD 2017
(Top 30 selling brands)**



**Colorado and U.S. Market Share
YTD '18 thru June
(Top 20 selling brands in state)**



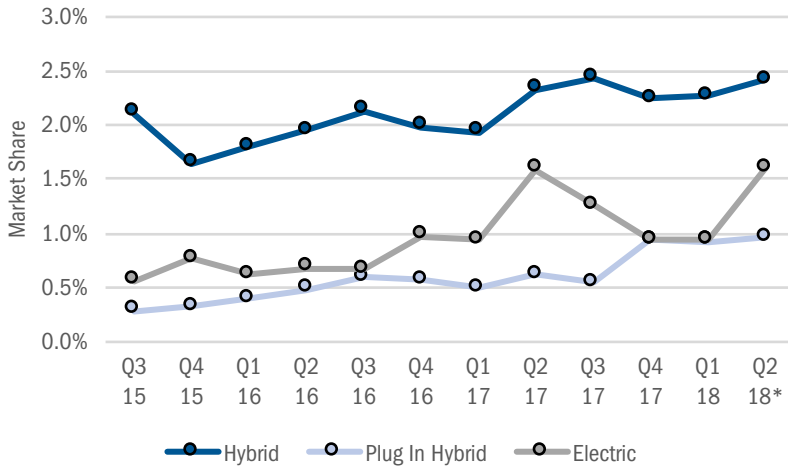
Registrations increased by more than 7% for Tesla, Volvo, Land Rover, MINI, BMW, and Honda



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

HYBRID AND ELECTRIC VEHICLES

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



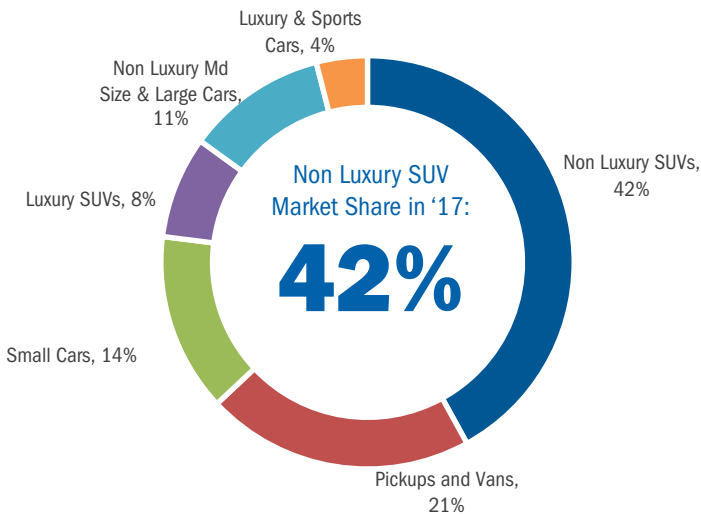
The graph above shows hybrid powertrain and electric vehicle quarterly market share in the state. 2Q '18 includes April and May only. Source: IHS Markit.

New Retail Hybrid and Electric Vehicle Registrations Top 20 Selling Models in Colorado - YTD '18 thru May		
Rank	Model	Regs.
1	Toyota RAV4 PHEV	493
2	Toyota Prius PHEV	400
3	Nissan Leaf	245
4	Toyota Highlander PHEV	222
5	Tesla Model X	209
6	Tesla Model S	185
7	Tesla Model 3	169
8	Chevrolet Bolt	155
9	Lexus RX PHEV	142
10	Kia Niro	127
11	Toyota Camry PHEV	122
12	BMW X5 PHEV	112
13	Hyundai Ioniq	105
14	Chevrolet Volt	73
15	Ford Fusion PHEV	71
16	Hyundai Sonata PHEV	66
17	Honda Clarity PHEV	57
18	Chrysler Pacifica PHEV	53
19	Lexus NX PHEV	50
20	Mitsubishi Outlander PHEV	46

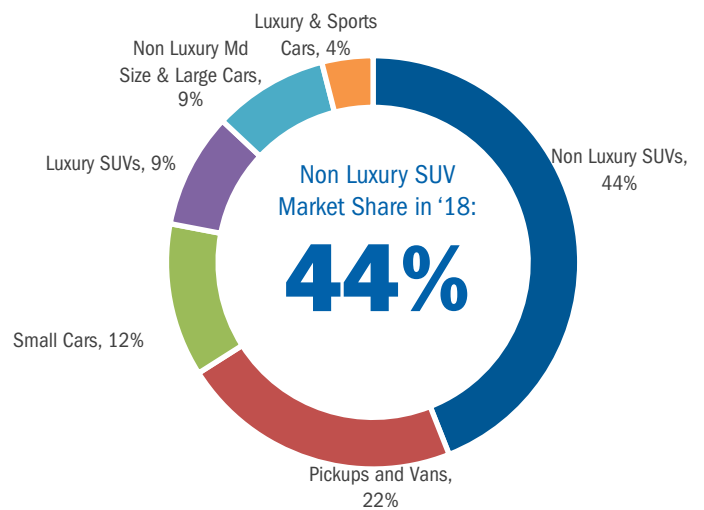
Source: IHS Markit.

