

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 a reported 19.4% in May 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.

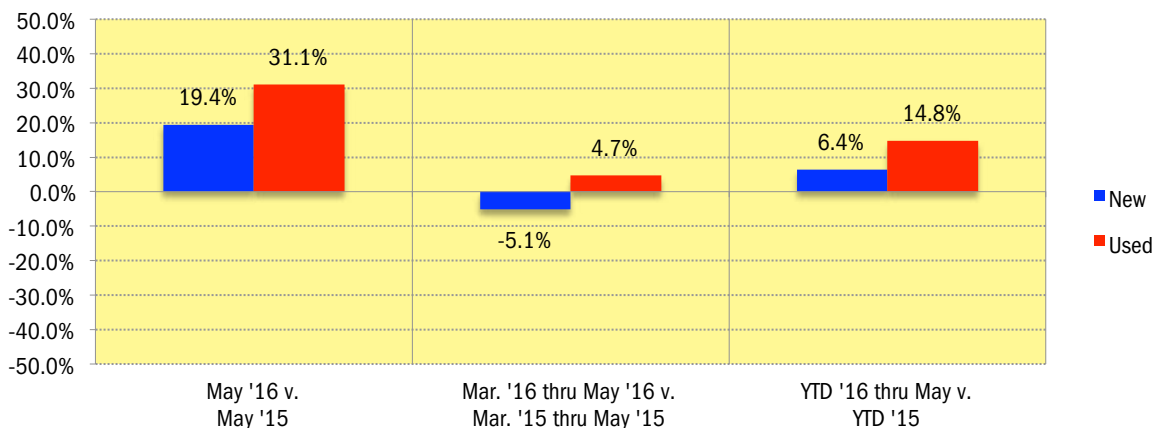
New registrations in the state were up 6.4% during the first five months of this year.

Used vehicle registrations improved 14.8% so far this year. (Only includes vehicles seven years old or newer.)

Registrations increased by more than 10% for Volvo, Mitsubishi, Fiat, Land Rover, Toyota, MINI, Hyundai, and Jeep.

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. '15 thru May '15	Mar. '16 thru May '16	Percent Change	Mar. '15 thru May '15	Mar. '16 thru May '16	Percent Change
Total	49,184	46,657	-5.1%	49,892	52,238	4.7%
Cars	17,530	14,694	-16.2%	22,441	22,310	-0.6%
Light Trucks	31,654	31,963	1.0%	27,451	29,928	9.0%
Detroit Three Brands	19,237	18,186	-5.5%	23,928	25,316	5.8%
European Brands	4,935	4,847	-1.8%	5,491	5,327	-3.0%
Japanese Brands	22,082	21,041	-4.7%	16,981	17,558	3.4%
Korean Brands	2,930	2,583	-11.8%	3,492	4,037	15.6%
	Year to date thru May					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2015	YTD 2016	Percent Change	YTD 2015	YTD 2016	Percent Change
Total	77,108	82,077	6.4%	73,489	84,342	14.8%
Cars	27,326	25,248	-7.6%	32,367	35,502	9.7%
Light Trucks	49,782	56,829	14.2%	41,122	48,840	18.8%
Detroit Three Brands	30,235	31,736	5.0%	35,281	40,201	13.9%
European Brands	7,978	8,603	7.8%	8,125	8,877	9.3%
Japanese Brands	34,455	37,208	8.0%	25,041	28,871	15.3%
Korean Brands	4,440	4,530	2.0%	5,042	6,393	26.8%

