



Colorado Automobile Dealers Association

Colorado Auto Outlook™

Coverage of the Colorado new and used vehicle markets

FORECAST

State New Vehicle Market Predicted to Increase by About 2% in 2025

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

State market has out-performed the Nation so far this year

Colorado new light vehicle registrations increased 4.4% during the first nine months of 2024 vs. year-earlier levels. National retail market was up 2.2%.

New vehicle registrations predicted to improve 3.8% for all of 2024; smaller increase likely in 2025

Registrations for all of this year are predicted to approach 217,000 units and improve by about 4% from 2023. Market is expected to increase by 2.1% next year (see graph below).

State battery electric vehicle market share increased from 2Q to 3Q '24

Higher incentives have given a boost to Colorado BEV sales. Electric vehicle market share increased from 16.1% in 2Q '24 to 21.9% in 3Q.

Franchised dealerships post big gains in BEV market

Franchised dealership BEV sales increased 161% during the first nine months of this year versus year earlier. Sales by direct

sellers were off 7.2%. A 542% increase in Nissan BEV registrations contributed to the improvement for franchised brands.

Hybrid and plug-in vehicle sales out-pace industry so far this year

Combined market share for hybrids and plug-in vehicles was 15.9% so far this year, up from 12.5% in 2023.

Nissan, Volkswagen, Lexus, Hyundai, Toyota, GMC, Honda, and Chevrolet have largest gains in 2024

New vehicle registrations for each of the eight brands were up by more than 5% in the first nine months of this year versus year earlier. Tesla registrations fell 2.3% (see page 4).

Tesla, Nissan, and Hyundai are top sellers in BEV market; Toyota and Honda are hybrid leaders.

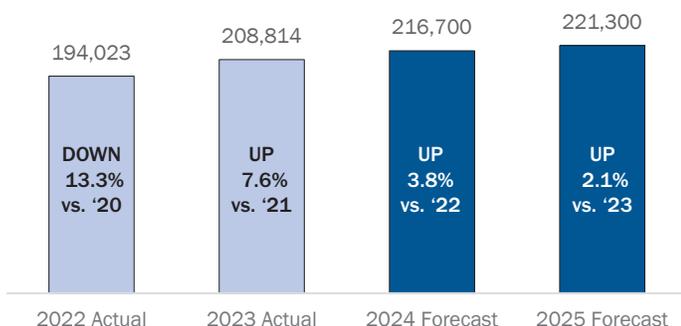
Tesla accounted for 30.2% of the state BEV market so far this year, down from 49.1% in 2023. Nissan and Hyundai were second and third highest, with a combined share of more 30.3%. Toyota and Honda accounted for 67% of the hybrid vehicle market (see page 7).



Colorado new vehicle market is stuck in neutral

- » As shown on the following page, U.S. equivalent SAAR levels in the state stood at 15.4 million units in 3Q '24.
- » Lower interest rates, falling inflation, increasing employment, and rising incentives are helping with consumer affordability.
- » As mentioned in the previous release, heightened anxiety due to the election and geopolitical unrest has impacted consumer confidence. This is keeping some new vehicle purchasers on the sidelines.
- » Longer term determinants are positive. Pent up demand from five years of below average sales is significant and affordability will continue to improve, but the sales recovery will likely be gradual. Small increase is predicted in 2025 (see graph).

Forecast for State New Retail Light Vehicle Registrations



Market Summary

	YTD '23 thru Sep.	YTD '24 thru Sep.	% Chg. '23 to '24	Mkt. Share YTD '24
TOTAL	154,392	161,162	4.4%	
Car	19,232	20,392	6.0%	12.7%
Light Truck	135,160	140,770	4.2%	87.3%
Domestic	59,011	58,362	-1.1%	36.2%
European	17,063	17,718	3.8%	11.0%
Japanese	60,857	67,131	10.3%	41.7%
Korean	17,461	17,951	2.8%	11.1%

The graph above shows annual new retail light vehicle registrations in 2022 and 2023, and Auto Outlook's projections for all of 2024 and 2025. 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.

KEY TRENDS IN COLORADO NEW VEHICLE MARKET



STATE MARKET VS. U.S.

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

**Colorado
UP 4.4%**

**U.S.
UP 2.2%**

New retail light vehicle registrations in the state increased 4.4% during the first nine months of this year vs. year earlier, above the 2.2% improvement in the Nation.

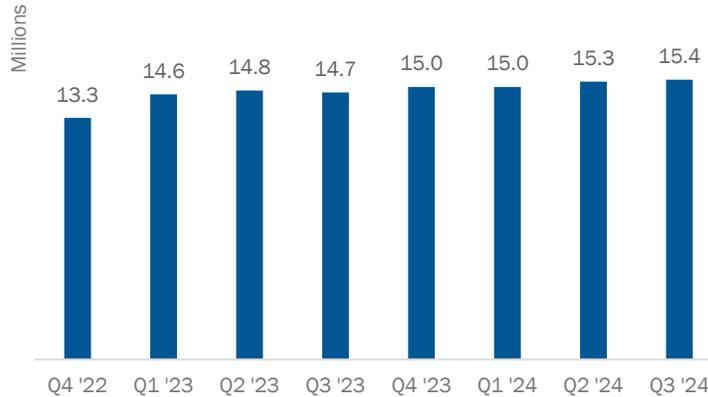
Data sourced from Experian Automotive.



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 have remained below 15.5 million units in each of the past 8 quarters.

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

**% Change in quarterly
registrations vs.
year earlier
(3Q '24 vs. 3Q '23)**

**UP
5.9%**

**% Change in
registrations vs.
previous quarter
(3Q '24 vs. 2Q '24)**

**UP
6.7%**

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Auto Outlook, Inc.
PO Box 390, Exton, PA 19341
Phone: 610-640-1233 EMail: jfoltz@autooutlook.com
Editor: Jeffrey A. Foltz

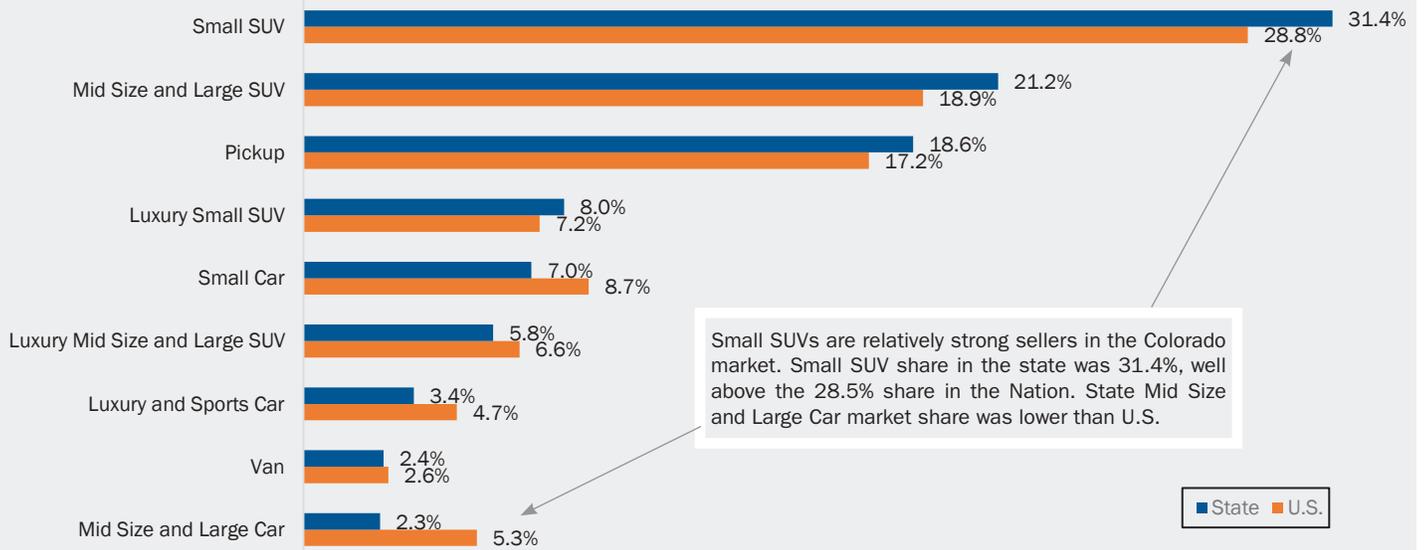
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KEY TRENDS IN COLORADO NEW VEHICLE MARKET



PRIMARY MARKET SEGMENTS - STATE AND U.S.

