

Colorado Auto Outlook™

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Comprehensive information on the Colorado automotive market

Colorado Automobile Dealers Association

Quick Facts

Colorado new vehicle registrations were essentially unchanged in October '14 vs. 2013.

New registrations in the state during the first ten months of this year increased 7.1% compared to a year earlier.

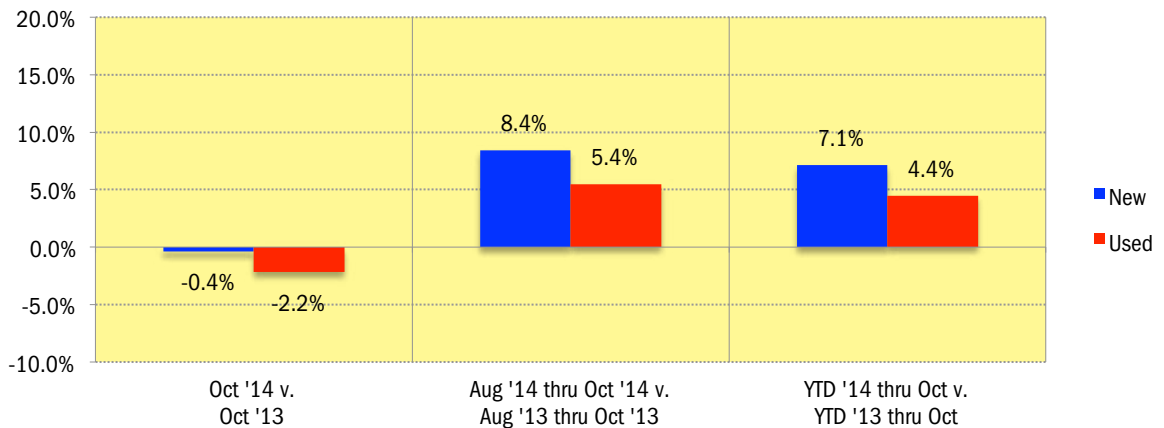
Used vehicle market was off 2.2% in October 2014 (vehicles seven years old or newer), and improved 4.4%, year-to-date.

Three year old vehicle market share increased 2.9 share points.

Jeep, Mitsubishi, Lexus, Audi, Porsche, and Ram new vehicle registrations each increased more than 19% 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		
	Aug '13 thru Oct '13	Aug '14 thru Oct '14	Percent Change	Aug '13 thru Oct '13	Aug '14 thru Oct '14	Percent Change
Total	48,657	52,767	8.4%	47,403	49,985	5.4%
Cars	19,733	20,650	4.6%	21,643	22,504	4.0%
Light Trucks	28,924	32,117	11.0%	25,760	27,481	6.7%
Detroit Three Brands	18,388	20,226	10.0%	22,260	23,842	7.1%
European Brands	5,344	5,297	-0.9%	4,885	5,521	13.0%
Japanese Brands	21,721	23,831	9.7%	17,341	17,415	0.4%
Korean Brands	3,204	3,413	6.5%	2,917	3,207	9.9%
	YTD thru October					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2013	YTD 2014	Percent Change	YTD 2013	YTD 2014	Percent Change
Total	146,012	156,441	7.1%	143,999	150,399	4.4%
Cars	60,010	61,246	2.1%	65,897	67,502	2.4%
Light Trucks	86,002	95,195	10.7%	78,102	82,897	6.1%
Detroit Three Brands	55,721	60,144	7.9%	68,840	70,934	3.0%
European Brands	16,126	16,215	0.6%	14,934	16,270	8.9%
Japanese Brands	64,414	69,968	8.6%	51,603	53,310	3.3%
Korean Brands	9,751	10,114	3.7%	8,622	9,885	14.6%

