

Colorado Auto Outlook™

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Comprehensive information on the Colorado automotive market

Colorado Automobile Dealers Association

Quick Facts

Colorado new vehicle registrations fell 4% in November '14 vs. 2013.

New registrations in the state during the first eleven months of this year increased 6.2% compared to a year earlier.

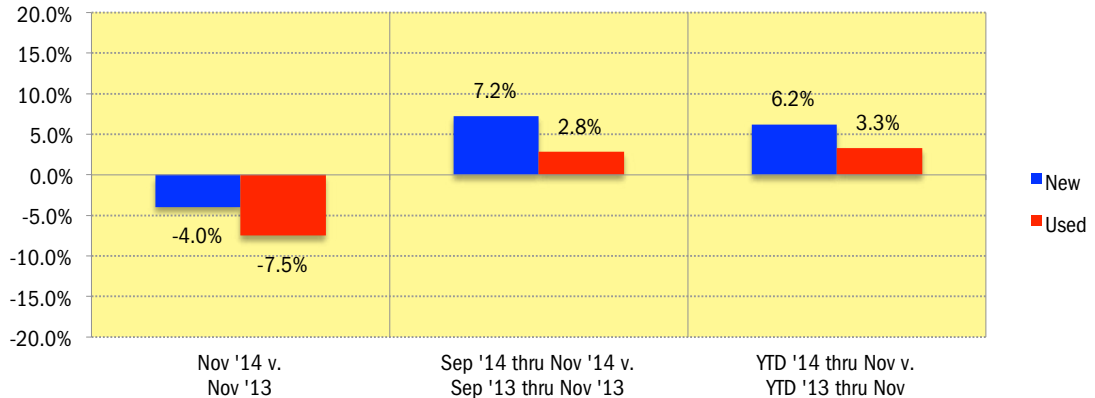
Used vehicle market was off 7.5% in November 2014 (vehicles seven years old or newer), and improved 3.3%, year-to-date.

Three year old vehicle market share increased 2.8 share points.

Mitsubishi, Jeep, Ram, Audi, and Lexus new vehicle registrations each increased more than 18% 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		
	Sep '13 thru Nov '13	Sep '14 thru Nov '14	Percent Change	Sep '13 thru Nov '13	Sep '14 thru Nov '14	Percent Change
Total	47,032	50,439	7.2%	47,414	48,757	2.8%
Cars	18,580	19,485	4.9%	21,436	21,790	1.7%
Light Trucks	28,452	30,954	8.8%	25,978	26,967	3.8%
Detroit Three Brands	17,761	18,960	6.8%	22,182	23,184	4.5%
European Brands	5,158	5,054	-2.0%	4,932	5,463	10.8%
Japanese Brands	21,087	23,157	9.8%	17,372	17,029	-2.0%
Korean Brands	3,026	3,268	8.0%	2,928	3,081	5.2%
	YTD thru November					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2013	YTD 2014	Percent Change	YTD 2013	YTD 2014	Percent Change
Total	159,755	169,640	6.2%	158,847	164,134	3.3%
Cars	65,356	66,226	1.3%	72,498	73,575	1.5%
Light Trucks	94,399	103,414	9.5%	86,349	90,559	4.9%
Detroit Three Brands	60,819	65,006	6.9%	75,812	77,376	2.1%
European Brands	17,657	17,588	-0.4%	16,473	17,845	8.3%
Japanese Brands	70,715	76,065	7.6%	57,032	58,136	1.9%
Korean Brands	10,564	10,981	3.9%	9,530	10,777	13.1%

