

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 a reported 27.9% in February 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.

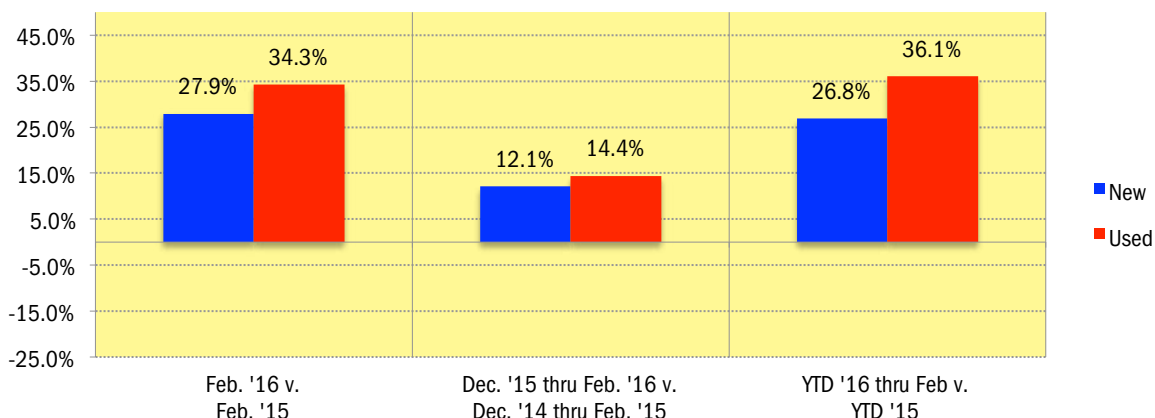
New registrations in the state were up 26.8% during the first two months of this year.

Used vehicle registrations improved 34.3% in February.

Four SUV segments had the largest market share increases during the first two months of this year.

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. '14 thru Feb. '15	Dec. '15 thru Feb. '16	Percent Change	Dec. '14 thru Feb. '15	Dec. '15 thru Feb. '16	Percent Change
Total	46,700	52,341	12.1%	43,422	49,683	14.4%
Cars	16,647	15,877	-4.6%	18,606	20,598	10.7%
Light Trucks	30,053	36,464	21.3%	24,816	29,085	17.2%
Detroit Three Brands	17,954	19,987	11.3%	20,721	23,112	11.5%
European Brands	4,905	5,536	12.9%	4,883	5,452	11.7%
Japanese Brands	21,204	23,969	13.0%	14,934	17,508	17.2%
Korean Brands	2,637	2,849	8.0%	2,884	3,611	25.2%
	Year to date thru February					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2015	YTD 2016	Percent Change	YTD 2015	YTD 2016	Percent Change
Total	27,924	35,420	26.8%	23,597	32,104	36.1%
Cars	9,796	10,697	9.2%	9,926	13,192	32.9%
Light Trucks	18,128	24,723	36.4%	13,671	18,912	38.3%
Detroit Three Brands	10,998	13,550	23.2%	11,353	14,885	31.1%
European Brands	3,043	3,756	23.4%	2,634	3,550	34.8%
Japanese Brands	12,373	16,167	30.7%	8,060	11,313	40.4%
Korean Brands	1,510	1,947	28.9%	1,550	2,356	52.0%

