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# Colorado Auto Outlook™



Comprehensive information on the Colorado new vehicle market



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

**Colorado**

**-0.8%**

**U.S.**

**-0.7%**

## Colorado and U.S. New Retail Light Vehicle Registrations

	Colorado	U.S.
YTD '17 thru Sept.	158,991	10,584,696
YTD '18 thru Sept.	157,734	10,505,434
<b>% change</b>	<b>-0.8%</b>	<b>-0.7%</b>
July '17 thru Sept. '17	58,740	3,737,769
July '18 thru Sept. '18	60,743	3,686,134
<b>% change</b>	<b>3.4%</b>	<b>-1.4%</b>

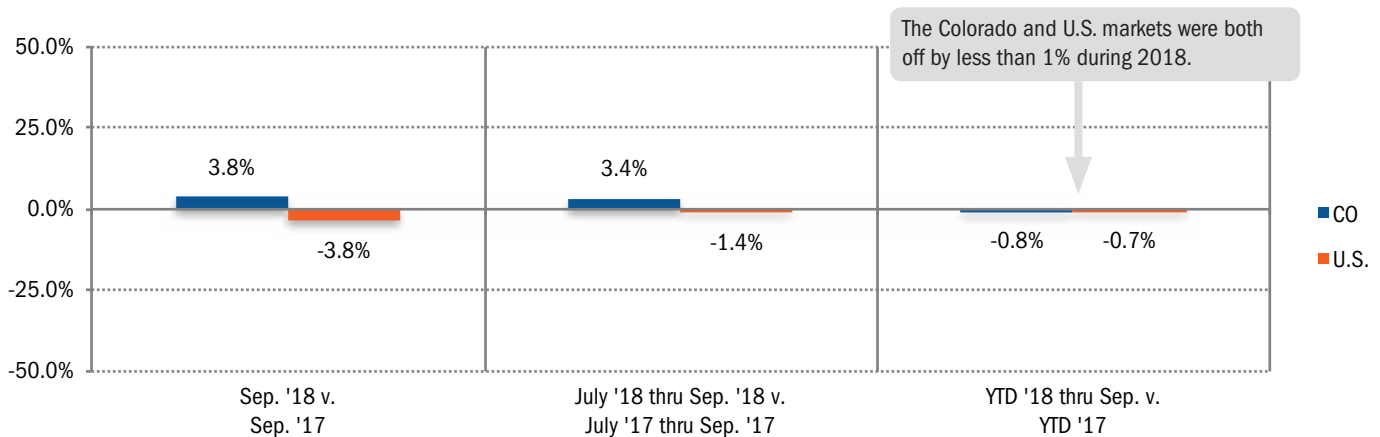
## QUICK FACTS

State new vehicle market slipped 0.8% during the first nine months of this year versus a year earlier. U.S. market was off 0.7%.

September '18 registrations in the state were up 3.8% vs. year earlier.

Light truck registrations increased 4.9% so far this year, while passenger cars were off 14.7%.

## 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 and September 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  
4.9%**

