

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 1% in August '14 vs. 2013.

New registrations in the state during the first eight months of this year increased 5.7% compared to a year earlier.

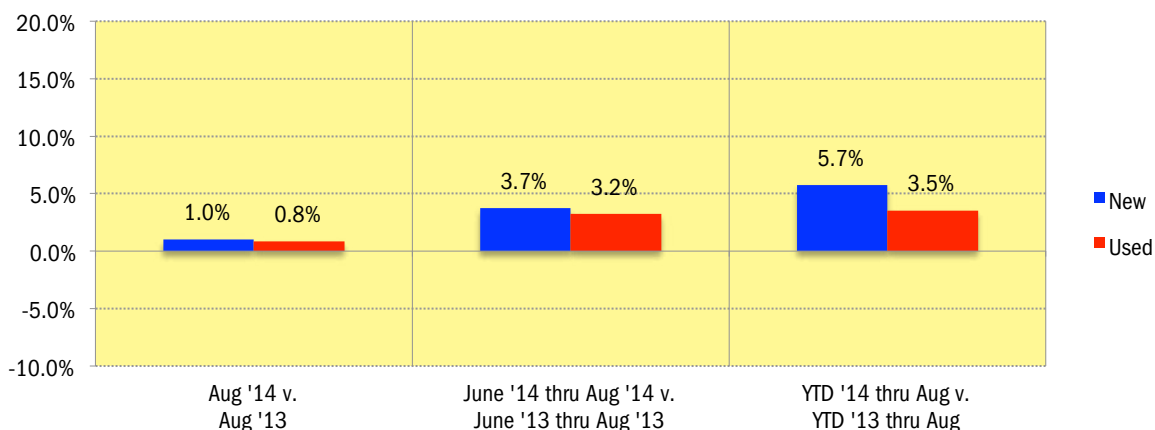
Used vehicle market was up 0.8% in August 2014 (vehicles seven years old or newer), and improved 3.5%, year-to-date.

Three year old vehicle market share increased 3.1 share points.

Jeep, Lexus, Mitsubishi, Ram Mazda, Infiniti, Audi, and Mercedes new vehicle registrations each increased more than 15% 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		
	June '13 thru Aug '13	June '14 thru Aug '14	Percent Change	June '13 thru Aug '13	June '14 thru Aug '14	Percent Change
Total	45,506	47,207	3.7%	44,299	45,726	3.2%
Cars	19,465	19,072	-2.0%	20,529	20,634	0.5%
Light Trucks	26,041	28,135	8.0%	23,770	25,092	5.6%
Detroit Three Brands	17,332	18,362	5.9%	21,135	21,421	1.4%
European Brands	5,101	5,072	-0.6%	4,546	5,101	12.2%
Japanese Brands	19,952	20,635	3.4%	15,960	16,180	1.4%
Korean Brands	3,121	3,138	0.5%	2,658	3,024	13.8%
	YTD thru August					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2013	YTD 2014	Percent Change	YTD 2013	YTD 2014	Percent Change
Total	112,723	119,201	5.7%	111,433	115,377	3.5%
Cars	46,776	46,741	-0.1%	51,062	51,785	1.4%
Light Trucks	65,947	72,460	9.9%	60,371	63,592	5.3%
Detroit Three Brands	43,058	46,046	6.9%	53,630	54,192	1.0%
European Brands	12,499	12,534	0.3%	11,541	12,382	7.3%
Japanese Brands	49,628	52,908	6.6%	39,660	41,107	3.6%
Korean Brands	7,538	7,713	2.3%	6,602	7,696	16.6%

