

Colorado Auto Outlook™

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Comprehensive information on the Colorado automotive market

Colorado Automobile Dealers Association

Quick Facts

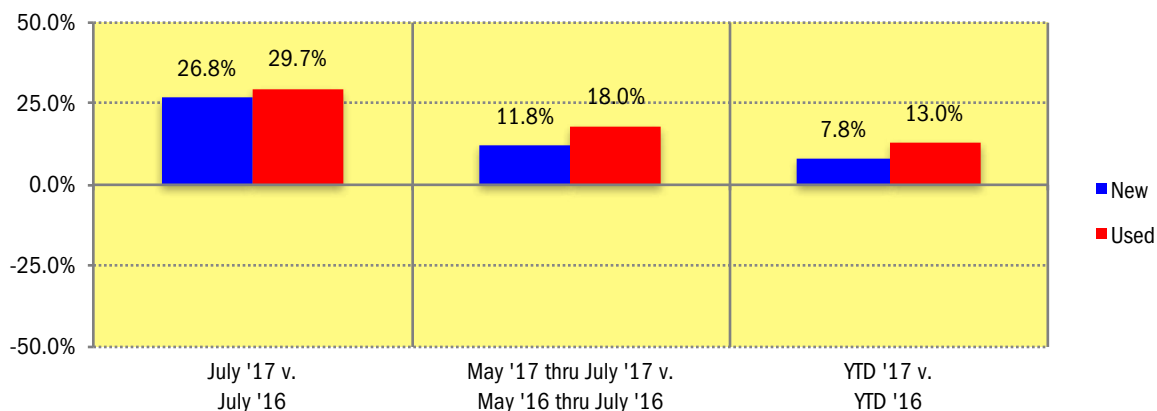
New retail car and light truck registrations in the state increased a reported 26.8% in July 2017 versus a year earlier. Note: monthly recording of registrations occurs when the data is processed by the DMV. This can impact the measurement of registrations in individual months. Year-to-date figures are more reflective of market results.

New registrations in the state increased 7.8% during the first seven months of this year versus the same period a year earlier. Passenger cars increased by less than 1% while Light Trucks were up 10.9%.

Used vehicle registrations were up 13% so far this year. (Only includes vehicles seven years old or newer.)

Jaguar, Volkswagen, Infiniti, Mercedes, Porsche, Nissan, Lincoln, and Honda had the largest increases in year-to-date registrations (see page 4).

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 '16 thru July '16	May '17 thru July '17	Percent Change	May '16 thru July '16	May '17 thru July '17	Percent Change
Total	46,612	52,121	11.8%	49,984	59,005	18.0%
Cars	14,627	16,036	9.6%	21,078	23,278	10.4%
Light Trucks	31,985	36,085	12.8%	28,906	35,727	23.6%
Detroit Three Brands	18,115	19,239	6.2%	23,865	27,853	16.7%
European Brands	4,937	5,489	11.2%	5,194	6,177	18.9%
Japanese Brands	20,824	24,121	15.8%	17,068	20,452	19.8%
Korean Brands	2,736	3,272	19.6%	3,857	4,523	17.3%
	Year-to-date thru July					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2016	YTD 2017	Percent Change	YTD 2016	YTD 2017	Percent Change
Total	110,336	118,937	7.8%	114,687	129,604	13.0%
Cars	34,048	34,353	0.9%	48,250	50,404	4.5%
Light Trucks	76,288	84,584	10.9%	66,437	79,200	19.2%
Detroit Three Brands	42,773	43,939	2.7%	54,622	61,153	12.0%
European Brands	11,587	12,587	8.6%	12,094	13,597	12.4%
Japanese Brands	49,772	55,689	11.9%	39,222	45,290	15.5%
Korean Brands	6,204	6,722	8.3%	8,749	9,564	9.3%

