

Colorado Auto Outlook™

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Comprehensive information on the Colorado automotive market

Colorado Automobile Dealers Association

Quick Facts

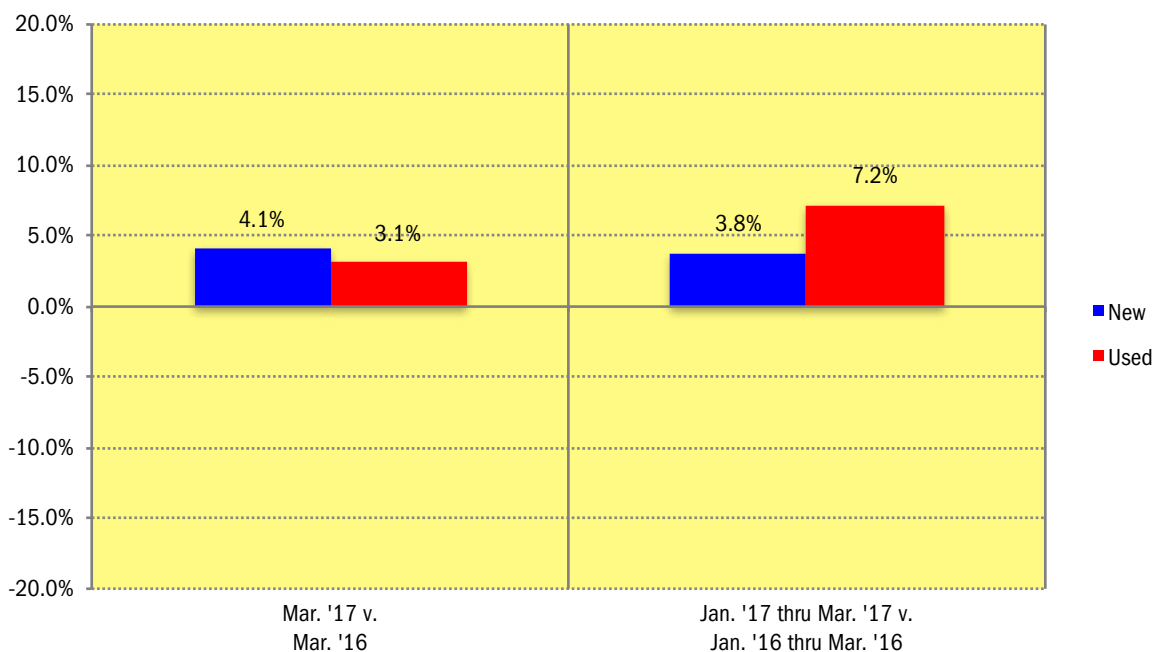
New retail car and light truck registrations in the state increased 4.1% in March 2017 versus a year earlier. Note: monthly recording of registrations occurs when the data is processed by the DMV. This can impact the measurement of registrations in individual months. Year-to-date figures are more reflective of market results.

New registrations in the state increased 3.8% during the first three months of this year versus the same period a year earlier. Passenger cars declined 6.8% while Light Trucks were up 8.3%

Used vehicle registrations were up 7.2% so far this year. (Only includes vehicles seven years old or newer.)

Jaguar, VW, Porsche, Audi, Infiniti, Subaru, Chrysler, Toyota, and Mercedes 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)

	Year-to-date thru March					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2016	YTD 2017	Percent Change	YTD 2016	YTD 2017	Percent Change
Total	50,206	52,092	3.8%	49,284	52,842	7.2%
Cars	15,091	14,069	-6.8%	20,506	19,965	-2.6%
Light Trucks	35,115	38,023	8.3%	28,778	32,877	14.2%
Detroit Three Brands	19,369	19,174	-1.0%	23,194	24,916	7.4%
European Brands	5,253	5,619	7.0%	5,353	5,556	3.8%
Japanese Brands	22,879	24,608	7.6%	17,062	18,634	9.2%
Korean Brands	2,705	2,691	-0.5%	3,675	3,736	1.7%

