

# Colorado Auto Outlook™

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Comprehensive information on the Colorado automotive market

Colorado Automobile Dealers Association

## Quick Facts

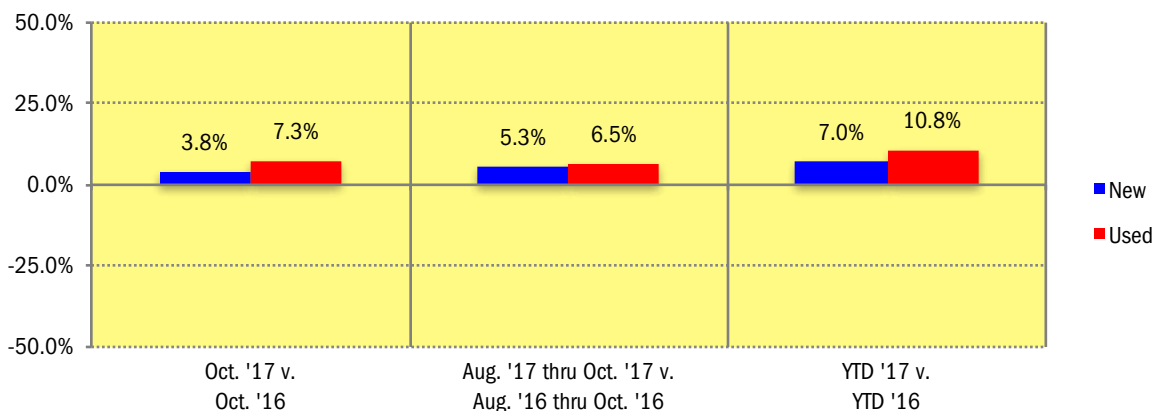
New retail car and light truck registrations in the state improved 3.8% in October 2017 versus a year earlier. Note: monthly recording of registrations occurs when the data is processed by the DMV. This can impact the measurement of registrations in individual months. Year-to-date figures are more reflective of market results.

New registrations in the state increased 7% during the first ten months of this year versus the same period a year earlier. Passenger cars declined by less than 1% while Light Trucks were up 10.2%.

Used vehicle registrations were up 10.8% so far this year. (Only includes vehicles seven years old or newer.)

Jaguar, Volkswagen, Infiniti, Toyota, Mercedes, Nissan, and Subaru 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		
	Aug. '16 thru Oct. '16	Aug. '17 thru Oct. '17	Percent Change	Aug. '16 thru Oct. '16	Aug. '17 thru Oct. '17	Percent Change
Total	56,996	60,040	5.3%	59,387	63,246	6.5%
Cars	17,327	16,832	-2.9%	24,130	24,203	0.3%
Light Trucks	39,669	43,208	8.9%	35,257	39,043	10.7%
Detroit Three Brands	21,724	21,984	1.2%	28,108	29,582	5.2%
European Brands	5,804	6,207	6.9%	6,167	6,698	8.6%
Japanese Brands	26,176	28,249	7.9%	20,709	22,330	7.8%
Korean Brands	3,292	3,600	9.4%	4,403	4,636	5.3%
	Year-to-date thru October					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2016	YTD 2017	Percent Change	YTD 2016	YTD 2017	Percent Change
Total	167,332	178,977	7.0%	174,074	192,850	10.8%
Cars	51,375	51,185	-0.4%	72,380	74,607	3.1%
Light Trucks	115,957	127,792	10.2%	101,694	118,243	16.3%
Detroit Three Brands	64,497	65,923	2.2%	82,730	90,735	9.7%
European Brands	17,391	18,794	8.1%	18,261	20,295	11.1%
Japanese Brands	75,948	83,938	10.5%	59,931	67,620	12.8%
Korean Brands	9,496	10,322	8.7%	13,152	14,200	8.0%

