

Colorado Auto Outlook™

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Comprehensive information on the Colorado automotive market

Colorado Automobile Dealers Association

Quick Facts

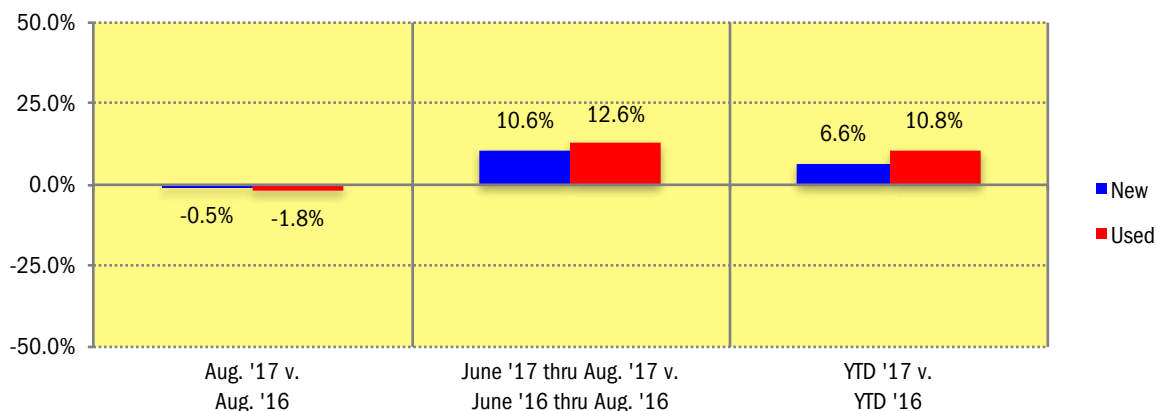
New retail car and light truck registrations in the state declined a slim 0.5% in August 2017 versus a year earlier. Note: monthly recording of registrations occurs when the data is processed by the DMV. This can impact the measurement of registrations in individual months. Year-to-date figures are more reflective of market results.

New registrations in the state increased 6.6% during the first eight months of this year versus the same period a year earlier. Passenger cars increased by less than 1% while Light Trucks were up 9.4%.

Used vehicle registrations were up 10.8% so far this year. (Only includes vehicles seven years old or newer.)

Jaguar, Volkswagen, Infiniti, Mercedes, Nissan, Porsche, and Toyota 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		
	June '16 thru Aug. '16	June '17 thru Aug. '17	Percent Change	June '16 thru Aug. '16	June '17 thru Aug. '17	Percent Change
Total	46,830	51,808	10.6%	50,111	56,429	12.6%
Cars	14,453	15,559	7.7%	20,720	21,798	5.2%
Light Trucks	32,377	36,249	12.0%	29,391	34,631	17.8%
Detroit Three Brands	18,312	19,009	3.8%	23,960	26,488	10.6%
European Brands	4,823	5,343	10.8%	5,194	5,887	13.3%
Japanese Brands	20,982	24,212	15.4%	17,107	19,779	15.6%
Korean Brands	2,713	3,244	19.6%	3,850	4,275	11.0%
	Year-to-date thru August					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2016	YTD 2017	Percent Change	YTD 2016	YTD 2017	Percent Change
Total	128,907	137,407	6.6%	134,454	149,025	10.8%
Cars	39,701	39,777	0.2%	56,242	57,754	2.7%
Light Trucks	89,206	97,630	9.4%	78,212	91,271	16.7%
Detroit Three Brands	50,048	50,558	1.0%	64,161	70,230	9.5%
European Brands	13,426	14,457	7.7%	14,072	15,579	10.7%
Japanese Brands	58,190	64,537	10.9%	45,978	52,239	13.6%
Korean Brands	7,243	7,855	8.4%	10,243	10,977	7.2%

