

# Colorado Auto Outlook™

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Comprehensive information on the Colorado automotive market

Colorado Automobile Dealers Association

## Quick Facts

Colorado new vehicle registrations increased 10.6% in June '14 vs. 2013.

New registrations in the state during the first six months of this year increased 7.8% compared to a year earlier.

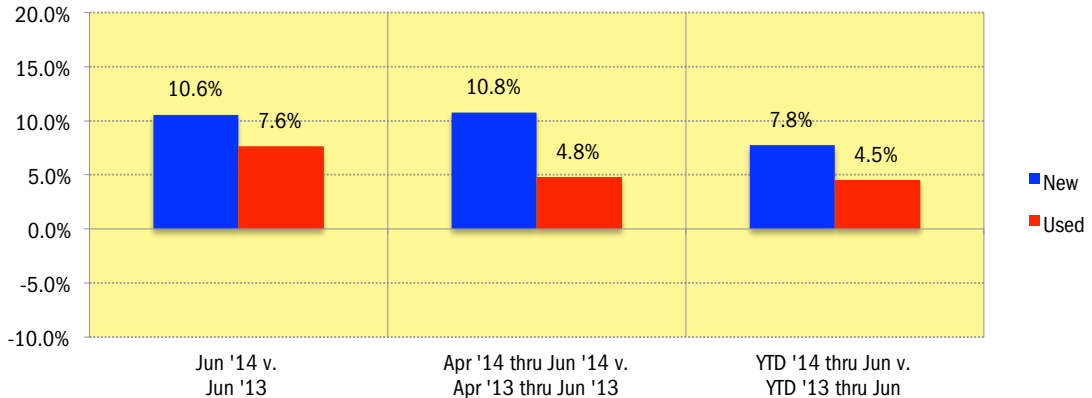
Used vehicle market was up 7.6% in June 2014 (vehicles seven years old or newer), and improved 4.5%, year-to-date.

Three year old vehicle market share increased 3.1 share points.

Jeep, Lexus, Infiniti, Ram, and Acura 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		
	Apr '13 thru Jun '13	Apr '14 thru Jun '14	Percent Change	Apr '13 thru Jun '13	Apr '14 thru Jun '14	Percent Change
Total	41,968	46,491	10.8%	43,118	45,183	4.8%
Cars	17,628	18,950	7.5%	19,815	20,522	3.6%
Light Trucks	24,340	27,541	13.2%	23,303	24,661	5.8%
Detroit Three Brands	16,091	17,816	10.7%	21,012	21,392	1.8%
European Brands	4,525	4,980	10.1%	4,399	4,837	10.0%
Japanese Brands	18,462	20,416	10.6%	15,128	15,897	5.1%
Korean Brands	2,890	3,279	13.5%	2,579	3,057	18.5%
	YTD thru June					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2013	YTD 2014	Percent Change	YTD 2013	YTD 2014	Percent Change
Total	83,352	89,833	7.8%	83,306	87,060	4.5%
Cars	34,260	34,972	2.1%	37,994	38,990	2.6%
Light Trucks	49,092	54,861	11.8%	45,312	48,070	6.1%
Detroit Three Brands	31,885	34,488	8.2%	40,304	40,900	1.5%
European Brands	9,292	9,461	1.8%	8,717	9,240	6.0%
Japanese Brands	36,634	40,080	9.4%	29,370	31,083	5.8%
Korean Brands	5,541	5,804	4.7%	4,915	5,837	18.8%

