

# Colorado Auto Outlook™

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Comprehensive information on the Colorado automotive market

Colorado Automobile Dealers Association

## Quick Facts

Colorado new vehicle registrations increased 12.7% in May '14 vs. 2013.

New registrations in the state during the first five months of this year increased 7.1% compared to a year earlier.

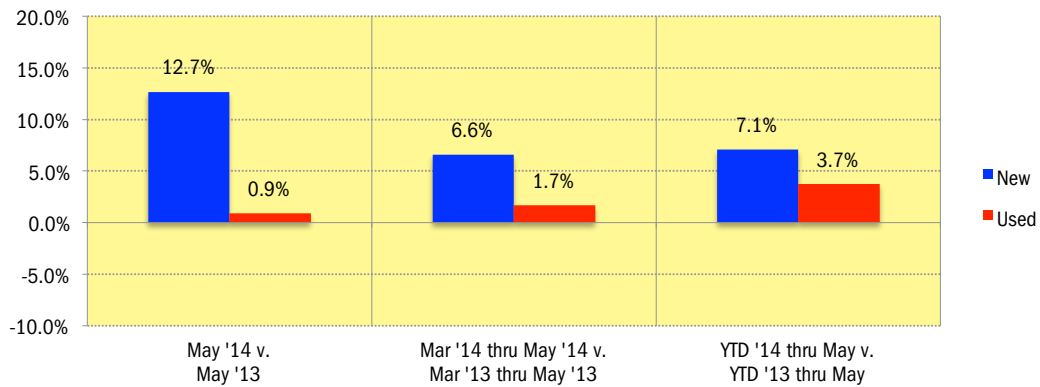
Used vehicle market was up 0.9% in May 2014 (vehicles seven years old or newer), and improved 3.7%, year-to-date.

Three year old vehicle market share increased 3.1 share points.

Jeep, Lexus, Ram, 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		
	Mar '13 thru May '13	Mar '14 thru May '14	Percent Change	Mar '13 thru May '13	Mar '14 thru May '14	Percent Change
Total	41,792	44,554	6.6%	44,490	45,234	1.7%
Cars	17,224	17,645	2.4%	20,445	20,580	0.7%
Light Trucks	24,568	26,909	9.5%	24,045	24,654	2.5%
Detroit Three Brands	15,954	17,158	7.5%	21,758	21,510	-1.1%
European Brands	4,360	4,531	3.9%	4,553	4,732	3.9%
Japanese Brands	18,568	19,842	6.9%	15,529	15,933	2.6%
Korean Brands	2,910	3,023	3.9%	2,650	3,059	15.4%
	YTD thru May					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2013	YTD 2014	Percent Change	YTD 2013	YTD 2014	Percent Change
Total	67,217	71,994	7.1%	67,134	69,650	3.7%
Cars	27,311	27,669	1.3%	30,533	31,151	2.0%
Light Trucks	39,906	44,325	11.1%	36,601	38,499	5.2%
Detroit Three Brands	25,726	27,684	7.6%	32,495	32,770	0.8%
European Brands	7,398	7,462	0.9%	6,995	7,281	4.1%
Japanese Brands	29,676	32,273	8.8%	23,700	24,927	5.2%
Korean Brands	4,417	4,575	3.6%	3,944	4,672	18.5%

