

# Colorado Auto Outlook™

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Comprehensive information on the Colorado automotive market

Colorado Automobile Dealers Association

## Quick Facts

Colorado new vehicle registrations declined a slim 0.4% in March '14 vs. 2013.

New registrations in the state during the first three months of this year increased 4.7% compared to a year earlier.

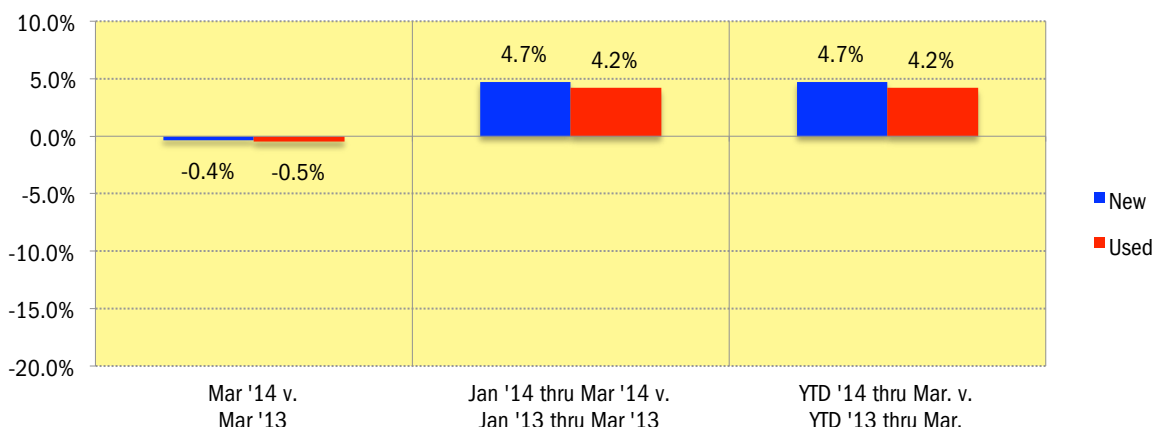
Used vehicle market was down 0.5% in March 2014 (vehicles seven years old or newer), and improved 4.2%, year-to-date.

Three year old vehicle market share increased 3.1 share points.

Jeep, Mazda, Infiniti, Lexus, and Subaru 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		
	Jan '13 thru Mar '13	Jan '14 thru Mar '14	Percent Change	Jan '13 thru Mar '13	Jan '14 thru Mar '14	Percent Change
Total	41,384	43,342	4.7%	40,188	41,876	4.2%
Cars	16,632	16,016	-3.7%	18,179	18,464	1.6%
Light Trucks	24,752	27,326	10.4%	22,009	23,412	6.4%
Detroit Three Brands	15,794	16,672	5.6%	19,292	19,507	1.1%
European Brands	4,767	4,481	-6.0%	4,318	4,403	2.0%
Japanese Brands	18,172	19,664	8.2%	14,242	15,186	6.6%
Korean Brands	2,651	2,525	-4.8%	2,336	2,780	19.0%
	YTD thru March					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2013	YTD 2014	Percent Change	YTD 2013	YTD 2014	Percent Change
Total	41,384	43,342	4.7%	40,188	41,876	4.2%
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## Data Information

