

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 12.6% in December '14 vs. 2013.

New registrations in the state during all of last year increased 6.8% compared to a year earlier.

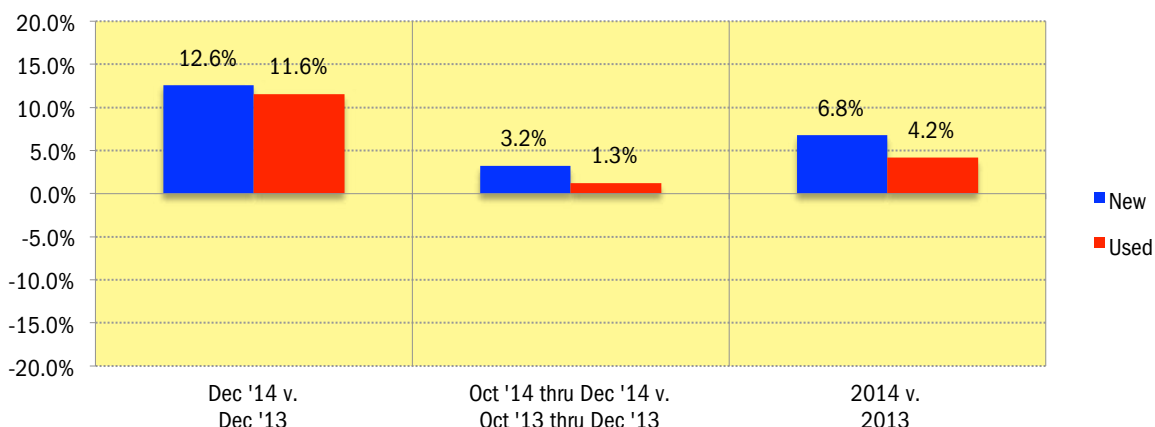
Used vehicle market was up 11.6% in December 2014 (vehicles seven years old or newer), and improved 4.2% for the entire year.

Three year old vehicle market share increased 2.7 share points.

Mitsubishi, Jeep, Audi, Ram, and Porsche new vehicle registrations each increased more than 20% in 2014.

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		
	Oct '13 thru Dec '13	Oct '14 thru Dec '14	Percent Change	Oct '13 thru Dec '13	Oct '14 thru Dec '14	Percent Change
Total	46,267	47,757	3.2%	48,263	48,867	1.3%
Cars	18,000	17,809	-1.1%	21,466	21,535	0.3%
Light Trucks	28,267	29,948	5.9%	26,797	27,332	2.0%
Detroit Three Brands	17,433	17,994	3.2%	22,674	23,158	2.1%
European Brands	5,091	4,698	-7.7%	5,067	5,542	9.4%
Japanese Brands	20,828	22,122	6.2%	17,565	17,040	-3.0%
Korean Brands	2,915	2,943	1.0%	2,957	3,127	5.7%
	YTD thru December					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	2013 Annual	2014 Annual	Percent Change	2013 Annual	2014 Annual	Percent Change
Total	176,433	188,416	6.8%	176,615	183,959	4.2%
Cars	71,813	73,111	1.8%	80,279	82,255	2.5%
Light Trucks	104,620	115,305	10.2%	96,336	101,704	5.6%
Detroit Three Brands	67,066	71,962	7.3%	84,236	86,744	3.0%
European Brands	19,578	19,450	-0.7%	18,401	20,094	9.2%
Japanese Brands	78,151	84,896	8.6%	63,388	65,010	2.6%
Korean Brands	11,638	12,108	4.0%	10,590	12,111	14.4%

