

Colorado Auto Outlook™

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Comprehensive information on the Colorado automotive market

Colorado Automobile Dealers Association

Quick Facts

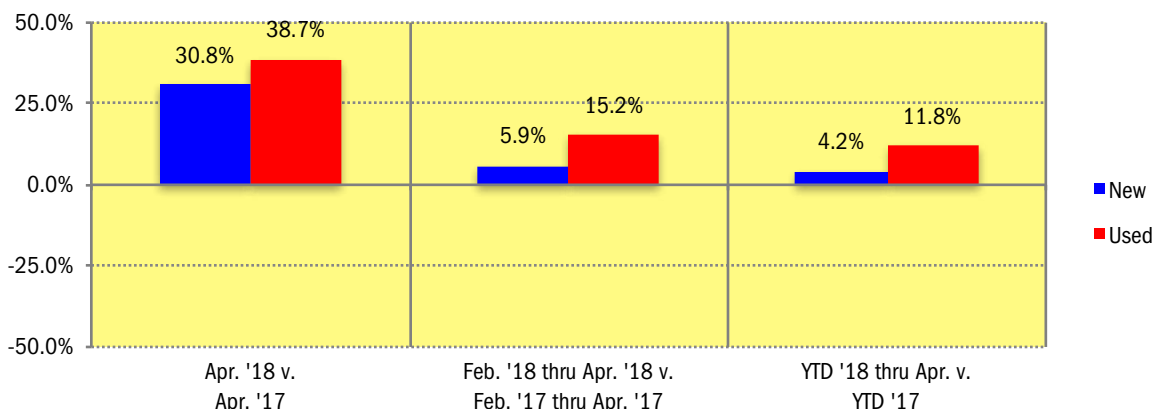
New retail car and light truck registrations in the state increased 30.8% in April 2018 versus year earlier. Note: monthly recording of registrations occurs when the data is processed by the DMV. This can impact the measurement of registrations in individual months. Year-to-date figures are more reflective of market results.

New registrations in the state were up 4.2% during the first four months of this year versus the same period a year earlier. Passenger cars declined by 4% while Light Trucks were up 7.3%.

Used vehicle registrations were up 11.8% so far this year. (Only includes vehicles seven years old or newer.)

Volvo, MINI, Land Rover, BMW, Audi, and Honda had the largest increases in ytd new vehicle registrations (see page 4).

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



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

	Previous Three Months					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	Feb. '17 thru Apr. '17	Feb. '18 thru Apr. '18	Percent Change	Feb. '17 thru Apr. '17	Feb. '18 thru Apr. '18	Percent Change
Total	46,821	49,603	5.9%	51,726	59,602	15.2%
Cars	12,992	12,439	-4.3%	20,138	22,693	12.7%
Light Trucks	33,829	37,164	9.9%	31,588	36,909	16.8%
Detroit Three Brands	17,317	18,243	5.3%	24,284	27,549	13.4%
European Brands	4,931	5,821	18.0%	5,542	6,788	22.5%
Japanese Brands	22,244	22,818	2.6%	18,169	20,883	14.9%
Korean Brands	2,329	2,721	16.8%	3,731	4,382	17.4%
	Year to date thru April					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2017	YTD 2018	Percent Change	YTD 2017	YTD 2018	Percent Change
Total	66,816	69,649	4.2%	70,599	78,923	11.8%
Cars	18,317	17,591	-4.0%	27,126	29,917	10.3%
Light Trucks	48,499	52,058	7.3%	43,473	49,006	12.7%
Detroit Three Brands	24,700	25,705	4.1%	33,300	36,480	9.5%
European Brands	7,098	8,112	14.3%	7,420	9,023	21.6%
Japanese Brands	31,568	31,993	1.3%	24,838	27,686	11.5%
Korean Brands	3,450	3,839	11.3%	5,041	5,734	13.7%

