

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 slim 0.1% in July 2016 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.

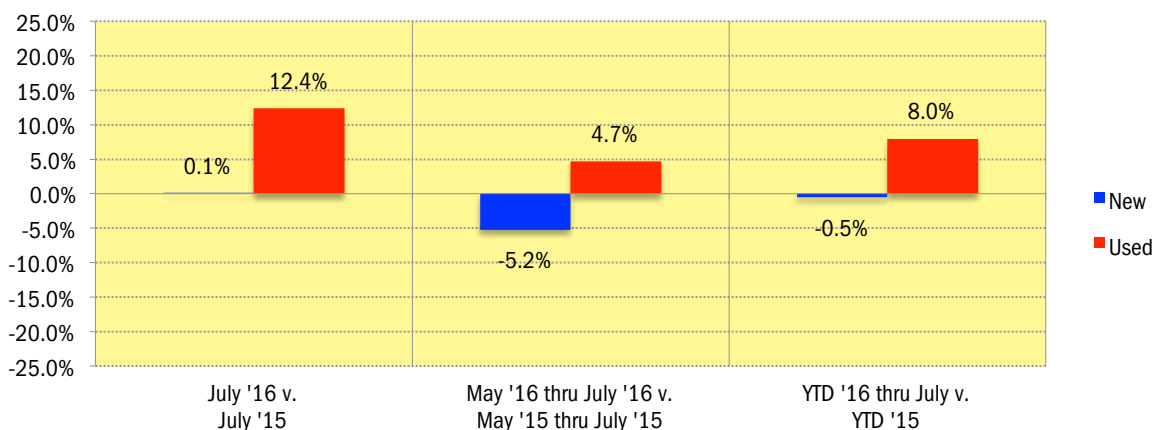
New registrations in the state were off by less than 1% during the first seven months of this year.

Used vehicle registrations improved 8% so far this year. (Only includes vehicles seven years old or newer.)

Registrations increased by more than 9% for Volvo, Mitsubishi, Fiat, Toyota, and Land Rover.

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 '15 thru July '15	May '16 thru July '16	Percent Change	May '15 thru July '15	May '16 thru July '16	Percent Change
Total	49,187	46,612	-5.2%	47,734	49,983	4.7%
Cars	17,785	14,645	-17.7%	21,570	20,746	-3.8%
Light Trucks	31,402	31,967	1.8%	26,164	29,237	11.7%
Detroit Three Brands	19,146	18,115	-5.4%	22,753	23,865	4.9%
European Brands	5,124	4,937	-3.6%	5,308	5,193	-2.2%
Japanese Brands	21,824	20,824	-4.6%	16,349	17,068	4.4%
Korean Brands	3,093	2,736	-11.5%	3,324	3,857	16.0%
	Year to date thru July					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2015	YTD 2016	Percent Change	YTD 2015	YTD 2016	Percent Change
Total	110,919	110,336	-0.5%	106,239	114,686	8.0%
Cars	39,460	34,066	-13.7%	47,093	48,016	2.0%
Light Trucks	71,459	76,270	6.7%	59,146	66,670	12.7%
Detroit Three Brands	43,298	42,773	-1.2%	50,718	54,622	7.7%
European Brands	11,595	11,587	-0.1%	11,840	12,093	2.1%
Japanese Brands	49,467	49,772	0.6%	36,340	39,222	7.9%
Korean Brands	6,559	6,204	-5.4%	7,341	8,749	19.2%

