

# Colorado Auto Outlook™

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Comprehensive information on the Colorado automotive market

Colorado Automobile Dealers Association

## Quick Facts

Colorado new vehicle registrations increased 3% in January '14 vs. 2013.

New registrations in the state for all of 2013 increased 11.2% compared to a year earlier.

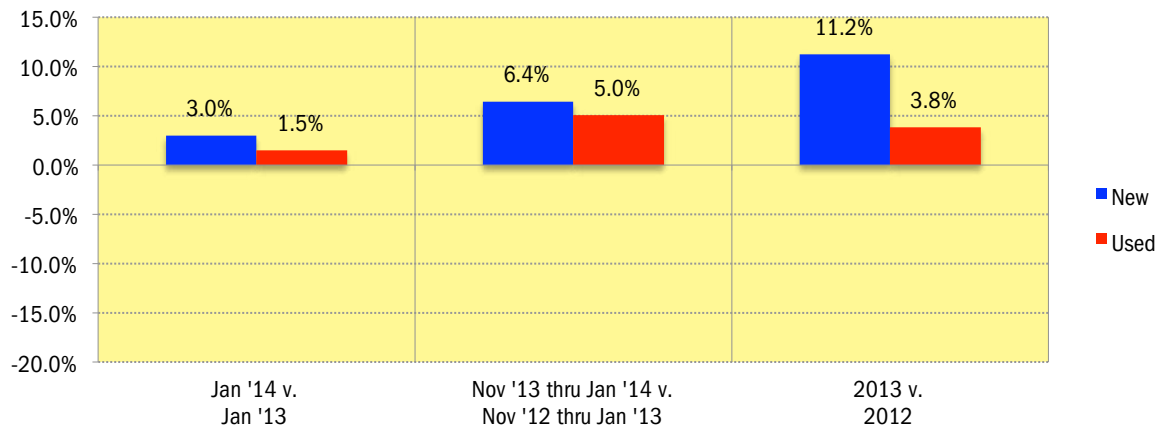
Used vehicle market was up 5.5% in January 2014 (vehicles seven years old or newer), and improved 3.8% in 2013.

Three year old vehicle market share increased 3.4 share points.

Porsche, Audi, Lexus, Jeep, and Infiniti new vehicle registrations each increased more than 21% in January.

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		
	Nov '12 thru Jan '13	Nov '13 thru Jan '14	Percent Change	Nov '12 thru Jan '13	Nov '13 thru Jan '14	Percent Change
Total	39,575	42,123	6.4%	40,588	42,635	5.0%
Cars	16,022	16,051	0.2%	18,095	18,741	3.6%
Light Trucks	23,553	26,072	10.7%	22,493	23,894	6.2%
Detroit Three Brands	14,658	15,925	8.6%	19,803	20,025	1.1%
European Brands	4,531	4,770	5.3%	4,191	4,497	7.3%
Japanese Brands	17,635	18,871	7.0%	14,243	15,506	8.9%
Korean Brands	2,751	2,557	-7.1%	2,351	2,607	10.9%
	Annual Total					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	2012	2013	Percent Change	2012	2013	Percent Change
Total	158,630	176,433	11.2%	170,099	176,615	3.8%
Cars	68,691	71,813	4.5%	75,998	80,279	5.6%
Light Trucks	89,939	104,620	16.3%	94,101	96,336	2.4%
Detroit Three Brands	58,587	67,066	14.5%	84,954	84,236	-0.8%
European Brands	17,323	19,578	13.0%	17,135	18,401	7.4%
Japanese Brands	69,600	78,151	12.3%	58,179	63,388	9.0%
Korean Brands	13,120	11,638	-11.3%	9,831	10,590	7.7%