Data Information

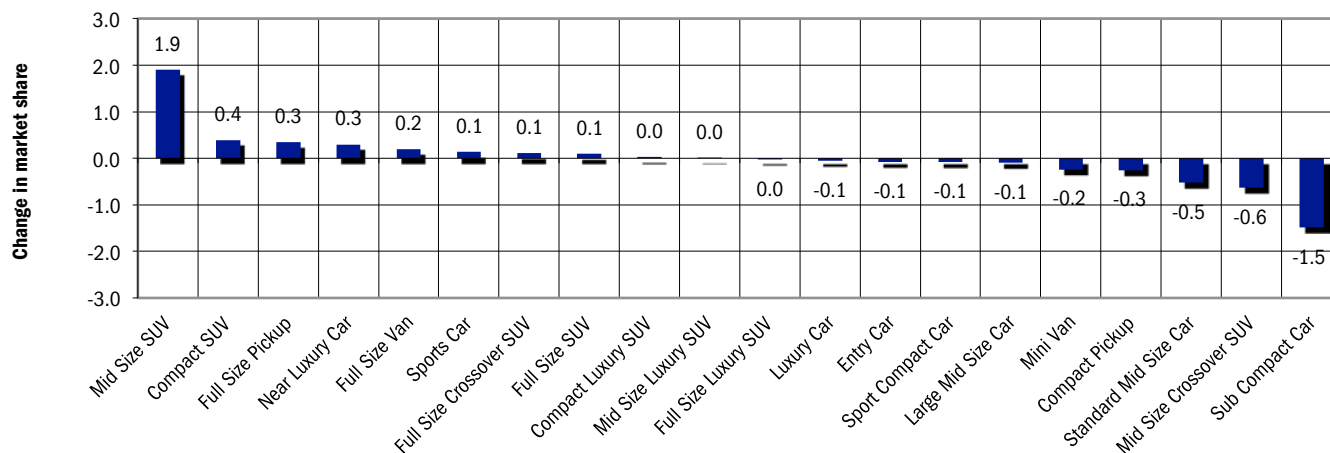
All data represents new and used vehicle retail registrations in Colorado and excludes fleet and wholesale transactions. Used vehicle data only includes vehicles seven years old or newer and excludes private party transactions. Please keep in mind that monthly registration figures can occasionally be 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												
	December			Three Month Period Oct '14 thru Dec '14			YTD thru December			YTD Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2013	2014	% chg.	2013	2014	% chg.	2013	2014	% chg.	2013	2014	Chg.
TOTAL	16,678	18,776	12.6%	46,267	47,757	3.2%	176,433	188,416	6.8%			
Acura	217	223	2.8%	557	517	-7.2%	2,120	2,189	3.3%	1.2	1.2	0.0
Audi	258	349	35.3%	702	907	29.2%	2,725	3,369	23.6%	1.5	1.8	0.2
BMW	398	383	-3.8%	923	868	-6.0%	3,621	3,816	5.4%	2.1	2.0	0.0
Buick	139	156	12.2%	399	393	-1.5%	1,551	1,639	5.7%	0.9	0.9	0.0
Cadillac	133	94	-29.3%	374	275	-26.5%	1,379	1,189	-13.8%	0.8	0.6	-0.2
Chevrolet	1,254	1,243	-0.9%	3,553	3,443	-3.1%	13,580	13,940	2.7%	7.7	7.4	-0.3
Chrysler	79	175	121.5%	301	372	23.6%	1,271	1,228	-3.4%	0.7	0.7	-0.1
Dodge	398	406	2.0%	1,099	1,087	-1.1%	4,931	4,807	-2.5%	2.8	2.6	-0.2
Fiat	28	11	-60.7%	92	35	-62.0%	430	310	-27.9%	0.2	0.2	-0.1
Ford	2,134	2,053	-3.8%	5,701	5,412	-5.1%	22,169	22,208	0.2%	12.6	11.8	-0.8
GMC	461	612	32.8%	1,287	1,456	13.1%	4,802	5,453	13.6%	2.7	2.9	0.2
Honda	1,082	1,553	43.5%	3,617	3,887	7.5%	14,591	14,524	-0.5%	8.3	7.7	-0.6
Hyundai	525	560	6.7%	1,404	1,484	5.7%	5,782	6,043	4.5%	3.3	3.2	-0.1
Infiniti	139	127	-8.6%	322	295	-8.4%	1,125	1,238	10.0%	0.6	0.7	0.0
Jaguar	9	11	22.2%	29	26	-10.3%	92	118	28.3%	0.1	0.1	0.0
Jeep	993	1,330	33.9%	2,785	3,334	19.7%	10,277	13,126	27.7%	5.8	7.0	1.1
Kia	549	567	3.3%	1,511	1,459	-3.4%	5,856	6,065	3.6%	3.3	3.2	-0.1
Land Rover	78	54	-30.8%	220	158	-28.2%	848	866	2.1%	0.5	0.5	0.0
Lexus	316	372	17.7%	878	887	1.0%	3,240	3,883	19.8%	1.8	2.1	0.2
Lincoln	68	61	-10.3%	181	185	2.2%	676	661	-2.2%	0.4	0.4	0.0
Mazda	408	428	4.9%	1,101	1,121	1.8%	3,582	4,170	16.4%	2.0	2.2	0.2
Mercedes	321	260	-19.0%	812	663	-18.3%	2,710	2,893	6.8%	1.5	1.5	0.0
MINI	79	92	16.5%	243	211	-13.2%	1,076	893	-17.0%	0.6	0.5	-0.1
Mitsubishi	46	66	43.5%	131	182	38.9%	610	783	28.4%	0.3	0.4	0.1
Nissan	1,009	1,219	20.8%	3,004	3,104	3.3%	11,285	12,298	9.0%	6.4	6.5	0.1
Porsche	51	72	41.2%	131	158	20.6%	490	588	20.0%	0.3	0.3	0.0
Ram	568	812	43.0%	1,694	1,996	17.8%	6,247	7,538	20.7%	3.5	4.0	0.5
smart	5	9	80.0%	20	25	25.0%	147	124	-15.6%	0.1	0.1	0.0
Subaru	2,005	2,237	11.6%	5,115	5,556	8.6%	18,275	20,806	13.8%	10.4	11.0	0.7
Tesla	18	14	-22.2%	56	40		178	172		0.1	0.1	0.0
Toyota/Scion	2,213	2,606	17.8%	6,102	6,572	7.7%	23,083	25,001	8.3%	13.1	13.3	0.2
Volkswagen	583	545	-6.5%	1,666	1,449	-13.0%	6,490	5,646	-13.0%	3.7	3.0	-0.7
Volvo	102	66	-35.3%	225	171	-24.0%	872	703	-19.4%	0.5	0.4	-0.1
Other	12	10	-16.7%	32	29	-9.4%	322	129	-59.9%	0.2	0.1	-0.1