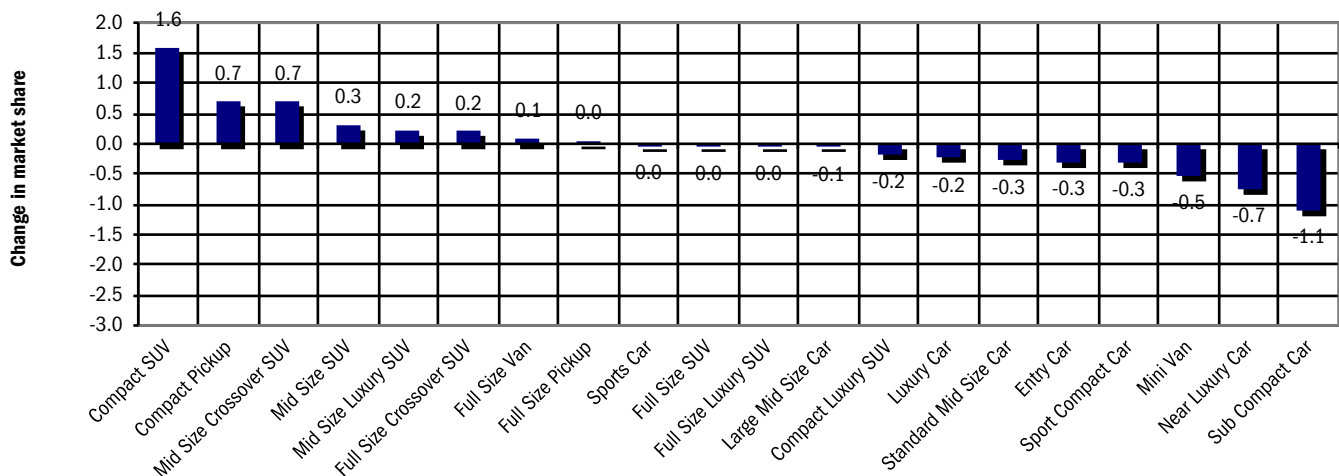
Data Information

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												
	March			Three Month Period Jan. '17 thru Mar. '17			Year-to-date thru March			Year-to-date Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2016	2017	% chg.	Yr. Ago	Current	% chg.	2016	2017	% chg.	2016	2017	Chg.
TOTAL	14,786	15,387	4.1%	50,206	52,092	3.8%	50,206	52,092	3.8%			
Acura	150	121	-19.3%	508	402	-20.9%	508	402	-20.9%	1.0	0.8	-0.2
Audi	243	276	13.6%	875	1,018	16.3%	875	1,018	16.3%	1.7	2.0	0.2
BMW	362	271	-25.1%	1,259	898	-28.7%	1,259	898	-28.7%	2.5	1.7	-0.8
Buick	135	110	-18.5%	482	404	-16.2%	482	404	-16.2%	1.0	0.8	-0.2
Cadillac	93	60	-35.5%	330	304	-7.9%	330	304	-7.9%	0.7	0.6	-0.1
Chevrolet	1,150	1,070	-7.0%	3,661	3,646	-0.4%	3,661	3,646	-0.4%	7.3	7.0	-0.3
Chrysler	91	95	4.4%	247	275	11.3%	247	275	11.3%	0.5	0.5	0.0
Dodge	302	261	-13.6%	1,002	759	-24.3%	1,002	759	-24.3%	2.0	1.5	-0.5
Fiat	19	13	-31.6%	69	54	-21.7%	69	54	-21.7%	0.1	0.1	0.0
Ford	1,816	1,822	0.3%	5,838	5,946	1.8%	5,838	5,946	1.8%	11.6	11.4	-0.2
GMC	472	515	9.1%	1,735	1,677	-3.3%	1,735	1,677	-3.3%	3.5	3.2	-0.2
Honda	1,012	1,106	9.3%	3,470	3,761	8.4%	3,470	3,761	8.4%	6.9	7.2	0.3
Hyundai	426	371	-12.9%	1,550	1,544	-0.4%	1,550	1,544	-0.4%	3.1	3.0	-0.1
Infiniti	78	105	34.6%	347	394	13.5%	347	394	13.5%	0.7	0.8	0.1
Jaguar	6	39	550.0%	18	136	655.6%	18	136	655.6%	0.0	0.3	0.2
Jeep	1,064	1,107	4.0%	3,678	3,616	-1.7%	3,678	3,616	-1.7%	7.3	6.9	-0.4
Kia	332	329	-0.9%	1,155	1,147	-0.7%	1,155	1,147	-0.7%	2.3	2.2	-0.1
Land Rover	66	75	13.6%	304	256	-15.8%	304	256	-15.8%	0.6	0.5	-0.1
Lexus	302	251	-16.9%	1,104	1,055	-4.4%	1,104	1,055	-4.4%	2.2	2.0	-0.2
Lincoln	61	79	29.5%	242	262	8.3%	242	262	8.3%	0.5	0.5	0.0
Maserati	1	7	600.0%	14	34	142.9%	14	34	142.9%	0.0	0.1	0.0
Mazda	282	381	35.1%	1,045	1,124	7.6%	1,045	1,124	7.6%	2.1	2.2	0.1
Mercedes	213	226	6.1%	775	856	10.5%	775	856	10.5%	1.5	1.6	0.1
MINI	58	40	-31.0%	214	185	-13.6%	214	185	-13.6%	0.4	0.4	-0.1
Mitsubishi	83	65	-21.7%	246	229	-6.9%	246	229	-6.9%	0.5	0.4	-0.1
Nissan	906	911	0.6%	2,988	3,031	1.4%	2,988	3,031	1.4%	6.0	5.8	-0.1
Porsche	45	61	35.6%	171	201	17.5%	171	201	17.5%	0.3	0.4	0.0
Ram	608	559	-8.1%	2,016	2,034	0.9%	2,016	2,034	0.9%	4.0	3.9	-0.1
smart	6	5	-16.7%	15	12	-20.0%	15	12	-20.0%	0.0	0.0	0.0
Subaru	1,853	2,289	23.5%	6,244	6,959	11.5%	6,244	6,959	11.5%	12.4	13.4	0.9
Tesla	27	53	96.3%	137	251	83.2%	137	251	83.2%	0.3	0.5	0.2
Toyota/Scion	2,046	2,174	6.3%	6,927	7,652	10.5%	6,927	7,652	10.5%	13.8	14.7	0.9
Volkswagen	386	447	15.8%	1,171	1,654	41.2%	1,171	1,654	41.2%	2.3	3.2	0.8
Volvo	87	87	0.0%	356	298	-16.3%	356	298	-16.3%	0.7	0.6	-0.1
Other	5	6	20.0%	13	18	38.5%	13	18	38.5%	0.0	0.0	0.0