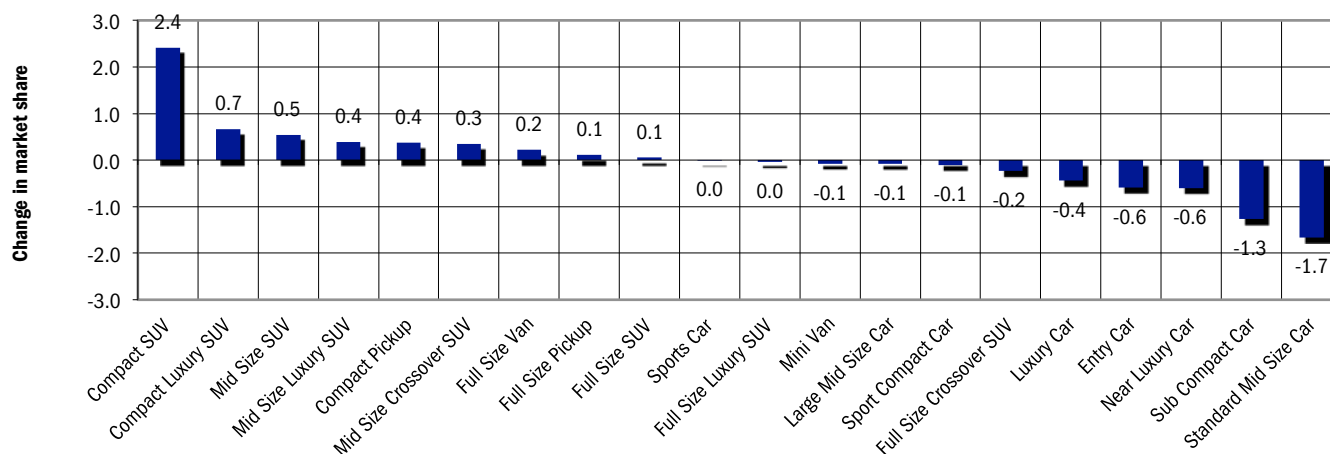
Data Information

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 '16 thru July '16			Year to date thru July			Year-to-date Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2015	2016	% chg.	Yr. Ago	Current	% chg.	2015	2016	% chg.	2015	2016	Chg.
TOTAL	14,729	14,742	0.1%	49,187	46,612	-5.2%	110,919	110,336	-0.5%			
Acura	130	151	16.2%	458	428	-6.6%	1,146	1,051	-8.3%	1.0	1.0	-0.1
Audi	279	311	11.5%	968	977	0.9%	2,030	2,102	3.5%	1.8	1.9	0.1
BMW	280	234	-16.4%	913	838	-8.2%	2,446	2,375	-2.9%	2.2	2.2	-0.1
Buick	174	133	-23.6%	485	389	-19.8%	1,076	995	-7.5%	1.0	0.9	-0.1
Cadillac	75	82	9.3%	298	239	-19.8%	674	640	-5.0%	0.6	0.6	0.0
Chevrolet	1,109	1,202	8.4%	3,783	3,791	0.2%	8,353	8,518	2.0%	7.5	7.7	0.2
Chrysler	111	97	-12.6%	425	336	-20.9%	1,099	695	-36.8%	1.0	0.6	-0.4
Dodge	370	242	-34.6%	1,216	784	-35.5%	2,606	2,054	-21.2%	2.3	1.9	-0.5
Fiat	18	28	55.6%	74	75	1.4%	121	170	40.5%	0.1	0.2	0.0
Ford	1,604	1,857	15.8%	5,681	5,598	-1.5%	13,048	13,142	0.7%	11.8	11.9	0.1
GMC	468	422	-9.8%	1,575	1,420	-9.8%	3,575	3,569	-0.2%	3.2	3.2	0.0
Honda	1,053	1,171	11.2%	3,477	3,518	1.2%	7,856	7,917	0.8%	7.1	7.2	0.1
Hundai	460	472	2.6%	1,589	1,495	-5.9%	3,311	3,453	4.3%	3.0	3.1	0.1
Infiniti	89	98	10.1%	316	270	-14.6%	799	719	-10.0%	0.7	0.7	-0.1
Jaguar	10	22	120.0%	31	38	22.6%	57	59	3.5%	0.1	0.1	0.0
Jeep	1,015	1,053	3.7%	3,354	3,333	-0.6%	7,578	7,873	3.9%	6.8	7.1	0.3
Kia	424	385	-9.2%	1,504	1,241	-17.5%	3,248	2,751	-15.3%	2.9	2.5	-0.4
Land Rover	71	73	2.8%	232	225	-3.0%	558	608	9.0%	0.5	0.6	0.0
Lexus	292	254	-13.0%	1,012	806	-20.4%	2,378	2,185	-8.1%	2.1	2.0	-0.2
Lincoln	77	54	-29.9%	221	190	-14.0%	519	495	-4.6%	0.5	0.4	0.0
Maserati	6	11	83.3%	12	19	58.3%	20	39	95.0%	0.0	0.0	0.0
Mazda	391	343	-12.3%	1,225	1,038	-15.3%	2,558	2,408	-5.9%	2.3	2.2	-0.1
Mercedes	248	257	3.6%	752	757	0.7%	1,796	1,726	-3.9%	1.6	1.6	-0.1
MINI	99	70	-29.3%	246	229	-6.9%	521	504	-3.3%	0.5	0.5	0.0
Mitsubishi	56	65	16.1%	175	247	41.1%	382	584	52.9%	0.3	0.5	0.2
Nissan	944	717	-24.0%	3,195	2,570	-19.6%	7,128	6,362	-10.7%	6.4	5.8	-0.7
Porsche	66	69	4.5%	220	222	0.9%	440	440	0.0%	0.4	0.4	0.0
Ram	581	597	2.8%	1,922	1,881	-2.1%	4,461	4,458	-0.1%	4.0	4.0	0.0
smart	6	1	-83.3%	21	10	-52.4%	43	33	-23.3%	0.0	0.0	0.0
Subaru	1,590	1,609	1.2%	5,624	5,220	-7.2%	13,049	12,934	-0.9%	11.8	11.7	0.0
Tesla	57	72	26.3%	186	153	-17.7%	309	332	7.4%	0.3	0.3	0.0
Toyota/Scion	2,035	2,088	2.6%	6,342	6,727	6.1%	14,171	15,612	10.2%	12.8	14.1	1.4
Volkswagen	494	418	-15.4%	1,479	1,244	-15.9%	3,106	2,767	-10.9%	2.8	2.5	-0.3
Volvo	44	78	77.3%	166	287	72.9%	424	731	72.4%	0.4	0.7	0.3
Other	3	6	100.0%	10	17	70.0%	33	35	6.1%	0.0	0.0	0.0

