

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 reported 9.9% in December 2015 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.

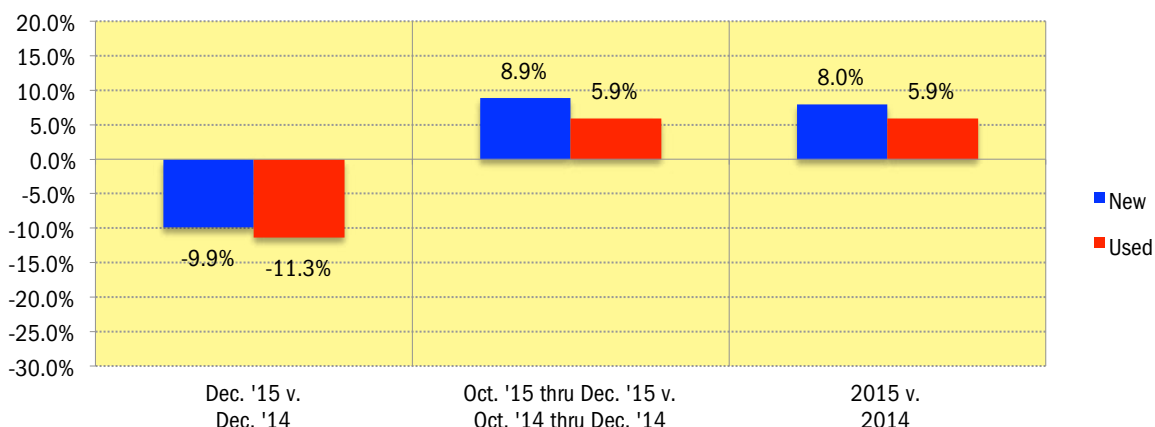
New registrations in the state were up 8% for all of 2015, higher than the 5.7% increase in U.S. sales.

Used vehicle market improved 5.9% last year.

Chrysler, Lincoln, Porsche, Volvo, Buick, GMC, and Subaru new vehicle registrations increased by more than 14% from 2014 to 2015.

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. '14 thru Dec. '14 | Oct. '15 thru Dec. '15 | Percent Change | Oct. '14 thru Dec. '14 | Oct. '15 thru Dec. '15 | Percent Change |
| Total | 50,596 | 55,081 | 8.9% | 48,867 | 51,749 | 5.9% |
| Cars | 18,877 | 17,992 | -4.7% | 21,535 | 22,305 | 3.6% |
| Light Trucks | 31,719 | 37,089 | 16.9% | 27,332 | 29,444 | 7.7% |
| Detroit Three Brands | 19,065 | 21,328 | 11.9% | 23,158 | 24,265 | 4.8% |
| European Brands | 4,968 | 5,856 | 17.9% | 5,542 | 5,686 | 2.6% |
| Japanese Brands | 23,437 | 24,812 | 5.9% | 17,040 | 18,120 | 6.3% |
| Korean Brands | 3,126 | 3,085 | -1.3% | 3,127 | 3,678 | 17.6% |
| | Annual Totals | | | | | |
| | Retail New Vehicle Registrations | | | Retail Used Vehicle Registrations | | |
| | 2014 | 2015 | Percent Change | 2014 | 2015 | Percent Change |
| Total | 188,416 | 203,471 | 8.0% | 183,959 | 194,885 | 5.9% |
| Cars | 73,112 | 70,561 | -3.5% | 82,255 | 85,928 | 4.5% |
| Light Trucks | 115,304 | 132,910 | 15.3% | 101,704 | 108,957 | 7.1% |
| Detroit Three Brands | 71,962 | 79,113 | 9.9% | 86,744 | 91,954 | 6.0% |
| European Brands | 19,450 | 21,293 | 9.5% | 20,094 | 21,731 | 8.1% |
| Japanese Brands | 84,896 | 91,154 | 7.4% | 65,010 | 67,549 | 3.9% |
| Korean Brands | 12,108 | 11,911 | -1.6% | 12,111 | 13,651 | 12.7% |

