

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 increased 7% in June 2015 versus a year earlier.

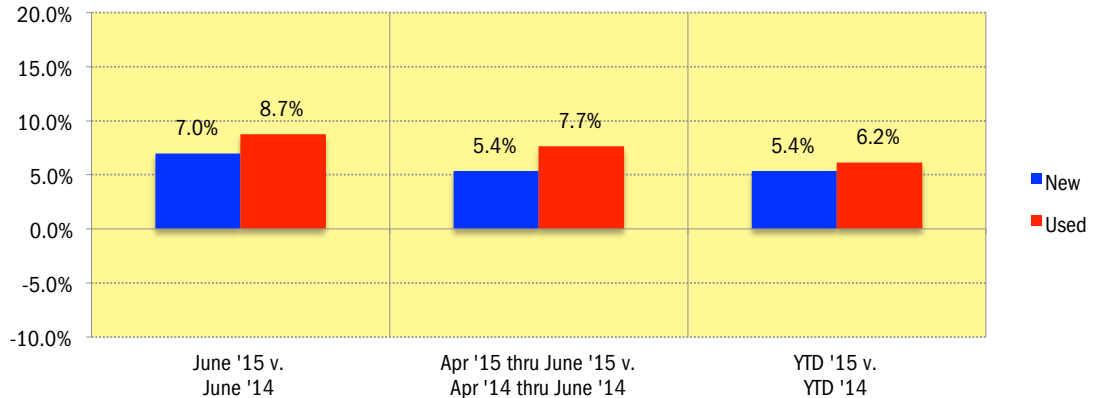
New registrations in the state were up 5.4% during the first six months of 2015 compared to a year earlier.

Used vehicle market was up 8.7% in June 2015 (vehicles seven years old or newer), and improved 6.2% for the first six months of this year.

Chrysler, Porsche, Lincoln, 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		
	Apr '14 thru June '14	Apr '15 thru June '15	Percent Change	Apr '14 thru June '14	Apr '15 thru June '15	Percent Change
Total	46,491	48,986	5.4%	45,183	48,641	7.7%
Cars	18,950	17,685	-6.7%	20,522	22,071	7.5%
Light Trucks	27,541	31,301	13.7%	24,661	26,570	7.7%
Detroit Three Brands	17,816	19,150	7.5%	21,392	23,261	8.7%
European Brands	4,980	4,960	-0.4%	4,837	5,397	11.6%
Japanese Brands	20,416	21,838	7.0%	15,897	16,532	4.0%
Korean Brands	3,279	3,038	-7.3%	3,057	3,451	12.9%
	YTD thru June					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2014	YTD 2015	Percent Change	YTD 2014	YTD 2015	Percent Change
Total	89,833	94,651	5.4%	87,060	92,421	6.2%
Cars	34,972	33,686	-3.7%	38,990	40,960	5.1%
Light Trucks	54,861	60,965	11.1%	48,070	51,461	7.1%
Detroit Three Brands	34,488	37,038	7.4%	40,900	44,181	8.0%
European Brands	9,461	9,818	3.8%	9,240	10,306	11.5%
Japanese Brands	40,080	42,205	5.3%	31,083	31,502	1.3%
Korean Brands	5,804	5,590	-3.7%	5,837	6,432	10.2%

