

Colorado Auto Outlook™

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Comprehensive information on the Colorado automotive market

Colorado Automobile Dealers Association

Quick Facts

According to registration data compiled by Experian Automotive, new retail car and light truck registrations in the state were essentially unchanged in February 2015 versus a year earlier.

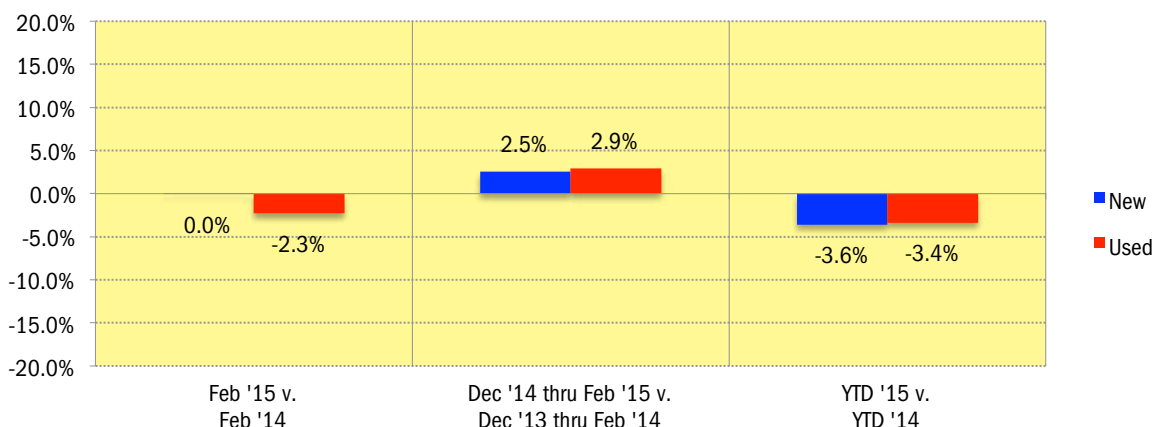
New registrations in the state were off 3.6% during the first two months of 2015 compared to a year earlier.

Used vehicle market was down 2.3% in February 2015 (vehicles seven years old or newer), and declined 3.4% for the first two months of this year.

Four year old vehicle market share increased 2.7 share points.

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		
	Dec '13 thru Feb '14	Dec '14 thru Feb '15	Percent Change	Dec '13 thru Feb '14	Dec '14 thru Feb '15	Percent Change
Total	44,118	45,234	2.5%	42,184	43,422	2.9%
Cars	16,481	16,136	-2.1%	18,352	18,606	1.4%
Light Trucks	27,637	29,098	5.3%	23,832	24,816	4.1%
Detroit Three Brands	16,773	17,365	3.5%	19,684	20,721	5.3%
European Brands	4,852	4,754	-2.0%	4,477	4,883	9.1%
Japanese Brands	19,867	20,558	3.5%	15,350	14,934	-2.7%
Korean Brands	2,626	2,557	-2.6%	2,673	2,884	7.9%
	YTD thru February					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2014	YTD 2015	Percent Change	YTD 2014	YTD 2015	Percent Change
Total	27,440	26,458	-3.6%	24,416	23,597	-3.4%
Cars	10,024	9,285	-7.4%	10,571	9,926	-6.1%
Light Trucks	17,416	17,173	-1.4%	13,845	13,671	-1.3%
Detroit Three Brands	10,526	10,409	-1.1%	11,260	11,353	0.8%
European Brands	2,931	2,892	-1.3%	2,549	2,634	3.3%
Japanese Brands	12,431	11,727	-5.7%	8,994	8,060	-10.4%
Korean Brands	1,552	1,430	-7.9%	1,613	1,550	-3.9%