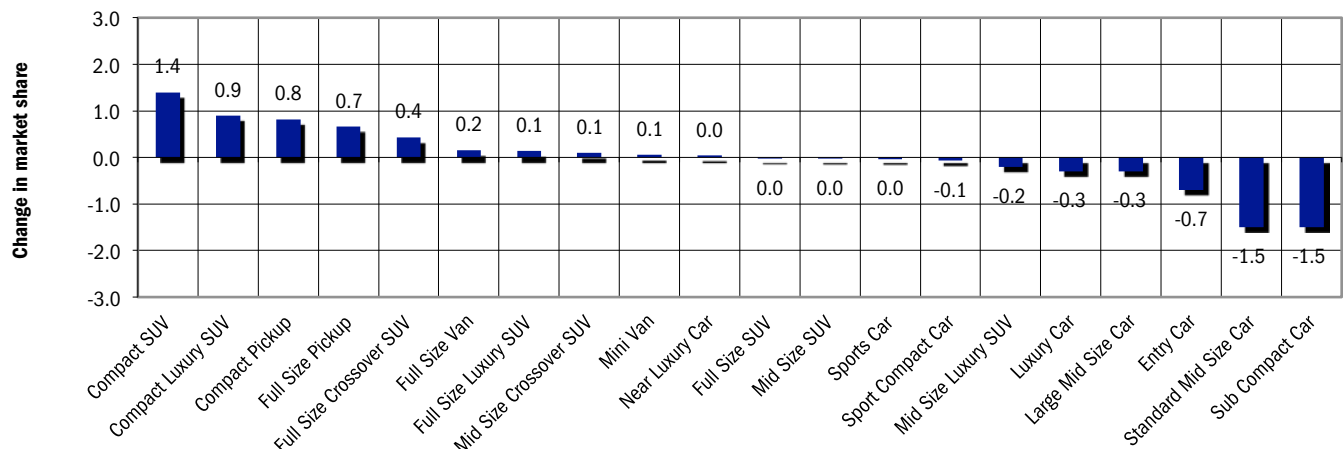
Data Information

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. '15 thru Dec. '15 | | | Annual Totals | | | Annual Market Share (%) | | |
| | Colorado | | | Colorado | | | Colorado | | | Colorado | | |
| | 2014 | 2015 | % chg. | 2014 | 2015 | % chg. | 2014 | 2015 | % chg. | 2014 | 2015 | Chg. |
| TOTAL | 18,776 | 16,921 | -9.9% | 50,596 | 55,081 | 8.9% | 188,416 | 203,471 | 8.0% | | | |
| Acura | 223 | 148 | -33.6% | 547 | 463 | -15.4% | 2,189 | 2,015 | -7.9% | 1.2 | 1.0 | -0.2 |
| Audi | 349 | 319 | -8.6% | 959 | 1,003 | 4.6% | 3,369 | 3,735 | 10.9% | 1.8 | 1.8 | 0.0 |
| BMW | 383 | 364 | -5.0% | 913 | 1,116 | 22.2% | 3,816 | 4,229 | 10.8% | 2.0 | 2.1 | 0.1 |
| Buick | 156 | 170 | 9.0% | 417 | 538 | 29.0% | 1,639 | 1,981 | 20.9% | 0.9 | 1.0 | 0.1 |
| Cadillac | 94 | 98 | 4.3% | 292 | 328 | 12.3% | 1,189 | 1,212 | 1.9% | 0.6 | 0.6 | 0.0 |
| Chevrolet | 1,243 | 1,217 | -2.1% | 3,653 | 4,014 | 9.9% | 13,940 | 15,084 | 8.2% | 7.4 | 7.4 | 0.0 |
| Chrysler | 175 | 117 | -33.1% | 391 | 397 | 1.5% | 1,228 | 1,774 | 44.5% | 0.7 | 0.9 | 0.2 |
| Dodge | 406 | 346 | -14.8% | 1,153 | 1,100 | -4.6% | 4,807 | 4,505 | -6.3% | 2.6 | 2.2 | -0.3 |
| Fiat | 11 | 27 | 145.5% | 37 | 77 | 108.1% | 310 | 258 | -16.8% | 0.2 | 0.1 | 0.0 |
| Ford | 2,053 | 1,941 | -5.5% | 5,730 | 6,696 | 16.9% | 22,208 | 24,337 | 9.6% | 11.8 | 12.0 | 0.2 |
| GMC | 612 | 537 | -12.3% | 1,540 | 1,629 | 5.8% | 5,453 | 6,320 | 15.9% | 2.9 | 3.1 | 0.2 |
| Honda | 1,553 | 1,164 | -25.0% | 4,118 | 3,828 | -7.0% | 14,524 | 14,481 | -0.3% | 7.7 | 7.1 | -0.6 |
| Hyundai | 560 | 473 | -15.5% | 1,581 | 1,671 | 5.7% | 6,043 | 6,172 | 2.1% | 3.2 | 3.0 | -0.2 |
| Infiniti | 127 | 127 | 0.0% | 307 | 342 | 11.4% | 1,238 | 1,381 | 11.6% | 0.7 | 0.7 | 0.0 |
| Jaguar | 11 | 6 | -45.5% | 26 | 22 | -15.4% | 118 | 98 | -16.9% | 0.1 | 0.0 | 0.0 |
