

Colorado Auto Outlook™

Sponsored by:



Comprehensive information on the Colorado automotive market

Colorado Automobile Dealers Association

Quick Facts

New retail car and light truck registrations in the state increased 29.6% in November 2015 versus a year earlier.

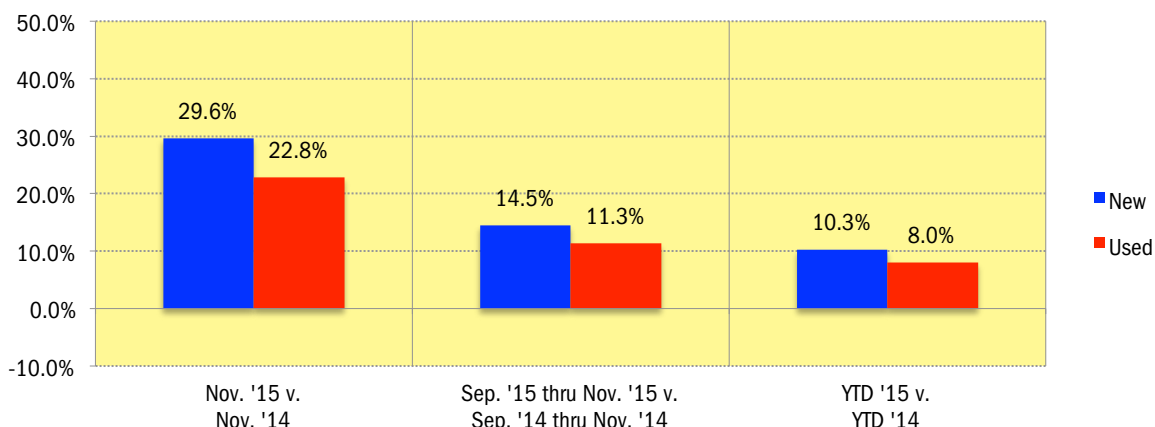
New registrations in the state were up 10.3% during the first eleven months of 2015 compared to a year earlier.

Used vehicle market was up 22.8% in November 2015 (vehicles seven years old or newer), and improved 8% for the first eleven months of this year.

Chrysler, Lincoln, Porsche, Volvo, Buick, GMC, and Subaru 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		
	Sep. '14 thru Nov. '14	Sep. '15 thru Nov. '15	Percent Change	Sep. '14 thru Nov. '14	Sep. '15 thru Nov. '15	Percent Change
Total	48,832	55,926	14.5%	48,757	54,285	11.3%
Cars	18,852	18,916	0.3%	21,790	23,876	9.6%
Light Trucks	29,980	37,010	23.4%	26,967	30,409	12.8%
Detroit Three Brands	18,374	21,821	18.8%	23,184	25,334	9.3%
European Brands	4,884	5,864	20.1%	5,463	6,064	11.0%
Japanese Brands	22,417	24,986	11.5%	17,029	19,008	11.6%
Korean Brands	3,157	3,255	3.1%	3,081	3,879	25.9%
	YTD thru November					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2014	YTD 2015	Percent Change	YTD 2014	YTD 2015	Percent Change
Total	169,186	186,550	10.3%	164,134	177,306	8.0%
Cars	66,105	65,390	-1.1%	73,575	78,522	6.7%
Light Trucks	103,081	121,160	17.5%	90,559	98,784	9.1%
Detroit Three Brands	64,834	72,676	12.1%	77,376	83,727	8.2%
European Brands	17,557	19,513	11.1%	17,845	19,829	11.1%
Japanese Brands	75,840	83,352	9.9%	58,136	61,354	5.5%
Korean Brands	10,955	11,009	0.5%	10,777	12,396	15.0%

