

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 declined a reported 26.6% in November 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.

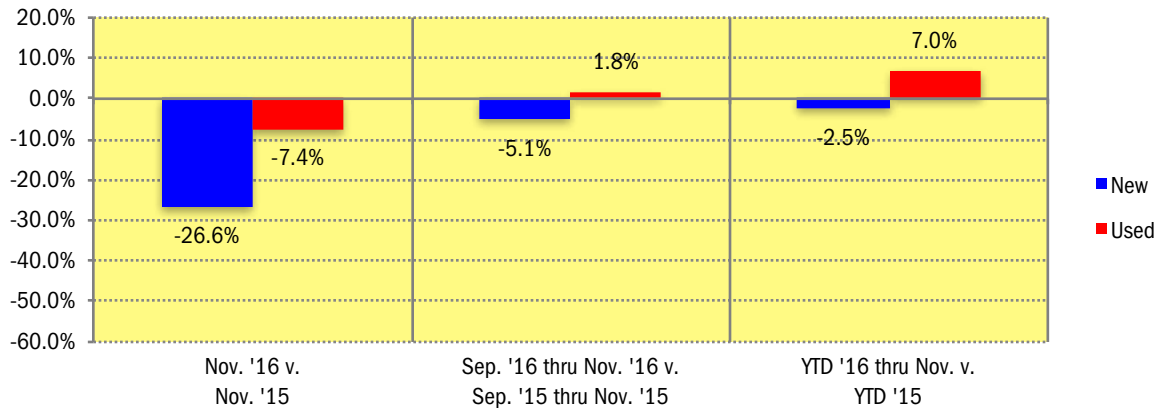
New registrations in the state fell 2.5% during the first eleven months of this year.

Used vehicle registrations improved 7% so far this year. (Only includes vehicles seven years old or newer.)

Registrations increased by more than 7% for Volvo, Mitsubishi, FIAT, and Toyota.

Compact SUV market share increased by 1.8 share points during the first eleven months of this year.

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. '15 thru Nov. '15	Sep. '16 thru Nov. '16	Percent Change	Sep. '15 thru Nov. '15	Sep. '16 thru Nov. '16	Percent Change
Total	55,926	53,048	-5.1%	54,285	55,244	1.8%
Cars	18,907	16,057	-15.1%	23,876	22,301	-6.6%
Light Trucks	37,019	36,991	-0.1%	30,409	32,943	8.3%
Detroit Three Brands	21,821	19,633	-10.0%	25,334	25,819	1.9%
European Brands	5,864	5,581	-4.8%	6,064	5,893	-2.8%
Japanese Brands	24,986	24,715	-1.1%	19,008	19,493	2.6%
Korean Brands	3,255	3,119	-4.2%	3,879	4,039	4.1%
	Year to date thru November					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2015	YTD 2016	Percent Change	YTD 2015	YTD 2016	Percent Change
Total	186,550	181,955	-2.5%	177,306	189,696	7.0%
Cars	65,381	55,758	-14.7%	78,522	78,543	0.0%
Light Trucks	121,169	126,197	4.1%	98,784	111,153	12.5%
Detroit Three Brands	72,676	69,681	-4.1%	83,727	89,980	7.5%
European Brands	19,513	19,007	-2.6%	19,829	19,963	0.7%
Japanese Brands	83,352	82,905	-0.5%	61,354	65,471	6.7%
Korean Brands	11,009	10,362	-5.9%	12,396	14,282	15.2%

