

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 declined a reported 29.2% in June 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.

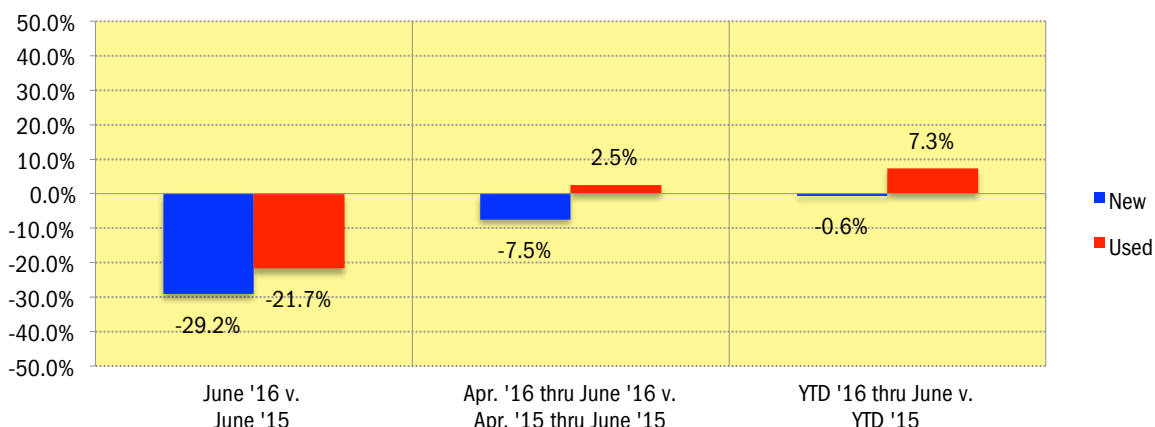
New registrations in the state were off by less than 1% during the first six months of this year.

Used vehicle registrations improved 7.3% 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		
	Apr. '15 thru June '15	Apr. '16 thru June '16	Percent Change	Apr. '15 thru June '15	Apr. '16 thru June '16	Percent Change
Total	49,059	45,388	-7.5%	48,641	49,876	2.5%
Cars	17,710	14,321	-19.1%	22,071	21,044	-4.7%
Light Trucks	31,349	31,067	-0.9%	26,570	28,832	8.5%
Detroit Three Brands	19,180	17,592	-8.3%	23,261	24,111	3.7%
European Brands	4,962	4,757	-4.1%	5,397	5,050	-6.4%
Japanese Brands	21,874	20,397	-6.8%	16,532	16,811	1.7%
Korean Brands	3,043	2,642	-13.2%	3,451	3,904	13.1%
	Year to date thru June					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2015	YTD 2016	Percent Change	YTD 2015	YTD 2016	Percent Change
Total	96,190	95,594	-0.6%	92,421	99,160	7.3%
Cars	34,222	29,412	-14.1%	40,960	41,619	1.6%
Light Trucks	61,968	66,182	6.8%	51,461	57,541	11.8%
Detroit Three Brands	37,657	36,961	-1.8%	44,181	47,305	7.1%
European Brands	9,971	10,010	0.4%	10,306	10,403	0.9%
Japanese Brands	42,887	43,276	0.9%	31,502	33,873	7.5%
Korean Brands	5,675	5,347	-5.8%	6,432	7,579	17.8%

