

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 declined 13.2% in September 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.

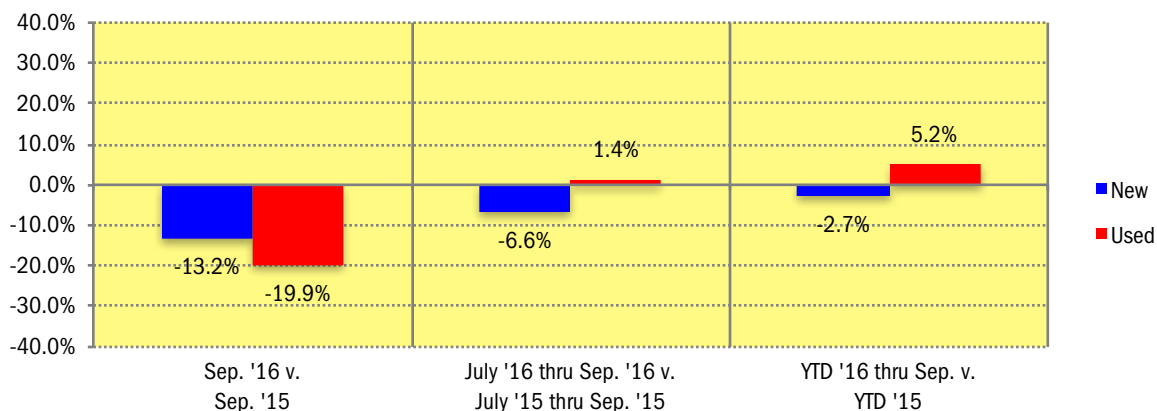
New registrations in the state were off 2.7% during the first nine months of this year.

Used vehicle registrations improved 5.2% so far this year. (Only includes vehicles seven years old or newer.)

Registrations increased for Volvo, Mitsubishi, FIAT, Toyota, Land Rover, Hyundai, Chevrolet, Porsche, Jeep, and Audi.

Standard Mid Size Car market share declined 1.7 share points during the first nine 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		
	July '15 thru Sep. '15	July '16 thru Sep. '16	Percent Change	July '15 thru Sep. '15	July '16 thru Sep. '16	Percent Change
Total	52,200	48,735	-6.6%	50,715	51,408	1.4%
Cars	18,347	15,035	-18.1%	22,663	20,727	-8.5%
Light Trucks	33,853	33,700	-0.5%	28,052	30,681	9.4%
Detroit Three Brands	20,128	18,942	-5.9%	23,508	24,399	3.8%
European Brands	5,466	5,021	-8.1%	5,739	5,379	-6.3%
Japanese Brands	23,455	21,991	-6.2%	17,927	17,801	-0.7%
Korean Brands	3,151	2,781	-11.7%	3,541	3,829	8.1%
	Year to date thru September					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2015	YTD 2016	Percent Change	YTD 2015	YTD 2016	Percent Change
Total	148,390	144,329	-2.7%	143,136	150,568	5.2%
Cars	52,569	44,446	-15.5%	63,623	62,346	-2.0%
Light Trucks	95,821	99,883	4.2%	79,513	88,222	11.0%
Detroit Three Brands	57,785	55,903	-3.3%	67,689	71,704	5.9%
European Brands	15,437	15,031	-2.6%	16,045	15,782	-1.6%
Japanese Brands	66,342	65,267	-1.6%	49,429	51,674	4.5%
Korean Brands	8,826	8,128	-7.9%	9,973	11,408	14.4%

