

# Colorado Auto Outlook™

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Comprehensive information on the Colorado automotive market

Colorado Automobile Dealers Association

## Quick Facts

Colorado new vehicle registrations increased 9.1% in April '14 vs. 2013.

New registrations in the state during the first four months of this year increased 5.8% compared to a year earlier.

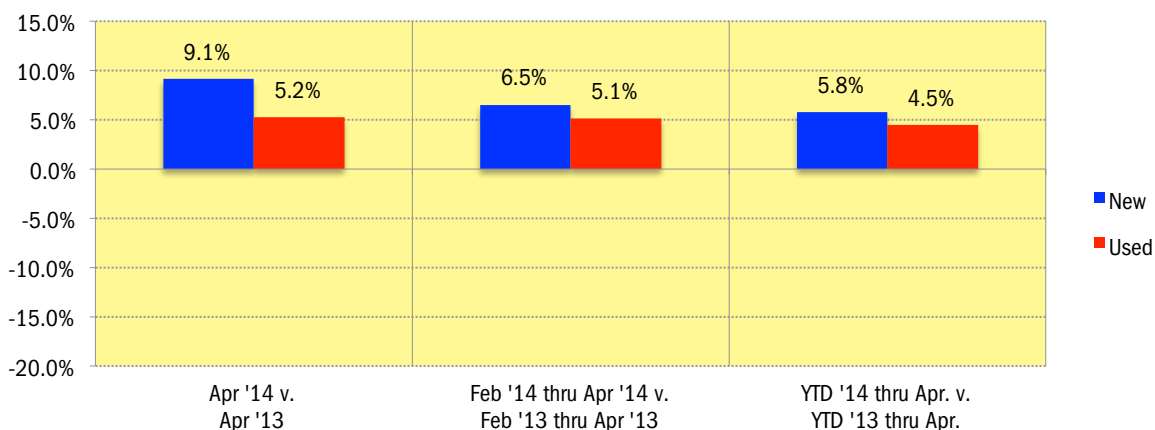
Used vehicle market was up 5.2% in April 2014 (vehicles seven years old or newer), and improved 4.5%, year-to-date.

Three year old vehicle market share increased three share points.

Jeep, Lexus, Acura, Ram, Mazda, and Subaru new vehicle registrations each increased more than 20% so far this year.

Data measures new vehicle registrations in the state. Monthly recording of registrations occurs when the data is processed by the DMV.

**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 '13 thru Apr '13	Feb '14 thru Apr '14	Percent Change	Feb '13 thru Apr '13	Feb '14 thru Apr '14	Percent Change
Total	42,887	45,682	6.5%	43,787	46,036	5.1%
Cars	17,526	17,442	-0.5%	19,929	20,697	3.9%
Light Trucks	25,361	28,240	11.4%	23,858	25,339	6.2%
Detroit Three Brands	16,431	17,576	7.0%	21,251	21,762	2.4%
European Brands	4,716	4,554	-3.4%	4,598	4,810	4.6%
Japanese Brands	18,921	20,737	9.6%	15,359	16,346	6.4%
Korean Brands	2,819	2,815	-0.1%	2,579	3,118	20.9%
	YTD thru April					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2013	YTD 2014	Percent Change	YTD 2013	YTD 2014	Percent Change
Total	54,251	57,384	5.8%	53,661	56,055	4.5%
Cars	21,974	21,691	-1.3%	24,323	24,958	2.6%
Light Trucks	32,277	35,693	10.6%	29,338	31,097	6.0%
Detroit Three Brands	20,713	22,156	7.0%	25,911	26,391	1.9%
European Brands	6,082	5,872	-3.5%	5,654	5,840	3.3%
Japanese Brands	23,930	25,871	8.1%	18,943	20,067	5.9%
Korean Brands	3,526	3,485	-1.2%	3,153	3,757	19.2%

