

Colorado Auto Outlook™

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Comprehensive information on the Colorado automotive market

Colorado Automobile Dealers Association

Quick Facts

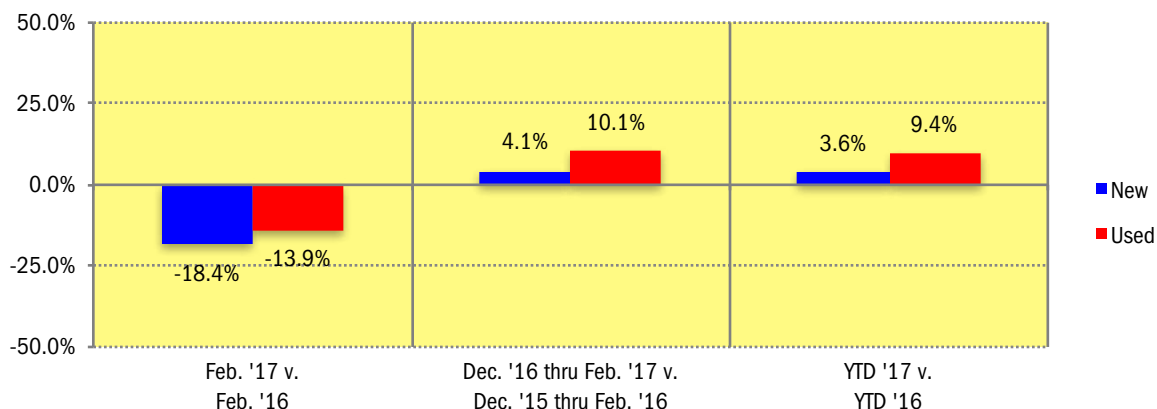
New retail car and light truck registrations in the state declined a reported 18.4% in February 2017 versus a year earlier. Note: monthly recording of registrations occurs when the data is processed by the DMV. This can impact the measurement of registrations in individual months. Year-to-date figures are more reflective of market results.

New registrations in the state increased 3.6% during the first two months of this year versus the same period a year earlier. Passenger cars declined 6.8% while Light Trucks were up 8%

Used vehicle registrations were up 9.4% so far this year. (Only includes vehicles seven years old or newer.)

Jaguar, Volkswagen, Audi, Chrysler, Toyota, Mercedes, and Porsche had the largest increases in year-to-date registrations (see page 4).

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. '15 thru Feb. '16	Dec. '16 thru Feb. '17	Percent Change	Dec. '15 thru Feb. '16	Dec. '16 thru Feb. '17	Percent Change
Total	52,341	54,491	4.1%	49,683	54,717	10.1%
Cars	15,734	14,918	-5.2%	20,551	20,576	0.1%
Light Trucks	36,607	39,573	8.1%	29,132	34,141	17.2%
Detroit Three Brands	19,987	19,774	-1.1%	23,112	25,761	11.5%
European Brands	5,536	5,994	8.3%	5,452	5,619	3.1%
Japanese Brands	23,969	25,714	7.3%	17,508	19,512	11.4%
Korean Brands	2,849	3,009	5.6%	3,611	3,825	5.9%
	Year-to-date thru February					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2016	YTD 2017	Percent Change	YTD 2016	YTD 2017	Percent Change
Total	35,420	36,705	3.6%	32,104	35,128	9.4%
Cars	10,554	9,841	-6.8%	13,145	12,952	-1.5%
Light Trucks	24,866	26,864	8.0%	18,959	22,176	17.0%
Detroit Three Brands	13,550	13,443	-0.8%	14,885	16,711	12.3%
European Brands	3,756	4,066	8.3%	3,550	3,586	1.0%
Japanese Brands	16,167	17,205	6.4%	11,313	12,376	9.4%
Korean Brands	1,947	1,991	2.3%	2,356	2,455	4.2%

