

# Colorado Auto Outlook™

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Comprehensive information on the Colorado automotive market

Colorado Automobile Dealers Association

## Quick Facts

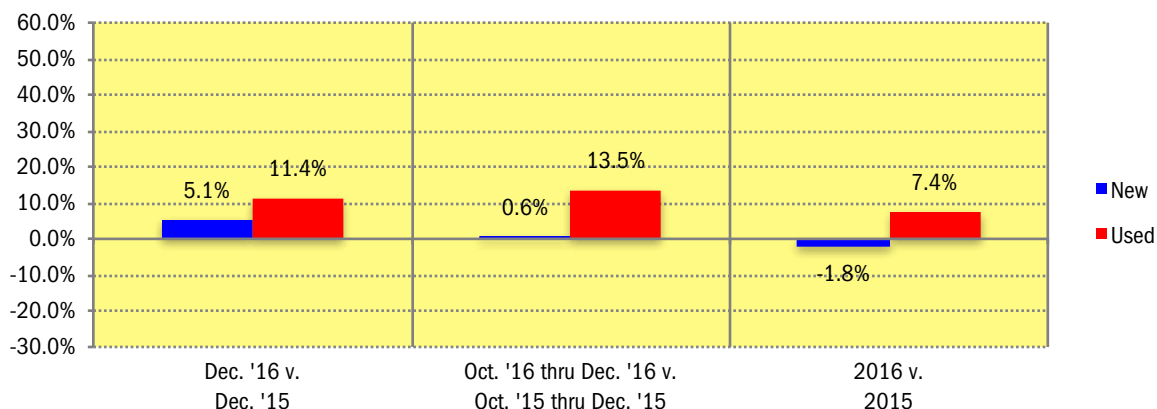
New retail car and light truck registrations in the state increased 5.1% in December 2016 versus a year earlier. Note: monthly recording of registrations occurs when the data is processed by the DMV. This can impact the measurement of registrations in individual months.

New registrations in the state declined a slim 1.8% from 2015 to 2016. Despite the decline, the market remained very strong, with registrations at about 200,000 units.

Used vehicle registrations increased 7.4% last year. (Only includes vehicles seven years old or newer.)

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

### 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. '15 thru Dec. '15	Oct. '16 thru Dec. '16	Percent Change	Oct. '15 thru Dec. '15	Oct. '16 thru Dec. '16	Percent Change
Total	55,081	55,412	0.6%	51,749	58,717	13.5%
Cars	17,992	16,389	-8.9%	22,305	23,368	4.8%
Light Trucks	37,089	39,023	5.2%	29,444	35,349	20.1%
Detroit Three Brands	21,328	20,109	-5.7%	24,265	27,326	12.6%
European Brands	5,856	5,904	0.8%	5,686	6,214	9.3%
Japanese Brands	24,812	26,147	5.4%	18,120	20,933	15.5%
Korean Brands	3,085	3,252	5.4%	3,678	4,244	15.4%
	Annual Total					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	Annual 2015	Annual 2016	Percent Change	Annual 2015	Annual 2016	Percent Change
Total	203,471	199,741	-1.8%	194,885	209,285	7.4%
Cars	70,561	60,835	-13.8%	85,928	86,167	0.3%
Light Trucks	132,910	138,906	4.5%	108,957	123,118	13.0%
Detroit Three Brands	79,113	76,012	-3.9%	91,954	99,030	7.7%
European Brands	21,293	20,935	-1.7%	21,731	21,996	1.2%
Japanese Brands	91,154	91,414	0.3%	67,549	72,607	7.5%
Korean Brands	11,911	11,380	-4.5%	13,651	15,652	14.7%