## Data Information

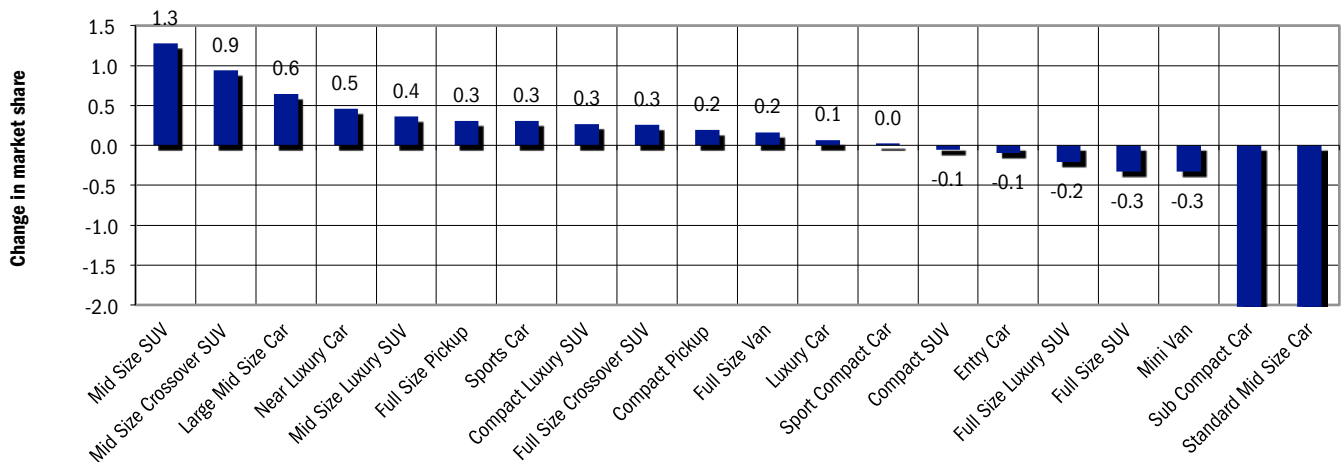
All data represents new and used vehicle retail registrations in Colorado and excludes fleet and wholesale transactions. Used vehicle data only includes vehicles seven years old or newer and excludes private party transactions. Please keep in mind that monthly registration figures can occasionally be 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												
	January			Three Month Period Nov '13 thru Jan '14			Annual Total			Annual Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2013	2014	% chg.	Yr. Ago	Current	% chg.	2012	2013	% chg.	2012	2013	Chg.
TOTAL	11,364	11,702	3.0%	39,575	42,123	6.4%	158,630	176,433	11.2%			
Acura	141	159	12.8%	487	558	14.6%	1,974	2,120	7.4%	1.2	1.2	0.0
Audi	153	210	37.3%	555	673	21.3%	2,240	2,725	21.7%	1.4	1.5	0.1
BMW	299	299	0.0%	866	968	11.8%	2,831	3,621	27.9%	1.8	2.1	0.3
Buick	95	96	1.1%	291	343	17.9%	1,258	1,551	23.3%	0.8	0.9	0.1
Cadillac	90	94	4.4%	289	342	18.3%	1,189	1,379	16.0%	0.7	0.8	0.0
Chevrolet	812	893	10.0%	2,856	3,227	13.0%	12,348	13,580	10.0%	7.8	7.7	-0.1
Chrysler	76	56	-26.3%	274	224	-18.2%	1,525	1,271	-16.7%	1.0	0.7	-0.2
Dodge	287	265	-7.7%	945	967	2.3%	3,512	4,931	40.4%	2.2	2.8	0.6
Fiat	20	17	-15.0%	130	74	-43.1%	520	430	-17.3%	0.3	0.2	-0.1
Ford	1,456	1,498	2.9%	4,881	5,300	8.6%	19,267	22,169	15.1%	12.1	12.6	0.4
GMC	352	325	-7.7%	1,080	1,157	7.1%	4,086	4,802	17.5%	2.6	2.7	0.1
Honda	981	873	-11.0%	3,437	3,129	-9.0%	13,153	14,591	10.9%	8.3	8.3	0.0
Hyundai	337	356	5.6%	1,433	1,270	-11.4%	6,623	5,782	-12.7%	4.2	3.3	-0.9
Infiniti	71	86	21.1%	281	310	10.3%	1,206	1,125	-6.7%	0.8	0.6	-0.1
Jaguar	1	7	600.0%	8	25	212.5%	51	92	80.4%	0.0	0.1	0.0
Jeep	653	817	25.1%	2,490	2,582	3.7%	9,883	10,277	4.0%	6.2	5.8	-0.4
Kia	370	314	-15.1%	1,318	1,287	-2.4%	6,496	5,856	-9.9%	4.1	3.3	-0.8
Land Rover	58	53	-8.6%	198	197	-0.5%	703	848	20.6%	0.4	0.5	0.0
Lexus	230	301	30.9%	738	883	19.6%	2,611	3,240	24.1%	1.6	1.8	0.2
Lincoln	47	32	-31.9%	164	161	-1.8%	657	676	2.9%	0.4	0.4	0.0
Mazda	176	206	17.0%	681	911	33.8%	2,859	3,582	25.3%	1.8	2.0	0.2
Mercedes	237	239	0.8%	640	833	30.2%	2,449	2,710	10.7%	1.5	1.5	0.0
MINI	64	60	-6.3%	197	223	13.2%	943	1,076	14.1%	0.6	0.6	0.0
Mitsubishi	52	53	1.9%	160	137	-14.4%	554	610	10.1%	0.3	0.3	0.0
Nissan	776	774	-0.3%	2,688	2,742	2.0%	10,153	11,285	11.1%	6.4	6.4	0.0
Porsche	22	39	77.3%	97	131	35.1%	378	490	29.6%	0.2	0.3	0.0
Ram	414	493	19.1%	1,387	1,575	13.6%	4,838	6,247	29.1%	3.0	3.5	0.5
smart	8	5	-37.5%	41	16	-61.0%	184	147	-20.1%	0.1	0.1	0.0
Subaru	1,055	1,140	8.1%	3,630	4,670	28.7%	14,218	18,275	28.5%	9.0	10.4	1.4
Tesla	0	11		0	45		0	178		0.0	0.1	0.1
Toyota/Scion	1,480	1,542	4.2%	5,339	5,530	3.6%	21,972	23,083	5.1%	13.9	13.1	-0.8
Volkswagen	437	338	-22.7%	1,568	1,394	-11.1%	6,047	6,490	7.3%	3.8	3.7	-0.1
Volvo	62	46	-25.8%	216	211	-2.3%	878	872	-0.7%	0.6	0.5	-0.1
Other	52	5	-90.4%	210	28	-86.7%	1,024	322	-68.6%	0.6	0.2	-0.5

