

Colorado Auto Outlook™

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Comprehensive information on the Colorado automotive market

Colorado Automobile Dealers Association

Quick Facts

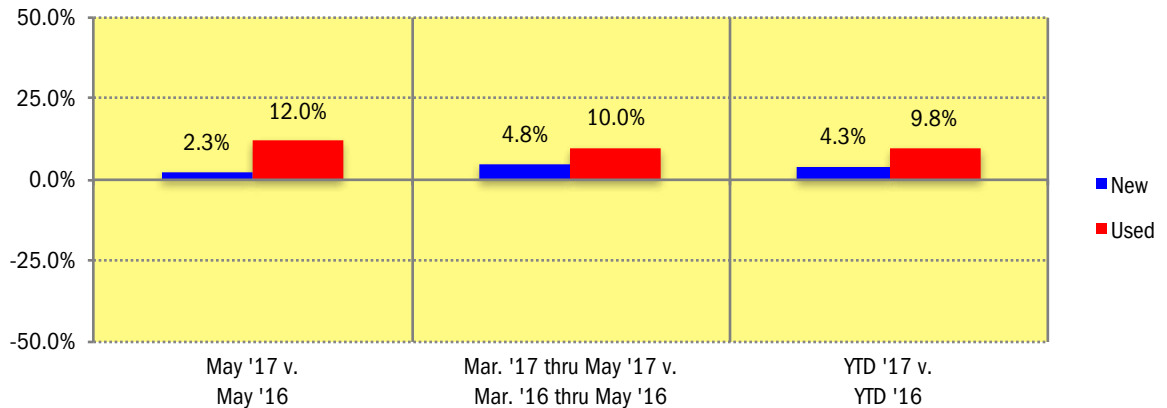
New retail car and light truck registrations in the state increased 2.3% in May 2017 versus a year earlier. Note: monthly recording of registrations occurs when the data is processed by the DMV. This can impact the measurement of registrations in individual months. Year-to-date figures are more reflective of market results.

New registrations in the state increased 4.3% during the first five months of this year versus the same period a year earlier. Passenger cars declined 4.1% while Light Trucks were up 8%.

Used vehicle registrations were up 9.8% so far this year. (Only includes vehicles seven years old or newer.)

Jaguar, Volkswagen, Infiniti, Lincoln, Mercedes, Subaru, Honda, and Audi 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)

	Previous Three Months					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	Mar. '16 thru May '16	Mar. '17 thru May '17	Percent Change	Mar. '16 thru May '16	Mar. '17 thru May '17	Percent Change
Total	46,657	48,894	4.8%	52,239	57,466	10.0%
Cars	14,694	14,377	-2.2%	22,377	23,003	2.8%
Light Trucks	31,963	34,517	8.0%	29,862	34,463	15.4%
Detroit Three Brands	18,186	18,106	-0.4%	25,316	27,031	6.8%
European Brands	4,847	5,048	4.1%	5,328	6,104	14.6%
Japanese Brands	21,041	23,120	9.9%	17,558	20,084	14.4%
Korean Brands	2,583	2,620	1.4%	4,037	4,247	5.2%
	Year-to-date thru May					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2016	YTD 2017	Percent Change	YTD 2016	YTD 2017	Percent Change
Total	82,077	85,599	4.3%	84,343	92,596	9.8%
Cars	25,248	24,218	-4.1%	35,522	35,956	1.2%
Light Trucks	56,829	61,381	8.0%	48,821	56,640	16.0%
Detroit Three Brands	31,736	31,549	-0.6%	40,201	43,742	8.8%
European Brands	8,603	9,114	5.9%	8,878	9,692	9.2%
Japanese Brands	37,208	40,325	8.4%	28,871	32,460	12.4%
Korean Brands	4,530	4,611	1.8%	6,393	6,702	4.8%

