

# Colorado Auto Outlook™

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Comprehensive information on the Colorado automotive market

Colorado Automobile Dealers Association

## Quick Facts

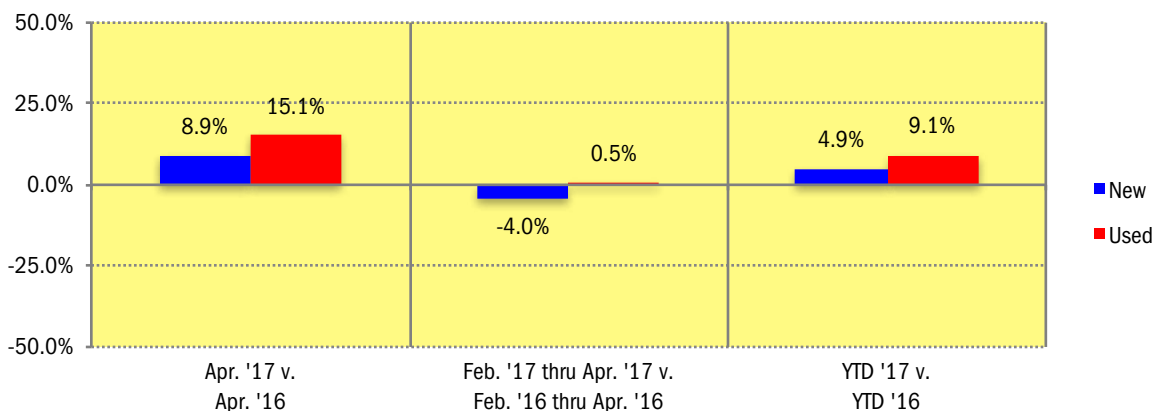
New retail car and light truck registrations in the state increased a reported 8.9% in April 2017 versus a year earlier. Note: monthly recording of registrations occurs when the data is processed by the DMV. This can impact the measurement of registrations in individual months. Year-to-date figures are more reflective of market results.

New registrations in the state increased 4.9% during the first four months of this year versus the same period a year earlier. Passenger cars declined 5.7% while Light Trucks were up 9.5%

Used vehicle registrations were up 9.1% so far this year. (Only includes vehicles seven years old or newer.)

Jaguar, Volkswagen, Infiniti, Porsche, Audi, Subaru, and Mercedes had the largest increases in year-to-date registrations (see page 4).

### 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. '16 thru Apr. '16	Feb. '17 thru Apr. '17	Percent Change	Feb. '16 thru Apr. '16	Feb. '17 thru Apr. '17	Percent Change
Total	48,791	46,821	-4.0%	51,486	51,723	0.5%
Cars	14,903	12,992	-12.8%	21,830	20,136	-7.8%
Light Trucks	33,888	33,829	-0.2%	29,656	31,587	6.5%
Detroit Three Brands	18,973	17,317	-8.7%	24,549	24,284	-1.1%
European Brands	5,084	4,931	-3.0%	5,428	5,539	2.0%
Japanese Brands	22,174	22,244	0.3%	17,555	18,169	3.5%
Korean Brands	2,560	2,329	-9.0%	3,954	3,731	-5.6%
	Year-to-date thru April					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2016	YTD 2017	Percent Change	YTD 2016	YTD 2017	Percent Change
Total	63,724	66,816	4.9%	64,703	70,596	9.1%
Cars	19,421	18,317	-5.7%	27,172	27,124	-0.2%
Light Trucks	44,303	48,499	9.5%	37,531	43,472	15.8%
Detroit Three Brands	24,658	24,700	0.2%	30,757	33,300	8.3%
European Brands	6,650	7,098	6.7%	6,900	7,417	7.5%
Japanese Brands	28,948	31,568	9.1%	22,154	24,838	12.1%
Korean Brands	3,468	3,450	-0.5%	4,892	5,041	3.0%

