

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 increased 10.9% in October 2015 versus a year earlier.

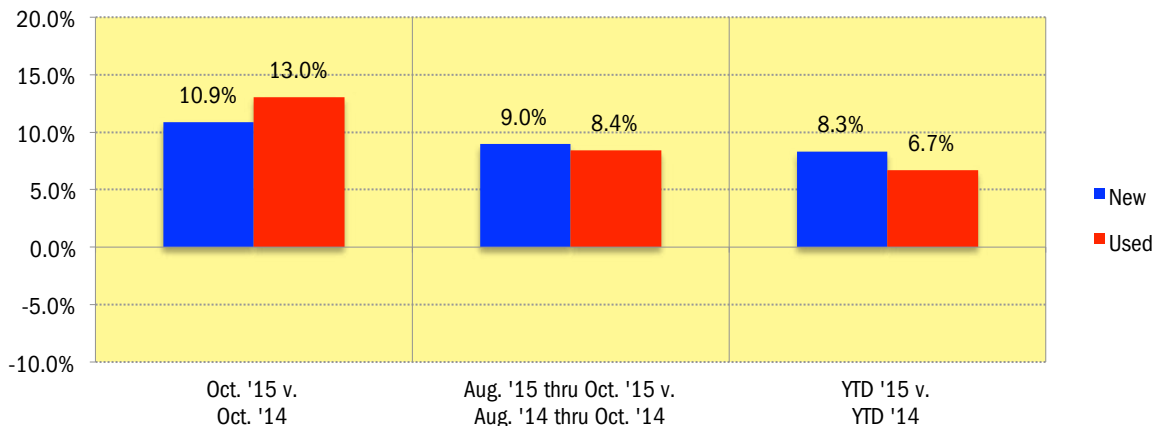
New registrations in the state were up 8.3% during the first ten months of 2015 compared to a year earlier.

Used vehicle market was up 13% in October 2015 (vehicles seven years old or newer), and improved 6.7% for the first ten months of this year.

Chrysler, Lincoln, Porsche, Buick, GMC, Subaru, Volvo, and Mazda new vehicle registrations increased by more than 15% 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. '14 thru Oct. '14	Aug. '15 thru Oct. '15	Percent Change	Aug. '14 thru Oct. '14	Aug. '15 thru Oct. '15	Percent Change
Total	51,128	55,708	9.0%	49,985	54,197	8.4%
Cars	20,088	19,326	-3.8%	22,504	24,082	7.0%
Light Trucks	31,040	36,382	17.2%	27,481	30,115	9.6%
Detroit Three Brands	19,650	21,614	10.0%	23,842	25,046	5.0%
European Brands	5,153	5,707	10.8%	5,521	6,150	11.4%
Japanese Brands	23,013	25,023	8.7%	17,415	19,110	9.7%
Korean Brands	3,312	3,364	1.6%	3,207	3,891	21.3%
	YTD thru October					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2014	YTD 2015	Percent Change	YTD 2014	YTD 2015	Percent Change
Total	153,812	166,627	8.3%	150,399	160,436	6.7%
Cars	60,275	58,786	-2.5%	67,502	71,175	5.4%
Light Trucks	93,537	107,841	15.3%	82,897	89,261	7.7%
Detroit Three Brands	59,170	64,912	9.7%	70,934	75,764	6.8%
European Brands	15,965	17,302	8.4%	16,270	17,990	10.6%
Japanese Brands	68,733	74,490	8.4%	53,310	55,450	4.0%
Korean Brands	9,944	9,923	-0.2%	9,885	11,232	13.6%

