

Colorado Auto Outlook™

Comprehensive information on the Colorado new vehicle market

Sponsored by:



Colorado Automobile Dealers Association



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

Colorado

0.0%

U.S.

-1.0%

Colorado and U.S. New Retail Light Vehicle Registrations

	Colorado	U.S.
YTD '17 thru Nov.	193,053	12,923,205
YTD '18 thru Nov.	192,978	12,789,326
% change	0.0%	-1.0%
Sep. '17 thru Nov. '17	55,646	3,555,769
Sep. '18 thru Nov. '18	57,648	3,454,908
% change	3.6%	-2.8%

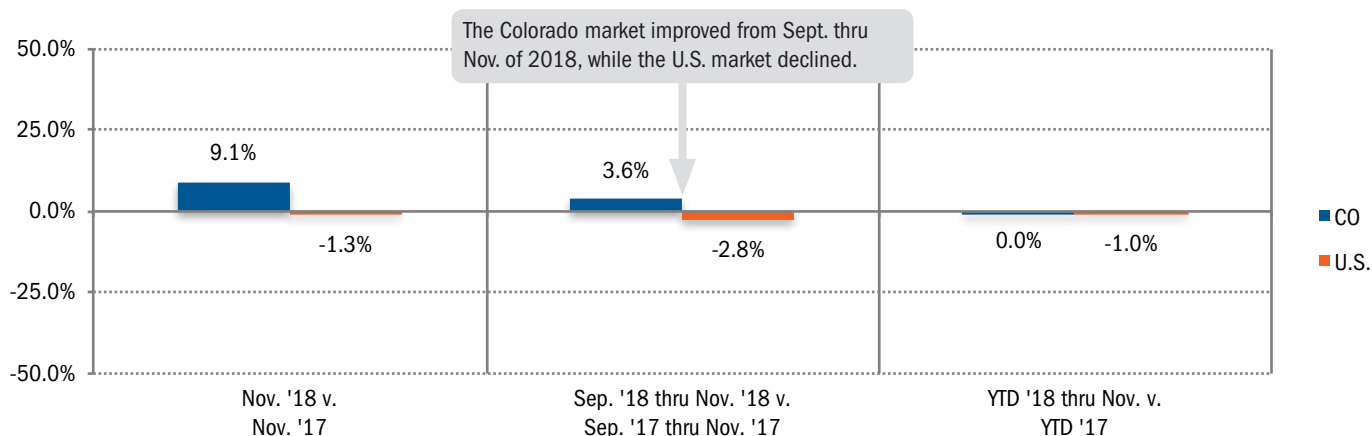
QUICK FACTS

State new vehicle market was essentially unchanged during the first 11 months of 2018 versus a year earlier. U.S. market was off 1%.

November '18 registrations in the state were up 9.1% vs. year earlier.

Light truck registrations increased 5.8% through November of last year vs. year earlier while passenger cars were off 14.8%.

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



Source: AutoCount data from Experian, and IHS.

Data Information

All data represents new retail registrations in Colorado and excludes fleet transactions. Due to data processing and compiling inconsistencies, Experian has been unable to release figures on the Colorado market, beginning with August of 2018. August thru November, 2018 registrations presented in the report are based on data released by IHS.