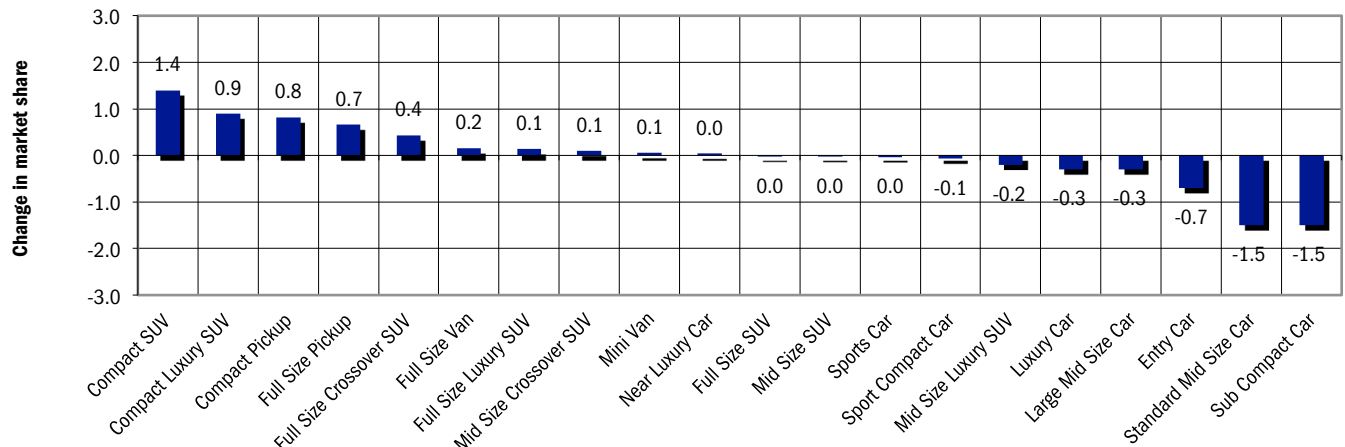
Data Information

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. '15 thru Nov. '15			YTD thru November			YTD Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2014	2015	% chg.	2014	2015	% chg.	2014	2015	% chg.	2014	2015	Chg.
TOTAL	15,374	19,923	29.6%	48,832	55,926	14.5%	169,186	186,550	10.3%			
Acura	164	179	9.1%	488	503	3.1%	1,960	1,867	-4.7%	1.2	1.0	-0.2
Audi	308	396	28.6%	915	973	6.3%	3,015	3,416	13.3%	1.8	1.8	0.0
BMW	264	413	56.4%	834	1,066	27.8%	3,426	3,865	12.8%	2.0	2.1	0.0
Buick	123	200	62.6%	428	563	31.5%	1,480	1,811	22.4%	0.9	1.0	0.1
Cadillac	99	116	17.2%	301	338	12.3%	1,095	1,114	1.7%	0.6	0.6	-0.1
Chevrolet	1,105	1,463	32.4%	3,583	4,060	13.3%	12,665	13,867	9.5%	7.5	7.4	-0.1
Chrysler	108	144	33.3%	316	389	23.1%	1,049	1,657	58.0%	0.6	0.9	0.3
Dodge	331	391	18.1%	1,157	1,115	-3.6%	4,390	4,159	-5.3%	2.6	2.2	-0.4
Fiat	15	25	66.7%	43	76	76.7%	299	231	-22.7%	0.2	0.1	-0.1
Ford	1,648	2,346	42.4%	5,628	7,034	25.0%	20,104	22,396	11.4%	11.9	12.0	0.1
GMC	452	596	31.9%	1,348	1,625	20.5%	4,824	5,783	19.9%	2.9	3.1	0.2
Honda	1,242	1,330	7.1%	3,895	4,019	3.2%	12,929	13,317	3.0%	7.6	7.1	-0.5
Hyundai	556	576	3.6%	1,609	1,768	9.9%	5,472	5,699	4.1%	3.2	3.1	-0.2
Infiniti	76	130	71.1%	296	319	7.8%	1,109	1,254	13.1%	0.7	0.7	0.0
Jaguar	7	8	14.3%	25	25	0.0%	107	92	-14.0%	0.1	0.0	0.0
Jeep	1,078	1,584	46.9%	3,384	4,046	19.6%	11,761	13,009	10.6%	7.0	7.0	0.0
Kia	455	510	12.1%	1,548	1,487	-3.9%	5,483	5,310	-3.2%	3.2	2.8	-0.4
Land Rover	59	106	79.7%	212	240	13.2%	812	878	8.1%	0.5	0.5	0.0
Lexus	264	377	42.8%	952	1,121	17.8%	3,504	3,914	11.7%	2.1	2.1	0.0
Lincoln	73	77	5.5%	217	222	2.3%	600	834	39.0%	0.4	0.4	0.1
Mazda	417	424	1.7%	1,199	1,274	6.3%	3,731	4,240	13.6%	2.2	2.3	0.1
Mercedes	252	312	23.8%	686	898	30.9%	2,630	2,969	12.9%	1.6	1.6	0.0
MINI	62	86	38.7%	233	258	10.7%	798	906	13.5%	0.5	0.5	0.0
Mitsubishi	54	94	74.1%	173	283	63.6%	716	739	3.2%	0.4	0.4	0.0
Nissan	951	1,395	46.7%	3,189	3,583	12.4%	11,048	12,076	9.3%	6.5	6.5	-0.1
Porsche	44	69	56.8%	158	208	31.6%	516	716	38.8%	0.3	0.4	0.1
Ram	624	814	30.4%	1,968	2,298	16.8%	6,707	7,557	12.7%	4.0	4.1	0.1
smart	6	8	33.3%	31	22	-29.0%	115	68	-40.9%	0.1	0.0	0.0
Subaru	1,920	2,490	29.7%	5,417	6,541	20.7%	18,510	21,670	17.1%	10.9	11.6	0.7
Tesla	22	32	45.5%	43	130	202.3%	158	488	208.9%	0.1	0.3	0.2
Toyota/Scion	2,018	2,443	21.1%	6,807	7,341	7.8%	22,329	24,273	8.7%	13.2	13.0	-0.2
Volkswagen	511	656	28.4%	1,550	1,767	14.0%	5,088	5,475	7.6%	3.0	2.9	-0.1
Volvo	56	118	110.7%	168	287	70.8%	637	788	23.7%	0.4	0.4	0.0
Other	10	15	50.0%	31	47	51.6%	119	112	-5.9%	0.1	0.1	0.0