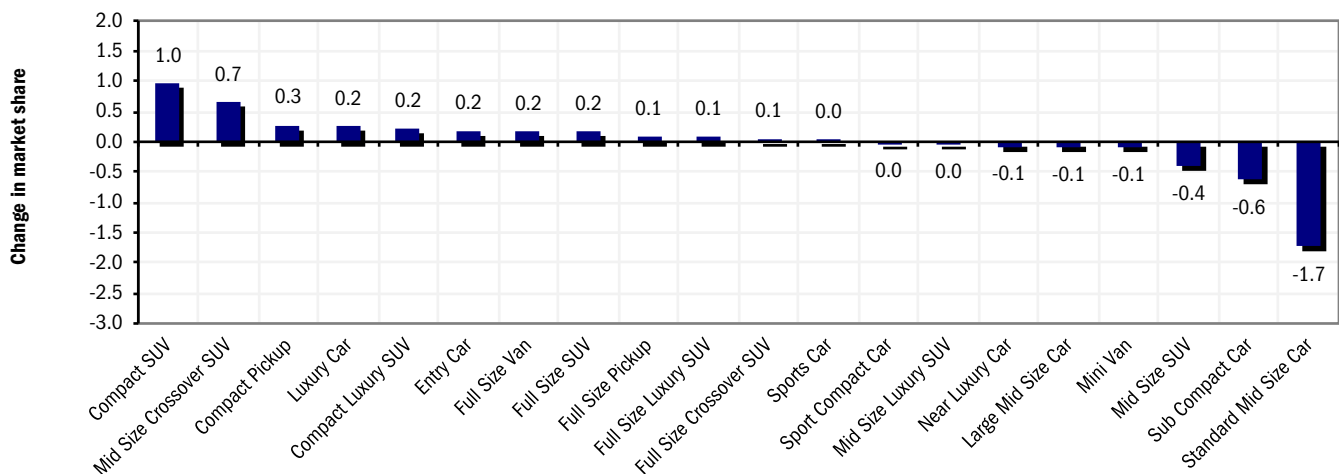
Data Information

All data represents new and used vehicle retail registrations in Colorado and excludes fleet and wholesale transactions. Used vehicle data only includes vehicles seven years old or newer and excludes private party transactions. Please keep in mind that monthly registration figures can occasionally be subject to fluctuations, resulting in over or under estimation of actual results. This usually occurs due to processing delays by governmental agencies. For this reason, the year-to-date figures will typically be more reflective of market results. Green shaded areas in tables represent the top ten ranked brands. Data Source: AutoCount data from Experian.

New Vehicle Market Brand Registrations

Colorado New Retail Car and Light Truck Registrations												
	April			Three Month Period Feb. '18 thru Apr. '18			Year to date thru April			Year-to-date Market Share (%)		
	2017	2018	% chg.	Yr. Ago	Current	% chg.	2017	2018	% chg.	2017	2018	Chg.
TOTAL	14,724	19,253	30.8%	46,821	49,603	5.9%	66,816	69,649	4.2%			
Acura	125	185	48.0%	359	397	10.6%	527	563	6.8%	0.8	0.8	0.0
Audi	273	424	55.3%	872	1,072	22.9%	1,291	1,536	19.0%	1.9	2.2	0.3
BMW	207	322	55.6%	793	969	22.2%	1,105	1,357	22.8%	1.7	1.9	0.3
Buick	134	195	45.5%	371	437	17.8%	538	595	10.6%	0.8	0.9	0.0
Cadillac	70	73	4.3%	229	211	-7.9%	374	343	-8.3%	0.6	0.5	-0.1
Chevrolet	1,104	1,438	30.3%	3,320	3,733	12.4%	4,750	5,388	13.4%	7.1	7.7	0.6
Chrysler	85	70	-17.6%	258	205	-20.5%	360	326	-9.4%	0.5	0.5	-0.1
Dodge	304	364	19.7%	768	744	-3.1%	1,063	963	-9.4%	1.6	1.4	-0.2
Fiat	21	19	-9.5%	51	54	5.9%	75	73	-2.7%	0.1	0.1	0.0
Ford	1,731	2,023	16.9%	5,475	5,250	-4.1%	7,677	7,432	-3.2%	11.5	10.7	-0.8
GMC	446	513	15.0%	1,423	1,421	-0.1%	2,123	2,168	2.1%	3.2	3.1	-0.1
Honda	1,111	1,455	31.0%	3,471	3,876	11.7%	4,872	5,616	15.3%	7.3	8.1	0.8
Hyundai	411	578	40.6%	1,290	1,491	15.6%	1,955	2,161	10.5%	2.9	3.1	0.2
Infiniti	152	108	-28.9%	372	308	-17.2%	546	436	-20.1%	0.8	0.6	-0.2
Jaguar	37	31	-16.2%	111	86	-22.5%	173	118	-31.8%	0.3	0.2	-0.1
Jeep	1,027	1,584	54.2%	3,284	3,848	17.2%	4,643	5,139	10.7%	6.9	7.4	0.4
Kia	348	502	44.3%	1,039	1,230	18.4%	1,495	1,678	12.2%	2.2	2.4	0.2
Land Rover	59	128	116.9%	205	286	39.5%	315	390	23.8%	0.5	0.6	0.1
Lexus	303	370	22.1%	916	819	-10.6%	1,358	1,260	-7.2%	2.0	1.8	-0.2
Lincoln	58	78	34.5%	220	223	1.4%	320	318	-0.6%	0.5	0.5	0.0
Maserati	17	10	-41.2%	43	24	-44.2%	51	37	-27.5%	0.1	0.1	0.0
Mazda	309	475	53.7%	1,038	1,141	9.9%	1,433	1,562	9.0%	2.1	2.2	0.1
Mercedes	238	308	29.4%	773	842	8.9%	1,094	1,188	8.6%	1.6	1.7	0.1
MINI	53	69	30.2%	163	214	31.3%	238	300	26.1%	0.4	0.4	0.1
Mitsubishi	72	71	-1.4%	212	202	-4.7%	301	269	-10.6%	0.5	0.4	-0.1
Nissan	859	956	11.3%	2,765	2,440	-11.8%	3,890	3,465	-10.9%	5.8	5.0	-0.8
Porsche	55	68	23.6%	177	200	13.0%	256	281	9.8%	0.4	0.4	0.0
Ram	515	749	45.4%	1,721	1,906	10.7%	2,549	2,685	5.3%	3.8	3.9	0.0
smart	4	3	-25.0%	15	7	-53.3%	16	11	-31.3%	0.0	0.0	0.0
Subaru	1,843	2,275	23.4%	6,336	6,082	-4.0%	8,802	8,370	-4.9%	13.2	12.0	-1.2
Tesla	52	64	23.1%	248	265	6.9%	303	348	14.9%	0.5	0.5	0.0
Toyota/Scion	2,186	2,935	34.3%	6,774	7,552	11.5%	9,838	10,450	6.2%	14.7	15.0	0.3
Volkswagen	433	631	45.7%	1,458	1,628	11.7%	2,087	2,206	5.7%	3.1	3.2	0.0
Volvo	71	149	109.9%	247	356	44.1%	369	513	39.0%	0.6	0.7	0.2
Other	11	30	172.7%	24	84	250.0%	29	104	258.6%	0.0	0.1	0.1