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

LIGHT TRUCKS



**UP
5.8%**

PASSENGER CARS

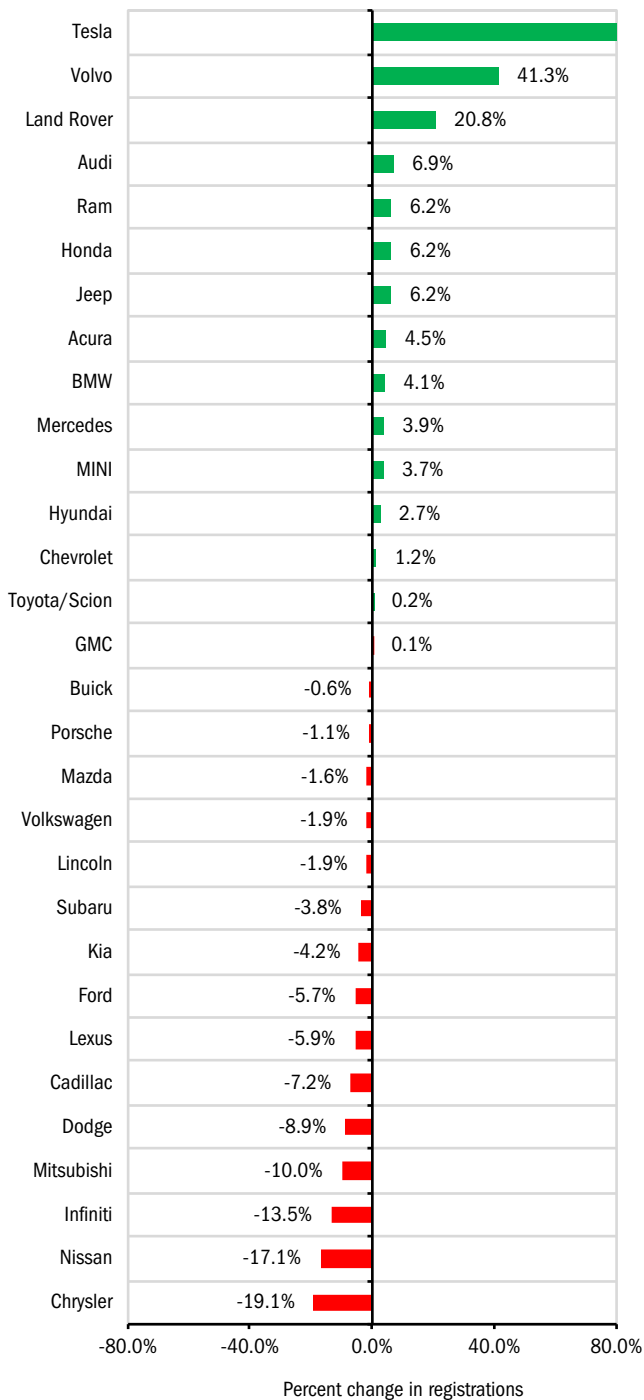


**DOWN
14.8%**

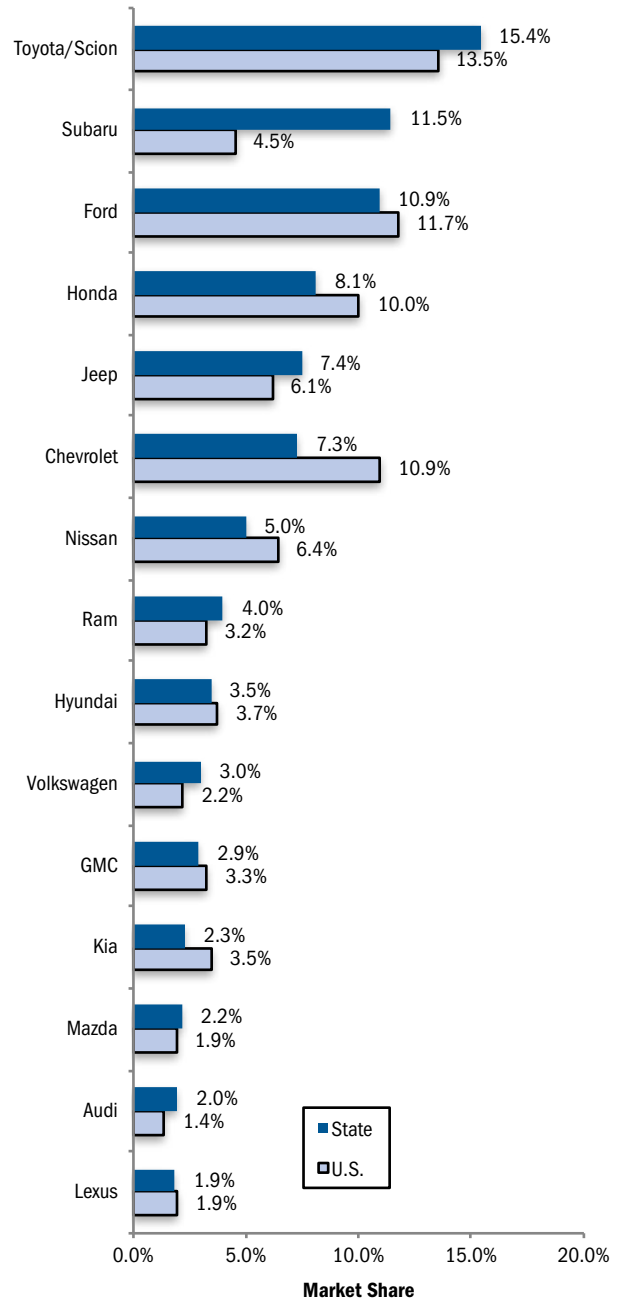
Colorado New Retail Car and Light Truck Registrations												
	November			Three Month Period Sep. '18 thru Nov. '18			Year to date thru Nov.			Year-to-date Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2017	2018	% chg.	Yr. Ago	Current	% chg.	2017	2018	% chg.	2017	2018	Chg.
MARKET SUMMARY												
TOTAL	17,276	18,841	9.1%	55,646	57,648	3.6%	193,053	192,978	0.0%			
Cars	4,407	3,928	-10.9%	15,044	12,450	-17.2%	54,805	46,701	-14.8%	28.4	24.2	-4.2
Light Trucks	12,869	14,913	15.9%	40,602	45,198	11.3%	138,248	146,277	5.8%	71.6	75.8	4.2
Domestic	6,584	7,510	14.1%	20,467	22,063	7.8%	71,025	72,444	2.0%	36.8	37.5	0.7
European	1,751	1,823	4.1%	5,614	5,618	0.1%	20,072	20,960	4.4%	10.4	10.9	0.5
Japanese	7,948	8,382	5.5%	26,284	26,444	0.6%	90,820	88,456	-2.6%	47.0	45.8	-1.2
Korean	993	1,126	13.4%	3,281	3,523	7.4%	11,136	11,118	-0.2%	5.8	5.8	0.0
BRAND REGISTRATIONS												
Acura	138	162	17.4%	489	579	18.4%	1,563	1,634	4.5%	0.8	0.8	0.0
Audi	314	331	5.4%	1,041	1,014	-2.6%	3,589	3,838	6.9%	1.9	2.0	0.1
BMW	260	242	-6.9%	805	757	-6.0%	2,979	3,102	4.1%	1.5	1.6	0.1
Buick	138	138	0.0%	420	405	-3.6%	1,518	1,509	-0.6%	0.8	0.8	0.0
Cadillac	112	123	9.8%	319	329	3.1%	1,042	967	-7.2%	0.5	0.5	0.0
Chevrolet	1,392	1,383	-0.6%	4,062	3,838	-5.5%	13,890	14,061	1.2%	7.2	7.3	0.1
Chrysler	63	59	-6.3%	213	178	-16.4%	943	763	-19.1%	0.5	0.4	-0.1
Dodge	211	215	1.9%	661	638	-3.5%	3,029	2,760	-8.9%	1.6	1.4	-0.1
Fiat	22	16	-27.3%	69	39	-43.5%	223	185	-17.0%	0.1	0.1	0.0