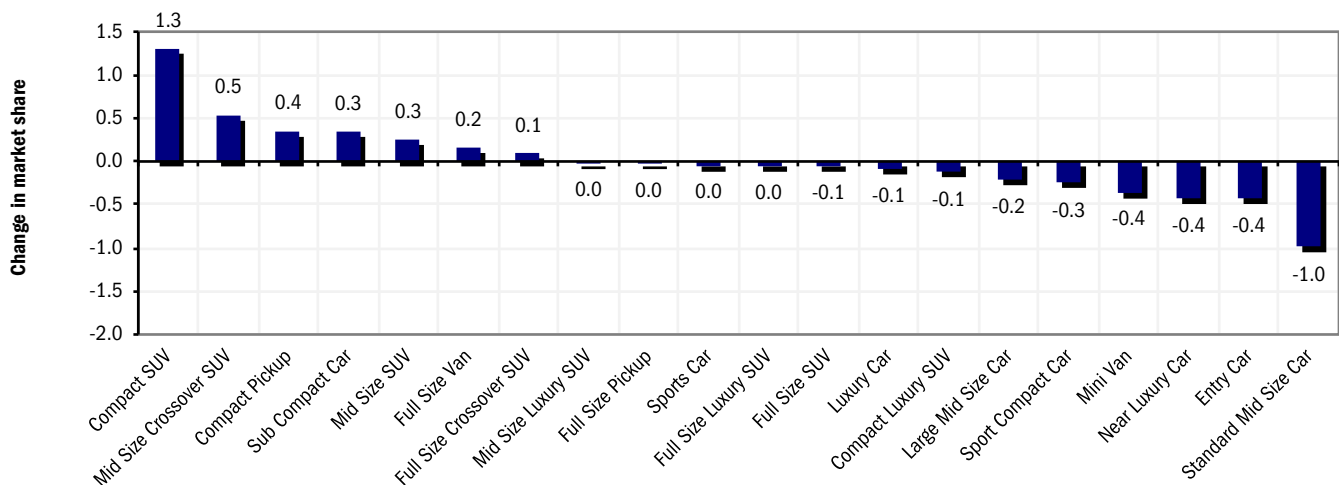
## Data Information

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												
	October			Three Month Period Aug. '17 thru Oct. '17			Year-to-date thru October			Year-to-date Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2016	2017	% chg.	Yr. Ago	Current	% chg.	2016	2017	% chg.	2016	2017	Chg.
TOTAL	23,003	23,886	3.8%	56,996	60,040	5.3%	167,332	178,977	7.0%			
Acura	192	185	-3.6%	447	490	9.6%	1,498	1,424	-4.9%	0.9	0.8	-0.1
Audi	407	421	3.4%	1,042	1,084	4.0%	3,144	3,306	5.2%	1.9	1.8	0.0
BMW	462	405	-12.3%	1,013	933	-7.9%	3,388	2,833	-16.4%	2.0	1.6	-0.4
Buick	184	197	7.1%	530	448	-15.5%	1,525	1,420	-6.9%	0.9	0.8	-0.1
Cadillac	131	104	-20.6%	318	273	-14.2%	958	900	-6.1%	0.6	0.5	-0.1
Chevrolet	1,788	1,802	0.8%	4,489	4,474	-0.3%	13,007	12,968	-0.3%	7.8	7.2	-0.5
Chrysler	100	98	-2.0%	279	246	-11.8%	974	894	-8.2%	0.6	0.5	-0.1
Dodge	363	318	-12.4%	908	844	-7.0%	2,962	2,958	-0.1%	1.8	1.7	-0.1
Fiat	39	21	-46.2%	97	64	-34.0%	267	201	-24.7%	0.2	0.1	0.0
Ford	2,636	2,881	9.3%	6,714	7,023	4.6%	19,856	20,785	4.7%	11.9	11.6	-0.3
GMC	638	618	-3.1%	1,748	1,599	-8.5%	5,317	5,192	-2.4%	3.2	2.9	-0.3
Honda	2,021	1,758	-13.0%	4,674	4,558	-2.5%	12,591	13,527	7.4%	7.5	7.6	0.0
Hyundai	781	700	-10.4%	1,918	1,974	2.9%	5,371	5,834	8.6%	3.2	3.3	0.0
Infiniti	131	131	0.0%	341	313	-8.2%	1,060	1,218	14.9%	0.6	0.7	0.0
Jaguar	28	45	60.7%	104	130	25.0%	163	423	159.5%	0.1	0.2	0.1
Jeep	1,638	1,731	5.7%	4,000	4,416	10.4%	11,873	12,501	5.3%	7.1	7.0	-0.1
Kia	587	668	13.8%	1,374	1,626	18.3%	4,125	4,488	8.8%	2.5	2.5	0.0
Land Rover	101	133	31.7%	238	270	13.4%	846	808	-4.5%	0.5	0.5	-0.1
Lexus	484	493	1.9%	1,168	1,218	4.3%	3,353	3,548	5.8%	2.0	2.0	0.0
Lincoln	85	101	18.8%	256	261	2.0%	751	822	9.5%	0.4	0.5	0.0
Maserati	12	7	-41.7%	25	32	28.0%	64	117	82.8%	0.0	0.1	0.0
Mazda	562	547	-2.7%	1,350	1,356	0.4%	3,758	3,972	5.7%	2.2	2.2	0.0
Mercedes	349	396	13.5%	920	1,022	11.1%	2,646	3,019	14.1%	1.6	1.7	0.1
MINI	110	87	-20.9%	301	244	-18.9%	805	698	-13.3%	0.5	0.4	-0.1
Mitsubishi	113	97	-14.2%	285	252	-11.6%	869	819	-5.8%	0.5	0.5	-0.1
Nissan	1,215	1,381	13.7%	3,118	3,496	12.1%	9,480	10,719	13.1%	5.7	6.0	0.3
Porsche	87	65	-25.3%	224	211	-5.8%	664	711	7.1%	0.4	0.4	0.0
Ram	953	959	0.6%	2,246	2,213	-1.5%	6,704	6,802	1.5%	4.0	3.8	-0.2
smart	8	1	-87.5%	19	8	-57.9%	52	43	-17.3%	0.0	0.0	0.0
Subaru	2,784	2,665	-4.3%	6,627	6,964	5.1%	19,561	21,562	10.2%	11.7	12.0	0.4
Tesla	78	87	11.5%	236	185	-21.6%	568	678	19.4%	0.3	0.4	0.0
Toyota/Scion	3,179	3,825	20.3%	8,166	9,602	17.6%	23,778	27,148	14.2%	14.2	15.2	1.0
Volkswagen	597	773	29.5%	1,439	1,820	26.5%	4,206	5,577	32.6%	2.5	3.1	0.6
Volvo	148	160	8.1%	352	315	-10.5%	1,083	896	-17.3%	0.6	0.5	-0.1
Other	12	26	116.7%	30	76	153.3%	65	166	155.4%	0.0	0.1	0.1