Data Information

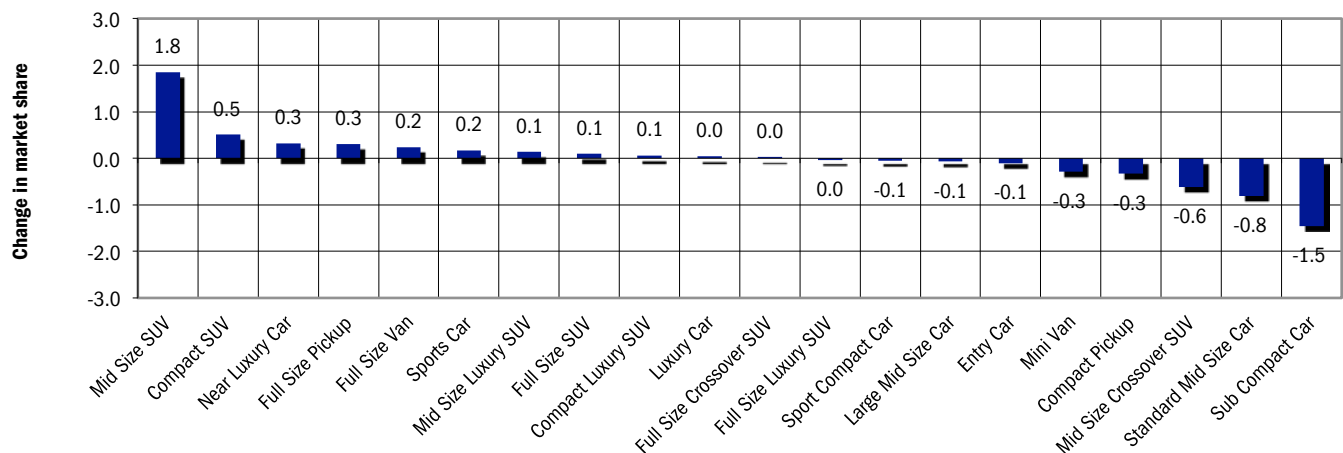
All data represents new and used vehicle retail registrations in Colorado and excludes fleet and wholesale transactions. Used vehicle data only includes vehicles seven years old or newer and excludes private party transactions. Please keep in mind that monthly registration figures can occasionally be 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												
	October			Three Month Period Aug '14 thru Oct '14			YTD thru October			YTD Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2013	2014	% chg.	2013	2014	% chg.	2013	2014	% chg.	2013	2014	Chg.
TOTAL	15,846	15,782	-0.4%	48,657	52,767	8.4%	146,012	156,441	7.1%			
Acura	158	153	-3.2%	590	515	-12.7%	1,721	1,825	6.0%	1.2	1.2	0.0
Audi	239	292	22.2%	731	953	30.4%	2,262	2,754	21.8%	1.5	1.8	0.2
BMW	254	256	0.8%	902	955	5.9%	2,952	3,204	8.5%	2.0	2.0	0.0
Buick	152	132	-13.2%	440	468	6.4%	1,304	1,378	5.7%	0.9	0.9	0.0
Cadillac	126	96	-23.8%	376	319	-15.2%	1,131	1,010	-10.7%	0.8	0.6	-0.1
Chevrolet	1,219	1,250	2.5%	3,819	3,939	3.1%	11,246	11,747	4.5%	7.7	7.5	-0.2
Chrysler	133	104	-21.8%	359	351	-2.2%	1,103	960	-13.0%	0.8	0.6	-0.1
Dodge	397	396	-0.3%	1,283	1,335	4.1%	4,229	4,116	-2.7%	2.9	2.6	-0.3
Fiat	35	11	-68.6%	114	68	-40.4%	373	286	-23.3%	0.3	0.2	-0.1
Ford	1,899	1,945	2.4%	5,748	6,373	10.9%	18,367	18,741	2.0%	12.6	12.0	-0.6
GMC	455	456	0.2%	1,332	1,438	8.0%	3,970	4,453	12.2%	2.7	2.8	0.1
Honda	1,361	1,269	-6.8%	4,175	4,139	-0.9%	12,335	11,906	-3.5%	8.4	7.6	-0.8
Hyundai	490	447	-8.8%	1,543	1,698	10.0%	4,868	5,006	2.8%	3.3	3.2	-0.1
Infiniti	98	101	3.1%	305	307	0.7%	901	1,044	15.9%	0.6	0.7	0.1
Jaguar	11	8	-27.3%	38	33	-13.2%	74	100	35.1%	0.1	0.1	0.0
Jeep	1,020	1,081	6.0%	2,903	3,643	25.5%	8,512	10,873	27.7%	5.8	7.0	1.1
Kia	538	502	-6.7%	1,661	1,715	3.3%	4,883	5,108	4.6%	3.3	3.3	-0.1
Land Rover	76	54	-28.9%	233	232	-0.4%	704	762	8.2%	0.5	0.5	0.0
Lexus	296	287	-3.0%	914	1,103	20.7%	2,658	3,283	23.5%	1.8	2.1	0.3
Lincoln	52	61	17.3%	168	205	22.0%	547	537	-1.8%	0.4	0.3	0.0
Mazda	396	335	-15.4%	1,079	1,273	18.0%	2,877	3,384	17.6%	2.0	2.2	0.2
Mercedes	218	187	-14.2%	663	710	7.1%	2,116	2,417	14.2%	1.4	1.5	0.1
MINI	80	66	-17.5%	297	270	-9.1%	913	748	-18.1%	0.6	0.5	-0.1
Mitsubishi	47	70	48.9%	142	218	53.5%	526	671	27.6%	0.4	0.4	0.1
Nissan	1,036	1,070	3.3%	3,137	3,393	8.2%	9,317	10,264	10.2%	6.4	6.6	0.2
Porsche	39	47	20.5%	130	178	36.9%	398	477	19.8%	0.3	0.3	0.0
Ram	612	648	5.9%	1,865	2,116	13.5%	5,165	6,190	19.8%	3.5	4.0	0.4
smart	9	11	22.2%	33	36	9.1%	136	110	-19.1%	0.1	0.1	0.0
Subaru	1,585	1,673	5.6%	4,946	5,524	11.7%	14,745	16,923	14.8%	10.1	10.8	0.7
Tesla	22	7	-68.2%	93	39	-58.1%	144	139	-3.5%	0.1	0.1	0.0
Toyota/Scion	2,114	2,236	5.8%	6,433	7,358	14.4%	19,095	20,665	8.2%	13.1	13.2	0.1
Volkswagen	610	466	-23.6%	1,957	1,649	-15.7%	5,434	4,663	-14.2%	3.7	3.0	-0.7
Volvo	60	56	-6.7%	227	177	-22.0%	707	588	-16.8%	0.5	0.4	-0.1
Other	9	9	0.0%	21	37	76.2%	299	109	-63.5%	0.2	0.1	-0.1