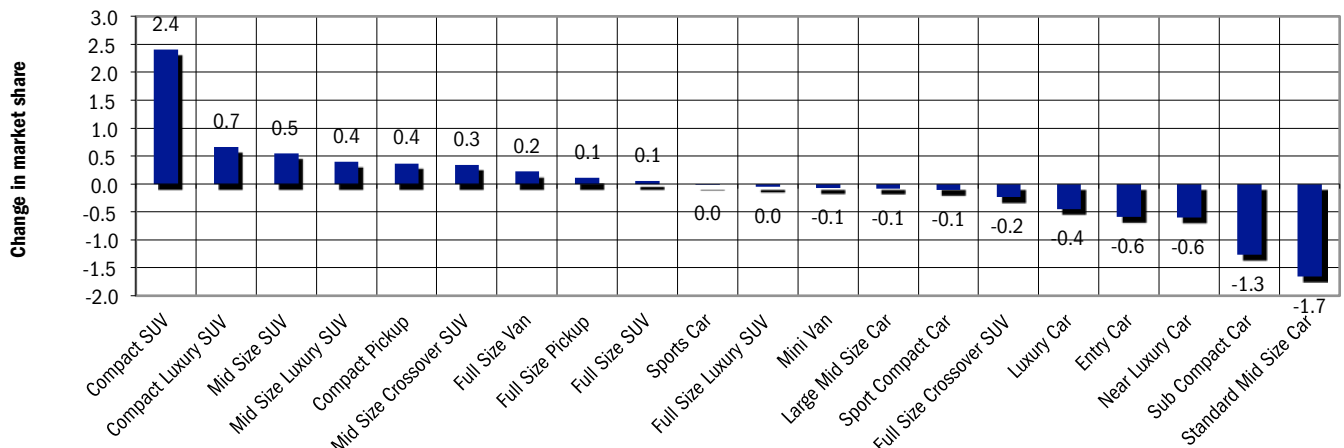
Data Information

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. '16 thru June '16			Year to date thru June			Year-to-date Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2015	2016	% chg.	Yr. Ago	Current	% chg.	2015	2016	% chg.	2015	2016	Chg.
TOTAL	19,082	13,517	-29.2%	49,059	45,388	-7.5%	96,190	95,594	-0.6%			
Acura	170	118	-30.6%	490	392	-20.0%	1,016	900	-11.4%	1.1	0.9	-0.1
Audi	363	294	-19.0%	935	916	-2.0%	1,751	1,791	2.3%	1.8	1.9	0.1
BMW	340	251	-26.2%	937	882	-5.9%	2,166	2,141	-1.2%	2.3	2.2	0.0
Buick	172	108	-37.2%	460	380	-17.4%	902	862	-4.4%	0.9	0.9	0.0
Cadillac	130	67	-48.5%	311	228	-26.7%	599	558	-6.8%	0.6	0.6	0.0
Chevrolet	1,509	1,090	-27.8%	3,792	3,655	-3.6%	7,244	7,316	1.0%	7.5	7.7	0.1
Chrysler	153	98	-35.9%	485	351	-27.6%	988	598	-39.5%	1.0	0.6	-0.4
Dodge	473	249	-47.4%	1,185	810	-31.6%	2,236	1,812	-19.0%	2.3	1.9	-0.4
Fiat	31	24	-22.6%	68	73	7.4%	103	142	37.9%	0.1	0.1	0.0
Ford	2,272	1,563	-31.2%	5,796	5,447	-6.0%	11,444	11,285	-1.4%	11.9	11.8	-0.1
GMC	583	417	-28.5%	1,557	1,412	-9.3%	3,107	3,147	1.3%	3.2	3.3	0.1
Honda	1,372	984	-28.3%	3,473	3,276	-5.7%	6,803	6,746	-0.8%	7.1	7.1	0.0
Hyundai	580	448	-22.8%	1,570	1,431	-8.9%	2,851	2,981	4.6%	3.0	3.1	0.2
Infiniti	133	74	-44.4%	322	274	-14.9%	710	621	-12.5%	0.7	0.6	-0.1
Jaguar	8	10	25.0%	25	19	-24.0%	47	37	-21.3%	0.0	0.0	0.0
Jeep	1,271	975	-23.3%	3,321	3,142	-5.4%	6,563	6,820	3.9%	6.8	7.1	0.3
Kia	655	369	-43.7%	1,473	1,211	-17.8%	2,824	2,366	-16.2%	2.9	2.5	-0.5
Land Rover	97	54	-44.3%	230	231	0.4%	487	535	9.9%	0.5	0.6	0.1
Lexus	401	231	-42.4%	1,040	827	-20.5%	2,086	1,931	-7.4%	2.2	2.0	-0.1
Lincoln	75	69	-8.0%	200	199	-0.5%	442	441	-0.2%	0.5	0.5	0.0
Maserati	5	4	-20.0%	8	14	75.0%	14	28	100.0%	0.0	0.0	0.0
Mazda	476	307	-35.5%	1,180	1,020	-13.6%	2,167	2,065	-4.7%	2.3	2.2	-0.1
Mercedes	306	233	-23.9%	719	694	-3.5%	1,548	1,469	-5.1%	1.6	1.5	-0.1
MINI	92	63	-31.5%	224	220	-1.8%	422	434	2.8%	0.4	0.5	0.0
Mitsubishi	65	84	29.2%	170	273	60.6%	326	519	59.2%	0.3	0.5	0.2
Nissan	1,217	791	-35.0%	3,263	2,657	-18.6%	6,184	5,645	-8.7%	6.4	5.9	-0.5
Porsche	84	68	-19.0%	199	200	0.5%	374	371	-0.8%	0.4	0.4	0.0
Ram	714	553	-22.5%	1,919	1,845	-3.9%	3,880	3,861	-0.5%	4.0	4.0	0.0
smart	10	5	-50.0%	19	17	-10.5%	37	32	-13.5%	0.0	0.0	0.0
Subaru	2,197	1,495	-32.0%	5,709	5,081	-11.0%	11,459	11,325	-1.2%	11.9	11.8	-0.1
Tesla	70	36	-48.6%	154	123	-20.1%	252	260	3.2%	0.3	0.3	0.0
Toyota/Scion	2,401	1,984	-17.4%	6,227	6,597	5.9%	12,136	13,524	11.4%	12.6	14.1	1.5
Volkswagen	578	317	-45.2%	1,400	1,178	-15.9%	2,612	2,349	-10.1%	2.7	2.5	-0.3
Volvo	75	78	4.0%	185	297	60.5%	380	653	71.8%	0.4	0.7	0.3
Other	4	6	50.0%	13	16	23.1%	30	29	-3.3%	0.0	0.0	0.0