Segment Market Shares in Colorado and U.S. - YTD 2024 thru September



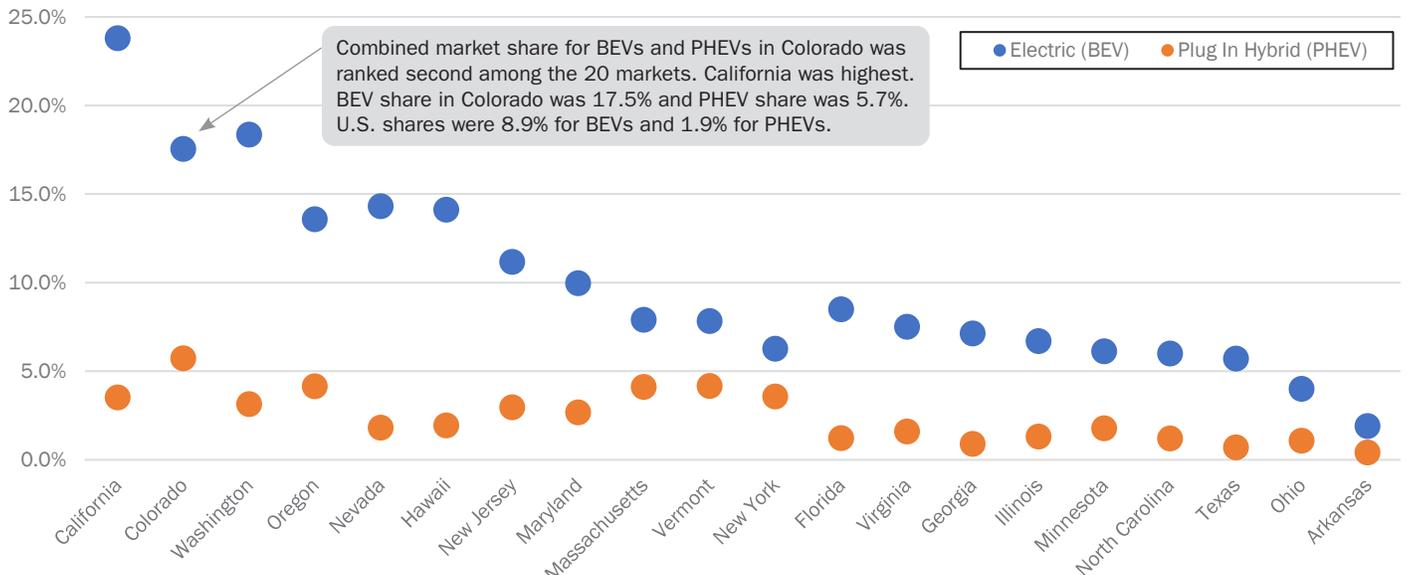
The graph above shows market shares for nine primary segments in both the Colorado and U.S. markets. State market share is represented by the blue bars. Orange shaded bars show U.S. Data sourced from Experian Automotive.



COMPARE

COMPARISON OF STATE MARKETS

BEV and PHEV Share in Selected State Markets - YTD 2024 thru September



Markets are shown from left (highest) to right (lowest) based on combined BEV and PHEV market share. Data sourced from Experian Automotive.

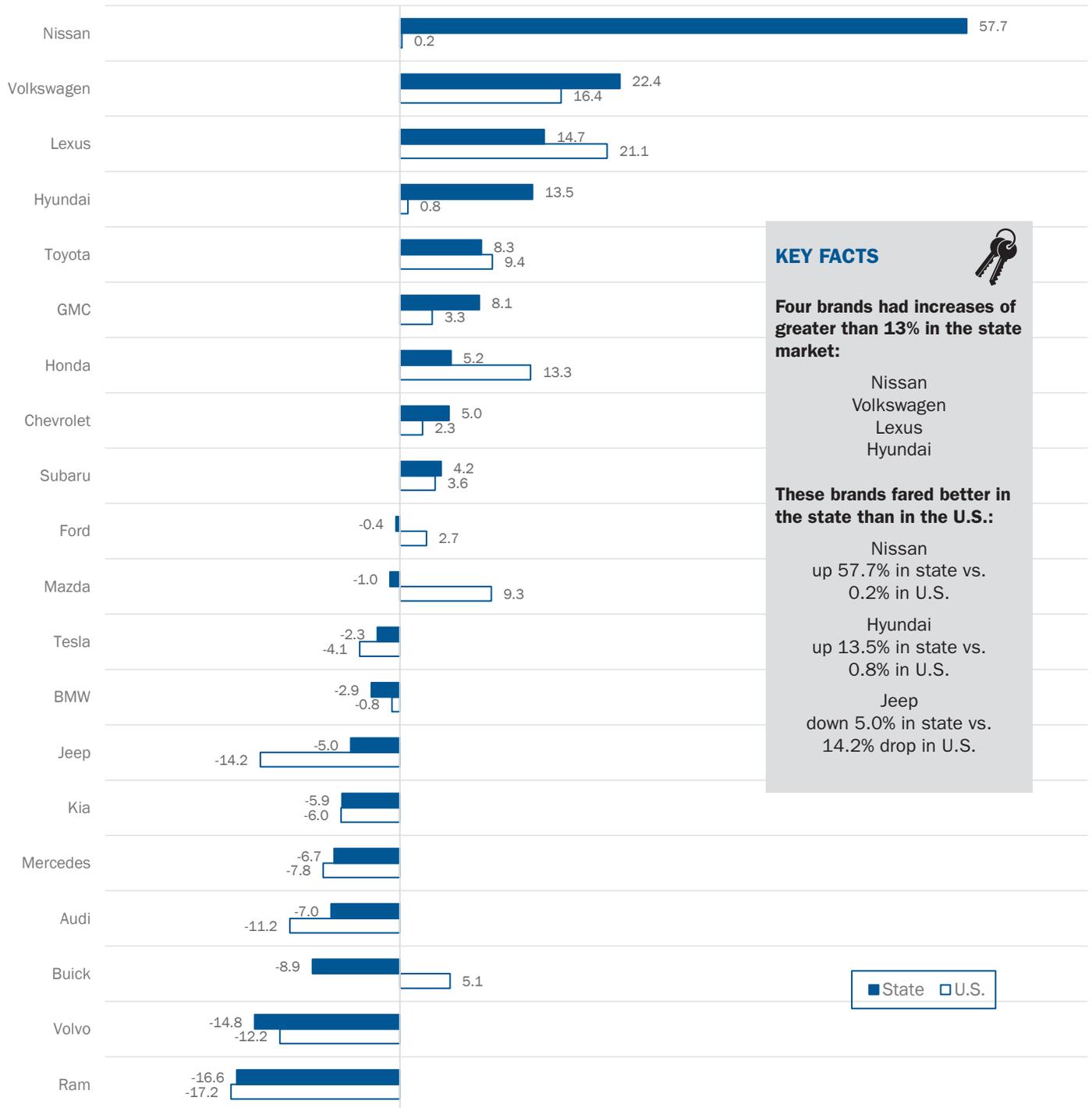
BRANDS AND MODELS



WINNERS AND LOSERS

The graph below shows the percent change in new retail light vehicle registrations during the first nine months of this year versus the same period a year earlier in both the state (solid blue bars) and U.S. (blue outlined bars). Brands are shown from top to bottom based on the change in state registrations. A 542% increase in Leaf and Ariya registrations led to the large gain for Nissan.

