

# 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 5.2% in May 2015 versus a year earlier.

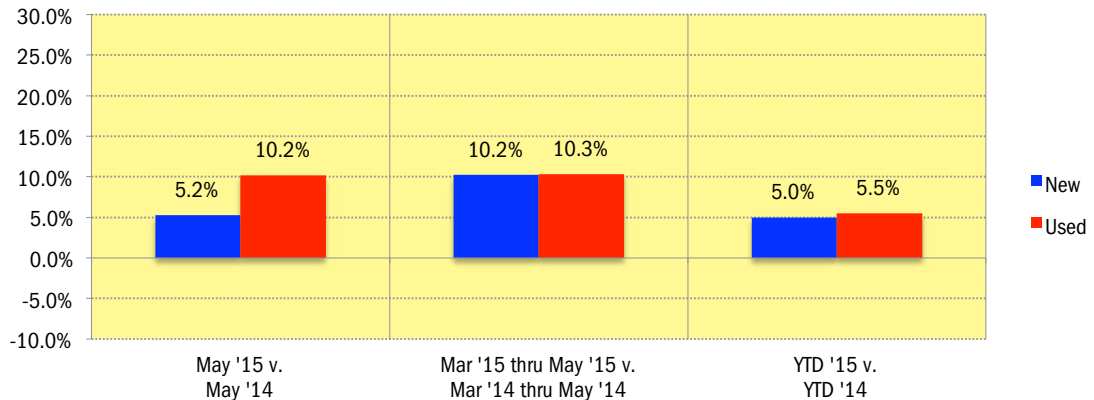
New registrations in the state were up 5% during the first five months of 2015 compared to a year earlier.

Used vehicle market was up 10.2% in May 2015 (vehicles seven years old or newer), and improved 5.5% for the first five months of this year.

Chrysler, Porsche, Lincoln, Buick, GMC, and Mazda new vehicle registrations increased by more than 17% 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 '14 thru May '14	Mar '15 thru May '15	Percent Change	Mar '14 thru May '14	Mar '15 thru May '15	Percent Change
Total	44,554	49,111	10.2%	45,235	49,892	10.3%
Cars	17,645	17,505	-0.8%	20,580	22,441	9.0%
Light Trucks	26,909	31,606	17.5%	24,655	27,451	11.3%
Detroit Three Brands	17,158	19,207	11.9%	21,511	23,928	11.2%
European Brands	4,531	4,933	8.9%	4,732	5,491	16.0%
Japanese Brands	19,842	22,046	11.1%	15,933	16,981	6.6%
Korean Brands	3,023	2,925	-3.2%	3,059	3,492	14.2%
	YTD thru May					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2014	YTD 2015	Percent Change	YTD 2014	YTD 2015	Percent Change
Total	71,994	75,569	5.0%	69,651	73,489	5.5%
Cars	27,669	26,790	-3.2%	31,151	32,367	3.9%
Light Trucks	44,325	48,779	10.0%	38,500	41,122	6.8%
Detroit Three Brands	27,684	29,616	7.0%	32,771	35,281	7.7%
European Brands	7,462	7,825	4.9%	7,281	8,125	11.6%
Japanese Brands	32,273	33,773	4.6%	24,927	25,041	0.5%
Korean Brands	4,575	4,355	-4.8%	4,672	5,042	7.9%