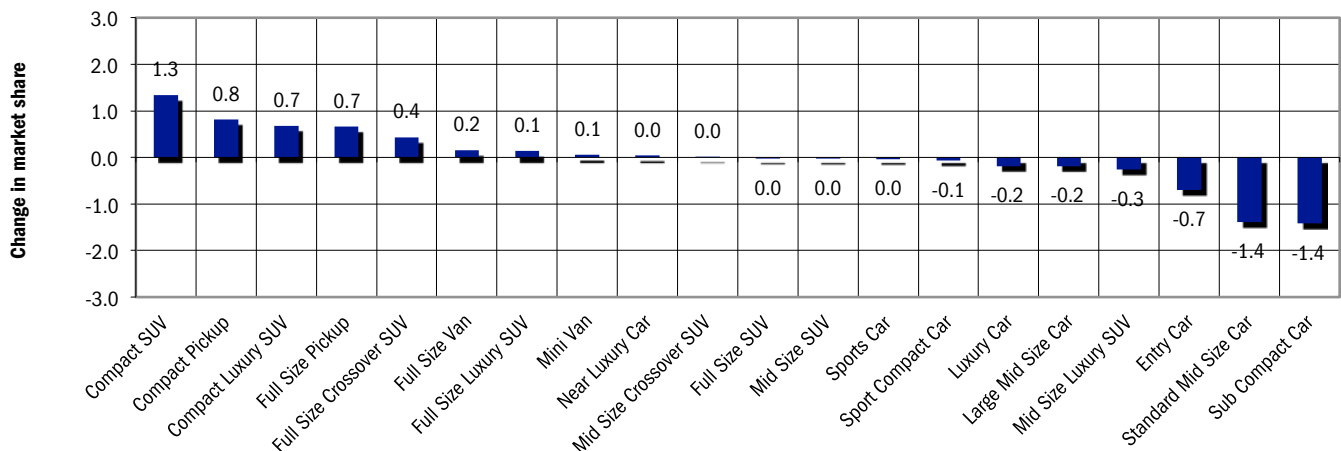
Data Information

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. Reported monthly registration totals for August and September of 2014 were impacted by title processing delays by the DMV. Registration figures were modified by Auto Outlook to more accurately reflect the level of new vehicle sales in these months. Annual and year-to-date totals for 2014 were not impacted by these adjustments. 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. '15 thru Oct. '15			YTD thru October			YTD Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2014	2015	% chg.	2014	2015	% chg.	2014	2015	% chg.	2014	2015	Chg.
TOTAL	16,446	18,237	10.9%	51,128	55,708	9.0%	153,812	166,627	8.3%			
Acura	160	136	-15.0%	494	542	9.7%	1,796	1,688	-6.0%	1.2	1.0	-0.2
Audi	302	288	-4.6%	922	990	7.4%	2,707	3,020	11.6%	1.8	1.8	0.1
BMW	266	339	27.4%	932	1,006	7.9%	3,162	3,452	9.2%	2.1	2.1	0.0
Buick	138	168	21.7%	454	535	17.8%	1,357	1,611	18.7%	0.9	1.0	0.1
Cadillac	99	114	15.2%	311	324	4.2%	996	998	0.2%	0.6	0.6	0.0
Chevrolet	1,305	1,334	2.2%	3,828	4,051	5.8%	11,560	12,404	7.3%	7.5	7.4	-0.1
Chrysler	108	136	25.9%	340	414	21.8%	941	1,513	60.8%	0.6	0.9	0.3
Dodge	416	363	-12.7%	1,305	1,162	-11.0%	4,059	3,768	-7.2%	2.6	2.3	-0.4
Fiat	11	25	127.3%	69	85	23.2%	284	206	-27.5%	0.2	0.1	-0.1
Ford	2,029	2,409	18.7%	6,223	7,002	12.5%	18,456	20,050	8.6%	12.0	12.0	0.0
GMC	476	496	4.2%	1,389	1,612	16.1%	4,372	5,187	18.6%	2.8	3.1	0.3
Honda	1,323	1,334	0.8%	3,999	4,131	3.3%	11,687	11,987	2.6%	7.6	7.2	-0.4
Hyundai	465	622	33.8%	1,642	1,812	10.4%	4,916	5,123	4.2%	3.2	3.1	-0.1
Infiniti	104	85	-18.3%	294	325	10.5%	1,033	1,124	8.8%	0.7	0.7	0.0
Jaguar	8	8	0.0%	35	27	-22.9%	100	84	-16.0%	0.1	0.1	0.0
Jeep	1,128	1,248	10.6%	3,518	3,847	9.4%	10,683	11,425	6.9%	6.9	6.9	-0.1
Kia	523	475	-9.2%	1,670	1,552	-7.1%	5,028	4,800	-4.5%	3.3	2.9	-0.4
Land Rover	55	57	3.6%	225	214	-4.9%	753	772	2.5%	0.5	0.5	0.0
Lexus	297	376	26.6%	1,084	1,159	6.9%	3,240	3,537	9.2%	2.1	2.1	0.0
Lincoln	63	82	30.2%	198	238	20.2%	527	757	43.6%	0.3	0.5	0.1
Mazda	348	451	29.6%	1,234	1,258	1.9%	3,314	3,816	15.1%	2.2	2.3	0.1
Mercedes	192	307	59.9%	684	861	25.9%	2,378	2,657	11.7%	1.5	1.6	0.0
MINI	69	92	33.3%	262	299	14.1%	736	820	11.4%	0.5	0.5	0.0
Mitsubishi	73	87	19.2%	216	263	21.8%	662	645	-2.6%	0.4	0.4	0.0
Nissan	1,114	1,132	1.6%	3,271	3,553	8.6%	10,097	10,681	5.8%	6.6	6.4	-0.2
Porsche	47	75	59.6%	178	207	16.3%	472	647	37.1%	0.3	0.4	0.1
Ram	676	728	7.7%	2,047	2,282	11.5%	6,083	6,743	10.8%	4.0	4.0	0.1
smart	11	9	-18.2%	35	17	-51.4%	109	60	-45.0%	0.1	0.0	0.0
Subaru	1,746	2,133	22.2%	5,278	6,131	16.2%	16,590	19,180	15.6%	10.8	11.5	0.7
Tesla	7	49	600.0%	37	147	297.3%	136	456	235.3%	0.1	0.3	0.2
Toyota/Scion	2,334	2,412	3.3%	7,142	7,659	7.2%	20,311	21,830	7.5%	13.2	13.1	-0.1
Volkswagen	487	562	15.4%	1,599	1,713	7.1%	4,577	4,819	5.3%	3.0	2.9	-0.1
Volvo	57	89	56.1%	175	246	40.6%	581	670	15.3%	0.4	0.4	0.0
Other	9	16	77.8%	38	44	15.8%	109	97	-11.0%	0.1	0.1	0.0

