

# Colorado Auto Outlook™

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Comprehensive information on the Colorado automotive market

Colorado Automobile Dealers Association

## Quick Facts

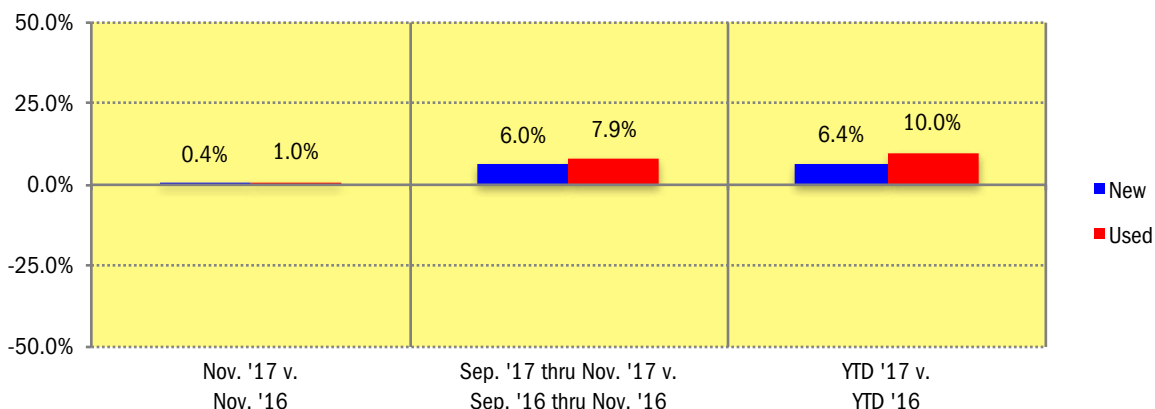
New retail car and light truck registrations in the state were essentially unchanged in November 2017 versus a year earlier. Note: monthly recording of registrations occurs when the data is processed by the DMV. This can impact the measurement of registrations in individual months. Year-to-date figures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

New registrations in the state increased 6.4% during the first eleven months of this year versus the same period a year earlier. Passenger cars declined by 1.5% while Light Trucks were up 9.9%.

Used vehicle registrations were up 10% so far this year. (Only includes vehicles seven years old or newer.)

Jaguar, Volkswagen, Toyota, Mercedes, Infiniti, and Nissan had the largest increases in ytd 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		
	Sep. '16 thru Nov. '16	Sep. '17 thru Nov. '17	Percent Change	Sep. '16 thru Nov. '16	Sep. '17 thru Nov. '17	Percent Change
Total	53,048	56,246	6.0%	55,245	59,611	7.9%
Cars	16,057	15,168	-5.5%	22,301	22,672	1.7%
Light Trucks	36,991	41,078	11.0%	32,944	36,939	12.1%
Detroit Three Brands	19,633	21,018	7.1%	25,819	27,967	8.3%
European Brands	5,581	5,873	5.2%	5,894	6,440	9.3%
Japanese Brands	24,715	26,002	5.2%	19,493	20,941	7.4%
Korean Brands	3,119	3,353	7.5%	4,039	4,263	5.5%
	Year-to-date thru November					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2016	YTD 2017	Percent Change	YTD 2016	YTD 2017	Percent Change
Total	181,955	193,653	6.4%	189,699	208,636	10.0%
Cars	55,758	54,929	-1.5%	78,543	80,426	2.4%
Light Trucks	126,197	138,724	9.9%	111,156	128,210	15.3%
Detroit Three Brands	69,681	71,576	2.7%	89,980	98,197	9.1%
European Brands	19,007	20,330	7.0%	19,966	22,019	10.3%
Japanese Brands	82,905	90,539	9.2%	65,471	73,180	11.8%
Korean Brands	10,362	11,208	8.2%	14,282	15,240	6.7%