## Data Information

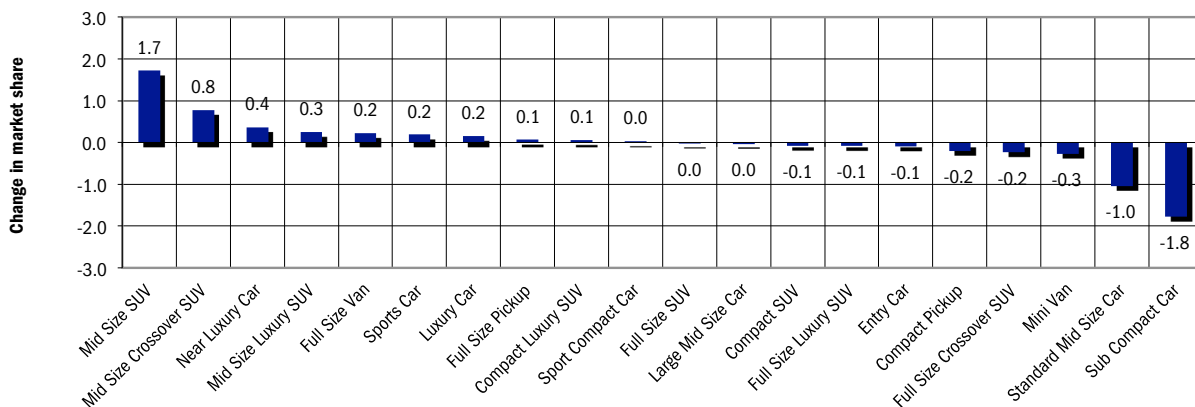
All data represents new and used vehicle retail registrations in Colorado and excludes fleet and wholesale transactions. Used vehicle data only includes vehicles seven years old or newer and excludes private party transactions. Please keep in mind that monthly registration figures can occasionally be 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 Automotive.

**New Vehicle Market Brand Registrations**

Colorado New Retail Car and Light Truck Registrations												
	May			Three Month Period Mar '14 thru May '14			YTD thru May			YTD Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2013	2014	% chg.	Yr. Ago	Current	% chg.	2013	2014	% chg.	2013	2014	Chg.
TOTAL	12,966	14,610	12.7%	41,792	44,554	6.6%	67,217	71,994	7.1%			
Acura	166	186	12.0%	507	570	12.4%	791	948	19.8%	1.2	1.3	0.1
Audi	196	240	22.4%	674	713	5.8%	1,036	1,209	16.7%	1.5	1.7	0.1
BMW	200	338	69.0%	773	943	22.0%	1,455	1,563	7.4%	2.2	2.2	0.0
Buick	99	132	33.3%	365	375	2.7%	577	600	4.0%	0.9	0.8	0.0
Cadillac	96	93	-3.1%	322	309	-4.0%	543	531	-2.2%	0.8	0.7	-0.1
Chevrolet	1,024	1,092	6.6%	3,168	3,457	9.1%	4,949	5,412	9.4%	7.4	7.5	0.2
Chrysler	111	84	-24.3%	314	303	-3.5%	502	442	-12.0%	0.7	0.6	-0.1
Dodge	431	401	-7.0%	1,314	1,259	-4.2%	2,005	1,875	-6.5%	3.0	2.6	-0.4
Fiat	32	47	46.9%	125	103	-17.6%	182	149	-18.1%	0.3	0.2	-0.1
Ford	1,631	1,719	5.4%	5,416	5,211	-3.8%	8,756	8,556	-2.3%	13.0	11.9	-1.1
GMC	379	444	17.2%	1,128	1,249	10.7%	1,889	2,080	10.1%	2.8	2.9	0.1
Honda	1,106	1,154	4.3%	3,622	3,298	-8.9%	5,671	5,376	-5.2%	8.4	7.5	-1.0
Hyundai	460	501	8.9%	1,534	1,411	-8.0%	2,279	2,221	-2.5%	3.4	3.1	-0.3
Infiniti	79	106	34.2%	245	292	19.2%	422	500	18.5%	0.6	0.7	0.1
Jaguar	4	7	75.0%	11	28	154.5%	15	45	200.0%	0.0	0.1	0.0
Jeep	760	937	23.3%	2,350	3,050	29.8%	3,927	5,031	28.1%	5.8	7.0	1.1
Kia	431	589	36.7%	1,376	1,612	17.2%	2,138	2,354	10.1%	3.2	3.3	0.1
Land Rover	38	85	123.7%	211	244	15.6%	343	377	9.9%	0.5	0.5	0.0
Lexus	236	281	19.1%	745	860	15.4%	1,223	1,533	25.3%	1.8	2.1	0.3
Lincoln	54	54	0.0%	153	151	-1.3%	255	234	-8.2%	0.4	0.3	-0.1
Mazda	264	301	14.0%	804	912	13.4%	1,185	1,418	19.7%	1.8	2.0	0.2
Mercedes	166	233	40.4%	514	661	28.6%	987	1,158	17.3%	1.5	1.6	0.1
MINI	106	87	-17.9%	253	205	-19.0%	398	324	-18.6%	0.6	0.5	-0.1
Mitsubishi	52	56	7.7%	167	185	10.8%	265	298	12.5%	0.4	0.4	0.0
Nissan	834	930	11.5%	2,666	3,043	14.1%	4,333	4,843	11.8%	6.4	6.7	0.3
Porsche	27	41	51.9%	104	103	-1.0%	155	165	6.5%	0.2	0.2	0.0
Ram	428	549	28.3%	1,424	1,751	23.0%	2,323	2,852	22.8%	3.5	4.0	0.5
smart	11	14	27.3%	51	29	-43.1%	74	47	-36.5%	0.1	0.1	0.0
Subaru	1,238	1,551	25.3%	4,237	5,159	21.8%	6,746	8,168	21.1%	10.0	11.3	1.3
Tesla	0	23		0	43		0	71		0.0	0.1	0.1
Toyota/Scion	1,762	1,836	4.2%	5,453	5,522	1.3%	8,807	9,188	4.3%	13.1	12.8	-0.3
Volkswagen	468	438	-6.4%	1,416	1,301	-8.1%	2,382	2,082	-12.6%	3.5	2.9	-0.7
Volvo	65	50	-23.1%	214	166	-22.4%	346	294	-15.0%	0.5	0.4	-0.1
Other	12	11	-8.3%	136	36	-73.5%	258	50	-80.6%	0.4	0.1	-0.3