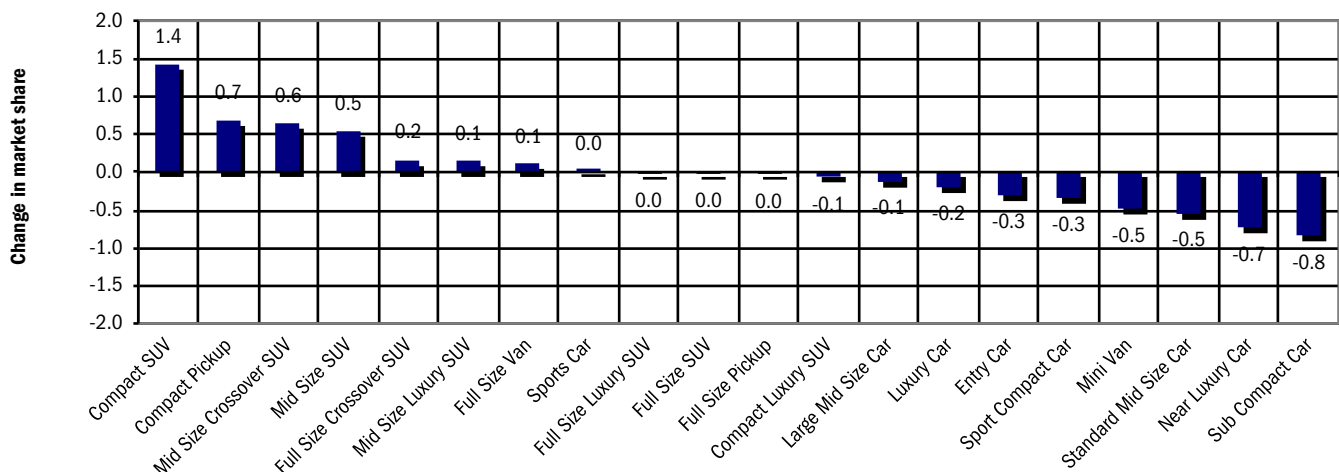
## Data Information

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.

**New Vehicle Market Brand Registrations**

Colorado New Retail Car and Light Truck Registrations												
	April			Three Month Period Feb. '17 thru Apr. '17			Year-to-date thru April			Year-to-date Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2016	2017	% chg.	Yr. Ago	Current	% chg.	2016	2017	% chg.	2016	2017	Chg.
TOTAL	13,518	14,724	8.9%	48,791	46,821	-4.0%	63,724	66,816	4.9%			
Acura	115	125	8.7%	471	359	-23.8%	623	527	-15.4%	1.0	0.8	-0.2
Audi	250	273	9.2%	880	872	-0.9%	1,125	1,291	14.8%	1.8	1.9	0.2
BMW	278	207	-25.5%	1,153	793	-31.2%	1,537	1,105	-28.1%	2.4	1.7	-0.8
Buick	124	134	8.1%	454	371	-18.3%	606	538	-11.2%	1.0	0.8	-0.1
Cadillac	71	70	-1.4%	298	229	-23.2%	401	374	-6.7%	0.6	0.6	-0.1
Chevrolet	1,066	1,104	3.6%	3,704	3,320	-10.4%	4,727	4,750	0.5%	7.4	7.1	-0.3
Chrysler	112	85	-24.1%	295	258	-12.5%	359	360	0.3%	0.6	0.5	0.0
Dodge	268	304	13.4%	973	768	-21.1%	1,270	1,063	-16.3%	2.0	1.6	-0.4
Fiat	26	21	-19.2%	76	51	-32.9%	95	75	-21.1%	0.1	0.1	0.0
Ford	1,706	1,731	1.5%	5,870	5,475	-6.7%	7,544	7,677	1.8%	11.8	11.5	-0.3
GMC	414	446	7.7%	1,604	1,423	-11.3%	2,149	2,123	-1.2%	3.4	3.2	-0.2
Honda	929	1,111	19.6%	3,354	3,471	3.5%	4,399	4,872	10.8%	6.9	7.3	0.4
Hyundai	408	411	0.7%	1,447	1,290	-10.9%	1,958	1,955	-0.2%	3.1	2.9	-0.1
Infiniti	102	152	49.0%	329	372	13.1%	449	546	21.6%	0.7	0.8	0.1
Jaguar	3	37	1133.3%	18	111	516.7%	21	173	723.8%	0.0	0.3	0.2
Jeep	862	1,027	19.1%	3,479	3,284	-5.6%	4,540	4,643	2.3%	7.1	6.9	-0.2
Kia	355	348	-2.0%	1,113	1,039	-6.6%	1,510	1,495	-1.0%	2.4	2.2	-0.1
Land Rover	79	59	-25.3%	285	205	-28.1%	383	315	-17.8%	0.6	0.5	-0.1
Lexus	275	303	10.2%	989	916	-7.4%	1,379	1,358	-1.5%	2.2	2.0	-0.1
Lincoln	63	58	-7.9%	226	220	-2.7%	305	320	4.9%	0.5	0.5	0.0
Maserati	6	17	183.3%	13	43	230.8%	20	51	155.0%	0.0	0.1	0.0
Mazda	325	309	-4.9%	1,077	1,038	-3.6%	1,370	1,433	4.6%	2.1	2.1	0.0
Mercedes	194	238	22.7%	753	773	2.7%	969	1,094	12.9%	1.5	1.6	0.1
MINI	61	53	-13.1%	201	163	-18.9%	275	238	-13.5%	0.4	0.4	-0.1
Mitsubishi	91	72	-20.9%	266	212	-20.3%	337	301	-10.7%	0.5	0.5	-0.1
Nissan	804	859	6.8%	2,953	2,765	-6.4%	3,792	3,890	2.6%	6.0	5.8	-0.1
Porsche	47	55	17.0%	159	177	11.3%	218	256	17.4%	0.3	0.4	0.0
Ram	561	515	-8.2%	1,940	1,721	-11.3%	2,577	2,549	-1.1%	4.0	3.8	-0.2
smart	8	4	-50.0%	18	15	-16.7%	23	16	-30.4%	0.0	0.0	0.0
Subaru	1,470	1,843	25.4%	5,892	6,336	7.5%	7,714	8,802	14.1%	12.1	13.2	1.1
Tesla	42	52	23.8%	129	248	92.2%	179	303	69.3%	0.3	0.5	0.2
Toyota/Scion	1,958	2,186	11.6%	6,843	6,774	-1.0%	8,885	9,838	10.7%	13.9	14.7	0.8
Volkswagen	352	433	23.0%	1,180	1,458	23.6%	1,523	2,087	37.0%	2.4	3.1	0.7
Volvo	88	71	-19.3%	334	247	-26.0%	444	369	-16.9%	0.7	0.6	-0.1
Other	5	11	120.0%	15	24	60.0%	18	29	61.1%	0.0	0.0	0.0

