

Colorado Auto Outlook™

Sponsored by:



Comprehensive information on the Colorado automotive market

Colorado Automobile Dealers Association

Quick Facts

According to registration data compiled by Experian Automotive, new retail car and light truck registrations in the state increased 3.5% in April 2015 versus a year earlier.

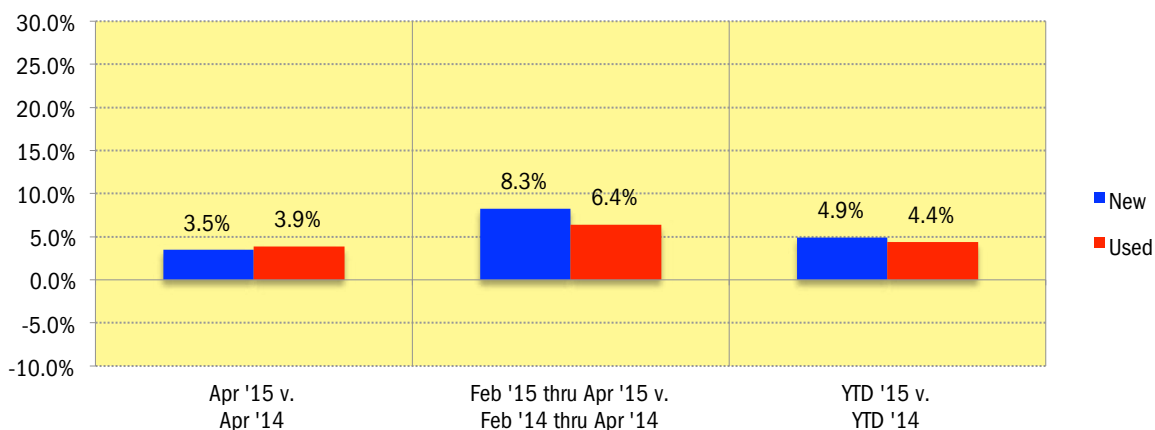
New registrations in the state were up 4.9% during the first four months of 2015 compared to a year earlier.

Used vehicle market was up 3.9% in April 2015 (vehicles seven years old or newer), and improved 4.4% for the first four months of this year.

Chrysler, Porsche, Lincoln, Buick, and BMW new vehicle registrations increased by more than 21% 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 '14 thru Apr '14	Feb '15 thru Apr '15	Percent Change	Feb '14 thru Apr '14	Feb '15 thru Apr '15	Percent Change
Total	45,682	49,466	8.3%	46,037	48,973	6.4%
Cars	17,442	17,325	-0.7%	20,701	21,517	3.9%
Light Trucks	28,240	32,141	13.8%	25,336	27,456	8.4%
Detroit Three Brands	17,576	19,289	9.7%	21,763	23,354	7.3%
European Brands	4,554	5,118	12.4%	4,810	5,478	13.9%
Japanese Brands	20,737	22,259	7.3%	16,346	16,738	2.4%
Korean Brands	2,815	2,800	-0.5%	3,118	3,403	9.1%
	YTD thru April					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2014	YTD 2015	Percent Change	YTD 2014	YTD 2015	Percent Change
Total	57,384	60,193	4.9%	56,056	58,505	4.4%
Cars	21,691	21,139	-2.5%	24,962	25,523	2.2%
Light Trucks	35,693	39,054	9.4%	31,094	32,982	6.1%
Detroit Three Brands	22,156	23,533	6.2%	26,392	27,965	6.0%
European Brands	5,872	6,318	7.6%	5,840	6,532	11.8%
Japanese Brands	25,871	26,961	4.2%	20,067	19,991	-0.4%
Korean Brands	3,485	3,381	-3.0%	3,757	4,017	6.9%