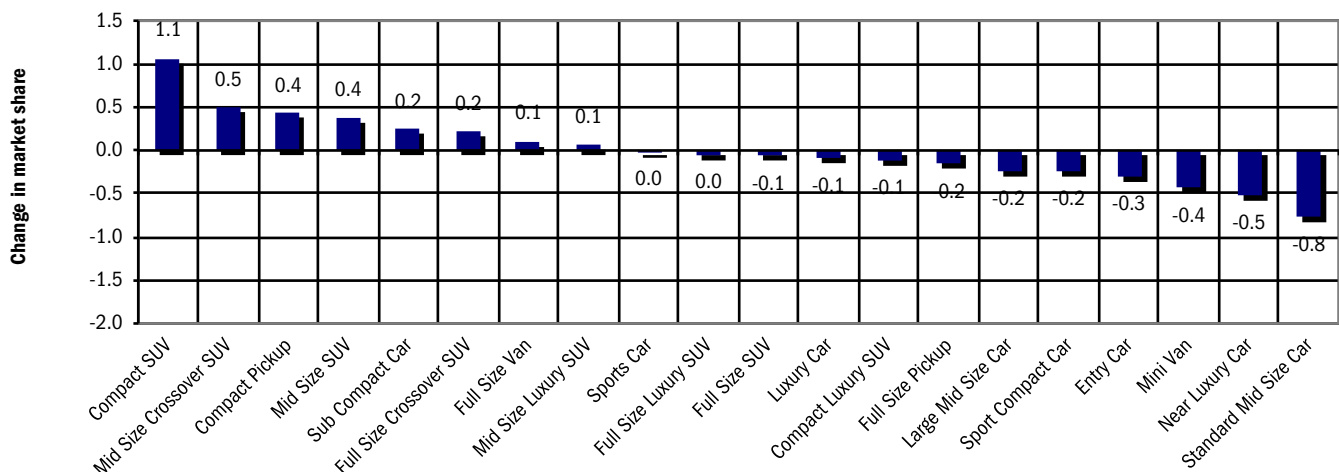
Data Information

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.

New Vehicle Market Brand Registrations

Colorado New Retail Car and Light Truck Registrations												
	July			Three Month Period May '17 thru July '17			Year-to-date thru July			Year-to-date Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2016	2017	% chg.	Yr. Ago	Current	% chg.	2016	2017	% chg.	2016	2017	Chg.
TOTAL	14,742	18,686	26.8%	46,612	52,121	11.8%	110,336	118,937	7.8%			
Acura	151	163	7.9%	428	407	-4.9%	1,051	934	-11.1%	1.0	0.8	-0.2
Audi	311	292	-6.1%	977	931	-4.7%	2,102	2,222	5.7%	1.9	1.9	0.0
BMW	234	253	8.1%	838	795	-5.1%	2,375	1,900	-20.0%	2.2	1.6	-0.6
Buick	133	135	1.5%	389	434	11.6%	995	972	-2.3%	0.9	0.8	-0.1
Cadillac	82	84	2.4%	239	253	5.9%	640	627	-2.0%	0.6	0.5	-0.1
Chevrolet	1,202	1,359	13.1%	3,791	3,744	-1.2%	8,518	8,494	-0.3%	7.7	7.1	-0.6
Chrysler	97	81	-16.5%	336	288	-14.3%	695	648	-6.8%	0.6	0.5	-0.1
Dodge	242	340	40.5%	784	1,051	34.1%	2,054	2,114	2.9%	1.9	1.8	-0.1
Fiat	28	22	-21.4%	75	62	-17.3%	170	137	-19.4%	0.2	0.1	0.0
Ford	1,857	2,289	23.3%	5,598	6,085	8.7%	13,142	13,762	4.7%	11.9	11.6	-0.3
GMC	422	493	16.8%	1,420	1,470	3.5%	3,569	3,593	0.7%	3.2	3.0	-0.2
Honda	1,171	1,457	24.4%	3,518	4,097	16.5%	7,917	8,969	13.3%	7.2	7.5	0.4
Hyundai	472	654	38.6%	1,495	1,905	27.4%	3,453	3,860	11.8%	3.1	3.2	0.1
Infiniti	98	124	26.5%	270	359	33.0%	719	905	25.9%	0.7	0.8	0.1
Jaguar	22	38	72.7%	38	120	215.8%	59	293	396.6%	0.1	0.2	0.2
Jeep	1,053	1,256	19.3%	3,333	3,442	3.3%	7,873	8,085	2.7%	7.1	6.8	-0.3
Kia	385	477	23.9%	1,241	1,367	10.2%	2,751	2,862	4.0%	2.5	2.4	-0.1
Land Rover	73	88	20.5%	225	223	-0.9%	608	538	-11.5%	0.6	0.5	-0.1
Lexus	254	340	33.9%	806	972	20.6%	2,185	2,330	6.6%	2.0	2.0	0.0
Lincoln	54	76	40.7%	190	241	26.8%	495	561	13.3%	0.4	0.5	0.0
Maserati	11	10	-9.1%	19	34	78.9%	39	85	117.9%	0.0	0.1	0.0
Mazda	343	491	43.1%	1,038	1,183	14.0%	2,408	2,616	8.6%	2.2	2.2	0.0
Mercedes	257	338	31.5%	757	903	19.3%	1,726	1,997	15.7%	1.6	1.7	0.1
MINI	70	79	12.9%	229	216	-5.7%	504	454	-9.9%	0.5	0.4	-0.1
Mitsubishi	65	96	47.7%	247	266	7.7%	584	567	-2.9%	0.5	0.5	-0.1
Nissan	717	1,256	75.2%	2,570	3,333	29.7%	6,362	7,223	13.5%	5.8	6.1	0.3
Porsche	69	94	36.2%	222	244	9.9%	440	500	13.6%	0.4	0.4	0.0
Ram	597	732	22.6%	1,881	2,040	8.5%	4,458	4,589	2.9%	4.0	3.9	-0.2
smart	1	2	100.0%	10	19	90.0%	33	35	6.1%	0.0	0.0	0.0
Subaru	1,609	1,995	24.0%	5,220	5,796	11.0%	12,934	14,598	12.9%	11.7	12.3	0.6
Tesla	72	68	-5.6%	153	190	24.2%	332	493	48.5%	0.3	0.4	0.1
Toyota/Scion	2,088	2,801	34.1%	6,727	7,708	14.6%	15,612	17,546	12.4%	14.1	14.8	0.6
Volkswagen	418	591	41.4%	1,244	1,670	34.2%	2,767	3,757	35.8%	2.5	3.2	0.7
Volvo	78	81	3.8%	287	212	-26.1%	731	581	-20.5%	0.7	0.5	-0.2
Other	6	31	416.7%	17	61	258.8%	35	90	157.1%	0.0	0.1	0.0

