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Colorado Automobile Dealers Association

Colorado Auto Outlook™

Coverage of the Colorado new and used vehicle markets

FORECAST

Colorado New Vehicle Registrations Predicted to Increase in 2023

Below is a review of key trends in the Colorado new vehicle market.

Results during 2022

Supply chain issues persisted last year and vehicle production cutbacks were significantly higher than projected at the beginning of the year. New retail light vehicle registrations in the state declined 13.3% from 2021 to 2022. National market fell 14.8%.

2023 Forecast

According to the baseline forecast, state registrations are predicted to exceed 205,000 units this year, a 5.8% improvement from 2022. See sidebar to right for alternative upside and downside projections.

Key positives for the market in 2023

Pent-up demand is accumulating as new vehicles sales remain below baseline line levels. Auto Outlook estimates that approximately 70,000 new vehicle purchases will be postponed since the onset of the pandemic in 2020 through the end of this year, about 35% of sales in an average year! In addition, vehicle transaction prices are likely to drift lower as supplies become more in-line with demand. These two factors will give a boost to the market that should offset the negatives listed next.

Key negatives for the market in 2023

Supply chain issues are lingering and new vehicle affordability is weakening due to high inflation, increasing interest rates, slower economic growth, and falling trade in values. Household incomes are increasing, but not fast enough to keep pace with inflation. The stimulative impact resulting from pent up demand will be tempered due to softer economic conditions, but sales rates should still recover from current levels.

Brands with Biggest Increases in 2022

Among the top 30 sellers in the state market, Tesla, Mitsubishi, Kia, MINI, and Genesis were the only brands to have an increase in registrations from 2021 to 2022. Brand results in 2022 were almost entirely a function of vehicle inventories, not the typical determinants of new product launches and marketing.

Battery Electric Vehicle Market Share

BEV market share in Colorado increased from 4.8% in 2021 to 8.1% last year. Electric vehicle share has increased by 6.3 share points from 2018 to 2022.

Top selling models in Colorado

Top five selling models last year were Ford F-Series, Toyota RAV4, Ram Pickup, Subaru Crosstrek, and Chevrolet Silverado.

Outlook for Colorado New Retail Light Vehicle Market

2023 Annual Forecast

Baseline scenario: 205,500
up 5.8% vs. '22

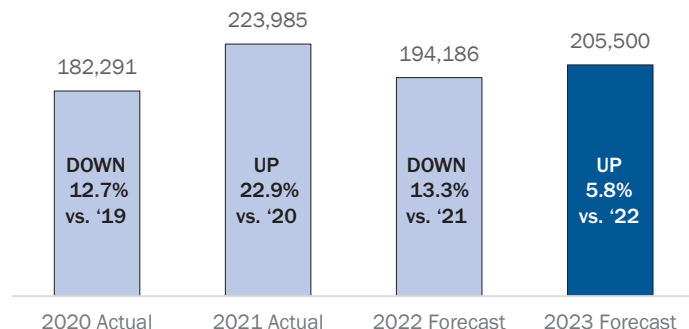
Alternative upside: 217,500
up 12.0% vs. '22

Alternative downside: 191,300
down 1.5% vs. '22

Upgraded data presented in Auto Outlook

Effective with this release, new vehicle registration data presented in Auto Outlook is derived from a significantly improved reporting tool developed by Experian Automotive. Benefits of the new system are enhanced accuracy and more extensive detail for measuring model registrations. Historical figures will differ from those presented in previous releases. Have questions about the change? Contact Auto Outlook - 610-640-1233 or autooutlook@icloud.com.

Forecast for State New Retail Light Vehicle Registrations



Market Summary

	2021 Annual	2022 Annual	% Chg. '21 to '22	Mkt. Share YTD '22
TOTAL	223,985	194,186	-13.3%	
Car	30,737	25,438	-17.2%	13.1%
Light Truck	193,248	168,748	-12.7%	86.9%
Domestic	85,814	74,322	-13.4%	38.3%
European	27,418	23,336	-14.9%	12.0%
Japanese	89,804	74,772	-16.7%	38.5%
Korean	20,949	21,756	3.9%	11.2%

The graph above shows annual new retail light vehicle registrations from 2020 through 2022 and Auto Outlook's baseline projection for 2023. Historical data sourced from Experian Automotive.

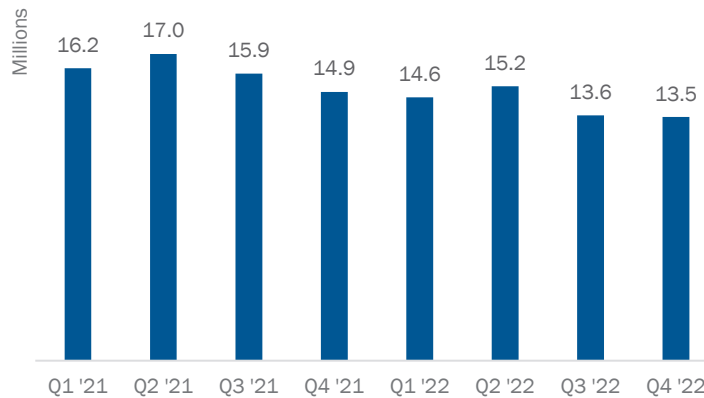
Domestics consist of vehicles sold by GM, Ford, Stellantis (excluding Alfa Romeo and FIAT), Tesla, Rivian, and Lucid. Data sourced from Experian Automotive.

Colorado New Vehicle Market Dashboard



MARKET PERFORMANCE DURING PAST TWO YEARS

Colorado Quarterly Registrations
Seasonally Adjusted Annual Rate, Converted to Equivalent U.S. New Vehicle Market SAAR (millions of units)



The graph on the left provides an easily recognizable way to gauge the strength of the Colorado market. It shows quarterly registrations based on a seasonally adjusted annual rate. These figures are then indexed to SAAR sales figures for the U.S. new vehicle market. So just like in the national market, when the quarterly SAAR is above 17 million units, the state market is strong, 15 million is about average, and below 13 million is weak. Quarterly registrations remained below 14 million units in Third and Fourth Quarters of last year.

Data sourced from Experian Automotive. SAAR estimates: Auto Outlook.



COLORADO MARKET VS. U.S.

% Change In New Retail Market 2022 vs. 2021

Colorado	U.S.
DOWN 13.3%	DOWN 14.8%

New retail light vehicle registrations in the state declined by 13.3% from 2021 to 2022, better than the 14.8% drop in the Nation.

Data sourced from Experian Automotive.

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Colorado Auto Outlook

Published by:
 Auto Outlook, Inc.
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 Editor: Jeffrey A. Foltz

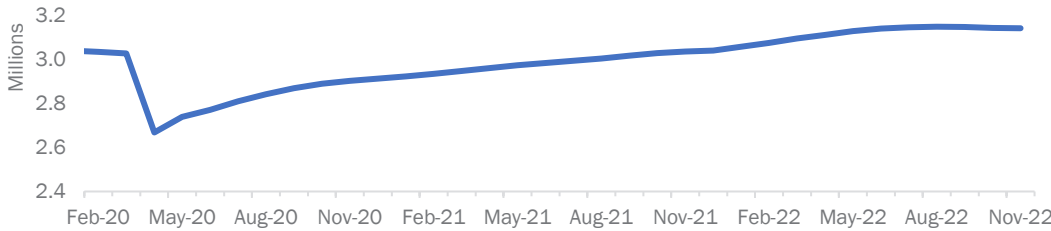
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Colorado New Vehicle Market Dashboard



TRACKING ECONOMIC INDICATORS

Total Employment in Colorado



The state labor market has generally remained strong despite higher interest rates and rising inflation. Total employment exceeded 3.1 million in November of last year, higher than a year earlier and above pre-pandemic levels. The state unemployment rate was just 3.5% in November of last year. Consumer sentiment is below average, but up from the lows in June of 2022. Household net worth has declined slightly during the past six months.

