

Colorado Auto Outlook™

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Comprehensive information on the Colorado automotive market

Colorado Automobile Dealers Association

Quick Facts

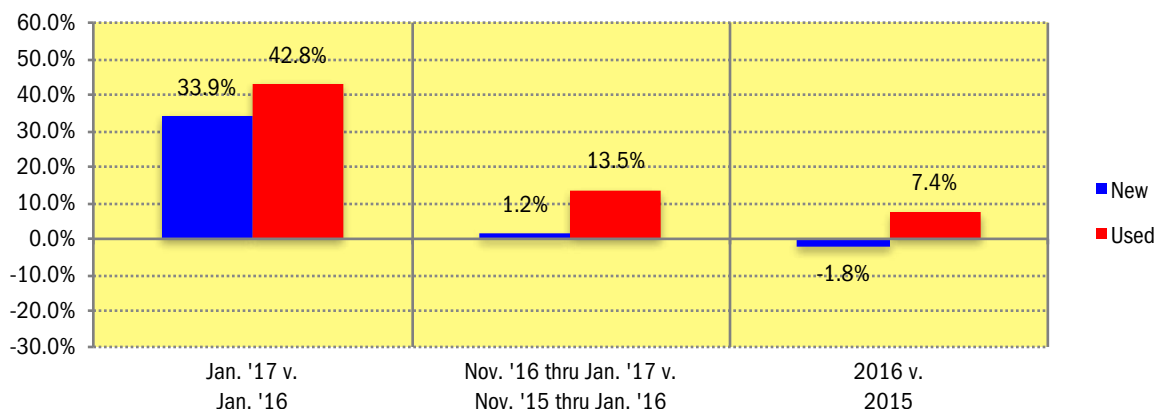
New retail car and light truck registrations in the state increased a reported 33.9% in January 2017 versus a year earlier. Note: monthly recording of registrations occurs when the data is processed by the DMV. This can impact the measurement of registrations in individual months.

New registrations in the state increased 1.2% during the most recent three month period (Nov. '16 thru Jan. '17) versus the same period a year earlier. Passenger cars declined 9.3% while Light Trucks were up 6%

Used vehicle registrations increased sharply in January. (Only includes vehicles seven years old or newer.)

Compact Pickup share of the new vehicle market increased by 1.5 share points in January of this year versus a year earlier.

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. '15 thru Jan. '16	Nov. '16 thru Jan. '17	Percent Change	Nov. '15 thru Jan. '16	Nov. '16 thru Jan. '17	Percent Change
Total	51,777	52,404	1.2%	47,666	54,087	13.5%
Cars	16,293	14,785	-9.3%	20,095	20,775	3.4%
Light Trucks	35,484	37,619	6.0%	27,571	33,312	20.8%
Detroit Three Brands	19,886	18,898	-5.0%	22,398	25,316	13.0%
European Brands	5,557	5,711	2.8%	5,213	5,616	7.7%
Japanese Brands	23,438	24,790	5.8%	16,698	19,345	15.9%
Korean Brands	2,896	3,005	3.8%	3,357	3,810	13.5%
	Annual Total					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	Annual 2015	Annual 2016	Percent Change	Annual 2015	Annual 2016	Percent Change
Total	203,471	199,741	-1.8%	194,885	209,285	7.4%
Cars	70,561	60,835	-13.8%	85,928	86,167	0.3%
Light Trucks	132,910	138,906	4.5%	108,957	123,118	13.0%
Detroit Three Brands	79,113	76,012	-3.9%	91,954	99,030	7.7%
European Brands	21,293	20,935	-1.7%	21,731	21,996	1.2%
Japanese Brands	91,154	91,414	0.3%	67,549	72,607	7.5%
Korean Brands	11,911	11,380	-4.5%	13,651	15,652	14.7%