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

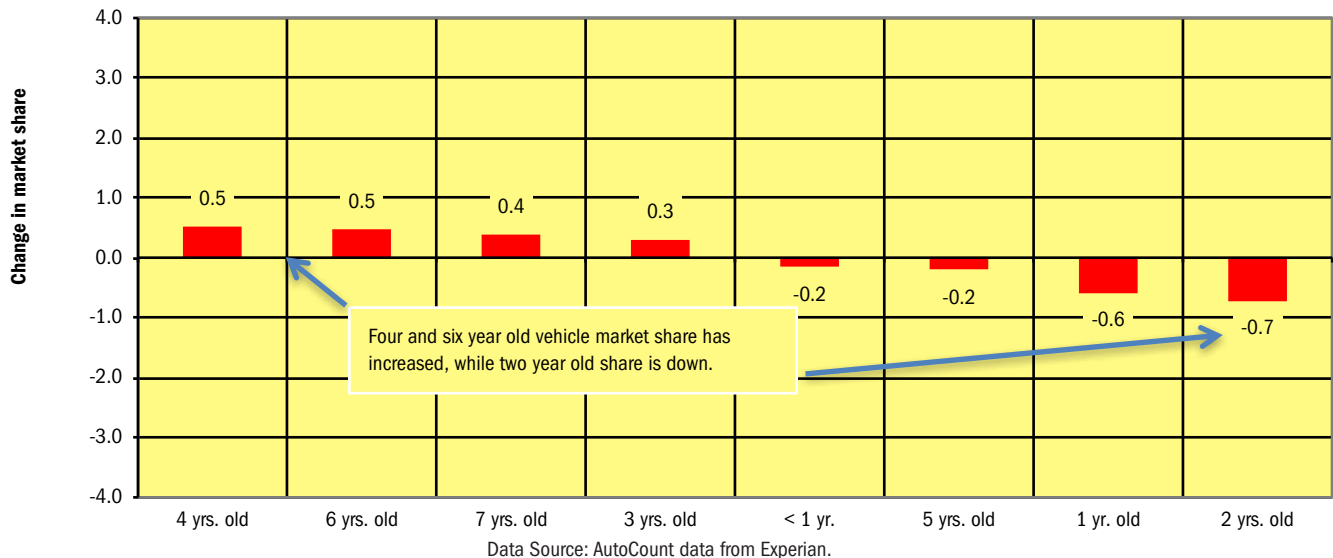


Data Source: AutoCount data from Experian.

