

Colorado Auto Outlook™

Sponsored by:



Colorado Automobile Dealers Association

Comprehensive information on the Colorado automotive market

Quick Facts

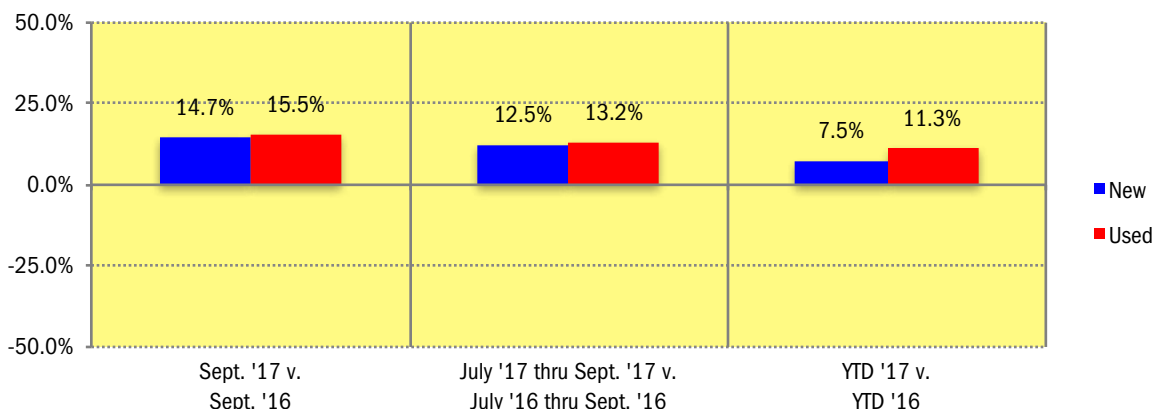
New retail car and light truck registrations in the state improved 14.7% in September 2017 versus a year earlier. Note: monthly recording of registrations occurs when the data is processed by the DMV. This can impact the measurement of registrations in individual months. Year-to-date figures are more reflective of market results.

New registrations in the state increased 7.5% during the first nine months of this year versus the same period a year earlier. Passenger cars increased by less than 1% while Light Trucks were up 10.4%.

Used vehicle registrations were up 11.3% so far this year. (Only includes vehicles seven years old or newer.)

Jaguar, Volkswagen, Infiniti, Mercedes, Toyota, and Nissan had the largest increases in year-to-date 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		
	June '16 thru Sept. '16	June '17 thru Sept. '17	Percent Change	June '16 thru Sept. '16	June '17 thru Sept. '17	Percent Change
Total	48,735	54,840	12.5%	51,409	58,170	13.2%
Cars	15,035	16,043	6.7%	21,059	22,410	6.4%
Light Trucks	33,700	38,797	15.1%	30,350	35,760	17.8%
Detroit Three Brands	18,942	20,002	5.6%	24,399	27,375	12.2%
European Brands	5,021	5,585	11.2%	5,380	6,005	11.6%
Japanese Brands	21,991	25,890	17.7%	17,801	20,487	15.1%
Korean Brands	2,781	3,363	20.9%	3,829	4,303	12.4%
	Year-to-date thru September					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2016	YTD 2017	Percent Change	YTD 2016	YTD 2017	Percent Change
Total	144,329	155,091	7.5%	150,570	167,640	11.3%
Cars	44,446	44,801	0.8%	62,799	64,963	3.4%
Light Trucks	99,883	110,290	10.4%	87,771	102,677	17.0%
Detroit Three Brands	55,903	57,027	2.0%	71,704	79,070	10.3%
European Brands	15,031	16,254	8.1%	15,784	17,539	11.1%
Japanese Brands	65,267	72,856	11.6%	51,674	58,732	13.7%
Korean Brands	8,128	8,954	10.2%	11,408	12,299	7.8%