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

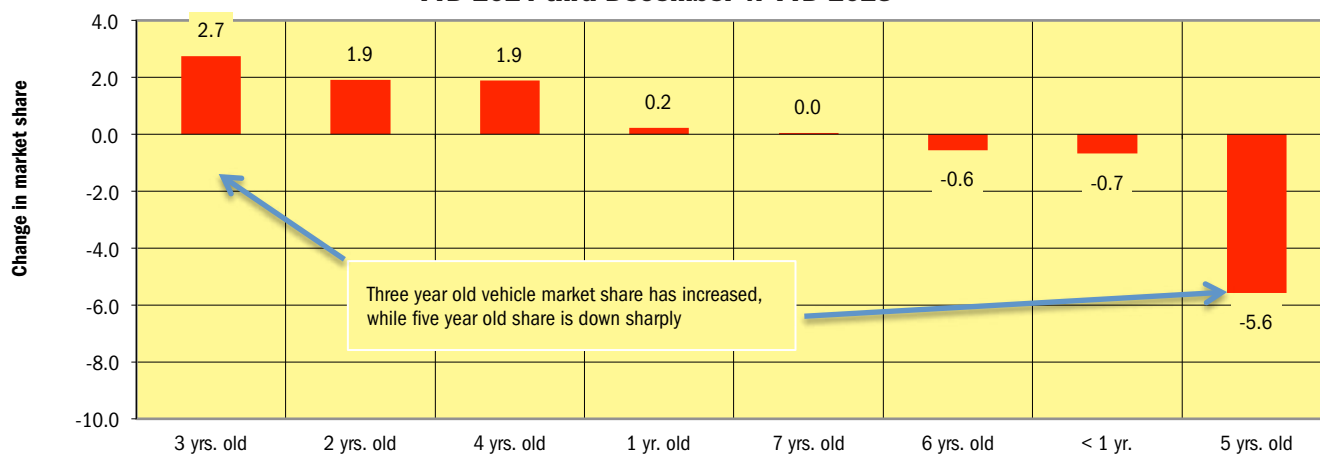


Data Source: AutoCount data from Experian Automotive.