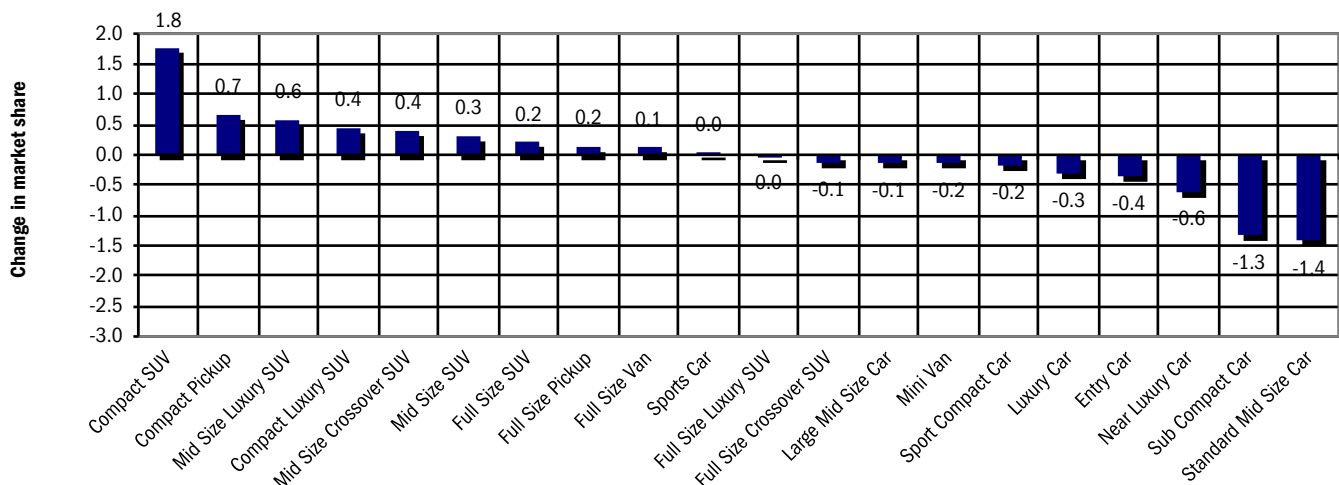
Data Information

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. '16 thru Nov. '16			Year to date thru November			Year-to-date Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2015	2016	% chg.	Yr. Ago	Current	% chg.	2015	2016	% chg.	2015	2016	Chg.
TOTAL	19,923	14,623	-26.6%	55,926	53,048	-5.1%	186,550	181,955	-2.5%			
Acura	179	108	-39.7%	503	427	-15.1%	1,867	1,606	-14.0%	1.0	0.9	-0.1
Audi	396	276	-30.3%	973	974	0.1%	3,416	3,420	0.1%	1.8	1.9	0.0
BMW	413	313	-24.2%	1,066	1,033	-3.1%	3,865	3,701	-4.2%	2.1	2.0	0.0
Buick	200	108	-46.0%	563	428	-24.0%	1,811	1,633	-9.8%	1.0	0.9	-0.1
Cadillac	116	82	-29.3%	338	286	-15.4%	1,114	1,040	-6.6%	0.6	0.6	0.0
Chevrolet	1,463	1,126	-23.0%	4,060	4,097	0.9%	13,867	14,133	1.9%	7.4	7.8	0.3
Chrysler	144	61	-57.6%	389	236	-39.3%	1,657	1,035	-37.5%	0.9	0.6	-0.3
Dodge	391	195	-50.1%	1,115	793	-28.9%	4,159	3,157	-24.1%	2.2	1.7	-0.5
Fiat	25	28	12.0%	76	87	14.5%	231	295	27.7%	0.1	0.2	0.0
Ford	2,346	1,566	-33.2%	7,034	6,102	-13.2%	22,396	21,422	-4.3%	12.0	11.8	-0.2
GMC	596	393	-34.1%	1,625	1,497	-7.9%	5,783	5,710	-1.3%	3.1	3.1	0.0
Honda	1,330	1,125	-15.4%	4,019	4,316	7.4%	13,317	13,716	3.0%	7.1	7.5	0.4
Hyundai	576	534	-7.3%	1,768	1,820	2.9%	5,699	5,905	3.6%	3.1	3.2	0.2
Infiniti	130	106	-18.5%	319	326	2.2%	1,254	1,166	-7.0%	0.7	0.6	0.0
Jaguar	8	30	275.0%	25	92	268.0%	92	193	109.8%	0.0	0.1	0.1
Jeep	1,584	940	-40.7%	4,046	3,639	-10.1%	13,009	12,813	-1.5%	7.0	7.0	0.1
Kia	510	332	-34.9%	1,487	1,299	-12.6%	5,310	4,457	-16.1%	2.8	2.4	-0.4
Land Rover	106	57	-46.2%	240	233	-2.9%	878	903	2.8%	0.5	0.5	0.0
Lexus	377	290	-23.1%	1,121	1,095	-2.3%	3,914	3,643	-6.9%	2.1	2.0	-0.1
Lincoln	77	92	19.5%	222	256	15.3%	834	843	1.1%	0.4	0.5	0.0
Maserati	9	7	-22.2%	19	23	21.1%	41	71	73.2%	0.0	0.0	0.0
Mazda	424	383	-9.7%	1,274	1,291	1.3%	4,240	4,141	-2.3%	2.3	2.3	0.0
Mercedes	312	262	-16.0%	898	871	-3.0%	2,969	2,908	-2.1%	1.6	1.6	0.0
MINI	86	76	-11.6%	258	280	8.5%	906	881	-2.8%	0.5	0.5	0.0
Mitsubishi	94	75	-20.2%	283	270	-4.6%	739	944	27.7%	0.4	0.5	0.1
Nissan	1,395	795	-43.0%	3,583	2,884	-19.5%	12,076	10,275	-14.9%	6.5	5.6	-0.8
Porsche	69	61	-11.6%	208	219	5.3%	716	725	1.3%	0.4	0.4	0.0
Ram	814	516	-36.6%	2,298	2,055	-10.6%	7,557	7,220	-4.5%	4.1	4.0	-0.1
smart	8	5	-37.5%	22	18	-18.2%	68	57	-16.2%	0.0	0.0	0.0
Subaru	2,490	1,863	-25.2%	6,541	6,431	-1.7%	21,670	21,424	-1.1%	11.6	11.8	0.2
Tesla	32	104	225.0%	130	243	86.9%	488	672	37.7%	0.3	0.4	0.1
Toyota/Scion	2,443	2,212	-9.5%	7,341	7,675	4.5%	24,273	25,990	7.1%	13.0	14.3	1.3
Volkswagen	656	390	-40.5%	1,767	1,376	-22.1%	5,475	4,596	-16.1%	2.9	2.5	-0.4
Volvo	118	105	-11.0%	287	347	20.9%	788	1,188	50.8%	0.4	0.7	0.2
Other	6	7	16.7%	28	29	3.6%	71	72	1.4%	0.0	0.0	0.0

