COLORADO AUTOMOBILE DEALERS ASSOCIATION

BULLETIN

COLORADO AUTOMOBILE DEALERS ASSOCIATION

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COLORADO AUTOMOBILE DEALERS ASSOCIATION

2026 EVENTS CALENDAR

January - May	**Colorado Legislative Session**
April 4	**NADA Show Brownstein , CADA, Vitu Event** ✓
February 11	**Q1 Board Meeting** ✓
April 10-12	**Colorado Auto Show** ✓
June 9	**Q2 Board Meeting**
June - August	**Regional Meetings**
TBD	**Special Legislative Session**
September 14-16	**Project DC & Q3 Board Meeting**
September 28	**Golf Event – Clear the Air Foundation**
November 12	**Colorado Automotive Hall of Fame**
December 9	**Holiday Luncheon & Q4 Board Meeting**

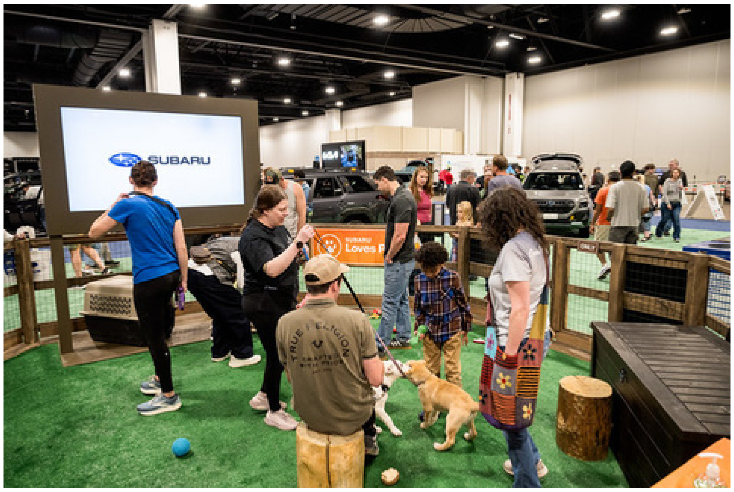
Questions on events and sponsorships? Please reach out to Tiffany Coolidge at tiffany.coolidge@colorado.auto.

Aaron Mills
Chairman of the Board

2026 Colorado Auto Show Wrap

On behalf of the CADA Board of Directors, we would like to thank all of you who made this show possible. We will talk numbers in a moment, but the nationwide trend is that more auto shows are ending up dealer-supported, either individual rooftops or through LMAs. While that is a trend that shows are trying to reverse, Colorado takes great pride in knowing that its dealers will answer the call.

2026 was no different. We were able to display representations from 26 manufacturers this year. This was 6 additional over last year's total. Additionally, we were able to condense the same number of vehicles, exhibitors, and sponsors from last year into a space that was approximately 70% of 2025. This was largely due to the migration of the EV Indoor Test Track to outside. The impact of that movement gave us two benefits: 1) a show that felt more compact and engaged, proving less of a burden for less mobile visitors; and 2) a significant reduction in space, energy, carpet, and labor costs.



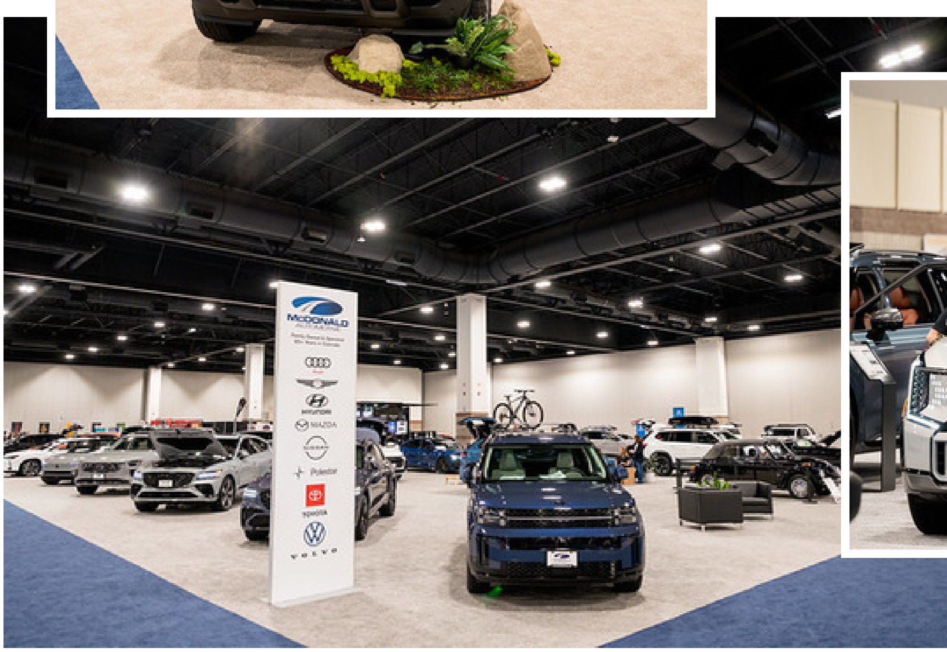
Our raw numbers also show a significant turnaround from 2025. Typically, when a show condenses from 4 days to 3 days, attendance goes down or stays flat. Instead, Colorado showed a 20% increase in attendance, averaging over 6,000 visitors per day. Survey data reflecting intent to buy, income level, zip codes, etc. should be available shortly and will be provided to the OEMs, LMAs, and dealerships who held floor space. But this demand will help move Colorado back towards the front of the class on Tier 2 shows – those that are not New York or Los Angeles.