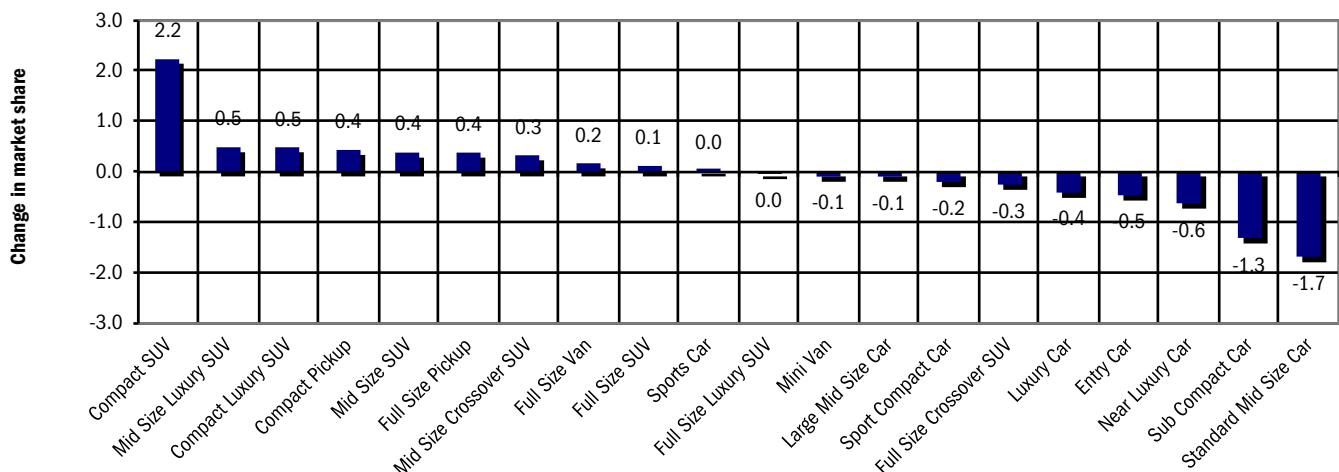
Data Information

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 '16 thru Sept. '16			Year to date thru September			Year-to-date Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2015	2016	% chg.	Yr. Ago	Current	% chg.	2015	2016	% chg.	2015	2016	Chg.
TOTAL	17,766	15,422	-13.2%	52,200	48,735	-6.6%	148,390	144,329	-2.7%			
Acura	188	127	-32.4%	536	406	-24.3%	1,552	1,306	-15.9%	1.0	0.9	-0.1
Audi	289	291	0.7%	981	946	-3.6%	2,732	2,737	0.2%	1.8	1.9	0.1
BMW	314	258	-17.8%	947	785	-17.1%	3,113	2,926	-6.0%	2.1	2.0	-0.1
Buick	195	136	-30.3%	541	479	-11.5%	1,443	1,341	-7.1%	1.0	0.9	0.0
Cadillac	108	73	-32.4%	285	269	-5.6%	884	827	-6.4%	0.6	0.6	0.0
Chevrolet	1,263	1,183	-6.3%	3,826	3,903	2.0%	11,070	11,219	1.3%	7.5	7.8	0.3
Chrysler	109	75	-31.2%	389	276	-29.0%	1,377	874	-36.5%	0.9	0.6	-0.3
Dodge	361	235	-34.9%	1,169	787	-32.7%	3,405	2,599	-23.7%	2.3	1.8	-0.5
Fiat	26	20	-23.1%	78	86	10.3%	181	228	26.0%	0.1	0.2	0.0
Ford	2,279	1,900	-16.6%	6,197	5,935	-4.2%	17,641	17,220	-2.4%	11.9	11.9	0.0
GMC	533	466	-12.6%	1,584	1,532	-3.3%	4,691	4,679	-0.3%	3.2	3.2	0.1
Honda	1,355	1,170	-13.7%	3,850	3,824	-0.7%	10,653	10,570	-0.8%	7.2	7.3	0.1
Hyundai	570	505	-11.4%	1,650	1,609	-2.5%	4,501	4,590	2.0%	3.0	3.2	0.1
Infiniti	104	89	-14.4%	329	308	-6.4%	1,039	929	-10.6%	0.7	0.6	-0.1
Jaguar	9	34	277.8%	29	98	237.9%	76	135	77.6%	0.1	0.1	0.0
Jeep	1,214	1,061	-12.6%	3,614	3,415	-5.5%	10,177	10,235	0.6%	6.9	7.1	0.2
Kia	502	380	-24.3%	1,501	1,172	-21.9%	4,325	3,538	-18.2%	2.9	2.5	-0.5
Land Rover	77	75	-2.6%	228	210	-7.9%	715	745	4.2%	0.5	0.5	0.0
Lexus	368	321	-12.8%	1,075	938	-12.7%	3,161	2,869	-9.2%	2.1	2.0	-0.1
Lincoln	63	79	25.4%	233	225	-3.4%	675	666	-1.3%	0.5	0.5	0.0
Maserati	5	4	-20.0%	13	24	84.6%	27	52	92.6%	0.0	0.0	0.0
Mazda	399	346	-13.3%	1,198	1,131	-5.6%	3,365	3,196	-5.0%	2.3	2.2	-0.1
Mercedes	279	260	-6.8%	802	828	3.2%	2,350	2,297	-2.3%	1.6	1.6	0.0
MINI	80	94	17.5%	306	261	-14.7%	728	695	-4.5%	0.5	0.5	0.0
Mitsubishi	102	82	-19.6%	232	237	2.2%	558	756	35.5%	0.4	0.5	0.1
Nissan	1,056	874	-17.2%	3,365	2,620	-22.1%	9,549	8,265	-13.4%	6.4	5.7	-0.7
Porsche	64	71	10.9%	198	206	4.0%	572	577	0.9%	0.4	0.4	0.0
Ram	756	586	-22.5%	2,135	1,890	-11.5%	6,015	5,751	-4.4%	4.1	4.0	-0.1
smart	5	5	0.0%	14	12	-14.3%	51	44	-13.7%	0.0	0.0	0.0
Subaru	1,918	1,784	-7.0%	5,588	5,452	-2.4%	17,047	16,777	-1.6%	11.5	11.6	0.1
Tesla	49	61	24.5%	155	230	48.4%	407	490	20.4%	0.3	0.3	0.1
Toyota/Scion	2,486	2,284	-8.1%	7,282	7,075	-2.8%	19,418	20,599	6.1%	13.1	14.3	1.2
Volkswagen	549	389	-29.1%	1,645	1,260	-23.4%	4,257	3,609	-15.2%	2.9	2.5	-0.4
Volvo	80	94	17.5%	201	282	40.3%	581	935	60.9%	0.4	0.6	0.3
Other	11	10	-9.1%	24	24	0.0%	54	53	-1.9%	0.0	0.0	0.0