Data Information

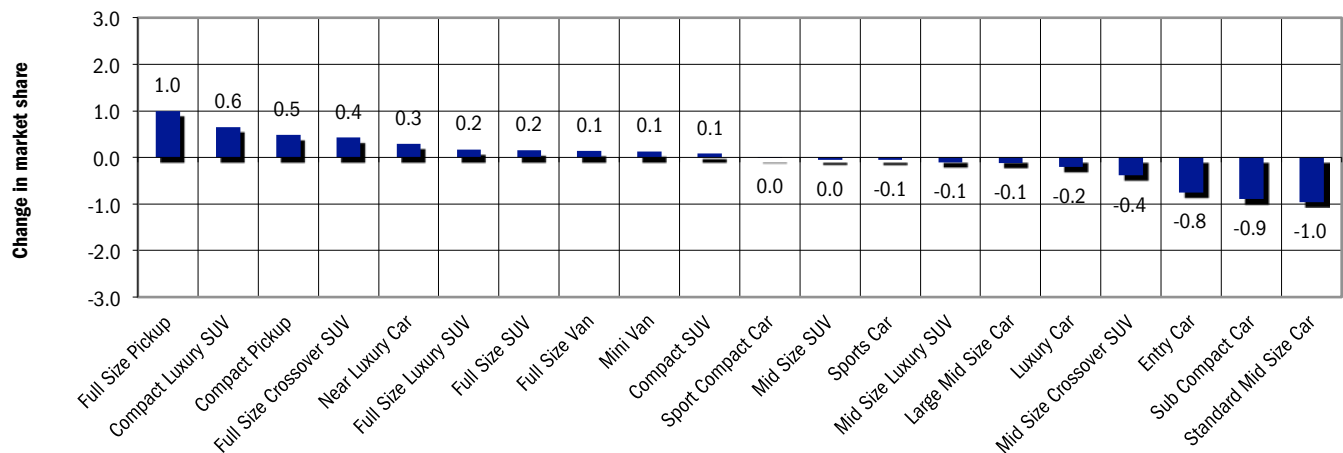
All data represents new and used vehicle retail registrations in Colorado and excludes fleet and wholesale transactions. Used vehicle data only includes vehicles seven years old or newer and excludes private party transactions. Please keep in mind that monthly registration figures can occasionally be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