Change in New Vehicle Segment Market Share - YTD 2018 thru April v. YTD 2017

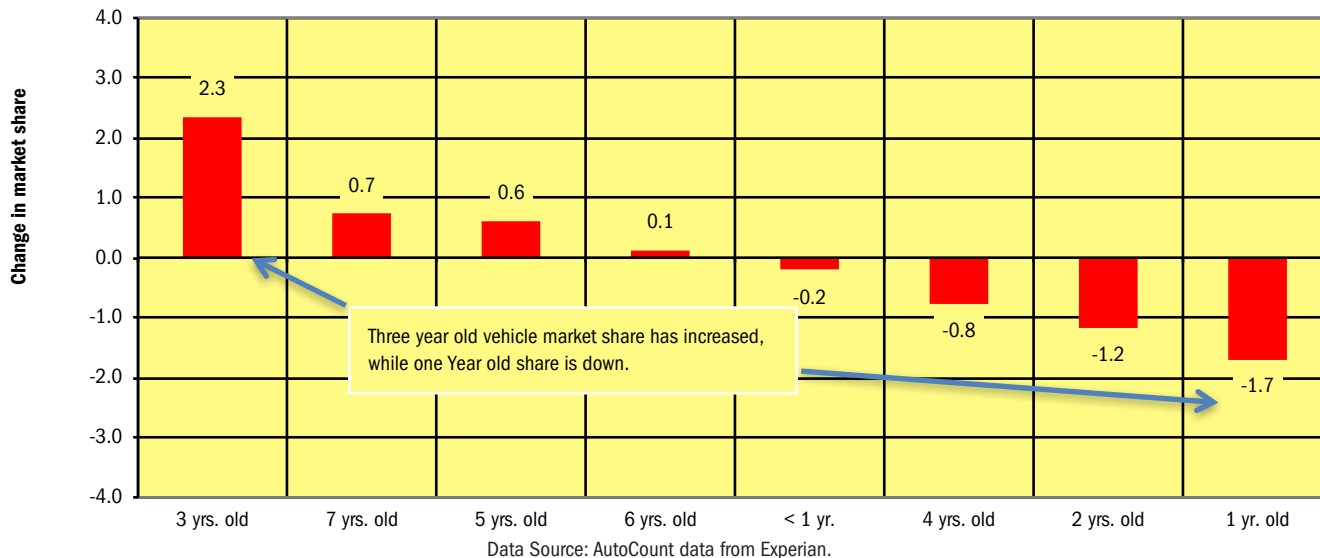


Data Source: AutoCount data from Experian.