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

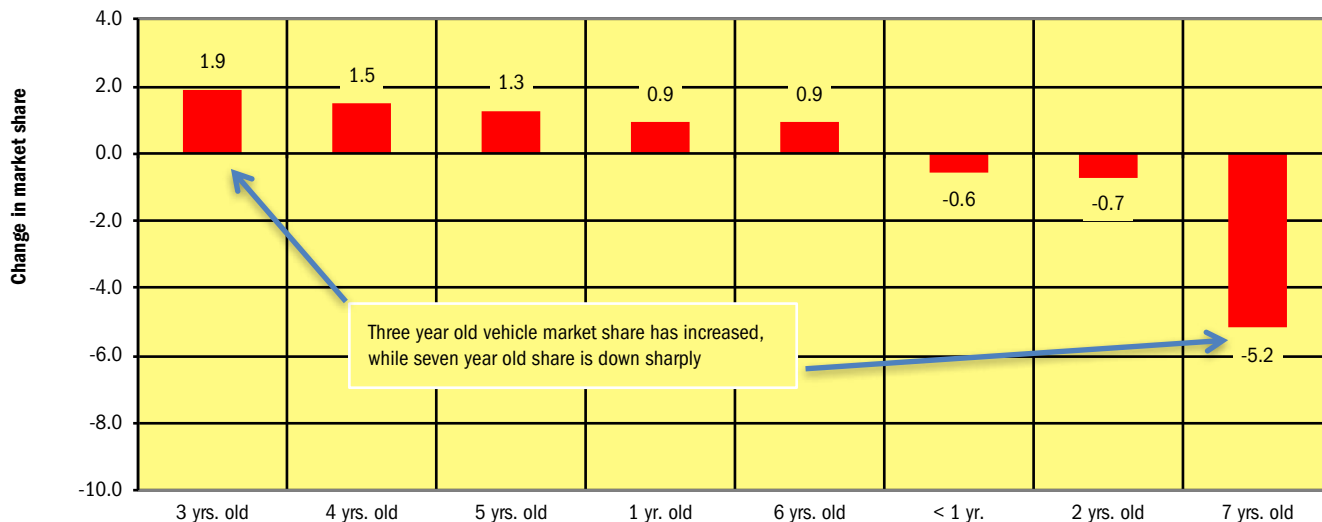


Data Source: AutoCount data from Experian Automotive.