New Vehicle Market Brand Registrations

Colorado New Retail Car and Light Truck Registrations												
	April			Three Month Period Feb '15 thru Apr '15			YTD thru April			YTD Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2014	2015	% chg.	2014	2015	% chg.	2014	2015	% chg.	2014	2015	Chg.
TOTAL	14,042	14,528	3.5%	45,682	49,466	8.3%	57,384	60,193	4.9%			
Acura	189	162	-14.3%	603	546	-9.5%	762	671	-11.9%	1.3	1.1	-0.2
Audi	217	246	13.4%	759	857	12.9%	969	1,040	7.3%	1.7	1.7	0.0
BMW	266	304	14.3%	926	1,122	21.2%	1,225	1,487	21.4%	2.1	2.5	0.3
Buick	109	149	36.7%	372	478	28.5%	468	577	23.3%	0.8	1.0	0.1
Cadillac	111	88	-20.7%	344	314	-8.7%	438	369	-15.8%	0.8	0.6	-0.2
Chevrolet	1,140	1,112	-2.5%	3,427	3,641	6.2%	4,320	4,453	3.1%	7.5	7.4	-0.1
Chrysler	106	170	60.4%	302	526	74.2%	358	657	83.5%	0.6	1.1	0.5
Dodge	415	338	-18.6%	1,209	1,118	-7.5%	1,474	1,355	-8.1%	2.6	2.3	-0.3
Fiat	25	12	-52.0%	85	39	-54.1%	102	46	-54.9%	0.2	0.1	-0.1
Ford	1,672	1,708	2.2%	5,339	5,941	11.3%	6,837	7,182	5.0%	11.9	11.9	0.0
GMC	391	449	14.8%	1,311	1,539	17.4%	1,636	1,943	18.8%	2.9	3.2	0.4
Honda	930	1,043	12.2%	3,349	3,505	4.7%	4,222	4,268	1.1%	7.4	7.1	-0.3
Hyundai	418	439	5.0%	1,364	1,397	2.4%	1,720	1,682	-2.2%	3.0	2.8	-0.2
Infiniti	66	95	43.9%	308	385	25.0%	394	472	19.8%	0.7	0.8	0.1
Jaguar	10	4	-60.0%	31	19	-38.7%	38	26	-31.6%	0.1	0.0	0.0
Jeep	925	976	5.5%	3,277	3,371	2.9%	4,094	4,114	0.5%	7.1	6.8	-0.3
Kia	542	390	-28.0%	1,451	1,403	-3.3%	1,765	1,699	-3.7%	3.1	2.8	-0.3
Land Rover	80	69	-13.8%	239	285	19.2%	292	321	9.9%	0.5	0.5	0.0
Lexus	306	319	4.2%	951	1,071	12.6%	1,252	1,330	6.2%	2.2	2.2	0.0
Lincoln	39	56	43.6%	148	237	60.1%	180	292	62.2%	0.3	0.5	0.2
Mazda	255	344	34.9%	911	1,095	20.2%	1,117	1,303	16.7%	1.9	2.2	0.2
Mercedes	210	215	2.4%	686	812	18.4%	925	1,019	10.2%	1.6	1.7	0.1
MINI	50	77	54.0%	177	218	23.2%	237	268	13.1%	0.4	0.4	0.0
Mitsubishi	59	51	-13.6%	189	176	-6.9%	242	204	-15.7%	0.4	0.3	-0.1
Nissan	1,064	1,009	-5.2%	3,139	3,262	3.9%	3,913	3,850	-1.6%	6.8	6.4	-0.4
Porsche	31	45	45.2%	85	178	109.4%	124	216	74.2%	0.2	0.4	0.1
Ram	567	574	1.2%	1,810	2,018	11.5%	2,303	2,471	7.3%	4.0	4.1	0.1
smart	6	4	-33.3%	28	16	-42.9%	33	21	-36.4%	0.1	0.0	0.0
Subaru	1,605	1,663	3.6%	5,477	5,940	8.5%	6,617	7,231	9.3%	11.5	12.0	0.5
Tesla	9	25	177.8%	37	106	186.5%	48	120	150.0%	0.1	0.2	0.1
Toyota/Scion	1,733	1,908	10.1%	5,810	6,279	8.1%	7,352	7,632	3.8%	12.8	12.7	-0.1
Volkswagen	431	413	-4.2%	1,306	1,327	1.6%	1,644	1,589	-3.3%	2.9	2.6	-0.2
Volvo	49	63	28.6%	198	218	10.1%	244	254	4.1%	0.4	0.4	0.0
Other	16	8	-50.0%	34	27	-20.6%	39	31	-20.5%	0.1	0.1	0.0