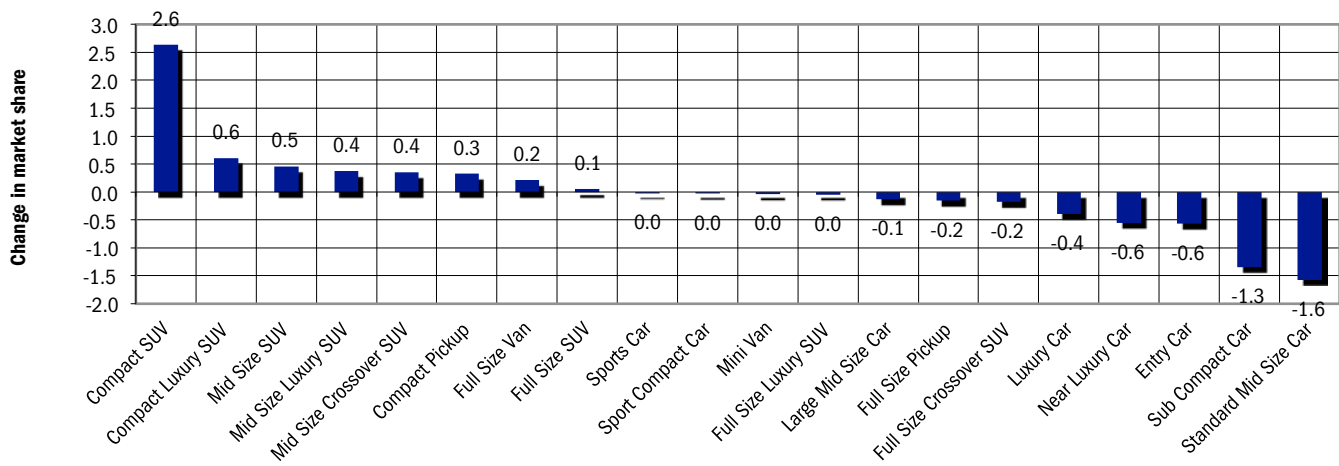
Data Information

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. '16 thru May '16			Year to date thru May			Year-to-date Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2015	2016	% chg.	Yr. Ago	Current	% chg.	2015	2016	% chg.	2015	2016	Chg.
TOTAL	15,376	18,353	19.4%	49,184	46,657	-5.1%	77,108	82,077	6.4%			
Acura	158	159	0.6%	527	424	-19.5%	846	782	-7.6%	1.1	1.0	-0.1
Audi	326	372	14.1%	923	865	-6.3%	1,388	1,497	7.9%	1.8	1.8	0.0
BMW	293	353	20.5%	967	993	2.7%	1,826	1,890	3.5%	2.4	2.3	-0.1
Buick	139	148	6.5%	448	407	-9.2%	730	754	3.3%	0.9	0.9	0.0
Cadillac	93	90	-3.2%	306	254	-17.0%	469	491	4.7%	0.6	0.6	0.0
Chevrolet	1,165	1,499	28.7%	3,683	3,715	0.9%	5,735	6,226	8.6%	7.4	7.6	0.1
Chrysler	161	141	-12.4%	539	344	-36.2%	835	500	-40.1%	1.1	0.6	-0.5
Dodge	373	293	-21.4%	1,146	863	-24.7%	1,763	1,563	-11.3%	2.3	1.9	-0.4
Fiat	25	23	-8.0%	56	68	21.4%	72	118	63.9%	0.1	0.1	0.1
Ford	1,805	2,178	20.7%	5,889	5,700	-3.2%	9,172	9,722	6.0%	11.9	11.8	-0.1
GMC	524	581	10.9%	1,524	1,467	-3.7%	2,524	2,730	8.2%	3.3	3.3	0.1
Honda	1,052	1,363	29.6%	3,382	3,304	-2.3%	5,431	5,762	6.1%	7.0	7.0	0.0
Hyundai	549	575	4.7%	1,546	1,409	-8.9%	2,271	2,533	11.5%	2.9	3.1	0.1
Infiniti	94	98	4.3%	341	278	-18.5%	577	547	-5.2%	0.7	0.7	-0.1
Jaguar	13	6	-53.8%	26	15	-42.3%	39	27	-30.8%	0.1	0.0	0.0
Jeep	1,068	1,305	22.2%	3,380	3,231	-4.4%	5,292	5,845	10.4%	6.9	7.1	0.3
Kia	425	487	14.6%	1,384	1,174	-15.2%	2,169	1,997	-7.9%	2.8	2.4	-0.4
Land Rover	64	98	53.1%	256	243	-5.1%	390	481	23.3%	0.5	0.6	0.1
Lexus	319	321	0.6%	1,018	898	-11.8%	1,685	1,700	0.9%	2.2	2.1	-0.1
Lincoln	69	67	-2.9%	226	191	-15.5%	367	372	1.4%	0.5	0.5	0.0
Maserati	1	4	300.0%	8	11	37.5%	9	24	166.7%	0.0	0.0	0.0
Mazda	358	388	8.4%	1,115	995	-10.8%	1,691	1,758	4.0%	2.2	2.1	-0.1
Mercedes	198	267	34.8%	736	674	-8.4%	1,242	1,236	-0.5%	1.6	1.5	-0.1
MINI	55	96	74.5%	199	215	8.0%	330	371	12.4%	0.4	0.5	0.0
Mitsubishi	54	98	81.5%	172	272	58.1%	261	435	66.7%	0.3	0.5	0.2
Nissan	1,034	1,062	2.7%	3,357	2,772	-17.4%	4,967	4,854	-2.3%	6.4	5.9	-0.5
Porsche	70	85	21.4%	189	177	-6.3%	290	303	4.5%	0.4	0.4	0.0
Ram	627	731	16.6%	1,962	1,900	-3.2%	3,166	3,308	4.5%	4.1	4.0	-0.1
smart	5	4	-20.0%	18	18	0.0%	27	27	0.0%	0.0	0.0	0.0
Subaru	1,837	2,116	15.2%	5,842	5,439	-6.9%	9,262	9,830	6.1%	12.0	12.0	0.0
Tesla	59	45	-23.7%	134	114	-14.9%	182	224	23.1%	0.2	0.3	0.0
Toyota/Scion	1,906	2,655	39.3%	6,328	6,659	5.2%	9,735	11,540	18.5%	12.6	14.1	1.4
Volkswagen	407	509	25.1%	1,344	1,247	-7.2%	2,034	2,032	-0.1%	2.6	2.5	-0.2
Volvo	47	131	178.7%	196	306	56.1%	305	575	88.5%	0.4	0.7	0.3
Other	3	5	66.7%	17	15	-11.8%	26	23	-11.5%	0.0	0.0	0.0