## Data Information

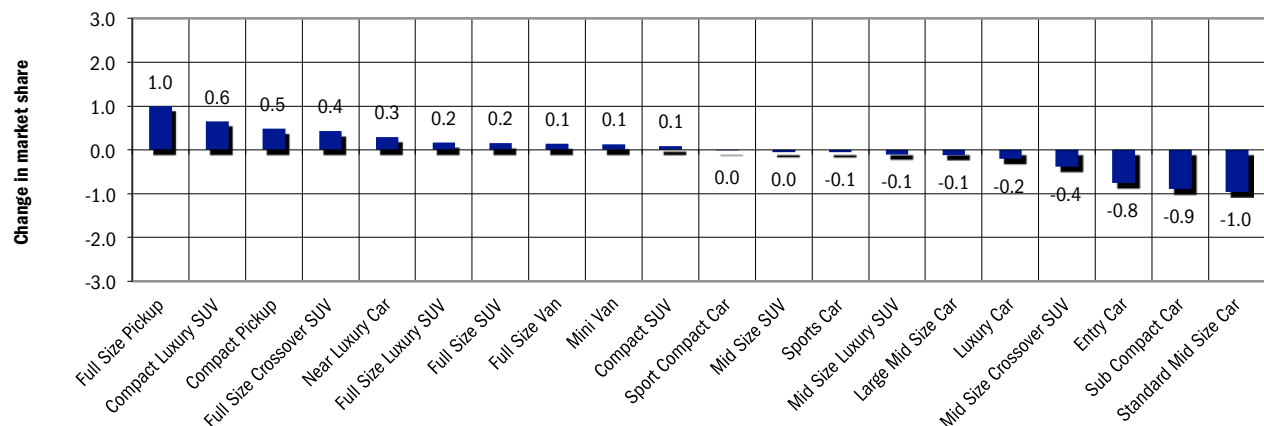
All data represents new and used vehicle retail registrations in Colorado and excludes fleet and wholesale transactions. Used vehicle data only includes vehicles seven years old or newer and excludes private party transactions. Please keep in mind that monthly registration figures can occasionally be 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 '15 thru May '15			YTD thru May			YTD Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2014	2015	% chg.	2014	2015	% chg.	2014	2015	% chg.	2014	2015	Chg.
TOTAL	14,610	15,376	5.2%	44,554	49,111	10.2%	71,994	75,569	5.0%			
Acura	186	158	-15.1%	570	527	-7.5%	948	829	-12.6%	1.3	1.1	-0.2
Audi	240	326	35.8%	713	923	29.5%	1,209	1,366	13.0%	1.7	1.8	0.1
BMW	338	293	-13.3%	943	967	2.5%	1,563	1,780	13.9%	2.2	2.4	0.2
Buick	132	139	5.3%	375	448	19.5%	600	716	19.3%	0.8	0.9	0.1
Cadillac	93	93	0.0%	309	306	-1.0%	531	462	-13.0%	0.7	0.6	-0.1
Chevrolet	1,092	1,165	6.7%	3,457	3,677	6.4%	5,412	5,618	3.8%	7.5	7.4	-0.1
Chrysler	84	161	91.7%	303	538	77.6%	442	818	85.1%	0.6	1.1	0.5
Dodge	401	373	-7.0%	1,259	1,145	-9.1%	1,875	1,728	-7.8%	2.6	2.3	-0.3
Fiat	47	25	-46.8%	103	56	-45.6%	149	71	-52.3%	0.2	0.1	-0.1
Ford	1,719	1,805	5.0%	5,211	5,878	12.8%	8,556	8,987	5.0%	11.9	11.9	0.0
GMC	444	524	18.0%	1,249	1,523	21.9%	2,080	2,467	18.6%	2.9	3.3	0.4
Honda	1,154	1,052	-8.8%	3,298	3,376	2.4%	5,376	5,320	-1.0%	7.5	7.0	-0.4
Hyundai	501	549	9.6%	1,411	1,544	9.4%	2,221	2,231	0.5%	3.1	3.0	-0.1
Infiniti	106	94	-11.3%	292	341	16.8%	500	566	13.2%	0.7	0.7	0.1
Jaguar	7	13	85.7%	28	26	-7.1%	45	39	-13.3%	0.1	0.1	0.0
Jeep	937	1,068	14.0%	3,050	3,374	10.6%	5,031	5,182	3.0%	7.0	6.9	-0.1
Kia	589	425	-27.8%	1,612	1,381	-14.3%	2,354	2,124	-9.8%	3.3	2.8	-0.5
Land Rover	85	64	-24.7%	244	256	4.9%	377	385	2.1%	0.5	0.5	0.0
Lexus	281	319	13.5%	860	1,017	18.3%	1,533	1,649	7.6%	2.1	2.2	0.1
Lincoln	54	69	27.8%	151	226	49.7%	234	361	54.3%	0.3	0.5	0.2
Mazda	301	358	18.9%	912	1,113	22.0%	1,418	1,661	17.1%	2.0	2.2	0.2
Mercedes	233	198	-15.0%	661	736	11.3%	1,158	1,217	5.1%	1.6	1.6	0.0
MINI	87	55	-36.8%	205	199	-2.9%	324	323	-0.3%	0.5	0.4	0.0
Mitsubishi	56	54	-3.6%	185	172	-7.0%	298	258	-13.4%	0.4	0.3	-0.1
Nissan	930	1,034	11.2%	3,043	3,354	10.2%	4,843	4,884	0.8%	6.7	6.5	-0.3
Porsche	41	70	70.7%	103	189	83.5%	165	286	73.3%	0.2	0.4	0.1
Ram	549	627	14.2%	1,751	1,958	11.8%	2,852	3,098	8.6%	4.0	4.1	0.1
smart	14	5	-64.3%	29	18	-37.9%	47	26	-44.7%	0.1	0.0	0.0
Subaru	1,551	1,837	18.4%	5,159	5,830	13.0%	8,168	9,068	11.0%	11.3	12.0	0.7
Tesla	23	59	156.5%	43	134	211.6%	71	179	152.1%	0.1	0.2	0.1
Toyota/Scion	1,836	1,906	3.8%	5,522	6,316	14.4%	9,188	9,538	3.8%	12.8	12.6	-0.1
Volkswagen	438	407	-7.1%	1,301	1,342	3.2%	2,082	1,996	-4.1%	2.9	2.6	-0.3
Volvo	50	47	-6.0%	166	196	18.1%	294	301	2.4%	0.4	0.4	0.0
Other	11	4	-63.6%	36	25	-30.6%	50	35	-30.0%	0.1	0.0	0.0