Data Information

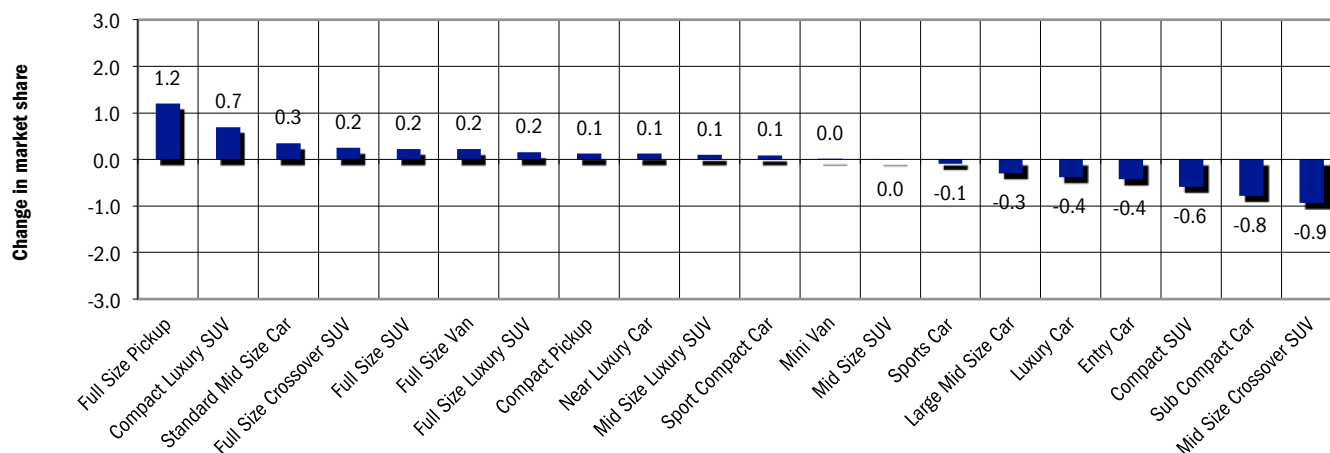
All data represents new and used vehicle retail registrations in Colorado and excludes fleet and wholesale transactions. Used vehicle data only includes vehicles seven years old or newer and excludes private party transactions. Please keep in mind that monthly registration figures can occasionally be 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												
	February			Three Month Period Dec '14 thru Feb '15			YTD thru February			YTD Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2014	2015	% chg.	Prev	Curr.	% chg.	2014	2015	% chg.	2014	2015	Chg.
TOTAL	15,738	15,731	0.0%	44,118	45,234	2.5%	27,440	26,458	-3.6%			
Acura	219	177	-19.2%	595	525	-11.8%	378	302	-20.1%	1.4	1.1	-0.2
Audi	286	260	-9.1%	754	792	5.0%	496	443	-10.7%	1.8	1.7	-0.1
BMW	321	448	39.6%	1,018	1,196	17.5%	620	813	31.1%	2.3	3.1	0.8
Buick	129	169	31.0%	364	424	16.5%	225	268	19.1%	0.8	1.0	0.2
Cadillac	128	101	-21.1%	355	250	-29.6%	222	156	-29.7%	0.8	0.6	-0.2
Chevrolet	1,062	1,129	6.3%	3,209	3,184	-0.8%	1,955	1,941	-0.7%	7.1	7.3	0.2
Chrysler	83	149	79.5%	218	455	108.7%	139	280	101.4%	0.5	1.1	0.6
Dodge	351	346	-1.4%	1,014	989	-2.5%	616	583	-5.4%	2.2	2.2	0.0
Fiat	29	8	-72.4%	74	26	-64.9%	46	15	-67.4%	0.2	0.1	-0.1
Ford	1,847	1,868	1.1%	5,479	5,162	-5.8%	3,345	3,109	-7.1%	12.2	11.8	-0.4
GMC	506	540	6.7%	1,292	1,556	20.4%	831	944	13.6%	3.0	3.6	0.5
Honda	1,205	1,181	-2.0%	3,160	3,497	10.7%	2,078	1,944	-6.4%	7.6	7.3	-0.2
Hyundai	454	402	-11.5%	1,335	1,247	-6.6%	810	687	-15.2%	3.0	2.6	-0.4
Infiniti	122	138	13.1%	347	352	1.4%	208	225	8.2%	0.8	0.9	0.1
Jaguar	10	6	-40.0%	26	24	-7.7%	17	13	-23.5%	0.1	0.0	0.0
Jeep	1,164	1,065	-8.5%	2,974	3,138	5.5%	1,981	1,808	-8.7%	7.2	6.8	-0.4
Kia	428	447	4.4%	1,291	1,310	1.5%	742	743	0.1%	2.7	2.8	0.1
Land Rover	80	93	16.3%	211	183	-13.3%	133	129	-3.0%	0.5	0.5	0.0
Lexus	372	373	0.3%	989	1,004	1.5%	673	632	-6.1%	2.5	2.4	-0.1
Lincoln	51	80	56.9%	151	196	29.8%	83	135	62.7%	0.3	0.5	0.2
Mazda	300	340	13.3%	914	976	6.8%	506	548	8.3%	1.8	2.1	0.2
Mercedes	258	274	6.2%	818	741	-9.4%	497	481	-3.2%	1.8	1.8	0.0
MINI	59	74	25.4%	198	216	9.1%	119	124	4.2%	0.4	0.5	0.0
Mitsubishi	60	58	-3.3%	159	152	-4.4%	113	86	-23.9%	0.4	0.3	-0.1
Nissan	1,026	942	-8.2%	2,809	2,749	-2.1%	1,800	1,530	-15.0%	6.6	5.8	-0.8
Porsche	23	59	156.5%	113	169	49.6%	62	97	56.5%	0.2	0.4	0.1
Ram	608	687	13.0%	1,669	1,952	17.0%	1,101	1,140	3.5%	4.0	4.3	0.3
smart	13	3	-76.9%	23	17	-26.1%	18	8	-55.6%	0.1	0.0	0.0
Subaru	1,869	1,947	4.2%	5,014	5,475	9.2%	3,009	3,238	7.6%	11.0	12.2	1.3
Tesla	17	31	82.4%	46	59	28.3%	28	45	60.7%	0.1	0.2	0.1
Toyota/Scion	2,124	1,869	-12.0%	5,879	5,828	-0.9%	3,666	3,222	-12.1%	13.4	12.2	-1.2
Volkswagen	443	392	-11.5%	1,364	1,199	-12.1%	781	654	-16.3%	2.8	2.5	-0.4
Volvo	82	69	-15.9%	230	171	-25.7%	128	105	-18.0%	0.5	0.4	-0.1
Other	9	6	-33.3%	26	20	-23.1%	14	10	-28.6%	0.1	0.0	0.0