Data Information

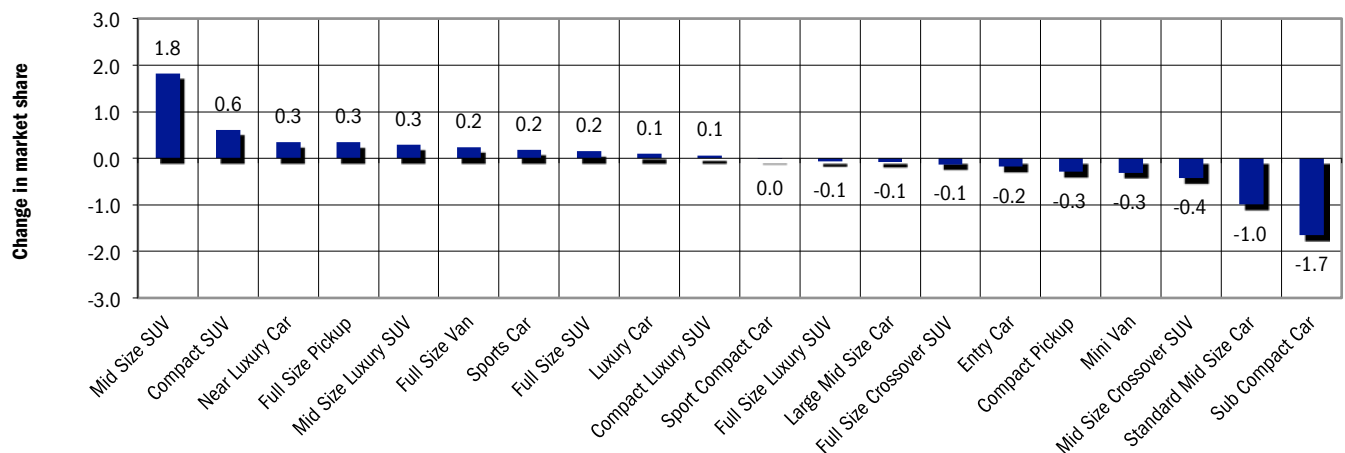
All data represents new and used vehicle retail registrations in Colorado and excludes fleet and wholesale transactions. Used vehicle data only includes vehicles seven years old or newer and excludes private party transactions. Please keep in mind that monthly registration figures can occasionally be 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												
	August			Three Month Period June '14 thru Aug '14			YTD thru August			YTD Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2013	2014	% chg.	2013	2014	% chg.	2013	2014	% chg.	2013	2014	Chg.
TOTAL	15,368	15,527	1.0%	45,506	47,207	3.7%	112,723	119,201	5.7%			
Acura	198	152	-23.2%	538	514	-4.5%	1,329	1,462	10.0%	1.2	1.2	0.0
Audi	241	276	14.5%	736	868	17.9%	1,772	2,077	17.2%	1.6	1.7	0.2
BMW	293	319	8.9%	888	1,005	13.2%	2,343	2,568	9.6%	2.1	2.2	0.1
Buick	138	127	-8.0%	425	437	2.8%	1,002	1,037	3.5%	0.9	0.9	0.0
Cadillac	107	94	-12.1%	319	254	-20.4%	862	785	-8.9%	0.8	0.7	-0.1
Chevrolet	1,218	1,203	-1.2%	3,696	3,599	-2.6%	8,645	9,011	4.2%	7.7	7.6	-0.1
Chrysler	106	120	13.2%	348	287	-17.5%	850	729	-14.2%	0.8	0.6	-0.1
Dodge	457	421	-7.9%	1,398	1,327	-5.1%	3,403	3,202	-5.9%	3.0	2.7	-0.3
Fiat	39	38	-2.6%	116	107	-7.8%	298	256	-14.1%	0.3	0.2	0.0
Ford	1,799	1,967	9.3%	5,662	5,779	2.1%	14,418	14,335	-0.6%	12.8	12.0	-0.8
GMC	390	446	14.4%	1,139	1,381	21.2%	3,028	3,461	14.3%	2.7	2.9	0.2
Honda	1,387	1,184	-14.6%	3,876	3,575	-7.8%	9,547	8,951	-6.2%	8.5	7.5	-1.0
Hyundai	466	512	9.9%	1,512	1,599	5.8%	3,791	3,820	0.8%	3.4	3.2	-0.2
Infiniti	83	64	-22.9%	257	301	17.1%	679	801	18.0%	0.6	0.7	0.1
Jaguar	13	14	7.7%	34	36	5.9%	49	81	65.3%	0.0	0.1	0.0
Jeep	830	1,071	29.0%	2,512	3,270	30.2%	6,439	8,301	28.9%	5.7	7.0	1.3
Kia	525	500	-4.8%	1,609	1,539	-4.4%	3,747	3,893	3.9%	3.3	3.3	-0.1
Land Rover	65	59	-9.2%	193	212	9.8%	536	589	9.9%	0.5	0.5	0.0
Lexus	243	330	35.8%	764	977	27.9%	1,987	2,510	26.3%	1.8	2.1	0.3
Lincoln	45	43	-4.4%	169	141	-16.6%	424	375	-11.6%	0.4	0.3	-0.1
Mazda	299	391	30.8%	912	1,084	18.9%	2,097	2,502	19.3%	1.9	2.1	0.2
Mercedes	216	219	1.4%	682	768	12.6%	1,669	1,926	15.4%	1.5	1.6	0.1
MINI	94	77	-18.1%	312	231	-26.0%	710	555	-21.8%	0.6	0.5	-0.2
Mitsubishi	47	88	87.2%	166	243	46.4%	431	541	25.5%	0.4	0.5	0.1
Nissan	971	910	-6.3%	2,818	2,938	4.3%	7,151	7,781	8.8%	6.3	6.5	0.2
Porsche	37	51	37.8%	150	185	23.3%	305	350	14.8%	0.3	0.3	0.0
Ram	596	621	4.2%	1,573	1,843	17.2%	3,896	4,695	20.5%	3.5	3.9	0.5
smart	10	9	-10.0%	39	36	-7.7%	113	83	-26.5%	0.1	0.1	0.0
Subaru	1,639	1,615	-1.5%	4,692	4,846	3.3%	11,438	13,014	13.8%	10.1	10.9	0.8
Tesla	39	15	-61.5%	90	44		90	115		0.1	0.1	0.0
Toyota/Scion	2,068	2,036	-1.5%	5,923	6,155	3.9%	14,730	15,343	4.2%	13.1	12.9	-0.2
Volkswagen	616	485	-21.3%	1,711	1,417	-17.2%	4,093	3,499	-14.5%	3.6	2.9	-0.7
Volvo	87	54	-37.9%	221	171	-22.6%	567	465	-18.0%	0.5	0.4	-0.1
Other	6	16	166.7%	26	38	46.2%	284	88	-69.0%	0.3	0.1	-0.2