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

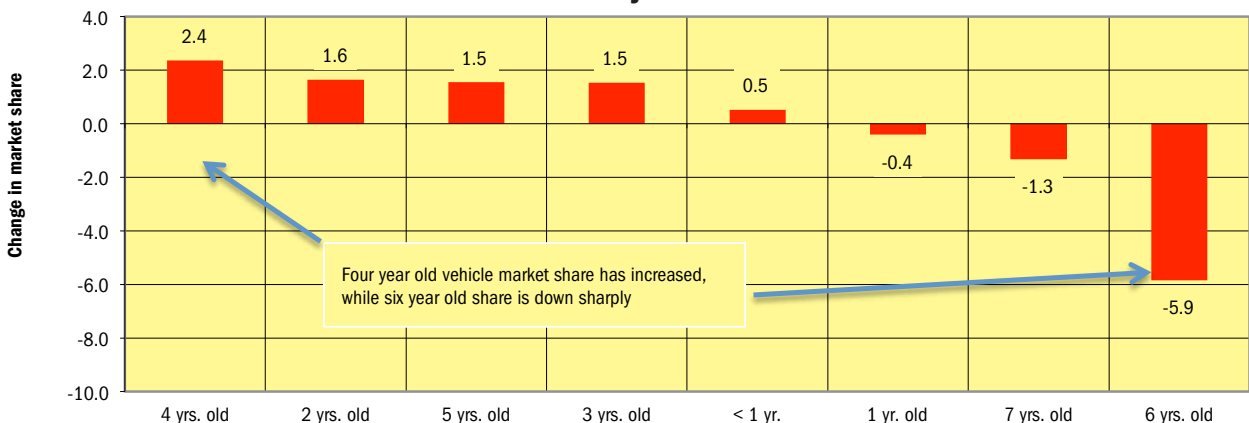


Data Source: AutoCount data from Experian Automotive.