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

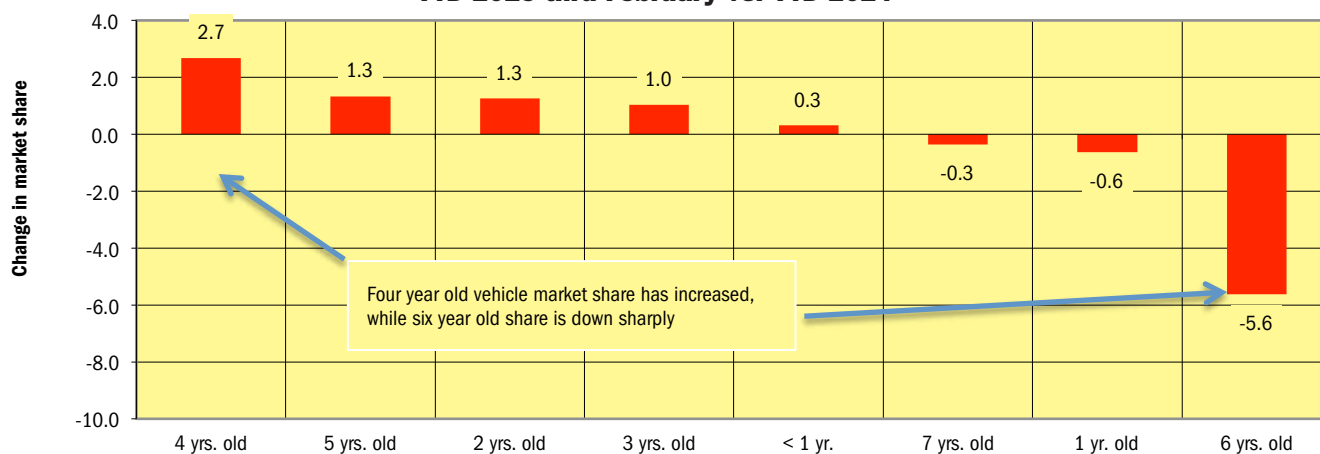


Data Source: AutoCount data from Experian Automotive.