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

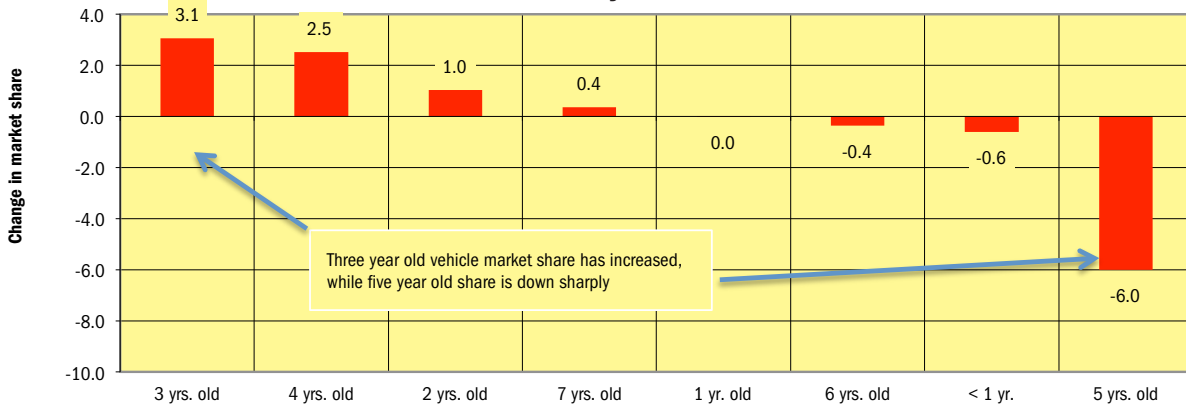


Data Source: AutoCount data from Experian Automotive.