Change in New Vehicle Segment Market Share - YTD '17 thru July v. YTD '16

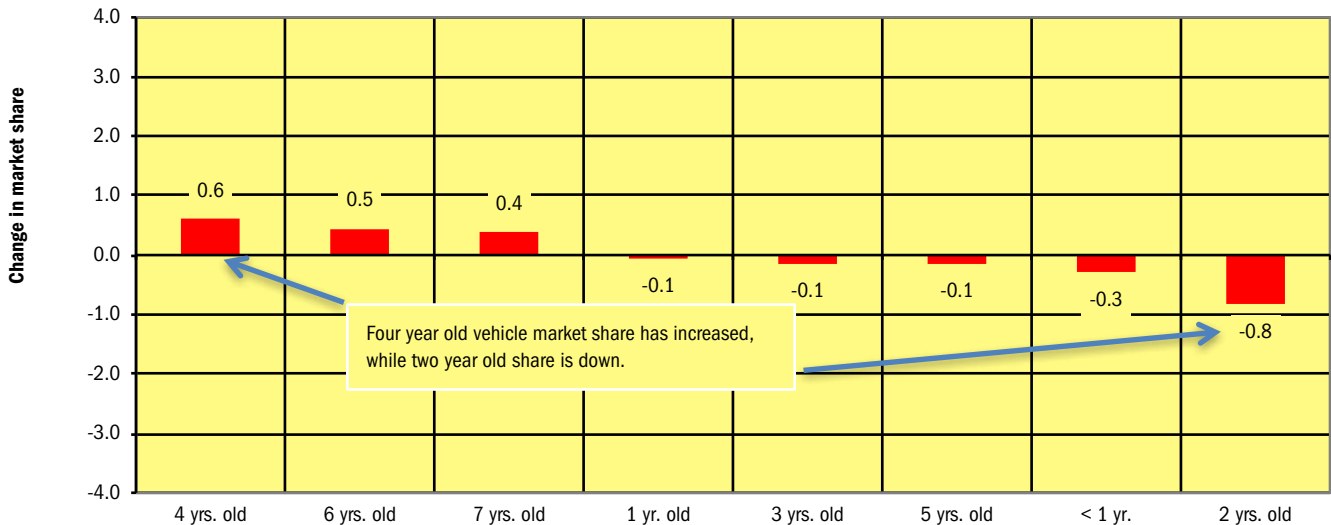


Data Source: AutoCount data from Experian.