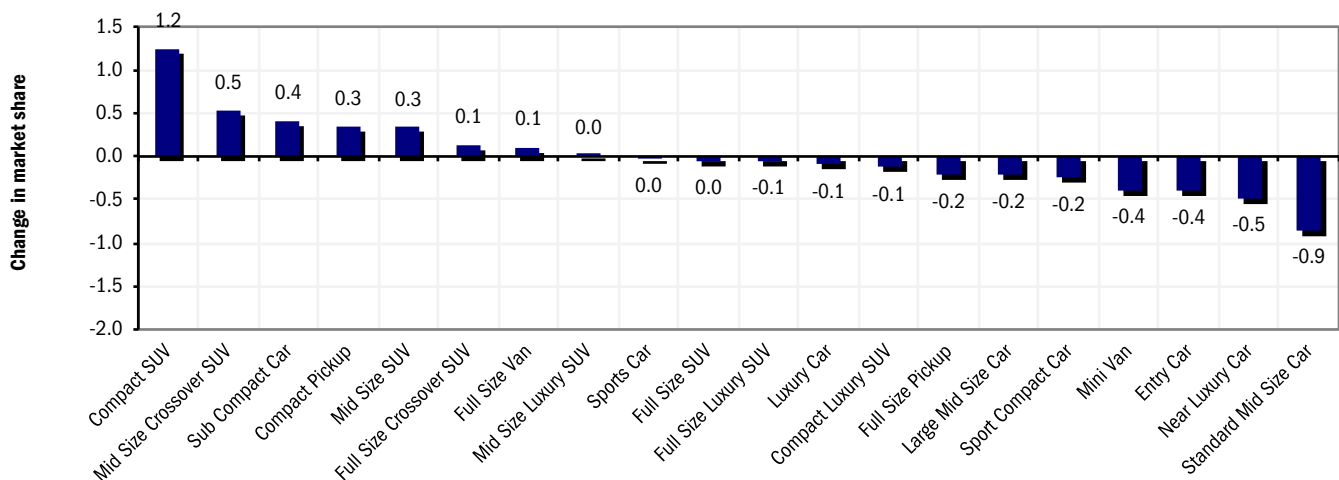
Data Information

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												
	September			Three Month Period July '17 thru Sept. '17			Year-to-date thru September			Year-to-date Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2016	2017	% chg.	Yr. Ago	Current	% chg.	2016	2017	% chg.	2016	2017	Chg.
TOTAL	15,422	17,684	14.7%	48,735	54,840	12.5%	144,329	155,091	7.5%			
Acura	127	165	29.9%	406	468	15.3%	1,306	1,239	-5.1%	0.9	0.8	-0.1
Audi	291	337	15.8%	946	955	1.0%	2,737	2,885	5.4%	1.9	1.9	0.0
BMW	258	254	-1.6%	785	781	-0.5%	2,926	2,428	-17.0%	2.0	1.6	-0.5
Buick	136	125	-8.1%	479	386	-19.4%	1,341	1,223	-8.8%	0.9	0.8	-0.1
Cadillac	73	73	0.0%	269	253	-5.9%	827	796	-3.7%	0.6	0.5	-0.1
Chevrolet	1,183	1,338	13.1%	3,903	4,031	3.3%	11,219	11,166	-0.5%	7.8	7.2	-0.6
Chrysler	75	66	-12.0%	276	229	-17.0%	874	796	-8.9%	0.6	0.5	-0.1
Dodge	235	272	15.7%	787	866	10.0%	2,599	2,640	1.6%	1.8	1.7	-0.1
Fiat	20	26	30.0%	86	65	-24.4%	228	180	-21.1%	0.2	0.1	0.0
Ford	1,900	2,048	7.8%	5,935	6,431	8.4%	17,220	17,904	4.0%	11.9	11.5	-0.4
GMC	466	503	7.9%	1,532	1,474	-3.8%	4,679	4,574	-2.2%	3.2	2.9	-0.3
Honda	1,170	1,348	15.2%	3,824	4,257	11.3%	10,570	11,769	11.3%	7.3	7.6	0.3
Hyundai	505	624	23.6%	1,609	1,928	19.8%	4,590	5,134	11.9%	3.2	3.3	0.1
Infiniti	89	87	-2.2%	308	306	-0.6%	929	1,087	17.0%	0.6	0.7	0.1
Jaguar	34	41	20.6%	98	123	25.5%	135	378	180.0%	0.1	0.2	0.2
Jeep	1,061	1,310	23.5%	3,415	3,941	15.4%	10,235	10,770	5.2%	7.1	6.9	-0.1
Kia	380	475	25.0%	1,172	1,435	22.4%	3,538	3,820	8.0%	2.5	2.5	0.0
Land Rover	75	63	-16.0%	210	225	7.1%	745	675	-9.4%	0.5	0.4	-0.1
Lexus	321	366	14.0%	938	1,065	13.5%	2,869	3,055	6.5%	2.0	2.0	0.0
Lincoln	79	69	-12.7%	225	236	4.9%	666	721	8.3%	0.5	0.5	0.0
Maserati	4	16	300.0%	24	35	45.8%	52	110	111.5%	0.0	0.1	0.0
Mazda	346	392	13.3%	1,131	1,300	14.9%	3,196	3,425	7.2%	2.2	2.2	0.0
Mercedes	260	311	19.6%	828	964	16.4%	2,297	2,623	14.2%	1.6	1.7	0.1
MINI	94	82	-12.8%	261	236	-9.6%	695	611	-12.1%	0.5	0.4	-0.1
Mitsubishi	82	81	-1.2%	237	251	5.9%	756	722	-4.5%	0.5	0.5	-0.1
Nissan	874	988	13.0%	2,620	3,371	28.7%	8,265	9,338	13.0%	5.7	6.0	0.3
Porsche	71	76	7.0%	206	240	16.5%	577	646	12.0%	0.4	0.4	0.0
Ram	586	621	6.0%	1,890	1,986	5.1%	5,751	5,843	1.6%	4.0	3.8	-0.2
smart	5	4	-20.0%	12	9	-25.0%	44	42	-4.5%	0.0	0.0	0.0
Subaru	1,784	2,141	20.0%	5,452	6,294	15.4%	16,777	18,897	12.6%	11.6	12.2	0.6
Tesla	61	43	-29.5%	230	166	-27.8%	490	591	20.6%	0.3	0.4	0.0
Toyota/Scion	2,284	2,751	20.4%	7,075	8,578	21.2%	20,599	23,323	13.2%	14.3	15.0	0.8
Volkswagen	389	493	26.7%	1,260	1,638	30.0%	3,609	4,804	33.1%	2.5	3.1	0.6
Volvo	94	71	-24.5%	282	236	-16.3%	935	736	-21.3%	0.6	0.5	-0.2
Other	10	24	140.0%	24	81	237.5%	53	140	164.2%	0.0	0.1	0.1