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

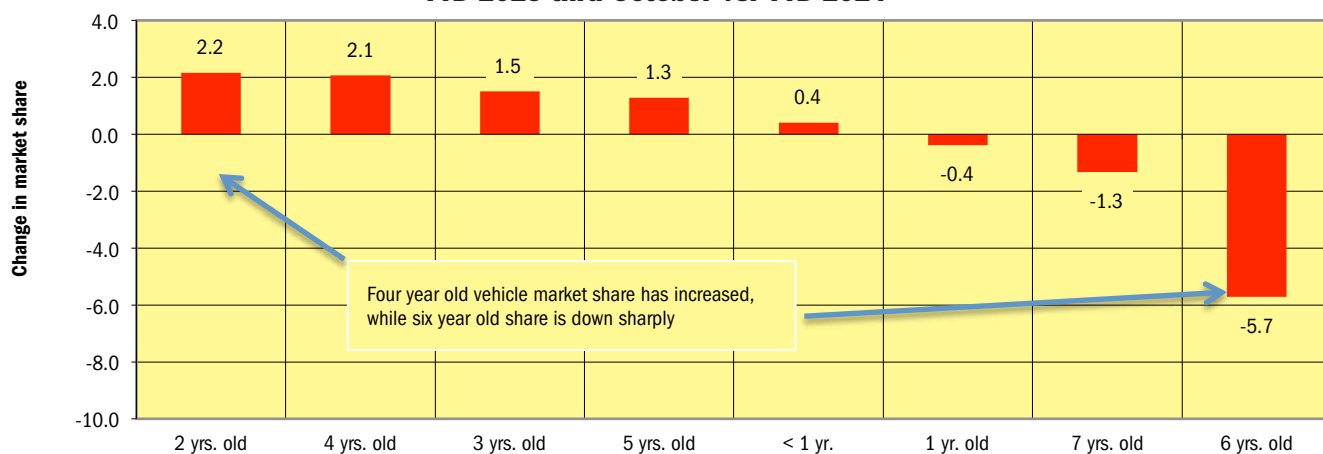


Data Source: AutoCount data from Experian Automotive.