## Data Information

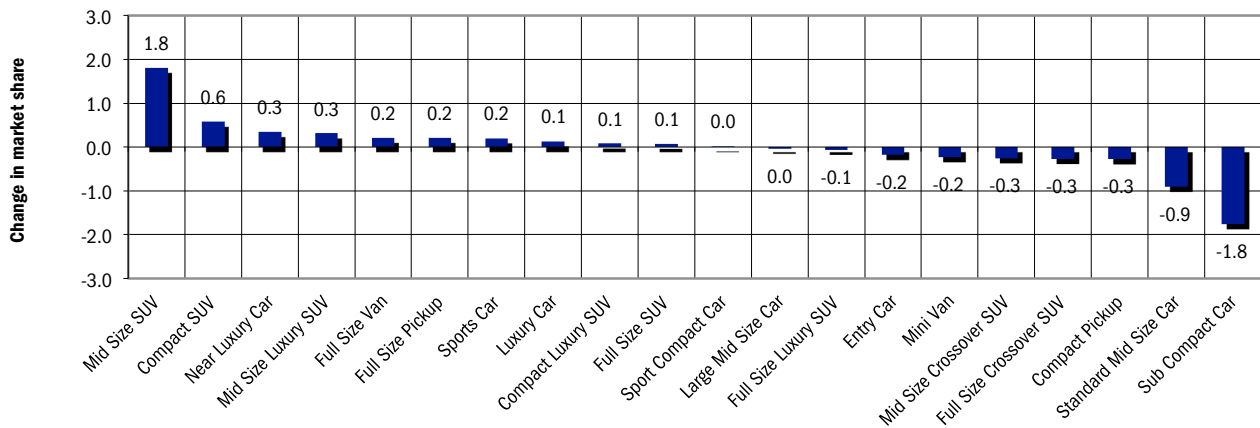
All data represents new and used vehicle retail registrations in Colorado and excludes fleet and wholesale transactions. Used vehicle data only includes vehicles seven years old or newer and excludes private party transactions. Please keep in mind that monthly registration figures can occasionally be 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												
	June			Three Month Period Apr '14 thru Jun '14			YTD thru June			YTD Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2013	2014	% chg.	Yr. Ago	Current	% chg.	2013	2014	% chg.	2013	2014	Chg.
TOTAL	16,135	17,839	10.6%	41,968	46,491	10.8%	83,352	89,833	7.8%			
Acura	168	217	29.2%	474	592	24.9%	959	1,165	21.5%	1.2	1.3	0.1
Audi	270	345	27.8%	664	802	20.8%	1,306	1,554	19.0%	1.6	1.7	0.2
BMW	371	394	6.2%	822	998	21.4%	1,826	1,957	7.2%	2.2	2.2	0.0
Buick	157	168	7.0%	382	409	7.1%	734	768	4.6%	0.9	0.9	0.0
Cadillac	109	90	-17.4%	303	294	-3.0%	652	621	-4.8%	0.8	0.7	-0.1
Chevrolet	1,298	1,344	3.5%	3,317	3,576	7.8%	6,247	6,756	8.1%	7.5	7.5	0.0
Chrysler	134	88	-34.3%	339	278	-18.0%	636	530	-16.7%	0.8	0.6	-0.2
Dodge	494	464	-6.1%	1,348	1,280	-5.0%	2,499	2,339	-6.4%	3.0	2.6	-0.4
Fiat	42	45	7.1%	111	117	5.4%	224	194	-13.4%	0.3	0.2	-0.1
Ford	2,068	2,149	3.9%	5,363	5,540	3.3%	10,824	10,705	-1.1%	13.0	11.9	-1.1
GMC	396	547	38.1%	1,104	1,382	25.2%	2,285	2,627	15.0%	2.7	2.9	0.2
Honda	1,322	1,410	6.7%	3,537	3,494	-1.2%	6,993	6,786	-3.0%	8.4	7.6	-0.8
Hyundai	553	598	8.1%	1,445	1,517	5.0%	2,832	2,819	-0.5%	3.4	3.1	-0.3
Infiniti	93	139	49.5%	251	311	23.9%	515	639	24.1%	0.6	0.7	0.1
Jaguar	11	13	18.2%	17	30	76.5%	26	58	123.1%	0.0	0.1	0.0
Jeep	907	1,235	36.2%	2,391	3,097	29.5%	4,834	6,266	29.6%	5.8	7.0	1.2
Kia	571	631	10.5%	1,445	1,762	21.9%	2,709	2,985	10.2%	3.3	3.3	0.1
Land Rover	67	107	59.7%	169	272	60.9%	410	484	18.0%	0.5	0.5	0.0
Lexus	272	360	32.4%	730	947	29.7%	1,495	1,893	26.6%	1.8	2.1	0.3
Lincoln	66	53	-19.7%	152	146	-3.9%	321	287	-10.6%	0.4	0.3	-0.1
Mazda	332	368	10.8%	845	924	9.3%	1,517	1,786	17.7%	1.8	2.0	0.2
Mercedes	250	325	30.0%	573	768	34.0%	1,237	1,483	19.9%	1.5	1.7	0.2
MINI	119	77	-35.3%	280	214	-23.6%	517	401	-22.4%	0.6	0.4	-0.2
Mitsubishi	70	86	22.9%	176	201	14.2%	335	384	14.6%	0.4	0.4	0.0
Nissan	992	1,223	23.3%	2,685	3,217	19.8%	5,325	6,066	13.9%	6.4	6.8	0.4
Porsche	71	76	7.0%	130	148	13.8%	226	241	6.6%	0.3	0.3	0.0
Ram	505	655	29.7%	1,367	1,771	29.6%	2,828	3,507	24.0%	3.4	3.9	0.5
smart	12	20	66.7%	47	40	-14.9%	86	67	-22.1%	0.1	0.1	0.0
Subaru	1,594	1,734	8.8%	4,225	4,890	15.7%	8,340	9,902	18.7%	10.0	11.0	1.0
Tesla	24	11	-54.2%	24	43	79.2%	24	82	233.3%	0.0	0.1	0.1
Toyota/Scion	2,110	2,269	7.5%	5,481	5,838	6.5%	10,917	11,457	4.9%	13.1	12.8	-0.3
Volkswagen	594	516	-13.1%	1,491	1,385	-7.1%	2,976	2,598	-12.7%	3.6	2.9	-0.7
Volvo	78	67	-14.1%	206	166	-19.4%	424	361	-14.9%	0.5	0.4	-0.1
Other	15	15	0.0%	74	42	-43.2%	273	65	-76.2%	0.3	0.1	-0.3

