

Colorado Auto Outlook™

Sponsored by:



Comprehensive information on the Colorado automotive market

Colorado Automobile Dealers Association

Quick Facts

New retail car and light truck registrations in the state declined a reported 7.4% in April 2016 versus a year earlier. Note: monthly recording of registrations occurs when the data is processed by the DMV. This can impact the measurement of registrations in individual months.

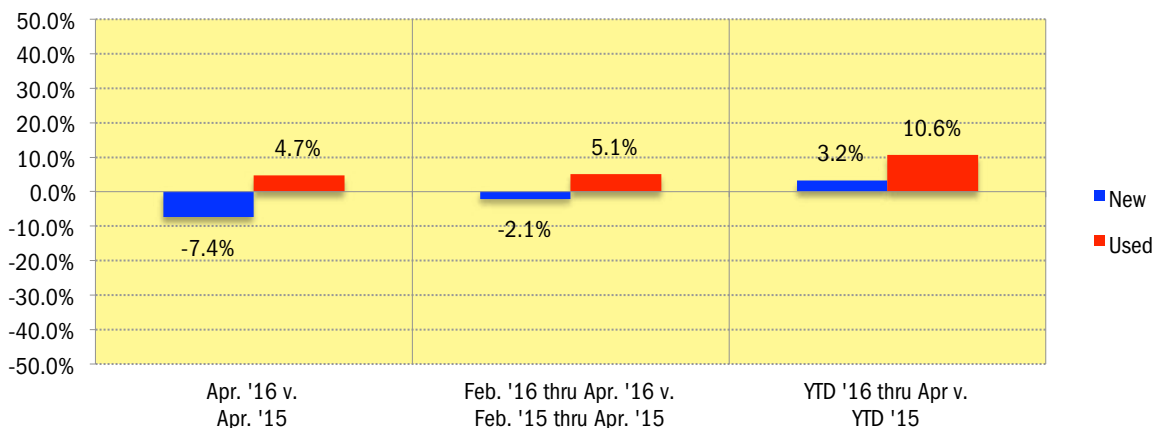
New registrations in the state were up 3.2% during the first four months of this year.

Used vehicle registrations improved 10.6% so far this year. (Only includes vehicles seven years old or newer.)

Registrations increased by more than 13% for Fiat, Volvo, Mitsubishi, Land Rover, Hyundai, and Toyota.

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. '15 thru Apr. '15	Feb. '16 thru Apr. '16	Percent Change	Feb. '15 thru Apr. '15	Feb. '16 thru Apr. '16	Percent Change
Total	49,820	48,791	-2.1%	48,973	51,486	5.1%
Cars	17,444	14,906	-14.5%	21,517	21,914	1.8%
Light Trucks	32,376	33,885	4.7%	27,456	29,572	7.7%
Detroit Three Brands	19,432	18,973	-2.4%	23,354	24,549	5.1%
European Brands	5,146	5,084	-1.2%	5,478	5,428	-0.9%
Japanese Brands	22,421	22,174	-1.1%	16,738	17,555	4.9%
Korean Brands	2,821	2,560	-9.3%	3,403	3,954	16.2%
	Year to date thru April					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2015	YTD 2016	Percent Change	YTD 2015	YTD 2016	Percent Change
Total	61,732	63,724	3.2%	58,505	64,703	10.6%
Cars	21,675	19,424	-10.4%	25,523	27,270	6.8%
Light Trucks	40,057	44,300	10.6%	32,982	37,433	13.5%
Detroit Three Brands	24,152	24,658	2.1%	27,965	30,757	10.0%
European Brands	6,471	6,650	2.8%	6,532	6,900	5.6%
Japanese Brands	27,643	28,948	4.7%	19,991	22,154	10.8%
Korean Brands	3,466	3,468	0.1%	4,017	4,892	21.8%

