

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 23% in March 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.

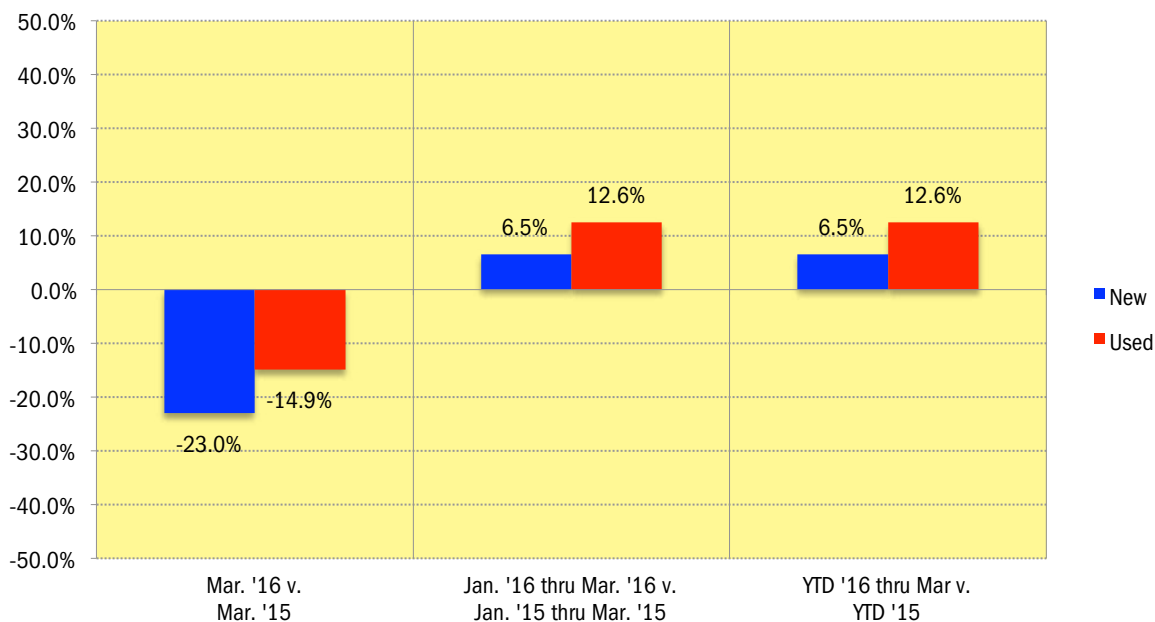
New registrations in the state were up 6.5% during the first three months of this year.

Used vehicle registrations improved 12.6% so far this year.

Five SUV segments had the largest market share increases during the first three months of 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)**

	Year to date thru March					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2015	YTD 2016	Percent Change	YTD 2015	YTD 2016	Percent Change
Total	47,131	50,206	6.5%	43,780	49,284	12.6%
Cars	16,512	15,091	-8.6%	18,889	20,575	8.9%
Light Trucks	30,619	35,115	14.7%	24,891	28,709	15.3%
Detroit Three Brands	18,477	19,369	4.8%	20,920	23,194	10.9%
European Brands	5,009	5,253	4.9%	4,909	5,353	9.0%
Japanese Brands	21,013	22,879	8.9%	14,970	17,062	14.0%
Korean Brands	2,632	2,705	2.8%	2,981	3,675	23.3%