| Jeep | 1,330 | 1,295 | -2.6% | 3,536 | 4,127 | 16.7% | 13,126 | 14,304 | 9.0% | 7.0 | 7.0 | 0.1 |
| Kia | 567 | 429 | -24.3% | 1,545 | 1,414 | -8.5% | 6,065 | 5,739 | -5.4% | 3.2 | 2.8 | -0.4 |
| Land Rover | 54 | 92 | 70.4% | 168 | 255 | 51.8% | 866 | 970 | 12.0% | 0.5 | 0.5 | 0.0 |
| Lexus | 372 | 387 | 4.0% | 933 | 1,140 | 22.2% | 3,883 | 4,301 | 10.8% | 2.1 | 2.1 | 0.1 |
| Lincoln | 61 | 69 | 13.1% | 197 | 228 | 15.7% | 661 | 903 | 36.6% | 0.4 | 0.4 | 0.1 |
| Mazda | 428 | 400 | -6.5% | 1,193 | 1,275 | 6.9% | 4,170 | 4,640 | 11.3% | 2.2 | 2.3 | 0.1 |
| Mercedes | 260 | 233 | -10.4% | 704 | 852 | 21.0% | 2,893 | 3,202 | 10.7% | 1.5 | 1.6 | 0.0 |
| MINI | 92 | 67 | -27.2% | 223 | 245 | 9.9% | 893 | 973 | 9.0% | 0.5 | 0.5 | 0.0 |
| Mitsubishi | 66 | 82 | 24.2% | 193 | 263 | 36.3% | 783 | 821 | 4.9% | 0.4 | 0.4 | 0.0 |
| Nissan | 1,219 | 1,073 | -12.0% | 3,284 | 3,600 | 9.6% | 12,298 | 13,149 | 6.9% | 6.5 | 6.5 | -0.1 |
| Porsche | 72 | 54 | -25.0% | 163 | 198 | 21.5% | 588 | 770 | 31.0% | 0.3 | 0.4 | 0.1 |
| Ram | 812 | 613 | -24.5% | 2,112 | 2,155 | 2.0% | 7,538 | 8,170 | 8.4% | 4.0 | 4.0 | 0.0 |
| smart | 9 | 6 | -33.3% | 26 | 23 | -11.5% | 124 | 74 | -40.3% | 0.1 | 0.0 | 0.0 |
| Subaru | 2,237 | 2,114 | -5.5% | 5,903 | 6,737 | 14.1% | 20,806 | 23,784 | 14.3% | 11.0 | 11.7 | 0.6 |
| Tesla | 14 | 33 | 135.7% | 43 | 114 | 165.1% | 172 | 521 | 202.9% | 0.1 | 0.3 | 0.2 |
| Toyota/Scion | 2,606 | 2,307 | -11.5% | 6,958 | 7,162 | 2.9% | 25,001 | 26,580 | 6.3% | 13.3 | 13.1 | -0.2 |
| Volkswagen | 545 | 474 | -13.0% | 1,543 | 1,692 | 9.7% | 5,646 | 5,949 | 5.4% | 3.0 | 2.9 | -0.1 |
| Volvo | 66 | 128 | 93.9% | 179 | 335 | 87.2% | 703 | 916 | 30.3% | 0.4 | 0.5 | 0.1 |
| Other | 10 | 11 | 10.0% | 29 | 42 | 44.8% | 129 | 123 | -4.7% | 0.1 | 0.1 | 0.0 |