**Change in New Vehicle Segment Market Share - YTD '17 thru April v. YTD '16**

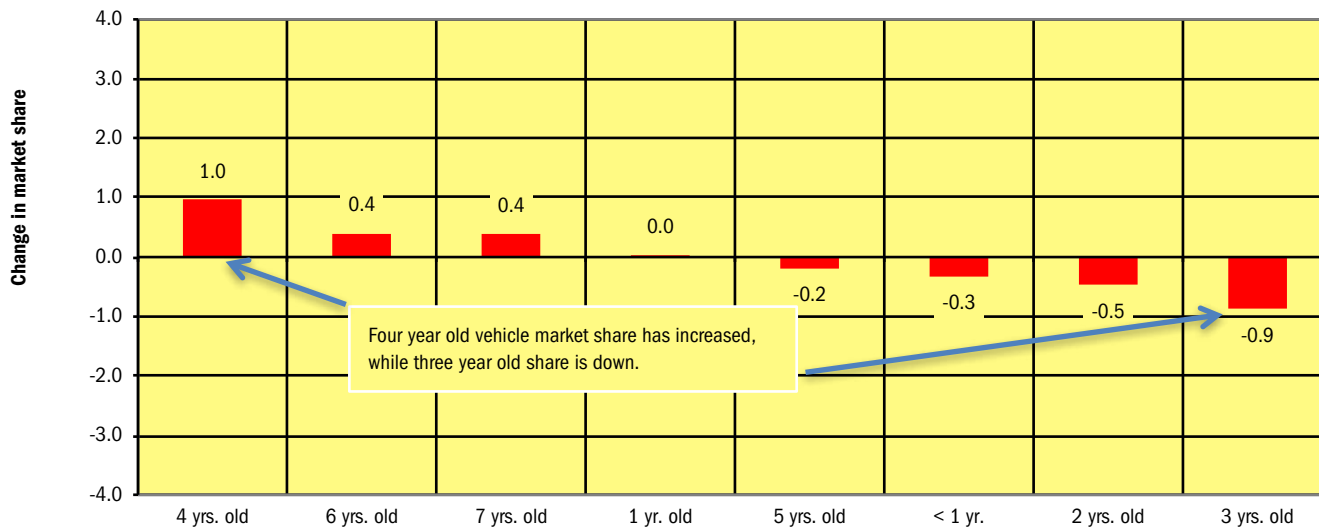


Data Source: AutoCount data from Experian.