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

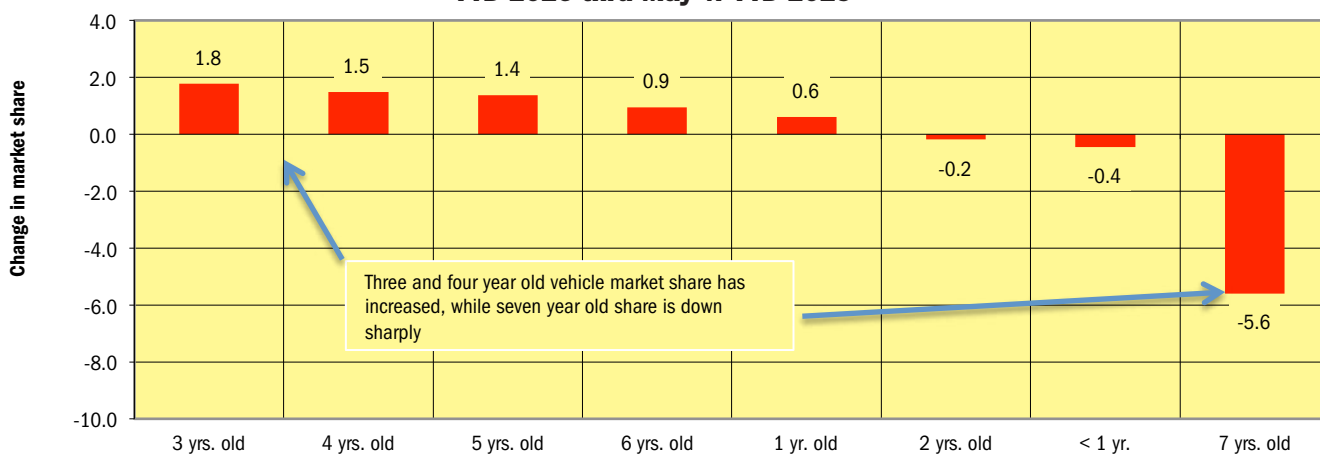


Data Source: AutoCount data from Experian Automotive.

