

BULLETIN

COLORADO AUTOMOBILE DEALERS ASSOCIATION

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Do I have an Insurance Claim Due to the CDK Global Cyberattack?

8 Ways to Help Steer Clear of Dealership Theft

Colorado Auto Outlook

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Colorado Automobile Dealers Association

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Rob Edwards
CADA Board Chair

Dear Members of the Colorado Auto Dealers Association,

Customer trust is at the heart of our industry. Every day, we handle sensitive personal information, including financial details and contact information. This makes our role in protecting this data incredibly important. This month I'd like you all to explore why data security is so crucial and how we can all contribute to safeguarding our customers' trust.

Employees need to be aware of how to recognize and respond to suspicious emails and other potential threats. As an example, phishing attacks, one of the most common tactics, can be widely mitigated through proper education. Regular training sessions and updates on the latest cybersecurity threats can significantly reduce the risk of such attacks and service outages.

Here are a few recommended measures that can better protect our businesses and the sensitive information entrusted to us by our customers:

- **Review and Enhance Security Measures:** Ensure that your dealership's security measures are current and robust enough to protect against modern cyber threats.
- **Regular Training:** Implement regular cybersecurity training programs for all employees to keep them informed about the latest threats and best practices.
- **Incident Response Plan:** Develop and maintain an incident response plan to quickly address any potential breaches, minimizing damage and recovery time.
- **Cyber Insurance:** Ensure that your dealership has comprehensive cyber insurance that can help cover costs associated with recovery, legal fees, and customer notification.

Thank you for your attention to this critical matter. Let us work together to ensure a secure and trustworthy environment for our customers and our industry.

Safety Training Resources and HR Support at Your Fingertips

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Matthew Groves
CEO

2024 Colorado Primaries Recap

On Tuesday, June 25th, both major political parties in Colorado held their primary debates. All 65 members of the General Assembly were up for election, alongside one-half of the Senate. Several races in politically homogenous areas were uncontested – or only nominally contested. However, there were roughly a dozen competitive races that were of great interest to CADA for their impact on future legislation.

Previous election cycles saw the business community with a vested interest in evening the balance of power between Republicans and Democrats. However, on the cusp of a Democratic supermajority in both houses and the complete implosion of a central Republican party at the hands of inept and self-serving leadership, parity was not on the table in 2024.

In its wake, CADA's investment in these races followed a new philosophy. If we cannot restore holistic balance to the legislature, we could attempt to balance each side separately, undoing the race to the furthest corners of each party. Therefore, in concert with several other business organizations, we opted to engage in primaries where there was a moderate candidate versus an extremist candidate.

We are happy to report that in about 90% of the races where CADA engaged, our candidates prevailed and now move on to the general election. While we did fall short on unseating our top target, we believe that the effect of this primary should

be to moderate the body enough that their own party will recognize policies as damaging, therefore preventing them from becoming law.

Our secondary goal in this cycle was to support the ascendancy of three candidates from the next generation of leaders. Spanning both parties and representing new pragmatic philosophies we see long runways for this group and began cultivating relationships long before this primary election. We are elated to see all three move on.

At the end of the day, this primary cycle was about as successful as we could have asked for. Being unable to predict the outcome of the general elections, we are optimistic that – contrary to the previous cycle – we will return to the dichotomy of Republican versus Democratic – avoiding intraparty squabbles of hyper-conservative and ultra-progressive candidates.

The closing of this phase of the election cycle also helps us focus the list of individuals whom we need to create grassroots meetings for prior to their being seated in January. You will continue to see some of the faces joining the remainder of our regional meetings and we may reach out on 1:1 basis to make introductions to some of your local candidates. Any bandwidth you have to participate would be greatly appreciated as we take two priorities into the next legislative session.

Click to watch Compliance Summaries



CDK Breach - Updates for Colorado Car Dealers

The CDK breach impacts car dealers, requiring compliance with federal and state privacy rules. Dealers must notify the FTC within 30 days if data is compromised, a task for CDK or the investigating authority. CDK plans to file a breach notice with the FTC if necessary.



Chevron Deference

The Supreme Court ended the Chevron Doctrine, making it easier to challenge administrative rules. This forces clearer laws from Congress and benefits NADA in their fight against the FTC Car Rule.



Update Your Uniform Consumer Credit Code Retail License

In 2024, the deadline for the UCCC Retail License has moved up from January 31st to July 1st. Go to www.coag.gov/uccc to renew your 2024 license. There is a grace period of 30 days; after that time, a fee of \$5 per day will be applied.



Volkswagen Group of America v. Illinois Secretary of State

Last year, Volkswagen filed a claim in federal court challenging Illinois' warranty reimbursement statute, which was supported by Illinois auto dealers. Earlier this month, a judge dismissed the lawsuit with prejudice, meaning that VW cannot refile the case. Watch the video above to learn more.



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Time: 8:30 am Shotgun Start



Location: Heritage Eagle
Bend Golf Club in Aurora



17TH CTAF
Annual Member
Golf Event

CLEAR THE AIR
FOUNDATION 



Mark Ziegler
Director, Clear the Air Foundation

Clear the Air Foundation Expands Scholarship Impact

The Clear the Air Foundation is headed for a record year with 796 donations through June. The 2025 fiscal year for the VXC program started on July 1, and there is a 60% increase in the budget, so we anticipate a strong second half of the year. So far, I've spent \$71,580 on scholarships, and it is life-changing.

Here's a testimonial from Julius Amaya with Loveland Ford:

Receiving the scholarship and putting it towards the automotive industry has been a game changer for me, personally and professionally. The scholarship not only provides essential financial support but also opens doors to knowledge and skills crucial for success in the automotive landscape. The generosity of this award allows me to invest in top-notch tools and resources, empowering me to reach new heights in my education and future career. Thank you to the Clear the Air Foundation scholarship for giving me this opportunity.



We're still accepting vehicle donations from dealers, so be sure to walk your lot to see if you have something to donate. I can accept a vehicle in nearly any condition. Also check to see if you have anyone in service who's in school or in an apprenticeship role deserving of a scholarship. Have them apply at www.cleartheairfoundation.org/scholarship

Finally, be sure to register for the golf tournament here! The tournament will fill up, so be sure to register early.



Devin Saunders
Billow Barrow Fellow for
Government Affairs

Sunday Sales in Colorado: A Look Back and a Look Ahead

Sundays have been a cornerstone of work-life balance and fair competition since the 1950s. But as the elimination of Sunday sales has become a trend, Colorado is one of 12 states that has held its ground. These states cross regions, political ideologies, and time zones, but all promote employee well-being and consumer interests by keeping prices low and providing a day to walk the lot without interference from a salesperson.

Still, the cost of Sunday closing is not free. This article provides background and foreshadows the coming journey to protect Sunday sales from a small but vocal group of dissenters.

A Legacy of Balance: The History of Sunday Closures

Originally termed “Blue Laws,” these restrictions outlined that select businesses may not be open or operate on Sundays to allow for religious freedom/opportunities. Enacted in 1955, Colorado’s Sunday closure laws were born from a desire to provide dealership employees with a guaranteed day of rest. Back then, the auto industry was a demanding field, often requiring long hours and minimal breaks. This focus on employee well-being has remained a core tenet of the legislation.

The Ten-Year Review

Colorado law mandates a periodic review of agency regulations. 2025 is the review year for the Auto Industry Division and Motor Vehicle Dealer Board. The Department of Revenue (DOR) runs the “sunset review” process under its own name, gathering information and public comment to assess the law’s effectiveness and the potential impact of its repeal. The sunset bill is far broader than Sunday close. It will not be defeated, but an elected official could move to remove Sunday close from the bill for individual consideration.

CADA plays a support role. We know that closing dealerships on Sundays lowers overhead and controls retail price growth for consumers. We also know that no consumer declines to buy a car because they can’t do so on Sunday. Here’s why we should be optimistic:

- Colorado has a long history of Sunday close since the WWII era.
- We have prioritized this issue in our legislative meetings since 2015.
- Customers would rather have a \$48,000 car on Monday than a \$51,000 car on Sunday, given the inevitable passing along of associated costs of a seven-day open.
- The calls for opening dealerships on Sunday are limited to vocal few in the Denver area.

Beyond the Review: A Call to Action

As we approach our advocacy efforts around Sunday close and the sunset review bill, generally, Dealers can help by:

- **Tell us Your Story:** What would your overhead cost increase be, or how many employees would you struggle to keep on an extra day of operations?
- **Customer Feedback:** What does the freedom to walk the lot on Sundays mean to your customers?
- **Consider Public Comment:** When the opportunity arises, submit your own comments to the CDOR, highlighting the positive impact of Sunday closures on your dealership and its employees.

By working together, we can ensure that Colorado’s Sunday closure laws remain untouched. This legislation serves as a pillar of stability for our industry, benefiting employees, families, and, ultimately, the car-buying experience.

Do I Have an Insurance Claim Due to the CDK Global Cyberattack?



In recent weeks, CDK Global's customers experienced (and continue to experience) an outage of their dealer management system. This outage has negatively impacted dealerships' sales, financing, and parts and service revenue streams. In addition, dealers have been forced to spend time and resources dealing with the emergency.

At first, it was widely thought that the outage would be short-lived with minimal impact, but as time passed, the realization that this event could have a meaningful negative impact on the affected dealerships set in. As a result, many of our dealership clients are asking if they can make an insurance claim.