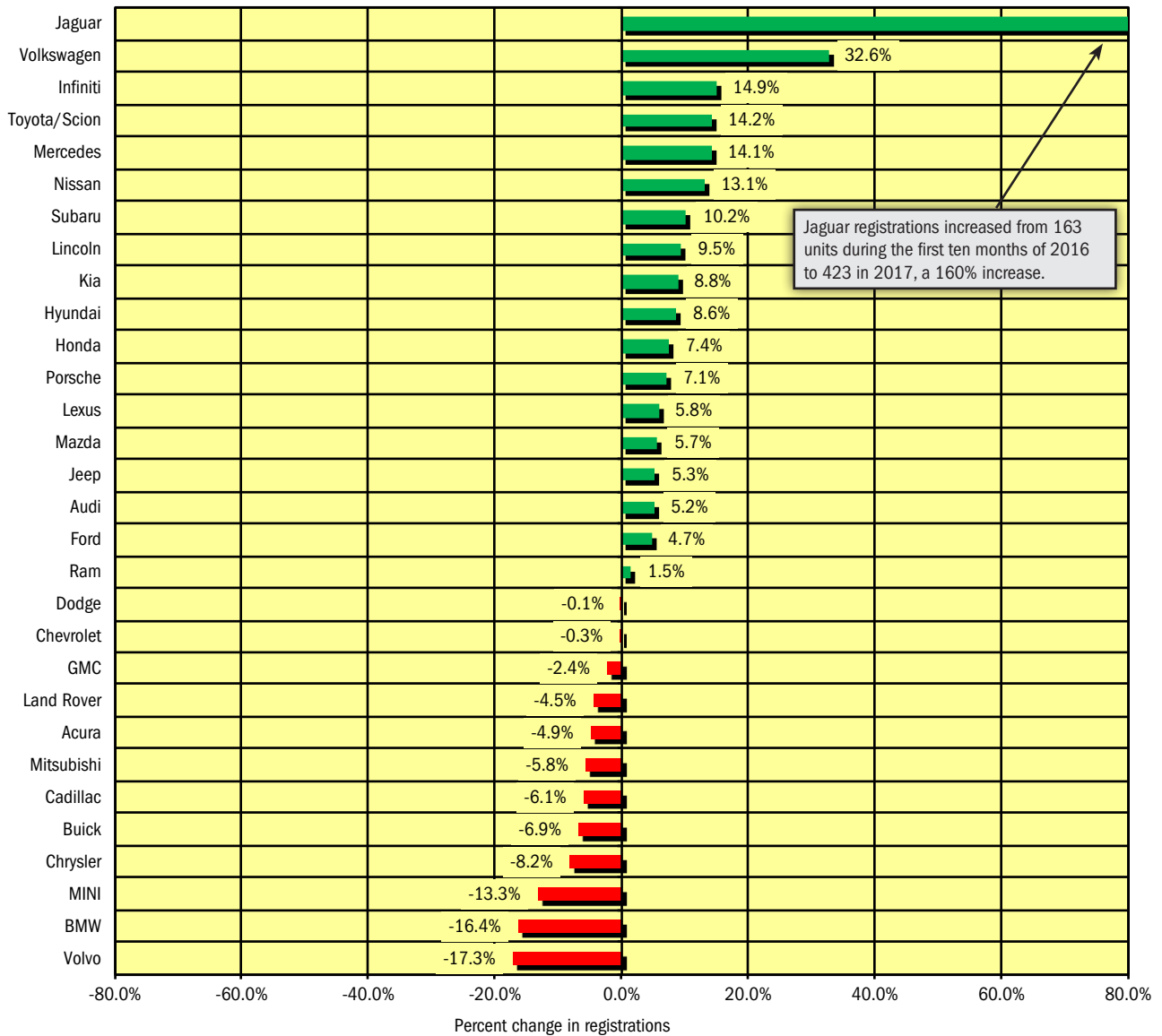
Used Vehicle Market Brand Registrations (only includes vehicles seven years old or newer)