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

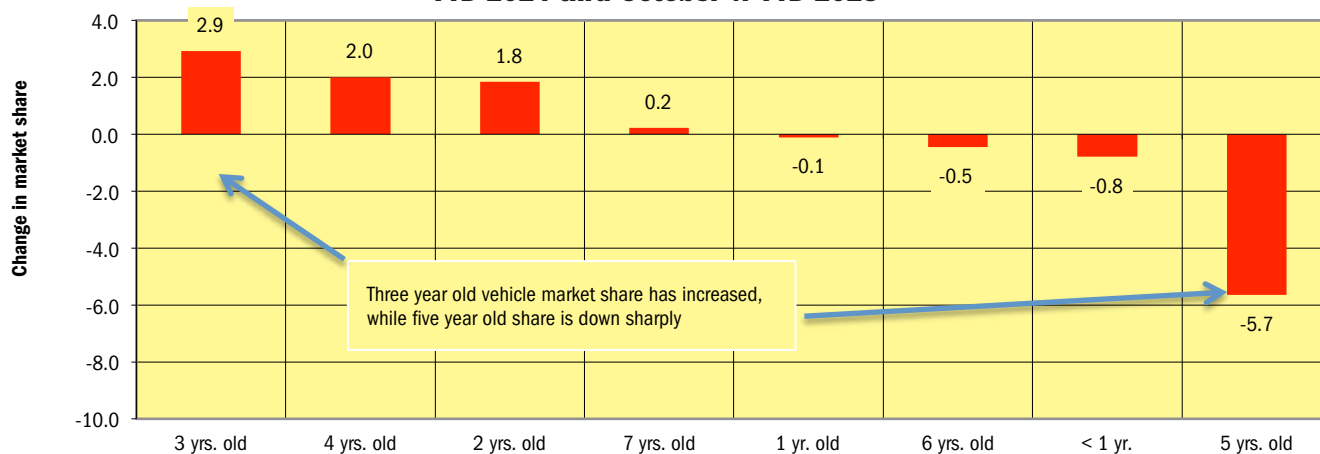


Data Source: AutoCount data from Experian Automotive.

