

Colorado Auto Outlook™

Comprehensive information on the Colorado new vehicle market

Sponsored by:



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

Colorado
-0.9%

U.S.
-0.8%

Colorado and U.S. New Retail Light Vehicle Registrations

	Colorado	U.S.
YTD '17 thru Oct.	175,777	11,752,706
YTD '18 thru Oct.	174,137	11,657,894
% change	-0.9%	-0.8%
Aug. '17 thru Oct. '17	56,840	3,633,250
Aug. '18 thru Oct. '18	56,834	3,588,538
% change	0.0%	-1.2%

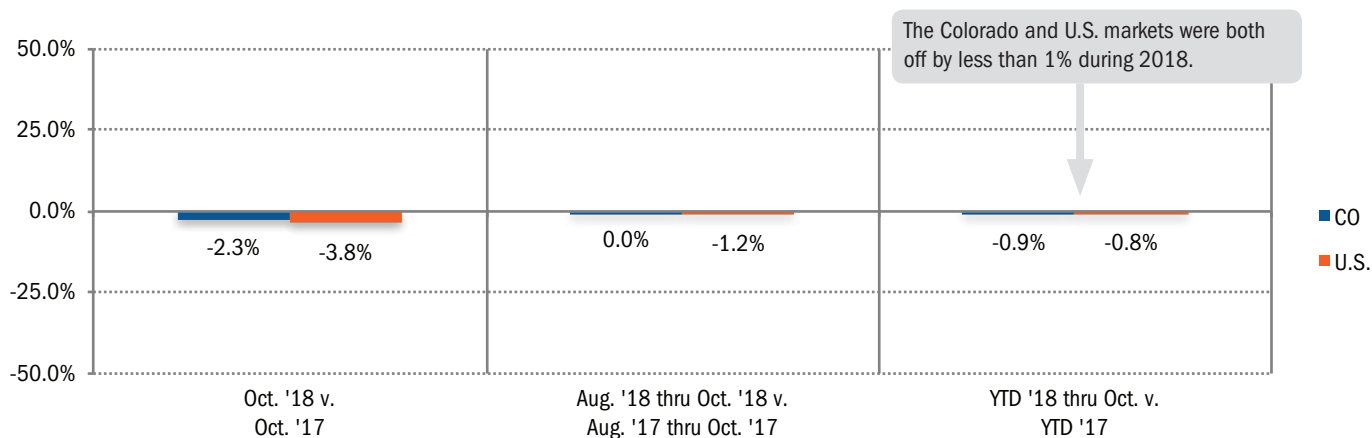
QUICK FACTS

State new vehicle market slipped 0.9% during the first ten months of this year versus a year earlier. U.S. market was off 0.8%.

October '18 registrations in the state were down 2.3% vs. year earlier.

Light truck registrations increased 4.8% so far this year, while passenger cars were off 15.1%.

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 this year. August thru October 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
4.8%**