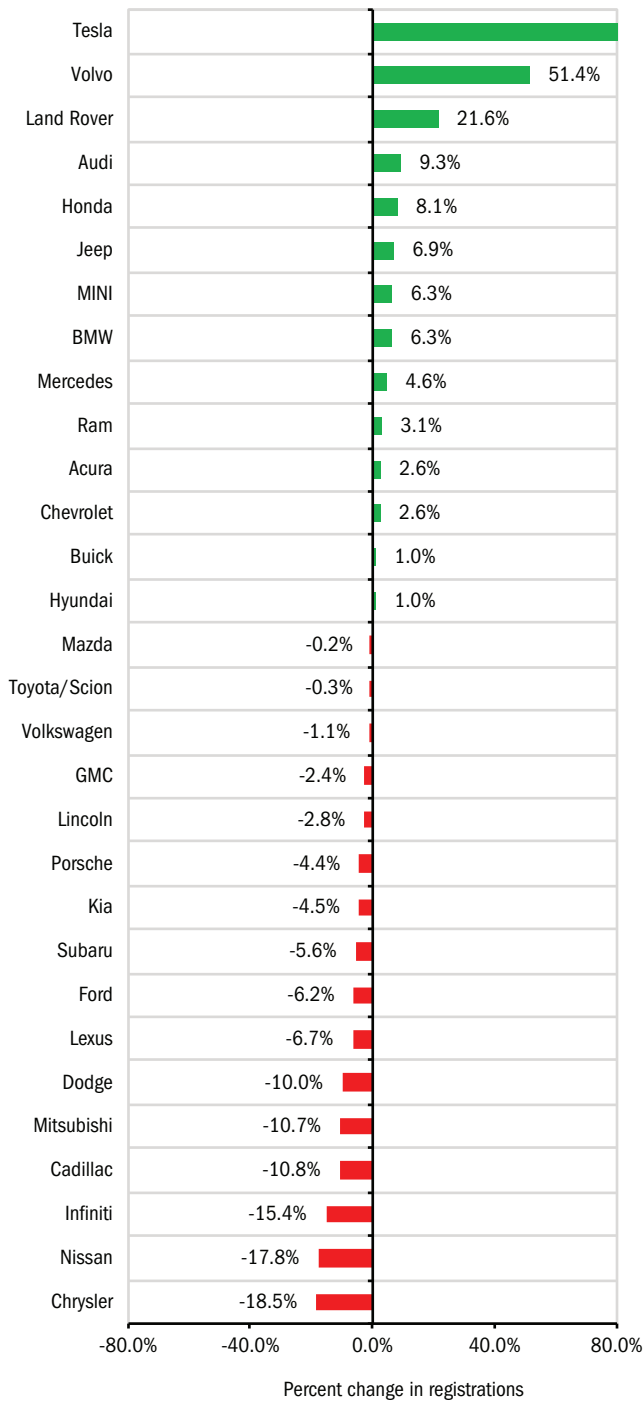
**PASSENGER CARS**



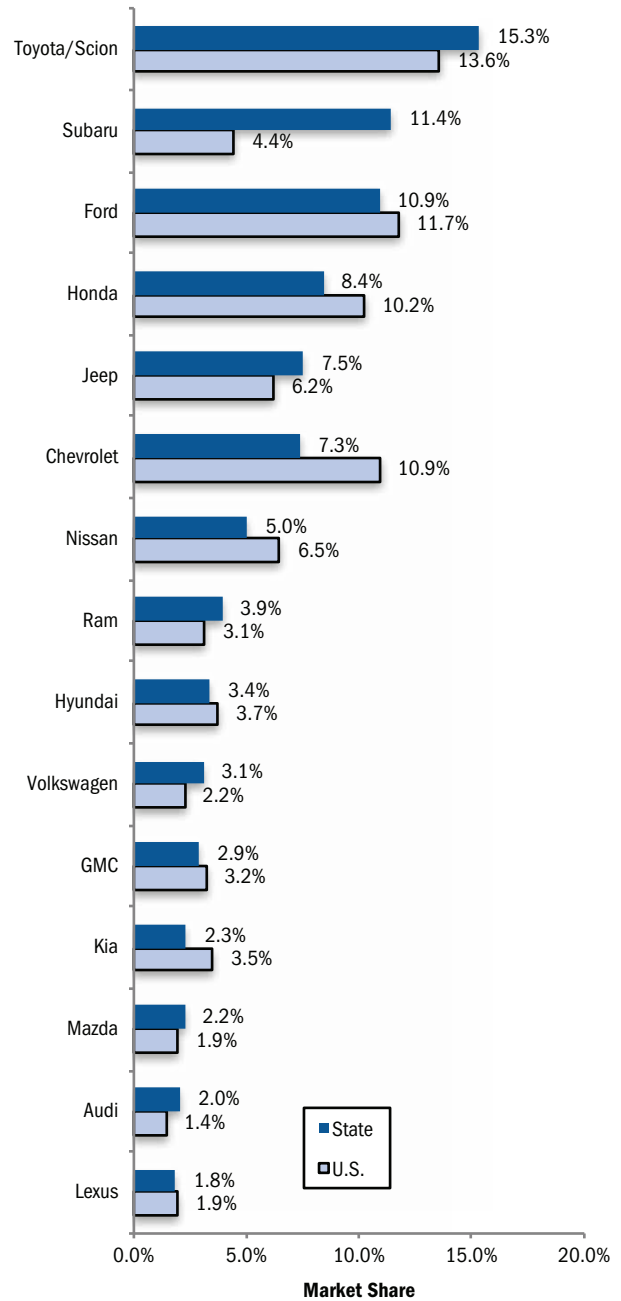
**DOWN  
14.7%**

Colorado New Retail Car and Light Truck Registrations												
	September			Three Month Period July '18 thru Sep. '18			Year to date thru Sep.			Year-to-date Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2017	2018	% chg.	Yr. Ago	Current	% chg.	2017	2018	% chg.	2017	2018	Chg.
<b>MARKET SUMMARY</b>												
TOTAL	21,584	22,404	3.8%	58,740	60,743	3.4%	158,991	157,734	-0.8%			
Cars	6,151	4,903	-20.3%	17,154	14,432	-15.9%	45,912	39,154	-14.7%	28.9	24.8	-4.1
Light Trucks	15,433	17,501	13.4%	41,586	46,311	11.4%	113,079	118,580	4.9%	71.1	75.2	4.1
Domestic	7,726	8,109	5.0%	21,259	22,276	4.8%	58,284	58,490	0.4%	36.7	37.1	0.4
European	2,170	2,231	2.8%	5,958	6,404	7.5%	16,628	17,573	5.7%	10.5	11.1	0.7
Japanese	10,421	10,658	2.3%	27,992	28,355	1.3%	74,957	72,670	-3.1%	47.1	46.1	-1.1
Korean	1,267	1,406	11.0%	3,531	3,708	5.0%	9,122	9,001	-1.3%	5.7	5.7	0.0
<b>BRAND REGISTRATIONS</b>												
Acura	201	253	25.9%	504	545	8.1%	1,275	1,308	2.6%	0.8	0.8	0.0