Preparing for an Insurance Claim

We are urging all our dealership clients to take the following steps:

- Reach out to your insurance agent/provider to discuss the type(s) of insurance coverage you have, deductible limits, and other pertinent issues. Ask if you have Dependent Business Interruption Loss coverage. This coverage specifically covers security breaches of entities of third parties with whom you have a written contract. In the event you believe that you might have coverage (even if you think it is remote), submit a notice of claim for business interruption to preserve your rights.
- Do not hesitate to submit a claim notice if you have cyber insurance. Please note that some policies require a formal written notice from the insurance company, so be careful to document the claim adequately. Upon doing so, you will likely be directed to a "breach coach" who will guide you accordingly. The breach coach is essential because they can offer guidance regarding your potential reporting obligations to regulators.
- Contact a cyber specialist to evaluate your computer system. Withum has a cyber security team that can assist you with this.
- There is the possibility that CDK itself may have been negligent for failure to provide adequate precautions or to have mitigated damages once the event occurred. Users may have third-party rights under CDK's

coverage, so reach out to CDK to inquire about this and the services they provide in the wake of the breach.

- Document and keep a record of expenses incurred because of the CDK outage. This will be part of the claim submitted.
- Retain a forensic accountant to assist you in the preparation of your business interruption/cyber insurance claim(s). Withum has the resources to assist you with this, too.
- Work with them to determine whether you have suffered a business interruption loss. The loss, if any, will likely come from one of two sources.
 - Loss of income from automobile sales (and leases), parts and service.
 - Additional expenses incurred to minimize the loss of revenue, such as:
 - Overtime to existing employees or payments to temporary employees because of the attack.
 - Payment to attorneys and accountants in relationship to the breach.
 - Payments to computer experts/cyber specialists to determine if your system has been breached and/or to help bring CDK back on-line.
 - Temporary costs paid to vendors similar to CDK.
 - Other costs incurred because of the attack that are above and beyond costs normally incurred.
- Do your best to mitigate any potential damages.

It remains to be seen how long it will take before the situation returns to one of normalcy, and it is expected that there will be bumps along the way as systems are brought back online, making it even more important to keep track of revenue losses and additional costs incurred. As always, Withum is here to help.

Article by:

Thomas J. Reck | Partner at Withum



8 ways to help steer clear of dealership theft.

Incidents of vehicle theft have reached record-breaking highs, below are some tips to help make sure you're protecting your dealership.

A steady uptick:

2023 Vehicle Theft Trends

1,020,729 vehicles stolen nationwide in 2023

Source: National Insurance Crime Bureau

What you can do:

- 1. Light It Up:** Well-lit areas are less attractive to thieves. Advancements in LED lighting technology have made it possible to keep your utility bill low while maintaining a high level of visibility, even after hours.
- 2. Lock It Down:** Fencing and gates are a good first line of defense. You can include your overflow and service lots in your overall inventory protection plan. It's best practice to store high-value vehicles indoors or in a secured lot with restricted access. If parked outdoors, surround your best rides with cars of lesser value and block exits with vehicles parked sideways, engaging the emergency brakes.
- 3. Cover Your Assets:** You likely have a robust insurance policy that protects your dealer-owned inventory, but what about your service lot? Theft of customers' vehicles is especially prevalent – taking stringent security measures with Ally's Garage package can help you protect every car under your care.
- 4. Make Friends:** Neighboring dealerships and businesses can be valuable allies in keeping an eye out for suspicious activity. A strong community network can allow you to share best practices, security concerns and even potential costs of enhanced surveillance.
- 5. Vet Your Team:** To help ensure your staff and any contractors are trustworthy, it's a good idea to conduct thorough background checks on all employees, especially those with access to keys and sensitive areas of the dealership. Pre-hire screening tests can provide valuable insight into a potential hire's ethics and integrity.
- 6. Get Smart (Devices):** With relay devices and keyless ignition hacks, thieves have gotten smarter and more digitally advanced. To outwit them, there are items on the market that can help. The latest GPS trackers can pinpoint a vehicle's location and immobilize it once reported stolen. Hidden kill switches will cut electricity to the ignition, while recovery systems deploy radio signals to local law enforcement.
- 7. Upgrade Security:** Strategic surveillance and a robust alarm system are a strong defense against crime. Some best practices are covering entry points, parking lots, and vulnerable areas with interactive video monitoring that relays to a remote security provider. Visible cameras and alarms act as a deterrent, while also providing evidence in case of theft.
- 8. Manage & Mandate:** It is suggested to keep detailed records of dealer-owned and service department inventory, including VIN numbers, makes, models and serial numbers. Then, update it frequently. Train staff on secure key handling, and keep keys locked down after business hours.

Want to review your current security plan?

Sit down with a member of our Ally Dealership Insurance team to talk through how to help safeguard your lot.

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It's hail season again and some dealerships have already experienced some losses. Our customers are enjoying the summer, sleeping well and saving money on hail insurance, taxes, and energy costs. Historically, dealerships have made money on hailstorms. But what has changed these past few years is that there are more storms, and when the renewal comes around, insurance coverages are being increased multifold or canceled altogether.

Right now, you can get insurance approved solar integrated hail canopies that will pay for themselves very quickly by taking advantage of new tax credits, utility incentives, financing, and premium savings that insurers are now offering. This is a great time to start evaluating this option for your business, as the design process can take some time, and if you need to get something in by next hail season, we need to get started right away.

The other benefit that IPOWER Alliance provides to our customers is a holistic design and implementation approach to energy projects.

Between rooftop and canopy solar, EV chargers, and intelligent controls, we can save thousands of dollars on the installation and thousands of dollars per year on energy costs. We also service and support your installations for years to come.

As part of our giving back, IPOWER Alliance is honored to support Clear the Air Foundation as our non-profit partner. IPOWER will donate \$10.00 per kW of solar installed at a car dealership to Clear the Air, providing scholarships for future technicians servicing the EV's and vehicles of the future.

"IPOWER Alliance has saved us thousands with the solar integrated hail canopies and EV chargers. These projects are already paying for themselves in just a few years."

- Darrin Hall, Christopher's Dodge

**Give us a call at 720-548-6336, or email
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Colorado Automobile Dealers Association

Colorado Auto Outlook™

Coverage of the Colorado new and used vehicle markets

FORECAST

Colorado New Vehicle Market Predicted to Increase 2.8% in 2024



Key factors boosting new vehicle sales

Existing vehicle fleet is old. Average age of vehicles in operation has reached an all-time high. No question, modern vehicles are built better and last longer, but today's models offer many upgraded features vs. the average 12.5 year old car. Passive and active safety technology, advanced infotainment options, and alternative powertrains are just a few examples. Many vehicle owners have a strong incentive to upgrade.

Transaction prices are falling. Right now, affordability is a deterrent for new vehicle sales (see right), but increased inventories and rising incentives have pushed down vehicles prices which will spur demand.

Economy is hanging in there. After significant interest rate increases in 2022 and 2023, fingers were crossed for a soft landing. GDP has remained positive, employment levels continue to move higher, and household incomes have largely kept pace with inflation. Interest rates are elevated and prices have risen sharply since 2021, but recession seems unlikely.



Key factors holding back new vehicle sales

Heightened uncertainty. There are always unexpected events lurking that can impact the market. The CDK outage is a recent example. In addition to these surprises, there are ongoing and upcoming events with uncertain outcomes that cloud the sales forecast. The presidential election is at the top of the list. As we have already seen, events related to the campaign are rightfully leading to heightened anxiety and uneasiness. This will last up until election day, and hopefully, for a relatively short period afterwards. Geopolitical unrest surrounding the Ukraine and Middle East conflicts are other examples. Consumer confidence takes a hit when the list of things to worry about lengthens, and this is a negative for new vehicle sales.

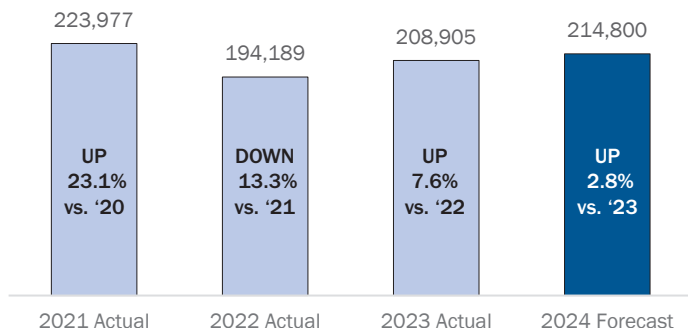
New vehicle affordability is a drag. Monthly finance and lease costs remain elevated due to higher interest rates. As noted on the left, vehicle transaction prices have fallen and household incomes are increasing, but inflation has eroded purchasing power. Monthly new vehicle payments as a percent of consumer income will move lower in the coming months, but are high right now and it's holding back sales.

Key Trends in Colorado New Vehicle Market



- » Forecast summary: replacement demand and falling transaction prices will provide some momentum for the new vehicle market for the rest of '24, while the negative factors will limit growth.
- » State new retail light vehicle registrations are predicted to increase 2.8% for all of this year versus 2023. Stronger sales in the second half of last year will make it more difficult for the market to improve from July through December of this year.
- » Registrations exceeded 53,000 units in the Second Quarter of 2024 and increased 3.7% versus 2Q '23.
- » Battery electric vehicles accounted for 16.1% of the market in the Second Quarter of this year, up from 13.8% in the First Quarter, and up versus 2Q '23 (see page 4).
- » Land Rover, Volkswagen, Lexus, Toyota, and Nissan had the largest percentage increases so far this year (see page 4).

Forecast for State New Retail Light Vehicle Registrations



The graph above shows annual new retail light vehicle registrations from 2021 through 2023 and Auto Outlook's projection for all of 2024. Historical data sourced from Experian Automotive.