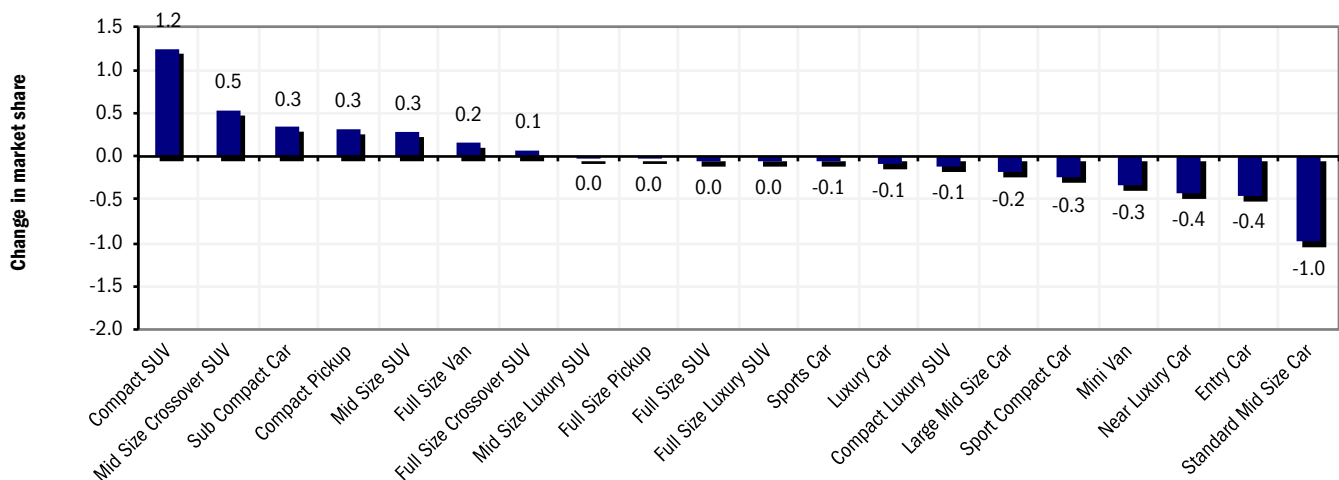
## Data Information

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												
	November			Three Month Period Sep. '17 thru Nov. '17			Year-to-date thru November			Year-to-date Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2016	2017	% chg.	Yr. Ago	Current	% chg.	2016	2017	% chg.	2016	2017	Chg.
TOTAL	14,623	14,676	0.4%	53,048	56,246	6.0%	181,955	193,653	6.4%			
Acura	108	117	8.3%	427	467	9.4%	1,606	1,541	-4.0%	0.9	0.8	-0.1
Audi	276	258	-6.5%	974	1,016	4.3%	3,420	3,564	4.2%	1.9	1.8	0.0
BMW	313	238	-24.0%	1,033	897	-13.2%	3,701	3,071	-17.0%	2.0	1.6	-0.4
Buick	108	113	4.6%	428	435	1.6%	1,633	1,533	-6.1%	0.9	0.8	-0.1
Cadillac	82	78	-4.9%	286	255	-10.8%	1,040	978	-6.0%	0.6	0.5	-0.1
Chevrolet	1,126	1,182	5.0%	4,097	4,322	5.5%	14,133	14,150	0.1%	7.8	7.3	-0.5
Chrysler	61	41	-32.8%	236	205	-13.1%	1,035	935	-9.7%	0.6	0.5	-0.1
Dodge	195	179	-8.2%	793	769	-3.0%	3,157	3,137	-0.6%	1.7	1.6	-0.1
Fiat	28	19	-32.1%	87	66	-24.1%	295	220	-25.4%	0.2	0.1	0.0
Ford	1,566	1,783	13.9%	6,102	6,712	10.0%	21,422	22,568	5.3%	11.8	11.7	-0.1
GMC	393	402	2.3%	1,497	1,523	1.7%	5,710	5,594	-2.0%	3.1	2.9	-0.2
Honda	1,125	1,023	-9.1%	4,316	4,129	-4.3%	13,716	14,550	6.1%	7.5	7.5	0.0
Hyundai	534	509	-4.7%	1,820	1,833	0.7%	5,905	6,343	7.4%	3.2	3.3	0.0
Infiniti	106	81	-23.6%	326	299	-8.3%	1,166	1,299	11.4%	0.6	0.7	0.0
Jaguar	30	19	-36.7%	92	105	14.1%	193	442	129.0%	0.1	0.2	0.1
Jeep	940	1,088	15.7%	3,639	4,129	13.5%	12,813	13,589	6.1%	7.0	7.0	0.0
Kia	332	377	13.6%	1,299	1,520	17.0%	4,457	4,865	9.2%	2.4	2.5	0.1
Land Rover	57	67	17.5%	233	263	12.9%	903	875	-3.1%	0.5	0.5	0.0
Lexus	290	246	-15.2%	1,095	1,105	0.9%	3,643	3,794	4.1%	2.0	2.0	0.0
Lincoln	92	64	-30.4%	256	234	-8.6%	843	886	5.1%	0.5	0.5	0.0
Maserati	7	4	-42.9%	23	27	17.4%	71	121	70.4%	0.0	0.1	0.0
Mazda	383	323	-15.7%	1,291	1,262	-2.2%	4,141	4,295	3.7%	2.3	2.2	-0.1
Mercedes	262	265	1.1%	871	972	11.6%	2,908	3,284	12.9%	1.6	1.7	0.1
MINI	76	66	-13.2%	280	235	-16.1%	881	764	-13.3%	0.5	0.4	-0.1
Mitsubishi	75	58	-22.7%	270	236	-12.6%	944	877	-7.1%	0.5	0.5	-0.1
Nissan	795	711	-10.6%	2,884	3,080	6.8%	10,275	11,430	11.2%	5.6	5.9	0.3
Porsche	61	36	-41.0%	219	177	-19.2%	725	747	3.0%	0.4	0.4	0.0
Ram	516	622	20.5%	2,055	2,202	7.2%	7,220	7,424	2.8%	4.0	3.8	-0.1
smart	5	3	-40.0%	18	8	-55.6%	57	46	-19.3%	0.0	0.0	0.0
Subaru	1,863	1,774	-4.8%	6,431	6,580	2.3%	21,424	23,336	8.9%	11.8	12.1	0.3
Tesla	104	100	-3.8%	243	230	-5.3%	672	778	15.8%	0.4	0.4	0.0
Toyota/Scion	2,212	2,267	2.5%	7,675	8,843	15.2%	25,990	29,415	13.2%	14.3	15.2	0.9
Volkswagen	390	459	17.7%	1,376	1,725	25.4%	4,596	6,036	31.3%	2.5	3.1	0.6
Volvo	105	86	-18.1%	347	317	-8.6%	1,188	982	-17.3%	0.7	0.5	-0.1
Other	7	18	157.1%	29	68	134.5%	72	184	155.6%	0.0	0.1	0.1