Change in New Vehicle Segment Market Share - YTD 2016 thru July v. YTD 2015

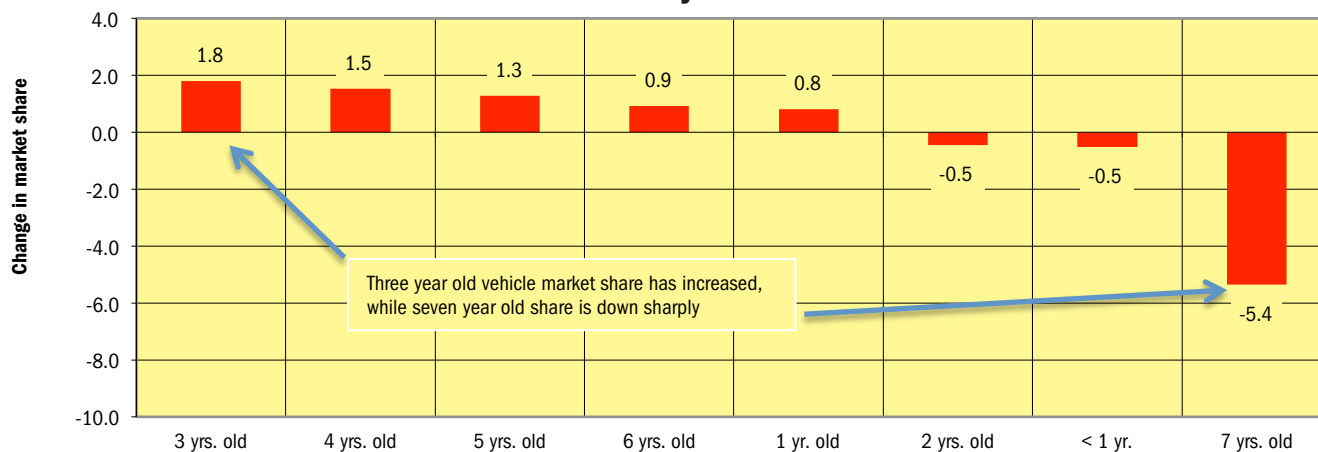


Data Source: AutoCount data from Experian Automotive.