Market Summary

	YTD '23 thru June	YTD '24 thru June	% Chg. '23 to '24	Mkt. Share YTD '24
TOTAL	98,453	101,819	3.4%	
Car	12,103	11,824	-2.3%	11.6%
Light Truck	86,350	89,995	4.2%	88.4%
Domestic	37,956	37,449	-1.3%	36.8%
European	10,891	11,556	6.1%	11.3%
Japanese	38,698	41,827	8.1%	41.1%
Korean	10,908	10,987	0.7%	10.8%

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

KEY TRENDS IN COLORADO NEW VEHICLE MARKET



STATE MARKET VS. U.S.

**% Change In
New Retail Market
YTD 2024 thru June
vs.
YTD 2023**

Colorado
UP 3.4%

U.S.
UP 3.4%

New retail light vehicle registrations in the state increased 3.4% during the first six months of this year vs. year earlier, identical to the Nation.

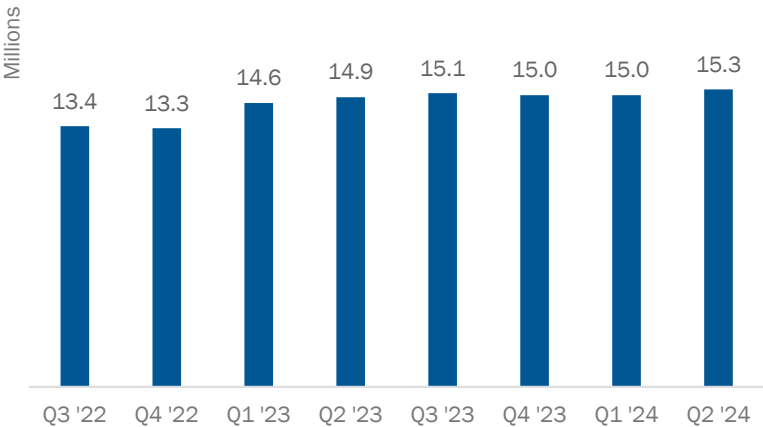
Data sourced from Experian Automotive.



QUARTERLY RESULTS

**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 state 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. Equivalent SAAR levels in the state increased from 15.0 million in the First Quarter of this year to 15.3 million in the Second Quarter.

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

**% Change in quarterly
registrations vs.
year earlier
(2Q '24 vs. 2Q '23)**

**UP
3.7%**



**% Change in
registrations vs.
previous quarter
(2Q '24 vs. 1Q '24)**

**UP
11.1%**



At Auto Outlook, we strive to provide sound and accurate analyses and forecasts based upon the data available to us. However, our forecasts are derived from third-party data and contain a number of assumptions made by Auto Outlook and its management, including, without limitation, the accuracy of the data compiled. As a result, Auto Outlook can make no representation or warranty with respect to the accuracy or completeness of the data we provide or the forecasts or projections that we make based upon such data. Auto Outlook expressly disclaims any such warranties, and undue reliance should not be placed on any such data, forecasts, projections, or predictions. Auto Outlook undertakes no obligation to update or revise any predictions or forecasts, whether as a result of any new data, the occurrence of future events, or otherwise.

Colorado Auto Outlook

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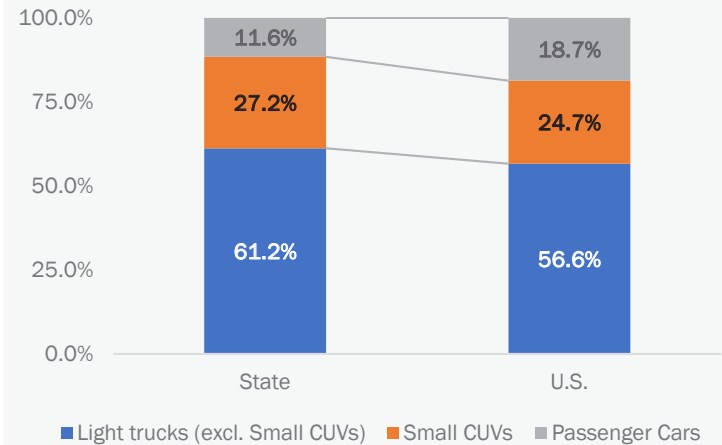
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KEY TRENDS IN COLORADO NEW VEHICLE MARKET



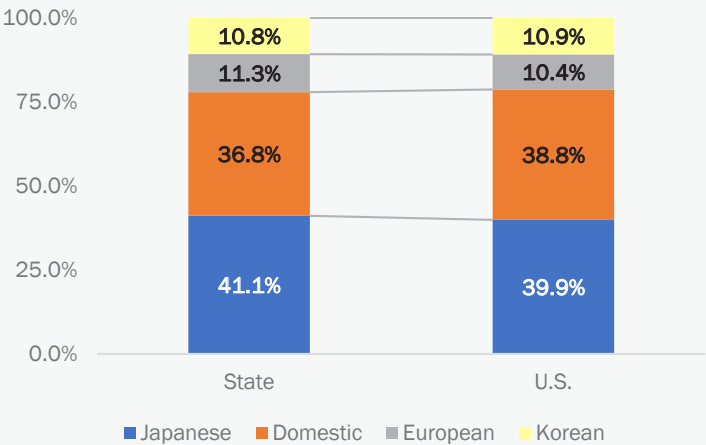
VEHICLE AND BRAND SEGMENTS - State AND U.S. (YTD '24 thru June)

Market Share by Type of Vehicle



Combining the blue and orange sections in the graph above corresponds to the standard industry definition of light trucks. Small cross-overs are broken out, however, since many are more similar to compact hatchbacks than to trucks. Light truck share (excluding small CUVs) was **61.2%** so far this year, above the **56.6%** share in the U.S. Data sourced from Experian Automotive.

Domestic, European, Japanese, & Korean Brand Share



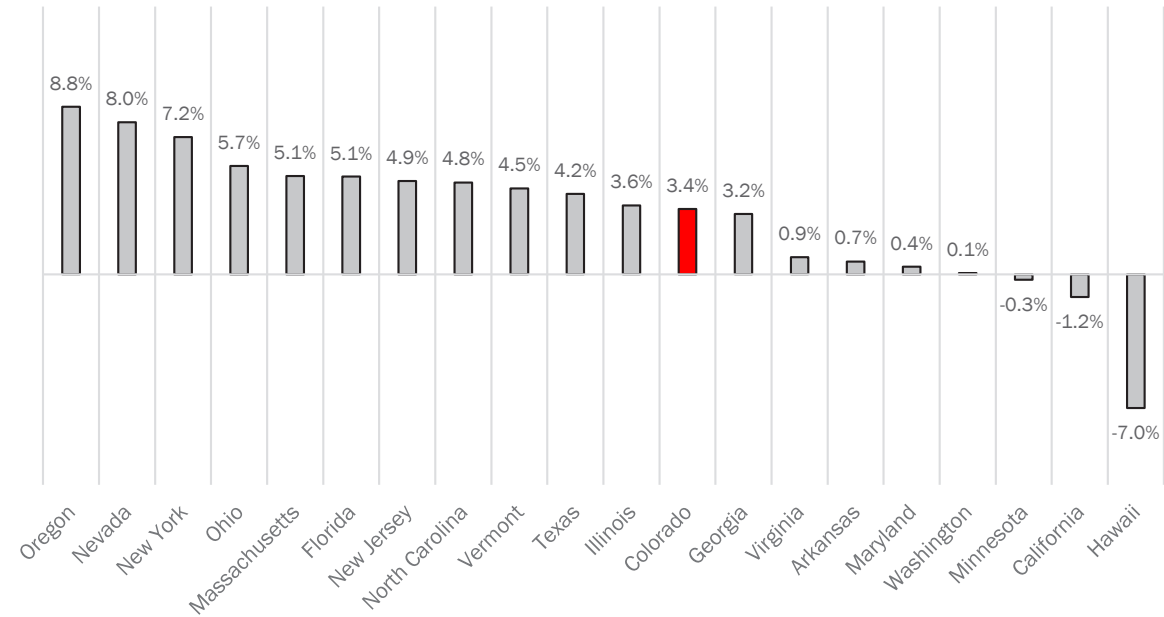
Japanese brand market share in the state was higher than U.S. levels: **41.1%** vs. **39.9%**. State Domestic brand share (which includes Tesla and Rivian) was **36.8%** in the first half of this year. European brands accounted for a higher share of the state market than in the Nation. Data sourced from Experian Automotive.



COMPARE

COMPARISON OF STATE MARKETS

Percent Change in New Retail Light Vehicle Registrations - YTD 2024 thru June vs. YTD 2023



Observations and Key Facts

- Colorado registrations increased **3.4%** in the first half of this year, about average vs. other markets. The Oregon market improved by **8.8%**.
- BEV market share in Colorado was **15.0%** vs. **8.5%** in the Nation. BEV penetration was highest in California- **23.1%**
- Toyota was the best-selling brand in the state during the first six months of this year and was also the leader in 12 out of the other 20 markets. Highest share for Toyota was in Oregon (**24.1%**).

Data sourced from Experian Automotive.