Colorado Used Retail Car and Light Truck Registrations												
	October			Three Month Period Aug. '17 thru Oct. '17			Year-to-date thru October			YTD Market Share (%)		
	2016	2017	% chg	Yr. Ago	Current	% chg	2016	2017	% chg	2016	2017	Chg.
TOTAL	23,504	25,210	7.3%	59,387	63,246	6.5%	174,074	192,850	10.8%			
Acura	261	290	11.1%	641	717	11.9%	1,857	2,271	22.3%	1.1	1.2	0.1
Audi	376	454	20.7%	970	1,116	15.1%	2,925	3,378	15.5%	1.7	1.8	0.1
BMW	626	714	14.1%	1,459	1,739	19.2%	4,029	5,327	32.2%	2.3	2.8	0.4
Buick	258	308	19.4%	629	746	18.6%	1,889	2,123	12.4%	1.1	1.1	0.0
Cadillac	307	314	2.3%	761	804	5.7%	2,032	2,607	28.3%	1.2	1.4	0.2
Chevrolet	2,435	2,513	3.2%	6,334	6,368	0.5%	18,974	19,650	3.6%	10.9	10.2	-0.7
Chrysler	420	352	-16.2%	1,033	895	-13.4%	3,024	3,013	-0.4%	1.7	1.6	-0.2
Dodge	1,673	1,879	12.3%	4,370	4,770	9.2%	13,460	14,446	7.3%	7.7	7.5	-0.2
Ford	3,308	3,576	8.1%	8,491	9,133	7.6%	24,778	27,915	12.7%	14.2	14.5	0.2
GMC	828	911	10.0%	2,020	2,173	7.6%	5,748	6,621	15.2%	3.3	3.4	0.1
Honda	1,189	1,200	0.9%	2,860	3,065	7.2%	8,207	9,010	9.8%	4.7	4.7	0.0
Hyundai	944	1,024	8.5%	2,379	2,581	8.5%	7,154	7,850	9.7%	4.1	4.1	0.0
Infiniti	210	330	57.1%	579	806	39.2%	1,800	2,364	31.3%	1.0	1.2	0.2
Jaguar	20	29	45.0%	38	61	60.5%	109	147	34.9%	0.1	0.1	0.0
Jeep	1,595	1,671	4.8%	3,969	4,306	8.5%	11,267	13,217	17.3%	6.5	6.9	0.4
Kia	800	877	9.6%	2,024	2,055	1.5%	5,998	6,350	5.9%	3.4	3.3	-0.2
Land Rover	130	136	4.6%	339	336	-0.9%	1,028	1,136	10.5%	0.6	0.6	0.0
Lexus	392	430	9.7%	994	1,056	6.2%	2,959	3,303	11.6%	1.7	1.7	0.0
Lincoln	126	127	0.8%	306	338	10.5%	966	970	0.4%	0.6	0.5	-0.1
Mazda	403	372	-7.7%	979	965	-1.4%	2,759	2,958	7.2%	1.6	1.5	-0.1
Mercedes	430	399	-7.2%	1,058	985	-6.9%	2,950	3,213	8.9%	1.7	1.7	0.0
MINI	149	133	-10.7%	384	382	-0.5%	1,061	1,130	6.5%	0.6	0.6	0.0
Mitsubishi	148	144	-2.7%	339	333	-1.8%	987	1,162	17.7%	0.6	0.6	0.0
Nissan	1,946	2,085	7.1%	4,982	5,247	5.3%	14,338	16,390	14.3%	8.2	8.5	0.3
Other	164	133	-18.9%	421	299	-29.0%	1,334	946	-29.1%	0.8	0.5	-0.3
Porsche	45	65	44.4%	133	168	26.3%	419	469	11.9%	0.2	0.2	0.0
Subaru	1,352	1,553	14.9%	3,318	3,827	15.3%	9,579	10,931	14.1%	5.5	5.7	0.2
Toyota/Scion	2,330	2,463	5.7%	5,944	6,267	5.4%	17,207	19,067	10.8%	9.9	9.9	0.0
Volkswagen	538	574	6.7%	1,352	1,391	2.9%	4,399	3,932	-10.6%	2.5	2.0	-0.5
Volvo	101	154	52.5%	281	317	12.8%	837	954	14.0%	0.5	0.5	0.0

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



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



Data Source: AutoCount data from Experian.

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