**Percent Change in Colorado and U.S. New Retail Light Vehicle Registrations (Top 20 Selling Brands in State)
YTD 2024 thru September vs. YTD 2023**



KEY FACTS 

Four brands had increases of greater than 13% in the state market:

- Nissan
- Volkswagen
- Lexus
- Hyundai

These brands fared better in the state than in the U.S.:

- Nissan up 57.7% in state vs. 0.2% in U.S.
- Hyundai up 13.5% in state vs. 0.8% in U.S.
- Jeep down 5.0% in state vs. 14.2% drop in U.S.

Data sourced from Experian Automotive.

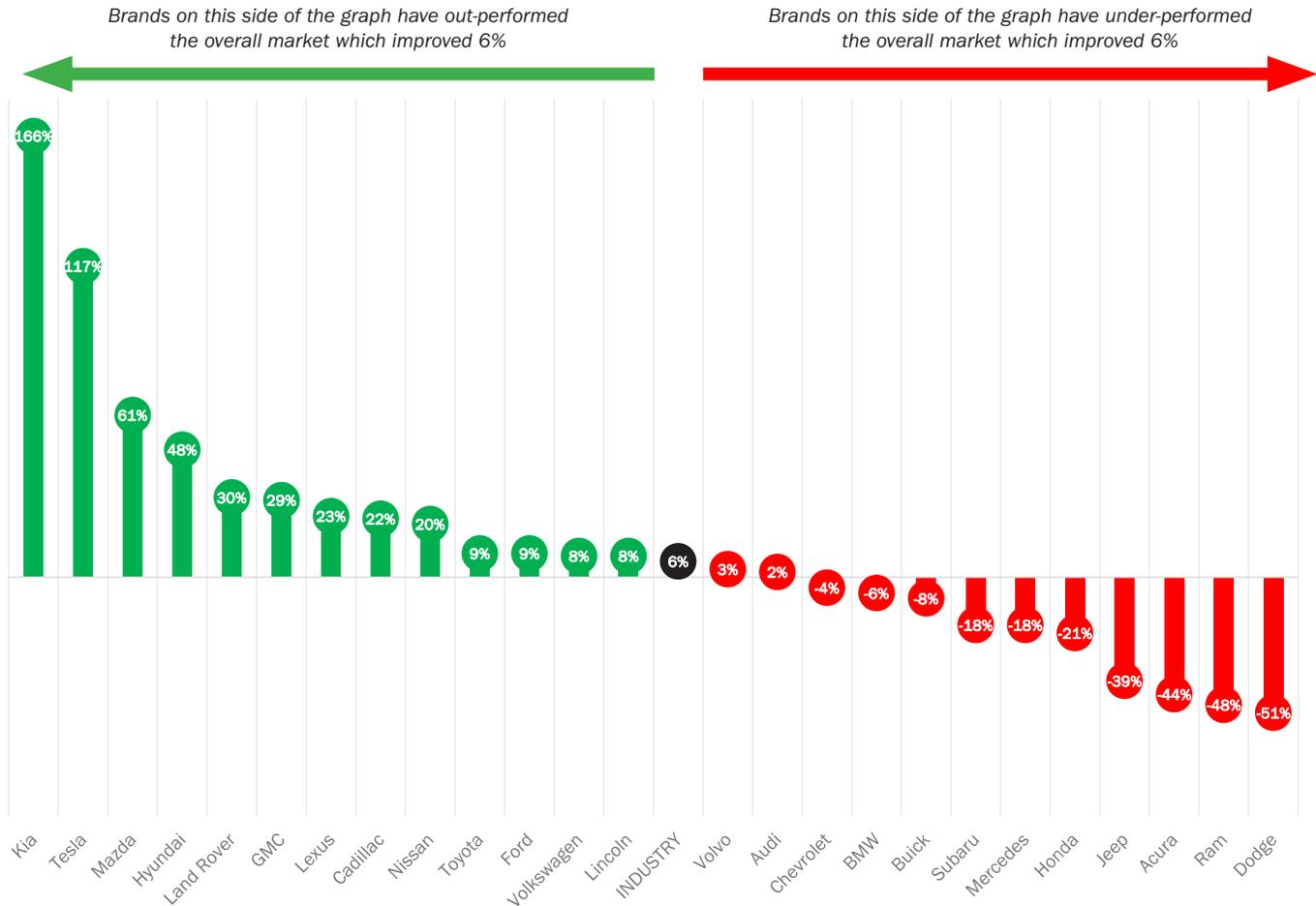
BRANDS AND MODELS



LONG TERM TRENDS

The graph below shows the percent change in new vehicle registrations during a five year period (ytd '24 thru September vs. the same period in 2019). This five year stretch was one of the most tumultuous periods the industry has ever faced. A global pandemic ensued in early 2020, followed by a sharp economic downturn, a contentious presidential election, a surge in new vehicle sales, microchip shortage and supply chain issues which slashed production, and finally, rising inflation and high interest rates that dented affordability and restricted sales. In addition, the industry entered the beginning stages of the powertrain transformation to BEVs and Tesla became a high-volume selling brand. The challenges were formidable, and as demonstrated below, some brands weathered the storm better than others. Data sourced from Experian Automotive.

Five Year Percent Change in State New Retail Light Vehicle Registrations for Top 25 Selling Brands - YTD '24 thru Sep. vs. YTD '19



TOP SELLING MODELS

Top 20 Selling Models during YTD '24 thru Sept. - Market Share and % Change in Registrations vs. YTD '23

Rank	Model	State Share %	% chg. '23 to '24	Rank	Model	State Share %	% chg. '23 to '24
1	Toyota RAV4	4.1	21.1	11	Toyota 4Runner	2.1	4.3
2	Ford F-Series	4.1	-1.4	12	Subaru Forester	2.0	8.5
3	Tesla Model Y	3.7	-9.4	13	Jeep Wrangler	1.7	21.5
4	Subaru Crosstrek	2.9	12.7	14	Toyota Tundra	1.6	20.2
5	GMC Sierra	2.4	5.2	15	Toyota Tacoma	1.6	-38.4
6	Subaru Outback	2.4	3.6	16	Hyundai Ioniq 5	1.5	229.9
7	Chevrolet Silverado	2.2	-8.7	17	Nissan Ariya	1.3	392.9
8	Honda CR-V	2.2	7.4	18	Kia Telluride	1.1	-19.9
9	Nissan Leaf	2.2	690.5	19	Ford Bronco Sport	1.1	-4.3
10	Ram Pickup	2.2	-16.3	20	Jeep Grand Cherokee	1.1	8.1

Table on the left presents the top 20 selling models in the state during the first nine 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