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

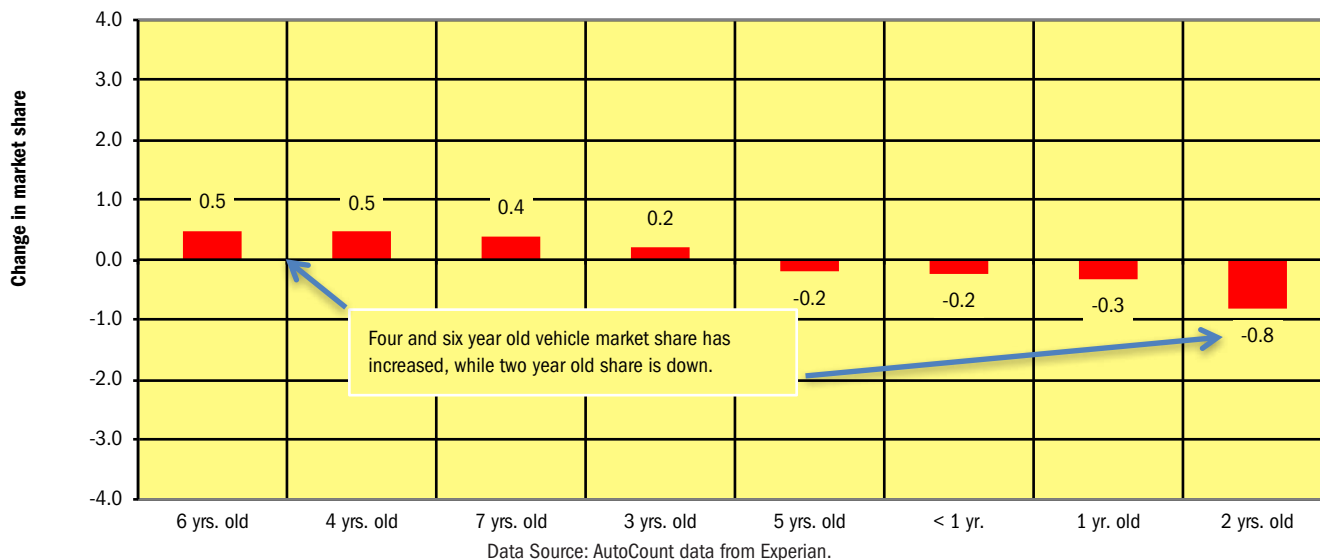


Data Source: AutoCount data from Experian.

