

# Colorado Auto Outlook™

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Comprehensive information on the Colorado automotive market

Colorado Automobile Dealers Association

## Quick Facts

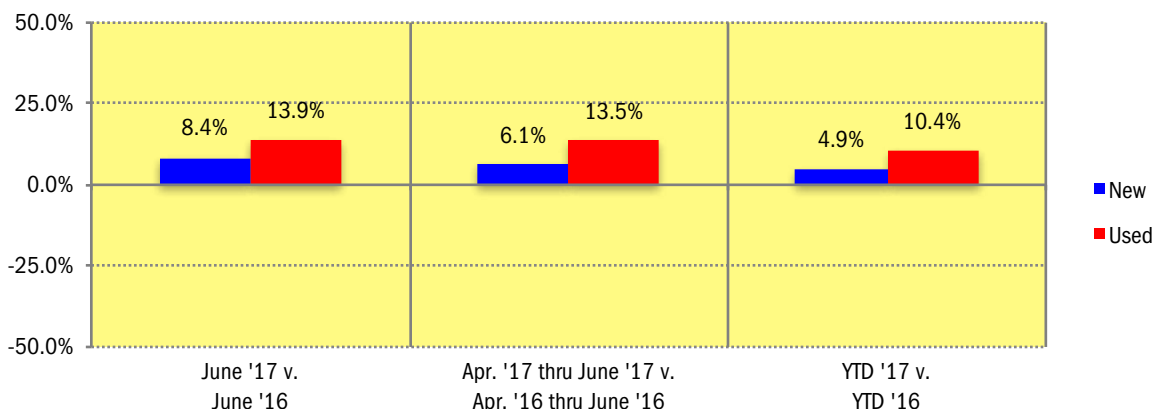
New retail car and light truck registrations in the state increased 8.4% in June 2017 versus a year earlier. Note: monthly recording of registrations occurs when the data is processed by the DMV. This can impact the measurement of registrations in individual months. Year-to-date figures are more reflective of market results.

New registrations in the state increased 4.9% during the first six months of this year versus the same period a year earlier. Passenger cars declined 2.2% while Light Trucks were up 8%.

Used vehicle registrations were up 10.4% so far this year. (Only includes vehicles seven years old or newer.)

Jaguar, Volkswagen, Infiniti, Mercedes, Honda, Subaru, and Lincoln 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		
	Apr. '16 thru June '16	Apr. '17 thru June '17	Percent Change	Apr. '16 thru June '16	Apr. '17 thru June '17	Percent Change
Total	45,388	48,159	6.1%	49,877	56,625	13.5%
Cars	14,320	14,701	2.7%	21,234	22,586	6.4%
Light Trucks	31,068	33,458	7.7%	28,643	34,039	18.8%
Detroit Three Brands	17,592	17,851	1.5%	24,111	26,779	11.1%
European Brands	4,757	5,050	6.2%	5,051	5,975	18.3%
Japanese Brands	20,397	22,358	9.6%	16,811	19,611	16.7%
Korean Brands	2,642	2,900	9.8%	3,904	4,260	9.1%
	Year-to-date thru June					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2016	YTD 2017	Percent Change	YTD 2016	YTD 2017	Percent Change
Total	95,594	100,251	4.9%	99,161	109,470	10.4%
Cars	29,411	28,758	-2.2%	41,740	42,553	1.9%
Light Trucks	66,183	71,493	8.0%	57,421	66,917	16.5%
Detroit Three Brands	36,961	37,025	0.2%	47,305	51,695	9.3%
European Brands	10,010	10,669	6.6%	10,404	11,534	10.9%
Japanese Brands	43,276	46,966	8.5%	33,873	38,245	12.9%
Korean Brands	5,347	5,591	4.6%	7,579	7,996	5.5%