**Change in New Vehicle Segment Market Share - January 2014 v. January 2013**

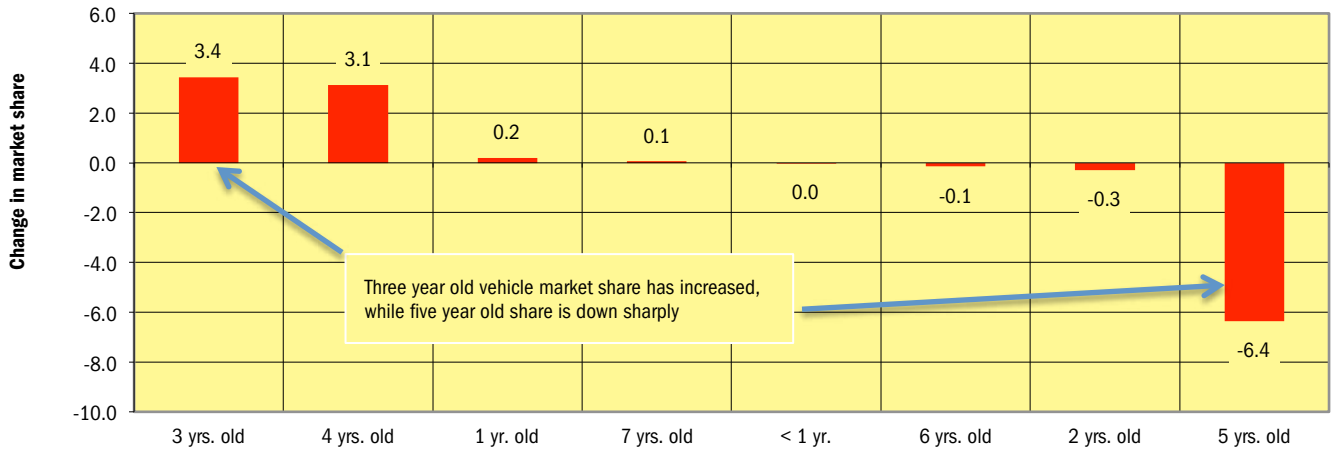


Data Source: AutoCount data from Experian Automotive.