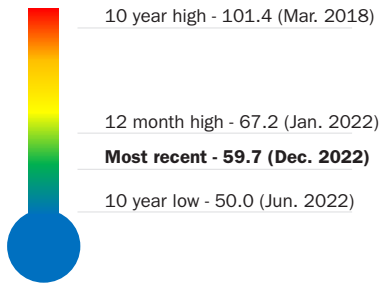
Monthly Unemployment Rates in Colorado



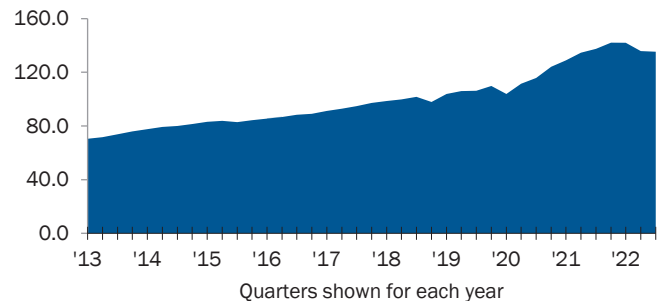
Average Hourly Earnings for All Workers in State - Nov. 2022



University of Michigan Consumer Sentiment (U.S.)
Key Values During Past 10 Years



Household Net Worth Trillions of \$ (U.S.)

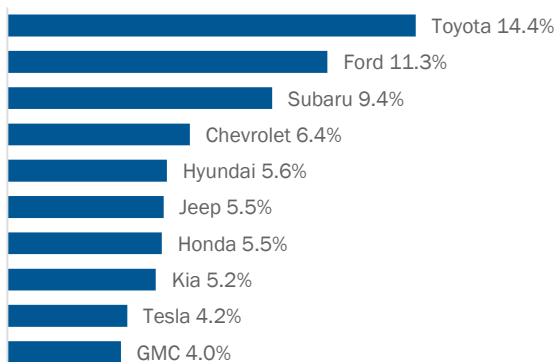


Sources: Bureau of Labor Statistics, University of Michigan, and U.S. Bureau of Econ. Analysis.



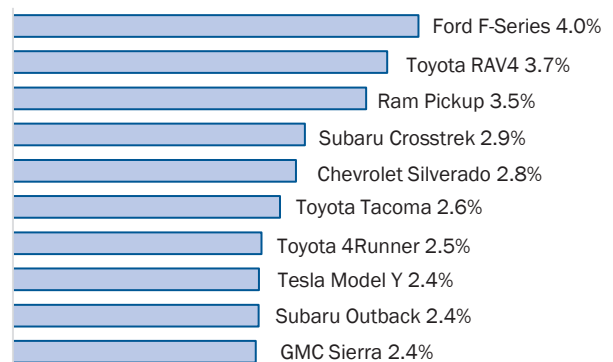
TOP TEN RANKINGS IN STATE MARKET

Market Share for Top Ten Selling Brands in State Market 2022 Annual



Data sourced from Experian Automotive.

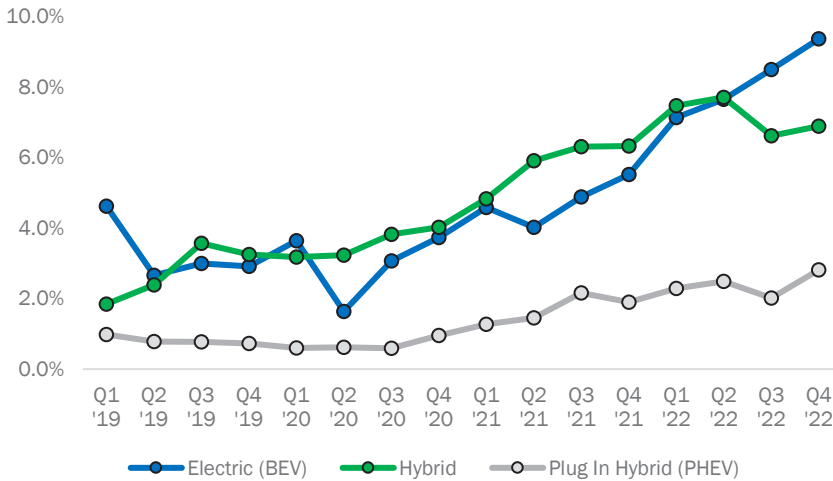
Market Share for Top Ten Selling Models in State Market 2022 Annual



Vehicle Powertrain Dashboard



Quarterly Alternative Powertrain Market Share in Colorado

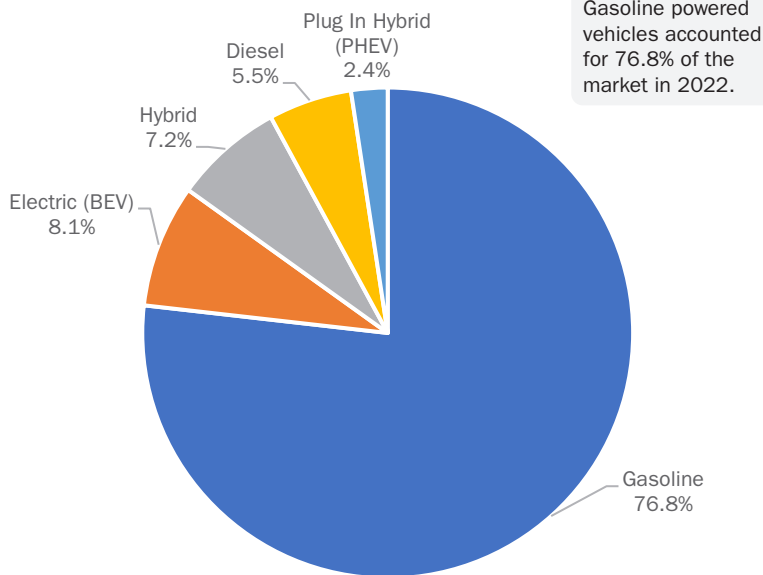


YTD Share by Engine Type (2021 and 2022)

	Registrations		Market Share	
	2021	2022	2021	2022
Hybrid	13110	13938	5.9%	7.2%
Electric (BEV)	10674	15818	4.8%	8.1%
Plug In Hybrid (PHEV)	3824	4660	1.7%	2.4%

Electric (BEV) share increased from 4.8% in 2021 to 8.1% in 2022. Hybrid vehicle market share increased from 5.9% to 7.2% during the same period. **Note: effective with this release of Auto Outlook, hybrid vehicle market share excludes mild hybrids.**

State Market Share by Powertrain Type 2022 Annual



Top 10 Selling Brands in State for Hybrid, Electric (BEV), and Plug In Hybrid (PHEV) Vehicles - 2022.

