

# 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 a reported 26.1% in October 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.

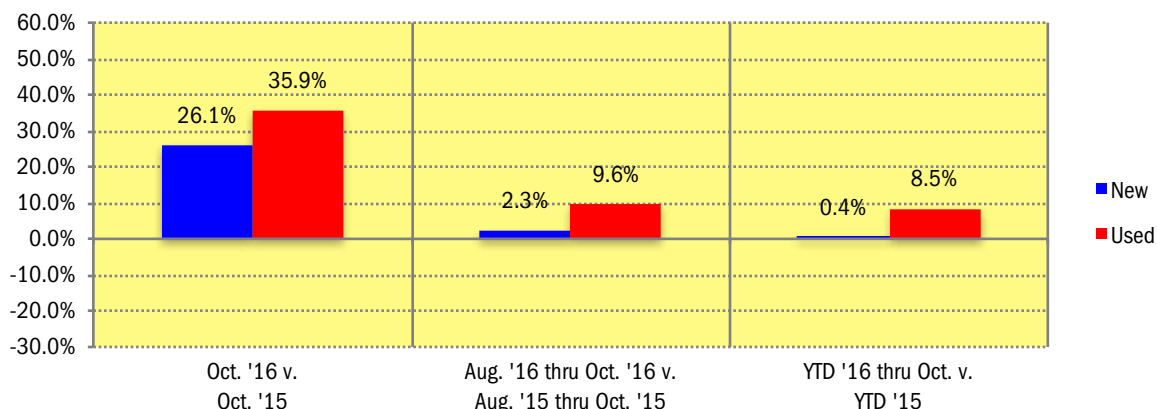
New registrations in the state were up a slim 0.4% during the first ten months of this year.

Used vehicle registrations improved 8.5% so far this year. (Only includes vehicles seven years old or newer.)

Registrations increased by more than 5% for Volvo, Mitsubishi, FIAT, Land Rover, Toyota, and Honda.

Compact SUV market share increased by 2.0 share points during the first ten 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		
	Aug. '15 thru Oct. '15	Aug. '16 thru Oct. '16	Percent Change	Aug. '15 thru Oct. '15	Aug. '16 thru Oct. '16	Percent Change
Total	55,708	56,996	2.3%	54,197	59,385	9.6%
Cars	19,326	17,322	-10.4%	24,082	23,778	-1.3%
Light Trucks	36,382	39,674	9.0%	30,115	35,607	18.2%
Detroit Three Brands	21,614	21,724	0.5%	25,046	28,108	12.2%
European Brands	5,707	5,804	1.7%	6,150	6,165	0.2%
Japanese Brands	25,023	26,176	4.6%	19,110	20,709	8.4%
Korean Brands	3,364	3,292	-2.1%	3,891	4,403	13.2%
	Year to date thru October					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2015	YTD 2016	Percent Change	YTD 2015	YTD 2016	Percent Change
Total	166,627	167,332	0.4%	160,436	174,071	8.5%
Cars	58,786	51,370	-12.6%	71,175	71,794	0.9%
Light Trucks	107,841	115,962	7.5%	89,261	102,277	14.6%
Detroit Three Brands	64,912	64,497	-0.6%	75,764	82,730	9.2%
European Brands	17,302	17,391	0.5%	17,990	18,258	1.5%
Japanese Brands	74,490	75,948	2.0%	55,450	59,931	8.1%
Korean Brands	9,923	9,496	-4.3%	11,232	13,152	17.1%