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

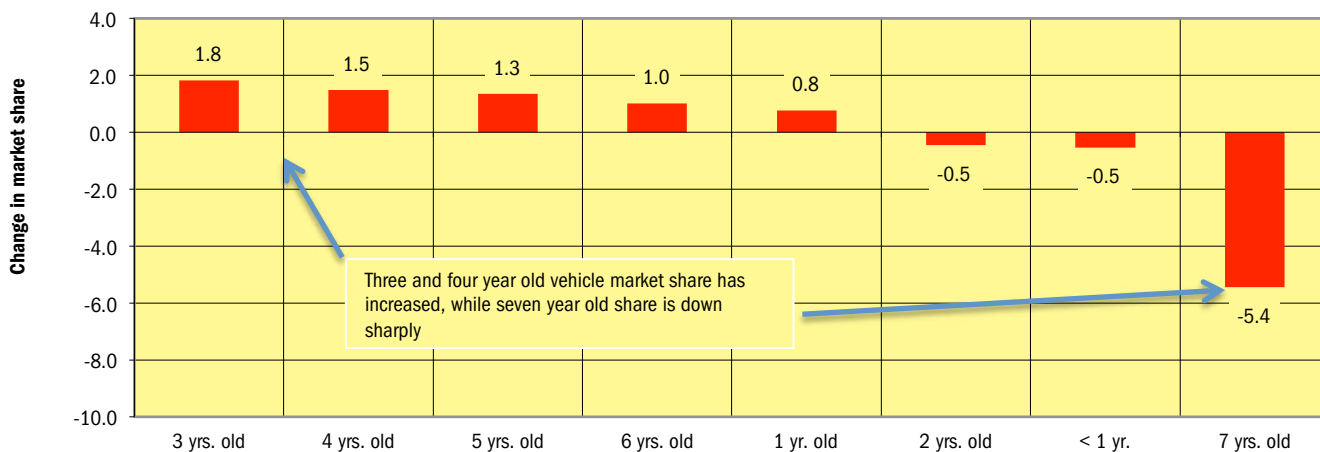


Data Source: AutoCount data from Experian Automotive.