Data Information

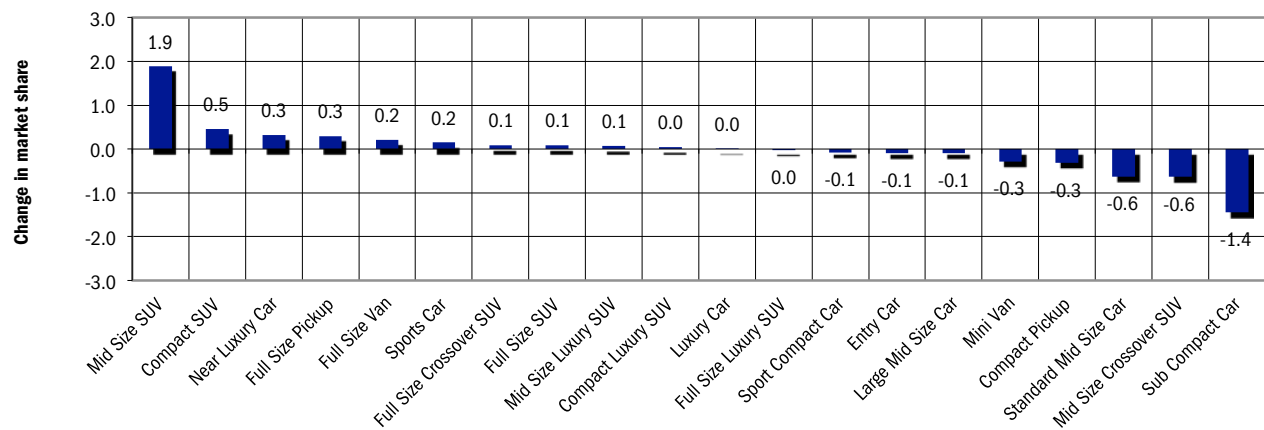
All data represents new and used vehicle retail registrations in Colorado and excludes fleet and wholesale transactions. Used vehicle data only includes vehicles seven years old or newer and excludes private party transactions. Please keep in mind that monthly registration figures can occasionally be 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												
	November			Three Month Period Sep '14 thru Nov '14			YTD thru November			YTD Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2013	2014	% chg.	2013	2014	% chg.	2013	2014	% chg.	2013	2014	Chg.
TOTAL	13,743	13,199	-4.0%	47,032	50,439	7.2%	159,755	169,640	6.2%			
Acura	182	141	-22.5%	574	504	-12.2%	1,903	1,966	3.3%	1.2	1.2	0.0
Audi	205	266	29.8%	695	943	35.7%	2,467	3,020	22.4%	1.5	1.8	0.2
BMW	271	229	-15.5%	880	865	-1.7%	3,223	3,433	6.5%	2.0	2.0	0.0
Buick	108	105	-2.8%	410	446	8.8%	1,412	1,483	5.0%	0.9	0.9	0.0
Cadillac	115	85	-26.1%	384	310	-19.3%	1,246	1,095	-12.1%	0.8	0.6	-0.1
Chevrolet	1,080	950	-12.0%	3,681	3,686	0.1%	12,326	12,697	3.0%	7.7	7.5	-0.2
Chrysler	89	93	4.5%	342	324	-5.3%	1,192	1,053	-11.7%	0.7	0.6	-0.1
Dodge	304	285	-6.3%	1,130	1,199	6.1%	4,533	4,401	-2.9%	2.8	2.6	-0.2
Fiat	29	13	-55.2%	104	43	-58.7%	402	299	-25.6%	0.3	0.2	-0.1
Ford	1,668	1,414	-15.2%	5,617	5,820	3.6%	20,035	20,155	0.6%	12.5	11.9	-0.7
GMC	371	388	4.6%	1,313	1,380	5.1%	4,341	4,841	11.5%	2.7	2.9	0.1
Honda	1,174	1,065	-9.3%	3,962	4,020	1.5%	13,509	12,971	-4.0%	8.5	7.6	-0.8
Hyundai	389	477	22.6%	1,466	1,663	13.4%	5,257	5,483	4.3%	3.3	3.2	-0.1
Infiniti	85	67	-21.2%	307	310	1.0%	986	1,111	12.7%	0.6	0.7	0.0
Jaguar	9	7	-22.2%	34	26	-23.5%	83	107	28.9%	0.1	0.1	0.0
Jeep	772	923	19.6%	2,845	3,495	22.8%	9,284	11,796	27.1%	5.8	7.0	1.1
Kia	424	390	-8.0%	1,560	1,605	2.9%	5,307	5,498	3.6%	3.3	3.2	-0.1
Land Rover	66	50	-24.2%	234	223	-4.7%	770	812	5.5%	0.5	0.5	0.0
Lexus	266	228	-14.3%	937	1,001	6.8%	2,924	3,511	20.1%	1.8	2.1	0.2
Lincoln	61	63	3.3%	184	225	22.3%	608	600	-1.3%	0.4	0.4	0.0
Mazda	297	358	20.5%	1,077	1,240	15.1%	3,174	3,742	17.9%	2.0	2.2	0.2
Mercedes	273	216	-20.9%	720	707	-1.8%	2,389	2,633	10.2%	1.5	1.6	0.1
MINI	84	53	-36.9%	287	246	-14.3%	997	801	-19.7%	0.6	0.5	-0.2
Mitsubishi	38	46	21.1%	133	176	32.3%	564	717	27.1%	0.4	0.4	0.1
Nissan	959	815	-15.0%	3,125	3,298	5.5%	10,276	11,079	7.8%	6.4	6.5	0.1
Porsche	41	39	-4.9%	134	166	23.9%	439	516	17.5%	0.3	0.3	0.0
Ram	514	536	4.3%	1,783	2,031	13.9%	5,679	6,726	18.4%	3.6	4.0	0.4
smart	6	5	-16.7%	29	32	10.3%	142	115	-19.0%	0.1	0.1	0.0
Subaru	1,525	1,646	7.9%	4,832	5,555	15.0%	16,270	18,569	14.1%	10.2	10.9	0.8
Tesla	16	19	18.8%	70	43		160	158		0.1	0.1	0.0
Toyota/Scion	1,775	1,730	-2.5%	6,140	7,052	14.9%	20,870	22,395	7.3%	13.1	13.2	0.1
Volkswagen	473	438	-7.4%	1,814	1,602	-11.7%	5,907	5,101	-13.6%	3.7	3.0	-0.7
Volvo	63	49	-22.2%	203	172	-15.3%	770	637	-17.3%	0.5	0.4	-0.1
Other	11	10	-9.1%	26	31	19.2%	310	119	-61.6%	0.2	0.1	-0.1