PASSENGER CARS

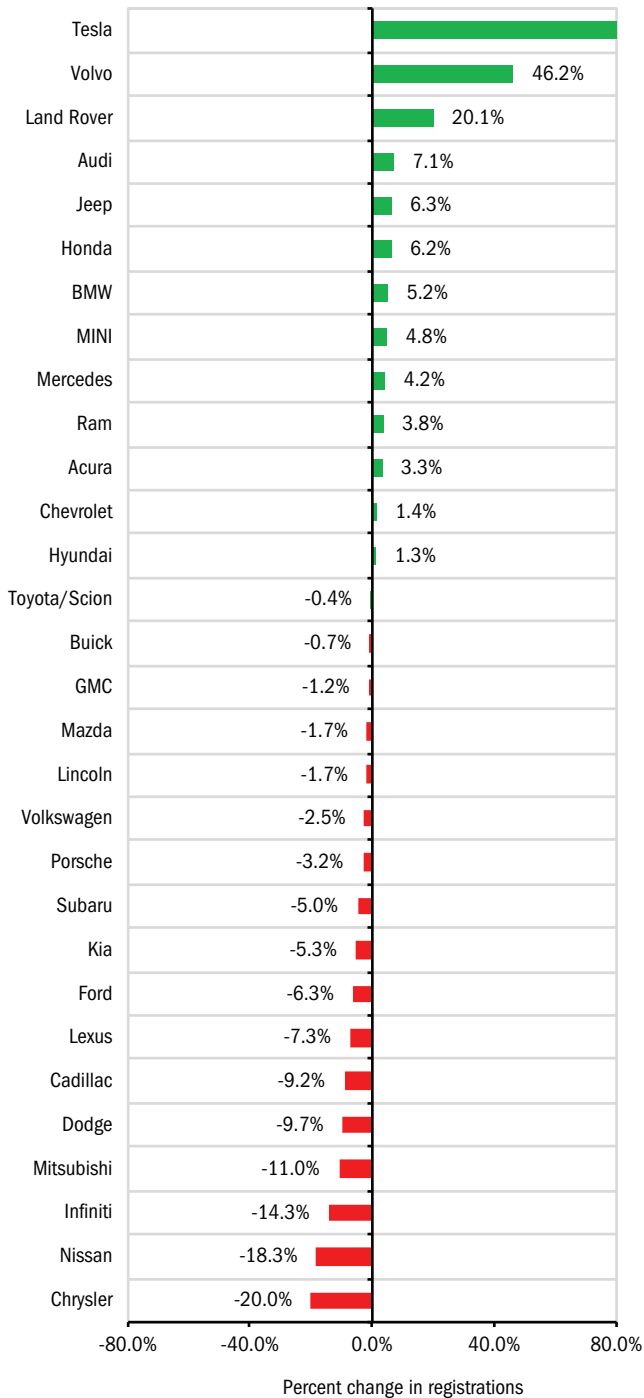


**DOWN
15.1%**

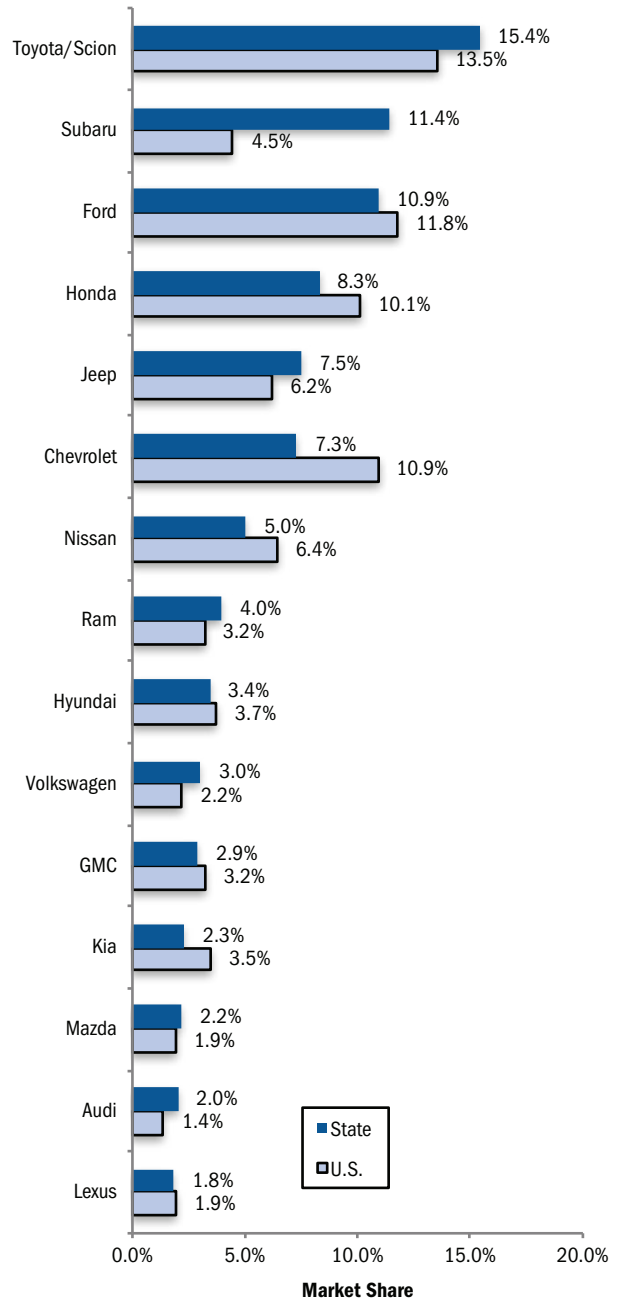
Colorado New Retail Car and Light Truck Registrations												
	October			Three Month Period Aug. '18 thru Oct. '18			Year to date thru Oct.			Year-to-date Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2017	2018	% chg.	Yr. Ago	Current	% chg.	2017	2018	% chg.	2017	2018	Chg.
MARKET SUMMARY												
TOTAL	16,786	16,403	-2.3%	56,840	56,834	0.0%	175,777	174,137	-0.9%			
Cars	4,486	3,619	-19.3%	16,045	12,449	-22.4%	50,398	42,773	-15.1%	28.7	24.6	-4.1
Light Trucks	12,300	12,784	3.9%	40,795	44,385	8.8%	125,379	131,364	4.8%	71.3	75.4	4.1
Domestic	6,157	6,444	4.7%	20,502	21,066	2.8%	64,441	64,934	0.8%	36.7	37.3	0.6
European	1,693	1,564	-7.6%	5,733	5,681	-0.9%	18,321	19,137	4.5%	10.4	11.0	0.6
Japanese	7,915	7,404	-6.5%	27,184	26,574	-2.2%	82,872	80,074	-3.4%	47.1	46.0	-1.2
Korean	1,021	991	-2.9%	3,421	3,513	2.7%	10,143	9,992	-1.5%	5.8	5.7	0.0
BRAND REGISTRATIONS												
Acura	150	164	9.3%	491	554	12.8%	1,425	1,472	3.3%	0.8	0.8	0.0
Audi	316	274	-13.3%	1,053	1,044	-0.9%	3,275	3,507	7.1%	1.9	2.0	0.2
