

Colorado Auto Outlook™

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Comprehensive information on the Colorado automotive market

Colorado Automobile Dealers Association

Quick Facts

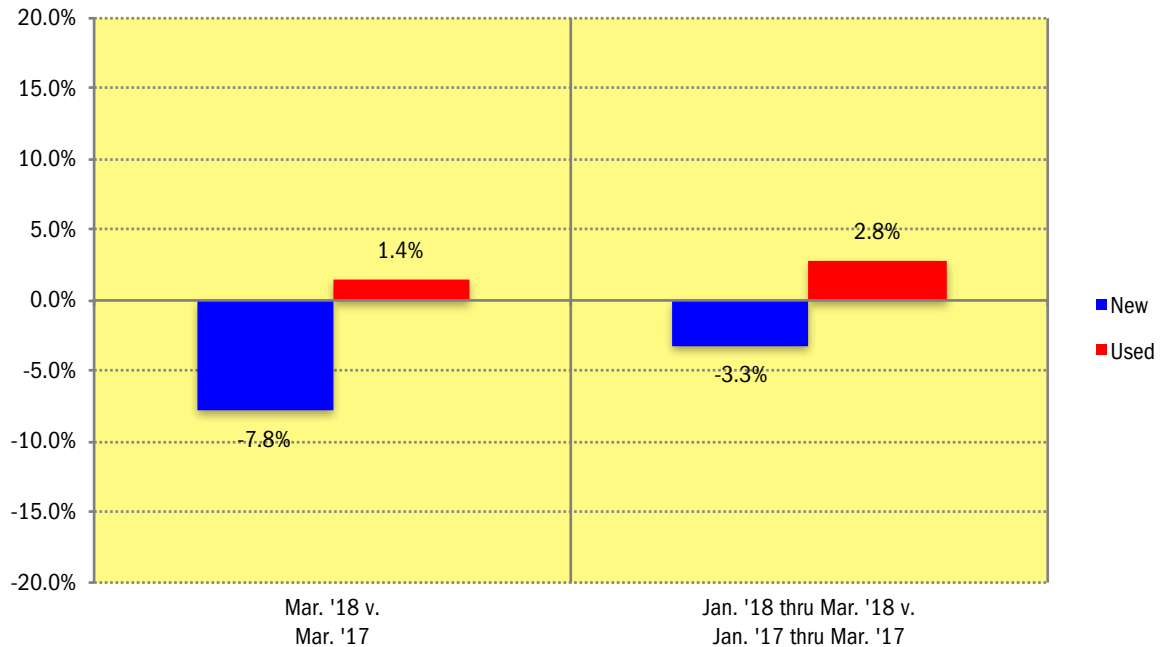
New retail car and light truck registrations in the state declined 7.8% in March 2018 versus strong year earlier results. Note: monthly recording of registrations occurs when the data is processed by the DMV. This can impact the measurement of registrations in individual months. Year-to-date figures are more reflective of market results.

New registrations in the state slipped 3.3% during the first three months of this year versus the same period a year earlier. Passenger cars declined by 9.7% while Light Trucks were down less than 1%.

Used vehicle registrations were up 2.8% so far this year. (Only includes vehicles seven years old or newer.)

MINI, Volvo, BMW, Honda, Audi, and Chevrolet had the largest increases in ytd 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)

	Year to date thru March					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2017	YTD 2018	Percent Change	YTD 2017	YTD 2018	Percent Change
Total	52,092	50,396	-3.3%	52,845	54,301	2.8%
Cars	14,057	12,696	-9.7%	19,967	20,410	2.2%
Light Trucks	38,035	37,700	-0.9%	32,878	33,891	3.1%
Detroit Three Brands	19,174	18,554	-3.2%	24,916	24,912	0.0%
European Brands	5,619	5,921	5.4%	5,559	6,264	12.7%
Japanese Brands	24,608	23,162	-5.9%	18,634	19,243	3.3%
Korean Brands	2,691	2,759	2.5%	3,736	3,882	3.9%