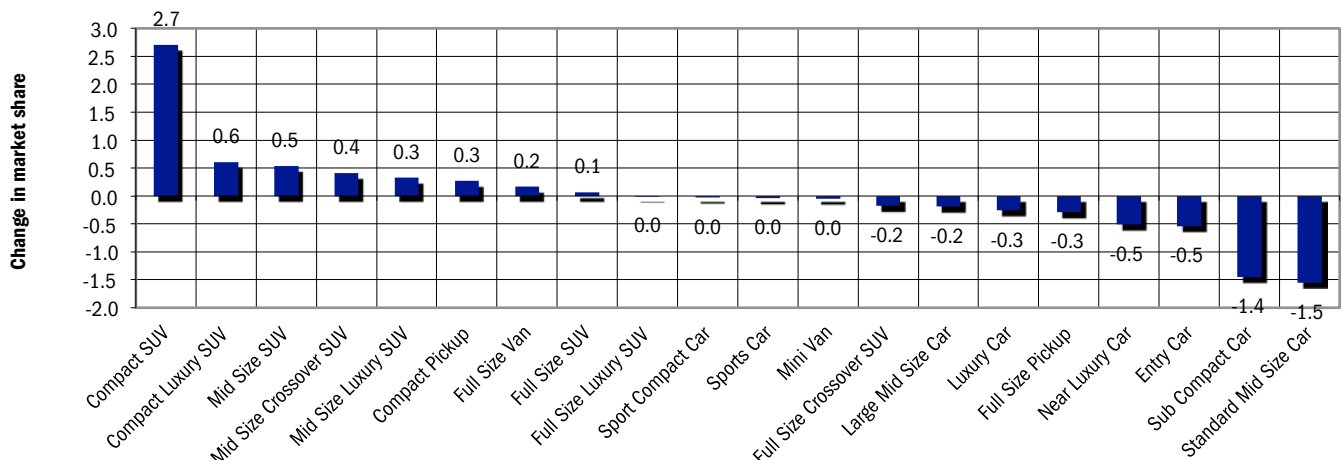
Data Information

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. '16 thru Apr. '16			Year to date thru April			Year-to-date Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2015	2016	% chg.	Yr. Ago	Current	% chg.	2015	2016	% chg.	2015	2016	Chg.
TOTAL	14,601	13,518	-7.4%	49,820	48,791	-2.1%	61,732	63,724	3.2%			
Acura	162	115	-29.0%	549	471	-14.2%	688	623	-9.4%	1.1	1.0	-0.1
Audi	246	250	1.6%	859	880	2.4%	1,062	1,125	5.9%	1.7	1.8	0.0
BMW	304	278	-8.6%	1,130	1,153	2.0%	1,533	1,537	0.3%	2.5	2.4	-0.1
Buick	149	124	-16.8%	481	454	-5.6%	591	606	2.5%	1.0	1.0	0.0
Cadillac	88	71	-19.3%	315	298	-5.4%	376	401	6.6%	0.6	0.6	0.0
Chevrolet	1,118	1,066	-4.7%	3,668	3,704	1.0%	4,570	4,727	3.4%	7.4	7.4	0.0
Chrysler	171	112	-34.5%	529	295	-44.2%	674	359	-46.7%	1.1	0.6	-0.5
Dodge	339	268	-20.9%	1,126	973	-13.6%	1,390	1,270	-8.6%	2.3	2.0	-0.3
Fiat	12	26	116.7%	39	76	94.9%	47	95	102.1%	0.1	0.1	0.1
Ford	1,719	1,706	-0.8%	5,987	5,870	-2.0%	7,367	7,544	2.4%	11.9	11.8	-0.1
GMC	450	414	-8.0%	1,551	1,604	3.4%	2,000	2,149	7.5%	3.2	3.4	0.1
Honda	1,049	929	-11.4%	3,532	3,354	-5.0%	4,379	4,399	0.5%	7.1	6.9	-0.2
Hyundai	441	408	-7.5%	1,407	1,447	2.8%	1,722	1,958	13.7%	2.8	3.1	0.3
Infiniti	95	102	7.4%	387	329	-15.0%	483	449	-7.0%	0.8	0.7	-0.1
Jaguar	4	3	-25.0%	19	18	-5.3%	26	21	-19.2%	0.0	0.0	0.0
Jeep	982	862	-12.2%	3,397	3,479	2.4%	4,224	4,540	7.5%	6.8	7.1	0.3
Kia	393	355	-9.7%	1,414	1,113	-21.3%	1,744	1,510	-13.4%	2.8	2.4	-0.5
Land Rover	69	79	14.5%	286	285	-0.3%	326	383	17.5%	0.5	0.6	0.1
Lexus	320	275	-14.1%	1,078	989	-8.3%	1,366	1,379	1.0%	2.2	2.2	0.0
Lincoln	56	63	12.5%	237	226	-4.6%	298	305	2.3%	0.5	0.5	0.0
Maserati	2	6	200.0%	8	13	62.5%	8	20	150.0%	0.0	0.0	0.0
Mazda	346	325	-6.1%	1,103	1,077	-2.4%	1,333	1,370	2.8%	2.2	2.1	0.0
Mercedes	215	194	-9.8%	815	753	-7.6%	1,044	969	-7.2%	1.7	1.5	-0.2
MINI	77	61	-20.8%	220	201	-8.6%	275	275	0.0%	0.4	0.4	0.0
Mitsubishi	51	91	78.4%	177	266	50.3%	207	337	62.8%	0.3	0.5	0.2
Nissan	1,012	804	-20.6%	3,281	2,953	-10.0%	3,933	3,792	-3.6%	6.4	6.0	-0.4
Porsche	45	47	4.4%	179	159	-11.2%	220	218	-0.9%	0.4	0.3	0.0
Ram	578	561	-2.9%	2,034	1,940	-4.6%	2,539	2,577	1.5%	4.1	4.0	-0.1
smart	4	8	100.0%	16	18	12.5%	22	23	4.5%	0.0	0.0	0.0
Subaru	1,675	1,470	-12.2%	5,989	5,892	-1.6%	7,425	7,714	3.9%	12.0	12.1	0.1
Tesla	25	42	68.0%	107	129	20.6%	123	179	45.5%	0.2	0.3	0.1
Toyota/Scion	1,920	1,958	2.0%	6,325	6,843	8.2%	7,829	8,885	13.5%	12.7	13.9	1.3
Volkswagen	415	352	-15.2%	1,337	1,180	-11.7%	1,627	1,523	-6.4%	2.6	2.4	-0.2
Volvo	63	88	39.7%	219	334	52.5%	258	444	72.1%	0.4	0.7	0.3
Other	6	5	-16.7%	19	15	-21.1%	23	18	-21.7%	0.0	0.0	0.0

