

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 a slim 1.2% in July 2015 versus a year earlier.

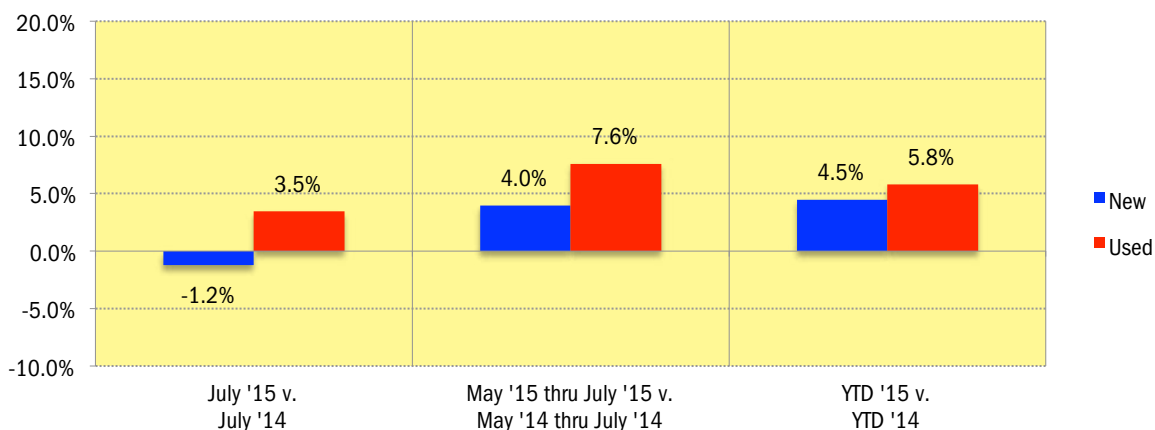
New registrations in the state were up 4.5% during the first seven months of 2015 compared to a year earlier.

Used vehicle market was up 3.5% in July 2015 (vehicles seven years old or newer), and improved 5.8% for the first seven months of this year.

Chrysler, Lincoln, Porsche, Mazda, GMC, and Buick new vehicle registrations increased by more than 15% 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 '14 thru July '14	May '15 thru July '15	Percent Change	May '14 thru July '14	May '15 thru July '15	Percent Change
Total	46,290	48,134	4.0%	44,358	47,734	7.6%
Cars	18,905	17,401	-8.0%	20,036	21,570	7.7%
Light Trucks	27,385	30,733	12.2%	24,322	26,164	7.6%
Detroit Three Brands	17,762	18,769	5.7%	20,700	22,753	9.9%
European Brands	5,046	5,011	-0.7%	4,909	5,308	8.1%
Japanese Brands	20,266	21,333	5.3%	15,828	16,349	3.3%
Korean Brands	3,216	3,021	-6.1%	2,921	3,324	13.8%
	YTD thru July					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2014	YTD 2015	Percent Change	YTD 2014	YTD 2015	Percent Change
Total	103,674	108,327	4.5%	100,414	106,239	5.8%
Cars	40,596	38,540	-5.1%	44,998	47,093	4.7%
Light Trucks	63,078	69,787	10.6%	55,416	59,146	6.7%
Detroit Three Brands	39,918	42,302	6.0%	47,092	50,718	7.7%
European Brands	10,918	11,329	3.8%	10,749	11,840	10.1%
Japanese Brands	46,137	48,294	4.7%	35,895	36,340	1.2%
Korean Brands	6,701	6,402	-4.5%	6,678	7,341	9.9%