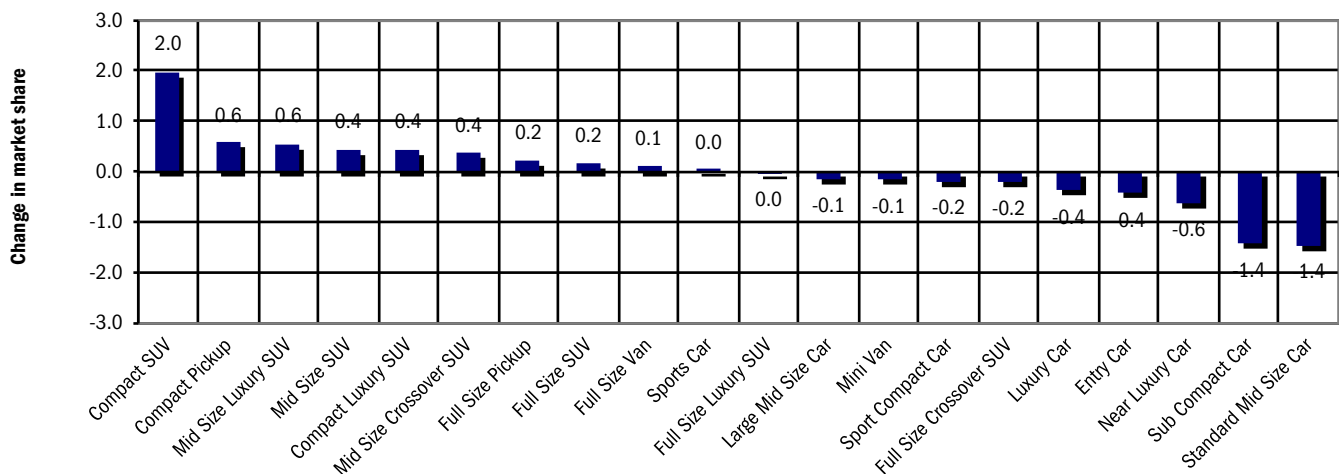
## Data Information

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. '16 thru Dec. '16			Annual Total			Year-to-date Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2015	2016	% chg.	Yr. Ago	Current	% chg.	2015	2016	% chg.	2015	2016	Chg.
TOTAL	16,921	17,786	5.1%	55,081	55,412	0.6%	203,471	199,741	-1.8%			
Acura	148	140	-5.4%	463	440	-5.0%	2,015	1,746	-13.3%	1.0	0.9	-0.1
Audi	319	322	0.9%	1,003	1,005	0.2%	3,735	3,742	0.2%	1.8	1.9	0.0
BMW	364	291	-20.1%	1,116	1,066	-4.5%	4,229	3,992	-5.6%	2.1	2.0	-0.1
Buick	170	140	-17.6%	538	432	-19.7%	1,981	1,773	-10.5%	1.0	0.9	-0.1
Cadillac	98	102	4.1%	328	315	-4.0%	1,212	1,142	-5.8%	0.6	0.6	0.0
Chevrolet	1,217	1,297	6.6%	4,014	4,211	4.9%	15,084	15,430	2.3%	7.4	7.7	0.3
Chrysler	117	78	-33.3%	397	239	-39.8%	1,774	1,113	-37.3%	0.9	0.6	-0.3
Dodge	346	207	-40.2%	1,100	765	-30.5%	4,505	3,364	-25.3%	2.2	1.7	-0.5
Fiat	27	30	11.1%	77	97	26.0%	258	325	26.0%	0.1	0.2	0.0
Ford	1,941	1,917	-1.2%	6,696	6,119	-8.6%	24,337	23,339	-4.1%	12.0	11.7	-0.3
GMC	537	587	9.3%	1,629	1,618	-0.7%	6,320	6,297	-0.4%	3.1	3.2	0.0
Honda	1,164	1,345	15.5%	3,828	4,491	17.3%	14,481	15,061	4.0%	7.1	7.5	0.4
Hyundai	473	598	26.4%	1,671	1,913	14.5%	6,172	6,503	5.4%	3.0	3.3	0.2
Infiniti	127	146	15.0%	342	383	12.0%	1,381	1,312	-5.0%	0.7	0.7	0.0
Jaguar	6	30	400.0%	22	88	300.0%	98	223	127.6%	0.0	0.1	0.1
Jeep	1,295	1,204	-7.0%	4,127	3,782	-8.4%	14,304	14,017	-2.0%	7.0	7.0	0.0
Kia	429	420	-2.1%	1,414	1,339	-5.3%	5,739	4,877	-15.0%	2.8	2.4	-0.4
Land Rover	92	80	-13.0%	255	238	-6.7%	970	983	1.3%	0.5	0.5	0.0
Lexus	387	391	1.0%	1,140	1,165	2.2%	4,301	4,034	-6.2%	2.1	2.0	-0.1
Lincoln	69	86	24.6%	228	263	15.4%	903	929	2.9%	0.4	0.5	0.0
Maserati	6	13	116.7%	20	32	60.0%	47	84	78.7%	0.0	0.0	0.0
Mazda	400	432	8.0%	1,275	1,377	8.0%	4,640	4,573	-1.4%	2.3	2.3	0.0
Mercedes	233	350	50.2%	852	961	12.8%	3,202	3,258	1.7%	1.6	1.6	0.1
MINI	67	84	25.4%	245	270	10.2%	973	965	-0.8%	0.5	0.5	0.0
Mitsubishi	82	73	-11.0%	263	261	-0.8%	821	1,017	23.9%	0.4	0.5	0.1
Nissan	1,073	1,006	-6.2%	3,600	3,016	-16.2%	13,149	11,281	-14.2%	6.5	5.6	-0.8
Porsche	54	73	35.2%	198	221	11.6%	770	798	3.6%	0.4	0.4	0.0
Ram	613	668	9.0%	2,155	2,137	-0.8%	8,170	7,888	-3.5%	4.0	3.9	-0.1
smart	6	0	-100.0%	23	13	-43.5%	74	57	-23.0%	0.0	0.0	0.0
Subaru	2,114	2,220	5.0%	6,737	6,867	1.9%	23,784	23,644	-0.6%	11.7	11.8	0.1
Tesla	33	45	36.4%	114	227	99.1%	521	717	37.6%	0.3	0.4	0.1
Toyota/Scion	2,307	2,756	19.5%	7,162	8,147	13.8%	26,580	28,746	8.1%	13.1	14.4	1.3
Volkswagen	474	542	14.3%	1,692	1,529	-9.6%	5,949	5,138	-13.6%	2.9	2.6	-0.4
Volvo	128	109	-14.8%	335	362	8.1%	916	1,297	41.6%	0.5	0.6	0.2
Other	5	4	-20.0%	22	23	4.5%	76	76	0.0%	0.0	0.0	0.0