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

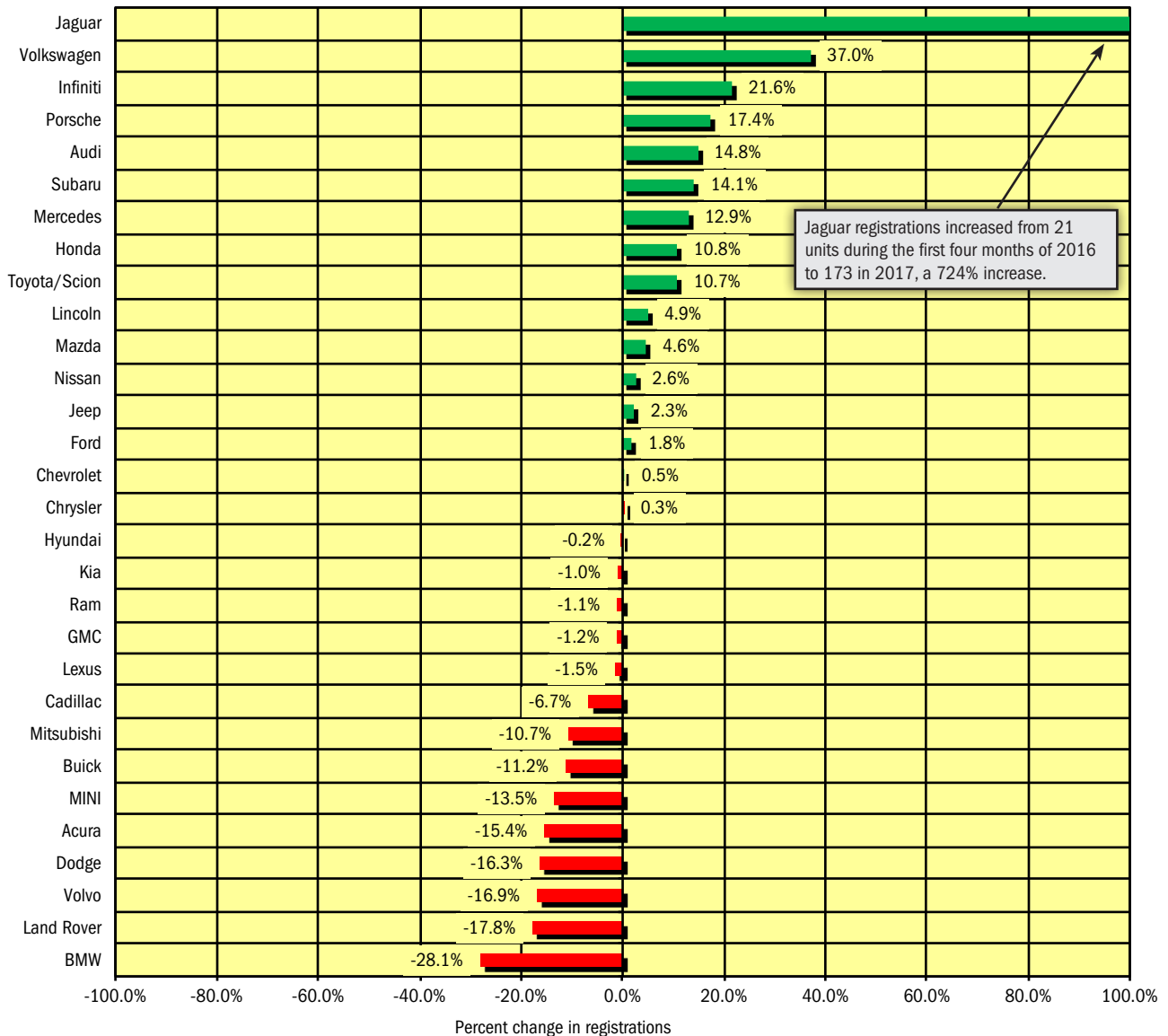
Colorado Used Retail Car and Light Truck Registrations												
	April			Three Month Period Feb. '17 thru Apr. '17			Year-to-date thru April			YTD Market Share (%)		
	2016	2017	% chg.	Yr. Ago	Current	% chg.	2016	2017	% chg.	2016	2017	Chg.
TOTAL	15,419	17,754	15.1%	51,486	51,723	0.5%	64,703	70,596	9.1%			
Acura	168	232	38.1%	582	699	20.1%	739	919	24.4%	1.1	1.3	0.2
Audi	255	324	27.1%	890	939	5.5%	1,102	1,272	15.4%	1.7	1.8	0.1
BMW	320	496	55.0%	1,134	1,439	26.9%	1,459	1,936	32.7%	2.3	2.7	0.5
Buick	187	180	-3.7%	611	528	-13.6%	749	755	0.8%	1.2	1.1	-0.1
Cadillac	189	244	29.1%	591	743	25.7%	726	1,011	39.3%	1.1	1.4	0.3
Chevrolet	1,725	1,898	10.0%	5,620	5,361	-4.6%	7,011	7,233	3.2%	10.8	10.2	-0.6
Chrysler	296	316	6.8%	961	830	-13.6%	1,199	1,140	-4.9%	1.9	1.6	-0.2
Dodge (incl. Ram)	1,325	1,314	-0.8%	4,124	3,812	-7.6%	5,124	5,205	1.6%	7.9	7.4	-0.5
Ford	2,269	2,642	16.4%	7,290	7,409	1.6%	9,203	10,161	10.4%	14.2	14.4	0.2
GMC	501	567	13.2%	1,678	1,744	3.9%	2,100	2,402	14.4%	3.2	3.4	0.2
Honda	681	763	12.0%	2,462	2,289	-7.0%	3,112	3,133	0.7%	4.8	4.4	-0.4
Hummer	2	0	-100.0%	6	2	-66.7%	8	3	-62.5%	0.0	0.0	0.0
Hyundai	671	694	3.4%	2,220	2,038	-8.2%	2,725	2,797	2.6%	4.2	4.0	-0.2
Infiniti	174	218	25.3%	563	590	4.8%	687	803	16.9%	1.1	1.1	0.1
Jaguar	8	17	112.5%	31	40	29.0%	36	51	41.7%	0.1	0.1	0.0
Jeep	935	1,126	20.4%	3,200	3,555	11.1%	4,039	4,982	23.3%	6.2	7.1	0.8
Kia	546	611	11.9%	1,734	1,693	-2.4%	2,167	2,244	3.6%	3.3	3.2	-0.2