Data Information

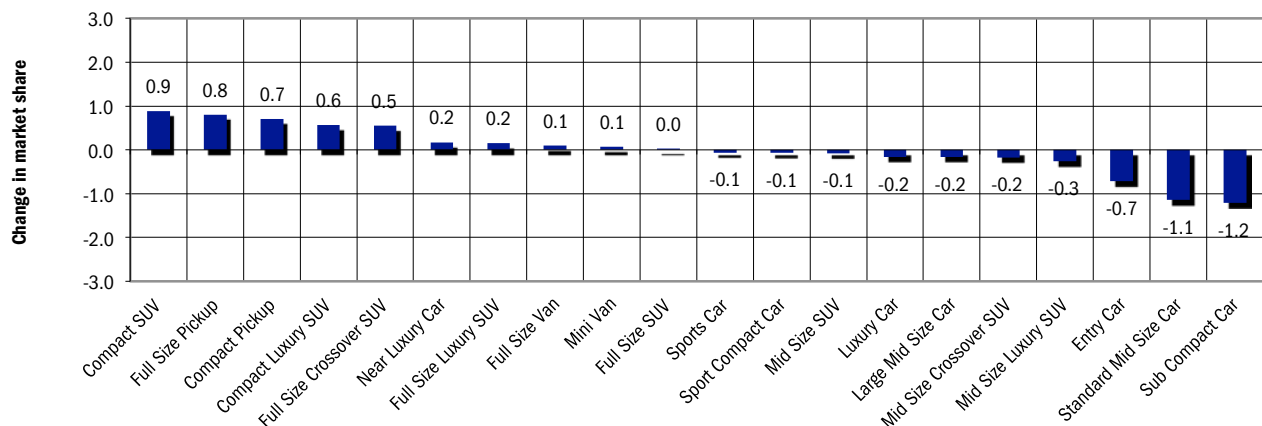
All data represents new and used vehicle retail registrations in Colorado and excludes fleet and wholesale transactions. Used vehicle data only includes vehicles seven years old or newer and excludes private party transactions. Please keep in mind that monthly registration figures can occasionally be 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												
	June			Three Month Period Apr '15 thru June '15			YTD thru June			YTD Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2014	2015	% chg.	2014	2015	% chg.	2014	2015	% chg.	2014	2015	Chg.
TOTAL	17,839	19,082	7.0%	46,491	48,986	5.4%	89,833	94,651	5.4%			
Acura	217	170	-21.7%	592	490	-17.2%	1,165	999	-14.2%	1.3	1.1	-0.2
Audi	345	363	5.2%	802	935	16.6%	1,554	1,729	11.3%	1.7	1.8	0.1
BMW	394	340	-13.7%	998	937	-6.1%	1,957	2,120	8.3%	2.2	2.2	0.1
Buick	168	172	2.4%	409	460	12.5%	768	888	15.6%	0.9	0.9	0.1
Cadillac	90	130	44.4%	294	311	5.8%	621	592	-4.7%	0.7	0.6	-0.1
Chevrolet	1,344	1,509	12.3%	3,576	3,786	5.9%	6,756	7,127	5.5%	7.5	7.5	0.0
Chrysler	88	153	73.9%	278	484	74.1%	530	971	83.2%	0.6	1.0	0.4
Dodge	464	473	1.9%	1,280	1,184	-7.5%	2,339	2,201	-5.9%	2.6	2.3	-0.3
Fiat	45	31	-31.1%	117	68	-41.9%	194	102	-47.4%	0.2	0.1	-0.1
Ford	2,149	2,272	5.7%	5,540	5,785	4.4%	10,705	11,259	5.2%	11.9	11.9	0.0
GMC	547	583	6.6%	1,382	1,556	12.6%	2,627	3,050	16.1%	2.9	3.2	0.3
Honda	1,410	1,372	-2.7%	3,494	3,467	-0.8%	6,786	6,692	-1.4%	7.6	7.1	-0.5
Hyundai	598	580	-3.0%	1,517	1,568	3.4%	2,819	2,811	-0.3%	3.1	3.0	-0.2
Infiniti	139	133	-4.3%	311	322	3.5%	639	699	9.4%	0.7	0.7	0.0
Jaguar	13	8	-38.5%	30	25	-16.7%	58	47	-19.0%	0.1	0.0	0.0
Jeep	1,235	1,271	2.9%	3,097	3,315	7.0%	6,266	6,453	3.0%	7.0	6.8	-0.2
Kia	631	655	3.8%	1,762	1,470	-16.6%	2,985	2,779	-6.9%	3.3	2.9	-0.4
Land Rover	107	97	-9.3%	272	230	-15.4%	484	482	-0.4%	0.5	0.5	0.0
Lexus	360	401	11.4%	947	1,039	9.7%	1,893	2,050	8.3%	2.1	2.2	0.1
Lincoln	53	75	41.5%	146	200	37.0%	287	436	51.9%	0.3	0.5	0.1
Mazda	368	476	29.3%	924	1,178	27.5%	1,786	2,137	19.7%	2.0	2.3	0.3
Mercedes	325	306	-5.8%	768	719	-6.4%	1,483	1,523	2.7%	1.7	1.6	0.0
MINI	77	92	19.5%	214	224	4.7%	401	415	3.5%	0.4	0.4	0.0
Mitsubishi	86	65	-24.4%	201	170	-15.4%	384	323	-15.9%	0.4	0.3	-0.1
Nissan	1,223	1,217	-0.5%	3,217	3,260	1.3%	6,066	6,101	0.6%	6.8	6.4	-0.3
Porsche	76	84	10.5%	148	199	34.5%	241	370	53.5%	0.3	0.4	0.1
Ram	655	714	9.0%	1,771	1,915	8.1%	3,507	3,812	8.7%	3.9	4.0	0.1
smart	20	10	-50.0%	40	19	-52.5%	67	36	-46.3%	0.1	0.0	0.0
Subaru	1,734	2,197	26.7%	4,890	5,697	16.5%	9,902	11,265	13.8%	11.0	11.9	0.9
Tesla	11	70	536.4%	43	154	258.1%	82	249	203.7%	0.1	0.3	0.2
Toyota/Scion	2,269	2,401	5.8%	5,838	6,215	6.5%	11,457	11,939	4.2%	12.8	12.6	-0.1
Volkswagen	516	578	12.0%	1,385	1,398	0.9%	2,598	2,574	-0.9%	2.9	2.7	-0.2
Volvo	67	75	11.9%	166	185	11.4%	361	376	4.2%	0.4	0.4	0.0
Other	15	9	-40.0%	42	21	-50.0%	65	44	-32.3%	0.1	0.0	0.0