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

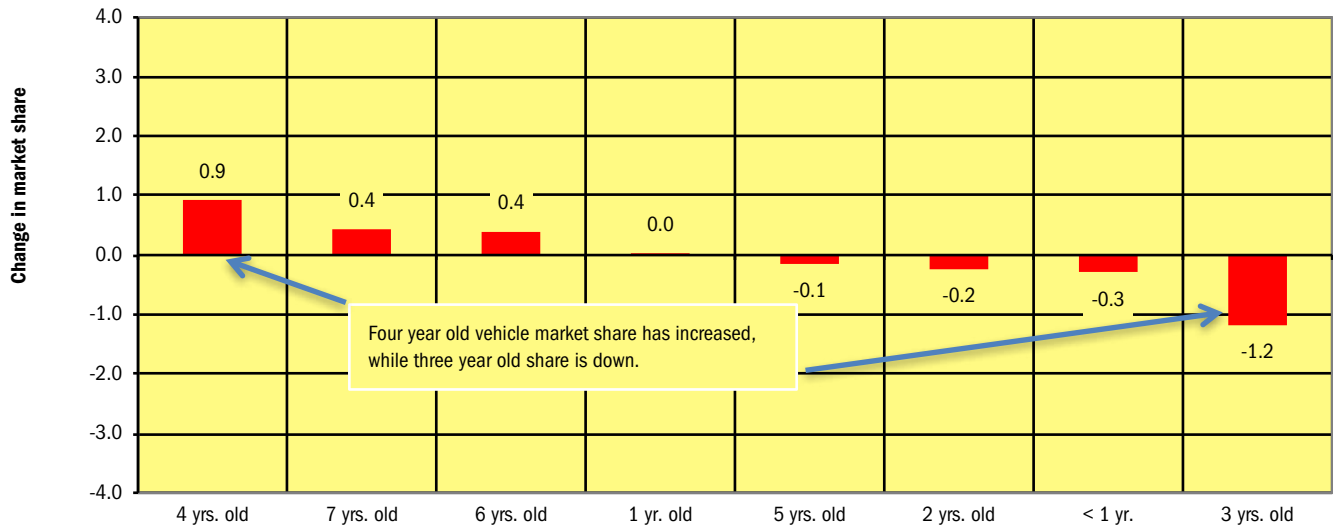


Data Source: AutoCount data from Experian.