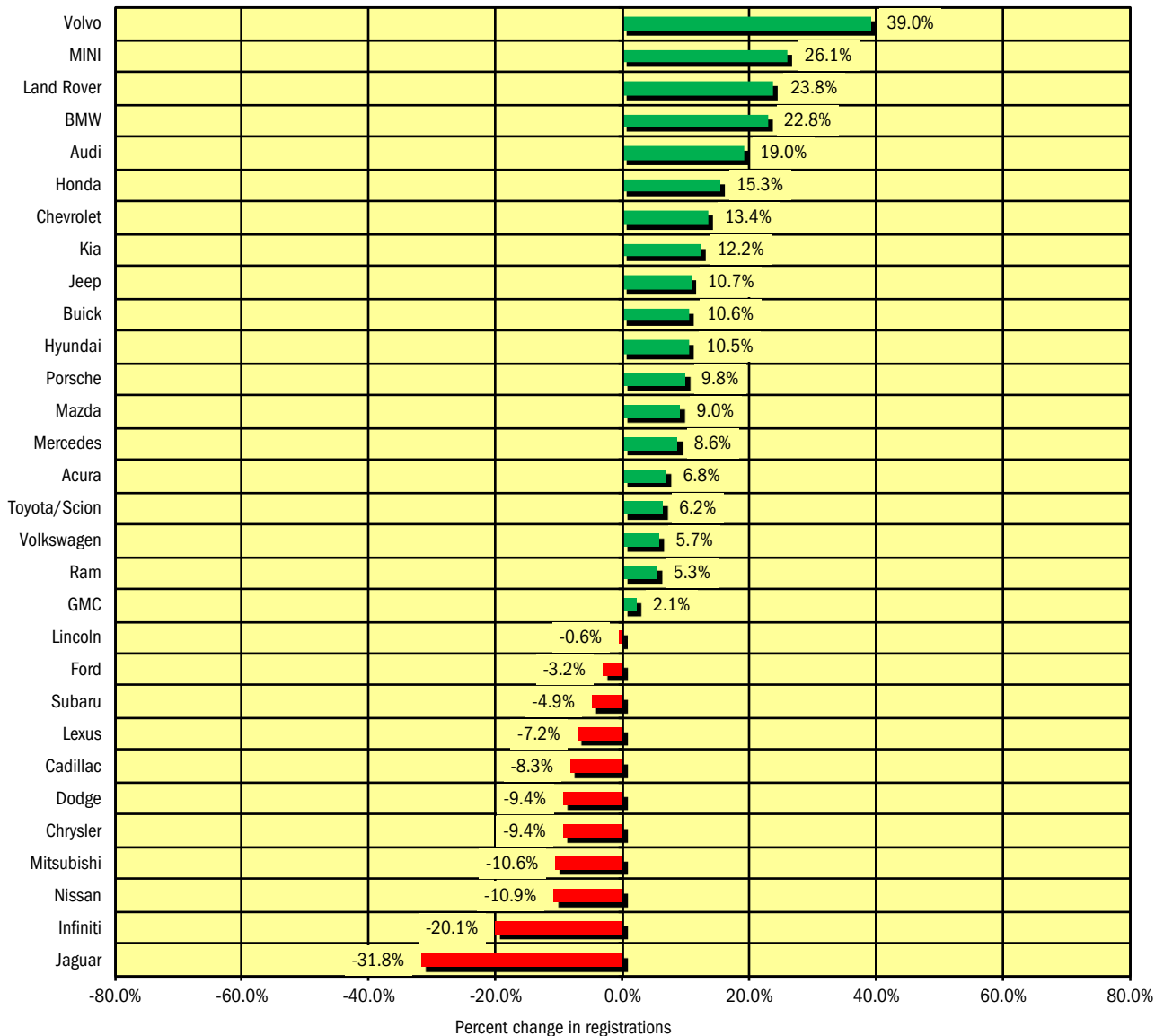
Used Vehicle Market Brand Registrations (only includes vehicles seven years old or newer)