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

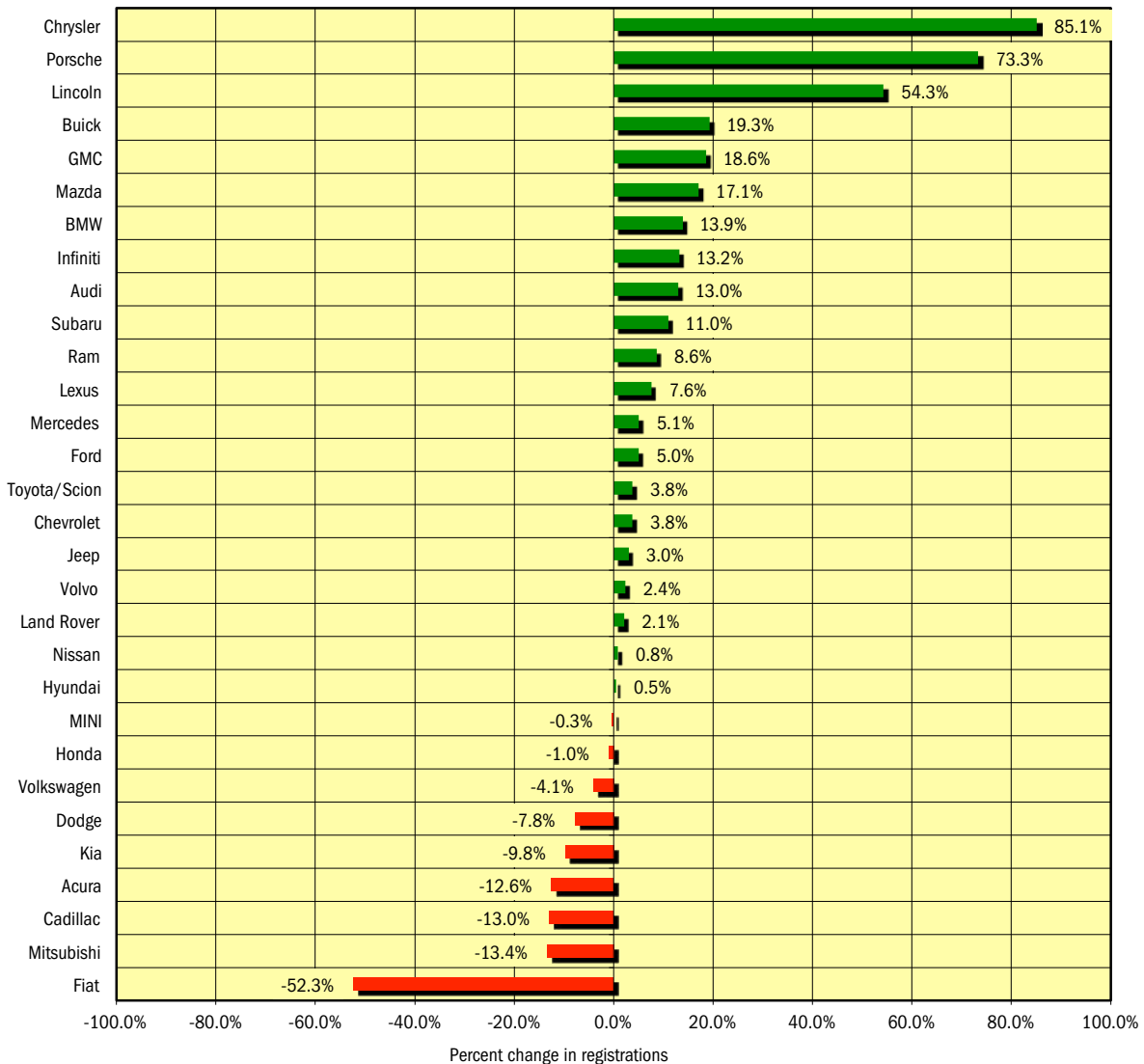
Colorado Used Retail Car and Light Truck Registrations												
	May			Three Month Period Mar '15 thru May '15			YTD thru May			YTD Market Share (%)		
	2014	2015	% chg	2014	2015	% chg	2014	2015	% chg	2014	2015	Chg.
TOTAL	13,595	14,984	10.2%	45,235	49,892	10.3%	69,651	73,489	5.5%			
Acura	228	188	-17.5%	677	633	-6.5%	1,037	975	-6.0%	1.5	1.3	-0.2
Audi	197	222	12.7%	700	844	20.6%	1,116	1,232	10.4%	1.6	1.7	0.1
BMW	344	356	3.5%	1,142	1,214	6.3%	1,733	1,778	2.6%	2.5	2.4	-0.1
Buick	130	157	20.8%	423	519	22.7%	640	766	19.7%	0.9	1.0	0.1
Cadillac	207	210	1.4%	657	663	0.9%	966	977	1.1%	1.4	1.3	-0.1
Chevrolet	1,516	1,812	19.5%	5,214	5,933	13.8%	8,003	8,798	9.9%	11.5	12.0	0.5
Chrysler	282	338	19.9%	952	1,090	14.5%	1,432	1,565	9.3%	2.1	2.1	0.1
Dodge (incl. Ram)	1,038	1,209	16.5%	3,599	3,961	10.1%	5,386	5,696	5.8%	7.7	7.8	0.0
Ford	1,758	2,133	21.3%	5,761	6,733	16.9%	8,835	9,891	12.0%	12.7	13.5	0.8
GMC	437	452	3.4%	1,385	1,527	10.3%	2,136	2,300	7.7%	3.1	3.1	0.1
Honda	782	757	-3.2%	2,503	2,558	2.2%	3,892	3,807	-2.2%	5.6	5.2	-0.4
Hummer	21	13	-38.1%	75	44	-41.3%	111	61	-45.0%	0.2	0.1	-0.1
Hyundai	486	535	10.1%	1,633	1,854	13.5%	2,482	2,736	10.2%	3.6	3.7	0.2
Infiniti	164	216	31.7%	503	648	28.8%	742	926	24.8%	1.1	1.3	0.2
Jaguar	7	10	42.9%	21	29	38.1%	33	45	36.4%	0.0	0.1	0.0
Jeep	669	748	11.8%	2,365	2,635	11.4%	3,654	4,017	9.9%	5.2	5.5	0.2
Kia	429	490	14.2%	1,426	1,638	14.9%	2,190	2,306	5.3%	3.1	3.1	0.0