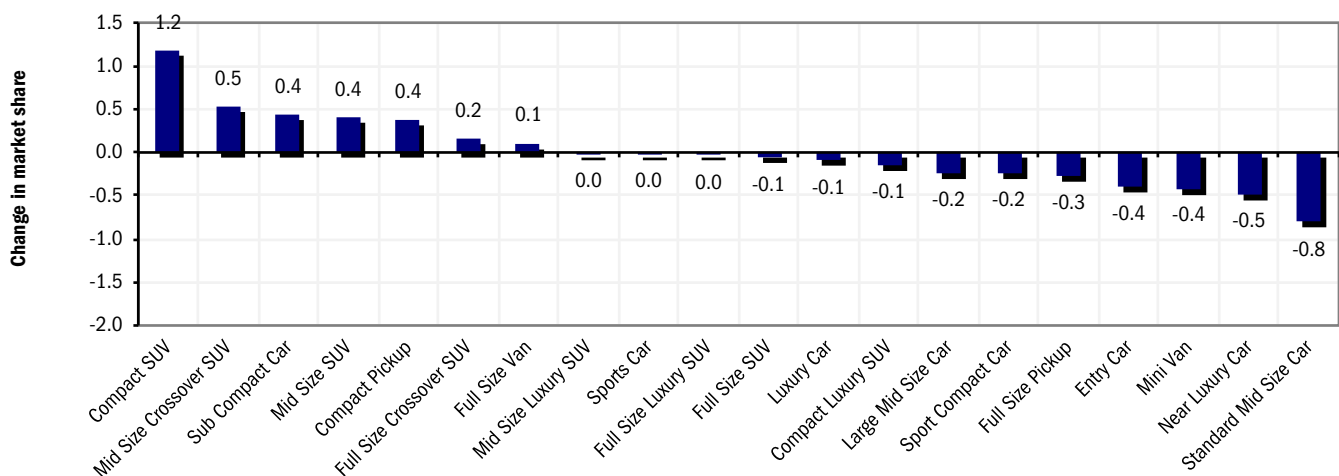
Data Information

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												
	August			Three Month Period June '17 thru Aug. '17			Year-to-date thru Aug.			Year-to-date Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2016	2017	% chg.	Yr. Ago	Current	% chg.	2016	2017	% chg.	2016	2017	Chg.
TOTAL	18,571	18,470	-0.5%	46,830	51,808	10.6%	128,907	137,407	6.6%			
Acura	128	140	9.4%	397	427	7.6%	1,179	1,074	-8.9%	0.9	0.8	-0.1
Audi	344	326	-5.2%	949	892	-6.0%	2,446	2,548	4.2%	1.9	1.9	0.0
BMW	293	274	-6.5%	778	737	-5.3%	2,668	2,174	-18.5%	2.1	1.6	-0.5
Buick	210	126	-40.0%	451	397	-12.0%	1,205	1,098	-8.9%	0.9	0.8	-0.1
Cadillac	114	96	-15.8%	263	265	0.8%	754	723	-4.1%	0.6	0.5	-0.1
Chevrolet	1,518	1,334	-12.1%	3,810	3,766	-1.2%	10,036	9,828	-2.1%	7.8	7.2	-0.6
Chrysler	104	82	-21.2%	299	251	-16.1%	799	730	-8.6%	0.6	0.5	-0.1
Dodge	310	254	-18.1%	801	908	13.4%	2,364	2,368	0.2%	1.8	1.7	-0.1
Fiat	38	17	-55.3%	90	54	-40.0%	208	154	-26.0%	0.2	0.1	0.0
Ford	2,178	2,094	-3.9%	5,598	6,138	9.6%	15,320	15,856	3.5%	11.9	11.5	-0.3
GMC	644	478	-25.8%	1,483	1,379	-7.0%	4,213	4,071	-3.4%	3.3	3.0	-0.3
Honda	1,483	1,452	-2.1%	3,638	4,038	11.0%	9,400	10,421	10.9%	7.3	7.6	0.3
Hyundai	632	650	2.8%	1,552	1,922	23.8%	4,085	4,510	10.4%	3.2	3.3	0.1
Infiniti	121	95	-21.5%	293	296	1.0%	840	1,000	19.0%	0.7	0.7	0.1
Jaguar	42	44	4.8%	74	119	60.8%	101	337	233.7%	0.1	0.2	0.2
Jeep	1,301	1,375	5.7%	3,329	3,582	7.6%	9,174	9,460	3.1%	7.1	6.9	-0.2
Kia	407	483	18.7%	1,161	1,322	13.9%	3,158	3,345	5.9%	2.4	2.4	0.0
Land Rover	62	74	19.4%	189	210	11.1%	670	612	-8.7%	0.5	0.4	-0.1
Lexus	363	359	-1.1%	848	975	15.0%	2,548	2,689	5.5%	2.0	2.0	0.0
Lincoln	92	91	-1.1%	215	229	6.5%	587	652	11.1%	0.5	0.5	0.0
Maserati	9	9	0.0%	24	29	20.8%	48	94	95.8%	0.0	0.1	0.0
Mazda	442	417	-5.7%	1,092	1,222	11.9%	2,850	3,033	6.4%	2.2	2.2	0.0
Mercedes	311	315	1.3%	801	908	13.4%	2,037	2,312	13.5%	1.6	1.7	0.1
MINI	97	75	-22.7%	230	211	-8.3%	601	529	-12.0%	0.5	0.4	-0.1
Mitsubishi	90	74	-17.8%	239	249	4.2%	674	641	-4.9%	0.5	0.5	-0.1
Nissan	1,029	1,127	9.5%	2,537	3,211	26.6%	7,391	8,350	13.0%	5.7	6.1	0.3
Porsche	66	70	6.1%	203	237	16.7%	506	570	12.6%	0.4	0.4	0.0
Ram	707	633	-10.5%	1,857	1,925	3.7%	5,165	5,222	1.1%	4.0	3.8	-0.2
smart	6	3	-50.0%	12	12	0.0%	39	38	-2.6%	0.0	0.0	0.0
Subaru	2,059	2,158	4.8%	5,163	5,739	11.2%	14,993	16,756	11.8%	11.6	12.2	0.6
Tesla	97	55	-43.3%	205	167	-18.5%	429	548	27.7%	0.3	0.4	0.1
Toyota/Scion	2,703	3,026	11.9%	6,775	8,055	18.9%	18,315	20,572	12.3%	14.2	15.0	0.8
Volkswagen	453	554	22.3%	1,188	1,651	39.0%	3,220	4,311	33.9%	2.5	3.1	0.6
Volvo	110	84	-23.6%	266	211	-20.7%	841	665	-20.9%	0.7	0.5	-0.2
Other	8	26	225.0%	20	74	270.0%	43	116	169.8%	0.0	0.1	0.1