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

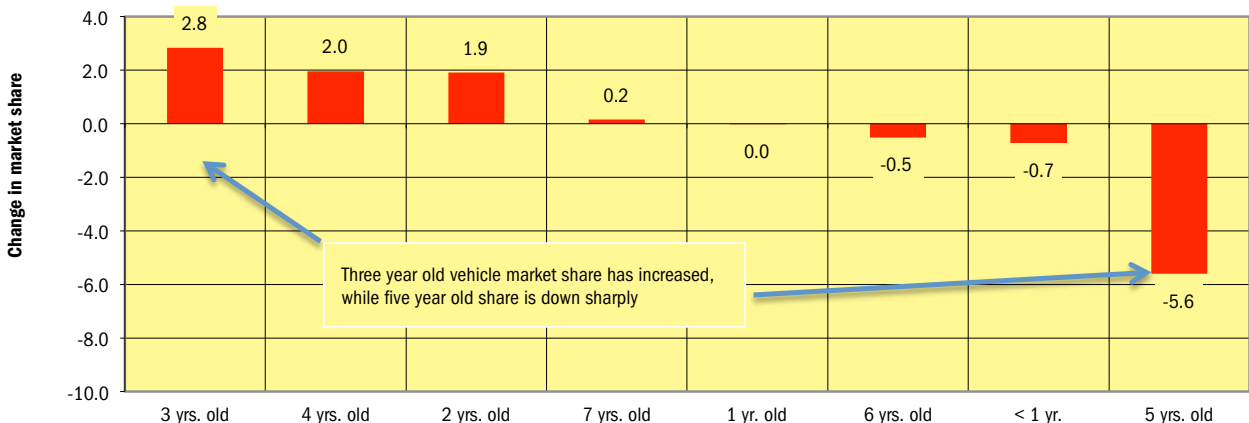


Data Source: AutoCount data from Experian Automotive.

