

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 4.4% in September 2015 versus a year earlier.

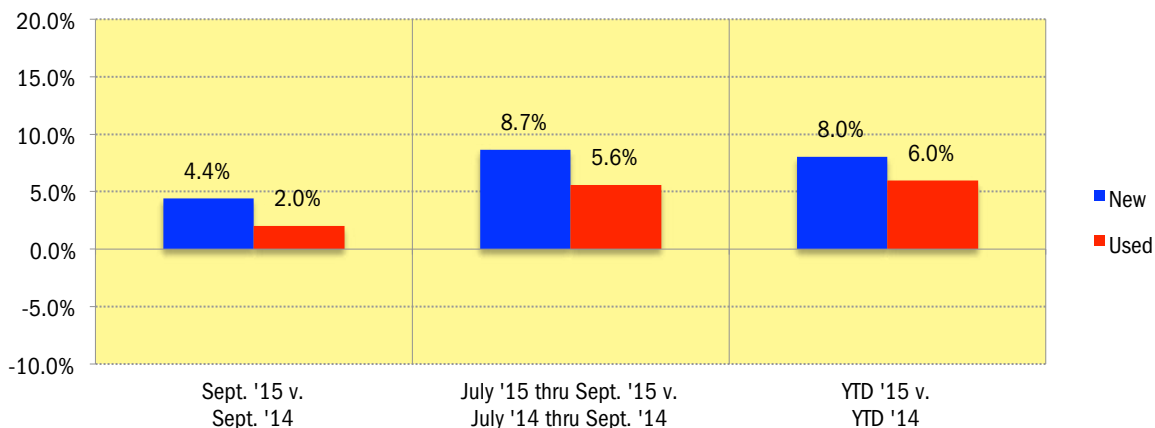
New registrations in the state were up 8% during the first nine months of 2015 compared to a year earlier.

Used vehicle market was up 2% in September 2015 (vehicles seven years old or newer), and improved 6% for the first nine months of this year.

Chrysler, Lincoln, Porsche, GMC, and Buick new vehicle registrations increased by more than 18% 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 '14 thru Sept. '14	July '15 thru Sept. '15	Percent Change	July '14 thru Sept. '14	July '15 thru Sept. '15	Percent Change
Total	48,042	52,200	8.7%	48,032	50,715	5.6%
Cars	19,326	18,347	-5.1%	21,730	22,663	4.3%
Light Trucks	28,716	33,853	17.9%	26,302	28,052	6.7%
Detroit Three Brands	18,444	20,128	9.1%	22,686	23,508	3.6%
European Brands	5,049	5,466	8.3%	5,312	5,739	8.0%
Japanese Brands	21,359	23,455	9.8%	16,887	17,927	6.2%
Korean Brands	3,190	3,151	-1.2%	3,147	3,541	12.5%
	YTD thru September					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2014	YTD 2015	Percent Change	YTD 2014	YTD 2015	Percent Change
Total	137,366	148,390	8.0%	135,092	143,136	6.0%
Cars	54,079	52,569	-2.8%	60,720	63,623	4.8%
Light Trucks	83,287	95,821	15.0%	74,372	79,513	6.9%
Detroit Three Brands	52,725	57,785	9.6%	63,586	67,689	6.5%
European Brands	14,451	15,437	6.8%	14,552	16,045	10.3%
Japanese Brands	61,234	66,342	8.3%	47,970	49,429	3.0%
Korean Brands	8,956	8,826	-1.5%	8,984	9,973	11.0%