## Data Information

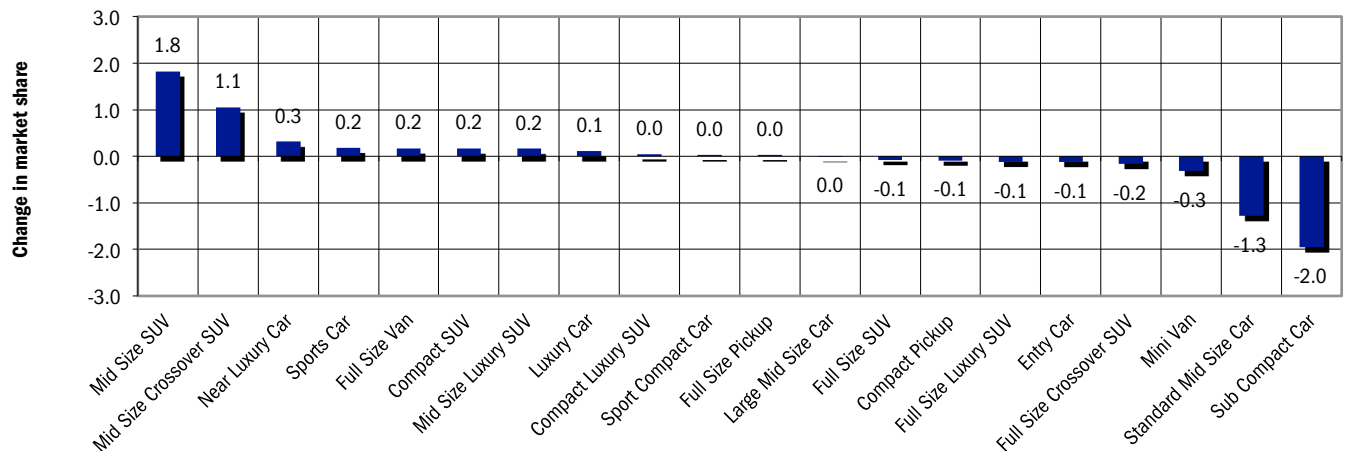
All data represents new and used vehicle retail registrations in Colorado and excludes fleet and wholesale transactions. Used vehicle data only includes vehicles seven years old or newer and excludes private party transactions. Please keep in mind that monthly registration figures can occasionally be 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 Automotive.

**New Vehicle Market Brand Registrations**

Colorado New Retail Car and Light Truck Registrations												
	April			Three Month Period Feb '14 thru Apr '14			YTD thru April			YTD Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2013	2014	% chg.	Yr. Ago	Current	% chg.	2013	2014	% chg.	2013	2014	Chg.
TOTAL	12,867	14,042	9.1%	42,887	45,682	6.5%	54,251	57,384	5.8%			
Acura	140	189	35.0%	484	603	24.6%	625	762	21.9%	1.2	1.3	0.2
Audi	198	217	9.6%	687	759	10.5%	840	969	15.4%	1.5	1.7	0.1
BMW	251	266	6.0%	956	926	-3.1%	1,255	1,225	-2.4%	2.3	2.1	-0.2
Buick	126	109	-13.5%	383	372	-2.9%	478	468	-2.1%	0.9	0.8	-0.1
Cadillac	98	111	13.3%	357	344	-3.6%	447	438	-2.0%	0.8	0.8	-0.1
Chevrolet	995	1,140	14.6%	3,113	3,427	10.1%	3,925	4,320	10.1%	7.2	7.5	0.3
Chrysler	94	106	12.8%	315	302	-4.1%	391	358	-8.4%	0.7	0.6	-0.1
Dodge	423	415	-1.9%	1,287	1,209	-6.1%	1,574	1,474	-6.4%	2.9	2.6	-0.3
Fiat	37	25	-32.4%	130	85	-34.6%	150	102	-32.0%	0.3	0.2	-0.1
Ford	1,664	1,672	0.5%	5,669	5,339	-5.8%	7,125	6,837	-4.0%	13.1	11.9	-1.2
GMC	329	391	18.8%	1,158	1,311	13.2%	1,510	1,636	8.3%	2.8	2.9	0.1
Honda	1,109	930	-16.1%	3,584	3,349	-6.6%	4,565	4,222	-7.5%	8.4	7.4	-1.1
Hyundai	432	418	-3.2%	1,482	1,364	-8.0%	1,819	1,720	-5.4%	3.4	3.0	-0.4
Infiniti	79	66	-16.5%	272	308	13.2%	343	394	14.9%	0.6	0.7	0.1
Jaguar	2	10	400.0%	10	31	210.0%	11	38	245.5%	0.0	0.1	0.0
Jeep	724	925	27.8%	2,514	3,277	30.4%	3,167	4,094	29.3%	5.8	7.1	1.3
Kia	443	542	22.3%	1,337	1,451	8.5%	1,707	1,765	3.4%	3.1	3.1	-0.1
Land Rover	64	80	25.0%	247	239	-3.2%	305	292	-4.3%	0.6	0.5	-0.1
Lexus	222	306	37.8%	757	951	25.6%	987	1,252	26.8%	1.8	2.2	0.4
Lincoln	32	39	21.9%	154	148	-3.9%	201	180	-10.4%	0.4	0.3	-0.1
Mazda	249	255	2.4%	745	911	22.3%	921	1,117	21.3%	1.7	1.9	0.2
Mercedes	157	210	33.8%	584	686	17.5%	821	925	12.7%	1.5	1.6	0.1
MINI	55	50	-9.1%	228	177	-22.4%	292	237	-18.8%	0.5	0.4	-0.1
Mitsubishi	54	59	9.3%	161	189	17.4%	213	242	13.6%	0.4	0.4	0.0
Nissan	859	1,064	23.9%	2,723	3,139	15.3%	3,499	3,913	11.8%	6.4	6.8	0.4
Porsche	32	31	-3.1%	106	85	-19.8%	128	124	-3.1%	0.2	0.2	0.0
Ram	434	567	30.6%	1,481	1,810	22.2%	1,895	2,303	21.5%	3.5	4.0	0.5
smart	24	6	-75.0%	55	28	-49.1%	63	33	-47.6%	0.1	0.1	-0.1
Subaru	1,393	1,605	15.2%	4,453	5,477	23.0%	5,508	6,617	20.1%	10.2	11.5	1.4
Tesla	0	9		0	37		0	48		0.0	0.1	0.1
Toyota/Scion	1,609	1,733	7.7%	5,565	5,810	4.4%	7,045	7,352	4.4%	13.0	12.8	-0.2
Volkswagen	429	431	0.5%	1,477	1,306	-11.6%	1,914	1,644	-14.1%	3.5	2.9	-0.7
Volvo	63	49	-22.2%	219	198	-9.6%	281	244	-13.2%	0.5	0.4	-0.1
Other	47	16	-66.0%	194	34	-82.5%	246	39	-84.1%	0.5	0.1	-0.4