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

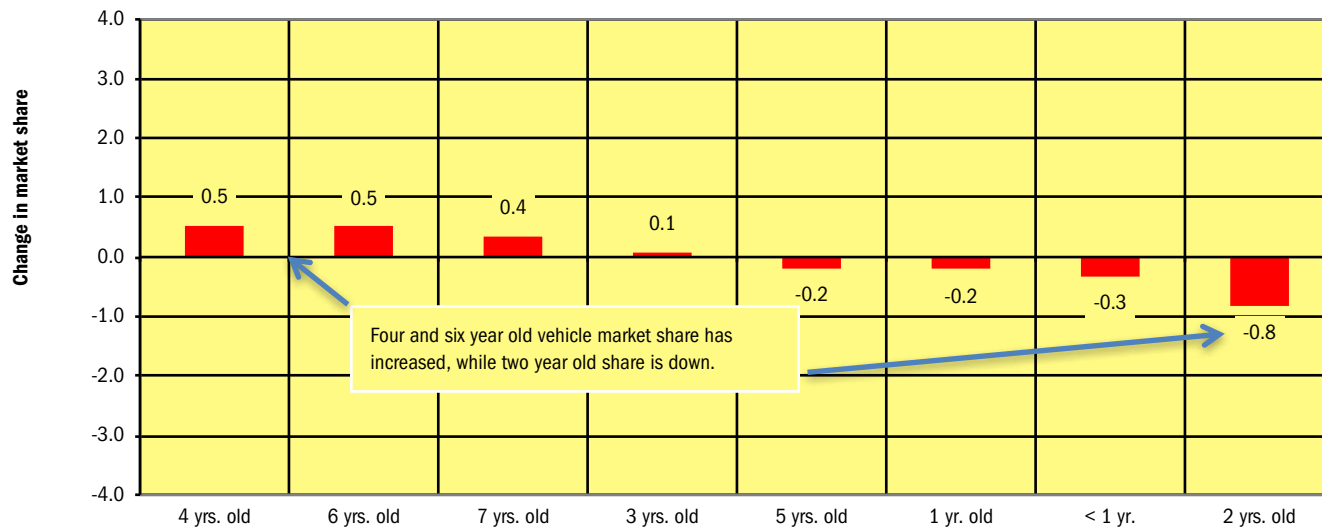


Data Source: AutoCount data from Experian.