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

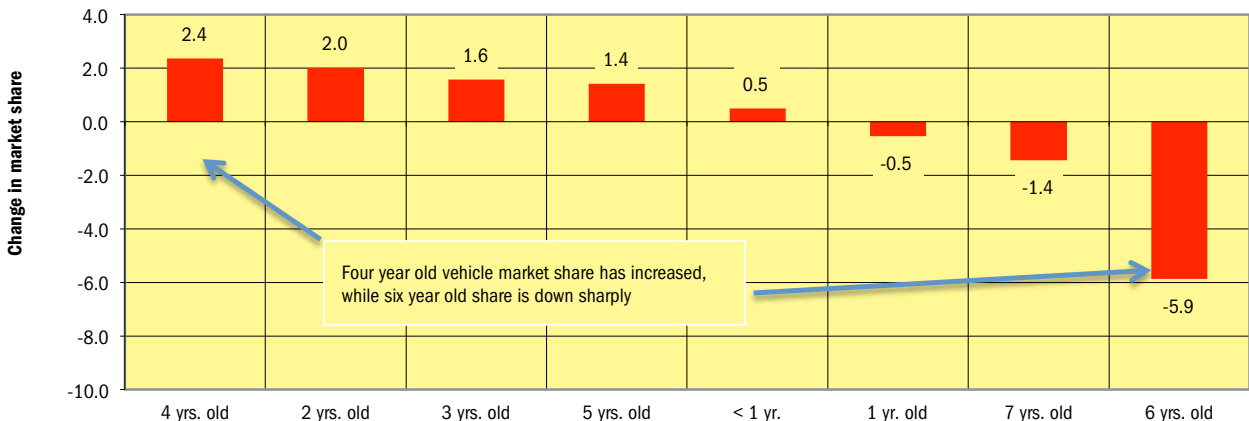


Data Source: AutoCount data from Experian Automotive.