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

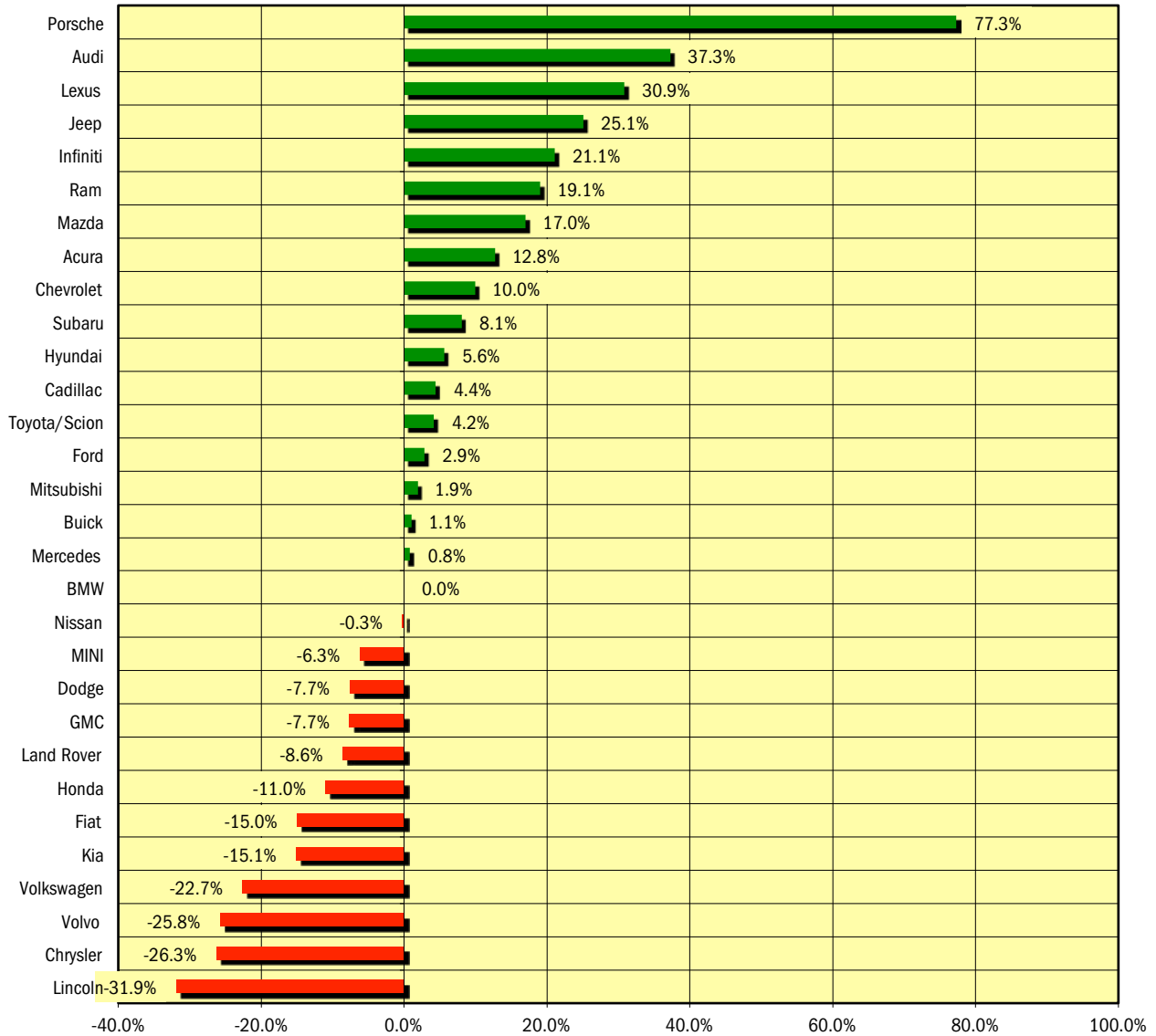
Colorado Used Retail Car and Light Truck Registrations												
	January			Three Month Period Nov '13 thru Jan '14			Annual Total			Annual Market Share (%)		
	2013	2014	% chg.	Yr. Ago	Current	% chg.	2012	2013	% chg.	2012	2013	Chg.
TOTAL	9,874	10,019	1.5%	40,588	42,635	5.0%	170,099	176,615	3.8%			
Acura	160	143	-10.6%	599	604	0.8%	2,267	2,320	2.3%	1.3	1.3	0.0
Audi	143	161	12.6%	598	678	13.4%	2,412	2,580	7.0%	1.4	1.5	0.0
BMW	229	245	7.0%	916	1,069	16.7%	3,668	4,055	10.6%	2.2	2.3	0.1
Buick	76	80	5.3%	315	323	2.5%	1,515	1,423	-6.1%	0.9	0.8	-0.1
Cadillac	116	132	13.8%	465	546	17.4%	2,058	2,178	5.8%	1.2	1.2	0.0
Chevrolet	1,159	1,141	-1.6%	4,822	4,848	0.5%	20,117	20,402	1.4%	11.8	11.6	-0.3
Chrysler	205	190	-7.3%	997	870	-12.7%	4,826	4,007	-17.0%	2.8	2.3	-0.6
Dodge (incl. Ram)	723	786	8.7%	3,062	3,188	4.1%	13,546	13,139	-3.0%	8.0	7.4	-0.5
Ford	1,218	1,233	1.2%	5,086	5,357	5.3%	21,163	22,288	5.3%	12.4	12.6	0.2
GMC	310	299	-3.5%	1,184	1,300	9.8%	4,913	5,071	3.2%	2.9	2.9	0.0
Honda	521	543	4.2%	2,194	2,395	9.2%	9,491	9,779	3.0%	5.6	5.5	0.0
Hummer	35	12	-65.7%	141	115	-18.4%	639	541	-15.3%	0.4	0.3	-0.1
Hyundai	319	327	2.5%	1,252	1,376	9.9%	5,254	5,562	5.9%	3.1	3.1	0.1
Infiniti	98	101	3.1%	380	472	24.2%	1,554	1,802	16.0%	0.9	1.0	0.1
Jaguar	4	4	0.0%	29	25	-13.8%	128	97	-24.2%	0.1	0.1	0.0
Jeep	542	529	-2.4%	2,483	2,401	-3.3%	10,184	10,133	-0.5%	6.0	5.7	-0.2
Kia	255	312	22.4%	1,099	1,231	12.0%	4,577	5,028	9.9%	2.7	2.8	0.2
Land Rover	54	54	0.0%	214	244	14.0%	926	1,002	8.2%	0.5	0.6	0.0
Lexus	191	206	7.9%	775	779	0.5%	3,031	3,380	11.5%	1.8	1.9	0.1