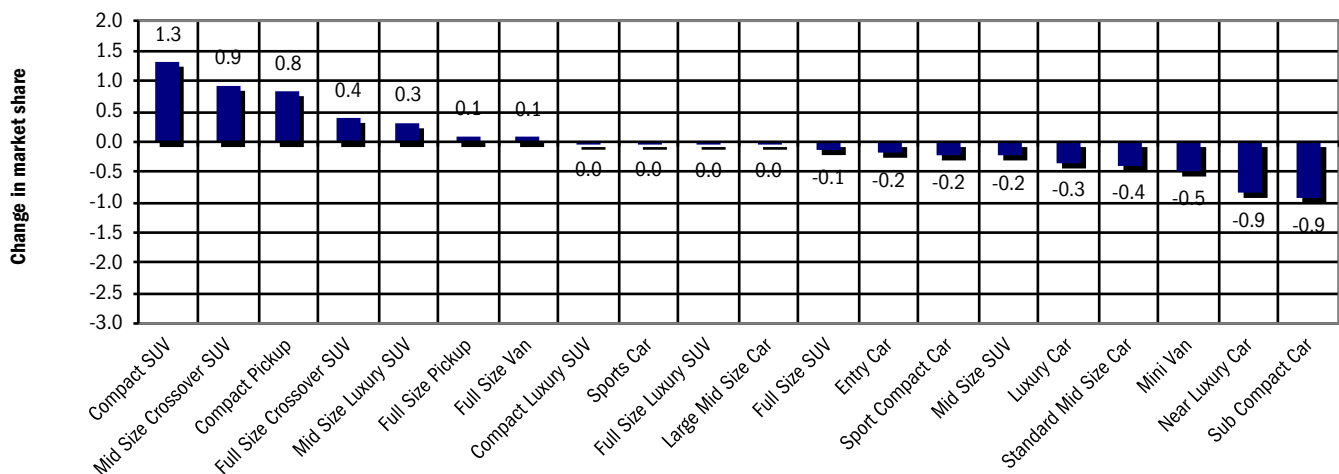
Data Information

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.

New Vehicle Market Brand Registrations

Colorado New Retail Car and Light Truck Registrations												
	February			Three Month Period Dec. '16 thru Feb. '17			Year-to-date thru February			Year-to-date Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2016	2017	% chg.	Yr. Ago	Current	% chg.	2016	2017	% chg.	2016	2017	Chg.
TOTAL	20,487	16,710	-18.4%	52,341	54,491	4.1%	35,420	36,705	3.6%			
Acura	206	113	-45.1%	506	421	-16.8%	358	281	-21.5%	1.0	0.8	-0.2
Audi	387	323	-16.5%	951	1,064	11.9%	632	742	17.4%	1.8	2.0	0.2
BMW	513	315	-38.6%	1,261	918	-27.2%	897	627	-30.1%	2.5	1.7	-0.8
Buick	195	127	-34.9%	517	434	-16.1%	347	294	-15.3%	1.0	0.8	-0.2
Cadillac	134	99	-26.1%	335	346	3.3%	237	244	3.0%	0.7	0.7	0.0
Chevrolet	1,488	1,146	-23.0%	3,728	3,873	3.9%	2,511	2,576	2.6%	7.1	7.0	-0.1
Chrysler	92	78	-15.2%	273	258	-5.5%	156	180	15.4%	0.4	0.5	0.0
Dodge	403	203	-49.6%	1,046	705	-32.6%	700	498	-28.9%	2.0	1.4	-0.6
Fiat	31	17	-45.2%	77	71	-7.8%	50	41	-18.0%	0.1	0.1	0.0
Ford	2,348	1,922	-18.1%	5,963	6,041	1.3%	4,022	4,124	2.5%	11.4	11.2	-0.1
GMC	718	462	-35.7%	1,800	1,749	-2.8%	1,263	1,162	-8.0%	3.6	3.2	-0.4
Honda	1,413	1,254	-11.3%	3,622	4,000	10.4%	2,458	2,655	8.0%	6.9	7.2	0.3
Hyundai	613	508	-17.1%	1,597	1,771	10.9%	1,124	1,173	4.4%	3.2	3.2	0.0
Infiniti	149	115	-22.8%	396	435	9.8%	269	289	7.4%	0.8	0.8	0.0
Jaguar	9	35	288.9%	18	127	605.6%	12	97	708.3%	0.0	0.3	0.2
Jeep	1,553	1,150	-25.9%	3,909	3,713	-5.0%	2,614	2,509	-4.0%	7.4	6.8	-0.5
Kia	426	362	-15.0%	1,252	1,238	-1.1%	823	818	-0.6%	2.3	2.2	-0.1
Land Rover	140	71	-49.3%	330	261	-20.9%	238	181	-23.9%	0.7	0.5	-0.2
Lexus	412	362	-12.1%	1,189	1,195	0.5%	802	804	0.2%	2.3	2.2	-0.1
Lincoln	102	83	-18.6%	250	269	7.6%	181	183	1.1%	0.5	0.5	0.0
Maserati	6	19	216.7%	19	40	110.5%	13	27	107.7%	0.0	0.1	0.0
Mazda	470	348	-26.0%	1,163	1,175	1.0%	763	743	-2.6%	2.2	2.0	-0.1
Mercedes	346	309	-10.7%	795	980	23.3%	562	630	12.1%	1.6	1.7	0.1
MINI	82	70	-14.6%	223	229	2.7%	156	145	-7.1%	0.4	0.4	0.0
Mitsubishi	92	75	-18.5%	245	237	-3.3%	163	164	0.6%	0.5	0.4	0.0
Nissan	1,243	995	-20.0%	3,155	3,126	-0.9%	2,082	2,120	1.8%	5.9	5.8	-0.1
Porsche	67	61	-9.0%	180	213	18.3%	126	140	11.1%	0.4	0.4	0.0
Ram	771	647	-16.1%	2,021	2,143	6.0%	1,408	1,475	4.8%	4.0	4.0	0.0
smart	4	6	50.0%	15	7	-53.3%	9	7	-22.2%	0.0	0.0	0.0
Subaru	2,569	2,204	-14.2%	6,505	6,890	5.9%	4,391	4,670	6.4%	12.4	12.7	0.3
Tesla	60	143	138.3%	143	243	69.9%	110	198	80.0%	0.3	0.5	0.2
Toyota/Scion	2,839	2,414	-15.0%	7,188	8,234	14.6%	4,881	5,478	12.2%	13.8	14.9	1.1
Volkswagen	442	578	30.8%	1,259	1,749	38.9%	785	1,207	53.8%	2.2	3.3	1.1
Volvo	159	89	-44.0%	397	320	-19.4%	269	211	-21.6%	0.8	0.6	-0.2
Other	5	7	40.0%	13	16	23.1%	8	12	50.0%	0.0	0.0	0.0