**Change in New Vehicle Segment Market Share - YTD 2014 thru April v. YTD 2013**

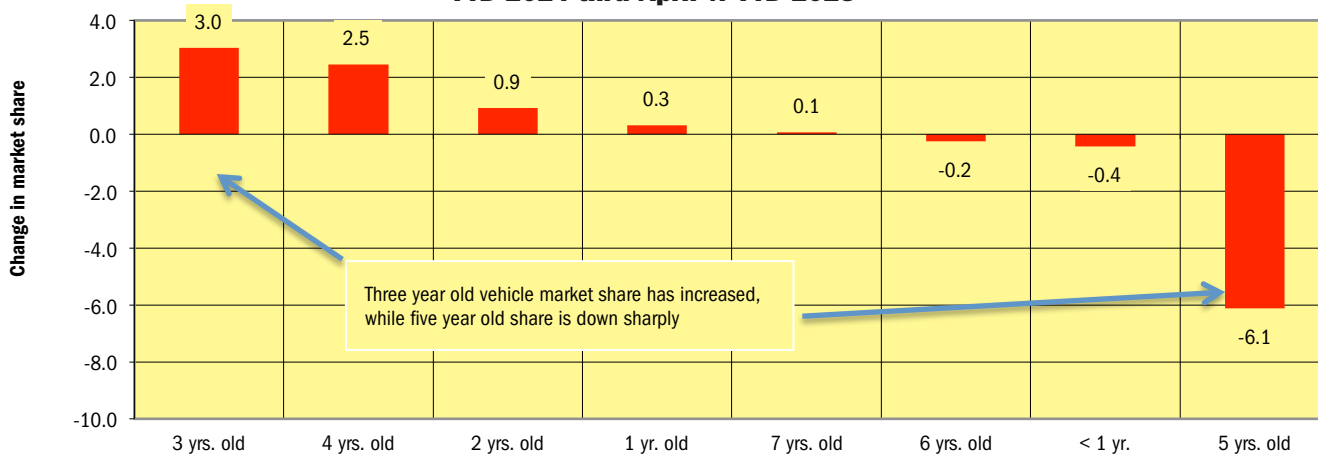


Data Source: AutoCount data from Experian Automotive.