Change in New Vehicle Segment Market Share - 2015 vs. 2014

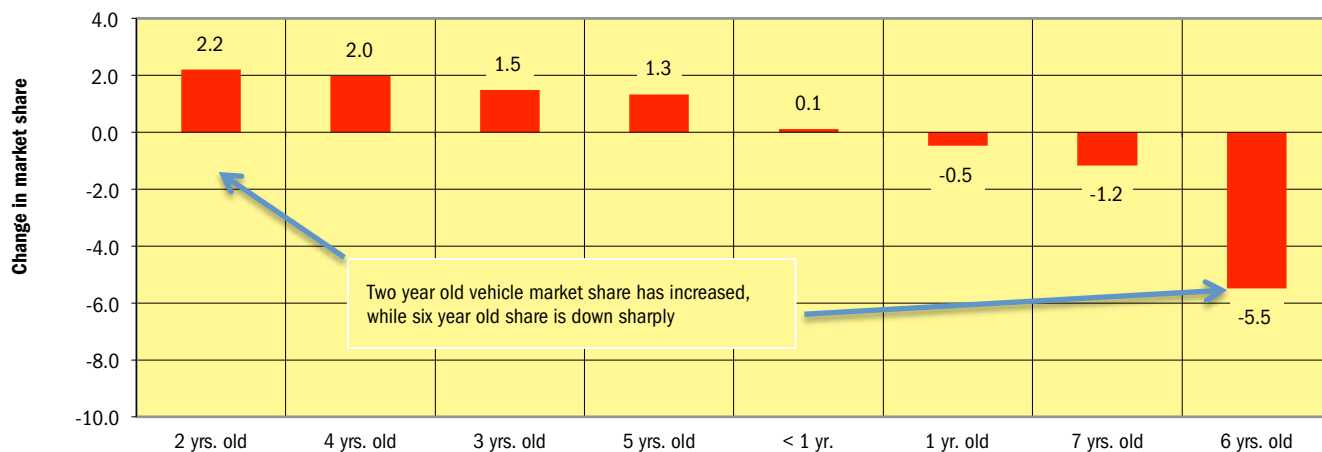


Data Source: AutoCount data from Experian Automotive.