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

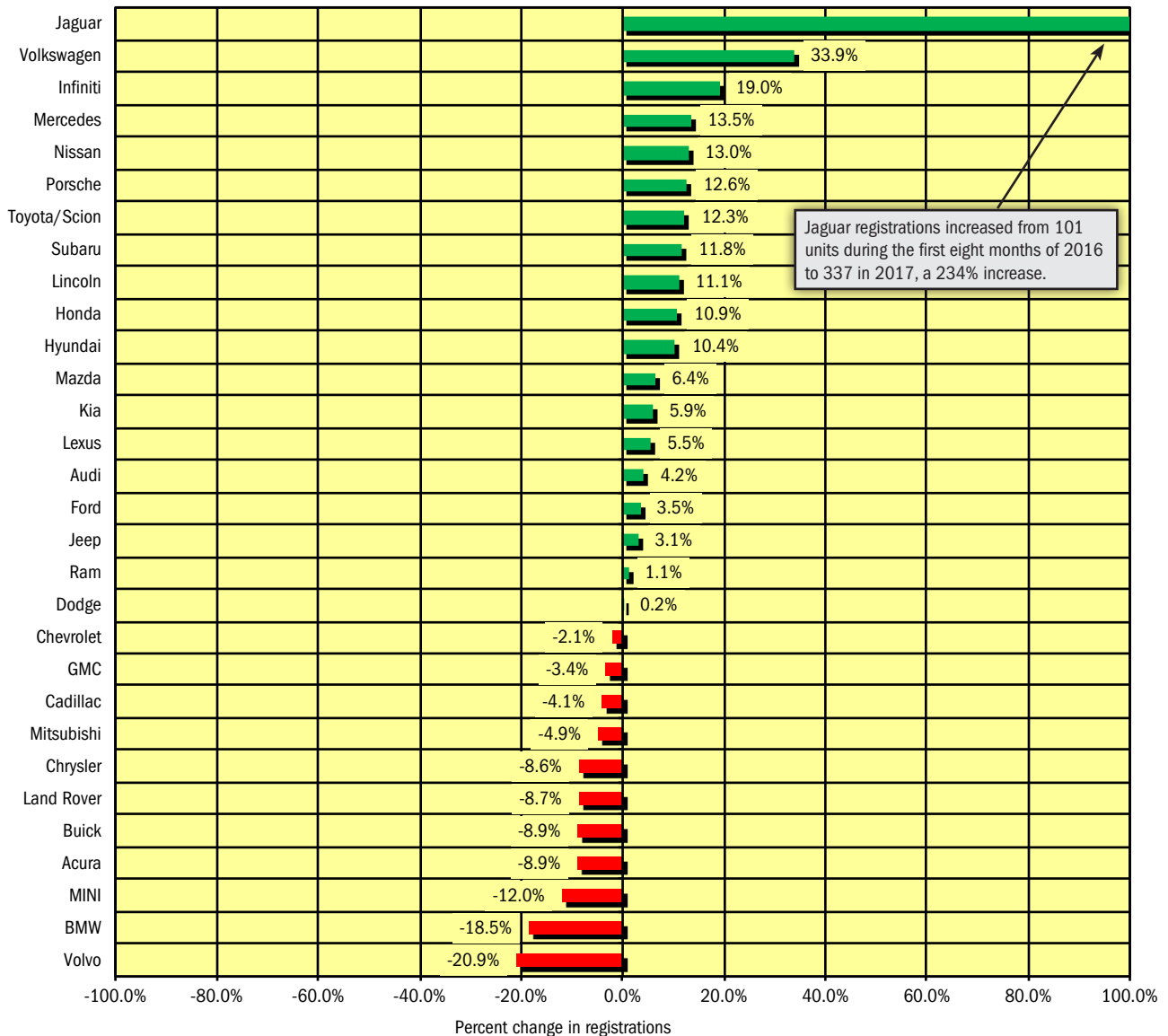
Colorado Used Retail Car and Light Truck Registrations												
	August			Three Month Period June '17 thru Aug. '17			Year-to-date thru Aug.			YTD Market Share (%)		
	2016	2017	% chg.	Yr. Ago	Current	% chg.	2016	2017	% chg.	2016	2017	Chg.
	TOTAL	19,767	19,421	-1.8%	50,111	56,429	12.6%	134,454	149,025	10.8%		
Acura	209	225	7.7%	516	602	16.7%	1,425	1,779	24.8%	1.1	1.2	0.1
Audi	314	329	4.8%	845	964	14.1%	2,269	2,591	14.2%	1.7	1.7	0.1
BMW	435	517	18.9%	1,142	1,537	34.6%	3,005	4,105	36.6%	2.2	2.8	0.5
Buick	210	214	1.9%	499	618	23.8%	1,470	1,591	8.2%	1.1	1.1	0.0
Cadillac	247	256	3.6%	595	732	23.0%	1,518	2,059	35.6%	1.1	1.4	0.3
Chevrolet	2,203	1,915	-13.1%	5,613	5,623	0.2%	14,843	15,197	2.4%	11.0	10.2	-0.8
Chrysler	318	279	-12.3%	791	897	13.4%	2,309	2,397	3.8%	1.7	1.6	-0.1
Dodge	1,529	1,492	-2.4%	3,927	4,245	8.1%	10,619	11,168	5.2%	7.9	7.5	-0.4
Ford	2,880	2,833	-1.6%	7,188	8,325	15.8%	19,167	21,615	12.8%	14.3	14.5	0.2
GMC	672	661	-1.6%	1,666	1,966	18.0%	4,400	5,109	16.1%	3.3	3.4	0.2
Honda	931	984	5.7%	2,308	2,791	20.9%	6,278	6,929	10.4%	4.7	4.6	0.0
Hyundai	809	806	-0.4%	2,035	2,398	17.8%	5,584	6,075	8.8%	4.2	4.1	-0.1
Infiniti	203	246	21.2%	521	718	37.8%	1,424	1,804	26.7%	1.1	1.2	0.2
Jaguar	10	16	60.0%	37	41	10.8%	81	102	25.9%	0.1	0.1	0.0