Continued on Page 5

When it comes to consumer sentiment, our numbers also rose dramatically from 2025. Our target demographic holds steady with 40% of visitors being males between 40-55 years old. 62% of those have a household income over $100k. However, those with the intention to purchase are up to 43%, from the mid-30s last year. 29% say that their purchase decision is impacted by their experience at the show. They also list brands that they remove from consideration because of their absence at the show. This year, for the first time, that list includes Rivian.

Finally, our non-profit partnerships proved to be a catalyst again this year. The return presence of the Automezzi and inclusion of the Ferrari Club, as well as the premieres of the Morgan Adams Foundation, the Denver Racing League, Scouting Colorado (Boy Scouts), and Humane Colorado (the Humane Society) appear to be growing into year-long relationships for CADA outside of the Auto Show.

The included photos give you an idea of what the CADA team, and Steve Freeman Events, are producing. Subaru and Stellantis even sent corporate teams to Denver to witness our show for themselves. I would heavily encourage you to become involved for 2027, if you have not already.



FTC Creates Many Questions around Colorado Advertising

Unfortunately, there has been no way to avoid the slurry of information and media generated around the Federal Trade Commission's warnings issued to dealers around the country, indicating that this Administration was getting serious about rooting out what they considered unfair and deceptive trade practices in the market. If you are unfamiliar with this storyline, I'd encourage you to join **CADA's free webinar on Monday, May 4th at 9:00 AM** to catch up on what has happened and how we advise compliance going forward.

This article is for the purpose of insight from a long-time governmental employee (me). Largely, this is because I think a couple of messages have slipped through the cracks. I'm going to bullet point them now to provide context to what your national association, multiple compliance vendors, and government regulators have been trying to express:

1. There is no new law or regulation. As dealers have called in with questions, many refer to the new regulations. It's an easy interpretation under the intensity of the new spotlight, but the bottom line is that there is no requirement today that you didn't have to comply with at this time last year. With that said, I do see advertisements in the Colorado market that are not compliant with existing regulation. Thus, doing the same things you've always done may inadvertently put you in the FTC's crosshairs.
2. They would have been stomped out by our state enforcement mechanisms. Still, technical violations exist, and if the federal government intends to step up its enforcement, it's a reasonable assumption that Colorado may also step up its.
3. Some of you find yourselves between a rock and a hard place on advertising because your manufacturer or out-of-state ad agency uses best practices around several states. As a highly regulated market, these frequently fly below the Colorado standard – especially as it pertains to D&H disclosure. The fact that you may not control – or only partially control – your advertising will not be a safe harbor for regulatory compliance.
4. The FTC said on the webinar this month that they are encouraging dealers to report other dealers' pernicious behavior. This should be an indication that the FTC plans to create more high-profile, high-dollar enforcements to drive the message home to the industry (and the public) that they are going to protect the consumer market.
5. This should be good news for dealers! For years you've been at a competitive disadvantage against members of your 20 groups that operate in states with 'lesser' regulations. This sweep of enforcements is going to level the playing field. The FTC taking this enforcement seriously also reduces the call for the next administration to reintroduce the CARS rule that was such an overbroad national solution to a problem that was really regional and non-pervasive.

As a reminder, everything the FTC enforces is federal law. None of the warnings include the overlap of Colorado's regulations, which do go further than federal regulations. For the unique angle of the overlap, join Randy Earnest and me on Monday at 9:00 AM for a dust up on advertising in Colorado. The link is: **https://us06web.zoom.us/j/4410368442?omn=84423096245.** No registration is required – just show up. We will also record.