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

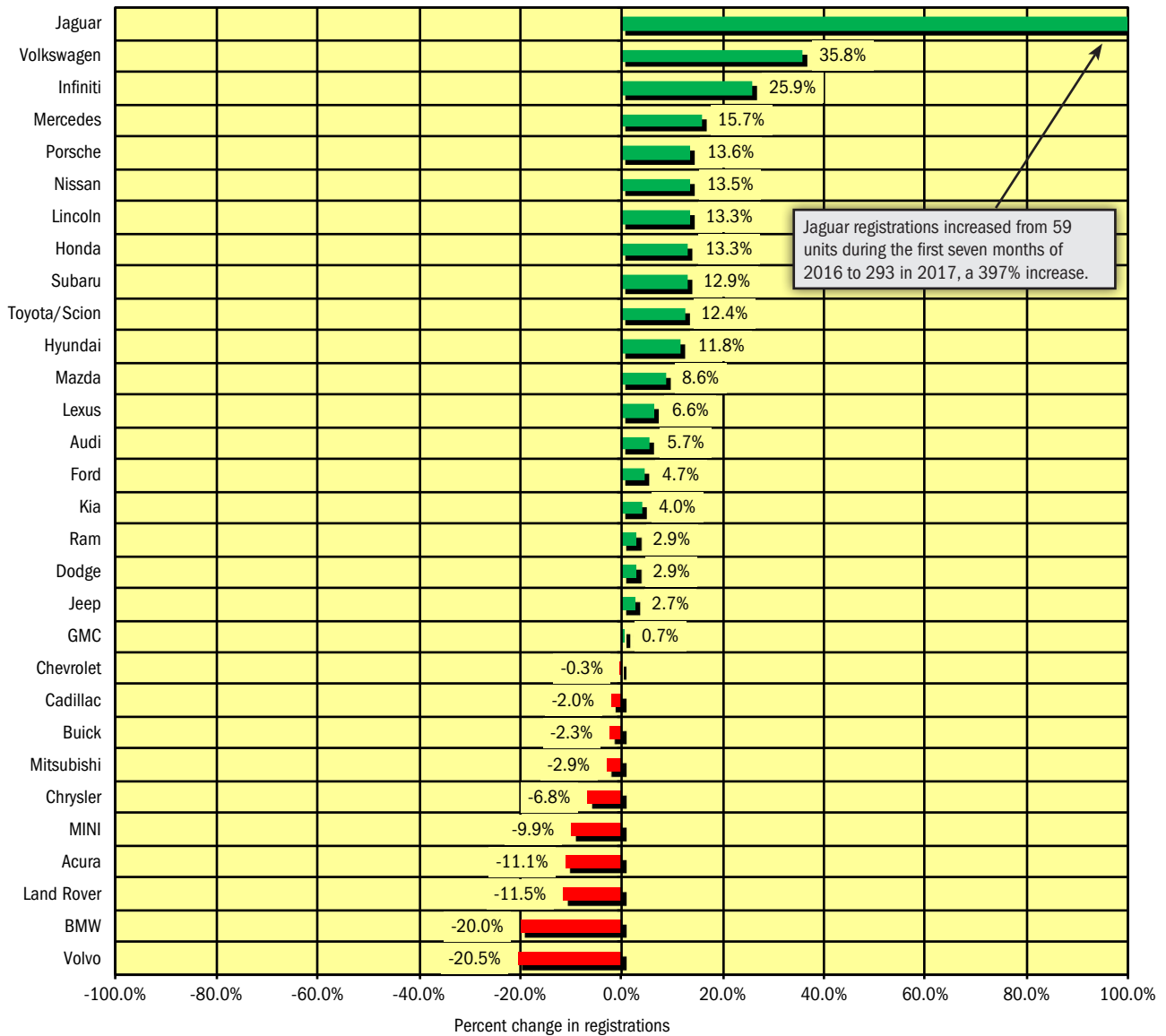
Colorado Used Retail Car and Light Truck Registrations												
	July			Three Month Period May '17 thru July '17			Year-to-date thru July			YTD Market Share (%)		
	2016	2017	% chg.	Yr. Ago	Current	% chg.	2016	2017	% chg.	2016	2017	Chg.
TOTAL	15,526	20,134	29.7%	49,984	59,005	18.0%	114,687	129,604	13.0%			
Acura	174	190	9.2%	477	635	33.1%	1,216	1,554	27.8%	1.1	1.2	0.1
Audi	286	345	20.6%	853	990	16.1%	1,955	2,262	15.7%	1.7	1.7	0.0
BMW	377	541	43.5%	1,111	1,652	48.7%	2,570	3,588	39.6%	2.2	2.8	0.5
Buick	156	223	42.9%	511	622	21.7%	1,260	1,377	9.3%	1.1	1.1	0.0
Cadillac	184	236	28.3%	545	792	45.3%	1,271	1,803	41.9%	1.1	1.4	0.3
Chevrolet	1,694	1,964	15.9%	5,629	6,049	7.5%	12,640	13,282	5.1%	11.0	10.2	-0.8
Chrysler	258	339	31.4%	792	978	23.5%	1,991	2,118	6.4%	1.7	1.6	-0.1
Dodge	1,163	1,493	28.4%	3,966	4,471	12.7%	9,090	9,676	6.4%	7.9	7.5	-0.5
Ford	2,264	3,019	33.3%	7,084	8,621	21.7%	16,287	18,782	15.3%	14.2	14.5	0.3
GMC	463	721	55.7%	1,628	2,046	25.7%	3,728	4,448	19.3%	3.3	3.4	0.2
Honda	753	964	28.0%	2,235	2,812	25.8%	5,347	5,945	11.2%	4.7	4.6	-0.1
Hyundai	607	870	43.3%	2,050	2,472	20.6%	4,775	5,269	10.3%	4.2	4.1	-0.1
Infiniti	173	272	57.2%	534	755	41.4%	1,221	1,558	27.6%	1.1	1.2	0.1
Jaguar	9	16	77.8%	35	35	0.0%	71	86	21.1%	0.1	0.1	0.0
Jeep	996	1,346	35.1%	3,259	3,929	20.6%	7,298	8,911	22.1%	6.4	6.9	0.5