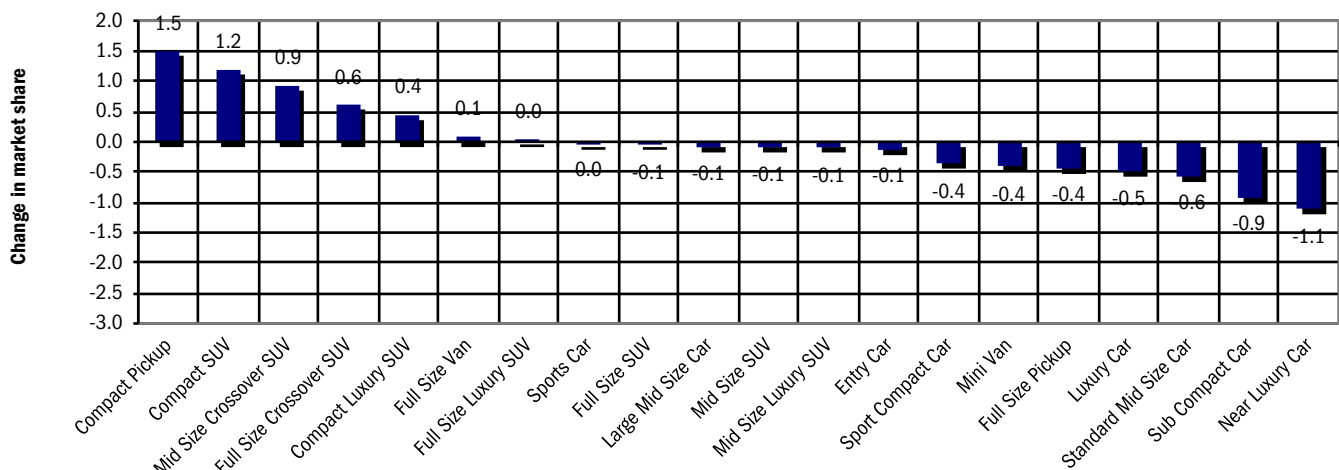
Data Information

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. '16 thru Jan. '17			Annual Total			Annual Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2016	2017	% chg.	Yr. Ago	Current	% chg.	2015	2016	% chg.	2015	2016	Chg.
TOTAL	14,933	19,995	33.9%	51,777	52,404	1.2%	203,471	199,741	-1.8%			
Acura	152	168	10.5%	479	416	-13.2%	2,015	1,746	-13.3%	1.0	0.9	-0.1
Audi	245	419	71.0%	960	1,017	5.9%	3,735	3,742	0.2%	1.8	1.9	0.0
BMW	384	312	-18.8%	1,161	916	-21.1%	4,229	3,992	-5.6%	2.1	2.0	-0.1
Buick	152	167	9.9%	522	415	-20.5%	1,981	1,773	-10.5%	1.0	0.9	-0.1
Cadillac	103	145	40.8%	317	329	3.8%	1,212	1,142	-5.8%	0.6	0.6	0.0
Chevrolet	1,023	1,430	39.8%	3,703	3,853	4.1%	15,084	15,430	2.3%	7.4	7.7	0.3
Chrysler	64	102	59.4%	325	241	-25.8%	1,774	1,113	-37.3%	0.9	0.6	-0.3
Dodge	297	295	-0.7%	1,034	697	-32.6%	4,505	3,364	-25.3%	2.2	1.7	-0.5
Fiat	19	24	26.3%	71	82	15.5%	258	325	26.0%	0.1	0.2	0.0
Ford	1,674	2,202	31.5%	5,961	5,685	-4.6%	24,337	23,339	-4.1%	12.0	11.7	-0.3
GMC	545	700	28.4%	1,678	1,680	0.1%	6,320	6,297	-0.4%	3.1	3.2	0.0
Honda	1,045	1,401	34.1%	3,539	3,871	9.4%	14,481	15,061	4.0%	7.1	7.5	0.4
Hyundai	511	665	30.1%	1,560	1,797	15.2%	6,172	6,503	5.4%	3.0	3.3	0.2
Infiniti	120	174	45.0%	377	426	13.0%	1,381	1,312	-5.0%	0.7	0.7	0.0
Jaguar	3	62	1966.7%	17	122	617.6%	98	223	127.6%	0.0	0.1	0.1
Jeep	1,061	1,359	28.1%	3,940	3,503	-11.1%	14,304	14,017	-2.0%	7.0	7.0	0.0
Kia	397	456	14.9%	1,336	1,208	-9.6%	5,739	4,877	-15.0%	2.8	2.4	-0.4
Land Rover	98	110	12.2%	296	247	-16.6%	970	983	1.3%	0.5	0.5	0.0
Lexus	390	442	13.3%	1,154	1,123	-2.7%	4,301	4,034	-6.2%	2.1	2.0	-0.1
Lincoln	79	100	26.6%	225	278	23.6%	903	929	2.9%	0.4	0.5	0.0
Maserati	7	8	14.3%	22	28	27.3%	47	84	78.7%	0.0	0.0	0.0
Mazda	293	395	34.8%	1,117	1,210	8.3%	4,640	4,573	-1.4%	2.3	2.3	0.0
Mercedes	216	321	48.6%	761	933	22.6%	3,202	3,258	1.7%	1.6	1.6	0.1
MINI	74	75	1.4%	227	235	3.5%	973	965	-0.8%	0.5	0.5	0.0
Mitsubishi	71	89	25.4%	247	237	-4.0%	821	1,017	23.9%	0.4	0.5	0.1
Nissan	839	1,125	34.1%	3,307	2,926	-11.5%	13,149	11,281	-14.2%	6.5	5.6	-0.8
Porsche	59	79	33.9%	182	213	17.0%	770	798	3.6%	0.4	0.4	0.0
Ram	637	828	30.0%	2,064	2,012	-2.5%	8,170	7,888	-3.5%	4.0	3.9	-0.1
smart	5	1	-80.0%	19	6	-68.4%	74	57	-23.0%	0.0	0.0	0.0
Subaru	1,822	2,466	35.3%	6,426	6,549	1.9%	23,784	23,644	-0.6%	11.7	11.8	0.1
Tesla	50	55	10.0%	115	204	77.4%	521	717	37.6%	0.3	0.4	0.1
Toyota/Scion	2,042	3,064	50.0%	6,792	8,032	18.3%	26,580	28,746	8.1%	13.1	14.4	1.3
Volkswagen	343	629	83.4%	1,473	1,561	6.0%	5,949	5,138	-13.6%	2.9	2.6	-0.4
Volvo	110	122	10.9%	356	336	-5.6%	916	1,297	41.6%	0.5	0.6	0.2
Other	3	5	66.7%	14	16	14.3%	76	76	0.0%	0.0	0.0	0.0