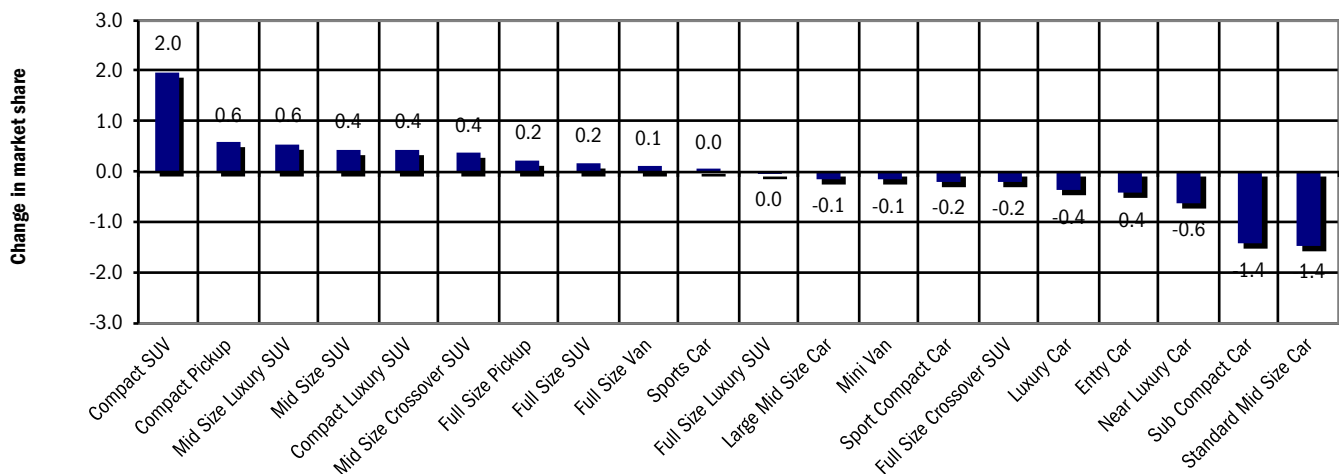
## Data Information

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. '16 thru Oct. '16			Year to date thru October			Year-to-date Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2015	2016	% chg.	Yr. Ago	Current	% chg.	2015	2016	% chg.	2015	2016	Chg.
TOTAL	18,237	23,003	26.1%	55,708	56,996	2.3%	166,627	167,332	0.4%			
Acura	136	192	41.2%	542	447	-17.5%	1,688	1,498	-11.3%	1.0	0.9	-0.1
Audi	288	407	41.3%	990	1,042	5.3%	3,020	3,144	4.1%	1.8	1.9	0.1
BMW	339	462	36.3%	1,006	1,013	0.7%	3,452	3,388	-1.9%	2.1	2.0	0.0
Buick	168	184	9.5%	535	530	-0.9%	1,611	1,525	-5.3%	1.0	0.9	-0.1
Cadillac	114	131	14.9%	324	318	-1.9%	998	958	-4.0%	0.6	0.6	0.0
Chevrolet	1,334	1,788	34.0%	4,051	4,489	10.8%	12,404	13,007	4.9%	7.4	7.8	0.3
Chrysler	136	100	-26.5%	414	279	-32.6%	1,513	974	-35.6%	0.9	0.6	-0.3
Dodge	363	363	0.0%	1,162	908	-21.9%	3,768	2,962	-21.4%	2.3	1.8	-0.5
Fiat	25	39	56.0%	85	97	14.1%	206	267	29.6%	0.1	0.2	0.0
Ford	2,409	2,636	9.4%	7,002	6,714	-4.1%	20,050	19,856	-1.0%	12.0	11.9	-0.2
GMC	496	638	28.6%	1,612	1,748	8.4%	5,187	5,317	2.5%	3.1	3.2	0.1
Honda	1,334	2,021	51.5%	4,131	4,674	13.1%	11,987	12,591	5.0%	7.2	7.5	0.3
Hyundai	622	781	25.6%	1,812	1,918	5.8%	5,123	5,371	4.8%	3.1	3.2	0.1
Infiniti	85	131	54.1%	325	341	4.9%	1,124	1,060	-5.7%	0.7	0.6	0.0
Jaguar	8	28	250.0%	27	104	285.2%	84	163	94.0%	0.1	0.1	0.0
Jeep	1,248	1,638	31.3%	3,847	4,000	4.0%	11,425	11,873	3.9%	6.9	7.1	0.2
Kia	475	587	23.6%	1,552	1,374	-11.5%	4,800	4,125	-14.1%	2.9	2.5	-0.4
Land Rover	57	101	77.2%	214	238	11.2%	772	846	9.6%	0.5	0.5	0.0
Lexus	376	484	28.7%	1,159	1,168	0.8%	3,537	3,353	-5.2%	2.1	2.0	-0.1
Lincoln	82	85	3.7%	238	256	7.6%	757	751	-0.8%	0.5	0.4	0.0
Maserati	5	12	140.0%	12	25	108.3%	32	64	100.0%	0.0	0.0	0.0
Mazda	451	562	24.6%	1,258	1,350	7.3%	3,816	3,758	-1.5%	2.3	2.2	0.0
Mercedes	307	349	13.7%	861	920	6.9%	2,657	2,646	-0.4%	1.6	1.6	0.0
MINI	92	110	19.6%	299	301	0.7%	820	805	-1.8%	0.5	0.5	0.0
Mitsubishi	87	113	29.9%	263	285	8.4%	645	869	34.7%	0.4	0.5	0.1
Nissan	1,132	1,215	7.3%	3,553	3,118	-12.2%	10,681	9,480	-11.2%	6.4	5.7	-0.7
Porsche	75	87	16.0%	207	224	8.2%	647	664	2.6%	0.4	0.4	0.0
Ram	728	953	30.9%	2,282	2,246	-1.6%	6,743	6,704	-0.6%	4.0	4.0	0.0
smart	9	8	-11.1%	17	19	11.8%	60	52	-13.3%	0.0	0.0	0.0
Subaru	2,133	2,784	30.5%	6,131	6,627	8.1%	19,180	19,561	2.0%	11.5	11.7	0.2
Tesla	49	78	59.2%	147	236	60.5%	456	568	24.6%	0.3	0.3	0.1
Toyota/Scion	2,412	3,179	31.8%	7,659	8,166	6.6%	21,830	23,778	8.9%	13.1	14.2	1.1
Volkswagen	562	597	6.2%	1,713	1,439	-16.0%	4,819	4,206	-12.7%	2.9	2.5	-0.4
Volvo	89	148	66.3%	246	352	43.1%	670	1,083	61.6%	0.4	0.6	0.2
Other	11	12	9.1%	32	30	-6.3%	65	65	0.0%	0.0	0.0	0.0