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

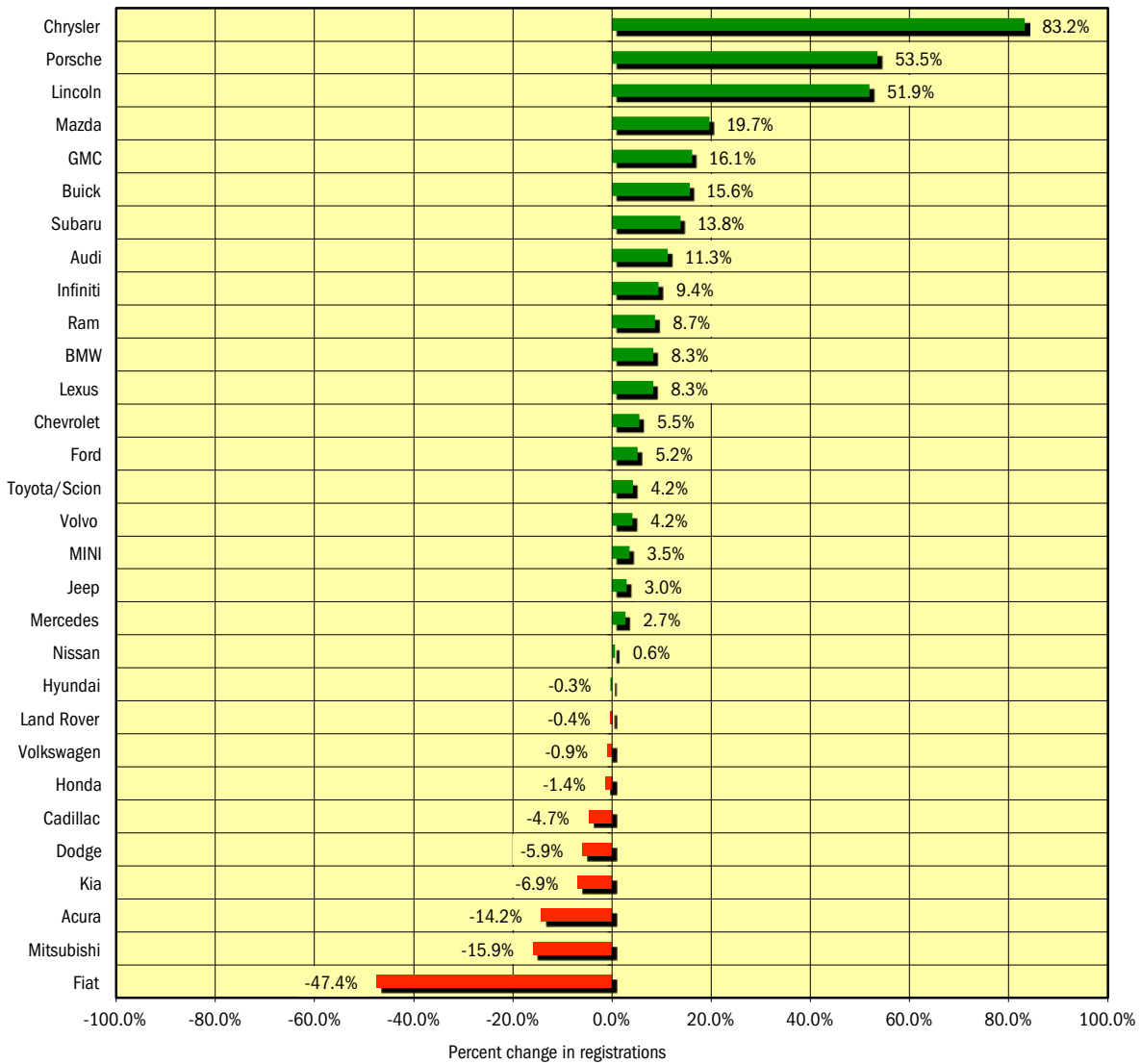
Colorado Used Retail Car and Light Truck Registrations												
	June			Three Month Period Apr '15 thru June '15			YTD thru June			YTD Market Share (%)		
	2014	2015	% chg.	2014	2015	% chg.	2014	2015	% chg.	2014	2015	Chg.
TOTAL	17,409	18,932	8.7%	45,183	48,641	7.7%	87,060	92,421	6.2%			
Acura	250	236	-5.6%	666	619	-7.1%	1,287	1,211	-5.9%	1.5	1.3	-0.2
Audi	285	330	15.8%	695	808	16.3%	1,401	1,562	11.5%	1.6	1.7	0.1
BMW	496	479	-3.4%	1,193	1,170	-1.9%	2,229	2,257	1.3%	2.6	2.4	-0.1
Buick	163	191	17.2%	445	489	9.9%	803	957	19.2%	0.9	1.0	0.1
Cadillac	250	225	-10.0%	654	651	-0.5%	1,216	1,202	-1.2%	1.4	1.3	-0.1
Chevrolet	1,942	2,223	14.5%	5,167	5,801	12.3%	9,945	11,021	10.8%	11.4	11.9	0.5
Chrysler	343	412	20.1%	930	1,067	14.7%	1,775	1,977	11.4%	2.0	2.1	0.1
Dodge (incl. Ram)	1,281	1,419	10.8%	3,509	3,777	7.6%	6,667	7,115	6.7%	7.7	7.7	0.0
Ford	2,285	2,558	11.9%	5,847	6,613	13.1%	11,120	12,449	12.0%	12.8	13.5	0.7
GMC	531	626	17.9%	1,394	1,541	10.5%	2,667	2,926	9.7%	3.1	3.2	0.1
Honda	942	920	-2.3%	2,478	2,437	-1.7%	4,834	4,727	-2.2%	5.6	5.1	-0.4
Hummer	26	15	-42.3%	72	46	-36.1%	137	76	-44.5%	0.2	0.1	-0.1
Hyundai	603	742	23.1%	1,607	1,827	13.7%	3,085	3,478	12.7%	3.5	3.8	0.2
Infiniti	230	268	16.5%	536	679	26.7%	972	1,194	22.8%	1.1	1.3	0.2
Jaguar	7	10	42.9%	22	28	27.3%	40	55	37.5%	0.0	0.1	0.0
Jeep	918	960	4.6%	2,330	2,508	7.6%	4,572	4,977	8.9%	5.3	5.4	0.1
Kia	562	648	15.3%	1,450	1,624	12.0%	2,752	2,954	7.3%	3.2	3.2	0.0
Land Rover	94	86	-8.5%	213	261	22.5%	439	519	18.2%	0.5	0.6	0.1
Lexus	309	336	8.7%	793	850	7.2%	1,585	1,584	-0.1%	1.8	1.7	-0.1