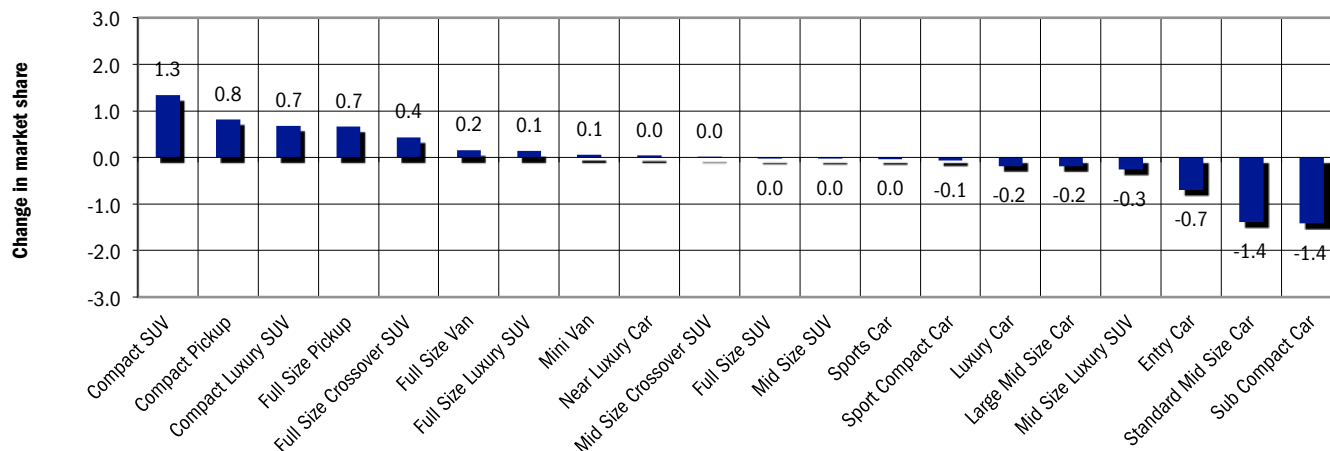
Data Information

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. 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												
	September			Three Month Period July '15 thru Sept. '15			YTD thru September			YTD Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2014	2015	% chg.	2014	2015	% chg.	2014	2015	% chg.	2014	2015	Chg.
TOTAL	17,012	17,766	4.4%	48,042	52,200	8.7%	137,366	148,390	8.0%			
Acura	164	188	14.6%	474	536	13.1%	1,636	1,552	-5.1%	1.2	1.0	-0.1
Audi	305	289	-5.2%	860	981	14.1%	2,405	2,732	13.6%	1.8	1.8	0.1
BMW	304	314	3.3%	949	947	-0.2%	2,896	3,113	7.5%	2.1	2.1	0.0
Buick	167	195	16.8%	452	541	19.7%	1,219	1,443	18.4%	0.9	1.0	0.1
Cadillac	103	108	4.9%	281	285	1.4%	897	884	-1.4%	0.7	0.6	-0.1
Chevrolet	1,173	1,263	7.7%	3,540	3,826	8.1%	10,255	11,070	7.9%	7.5	7.5	0.0
Chrysler	100	109	9.0%	308	389	26.3%	833	1,377	65.3%	0.6	0.9	0.3
Dodge	410	361	-12.0%	1,315	1,169	-11.1%	3,643	3,405	-6.5%	2.7	2.3	-0.4
Fiat	17	26	52.9%	81	78	-3.7%	273	181	-33.7%	0.2	0.1	-0.1
Ford	1,951	2,279	16.8%	5,797	6,197	6.9%	16,427	17,641	7.4%	12.0	11.9	-0.1
GMC	420	533	26.9%	1,287	1,584	23.1%	3,896	4,691	20.4%	2.8	3.2	0.3
Honda	1,330	1,355	1.9%	3,621	3,850	6.3%	10,364	10,653	2.8%	7.5	7.2	-0.4
Hyundai	588	570	-3.1%	1,649	1,650	0.1%	4,451	4,501	1.1%	3.2	3.0	-0.2
Infiniti	116	104	-10.3%	286	329	15.0%	929	1,039	11.8%	0.7	0.7	0.0
Jaguar	10	9	-10.0%	36	29	-19.4%	92	76	-17.4%	0.1	0.1	0.0
Jeep	1,178	1,214	3.1%	3,320	3,614	8.9%	9,555	10,177	6.5%	7.0	6.9	-0.1
Kia	570	502	-11.9%	1,541	1,501	-2.6%	4,505	4,325	-4.0%	3.3	2.9	-0.4
Land Rover	98	77	-21.4%	215	228	6.0%	698	715	2.4%	0.5	0.5	0.0
Lexus	391	368	-5.9%	1,064	1,075	1.0%	2,943	3,161	7.4%	2.1	2.1	0.0
Lincoln	81	63	-22.2%	179	233	30.2%	464	675	45.5%	0.3	0.5	0.1
Mazda	434	399	-8.1%	1,199	1,198	-0.1%	2,966	3,365	13.5%	2.2	2.3	0.1
Mercedes	242	279	15.3%	707	802	13.4%	2,186	2,350	7.5%	1.6	1.6	0.0
MINI	102	80	-21.6%	268	306	14.2%	667	728	9.1%	0.5	0.5	0.0
Mitsubishi	46	102	121.7%	210	232	10.5%	589	558	-5.3%	0.4	0.4	-0.1
Nissan	1,124	1,056	-6.0%	2,935	3,365	14.7%	8,983	9,549	6.3%	6.5	6.4	-0.1
Porsche	67	64	-4.5%	186	198	6.5%	425	572	34.6%	0.3	0.4	0.1
Ram	668	756	13.2%	1,918	2,135	11.3%	5,407	6,015	11.2%	3.9	4.1	0.1
smart	14	5	-64.3%	31	14	-54.8%	98	51	-48.0%	0.1	0.0	0.0
Subaru	1,751	1,918	9.5%	4,976	5,588	12.3%	14,844	17,047	14.8%	10.8	11.5	0.7
Tesla	14	49	250.0%	47	155	229.8%	129	407	215.5%	0.1	0.3	0.2
Toyota/Scion	2,455	2,486	1.3%	6,593	7,282	10.5%	17,977	19,418	8.0%	13.1	13.1	0.0
Volkswagen	552	549	-0.5%	1,514	1,645	8.7%	4,090	4,257	4.1%	3.0	2.9	-0.1
Volvo	55	80	45.5%	167	201	20.4%	524	581	10.9%	0.4	0.4	0.0
Other	12	16	33.3%	36	37	2.8%	100	81	-19.0%	0.1	0.1	0.0