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

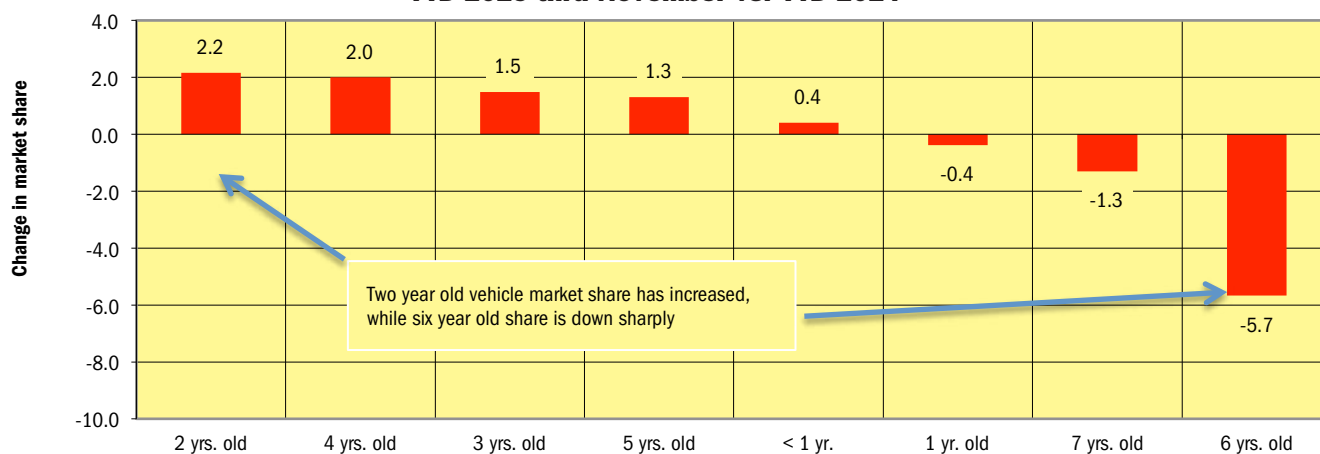


Data Source: AutoCount data from Experian Automotive.

