

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 declined 8.3% in January of 2015 versus a year earlier. Note: January results could be impacted by title processing delays. See note below.

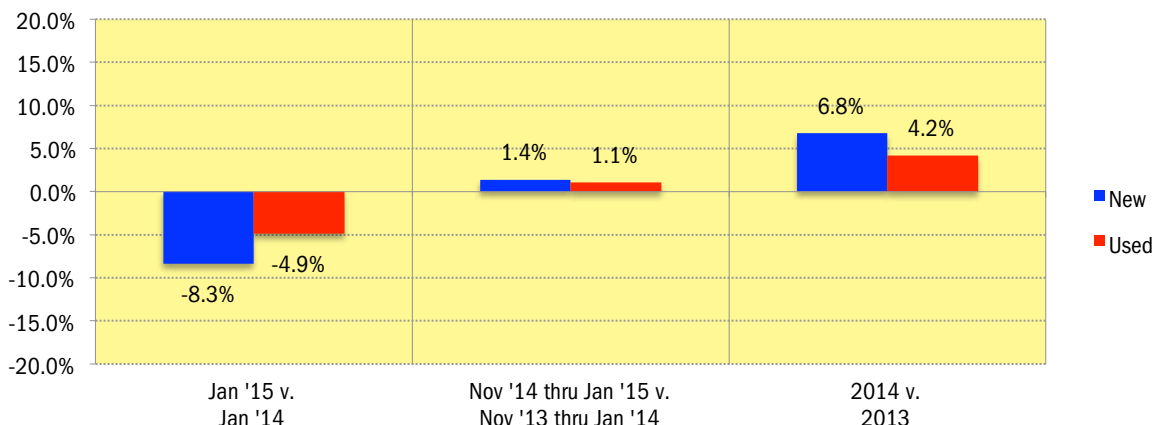
New registrations in the state during all of last year increased 6.8% compared to a year earlier.

Used vehicle market was down 4.9% in January 2015 (vehicles seven years old or newer), and improved 4.2% in 2014.

Four year old vehicle market share increased 2.4 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		
	Nov '13 thru Jan '14	Nov '14 thru Jan '15	Percent Change	Nov '13 thru Jan '14	Nov '14 thru Jan '15	Percent Change
Total	42,123	42,702	1.4%	42,635	43,092	1.1%
Cars	16,052	15,671	-2.4%	18,643	18,759	0.6%
Light Trucks	26,071	27,031	3.7%	23,992	24,333	1.4%
Detroit Three Brands	15,925	16,062	0.9%	20,025	20,421	2.0%
European Brands	4,770	4,435	-7.0%	4,497	4,878	8.5%
Japanese Brands	18,871	19,630	4.0%	15,506	14,953	-3.6%
Korean Brands	2,557	2,575	0.7%	2,607	2,840	8.9%
	Annual Totals					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	2013 Annual	2014 Annual	Percent Change	2013 Annual	2014 Annual	Percent Change
Total	176,433	188,416	6.8%	176,615	183,959	4.2%
Cars	71,813	73,111	1.8%	80,279	82,255	2.5%
Light Trucks	104,620	115,305	10.2%	96,336	101,704	5.6%
Detroit Three Brands	67,066	71,962	7.3%	84,236	86,744	3.0%
European Brands	19,578	19,450	-0.7%	18,401	20,094	9.2%
Japanese Brands	78,151	84,896	8.6%	63,388	65,010	2.6%
Korean Brands	11,638	12,108	4.0%	10,590	12,111	14.4%