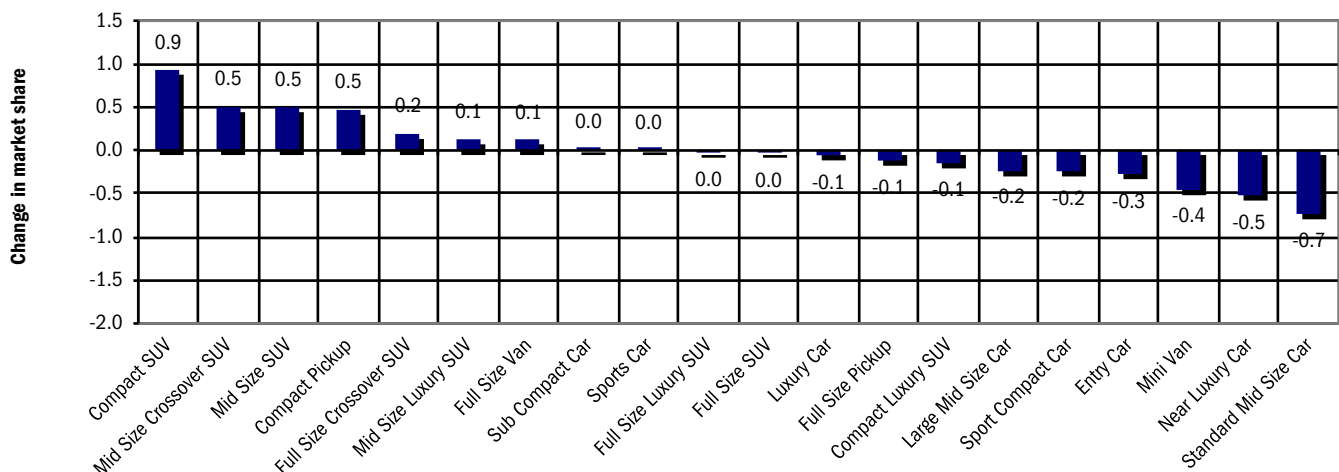
## Data Information

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												
	June			Three Month Period Apr. '17 thru June '17			Year-to-date thru June			Year-to-date Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2016	2017	% chg.	Yr. Ago	Current	% chg.	2016	2017	% chg.	2016	2017	Chg.
TOTAL	13,517	14,652	8.4%	45,388	48,159	6.1%	95,594	100,251	4.9%			
Acura	118	124	5.1%	392	369	-5.9%	900	771	-14.3%	0.9	0.8	-0.2
Audi	294	274	-6.8%	916	912	-0.4%	1,791	1,930	7.8%	1.9	1.9	0.1
BMW	251	210	-16.3%	882	749	-15.1%	2,141	1,647	-23.1%	2.2	1.6	-0.6
Buick	108	136	25.9%	380	433	13.9%	862	837	-2.9%	0.9	0.8	-0.1
Cadillac	67	85	26.9%	228	239	4.8%	558	543	-2.7%	0.6	0.5	0.0
Chevrolet	1,090	1,073	-1.6%	3,655	3,489	-4.5%	7,316	7,135	-2.5%	7.7	7.1	-0.5
Chrysler	98	88	-10.2%	351	292	-16.8%	598	567	-5.2%	0.6	0.6	-0.1
Dodge	249	314	26.1%	810	1,015	25.3%	1,812	1,774	-2.1%	1.9	1.8	-0.1
Fiat	24	15	-37.5%	73	61	-16.4%	142	115	-19.0%	0.1	0.1	0.0
Ford	1,563	1,755	12.3%	5,447	5,527	1.5%	11,285	11,473	1.7%	11.8	11.4	-0.4
GMC	417	408	-2.2%	1,412	1,423	0.8%	3,147	3,100	-1.5%	3.3	3.1	-0.2
Honda	984	1,129	14.7%	3,276	3,751	14.5%	6,746	7,512	11.4%	7.1	7.5	0.4
Hyundai	448	618	37.9%	1,431	1,662	16.1%	2,981	3,206	7.5%	3.1	3.2	0.1
Infiniti	74	77	4.1%	274	387	41.2%	621	781	25.8%	0.6	0.8	0.1
Jaguar	10	37	270.0%	19	119	526.3%	37	255	589.2%	0.0	0.3	0.2
Jeep	975	951	-2.5%	3,142	3,213	2.3%	6,820	6,829	0.1%	7.1	6.8	-0.3
Kia	369	362	-1.9%	1,211	1,238	2.2%	2,366	2,385	0.8%	2.5	2.4	-0.1
Land Rover	54	48	-11.1%	231	194	-16.0%	535	450	-15.9%	0.6	0.4	-0.1
Lexus	231	276	19.5%	827	935	13.1%	1,931	1,990	3.1%	2.0	2.0	0.0
Lincoln	69	62	-10.1%	199	223	12.1%	441	485	10.0%	0.5	0.5	0.0
Maserati	4	10	150.0%	14	41	192.9%	28	75	167.9%	0.0	0.1	0.0
Mazda	307	314	2.3%	1,020	1,001	-1.9%	2,065	2,125	2.9%	2.2	2.1	0.0
Mercedes	233	255	9.4%	694	803	15.7%	1,469	1,659	12.9%	1.5	1.7	0.1
MINI	63	57	-9.5%	220	190	-13.6%	434	375	-13.6%	0.5	0.4	-0.1
Mitsubishi	84	79	-6.0%	273	242	-11.4%	519	471	-9.2%	0.5	0.5	-0.1
Nissan	791	828	4.7%	2,657	2,936	10.5%	5,645	5,967	5.7%	5.9	6.0	0.0
Porsche	68	73	7.4%	200	205	2.5%	371	406	9.4%	0.4	0.4	0.0
Ram	553	560	1.3%	1,845	1,823	-1.2%	3,861	3,857	-0.1%	4.0	3.8	-0.2
smart	5	7	40.0%	17	21	23.5%	32	33	3.1%	0.0	0.0	0.0
Subaru	1,495	1,586	6.1%	5,081	5,644	11.1%	11,325	12,603	11.3%	11.8	12.6	0.7
Tesla	36	44	22.2%	123	174	41.5%	260	425	63.5%	0.3	0.4	0.2
Toyota/Scion	1,984	2,228	12.3%	6,597	7,093	7.5%	13,524	14,745	9.0%	14.1	14.7	0.6
Volkswagen	317	506	59.6%	1,178	1,512	28.4%	2,349	3,166	34.8%	2.5	3.2	0.7
Volvo	78	46	-41.0%	297	202	-32.0%	653	500	-23.4%	0.7	0.5	-0.2
Other	6	17	183.3%	16	41	156.3%	29	59	103.4%	0.0	0.1	0.0