VEHICLE SEGMENTS

**Segment Market Shares
YTD '17 thru June**



**Segment Market Shares
YTD '18 thru June**



Source: AutoCount data from Experian

The two graphs above show market shares for primary segments during the first six months of 2017 and 2018.

Colorado Used Retail Car and Light Truck Registrations (only includes vehicles 7 years old or newer)												
	June			Three Month Period Apr. '18 thru June '18			Year to date thru June			YTD Market Share (%)		
	2017	2018	% chg.	Yr. Ago	Current	% chg.	2017	2018	% chg.	2017	2018	Chg.
TOTAL	16,874	15,808	-6.3%	56,625	58,270	2.9%	109,470	112,571	2.8%			
Acura	187	163	-12.8%	677	593	-12.4%	1,364	1,176	-13.8%	1.2	1.0	-0.2
Audi	290	344	18.6%	969	1,241	28.1%	1,917	2,410	25.7%	1.8	2.1	0.4
BMW	479	393	-18.0%	1,607	1,517	-5.6%	3,047	2,965	-2.7%	2.8	2.6	-0.1
Buick	181	169	-6.6%	579	734	26.8%	1,154	1,441	24.9%	1.1	1.3	0.2
Cadillac	240	183	-23.8%	800	649	-18.9%	1,567	1,350	-13.8%	1.4	1.2	-0.2
Chevrolet	1,744	1,627	-6.7%	5,983	6,070	1.5%	11,318	11,688	3.3%	10.3	10.4	0.0
Chrysler	279	200	-28.3%	955	779	-18.4%	1,779	1,464	-17.7%	1.6	1.3	-0.3
Dodge	1,260	1,226	-2.7%	4,292	4,452	3.7%	8,183	8,222	0.5%	7.5	7.3	-0.2
Ford	2,473	2,190	-11.4%	8,244	8,030	-2.6%	15,763	15,408	-2.3%	14.4	13.7	-0.7
GMC	584	572	-2.1%	1,892	2,077	9.8%	3,727	4,129	10.8%	3.4	3.7	0.3
Honda	843	683	-19.0%	2,611	2,396	-8.2%	4,981	4,824	-3.2%	4.6	4.3	-0.3
Hyundai	722	626	-13.3%	2,296	2,413	5.1%	4,399	4,660	5.9%	4.0	4.1	0.1
Infiniti	200	181	-9.5%	701	738	5.3%	1,286	1,413	9.9%	1.2	1.3	0.1
Jaguar	9	14	55.6%	36	46	27.8%	70	92	31.4%	0.1	0.1	0.0
Jeep	1,085	1,081	-0.4%	3,709	3,965	6.9%	7,565	7,701	1.8%	6.9	6.8	-0.1
Kia	572	550	-3.8%	1,964	1,985	1.1%	3,597	3,620	0.6%	3.3	3.2	-0.1
Land Rover	96	83	-13.5%	333	307	-7.8%	666	584	-12.3%	0.6	0.5	-0.1
Lexus	300	298	-0.7%	969	1,012	4.4%	1,882	1,878	-0.2%	1.7	1.7	-0.1
Lincoln	89	80	-10.1%	267	272	1.9%	529	510	-3.6%	0.5	0.5	0.0
Mazda	251	242	-3.6%	865	843	-2.5%	1,667	1,570	-5.8%	1.5	1.4	-0.1
Mercedes	318	303	-4.7%	969	986	1.8%	1,924	1,992	3.5%	1.8	1.8	0.0
MINI	116	82	-29.3%	349	353	1.1%	630	678	7.6%	0.6	0.6	0.0
Mitsubishi	123	72	-41.5%	395	271	-31.4%	719	495	-31.2%	0.7	0.4	-0.2
Nissan	1,377	1,400	1.7%	4,893	5,305	8.4%	9,423	10,024	6.4%	8.6	8.9	0.3
Other	93	56	-39.8%	304	210	-30.9%	549	435	-20.8%	0.5	0.4	-0.1
Porsche	36	41	13.9%	133	153	15.0%	251	331	31.9%	0.2	0.3	0.1
Subaru	900	922	2.4%	2,951	3,289	11.5%	5,965	6,602	10.7%	5.4	5.9	0.4
Toyota/Scion	1,590	1,557	-2.1%	5,500	5,769	4.9%	10,862	11,456	5.5%	9.9	10.2	0.3
Volkswagen	334	379	13.5%	1,097	1,508	37.5%	2,132	2,857	34.0%	1.9	2.5	0.6
Volvo	103	91	-11.7%	285	307	7.7%	554	596	7.6%	0.5	0.5	0.0

Change in Used Vehicle Market Share by Age of Vehicle
YTD 2018 thru June v. YTD 2017