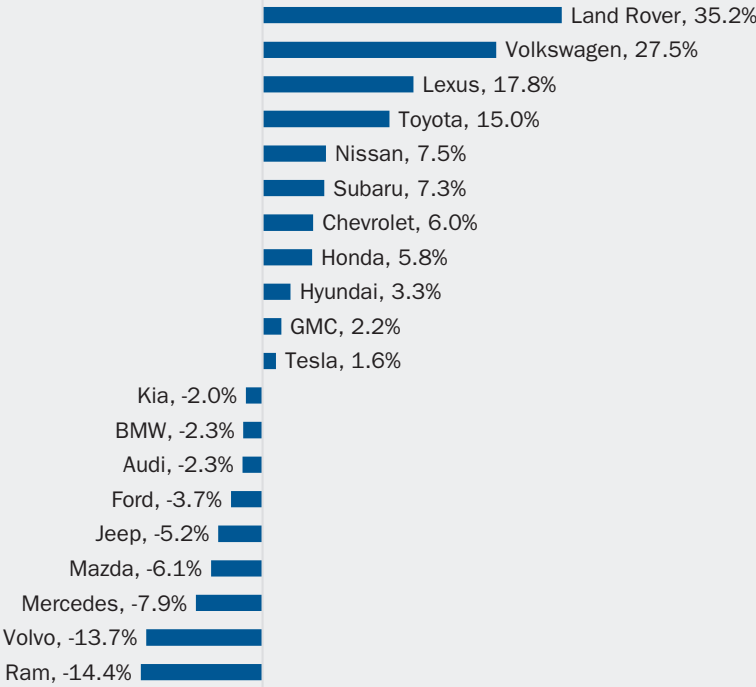
BRANDS AND MODELS



WINNERS AND LOSERS

The primary metric used to identify winning and losing brands is the percent change in registrations vs. year earlier, shown on the graph below. Land Rover and VW were the biggest gainers in the state market in the first six months of this year among the top 20 brands. BUT this snapshot does not capture the shorter term trend in sales, and this matters! Registrations for a brand may have posted a big year-over year increase (definitely a positive), but if growth has stalled during the most recent quarter, that's significant. The tables to the right of the graph show results from the First to the Second Quarters of 2024.

% Change in State Registrations for Top 20 Brands- YTD '24 thru June vs. YTD '23



Brands Gaining Ground

Largest % increases from 1Q '24 to 2Q '24

Hyundai	Up	35.4%
Nissan	Up	28.4%
BMW	Up	22.4%
GMC	Up	19.9%
Tesla	Up	16.1%

Brands Losing Ground

Largest % declines/smallest increases from 1Q '24 to 2Q '24

Ram	Down	8.2%
Volvo	Down	7.9%
Audi	Up	0.3%
Lexus	Up	2.4%
Honda	Up	3.2%

Largest % increases during YTD '24 vs. YTD '23: Land Rover, Volkswagen, Lexus, Toyota, and Nissan.

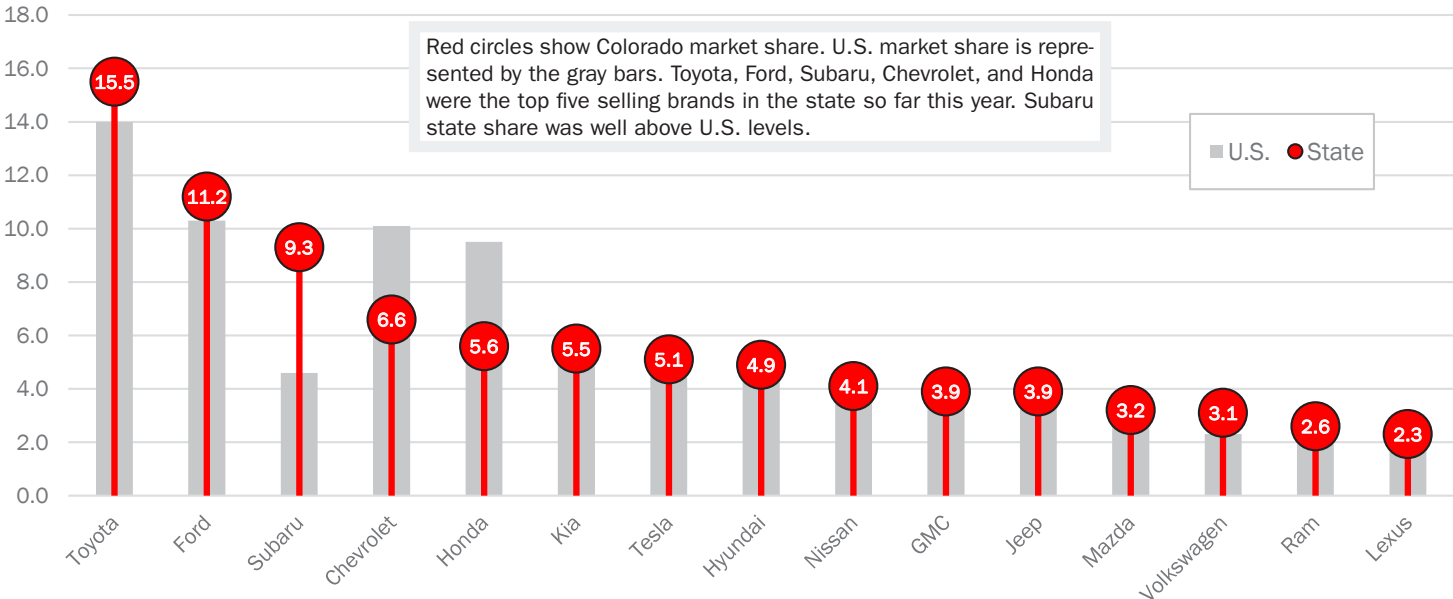
Largest % increases in 2Q '24 vs. 1Q '24: Hyundai, Nissan, BMW, GMC, and Tesla.

Data sourced from Experian Automotive.



TOP SELLING BRANDS

Colorado and U.S. Market Shares for Top 15 Brands in State - YTD '24 thru June



Data sourced from Experian Automotive.

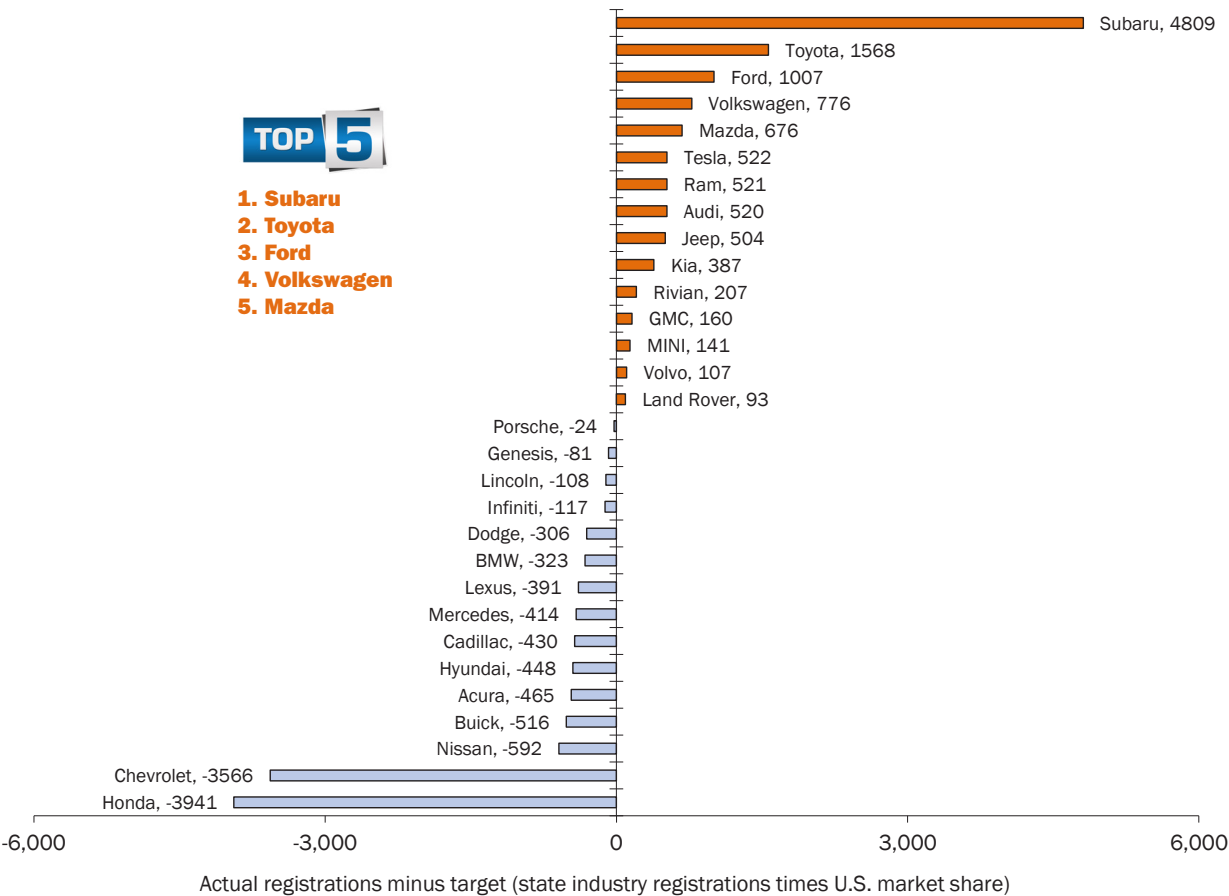
BRANDS AND MODELS



BRAND SALES PERFORMANCE

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 industry retail registrations in the state during the first six months of 2024. This yields a "target" for the state market. Target registrations are subtracted from actual registrations to derive the measurement of sales performance. Brands at the top of the graph (i.e., Subaru, Toyota, Ford, Volkswagen, and Mazda) are relatively strong sellers in the state, with actual registrations exceeding calculated targets by large margins. For instance, Subaru registrations exceeded the target by 4,809 units.

Colorado Retail Market Performance based on registrations during YTD 24 thru June
Actual registrations minus target (state industry registrations times U.S. market share)



Data sourced from Experian Automotive.