Ford	2,048	2,050	0.1%	6,503	6,305	-3.0%	22,359	21,077	-5.7%	11.6	10.9	-0.7
GMC	513	583	13.6%	1,561	1,685	7.9%	5,632	5,639	0.1%	2.9	2.9	0.0
Honda	1,210	1,279	5.7%	4,345	4,312	-0.8%	14,766	15,682	6.2%	7.6	8.1	0.5
Hyundai	599	699	16.7%	1,973	2,221	12.6%	6,483	6,659	2.7%	3.4	3.5	0.1
Infiniti	96	93	-3.1%	319	309	-3.1%	1,319	1,141	-13.5%	0.7	0.6	-0.1
Jaguar	27	22	-18.5%	99	86	-13.1%	436	290	-33.5%	0.2	0.2	-0.1
Jeep	1,281	1,347	5.2%	4,066	4,257	4.7%	13,526	14,364	6.2%	7.0	7.4	0.4
Kia	394	427	8.4%	1,308	1,302	-0.5%	4,653	4,459	-4.2%	2.4	2.3	-0.1
Land Rover	79	101	27.8%	259	300	15.8%	871	1,052	20.8%	0.5	0.5	0.1
Lexus	360	388	7.8%	1,124	1,091	-2.9%	3,813	3,589	-5.9%	2.0	1.9	-0.1
Lincoln	75	72	-4.0%	245	263	7.3%	897	880	-1.9%	0.5	0.5	0.0
Maserati	4	14	250.0%	34	42	23.5%	128	113	-11.7%	0.1	0.1	0.0
Mazda	380	379	-0.3%	1,233	1,167	-5.4%	4,266	4,199	-1.6%	2.2	2.2	0.0
Mercedes	262	261	-0.4%	870	879	1.0%	3,182	3,305	3.9%	1.6	1.7	0.1
MINI	57	52	-8.8%	168	150	-10.7%	697	723	3.7%	0.4	0.4	0.0
Mitsubishi	68	69	1.5%	235	231	-1.7%	876	788	-10.0%	0.5	0.4	0.0
Nissan	887	855	-3.6%	3,264	2,952	-9.6%	11,614	9,624	-17.1%	6.0	5.0	-1.0
Porsche	82	96	17.1%	220	225	2.3%	790	781	-1.1%	0.4	0.4	0.0
Ram	632	834	32.0%	2,044	2,437	19.2%	7,266	7,718	6.2%	3.8	4.0	0.2
smart	3	0	-100.0%	9	0	-100.0%	47	17	-63.8%	0.0	0.0	0.0
Subaru	2,089	2,265	8.4%	6,211	6,466	4.1%	22,967	22,097	-3.8%	11.9	11.5	-0.4
Tesla	118	690	484.7%	371	1,683	353.6%	919	2,656	189.0%	0.5	1.4	0.9
Toyota/Scion	2,720	2,892	6.3%	9,064	9,337	3.0%	29,636	29,702	0.2%	15.4	15.4	0.0
Volkswagen	490	514	4.9%	1,603	1,594	-0.6%	5,914	5,804	-1.9%	3.1	3.0	-0.1
Volvo	131	141	7.6%	371	451	21.6%	1,036	1,464	41.3%	0.5	0.8	0.2
Other	21	49	133.3%	68	126	85.3%	184	336	82.6%	0.1	0.2	0.1