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

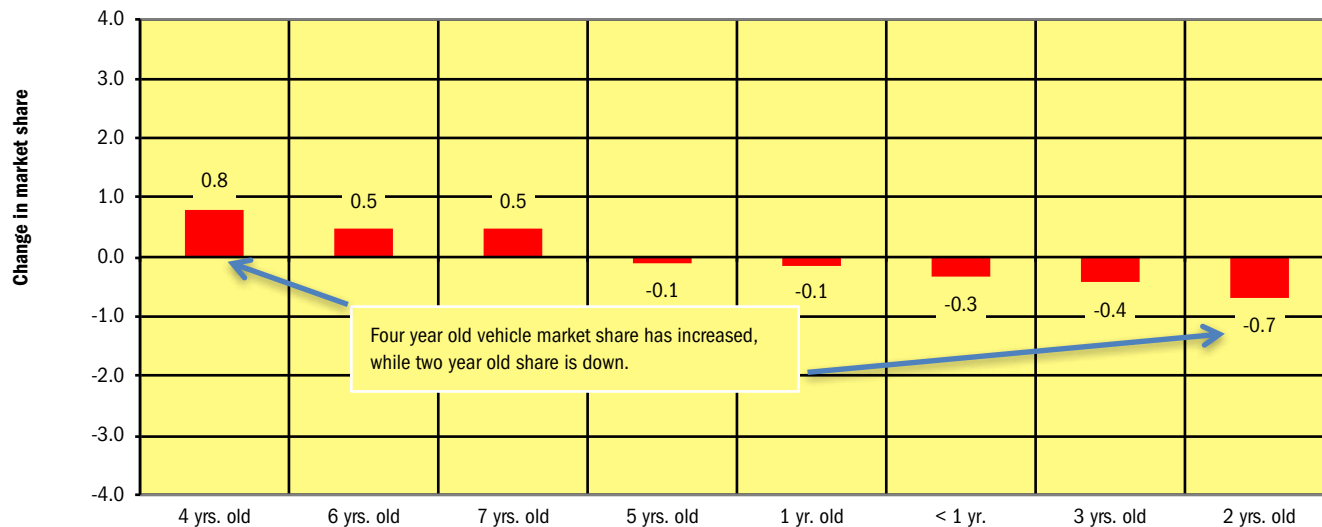


Data Source: AutoCount data from Experian.