Change in New Vehicle Segment Market Share - YTD 2016 thru April v. YTD 2015

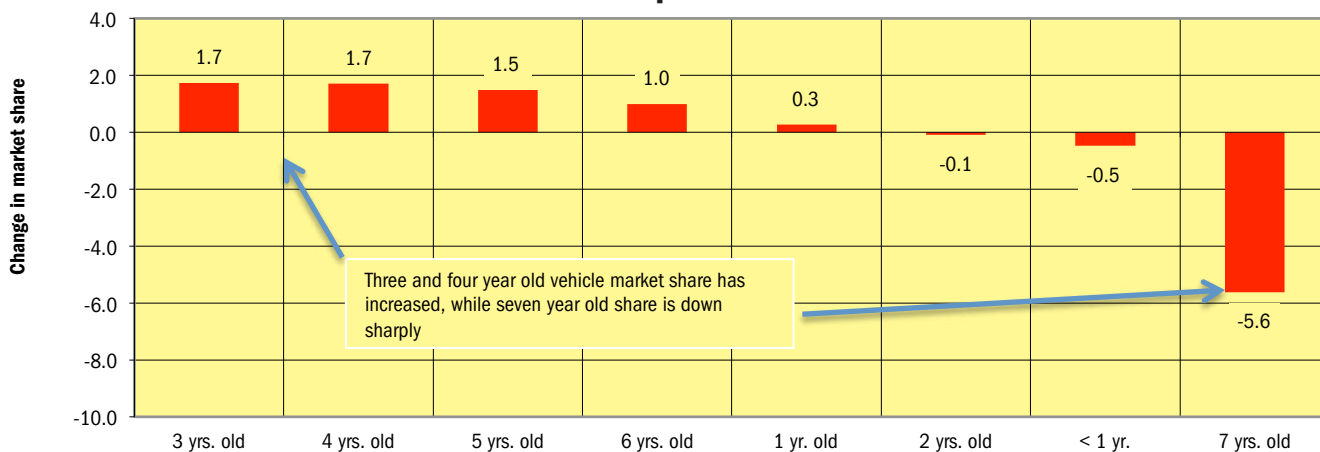


Data Source: AutoCount data from Experian Automotive.