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

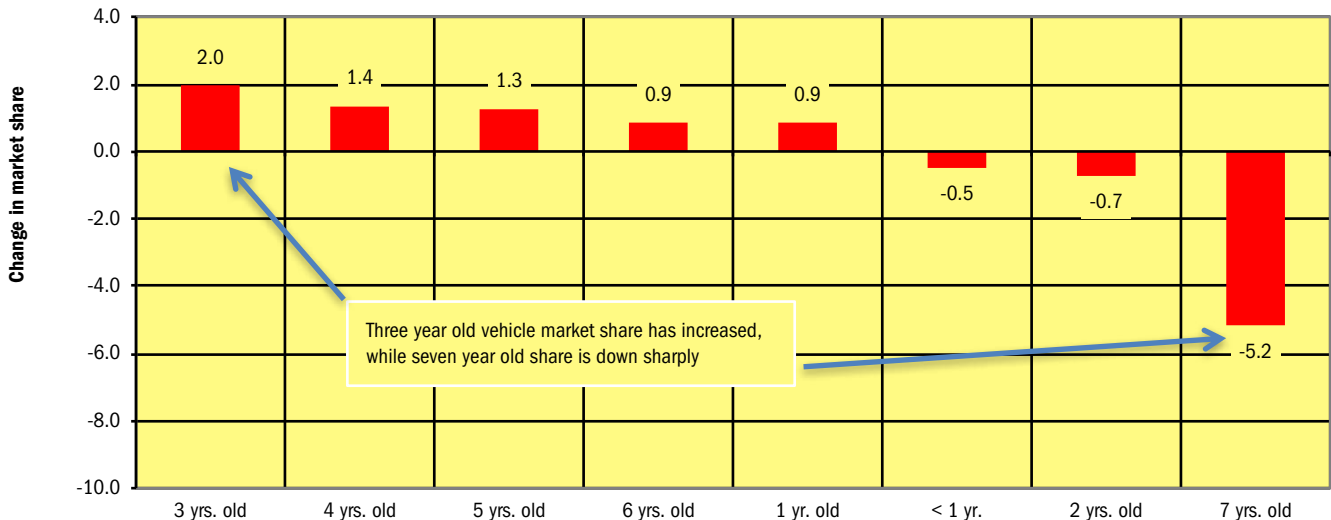


Data Source: AutoCount data from Experian Automotive.