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

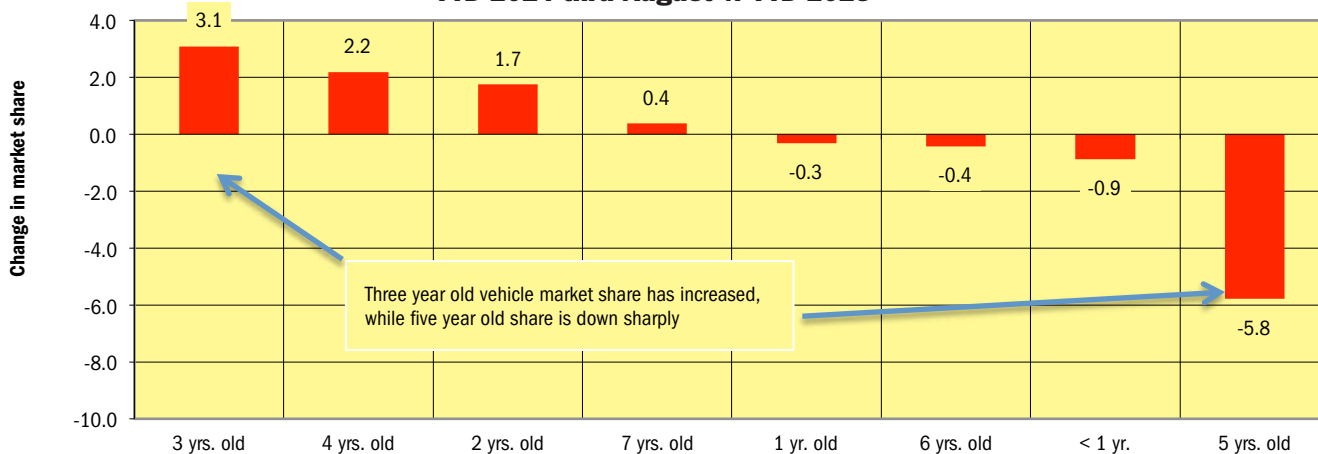


Data Source: AutoCount data from Experian Automotive.