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

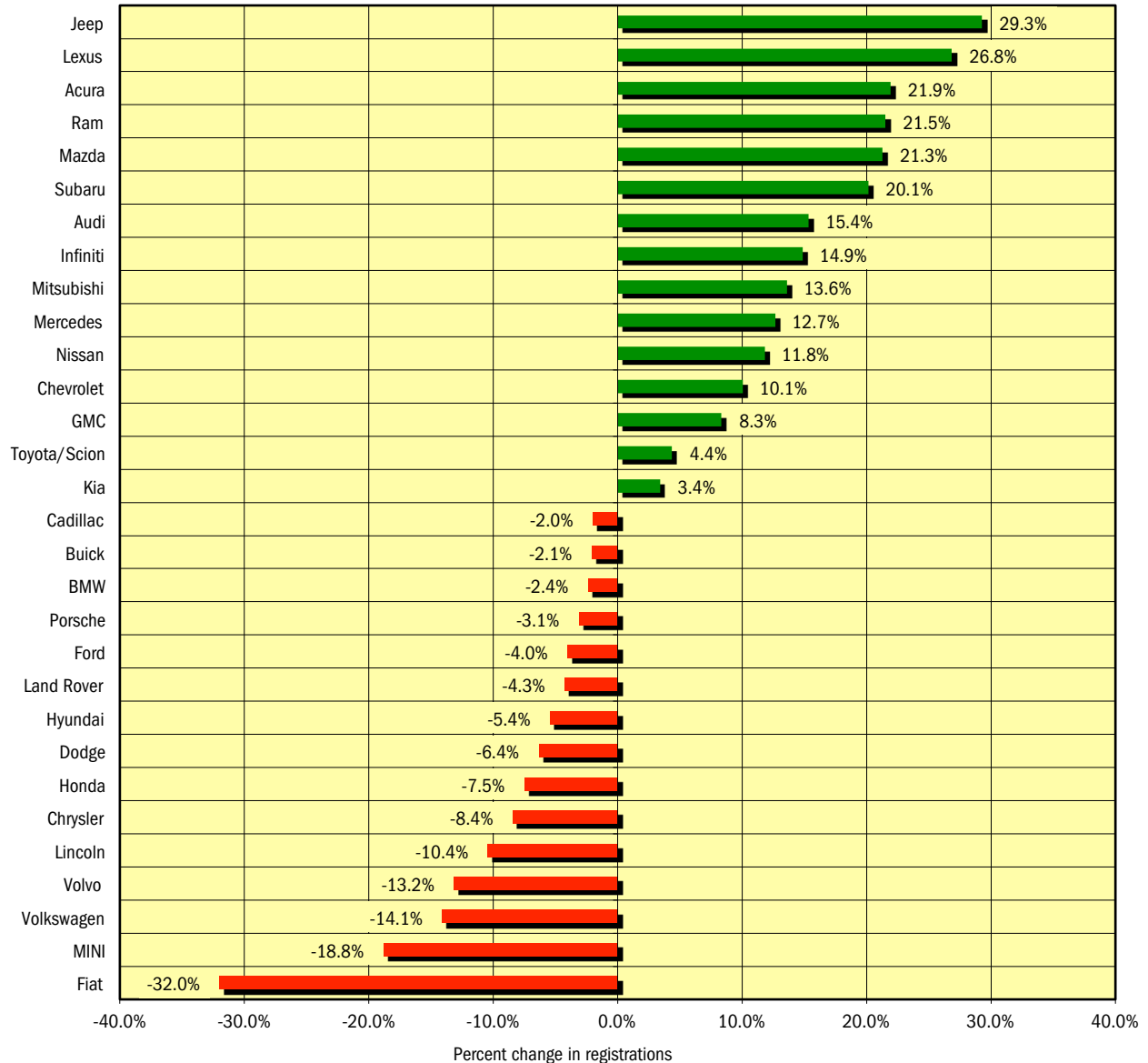
Colorado Used Retail Car and Light Truck Registrations												
	April			Three Month Period Feb '14 thru Apr '14			YTD thru April			YTD Market Share (%)		
	2013	2014	% chg.	Yr. Ago	Current	% chg.	2013	2014	% chg.	2013	2014	Chg.
TOTAL	13,473	14,179	5.2%	43,787	46,036	5.1%	53,661	56,055	4.5%			
Acura	144	188	30.6%	527	666	26.4%	687	809	17.8%	1.3	1.4	0.2
Audi	192	213	10.9%	659	758	15.0%	802	919	14.6%	1.5	1.6	0.1
BMW	279	353	26.5%	998	1,144	14.6%	1,227	1,389	13.2%	2.3	2.5	0.2
Buick	111	152	36.9%	377	430	14.1%	453	510	12.6%	0.8	0.9	0.1
Cadillac	169	197	16.6%	533	627	17.6%	649	759	16.9%	1.2	1.4	0.1
Chevrolet	1,661	1,709	2.9%	5,253	5,346	1.8%	6,412	6,487	1.2%	11.9	11.6	-0.4
Chrysler	345	305	-11.6%	1,054	960	-8.9%	1,259	1,150	-8.7%	2.3	2.1	-0.3
Dodge (incl. Ram)	1,063	1,190	11.9%	3,391	3,562	5.0%	4,114	4,348	5.7%	7.7	7.8	0.1
Ford	1,706	1,804	5.7%	5,415	5,844	7.9%	6,633	7,077	6.7%	12.4	12.6	0.3
GMC	340	426	25.3%	1,162	1,400	20.5%	1,472	1,699	15.4%	2.7	3.0	0.3
Honda	660	754	14.2%	2,303	2,567	11.5%	2,824	3,110	10.1%	5.3	5.5	0.3
Hummer	41	25	-39.0%	149	78	-47.7%	184	90	-51.1%	0.3	0.2	-0.2
Hyundai	418	518	23.9%	1,397	1,669	19.5%	1,716	1,996	16.3%	3.2	3.6	0.4
Infiniti	137	142	3.6%	420	477	13.6%	518	578	11.6%	1.0	1.0	0.1
Jaguar	6	8	33.3%	18	22	22.2%	22	26	18.2%	0.0	0.0	0.0
Jeep	784	743	-5.2%	2,591	2,456	-5.2%	3,133	2,985	-4.7%	5.8	5.3	-0.5
Kia	399	459	15.0%	1,182	1,449	22.6%	1,437	1,761	22.5%	2.7	3.1	0.5
Land Rover	100	66	-34.0%	280	238	-15.0%	334	292	-12.6%	0.6	0.5	-0.1