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

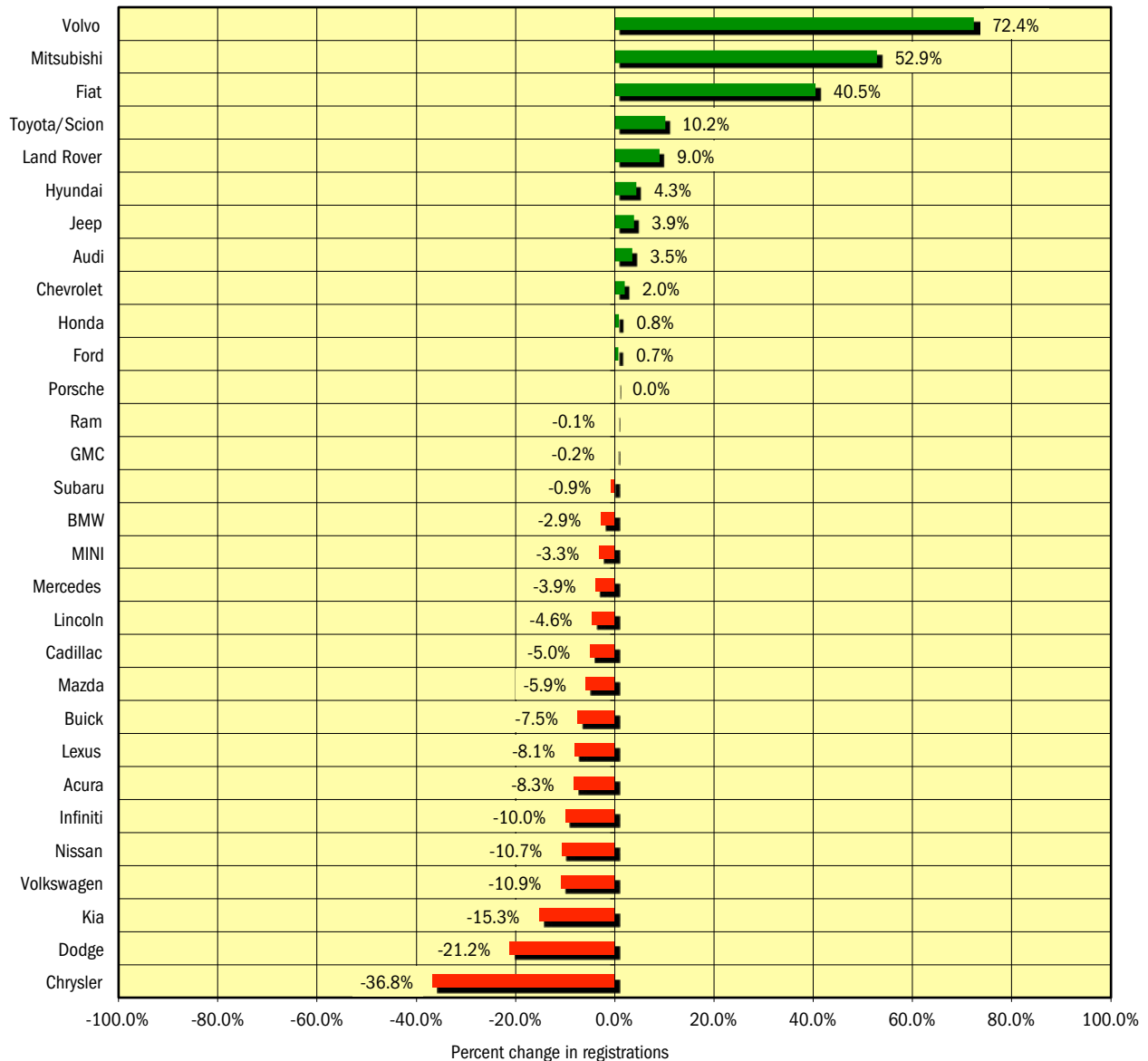
Colorado Used Retail Car and Light Truck Registrations												
	July			Three Month Period May '16 thru July '16			Year to date thru July			Year-to-date Market Share (%)		
	2015	2016	% chg.	Yr. Ago	Current	% chg.	2015	2016	% chg.	2015	2016	Chg.
TOTAL	13,818	15,526	12.4%	47,734	49,983	4.7%	106,239	114,686	8.0%			
Acura	183	174	-4.9%	607	477	-21.4%	1,394	1,216	-12.8%	1.3	1.1	-0.3
Audi	235	286	21.7%	787	853	8.4%	1,797	1,955	8.8%	1.7	1.7	0.0
BMW	330	377	14.2%	1,165	1,111	-4.6%	2,587	2,570	-0.7%	2.4	2.2	-0.2
Buick	133	156	17.3%	481	511	6.2%	1,090	1,260	15.6%	1.0	1.1	0.1
Cadillac	148	184	24.3%	583	545	-6.5%	1,350	1,271	-5.9%	1.3	1.1	-0.2
Chevrolet	1,619	1,694	4.6%	5,654	5,629	-0.4%	12,640	12,640	0.0%	11.9	11.0	-0.9
Chrysler	229	258	12.7%	979	792	-19.1%	2,206	1,991	-9.7%	2.1	1.7	-0.3
Dodge (incl. Ram)	1,104	1,163	5.3%	3,732	3,966	6.3%	8,219	9,090	10.6%	7.7	7.9	0.2
Ford	1,920	2,264	17.9%	6,611	7,084	7.2%	14,369	16,287	13.3%	13.5	14.2	0.7
GMC	457	463	1.3%	1,535	1,628	6.1%	3,383	3,728	10.2%	3.2	3.3	0.1
Honda	733	753	2.7%	2,410	2,235	-7.3%	5,460	5,347	-2.1%	5.1	4.7	-0.5
Hummer	10	1	-90.0%	38	4	-89.5%	86	12	-86.0%	0.1	0.0	-0.1
Hyundai	477	607	27.3%	1,754	2,050	16.9%	3,955	4,775	20.7%	3.7	4.2	0.4
Infiniti	173	173	0.0%	657	534	-18.7%	1,367	1,221	-10.7%	1.3	1.1	-0.2
Jaguar	9	9	0.0%	29	35	20.7%	64	71	10.9%	0.1	0.1	0.0
Jeep	696	996	43.1%	2,404	3,259	35.6%	5,673	7,298	28.6%	5.3	6.4	1.0
Kia	432	563	30.3%	1,570	1,807	15.1%	3,386	3,974	17.4%	3.2	3.5	0.3
