

Colorado Auto Outlook™

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Comprehensive information on the Colorado automotive market

Colorado Automobile Dealers Association

Quick Facts

Colorado new vehicle registrations increased a reported 23% in September '14 vs. 2013.

New registrations in the state during the first nine months of this year increased 8.1% compared to a year earlier.

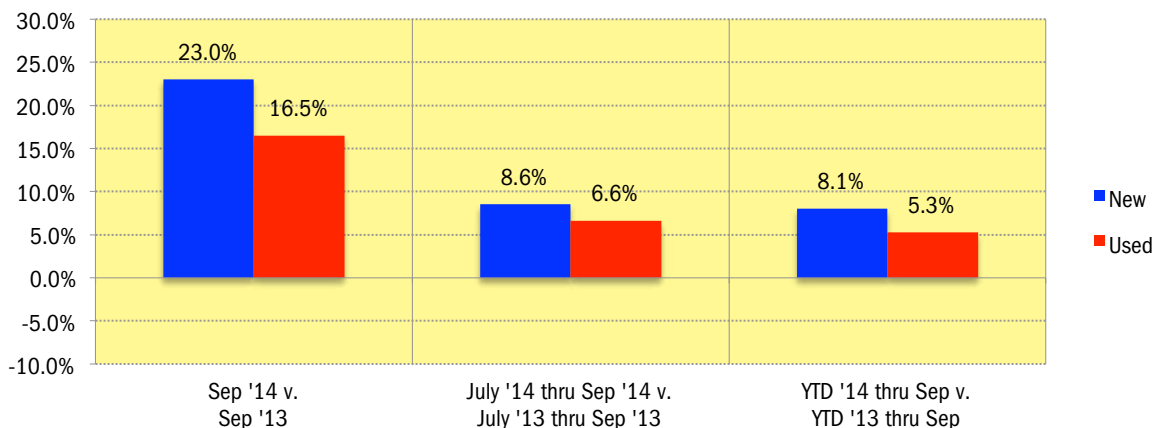
Used vehicle market was up 16.5% in September 2014 (vehicles seven years old or newer), and improved 5.3%, year-to-date.

Three year old vehicle market share increased 3.1 share points.

Jeep, Lexus, Mitsubishi, Mazda, Ram, and Audi new vehicle registrations each increased more than 21% 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		
	July '13 thru Sep '13	July '14 thru Sep '14	Percent Change	July '13 thru Sep '13	July '14 thru Sep '14	Percent Change
Total	46,814	50,826	8.6%	45,046	48,032	6.6%
Cars	19,553	20,330	4.0%	20,819	21,730	4.4%
Light Trucks	27,261	30,496	11.9%	24,227	26,302	8.6%
Detroit Three Brands	17,748	19,480	9.8%	21,258	22,686	6.7%
European Brands	5,195	5,291	1.8%	4,617	5,312	15.1%
Japanese Brands	20,689	22,694	9.7%	16,453	16,887	2.6%
Korean Brands	3,182	3,361	5.6%	2,718	3,147	15.8%
	YTD thru September					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2013	YTD 2014	Percent Change	YTD 2013	YTD 2014	Percent Change
Total	130,166	140,659	8.1%	128,352	135,092	5.3%
Cars	53,813	55,302	2.8%	58,813	60,720	3.2%
Light Trucks	76,353	85,357	11.8%	69,539	74,372	7.0%
Detroit Three Brands	49,633	53,968	8.7%	61,562	63,586	3.3%
European Brands	14,487	14,752	1.8%	13,334	14,552	9.1%
Japanese Brands	57,323	62,774	9.5%	45,823	47,970	4.7%
Korean Brands	8,723	9,165	5.1%	7,633	8,984	17.7%