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

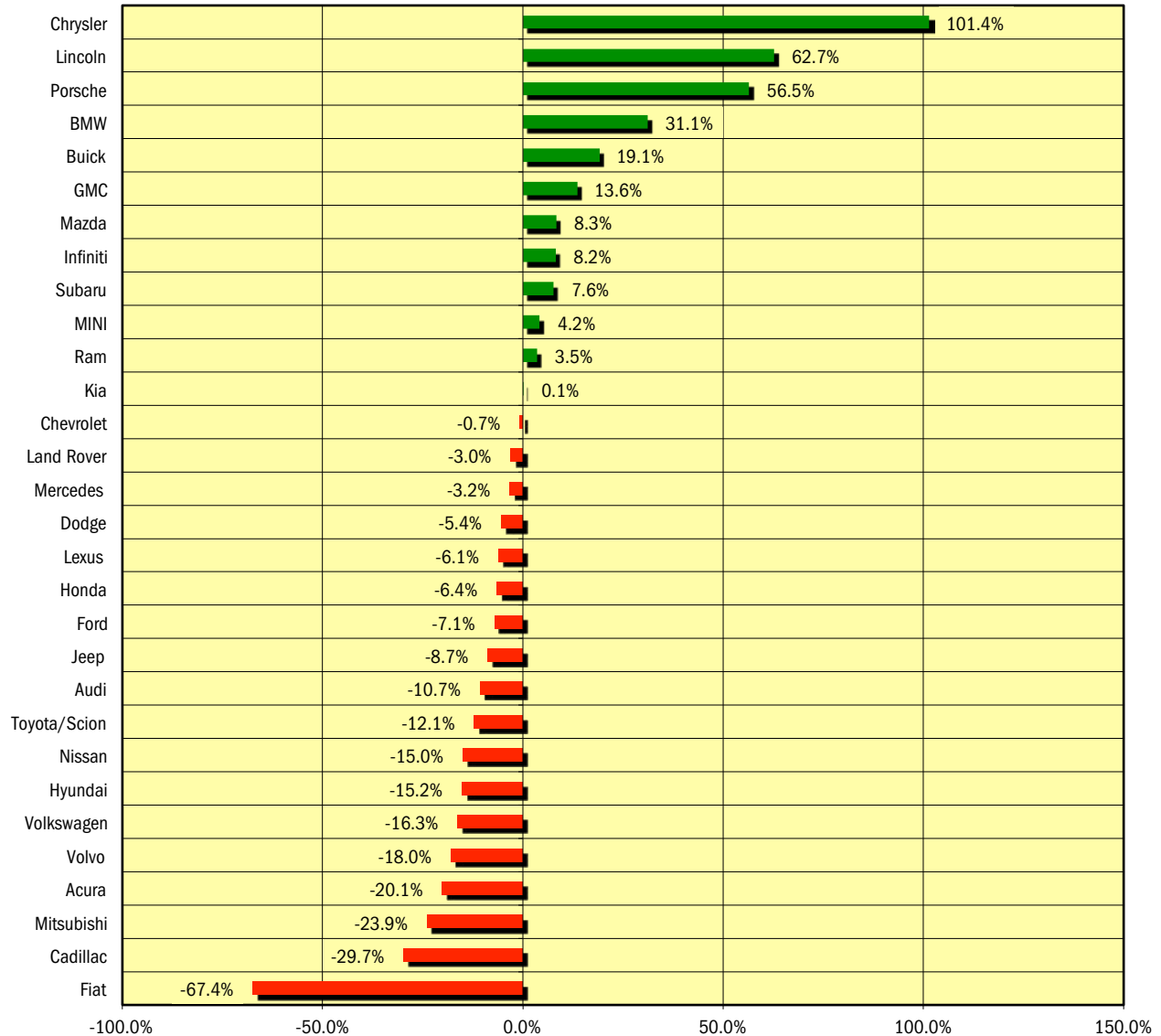
Colorado Used Retail Car and Light Truck Registrations												
	February			Three Month Period Dec '14 thru Feb '15			YTD thru February			YTD Market Share (%)		
	2014	2015	% chg.	Prev	Curr	% chg.	2014	2015	% chg.	2014	2015	Chg.
TOTAL	14,397	14,065	-2.3%	42,184	43,422	2.9%	24,416	23,597	-3.4%			
Acura	217	196	-9.7%	598	642	7.4%	360	342	-5.0%	1.5	1.4	0.0
Audi	255	231	-9.4%	679	725	6.8%	416	388	-6.7%	1.7	1.6	-0.1
BMW	346	311	-10.1%	1,058	1,093	3.3%	591	564	-4.6%	2.4	2.4	0.0
Buick	137	143	4.4%	351	434	23.6%	217	247	13.8%	0.9	1.0	0.2
Cadillac	177	181	2.3%	543	596	9.8%	309	314	1.6%	1.3	1.3	0.1
Chevrolet	1,648	1,689	2.5%	4,857	5,149	6.0%	2,789	2,865	2.7%	11.4	12.1	0.7
Chrysler	290	273	-5.9%	830	888	7.0%	480	475	-1.0%	2.0	2.0	0.0
Dodge (incl. Ram)	1,001	1,037	3.6%	3,100	3,187	2.8%	1,787	1,735	-2.9%	7.3	7.4	0.0
Ford	1,841	1,891	2.7%	5,332	5,738	7.6%	3,074	3,158	2.7%	12.6	13.4	0.8
GMC	452	481	6.4%	1,316	1,424	8.2%	751	773	2.9%	3.1	3.3	0.2
Honda	846	759	-10.3%	2,397	2,297	-4.2%	1,389	1,249	-10.1%	5.7	5.3	-0.4
Hummer	24	7	-70.8%	87	49	-43.7%	36	17	-52.8%	0.1	0.1	-0.1
Hyundai	522	519	-0.6%	1,396	1,644	17.8%	849	882	3.9%	3.5	3.7	0.3
Infiniti	138	173	25.4%	436	483	10.8%	239	278	16.3%	1.0	1.2	0.2
Jaguar	8	9	12.5%	25	24	-4.0%	12	16	33.3%	0.0	0.1	0.0
Jeep	760	811	6.7%	2,281	2,497	9.5%	1,289	1,382	7.2%	5.3	5.9	0.6
Kia	452	417	-7.7%	1,277	1,240	-2.9%	764	668	-12.6%	3.1	2.8	-0.3
Land Rover	86	85	-1.2%	245	241	-1.6%	140	139	-0.7%	0.6	0.6	0.0