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

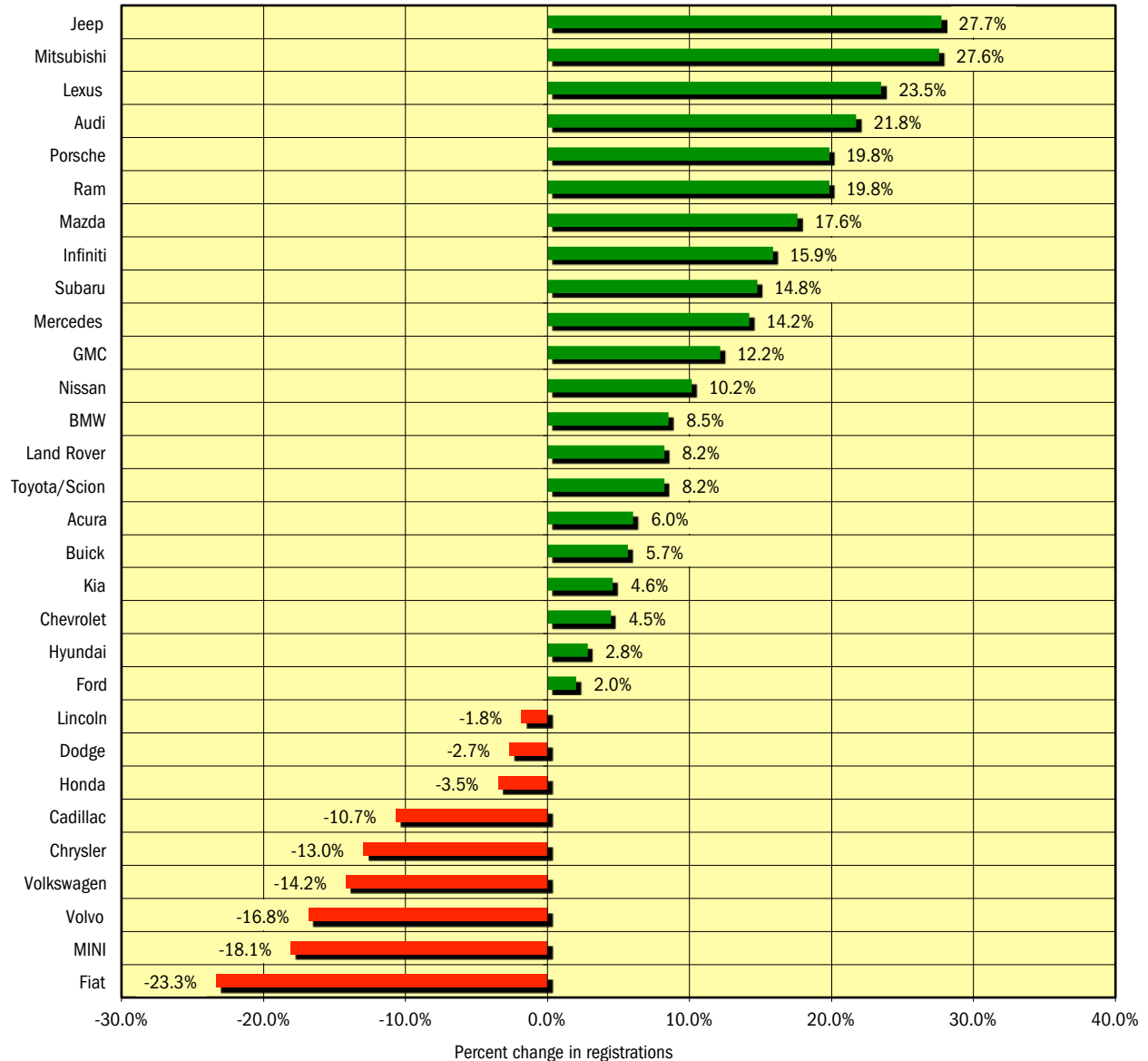
Colorado Used Retail Car and Light Truck Registrations												
	October			Three Month Period Aug '14 thru Oct '14			YTD thru October			YTD Market Share (%)		
	2013	2014	% chg.	2013	2014	% chg.	2013	2014	% chg.	2013	2014	Chg.
TOTAL	15,647	15,307	-2.2%	47,403	49,985	5.4%	143,999	150,399	4.4%			
Acura	194	192	-1.0%	613	659	7.5%	1,859	2,126	14.4%	1.3	1.4	0.1
Audi	245	277	13.1%	686	789	15.0%	2,063	2,408	16.7%	1.4	1.6	0.2
BMW	325	400	23.1%	997	1,311	31.5%	3,231	3,893	20.5%	2.2	2.6	0.3
Buick	126	167	32.5%	372	523	40.6%	1,180	1,463	24.0%	0.8	1.0	0.2
Cadillac	197	182	-7.6%	586	676	15.4%	1,764	2,058	16.7%	1.2	1.4	0.1
Chevrolet	1,729	1,762	1.9%	5,286	5,717	8.2%	16,695	16,999	1.8%	11.6	11.3	-0.3
Chrysler	334	277	-17.1%	1,054	918	-12.9%	3,327	2,953	-11.2%	2.3	2.0	-0.3
Dodge (incl. Ram)	1,134	1,160	2.3%	3,431	3,711	8.2%	10,737	11,372	5.9%	7.5	7.6	0.1
Ford	1,878	2,064	9.9%	5,971	6,646	11.3%	18,164	19,570	7.7%	12.6	13.0	0.4
GMC	470	504	7.2%	1,390	1,609	15.8%	4,070	4,717	15.9%	2.8	3.1	0.3
Honda	948	761	-19.7%	2,768	2,604	-5.9%	7,927	8,168	3.0%	5.5	5.4	-0.1
Hummer	51	28	-45.1%	134	85	-36.6%	438	246	-43.8%	0.3	0.2	-0.1
Hyundai	499	468	-6.2%	1,475	1,736	17.7%	4,513	5,247	16.3%	3.1	3.5	0.4
Infiniti	181	209	15.5%	500	662	32.4%	1,431	1,793	25.3%	1.0	1.2	0.2
Jaguar	5	10	100.0%	26	27	3.8%	76	76	0.0%	0.1	0.1	0.0
Jeep	935	873	-6.6%	2,731	2,852	4.4%	8,261	8,177	-1.0%	5.7	5.4	-0.3
Kia	490	433	-11.6%	1,442	1,471	2.0%	4,109	4,638	12.9%	2.9	3.1	0.2
Land Rover	96	77	-19.8%	272	269	-1.1%	812	762	-6.2%	0.6	0.5	-0.1