Data Information

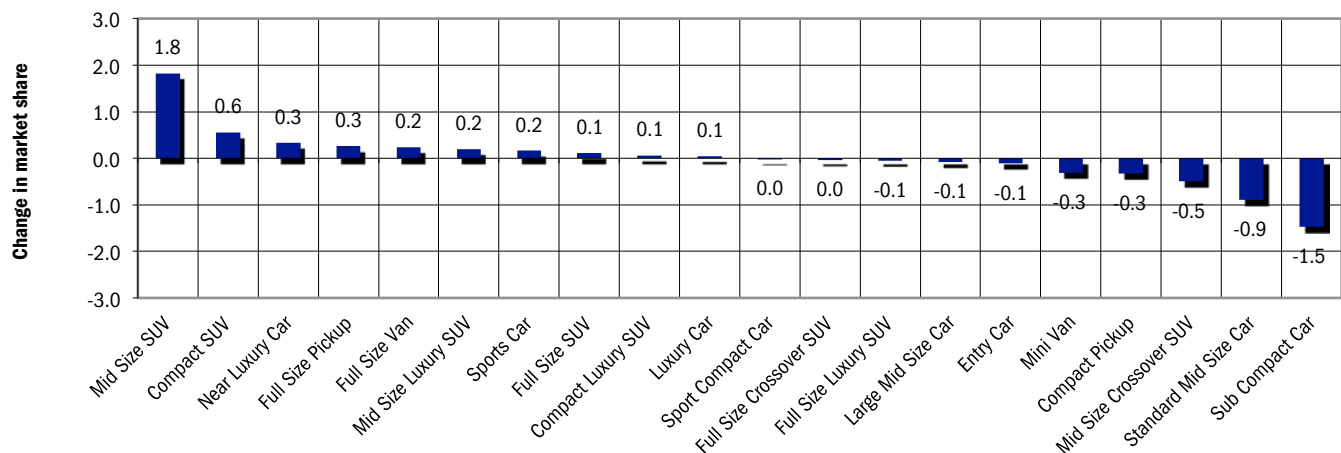
All data represents new and used vehicle retail registrations in Colorado and excludes fleet and wholesale transactions. Used vehicle data only includes vehicles seven years old or newer and excludes private party transactions. Please keep in mind that monthly registration figures can occasionally be 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 Automotive.

New Vehicle Market Brand Registrations

Colorado New Retail Car and Light Truck Registrations												
	September			Three Month Period July '14 thru Sep '14			YTD thru September			YTD Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2013	2014	% chg.	2013	2014	% chg.	2013	2014	% chg.	2013	2014	Chg.
TOTAL	17,443	21,458	23.0%	46,814	50,826	8.6%	130,166	140,659	8.1%			
Acura	234	210	-10.3%	604	507	-16.1%	1,563	1,672	7.0%	1.2	1.2	0.0
Audi	251	385	53.4%	717	908	26.6%	2,023	2,462	21.7%	1.6	1.8	0.2
BMW	355	380	7.0%	872	991	13.6%	2,698	2,948	9.3%	2.1	2.1	0.0
Buick	150	209	39.3%	418	478	14.4%	1,152	1,246	8.2%	0.9	0.9	0.0
Cadillac	143	129	-9.8%	353	293	-17.0%	1,005	914	-9.1%	0.8	0.6	-0.1
Chevrolet	1,382	1,486	7.5%	3,780	3,741	-1.0%	10,027	10,497	4.7%	7.7	7.5	-0.2
Chrysler	120	127	5.8%	334	326	-2.4%	970	856	-11.8%	0.7	0.6	-0.1
Dodge	429	518	20.7%	1,333	1,381	3.6%	3,832	3,720	-2.9%	2.9	2.6	-0.3
Fiat	40	19	-52.5%	114	81	-28.9%	338	275	-18.6%	0.3	0.2	-0.1
Ford	2,050	2,461	20.0%	5,644	6,091	7.9%	16,468	16,796	2.0%	12.7	11.9	-0.7
GMC	487	536	10.1%	1,230	1,370	11.4%	3,515	3,997	13.7%	2.7	2.8	0.1
Honda	1,427	1,686	18.1%	3,981	3,851	-3.3%	10,974	10,637	-3.1%	8.4	7.6	-0.9
Hyundai	587	739	25.9%	1,546	1,740	12.5%	4,378	4,559	4.1%	3.4	3.2	-0.1
Infiniti	124	142	14.5%	288	304	5.6%	803	943	17.4%	0.6	0.7	0.1
Jaguar	14	11	-21.4%	37	34	-8.1%	63	92	46.0%	0.0	0.1	0.0
Jeep	1,053	1,491	41.6%	2,658	3,526	32.7%	7,492	9,792	30.7%	5.8	7.0	1.2
Kia	598	713	19.2%	1,636	1,621	-0.9%	4,345	4,606	6.0%	3.3	3.3	-0.1
Land Rover	92	119	29.3%	218	224	2.8%	628	708	12.7%	0.5	0.5	0.0
Lexus	375	486	29.6%	867	1,103	27.2%	2,362	2,996	26.8%	1.8	2.1	0.3
Lincoln	71	101	42.3%	174	189	8.6%	495	476	-3.8%	0.4	0.3	0.0
Mazda	384	547	42.4%	964	1,263	31.0%	2,481	3,049	22.9%	1.9	2.2	0.3
Mercedes	229	304	32.8%	661	747	13.0%	1,898	2,230	17.5%	1.5	1.6	0.1
MINI	123	127	3.3%	316	281	-11.1%	833	682	-18.1%	0.6	0.5	-0.2
Mitsubishi	48	60	25.0%	144	217	50.7%	479	601	25.5%	0.4	0.4	0.1
Nissan	1,130	1,413	25.0%	2,956	3,128	5.8%	8,281	9,194	11.0%	6.4	6.5	0.2
Porsche	54	80	48.1%	133	189	42.1%	359	430	19.8%	0.3	0.3	0.0
Ram	657	847	28.9%	1,725	2,035	18.0%	4,553	5,542	21.7%	3.5	3.9	0.4
smart	14	16	14.3%	41	32	-22.0%	127	99	-22.0%	0.1	0.1	0.0
Subaru	1,722	2,236	29.8%	4,820	5,348	11.0%	13,160	15,250	15.9%	10.1	10.8	0.7
Tesla	32	17	-46.9%	98	50		122	132		0.1	0.1	0.0
Toyota/Scion	2,251	3,086	37.1%	6,064	6,972	15.0%	16,981	18,429	8.5%	13.0	13.1	0.1
Volkswagen	731	698	-4.5%	1,848	1,599	-13.5%	4,824	4,197	-13.0%	3.7	3.0	-0.7
Volvo	80	67	-16.3%	223	171	-23.3%	647	532	-17.8%	0.5	0.4	-0.1
Other	6	12	100.0%	17	35	105.9%	290	100	-65.5%	0.2	0.1	-0.2