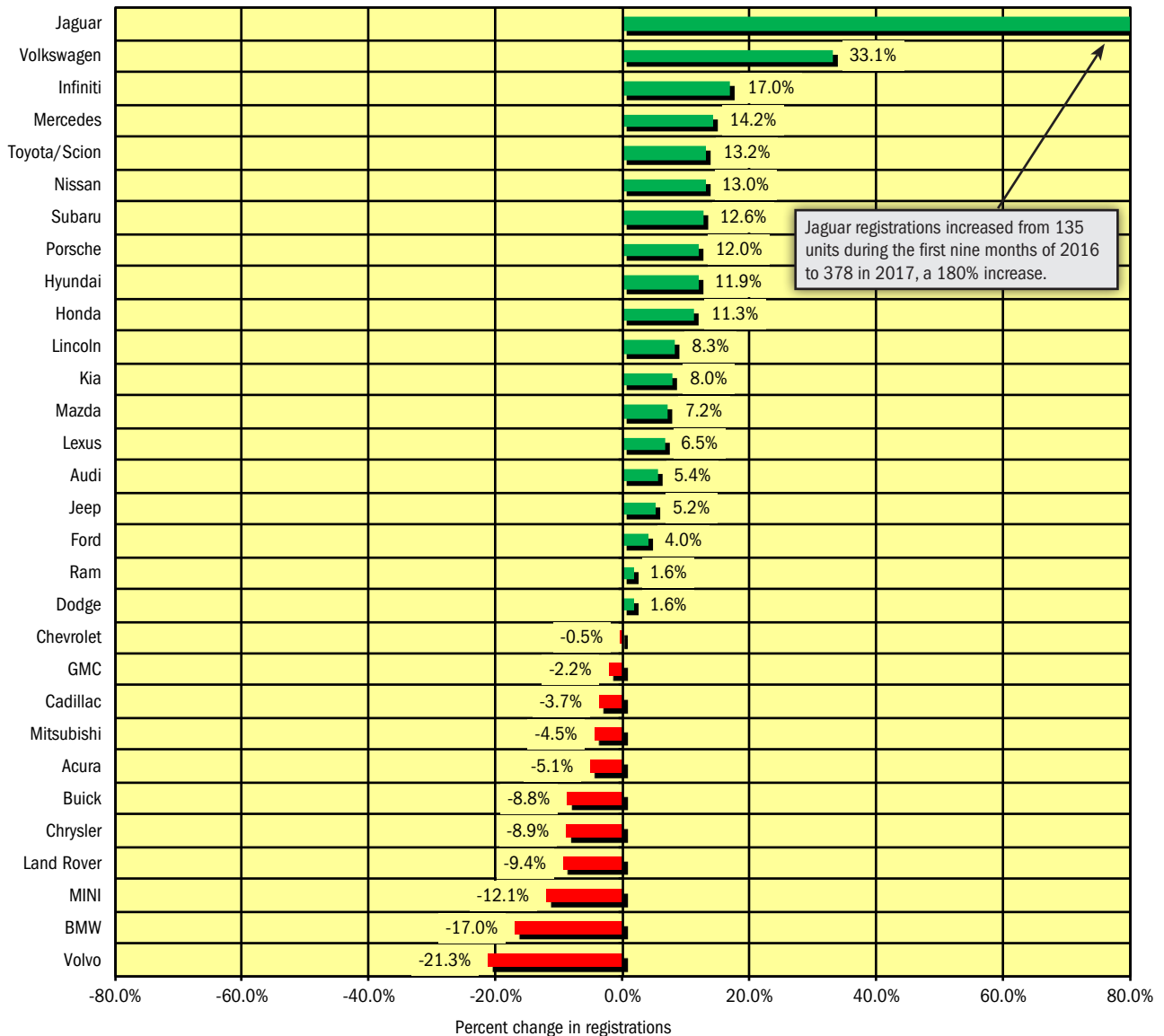
Used Vehicle Market Brand Registrations (only includes vehicles seven years old or newer)