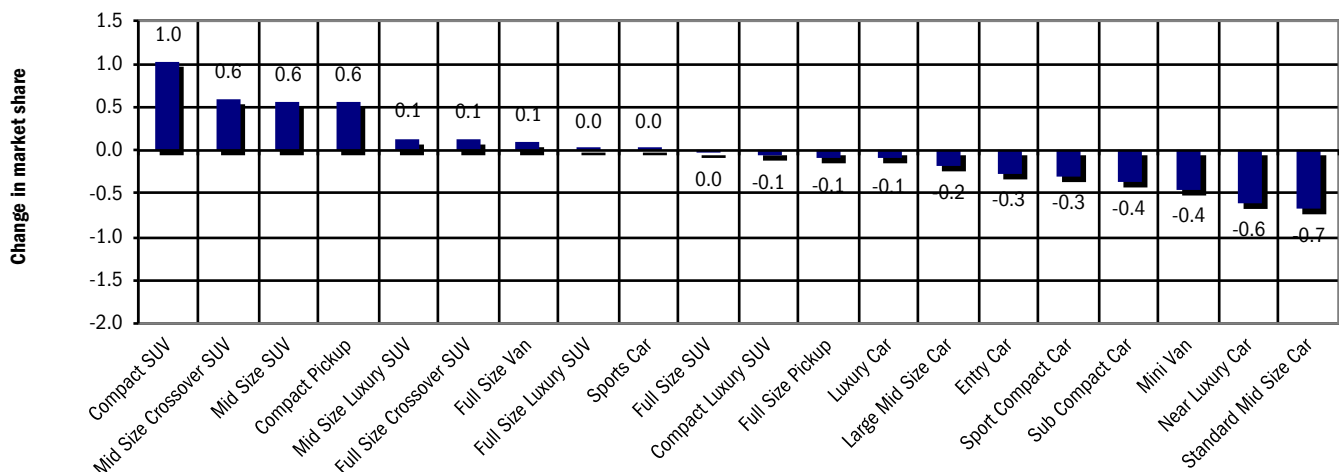
Data Information

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.

New Vehicle Market Brand Registrations

Colorado New Retail Car and Light Truck Registrations												
	May			Three Month Period Mar. '17 thru May '17			Year-to-date thru May			Year-to-date Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2016	2017	% chg.	Yr. Ago	Current	% chg.	2016	2017	% chg.	2016	2017	Chg.
TOTAL	18,353	18,783	2.3%	46,657	48,894	4.8%	82,077	85,599	4.3%			
Acura	159	120	-24.5%	424	366	-13.7%	782	647	-17.3%	1.0	0.8	-0.2
Audi	372	365	-1.9%	865	914	5.7%	1,497	1,656	10.6%	1.8	1.9	0.1
BMW	353	332	-5.9%	993	810	-18.4%	1,890	1,437	-24.0%	2.3	1.7	-0.6
Buick	148	163	10.1%	407	407	0.0%	754	701	-7.0%	0.9	0.8	-0.1
Cadillac	90	84	-6.7%	254	214	-15.7%	491	458	-6.7%	0.6	0.5	-0.1
Chevrolet	1,499	1,312	-12.5%	3,715	3,486	-6.2%	6,226	6,062	-2.6%	7.6	7.1	-0.5
Chrysler	141	119	-15.6%	344	299	-13.1%	500	479	-4.2%	0.6	0.6	0.0
Dodge	293	397	35.5%	863	962	11.5%	1,563	1,460	-6.6%	1.9	1.7	-0.2
Fiat	23	25	8.7%	68	59	-13.2%	118	100	-15.3%	0.1	0.1	0.0
Ford	2,178	2,041	-6.3%	5,700	5,594	-1.9%	9,722	9,718	0.0%	11.8	11.4	-0.5
GMC	581	569	-2.1%	1,467	1,530	4.3%	2,730	2,692	-1.4%	3.3	3.1	-0.2
Honda	1,363	1,511	10.9%	3,304	3,728	12.8%	5,762	6,383	10.8%	7.0	7.5	0.4
Hyundai	575	633	10.1%	1,409	1,415	0.4%	2,533	2,588	2.2%	3.1	3.0	-0.1
Infiniti	98	158	61.2%	278	415	49.3%	547	704	28.7%	0.7	0.8	0.2
Jaguar	6	45	650.0%	15	121	706.7%	27	218	707.4%	0.0	0.3	0.2
Jeep	1,305	1,235	-5.4%	3,231	3,369	4.3%	5,845	5,878	0.6%	7.1	6.9	-0.3
Kia	487	528	8.4%	1,174	1,205	2.6%	1,997	2,023	1.3%	2.4	2.4	-0.1
Land Rover	98	87	-11.2%	243	221	-9.1%	481	402	-16.4%	0.6	0.5	-0.1
Lexus	321	356	10.9%	898	910	1.3%	1,700	1,714	0.8%	2.1	2.0	-0.1
Lincoln	67	103	53.7%	191	240	25.7%	372	423	13.7%	0.5	0.5	0.0
Maserati	4	14	250.0%	11	38	245.5%	24	65	170.8%	0.0	0.1	0.0
Mazda	388	378	-2.6%	995	1,068	7.3%	1,758	1,811	3.0%	2.1	2.1	0.0
Mercedes	267	310	16.1%	674	774	14.8%	1,236	1,404	13.6%	1.5	1.6	0.1
MINI	96	80	-16.7%	215	173	-19.5%	371	318	-14.3%	0.5	0.4	-0.1
Mitsubishi	98	91	-7.1%	272	228	-16.2%	435	392	-9.9%	0.5	0.5	-0.1
Nissan	1,062	1,249	17.6%	2,772	3,019	8.9%	4,854	5,139	5.9%	5.9	6.0	0.1
Porsche	85	77	-9.4%	177	193	9.0%	303	333	9.9%	0.4	0.4	0.0
Ram	731	748	2.3%	1,900	1,822	-4.1%	3,308	3,297	-0.3%	4.0	3.9	-0.2
smart	4	10	150.0%	18	19	5.6%	27	26	-3.7%	0.0	0.0	0.0
Subaru	2,116	2,215	4.7%	5,439	6,347	16.7%	9,830	11,017	12.1%	12.0	12.9	0.9
Tesla	45	78	73.3%	114	183	60.5%	224	381	70.1%	0.3	0.4	0.2
Toyota/Scion	2,655	2,679	0.9%	6,659	7,039	5.7%	11,540	12,517	8.5%	14.1	14.6	0.6
Volkswagen	509	573	12.6%	1,247	1,453	16.5%	2,032	2,660	30.9%	2.5	3.1	0.6
Volvo	131	85	-35.1%	306	243	-20.6%	575	454	-21.0%	0.7	0.5	-0.2
Other	5	13	160.0%	15	30	100.0%	23	42	82.6%	0.0	0.0	0.0