Rank	Brand	Share
1	Tesla	23.9%
2	Toyota	23.3%
3	Ford	8.9%
4	Hyundai	7.1%
5	Kia	5.5%
6	Honda	4.2%
7	Jeep	3.6%
8	Lexus	3.4%
9	Volvo	3.3%
10	Volkswagen	2.9%

Tesla accounted for 23.9% of statewide alternative powertrain registrations. Toyota was second with a 23.3% share.

Brand Registrations Report												
Colorado New Retail Car and Light Truck Registrations												
	Fourth Quarter						Annual Totals					
	Registrations			Market Share (%)			Registrations			Market Share (%)		
	4Q '21	4Q '22	% change	4Q '21	4Q '22	Change	2021	2022	% change	2021	2022	Change
TOTAL	58,168	47,701	-18.0				223,985	194,186	-13.3			
Cars	8,278	6,129	-26.0	14.2	12.8	-1.4	30,737	25,438	-17.2	13.7	13.1	-0.6
Light Trucks	49,890	41,572	-16.7	85.8	87.2	1.4	193,248	168,748	-12.7	86.3	86.9	0.6
Domestic Brands	20,879	17,576	-15.8	35.9	36.8	0.9	85,814	74,322	-13.4	38.3	38.3	0.0
European Brands	8,031	5,946	-26.0	13.8	12.5	-1.3	27,418	23,336	-14.9	12.2	12.0	-0.2
Japanese Brands	22,144	18,953	-14.4	38.1	39.7	1.6	89,804	74,772	-16.7	40.1	38.5	-1.6
Korean Brands	7,114	5,226	-26.5	12.2	11.0	-1.2	20,949	21,756	3.9	9.4	11.2	1.8
Acura	543	260	-52.1	0.9	0.5	-0.4	1,781	1,061	-40.4	0.8	0.5	-0.3
Alfa Romeo	18	23	27.8	0.0	0.0	0.0	133	110	-17.3	0.1	0.1	0.0
Audi	981	871	-11.2	1.7	1.8	0.1	4,225	3,323	-21.3	1.9	1.7	-0.2
BMW	1,623	1,288	-20.6	2.8	2.7	-0.1	5,002	4,456	-10.9	2.2	2.3	0.1
Buick	428	280	-34.6	0.7	0.6	-0.1	2,070	1,042	-49.7	0.9	0.5	-0.4
Cadillac	305	282	-7.5	0.5	0.6	0.1	1,390	1,109	-20.2	0.6	0.6	0.0
Chevrolet	3,546	3,282	-7.4	6.1	6.9	0.8	15,210	12,515	-17.7	6.8	6.4	-0.4
Chrysler	61	85	39.3	0.1	0.2	0.1	485	359	-26.0	0.2	0.2	0.0
Dodge	229	246	7.4	0.4	0.5	0.1	1,596	1,116	-30.1	0.7	0.6	-0.1
Ford	8,014	5,019	-37.4	13.8	10.5	-3.3	25,081	21,960	-12.4	11.2	11.3	0.1
Genesis	271	156	-42.4	0.5	0.3	-0.2	622	634	1.9	0.3	0.3	0.0
GMC	2,076	2,031	-2.2	3.6	4.3	0.7	8,566	7,790	-9.1	3.8	4.0	0.2
Honda	5,169	2,341	-54.7	8.9	4.9	-4.0	17,314	10,595	-38.8	7.7	5.5	-2.2
Hyundai	3,875	2,297	-40.7	6.7	4.8	-1.9	11,025	10,944	-0.7	4.9	5.6	0.7
Infiniti	196	147	-25.0	0.3	0.3	0.0	792	571	-27.9	0.4	0.3	-0.1
Jaguar	45	35	-22.2	0.1	0.1	0.0	254	153	-39.8	0.1	0.1	0.0
Jeep	2,193	2,142	-2.3	3.8	4.5	0.7	12,774	10,719	-16.1	5.7	5.5	-0.2
Kia	2,968	2,773	-6.6	5.1	5.8	0.7	9,302	10,178	9.4	4.2	5.2	1.0
Land Rover	373	259	-30.6	0.6	0.5	-0.1	1,444	865	-40.1	0.6	0.4	-0.2
Lexus	688	753	9.4	1.2	1.6	0.4	3,721	3,222	-13.4	1.7	1.7	0.0
Lincoln	416	277	-33.4	0.7	0.6	-0.1	1,479	944	-36.2	0.7	0.5	-0.2
Maserati	24	14	-41.7	0.0	0.0	0.0	69	78	13.0	0.0	0.0	0.0
Mazda	1,916	1,577	-17.7	3.3	3.3	0.0	6,080	5,372	-11.6	2.7	2.8	0.1
Mercedes	1,349	824	-38.9	2.3	1.7	-0.6	4,766	3,796	-20.4	2.1	2.0	-0.1
MINI	182	163	-10.4	0.3	0.3	0.0	570	604	6.0	0.3	0.3	0.0
Mitsubishi	119	157	31.9	0.2	0.3	0.1	517	573	10.8	0.2	0.3	0.1
Nissan	2,765	1,851	-33.1	4.8	3.9	-0.9	9,515	7,177	-24.6	4.2	3.7	-0.5
Other	34	47	38.2	0.1	0.1	0.0	196	170	-13.3	0.1	0.1	0.0
Polestar	42	92	119.0	0.1	0.2	0.1	74	362	389.2	0.0	0.2	0.2
Porsche	300	281	-6.3	0.5	0.6	0.1	1,187	1,010	-14.9	0.5	0.5	0.0
Ram	1,832	1,492	-18.6	3.1	3.1	0.0	10,632	7,735	-27.2	4.7	4.0	-0.7
Rivian	0	258		0.0	0.5	0.5	0	785		0.0	0.4	0.4
Subaru	5,610	4,830	-13.9	9.6	10.1	0.5	21,263	18,170	-14.5	9.5	9.4	-0.1
Tesla	1,779	2,172	22.1	3.1	4.6	1.5	6,531	8,226	26.0	2.9	4.2	1.3
Toyota	5,138	7,037	37.0	8.8	14.8	6.0	28,821	28,031	-2.7	12.9	14.4	1.5
Volkswagen	2,332	1,562	-33.0	4.0	3.3	-0.7	6,846	6,389	-6.7	3.1	3.3	0.2
Volvo	728	497	-31.7	1.3	1.0	-0.3	2,652	2,042	-23.0	1.2	1.1	-0.1
Ford Bronco	1,394	1,100	-21.1	2.4	2.3	-0.1	2,509	4,787	90.8	1.1	2.5	1.4

Data sourced from Experian Automotive. Ford Bronco total above includes Bronco Sport and Bronco registrations.

