

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 declined 5.8% in August 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.

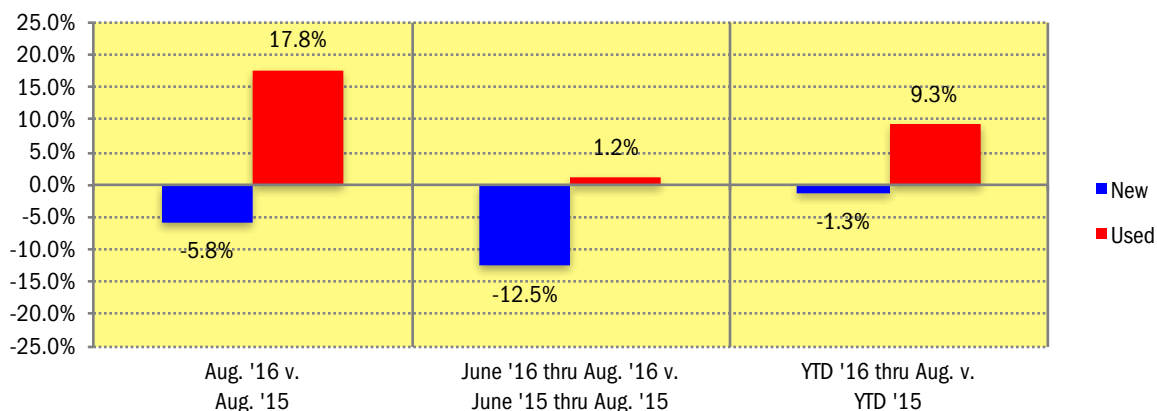
New registrations in the state were off 1.3% during the first eight months of this year.

Used vehicle registrations improved 9.3% so far this year. (Only includes vehicles seven years old or newer.)

Registrations increased by more than 5% for Volvo, Mitsubishi, FIAT, Toyota, and Land Rover.

Compact SUV market share was up by 2.2 share points during the first eight months of this year.

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 '15 thru Aug. '15	June '16 thru Aug. '16	Percent Change	June '15 thru Aug. '15	June '16 thru Aug. '16	Percent Change
Total	53,516	46,830	-12.5%	49,532	50,110	1.2%
Cars	19,148	14,453	-24.5%	22,279	20,392	-8.5%
Light Trucks	34,368	32,377	-5.8%	27,253	29,718	9.0%
Detroit Three Brands	20,620	18,312	-11.2%	23,112	23,960	3.7%
European Brands	5,671	4,823	-15.0%	5,640	5,193	-7.9%
Japanese Brands	23,911	20,982	-12.2%	17,305	17,107	-1.1%
Korean Brands	3,314	2,713	-18.1%	3,475	3,850	10.8%
	Year to date thru August					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2015	YTD 2016	Percent Change	YTD 2015	YTD 2016	Percent Change
Total	130,624	128,907	-1.3%	123,021	134,452	9.3%
Cars	46,474	39,701	-14.6%	54,646	55,894	2.3%
Light Trucks	84,150	89,206	6.0%	68,375	78,558	14.9%
Detroit Three Brands	50,855	50,048	-1.6%	58,393	64,161	9.9%
European Brands	13,649	13,426	-1.6%	13,765	14,070	2.2%
Japanese Brands	58,366	58,190	-0.3%	42,346	45,978	8.6%
Korean Brands	7,754	7,243	-6.6%	8,517	10,243	20.3%