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

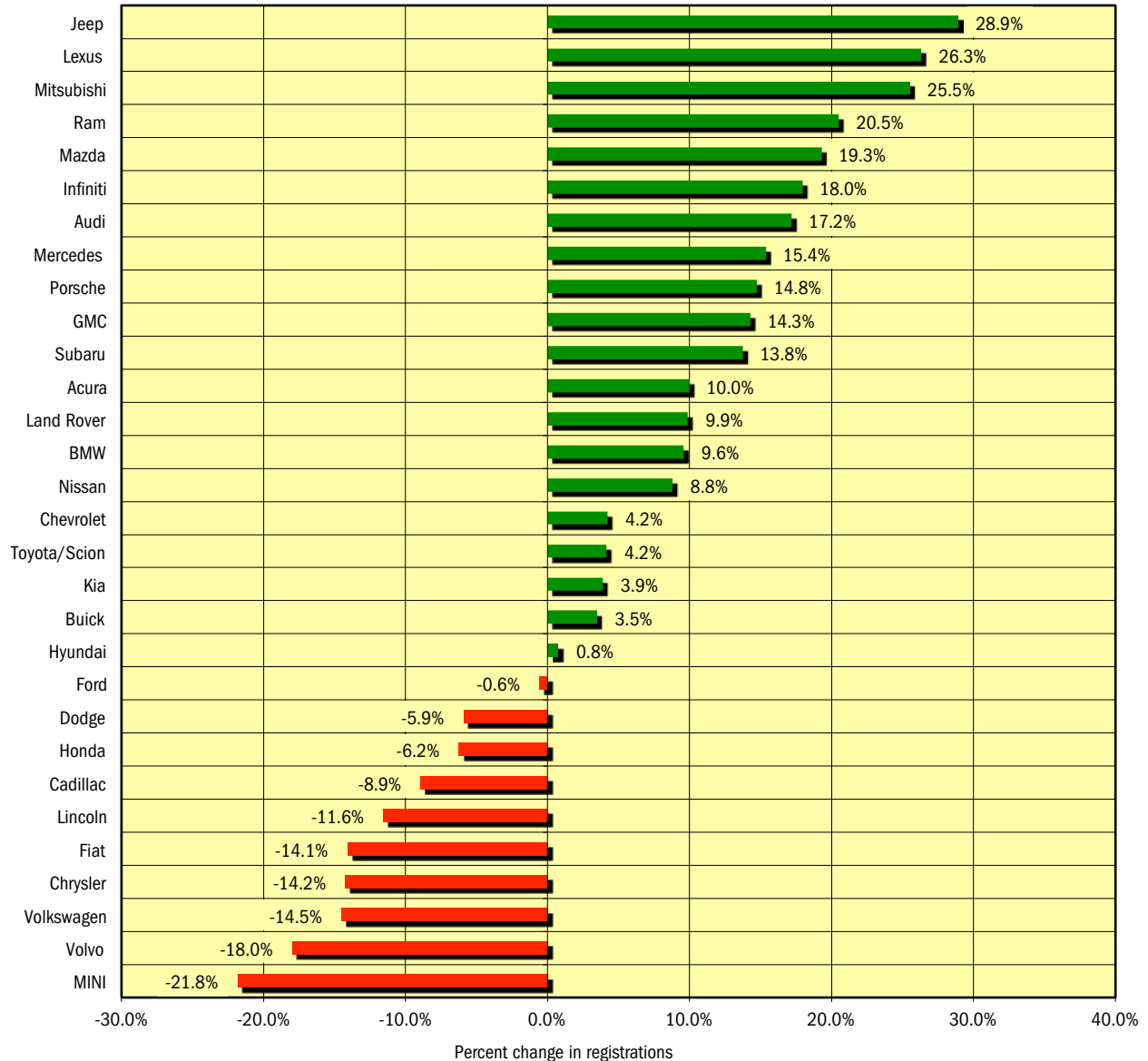
Colorado Used Retail Car and Light Truck Registrations												
	August			Three Month Period June '14 thru Aug '14			YTD thru August			YTD Market Share (%)		
	2013	2014	% chg.	2013	2014	% chg.	2013	2014	% chg.	2013	2014	Chg.
TOTAL	14,837	14,963	0.8%	44,299	45,726	3.2%	111,433	115,377	3.5%			
Acura	186	214	15.1%	567	644	13.6%	1,432	1,681	17.4%	1.3	1.5	0.2
Audi	204	231	13.2%	587	734	25.0%	1,581	1,850	17.0%	1.4	1.6	0.2
BMW	276	396	43.5%	980	1,245	27.0%	2,510	2,978	18.6%	2.3	2.6	0.3
Buick	106	144	35.8%	352	444	26.1%	914	1,084	18.6%	0.8	0.9	0.1
Cadillac	168	212	26.2%	524	628	19.8%	1,346	1,594	18.4%	1.2	1.4	0.2
Chevrolet	1,670	1,730	3.6%	5,111	5,009	-2.0%	13,079	13,012	-0.5%	11.7	11.3	-0.5
Chrysler	346	273	-21.1%	1,030	876	-15.0%	2,619	2,308	-11.9%	2.4	2.0	-0.3
Dodge (incl. Ram)	1,135	1,072	-5.6%	3,247	3,347	3.1%	8,441	8,733	3.5%	7.6	7.6	0.0
Ford	1,922	2,004	4.3%	5,741	6,093	6.1%	14,115	14,928	5.8%	12.7	12.9	0.3
GMC	426	450	5.6%	1,230	1,422	15.6%	3,106	3,558	14.6%	2.8	3.1	0.3
Honda	874	790	-9.6%	2,491	2,462	-1.2%	6,033	6,354	5.3%	5.4	5.5	0.1
Hummer	40	19	-52.5%	113	69	-38.9%	344	180	-47.7%	0.3	0.2	-0.2
Hyundai	456	562	23.2%	1,369	1,591	16.2%	3,494	4,073	16.6%	3.1	3.5	0.4
Infiniti	134	196	46.3%	441	585	32.7%	1,065	1,327	24.6%	1.0	1.2	0.2
Jaguar	9	6	-33.3%	28	22	-21.4%	59	55	-6.8%	0.1	0.0	0.0
Jeep	811	863	6.4%	2,469	2,534	2.6%	6,341	6,188	-2.4%	5.7	5.4	-0.3
Kia	441	456	3.4%	1,289	1,433	11.2%	3,108	3,623	16.6%	2.8	3.1	0.4
Land Rover	80	80	0.0%	233	228	-2.1%	620	573	-7.6%	0.6	0.5	-0.1
Lexus	271	240	-11.4%	856	789	-7.8%	2,184	2,065	-5.4%	2.0	1.8	-0.2
Lincoln	95	87	-8.4%	299	300	0.3%	757	735	-2.9%	0.7	0.6	0.0