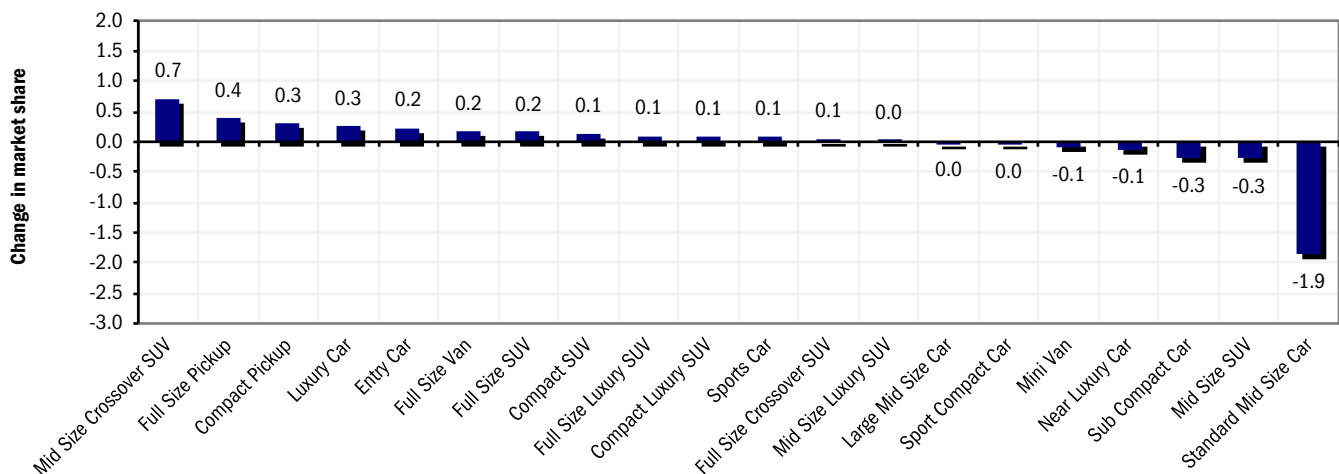
Data Information

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												
	March			Three Month Period Jan. '18 thru Mar. '18			Year to date thru March			Year-to-date Market Share (%)		
	2017	2018	% chg.	Yr. Ago	Current	% chg.	2017	2018	% chg.	2017	2018	Chg.
TOTAL	15,387	14,185	-7.8%	52,092	50,396	-3.3%	52,092	50,396	-3.3%			
Acura	121	95	-21.5%	402	378	-6.0%	402	378	-6.0%	0.8	0.8	0.0
Audi	276	294	6.5%	1,018	1,112	9.2%	1,018	1,112	9.2%	2.0	2.2	0.3
BMW	271	244	-10.0%	898	1,035	15.3%	898	1,035	15.3%	1.7	2.1	0.3
Buick	110	120	9.1%	404	400	-1.0%	404	400	-1.0%	0.8	0.8	0.0
Cadillac	60	56	-6.7%	304	270	-11.2%	304	270	-11.2%	0.6	0.5	0.0
Chevrolet	1,070	1,073	0.3%	3,646	3,950	8.3%	3,646	3,950	8.3%	7.0	7.8	0.8
Chrysler	95	47	-50.5%	275	256	-6.9%	275	256	-6.9%	0.5	0.5	0.0
Dodge	261	179	-31.4%	759	599	-21.1%	759	599	-21.1%	1.5	1.2	-0.3
Fiat	13	15	15.4%	54	54	0.0%	54	54	0.0%	0.1	0.1	0.0
Ford	1,822	1,477	-18.9%	5,946	5,409	-9.0%	5,946	5,409	-9.0%	11.4	10.7	-0.7
GMC	515	421	-18.3%	1,677	1,655	-1.3%	1,677	1,655	-1.3%	3.2	3.3	0.1
Honda	1,106	1,183	7.0%	3,761	4,161	10.6%	3,761	4,161	10.6%	7.2	8.3	1.0
Hyundai	371	433	16.7%	1,544	1,583	2.5%	1,544	1,583	2.5%	3.0	3.1	0.2
Infiniti	105	91	-13.3%	394	328	-16.8%	394	328	-16.8%	0.8	0.7	-0.1
Jaguar	39	22	-43.6%	136	87	-36.0%	136	87	-36.0%	0.3	0.2	-0.1
Jeep	1,107	1,066	-3.7%	3,616	3,555	-1.7%	3,616	3,555	-1.7%	6.9	7.1	0.1
Kia	329	314	-4.6%	1,147	1,176	2.5%	1,147	1,176	2.5%	2.2	2.3	0.1
Land Rover	75	77	2.7%	256	262	2.3%	256	262	2.3%	0.5	0.5	0.0
Lexus	251	186	-25.9%	1,055	890	-15.6%	1,055	890	-15.6%	2.0	1.8	-0.3
Lincoln	79	54	-31.6%	262	240	-8.4%	262	240	-8.4%	0.5	0.5	0.0
Maserati	7	9	28.6%	34	27	-20.6%	34	27	-20.6%	0.1	0.1	0.0
Mazda	381	331	-13.1%	1,124	1,087	-3.3%	1,124	1,087	-3.3%	2.2	2.2	0.0
Mercedes	226	248	9.7%	856	880	2.8%	856	880	2.8%	1.6	1.7	0.1
MINI	40	88	120.0%	185	231	24.9%	185	231	24.9%	0.4	0.5	0.1
Mitsubishi	65	59	-9.2%	229	198	-13.5%	229	198	-13.5%	0.4	0.4	0.0
Nissan	911	677	-25.7%	3,031	2,509	-17.2%	3,031	2,509	-17.2%	5.8	5.0	-0.8
Porsche	61	79	29.5%	201	213	6.0%	201	213	6.0%	0.4	0.4	0.0
Ram	559	531	-5.0%	2,034	1,936	-4.8%	2,034	1,936	-4.8%	3.9	3.8	-0.1
smart	5	3	-40.0%	12	8	-33.3%	12	8	-33.3%	0.0	0.0	0.0
Subaru	2,289	1,898	-17.1%	6,959	6,095	-12.4%	6,959	6,095	-12.4%	13.4	12.1	-1.3
Tesla	53	51	-3.8%	251	284	13.1%	251	284	13.1%	0.5	0.6	0.1
Toyota/Scion	2,174	2,195	1.0%	7,652	7,515	-1.8%	7,652	7,515	-1.8%	14.7	14.9	0.2
Volkswagen	447	465	4.0%	1,654	1,575	-4.8%	1,654	1,575	-4.8%	3.2	3.1	0.0
Volvo	87	76	-12.6%	298	364	22.1%	298	364	22.1%	0.6	0.7	0.2
Other	6	28	366.7%	18	74	311.1%	18	74	311.1%	0.0	0.1	0.1