Data Information

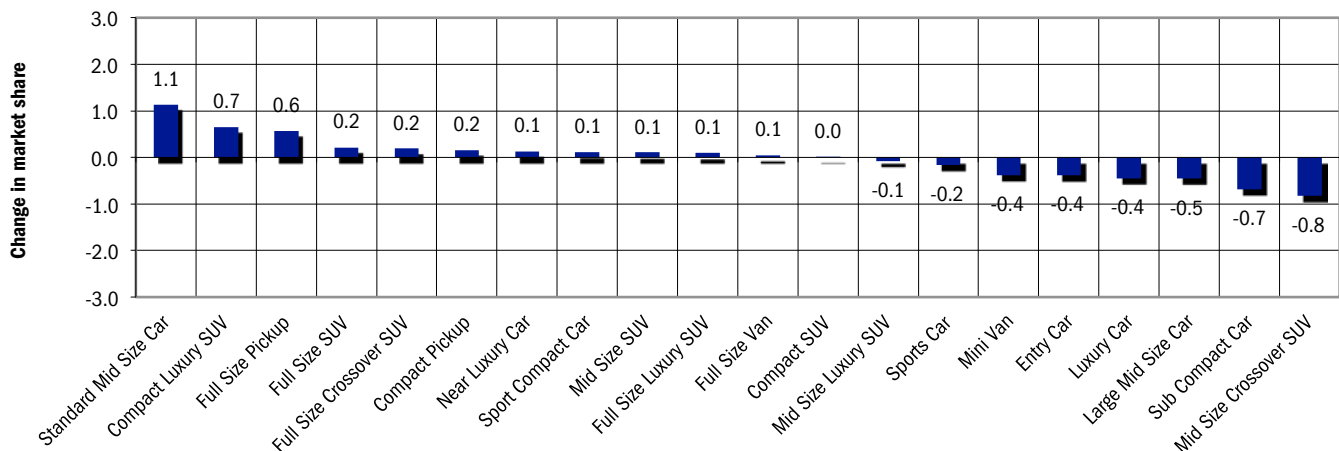
All data represents new and used vehicle retail registrations in Colorado and excludes fleet and wholesale transactions. Used vehicle data only includes vehicles seven years old or newer and excludes private party transactions. Please keep in mind that monthly registration figures can occasionally be 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 '14 thru Jan '15			Annual Totals			YTD Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2014	2015	% chg.	Prev	Curr.	% chg.	2013	2014	% chg.	2013	2014	Chg.
TOTAL	11,702	10,727	-8.3%	42,123	42,702	1.4%	176,433	188,416	6.8%			
Acura	159	125	-21.4%	558	489	-12.4%	2,120	2,189	3.3%	1.2	1.2	0.0
Audi	210	183	-12.9%	673	798	18.6%	2,725	3,369	23.6%	1.5	1.8	0.2
BMW	299	365	22.1%	968	977	0.9%	3,621	3,816	5.4%	2.1	2.0	0.0
Buick	96	99	3.1%	343	360	5.0%	1,551	1,639	5.7%	0.9	0.9	0.0
Cadillac	94	55	-41.5%	342	234	-31.6%	1,379	1,189	-13.8%	0.8	0.6	-0.2
Chevrolet	893	812	-9.1%	3,227	3,005	-6.9%	13,580	13,940	2.7%	7.7	7.4	-0.3
Chrysler	56	131	133.9%	224	399	78.1%	1,271	1,228	-3.4%	0.7	0.7	-0.1
Dodge	265	237	-10.6%	967	928	-4.0%	4,931	4,807	-2.5%	2.8	2.6	-0.2
Fiat	17	7	-58.8%	74	31	-58.1%	430	310	-27.9%	0.2	0.2	-0.1
Ford	1,498	1,241	-17.2%	5,300	4,708	-11.2%	22,169	22,208	0.2%	12.6	11.8	-0.8
GMC	325	404	24.3%	1,157	1,404	21.3%	4,802	5,453	13.6%	2.7	2.9	0.2
Honda	873	763	-12.6%	3,129	3,381	8.1%	14,591	14,524	-0.5%	8.3	7.7	-0.6
Hyundai	356	285	-19.9%	1,270	1,322	4.1%	5,782	6,043	4.5%	3.3	3.2	-0.1
Infiniti	86	87	1.2%	310	281	-9.4%	1,125	1,238	10.0%	0.6	0.7	0.0
Jaguar	7	7	0.0%	25	25	0.0%	92	118	28.3%	0.1	0.1	0.0
Jeep	817	743	-9.1%	2,582	2,996	16.0%	10,277	13,126	27.7%	5.8	7.0	1.1
Kia	314	296	-5.7%	1,287	1,253	-2.6%	5,856	6,065	3.6%	3.3	3.2	-0.1
Land Rover	53	36	-32.1%	197	140	-28.9%	848	866	2.1%	0.5	0.5	0.0
Lexus	301	259	-14.0%	883	859	-2.7%	3,240	3,883	19.8%	1.8	2.1	0.2
Lincoln	32	55	71.9%	161	179	11.2%	676	661	-2.2%	0.4	0.4	0.0
Mazda	206	208	1.0%	911	994	9.1%	3,582	4,170	16.4%	2.0	2.2	0.2
Mercedes	239	207	-13.4%	833	683	-18.0%	2,710	2,893	6.8%	1.5	1.5	0.0
MINI	60	50	-16.7%	223	195	-12.6%	1,076	893	-17.0%	0.6	0.5	-0.1
Mitsubishi	53	28	-47.2%	137	140	2.2%	610	783	28.4%	0.3	0.4	0.1
Nissan	774	588	-24.0%	2,742	2,622	-4.4%	11,285	12,298	9.0%	6.4	6.5	0.1
Porsche	39	38	-2.6%	131	149	13.7%	490	588	20.0%	0.3	0.3	0.0
Ram	493	453	-8.1%	1,575	1,801	14.3%	6,247	7,538	20.7%	3.5	4.0	0.5
smart	5	5	0.0%	16	19	18.8%	147	124	-15.6%	0.1	0.1	0.0
Subaru	1,140	1,291	13.2%	4,670	5,174	10.8%	18,275	20,806	13.8%	10.4	11.0	0.7
Tesla	11	14	27.3%	45	47	4.4%	178	172	-3.4%	0.1	0.1	0.0
Toyota/Scion	1,542	1,353	-12.3%	5,530	5,689	2.9%	23,083	25,001	8.3%	13.1	13.3	0.2
Volkswagen	338	262	-22.5%	1,394	1,245	-10.7%	6,490	5,646	-13.0%	3.7	3.0	-0.7
Volvo	46	36	-21.7%	211	151	-28.4%	872	703	-19.4%	0.5	0.4	-0.1
Other	5	4	-20.0%	28	24	-14.3%	322	129	-59.9%	0.2	0.1	-0.1