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

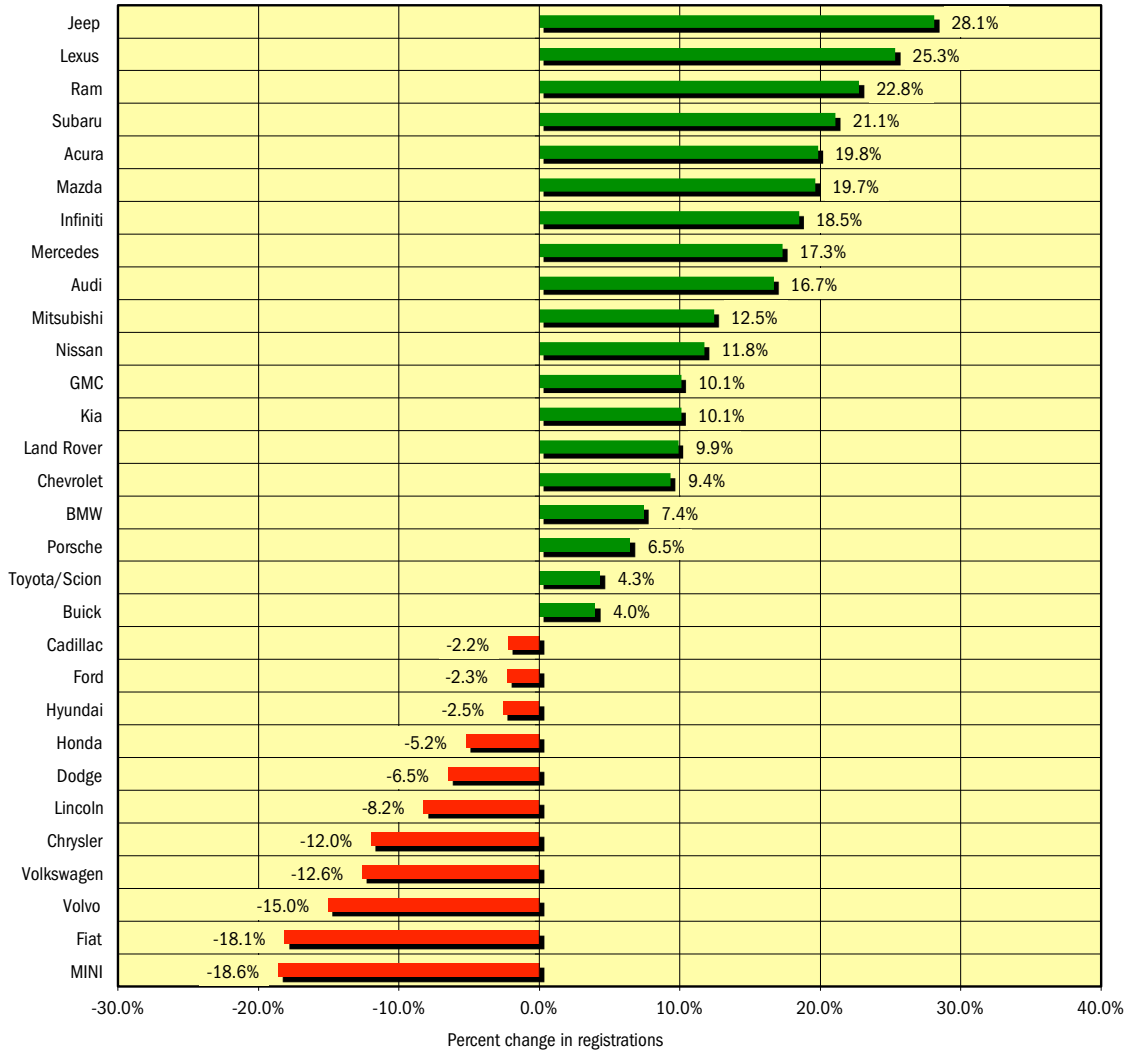
Colorado Used Retail Car and Light Truck Registrations												
	May			Three Month Period Mar '14 thru May '14			YTD thru May			YTD Market Share (%)		
	2013	2014	% chg.	Yr. Ago	Current	% chg.	2013	2014	% chg.	2013	2014	Chg.
TOTAL	13,473	13,595	0.9%	44,490	45,234	1.7%	67,134	69,650	3.7%			
Acura	178	228	28.1%	535	677	26.5%	865	1,037	19.9%	1.3	1.5	0.2
Audi	192	197	2.6%	653	700	7.2%	994	1,116	12.3%	1.5	1.6	0.1
BMW	303	344	13.5%	992	1,142	15.1%	1,530	1,733	13.3%	2.3	2.5	0.2
Buick	109	130	19.3%	371	423	14.0%	562	640	13.9%	0.8	0.9	0.1
Cadillac	173	207	19.7%	553	657	18.8%	822	966	17.5%	1.2	1.4	0.2
Chevrolet	1,556	1,516	-2.6%	5,373	5,214	-3.0%	7,968	8,003	0.4%	11.9	11.5	-0.4
Chrysler	330	282	-14.5%	1,107	952	-14.0%	1,589	1,432	-9.9%	2.4	2.1	-0.3
Dodge (incl. Ram)	1,080	1,038	-3.9%	3,475	3,599	3.6%	5,194	5,386	3.7%	7.7	7.7	0.0
Ford	1,741	1,758	1.0%	5,633	5,761	2.3%	8,374	8,835	5.5%	12.5	12.7	0.2
GMC	404	437	8.2%	1,208	1,385	14.7%	1,876	2,136	13.9%	2.8	3.1	0.3
Honda	718	782	8.9%	2,296	2,503	9.0%	3,542	3,892	9.9%	5.3	5.6	0.3
Hummer	47	21	-55.3%	150	75	-50.0%	231	111	-51.9%	0.3	0.2	-0.2
Hyundai	409	486	18.8%	1,403	1,633	16.4%	2,125	2,482	16.8%	3.2	3.6	0.4
Infiniti	106	164	54.7%	405	503	24.2%	624	742	18.9%	0.9	1.1	0.1
Jaguar	9	7	-22.2%	24	21	-12.5%	31	33	6.5%	0.0	0.0	0.0
Jeep	739	669	-9.5%	2,537	2,365	-6.8%	3,872	3,654	-5.6%	5.8	5.2	-0.5
Kia	382	429	12.3%	1,247	1,426	14.4%	1,819	2,190	20.4%	2.7	3.1	0.4