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

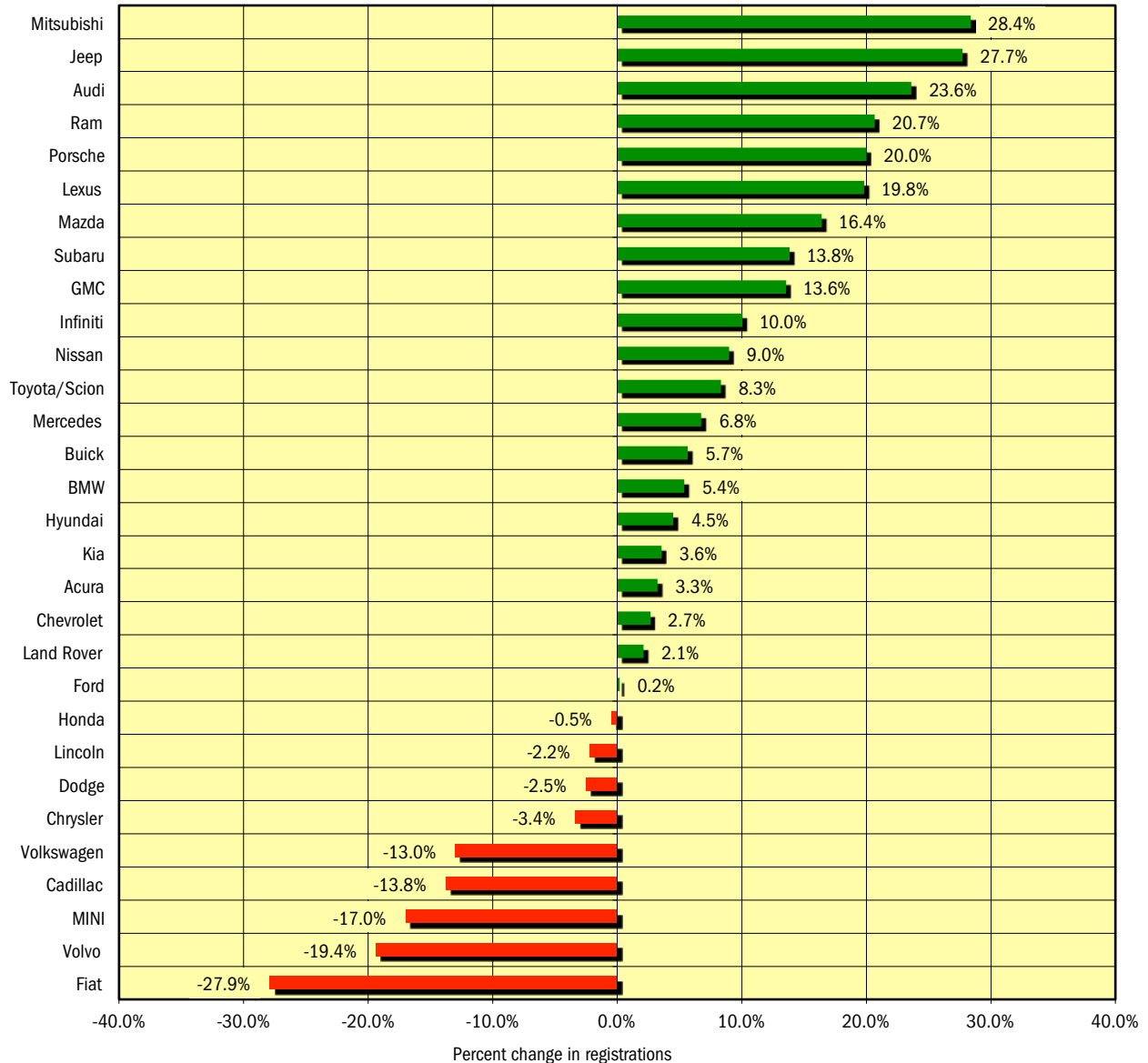
Colorado Used Retail Car and Light Truck Registrations												
	December			Three Month Period Oct '14 thru Dec '14			YTD thru December			YTD Market Share (%)		
	2013	2014	% chg.	2013	2014	% chg.	2013	2014	% chg.	2013	2014	Chg.
TOTAL	17,768	19,825	11.6%	48,263	48,867	1.3%	176,615	183,959	4.2%			
Acura	238	300	26.1%	655	660	0.8%	2,320	2,594	11.8%	1.3	1.4	0.1
Audi	263	337	28.1%	762	861	13.0%	2,580	2,992	16.0%	1.5	1.6	0.2
BMW	467	529	13.3%	1,149	1,266	10.2%	4,055	4,759	17.4%	2.3	2.6	0.3
Buick	134	187	39.6%	369	511	38.5%	1,423	1,807	27.0%	0.8	1.0	0.2
Cadillac	234	282	20.5%	611	663	8.5%	2,178	2,539	16.6%	1.2	1.4	0.1
Chevrolet	2,068	2,284	10.4%	5,436	5,607	3.1%	20,402	20,844	2.2%	11.6	11.3	-0.2
Chrysler	350	413	18.0%	1,014	943	-7.0%	4,007	3,619	-9.7%	2.3	2.0	-0.3
Dodge (incl. Ram)	1,313	1,452	10.6%	3,536	3,610	2.1%	13,139	13,822	5.2%	7.4	7.5	0.1
Ford	2,258	2,580	14.3%	6,002	6,402	6.7%	22,288	23,908	7.3%	12.6	13.0	0.4
GMC	565	651	15.2%	1,471	1,589	8.0%	5,071	5,802	14.4%	2.9	3.2	0.3
Honda	1,008	1,048	4.0%	2,800	2,516	-10.1%	9,779	9,923	1.5%	5.5	5.4	-0.1
Hummer	51	32	-37.3%	154	87	-43.5%	541	305	-43.6%	0.3	0.2	-0.1
Hyundai	547	762	39.3%	1,548	1,722	11.2%	5,562	6,501	16.9%	3.1	3.5	0.4
Infiniti	197	205	4.1%	552	566	2.5%	1,802	2,150	19.3%	1.0	1.2	0.1
Jaguar	13	8	-38.5%	26	28	7.7%	97	94	-3.1%	0.1	0.1	0.0
Jeep	992	1,115	12.4%	2,807	2,759	-1.7%	10,133	10,063	-0.7%	5.7	5.5	-0.3
Kia	513	572	11.5%	1,409	1,405	-0.3%	5,028	5,610	11.6%	2.8	3.0	0.2
Land Rover	105	102	-2.9%	286	252	-11.9%	1,002	937	-6.5%	0.6	0.5	-0.1