Lexus	275	236	-14.2%	797	733	-8.0%	481	414	-13.9%	2.0	1.8	-0.2
Lincoln	81	96	18.5%	266	277	4.1%	145	156	7.6%	0.6	0.7	0.1
Mazda	293	253	-13.7%	881	780	-11.5%	501	414	-17.4%	2.1	1.8	-0.3
Mercedes	221	264	19.5%	707	835	18.1%	415	445	7.2%	1.7	1.9	0.2
Mercury	37	24	-35.1%	110	91	-17.3%	66	46	-30.3%	0.3	0.2	-0.1
MINI	71	77	8.5%	214	237	10.7%	110	125	13.6%	0.5	0.5	0.1
Mitsubishi	82	89	8.5%	286	297	3.8%	153	151	-1.3%	0.6	0.6	0.0
Nissan	1,014	1,015	0.1%	2,974	3,144	5.7%	1,737	1,718	-1.1%	7.1	7.3	0.2
Pontiac	98	58	-40.8%	330	194	-41.2%	174	96	-44.8%	0.7	0.4	-0.3
Porsche	37	38	2.7%	109	108	-0.9%	59	61	3.4%	0.2	0.3	0.0
Saab	11	10	-9.1%	42	36	-14.3%	20	17	-15.0%	0.1	0.1	0.0
Saturn	85	50	-41.2%	281	196	-30.2%	143	88	-38.5%	0.6	0.4	-0.2
Subaru	719	729	1.4%	2,070	2,163	4.5%	1,220	1,179	-3.4%	5.0	5.0	0.0
Suzuki	72	48	-33.3%	221	161	-27.1%	126	86	-31.7%	0.5	0.4	-0.2
Toyota/Scion	1,614	1,309	-18.9%	4,683	4,230	-9.7%	2,784	2,228	-20.0%	11.4	9.4	-2.0
Volkswagen	353	409	15.9%	1,037	1,205	16.2%	579	666	15.0%	2.4	2.8	0.5
Volvo	104	114	9.6%	294	277	-5.8%	166	164	-1.2%	0.7	0.7	0.0
Other	30	33	10.0%	74	107	44.6%	45	51	13.3%	0.2	0.2	0.0

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



Data Source: AutoCount data from Experian Automotive.

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



Percent change in registrations
Data Source: AutoCount data from Experian Automotive.

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-BY MARKET AREA?

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