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

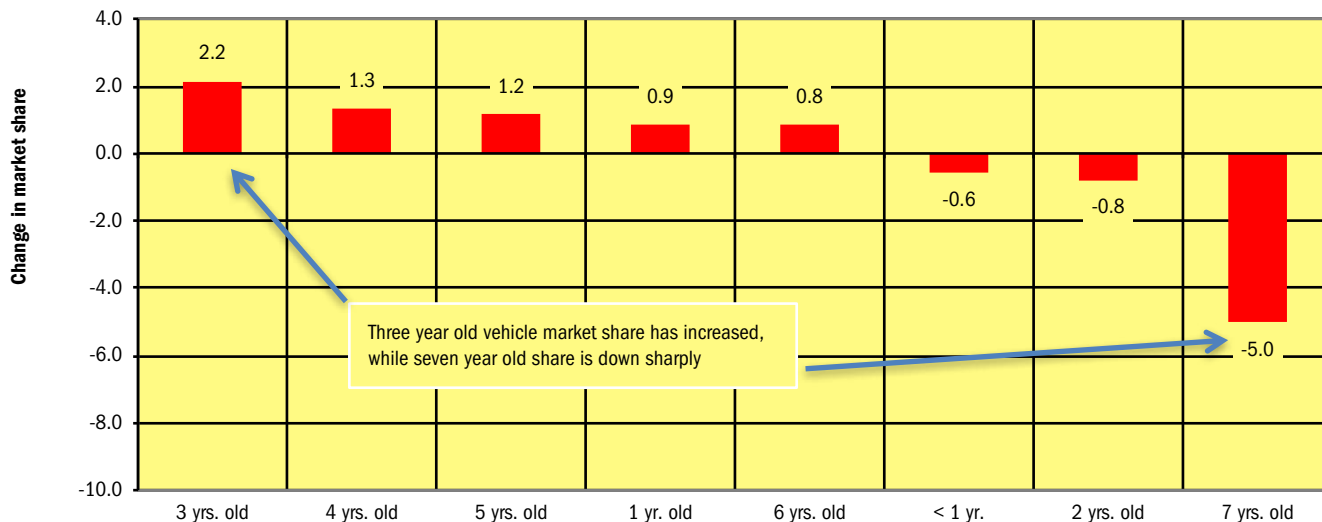


Data Source: AutoCount data from Experian Automotive.