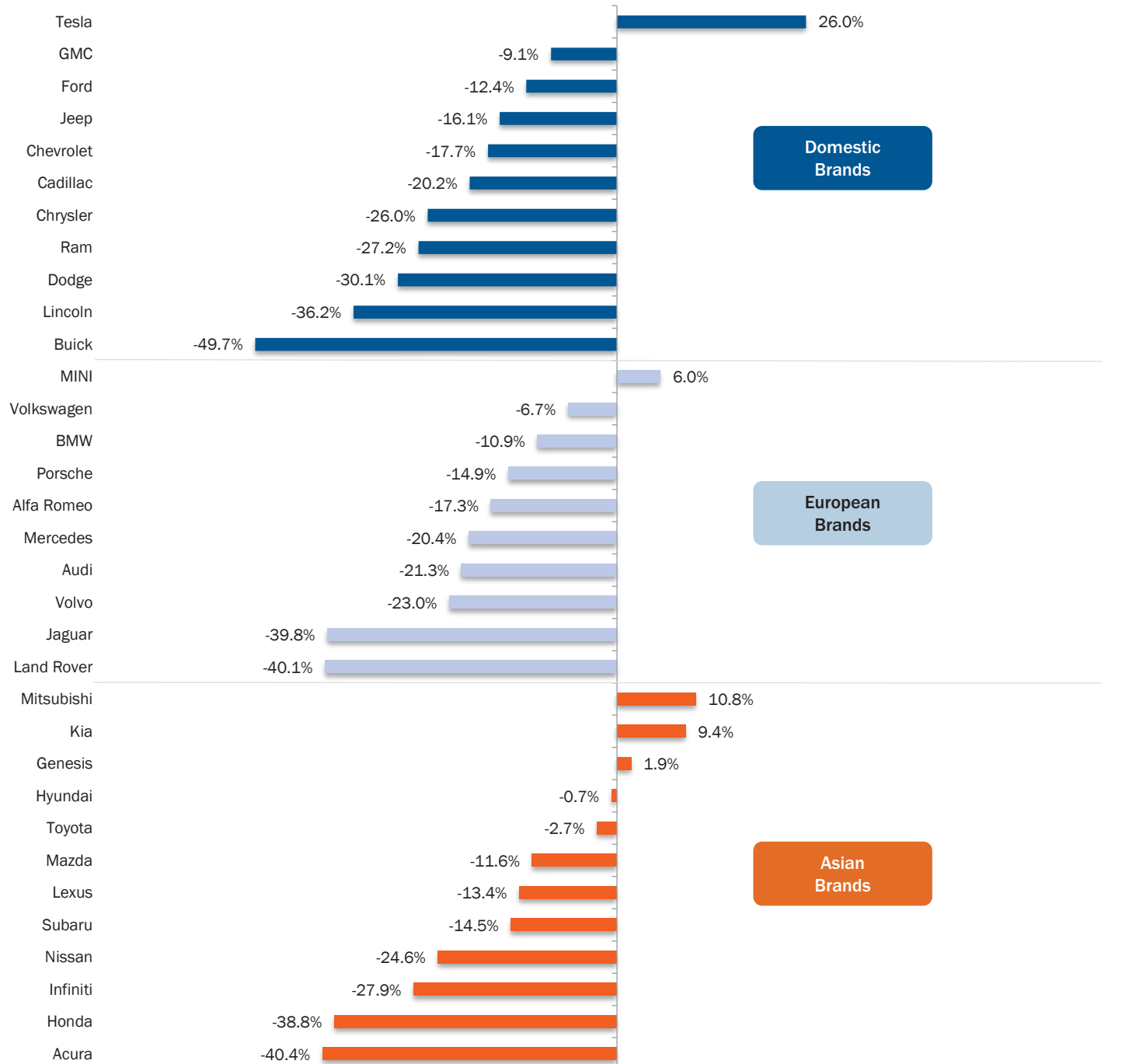
The table shows new retail light vehicle (car and light truck) registrations in the Colorado market. Figures are shown for the 4th Quarters of '21 and '22, and annual totals. The top ten ranked brands in each change category are shaded yellow. Effective with this release, new vehicle registration data presented in Auto Outlook is derived from a significantly improved reporting tool developed by Experian Automotive. Historical figures will differ from those presented in previous releases.

BRAND SCOREBOARD

Registrations Increased for Five Brands in 2022

The graph below provides a comparative evaluation of brand sales performance in the state market. It shows the annual percent change in registrations from 2021 to 2022 for each brand, organized by category (i.e., Domestic, European, and Asian). Brand results are typically determined by new product offerings, marketing effectiveness, and incentives. But in 2022, sales performance is almost entirely a function of product supplies and availability.

**Percent Change in Colorado New Retail Light Vehicle Registrations
2022 vs. 2021**



Data sourced from Experian Automotive.

BRAND PERFORMANCE IN STATE MARKET

Subaru is Strongest Performing Brand in State Market

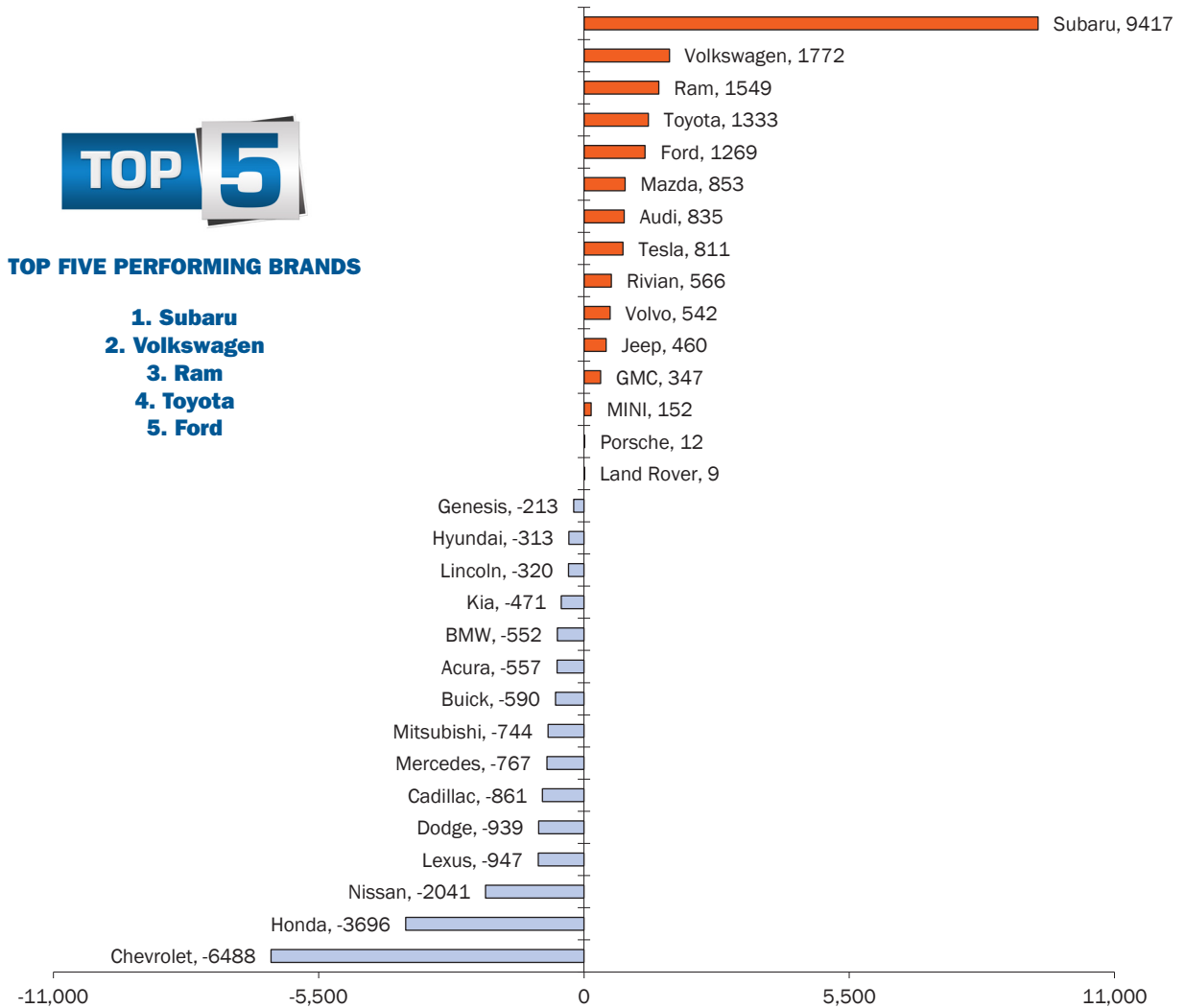
The graph below provides an indicator of brands that are popular in Colorado (relative to the National standard), and those that are not. Here's how it works: For the top 30 selling brands, each brand's share of the U.S. market is multiplied by retail registrations in the state during 2022. This yields a "target" for the state market. Tar-

get registrations are subtracted from actual registrations to derive the measurement of sales performance.