Data Information

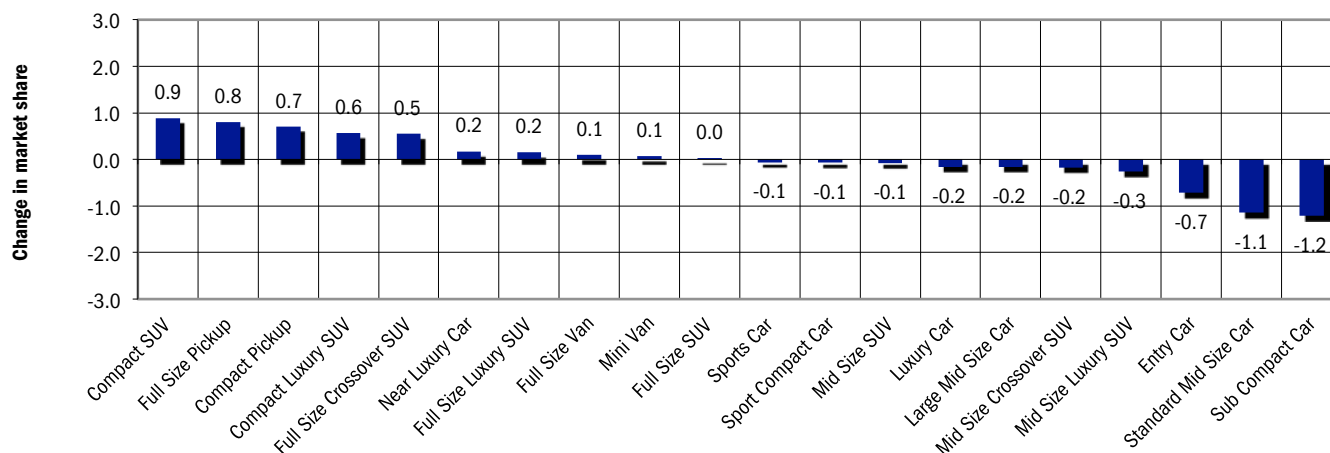
All data represents new and used vehicle retail registrations in Colorado and excludes fleet and wholesale transactions. Used vehicle data only includes vehicles seven years old or newer and excludes private party transactions. Please keep in mind that monthly registration figures can occasionally be 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 '15 thru July '15			YTD thru July			YTD Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2014	2015	% chg.	2014	2015	% chg.	2014	2015	% chg.	2014	2015	Chg.
TOTAL	13,841	13,676	-1.2%	46,290	48,134	4.0%	103,674	108,327	4.5%			
Acura	145	118	-18.6%	548	446	-18.6%	1,310	1,117	-14.7%	1.3	1.0	-0.2
Audi	247	247	0.0%	832	936	12.5%	1,801	1,976	9.7%	1.7	1.8	0.1
BMW	292	279	-4.5%	1,024	912	-10.9%	2,249	2,399	6.7%	2.2	2.2	0.0
Buick	142	165	16.2%	442	476	7.7%	910	1,053	15.7%	0.9	1.0	0.1
Cadillac	70	70	0.0%	253	293	15.8%	691	662	-4.2%	0.7	0.6	-0.1
Chevrolet	1,052	1,034	-1.7%	3,488	3,708	6.3%	7,808	8,161	4.5%	7.5	7.5	0.0
Chrysler	79	106	34.2%	251	420	67.3%	609	1,077	76.8%	0.6	1.0	0.4
Dodge	442	347	-21.5%	1,307	1,193	-8.7%	2,781	2,548	-8.4%	2.7	2.4	-0.3
Fiat	24	14	-41.7%	116	70	-39.7%	218	116	-46.8%	0.2	0.1	-0.1
Ford	1,663	1,484	-10.8%	5,531	5,561	0.5%	12,368	12,743	3.0%	11.9	11.8	-0.2
GMC	388	449	15.7%	1,379	1,556	12.8%	3,015	3,499	16.1%	2.9	3.2	0.3
Honda	981	973	-0.8%	3,545	3,397	-4.2%	7,767	7,665	-1.3%	7.5	7.1	-0.4
Hyundai	489	419	-14.3%	1,588	1,548	-2.5%	3,308	3,230	-2.4%	3.2	3.0	-0.2
Infiniti	98	81	-17.3%	343	308	-10.2%	737	780	5.8%	0.7	0.7	0.0
Jaguar	9	10	11.1%	29	31	6.9%	67	57	-14.9%	0.1	0.1	0.0
Jeep	964	943	-2.2%	3,136	3,282	4.7%	7,230	7,396	2.3%	7.0	6.8	-0.1
Kia	408	393	-3.7%	1,628	1,473	-9.5%	3,393	3,172	-6.5%	3.3	2.9	-0.3
Land Rover	46	65	41.3%	238	226	-5.0%	530	547	3.2%	0.5	0.5	0.0
Lexus	287	273	-4.9%	928	993	7.0%	2,180	2,323	6.6%	2.1	2.1	0.0
Lincoln	45	70	55.6%	152	214	40.8%	332	506	52.4%	0.3	0.5	0.1
Mazda	325	368	13.2%	994	1,202	20.9%	2,111	2,505	18.7%	2.0	2.3	0.3
Mercedes	224	237	5.8%	782	741	-5.2%	1,707	1,760	3.1%	1.6	1.6	0.0
MINI	77	89	15.6%	241	236	-2.1%	478	504	5.4%	0.5	0.5	0.0
Mitsubishi	69	49	-29.0%	211	168	-20.4%	453	372	-17.9%	0.4	0.3	-0.1
Nissan	805	849	5.5%	2,958	3,100	4.8%	6,871	6,950	1.1%	6.6	6.4	-0.2
Porsche	58	63	8.6%	175	217	24.0%	299	433	44.8%	0.3	0.4	0.1
Ram	567	543	-4.2%	1,771	1,884	6.4%	4,074	4,355	6.9%	3.9	4.0	0.1
smart	7	7	0.0%	41	22	-46.3%	74	43	-41.9%	0.1	0.0	0.0
Subaru	1,497	1,509	0.8%	4,782	5,543	15.9%	11,399	12,774	12.1%	11.0	11.8	0.8
Tesla	18	53	194.4%	52	182	250.0%	100	302	202.0%	0.1	0.3	0.2
Toyota/Scion	1,850	1,869	1.0%	5,955	6,176	3.7%	13,307	13,808	3.8%	12.8	12.7	-0.1
Volkswagen	416	453	8.9%	1,370	1,438	5.0%	3,014	3,027	0.4%	2.9	2.8	-0.1
Volvo	50	38	-24.0%	167	160	-4.2%	411	414	0.7%	0.4	0.4	0.0
Other	7	9	28.6%	33	22	-33.3%	72	53	-26.4%	0.1	0.0	0.0