Audi	411	409	-0.5%	1,029	1,170	13.7%	2,959	3,233	9.3%	1.9	2.0	0.2
BMW	310	295	-4.8%	837	867	3.6%	2,484	2,640	6.3%	1.6	1.7	0.1
Buick	153	160	4.6%	414	426	2.9%	1,251	1,264	1.0%	0.8	0.8	0.0
Cadillac	109	104	-4.6%	289	267	-7.6%	832	742	-10.8%	0.5	0.5	-0.1
Chevrolet	1,473	1,369	-7.1%	4,166	4,025	-3.4%	11,301	11,592	2.6%	7.1	7.3	0.2
Chrysler	81	76	-6.2%	244	224	-8.2%	811	661	-18.5%	0.5	0.4	-0.1
Dodge	257	240	-6.6%	851	920	8.1%	2,625	2,362	-10.0%	1.7	1.5	-0.2
Fiat	32	12	-62.5%	71	61	-14.1%	186	158	-15.1%	0.1	0.1	0.0
Ford	2,430	2,380	-2.1%	6,813	6,579	-3.4%	18,286	17,152	-6.2%	11.5	10.9	-0.6
GMC	614	618	0.7%	1,585	1,678	5.9%	4,685	4,572	-2.4%	2.9	2.9	0.0
Honda	1,820	1,866	2.5%	4,729	5,169	9.3%	12,241	13,236	8.1%	7.7	8.4	0.7
Hyundai	762	887	16.4%	2,066	2,324	12.5%	5,272	5,325	1.0%	3.3	3.4	0.1
Infiniti	131	125	-4.6%	350	350	0.0%	1,131	957	-15.4%	0.7	0.6	-0.1
Jaguar	40	34	-15.0%	122	82	-32.8%	377	238	-36.9%	0.2	0.2	-0.1
Jeep	1,599	1,711	7.0%	4,230	4,709	11.3%	11,059	11,818	6.9%	7.0	7.5	0.5
Kia	505	519	2.8%	1,465	1,384	-5.5%	3,850	3,676	-4.5%	2.4	2.3	-0.1