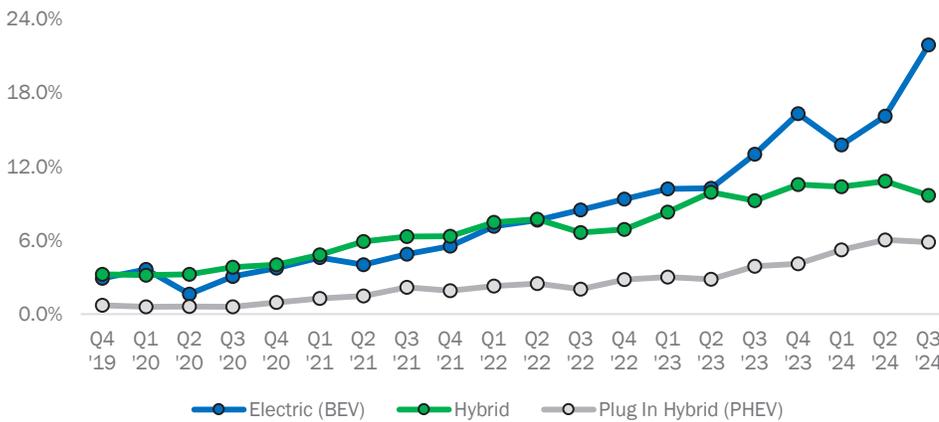
FIVE KEY TRENDS

- 1.** Boosted by incentives, BEV share increased from 16.1% in 2Q '24 to 21.9% in 3Q.
- 2.** BEV market share increased by 6.3 points during the first nine months of this year vs. year earlier.
- 3.** BEV sales by franchised dealers increased 161.4% so far this year vs. 7.2% drop for direct sellers.
- 4.** Hybrid share was 10.2% during the first nine months of 2024 vs. 9.2% a year earlier.
- 5.** Toyota and Honda combined accounted for more than 67% of hybrid vehicle registrations



BEV, PHEV, AND HYBRID MARKET SHARE

Percent Share of Industry Registrations by Powertrain Type



YTD thru September		
	YTD '23	YTD '24
Electric (BEV)	11.2%	17.5% ↑
Hybrid	9.2%	10.2% ↑
Plug In Hybrid (PHEV)	3.3%	5.7% ↑

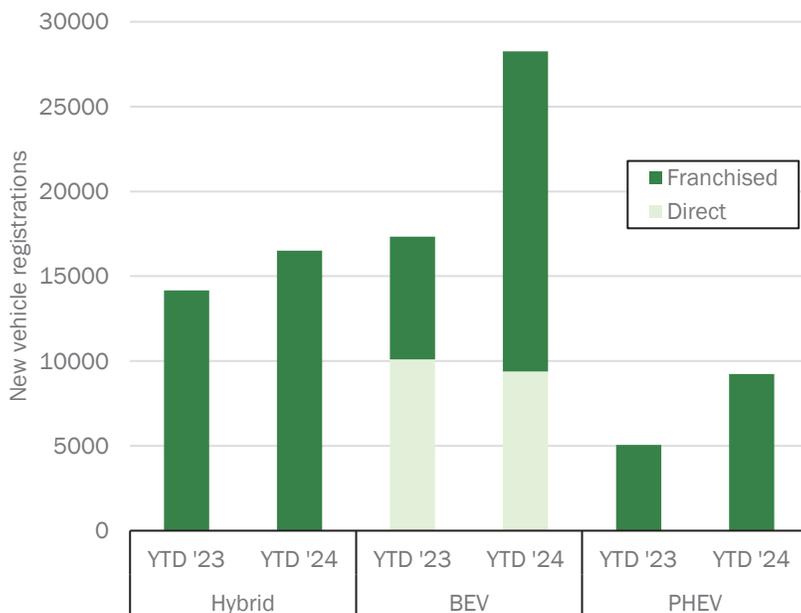
Quarterly		
	2Q '24	3Q '24
Electric (BEV)	16.1%	21.9% ↑
Hybrid	10.8%	9.6% ↓
Plug In Hybrid (PHEV)	6.0%	5.9% ↓

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



FRANCHISED DEALERSHIPS AND DIRECT SELLERS

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



BEV Registrations and Market Share		
	Franchised Dealerships	Direct Sellers
YTD '23 thru Sep. regs.	7,225	10,104
YTD '24 thru Sep. regs.	18,883	9,381
% change	161.4%	-7.2%
YTD '23 mkt. share %	41.7	58.3
YTD '24 mkt. share %	66.8	33.2
change	25.1	-25.1
2Q '24 regs.	5,604	3,040
3Q '24 regs.	9,502	3,480
% change	69.6%	14.5%
2Q '24 mkt. share %	64.8	35.2
3Q '24 mkt. share %	73.2	26.8
change	8.4	-8.4

The dark green areas in the graph show sales by powertrain type for franchised dealerships. Sum of the green areas is 44,629 registrations, 83% of the overall total.

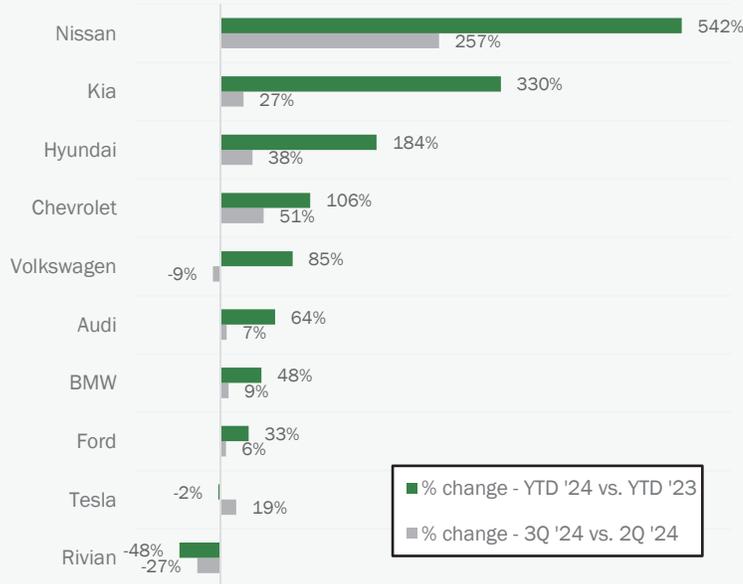
Data sourced from Experian Automotive. Hybrid registrations exclude mild hybrids.

ALTERNATIVE POWERTRAIN MARKET

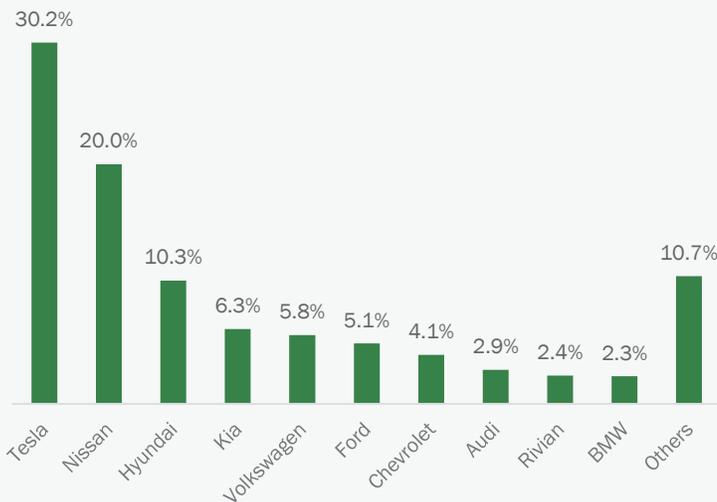


MAKES AND MODELS

**% Change in BEV Registrations for Top 10 Brands
YTD '24 thru Sept. vs. YTD '23 and 3Q '24 vs. 2Q '24**



**Brand Share of Colorado BEV Market (%)
YTD '24 thru September**



Observations

- » Nissan had the largest % increase in BEV registrations during the first nine months of this year versus year earlier (up 542%).
- » BEV registrations increased from 2Q '24 to 3Q '24 for seven of the top 10 selling brands.
- » Tesla share of the BEV market was 30.2% so far this year.

