

# 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 20.8% in March 2015 versus a year earlier.

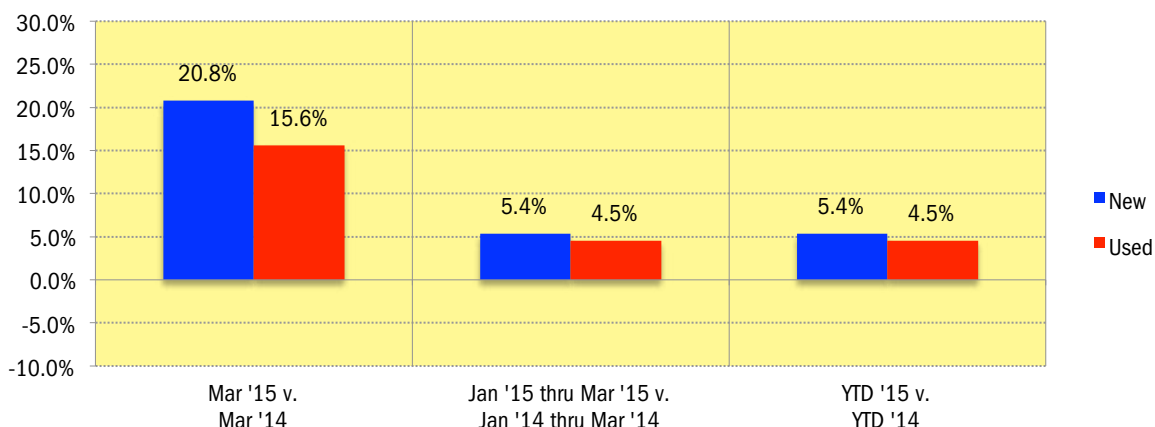
New registrations in the state were up 5.4% during the first three months of 2015 compared to a year earlier.

Used vehicle market was up 15.6% in March 2015 (vehicles seven years old or newer), and improved 4.5% for the first three months of this year.

Chrysler, Porsche, Lincoln, BMW, and GMC new vehicle registrations increased by 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 '14 thru Mar '14	Jan '15 thru Mar '15	Percent Change	Jan '14 thru Mar '14	Jan '15 thru Mar '15	Percent Change
Total	43,342	45,665	5.4%	41,877	43,780	4.5%
Cars	16,022	16,001	-0.1%	18,468	18,889	2.3%
Light Trucks	27,320	29,664	8.6%	23,409	24,891	6.3%
Detroit Three Brands	16,672	17,888	7.3%	19,508	20,920	7.2%
European Brands	4,481	4,858	8.4%	4,403	4,909	11.5%
Japanese Brands	19,664	20,367	3.6%	15,186	14,970	-1.4%
Korean Brands	2,525	2,552	1.1%	2,780	2,981	7.2%
	YTD thru March					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2014	YTD 2015	Percent Change	YTD 2014	YTD 2015	Percent Change
Total	43,342	45,665	5.4%	41,877	43,780	4.5%
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## Data Information