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

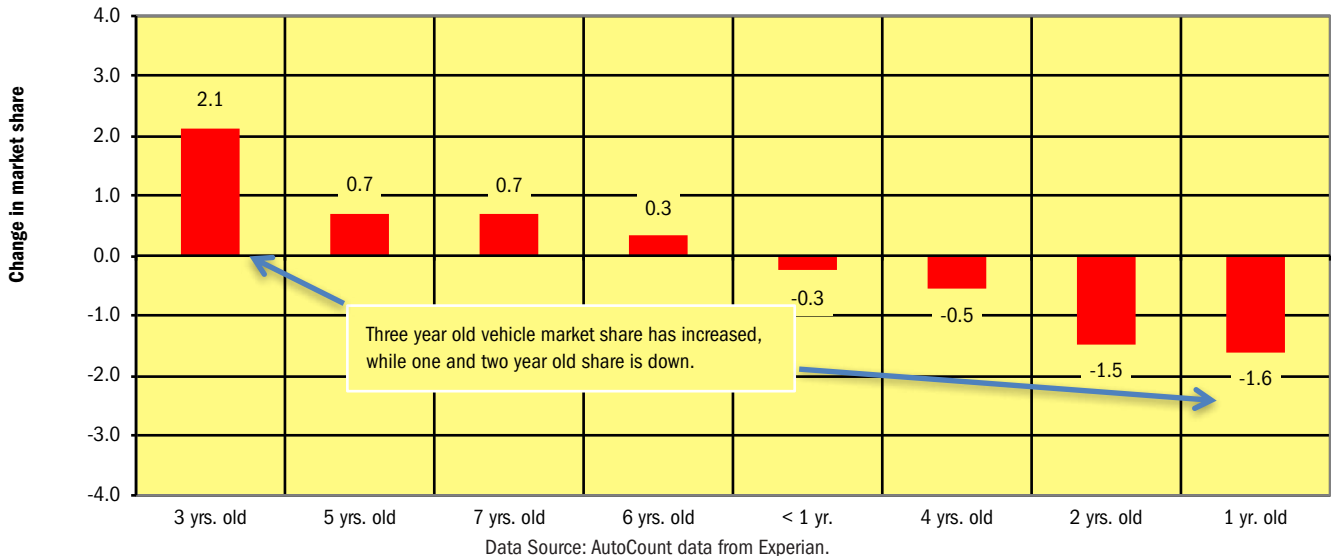


Data Source: AutoCount data from Experian.