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

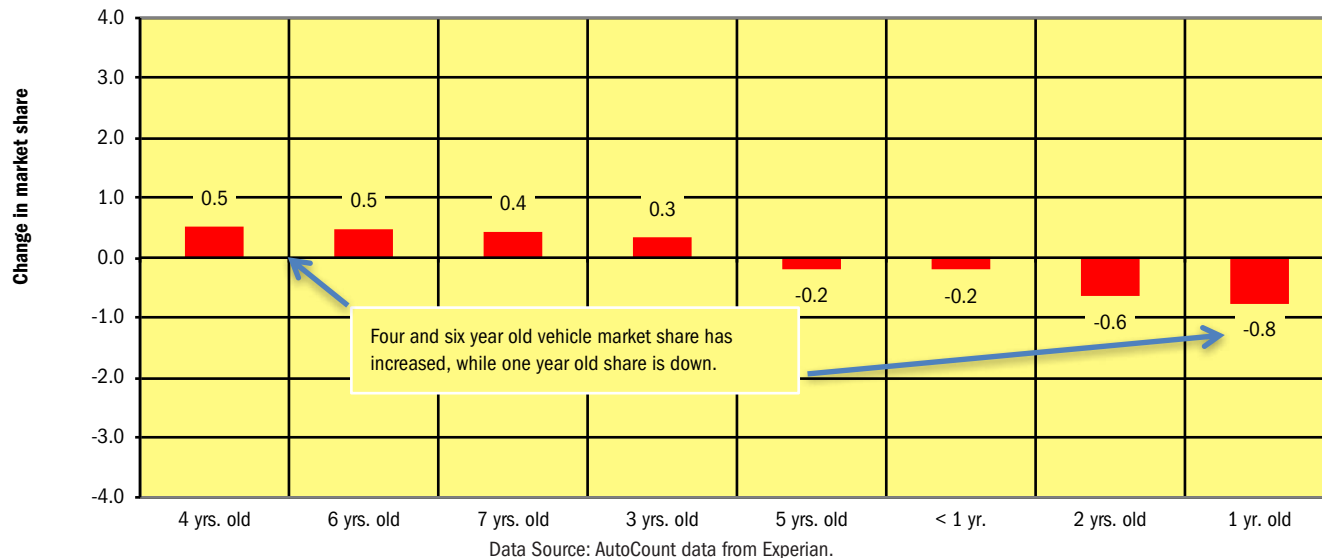


Data Source: AutoCount data from Experian.