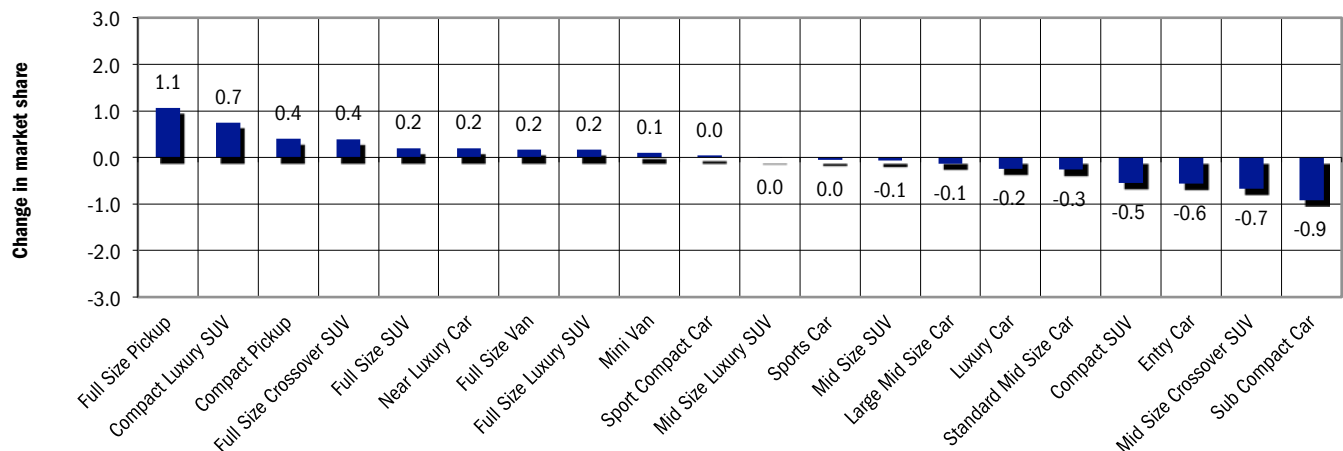
All data represents new and used vehicle retail registrations in Colorado and excludes fleet and wholesale transactions. Used vehicle data only includes vehicles seven years old or newer and excludes private party transactions. Please keep in mind that monthly registration figures can occasionally be 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 '15 thru Mar '15			YTD thru March			YTD Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2014	2015	% chg.	2014	2015	% chg.	2014	2015	% chg.	2014	2015	Chg.
TOTAL	15,902	19,207	20.8%	43,342	45,665	5.4%	43,342	45,665	5.4%			
Acura	195	207	6.2%	573	509	-11.2%	573	509	-11.2%	1.3	1.1	-0.2
Audi	256	351	37.1%	752	794	5.6%	752	794	5.6%	1.7	1.7	0.0
BMW	339	370	9.1%	959	1,183	23.4%	959	1,183	23.4%	2.2	2.6	0.4
Buick	134	160	19.4%	359	428	19.2%	359	428	19.2%	0.8	0.9	0.1
Cadillac	105	125	19.0%	327	281	-14.1%	327	281	-14.1%	0.8	0.6	-0.1
Chevrolet	1,225	1,400	14.3%	3,180	3,341	5.1%	3,180	3,341	5.1%	7.3	7.3	0.0
Chrysler	113	207	83.2%	252	487	93.3%	252	487	93.3%	0.6	1.1	0.5
Dodge	443	434	-2.0%	1,059	1,017	-4.0%	1,059	1,017	-4.0%	2.4	2.2	-0.2
Fiat	31	19	-38.7%	77	34	-55.8%	77	34	-55.8%	0.2	0.1	-0.1
Ford	1,820	2,365	29.9%	5,165	5,474	6.0%	5,165	5,474	6.0%	11.9	12.0	0.1
GMC	414	550	32.9%	1,245	1,494	20.0%	1,245	1,494	20.0%	2.9	3.3	0.4
Honda	1,214	1,281	5.5%	3,292	3,225	-2.0%	3,292	3,225	-2.0%	7.6	7.1	-0.5
Hyundai	492	556	13.0%	1,302	1,243	-4.5%	1,302	1,243	-4.5%	3.0	2.7	-0.3
Infiniti	120	152	26.7%	328	377	14.9%	328	377	14.9%	0.8	0.8	0.1
Jaguar	11	9	-18.2%	28	22	-21.4%	28	22	-21.4%	0.1	0.0	0.0
Jeep	1,188	1,330	12.0%	3,169	3,138	-1.0%	3,169	3,138	-1.0%	7.3	6.9	-0.4
Kia	481	566	17.7%	1,223	1,309	7.0%	1,223	1,309	7.0%	2.8	2.9	0.0
Land Rover	79	123	55.7%	212	252	18.9%	212	252	18.9%	0.5	0.6	0.1
Lexus	273	379	38.8%	946	1,011	6.9%	946	1,011	6.9%	2.2	2.2	0.0
Lincoln	58	101	74.1%	141	236	67.4%	141	236	67.4%	0.3	0.5	0.2
Mazda	356	411	15.4%	862	959	11.3%	862	959	11.3%	2.0	2.1	0.1
Mercedes	218	323	48.2%	715	804	12.4%	715	804	12.4%	1.6	1.8	0.1
MINI	68	67	-1.5%	187	191	2.1%	187	191	2.1%	0.4	0.4	0.0
Mitsubishi	70	67	-4.3%	183	153	-16.4%	183	153	-16.4%	0.4	0.3	-0.1
Nissan	1,049	1,311	25.0%	2,849	2,841	-0.3%	2,849	2,841	-0.3%	6.6	6.2	-0.4
Porsche	31	74	138.7%	93	171	83.9%	93	171	83.9%	0.2	0.4	0.2
Ram	635	757	19.2%	1,736	1,897	9.3%	1,736	1,897	9.3%	4.0	4.2	0.1
smart	9	9	0.0%	27	17	-37.0%	27	17	-37.0%	0.1	0.0	0.0
Subaru	2,003	2,330	16.3%	5,012	5,568	11.1%	5,012	5,568	11.1%	11.6	12.2	0.6
Tesla	11	50	354.5%	39	95	143.6%	39	95	143.6%	0.1	0.2	0.1
Toyota/Scion	1,953	2,502	28.1%	5,619	5,724	1.9%	5,619	5,724	1.9%	13.0	12.5	-0.4
Volkswagen	432	522	20.8%	1,213	1,176	-3.1%	1,213	1,176	-3.1%	2.8	2.6	-0.2
Volvo	67	86	28.4%	195	191	-2.1%	195	191	-2.1%	0.4	0.4	0.0
Other	9	13	44.4%	23	23	0.0%	23	23	0.0%	0.1	0.1	0.0