Lincoln	123	112	-8.9%	304	299	-1.6%	558	582	4.3%	0.6	0.6	0.0
Mazda	317	341	7.6%	874	889	1.7%	1,777	1,660	-6.6%	2.0	1.8	-0.2
Mercedes	286	374	30.8%	737	847	14.9%	1,465	1,637	11.7%	1.7	1.8	0.1
Mercury	41	34	-17.1%	121	70	-42.1%	237	156	-34.2%	0.3	0.2	-0.1
MINI	119	118	-0.8%	265	324	22.3%	469	565	20.5%	0.5	0.6	0.1
Mitsubishi	108	111	2.8%	315	302	-4.1%	598	581	-2.8%	0.7	0.6	-0.1
Nissan	1,333	1,521	14.1%	3,379	3,787	12.1%	6,363	7,117	11.8%	7.3	7.7	0.4
Pontiac	120	66	-45.0%	324	200	-38.3%	638	377	-40.9%	0.7	0.4	-0.3
Porsche	43	57	32.6%	104	134	28.8%	200	251	25.5%	0.2	0.3	0.0
Saab	11	12	9.1%	35	26	-25.7%	72	55	-23.6%	0.1	0.1	0.0
Saturn	105	59	-43.8%	294	195	-33.7%	563	361	-35.9%	0.6	0.4	-0.3
Subaru	860	885	2.9%	2,102	2,311	9.9%	4,169	4,410	5.8%	4.8	4.8	0.0
Suzuki	77	56	-27.3%	210	148	-29.5%	434	307	-29.3%	0.5	0.3	-0.2
Toyota/Scion	1,729	1,787	3.4%	4,540	4,509	-0.7%	9,055	8,708	-3.8%	10.4	9.4	-1.0
Volkswagen	463	553	19.4%	1,200	1,405	17.1%	2,204	2,635	19.6%	2.5	2.9	0.3
Volvo	110	111	0.9%	280	269	-3.9%	565	550	-2.7%	0.6	0.6	-0.1
Other	47	51	8.5%	98	130	32.7%	167	228	36.5%	0.2	0.2	0.1

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



Data Source: AutoCount data from Experian Automotive.

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



Data Source: AutoCount data from Experian Automotive.

Colorado Auto Outlook

Published for:
Colorado Automobile Dealers Association
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Denver, CO 80203
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Published by:
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July 2015

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