BMW	235	220	-6.4%	819	789	-3.7%	2,719	2,860	5.2%	1.5	1.6	0.1
Buick	129	107	-17.1%	408	386	-5.4%	1,380	1,371	-0.7%	0.8	0.8	0.0
Cadillac	98	102	4.1%	303	287	-5.3%	930	844	-9.2%	0.5	0.5	0.0
Chevrolet	1,197	1,086	-9.3%	4,004	3,653	-8.8%	12,498	12,678	1.4%	7.1	7.3	0.2
Chrysler	69	43	-37.7%	232	190	-18.1%	880	704	-20.0%	0.5	0.4	-0.1
Dodge	193	183	-5.2%	704	700	-0.6%	2,818	2,545	-9.7%	1.6	1.5	-0.1
Fiat	15	11	-26.7%	64	46	-28.1%	201	169	-15.9%	0.1	0.1	0.0
Ford	2,025	1,875	-7.4%	6,549	6,178	-5.7%	20,311	19,027	-6.3%	11.6	10.9	-0.6
GMC	434	484	11.5%	1,526	1,588	4.1%	5,119	5,056	-1.2%	2.9	2.9	0.0
Honda	1,315	1,167	-11.3%	4,587	4,587	0.0%	13,556	14,403	6.2%	7.7	8.3	0.6
Hyundai	612	635	3.8%	2,024	2,228	10.1%	5,884	5,960	1.3%	3.3	3.4	0.1
Infiniti	92	91	-1.1%	318	323	1.6%	1,223	1,048	-14.3%	0.7	0.6	-0.1
Jaguar	32	30	-6.3%	116	86	-25.9%	409	268	-34.5%	0.2	0.2	-0.1
Jeep	1,186	1,199	1.1%	4,160	4,302	3.4%	12,245	13,017	6.3%	7.0	7.5	0.5
Kia	409	356	-13.0%	1,397	1,285	-8.0%	4,259	4,032	-5.3%	2.4	2.3	-0.1
Land Rover	78	83	6.4%	254	284	11.8%	792	951	20.1%	0.5	0.5	0.1
Lexus	347	304	-12.4%	1,123	1,092	-2.8%	3,453	3,201	-7.3%	2.0	1.8	-0.1