Brands at the top of the graph (i.e., Subaru, Volkswagen, Ram, Toyota, and Ford) are relatively strong sellers in the state, with actual registrations exceeding calculated

targets by large margins. For instance, Subaru registrations exceeded the target by 9,417 units.

Colorado Retail Market Performance based on registrations for 2022
Actual registrations minus target (state industry registrations times U.S. market share)



Actual registrations minus target (area industry registrations times U.S. market share)

Data sourced from Experian Automotive.

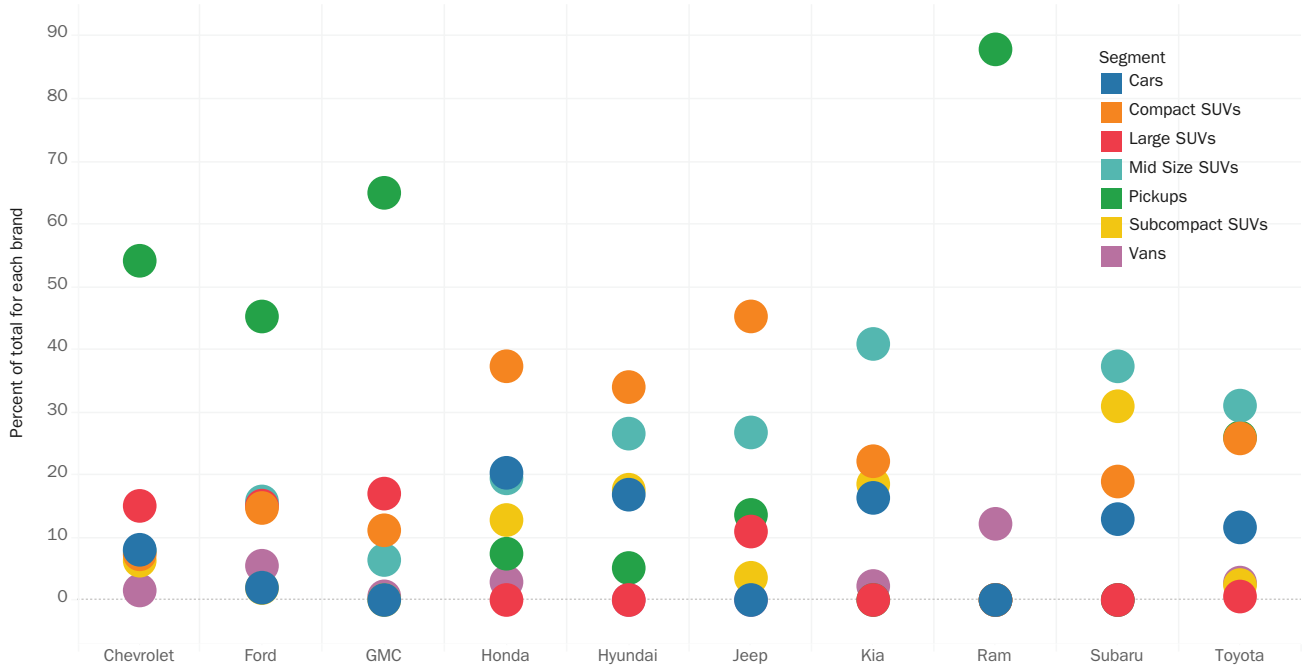
BRAND PERSPECTIVES

Breakdown of Brand Registrations by Vehicle Type

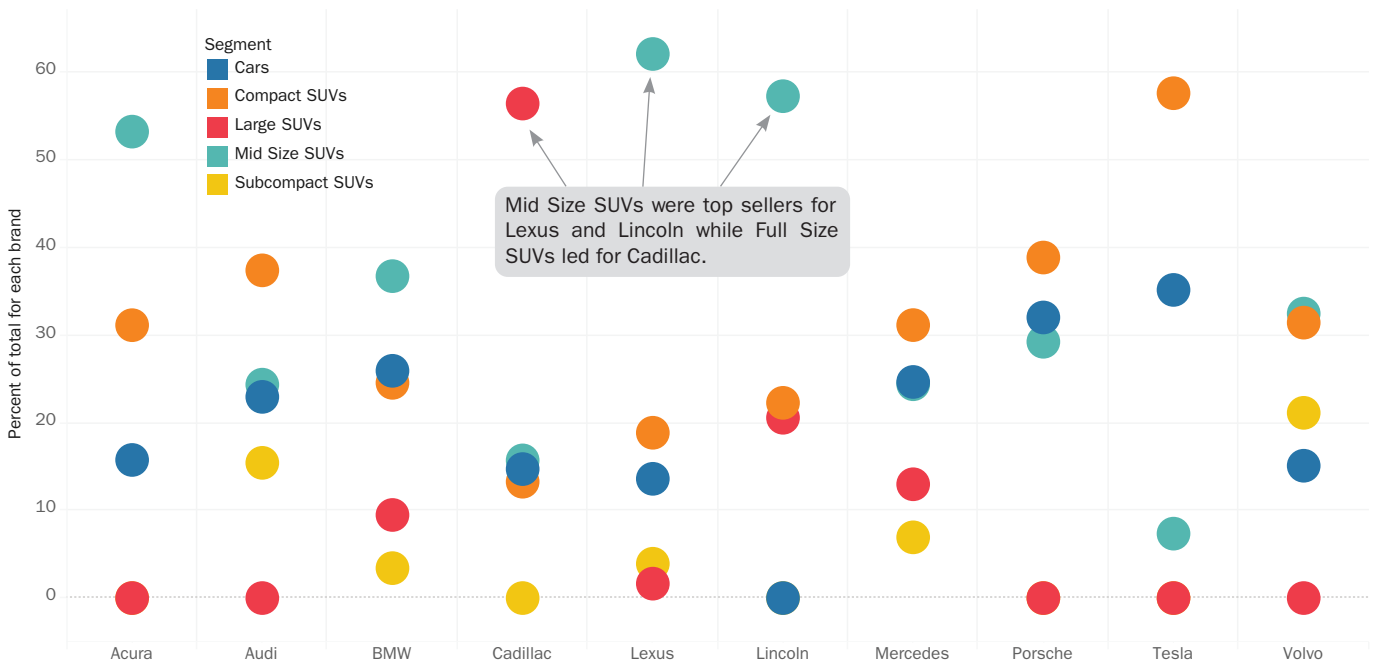


The graph below shows the share of registrations by primary segments for each of the top 10 selling non luxury and luxury brands in the state. Each circle represents the percentage of registrations for each brand, by segment. For example, more than 40% of registrations for Ram, GMC, Chevrolet, and Ford were Pickups, depicted by the green circles on the graph.