Land Rover	102	116	13.7%	264	294	11.4%	714	868	21.6%	0.4	0.6	0.1
Lexus	417	399	-4.3%	1,116	1,140	2.2%	3,106	2,897	-6.7%	2.0	1.8	-0.1
Lincoln	99	113	14.1%	266	284	6.8%	751	730	-2.8%	0.5	0.5	0.0
Maserati	20	17	-15.0%	39	36	-7.7%	114	88	-22.8%	0.1	0.1	0.0
Mazda	498	492	-1.2%	1,406	1,341	-4.6%	3,531	3,524	-0.2%	2.2	2.2	0.0
Mercedes	330	338	2.4%	983	1,042	6.0%	2,642	2,764	4.6%	1.7	1.8	0.1
MINI	70	64	-8.6%	224	225	0.4%	599	637	6.3%	0.4	0.4	0.0
Mitsubishi	99	104	5.1%	269	289	7.4%	740	661	-10.7%	0.5	0.4	0.0
Nissan	1,306	1,268	-2.9%	3,689	3,277	-11.2%	9,656	7,940	-17.8%	6.1	5.0	-1.0
Porsche	93	78	-16.1%	257	225	-12.5%	663	634	-4.4%	0.4	0.4	0.0
Ram	758	883	16.5%	2,123	2,373	11.8%	5,980	6,164	3.1%	3.8	3.9	0.1
smart	5	0	-100.0%	10	4	-60.0%	43	17	-60.5%	0.0	0.0	0.0
Subaru	2,293	2,354	2.7%	6,446	6,623	2.7%	19,049	17,985	-5.6%	12.0	11.4	-0.6
Tesla	152	441	190.1%	275	773	181.1%	700	1,414	102.0%	0.4	0.9	0.5
Toyota/Scion	3,656	3,797	3.9%	9,483	9,621	1.5%	24,228	24,162	-0.3%	15.2	15.3	0.1
Volkswagen	602	649	7.8%	1,747	1,829	4.7%	4,913	4,859	-1.1%	3.1	3.1	0.0
Volvo	127	186	46.5%	292	473	62.0%	792	1,199	51.4%	0.5	0.8	0.3