Change in New Vehicle Segment Market Share - Jan. '17 v. Jan. '16

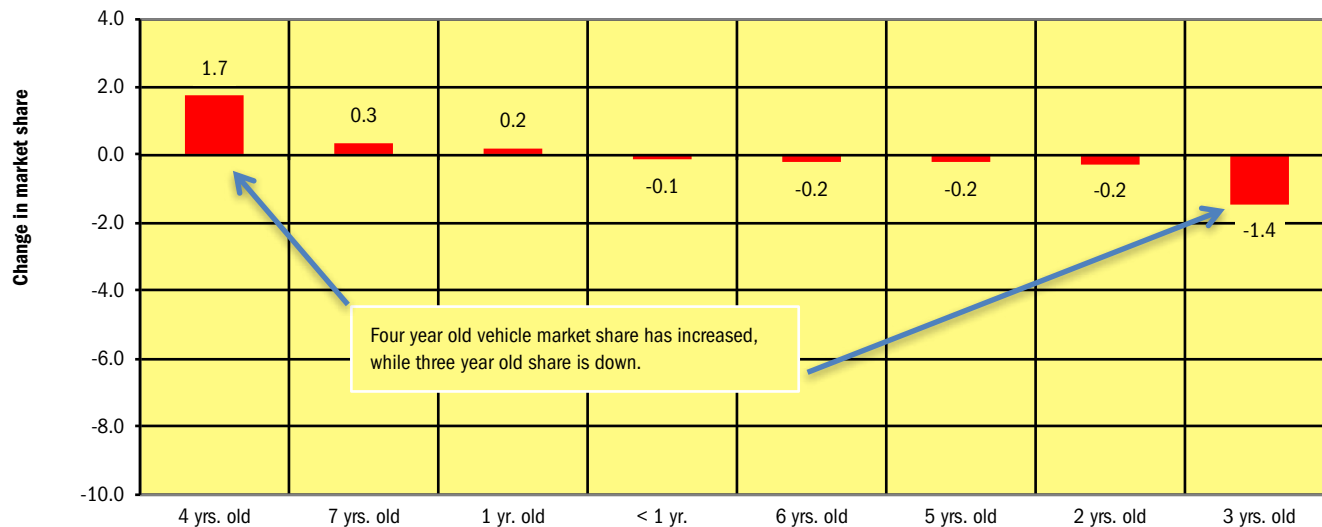


Data Source: AutoCount data from Experian Automotive.