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

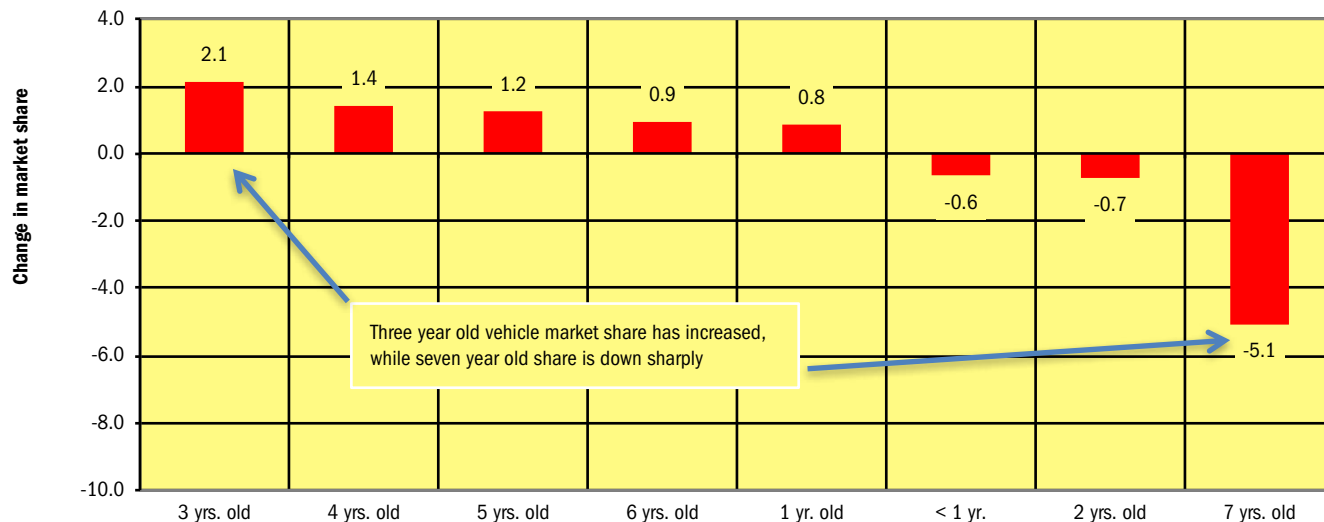


Data Source: AutoCount data from Experian Automotive.