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

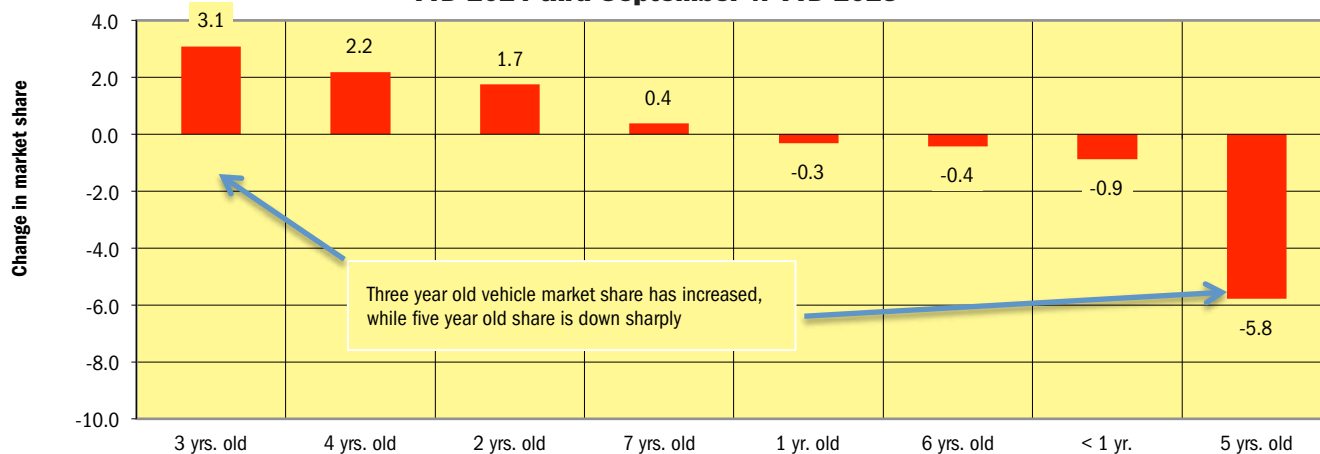


Data Source: AutoCount data from Experian Automotive.