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

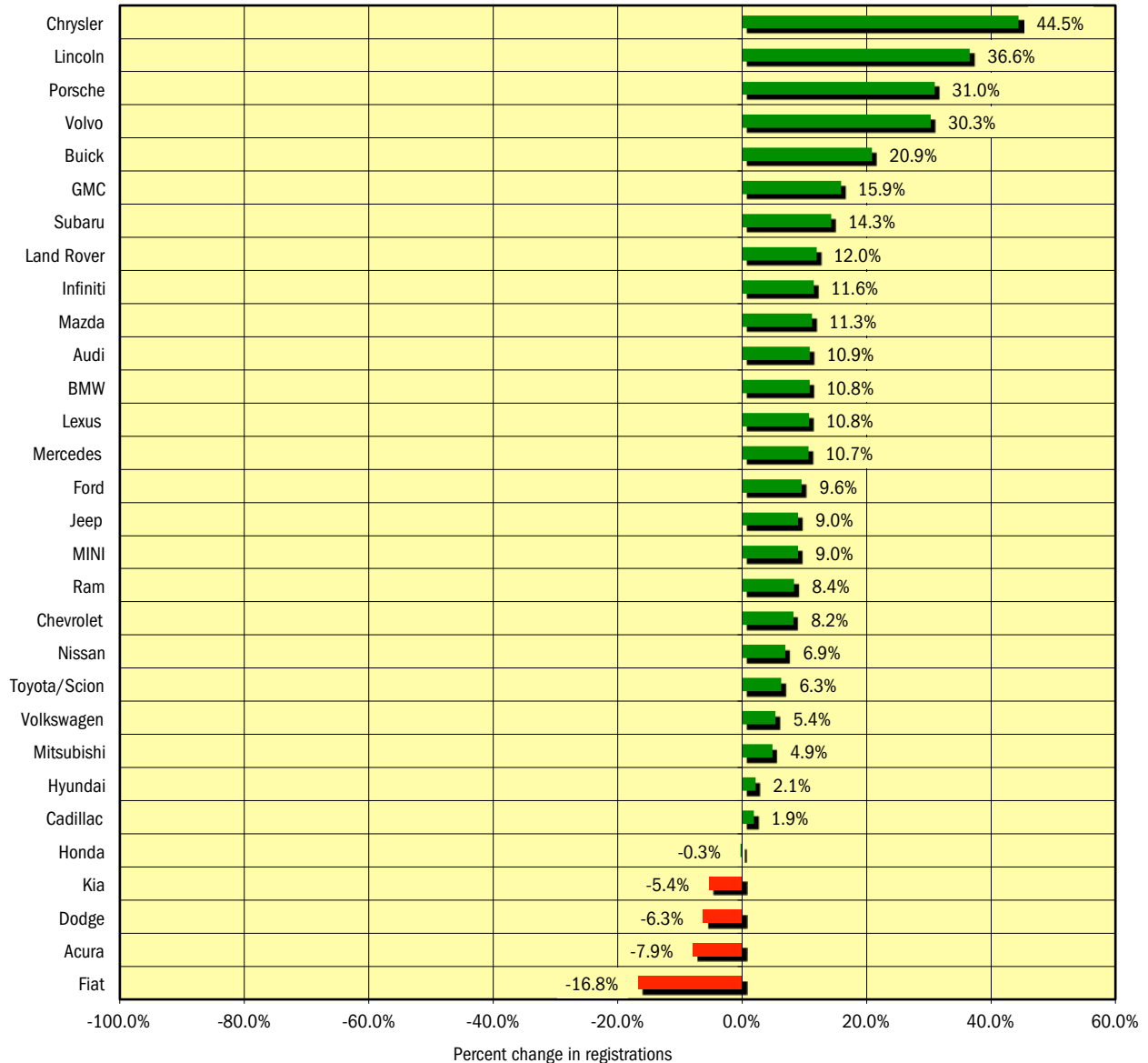
| Colorado Used Retail Car and Light Truck Registrations | | | | | | | | | | | | |
|--|----------|--------|--------|--|--------|--------|---------------|---------|--------|----------------------------|------|------|
| | December | | | Three Month Period Oct. '15 thru Dec. '15 | | | Annual Totals | | | Annual Market Share (%) | | |
| | 2014 | 2015 | % chg. | 2014 | 2015 | % chg. | 2014 | 2015 | % chg. | 2014 | 2015 | Chg. |
| TOTAL | 19,825 | 17,579 | -11.3% | 48,867 | 51,749 | 5.9% | 183,959 | 194,885 | 5.9% | | | |
| Acura | 300 | 219 | -27.0% | 660 | 658 | -0.3% | 2,594 | 2,518 | -2.9% | 1.4 | 1.3 | -0.1 |
| Audi | 337 | 306 | -9.2% | 861 | 856 | -0.6% | 2,992 | 3,286 | 9.8% | 1.6 | 1.7 | 0.1 |
| BMW | 529 | 387 | -26.8% | 1,266 | 1,262 | -0.3% | 4,759 | 4,729 | -0.6% | 2.6 | 2.4 | -0.2 |
| Buick | 187 | 174 | -7.0% | 511 | 547 | 7.0% | 1,807 | 1,960 | 8.5% | 1.0 | 1.0 | 0.0 |
| Cadillac | 282 | 213 | -24.5% | 663 | 623 | -6.0% | 2,539 | 2,409 | -5.1% | 1.4 | 1.2 | -0.1 |
| Chevrolet | 2,284 | 1,839 | -19.5% | 5,607 | 5,669 | 1.1% | 20,844 | 22,468 | 7.8% | 11.3 | 11.5 | 0.2 |
| Chrysler | 413 | 299 | -27.6% | 943 | 879 | -6.8% | 3,619 | 3,767 | 4.1% | 2.0 | 1.9 | -0.0 |
| Dodge (incl. Ram) | 1,452 | 1,329 | -8.5% | 3,610 | 3,836 | 6.3% | 13,822 | 14,822 | 7.2% | 7.5 | 7.6 | 0.1 |
| Ford | 2,580 | 2,495 | -3.3% | 6,402 | 7,314 | 14.2% | 23,908 | 26,652 | 11.5% | 13.0 | 13.7 | 0.7 |
| GMC | 651 | 541 | -16.9% | 1,589 | 1,622 | 2.1% | 5,802 | 6,156 | 6.1% | 3.2 | 3.2 | 0.0 |
| Honda | 1,048 | 833 | -20.5% | 2,516 | 2,495 | -0.8% | 9,923 | 9,897 | -0.3% | 5.4 | 5.1 | -0.3 |
| Hummer | 32 | 6 | -81.3% | 87 | 32 | -63.2% | 305 | 145 | -52.5% | 0.2 | 0.1 | -0.1 |
| Hyundai | 762 | 670 | -12.1% | 1,722 | 1,982 | 15.1% | 6,501 | 7,267 | 11.8% | 3.5 | 3.7 | 0.2 |
| Infiniti | 205 | 224 | 9.3% | 566 | 573 | 1.2% | 2,150 | 2,436 | 13.3% | 1.2 | 1.2 | 0.1 |
| Jaguar | 8 | 6 | -25.0% | 28 | 19 | -32.1% | 94 | 95 | 1.1% | 0.1 | 0.0 | 0.0 |
| Jeep | 1,115 | 1,119 | 0.4% | 2,759 | 3,055 | 10.7% | 10,063 | 10,684 | 6.2% | 5.5 | 5.5 | 0.0 |
| Kia | 572 | 585 | 2.3% | 1,405 | 1,696 | 20.7% | 5,610 | 6,383 | 13.8% | 3.0 | 3.3 | 0.2 |