Lincoln	71	78	9.9%	261	256	-1.9%	822	808	-1.7%	0.5	0.5	0.0
Maserati	10	11	10.0%	39	33	-15.4%	124	99	-20.2%	0.1	0.1	0.0
Mazda	355	296	-16.6%	1,270	1,173	-7.6%	3,886	3,820	-1.7%	2.2	2.2	0.0
Mercedes	278	280	0.7%	923	925	0.2%	2,920	3,044	4.2%	1.7	1.7	0.1
MINI	41	34	-17.1%	186	169	-9.1%	640	671	4.8%	0.4	0.4	0.0
Mitsubishi	68	58	-14.7%	241	256	6.2%	808	719	-11.0%	0.5	0.4	0.0
Nissan	1,071	829	-22.6%	3,504	3,064	-12.6%	10,727	8,769	-18.3%	6.1	5.0	-1.1
Porsche	45	51	13.3%	208	199	-4.3%	708	685	-3.2%	0.4	0.4	0.0
Ram	654	720	10.1%	2,045	2,324	13.6%	6,634	6,884	3.8%	3.8	4.0	0.2
smart	1	0	-100.0%	9	0	-100.0%	44	17	-61.4%	0.0	0.0	0.0
Subaru	1,829	1,847	1.0%	6,280	6,247	-0.5%	20,878	19,832	-5.0%	11.9	11.4	-0.5
Tesla	101	552	446.5%	308	1,169	279.5%	801	1,966	145.4%	0.5	1.1	0.7
Toyota/Scion	2,688	2,648	-1.5%	9,370	9,278	-1.0%	26,916	26,810	-0.4%	15.3	15.4	0.1
Volkswagen	511	431	-15.7%	1,667	1,596	-4.3%	5,424	5,290	-2.5%	3.1	3.0	0.0
Volvo	113	124	9.7%	324	443	36.7%	905	1,323	46.2%	0.5	0.8	0.2
Other	18	30	66.7%	73	100	37.0%	163	287	76.1%	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 October vs. YTD 2017
(Top 30 selling brands)**