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

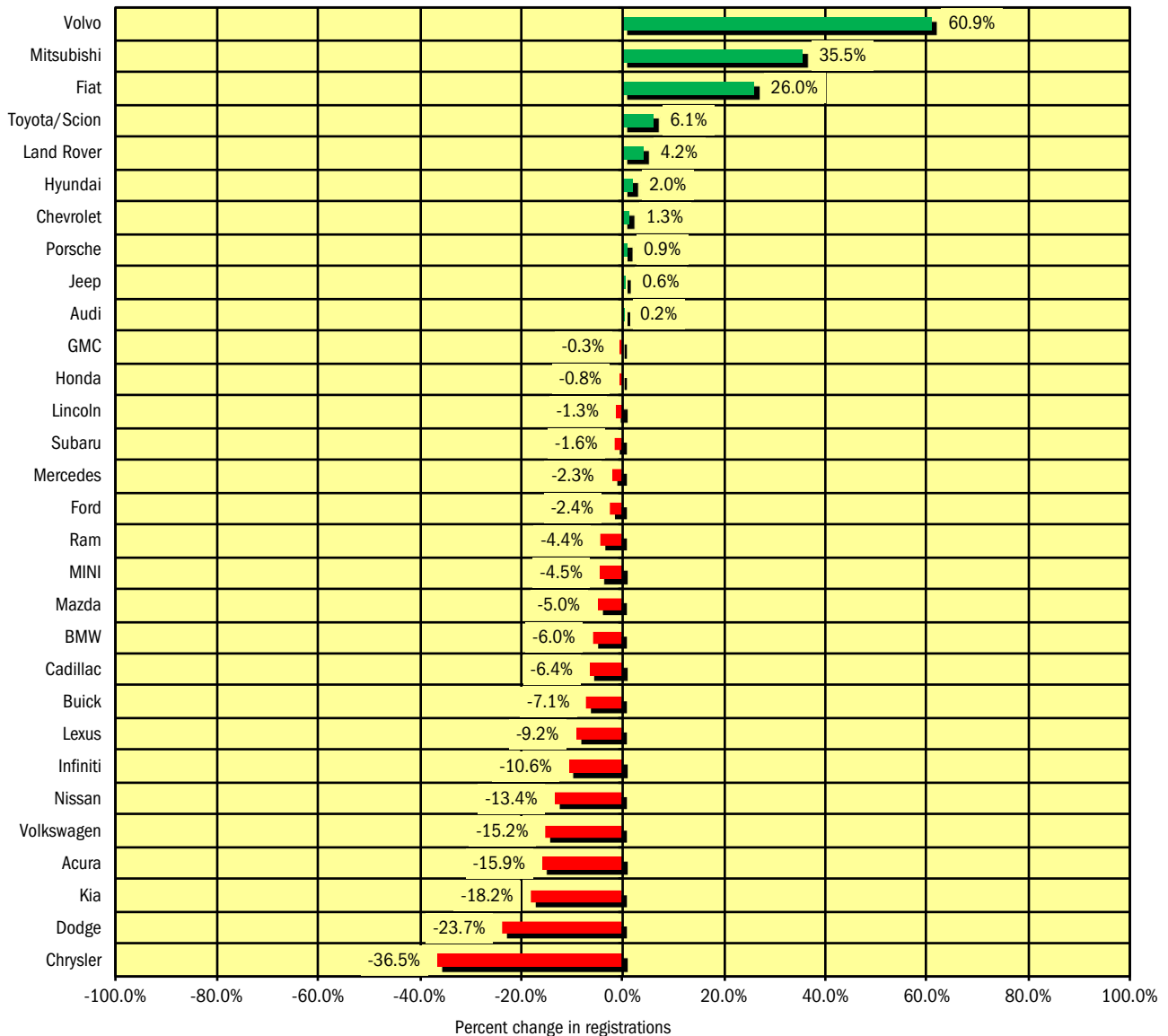
Colorado Used Retail Car and Light Truck Registrations												
	September			Three Month Period July '16 thru Sept. '16			Year to date thru September			Year-to-date Market Share (%)		
	2015	2016	% chg.	Yr. Ago	Current	% chg.	2015	2016	% chg.	2015	2016	Chg.
TOTAL	20,115	16,116	-19.9%	50,715	51,408	1.4%	143,136	150,568	5.2%			
Acura	253	171	-32.4%	649	554	-14.6%	1,860	1,596	-14.2%	1.3	1.1	-0.2
Audi	345	280	-18.8%	868	880	1.4%	2,430	2,549	4.9%	1.7	1.7	0.0
BMW	469	398	-15.1%	1,210	1,210	0.0%	3,467	3,403	-1.8%	2.4	2.3	-0.2
Buick	161	161	0.0%	456	527	15.6%	1,413	1,631	15.4%	1.0	1.1	0.1
Cadillac	232	207	-10.8%	584	638	9.2%	1,786	1,725	-3.4%	1.2	1.1	-0.1
Chevrolet	2,292	1,696	-26.0%	5,778	5,593	-3.2%	16,799	16,539	-1.5%	11.7	11.0	-0.8
Chrysler	366	295	-19.4%	911	871	-4.4%	2,888	2,604	-9.8%	2.0	1.7	-0.3
Dodge (incl. Ram)	1,499	1,168	-22.1%	3,871	3,860	-0.3%	10,986	11,787	7.3%	7.7	7.8	0.2
Ford	2,713	2,303	-15.1%	6,889	7,447	8.1%	19,338	21,470	11.0%	13.5	14.3	0.7
GMC	641	520	-18.9%	1,608	1,655	2.9%	4,534	4,920	8.5%	3.2	3.3	0.1
Honda	1,042	740	-29.0%	2,675	2,424	-9.4%	7,402	7,018	-5.2%	5.2	4.7	-0.5
Hummer	12	3	-75.0%	37	9	-75.7%	113	20	-82.3%	0.1	0.0	-0.1
Hyundai	733	626	-14.6%	1,807	2,042	13.0%	5,285	6,210	17.5%	3.7	4.1	0.4
Infiniti	265	166	-37.4%	669	542	-19.0%	1,863	1,590	-14.7%	1.3	1.1	-0.2
Jaguar	7	8	14.3%	21	27	28.6%	76	89	17.1%	0.1	0.1	0.0
Jeep	1,097	1,066	-2.8%	2,652	3,370	27.1%	7,629	9,672	26.8%	5.3	6.4	1.1