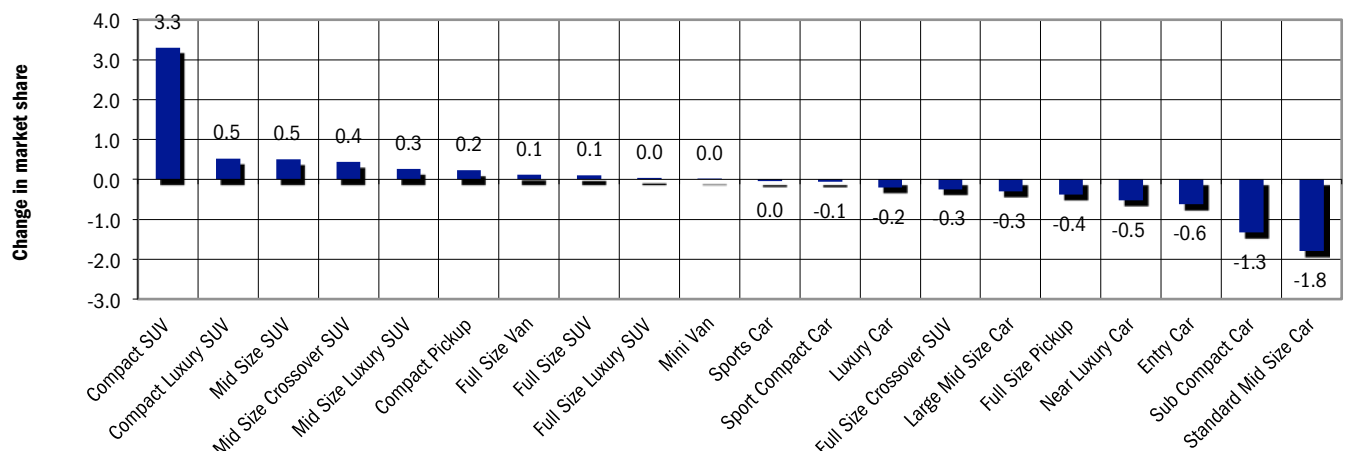
Data Information

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. '16 thru Mar. '16			Year to date thru March			Year-to-date Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2015	2016	% chg.	Yr. Ago	Current	% chg.	2015	2016	% chg.	2015	2016	Chg.
TOTAL	19,207	14,786	-23.0%	47,131	50,206	6.5%	47,131	50,206	6.5%			
Acura	207	150	-27.5%	526	508	-3.4%	526	508	-3.4%	1.1	1.0	-0.1
Audi	351	243	-30.8%	816	875	7.2%	816	875	7.2%	1.7	1.7	0.0
BMW	370	362	-2.2%	1,229	1,259	2.4%	1,229	1,259	2.4%	2.6	2.5	-0.1
Buick	160	135	-15.6%	442	482	9.0%	442	482	9.0%	0.9	1.0	0.0
Cadillac	125	93	-25.6%	288	330	14.6%	288	330	14.6%	0.6	0.7	0.0
Chevrolet	1,400	1,150	-17.9%	3,452	3,661	6.1%	3,452	3,661	6.1%	7.3	7.3	0.0
Chrysler	207	91	-56.0%	503	247	-50.9%	503	247	-50.9%	1.1	0.5	-0.6
Dodge	434	302	-30.4%	1,051	1,002	-4.7%	1,051	1,002	-4.7%	2.2	2.0	-0.2
Fiat	19	19	0.0%	35	69	97.1%	35	69	97.1%	0.1	0.1	0.1
Ford	2,365	1,816	-23.2%	5,648	5,838	3.4%	5,648	5,838	3.4%	12.0	11.6	-0.4
GMC	550	472	-14.2%	1,550	1,735	11.9%	1,550	1,735	11.9%	3.3	3.5	0.2
Honda	1,281	1,012	-21.0%	3,330	3,470	4.2%	3,330	3,470	4.2%	7.1	6.9	-0.2
Hyundai	556	426	-23.4%	1,281	1,550	21.0%	1,281	1,550	21.0%	2.7	3.1	0.4
Infiniti	152	78	-48.7%	388	347	-10.6%	388	347	-10.6%	0.8	0.7	-0.1
Jaguar	9	6	-33.3%	22	18	-18.2%	22	18	-18.2%	0.0	0.0	0.0
Jeep	1,330	1,064	-20.0%	3,242	3,678	13.4%	3,242	3,678	13.4%	6.9	7.3	0.4
Kia	566	332	-41.3%	1,351	1,155	-14.5%	1,351	1,155	-14.5%	2.9	2.3	-0.6
Land Rover	123	66	-46.3%	257	304	18.3%	257	304	18.3%	0.5	0.6	0.1
Lexus	379	302	-20.3%	1,046	1,104	5.5%	1,046	1,104	5.5%	2.2	2.2	0.0
Lincoln	101	61	-39.6%	242	242	0.0%	242	242	0.0%	0.5	0.5	0.0
Mazda	411	282	-31.4%	987	1,045	5.9%	987	1,045	5.9%	2.1	2.1	0.0
Mercedes	323	213	-34.1%	829	775	-6.5%	829	775	-6.5%	1.8	1.5	-0.2
MINI	67	58	-13.4%	198	214	8.1%	198	214	8.1%	0.4	0.4	0.0
Mitsubishi	67	83	23.9%	156	246	57.7%	156	246	57.7%	0.3	0.5	0.2
Nissan	1,311	906	-30.9%	2,921	2,988	2.3%	2,921	2,988	2.3%	6.2	6.0	-0.2
Porsche	74	45	-39.2%	175	171	-2.3%	175	171	-2.3%	0.4	0.3	0.0
Ram	757	608	-19.7%	1,961	2,016	2.8%	1,961	2,016	2.8%	4.2	4.0	-0.1
smart	9	6	-33.3%	18	15	-16.7%	18	15	-16.7%	0.0	0.0	0.0
Subaru	2,330	1,853	-20.5%	5,750	6,244	8.6%	5,750	6,244	8.6%	12.2	12.4	0.2
Tesla	50	27	-46.0%	98	137	39.8%	98	137	39.8%	0.2	0.3	0.1
Toyota/Scion	2,502	2,046	-18.2%	5,909	6,927	17.2%	5,909	6,927	17.2%	12.5	13.8	1.3
Volkswagen	522	386	-26.1%	1,212	1,171	-3.4%	1,212	1,171	-3.4%	2.6	2.3	-0.2
Volvo	86	87	1.2%	195	356	82.6%	195	356	82.6%	0.4	0.7	0.3
Other	13	6	-53.8%	23	27	17.4%	23	27	17.4%	0.0	0.1	0.0