Lexus	261	250	-4.2%	861	836	-2.9%	1,052	1,042	-1.0%	2.0	1.9	-0.1
Lincoln	87	83	-4.6%	296	273	-7.8%	364	337	-7.4%	0.7	0.6	-0.1
Mazda	345	293	-15.1%	990	988	-0.2%	1,230	1,196	-2.8%	2.3	2.1	-0.2
Mercedes	188	229	21.8%	686	763	11.2%	847	957	13.0%	1.6	1.7	0.1
Mercury	46	43	-6.5%	141	130	-7.8%	171	159	-7.0%	0.3	0.3	0.0
MINI	78	64	-17.9%	227	229	0.9%	271	268	-1.1%	0.5	0.5	0.0
Mitsubishi	141	113	-19.9%	425	325	-23.5%	544	396	-27.2%	1.0	0.7	-0.3
Nissan	1,016	1,003	-1.3%	3,259	3,264	0.2%	3,969	3,987	0.5%	7.4	7.1	-0.3
Pontiac	163	104	-36.2%	535	342	-36.1%	652	418	-35.9%	1.2	0.7	-0.5
Porsche	40	25	-37.5%	122	99	-18.9%	156	121	-22.4%	0.3	0.2	-0.1
Saab	32	9	-71.9%	94	37	-60.6%	111	46	-58.6%	0.2	0.1	-0.1
Saturn	103	103	0.0%	354	314	-11.3%	415	372	-10.4%	0.8	0.7	-0.1
Subaru	478	647	35.4%	1,703	2,213	29.9%	2,137	2,714	27.0%	4.0	4.8	0.9
Suzuki	120	73	-39.2%	312	243	-22.1%	376	297	-21.0%	0.7	0.5	-0.2
Toyota/Scion	1,395	1,416	1.5%	4,550	4,761	4.6%	5,595	5,931	6.0%	10.4	10.6	0.2
Volkswagen	320	365	14.1%	1,150	1,143	-0.6%	1,419	1,369	-3.5%	2.6	2.4	-0.2
Volvo	83	87	4.8%	316	310	-1.9%	403	372	-7.7%	0.8	0.7	-0.1
Other	22	20	-9.1%	57	73	28.1%	73	88	20.5%	0.1	0.2	0.0

**Change in Used Vehicle Market Share by Age of Vehicle  
YTD 2014 thru April v. YTD 2013**



Data Source: AutoCount data from Experian Automotive.

**New Vehicle Market Percent Change in Brand Registrations  
YTD 2014 thru April v. YTD 2013  
(Top 30 selling brands)**



Data Source: AutoCount data from Experian Automotive.

**Colorado Auto Outlook**

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-BY MARKET AREA?**

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