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

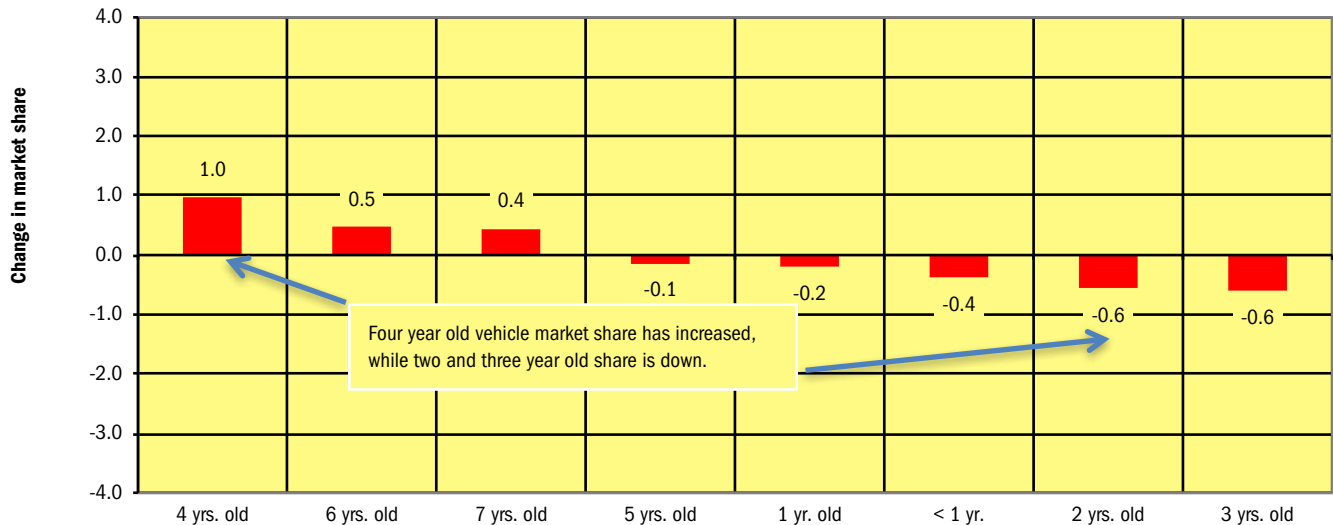


Data Source: AutoCount data from Experian.