Colorado Used Retail Car and Light Truck Registrations												
	September			Three Month Period July '17 thru Sept. '17			Year-to-date thru September			YTD Market Share (%)		
	2016	2017	% chg.	Yr. Ago	Current	% chg.	2016	2017	% chg.	2016	2017	Chg.
TOTAL	16,116	18,615	15.5%	51,409	58,170	13.2%	150,570	167,640	11.3%			
Acura	171	202	18.1%	554	617	11.4%	1,596	1,981	24.1%	1.1	1.2	0.1
Audi	280	333	18.9%	880	1,007	14.4%	2,549	2,924	14.7%	1.7	1.7	0.1
BMW	398	508	27.6%	1,210	1,566	29.4%	3,403	4,613	35.6%	2.3	2.8	0.5
Buick	161	224	39.1%	527	661	25.4%	1,631	1,815	11.3%	1.1	1.1	0.0
Cadillac	207	234	13.0%	638	726	13.8%	1,725	2,293	32.9%	1.1	1.4	0.2
Chevrolet	1,696	1,940	14.4%	5,593	5,819	4.0%	16,539	17,137	3.6%	11.0	10.2	-0.8
Chrysler	295	264	-10.5%	871	882	1.3%	2,604	2,661	2.2%	1.7	1.6	-0.1
Dodge	1,168	1,399	19.8%	3,860	4,384	13.6%	11,787	12,567	6.6%	7.8	7.5	-0.3
Ford	2,303	2,724	18.3%	7,447	8,576	15.2%	21,470	24,339	13.4%	14.3	14.5	0.3
GMC	520	601	15.6%	1,655	1,983	19.8%	4,920	5,710	16.1%	3.3	3.4	0.1
Honda	740	881	19.1%	2,424	2,829	16.7%	7,018	7,810	11.3%	4.7	4.7	0.0
Hyundai	626	751	20.0%	2,042	2,427	18.9%	6,210	6,826	9.9%	4.1	4.1	-0.1
Infiniti	166	230	38.6%	542	748	38.0%	1,590	2,034	27.9%	1.1	1.2	0.2
Jaguar	8	16	100.0%	27	48	77.8%	89	118	32.6%	0.1	0.1	0.0
Jeep	1,066	1,333	25.0%	3,370	3,981	18.1%	9,672	11,546	19.4%	6.4	6.9	0.5
Kia	539	571	5.9%	1,787	1,876	5.0%	5,198	5,473	5.3%	3.5	3.3	-0.2
Land Rover	98	83	-15.3%	293	334	14.0%	898	1,000	11.4%	0.6	0.6	0.0
Lexus	303	316	4.3%	844	991	17.4%	2,567	2,873	11.9%	1.7	1.7	0.0
Lincoln	77	106	37.7%	270	314	16.3%	840	843	0.4%	0.6	0.5	-0.1
Mazda	244	284	16.4%	814	919	12.9%	2,356	2,586	9.8%	1.6	1.5	0.0
Mercedes	296	302	2.0%	916	890	-2.8%	2,520	2,814	11.7%	1.7	1.7	0.0
MINI	98	132	34.7%	324	367	13.3%	912	997	9.3%	0.6	0.6	0.0
Mitsubishi	89	88	-1.1%	273	299	9.5%	839	1,018	21.3%	0.6	0.6	0.1
Nissan	1,425	1,592	11.7%	4,263	4,882	14.5%	12,392	14,305	15.4%	8.2	8.5	0.3
Other	107	84	-21.5%	381	264	-30.7%	1,170	813	-30.5%	0.8	0.5	-0.3
Porsche	48	54	12.5%	131	153	16.8%	374	404	8.0%	0.2	0.2	0.0
Subaru	929	1,085	16.8%	2,808	3,413	21.5%	8,227	9,378	14.0%	5.5	5.6	0.1
Toyota/Scion	1,607	1,801	12.1%	5,210	5,742	10.2%	14,877	16,604	11.6%	9.9	9.9	0.0
Volkswagen	365	405	11.0%	1,215	1,226	0.9%	3,861	3,358	-13.0%	2.6	2.0	-0.6
Volvo	86	72	-16.3%	240	246	2.5%	736	800	8.7%	0.5	0.5	0.0

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



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



Data Source: AutoCount data from Experian.

Colorado Auto Outlook

Published for:
Colorado Automobile Dealers Association
290 East Speer Boulevard
Denver, CO 80203
Phone: 303-831-1722

Published by:
Auto Outlook, Inc.
PO Box 390
Exton, PA 19341
Phone: 800-206-0102
Email: jfoltz@autooutlook.com

Copyright Auto Outlook, Inc.,
October 2017

Colorado Auto Outlook is distributed free of charge to all members of Colorado Automobile Dealers Association. The publication is sponsored and supported by CADA.

Colorado Auto Outlook is published and edited by Auto Outlook, Inc., an independent automotive market research firm. Opinions in Colorado Auto Outlook are solely those of Auto Outlook, Inc., and are not necessarily shared by CADA.



AutoCount data from Experian is the data provider for Colorado Auto Outlook.