Change in New Vehicle Segment Market Share - January 2015 vs. January 2014

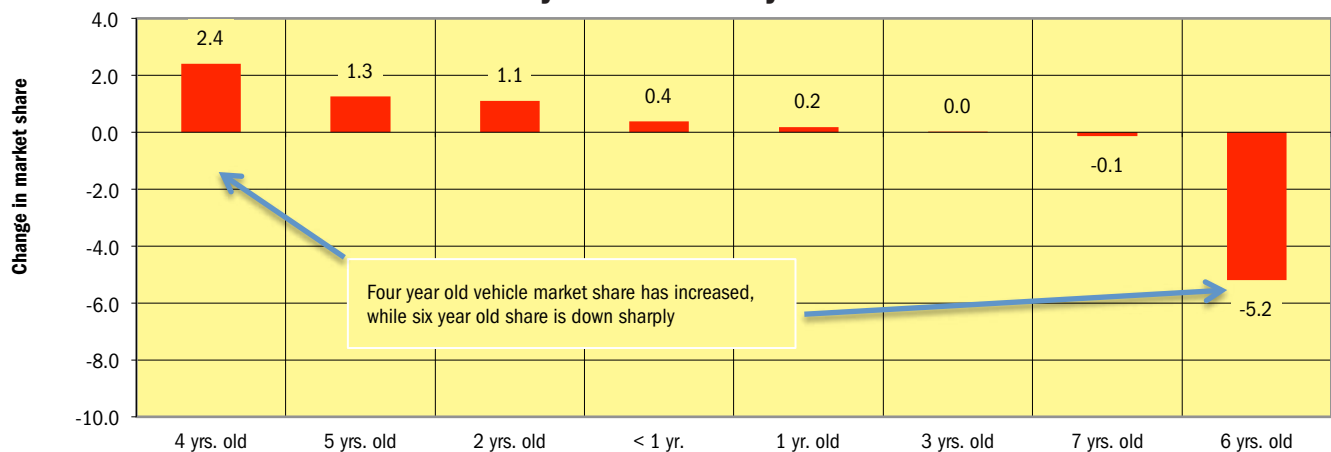


Data Source: AutoCount data from Experian Automotive.