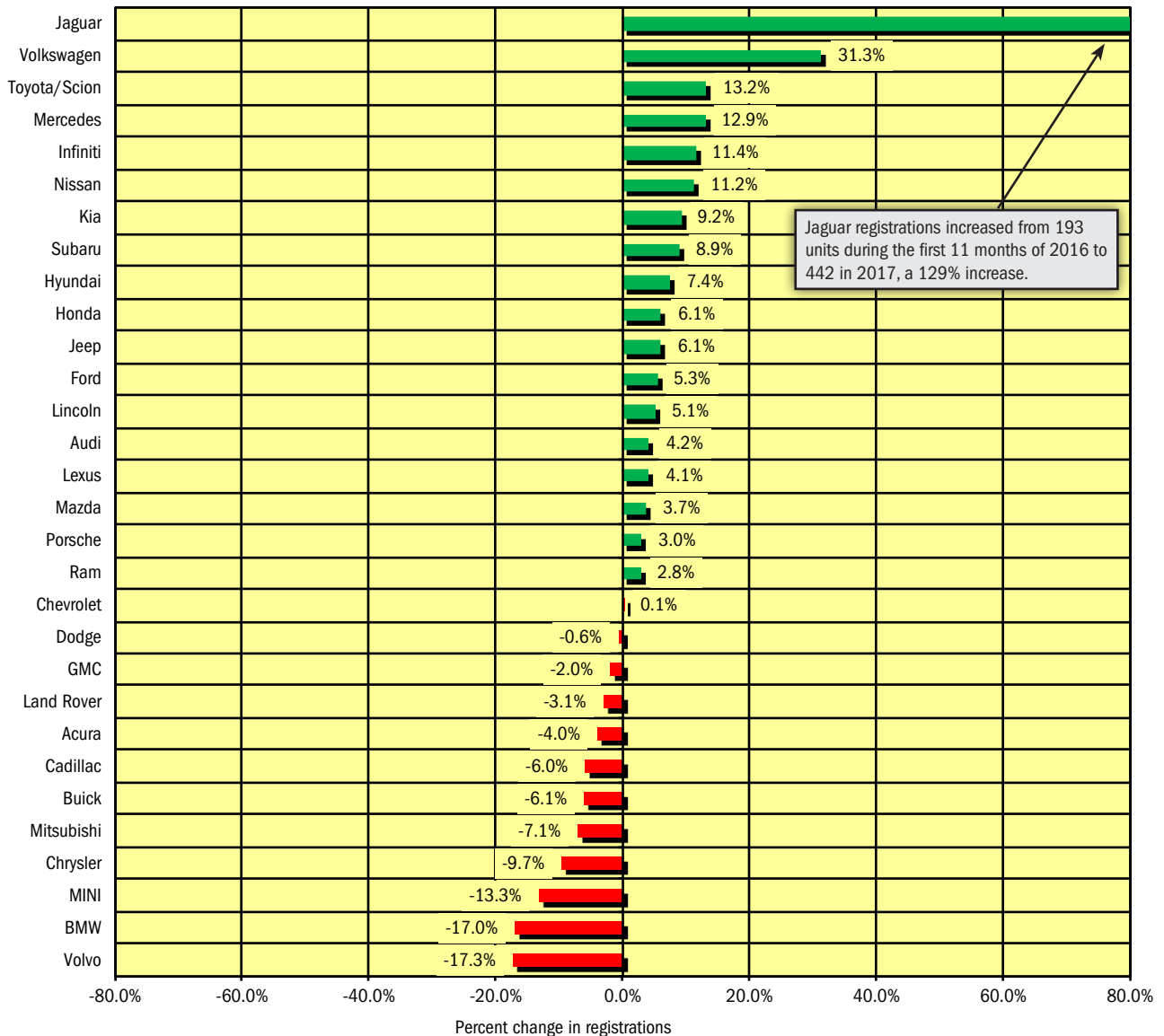
Used Vehicle Market Brand Registrations (only includes vehicles seven years old or newer)