Land Rover	53	53	0.0%	257	205	-20.2%	387	345	-10.9%	0.6	0.5	-0.1
Lexus	276	234	-15.2%	886	795	-10.3%	1,328	1,276	-3.9%	2.0	1.8	-0.1
Lincoln	94	98	4.3%	296	290	-2.0%	458	435	-5.0%	0.7	0.6	-0.1
Mazda	283	264	-6.7%	995	959	-3.6%	1,513	1,460	-3.5%	2.3	2.1	-0.2
Mercedes	182	222	22.0%	644	764	18.6%	1,029	1,179	14.6%	1.5	1.7	0.2
Mercury	37	37	0.0%	145	130	-10.3%	208	196	-5.8%	0.3	0.3	0.0
MINI	78	82	5.1%	244	240	-1.6%	349	350	0.3%	0.5	0.5	0.0
Mitsubishi	137	94	-31.4%	443	337	-23.9%	681	490	-28.0%	1.0	0.7	-0.3
Nissan	1,028	1,043	1.5%	3,322	3,293	-0.9%	4,997	5,030	0.7%	7.4	7.2	-0.2
Pontiac	157	100	-36.3%	542	344	-36.5%	809	518	-36.0%	1.2	0.7	-0.5
Porsche	25	36	44.0%	114	98	-14.0%	181	157	-13.3%	0.3	0.2	0.0
Saab	27	15	-44.4%	102	41	-59.8%	138	61	-55.8%	0.2	0.1	-0.1
Saturn	117	86	-26.5%	368	315	-14.4%	532	458	-13.9%	0.8	0.7	-0.1
Subaru	525	595	13.3%	1,699	2,089	23.0%	2,662	3,309	24.3%	4.0	4.8	0.8
Suzuki	89	60	-32.6%	329	231	-29.8%	465	357	-23.2%	0.7	0.5	-0.2
Toyota/Scion	1,412	1,395	-1.2%	4,606	4,542	-1.4%	7,007	7,326	4.6%	10.4	10.5	0.1
Volkswagen	351	372	6.0%	1,166	1,162	-0.3%	1,770	1,741	-1.6%	2.6	2.5	-0.1
Volvo	99	83	-16.2%	299	289	-3.3%	502	455	-9.4%	0.7	0.7	-0.1
Other	27	31	14.8%	71	74	4.2%	100	119	19.0%	0.1	0.2	0.0

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



Data Source: AutoCount data from Experian Automotive.

**New Vehicle Market Percent Change in Brand Registrations  
YTD 2014 thru May 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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