

Colorado Auto Outlook™

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Comprehensive information on the Colorado automotive market

Colorado Automobile Dealers Association

Quick Facts

Colorado new vehicle registrations slipped 1.2% in July '14 vs. 2013.

New registrations in the state during the first seven months of this year increased 6.5% compared to a year earlier.

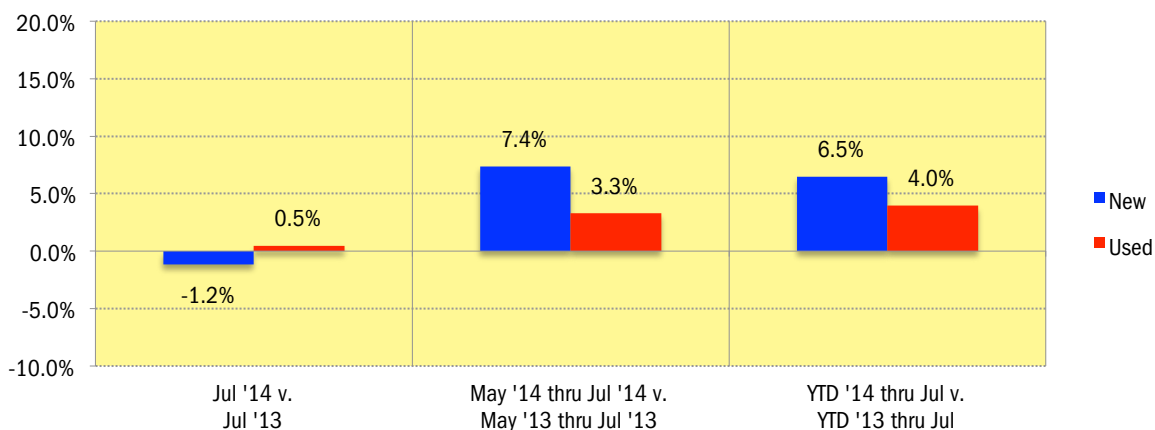
Used vehicle market was up 0.5% in July 2014 (vehicles seven years old or newer), and improved 4%, year-to-date.

Three year old vehicle market share increased 3.1 share points.

Jeep, Lexus, Infiniti, and Ram new vehicle registrations each increased more than 20% so far 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		
	May '13 thru Jul '13	May '14 thru Jul '14	Percent Change	May '13 thru Jul '13	May '14 thru Jul '14	Percent Change
Total	43,104	46,290	7.4%	42,935	44,358	3.3%
Cars	18,303	18,939	3.5%	19,931	20,049	0.6%
Light Trucks	24,801	27,351	10.3%	23,004	24,309	5.7%
Detroit Three Brands	16,620	17,762	6.9%	20,669	20,700	0.1%
European Brands	4,700	5,046	7.4%	4,395	4,909	11.7%
Japanese Brands	18,763	20,266	8.0%	15,319	15,828	3.3%
Korean Brands	3,021	3,216	6.5%	2,552	2,921	14.5%
	YTD thru July					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2013	YTD 2014	Percent Change	YTD 2013	YTD 2014	Percent Change
Total	97,355	103,674	6.5%	96,596	100,414	4.0%
Cars	40,277	40,630	0.9%	44,254	45,011	1.7%
Light Trucks	57,078	63,044	10.5%	52,342	55,403	5.8%
Detroit Three Brands	37,333	39,918	6.9%	46,580	47,092	1.1%
European Brands	10,782	10,918	1.3%	10,049	10,749	7.0%
Japanese Brands	42,693	46,137	8.1%	34,262	35,895	4.8%
Korean Brands	6,547	6,701	2.4%	5,705	6,678	17.1%