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

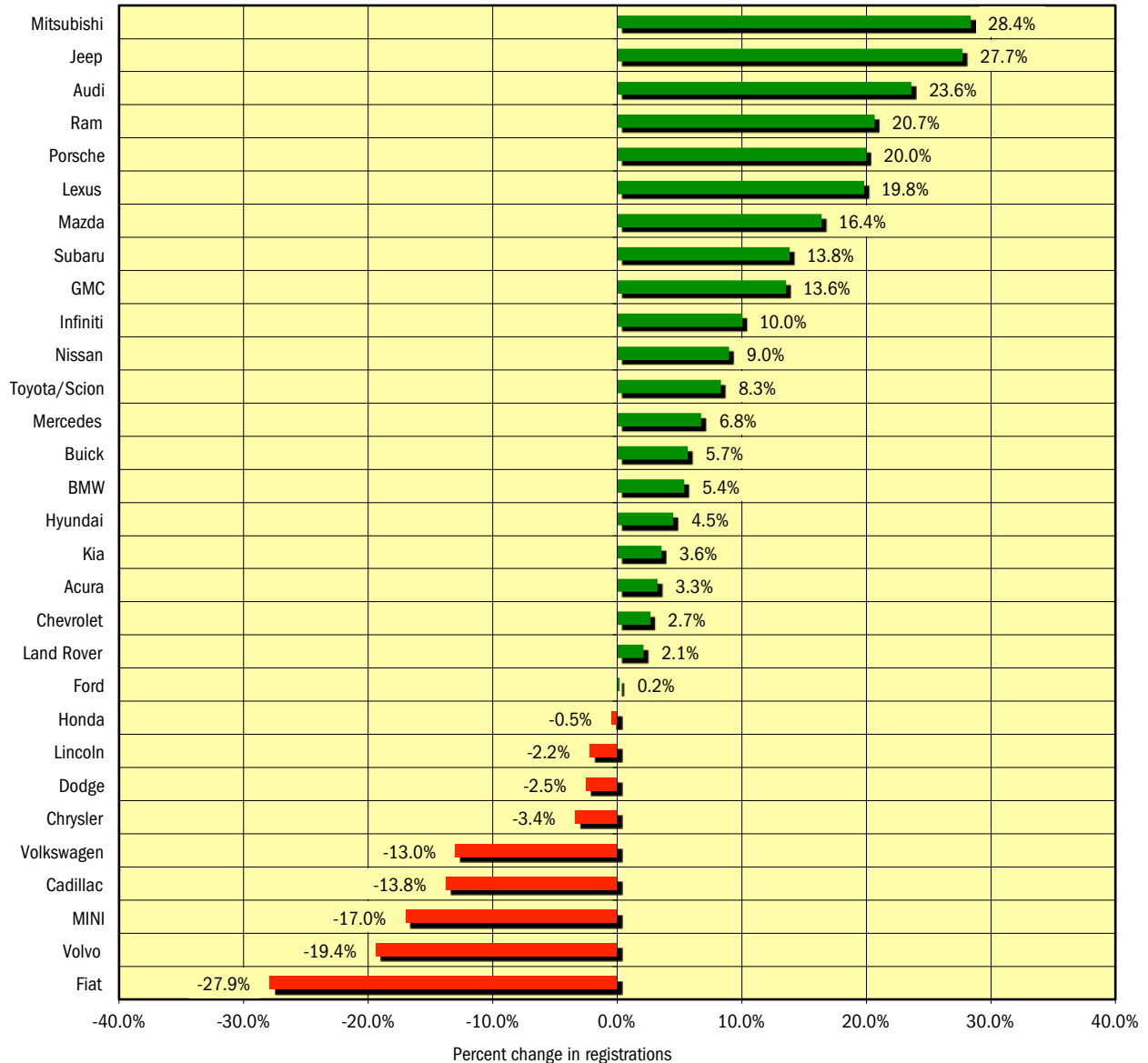
Colorado Used Retail Car and Light Truck Registrations												
	January			Three Month Period Nov '14 thru Jan '15			Annual Totals			YTD Market Share (%)		
	2014	2015	% chg.	Prev	Curr	% chg.	2013	2014	% chg.	2013	2014	Chg.
	TOTAL	10,019	9,532	-4.9%	42,635	43,092	1.1%	176,615	183,959	4.2%		
Acura	143	146	2.1%	604	614	1.7%	2,320	2,594	11.8%	1.3	1.4	0.1
Audi	161	157	-2.5%	678	741	9.3%	2,580	2,992	16.0%	1.5	1.6	0.2
BMW	245	253	3.3%	1,069	1,119	4.7%	4,055	4,759	17.4%	2.3	2.6	0.3
Buick	80	104	30.0%	323	448	38.7%	1,423	1,807	27.0%	0.8	1.0	0.2
Cadillac	132	133	0.8%	546	614	12.5%	2,178	2,539	16.6%	1.2	1.4	0.1
Chevrolet	1,141	1,176	3.1%	4,848	5,021	3.6%	20,402	20,844	2.2%	11.6	11.3	-0.2
Chrysler	190	202	6.3%	870	868	-0.2%	4,007	3,619	-9.7%	2.3	2.0	-0.3
Dodge (incl. Ram)	786	698	-11.2%	3,188	3,148	-1.3%	13,139	13,822	5.2%	7.4	7.5	0.1
Ford	1,233	1,267	2.8%	5,357	5,605	4.6%	22,288	23,908	7.3%	12.6	13.0	0.4
GMC	299	292	-2.3%	1,300	1,377	5.9%	5,071	5,802	14.4%	2.9	3.2	0.3
Honda	543	490	-9.8%	2,395	2,245	-6.3%	9,779	9,923	1.5%	5.5	5.4	-0.1
Hummer	12	10	-16.7%	115	69	-40.0%	541	305	-43.6%	0.3	0.2	-0.1
Hyundai	327	363	11.0%	1,376	1,617	17.5%	5,562	6,501	16.9%	3.1	3.5	0.4
Infiniti	101	105	4.0%	472	462	-2.1%	1,802	2,150	19.3%	1.0	1.2	0.1
Jaguar	4	7	75.0%	25	25	0.0%	97	94	-3.1%	0.1	0.1	0.0
Jeep	529	571	7.9%	2,401	2,457	2.3%	10,133	10,063	-0.7%	5.7	5.5	-0.3
Kia	312	251	-19.6%	1,231	1,223	-0.6%	5,028	5,610	11.6%	2.8	3.0	0.2
Land Rover	54	54	0.0%	244	229	-6.1%	1,002	937	-6.5%	0.6	0.5	-0.1