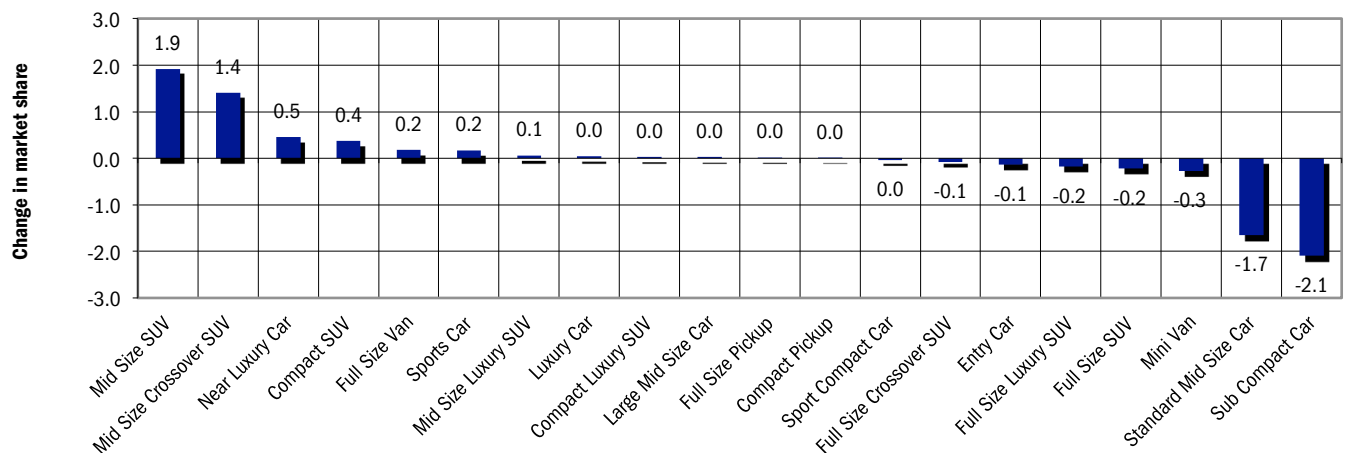
All data represents new and used vehicle retail registrations in Colorado and excludes fleet and wholesale transactions. Used vehicle data only includes vehicles seven years old or newer and excludes private party transactions. Please keep in mind that monthly registration figures can occasionally be 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												
	March			Three Month Period Jan '14 thru Mar '14			YTD thru March			YTD Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2013	2014	% chg.	Yr. Ago	Current	% chg.	2013	2014	% chg.	2013	2014	Chg.
TOTAL	15,959	15,902	-0.4%	41,384	43,342	4.7%	41,384	43,342	4.7%			
Acura	201	195	-3.0%	485	573	18.1%	485	573	18.1%	1.2	1.3	0.2
Audi	280	256	-8.6%	642	752	17.1%	642	752	17.1%	1.6	1.7	0.2
BMW	322	339	5.3%	1,004	959	-4.5%	1,004	959	-4.5%	2.4	2.2	-0.2
Buick	140	134	-4.3%	352	359	2.0%	352	359	2.0%	0.9	0.8	0.0
Cadillac	128	105	-18.0%	349	327	-6.3%	349	327	-6.3%	0.8	0.8	-0.1
Chevrolet	1,149	1,225	6.6%	2,930	3,180	8.5%	2,930	3,180	8.5%	7.1	7.3	0.3
Chrysler	109	113	3.7%	297	252	-15.2%	297	252	-15.2%	0.7	0.6	-0.1
Dodge	460	443	-3.7%	1,151	1,059	-8.0%	1,151	1,059	-8.0%	2.8	2.4	-0.3
Fiat	56	31	-44.6%	113	77	-31.9%	113	77	-31.9%	0.3	0.2	-0.1
Ford	2,121	1,820	-14.2%	5,461	5,165	-5.4%	5,461	5,165	-5.4%	13.2	11.9	-1.3
GMC	420	414	-1.4%	1,181	1,245	5.4%	1,181	1,245	5.4%	2.9	2.9	0.0
Honda	1,407	1,214	-13.7%	3,456	3,292	-4.7%	3,456	3,292	-4.7%	8.4	7.6	-0.8
Hyundai	642	492	-23.4%	1,387	1,302	-6.1%	1,387	1,302	-6.1%	3.4	3.0	-0.3
Infiniti	87	120	37.9%	264	328	24.2%	264	328	24.2%	0.6	0.8	0.1
Jaguar	5	11	120.0%	9	28	211.1%	9	28	211.1%	0.0	0.1	0.0
Jeep	866	1,188	37.2%	2,443	3,169	29.7%	2,443	3,169	29.7%	5.9	7.3	1.4
Kia	502	481	-4.2%	1,264	1,223	-3.2%	1,264	1,223	-3.2%	3.1	2.8	-0.2
Land Rover	109	79	-27.5%	241	212	-12.0%	241	212	-12.0%	0.6	0.5	-0.1
Lexus	287	273	-4.9%	765	946	23.7%	765	946	23.7%	1.8	2.2	0.3
Lincoln	67	58	-13.4%	169	141	-16.6%	169	141	-16.6%	0.4	0.3	-0.1
Mazda	291	356	22.3%	672	862	28.3%	672	862	28.3%	1.6	2.0	0.4
Mercedes	191	218	14.1%	664	715	7.7%	664	715	7.7%	1.6	1.6	0.0
MINI	92	68	-26.1%	237	187	-21.1%	237	187	-21.1%	0.6	0.4	-0.1
Mitsubishi	61	70	14.8%	159	183	15.1%	159	183	15.1%	0.4	0.4	0.0
Nissan	973	1,049	7.8%	2,640	2,849	7.9%	2,640	2,849	7.9%	6.4	6.6	0.2
Porsche	45	31	-31.1%	96	93	-3.1%	96	93	-3.1%	0.2	0.2	0.0
Ram	562	635	13.0%	1,461	1,736	18.8%	1,461	1,736	18.8%	3.5	4.0	0.5
smart	16	9	-43.8%	39	27	-30.8%	39	27	-30.8%	0.1	0.1	0.0
Subaru	1,606	2,003	24.7%	4,115	5,012	21.8%	4,115	5,012	21.8%	9.9	11.6	1.6
Tesla	0	11		0	39		0	39		0.0	0.1	0.1
Toyota/Scion	2,082	1,953	-6.2%	5,436	5,619	3.4%	5,436	5,619	3.4%	13.1	13.0	-0.2
Volkswagen	519	432	-16.8%	1,485	1,213	-18.3%	1,485	1,213	-18.3%	3.6	2.8	-0.8
Volvo	86	67	-22.1%	218	195	-10.6%	218	195	-10.6%	0.5	0.4	-0.1
Other	77	9	-88.3%	199	23	-88.4%	199	23	-88.4%	0.5	0.1	-0.4