TOP SELLING MODELS

Top 20 Selling Models during YTD '24 thru June - Market Share and % Change in Registrations vs. YTD '23						
Rank	Model	State Share %	% chg. '23 to '24	Rank	Model	State Share %
1	Toyota RAV4	4.7	42.3	11	Subaru Forester	2.2
2	Ford F-Series	4.2	-1.8	12	Toyota Tundra	1.7
3	Tesla Model Y	3.9	1.6	13	Jeep Wrangler	1.6
4	Subaru Crosstrek	2.8	17.7	14	Toyota Tacoma	1.3
5	GMC Sierra	2.5	1.3	15	Kia Telluride	1.2
6	Chevrolet Silverado	2.5	-3.1	16	Hyundai Ioniq 5	1.2
7	Subaru Outback	2.3	-3.0	17	Jeep Grand Cherokee	1.1
8	Ram Pickup	2.3	-13.6	18	Volkswagen ID.4	1.1
9	Honda CR-V	2.3	12.0	19	Hyundai Tucson	1.1
10	Toyota 4Runner	2.3	21.5	20	Ford Bronco Sport	1.1

Table on the left presents the top 20 selling models in the state during the first six months of this year. Share of industry registrations and the percent change versus the same period a year earlier is also shown. Models with the five largest percentage increase are shaded blue.

Data sourced from Experian Automotive.

ALTERNATIVE POWERTRAIN MARKET

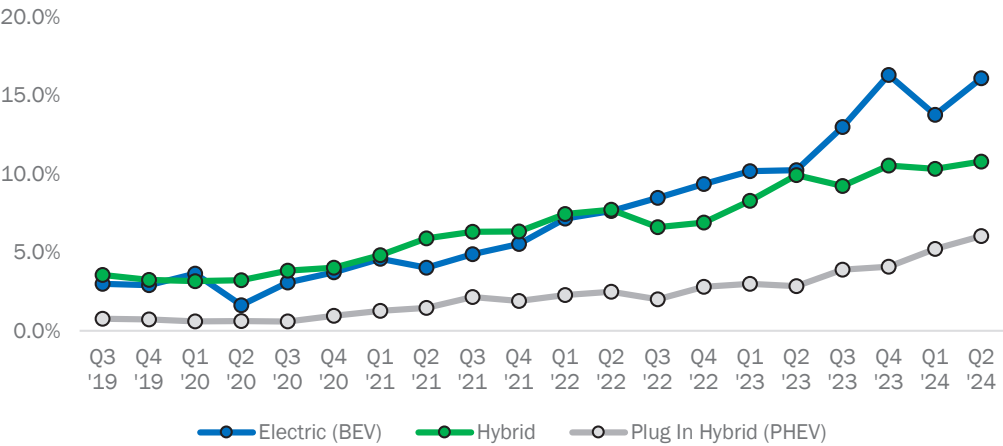
FIVE KEY TRENDS

1. BEV share increased from 10.2% in the first half of '23 to 15.0% this year.
2. BEV share also improved from the First to the Second Quarter of '24.
3. Franchised dealer share of BEV market was 61.4% in first half of '24 vs. 40.5% a year earlier.
4. Hybrid share was 10.6% in the first half of this year, up from 9.1% a year earlier.
5. Plug in hybrid share increased to 5.7% so far this year.



BEV, PHEV, AND HYBRID MARKET SHARE

Percent Share of Industry Registrations by Powertrain Type



Data sourced from Experian Automotive. Hybrid registrations exclude mild hybrids.

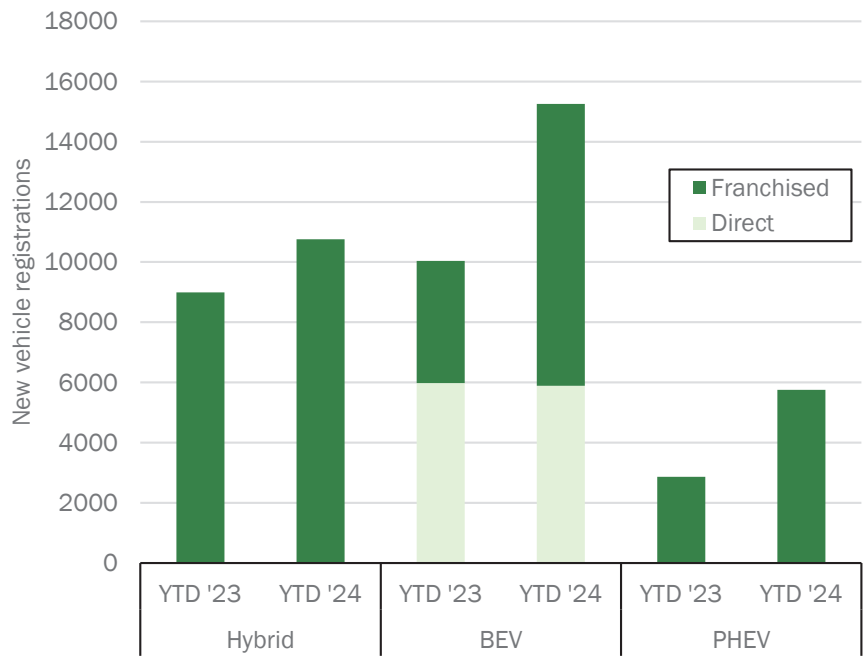
YTD thru June			
	YTD '23	YTD '24	
Electric (BEV)	10.2%	15.0%	↑
Hybrid	9.1%	10.6%	↑
Plug In Hybrid (PHEV)	2.9%	5.7%	↑

Quarterly			
	1Q '24	2Q '24	
Electric (BEV)	13.8%	16.1%	↑
Hybrid	10.3%	10.8%	↑
Plug In Hybrid (PHEV)	5.2%	6.0%	↑



FRANCHISED DEALERSHIPS AND DIRECT SELLERS

New Hybrid, BEV, and PHEV Registrations in Colorado by Type of Selling Dealership



Data sourced from Experian Automotive. Hybrid registrations exclude mild hybrids.

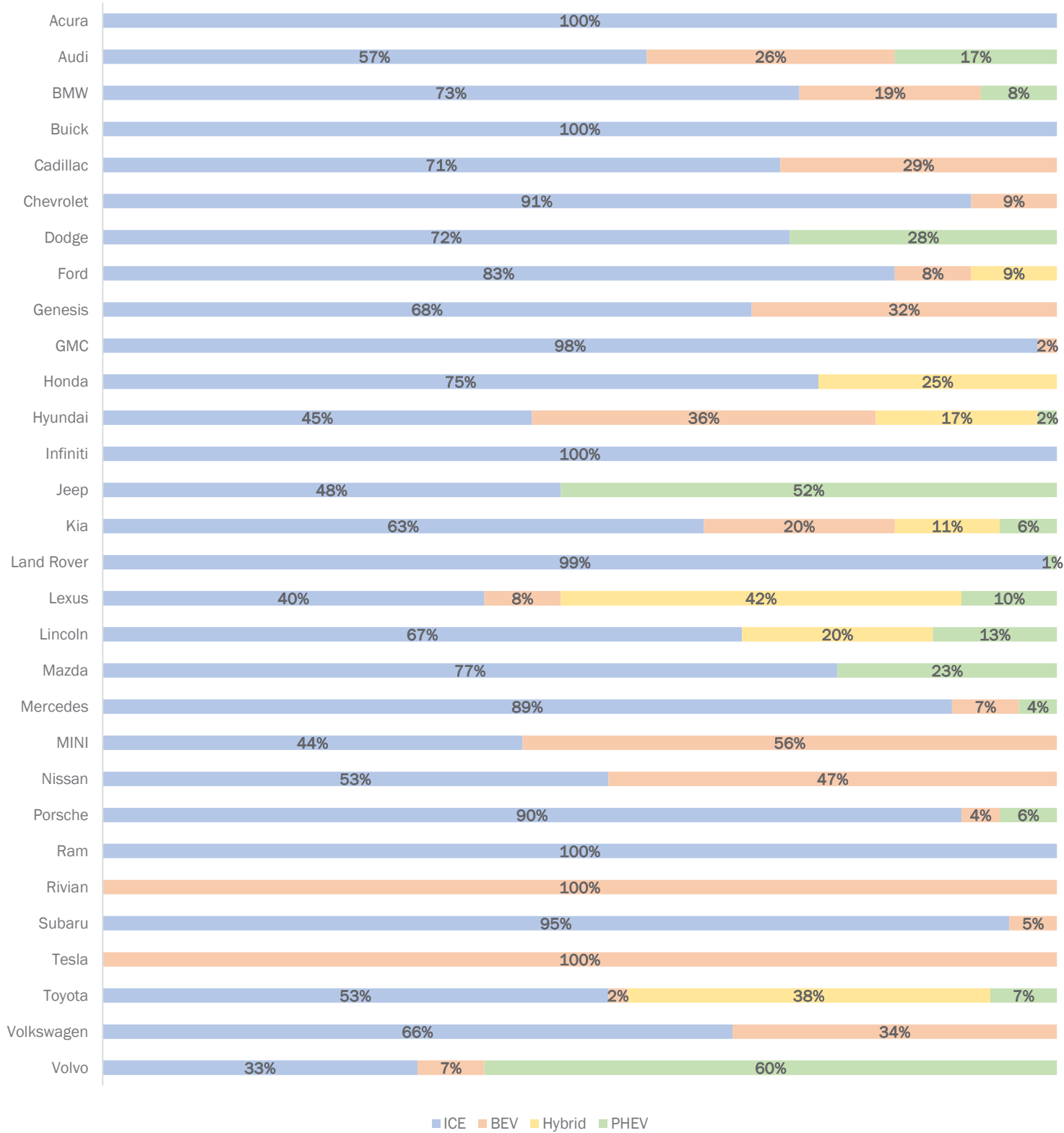
BEV Registrations and Market Share		
	Franchised Dealerships	Direct Sellers
YTD '23 thru Jun. regs.	4,067	5,976
YTD '24 thru Jun. regs.	9,362	5,890
% change	130.2%	-1.4%
YTD '23 mkt. share %	40.5	59.5
YTD '24 mkt. share %	61.4	38.6
change	20.9	-20.9
1Q '24 regs.	3,776	2,860
2Q '24 regs.	5,586	3,030
% change	47.9%	5.9%
1Q '24 mkt. share %	56.9	43.1
2Q '24 mkt. share %	64.8	35.2
change	7.9	-7.9

The dark green areas in the graph show sales by powertrain type for franchised dealerships. Sum of the green areas is 25,873 registrations, 82% of the overall total.