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

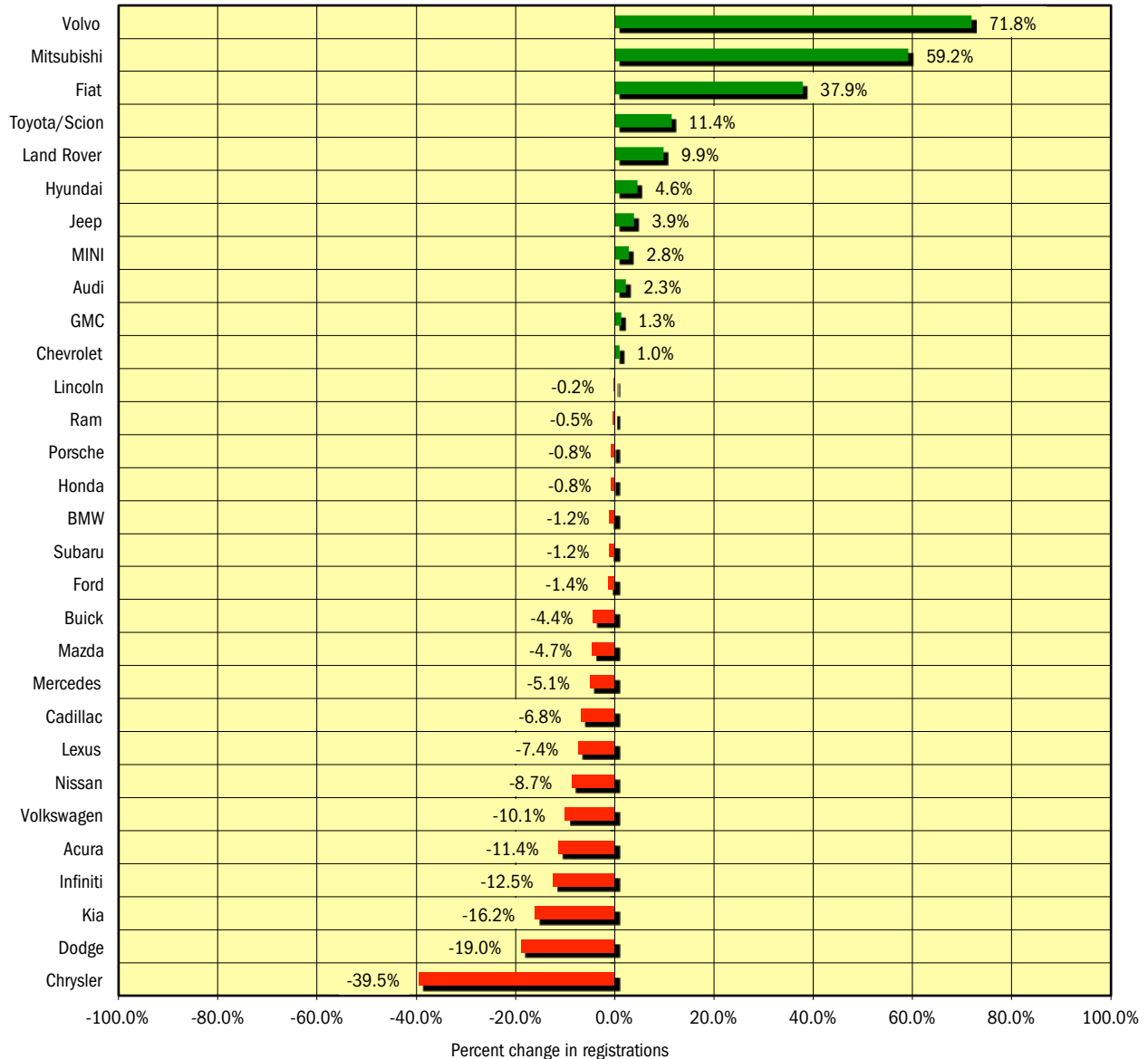
Colorado Used Retail Car and Light Truck Registrations												
	June			Three Month Period Apr. '16 thru June '16			Year to date thru June			Year-to-date Market Share (%)		
	2015	2016	% chg.	Yr. Ago	Current	% chg.	2015	2016	% chg.	2015	2016	Chg.
TOTAL	18,932	14,818	-21.7%	48,641	49,876	2.5%	92,421	99,160	7.3%			
Acura	236	133	-43.6%	619	471	-23.9%	1,211	1,042	-14.0%	1.3	1.1	-0.3
Audi	330	245	-25.8%	808	822	1.7%	1,562	1,669	6.9%	1.7	1.7	0.0
BMW	479	330	-31.1%	1,170	1,054	-9.9%	2,257	2,193	-2.8%	2.4	2.2	-0.2
Buick	191	133	-30.4%	489	542	10.8%	957	1,104	15.4%	1.0	1.1	0.1
Cadillac	225	164	-27.1%	651	550	-15.5%	1,202	1,087	-9.6%	1.3	1.1	-0.2
Chevrolet	2,223	1,716	-22.8%	5,801	5,660	-2.4%	11,021	10,946	-0.7%	11.9	11.0	-0.9
Chrysler	412	215	-47.8%	1,067	830	-22.2%	1,977	1,733	-12.3%	2.1	1.7	-0.4
Dodge (incl. Ram)	1,419	1,235	-13.0%	3,777	4,128	9.3%	7,115	7,927	11.4%	7.7	8.0	0.3
Ford	2,558	2,044	-20.1%	6,613	7,089	7.2%	12,449	14,023	12.6%	13.5	14.1	0.7
GMC	626	531	-15.2%	1,541	1,666	8.1%	2,926	3,265	11.6%	3.2	3.3	0.1
Honda	920	624	-32.2%	2,437	2,163	-11.2%	4,727	4,594	-2.8%	5.1	4.6	-0.5
Hummer	15	3	-80.0%	46	5	-89.1%	76	11	-85.5%	0.1	0.0	-0.1
Hyundai	742	619	-16.6%	1,827	2,114	15.7%	3,478	4,168	19.8%	3.8	4.2	0.4
Infiniti	268	145	-45.9%	679	535	-21.2%	1,194	1,048	-12.2%	1.3	1.1	-0.2
Jaguar	10	18	80.0%	28	34	21.4%	55	62	12.7%	0.1	0.1	0.0
Jeep	960	925	-3.6%	2,508	3,198	27.5%	4,977	6,302	26.6%	5.4	6.4	1.0