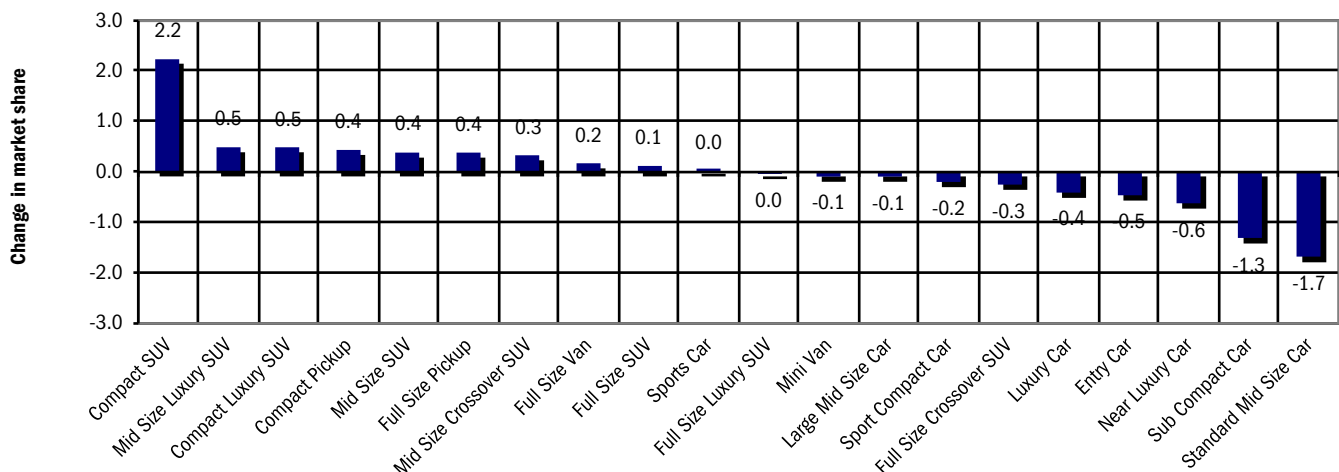
Data Information

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												
	Aug.			Three Month Period June '16 thru Aug. '16			Year to date thru August			Year-to-date Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2015	2016	% chg.	Yr. Ago	Current	% chg.	2015	2016	% chg.	2015	2016	Chg.
TOTAL	19,705	18,571	-5.8%	53,516	46,830	-12.5%	130,624	128,907	-1.3%			
Acura	218	128	-41.3%	518	397	-23.4%	1,364	1,179	-13.6%	1.0	0.9	-0.1
Audi	413	344	-16.7%	1,055	949	-10.0%	2,443	2,446	0.1%	1.9	1.9	0.0
BMW	353	293	-17.0%	973	778	-20.0%	2,799	2,668	-4.7%	2.1	2.1	-0.1
Buick	172	210	22.1%	518	451	-12.9%	1,248	1,205	-3.4%	1.0	0.9	0.0
Cadillac	102	114	11.8%	307	263	-14.3%	776	754	-2.8%	0.6	0.6	0.0
Chevrolet	1,454	1,518	4.4%	4,072	3,810	-6.4%	9,807	10,036	2.3%	7.5	7.8	0.3
Chrysler	169	104	-38.5%	433	299	-30.9%	1,268	799	-37.0%	1.0	0.6	-0.4
Dodge	438	310	-29.2%	1,281	801	-37.5%	3,044	2,364	-22.3%	2.3	1.8	-0.5
Fiat	34	38	11.8%	83	90	8.4%	155	208	34.2%	0.1	0.2	0.0
Ford	2,314	2,178	-5.9%	6,190	5,598	-9.6%	15,362	15,320	-0.3%	11.8	11.9	0.1
GMC	583	644	10.5%	1,634	1,483	-9.2%	4,158	4,213	1.3%	3.2	3.3	0.1
Honda	1,442	1,483	2.8%	3,867	3,638	-5.9%	9,298	9,400	1.1%	7.1	7.3	0.2
Hyundai	620	632	1.9%	1,660	1,552	-6.5%	3,931	4,085	3.9%	3.0	3.2	0.2
Infiniti	136	121	-11.0%	358	293	-18.2%	935	840	-10.2%	0.7	0.7	-0.1
Jaguar	10	42	320.0%	28	74	164.3%	67	101	50.7%	0.1	0.1	0.0
Jeep	1,385	1,301	-6.1%	3,671	3,329	-9.3%	8,963	9,174	2.4%	6.9	7.1	0.3
Kia	575	407	-29.2%	1,654	1,161	-29.8%	3,823	3,158	-17.4%	2.9	2.4	-0.5
Land Rover	80	62	-22.5%	248	189	-23.8%	638	670	5.0%	0.5	0.5	0.0
Lexus	415	363	-12.5%	1,108	848	-23.5%	2,793	2,548	-8.8%	2.1	2.0	-0.2
Lincoln	93	92	-1.1%	245	215	-12.2%	612	587	-4.1%	0.5	0.5	0.0
Maserati	2	9	350.0%	13	24	84.6%	22	48	118.2%	0.0	0.0	0.0
Mazda	408	442	8.3%	1,275	1,092	-14.4%	2,966	2,850	-3.9%	2.3	2.2	-0.1
Mercedes	275	311	13.1%	829	801	-3.4%	2,071	2,037	-1.6%	1.6	1.6	0.0
MINI	127	97	-23.6%	318	230	-27.7%	648	601	-7.3%	0.5	0.5	0.0
Mitsubishi	74	90	21.6%	195	239	22.6%	456	674	47.8%	0.3	0.5	0.2
Nissan	1,365	1,029	-24.6%	3,526	2,537	-28.0%	8,493	7,391	-13.0%	6.5	5.7	-0.8
Porsche	68	66	-2.9%	218	203	-6.9%	508	506	-0.4%	0.4	0.4	0.0
Ram	798	707	-11.4%	2,093	1,857	-11.3%	5,259	5,165	-1.8%	4.0	4.0	0.0
smart	3	6	100.0%	19	12	-36.8%	46	39	-15.2%	0.0	0.0	0.0
Subaru	2,080	2,059	-1.0%	5,867	5,163	-12.0%	15,129	14,993	-0.9%	11.6	11.6	0.0
Tesla	49	97	98.0%	176	205	16.5%	358	429	19.8%	0.3	0.3	0.1
Toyota/Scion	2,761	2,703	-2.1%	7,197	6,775	-5.9%	16,932	18,315	8.2%	13.0	14.2	1.2
Volkswagen	602	453	-24.8%	1,674	1,188	-29.0%	3,708	3,220	-13.2%	2.8	2.5	-0.3
Volvo	77	110	42.9%	196	266	35.7%	501	841	67.9%	0.4	0.7	0.3
Other	10	8	-20.0%	17	20	17.6%	43	43	0.0%	0.0	0.0	0.0