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

Colorado Used Retail Car and Light Truck Registrations												
	November			Three Month Period Sep. '15 thru Nov. '15			YTD thru November			YTD Market Share (%)		
	2014	2015	% chg.	2014	2015	% chg.	2014	2015	% chg.	2014	2015	Chg.
TOTAL	13,735	16,870	22.8%	48,757	54,285	11.3%	164,134	177,306	8.0%			
Acura	168	203	20.8%	613	692	12.9%	2,294	2,299	0.2%	1.4	1.3	-0.1
Audi	247	292	18.2%	805	895	11.2%	2,655	2,980	12.2%	1.6	1.7	0.1
BMW	337	413	22.6%	1,252	1,344	7.3%	4,230	4,342	2.6%	2.6	2.4	-0.1
Buick	157	196	24.8%	536	534	-0.4%	1,620	1,786	10.2%	1.0	1.0	0.0
Cadillac	199	210	5.5%	663	642	-3.2%	2,257	2,196	-2.7%	1.4	1.2	-0.1
Chevrolet	1,561	1,848	18.4%	5,548	6,122	10.3%	18,560	20,629	11.1%	11.3	11.6	0.3
Chrysler	253	305	20.6%	898	946	5.3%	3,206	3,468	8.2%	2.0	2.0	0.0
Dodge (incl. Ram)	998	1,261	26.4%	3,637	4,006	10.1%	12,370	13,493	9.1%	7.5	7.6	0.1
Ford	1,758	2,412	37.2%	6,400	7,532	17.7%	21,328	24,157	13.3%	13.0	13.6	0.6
GMC	434	512	18.0%	1,593	1,722	8.1%	5,151	5,615	9.0%	3.1	3.2	0.0
Honda	707	825	16.7%	2,521	2,704	7.3%	8,875	9,064	2.1%	5.4	5.1	-0.3
Hummer	27	18	-33.3%	93	38	-59.1%	273	139	-49.1%	0.2	0.1	-0.1
Hyundai	492	615	25.0%	1,666	2,045	22.7%	5,739	6,597	15.0%	3.5	3.7	0.2
Infiniti	152	171	12.5%	618	614	-0.6%	1,945	2,212	13.7%	1.2	1.2	0.1
Jaguar	10	4	-60.0%	31	20	-35.5%	86	89	3.5%	0.1	0.1	0.0
Jeep	771	987	28.0%	2,760	3,033	9.9%	8,948	9,565	6.9%	5.5	5.4	-0.1
Kia	400	549	37.3%	1,415	1,833	29.5%	5,038	5,798	15.1%	3.1	3.3	0.2
Land Rover	73	103	41.1%	262	312	19.1%	835	988	18.3%	0.5	0.6	0.0
Lexus	256	286	11.7%	919	910	-1.0%	2,984	2,994	0.3%	1.8	1.7	-0.1
Lincoln	102	94	-7.8%	331	316	-4.5%	1,066	1,080	1.3%	0.6	0.6	0.0
Mazda	268	259	-3.4%	923	949	2.8%	3,241	3,175	-2.0%	2.0	1.8	-0.2
Mercedes	268	292	9.0%	884	958	8.4%	2,809	3,102	10.4%	1.7	1.7	0.0
Mercury	30	19	-36.7%	123	62	-49.6%	427	259	-39.3%	0.3	0.1	-0.1
MINI	83	98	18.1%	300	362	20.7%	948	1,128	19.0%	0.6	0.6	0.1
Mitsubishi	105	99	-5.7%	310	314	1.3%	1,099	1,093	-0.5%	0.7	0.6	-0.1
Nissan	1,034	1,397	35.1%	3,595	4,365	21.4%	12,085	14,036	16.1%	7.4	7.9	0.6
Pontiac	76	54	-28.9%	327	198	-39.4%	1,161	680	-41.4%	0.7	0.4	-0.3
Porsche	24	58	141.7%	109	159	45.9%	373	500	34.0%	0.2	0.3	0.1
Saab	7	11	57.1%	44	29	-34.1%	145	103	-29.0%	0.1	0.1	0.0
Saturn	75	45	-40.0%	274	179	-34.7%	1,006	649	-35.5%	0.6	0.4	-0.2
Subaru	679	953	40.4%	2,435	2,906	19.3%	7,950	8,839	11.2%	4.8	5.0	0.1
Suzuki	56	42	-25.0%	218	170	-22.0%	795	576	-27.5%	0.5	0.3	-0.2
Toyota/Scion	1,400	1,667	19.1%	4,872	5,382	10.5%	16,853	17,063	1.2%	10.3	9.6	-0.6
Volkswagen	419	415	-1.0%	1,326	1,472	11.0%	4,343	4,998	15.1%	2.6	2.8	0.2
Volvo	83	113	36.1%	339	371	9.4%	1,093	1,141	4.4%	0.7	0.6	0.0
Other	26	44	69.2%	117	149	27.4%	346	473	36.7%	0.2	0.3	0.1

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



Data Source: AutoCount data from Experian Automotive.

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



Data Source: AutoCount data from Experian Automotive.

Colorado Auto Outlook

Published for:
Colorado Automobile Dealers Association
290 East Speer Boulevard
Denver, CO 80203
Phone: 303-831-1722

Published by:
Auto Outlook, Inc.
PO Box 390
Exton, PA 19341
Phone: 800-206-0102
Email: jfoltz@autooutlook.com

Copyright Auto Outlook, Inc.,
December 2015

Colorado Auto Outlook is distributed free of charge to all members of Colorado Automobile Dealers Association. The publication is sponsored and supported by CADA.

Colorado Auto Outlook is published and edited by Auto Outlook, Inc., an independent automotive market research firm. Opinions in Colorado Auto Outlook are solely those of Auto Outlook, Inc., and are not necessarily shared by CADA.

WHO ARE MY TOP COMPETITORS?
-BY MARKET AREA?

WHAT NEW AND USED CARS SELL WELL IN MY MARKETS?

ANSWERS DRIVE RESULTS.

You need insights into your marketplace to make the best decisions to maximize profits. The AutoCount® Dealer Report analyzes full details on new and used competitive dealer market share, down to specific areas you define. You bring the questions. We'll bring the answers.



www.experianautomotive.com 888 211 5809

Experian Automotive is the data provider for Colorado Auto Outlook.