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

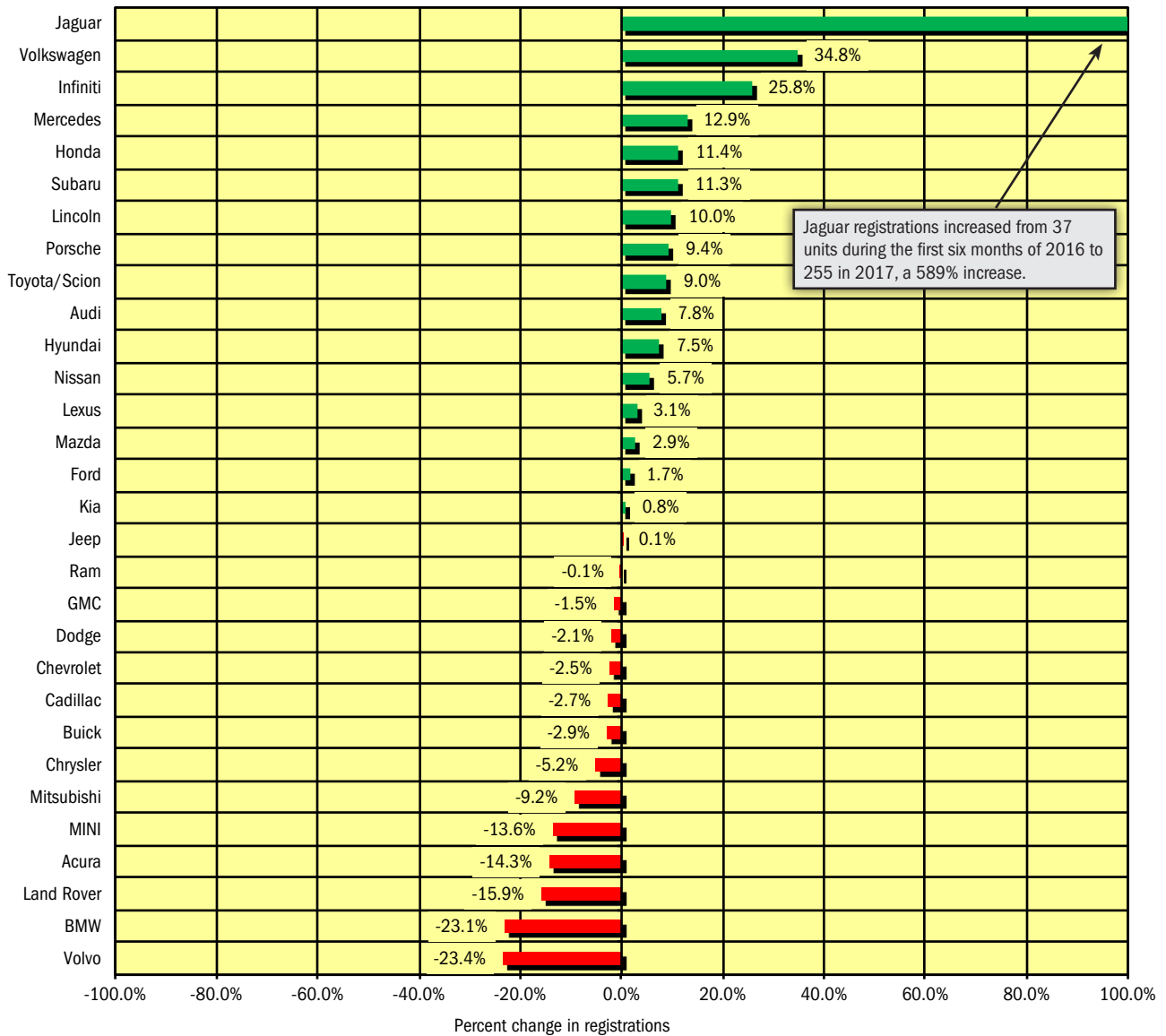
Colorado Used Retail Car and Light Truck Registrations												
	June			Three Month Period Apr. '17 thru June '17			Year-to-date thru June			YTD Market Share (%)		
	2016	2017	% chg.	Yr. Ago	Current	% chg.	2016	2017	% chg.	2016	2017	Chg.
TOTAL	14,818	16,874	13.9%	49,877	56,625	13.5%	99,161	109,470	10.4%			
Acura	133	187	40.6%	471	677	43.7%	1,042	1,364	30.9%	1.1	1.2	0.2
Audi	245	290	18.4%	822	969	17.9%	1,669	1,917	14.9%	1.7	1.8	0.1
BMW	330	479	45.2%	1,054	1,607	52.5%	2,193	3,047	38.9%	2.2	2.8	0.6
Buick	133	181	36.1%	542	579	6.8%	1,104	1,154	4.5%	1.1	1.1	-0.1
Cadillac	164	240	46.3%	550	800	45.5%	1,087	1,567	44.2%	1.1	1.4	0.3
Chevrolet	1,716	1,744	1.6%	5,660	5,983	5.7%	10,946	11,318	3.4%	11.0	10.3	-0.7
Chrysler	215	279	29.8%	830	955	15.1%	1,733	1,779	2.7%	1.7	1.6	-0.1
Dodge	1,235	1,260	2.0%	4,128	4,292	4.0%	7,927	8,183	3.2%	8.0	7.5	-0.5
Ford	2,044	2,473	21.0%	7,089	8,244	16.3%	14,023	15,763	12.4%	14.1	14.4	0.3
GMC	531	584	10.0%	1,666	1,892	13.6%	3,265	3,727	14.2%	3.3	3.4	0.1
Honda	624	843	35.1%	2,163	2,611	20.7%	4,594	4,981	8.4%	4.6	4.6	-0.1
Hyundai	619	722	16.6%	2,114	2,296	8.6%	4,168	4,399	5.5%	4.2	4.0	-0.2
Infiniti	145	200	37.9%	535	701	31.0%	1,048	1,286	22.7%	1.1	1.2	0.1
Jaguar	18	9	-50.0%	34	36	5.9%	62	70	12.9%	0.1	0.1	0.0