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

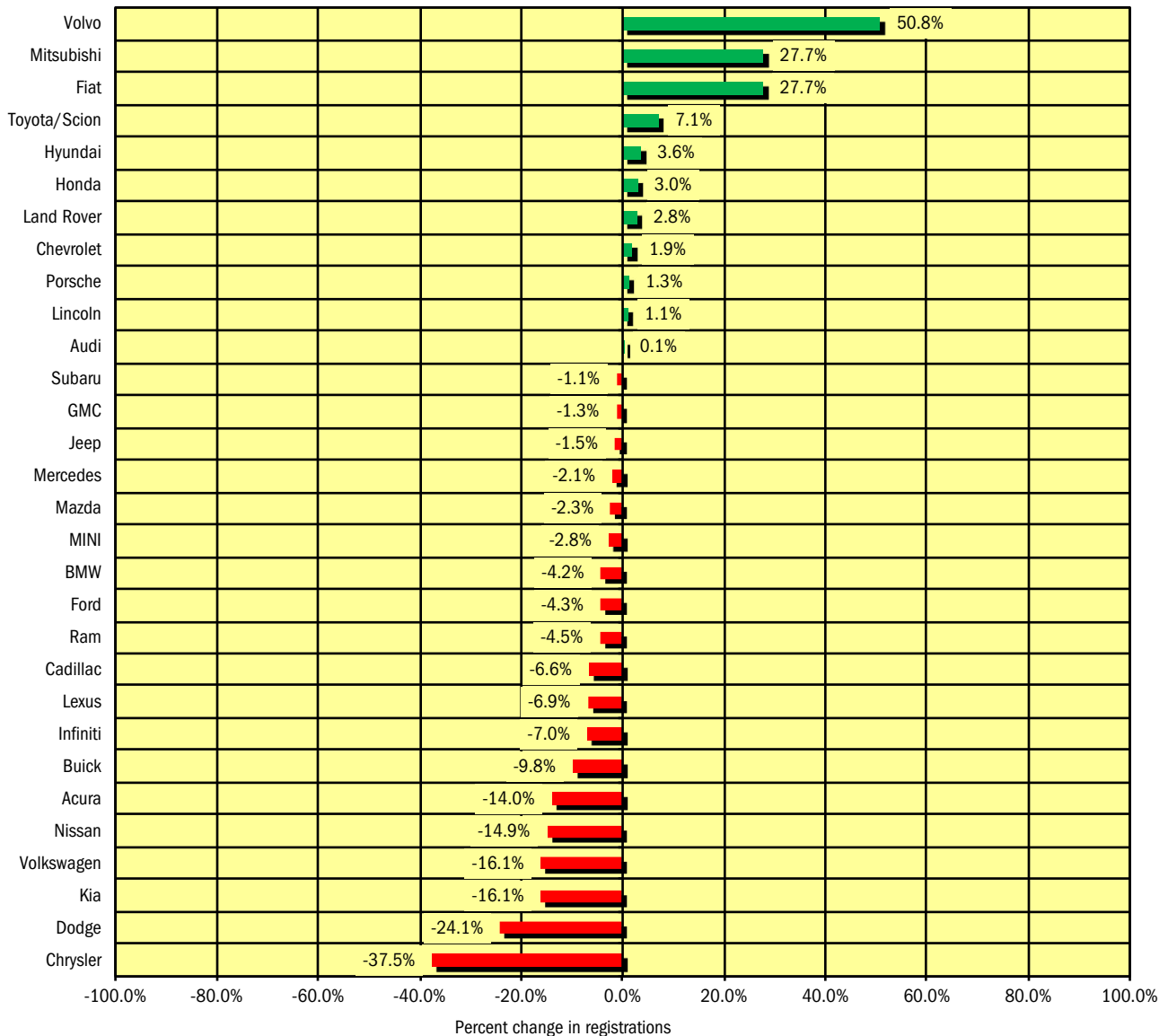
Colorado Used Retail Car and Light Truck Registrations												
	November			Three Month Period Sep. '16 thru Nov. '16			Year to date thru November			Year-to-date Market Share (%)		
	2015	2016	% chg.	Yr. Ago	Current	% chg.	2015	2016	% chg.	2015	2016	Chg.
TOTAL	16,870	15,625	-7.4%	54,285	55,244	1.8%	177,306	189,696	7.0%			
Acura	203	150	-26.1%	692	582	-15.9%	2,299	2,007	-12.7%	1.3	1.1	-0.2
Audi	292	280	-4.1%	895	936	4.6%	2,980	3,205	7.6%	1.7	1.7	0.0
BMW	413	425	2.9%	1,344	1,449	7.8%	4,342	4,454	2.6%	2.4	2.3	-0.1
Buick	196	168	-14.3%	534	587	9.9%	1,786	2,057	15.2%	1.0	1.1	0.1
Cadillac	210	210	0.0%	642	724	12.8%	2,196	2,242	2.1%	1.2	1.2	-0.1
Chevrolet	1,848	1,633	-11.6%	6,122	5,764	-5.8%	20,629	20,607	-0.1%	11.6	10.9	-0.8
Chrysler	305	271	-11.1%	946	986	4.2%	3,468	3,295	-5.0%	2.0	1.7	-0.2
Dodge (incl. Ram)	1,261	1,051	-16.7%	4,006	3,892	-2.8%	13,493	14,511	7.5%	7.6	7.6	0.0
Ford	2,412	2,203	-8.7%	7,532	7,814	3.7%	24,157	26,981	11.7%	13.6	14.2	0.6
GMC	512	534	4.3%	1,722	1,882	9.3%	5,615	6,282	11.9%	3.2	3.3	0.1
Honda	825	732	-11.3%	2,704	2,661	-1.6%	9,064	8,939	-1.4%	5.1	4.7	-0.4
Hummer	18	4	-77.8%	38	8	-78.9%	139	25	-82.0%	0.1	0.0	-0.1
Hyundai	615	626	1.8%	2,045	2,196	7.4%	6,597	7,780	17.9%	3.7	4.1	0.4
Infiniti	171	151	-11.7%	614	527	-14.2%	2,212	1,951	-11.8%	1.2	1.0	-0.2
Jaguar	4	6	50.0%	20	34	70.0%	89	115	29.2%	0.1	0.1	0.0
Jeep	987	1,063	7.7%	3,033	3,724	22.8%	9,565	12,330	28.9%	5.4	6.5	1.1
Kia	549	504	-8.2%	1,833	1,843	0.5%	5,798	6,502	12.1%	3.3	3.4	0.2