% of Brand Registrations by Primary Segments - Top 10 Selling Non-Luxury Brands (2022)



% of Brand Registrations by Primary Segments - Top 10 Selling Luxury Brands (2022)



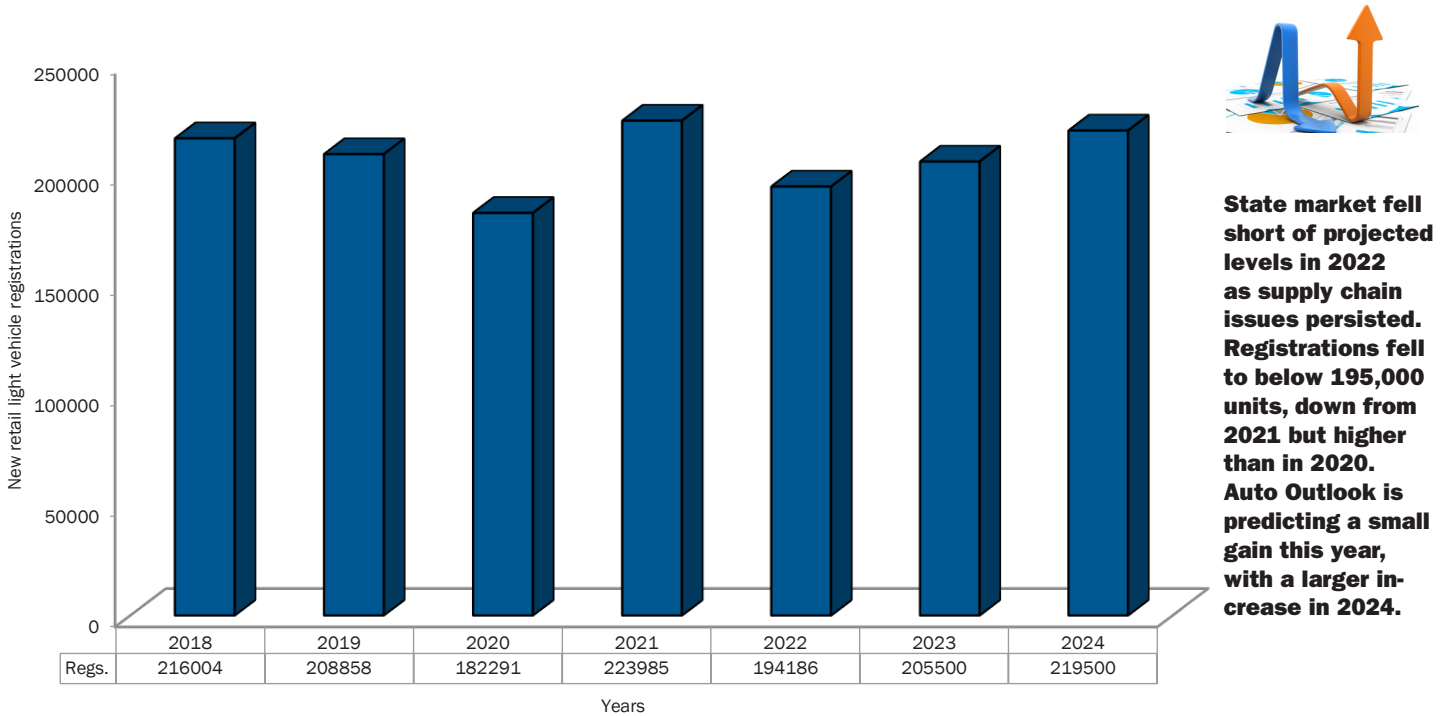
Data sourced from Experian Automotive.

LONG TERM TRENDS











New Vehicle Registrations in 2022 Fell Below 200,000 Units

The graph below provides a long term perspective of new vehicle registrations in the Colorado market. The table below shows key trends.

State New Retail Light Vehicle Registrations - 2018 thru 2022, 2023 Forecast



Key Trends in Colorado Market - 2018 to 2022

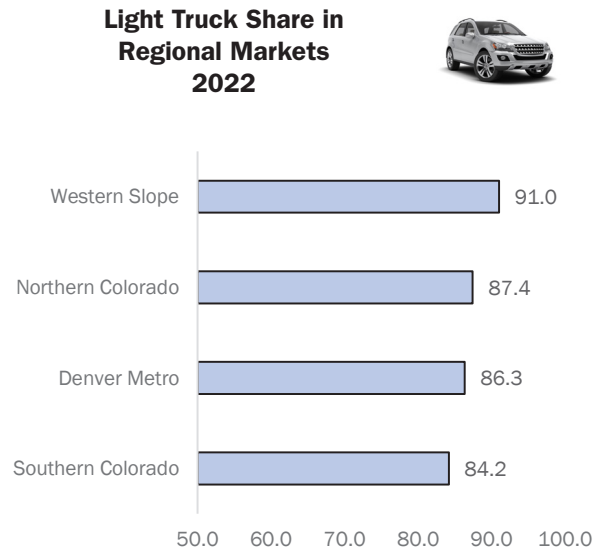
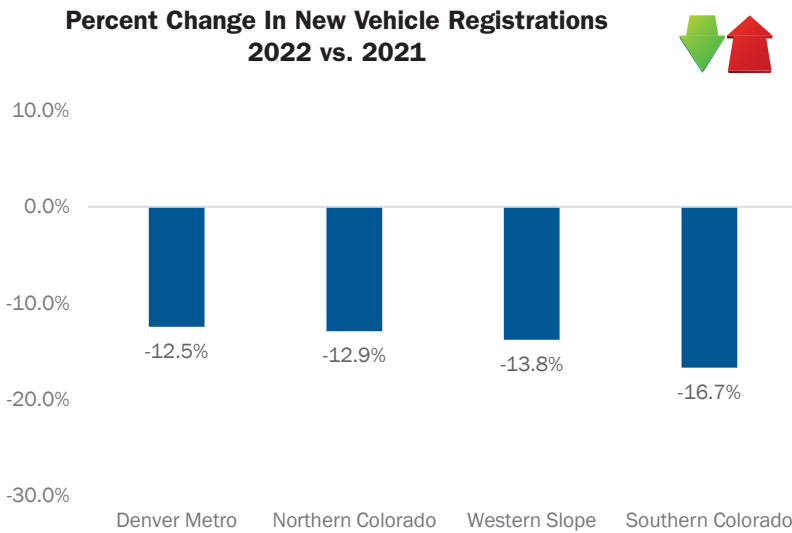
	2018	2022	Change
 Light truck market share	77.9%	86.9%	UP 9.0 points 
 Domestic brand market share	37.7%	38.3%	UP 0.5 points 
 Area new retail vehicle registrations	216,004	194,186	DOWN 10.1% 
 U.S. new retail vehicle registrations	13,846,381	11,450,979	DOWN 17.3% 
 Battery electric vehicle market share	1.8%	8.1%	UP 6.3 points 

Data sourced from Experian Automotive.