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

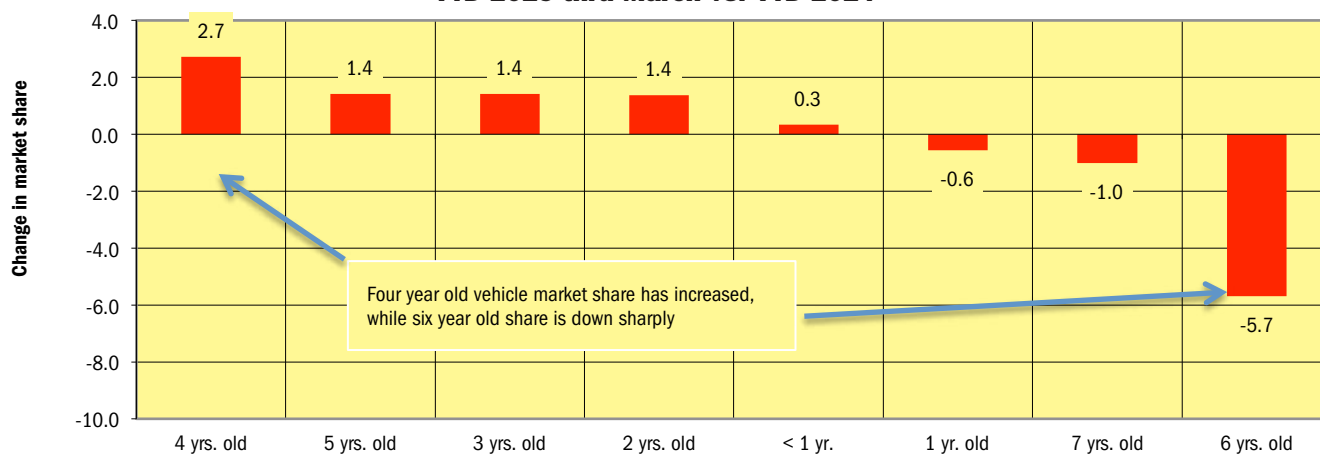


Data Source: AutoCount data from Experian Automotive.