Jeep	1,308	1,302	-0.5%	3,229	3,733	15.6%	8,606	10,213	18.7%	6.4	6.9	0.5
Kia	685	607	-11.4%	1,815	1,877	3.4%	4,659	4,902	5.2%	3.5	3.3	-0.2
Land Rover	111	117	5.4%	273	347	27.1%	800	917	14.6%	0.6	0.6	0.0
Lexus	299	310	3.7%	783	975	24.5%	2,264	2,557	12.9%	1.7	1.7	0.0
Lincoln	103	105	1.9%	280	297	6.1%	763	737	-3.4%	0.6	0.5	-0.1
Mazda	332	309	-6.9%	787	886	12.6%	2,112	2,302	9.0%	1.6	1.5	0.0
Mercedes	332	284	-14.5%	847	906	7.0%	2,224	2,512	12.9%	1.7	1.7	0.0
MINI	137	117	-14.6%	310	351	13.2%	814	865	6.3%	0.6	0.6	0.0
Mitsubishi	102	101	-1.0%	265	334	26.0%	750	930	24.0%	0.6	0.6	0.1
Nissan	1,611	1,570	-2.5%	4,065	4,667	14.8%	10,967	12,713	15.9%	8.2	8.5	0.4
Other	150	82	-45.3%	399	273	-31.6%	1,063	729	-31.4%	0.8	0.5	-0.3
Porsche	40	49	22.5%	124	135	8.9%	326	350	7.4%	0.2	0.2	0.0
Subaru	1,037	1,189	14.7%	2,690	3,228	20.0%	7,298	8,293	13.6%	5.4	5.6	0.1
Toyota/Scion	2,007	2,003	-0.2%	5,110	5,531	8.2%	13,270	14,803	11.6%	9.9	9.9	0.1
Volkswagen	449	412	-8.2%	1,217	1,155	-5.1%	3,496	2,953	-15.5%	2.6	2.0	-0.6
Volvo	94	91	-3.2%	234	277	18.4%	650	728	12.0%	0.5	0.5	0.0

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



Data Source: AutoCount data from Experian.

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



Data Source: AutoCount data from Experian.

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