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

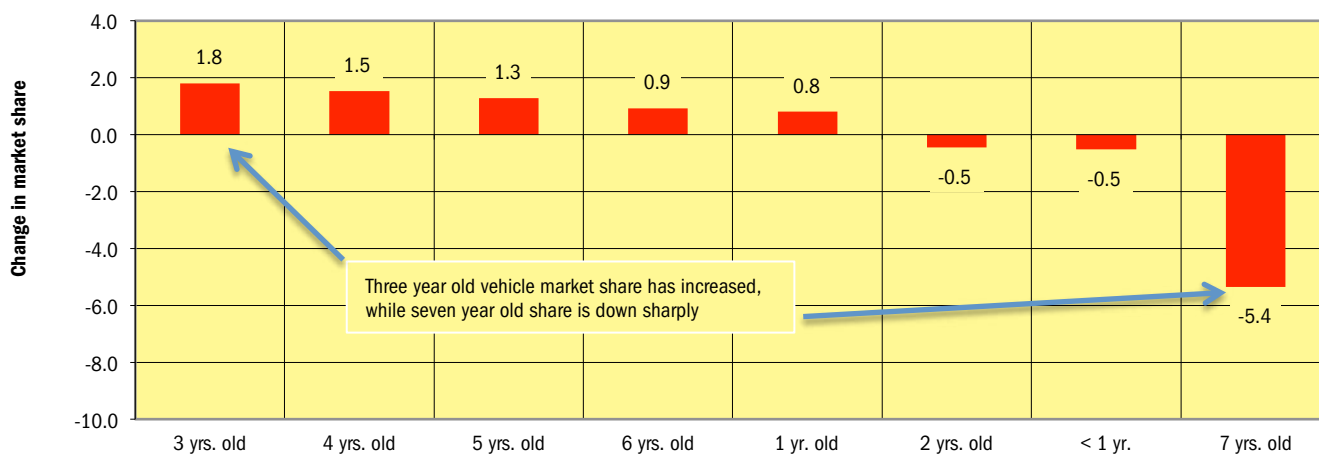


Data Source: AutoCount data from Experian Automotive.