Change in New Vehicle Segment Market Share - YTD 2015 thru July vs. YTD 2014

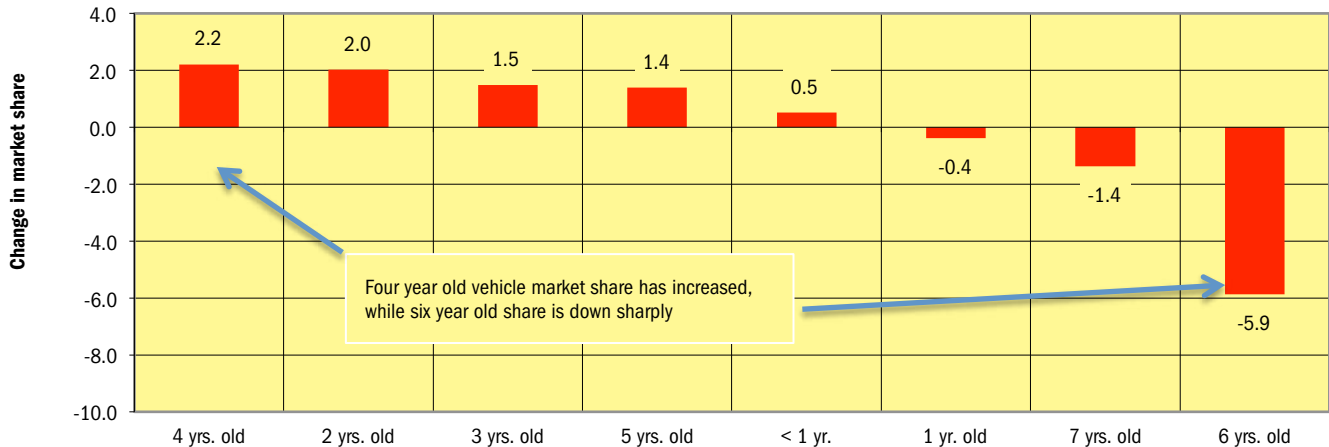


Data Source: AutoCount data from Experian Automotive.