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

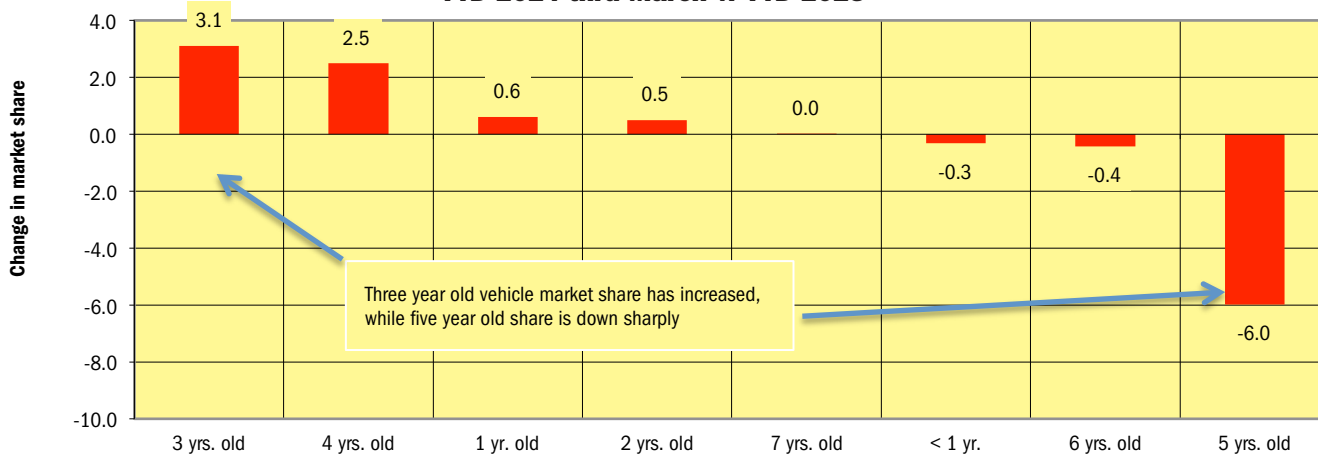


Data Source: AutoCount data from Experian Automotive.