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

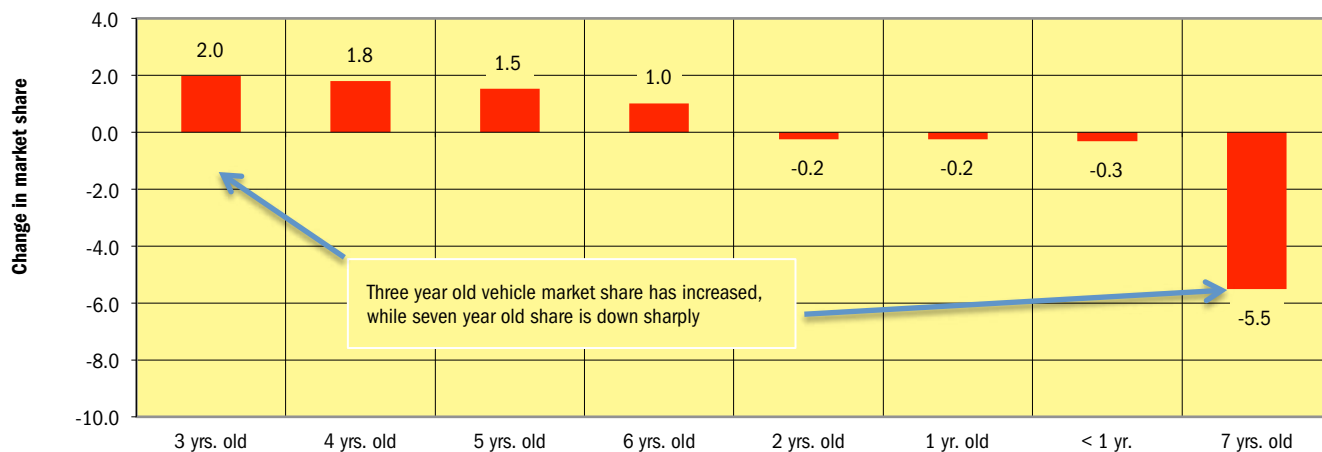


Data Source: AutoCount data from Experian Automotive.