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

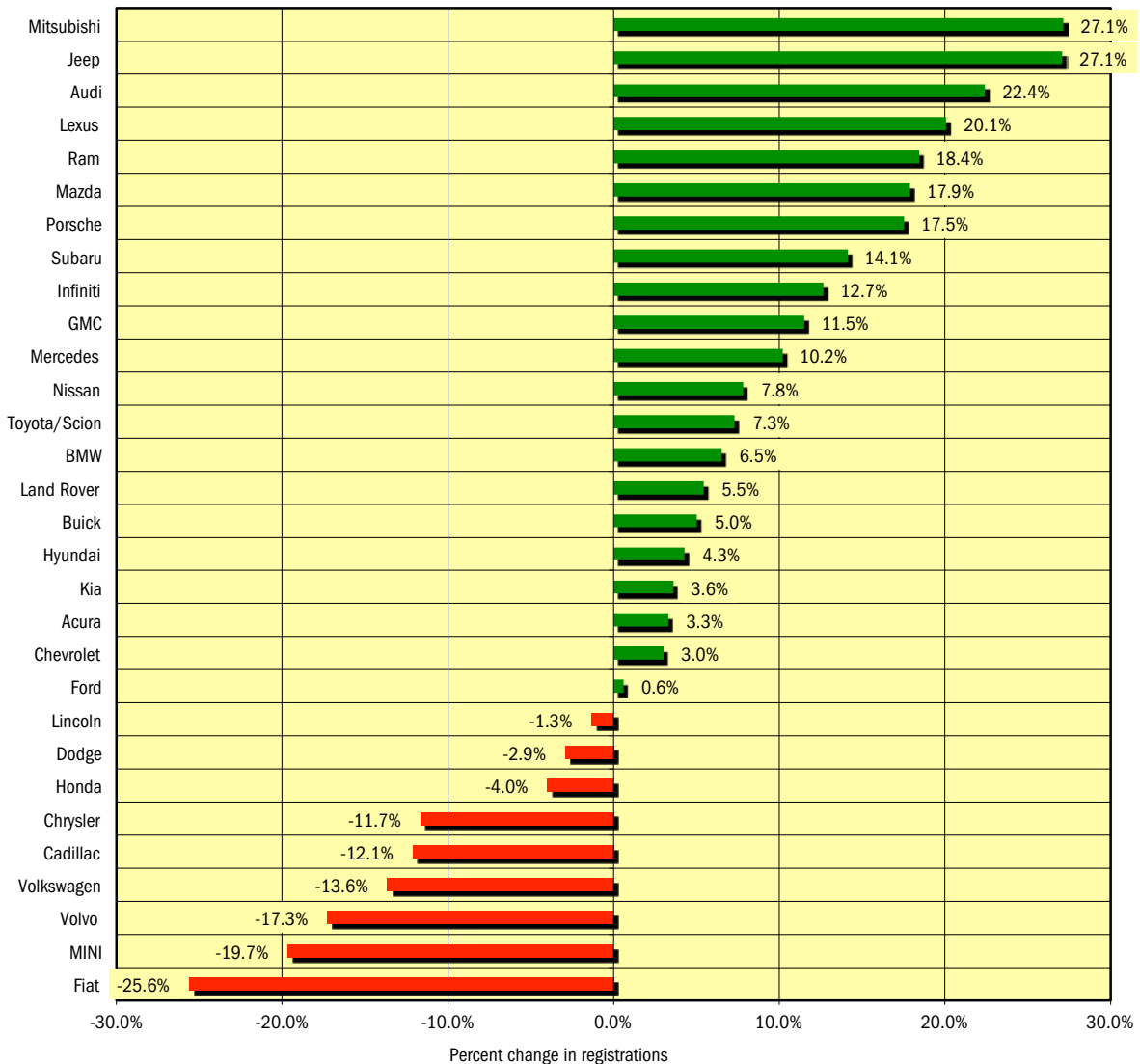
Colorado Used Retail Car and Light Truck Registrations												
	November			Three Month Period Sep '14 thru Nov '14			YTD thru November			YTD Market Share (%)		
	2013	2014	% chg.	2013	2014	% chg.	2013	2014	% chg.	2013	2014	Chg.
TOTAL	14,848	13,735	-7.5%	47,414	48,757	2.8%	158,847	164,134	3.3%			
Acura	223	168	-24.7%	650	613	-5.7%	2,082	2,294	10.2%	1.3	1.4	0.1
Audi	254	247	-2.8%	736	805	9.4%	2,317	2,655	14.6%	1.5	1.6	0.2
BMW	357	337	-5.6%	1,078	1,252	16.1%	3,588	4,230	17.9%	2.3	2.6	0.3
Buick	109	157	44.0%	375	536	42.9%	1,289	1,620	25.7%	0.8	1.0	0.2
Cadillac	180	199	10.6%	598	663	10.9%	1,944	2,257	16.1%	1.2	1.4	0.2
Chevrolet	1,639	1,561	-4.8%	5,255	5,548	5.6%	18,334	18,560	1.2%	11.5	11.3	-0.2
Chrysler	330	253	-23.3%	1,038	898	-13.5%	3,657	3,206	-12.3%	2.3	2.0	-0.3
Dodge (incl. Ram)	1,089	998	-8.4%	3,385	3,637	7.4%	11,826	12,370	4.6%	7.4	7.5	0.1
Ford	1,866	1,758	-5.8%	5,915	6,400	8.2%	20,030	21,328	6.5%	12.6	13.0	0.4
GMC	436	434	-0.5%	1,400	1,593	13.8%	4,506	5,151	14.3%	2.8	3.1	0.3
Honda	844	707	-16.2%	2,738	2,521	-7.9%	8,771	8,875	1.2%	5.5	5.4	-0.1
Hummer	52	27	-48.1%	146	93	-36.3%	490	273	-44.3%	0.3	0.2	-0.1
Hyundai	502	492	-2.0%	1,521	1,666	9.5%	5,015	5,739	14.4%	3.2	3.5	0.3
Infiniti	174	152	-12.6%	540	618	14.4%	1,605	1,945	21.2%	1.0	1.2	0.2
Jaguar	8	10	25.0%	25	31	24.0%	84	86	2.4%	0.1	0.1	0.0
Jeep	880	771	-12.4%	2,800	2,760	-1.4%	9,141	8,948	-2.1%	5.8	5.5	-0.3
Kia	406	400	-1.5%	1,407	1,415	0.6%	4,515	5,038	11.6%	2.8	3.1	0.2
Land Rover	85	73	-14.1%	277	262	-5.4%	897	835	-6.9%	0.6	0.5	-0.1