Change in New Vehicle Segment Market Share - YTD '17 thru February v. YTD '16

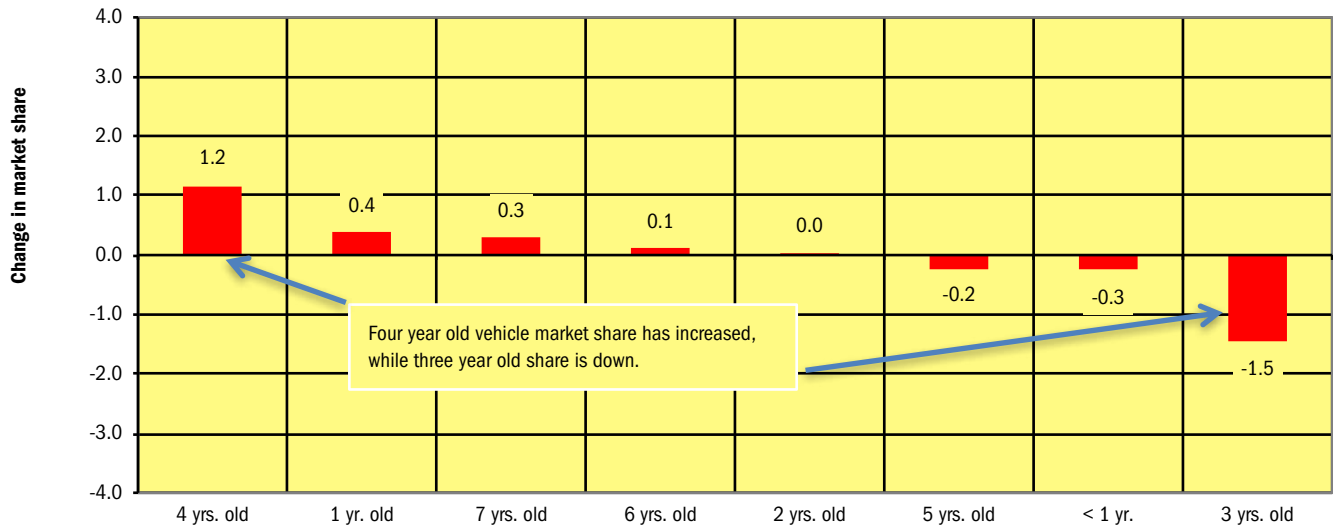


Data Source: AutoCount data from Experian.