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

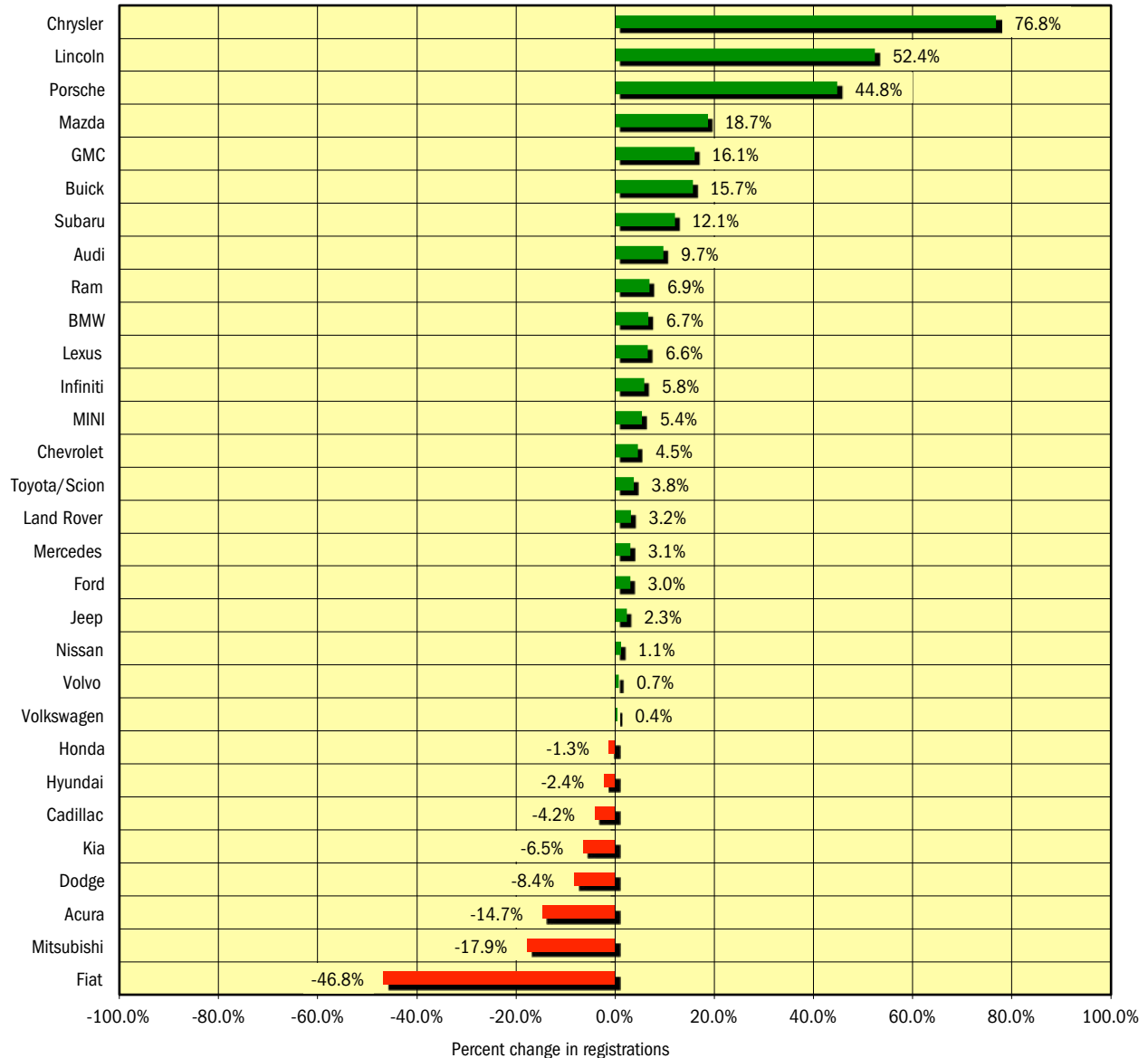
Colorado Used Retail Car and Light Truck Registrations												
	July			Three Month Period May '15 thru July '15			YTD thru July			YTD Market Share (%)		
	2014	2015	% chg.	2014	2015	% chg.	2014	2015	% chg.	2014	2015	Chg.
TOTAL	13,354	13,818	3.5%	44,358	47,734	7.6%	100,414	106,239	5.8%			
Acura	180	183	1.7%	658	607	-7.8%	1,467	1,394	-5.0%	1.5	1.3	-0.1
Audi	218	235	7.8%	700	787	12.4%	1,619	1,797	11.0%	1.6	1.7	0.1
BMW	353	330	-6.5%	1,193	1,165	-2.3%	2,582	2,587	0.2%	2.6	2.4	-0.1
Buick	137	133	-2.9%	430	481	11.9%	940	1,090	16.0%	0.9	1.0	0.1
Cadillac	166	148	-10.8%	623	583	-6.4%	1,382	1,350	-2.3%	1.4	1.3	-0.1
Chevrolet	1,337	1,619	21.1%	4,795	5,654	17.9%	11,282	12,640	12.0%	11.2	11.9	0.7
Chrysler	260	229	-11.9%	885	979	10.6%	2,035	2,206	8.4%	2.0	2.1	0.0
Dodge (incl. Ram)	994	1,104	11.1%	3,313	3,732	12.6%	7,661	8,219	7.3%	7.6	7.7	0.1
Ford	1,804	1,920	6.4%	5,847	6,611	13.1%	12,924	14,369	11.2%	12.9	13.5	0.7
GMC	441	457	3.6%	1,409	1,535	8.9%	3,108	3,383	8.8%	3.1	3.2	0.1
Honda	730	733	0.4%	2,454	2,410	-1.8%	5,564	5,460	-1.9%	5.5	5.1	-0.4
Hummer	24	10	-58.3%	71	38	-46.5%	161	86	-46.6%	0.2	0.1	-0.1
Hyundai	426	477	12.0%	1,515	1,754	15.8%	3,511	3,955	12.6%	3.5	3.7	0.2
Infiniti	159	173	8.8%	553	657	18.8%	1,131	1,367	20.9%	1.1	1.3	0.2
Jaguar	9	9	0.0%	23	29	26.1%	49	64	30.6%	0.0	0.1	0.0
Jeep	753	696	-7.6%	2,340	2,404	2.7%	5,325	5,673	6.5%	5.3	5.3	0.0
Kia	415	432	4.1%	1,406	1,570	11.7%	3,167	3,386	6.9%	3.2	3.2	0.0
Land Rover	54	62	14.8%	201	236	17.4%	493	581	17.8%	0.5	0.5	0.1