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

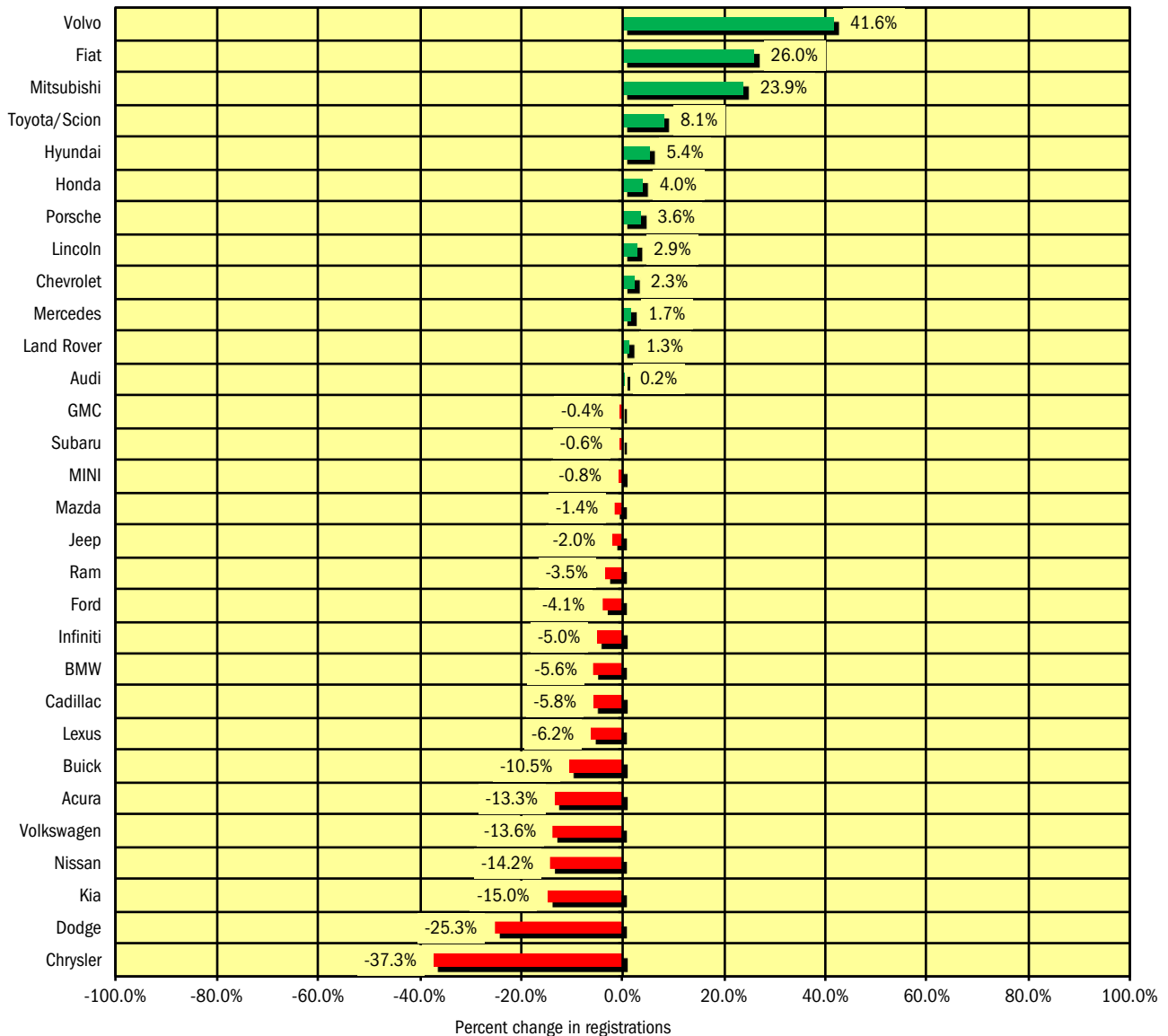
Colorado Used Retail Car and Light Truck Registrations												
	December			Three Month Period Oct. '16 thru Dec. '16			Annual Total			Year-to-date Market Share (%)		
	2015	2016	% chg.	Yr. Ago	Current	% chg.	2015	2016	% chg.	2015	2016	Chg.
TOTAL	17,579	19,589	11.4%	51,749	58,717	13.5%	194,885	209,285	7.4%			
Acura	219	252	15.1%	658	663	0.8%	2,518	2,259	-10.3%	1.3	1.1	-0.2
Audi	306	328	7.2%	856	984	15.0%	3,286	3,533	7.5%	1.7	1.7	0.0
BMW	387	506	30.7%	1,262	1,557	23.4%	4,729	4,960	4.9%	2.4	2.4	-0.1
Buick	174	225	29.3%	547	651	19.0%	1,960	2,282	16.4%	1.0	1.1	0.1
Cadillac	213	266	24.9%	623	783	25.7%	2,409	2,508	4.1%	1.2	1.2	0.0
Chevrolet	1,839	2,067	12.4%	5,669	6,135	8.2%	22,468	22,674	0.9%	11.5	10.8	-0.7
Chrysler	299	300	0.3%	879	991	12.7%	3,767	3,595	-4.6%	1.9	1.7	-0.2
Dodge (incl. Ram)	1,329	1,345	1.2%	3,836	4,069	6.1%	14,822	15,856	7.0%	7.6	7.6	0.0
Ford	2,495	2,680	7.4%	7,314	8,191	12.0%	26,652	29,661	11.3%	13.7	14.2	0.5
GMC	541	672	24.2%	1,622	2,034	25.4%	6,156	6,954	13.0%	3.2	3.3	0.2
Honda	833	965	15.8%	2,495	2,886	15.7%	9,897	9,904	0.1%	5.1	4.7	-0.3
Hummer	6	5	-16.7%	32	10	-68.8%	145	30	-79.3%	0.1	0.0	-0.1
Hyundai	670	786	17.3%	1,982	2,356	18.9%	7,267	8,566	17.9%	3.7	4.1	0.4
Infiniti	224	228	1.8%	573	589	2.8%	2,436	2,179	-10.6%	1.2	1.0	-0.2
Jaguar	6	7	16.7%	19	33	73.7%	95	122	28.4%	0.0	0.1	0.0
Jeep	1,119	1,340	19.7%	3,055	3,998	30.9%	10,684	13,670	27.9%	5.5	6.5	1.0
Kia	585	584	-0.2%	1,696	1,888	11.3%	6,383	7,086	11.0%	3.3	3.4	0.1
Land Rover	129	109	-15.5%	324	345	6.5%	1,117	1,243	11.3%	0.6	0.6	0.0
Lexus	337	352	4.5%	914	1,012	10.7%	3,331	3,579	7.4%	1.7	1.7	0.0
Lincoln	88	92	4.5%	293	300	2.4%	1,168	1,140	-2.4%	0.6	0.5	-0.1