ALTERNATIVE POWERTRAIN MARKET



Share of Brand Registrations in Colorado by Type of Powertrain - Second Quarter, 2024 (top 30 brands)



The graph above shows the breakdown of new vehicle registrations by powertrain type for each of the top 30 selling brands in the state during the Second Quarter of 2024. Data sourced from Experian Automotive.

Brand Registrations Report
Colorado New Retail Car and Light Truck Registrations

	Second Quarter						Year to date thru June					
	Registrations			Market Share (%)			Registrations			Market Share (%)		
	2Q '23	2Q '24	% change	2Q '23	2Q '24	Change	YTD '23	YTD '24	% change	YTD '23	YTD '24	Change
TOTAL	51,690	53,578	3.7				98,453	101,819	3.4			
Cars	6,624	6,327	-4.5	12.8	11.8	-1.0	12,103	11,824	-2.3	12.3	11.6	-0.7
Light Trucks	45,066	47,251	4.8	87.2	88.2	1.0	86,350	89,995	4.2	87.7	88.4	0.7
Domestic Brands	19,955	19,600	-1.8	38.6	36.6	-2.0	37,956	37,449	-1.3	38.6	36.8	-1.8
European Brands	5,502	6,081	10.5	10.6	11.3	0.7	10,891	11,556	6.1	11.1	11.3	0.2
Japanese Brands	20,665	21,929	6.1	40.0	40.9	0.9	38,698	41,827	8.1	39.3	41.1	1.8
Korean Brands	5,568	5,968	7.2	10.8	11.1	0.3	10,908	10,987	0.7	11.1	10.8	-0.3
Acura	314	238	-24.2	0.6	0.4	-0.2	619	476	-23.1	0.6	0.5	-0.1
Alfa Romeo	24	23	-4.2	0.0	0.0	0.0	51	66	29.4	0.1	0.1	0.0
Audi	941	917	-2.6	1.8	1.7	-0.1	1,875	1,831	-2.3	1.9	1.8	-0.1
BMW	1,119	1,213	8.4	2.2	2.3	0.1	2,255	2,204	-2.3	2.3	2.2	-0.1
Buick	385	401	4.2	0.7	0.7	0.0	802	706	-12.0	0.8	0.7	-0.1
Cadillac	283	355	25.4	0.5	0.7	0.2	565	655	15.9	0.6	0.6	0.0
Chevrolet	3,305	3,530	6.8	6.4	6.6	0.2	6,311	6,687	6.0	6.4	6.6	0.2
Chrysler	137	99	-27.7	0.3	0.2	-0.1	219	202	-7.8	0.2	0.2	0.0
Dodge	280	322	15.0	0.5	0.6	0.1	499	628	25.9	0.5	0.6	0.1
Ford	6,093	5,963	-2.1	11.8	11.1	-0.7	11,885	11,444	-3.7	12.1	11.2	-0.9
Genesis	173	179	3.5	0.3	0.3	0.0	328	359	9.5	0.3	0.4	0.1
GMC	2,049	2,171	6.0	4.0	4.1	0.1	3,895	3,981	2.2	4.0	3.9	-0.1
Honda	2,975	2,908	-2.3	5.8	5.4	-0.4	5,411	5,727	5.8	5.5	5.6	0.1
Hyundai	2,392	2,870	20.0	4.6	5.4	0.8	4,831	4,990	3.3	4.9	4.9	0.0
Infiniti	203	147	-27.6	0.4	0.3	-0.1	380	289	-23.9	0.4	0.3	-0.1
Jaguar	25	30	20.0	0.0	0.1	0.1	58	52	-10.3	0.1	0.1	0.0
Jeep	2,147	2,108	-1.8	4.2	3.9	-0.3	4,193	3,974	-5.2	4.3	3.9	-0.4
Kia	3,003	2,917	-2.9	5.8	5.4	-0.4	5,749	5,636	-2.0	5.8	5.5	-0.3
Land Rover	277	378	36.5	0.5	0.7	0.2	542	733	35.2	0.6	0.7	0.1
Lexus	1,026	1,167	13.7	2.0	2.2	0.2	1,959	2,307	17.8	2.0	2.3	0.3
Lincoln	237	344	45.1	0.5	0.6	0.1	490	611	24.7	0.5	0.6	0.1
Maserati	29	19	-34.5	0.1	0.0	-0.1	43	41	-4.7	0.0	0.0	0.0
Mazda	1,792	1,747	-2.5	3.5	3.3	-0.2	3,509	3,296	-6.1	3.6	3.2	-0.4
Mercedes	946	830	-12.3	1.8	1.5	-0.3	1,704	1,570	-7.9	1.7	1.5	-0.2
MINI	148	183	23.6	0.3	0.3	0.0	278	348	25.2	0.3	0.3	0.0
Mitsubishi	158	99	-37.3	0.3	0.2	-0.1	317	236	-25.6	0.3	0.2	-0.1
Nissan	2,044	2,366	15.8	4.0	4.4	0.4	3,916	4,209	7.5	4.0	4.1	0.1
Polestar	25	61	144.0	0.0	0.1	0.1	57	82	43.9	0.1	0.1	0.0
Porsche	257	251	-2.3	0.5	0.5	0.0	541	413	-23.7	0.5	0.4	-0.1
Ram	1,679	1,279	-23.8	3.2	2.4	-0.8	3,121	2,673	-14.4	3.2	2.6	-0.6
Rivian	455	163	-64.2	0.9	0.3	-0.6	806	534	-33.7	0.8	0.5	-0.3
Subaru	4,628	4,921	6.3	9.0	9.2	0.2	8,844	9,488	7.3	9.0	9.3	0.3
Tesla	2,883	2,804	-2.7	5.6	5.2	-0.4	5,137	5,219	1.6	5.2	5.1	-0.1
Toyota	7,525	8,336	10.8	14.6	15.6	1.0	13,743	15,799	15.0	14.0	15.5	1.5
Volkswagen	1,183	1,640	38.6	2.3	3.1	0.8	2,457	3,133	27.5	2.5	3.1	0.6
Volvo	496	399	-19.6	1.0	0.7	-0.3	964	832	-13.7	1.0	0.8	-0.2
Other	54	200	270.4	0.1	0.4	0.3	99	388	291.9	0.1	0.4	0.3

Data sourced from Experian Automotive.

The table shows new retail light vehicle (car and light truck) registrations in the Colorado market. Figures are shown for the Second Quarters of '23 and '24, and year to date totals. The top ten ranked brands in each change category are shaded yellow.

MODEL RANKINGS

RAV4 Was Best-Seller in State Market During First Six Months of ‘24

The table below shows the top five selling models during the first half of 2024 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

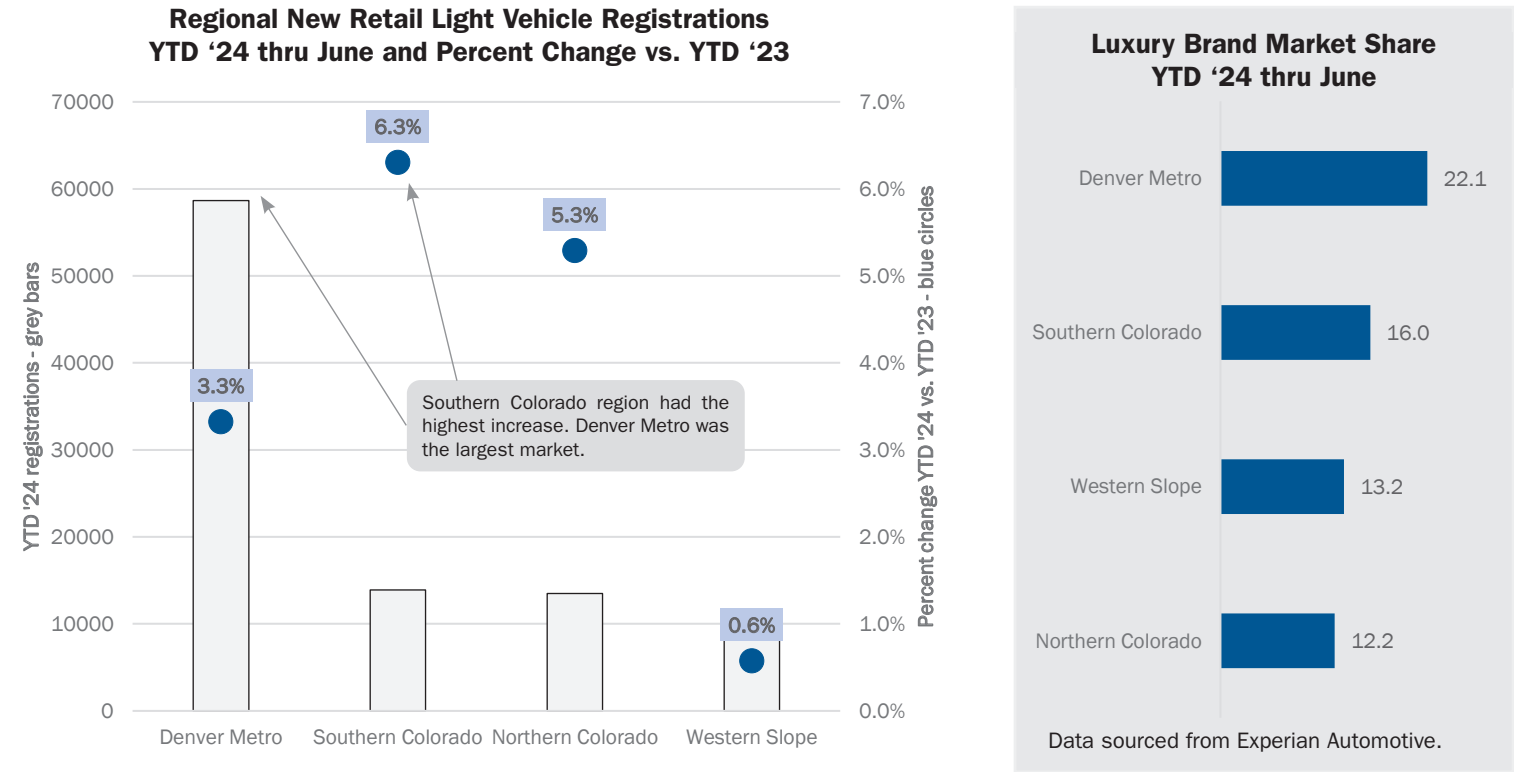
Small Cars: Honda Civic	Full Size Pickup: Ford F-Series
Mid Size & Large Cars: Toyota Camry	Compact SUV: Toyota RAV4
Near Luxury Car: Tesla Model 3	3 Row Mid Size SUV: Kia Telluride
Compact/Mid Size Pickup: Tacoma	Luxury Compact SUV: Tesla Model Y