Lincoln	68	64	-5.9%	248	289	16.5%	1,038	1,192	14.8%	0.6	0.7	0.1
Mazda	240	208	-13.3%	922	929	0.8%	3,309	3,946	19.3%	1.9	2.2	0.3
Mercedes	161	194	20.5%	578	673	16.4%	2,280	2,729	19.7%	1.3	1.5	0.2
Mercury	30	29	-3.3%	158	117	-25.9%	806	566	-29.8%	0.5	0.3	-0.2
MINI	44	39	-11.4%	200	236	18.0%	833	956	14.8%	0.5	0.5	0.1
Mitsubishi	119	71	-40.3%	383	324	-15.4%	1,480	1,526	3.1%	0.9	0.9	0.0
Nissan	710	723	1.8%	2,866	3,011	5.1%	11,558	12,834	11.0%	6.8	7.3	0.5
Pontiac	117	76	-35.0%	488	353	-27.7%	2,414	1,863	-22.8%	1.4	1.1	-0.4
Porsche	34	22	-35.3%	118	113	-4.2%	443	482	8.8%	0.3	0.3	0.0
Saab	17	9	-47.1%	99	51	-48.5%	422	299	-29.1%	0.2	0.2	-0.1
Saturn	61	58	-4.9%	354	318	-10.2%	1,735	1,433	-17.4%	1.0	0.8	-0.2
Subaru	434	501	15.4%	1,742	2,025	16.2%	6,966	7,660	10.0%	4.1	4.3	0.2
Suzuki	64	54	-15.6%	262	238	-9.2%	1,276	1,168	-8.5%	0.8	0.7	-0.1
Toyota/Scion	1,045	1,170	12.0%	4,113	4,723	14.8%	17,206	18,942	10.1%	10.1	10.7	0.6
Volkswagen	269	226	-16.0%	1,003	1,060	5.7%	4,288	4,673	9.0%	2.5	2.6	0.1
Volvo	87	62	-28.7%	386	289	-25.1%	1,565	1,279	-18.3%	0.9	0.7	-0.2
Other	16	15	-6.3%	57	65	14.0%	211	280	32.7%	0.1	0.2	0.0

**Change in Used Vehicle Market Share by Age of Vehicle  
January 2014 v. January 2013**



Data Source: AutoCount data from Experian Automotive.

**New Vehicle Market Percent Change in Brand Registrations  
January 2014 v. January 2013  
(Top 30 selling brands)**



Percent change in registrations  
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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February 2014

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