Mazda	317	324	2.2%	899	953	6.0%	3,492	3,309	-5.2%	1.8	1.6	-0.2
Mercedes	308	345	12.0%	953	1,043	9.4%	3,410	3,563	4.5%	1.7	1.7	0.0
Mercury	22	13	-40.9%	62	32	-48.4%	281	136	-51.6%	0.1	0.1	-0.1
MINI	94	91	-3.2%	309	340	10.0%	1,222	1,252	2.5%	0.6	0.6	0.0
Mitsubishi	98	146	49.0%	301	400	32.9%	1,191	1,239	4.0%	0.6	0.6	0.0
Nissan	1,400	1,607	14.8%	4,151	4,895	17.9%	15,436	17,287	12.0%	7.9	8.3	0.3
Pontiac	55	26	-52.7%	177	72	-59.3%	735	301	-59.0%	0.4	0.1	-0.2
Porsche	41	50	22.0%	151	130	-13.9%	541	504	-6.8%	0.3	0.2	0.0
Saab	7	2	-71.4%	30	7	-76.7%	110	28	-74.5%	0.1	0.0	0.0
Saturn	44	14	-68.2%	151	46	-69.5%	693	188	-72.9%	0.4	0.1	-0.3
Subaru	1,024	1,166	13.9%	2,921	3,430	17.4%	9,863	11,657	18.2%	5.1	5.6	0.5
Suzuki	53	21	-60.4%	151	72	-52.3%	629	284	-54.8%	0.3	0.1	-0.2
Toyota/Scion	1,689	2,075	22.9%	5,053	6,033	19.4%	18,752	20,910	11.5%	9.6	10.0	0.4
Volkswagen	482	446	-7.5%	1,316	1,337	1.6%	5,480	5,198	-5.1%	2.8	2.5	-0.3
Volvo	107	103	-3.7%	348	286	-17.8%	1,248	1,022	-18.1%	0.6	0.5	-0.2
Other	39	51	30.8%	127	166	30.7%	512	606	18.4%	0.3	0.3	0.0

**Change in Used Vehicle Market Share by Age of Vehicle  
2016 v. 2015**



Data Source: AutoCount data from Experian Automotive.

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



Data Source: AutoCount data from Experian Automotive.

**Colorado Auto Outlook**

Published for:  
Colorado Automobile Dealers Association  
290 East Speer Boulevard  
Denver, CO 80203  
Phone: 303-831-1722

Published by:  
Auto Outlook, Inc.  
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January 2017

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-BY MARKET AREA?**

**WHAT NEW AND USED CARS SELL WELL IN MY MARKETS?**

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