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

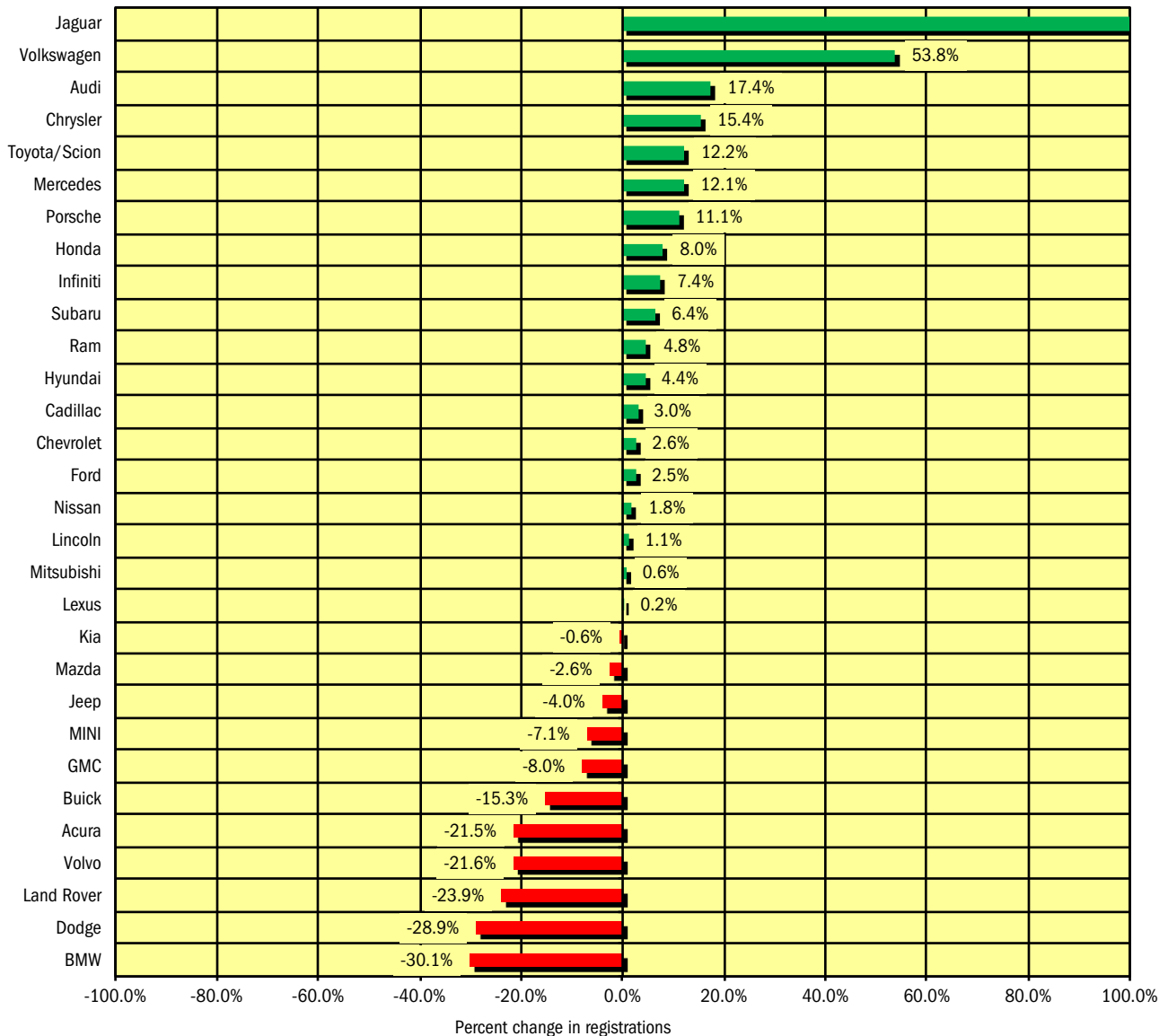
Colorado Used Retail Car and Light Truck Registrations												
	February			Three Month Period Dec. '16 thru Feb. '17			Year-to-date thru February			YTD Market Share (%)		
	2016	2017	% chg.	Yr. Ago	Current	% chg.	2016	2017	% chg.	2016	2017	Chg.
TOTAL	18,887	16,255	-13.9%	49,683	54,717	10.1%	32,104	35,128	9.4%			
Acura	242	209	-13.6%	618	681	10.2%	399	429	7.5%	1.2	1.2	0.0
Audi	359	305	-15.0%	877	966	10.1%	571	638	11.7%	1.8	1.8	0.0
BMW	404	450	11.4%	1,116	1,453	30.2%	729	947	29.9%	2.3	2.7	0.4
Buick	235	160	-31.9%	547	612	11.9%	373	387	3.8%	1.2	1.1	-0.1
Cadillac	202	240	18.8%	550	774	40.7%	337	508	50.7%	1.0	1.4	0.4
Chevrolet	1,976	1,683	-14.8%	5,206	5,622	8.0%	3,367	3,555	5.6%	10.5	10.1	-0.4
Chrysler	306	238	-22.2%	843	848	0.6%	544	548	0.7%	1.7	1.6	-0.1
Dodge (incl. Ram)	1,384	1,189	-14.1%	3,713	3,927	5.8%	2,384	2,582	8.3%	7.4	7.4	-0.1
Ford	2,637	2,299	-12.8%	7,045	7,731	9.7%	4,550	5,051	11.0%	14.2	14.4	0.2
GMC	618	593	-4.0%	1,581	1,923	21.6%	1,040	1,251	20.3%	3.2	3.6	0.3
Honda	1,008	731	-27.5%	2,491	2,540	2.0%	1,658	1,575	-5.0%	5.2	4.5	-0.7
Hummer	2	1	-50.0%	10	7	-30.0%	4	2	-50.0%	0.0	0.0	0.0
Hyundai	803	650	-19.1%	1,978	2,195	11.0%	1,308	1,409	7.7%	4.1	4.0	-0.1
Infiniti	205	191	-6.8%	553	632	14.3%	329	404	22.8%	1.0	1.2	0.1
Jaguar	14	9	-35.7%	25	27	8.0%	19	20	5.3%	0.1	0.1	0.0
Jeep	1,134	1,201	5.9%	3,092	3,968	28.3%	1,973	2,628	33.2%	6.1	7.5	1.3
Kia	615	495	-19.5%	1,633	1,630	-0.2%	1,048	1,046	-0.2%	3.3	3.0	-0.3