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

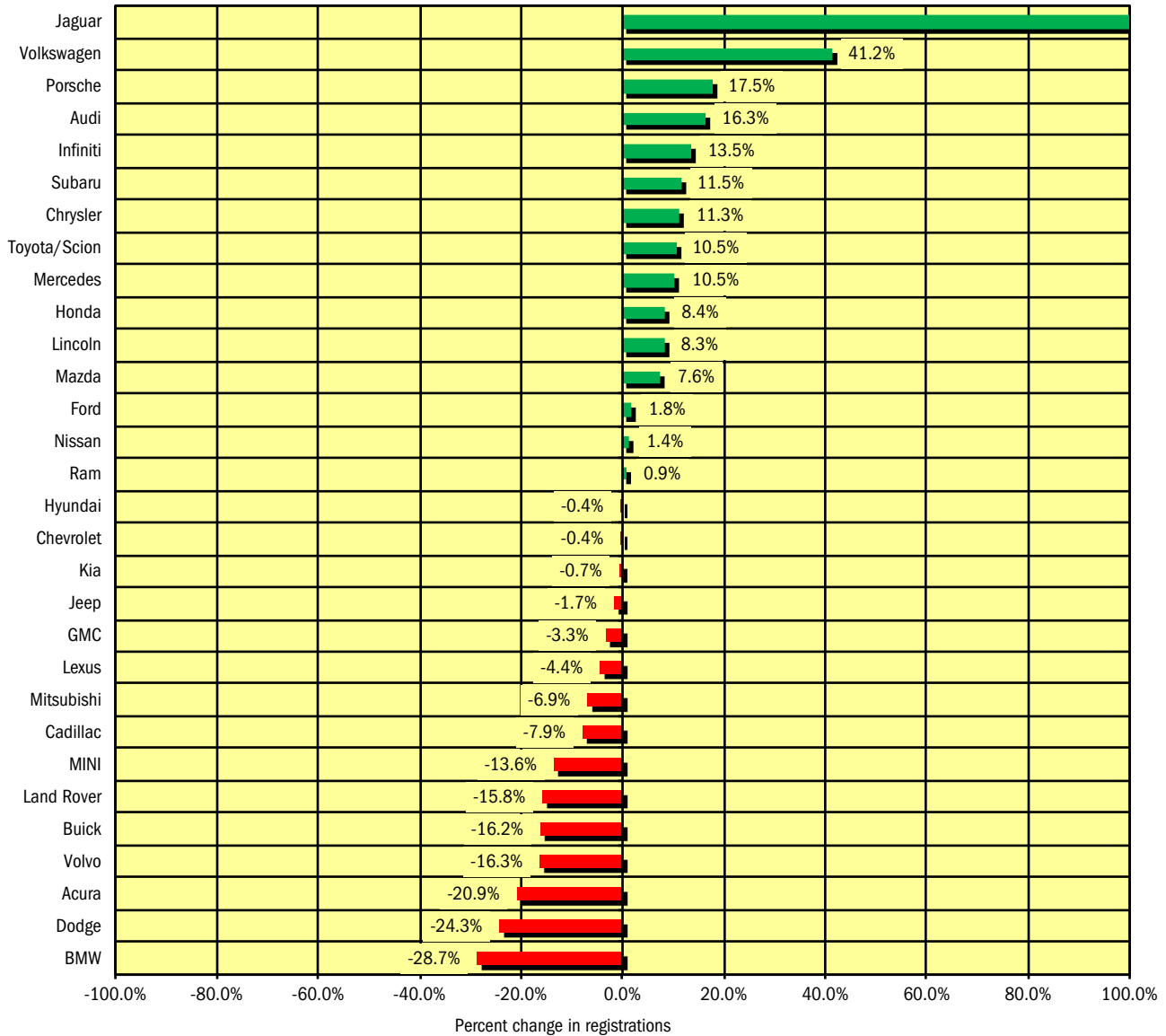
Colorado Used Retail Car and Light Truck Registrations												
	March			Three Month Period Jan. '17 thru Mar. '17			Year-to-date thru March			YTD Market Share (%)		
	2016	2017	% chg.	Yr. Ago	Current	% chg.	2016	2017	% chg.	2016	2017	Chg.
	TOTAL	17,180	17,714	3.1%	49,284	52,842	7.2%	49,284	52,842	7.2%		
Acura	172	258	50.0%	571	687	20.3%	571	687	20.3%	1.2	1.3	0.1
Audi	276	310	12.3%	847	948	11.9%	847	948	11.9%	1.7	1.8	0.1
BMW	410	493	20.2%	1,139	1,440	26.4%	1,139	1,440	26.4%	2.3	2.7	0.4
Buick	189	188	-0.5%	562	575	2.3%	562	575	2.3%	1.1	1.1	-0.1
Cadillac	200	259	29.5%	537	767	42.8%	537	767	42.8%	1.1	1.5	0.4
Chevrolet	1,919	1,780	-7.2%	5,286	5,335	0.9%	5,286	5,335	0.9%	10.7	10.1	-0.6
Chrysler	359	276	-23.1%	903	824	-8.7%	903	824	-8.7%	1.8	1.6	-0.3
Dodge (incl. Ram)	1,415	1,309	-7.5%	3,799	3,891	2.4%	3,799	3,891	2.4%	7.7	7.4	-0.3
Ford	2,384	2,468	3.5%	6,934	7,519	8.4%	6,934	7,519	8.4%	14.1	14.2	0.2
GMC	559	584	4.5%	1,599	1,835	14.8%	1,599	1,835	14.8%	3.2	3.5	0.2
Honda	773	795	2.8%	2,431	2,370	-2.5%	2,431	2,370	-2.5%	4.9	4.5	-0.4
Hummer	2	1	-50.0%	6	3	-50.0%	6	3	-50.0%	0.0	0.0	0.0
Hyundai	746	694	-7.0%	2,054	2,103	2.4%	2,054	2,103	2.4%	4.2	4.0	-0.2
Infiniti	184	181	-1.6%	513	585	14.0%	513	585	14.0%	1.0	1.1	0.1
Jaguar	9	14	55.6%	28	34	21.4%	28	34	21.4%	0.1	0.1	0.0
Jeep	1,131	1,228	8.6%	3,104	3,856	24.2%	3,104	3,856	24.2%	6.3	7.3	1.0