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

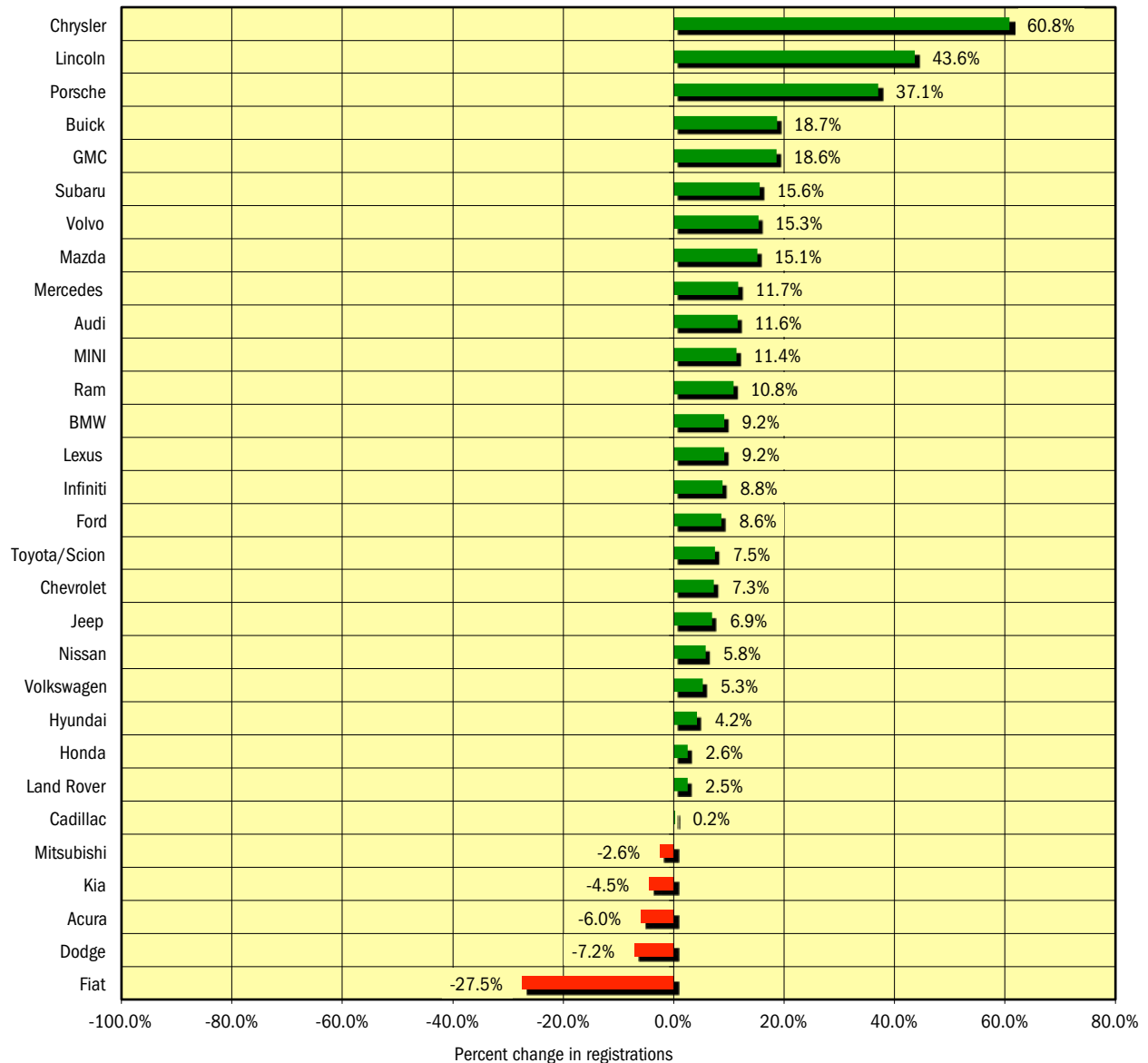
Colorado Used Retail Car and Light Truck Registrations												
	October			Three Month Period Aug. '15 thru Oct. '15			YTD thru October			YTD Market Share (%)		
	2014	2015	% chg.	2014	2015	% chg.	2014	2015	% chg.	2014	2015	Chg.
TOTAL	15,307	17,300	13.0%	49,985	54,197	8.4%	150,399	160,436	6.7%			
Acura	192	236	22.9%	659	702	6.5%	2,126	2,096	-1.4%	1.4	1.3	-0.1
Audi	277	258	-6.9%	789	891	12.9%	2,408	2,688	11.6%	1.6	1.7	0.1
BMW	400	462	15.5%	1,311	1,342	2.4%	3,893	3,929	0.9%	2.6	2.4	-0.1
Buick	167	177	6.0%	523	500	-4.4%	1,463	1,590	8.7%	1.0	1.0	0.0
Cadillac	182	200	9.9%	676	636	-5.9%	2,058	1,986	-3.5%	1.4	1.2	-0.1
Chevrolet	1,762	1,982	12.5%	5,717	6,141	7.4%	16,999	18,781	10.5%	11.3	11.7	0.4
Chrysler	277	275	-0.7%	918	957	4.2%	2,953	3,163	7.1%	2.0	2.0	0.0
Dodge (incl. Ram)	1,160	1,246	7.4%	3,711	4,013	8.1%	11,372	12,232	7.6%	7.6	7.6	0.1
Ford	2,064	2,407	16.6%	6,646	7,376	11.0%	19,570	21,745	11.1%	13.0	13.6	0.5
GMC	504	569	12.9%	1,609	1,720	6.9%	4,717	5,103	8.2%	3.1	3.2	0.0
Honda	761	837	10.0%	2,604	2,779	6.7%	8,168	8,239	0.9%	5.4	5.1	-0.3
Hummer	28	8	-71.4%	85	35	-58.8%	246	121	-50.8%	0.2	0.1	-0.1
Hyundai	468	697	48.9%	1,736	2,027	16.8%	5,247	5,982	14.0%	3.5	3.7	0.2
Infiniti	209	178	-14.8%	662	674	1.8%	1,793	2,041	13.8%	1.2	1.3	0.1
Jaguar	10	9	-10.0%	27	21	-22.2%	76	85	11.8%	0.1	0.1	0.0
Jeep	873	949	8.7%	2,852	2,905	1.9%	8,177	8,578	4.9%	5.4	5.3	-0.1
Kia	433	562	29.8%	1,471	1,863	26.6%	4,638	5,249	13.2%	3.1	3.3	0.2