Jeep	925	1,085	17.3%	3,198	3,709	16.0%	6,302	7,565	20.0%	6.4	6.9	0.6
Kia	567	572	0.9%	1,790	1,964	9.7%	3,411	3,597	5.5%	3.4	3.3	-0.2
Land Rover	78	96	23.1%	279	333	19.4%	605	666	10.1%	0.6	0.6	0.0
Lexus	242	300	24.0%	848	969	14.3%	1,723	1,882	9.2%	1.7	1.7	0.0
Lincoln	87	89	2.3%	273	267	-2.2%	570	529	-7.2%	0.6	0.5	-0.1
Mazda	217	251	15.7%	783	865	10.5%	1,542	1,667	8.1%	1.6	1.5	0.0
Mercedes	227	318	40.1%	738	969	31.3%	1,604	1,924	20.0%	1.6	1.8	0.1
MINI	84	116	38.1%	281	349	24.2%	588	630	7.1%	0.6	0.6	0.0
Mitsubishi	81	123	51.9%	285	395	38.6%	566	719	27.0%	0.6	0.7	0.1
Nissan	1,227	1,377	12.2%	4,110	4,893	19.1%	8,129	9,423	15.9%	8.2	8.6	0.4
Other	125	93	-25.6%	393	304	-22.6%	789	549	-30.4%	0.8	0.5	-0.3
Porsche	41	36	-12.2%	122	133	9.0%	243	251	3.3%	0.2	0.2	0.0
Subaru	811	900	11.0%	2,613	2,951	12.9%	5,419	5,965	10.1%	5.5	5.4	0.0
Toyota/Scion	1,507	1,590	5.5%	4,943	5,500	11.3%	9,667	10,862	12.4%	9.7	9.9	0.2
Volkswagen	367	334	-9.0%	1,319	1,097	-16.8%	2,646	2,132	-19.4%	2.7	1.9	-0.7
Volvo	80	103	28.8%	244	285	16.8%	496	554	11.7%	0.5	0.5	0.0

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



Data Source: AutoCount data from Experian.

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



Data Source: AutoCount data from Experian.

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