Colorado Used Retail Car and Light Truck Registrations												
	April			Three Month Period Feb. '18 thru Apr. '18			Year to date thru April			YTD Market Share (%)		
	2017	2018	% chg.	Yr. Ago	Current	% chg.	2017	2018	% chg.	2017	2018	Chg.
TOTAL	17,754	24,622	38.7%	51,726	59,602	15.2%	70,599	78,923	11.8%			
Acura	232	243	4.7%	699	614	-12.2%	919	826	-10.1%	1.3	1.0	-0.3
Audi	324	484	49.4%	939	1,266	34.8%	1,272	1,653	30.0%	1.8	2.1	0.3
BMW	496	665	34.1%	1,439	1,610	11.9%	1,936	2,113	9.1%	2.7	2.7	-0.1
Buick	180	336	86.7%	528	797	50.9%	755	1,043	38.1%	1.1	1.3	0.3
Cadillac	244	283	16.0%	743	744	0.1%	1,011	984	-2.7%	1.4	1.2	-0.2
Chevrolet	1,898	2,606	37.3%	5,361	6,224	16.1%	7,233	8,224	13.7%	10.2	10.4	0.2
Chrysler	316	341	7.9%	830	762	-8.2%	1,140	1,026	-10.0%	1.6	1.3	-0.3
Dodge	1,314	1,901	44.7%	3,812	4,269	12.0%	5,205	5,671	9.0%	7.4	7.2	-0.2
Ford	2,642	3,362	27.3%	7,409	8,116	9.5%	10,161	10,740	5.7%	14.4	13.6	-0.8
GMC	567	888	56.6%	1,744	2,197	26.0%	2,402	2,940	22.4%	3.4	3.7	0.3
Honda	763	951	24.6%	2,289	2,502	9.3%	3,133	3,379	7.9%	4.4	4.3	-0.2
Hyundai	694	1,036	49.3%	2,038	2,519	23.6%	2,797	3,283	17.4%	4.0	4.2	0.2
Infiniti	218	320	46.8%	590	777	31.7%	803	995	23.9%	1.1	1.3	0.1
Jaguar	17	17	0.0%	40	50	25.0%	51	63	23.5%	0.1	0.1	0.0
Jeep	1,126	1,727	53.4%	3,555	4,155	16.9%	4,982	5,463	9.7%	7.1	6.9	-0.1
Kia	611	816	33.6%	1,693	1,863	10.0%	2,244	2,451	9.2%	3.2	3.1	-0.1
Land Rover	112	131	17.0%	327	299	-8.6%	445	408	-8.3%	0.6	0.5	-0.1
Lexus	316	411	30.1%	935	974	4.2%	1,229	1,277	3.9%	1.7	1.6	-0.1
Lincoln	80	122	52.5%	251	267	6.4%	342	360	5.3%	0.5	0.5	0.0
Mazda	280	349	24.6%	783	796	1.7%	1,082	1,076	-0.6%	1.5	1.4	-0.2
Mercedes	303	385	27.1%	959	1,026	7.0%	1,258	1,391	10.6%	1.8	1.8	0.0
MINI	109	164	50.5%	301	381	26.6%	390	489	25.4%	0.6	0.6	0.1
Mitsubishi	128	123	-3.9%	357	255	-28.6%	452	347	-23.2%	0.6	0.4	-0.2
Nissan	1,613	2,221	37.7%	4,535	5,309	17.1%	6,143	6,940	13.0%	8.7	8.8	0.1
Other	92	84	-8.7%	255	227	-11.0%	337	309	-8.3%	0.5	0.4	-0.1
Porsche	40	56	40.0%	116	163	40.5%	158	234	48.1%	0.2	0.3	0.1
Subaru	912	1,362	49.3%	2,809	3,464	23.3%	3,926	4,675	19.1%	5.6	5.9	0.4
Toyota/Scion	1,729	2,455	42.0%	5,131	6,169	20.2%	7,091	8,142	14.8%	10.0	10.3	0.3
Volkswagen	325	669	105.8%	1,020	1,491	46.2%	1,360	2,018	48.4%	1.9	2.6	0.6
Volvo	73	114	56.2%	238	316	32.8%	342	403	17.8%	0.5	0.5	0.0

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



**New Vehicle Market Percent Change in Brand Registrations
YTD 2018 thru April v. YTD 2017
(Top 30 selling brands)**



Data Source: AutoCount data from Experian.

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