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

**Top Five Brands by type of Powertrain
Registrations for YTD '23 and '24 thru Sept.**

	Rank	Brand	YTD '23 Regs.	YTD '24 Regs.	% chg.	YTD '24 Share
BEV	1	Tesla	8,748	8,545	-2.3%	30.2%
	2	Nissan	882	5,666	542.4%	20.0%
	3	Hyundai	1,029	2,918	183.6%	10.3%
	4	Kia	412	1,770	329.6%	6.3%
	5	Volkswagen	881	1,628	84.8%	5.8%
PHEV	1	Jeep	1,837	2,900	57.9%	31.4%
	2	Toyota	1,091	1,850	69.6%	20.0%
	3	Mazda	103	1,059	928.2%	11.5%
	4	Volvo	415	687	65.5%	7.4%
	5	Kia	268	549	104.9%	5.9%
HYBRID	1	Toyota	6,237	9,006	44.4%	54.5%
	2	Honda	2,243	2,104	-6.2%	12.7%
	3	Ford	1,404	1,553	10.6%	9.4%
	4	Lexus	1,304	1,395	7.0%	8.4%
	5	Hyundai	1,221	1,302	6.6%	7.9%

**Market Share for Top 15 Selling
BEVs, PHEVs, and Hybrids - YTD '24 thru Sept.**

Rank	Model	Type	YTD '24 Share
1	Tesla Model Y	BEV	11.0%
2	Nissan Leaf	BEV	6.5%
3	Toyota RAV4	Hybrid	6.4%
4	Hyundai Ioniq 5	BEV	4.5%
5	Nissan Ariya	BEV	4.0%
6	Jeep Wrangler	PHEV	3.5%
7	Honda CR-V	Hybrid	3.3%
8	Volkswagen ID.4	BEV	3.0%
9	Tesla Model 3	BEV	2.9%
10	Toyota RAV4	PHEV	2.9%
11	Jeep Grand Cherokee	PHEV	1.9%
12	Mazda CX-90	PHEV	1.6%
13	Ford F-Series	Hybrid	1.6%
14	Kia EV6	BEV	1.5%
15	Kia EV9	BEV	1.5%

Brand Registrations Report												
Colorado New Retail Car and Light Truck Registrations												
	Third Quarter						Year to date thru September					
	Registrations			Market Share (%)			Registrations			Market Share (%)		
	3Q '23	3Q '24	% change	3Q '23	3Q '24	Change	YTD '23	YTD '24	% change	YTD '23	YTD '24	Change
TOTAL	56,027	59,308	5.9				154,392	161,162	4.4			
Cars	7,136	8,561	20.0	12.7	14.4	1.7	19,232	20,392	6.0	12.5	12.7	0.2
Light Trucks	48,891	50,747	3.8	87.3	85.6	-1.7	135,160	140,770	4.2	87.5	87.3	-0.2
Domestic Brands	21,139	20,916	-1.1	37.7	35.3	-2.4	59,011	58,362	-1.1	38.2	36.2	-2.0
European Brands	6,171	6,210	0.6	11.0	10.5	-0.5	17,063	17,718	3.8	11.1	11.0	-0.1
Japanese Brands	22,159	25,256	14.0	39.6	42.6	3.0	60,857	67,131	10.3	39.4	41.7	2.3
Korean Brands	6,558	6,926	5.6	11.7	11.7	0.0	17,461	17,951	2.8	11.3	11.1	-0.2
Acura	344	264	-23.3	0.6	0.4	-0.2	963	739	-23.3	0.6	0.5	-0.1
Alfa Romeo	24	22	-8.3	0.0	0.0	0.0	76	88	15.8	0.0	0.1	0.1
Audi	1,139	985	-13.5	2.0	1.7	-0.3	3,020	2,810	-7.0	2.0	1.7	-0.3
BMW	1,109	1,074	-3.2	2.0	1.8	-0.2	3,363	3,267	-2.9	2.2	2.0	-0.2
Buick	439	435	-0.9	0.8	0.7	-0.1	1,252	1,140	-8.9	0.8	0.7	-0.1
Cadillac	313	341	8.9	0.6	0.6	0.0	877	995	13.5	0.6	0.6	0.0
Chevrolet	3,601	3,733	3.7	6.4	6.3	-0.1	9,898	10,389	5.0	6.4	6.4	0.0
Chrysler	143	103	-28.0	0.3	0.2	-0.1	363	310	-14.6	0.2	0.2	0.0
Dodge	262	285	8.8	0.5	0.5	0.0	761	912	19.8	0.5	0.6	0.1
Ford	5,879	6,192	5.3	10.5	10.4	-0.1	17,753	17,679	-0.4	11.5	11.0	-0.5
Genesis	223	244	9.4	0.4	0.4	0.0	551	603	9.4	0.4	0.4	0.0
GMC	1,972	2,346	19.0	3.5	4.0	0.5	5,839	6,310	8.1	3.8	3.9	0.1
Honda	3,113	3,231	3.8	5.6	5.4	-0.2	8,522	8,962	5.2	5.5	5.6	0.1
Hyundai	2,571	3,384	31.6	4.6	5.7	1.1	7,398	8,398	13.5	4.8	5.2	0.4
Infiniti	156	180	15.4	0.3	0.3	0.0	536	469	-12.5	0.3	0.3	0.0
Jaguar	25	20	-20.0	0.0	0.0	0.0	83	72	-13.3	0.1	0.0	-0.1
Jeep	2,470	2,344	-5.1	4.4	4.0	-0.4	6,667	6,333	-5.0	4.3	3.9	-0.4
Kia	3,764	3,298	-12.4	6.7	5.6	-1.1	9,512	8,948	-5.9	6.2	5.6	-0.6
Land Rover	336	407	21.1	0.6	0.7	0.1	878	1,135	29.3	0.6	0.7	0.1
Lexus	1,043	1,130	8.3	1.9	1.9	0.0	3,003	3,443	14.7	1.9	2.1	0.2
Lincoln	214	307	43.5	0.4	0.5	0.1	704	918	30.4	0.5	0.6	0.1
Maserati	26	9	-65.4	0.0	0.0	0.0	69	50	-27.5	0.0	0.0	0.0
Mazda	1,714	1,877	9.5	3.1	3.2	0.1	5,225	5,174	-1.0	3.4	3.2	-0.2
Mercedes	933	901	-3.4	1.7	1.5	-0.2	2,635	2,458	-6.7	1.7	1.5	-0.2
MINI	152	110	-27.6	0.3	0.2	-0.1	429	454	5.8	0.3	0.3	0.0
Mitsubishi	175	115	-34.3	0.3	0.2	-0.1	492	352	-28.5	0.3	0.2	-0.1
Nissan	2,073	5,223	152.0	3.7	8.8	5.1	5,987	9,444	57.7	3.9	5.9	2.0
Polestar	26	52	100.0	0.0	0.1	0.1	84	134	59.5	0.1	0.1	0.0
Porsche	272	263	-3.3	0.5	0.4	-0.1	810	674	-16.8	0.5	0.4	-0.1
Ram	1,716	1,350	-21.3	3.1	2.3	-0.8	4,793	3,997	-16.6	3.1	2.5	-0.6
Rivian	486	125	-74.3	0.9	0.2	-0.7	1,289	669	-48.1	0.8	0.4	-0.4
Subaru	5,449	5,412	-0.7	9.7	9.1	-0.6	14,292	14,896	4.2	9.3	9.2	-0.1
Tesla	3,610	3,325	-7.9	6.4	5.6	-0.8	8,748	8,545	-2.3	5.7	5.3	-0.4
Toyota	8,092	7,824	-3.3	14.4	13.2	-1.2	21,837	23,652	8.3	14.1	14.7	0.6
Volkswagen	1,528	1,749	14.5	2.7	2.9	0.2	3,986	4,880	22.4	2.6	3.0	0.4
Volvo	571	479	-16.1	1.0	0.8	-0.2	1,535	1,308	-14.8	1.0	0.8	-0.2
Other	64	169	164.1	0.1	0.3	0.2	162	555	242.6	0.1	0.3	0.2

Data sourced from Experian Automotive.