Change in New Vehicle Segment Market Share - YTD 2015 thru April vs. YTD 2014

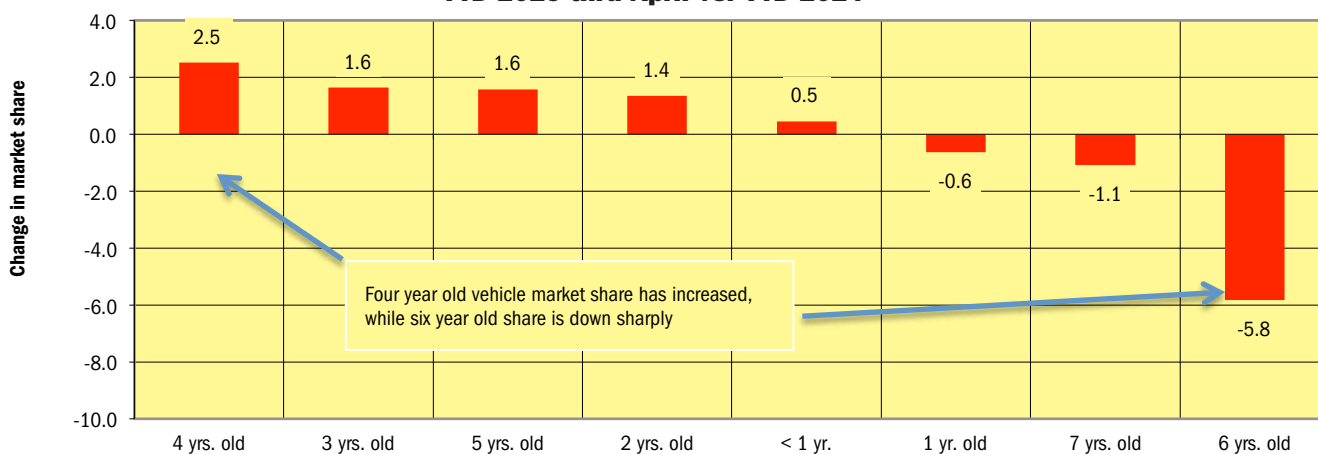


Data Source: AutoCount data from Experian Automotive.