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

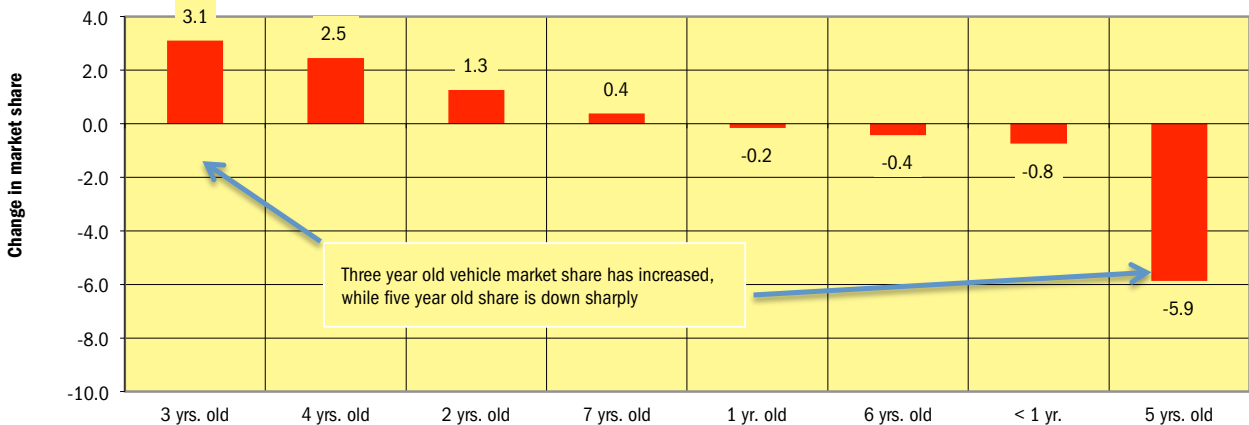


Data Source: AutoCount data from Experian Automotive.