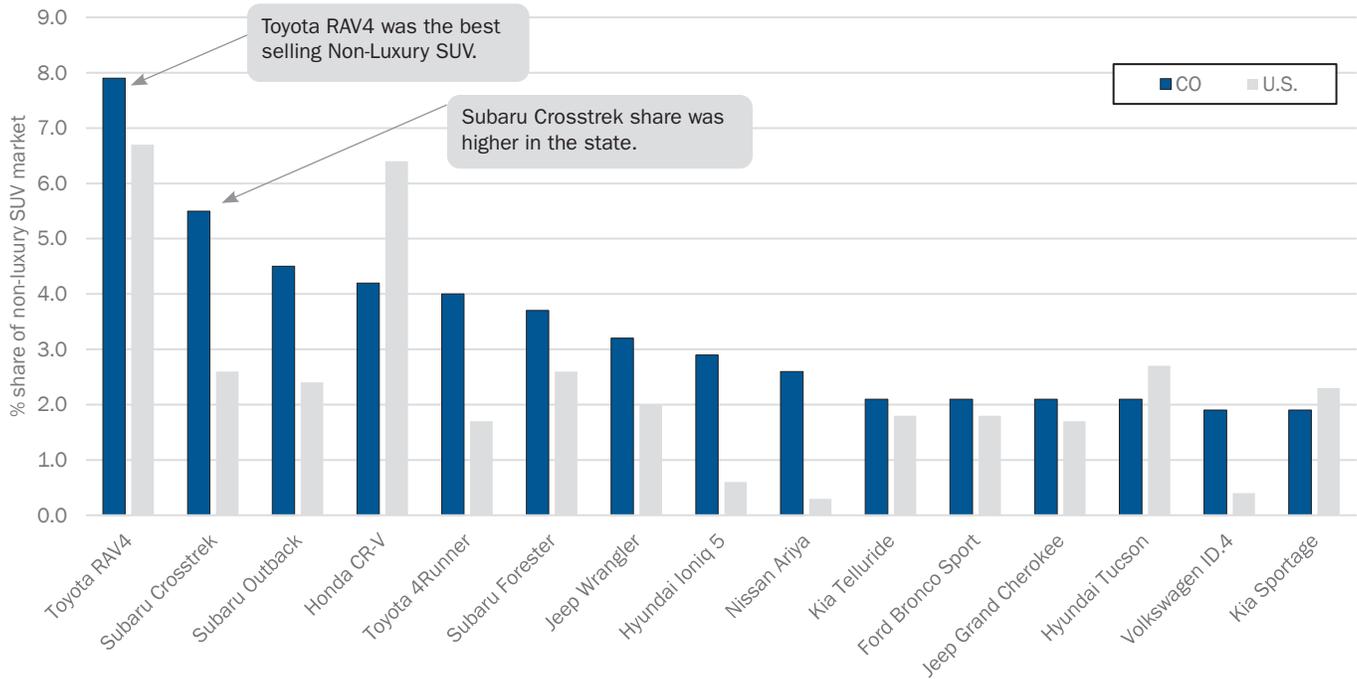
The table shows new retail light vehicle (car and light truck) registrations in the Colorado market. Figures are shown for the Third Quarters of '23 and '24, and year to date totals. The top ten ranked brands in each change category are shaded yellow.

SUV MARKET SHARES

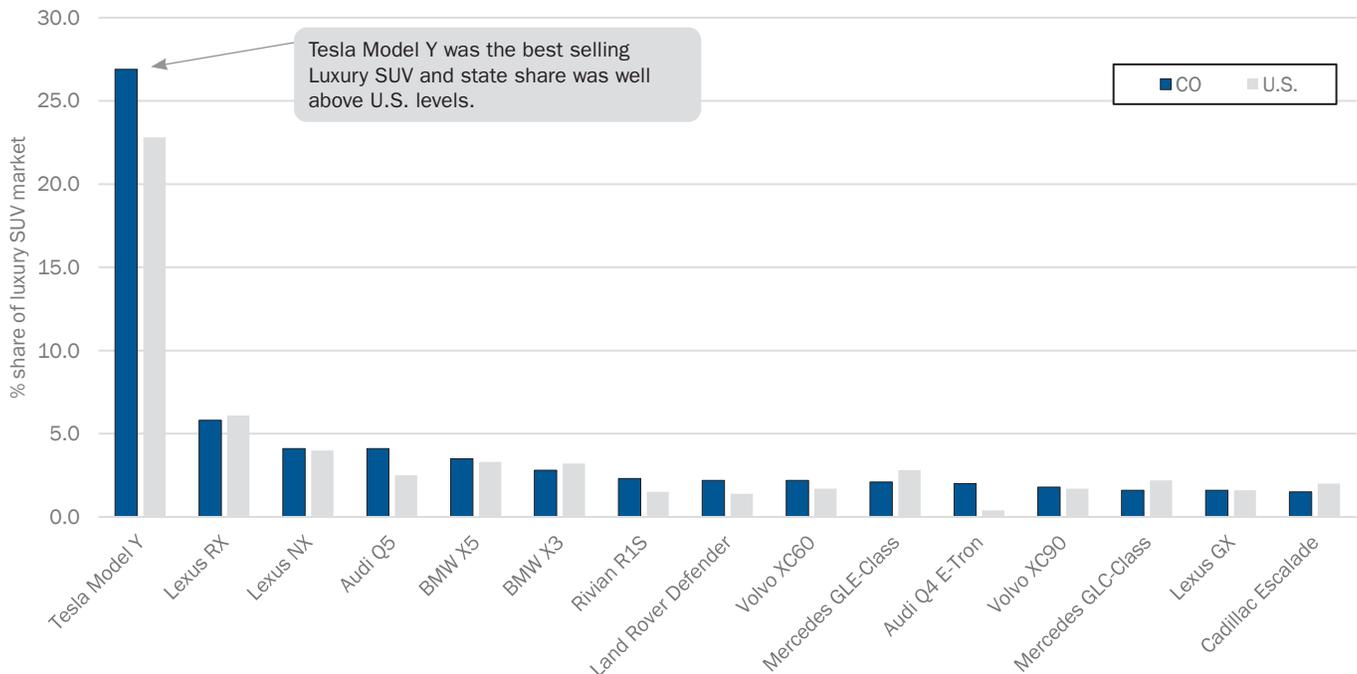
RAV4 is On Top for Non-Luxury SUVs; Model Y Has Big Lead in Luxury Segment

The two graphs below show market share in the Colorado and National Non-Luxury and Luxury SUV markets during and the first nine months of this year. Includes the top 15 selling models in the state market. (Note: following significant price reductions, some industry sources now classify the Tesla Model Y as a non-luxury SUV. However, it's likely that average Model Y transaction prices still exceed \$50,000, which is closer to luxury SUVs, such as the BMW X3 and Audi Q5, than it is to non-luxury models, such as the RAV4 and CR-V.)