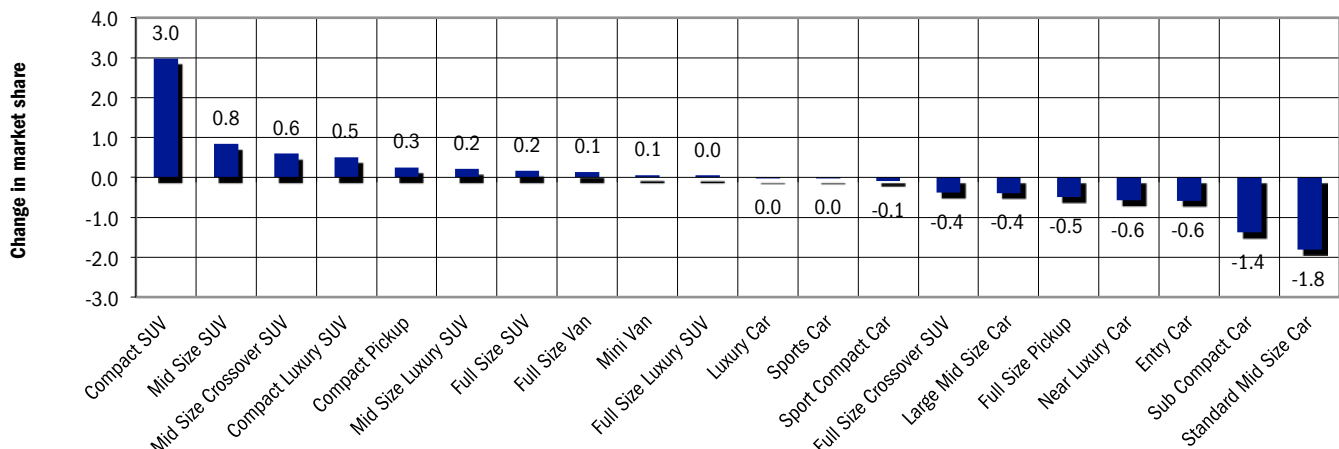
Data Information

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. '15 thru Feb. '16			Year to date thru February			Year-to-date Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2015	2016	% chg.	Yr. Ago	Current	% chg.	2015	2016	% chg.	2015	2016	Chg.
TOTAL	16,012	20,487	27.9%	46,700	52,341	12.1%	27,924	35,420	26.8%			
Acura	180	206	14.4%	542	506	-6.6%	319	358	12.2%	1.1	1.0	-0.1
Audi	262	387	47.7%	814	951	16.8%	465	632	35.9%	1.7	1.8	0.1
BMW	456	513	12.5%	1,242	1,261	1.5%	859	897	4.4%	3.1	2.5	-0.5
Buick	172	195	13.4%	438	517	18.0%	282	347	23.0%	1.0	1.0	0.0
Cadillac	102	134	31.4%	257	335	30.4%	163	237	45.4%	0.6	0.7	0.1
Chevrolet	1,150	1,488	29.4%	3,295	3,728	13.1%	2,052	2,511	22.4%	7.3	7.1	-0.3
Chrysler	151	92	-39.1%	471	273	-42.0%	296	156	-47.3%	1.1	0.4	-0.6
Dodge	353	403	14.2%	1,023	1,046	2.2%	617	700	13.5%	2.2	2.0	-0.2
Fiat	8	31	287.5%	27	77	185.2%	16	50	212.5%	0.1	0.1	0.1
Ford	1,903	2,348	23.4%	5,336	5,963	11.8%	3,283	4,022	22.5%	11.8	11.4	-0.4
GMC	551	718	30.3%	1,612	1,800	11.7%	1,000	1,263	26.3%	3.6	3.6	0.0
Honda	1,202	1,413	17.6%	3,602	3,622	0.6%	2,049	2,458	20.0%	7.3	6.9	-0.4
Hyundai	410	613	49.5%	1,285	1,597	24.3%	725	1,124	55.0%	2.6	3.2	0.6
Infiniti	140	149	6.4%	363	396	9.1%	236	269	14.0%	0.8	0.8	-0.1
Jaguar	6	9	50.0%	24	18	-25.0%	13	12	-7.7%	0.0	0.0	0.0
Jeep	1,085	1,553	43.1%	3,242	3,909	20.6%	1,912	2,614	36.7%	6.8	7.4	0.5
Kia	455	426	-6.4%	1,352	1,252	-7.4%	785	823	4.8%	2.8	2.3	-0.5
Land Rover	94	140	48.9%	188	330	75.5%	134	238	77.6%	0.5	0.7	0.2
Lexus	379	412	8.7%	1,039	1,189	14.4%	667	802	20.2%	2.4	2.3	-0.1
Lincoln	80	102	27.5%	202	250	23.8%	141	181	28.4%	0.5	0.5	0.0
Mazda	346	470	35.8%	1,004	1,163	15.8%	576	763	32.5%	2.1	2.2	0.1
Mercedes	277	346	24.9%	766	795	3.8%	506	562	11.1%	1.8	1.6	-0.2
MINI	76	82	7.9%	223	223	0.0%	131	156	19.1%	0.5	0.4	0.0
Mitsubishi	59	92	55.9%	155	245	58.1%	89	163	83.1%	0.3	0.5	0.1
Nissan	958	1,243	29.7%	2,829	3,155	11.5%	1,610	2,082	29.3%	5.8	5.9	0.1
Porsche	60	67	11.7%	173	180	4.0%	101	126	24.8%	0.4	0.4	0.0
Ram	699	771	10.3%	2,016	2,021	0.2%	1,204	1,408	16.9%	4.3	4.0	-0.3
smart	3	4	33.3%	18	15	-16.7%	9	9	0.0%	0.0	0.0	0.0
Subaru	1,984	2,569	29.5%	5,657	6,505	15.0%	3,420	4,391	28.4%	12.2	12.4	0.1
Tesla	32	60	87.5%	62	143	130.6%	48	110	129.2%	0.2	0.3	0.1
Toyota/Scion	1,903	2,839	49.2%	6,013	7,188	19.5%	3,407	4,881	43.3%	12.2	13.8	1.6
Volkswagen	400	442	10.5%	1,235	1,259	1.9%	690	785	13.8%	2.5	2.2	-0.3
Volvo	70	159	127.1%	175	397	126.9%	109	269	146.8%	0.4	0.8	0.4
Other	6	11	83.3%	20	32	60.0%	10	21	110.0%	0.0	0.1	0.0