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

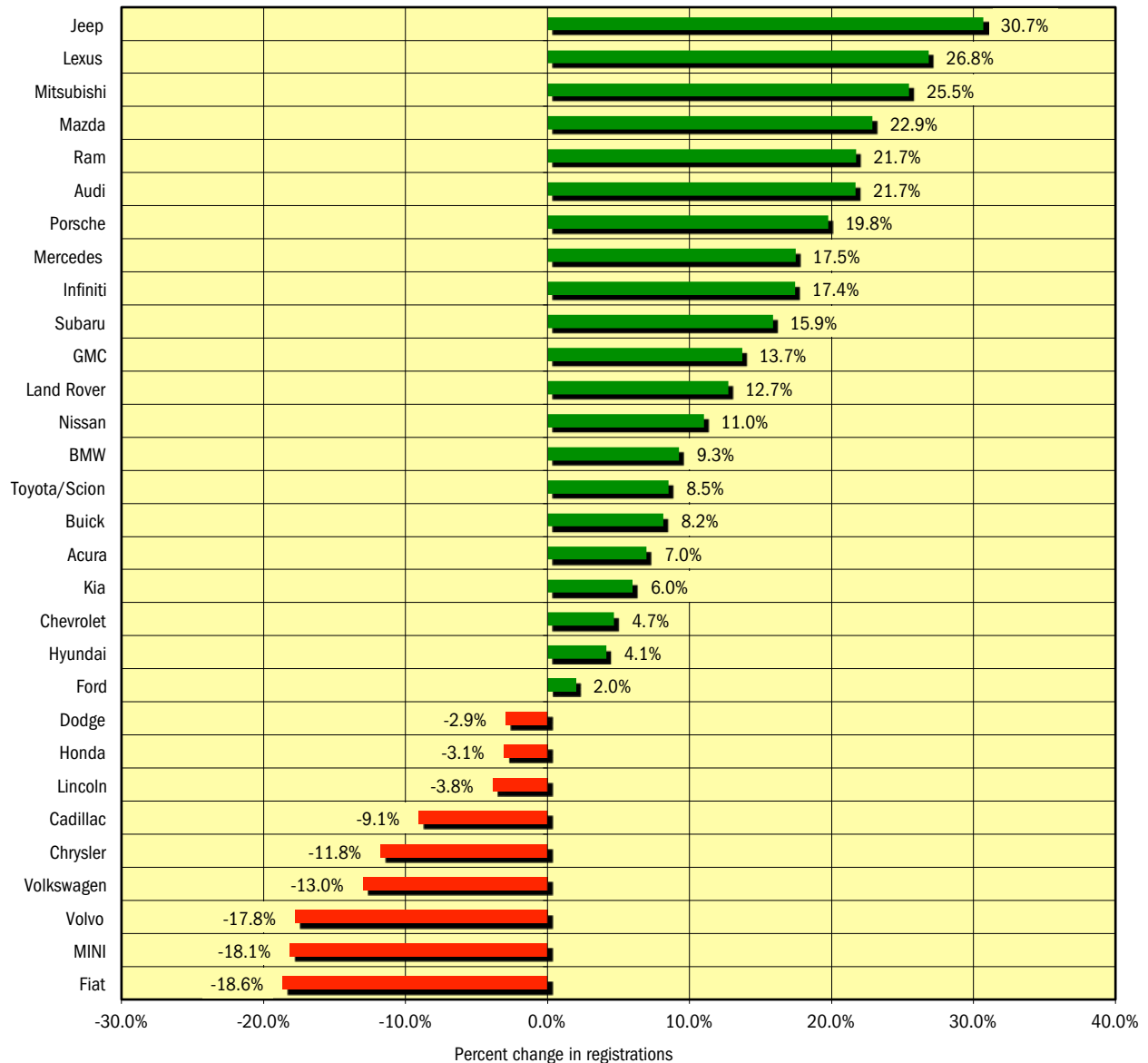
Colorado Used Retail Car and Light Truck Registrations												
	September			Three Month Period July '14 thru Sep '14			YTD thru September			YTD Market Share (%)		
	2013	2014	% chg.	2013	2014	% chg.	2013	2014	% chg.	2013	2014	Chg.
TOTAL	16,919	19,715	16.5%	45,046	48,032	6.6%	128,352	135,092	5.3%			
Acura	233	253	8.6%	601	647	7.7%	1,665	1,934	16.2%	1.3	1.4	0.1
Audi	237	281	18.6%	632	730	15.5%	1,818	2,131	17.2%	1.4	1.6	0.2
BMW	396	515	30.1%	956	1,264	32.2%	2,906	3,493	20.2%	2.3	2.6	0.3
Buick	140	212	51.4%	336	493	46.7%	1,054	1,296	23.0%	0.8	1.0	0.1
Cadillac	221	282	27.6%	556	660	18.7%	1,567	1,876	19.7%	1.2	1.4	0.2
Chevrolet	1,887	2,225	17.9%	5,097	5,292	3.8%	14,966	15,237	1.8%	11.7	11.3	-0.4
Chrysler	374	368	-1.6%	1,037	901	-13.1%	2,993	2,676	-10.6%	2.3	2.0	-0.4
Dodge (incl. Ram)	1,162	1,479	27.3%	3,205	3,545	10.6%	9,603	10,212	6.3%	7.5	7.6	0.1
Ford	2,171	2,578	18.7%	5,786	6,386	10.4%	16,286	17,506	7.5%	12.7	13.0	0.3
GMC	494	655	32.6%	1,305	1,546	18.5%	3,600	4,213	17.0%	2.8	3.1	0.3
Honda	946	1,053	11.3%	2,568	2,573	0.2%	6,979	7,407	6.1%	5.4	5.5	0.0
Hummer	43	38	-11.6%	113	81	-28.3%	387	218	-43.7%	0.3	0.2	-0.1
Hyundai	520	706	35.8%	1,384	1,694	22.4%	4,014	4,779	19.1%	3.1	3.5	0.4
Infiniti	185	257	38.9%	458	612	33.6%	1,250	1,584	26.7%	1.0	1.2	0.2
Jaguar	12	11	-8.3%	31	26	-16.1%	71	66	-7.0%	0.1	0.0	0.0
Jeep	985	1,116	13.3%	2,543	2,732	7.4%	7,326	7,304	-0.3%	5.7	5.4	-0.3
Kia	511	582	13.9%	1,334	1,453	8.9%	3,619	4,205	16.2%	2.8	3.1	0.3
Land Rover	96	112	16.7%	244	246	0.8%	716	685	-4.3%	0.6	0.5	-0.1
Lexus	318	367	15.4%	860	847	-1.5%	2,502	2,432	-2.8%	1.9	1.8	-0.1