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

Colorado Used Retail Car and Light Truck Registrations												
	October			Three Month Period Aug. '16 thru Oct. '16			Year to date thru October			Year-to-date Market Share (%)		
	2015	2016	% chg	Yr. Ago	Current	% chg	2015	2016	% chg	2015	2016	Chg.
TOTAL	17,300	23,503	35.9%	54,197	59,385	9.6%	160,436	174,071	8.5%			
Acura	236	261	10.6%	702	641	-8.7%	2,096	1,857	-11.4%	1.3	1.1	-0.2
Audi	258	376	45.7%	891	970	8.9%	2,688	2,925	8.8%	1.7	1.7	0.0
BMW	462	626	35.5%	1,342	1,459	8.7%	3,929	4,029	2.5%	2.4	2.3	-0.1
Buick	177	258	45.8%	500	629	25.8%	1,590	1,889	18.8%	1.0	1.1	0.1
Cadillac	200	307	53.5%	636	761	19.7%	1,986	2,032	2.3%	1.2	1.2	-0.1
Chevrolet	1,982	2,435	22.9%	6,141	6,334	3.1%	18,781	18,974	1.0%	11.7	10.9	-0.8
Chrysler	275	420	52.7%	957	1,033	7.9%	3,163	3,024	-4.4%	2.0	1.7	-0.2
Dodge (incl. Ram)	1,246	1,673	34.3%	4,013	4,370	8.9%	12,232	13,460	10.0%	7.6	7.7	0.1
Ford	2,407	3,308	37.4%	7,376	8,491	15.1%	21,745	24,778	13.9%	13.6	14.2	0.7
GMC	569	828	45.5%	1,720	2,020	17.4%	5,103	5,748	12.6%	3.2	3.3	0.1
Honda	837	1,189	42.1%	2,779	2,860	2.9%	8,239	8,207	-0.4%	5.1	4.7	-0.4
Hummer	8	1	-87.5%	35	9	-74.3%	121	21	-82.6%	0.1	0.0	-0.1
Hyundai	697	944	35.4%	2,027	2,379	17.4%	5,982	7,154	19.6%	3.7	4.1	0.4
Infiniti	178	210	18.0%	674	579	-14.1%	2,041	1,800	-11.8%	1.3	1.0	-0.2
Jaguar	9	20	122.2%	21	38	81.0%	85	109	28.2%	0.1	0.1	0.0
Jeep	949	1,595	68.1%	2,905	3,969	36.6%	8,578	11,267	31.3%	5.3	6.5	1.1
Kia	562	800	42.3%	1,863	2,024	8.6%	5,249	5,998	14.3%	3.3	3.4	0.2
Land Rover	92	130	41.3%	304	339	11.5%	885	1,028	16.2%	0.6	0.6	0.0
Lexus	291	392	34.7%	887	994	12.1%	2,708	2,959	9.3%	1.7	1.7	0.0
Lincoln	111	126	13.5%	305	306	0.3%	986	966	-2.0%	0.6	0.6	-0.1
Mazda	323	403	24.8%	991	979	-1.2%	2,916	2,759	-5.4%	1.8	1.6	-0.2
Mercedes	353	430	21.8%	931	1,058	13.6%	2,810	2,950	5.0%	1.8	1.7	-0.1
Mercury	21	12	-42.9%	68	42	-38.2%	240	116	-51.7%	0.1	0.1	-0.1
MINI	117	149	27.4%	374	384	2.7%	1,030	1,061	3.0%	0.6	0.6	0.0
Mitsubishi	104	148	42.3%	328	339	3.4%	994	987	-0.7%	0.6	0.6	-0.1
Nissan	1,354	1,946	43.7%	4,443	4,982	12.1%	12,639	14,338	13.4%	7.9	8.2	0.4
Pontiac	68	34	-50.0%	204	74	-63.7%	626	263	-58.0%	0.4	0.2	-0.2
Porsche	52	45	-13.5%	143	133	-7.0%	442	419	-5.2%	0.3	0.2	0.0
Saab	12	3	-75.0%	26	8	-69.2%	92	24	-73.9%	0.1	0.0	0.0
Saturn	62	24	-61.3%	184	60	-67.4%	604	166	-72.5%	0.4	0.1	-0.3
Subaru	944	1,352	43.2%	2,801	3,318	18.5%	7,886	9,579	21.5%	4.9	5.5	0.6
Suzuki	56	26	-53.6%	184	73	-60.3%	534	238	-55.4%	0.3	0.1	-0.2
Toyota/Scion	1,697	2,330	37.3%	5,323	5,944	11.7%	15,396	17,207	11.8%	9.6	9.9	0.3
Volkswagen	419	538	28.4%	1,574	1,352	-14.1%	4,583	4,399	-4.0%	2.9	2.5	-0.3
Volvo	128	101	-21.1%	387	281	-27.4%	1,028	837	-18.6%	0.6	0.5	-0.2
Other	44	63	43.2%	158	153	-3.2%	429	503	17.2%	0.3	0.3	0.0