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

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



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



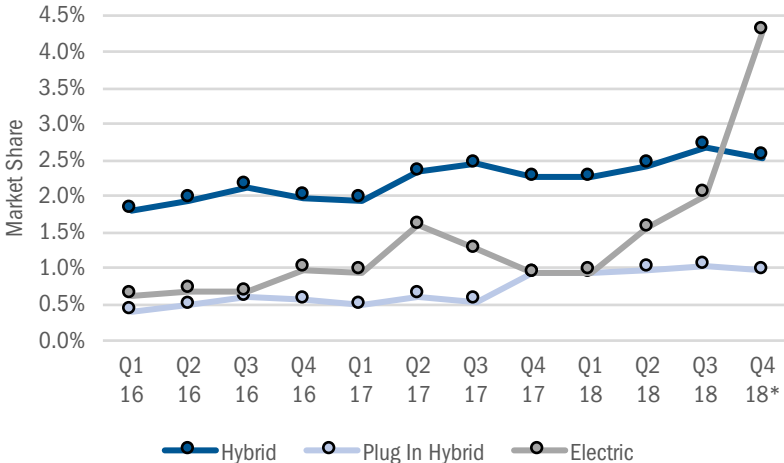
Registrations increased by more than 6% for Tesla, Volvo, Land Rover, Audi, Ram, Honda, and Jeep.