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

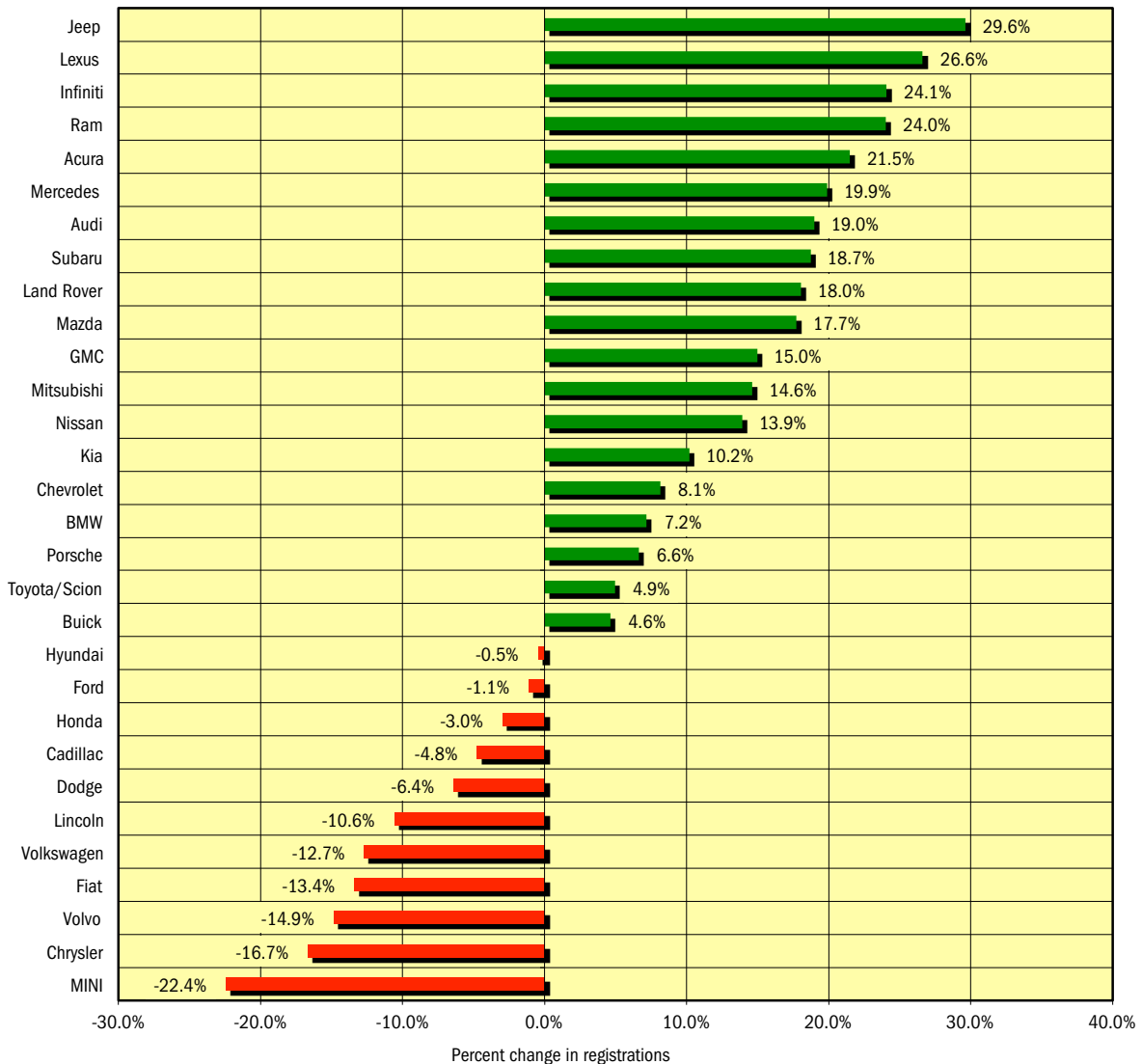
Colorado Used Retail Car and Light Truck Registrations												
	June			Three Month Period Apr '14 thru Jun '14			YTD thru June			YTD Market Share (%)		
	2013	2014	% chg.	Yr. Ago	Current	% chg.	2013	2014	% chg.	2013	2014	Chg.
TOTAL	16,172	17,409	7.6%	43,118	45,183	4.8%	83,306	87,060	4.5%			
Acura	199	250	25.6%	521	666	27.8%	1,064	1,287	21.0%	1.3	1.5	0.2
Audi	192	285	48.4%	576	695	20.7%	1,186	1,401	18.1%	1.4	1.6	0.2
BMW	420	496	18.1%	1,002	1,193	19.1%	1,950	2,229	14.3%	2.3	2.6	0.2
Buick	156	163	4.5%	376	445	18.4%	718	803	11.8%	0.9	0.9	0.1
Cadillac	189	250	32.3%	531	654	23.2%	1,011	1,216	20.3%	1.2	1.4	0.2
Chevrolet	1,901	1,942	2.2%	5,118	5,167	1.0%	9,869	9,945	0.8%	11.8	11.4	-0.4
Chrysler	367	343	-6.5%	1,042	930	-10.7%	1,956	1,775	-9.3%	2.3	2.0	-0.3
Dodge (incl. Ram)	1,204	1,281	6.4%	3,347	3,509	4.8%	6,398	6,667	4.2%	7.7	7.7	0.0
Ford	2,126	2,285	7.5%	5,573	5,847	4.9%	10,500	11,120	5.9%	12.6	12.8	0.2
GMC	419	531	26.7%	1,163	1,394	19.9%	2,295	2,667	16.2%	2.8	3.1	0.3
Honda	869	942	8.4%	2,247	2,478	10.3%	4,411	4,834	9.6%	5.3	5.6	0.3
Hummer	43	26	-39.5%	131	72	-45.0%	274	137	-50.0%	0.3	0.2	-0.2
Hyundai	505	603	19.4%	1,332	1,607	20.6%	2,630	3,085	17.3%	3.2	3.5	0.4
Infiniti	168	230	36.9%	411	536	30.4%	792	972	22.7%	1.0	1.1	0.2
Jaguar	9	7	-22.2%	24	22	-8.3%	40	40	0.0%	0.0	0.0	0.0
Jeep	911	918	0.8%	2,434	2,330	-4.3%	4,783	4,572	-4.4%	5.7	5.3	-0.5
Kia	466	562	20.6%	1,247	1,450	16.3%	2,285	2,752	20.4%	2.7	3.2	0.4