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

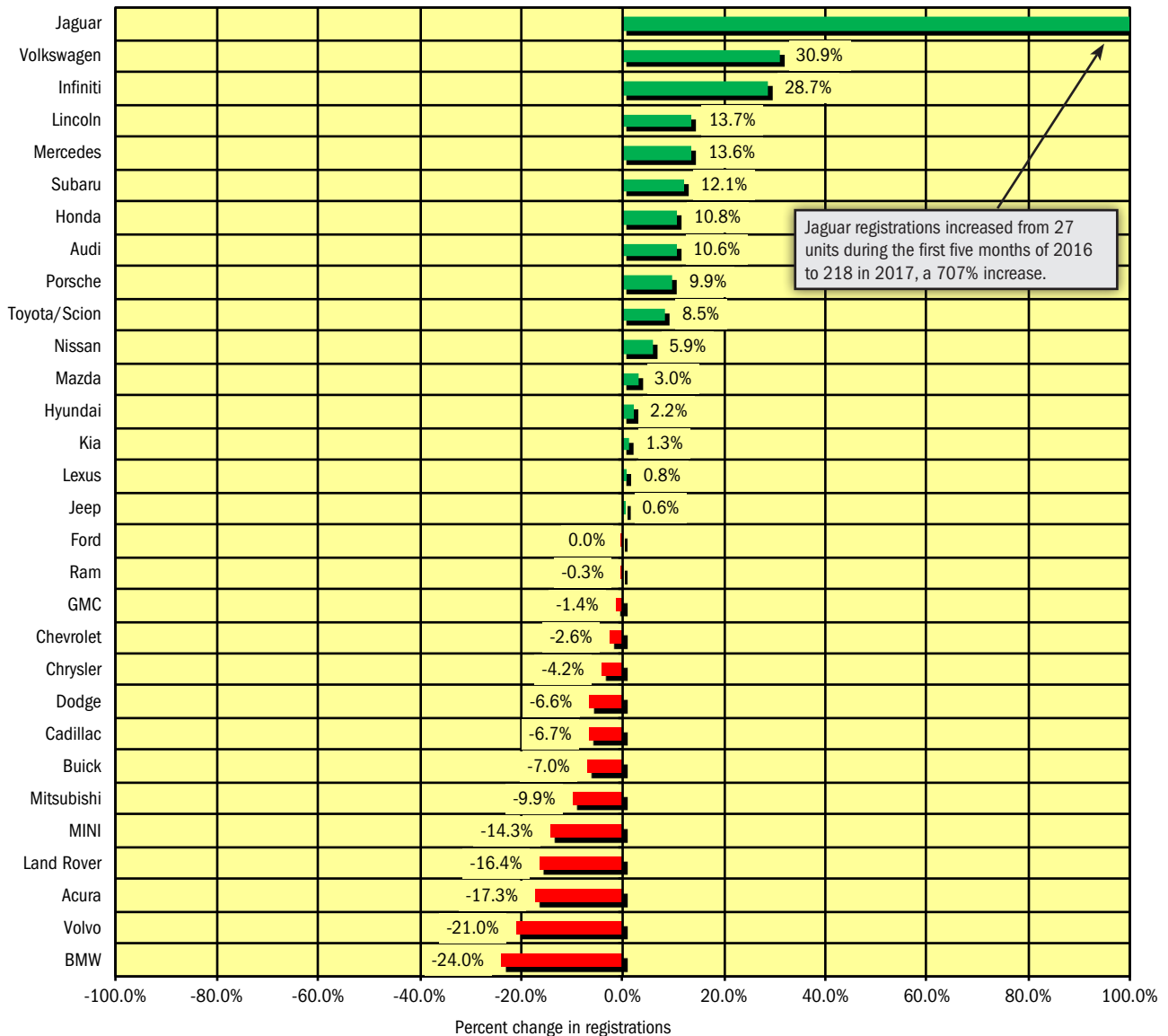
Colorado Used Retail Car and Light Truck Registrations												
	May			Three Month Period Mar. '17 thru May '17			Year-to-date thru May			YTD Market Share (%)		
	2016	2017	% chg.	Yr. Ago	Current	% chg.	2016	2017	% chg.	2016	2017	Chg.
	TOTAL	19,640	21,997	12.0%	52,239	57,466	10.0%	84,343	92,596	9.8%		
Acura	170	258	51.8%	510	748	46.7%	909	1,177	29.5%	1.1	1.3	0.2
Audi	322	355	10.2%	853	989	15.9%	1,424	1,627	14.3%	1.7	1.8	0.1
BMW	404	632	56.4%	1,134	1,621	42.9%	1,863	2,568	37.8%	2.2	2.8	0.6
Buick	222	218	-1.8%	598	586	-2.0%	971	973	0.2%	1.2	1.1	-0.1
Cadillac	197	316	60.4%	586	819	39.8%	923	1,327	43.8%	1.1	1.4	0.3
Chevrolet	2,219	2,341	5.5%	5,863	6,019	2.7%	9,230	9,574	3.7%	10.9	10.3	-0.6
Chrysler	319	360	12.9%	974	952	-2.3%	1,518	1,500	-1.2%	1.8	1.6	-0.2
Dodge	1,568	1,718	9.6%	4,308	4,341	0.8%	6,692	6,923	3.5%	7.9	7.5	-0.5
Ford	2,776	3,129	12.7%	7,429	8,239	10.9%	11,979	13,290	10.9%	14.2	14.4	0.1
GMC	634	741	16.9%	1,694	1,892	11.7%	2,734	3,143	15.0%	3.2	3.4	0.2
Honda	858	1,005	17.1%	2,312	2,563	10.9%	3,970	4,138	4.2%	4.7	4.5	-0.2
Hyundai	824	880	6.8%	2,241	2,268	1.2%	3,549	3,677	3.6%	4.2	4.0	-0.2
Infiniti	216	283	31.0%	574	682	18.8%	903	1,086	20.3%	1.1	1.2	0.1
Jaguar	8	10	25.0%	25	41	64.0%	44	61	38.6%	0.1	0.1	0.0