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

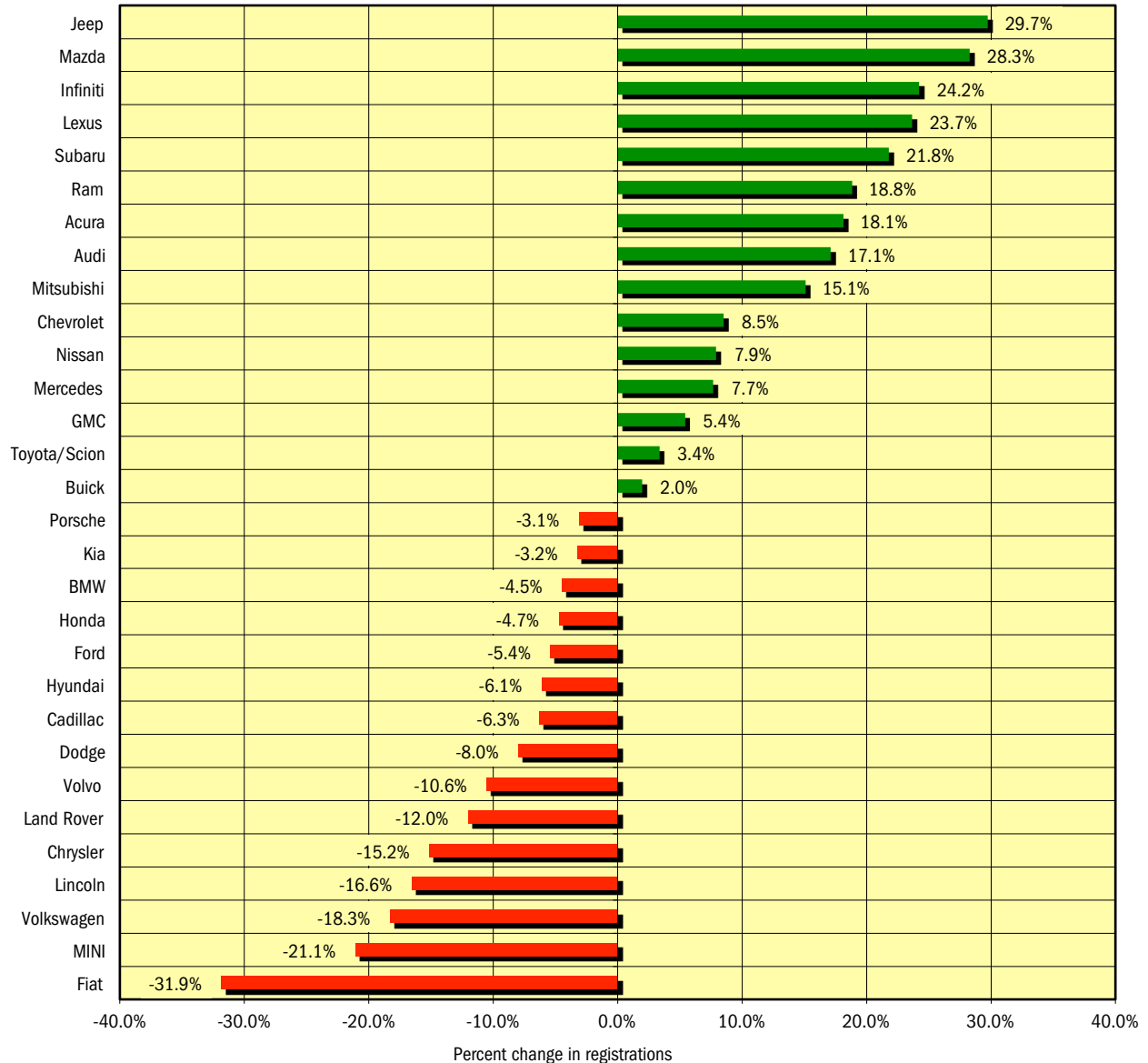
Colorado Used Retail Car and Light Truck Registrations												
	March			Three Month Period Jan '14 thru Mar '14			YTD thru March			YTD Market Share (%)		
	2013	2014	% chg.	Yr. Ago	Current	% chg.	2013	2014	% chg.	2013	2014	Chg.
TOTAL	17,544	17,460	-0.5%	40,188	41,876	4.2%	40,188	41,876	4.2%			
Acura	213	261	22.5%	543	621	14.4%	543	621	14.4%	1.4	1.5	0.1
Audi	269	290	7.8%	610	706	15.7%	610	706	15.7%	1.5	1.7	0.2
BMW	410	445	8.5%	948	1,036	9.3%	948	1,036	9.3%	2.4	2.5	0.1
Buick	151	141	-6.6%	342	358	4.7%	342	358	4.7%	0.9	0.9	0.0
Cadillac	211	253	19.9%	480	562	17.1%	480	562	17.1%	1.2	1.3	0.1
Chevrolet	2,156	1,989	-7.7%	4,751	4,778	0.6%	4,751	4,778	0.6%	11.8	11.4	-0.4
Chrysler	432	365	-15.5%	914	845	-7.5%	914	845	-7.5%	2.3	2.0	-0.3
Dodge (incl. Ram)	1,332	1,371	2.9%	3,051	3,158	3.5%	3,051	3,158	3.5%	7.6	7.5	-0.1
Ford	2,186	2,199	0.6%	4,927	5,273	7.0%	4,927	5,273	7.0%	12.3	12.6	0.3
GMC	464	522	12.5%	1,132	1,273	12.5%	1,132	1,273	12.5%	2.8	3.0	0.2
Honda	918	967	5.3%	2,164	2,356	8.9%	2,164	2,356	8.9%	5.4	5.6	0.2
Hummer	62	29	-53.2%	143	65	-54.5%	143	65	-54.5%	0.4	0.2	-0.2
Hyundai	576	629	9.2%	1,298	1,478	13.9%	1,298	1,478	13.9%	3.2	3.5	0.3
Infiniti	162	197	21.6%	381	436	14.4%	381	436	14.4%	0.9	1.0	0.1
Jaguar	9	6	-33.3%	16	18	12.5%	16	18	12.5%	0.0	0.0	0.0
Jeep	1,014	953	-6.0%	2,349	2,242	-4.6%	2,349	2,242	-4.6%	5.8	5.4	-0.5
Kia	466	538	15.5%	1,038	1,302	25.4%	1,038	1,302	25.4%	2.6	3.1	0.5
Land Rover	104	86	-17.3%	234	226	-3.4%	234	226	-3.4%	0.6	0.5	0.0