Land Rover	85	94	10.6%	238	213	-10.5%	472	439	-7.0%	0.6	0.5	-0.1
Lexus	314	309	-1.6%	851	793	-6.8%	1,642	1,585	-3.5%	2.0	1.8	-0.2
Lincoln	111	123	10.8%	292	304	4.1%	569	558	-1.9%	0.7	0.6	0.0
Mazda	365	317	-13.2%	993	874	-12.0%	1,878	1,777	-5.4%	2.3	2.0	-0.2
Mercedes	299	286	-4.3%	669	737	10.2%	1,328	1,465	10.3%	1.6	1.7	0.1
Mercury	49	41	-16.3%	132	121	-8.3%	257	237	-7.8%	0.3	0.3	0.0
MINI	76	119	56.6%	232	265	14.2%	425	469	10.4%	0.5	0.5	0.0
Mitsubishi	133	108	-18.8%	411	315	-23.4%	814	598	-26.5%	1.0	0.7	-0.3
Nissan	1,210	1,333	10.2%	3,254	3,379	3.8%	6,207	6,363	2.5%	7.5	7.3	-0.1
Pontiac	186	120	-35.5%	506	324	-36.0%	995	638	-35.9%	1.2	0.7	-0.5
Porsche	48	43	-10.4%	113	104	-8.0%	229	200	-12.7%	0.3	0.2	0.0
Saab	25	11	-56.0%	84	35	-58.3%	163	72	-55.8%	0.2	0.1	-0.1
Saturn	147	105	-28.6%	367	294	-19.9%	679	563	-17.1%	0.8	0.6	-0.2
Subaru	637	860	35.0%	1,640	2,102	28.2%	3,299	4,169	26.4%	4.0	4.8	0.8
Suzuki	102	77	-24.5%	311	210	-32.5%	567	434	-23.5%	0.7	0.5	-0.2
Toyota/Scion	1,670	1,729	3.5%	4,477	4,540	1.4%	8,677	9,055	4.4%	10.4	10.4	0.0
Volkswagen	433	463	6.9%	1,104	1,200	8.7%	2,203	2,204	0.0%	2.6	2.5	-0.1
Volvo	104	110	5.8%	286	280	-2.1%	606	565	-6.8%	0.7	0.6	-0.1
Other	34	47	38.2%	83	98	18.1%	134	167	24.6%	0.2	0.2	0.0

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



Data Source: AutoCount data from Experian Automotive.

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



Data Source: AutoCount data from Experian Automotive.

**Colorado Auto Outlook**

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