Colorado Used Retail Car and Light Truck Registrations												
	November			Three Month Period Sep. '17 thru Nov. '17			Year-to-date thru November			YTD Market Share (%)		
	2016	2017	% chg.	Yr. Ago	Current	% chg.	2016	2017	% chg.	2016	2017	Chg.
TOTAL	15,625	15,786	1.0%	55,245	59,611	7.9%	189,699	208,636	10.0%			
Acura	150	151	0.7%	582	643	10.5%	2,007	2,422	20.7%	1.1	1.2	0.1
Audi	280	274	-2.1%	936	1,061	13.4%	3,205	3,652	13.9%	1.7	1.8	0.1
BMW	425	410	-3.5%	1,449	1,632	12.6%	4,454	5,737	28.8%	2.3	2.7	0.4
Buick	168	182	8.3%	587	714	21.6%	2,057	2,305	12.1%	1.1	1.1	0.0
Cadillac	210	203	-3.3%	724	751	3.7%	2,242	2,810	25.3%	1.2	1.3	0.2
Chevrolet	1,633	1,640	0.4%	5,764	6,093	5.7%	20,607	21,290	3.3%	10.9	10.2	-0.7
Chrysler	271	198	-26.9%	986	814	-17.4%	3,295	3,211	-2.5%	1.7	1.5	-0.2
Dodge	1,051	1,137	8.2%	3,892	4,415	13.4%	14,511	15,583	7.4%	7.6	7.5	-0.2
Ford	2,203	2,276	3.3%	7,814	8,576	9.8%	26,981	30,191	11.9%	14.2	14.5	0.2
GMC	534	586	9.7%	1,882	2,098	11.5%	6,282	7,207	14.7%	3.3	3.5	0.1
Honda	732	727	-0.7%	2,661	2,808	5.5%	8,939	9,737	8.9%	4.7	4.7	0.0
Hyundai	626	555	-11.3%	2,196	2,330	6.1%	7,780	8,405	8.0%	4.1	4.0	-0.1
Infiniti	151	196	29.8%	527	756	43.5%	1,951	2,560	31.2%	1.0	1.2	0.2
Jaguar	6	10	66.7%	34	55	61.8%	115	157	36.5%	0.1	0.1	0.0
Jeep	1,063	1,135	6.8%	3,724	4,139	11.1%	12,330	14,352	16.4%	6.5	6.9	0.4
Kia	504	485	-3.8%	1,843	1,933	4.9%	6,502	6,835	5.1%	3.4	3.3	-0.2
Land Rover	106	91	-14.2%	334	310	-7.2%	1,134	1,227	8.2%	0.6	0.6	0.0
Lexus	268	251	-6.3%	963	997	3.5%	3,227	3,554	10.1%	1.7	1.7	0.0
Lincoln	82	94	14.6%	285	327	14.7%	1,048	1,064	1.5%	0.6	0.5	0.0
Mazda	226	242	7.1%	873	898	2.9%	2,985	3,200	7.2%	1.6	1.5	0.0
Mercedes	268	294	9.7%	994	995	0.1%	3,218	3,507	9.0%	1.7	1.7	0.0
MINI	100	88	-12.0%	347	353	1.7%	1,161	1,218	4.9%	0.6	0.6	0.0
Mitsubishi	106	82	-22.6%	343	314	-8.5%	1,093	1,244	13.8%	0.6	0.6	0.0
Nissan	1,342	1,297	-3.4%	4,713	4,974	5.5%	15,680	17,687	12.8%	8.3	8.5	0.2
Other	110	73	-33.6%	381	290	-23.9%	1,444	1,019	-29.4%	0.8	0.5	-0.3
Porsche	35	44	25.7%	128	163	27.3%	454	513	13.0%	0.2	0.2	0.0
Subaru	912	1,064	16.7%	3,193	3,702	15.9%	10,491	11,995	14.3%	5.5	5.7	0.2
Toyota/Scion	1,628	1,539	-5.5%	5,565	5,803	4.3%	18,835	20,606	9.4%	9.9	9.9	-0.1
Volkswagen	353	373	5.7%	1,256	1,352	7.6%	4,752	4,305	-9.4%	2.5	2.1	-0.4
Volvo	82	89	8.5%	269	315	17.1%	919	1,043	13.5%	0.5	0.5	0.0

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



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



Data Source: AutoCount data from Experian.

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