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

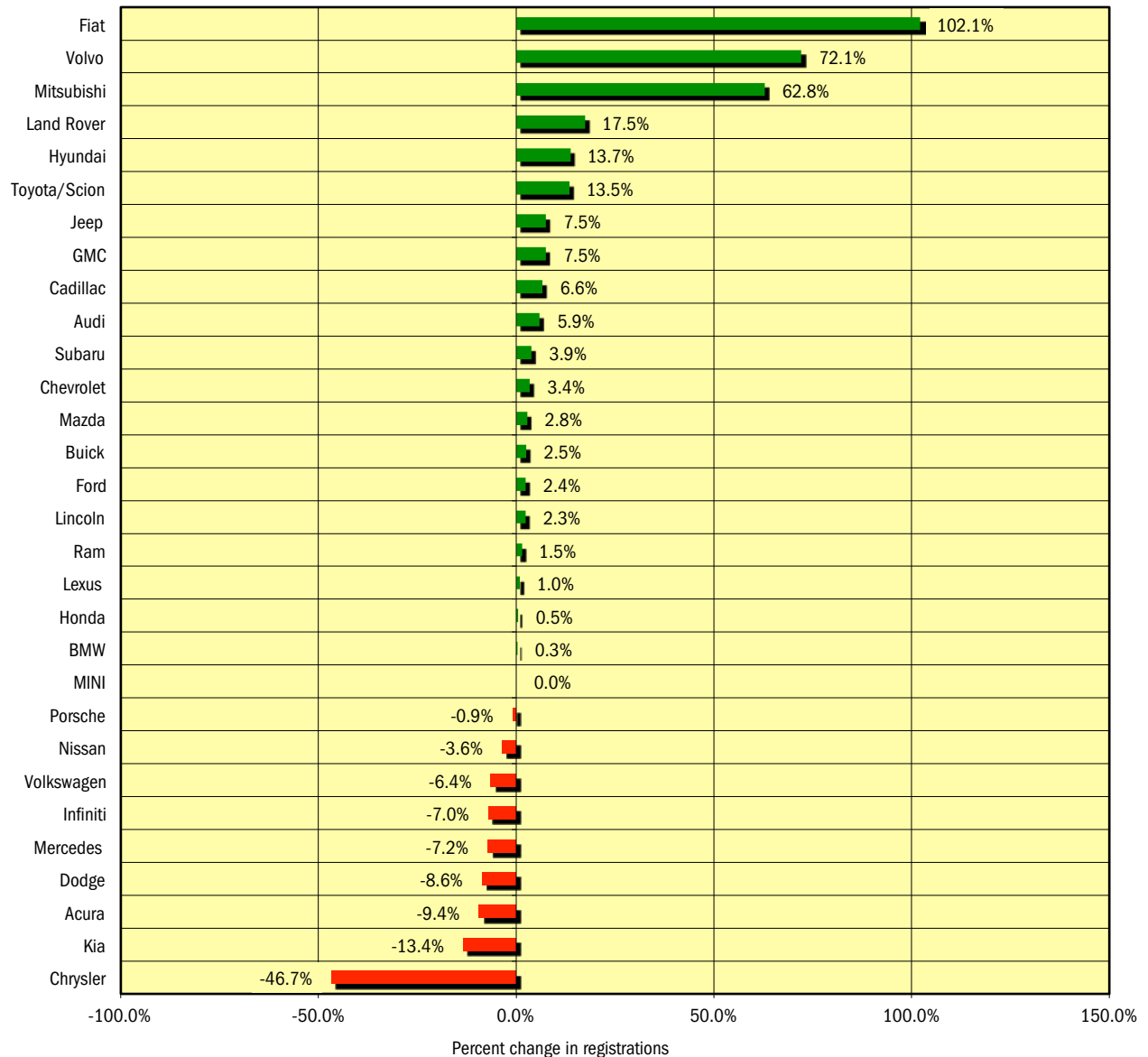
Colorado Used Retail Car and Light Truck Registrations												
	April			Three Month Period Feb. '16 thru Apr. '16			Year to date thru April			Year-to-date Market Share (%)		
	2015	2016	% chg.	Yr. Ago	Current	% chg.	2015	2016	% chg.	2015	2016	Chg.
TOTAL	14,725	15,419	4.7%	48,973	51,486	5.1%	58,505	64,703	10.6%			
Acura	195	168	-13.8%	641	582	-9.2%	787	739	-6.1%	1.3	1.1	-0.2
Audi	256	255	-0.4%	853	890	4.3%	1,010	1,102	9.1%	1.7	1.7	0.0
BMW	335	320	-4.5%	1,169	1,134	-3.0%	1,422	1,459	2.6%	2.4	2.3	-0.2
Buick	141	187	32.6%	505	611	21.0%	609	749	23.0%	1.0	1.2	0.1
Cadillac	216	189	-12.5%	634	591	-6.8%	767	726	-5.3%	1.3	1.1	-0.2
Chevrolet	1,766	1,725	-2.3%	5,810	5,620	-3.3%	6,986	7,011	0.4%	11.9	10.8	-1.1
Chrysler	317	296	-6.6%	1,025	961	-6.2%	1,227	1,199	-2.3%	2.1	1.9	-0.2
Dodge (incl. Ram)	1,149	1,325	15.3%	3,789	4,124	8.8%	4,487	5,124	14.2%	7.7	7.9	0.2
Ford	1,922	2,269	18.1%	6,491	7,290	12.3%	7,758	9,203	18.6%	13.3	14.2	1.0
GMC	463	501	8.2%	1,556	1,678	7.8%	1,848	2,100	13.6%	3.2	3.2	0.1
Honda	760	681	-10.4%	2,560	2,462	-3.8%	3,050	3,112	2.0%	5.2	4.8	-0.4
Hummer	18	2	-88.9%	38	6	-84.2%	48	8	-83.3%	0.1	0.0	-0.1
Hyundai	550	671	22.0%	1,838	2,220	20.8%	2,201	2,725	23.8%	3.8	4.2	0.4
Infiniti	195	174	-10.8%	605	563	-6.9%	710	687	-3.2%	1.2	1.1	-0.2
Jaguar	8	8	0.0%	28	31	10.7%	35	36	2.9%	0.1	0.1	0.0
Jeep	800	935	16.9%	2,698	3,200	18.6%	3,269	4,039	23.6%	5.6	6.2	0.7
Kia	486	546	12.3%	1,565	1,734	10.8%	1,816	2,167	19.3%	3.1	3.3	0.2