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

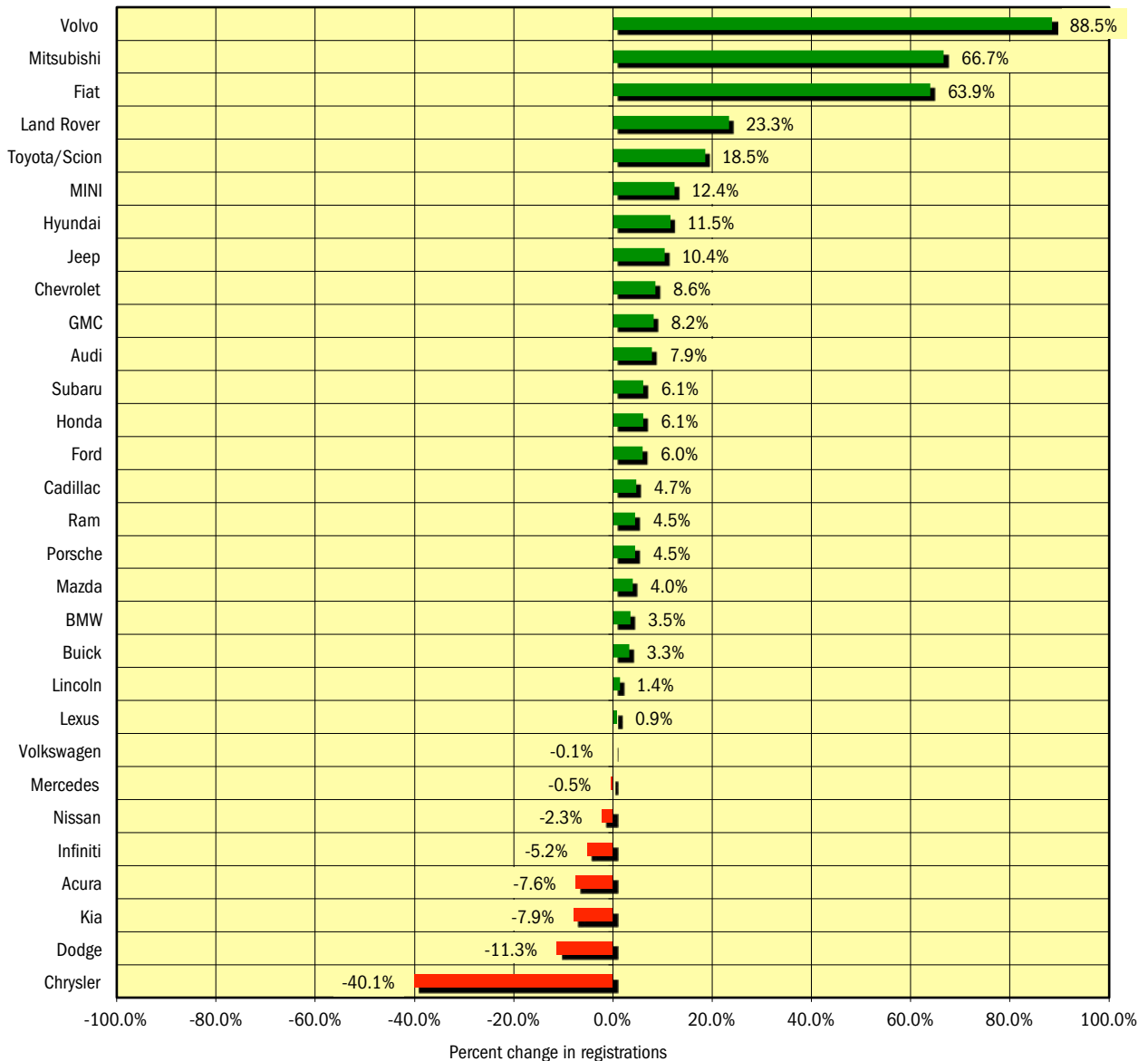
Colorado Used Retail Car and Light Truck Registrations												
	May			Three Month Period Mar. '16 thru May '16			Year to date thru May			Year-to-date Market Share (%)		
	2015	2016	% chg.	Yr. Ago	Current	% chg.	2015	2016	% chg.	2015	2016	Chg.
TOTAL	14,984	19,639	31.1%	49,892	52,238	4.7%	73,489	84,342	14.8%			
Acura	188	170	-9.6%	633	510	-19.4%	975	909	-6.8%	1.3	1.1	-0.2
Audi	222	322	45.0%	844	853	1.1%	1,232	1,424	15.6%	1.7	1.7	0.0
BMW	356	404	13.5%	1,214	1,134	-6.6%	1,778	1,863	4.8%	2.4	2.2	-0.2
Buick	157	222	41.4%	519	598	15.2%	766	971	26.8%	1.0	1.2	0.1
Cadillac	210	197	-6.2%	663	586	-11.6%	977	923	-5.5%	1.3	1.1	-0.2
Chevrolet	1,812	2,219	22.5%	5,933	5,863	-1.2%	8,798	9,230	4.9%	12.0	10.9	-1.0
Chrysler	338	319	-5.6%	1,090	974	-10.6%	1,565	1,518	-3.0%	2.1	1.8	-0.3
Dodge (incl. Ram)	1,209	1,568	29.7%	3,961	4,308	8.8%	5,696	6,692	17.5%	7.8	7.9	0.2
Ford	2,133	2,776	30.1%	6,733	7,429	10.3%	9,891	11,979	21.1%	13.5	14.2	0.7
GMC	452	634	40.3%	1,527	1,694	10.9%	2,300	2,734	18.9%	3.1	3.2	0.1
Honda	757	858	13.3%	2,558	2,312	-9.6%	3,807	3,970	4.3%	5.2	4.7	-0.5
Hummer	13	0	-100.0%	44	4	-90.9%	61	8	-86.9%	0.1	0.0	-0.1
Hyundai	535	824	54.0%	1,854	2,241	20.9%	2,736	3,549	29.7%	3.7	4.2	0.5
Infiniti	216	216	0.0%	648	574	-11.4%	926	903	-2.5%	1.3	1.1	-0.2
Jaguar	10	8	-20.0%	29	25	-13.8%	45	44	-2.2%	0.1	0.1	0.0
Jeep	748	1,338	78.9%	2,635	3,404	29.2%	4,017	5,377	33.9%	5.5	6.4	0.9
Kia	490	677	38.2%	1,638	1,796	9.6%	2,306	2,844	23.3%	3.1	3.4	0.2