Kia	722	539	-25.3%	1,733	1,787	3.1%	4,687	5,198	10.9%	3.3	3.5	0.2
Land Rover	117	98	-16.2%	274	293	6.9%	793	898	13.2%	0.6	0.6	0.0
Lexus	333	303	-9.0%	833	844	1.3%	2,417	2,567	6.2%	1.7	1.7	0.0
Lincoln	111	77	-30.6%	293	270	-7.8%	875	840	-4.0%	0.6	0.6	-0.1
Mazda	367	244	-33.5%	933	814	-12.8%	2,593	2,356	-9.1%	1.8	1.6	-0.2
Mercedes	313	296	-5.4%	820	916	11.7%	2,457	2,520	2.6%	1.7	1.7	0.0
Mercury	22	15	-31.8%	63	39	-38.1%	219	104	-52.5%	0.2	0.1	-0.1
MINI	147	98	-33.3%	348	324	-6.9%	913	912	-0.1%	0.6	0.6	0.0
Mitsubishi	111	89	-19.8%	309	273	-11.7%	890	839	-5.7%	0.6	0.6	-0.1
Nissan	1,614	1,425	-11.7%	4,168	4,263	2.3%	11,285	12,392	9.8%	7.9	8.2	0.3
Pontiac	76	14	-81.6%	181	61	-66.3%	558	229	-59.0%	0.4	0.2	-0.2
Porsche	49	48	-2.0%	139	131	-5.8%	390	374	-4.1%	0.3	0.2	0.0
Saab	6	0	-100.0%	25	7	-72.0%	80	21	-73.8%	0.1	0.0	0.0
Saturn	72	16	-77.8%	181	50	-72.4%	542	142	-73.8%	0.4	0.1	-0.3
Subaru	1,009	929	-7.9%	2,532	2,808	10.9%	6,942	8,227	18.5%	4.8	5.5	0.6
Suzuki	72	22	-69.4%	171	69	-59.6%	478	212	-55.6%	0.3	0.1	-0.2
Toyota/Scion	2,018	1,607	-20.4%	4,991	5,210	4.4%	13,699	14,877	8.6%	9.6	9.9	0.3
Volkswagen	638	365	-42.8%	1,529	1,215	-20.5%	4,164	3,861	-7.3%	2.9	2.6	-0.3
Volvo	130	86	-33.8%	350	240	-31.4%	900	736	-18.2%	0.6	0.5	-0.1
Other	61	37	-39.3%	157	145	-7.6%	385	440	14.3%	0.3	0.3	0.0

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



Data Source: AutoCount data from Experian Automotive.

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



Data Source: AutoCount data from Experian Automotive.

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