Kia	563	698	24.0%	1,807	2,051	13.5%	3,974	4,295	8.1%	3.5	3.3	-0.2
Land Rover	84	134	59.5%	280	355	26.8%	689	800	16.1%	0.6	0.6	0.0
Lexus	242	365	50.8%	856	1,018	18.9%	1,965	2,247	14.4%	1.7	1.7	0.0
Lincoln	90	103	14.4%	282	290	2.8%	660	632	-4.2%	0.6	0.5	-0.1
Mazda	238	326	37.0%	767	911	18.8%	1,780	1,993	12.0%	1.6	1.5	0.0
Mercedes	288	304	5.6%	807	970	20.2%	1,892	2,228	17.8%	1.6	1.7	0.1
MINI	89	118	32.6%	271	358	32.1%	677	748	10.5%	0.6	0.6	0.0
Mitsubishi	82	110	34.1%	273	377	38.1%	648	829	27.9%	0.6	0.6	0.1
Nissan	1,227	1,720	40.2%	4,090	5,000	22.2%	9,356	11,143	19.1%	8.2	8.6	0.4
Other	124	98	-21.0%	405	310	-23.5%	913	647	-29.1%	0.8	0.5	-0.3
Porsche	43	50	16.3%	124	143	15.3%	286	301	5.2%	0.2	0.2	0.0
Subaru	842	1,139	35.3%	2,682	3,178	18.5%	6,261	7,104	13.5%	5.5	5.5	0.0
Toyota/Scion	1,596	1,938	21.4%	5,091	5,709	12.1%	11,263	12,800	13.6%	9.8	9.9	0.1
Volkswagen	401	409	2.0%	1,304	1,181	-9.4%	3,047	2,541	-16.6%	2.7	2.0	-0.7
Volvo	60	83	38.3%	236	295	25.0%	556	637	14.6%	0.5	0.5	0.0

Change in Used Vehicle Market Share by Age of Vehicle
YTD '17 thru July v. YTD '16



Data Source: AutoCount data from Experian.

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



Data Source: AutoCount data from Experian.

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AutoCount data from Experian is the data provider for Colorado Auto Outlook.