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

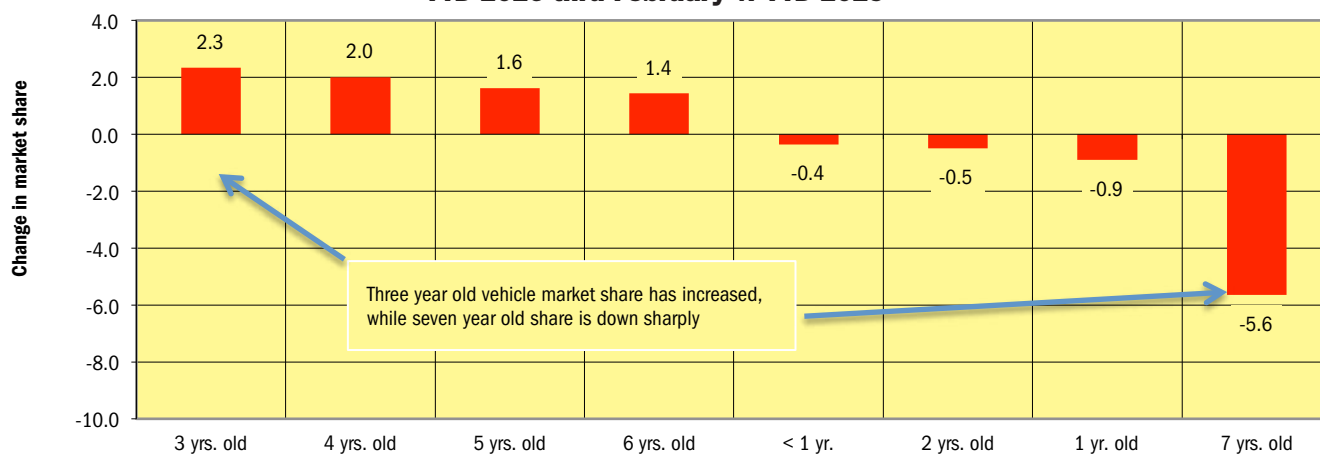


Data Source: AutoCount data from Experian Automotive.