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



Registrations increased by more than 5% for Tesla, Volvo, Land Rover, Audi, Jeep, and Honda

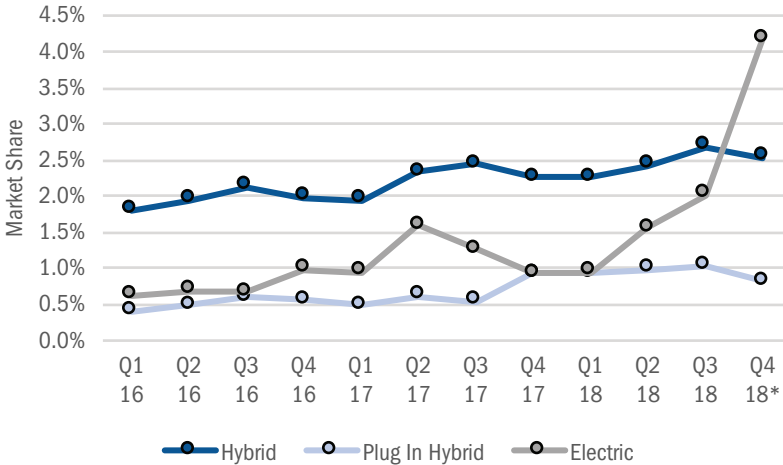


Toyota, Subaru, Ford, Honda, and Jeep were market share leaders in Colorado

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

HYBRID AND ELECTRIC VEHICLES

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



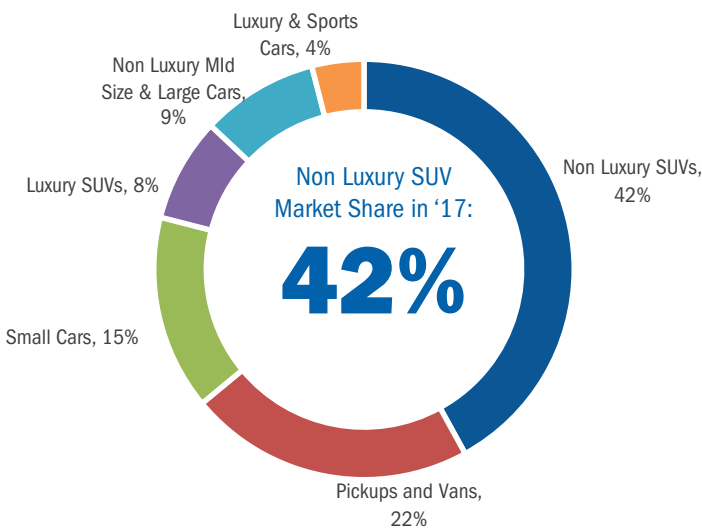
**New Retail Hybrid, Plug In Hybrid, and Electric Vehicle Registrations
Top 20 Selling Models in Colorado - YTD '18 thru October**

Rank	Model	Type	Regs.
1	Tesla Model 3	Electric	1269
2	Toyota RAV4	Hybrid	1116
3	Nissan Leaf	Electric	726
4	Toyota Prius	Hybrid	514
5	Lexus RX	Hybrid	450
6	Toyota Highlander	Hybrid	408
7	Tesla Model X	Electric	397
8	Tesla Model S	Electric	375
9	Toyota Camry	Hybrid	289
10	Chevrolet Bolt	Electric	265
11	Toyota Prius	Plug In Hybrid	251
12	Kia Niro	Hybrid	228
13	Hyundai Ioniq	Hybrid	191
14	BMW X5	Plug In Hybrid	183
15	Chevrolet Volt	Plug In Hybrid	163
16	Honda Clarity	Plug In Hybrid	163
17	Lexus NX	Hybrid	137
18	Chrysler Pacifica	Plug In Hybrid	137
19	MINI Countryman	Plug In Hybrid	131
20	Honda Accord	Hybrid	121

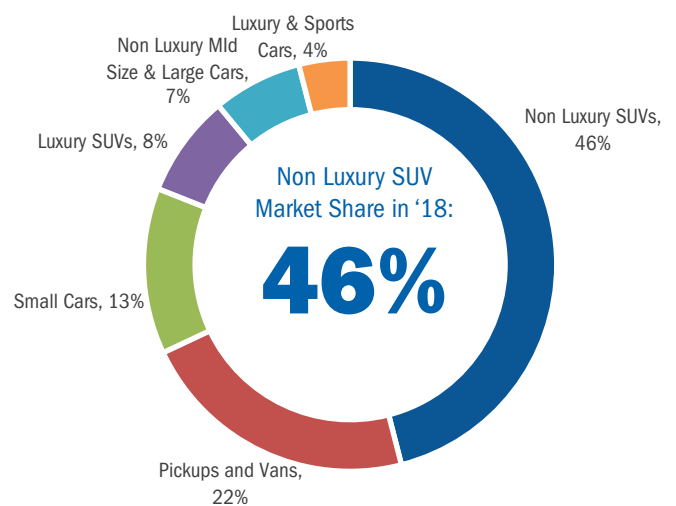
The graph above shows hybrid powertrain and electric vehicle quarterly market share in the state. *Fourth Quarter 2018 includes October only. Source: IHS.

VEHICLE SEGMENTS

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



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



Source: AutoCount data from Experian, and IHS.

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