Land Rover	83	112	34.9%	325	327	0.6%	409	445	8.8%	0.6	0.6	0.0
Lexus	234	316	35.0%	878	935	6.5%	1,109	1,229	10.8%	1.7	1.7	0.0
Lincoln	81	80	-1.2%	284	251	-11.6%	378	342	-9.5%	0.6	0.5	-0.1
Mazda	254	280	10.2%	810	783	-3.3%	1,013	1,082	6.8%	1.6	1.5	0.0
Mercedes	219	303	38.4%	844	959	13.6%	1,085	1,258	15.9%	1.7	1.8	0.1
Mercury	12	11	-8.3%	36	25	-30.6%	43	27	-37.2%	0.1	0.0	0.0
MINI	99	109	10.1%	301	301	0.0%	406	390	-3.9%	0.6	0.6	-0.1
Mitsubishi	94	128	36.2%	310	357	15.2%	375	452	20.5%	0.6	0.6	0.1
Nissan	1,247	1,613	29.4%	4,170	4,535	8.8%	5,266	6,143	16.7%	8.1	8.7	0.6
Pontiac	24	4	-83.3%	87	13	-85.1%	103	18	-82.5%	0.2	0.0	-0.1
Porsche	41	40	-2.4%	129	116	-10.1%	162	158	-2.5%	0.3	0.2	0.0
Saab	4	0	-100.0%	6	2	-66.7%	8	3	-62.5%	0.0	0.0	0.0
Saturn	14	0	-100.0%	54	0	-100.0%	66	1	-98.5%	0.1	0.0	-0.1
Subaru	773	912	18.0%	2,803	2,809	0.2%	3,579	3,926	9.7%	5.5	5.6	0.0
Suzuki	19	13	-31.6%	83	41	-50.6%	102	60	-41.2%	0.2	0.1	-0.1
Toyota/Scion	1,448	1,729	19.4%	4,894	5,131	4.8%	6,172	7,091	14.9%	9.5	10.0	0.5
Volkswagen	416	325	-21.9%	1,373	1,020	-25.7%	1,743	1,360	-22.0%	2.7	1.9	-0.8
Volvo	68	73	7.4%	253	238	-5.9%	320	342	6.9%	0.5	0.5	0.0
Other	37	64	73.0%	149	169	13.4%	178	222	24.7%	0.3	0.3	0.0

Change in Used Vehicle Market Share by Age of Vehicle  
YTD '17 thru April v. YTD '16



Data Source: AutoCount data from Experian.

**New Vehicle Market Percent Change in Brand Registrations  
YTD '17 thru April v. YTD '16  
(Top 30 selling brands)**



Data Source: AutoCount data from Experian.

**Colorado Auto Outlook**

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