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

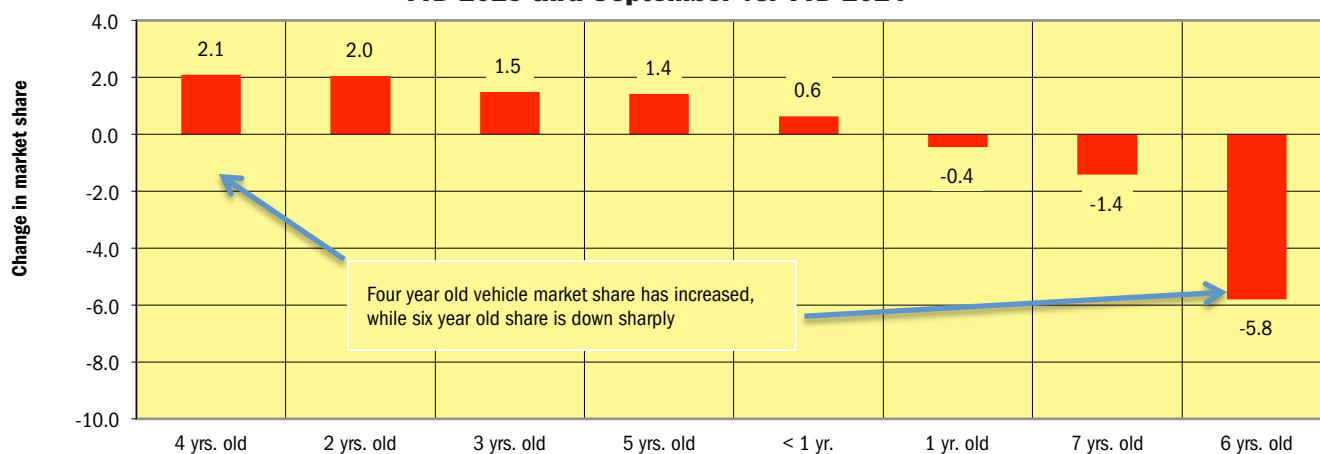


Data Source: AutoCount data from Experian Automotive.