Subaru, Toyota, and Jeep market shares were much higher in Colorado than in the Nation.

HYBRID AND ELECTRIC VEHICLES

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

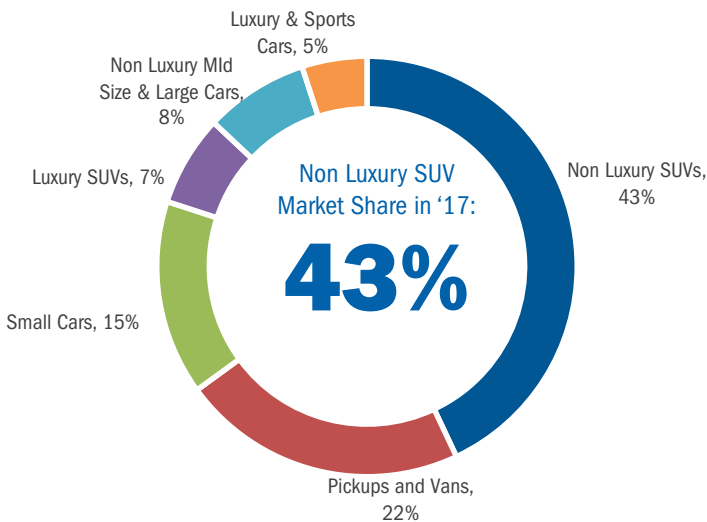


The graph above shows hybrid powertrain and electric vehicle quarterly market share in the state. *Fourth Quarter 2018 includes October and November. Source: IHS.

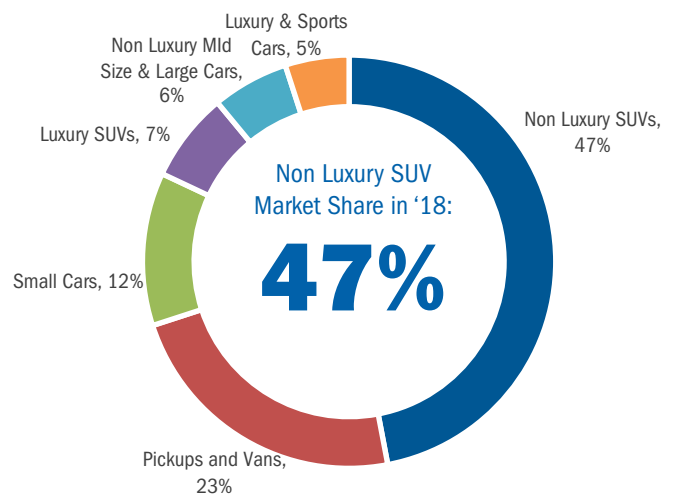
New Retail Hybrid, Plug In Hybrid, and Electric Vehicle Registrations Top 20 Selling Models in Colorado - YTD '18 thru November			
Rank	Model	Type	Regs.
1	Tesla Model 3	Electric	1894
2	Toyota RAV4	Hybrid	1263
3	Nissan Leaf	Electric	814
4	Toyota Prius	Hybrid	557
5	Lexus RX	Hybrid	511
6	Toyota Highlander	Hybrid	450
7	Tesla Model X	Electric	426
8	Tesla Model S	Electric	411
9	Toyota Camry	Hybrid	314
10	Chevrolet Bolt	Electric	299
11	Toyota Prius	Plug In Hybrid	272
12	Kia Niro	Hybrid	254
13	Hyundai Ioniq	Hybrid	213
14	Chevrolet Volt	Plug In Hybrid	196
15	BMW X5	Plug In Hybrid	192
16	Honda Clarity	Plug In Hybrid	189
17	Chrysler Pacifica	Plug In Hybrid	154
18	Lexus NX	Hybrid	152
19	MINI Countryman	Plug In Hybrid	147
20	Honda Accord	Hybrid	137

VEHICLE SEGMENTS

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



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



Source: AutoCount data from Experian, and IHS.

The two graphs above show market shares for primary segments during the first 11 months of 2017 and 2018.