Land Rover	77	92	19.5%	269	304	13.0%	762	885	16.1%	0.5	0.6	0.0
Lexus	296	291	-1.7%	903	887	-1.8%	2,728	2,708	-0.7%	1.8	1.7	-0.1
Lincoln	95	111	16.8%	316	305	-3.5%	964	986	2.3%	0.6	0.6	0.0
Mazda	291	323	11.0%	940	991	5.4%	2,973	2,916	-1.9%	2.0	1.8	-0.2
Mercedes	271	353	30.3%	843	931	10.4%	2,541	2,810	10.6%	1.7	1.8	0.1
Mercury	34	21	-38.2%	126	68	-46.0%	397	240	-39.5%	0.3	0.1	-0.1
MINI	87	117	34.5%	304	374	23.0%	865	1,030	19.1%	0.6	0.6	0.1
Mitsubishi	87	104	19.5%	306	328	7.2%	994	994	0.0%	0.7	0.6	0.0
Nissan	1,094	1,354	23.8%	3,670	4,443	21.1%	11,051	12,639	14.4%	7.3	7.9	0.5
Pontiac	112	68	-39.3%	365	204	-44.1%	1,085	626	-42.3%	0.7	0.4	-0.3
Porsche	37	52	40.5%	113	143	26.5%	349	442	26.6%	0.2	0.3	0.0
Saab	16	12	-25.0%	53	26	-50.9%	138	92	-33.3%	0.1	0.1	0.0
Saturn	90	62	-31.1%	298	184	-38.3%	931	604	-35.1%	0.6	0.4	-0.2
Subaru	804	944	17.4%	2,476	2,801	13.1%	7,271	7,886	8.5%	4.8	4.9	0.1
Suzuki	73	56	-23.3%	232	184	-20.7%	739	534	-27.7%	0.5	0.3	-0.2
Toyota/Scion	1,532	1,697	10.8%	4,959	5,323	7.3%	15,453	15,396	-0.4%	10.3	9.6	-0.7
Volkswagen	405	419	3.5%	1,347	1,574	16.9%	3,924	4,583	16.8%	2.6	2.9	0.2
Volvo	114	128	12.3%	341	387	13.5%	1,010	1,028	1.8%	0.7	0.6	0.0
Other	25	44	76.0%	128	158	23.4%	320	429	34.1%	0.2	0.3	0.1

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



Data Source: AutoCount data from Experian Automotive.

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



Data Source: AutoCount data from Experian Automotive.

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-BY MARKET AREA?

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