| Land Rover | 102 | 129 | 26.5% | 252 | 324 | 28.6% | 937 | 1,117 | 19.2% | 0.5 | 0.6 | 0.1 |
| Lexus | 319 | 337 | 5.6% | 871 | 914 | 4.9% | 3,303 | 3,331 | 0.8% | 1.8 | 1.7 | -0.1 |
| Lincoln | 121 | 88 | -27.3% | 318 | 293 | -7.9% | 1,187 | 1,168 | -1.6% | 0.6 | 0.6 | 0.0 |
| Mazda | 366 | 317 | -13.4% | 925 | 899 | -2.8% | 3,607 | 3,492 | -3.2% | 2.0 | 1.8 | -0.2 |
| Mercedes | 390 | 308 | -21.0% | 929 | 953 | 2.6% | 3,199 | 3,410 | 6.6% | 1.7 | 1.7 | 0.0 |
| Mercury | 45 | 22 | -51.1% | 109 | 62 | -43.1% | 472 | 281 | -40.5% | 0.3 | 0.1 | -0.1 |
| MINI | 112 | 94 | -16.1% | 282 | 309 | 9.6% | 1,060 | 1,222 | 15.3% | 0.6 | 0.6 | 0.1 |
| Mitsubishi | 146 | 98 | -32.9% | 338 | 301 | -10.9% | 1,245 | 1,191 | -4.3% | 0.7 | 0.6 | -0.1 |
| Nissan | 1,426 | 1,400 | -1.8% | 3,554 | 4,151 | 16.8% | 13,511 | 15,436 | 14.2% | 7.3 | 7.9 | 0.6 |
| Pontiac | 98 | 55 | -43.9% | 286 | 177 | -38.1% | 1,259 | 735 | -41.6% | 0.7 | 0.4 | -0.3 |
| Porsche | 47 | 41 | -12.8% | 108 | 151 | 39.8% | 420 | 541 | 28.8% | 0.2 | 0.3 | 0.0 |
| Saab | 19 | 7 | -63.2% | 42 | 30 | -28.6% | 164 | 110 | -32.9% | 0.1 | 0.1 | 0.0 |
| Saturn | 108 | 44 | -59.3% | 273 | 151 | -44.7% | 1,114 | 693 | -37.8% | 0.6 | 0.4 | -0.2 |
| Subaru | 984 | 1,024 | 4.1% | 2,467 | 2,921 | 18.4% | 8,934 | 9,863 | 10.4% | 4.9 | 5.1 | 0.2 |
| Suzuki | 75 | 53 | -29.3% | 204 | 151 | -26.0% | 870 | 629 | -27.7% | 0.5 | 0.3 | -0.2 |
| Toyota/Scion | 2,002 | 1,689 | -15.6% | 4,934 | 5,053 | 2.4% | 18,855 | 18,752 | -0.5% | 10.2 | 9.6 | -0.6 |
| Volkswagen | 539 | 482 | -10.6% | 1,363 | 1,316 | -3.4% | 4,882 | 5,480 | 12.2% | 2.7 | 2.8 | 0.2 |
| Volvo | 113 | 107 | -5.3% | 310 | 348 | 12.3% | 1,206 | 1,248 | 3.5% | 0.7 | 0.6 | 0.0 |
| Other | 56 | 39 | -30.4% | 107 | 127 | 18.7% | 402 | 512 | 27.4% | 0.2 | 0.3 | 0.0 |

**Change in Used Vehicle Market Share by Age of Vehicle
2015 vs. 2014**



Data Source: AutoCount data from Experian Automotive.

**New Vehicle Market Percent Change in Brand Registrations
2015 vs. 2014
(Top 30 selling brands)**



Data Source: AutoCount data from Experian Automotive.

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-BY MARKET AREA?**

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