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

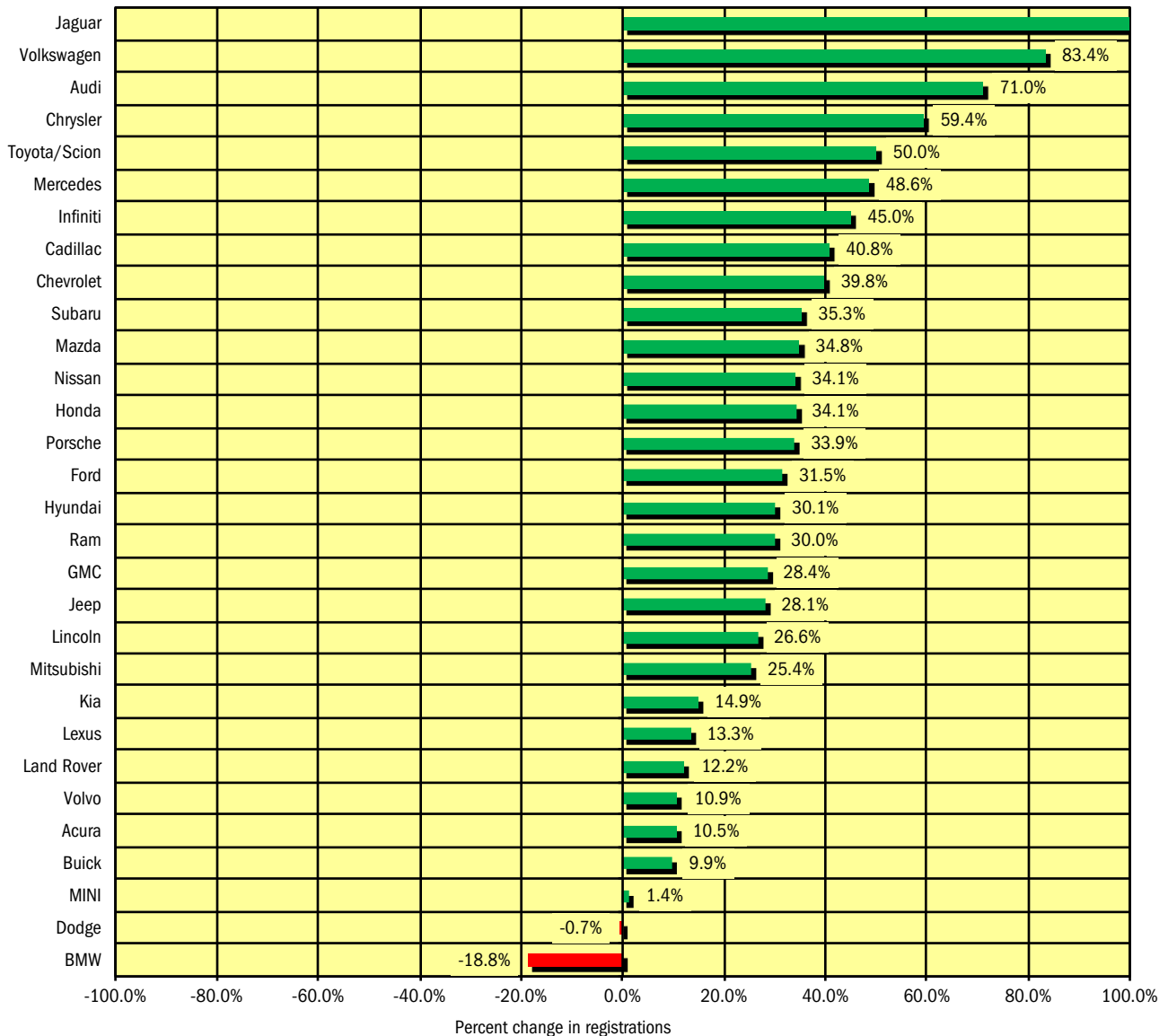
Colorado Used Retail Car and Light Truck Registrations												
	January			Three Month Period Nov. '16 thru Jan. '17			Annual Total			Annual Market Share (%)		
	2016	2017	% chg.	Yr. Ago	Current	% chg.	2015	2016	% chg.	2015	2016	Chg.
TOTAL	13,217	18,873	42.8%	47,666	54,087	13.5%	194,885	209,285	7.4%			
Acura	157	220	40.1%	579	622	7.4%	2,518	2,259	-10.3%	1.3	1.1	-0.2
Audi	212	333	57.1%	810	941	16.2%	3,286	3,533	7.5%	1.7	1.7	0.0
BMW	325	497	52.9%	1,125	1,428	26.9%	4,729	4,960	4.9%	2.4	2.4	-0.1
Buick	138	227	64.5%	508	620	22.0%	1,960	2,282	16.4%	1.0	1.1	0.1
Cadillac	135	268	98.5%	558	744	33.3%	2,409	2,508	4.1%	1.2	1.2	0.0
Chevrolet	1,391	1,872	34.6%	5,078	5,572	9.7%	22,468	22,674	0.9%	11.5	10.8	-0.7
Chrysler	238	310	30.3%	842	881	4.6%	3,767	3,595	-4.6%	1.9	1.7	-0.2
Dodge (incl. Ram)	1,000	1,393	39.3%	3,590	3,789	5.5%	14,822	15,856	7.0%	7.6	7.6	0.0
Ford	1,913	2,752	43.9%	6,820	7,635	12.0%	26,652	29,661	11.3%	13.7	14.2	0.5
GMC	422	658	55.9%	1,475	1,864	26.4%	6,156	6,954	13.0%	3.2	3.3	0.2
Honda	650	844	29.8%	2,308	2,541	10.1%	9,897	9,904	0.1%	5.1	4.7	-0.3
Hummer	2	1	-50.0%	26	10	-61.5%	145	30	-79.3%	0.1	0.0	-0.1
Hyundai	505	759	50.3%	1,790	2,171	21.3%	7,267	8,566	17.9%	3.7	4.1	0.4
Infiniti	124	213	71.8%	519	592	14.1%	2,436	2,179	-10.6%	1.2	1.0	-0.2
Jaguar	5	11	120.0%	15	24	60.0%	95	122	28.4%	0.0	0.1	0.0
Jeep	839	1,427	70.1%	2,945	3,830	30.1%	10,684	13,670	27.9%	5.5	6.5	1.0
Kia	433	551	27.3%	1,567	1,639	4.6%	6,383	7,086	11.0%	3.3	3.4	0.1