Data Information

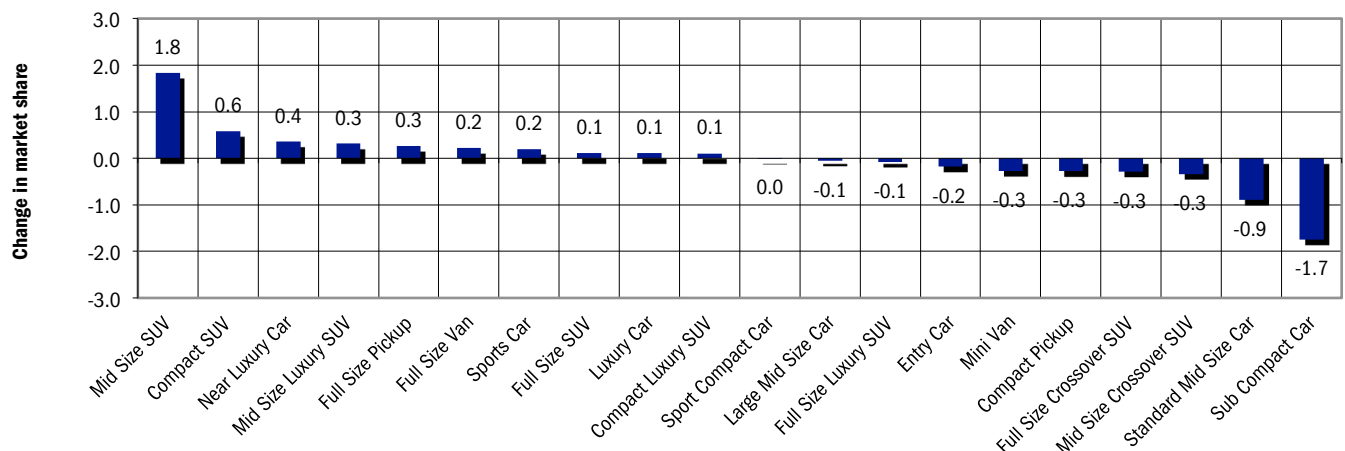
All data represents new and used vehicle retail registrations in Colorado and excludes fleet and wholesale transactions. Used vehicle data only includes vehicles seven years old or newer and excludes private party transactions. Please keep in mind that monthly registration figures can occasionally be 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												
	July			Three Month Period May '14 thru July '14			YTD thru July			YTD Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2013	2014	% chg.	Yr. Ago	Current	% chg.	2013	2014	% chg.	2013	2014	Chg.
TOTAL	14,003	13,841	-1.2%	43,104	46,290	7.4%	97,355	103,674	6.5%			
Acura	172	145	-15.7%	506	548	8.3%	1,131	1,310	15.8%	1.2	1.3	0.1
Audi	225	247	9.8%	691	832	20.4%	1,531	1,801	17.6%	1.6	1.7	0.2
BMW	224	292	30.4%	795	1,024	28.8%	2,050	2,249	9.7%	2.1	2.2	0.1
Buick	130	142	9.2%	386	442	14.5%	864	910	5.3%	0.9	0.9	0.0
Cadillac	103	70	-32.0%	308	253	-17.9%	755	691	-8.5%	0.8	0.7	-0.1
Chevrolet	1,180	1,052	-10.8%	3,502	3,488	-0.4%	7,427	7,808	5.1%	7.6	7.5	-0.1
Chrysler	108	79	-26.9%	353	251	-28.9%	744	609	-18.1%	0.8	0.6	-0.2
Dodge	447	442	-1.1%	1,372	1,307	-4.7%	2,946	2,781	-5.6%	3.0	2.7	-0.3
Fiat	35	24	-31.4%	109	116	6.4%	259	218	-15.8%	0.3	0.2	-0.1
Ford	1,795	1,663	-7.4%	5,494	5,531	0.7%	12,619	12,368	-2.0%	13.0	11.9	-1.0
GMC	353	388	9.9%	1,128	1,379	22.3%	2,638	3,015	14.3%	2.7	2.9	0.2
Honda	1,167	981	-15.9%	3,595	3,545	-1.4%	8,160	7,767	-4.8%	8.4	7.5	-0.9
Hyundai	493	489	-0.8%	1,506	1,588	5.4%	3,325	3,308	-0.5%	3.4	3.2	-0.2
Infiniti	81	98	21.0%	253	343	35.6%	596	737	23.7%	0.6	0.7	0.1
Jaguar	10	9	-10.0%	25	29	16.0%	36	67	86.1%	0.0	0.1	0.0
Jeep	775	964	24.4%	2,442	3,136	28.4%	5,609	7,230	28.9%	5.8	7.0	1.2
Kia	513	408	-20.5%	1,515	1,628	7.5%	3,222	3,393	5.3%	3.3	3.3	0.0
Land Rover	61	46	-24.6%	166	238	43.4%	471	530	12.5%	0.5	0.5	0.0
Lexus	249	287	15.3%	757	928	22.6%	1,744	2,180	25.0%	1.8	2.1	0.3
Lincoln	58	45	-22.4%	178	152	-14.6%	379	332	-12.4%	0.4	0.3	-0.1
Mazda	281	325	15.7%	877	994	13.3%	1,798	2,111	17.4%	1.8	2.0	0.2
Mercedes	216	224	3.7%	632	782	23.7%	1,453	1,707	17.5%	1.5	1.6	0.2
MINI	99	77	-22.2%	324	241	-25.6%	616	478	-22.4%	0.6	0.5	-0.2
Mitsubishi	49	69	40.8%	171	211	23.4%	384	453	18.0%	0.4	0.4	0.0
Nissan	855	805	-5.8%	2,681	2,958	10.3%	6,180	6,871	11.2%	6.3	6.6	0.3
Porsche	42	58	38.1%	140	175	25.0%	268	299	11.6%	0.3	0.3	0.0
Ram	472	567	20.1%	1,405	1,771	26.0%	3,300	4,074	23.5%	3.4	3.9	0.5
smart	17	7	-58.8%	40	41	2.5%	103	74	-28.2%	0.1	0.1	0.0
Subaru	1,459	1,497	2.6%	4,291	4,782	11.4%	9,799	11,399	16.3%	10.1	11.0	0.9
Tesla	27	18	-33.3%	51	52	1.9%	51	100	96.1%	0.1	0.1	0.0
Toyota/Scion	1,745	1,850	6.0%	5,617	5,955	6.0%	12,662	13,307	5.1%	13.0	12.8	-0.2
Volkswagen	501	416	-17.0%	1,563	1,370	-12.3%	3,477	3,014	-13.3%	3.6	2.9	-0.7
Volvo	56	50	-10.7%	199	167	-16.1%	480	411	-14.4%	0.5	0.4	-0.1
Other	5	7	40.0%	32	33	3.1%	278	72	-74.1%	0.3	0.1	-0.2