Top Selling Models in Each Segment - New Retail Light Vehicle Registrations (YTD 2024 thru June)											
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
Nissan Leaf	886	16.1	Toyota Camry	834	33.3	Ford Mustang	210	30.5	Tesla Model 3	603	29.4
Honda Civic	759	13.8	Honda Accord	354	14.2	Dodge Challenger	208	30.2	BMW i4	203	9.9
Toyota Corolla	530	9.6	Subaru Legacy	216	8.6	Toyota 86	96	14.0	BMW 3-Series	124	6.0
Chevrolet Bolt	444	8.0	Kia K5	214	8.6	Chevrolet Camaro	73	10.6	Audi A5	117	5.7
Subaru Impreza	432	7.8	Hyundai Sonata	185	7.4	Mazda MX5	49	7.1	BMW 2-Series	94	4.6
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
Chevrolet Corvette	196	18.4	Toyota Tacoma	1328	27.5	Ford F-Series	4302	30.1	Toyota Sienna	377	38.5
Tesla Model S	109	10.2	Ford Maverick	918	19.0	GMC Sierra	2502	17.5	Kia Carnival	222	22.7
Porsche 911	97	9.1	Chevrolet Colorado	780	16.2	Chevrolet Silverado	2500	17.5	Honda Odyssey	197	20.1
Mercedes E-Class	69	6.5	Nissan Frontier	457	9.5	Ram Pickup	2328	16.3	Chrysler Pacifica	160	16.4
BMW 5-Series	55	5.1	Jeep Gladiator	338	7.0	Toyota Tundra	1716	12.0	Chrysler Voyager	22	2.2
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	725	44.1	Subaru Crosstrek	2861	34.3	Toyota RAV4	4749	20.3	Subaru Outback	2360	26.8
Mercedes Sprinter	419	25.5	Honda HR-V	801	9.6	Honda CR-V	2326	10.0	Toyota 4Runner	2317	26.3
Ram Promaster	345	21.0	Mazda CX-30	798	9.6	Subaru Forester	2230	9.5	Jeep Grand Cherokee	1158	13.2
Chevrolet Express	87	5.3	Hyundai Kona	588	7.0	Jeep Wrangler	1632	7.0	Hyundai Santa Fe	662	7.5
Ford E-Series	49	3.0	Chevrolet Trax	551	6.6	Hyundai Ioniq 5	1172	5.0	Ford Mustang Mach-E	483	5.5
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
Kia Telluride	1188	12.4	Ford Bronco	1031	30.2	Audi Q4 E-Tron	292	27.5	Tesla Model Y	3997	54.2
Toyota Grand Highlan	1028	10.7	Chevrolet Tahoe	408	12.0	Volvo XC40	162	15.3	Lexus NX	588	8.0
Ford Explorer	899	9.4	Toyota Sequoia	395	11.6	Audi Q3	159	15.0	Audi Q5	558	7.6
Kia Sorento	897	9.4	GMC Yukon	301	8.8	BMW X1	139	13.1	BMW X3	413	5.6
Toyota Highlander	760	7.9	Ford Expedition	298	8.7	Audi Q4 Sportback E-Tron	108	10.2	Land Rover Defender	328	4.4
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	847	18.5	Rivian R1S	412	23.8	Nissan Leaf	886	7.5	Toyota RAV4	4749	5.3
BMW X5	547	11.9	Lexus TX	306	17.7	Toyota Camry	834	7.1	Ford F-Series	4302	4.8
Mercedes GLE-Class	290	6.3	Cadillac Escalade	220	12.7	Honda Civic	759	6.4	Tesla Model Y	3997	4.4
Volvo XC90	248	5.4	BMW X7	176	10.2	Tesla Model 3	603	5.1	Subaru Crosstrek	2861	3.2
Tesla Model X	237	5.2	Land Rover Range Ro	145	8.4	Toyota Corolla	530	4.5	GMC Sierra	2502	2.8

REGIONAL MARKETS

Southern Colorado Region Had Largest Percentage Gain

The graphs and tables on these two pages show specific data on each of the state’s four regional markets. The figures represent new vehicles registered to retail customers residing in each of the regions, and includes both purchase and lease transactions.



REGIONAL MARKETS REVIEW									
	Industry Registrations			Battery Electric Vehicle Market Share (%)			Luxury Brand Market Share (%)		
	YTD '23 thru June	YTD '24 thru June	% change '24 vs. '23	YTD '23 thru June	YTD '24 thru June	change '24 vs. '23	YTD '23 thru June	YTD '24 thru June	change '24 vs. '23
Denver Metro	56,769	58,655	3.3%	12.8	18.5	5.7	22.8	22.1	-0.7
Northern Colorado	12,823	13,501	5.3%	7.5	12.1	4.6	12.8	12.2	-0.6
Southern Colorado	13,074	13,898	6.3%	7.6	12.0	4.4	15.8	16.0	0.2
Western Slope	10,313	10,372	0.6%	6.1	7.6	1.5	13.1	13.2	0.1

Top Regional Markets

Biggest Market

Denver Metro:
58,655 registrations

1
NUMBER ONE

Largest % Increase

Southern Colorado:
Up 6.3%

Highest BEV Share

Denver Metro:
18.5%

Data sourced from Experian Automotive.

COUNTY MARKETS

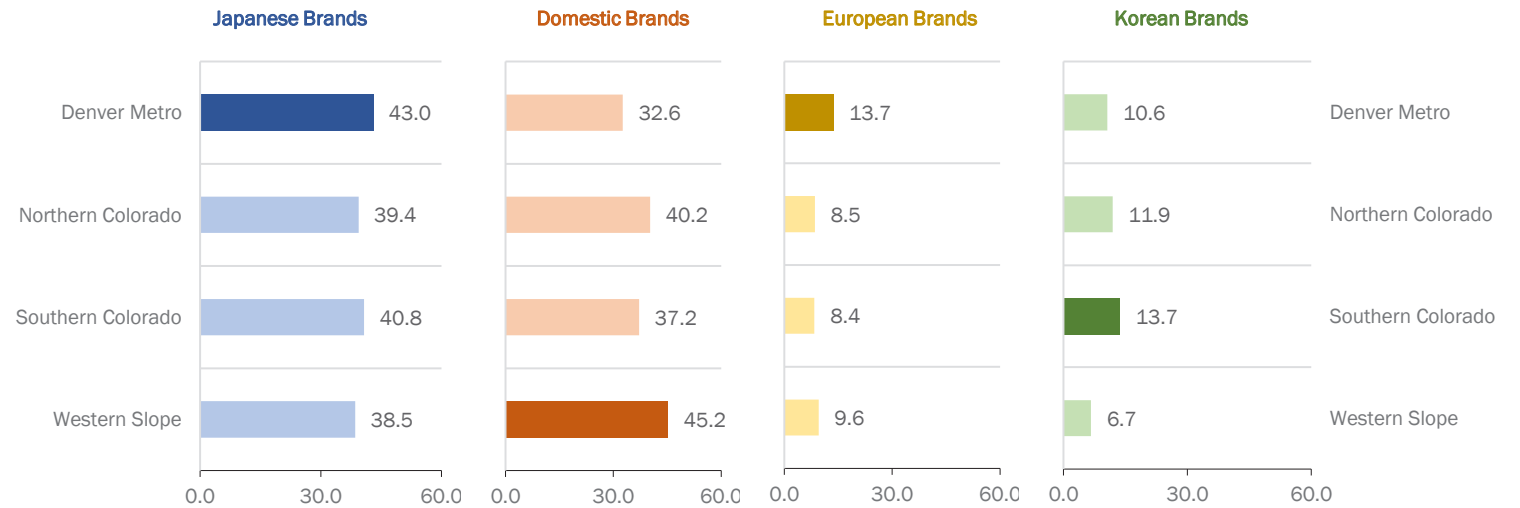
BEV Market Share Reached 18.5% in Denver Metro Region