Land Rover	53	88	66.0%	205	294	43.4%	345	433	25.5%	0.5	0.6	0.1
Lexus	234	264	12.8%	795	834	4.9%	1,276	1,248	-2.2%	1.8	1.7	-0.1
Lincoln	98	97	-1.0%	290	314	8.3%	435	470	8.0%	0.6	0.6	0.0
Mazda	264	268	1.5%	959	905	-5.6%	1,460	1,319	-9.7%	2.1	1.8	-0.3
Mercedes	222	231	4.1%	764	818	7.1%	1,179	1,263	7.1%	1.7	1.7	0.0
Mercury	37	22	-40.5%	130	76	-41.5%	196	122	-37.8%	0.3	0.2	-0.1
MINI	82	105	28.0%	240	322	34.2%	350	447	27.7%	0.5	0.6	0.1
Mitsubishi	94	102	8.5%	337	319	-5.3%	490	470	-4.1%	0.7	0.6	-0.1
Nissan	1,043	1,130	8.3%	3,293	3,878	17.8%	5,030	5,596	11.3%	7.2	7.6	0.4
Pontiac	100	60	-40.0%	344	215	-37.5%	518	311	-40.0%	0.7	0.4	-0.3
Porsche	36	38	5.6%	98	133	35.7%	157	194	23.6%	0.2	0.3	0.0
Saab	15	7	-53.3%	41	26	-36.6%	61	43	-29.5%	0.1	0.1	0.0
Saturn	86	63	-26.7%	315	214	-32.1%	458	302	-34.1%	0.7	0.4	-0.2
Subaru	595	691	16.1%	2,089	2,346	12.3%	3,309	3,525	6.5%	4.8	4.8	0.0
Suzuki	60	42	-30.0%	231	165	-28.6%	357	251	-29.7%	0.5	0.3	-0.2
Toyota/Scion	1,395	1,392	-0.2%	4,542	4,693	3.3%	7,326	6,921	-5.5%	10.5	9.4	-1.1
Volkswagen	372	423	13.7%	1,162	1,416	21.9%	1,741	2,082	19.6%	2.5	2.8	0.3
Volvo	83	77	-7.2%	289	275	-4.8%	455	439	-3.5%	0.7	0.6	-0.1
Other	31	38	22.6%	75	126	68.0%	120	177	47.5%	0.2	0.2	0.1

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



Data Source: AutoCount data from Experian Automotive.

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



Data Source: AutoCount data from Experian Automotive.

**Colorado Auto Outlook**

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