Lexus	349	311	-10.9%	791	792	0.1%	791	792	0.1%	2.0	1.9	-0.1
Lincoln	115	109	-5.2%	277	254	-8.3%	277	254	-8.3%	0.7	0.6	-0.1
Mazda	367	402	9.5%	885	903	2.0%	885	903	2.0%	2.2	2.2	0.0
Mercedes	274	313	14.2%	659	728	10.5%	659	728	10.5%	1.6	1.7	0.1
Mercury	62	50	-19.4%	125	116	-7.2%	125	116	-7.2%	0.3	0.3	0.0
MINI	88	94	6.8%	193	204	5.7%	193	204	5.7%	0.5	0.5	0.0
Mitsubishi	165	130	-21.2%	403	283	-29.8%	403	283	-29.8%	1.0	0.7	-0.3
Nissan	1,278	1,247	-2.4%	2,953	2,984	1.0%	2,953	2,984	1.0%	7.3	7.1	-0.2
Pontiac	222	140	-36.9%	489	314	-35.8%	489	314	-35.8%	1.2	0.7	-0.5
Porsche	49	37	-24.5%	116	96	-17.2%	116	96	-17.2%	0.3	0.2	-0.1
Saab	43	17	-60.5%	79	37	-53.2%	79	37	-53.2%	0.2	0.1	-0.1
Saturn	148	126	-14.9%	312	269	-13.8%	312	269	-13.8%	0.8	0.6	-0.1
Subaru	696	847	21.7%	1,659	2,067	24.6%	1,659	2,067	24.6%	4.1	4.9	0.8
Suzuki	120	98	-18.3%	256	224	-12.5%	256	224	-12.5%	0.6	0.5	-0.1
Toyota/Scion	1,799	1,731	-3.8%	4,200	4,515	7.5%	4,200	4,515	7.5%	10.5	10.8	0.3
Volkswagen	495	425	-14.1%	1,099	1,004	-8.6%	1,099	1,004	-8.6%	2.7	2.4	-0.3
Volvo	117	119	1.7%	320	285	-10.9%	320	285	-10.9%	0.8	0.7	-0.1
Other	22	23	4.5%	51	68	33.3%	51	68	33.3%	0.1	0.2	0.0

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



Data Source: AutoCount data from Experian Automotive.

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



Data Source: AutoCount data from Experian Automotive.

**Colorado Auto Outlook**

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-BY MARKET AREA?**

**WHAT NEW AND USED CARS SELL WELL IN MY MARKETS?**

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