Change in New Vehicle Segment Market Share - YTD 2014 thru July v. YTD 2013

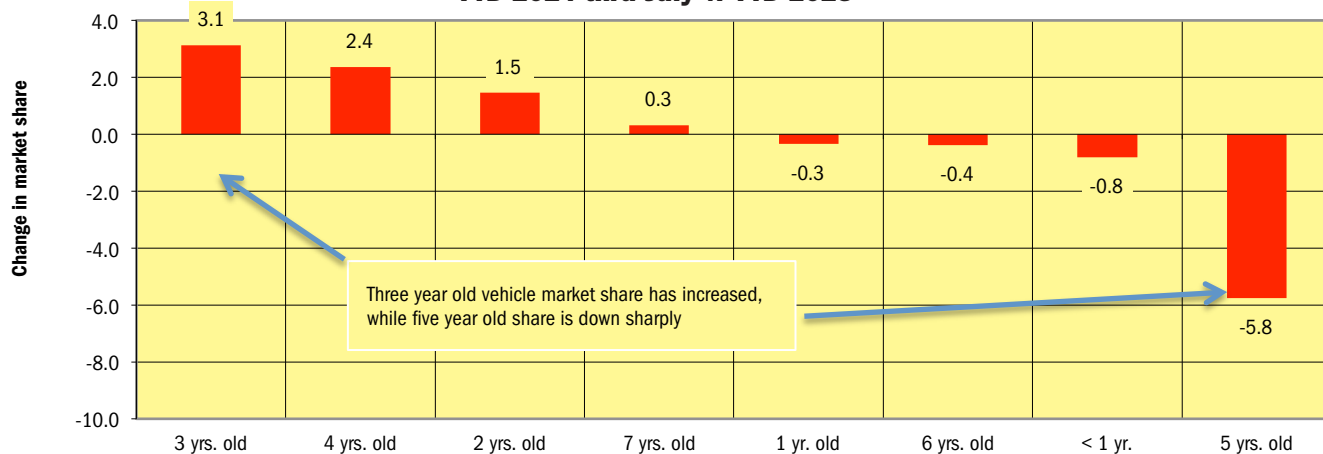


Data Source: AutoCount data from Experian Automotive.