Kia	648	567	-12.5%	1,624	1,790	10.2%	2,954	3,411	15.5%	3.2	3.4	0.2
Land Rover	86	78	-9.3%	261	279	6.9%	519	605	16.6%	0.6	0.6	0.0
Lexus	336	242	-28.0%	850	848	-0.2%	1,584	1,723	8.8%	1.7	1.7	0.0
Lincoln	112	87	-22.3%	299	273	-8.7%	582	570	-2.1%	0.6	0.6	-0.1
Mazda	341	217	-36.4%	889	783	-11.9%	1,660	1,542	-7.1%	1.8	1.6	-0.2
Mercedes	374	227	-39.3%	847	738	-12.9%	1,637	1,604	-2.0%	1.8	1.6	-0.2
Mercury	34	10	-70.6%	70	34	-51.4%	156	65	-58.3%	0.2	0.1	-0.1
MINI	118	84	-28.8%	324	281	-13.3%	565	588	4.1%	0.6	0.6	0.0
Mitsubishi	111	81	-27.0%	302	285	-5.6%	581	566	-2.6%	0.6	0.6	-0.1
Nissan	1,521	1,227	-19.3%	3,787	4,110	8.5%	7,117	8,129	14.2%	7.7	8.2	0.5
Pontiac	66	30	-54.5%	200	89	-55.5%	377	168	-55.4%	0.4	0.2	-0.2
Porsche	57	41	-28.1%	134	122	-9.0%	251	243	-3.2%	0.3	0.2	0.0
Saab	12	2	-83.3%	26	10	-61.5%	55	14	-74.5%	0.1	0.0	0.0
Saturn	59	10	-83.1%	195	40	-79.5%	361	92	-74.5%	0.4	0.1	-0.3
Subaru	885	811	-8.4%	2,311	2,613	13.1%	4,410	5,419	22.9%	4.8	5.5	0.7
Suzuki	56	15	-73.2%	148	60	-59.5%	307	143	-53.4%	0.3	0.1	-0.2
Toyota/Scion	1,787	1,507	-15.7%	4,509	4,943	9.6%	8,708	9,667	11.0%	9.4	9.7	0.3
Volkswagen	553	367	-33.6%	1,405	1,319	-6.1%	2,635	2,646	0.4%	2.9	2.7	-0.2
Volvo	111	80	-27.9%	269	244	-9.3%	550	496	-9.8%	0.6	0.5	-0.1
Other	51	55	7.8%	130	154	18.5%	228	295	29.4%	0.2	0.3	0.1

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



Data Source: AutoCount data from Experian Automotive.

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



Data Source: AutoCount data from Experian Automotive.

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