Land Rover	84	118	40.5%	316	333	5.4%	1,117	1,243	11.3%	0.6	0.6	0.0
Lexus	231	294	27.3%	854	914	7.0%	3,331	3,579	7.4%	1.7	1.7	0.0
Lincoln	94	91	-3.2%	276	265	-4.0%	1,168	1,140	-2.4%	0.6	0.5	-0.1
Mazda	203	299	47.3%	779	849	9.0%	3,492	3,309	-5.2%	1.8	1.6	-0.2
Mercedes	241	299	24.1%	841	912	8.4%	3,410	3,563	4.5%	1.7	1.7	0.0
Mercury	7	2	-71.4%	48	22	-54.2%	281	136	-51.6%	0.1	0.1	-0.1
MINI	105	89	-15.2%	297	280	-5.7%	1,222	1,252	2.5%	0.6	0.6	0.0
Mitsubishi	65	95	46.2%	262	347	32.4%	1,191	1,239	4.0%	0.6	0.6	0.0
Nissan	1,096	1,608	46.7%	3,893	4,557	17.1%	15,436	17,287	12.0%	7.9	8.3	0.3
Pontiac	16	5	-68.8%	125	43	-65.6%	735	301	-59.0%	0.4	0.1	-0.2
Porsche	33	42	27.3%	132	127	-3.8%	541	504	-6.8%	0.3	0.2	0.0
Saab	2	1	-50.0%	20	5	-75.0%	110	28	-74.5%	0.1	0.0	0.0
Saturn	12	1	-91.7%	101	23	-77.2%	693	188	-72.9%	0.4	0.1	-0.3
Subaru	776	1,117	43.9%	2,753	3,195	16.1%	9,863	11,657	18.2%	5.1	5.6	0.5
Suzuki	19	19	0.0%	114	65	-43.0%	629	284	-54.8%	0.3	0.1	-0.2
Toyota/Scion	1,278	1,960	53.4%	4,634	5,663	22.2%	18,752	20,910	11.5%	9.6	10.0	0.4
Volkswagen	370	340	-8.1%	1,267	1,139	-10.1%	5,480	5,198	-5.1%	2.8	2.5	-0.3
Volvo	67	104	55.2%	287	289	0.7%	1,248	1,022	-18.1%	0.6	0.5	-0.2
Other	29	53	82.8%	112	156	39.3%	512	606	18.4%	0.3	0.3	0.0

Change in Used Vehicle Market Share by Age of Vehicle
Jan. '17 v. Jan. '16



Data Source: AutoCount data from Experian Automotive.

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



Data Source: AutoCount data from Experian Automotive.

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