Land Rover	87	83	-4.6%	291	325	11.7%	345	409	18.6%	0.6	0.6	0.0
Lexus	250	234	-6.4%	806	878	8.9%	984	1,109	12.7%	1.7	1.7	0.0
Lincoln	90	81	-10.0%	313	284	-9.3%	373	378	1.3%	0.6	0.6	-0.1
Mazda	280	254	-9.3%	890	810	-9.0%	1,051	1,013	-3.6%	1.8	1.6	-0.2
Mercedes	242	219	-9.5%	851	844	-0.8%	1,032	1,085	5.1%	1.8	1.7	-0.1
Mercury	14	12	-14.3%	78	36	-53.8%	100	43	-57.0%	0.2	0.1	-0.1
MINI	101	99	-2.0%	294	301	2.4%	342	406	18.7%	0.6	0.6	0.0
Mitsubishi	89	94	5.6%	306	310	1.3%	368	375	1.9%	0.6	0.6	0.0
Nissan	1,136	1,247	9.8%	3,763	4,170	10.8%	4,466	5,266	17.9%	7.6	8.1	0.5
Pontiac	74	24	-67.6%	213	87	-59.2%	251	103	-59.0%	0.4	0.2	-0.3
Porsche	39	41	5.1%	133	129	-3.0%	156	162	3.8%	0.3	0.3	0.0
Saab	7	4	-42.9%	29	6	-79.3%	36	8	-77.8%	0.1	0.0	0.0
Saturn	73	14	-80.8%	201	54	-73.1%	239	66	-72.4%	0.4	0.1	-0.3
Subaru	735	773	5.2%	2,384	2,803	17.6%	2,834	3,579	26.3%	4.8	5.5	0.7
Suzuki	50	19	-62.0%	171	83	-51.5%	209	102	-51.2%	0.4	0.2	-0.2
Toyota/Scion	1,330	1,448	8.9%	4,610	4,894	6.2%	5,529	6,172	11.6%	9.5	9.5	0.1
Volkswagen	429	416	-3.0%	1,402	1,373	-2.1%	1,659	1,743	5.1%	2.8	2.7	-0.1
Volvo	81	68	-16.0%	312	253	-18.9%	362	320	-11.6%	0.6	0.5	-0.1
Other	41	37	-9.8%	121	149	23.1%	139	178	28.1%	0.2	0.3	0.0

**Change in Used Vehicle Market Share by Age of Vehicle
YTD 2016 thru April v. YTD 2015**



Data Source: AutoCount data from Experian Automotive.

**New Vehicle Market Percent Change in Brand Registrations
YTD 2016 thru April v. YTD 2015
(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 2016

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.