Jeep	1,338	1,498	12.0%	3,404	3,852	13.2%	5,377	6,480	20.5%	6.4	7.0	0.6
Kia	677	781	15.4%	1,796	1,979	10.2%	2,844	3,025	6.4%	3.4	3.3	-0.1
Land Rover	118	125	5.9%	317	355	12.0%	527	570	8.2%	0.6	0.6	0.0
Lexus	372	353	-5.1%	911	972	6.7%	1,481	1,582	6.8%	1.8	1.7	0.0
Lincoln	105	98	-6.7%	279	271	-2.9%	483	440	-8.9%	0.6	0.5	-0.1
Mazda	312	334	7.1%	799	872	9.1%	1,325	1,416	6.9%	1.6	1.5	0.0
Mercedes	292	348	19.2%	774	1,019	31.7%	1,377	1,606	16.6%	1.6	1.7	0.1
MINI	98	124	26.5%	289	335	15.9%	504	514	2.0%	0.6	0.6	0.0
Mitsubishi	110	144	30.9%	304	404	32.9%	485	596	22.9%	0.6	0.6	0.1
Nissan	1,636	1,903	16.3%	4,321	5,047	16.8%	6,902	8,046	16.6%	8.2	8.7	0.5
Other	156	119	-23.7%	412	302	-26.7%	664	456	-31.3%	0.8	0.5	-0.3
Porsche	40	57	42.5%	125	143	14.4%	202	215	6.4%	0.2	0.2	0.0
Subaru	1,029	1,139	10.7%	2,718	3,052	12.3%	4,608	5,065	9.9%	5.5	5.5	0.0
Toyota/Scion	1,988	2,181	9.7%	5,035	5,697	13.1%	8,160	9,272	13.6%	9.7	10.0	0.3
Volkswagen	536	438	-18.3%	1,403	1,140	-18.7%	2,279	1,798	-21.1%	2.7	1.9	-0.8
Volvo	96	109	13.5%	251	266	6.0%	416	451	8.4%	0.5	0.5	0.0

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



Data Source: AutoCount data from Experian.

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



Data Source: AutoCount data from Experian.

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AutoCount data from Experian is the data provider for Colorado Auto Outlook.