Market Share for Top 15 Selling Non-Luxury SUVs - State and U.S. Market, YTD 2024 thru September



Market Share for Top 15 Selling Luxury SUVs - State and U.S. Market, YTD 2024 thru September



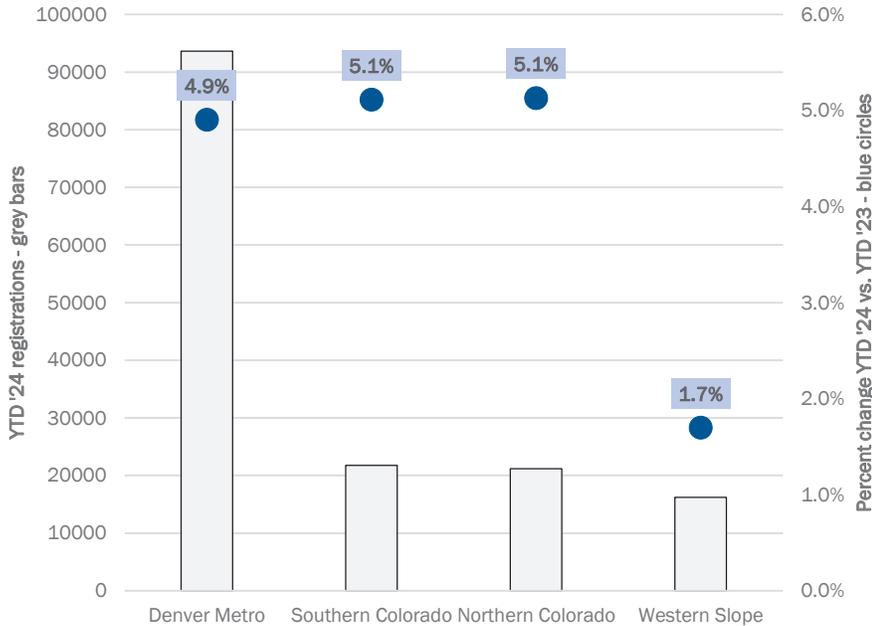
Data sourced from Experian Automotive.

REGIONAL MARKETS

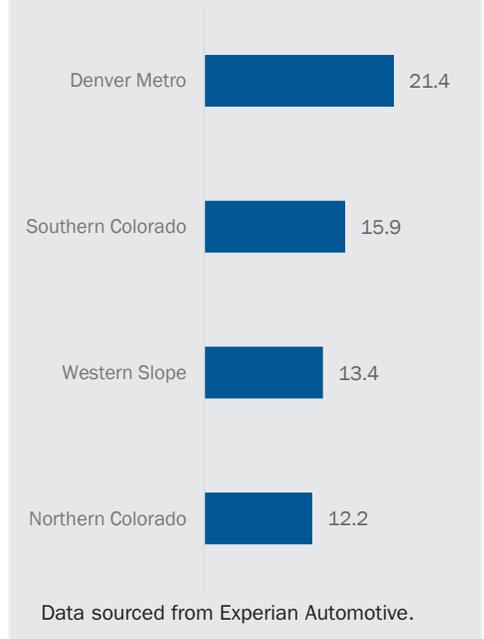
All Four Regional Markets Increased So Far This Year

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 New Retail Light Vehicle Registrations
YTD '24 thru September and Percent Change vs. YTD '23



Luxury Brand Market Share
YTD '24 thru September



The graph above shows new vehicle registrations during the first nine months of this year (grey bars and left axis) and percent change vs. the same period last year (blue circles with labels and right axis). Data sourced from Experian Automotive.

REGIONAL MARKETS REVIEW									
	Industry Registrations			Battery Electric Vehicle Market Share (%)			Luxury Brand Market Share (%)		
	YTD '23 thru Sept.	YTD '24 thru Sept.	% change '24 vs. '23	YTD '23 thru Sept.	YTD '24 thru Sept.	change '24 vs. '23	YTD '23 thru Sept.	YTD '24 thru Sept.	change '24 vs. '23
Denver Metro	89,234	93,606	4.9%	14.0	21.6	7.6	23.1	21.4	-1.7
Northern Colorado	20,127	21,159	5.1%	8.3	14.7	6.4	13.0	12.2	-0.8
Southern Colorado	20,704	21,762	5.1%	8.5	14.1	5.6	16.0	15.9	-0.1
Western Slope	15,934	16,204	1.7%	6.7	8.1	1.4	13.4	13.4	0.0

Top Regional Markets

Biggest Market

Denver Metro:
93,606 registrations



Largest % Increase

Northern & Southern Colorado:
Both up 5.1%



Highest BEV Share

Denver Metro:
21.6%



Data sourced from Experian Automotive.

COUNTY MARKETS

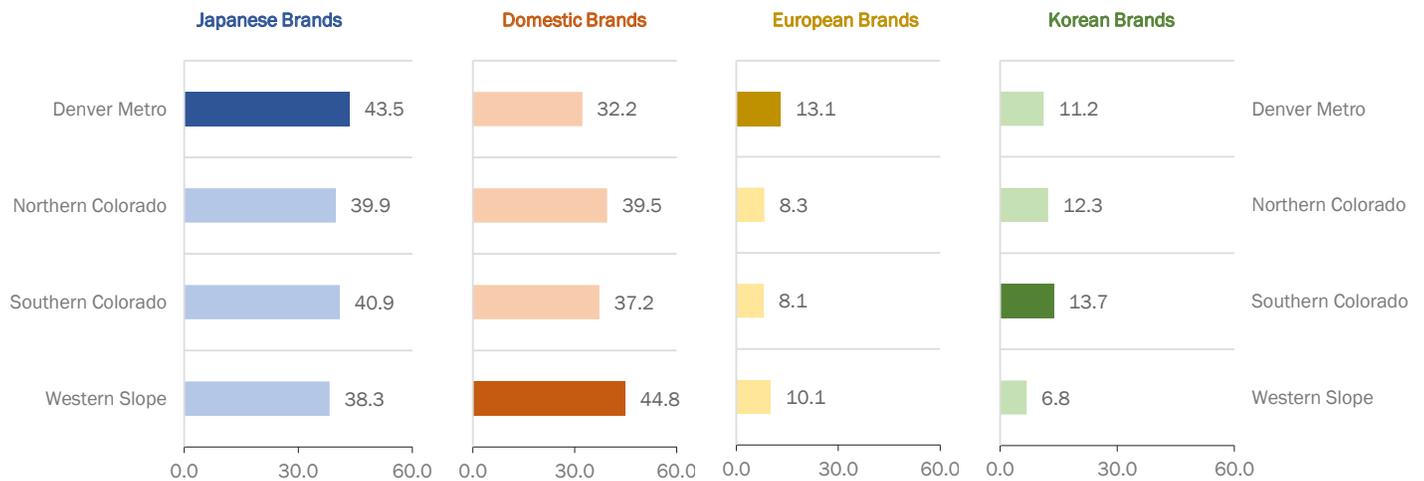
BEV Market Share Reached 21.6% in Denver Metro Region

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

County	Toyota	Ford	Subaru	Chevrolet	Nissan	Honda	Kia	Tesla	Hyundai	Jeep
Denver Metro	14.2	8.6	9.3	5.2	6.8	5.7	5.5	6.4	5.4	3.7
Northern Colorado	14.3	12.9	9.1	6.7	6.5	5.6	6.8	3.5	5.3	3.9
Southern Colorado	14.4	11.4	8.6	6.7	4.7	7.1	6.1	5.5	7.1	4.2
Western Slope	18.6	17.1	10.4	9.4	2.9	3.8	4.2	2.5	2.5	4.3