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

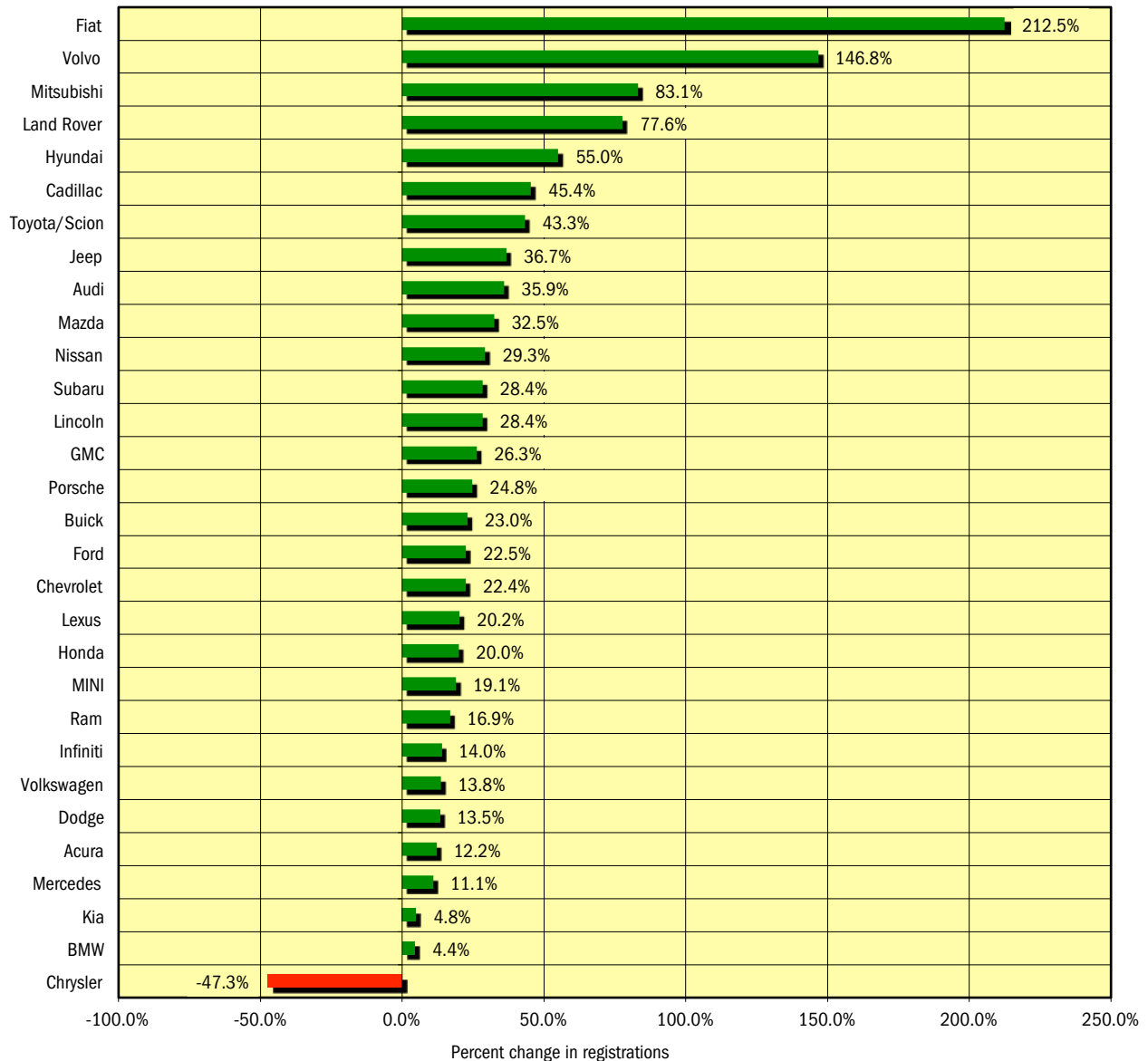
Colorado Used Retail Car and Light Truck Registrations												
	February			Three Month Period Dec. '15 thru Feb. '16			Year to date thru February			Year-to-date Market Share (%)		
	2015	2016	% chg.	Yr. Ago	Current	% chg.	2015	2016	% chg.	2015	2016	Chg.
TOTAL	14,065	18,887	34.3%	43,422	49,683	14.4%	23,597	32,104	36.1%			
Acura	196	242	23.5%	642	618	-3.7%	342	399	16.7%	1.4	1.2	-0.2
Audi	231	359	55.4%	725	877	21.0%	388	571	47.2%	1.6	1.8	0.1
BMW	311	404	29.9%	1,093	1,116	2.1%	564	729	29.3%	2.4	2.3	-0.1
Buick	143	235	64.3%	434	547	26.0%	247	373	51.0%	1.0	1.2	0.1
Cadillac	181	202	11.6%	596	550	-7.7%	314	337	7.3%	1.3	1.0	-0.3
Chevrolet	1,689	1,976	17.0%	5,149	5,206	1.1%	2,865	3,367	17.5%	12.1	10.5	-1.7
Chrysler	273	306	12.1%	888	843	-5.1%	475	544	14.5%	2.0	1.7	-0.3
Dodge (incl. Ram)	1,037	1,384	33.5%	3,187	3,713	16.5%	1,735	2,384	37.4%	7.4	7.4	0.1
Ford	1,891	2,637	39.5%	5,738	7,045	22.8%	3,158	4,550	44.1%	13.4	14.2	0.8
GMC	481	618	28.5%	1,424	1,581	11.0%	773	1,040	34.5%	3.3	3.2	0.0
Honda	759	1,008	32.8%	2,297	2,491	8.4%	1,249	1,658	32.7%	5.3	5.2	-0.1
Hummer	7	2	-71.4%	49	10	-79.6%	17	4	-76.5%	0.1	0.0	-0.1
Hyundai	519	803	54.7%	1,644	1,978	20.3%	882	1,308	48.3%	3.7	4.1	0.3
Infiniti	173	205	18.5%	483	553	14.5%	278	329	18.3%	1.2	1.0	-0.2
Jaguar	9	14	55.6%	24	25	4.2%	16	19	18.8%	0.1	0.1	0.0
Jeep	811	1,134	39.8%	2,497	3,092	23.8%	1,382	1,973	42.8%	5.9	6.1	0.3
Kia	417	615	47.5%	1,240	1,633	31.7%	668	1,048	56.9%	2.8	3.3	0.4
Land Rover	85	126	48.2%	241	339	40.7%	139	210	51.1%	0.6	0.7	0.1