Review of Regional New Vehicle Markets in Colorado

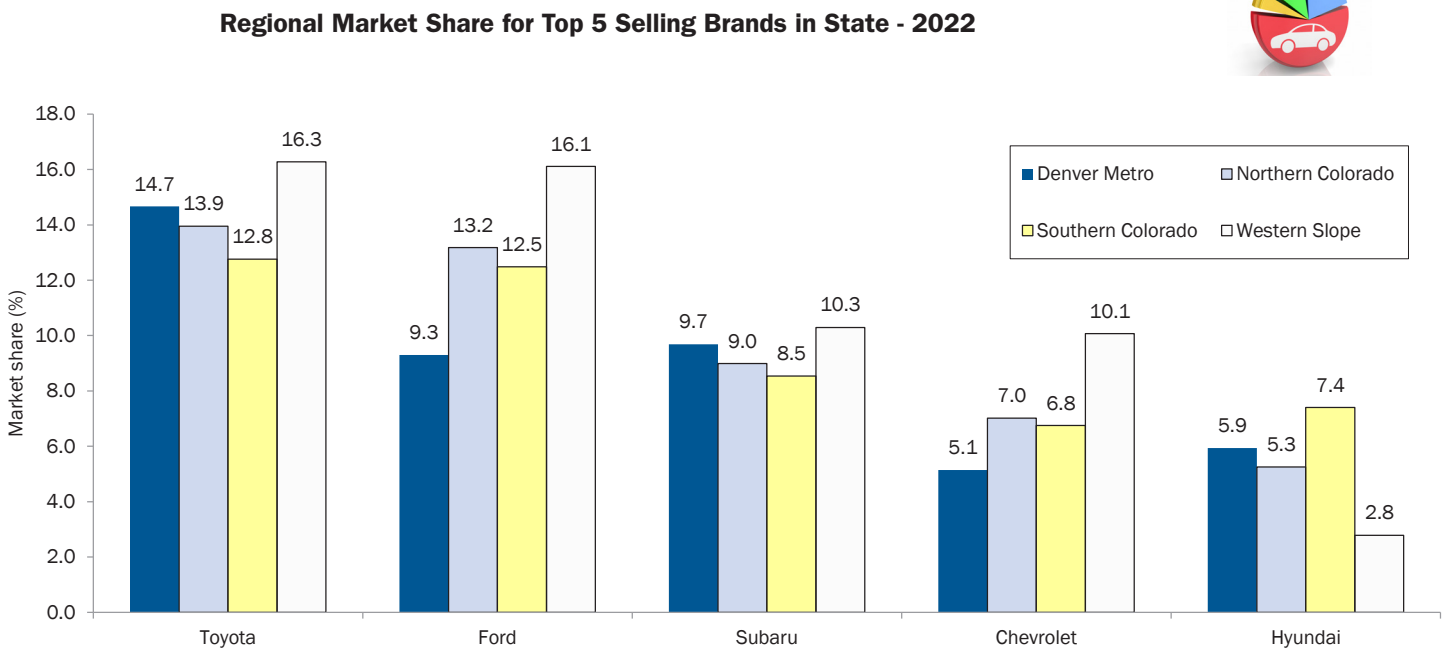
New Retail Light Vehicle Registrations in Regional Markets											
	Annual Totals			Light truck market share (%)			Market share for top 5 selling brands in state				
	2021	2022	% change	2021	2022	change	Toyota	Ford	Subaru	Chevrolet	Hyundai
Denver Metro	129,514	113,359	-12.5%	85.8	86.3	0.6	14.7	9.3	9.7	5.1	5.9
Northern Colorado	28,527	24,835	-12.9%	86.8	87.4	0.6	13.9	13.2	9.0	7.0	5.3
Southern Colorado	30,878	25,712	-16.7%	83.1	84.2	1.1	12.8	12.5	8.5	6.8	7.4
Western Slope	22,946	19,775	-13.8%	90.5	91.0	0.5	16.3	16.1	10.3	10.1	2.8

Data sourced from Experian Automotive.



Data sourced from Experian Automotive.

Data sourced from Experian Automotive.



Data sourced from Experian Automotive.

MODEL RANKINGS

Ford F-Series Was Best-Seller in Colorado Market During 2022

The table below shows the top five selling models during 2022 in 20 segments. In addition to unit registrations, it also shows each model's market share in its respective segment.



BEST SELLERS IN PRIMARY SEGMENTS

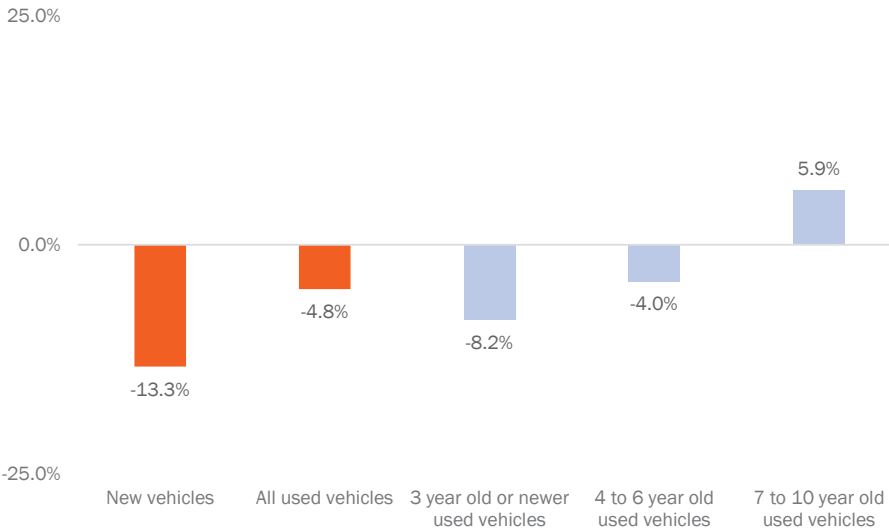
- Small Cars: Subaru Impreza
- Subcompact SUV: Subaru Crosstrek
- Mid Size & Large Cars: Toyota Camry
- Compact SUV: Toyota RAV4
- Near Luxury Car: Tesla Model 3
- 3 Row Mid Size SUV: Highlander
- Full Size Pickup: Ford F-Series
- Luxury Compact SUV: Tesla Model Y