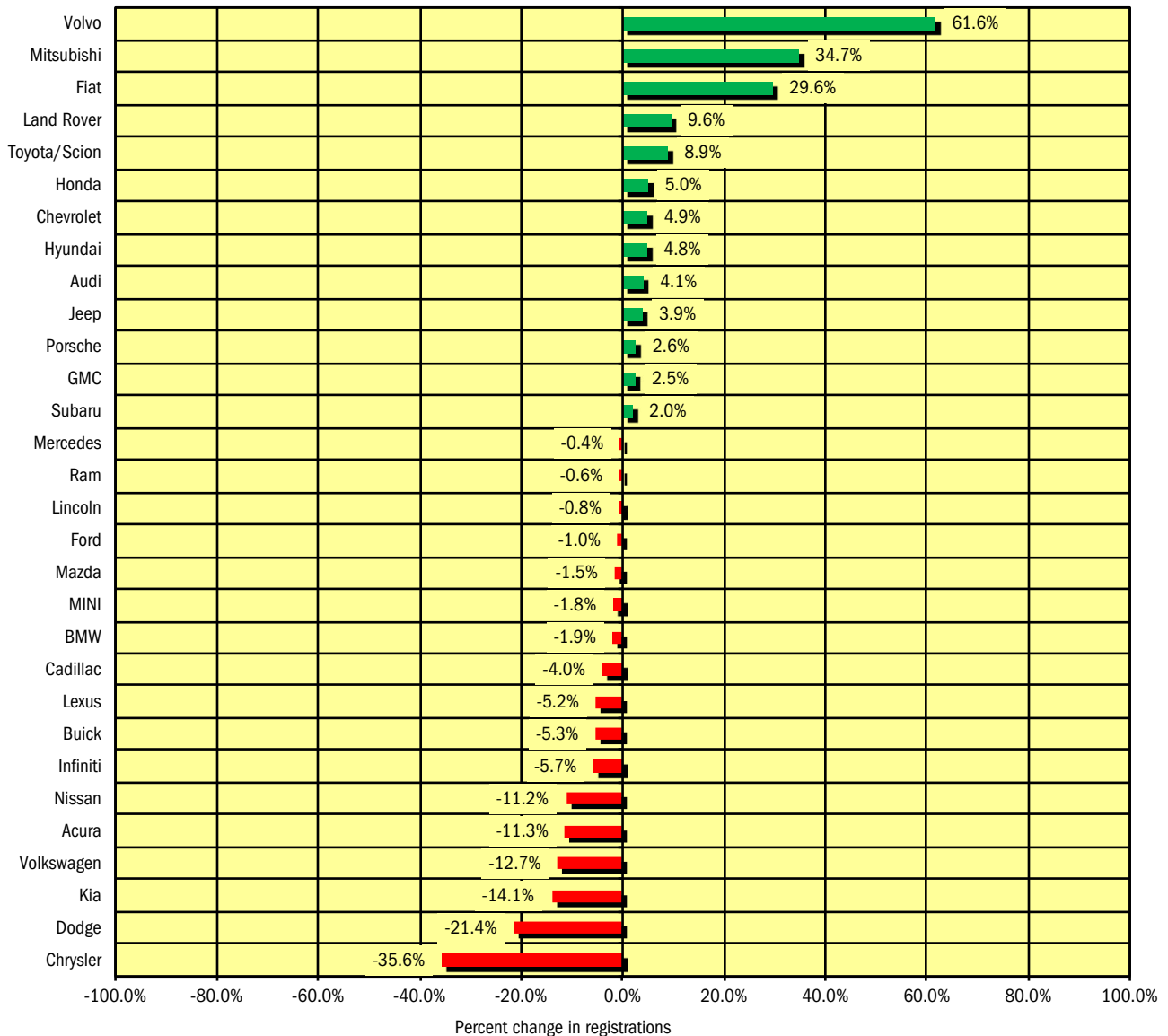
**Change in Used Vehicle Market Share by Age of Vehicle  
YTD 2016 thru October v. YTD 2015**



Three year old vehicle market share has increased, while seven year old share is down sharply

Data Source: AutoCount data from Experian Automotive.

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



Data Source: AutoCount data from Experian Automotive.

**Colorado Auto Outlook**

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