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

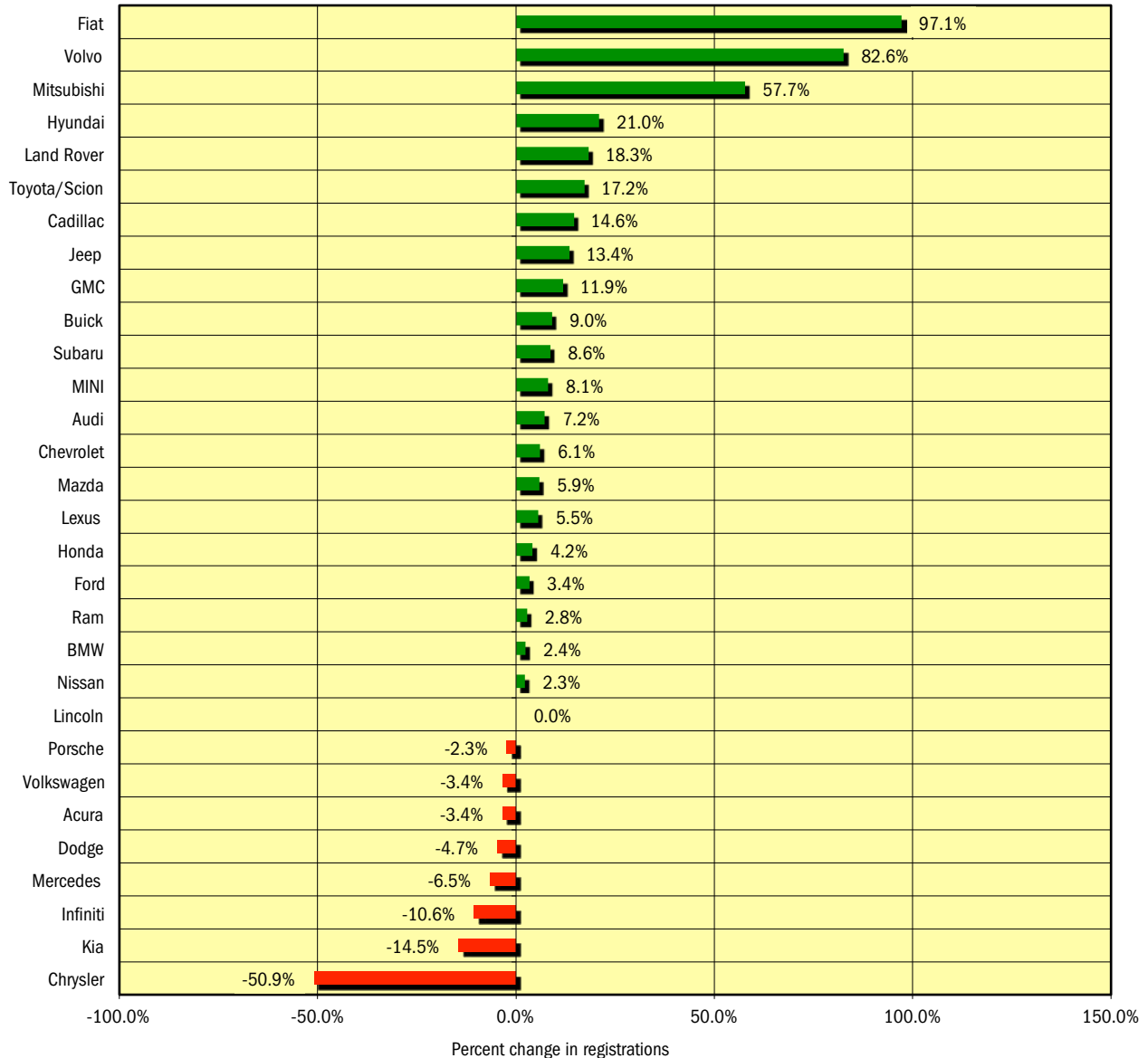
Colorado Used Retail Car and Light Truck Registrations												
	March			Three Month Period Jan. '16 thru Mar. '16			Year to date thru March			Year-to-date Market Share (%)		
	2015	2016	% chg.	Yr. Ago	Current	% chg.	2015	2016	% chg.	2015	2016	Chg.
TOTAL	20,183	17,180	-14.9%	43,780	49,284	12.6%	43,780	49,284	12.6%			
Acura	250	172	-31.2%	592	571	-3.5%	592	571	-3.5%	1.4	1.2	-0.2
Audi	366	276	-24.6%	754	847	12.3%	754	847	12.3%	1.7	1.7	0.0
BMW	523	410	-21.6%	1,087	1,139	4.8%	1,087	1,139	4.8%	2.5	2.3	-0.2
Buick	221	189	-14.5%	468	562	20.1%	468	562	20.1%	1.1	1.1	0.1
Cadillac	237	200	-15.6%	551	537	-2.5%	551	537	-2.5%	1.3	1.1	-0.2
Chevrolet	2,355	1,919	-18.5%	5,220	5,286	1.3%	5,220	5,286	1.3%	11.9	10.7	-1.2
Chrysler	435	359	-17.5%	910	903	-0.8%	910	903	-0.8%	2.1	1.8	-0.2
Dodge (incl. Ram)	1,603	1,415	-11.7%	3,338	3,799	13.8%	3,338	3,799	13.8%	7.6	7.7	0.1
Ford	2,678	2,384	-11.0%	5,836	6,934	18.8%	5,836	6,934	18.8%	13.3	14.1	0.7
GMC	612	559	-8.7%	1,385	1,599	15.5%	1,385	1,599	15.5%	3.2	3.2	0.1
Honda	1,041	773	-25.7%	2,290	2,431	6.2%	2,290	2,431	6.2%	5.2	4.9	-0.3
Hummer	13	2	-84.6%	30	6	-80.0%	30	6	-80.0%	0.1	0.0	-0.1
Hyundai	769	746	-3.0%	1,651	2,054	24.4%	1,651	2,054	24.4%	3.8	4.2	0.4
Infiniti	237	184	-22.4%	515	513	-0.4%	515	513	-0.4%	1.2	1.0	-0.1
Jaguar	11	9	-18.2%	27	28	3.7%	27	28	3.7%	0.1	0.1	0.0
Jeep	1,087	1,131	4.0%	2,469	3,104	25.7%	2,469	3,104	25.7%	5.6	6.3	0.7