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

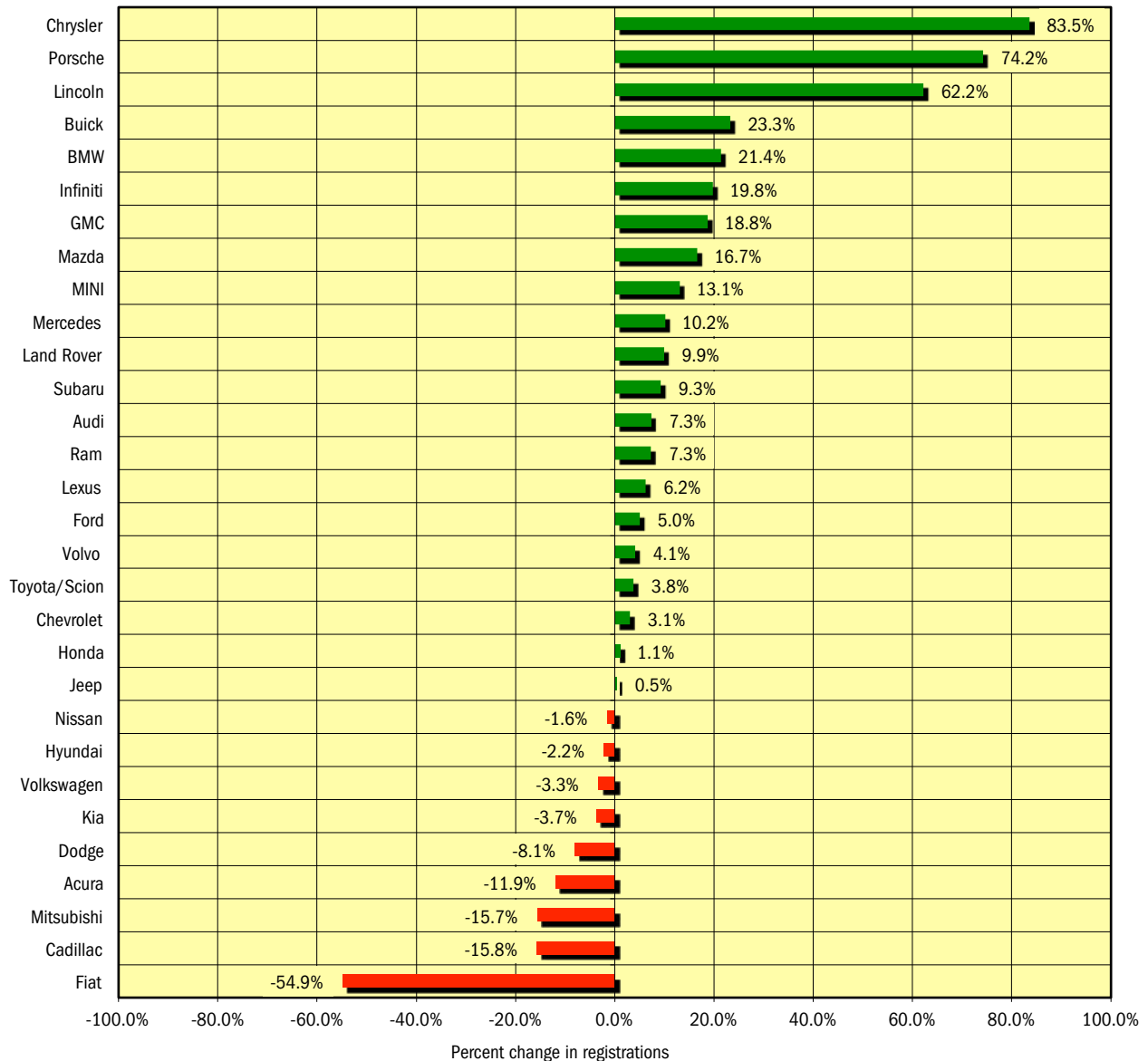
Colorado Used Retail Car and Light Truck Registrations												
	April			Three Month Period Feb '15 thru Apr '15			YTD thru April			YTD Market Share (%)		
	2014	2015	% chg.	2014	2015	% chg.	2014	2015	% chg.	2014	2015	Chg.
TOTAL	14,179	14,725	3.9%	46,037	48,973	6.4%	56,056	58,505	4.4%			
Acura	188	195	3.7%	666	641	-3.8%	809	787	-2.7%	1.4	1.3	-0.1
Audi	213	256	20.2%	758	853	12.5%	919	1,010	9.9%	1.6	1.7	0.1
BMW	353	335	-5.1%	1,144	1,169	2.2%	1,389	1,422	2.4%	2.5	2.4	0.0
Buick	152	141	-7.2%	430	505	17.4%	510	609	19.4%	0.9	1.0	0.1
Cadillac	197	216	9.6%	627	634	1.1%	759	767	1.1%	1.4	1.3	0.0
Chevrolet	1,709	1,766	3.3%	5,346	5,810	8.7%	6,487	6,986	7.7%	11.6	11.9	0.4
Chrysler	305	317	3.9%	960	1,025	6.8%	1,150	1,227	6.7%	2.1	2.1	0.0
Dodge (incl. Ram)	1,190	1,149	-3.4%	3,562	3,789	6.4%	4,348	4,487	3.2%	7.8	7.7	-0.1
Ford	1,804	1,922	6.5%	5,844	6,491	11.1%	7,077	7,758	9.6%	12.6	13.3	0.6
GMC	426	463	8.7%	1,400	1,556	11.1%	1,699	1,848	8.8%	3.0	3.2	0.1
Honda	754	760	0.8%	2,567	2,560	-0.3%	3,110	3,050	-1.9%	5.5	5.2	-0.3
Hummer	25	18	-28.0%	78	38	-51.3%	90	48	-46.7%	0.2	0.1	-0.1
Hyundai	518	550	6.2%	1,669	1,838	10.1%	1,996	2,201	10.3%	3.6	3.8	0.2
Infiniti	142	195	37.3%	477	605	26.8%	578	710	22.8%	1.0	1.2	0.2
Jaguar	8	8	0.0%	22	28	27.3%	26	35	34.6%	0.0	0.1	0.0
Jeep	743	800	7.7%	2,456	2,698	9.9%	2,985	3,269	9.5%	5.3	5.6	0.3
Kia	459	486	5.9%	1,449	1,565	8.0%	1,761	1,816	3.1%	3.1	3.1	0.0
Land Rover	66	87	31.8%	238	291	22.3%	292	345	18.2%	0.5	0.6	0.1
Lexus	250	250	0.0%	836	806	-3.6%	1,042	984	-5.6%	1.9	1.7	-0.2
Lincoln	83	90	8.4%	273	313	14.7%	337	373	10.7%	0.6	0.6	0.0
Mazda	293	280	-4.4%	988	890	-9.9%	1,196	1,051	-12.1%	2.1	1.8	-0.3
Mercedes	229	242	5.7%	763	851	11.5%	957	1,032	7.8%	1.7	1.8	0.1
Mercury	43	14	-67.4%	130	78	-40.0%	159	100	-37.1%	0.3	0.2	-0.1
MINI	64	101	57.8%	229	294	28.4%	268	342	27.6%	0.5	0.6	0.1
Mitsubishi	113	89	-21.2%	325	306	-5.8%	396	368	-7.1%	0.7	0.6	-0.1
Nissan	1,003	1,136	13.3%	3,264	3,763	15.3%	3,987	4,466	12.0%	7.1	7.6	0.5
Pontiac	104	74	-28.8%	342	213	-37.7%	418	251	-40.0%	0.7	0.4	-0.3
Porsche	25	39	56.0%	99	133	34.3%	121	156	28.9%	0.2	0.3	0.1
Saab	9	7	-22.2%	37	29	-21.6%	46	36	-21.7%	0.1	0.1	0.0
Saturn	103	73	-29.1%	314	201	-36.0%	372	239	-35.8%	0.7	0.4	-0.3
Subaru	647	735	13.6%	2,213	2,384	7.7%	2,714	2,834	4.4%	4.8	4.8	0.0
Suzuki	73	50	-31.5%	243	171	-29.6%	297	209	-29.6%	0.5	0.4	-0.2
Toyota/Scion	1,416	1,330	-6.1%	4,761	4,610	-3.2%	5,931	5,529	-6.8%	10.6	9.5	-1.1
Volkswagen	365	429	17.5%	1,143	1,402	22.7%	1,369	1,659	21.2%	2.4	2.8	0.4
Volvo	87	81	-6.9%	310	312	0.6%	372	362	-2.7%	0.7	0.6	0.0
Other	20	41	105.0%	74	121	63.5%	89	139	56.2%	0.2	0.2	0.1