Lexus	305	296	-3.0%	894	903	1.0%	2,807	2,728	-2.8%	1.9	1.8	-0.1
Lincoln	100	95	-5.0%	305	316	3.6%	967	964	-0.3%	0.7	0.6	0.0
Mazda	328	291	-11.3%	1,048	940	-10.3%	3,225	2,973	-7.8%	2.2	2.0	-0.3
Mercedes	233	271	16.3%	723	843	16.6%	2,250	2,541	12.9%	1.6	1.7	0.1
Mercury	55	34	-38.2%	167	126	-24.6%	478	397	-16.9%	0.3	0.3	-0.1
MINI	79	87	10.1%	256	304	18.8%	759	865	14.0%	0.5	0.6	0.0
Mitsubishi	116	87	-25.0%	356	306	-14.0%	1,273	994	-21.9%	0.9	0.7	-0.2
Nissan	1,117	1,094	-2.1%	3,389	3,670	8.3%	10,546	11,051	4.8%	7.3	7.3	0.0
Pontiac	146	112	-23.3%	451	365	-19.1%	1,586	1,085	-31.6%	1.1	0.7	-0.4
Porsche	37	37	0.0%	116	113	-2.6%	391	349	-10.7%	0.3	0.2	0.0
Saab	27	16	-40.7%	71	53	-25.4%	257	138	-46.3%	0.2	0.1	-0.1
Saturn	123	90	-26.8%	382	298	-22.0%	1,173	931	-20.6%	0.8	0.6	-0.2
Subaru	739	804	8.8%	2,231	2,476	11.0%	6,136	7,271	18.5%	4.3	4.8	0.6
Suzuki	113	73	-35.4%	326	232	-28.8%	984	739	-24.9%	0.7	0.5	-0.2
Toyota/Scion	1,738	1,532	-11.9%	5,211	4,959	-4.8%	15,389	15,453	0.4%	10.7	10.3	-0.4
Volkswagen	400	405	1.3%	1,299	1,347	3.7%	3,839	3,924	2.2%	2.7	2.6	-0.1
Volvo	128	114	-10.9%	365	341	-6.6%	1,052	1,010	-4.0%	0.7	0.7	-0.1
Other	26	25	-3.8%	79	128	62.0%	230	320	39.1%	0.2	0.2	0.1

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



Data Source: AutoCount data from Experian Automotive.

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



Data Source: AutoCount data from Experian Automotive.

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WHO ARE MY TOP COMPETITORS? -BY MARKET AREA?

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