Land Rover	88	118	34.1%	294	317	7.8%	433	527	21.7%	0.6	0.6	0.0
Lexus	264	372	40.9%	834	911	9.2%	1,248	1,481	18.7%	1.7	1.8	0.1
Lincoln	97	105	8.2%	314	279	-11.1%	470	483	2.8%	0.6	0.6	-0.1
Mazda	268	312	16.4%	905	799	-11.7%	1,319	1,325	0.5%	1.8	1.6	-0.2
Mercedes	231	292	26.4%	818	774	-5.4%	1,263	1,377	9.0%	1.7	1.6	-0.1
Mercury	22	12	-45.5%	76	36	-52.6%	122	55	-54.9%	0.2	0.1	-0.1
MINI	105	98	-6.7%	322	289	-10.2%	447	504	12.8%	0.6	0.6	0.0
Mitsubishi	102	110	7.8%	319	304	-4.7%	470	485	3.2%	0.6	0.6	-0.1
Nissan	1,130	1,636	44.8%	3,878	4,321	11.4%	5,596	6,902	23.3%	7.6	8.2	0.6
Pontiac	60	35	-41.7%	215	85	-60.5%	311	138	-55.6%	0.4	0.2	-0.3
Porsche	38	40	5.3%	133	125	-6.0%	194	202	4.1%	0.3	0.2	0.0
Saab	7	4	-42.9%	26	9	-65.4%	43	12	-72.1%	0.1	0.0	0.0
Saturn	63	16	-74.6%	214	48	-77.6%	302	82	-72.8%	0.4	0.1	-0.3
Subaru	691	1,029	48.9%	2,346	2,718	15.9%	3,525	4,608	30.7%	4.8	5.5	0.7
Suzuki	42	26	-38.1%	165	74	-55.2%	251	128	-49.0%	0.3	0.2	-0.2
Toyota/Scion	1,392	1,988	42.8%	4,693	5,035	7.3%	6,921	8,160	17.9%	9.4	9.7	0.3
Volkswagen	423	536	26.7%	1,416	1,403	-0.9%	2,082	2,279	9.5%	2.8	2.7	-0.1
Volvo	77	96	24.7%	275	251	-8.7%	439	416	-5.2%	0.6	0.5	-0.1
Other	38	62	63.2%	126	155	23.0%	177	240	35.6%	0.2	0.3	0.0

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



Data Source: AutoCount data from Experian Automotive.

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



Data Source: AutoCount data from Experian Automotive.

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