Top Selling Models in Each Segment - New Retail Light Vehicle Registrations (2022 Annual Totals)											
Small Cars			Mid Size and Large Cars			Sports/Pony Cars			Near Luxury Cars		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Subaru Impreza	1668	17.0	Toyota Camry	1618	27.7	Ford Mustang	427	28.7	Tesla Model 3	2423	41.2
Honda Civic	1097	11.2	Honda Accord	950	16.3	Dodge Challenger	417	28.0	Polestar 2	361	6.1
Hyundai Elantra	1085	11.1	Kia K5/Optima	863	14.8	Chevrolet Camaro	183	12.3	BMW 3-Series	318	5.4
Toyota Corolla	1024	10.4	Nissan Altima	713	12.2	Toyota 86	151	10.1	BMW 4-Series	251	4.3
Nissan Leaf	756	7.7	Subaru Legacy	606	10.4	Mazda MX5	121	8.1	Audi A5	249	4.2
Luxury and High End Sports Cars			Compact/Mid Size Pickup			Full Size Pickup			Mini Van		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Tesla Model S	466	19.3	Toyota Tacoma	5137	39.6	Ford F-Series	7802	28.1	Toyota Sienna	777	48.2
Chevrolet Corvette	424	17.5	Jeep Gladiator	1455	11.2	Ram Pickup	6795	24.4	Honda Odyssey	304	18.9
BMW 5-Series	202	8.4	Nissan Frontier	1445	11.1	Chevrolet Silverado	5442	19.6	Chrysler Pacifica	282	17.5
Porsche 911	138	5.7	Ford Ranger	1104	8.5	GMC Sierra	4673	16.8	Kia Carnival	223	13.8
Mercedes E-Class	124	5.1	Chevrolet Colorado	1102	8.5	Toyota Tundra	2134	7.7	Chrysler Voyager	24	1.5
Large Van			Subcompact SUV			Compact SUV			2 Row Mid Size SUV		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Ford Transit Connect	1030	30.0	Subaru Crosstrek	5617	32.5	Toyota RAV4	7200	18.7	Toyota 4Runner	4785	27.8
Mercedes Sprinter	1009	29.4	Hyundai Kona	1580	9.1	Honda CR-V	3951	10.3	Subaru Outback	4727	27.4
Ram Promaster	940	27.4	Mazda CX-30	1509	8.7	Jeep Wrangler	3450	9.0	Hyundai Santa Fe	1504	8.7
Chevrolet Express	184	5.4	Honda HR-V	1352	7.8	Subaru Forester	3432	8.9	Jeep Grand Cherokee	1491	8.6
Ford E-Series	169	4.9	Volkswagen Taos	1145	6.6	Hyundai Tucson	3096	8.1	Ford Mustang Mach-E	1087	6.3
3 Row Mid Size SUV			Large SUV			Luxury Subcompact SUV			Luxury Compact SUV		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Toyota Highlander	3283	17.6	Ford Bronco	2627	33.4	Audi Q3	435	28.8	Tesla Model Y	4733	42.0
Kia Telluride	2597	13.9	Chevrolet Tahoe	1174	14.9	Volvo XC40	431	28.5	Audi Q5	1241	11.0
Subaru Ascent	2047	11.0	GMC Yukon	774	9.8	Mercedes GLA-Class	164	10.9	BMW X3	940	8.3
Ford Explorer	1721	9.2	Jeep Grand Wagoneer	692	8.8	Lexus UX	126	8.3	Mercedes GLC-Class	674	6.0
Kia Sorento	1501	8.0	Ford Expedition	677	8.6	BMW X1	115	7.6	Volvo XC60	641	5.7
Luxury Mid Size SUV			Luxury Large SUV			Top Selling Passenger Cars			Top Selling Light Trucks		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Lexus RX	1556	17.9	Cadillac Escalade	495	25.4	Tesla Model 3	2423	9.5	Ford F-Series	7802	4.6
BMW X5	1364	15.7	BMW X7	422	21.7	Subaru Impreza	1668	6.6	Toyota RAV4	7200	4.3
Mercedes GLE-Class	669	7.7	Mercedes GLS-Class	278	14.3	Toyota Camry	1618	6.4	Ram Pickup	6795	4.0
Volvo XC90	662	7.6	Lincoln Navigator	194	10.0	Honda Civic	1097	4.3	Subaru Crosstrek	5617	3.3
Tesla Model X	604	6.9	Land Rover Range Ro	160	8.2	Hyundai Elantra	1085	4.3	Chevrolet Silverado	5442	3.2

COLORADO USED VEHICLE MARKET

Colorado Used Vehicle Market Declined by Less than 5% in 2022

Percent Change in New and Used Vehicle Registrations
2022 V. 2021



Data sourced from Experian Automotive.

FOUR KEY TRENDS IN USED VEHICLE MARKET



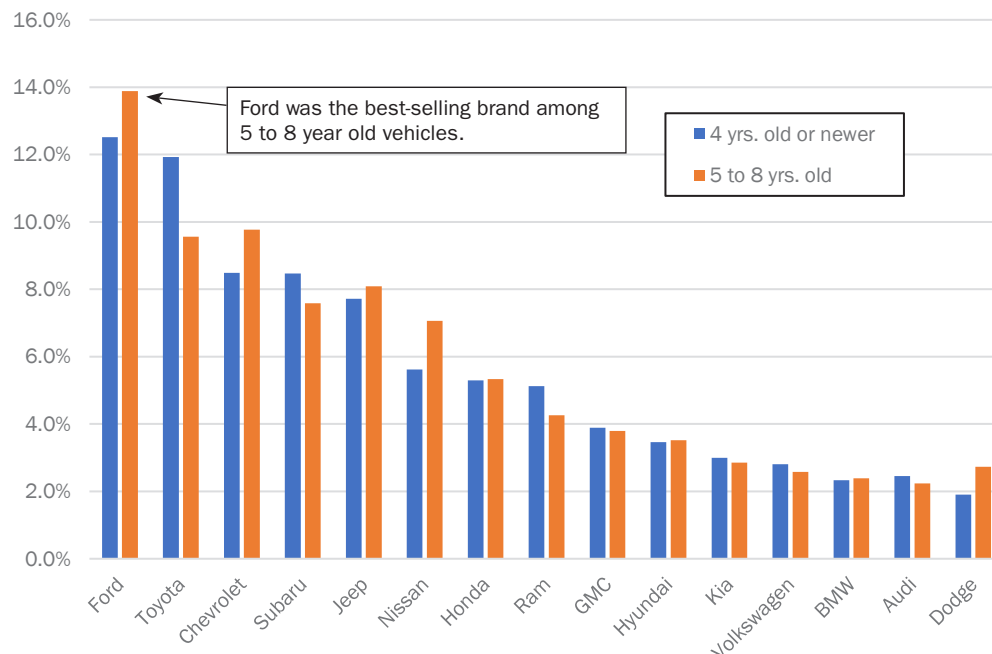
- 01.** The Colorado used vehicle market shifted into a lower gear during 2022. Used vehicle registrations fell 4.8% from 2021 to 2022. New vehicle market was off 13.3%.
- 02.** Record high-prices at the beginning of last year and cooling demand as the economy softened are the key causes for the decline. The used vehicle market responds quickly and efficiently to shifts in supply and demand and that has been plainly evident during 2022.
- 03.** Wholesale used vehicle prices have generally drifted lower during the past few months and new vehicle inventories continue to be constrained due to supply chain issues. This should provide some support to used vehicle sales during the next six to 12 months, although sales are likely to drift lower.
- 04.** Below average new vehicle sales during the past three years are putting a squeeze on supplies of late model used cars. Registrations of vehicles three years old or newer declined by a relatively steep 8.2% in '22.

USED VEHICLE BRAND REGISTRATIONS

Ford and Toyota Are Top Sellers in Colorado Used Vehicle Market

The graph below shows used light vehicle registrations by brand for two age categories: vehicles newer than four years old, and vehicles five to eight years old. Brands are positioned from left to right based on total market share. The table below shows the percent change in used registrations from 2021 to 2022 for the top 15 selling brands. Data sourced from Experian Automotive.

Brand Market Share for Top 15 Selling Brands, by Vehicle Age (2022)



% Change in Registrations
2022 v. 2021
8 yr. old or newer vehicles

Brand	% change
Ram	7.9%
GMC	5.7%
Jeep	5.2%
Kia	0.7%
Audi	-0.7%
Chevrolet	-1.2%
Toyota	-2.7%
Ford	-5.4%
Honda	-6.0%
Subaru	-6.3%
Volkswagen	-6.4%
Hyundai	-8.3%
BMW	-8.7%
Dodge	-13.1%
Nissan	-13.9%