**Change in Used Vehicle Market Share by Age of Vehicle
YTD 2015 thru April vs. YTD 2014**



Data Source: AutoCount data from Experian Automotive.

**New Vehicle Market Percent Change in Brand Registrations
YTD 2015 thru April vs. YTD 2014
(Top 30 selling brands)**



Data Source: AutoCount data from Experian Automotive.

Colorado Auto Outlook

Published for:
Colorado Automobile Dealers Association
290 East Speer Boulevard
Denver, CO 80203
Phone: 303-831-1722

Published by:
Auto Outlook, Inc.
PO Box 390
Exton, PA 19341
Phone: 800-206-0102
Email: jfoltz@autooutlook.com

Copyright Auto Outlook, Inc.,
May 2015

Colorado Auto Outlook is distributed free of charge to all members of Colorado Automobile Dealers Association. The publication is sponsored and supported by CADA.

Colorado Auto Outlook is published and edited by Auto Outlook, Inc., an independent automotive market research firm. Opinions in Colorado Auto Outlook are solely those of Auto Outlook, Inc., and are not necessarily shared by CADA.

WHO ARE MY TOP COMPETITORS? -BY MARKET AREA?

WHAT NEW AND USED CARS SELL WELL IN MY MARKETS?

ANSWERS DRIVE RESULTS.

You need insights into your marketplace to make the best decisions to maximize profits. The AutoCount® Dealer Report analyzes full details on new and used competitive dealer market share, down to specific areas you define. You bring the questions. We'll bring the answers.



www.experianautomotive.com 888 211 5809

Experian Automotive is the data provider for Colorado Auto Outlook.