Land Rover	62	84	35.5%	236	280	18.6%	581	689	18.6%	0.5	0.6	0.1
Lexus	237	242	2.1%	837	856	2.3%	1,821	1,965	7.9%	1.7	1.7	0.0
Lincoln	99	90	-9.1%	308	282	-8.4%	681	660	-3.1%	0.6	0.6	-0.1
Mazda	265	238	-10.2%	874	767	-12.2%	1,925	1,780	-7.5%	1.8	1.6	-0.3
Mercedes	242	288	19.0%	847	807	-4.7%	1,879	1,892	0.7%	1.8	1.6	-0.1
Mercury	16	9	-43.8%	72	31	-56.9%	172	74	-57.0%	0.2	0.1	-0.1
MINI	91	89	-2.2%	314	271	-13.7%	656	677	3.2%	0.6	0.6	0.0
Mitsubishi	85	82	-3.5%	298	273	-8.4%	666	648	-2.7%	0.6	0.6	-0.1
Nissan	1,079	1,227	13.7%	3,730	4,090	9.7%	8,196	9,356	14.2%	7.7	8.2	0.4
Pontiac	45	21	-53.3%	171	86	-49.7%	422	189	-55.2%	0.4	0.2	-0.2
Porsche	48	43	-10.4%	143	124	-13.3%	299	286	-4.3%	0.3	0.2	0.0
Saab	11	2	-81.8%	30	8	-73.3%	66	16	-75.8%	0.1	0.0	0.0
Saturn	59	14	-76.3%	181	40	-77.9%	420	106	-74.8%	0.4	0.1	-0.3
Subaru	675	842	24.7%	2,251	2,682	19.1%	5,085	6,261	23.1%	4.8	5.5	0.7
Suzuki	43	22	-48.8%	141	63	-55.3%	350	165	-52.9%	0.3	0.1	-0.2
Toyota/Scion	1,365	1,596	16.9%	4,544	5,091	12.0%	10,073	11,263	11.8%	9.5	9.8	0.3
Volkswagen	374	401	7.2%	1,350	1,304	-3.4%	3,009	3,047	1.3%	2.8	2.7	-0.2
Volvo	91	60	-34.1%	279	236	-15.4%	641	556	-13.3%	0.6	0.5	-0.1
Other	43	55	27.9%	132	172	30.3%	271	350	29.2%	0.3	0.3	0.1

**Change in Used Vehicle Market Share by Age of Vehicle
YTD 2016 thru July v. YTD 2015**



Data Source: AutoCount data from Experian Automotive.

**New Vehicle Market Percent Change in Brand Registrations
YTD 2016 thru July v. YTD 2015
(Top 30 selling brands)**



Data Source: AutoCount data from Experian Automotive.

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