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



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



**Registrations increased by more than 8% for Tesla, Volvo, Land Rover, Audi, and Honda**

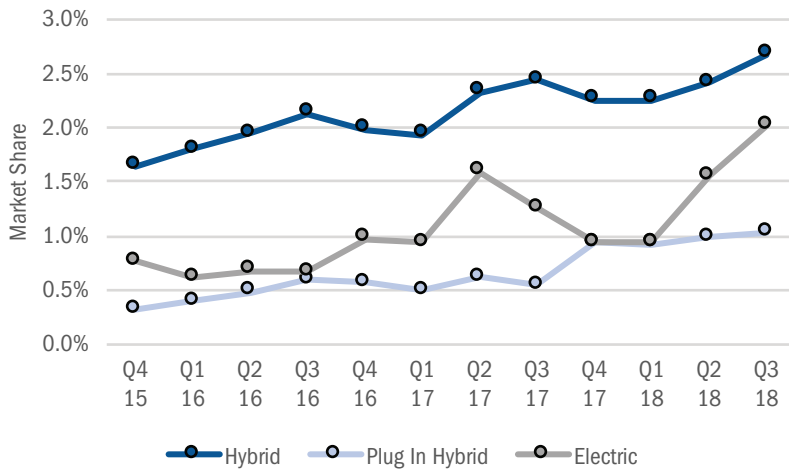


**Toyota, Subaru, Ford, Honda, and Jeep were market share leaders in Colorado**

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)**



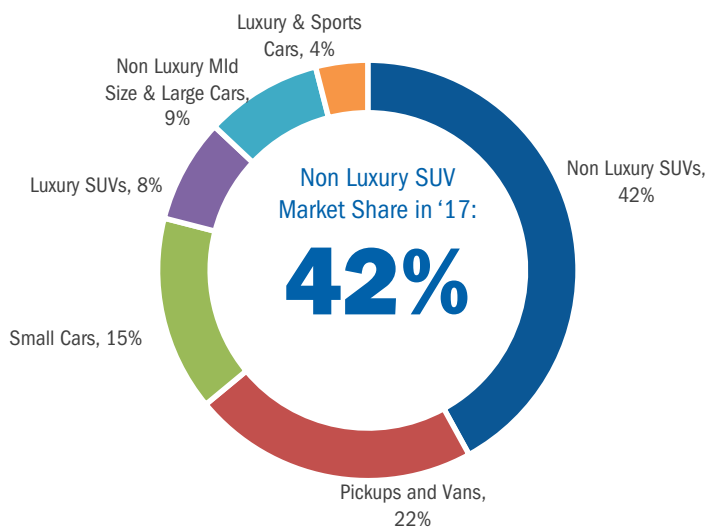
The graph above shows hybrid powertrain and electric vehicle quarterly market share in the state. Source: IHS.

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

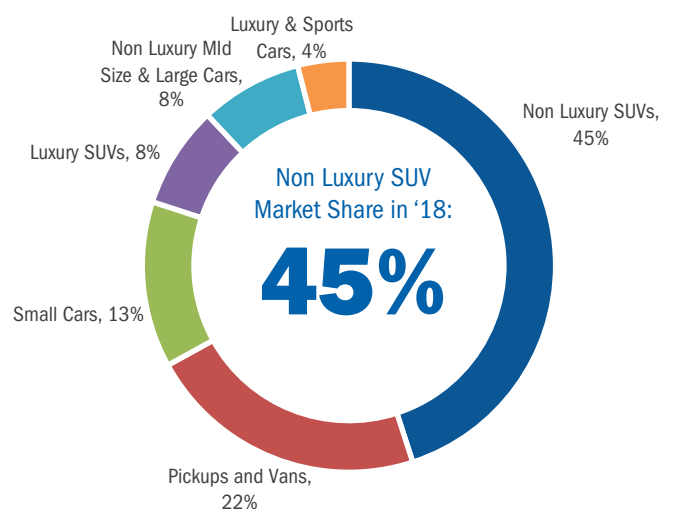
Rank	Model	Type	Regs.
1	Toyota RAV4	Hybrid	1017
2	Tesla Model 3	Electric	798
3	Nissan Leaf	Electric	626
4	Toyota Prius	Hybrid	471
5	Lexus RX	Hybrid	399
6	Toyota Highlander	Hybrid	372
7	Tesla Model X	Electric	357
8	Tesla Model S	Electric	334
9	Toyota Camry	Hybrid	261
10	Toyota Prius	Plug In Hybrid	238
11	Chevrolet Bolt	Electric	235
12	Kia Niro	Hybrid	217
13	Hyundai Ioniq	Hybrid	181
14	BMW X5	Plug In Hybrid	175
15	Honda Clarity	Plug In Hybrid	148
16	Chevrolet Volt	Plug In Hybrid	144
17	Chrysler Pacifica	Plug In Hybrid	122
18	MINI Countryman	Plug In Hybrid	121
19	Lexus NX	Hybrid	115
20	Honda Accord	Hybrid	101

**VEHICLE SEGMENTS**

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



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



Source: AutoCount data from Experian, and IHS.

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