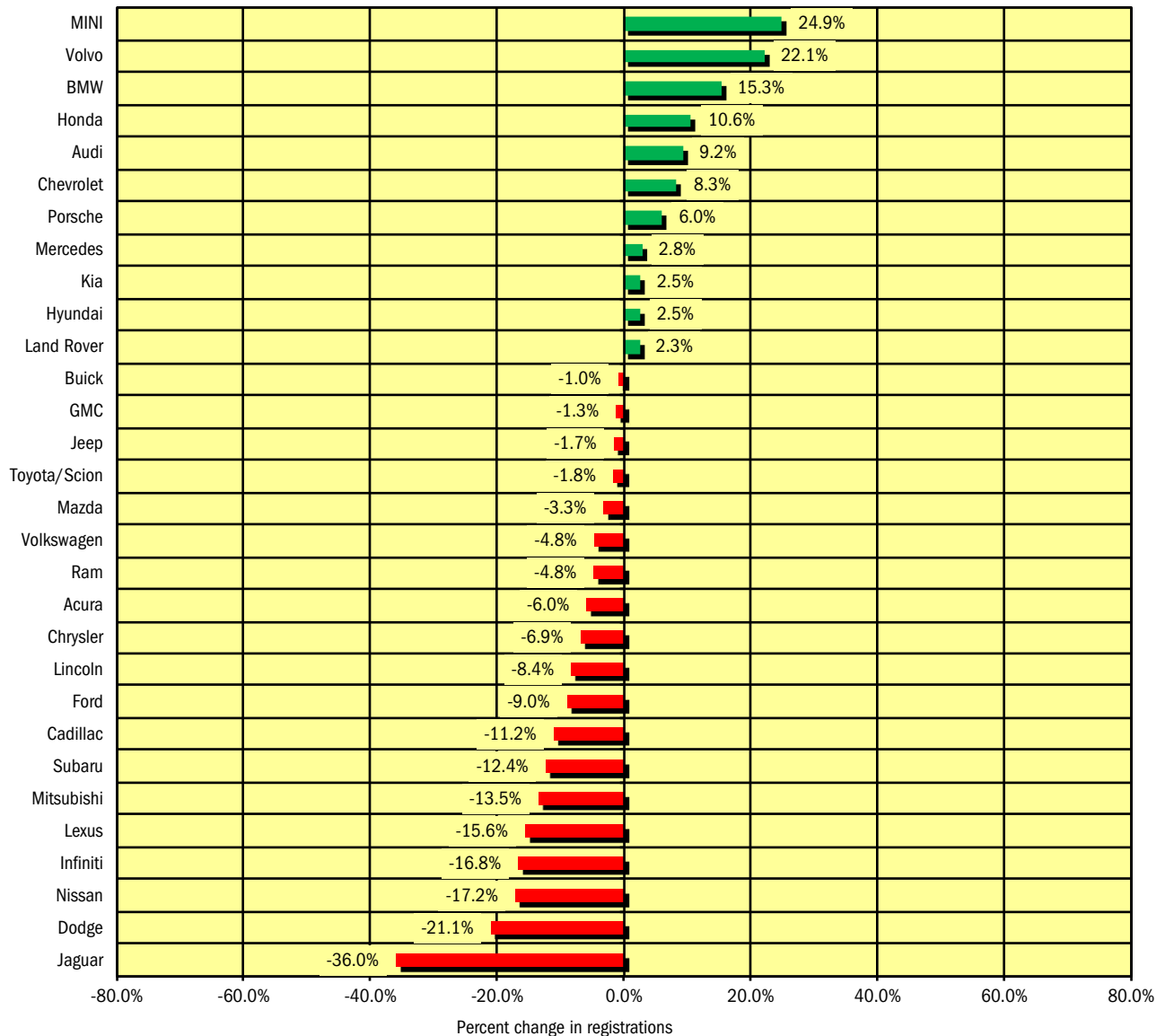
Used Vehicle Market Brand Registrations (only includes vehicles seven years old or newer)