Lexus	316	319	0.9%	878	871	-0.8%	3,380	3,303	-2.3%	1.9	1.8	-0.1
Lincoln	121	121	0.0%	325	318	-2.2%	1,192	1,187	-0.4%	0.7	0.6	0.0
Mazda	380	366	-3.7%	1,049	925	-11.8%	3,946	3,607	-8.6%	2.2	2.0	-0.3
Mercedes	292	390	33.6%	712	929	30.5%	2,729	3,199	17.2%	1.5	1.7	0.2
Mercury	44	45	2.3%	143	109	-23.8%	566	472	-16.6%	0.3	0.3	-0.1
MINI	104	112	7.7%	276	282	2.2%	956	1,060	10.9%	0.5	0.6	0.0
Mitsubishi	133	146	9.8%	369	338	-8.4%	1,526	1,245	-18.4%	0.9	0.7	-0.2
Nissan	1,237	1,426	15.3%	3,405	3,554	4.4%	12,834	13,511	5.3%	7.3	7.3	0.1
Pontiac	156	98	-37.2%	423	286	-32.4%	1,863	1,259	-32.4%	1.1	0.7	-0.4
Porsche	50	47	-6.0%	128	108	-15.6%	482	420	-12.9%	0.3	0.2	0.0
Saab	22	19	-13.6%	69	42	-39.1%	299	164	-45.2%	0.2	0.1	-0.1
Saturn	138	108	-21.7%	383	273	-28.7%	1,433	1,114	-22.3%	0.8	0.6	-0.2
Subaru	850	984	15.8%	2,263	2,467	9.0%	7,660	8,934	16.6%	4.3	4.9	0.5
Suzuki	95	75	-21.1%	297	204	-31.3%	1,168	870	-25.5%	0.7	0.5	-0.2
Toyota/Scion	1,899	2,002	5.4%	5,291	4,934	-6.7%	18,942	18,855	-0.5%	10.7	10.2	-0.5
Volkswagen	458	539	17.7%	1,234	1,363	10.5%	4,673	4,882	4.5%	2.6	2.7	0.0
Volvo	128	113	-11.7%	355	310	-12.7%	1,279	1,206	-5.7%	0.7	0.7	-0.1
Other	29	56	93.1%	76	107	40.8%	280	402	43.6%	0.2	0.2	0.1

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



Data Source: AutoCount data from Experian Automotive.

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



Data Source: AutoCount data from Experian Automotive.

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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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