Land Rover	126	97	-23.0%	339	324	-4.4%	210	215	2.4%	0.7	0.6	0.0
Lexus	339	316	-6.8%	907	962	6.1%	570	610	7.0%	1.8	1.7	0.0
Lincoln	110	78	-29.1%	292	261	-10.6%	204	169	-17.2%	0.6	0.5	-0.2
Mazda	323	245	-24.1%	843	868	3.0%	526	544	3.4%	1.6	1.5	-0.1
Mercedes	362	288	-20.4%	911	932	2.3%	603	587	-2.7%	1.9	1.7	-0.2
Mercury	12	4	-66.7%	41	19	-53.7%	19	6	-68.4%	0.1	0.0	0.0
MINI	110	90	-18.2%	309	270	-12.6%	215	179	-16.7%	0.7	0.5	-0.2
Mitsubishi	116	97	-16.4%	279	338	21.1%	181	192	6.1%	0.6	0.5	0.0
Nissan	1,485	1,391	-6.3%	3,981	4,606	15.7%	2,581	2,999	16.2%	8.0	8.5	0.5
Pontiac	37	5	-86.5%	108	36	-66.7%	53	10	-81.1%	0.2	0.0	-0.1
Porsche	44	30	-31.8%	118	122	3.4%	77	72	-6.5%	0.2	0.2	0.0
Saab	1	2	100.0%	10	5	-50.0%	3	3	0.0%	0.0	0.0	0.0
Saturn	22	0	-100.0%	78	15	-80.8%	34	1	-97.1%	0.1	0.0	-0.1
Subaru	1,114	896	-19.6%	2,914	3,179	9.1%	1,890	2,013	6.5%	5.9	5.7	-0.2
Suzuki	35	16	-54.3%	107	56	-47.7%	54	35	-35.2%	0.2	0.1	-0.1
Toyota/Scion	1,847	1,615	-12.6%	4,814	5,650	17.4%	3,125	3,575	14.4%	9.7	10.2	0.4
Volkswagen	506	318	-37.2%	1,358	1,104	-18.7%	876	658	-24.9%	2.7	1.9	-0.9
Volvo	98	81	-17.3%	272	288	5.9%	165	185	12.1%	0.5	0.5	0.0
Other	56	42	-25.0%	124	146	17.7%	85	95	11.8%	0.3	0.3	0.0

**Change in Used Vehicle Market Share by Age of Vehicle
YTD '17 thru February v. YTD '16**



Data Source: AutoCount data from Experian.

**New Vehicle Market Percent Change in Brand Registrations
YTD '17 thru February v. YTD '16
(Top 30 selling brands)**



Data Source: AutoCount data from Experian.

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