Colorado Used Retail Car and Light Truck Registrations												
	March			Three Month Period Jan. '18 thru Mar. '18			Year to date thru March			YTD Market Share (%)		
	2017	2018	% chg.	Yr. Ago	Current	% chg.	2017	2018	% chg.	2017	2018	Chg.
TOTAL	17,715	17,964	1.4%	52,845	54,301	2.8%	52,845	54,301	2.8%			
Acura	258	198	-23.3%	687	583	-15.1%	687	583	-15.1%	1.3	1.1	-0.2
Audi	310	407	31.3%	948	1,169	23.3%	948	1,169	23.3%	1.8	2.2	0.4
BMW	493	443	-10.1%	1,440	1,448	0.6%	1,440	1,448	0.6%	2.7	2.7	-0.1
Buick	188	244	29.8%	575	707	23.0%	575	707	23.0%	1.1	1.3	0.2
Cadillac	259	239	-7.7%	767	701	-8.6%	767	701	-8.6%	1.5	1.3	-0.2
Chevrolet	1,780	1,941	9.0%	5,335	5,618	5.3%	5,335	5,618	5.3%	10.1	10.3	0.3
Chrysler	276	224	-18.8%	824	685	-16.9%	824	685	-16.9%	1.6	1.3	-0.3
Dodge	1,309	1,234	-5.7%	3,891	3,770	-3.1%	3,891	3,770	-3.1%	7.4	6.9	-0.4
Ford	2,468	2,410	-2.4%	7,519	7,378	-1.9%	7,519	7,378	-1.9%	14.2	13.6	-0.6
GMC	584	661	13.2%	1,835	2,052	11.8%	1,835	2,052	11.8%	3.5	3.8	0.3
Honda	795	767	-3.5%	2,370	2,428	2.4%	2,370	2,428	2.4%	4.5	4.5	0.0
Hyundai	694	765	10.2%	2,103	2,247	6.8%	2,103	2,247	6.8%	4.0	4.1	0.2
Infiniti	181	229	26.5%	585	675	15.4%	585	675	15.4%	1.1	1.2	0.1
Jaguar	14	23	64.3%	34	46	35.3%	34	46	35.3%	0.1	0.1	0.0
Jeep	1,228	1,269	3.3%	3,856	3,736	-3.1%	3,856	3,736	-3.1%	7.3	6.9	-0.4
Kia	587	523	-10.9%	1,633	1,635	0.1%	1,633	1,635	0.1%	3.1	3.0	-0.1
Land Rover	118	85	-28.0%	333	277	-16.8%	333	277	-16.8%	0.6	0.5	-0.1
Lexus	303	279	-7.9%	913	866	-5.1%	913	866	-5.1%	1.7	1.6	-0.1
Lincoln	93	72	-22.6%	262	238	-9.2%	262	238	-9.2%	0.5	0.4	-0.1
Mazda	258	226	-12.4%	802	727	-9.4%	802	727	-9.4%	1.5	1.3	-0.2
Mercedes	368	323	-12.2%	955	1,006	5.3%	955	1,006	5.3%	1.8	1.9	0.0
MINI	102	111	8.8%	281	325	15.7%	281	325	15.7%	0.5	0.6	0.1
Mitsubishi	132	65	-50.8%	324	224	-30.9%	324	224	-30.9%	0.6	0.4	-0.2
Nissan	1,531	1,626	6.2%	4,530	4,719	4.2%	4,530	4,719	4.2%	8.6	8.7	0.1
Other	91	63	-30.8%	245	225	-8.2%	245	225	-8.2%	0.5	0.4	0.0
Porsche	46	61	32.6%	118	178	50.8%	118	178	50.8%	0.2	0.3	0.1
Subaru	1,001	1,055	5.4%	3,014	3,313	9.9%	3,014	3,313	9.9%	5.7	6.1	0.4
Toyota/Scion	1,787	1,908	6.8%	5,362	5,687	6.1%	5,362	5,687	6.1%	10.1	10.5	0.3
Volkswagen	377	419	11.1%	1,035	1,349	30.3%	1,035	1,349	30.3%	2.0	2.5	0.5
Volvo	84	94	11.9%	269	289	7.4%	269	289	7.4%	0.5	0.5	0.0

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



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



Data Source: AutoCount data from Experian.

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