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

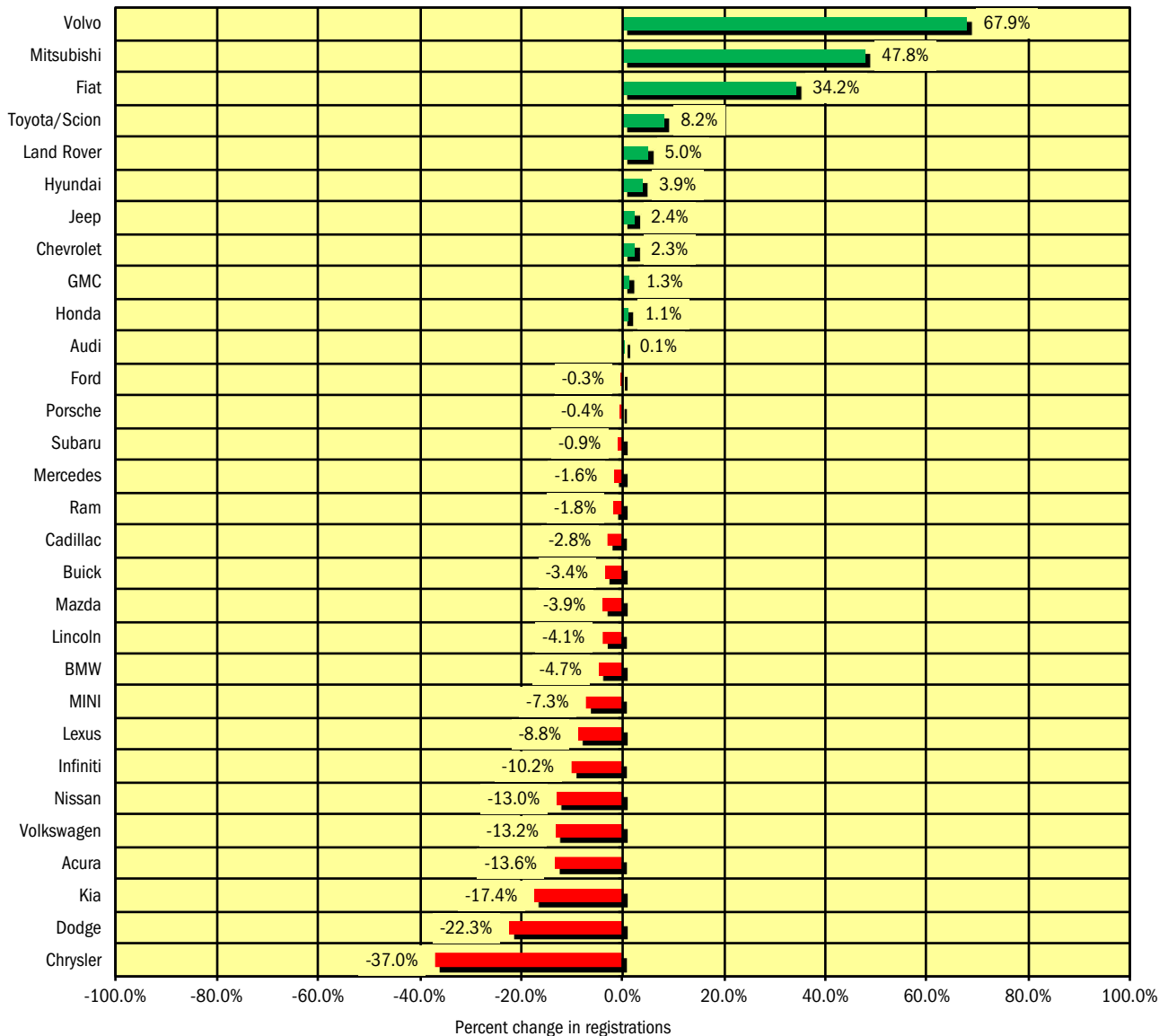
Colorado Used Retail Car and Light Truck Registrations												
	Aug.			Three Month Period June '16 thru Aug. '16			Year to date thru August			Year-to-date Market Share (%)		
	2015	2016	% chg.	Yr. Ago	Current	% chg.	2015	2016	% chg.	2015	2016	Chg.
TOTAL	16,782	19,766	17.8%	49,532	50,110	1.2%	123,021	134,452	9.3%			
Acura	213	209	-1.9%	632	516	-18.4%	1,607	1,425	-11.3%	1.3	1.1	-0.2
Audi	288	314	9.0%	853	845	-0.9%	2,085	2,269	8.8%	1.7	1.7	0.0
BMW	411	435	5.8%	1,220	1,142	-6.4%	2,998	3,005	0.2%	2.4	2.2	-0.2
Buick	162	210	29.6%	486	499	2.7%	1,252	1,470	17.4%	1.0	1.1	0.1
Cadillac	204	247	21.1%	577	595	3.1%	1,554	1,518	-2.3%	1.3	1.1	-0.1
Chevrolet	1,867	2,203	18.0%	5,709	5,613	-1.7%	14,507	14,843	2.3%	11.8	11.0	-0.8
Chrysler	316	318	0.6%	957	791	-17.3%	2,522	2,309	-8.4%	2.1	1.7	-0.3
Dodge (incl. Ram)	1,268	1,529	20.6%	3,791	3,927	3.6%	9,487	10,619	11.9%	7.7	7.9	0.2
Ford	2,256	2,880	27.7%	6,734	7,188	6.7%	16,625	19,167	15.3%	13.5	14.3	0.7
GMC	510	672	31.8%	1,593	1,666	4.6%	3,893	4,400	13.0%	3.2	3.3	0.1
Honda	900	931	3.4%	2,553	2,308	-9.6%	6,360	6,278	-1.3%	5.2	4.7	-0.5
Hummer	15	5	-66.7%	40	9	-77.5%	101	17	-83.2%	0.1	0.0	-0.1
Hyundai	597	809	35.5%	1,816	2,035	12.1%	4,552	5,584	22.7%	3.7	4.2	0.5
Infiniti	231	203	-12.1%	672	521	-22.5%	1,598	1,424	-10.9%	1.3	1.1	-0.2
Jaguar	5	10	100.0%	24	37	54.2%	69	81	17.4%	0.1	0.1	0.0
Jeep	859	1,308	52.3%	2,515	3,229	28.4%	6,532	8,606	31.8%	5.3	6.4	1.1
Kia	579	685	18.3%	1,659	1,815	9.4%	3,965	4,659	17.5%	3.2	3.5	0.2