Mazda	318	285	-10.4%	982	858	-12.6%	2,495	2,318	-7.1%	2.2	2.0	-0.2
Mercedes	213	227	6.6%	711	746	4.9%	1,740	1,925	10.6%	1.6	1.7	0.1
Mercury	54	33	-38.9%	157	108	-31.2%	365	304	-16.7%	0.3	0.3	-0.1
MINI	78	87	11.5%	232	298	28.4%	581	648	11.5%	0.5	0.6	0.0
Mitsubishi	119	101	-15.1%	355	299	-15.8%	1,036	789	-23.8%	0.9	0.7	-0.2
Nissan	1,033	1,109	7.4%	3,193	3,460	8.4%	8,190	8,490	3.7%	7.3	7.4	0.0
Pontiac	152	114	-25.0%	478	316	-33.9%	1,287	834	-35.2%	1.2	0.7	-0.4
Porsche	44	28	-36.4%	138	107	-22.5%	319	264	-17.2%	0.3	0.2	-0.1
Saab	13	16	23.1%	61	40	-34.4%	199	101	-49.2%	0.2	0.1	-0.1
Saturn	125	99	-20.8%	384	274	-28.6%	916	732	-20.1%	0.8	0.6	-0.2
Subaru	704	720	2.3%	1,947	2,206	13.3%	4,609	5,515	19.7%	4.1	4.8	0.6
Suzuki	99	70	-29.3%	292	220	-24.7%	757	577	-23.8%	0.7	0.5	-0.2
Toyota/Scion	1,659	1,487	-10.4%	4,830	4,655	-3.6%	11,837	11,981	1.2%	10.6	10.4	-0.2
Volkswagen	437	440	0.7%	1,207	1,276	5.7%	2,977	3,017	1.3%	2.7	2.6	-0.1
Volvo	114	85	-25.4%	299	299	0.0%	801	754	-5.9%	0.7	0.7	-0.1
Other	25	37	48.0%	76	109	43.4%	176	229	30.1%	0.2	0.2	0.0

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



Data Source: AutoCount data from Experian Automotive.

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



Data Source: AutoCount data from Experian Automotive.

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290 East Speer Boulevard
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Auto Outlook, Inc.
PO Box 390
Exton, PA 19341
Phone: 800-206-0102
Email: jfoltz@autooutlook.com

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WHO ARE MY TOP COMPETITORS? -BY MARKET AREA?

WHAT NEW AND USED CARS SELL WELL IN MY MARKETS?

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