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

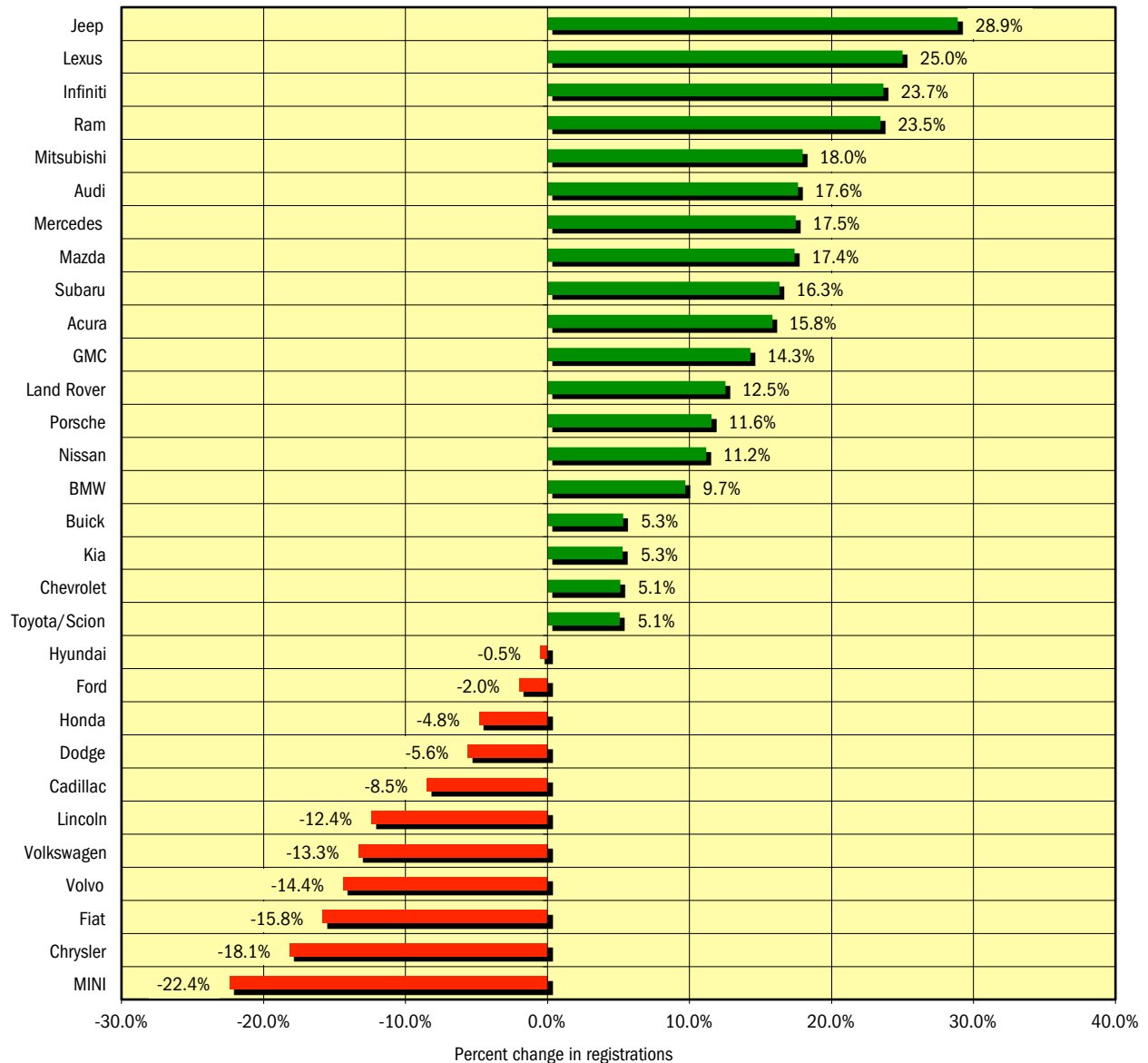
Colorado Used Retail Car and Light Truck Registrations												
	July			Three Month Period May '14 thru July '14			YTD thru July			YTD Market Share (%)		
	2013	2014	% chg.	Yr. Ago	Current	% chg.	2013	2014	% chg.	2013	2014	Chg.
TOTAL	13,290	13,354	0.5%	42,935	44,358	3.3%	96,596	100,414	4.0%			
Acura	182	180	-1.1%	559	658	17.7%	1,246	1,467	17.7%	1.3	1.5	0.2
Audi	191	218	14.1%	575	700	21.7%	1,377	1,619	17.6%	1.4	1.6	0.2
BMW	284	353	24.3%	1,007	1,193	18.5%	2,234	2,582	15.6%	2.3	2.6	0.3
Buick	90	137	52.2%	355	430	21.1%	808	940	16.3%	0.8	0.9	0.1
Cadillac	167	166	-0.6%	529	623	17.8%	1,178	1,382	17.3%	1.2	1.4	0.2
Chevrolet	1,540	1,337	-13.2%	4,997	4,795	-4.0%	11,409	11,282	-1.1%	11.8	11.2	-0.6
Chrysler	317	260	-18.0%	1,014	885	-12.7%	2,273	2,035	-10.5%	2.4	2.0	-0.3
Dodge (incl. Ram)	908	994	9.5%	3,192	3,313	3.8%	7,306	7,661	4.9%	7.6	7.6	0.1
Ford	1,693	1,804	6.6%	5,560	5,847	5.2%	12,193	12,924	6.0%	12.6	12.9	0.2
GMC	385	441	14.5%	1,208	1,409	16.6%	2,680	3,108	16.0%	2.8	3.1	0.3
Honda	748	730	-2.4%	2,335	2,454	5.1%	5,159	5,564	7.9%	5.3	5.5	0.2
Hummer	30	24	-20.0%	120	71	-40.8%	304	161	-47.0%	0.3	0.2	-0.2
Hyundai	408	426	4.4%	1,322	1,515	14.6%	3,038	3,511	15.6%	3.1	3.5	0.4
Infiniti	139	159	14.4%	413	553	33.9%	931	1,131	21.5%	1.0	1.1	0.2
Jaguar	10	9	-10.0%	28	23	-17.9%	50	49	-2.0%	0.1	0.0	0.0
Jeep	747	753	0.8%	2,397	2,340	-2.4%	5,530	5,325	-3.7%	5.7	5.3	-0.4
Kia	382	415	8.6%	1,230	1,406	14.3%	2,667	3,167	18.7%	2.8	3.2	0.4
Land Rover	68	54	-20.6%	206	201	-2.4%	540	493	-8.7%	0.6	0.5	-0.1