Land Rover	103	106	2.9%	312	334	7.1%	988	1,134	14.8%	0.6	0.6	0.0
Lexus	286	268	-6.3%	910	963	5.8%	2,994	3,227	7.8%	1.7	1.7	0.0
Lincoln	94	82	-12.8%	316	285	-9.8%	1,080	1,048	-3.0%	0.6	0.6	-0.1
Mazda	259	226	-12.7%	949	873	-8.0%	3,175	2,985	-6.0%	1.8	1.6	-0.2
Mercedes	292	268	-8.2%	958	994	3.8%	3,102	3,218	3.7%	1.7	1.7	-0.1
Mercury	19	7	-63.2%	62	34	-45.2%	259	123	-52.5%	0.1	0.1	-0.1
MINI	98	100	2.0%	362	347	-4.1%	1,128	1,161	2.9%	0.6	0.6	0.0
Mitsubishi	99	106	7.1%	314	343	9.2%	1,093	1,093	0.0%	0.6	0.6	0.0
Nissan	1,397	1,342	-3.9%	4,365	4,713	8.0%	14,036	15,680	11.7%	7.9	8.3	0.3
Pontiac	54	12	-77.8%	198	60	-69.7%	680	275	-59.6%	0.4	0.1	-0.2
Porsche	58	35	-39.7%	159	128	-19.5%	500	454	-9.2%	0.3	0.2	0.0
Saab	11	2	-81.8%	29	5	-82.8%	103	26	-74.8%	0.1	0.0	0.0
Saturn	45	8	-82.2%	179	48	-73.2%	649	174	-73.2%	0.4	0.1	-0.3
Subaru	953	912	-4.3%	2,906	3,193	9.9%	8,839	10,491	18.7%	5.0	5.5	0.5
Suzuki	42	25	-40.5%	170	73	-57.1%	576	263	-54.3%	0.3	0.1	-0.2
Toyota/Scion	1,667	1,628	-2.3%	5,382	5,565	3.4%	17,063	18,835	10.4%	9.6	9.9	0.3
Volkswagen	415	353	-14.9%	1,472	1,256	-14.7%	4,998	4,752	-4.9%	2.8	2.5	-0.3
Volvo	113	82	-27.4%	371	269	-27.5%	1,141	919	-19.5%	0.6	0.5	-0.2
Other	44	52	18.2%	149	152	2.0%	473	555	17.3%	0.3	0.3	0.0

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



Data Source: AutoCount data from Experian Automotive.

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



Data Source: AutoCount data from Experian Automotive.

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