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

Colorado Used Retail Car and Light Truck Registrations												
	March			Three Month Period Jan '15 thru Mar '15			YTD thru March			YTD Market Share (%)		
	2014	2015	% chg.	2014	2015	% chg.	2014	2015	% chg.	2014	2015	Chg.
TOTAL	17,461	20,183	15.6%	41,877	43,780	4.5%	41,877	43,780	4.5%			
Acura	261	250	-4.2%	621	592	-4.7%	621	592	-4.7%	1.5	1.4	-0.1
Audi	290	366	26.2%	706	754	6.8%	706	754	6.8%	1.7	1.7	0.0
BMW	445	523	17.5%	1,036	1,087	4.9%	1,036	1,087	4.9%	2.5	2.5	0.0
Buick	141	221	56.7%	358	468	30.7%	358	468	30.7%	0.9	1.1	0.2
Cadillac	253	237	-6.3%	562	551	-2.0%	562	551	-2.0%	1.3	1.3	-0.1
Chevrolet	1,989	2,355	18.4%	4,778	5,220	9.3%	4,778	5,220	9.3%	11.4	11.9	0.5
Chrysler	365	435	19.2%	845	910	7.7%	845	910	7.7%	2.0	2.1	0.1
Dodge (incl. Ram)	1,371	1,603	16.9%	3,158	3,338	5.7%	3,158	3,338	5.7%	7.5	7.6	0.1
Ford	2,199	2,678	21.8%	5,273	5,836	10.7%	5,273	5,836	10.7%	12.6	13.3	0.7
GMC	522	612	17.2%	1,273	1,385	8.8%	1,273	1,385	8.8%	3.0	3.2	0.1
Honda	967	1,041	7.7%	2,356	2,290	-2.8%	2,356	2,290	-2.8%	5.6	5.2	-0.4
Hummer	29	13	-55.2%	65	30	-53.8%	65	30	-53.8%	0.2	0.1	-0.1
Hyundai	629	769	22.3%	1,478	1,651	11.7%	1,478	1,651	11.7%	3.5	3.8	0.2
Infiniti	197	237	20.3%	436	515	18.1%	436	515	18.1%	1.0	1.2	0.1
Jaguar	6	11	83.3%	18	27	50.0%	18	27	50.0%	0.0	0.1	0.0
Jeep	953	1,087	14.1%	2,242	2,469	10.1%	2,242	2,469	10.1%	5.4	5.6	0.3
Kia	538	662	23.0%	1,302	1,330	2.2%	1,302	1,330	2.2%	3.1	3.0	-0.1
Land Rover	86	119	38.4%	226	258	14.2%	226	258	14.2%	0.5	0.6	0.0
Lexus	311	320	2.9%	792	734	-7.3%	792	734	-7.3%	1.9	1.7	-0.2
Lincoln	109	127	16.5%	254	283	11.4%	254	283	11.4%	0.6	0.6	0.0
Mazda	402	357	-11.2%	903	771	-14.6%	903	771	-14.6%	2.2	1.8	-0.4
Mercedes	313	345	10.2%	728	790	8.5%	728	790	8.5%	1.7	1.8	0.1
Mercury	50	40	-20.0%	116	86	-25.9%	116	86	-25.9%	0.3	0.2	-0.1
MINI	94	116	23.4%	204	241	18.1%	204	241	18.1%	0.5	0.6	0.1
Mitsubishi	130	128	-1.5%	283	279	-1.4%	283	279	-1.4%	0.7	0.6	0.0
Nissan	1,247	1,612	29.3%	2,984	3,330	11.6%	2,984	3,330	11.6%	7.1	7.6	0.5
Pontiac	140	81	-42.1%	314	177	-43.6%	314	177	-43.6%	0.7	0.4	-0.3
Porsche	37	56	51.4%	96	117	21.9%	96	117	21.9%	0.2	0.3	0.0
Saab	17	12	-29.4%	37	29	-21.6%	37	29	-21.6%	0.1	0.1	0.0
Saturn	126	78	-38.1%	269	166	-38.3%	269	166	-38.3%	0.6	0.4	-0.3
Subaru	847	920	8.6%	2,067	2,099	1.5%	2,067	2,099	1.5%	4.9	4.8	-0.1
Suzuki	98	73	-25.5%	224	159	-29.0%	224	159	-29.0%	0.5	0.4	-0.2
Toyota/Scion	1,731	1,971	13.9%	4,515	4,199	-7.0%	4,515	4,199	-7.0%	10.8	9.6	-1.2
Volkswagen	425	564	32.7%	1,004	1,230	22.5%	1,004	1,230	22.5%	2.4	2.8	0.4
Volvo	119	117	-1.7%	285	281	-1.4%	285	281	-1.4%	0.7	0.6	0.0
Other	24	47	95.8%	69	98	42.0%	69	98	42.0%	0.2	0.2	0.1

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



Data Source: AutoCount data from Experian Automotive.

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



Data Source: AutoCount data from Experian Automotive.

**Colorado Auto Outlook**

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