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

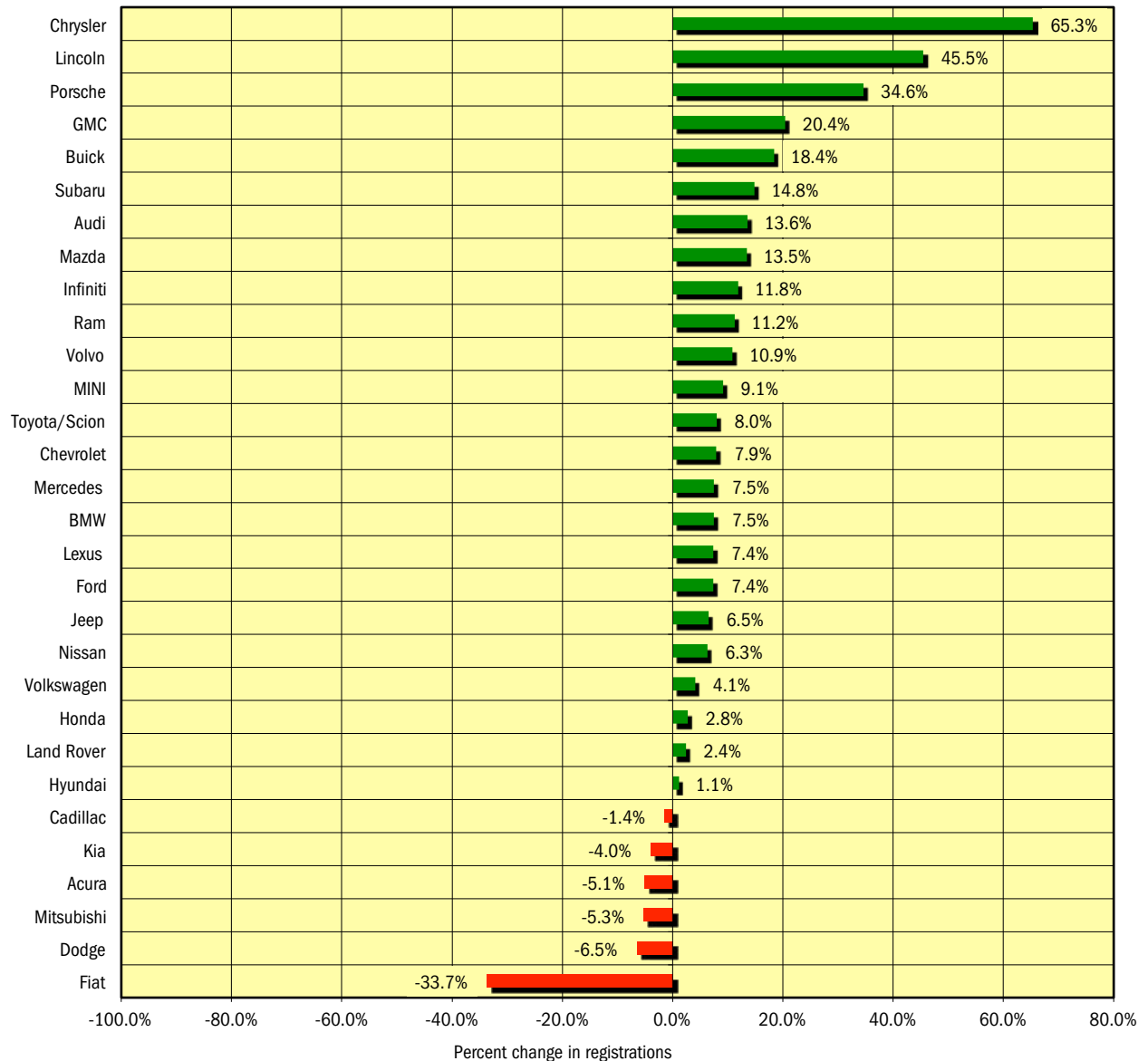
Colorado Used Retail Car and Light Truck Registrations												
	September			Three Month Period July '15 thru Sept. '15			YTD thru September			YTD Market Share (%)		
	2014	2015	% chg.	2014	2015	% chg.	2014	2015	% chg.	2014	2015	Chg.
TOTAL	19,715	20,115	2.0%	48,032	50,715	5.6%	135,092	143,136	6.0%			
Acura	253	253	0.0%	647	649	0.3%	1,934	1,860	-3.8%	1.4	1.3	-0.1
Audi	281	345	22.8%	730	868	18.9%	2,131	2,430	14.0%	1.6	1.7	0.1
BMW	515	469	-8.9%	1,264	1,210	-4.3%	3,493	3,467	-0.7%	2.6	2.4	-0.2
Buick	212	161	-24.1%	493	456	-7.5%	1,296	1,413	9.0%	1.0	1.0	0.0
Cadillac	282	232	-17.7%	660	584	-11.5%	1,876	1,786	-4.8%	1.4	1.2	-0.1
Chevrolet	2,225	2,292	3.0%	5,292	5,778	9.2%	15,237	16,799	10.3%	11.3	11.7	0.5
Chrysler	368	366	-0.5%	901	911	1.1%	2,676	2,888	7.9%	2.0	2.0	0.0
Dodge (incl. Ram)	1,479	1,499	1.4%	3,545	3,871	9.2%	10,212	10,986	7.6%	7.6	7.7	0.1
Ford	2,578	2,713	5.2%	6,386	6,889	7.9%	17,506	19,338	10.5%	13.0	13.5	0.6
GMC	655	641	-2.1%	1,546	1,608	4.0%	4,213	4,534	7.6%	3.1	3.2	0.0
Honda	1,053	1,042	-1.0%	2,573	2,675	4.0%	7,407	7,402	-0.1%	5.5	5.2	-0.3
Hummer	38	12	-68.4%	81	37	-54.3%	218	113	-48.2%	0.2	0.1	-0.1
Hyundai	706	733	3.8%	1,694	1,807	6.7%	4,779	5,285	10.6%	3.5	3.7	0.2
Infiniti	257	265	3.1%	612	669	9.3%	1,584	1,863	17.6%	1.2	1.3	0.1
Jaguar	11	7	-36.4%	26	21	-19.2%	66	76	15.2%	0.0	0.1	0.0
Jeep	1,116	1,097	-1.7%	2,732	2,652	-2.9%	7,304	7,629	4.4%	5.4	5.3	-0.1
Kia	582	722	24.1%	1,453	1,733	19.3%	4,205	4,687	11.5%	3.1	3.3	0.2