Kia	573	587	2.4%	1,621	1,633	0.7%	1,621	1,633	0.7%	3.3	3.1	-0.2
Land Rover	116	118	1.7%	326	333	2.1%	326	333	2.1%	0.7	0.6	0.0
Lexus	305	303	-0.7%	875	913	4.3%	875	913	4.3%	1.8	1.7	0.0
Lincoln	93	93	0.0%	297	262	-11.8%	297	262	-11.8%	0.6	0.5	-0.1
Mazda	233	258	10.7%	759	802	5.7%	759	802	5.7%	1.5	1.5	0.0
Mercedes	263	368	39.9%	866	955	10.3%	866	955	10.3%	1.8	1.8	0.1
Mercury	12	10	-16.7%	31	16	-48.4%	31	16	-48.4%	0.1	0.0	0.0
MINI	92	102	10.9%	307	281	-8.5%	307	281	-8.5%	0.6	0.5	-0.1
Mitsubishi	100	132	32.0%	281	324	15.3%	281	324	15.3%	0.6	0.6	0.0
Nissan	1,438	1,531	6.5%	4,019	4,530	12.7%	4,019	4,530	12.7%	8.2	8.6	0.4
Pontiac	26	4	-84.6%	79	14	-82.3%	79	14	-82.3%	0.2	0.0	-0.1
Porsche	44	46	4.5%	121	118	-2.5%	121	118	-2.5%	0.2	0.2	0.0
Saab	1	0	-100.0%	4	3	-25.0%	4	3	-25.0%	0.0	0.0	0.0
Saturn	18	0	-100.0%	52	1	-98.1%	52	1	-98.1%	0.1	0.0	-0.1
Subaru	916	1,001	9.3%	2,806	3,014	7.4%	2,806	3,014	7.4%	5.7	5.7	0.0
Suzuki	29	12	-58.6%	83	47	-43.4%	83	47	-43.4%	0.2	0.1	-0.1
Toyota/Scion	1,599	1,787	11.8%	4,724	5,362	13.5%	4,724	5,362	13.5%	9.6	10.1	0.6
Volkswagen	451	377	-16.4%	1,327	1,035	-22.0%	1,327	1,035	-22.0%	2.7	2.0	-0.7
Volvo	87	84	-3.4%	252	269	6.7%	252	269	6.7%	0.5	0.5	0.0
Other	56	63	12.5%	141	158	12.1%	141	158	12.1%	0.3	0.3	0.0

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



Data Source: AutoCount data from Experian.

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



Data Source: AutoCount data from Experian.

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