Lexus	240	237	-1.3%	783	837	6.9%	1,825	1,821	-0.2%	1.8	1.7	-0.1
Lincoln	90	99	10.0%	311	308	-1.0%	648	681	5.1%	0.6	0.6	0.0
Mazda	256	265	3.5%	837	874	4.4%	2,033	1,925	-5.3%	2.0	1.8	-0.2
Mercedes	233	242	3.9%	741	847	14.3%	1,698	1,879	10.7%	1.7	1.8	0.1
Mercury	34	16	-52.9%	112	72	-35.7%	271	172	-36.5%	0.3	0.2	-0.1
MINI	92	91	-1.1%	293	314	7.2%	561	656	16.9%	0.6	0.6	0.1
Mitsubishi	90	85	-5.6%	292	298	2.1%	688	666	-3.2%	0.7	0.6	-0.1
Nissan	1,018	1,079	6.0%	3,394	3,730	9.9%	7,381	8,196	11.0%	7.4	7.7	0.4
Pontiac	82	45	-45.1%	302	171	-43.4%	720	422	-41.4%	0.7	0.4	-0.3
Porsche	36	48	33.3%	115	143	24.3%	236	299	26.7%	0.2	0.3	0.0
Saab	13	11	-15.4%	39	30	-23.1%	85	66	-22.4%	0.1	0.1	0.0
Saturn	70	59	-15.7%	261	181	-30.7%	633	420	-33.6%	0.6	0.4	-0.2
Subaru	626	675	7.8%	2,081	2,251	8.2%	4,795	5,085	6.0%	4.8	4.8	0.0
Suzuki	73	43	-41.1%	210	141	-32.9%	507	350	-31.0%	0.5	0.3	-0.2
Toyota/Scion	1,439	1,365	-5.1%	4,563	4,544	-0.4%	10,494	10,073	-4.0%	10.5	9.5	-1.0
Volkswagen	373	374	0.3%	1,208	1,350	11.8%	2,577	3,009	16.8%	2.6	2.8	0.3
Volvo	104	91	-12.5%	297	279	-6.1%	669	641	-4.2%	0.7	0.6	-0.1
Other	25	43	72.0%	103	132	28.2%	192	271	41.1%	0.2	0.3	0.1

**Change in Used Vehicle Market Share by Age of Vehicle
YTD 2015 thru July vs. YTD 2014**



Data Source: AutoCount data from Experian Automotive.

**New Vehicle Market Percent Change in Brand Registrations
YTD 2015 thru July vs. YTD 2014
(Top 30 selling brands)**



Data Source: AutoCount data from Experian Automotive.

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-BY MARKET AREA?

WHAT NEW AND USED CARS SELL WELL IN MY MARKETS?

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