Brand Market Share - YTD '24 thru June (for top 10 selling brands in Colorado market)

County	Toyota	Ford	Subaru	Chevrolet	Honda	Kia	Tesla	Hyundai	Nissan	Jeep
Denver Metro	15.1	8.8	9.5	5.4	5.8	5.5	6.3	4.9	4.5	3.8
Northern Colorado	15.3	13.6	9.1	6.8	5.4	7.0	3.4	5.2	4.9	3.9
Southern Colorado	15.1	11.3	8.7	6.7	7.3	6.1	5.2	7.2	3.5	4.0
Western Slope	19.1	17.6	10.3	9.4	3.9	3.8	2.4	2.6	2.5	4.1

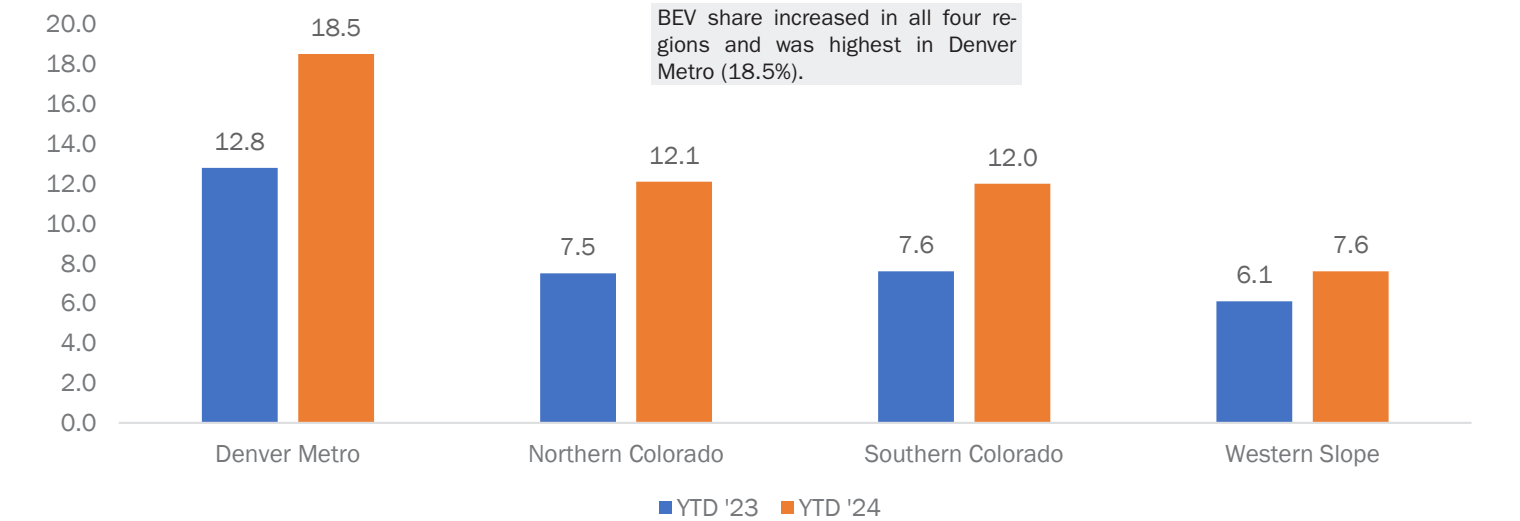
The table above shows brand market shares in each of the four regional markets. (Includes top ten selling brands in the area.) Highest market share for each brand is shaded grey. Data sourced from Experian Automotive.

Regional Market Shares for Japanese, Domestic, European, and Korean Brands - YTD '24 thru June



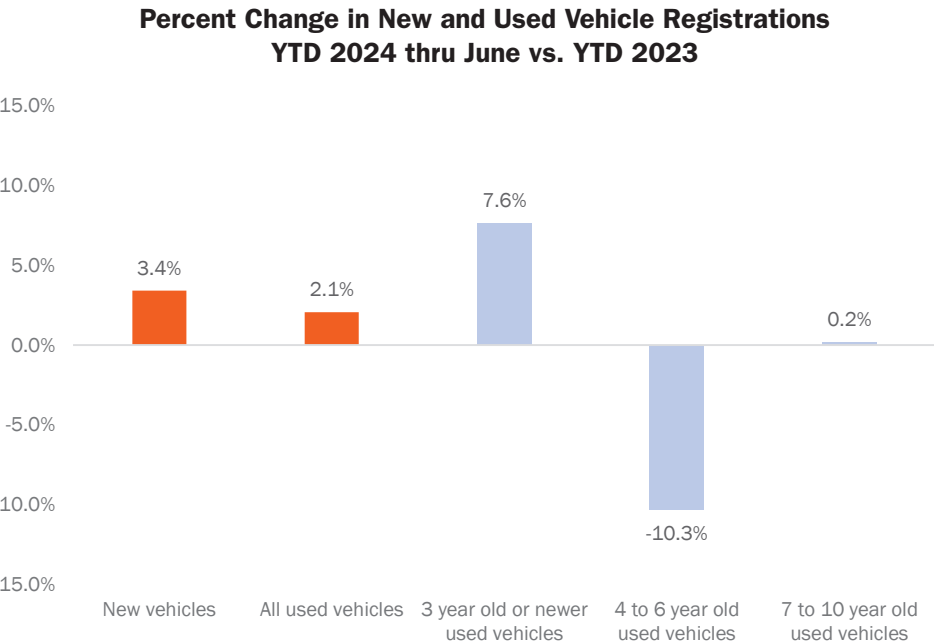
The graphs above show market shares by brand segments. Darker colors show the highest rated region for each segment. Data sourced from Experian Automotive.

BEV Market Share in Regions - YTD 2023 and 2024, thru June



COLORADO USED VEHICLE MARKET

Used Vehicle Market Moved Higher in First Half of '24



Data sourced from Experian Automotive.

THREE KEY TRENDS IN
USED VEHICLE MARKET

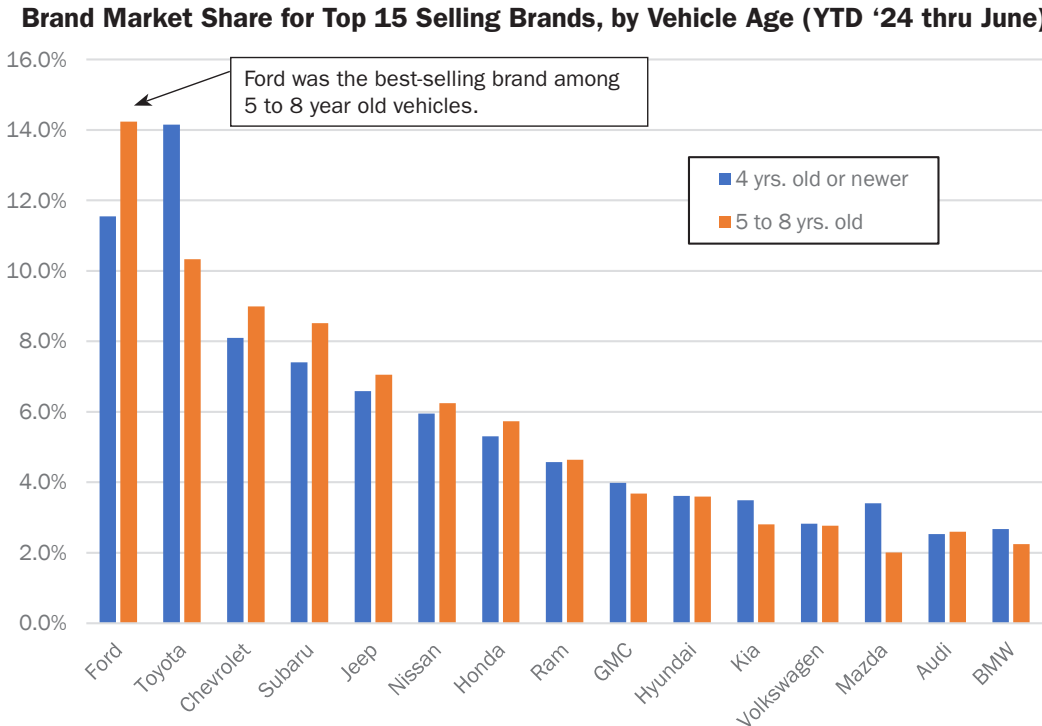


01. The Colorado used vehicle market increased 2.1% during the first six months of this year versus year earlier. The new vehicle market improved by 3.4% during the same period.
02. Results for the rest of this year should be similar to the first half, with a small increase possible.
03. As shown on the graph to the left, the three year old or newer market was up sharply so far this year, but the increase was primarily attributable to weak new vehicle sales in 2020. Three year old or newer vehicles this year consists of model years 2021 or newer. Last year, it included vehicles from the 2020 model year when new vehicle sales were held back by the pandemic.

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 during the first half of 2024 vs. year earlier for the top 15 selling brands. Data sourced from Experian Automotive.



% Change in Registrations
YTD '24 June vs. YTD '23
8 yr. old or newer vehicles

Brand	% change
Mazda	6.6%
Volkswagen	5.6%
Toyota	5.2%
Audi	4.8%
BMW	4.1%
Honda	2.0%
Hyundai	0.1%
Kia	-0.7%
Ram	-1.3%
GMC	-2.6%
Subaru	-3.0%
Nissan	-3.0%
Ford	-3.3%
Chevrolet	-6.4%
Jeep	-9.7%