Lexus	271	240	-11.4%	861	783	-9.1%	1,913	1,825	-4.6%	2.0	1.8	-0.2
Lincoln	93	90	-3.2%	298	311	4.4%	662	648	-2.1%	0.7	0.6	0.0
Mazda	299	256	-14.4%	947	837	-11.6%	2,177	2,033	-6.6%	2.3	2.0	-0.2
Mercedes	199	233	17.1%	680	741	9.0%	1,527	1,698	11.2%	1.6	1.7	0.1
Mercury	54	34	-37.0%	140	112	-20.0%	311	271	-12.9%	0.3	0.3	-0.1
MINI	78	92	17.9%	232	293	26.3%	503	561	11.5%	0.5	0.6	0.0
Mitsubishi	103	90	-12.6%	373	292	-21.7%	917	688	-25.0%	0.9	0.7	-0.3
Nissan	950	1,018	7.2%	3,188	3,394	6.5%	7,157	7,381	3.1%	7.4	7.4	-0.1
Pontiac	140	82	-41.4%	483	302	-37.5%	1,135	720	-36.6%	1.2	0.7	-0.5
Porsche	46	36	-21.7%	119	115	-3.4%	275	236	-14.2%	0.3	0.2	0.0
Saab	23	13	-43.5%	75	39	-48.0%	186	85	-54.3%	0.2	0.1	-0.1
Saturn	112	70	-37.5%	376	261	-30.6%	791	633	-20.0%	0.8	0.6	-0.2
Subaru	606	626	3.3%	1,768	2,081	17.7%	3,905	4,795	22.8%	4.0	4.8	0.7
Suzuki	91	73	-19.8%	282	210	-25.5%	658	507	-22.9%	0.7	0.5	-0.2
Toyota/Scion	1,501	1,439	-4.1%	4,583	4,563	-0.4%	10,178	10,494	3.1%	10.5	10.5	-0.1
Volkswagen	337	373	10.7%	1,121	1,208	7.8%	2,540	2,577	1.5%	2.6	2.6	-0.1
Volvo	81	104	28.4%	284	297	4.6%	687	669	-2.6%	0.7	0.7	0.0
Other	17	25	47.1%	78	103	32.1%	151	192	27.2%	0.2	0.2	0.0

**Change in Used Vehicle Market Share by Age of Vehicle
YTD 2014 thru July v. YTD 2013**



Data Source: AutoCount data from Experian Automotive.

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



Data Source: AutoCount data from Experian Automotive.

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WHAT NEW AND USED CARS SELL WELL IN MY MARKETS?

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