Lexus	206	178	-13.6%	779	753	-3.3%	3,380	3,303	-2.3%	1.9	1.8	-0.1
Lincoln	64	60	-6.3%	289	283	-2.1%	1,192	1,187	-0.4%	0.7	0.6	0.0
Mazda	208	161	-22.6%	929	795	-14.4%	3,946	3,607	-8.6%	2.2	2.0	-0.3
Mercedes	194	181	-6.7%	673	839	24.7%	2,729	3,199	17.2%	1.5	1.7	0.2
Mercury	29	22	-24.1%	117	97	-17.1%	566	472	-16.6%	0.3	0.3	-0.1
MINI	39	48	23.1%	236	243	3.0%	956	1,060	10.9%	0.5	0.6	0.0
Mitsubishi	71	62	-12.7%	324	313	-3.4%	1,526	1,245	-18.4%	0.9	0.7	-0.2
Nissan	723	703	-2.8%	3,011	3,163	5.0%	12,834	13,511	5.3%	7.3	7.3	0.1
Pontiac	76	38	-50.0%	353	212	-39.9%	1,863	1,259	-32.4%	1.1	0.7	-0.4
Porsche	22	23	4.5%	113	94	-16.8%	482	420	-12.9%	0.3	0.2	0.0
Saab	9	7	-22.2%	51	33	-35.3%	299	164	-45.2%	0.2	0.1	-0.1
Saturn	58	38	-34.5%	318	221	-30.5%	1,433	1,114	-22.3%	0.8	0.6	-0.2
Subaru	501	450	-10.2%	2,025	2,113	4.3%	7,660	8,934	16.6%	4.3	4.9	0.5
Suzuki	54	38	-29.6%	238	169	-29.0%	1,168	870	-25.5%	0.7	0.5	-0.2
Toyota/Scion	1,170	919	-21.5%	4,723	4,321	-8.5%	18,942	18,855	-0.5%	10.7	10.2	-0.5
Volkswagen	226	257	13.7%	1,060	1,215	14.6%	4,673	4,882	4.5%	2.6	2.7	0.0
Volvo	62	50	-19.4%	289	246	-14.9%	1,279	1,206	-5.7%	0.7	0.7	-0.1
Other	15	18	20.0%	65	100	53.8%	280	402	43.6%	0.2	0.2	0.1

**Change in Used Vehicle Market Share by Age of Vehicle
January 2015 vs. January 2014**



Data Source: AutoCount data from Experian Automotive.

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



Data Source: AutoCount data from Experian Automotive.

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**WHO ARE MY TOP COMPETITORS?
-BY MARKET AREA?**

WHAT NEW AND USED CARS SELL WELL IN MY MARKETS?

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