Lexus	236	339	43.6%	733	907	23.7%	414	570	37.7%	1.8	1.8	0.0
Lincoln	96	110	14.6%	277	292	5.4%	156	204	30.8%	0.7	0.6	0.0
Mazda	253	323	27.7%	780	843	8.1%	414	526	27.1%	1.8	1.6	-0.1
Mercedes	264	362	37.1%	835	911	9.1%	445	603	35.5%	1.9	1.9	0.0
Mercury	24	12	-50.0%	91	41	-54.9%	46	19	-58.7%	0.2	0.1	-0.1
MINI	77	110	42.9%	237	309	30.4%	125	215	72.0%	0.5	0.7	0.1
Mitsubishi	89	116	30.3%	297	279	-6.1%	151	181	19.9%	0.6	0.6	-0.1
Nissan	1,015	1,485	46.3%	3,144	3,981	26.6%	1,718	2,581	50.2%	7.3	8.0	0.8
Pontiac	58	37	-36.2%	194	108	-44.3%	96	53	-44.8%	0.4	0.2	-0.2
Porsche	38	44	15.8%	108	118	9.3%	61	77	26.2%	0.3	0.2	0.0
Saab	10	1	-90.0%	36	10	-72.2%	17	3	-82.4%	0.1	0.0	-0.1
Saturn	50	22	-56.0%	196	78	-60.2%	88	34	-61.4%	0.4	0.1	-0.3
Subaru	729	1,114	52.8%	2,163	2,914	34.7%	1,179	1,890	60.3%	5.0	5.9	0.9
Suzuki	48	35	-27.1%	161	107	-33.5%	86	54	-37.2%	0.4	0.2	-0.2
Toyota/Scion	1,309	1,847	41.1%	4,230	4,814	13.8%	2,228	3,125	40.3%	9.4	9.7	0.3
Volkswagen	409	506	23.7%	1,205	1,358	12.7%	666	876	31.5%	2.8	2.7	-0.1
Volvo	114	98	-14.0%	277	272	-1.8%	164	165	0.6%	0.7	0.5	-0.2
Other	33	56	69.7%	107	124	15.9%	51	85	66.7%	0.2	0.3	0.0

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



Data Source: AutoCount data from Experian Automotive.

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



Data Source: AutoCount data from Experian Automotive.

Colorado Auto Outlook

Published for:
Colorado Automobile Dealers Association
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March 2016

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-BY MARKET AREA?

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