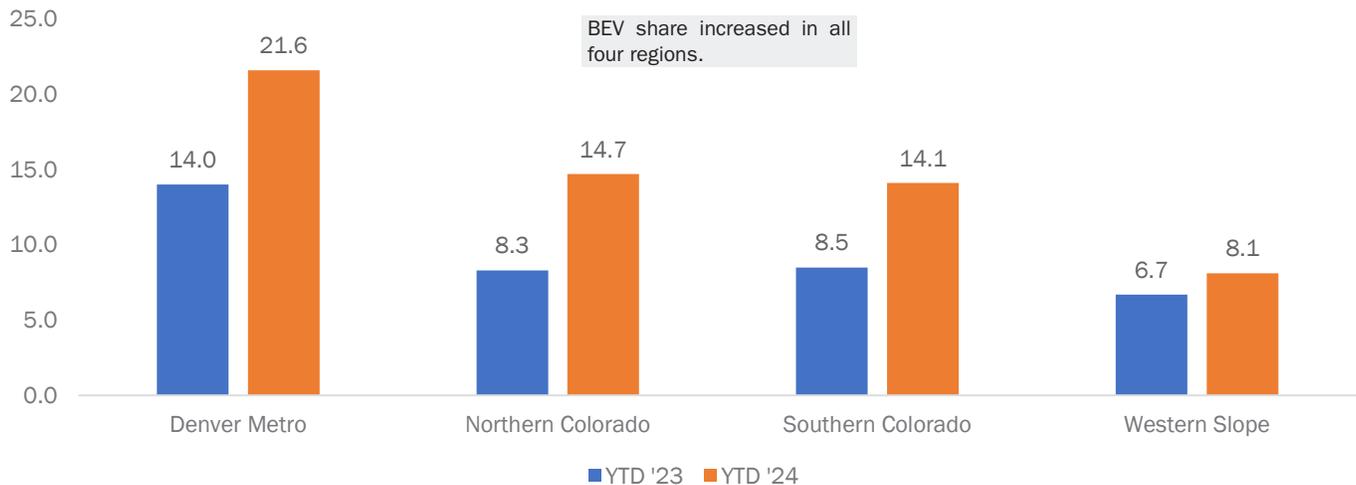
The table above shows brand market shares in each of the four regional markets. (Includes top ten selling brands in the area.) Highest market share for each brand is shaded grey. Data sourced from Experian Automotive.

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



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

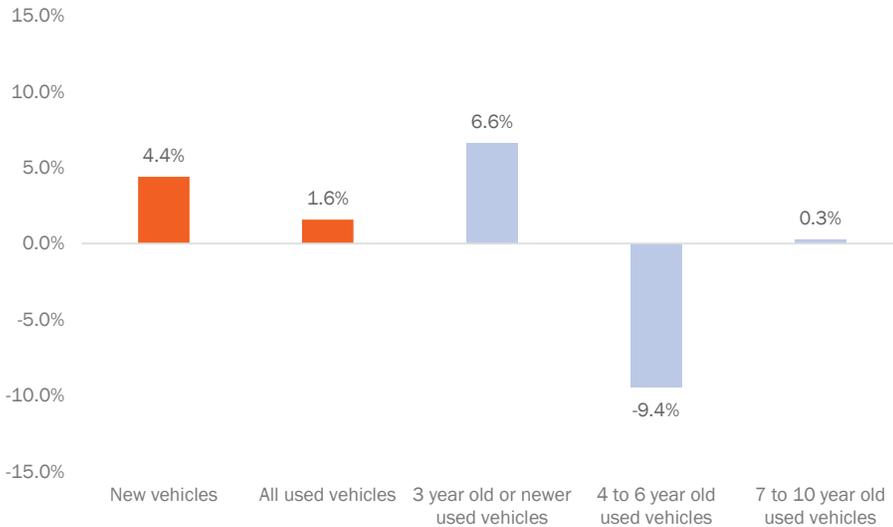
BEV Market Share in Regions - YTD 2023 and 2024, thru September



COLORADO USED VEHICLE MARKET

Used Vehicle Market Up By Less Than 2% During First Nine Months of '24

Percent Change in New and Used Vehicle Registrations
YTD 2024 thru September vs. YTD 2023



THREE KEY TRENDS IN USED VEHICLE MARKET



01.

The Colorado used vehicle market increased 1.6% during the first nine months of this year versus year earlier. The new vehicle market improved by 4.4% during the same period.

02.

As shown on the graph to the left, the three year old or newer market had the largest percentage gain so far this year. Registrations of 4 to 6 year old vehicles fell 9.4%. Weak new vehicle sales in 2022 and falling lease penetration will result in tighter supplies of three year old vehicles in 2025.

03.

Ford F-Series and Ram Pickup were best sellers in the Colorado used vehicle market (see graphs below).

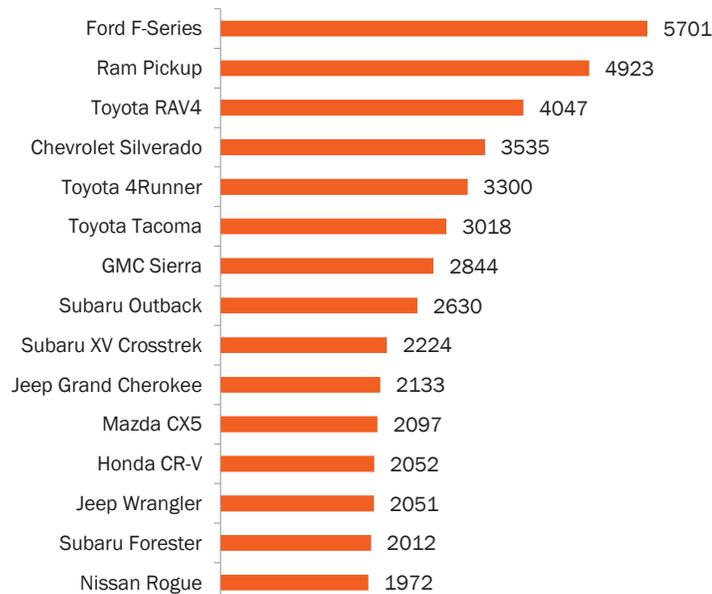
Data sourced from Experian Automotive.

TOP SELLING MODELS IN USED VEHICLE MARKET

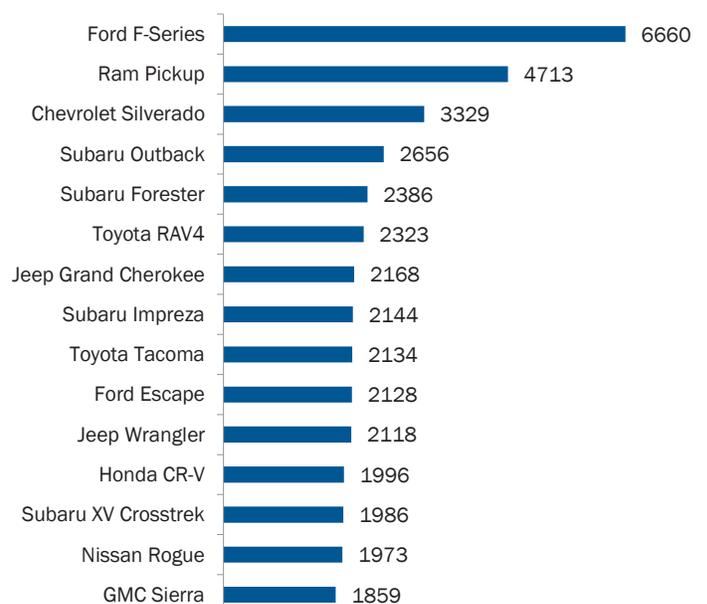
F-Series and Ram Pickup Stay on Top of Used Vehicle Market

The two graphs below show the top 15 selling models in Colorado for two age classifications: vehicles four years old or newer, and 5 to 8 year old vehicles. Ford F-Series and Ram Pickup ranked first and second in each category.

Top 15 Selling Models for Vehicles 4 years Old or Newer
YTD 2024 Registrations thru September



Top 15 Selling Models for 5 to 8 Year Old Vehicles
YTD 2024 Registrations thru September



Data sourced from Experian Automotive.