Lincoln	110	134	21.8%	298	311	4.4%	867	869	0.2%	0.7	0.6	0.0
Mazda	402	364	-9.5%	1,019	905	-11.2%	2,897	2,682	-7.4%	2.3	2.0	-0.3
Mercedes	277	345	24.5%	689	805	16.8%	2,017	2,270	12.5%	1.6	1.7	0.1
Mercury	58	59	1.7%	166	126	-24.1%	423	363	-14.2%	0.3	0.3	-0.1
MINI	99	130	31.3%	255	309	21.2%	680	778	14.4%	0.5	0.6	0.0
Mitsubishi	121	118	-2.5%	343	309	-9.9%	1,157	907	-21.6%	0.9	0.7	-0.2
Nissan	1,239	1,467	18.4%	3,222	3,594	11.5%	9,429	9,957	5.6%	7.3	7.4	0.0
Pontiac	153	139	-9.2%	445	335	-24.7%	1,440	973	-32.4%	1.1	0.7	-0.4
Porsche	35	48	37.1%	125	112	-10.4%	354	312	-11.9%	0.3	0.2	0.0
Saab	31	21	-32.3%	67	50	-25.4%	230	122	-47.0%	0.2	0.1	-0.1
Saturn	134	109	-18.7%	371	278	-25.1%	1,050	841	-19.9%	0.8	0.6	-0.2
Subaru	788	952	20.8%	2,098	2,298	9.5%	5,397	6,467	19.8%	4.2	4.8	0.6
Suzuki	114	89	-21.9%	304	232	-23.7%	871	666	-23.5%	0.7	0.5	-0.2
Toyota/Scion	1,814	1,940	6.9%	4,974	4,866	-2.2%	13,651	13,921	2.0%	10.6	10.3	-0.3
Volkswagen	462	502	8.7%	1,236	1,315	6.4%	3,439	3,519	2.3%	2.7	2.6	-0.1
Volvo	123	142	15.4%	318	331	4.1%	924	896	-3.0%	0.7	0.7	-0.1
Other	28	66	135.7%	70	128	82.9%	204	295	44.6%	0.2	0.2	0.1

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



Data Source: AutoCount data from Experian Automotive.

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



Data Source: AutoCount data from Experian Automotive.

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290 East Speer Boulevard
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Auto Outlook, Inc.
PO Box 390
Exton, PA 19341
Phone: 800-206-0102
Email: jfaltz@autooutlook.com

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WHO ARE MY TOP COMPETITORS? -BY MARKET AREA?

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