Kia	662	573	-13.4%	1,330	1,621	21.9%	1,330	1,621	21.9%	3.0	3.3	0.3
Land Rover	119	116	-2.5%	258	326	26.4%	258	326	26.4%	0.6	0.7	0.1
Lexus	320	305	-4.7%	734	875	19.2%	734	875	19.2%	1.7	1.8	0.1
Lincoln	127	93	-26.8%	283	297	4.9%	283	297	4.9%	0.6	0.6	0.0
Mazda	357	233	-34.7%	771	759	-1.6%	771	759	-1.6%	1.8	1.5	-0.2
Mercedes	345	263	-23.8%	790	866	9.6%	790	866	9.6%	1.8	1.8	0.0
Mercury	40	12	-70.0%	86	31	-64.0%	86	31	-64.0%	0.2	0.1	-0.1
MINI	116	92	-20.7%	241	307	27.4%	241	307	27.4%	0.6	0.6	0.1
Mitsubishi	128	100	-21.9%	279	281	0.7%	279	281	0.7%	0.6	0.6	-0.1
Nissan	1,612	1,438	-10.8%	3,330	4,019	20.7%	3,330	4,019	20.7%	7.6	8.2	0.5
Pontiac	81	26	-67.9%	177	79	-55.4%	177	79	-55.4%	0.4	0.2	-0.2
Porsche	56	44	-21.4%	117	121	3.4%	117	121	3.4%	0.3	0.2	0.0
Saab	12	1	-91.7%	29	4	-86.2%	29	4	-86.2%	0.1	0.0	-0.1
Saturn	78	18	-76.9%	166	52	-68.7%	166	52	-68.7%	0.4	0.1	-0.3
Subaru	920	916	-0.4%	2,099	2,806	33.7%	2,099	2,806	33.7%	4.8	5.7	0.9
Suzuki	73	29	-60.3%	159	83	-47.8%	159	83	-47.8%	0.4	0.2	-0.2
Toyota/Scion	1,971	1,599	-18.9%	4,199	4,724	12.5%	4,199	4,724	12.5%	9.6	9.6	0.0
Volkswagen	564	451	-20.0%	1,230	1,327	7.9%	1,230	1,327	7.9%	2.8	2.7	-0.1
Volvo	117	87	-25.6%	281	252	-10.3%	281	252	-10.3%	0.6	0.5	-0.1
Other	47	56	19.1%	98	141	43.9%	98	141	43.9%	0.2	0.3	0.1

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



Data Source: AutoCount data from Experian Automotive.

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



Data Source: AutoCount data from Experian Automotive.

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