Lexus	257	256	-0.4%	880	919	4.4%	3,064	2,984	-2.6%	1.9	1.8	-0.1
Lincoln	104	102	-1.9%	314	331	5.4%	1,071	1,066	-0.5%	0.7	0.6	0.0
Mazda	341	268	-21.4%	1,071	923	-13.8%	3,566	3,241	-9.1%	2.2	2.0	-0.3
Mercedes	187	268	43.3%	697	884	26.8%	2,437	2,809	15.3%	1.5	1.7	0.2
Mercury	44	30	-31.8%	157	123	-21.7%	522	427	-18.2%	0.3	0.3	-0.1
MINI	93	83	-10.8%	271	300	10.7%	852	948	11.3%	0.5	0.6	0.0
Mitsubishi	120	105	-12.5%	357	310	-13.2%	1,393	1,099	-21.1%	0.9	0.7	-0.2
Nissan	1,051	1,034	-1.6%	3,407	3,595	5.5%	11,597	12,085	4.2%	7.3	7.4	0.1
Pontiac	121	76	-37.2%	420	327	-22.1%	1,707	1,161	-32.0%	1.1	0.7	-0.4
Porsche	41	24	-41.5%	113	109	-3.5%	432	373	-13.7%	0.3	0.2	0.0
Saab	20	7	-65.0%	78	44	-43.6%	277	145	-47.7%	0.2	0.1	-0.1
Saturn	122	75	-38.5%	379	274	-27.7%	1,295	1,006	-22.3%	0.8	0.6	-0.2
Subaru	674	679	0.7%	2,201	2,435	10.6%	6,810	7,950	16.7%	4.3	4.8	0.6
Suzuki	89	56	-37.1%	316	218	-31.0%	1,073	795	-25.9%	0.7	0.5	-0.2
Toyota/Scion	1,654	1,400	-15.4%	5,206	4,872	-6.4%	17,043	16,853	-1.1%	10.7	10.3	-0.5
Volkswagen	376	419	11.4%	1,238	1,326	7.1%	4,215	4,343	3.0%	2.7	2.6	0.0
Volvo	99	83	-16.2%	350	339	-3.1%	1,151	1,093	-5.0%	0.7	0.7	-0.1
Other	21	26	23.8%	75	117	56.0%	251	346	37.8%	0.2	0.2	0.1

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



Data Source: AutoCount data from Experian Automotive.

**New Vehicle Market Percent Change in Brand Registrations
YTD 2014 thru November v. YTD 2013
(Top 30 selling brands)**



Data Source: AutoCount data from Experian Automotive.

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WHAT NEW AND USED CARS SELL WELL IN MY MARKETS?

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