Land Rover	112	117	4.5%	246	274	11.4%	685	793	15.8%	0.5	0.6	0.0
Lexus	367	333	-9.3%	847	833	-1.7%	2,432	2,417	-0.6%	1.8	1.7	-0.1
Lincoln	134	111	-17.2%	311	293	-5.8%	869	875	0.7%	0.6	0.6	0.0
Mazda	364	367	0.8%	905	933	3.1%	2,682	2,593	-3.3%	2.0	1.8	-0.2
Mercedes	345	313	-9.3%	805	820	1.9%	2,270	2,457	8.2%	1.7	1.7	0.0
Mercury	59	22	-62.7%	126	63	-50.0%	363	219	-39.7%	0.3	0.2	-0.1
MINI	130	147	13.1%	309	348	12.6%	778	913	17.4%	0.6	0.6	0.1
Mitsubishi	118	111	-5.9%	309	309	0.0%	907	890	-1.9%	0.7	0.6	0.0
Nissan	1,467	1,614	10.0%	3,594	4,168	16.0%	9,957	11,285	13.3%	7.4	7.9	0.5
Pontiac	139	76	-45.3%	335	181	-46.0%	973	558	-42.7%	0.7	0.4	-0.3
Porsche	48	49	2.1%	112	139	24.1%	312	390	25.0%	0.2	0.3	0.0
Saab	21	6	-71.4%	50	25	-50.0%	122	80	-34.4%	0.1	0.1	0.0
Saturn	109	72	-33.9%	278	181	-34.9%	841	542	-35.6%	0.6	0.4	-0.2
Subaru	952	1,009	6.0%	2,298	2,532	10.2%	6,467	6,942	7.3%	4.8	4.8	0.1
Suzuki	89	72	-19.1%	232	171	-26.3%	666	478	-28.2%	0.5	0.3	-0.2
Toyota/Scion	1,940	2,018	4.0%	4,866	4,991	2.6%	13,921	13,699	-1.6%	10.3	9.6	-0.7
Volkswagen	502	638	27.1%	1,315	1,529	16.3%	3,519	4,164	18.3%	2.6	2.9	0.3
Volvo	142	130	-8.5%	331	350	5.7%	896	900	0.4%	0.7	0.6	0.0
Other	66	61	-7.6%	128	157	22.7%	295	385	30.5%	0.2	0.3	0.1

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



Data Source: AutoCount data from Experian Automotive.

**New Vehicle Market Percent Change in Brand Registrations
YTD 2015 thru September 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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