Land Rover	95	111	16.8%	243	273	12.3%	676	800	18.3%	0.5	0.6	0.0
Lexus	263	299	13.7%	836	783	-6.3%	2,084	2,264	8.6%	1.7	1.7	0.0
Lincoln	83	103	24.1%	294	280	-4.8%	764	763	-0.1%	0.6	0.6	-0.1
Mazda	301	332	10.3%	907	787	-13.2%	2,226	2,112	-5.1%	1.8	1.6	-0.2
Mercedes	265	332	25.3%	881	847	-3.9%	2,144	2,224	3.7%	1.7	1.7	-0.1
Mercury	25	15	-40.0%	75	34	-54.7%	197	89	-54.8%	0.2	0.1	-0.1
MINI	110	137	24.5%	319	310	-2.8%	766	814	6.3%	0.6	0.6	0.0
Mitsubishi	113	102	-9.7%	309	265	-14.2%	779	750	-3.7%	0.6	0.6	-0.1
Nissan	1,475	1,611	9.2%	4,075	4,065	-0.2%	9,671	10,967	13.4%	7.9	8.2	0.3
Pontiac	60	26	-56.7%	171	77	-55.0%	482	215	-55.4%	0.4	0.2	-0.2
Porsche	42	40	-4.8%	147	124	-15.6%	341	326	-4.4%	0.3	0.2	0.0
Saab	8	5	-37.5%	31	9	-71.0%	74	21	-71.6%	0.1	0.0	0.0
Saturn	50	20	-60.0%	168	44	-73.8%	470	126	-73.2%	0.4	0.1	-0.3
Subaru	848	1,037	22.3%	2,408	2,690	11.7%	5,933	7,298	23.0%	4.8	5.4	0.6
Suzuki	56	25	-55.4%	155	62	-60.0%	406	190	-53.2%	0.3	0.1	-0.2
Toyota/Scion	1,608	2,007	24.8%	4,760	5,110	7.4%	11,681	13,270	13.6%	9.5	9.9	0.4
Volkswagen	517	449	-13.2%	1,444	1,217	-15.7%	3,526	3,496	-0.9%	2.9	2.6	-0.3
Volvo	129	94	-27.1%	331	234	-29.3%	770	650	-15.6%	0.6	0.5	-0.1
Other	53	53	0.0%	147	163	10.9%	324	403	24.4%	0.3	0.3	0.0

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



Data Source: AutoCount data from Experian Automotive.

**New Vehicle Market Percent Change in Brand Registrations
YTD 2016 thru August v. YTD 2015
(Top 30 selling brands)**



Data Source: AutoCount data from Experian Automotive.

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