Mark Zeigler
Clear the Air
Foundation Director

Building a Strong Service Technician Pipeline

Early in the month, we wrapped up another successful career fair at the Colorado Auto Show during Industry Night. Over 60 dealer rooftops connected with motivated students exploring careers as automotive technicians. Feedback from dealers has been very positive, and we look forward to building on that success next year.

As head of the Clear the Air Foundation, I stay closely connected to the challenges in the service sector. Colorado projects over 1,400 automotive tech job openings every year — and the competition for qualified candidates isn't getting easier. CareerWise Colorado is bringing together a select group of automotive dealers on May 7th to explore a different approach: building a structured youth apprenticeship program that recruits directly from local high schools and trains students around the specific skills your service department needs.

Dealers who participate can access up to $12,600 per apprentice annually through Colorado's Apprenticeship Tax Credit — plus coalition grant funding to help offset training development costs. This is an early conversation, not a commitment. I encourage dealers to gather the information and see if it is a good fit.

When and Where

Thursday, May 7th, 2026
11:30 AM – 1:00 PM (Hosted by CareerWise Colorado)

400 S. Colorado; Suite 200, Denver CO 80246

*Interested in attending? Reach out to **Steph Klein**
stephanie.klein@careerwisecolorado.org

See flyer on page 9 for more info.

CareerWise

YOUR BEST TECHNICIANS ARE STILL IN HIGHSCHOOL

Build Your Future Technician Pipeline

Stop competing for a shrinking talent pool—build your own.

Colorado has thousands of auto tech openings projected every year, the average dealership carries three unfilled roles right now, and nearly half the workforce is over 45. Did you know your future pipeline is already in Colorado's high school automotive programs? Students who want careers and just need a pathway in. The dealerships who build that pathway now will own the talent market!

1,400+	$12.6	5+yrs	16%
CO auto tech openings projected per year	Per apprentice/year refundable Tax Credit	Average apprentice retention	Increase in vocational school enrollment Gen-Z is turning toward trades

What's in it for your dealership?

- **Claim up to $12,600+ per apprentice/year** refundable Registered Apprenticeship Tax Credit
- **Apprentices arrive pre-trained** through your local schools' front-loaded curriculum
- Students grow into your **most loyal technicians**
- Tap a diverse talent pipeline from Colorado CTE high schools that **your competitors are ignoring**
- CareerWise coordinates recruiting, school district partnerships, and ongoing apprenticeship support.
- **Mentoring re-energizes your senior techs**

How the Program Works:

- **High school students spend 1-3 years in an automotive class room at their local high school** learning basic certifications (ASE, Snap-On)
- **Juniors or Seniors could work in your shop part time while still in school**
- After graduation, **apprentices transition to full-time On the job training with a clear path** forward
- **We'll Work with your service team to co-design the competency map** — you define the skills, and we will build the curriculum around them

"I thought I was changing his life," said one Sonic mentor. "He was changing mine."

Sonic Automotive placed 20 High School Apprentices across 7 dealerships in 3 years!

READY TO JOIN THE DEALERSHIP COALITION?

Get in Touch with our Team

Stephanie Klein
stephanie.klein@careerwisecolorado.org

Chris Carman
christopher.carman@careerwisecolorado.org

The fastest-growing auto buyer? Hispanic Consumers!

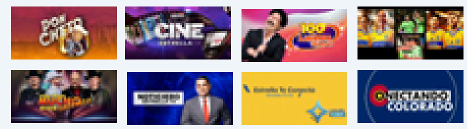
Reach 25%+ of the car buyer market on air, online, face-to-face with a culturally relevant message !

Allied Member CADA

Q2 Special
CADA
Members
$750 MO

*Only 3 Packages Available
* First come first serve

ESTRELLA TV 53



Includes spots, weekly show, digital & production!

Contact me for more info : Leonardo Ruiz (Station Manager)
Leonardo.Ruiz@EstrellaTVDenver53.com Cell 720-246-4977

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YOUR SOURCE FOR DEALER EDUCATION

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MAY 19 WEBINAR

Reduce Expenses – Improve Profits
Focusing on High-Cost Expense Categories

Learn how you can reduce your indirect expenses by an average of 25%

REGISTER

Colorado Auto Outlook™

Coverage of the Colorado new and used vehicle markets

COLORADO AUTOMOBILE DEALERS ASSOCIATION

FORECAST

Slumping BEV Sales Leads to Big Drop in First Quarter Registrations

Key factors boosting new vehicle sales

Pent up demand. New vehicle sales since the onset of the pandemic have been below average. And the Great Recession of 2009 was called great for a reason: it took nearly seven years for sales to return to normal levels. Due to this extended period of below-average sales, the vehicle fleet is aging (see below). Vehicle purchases have been postponed, which will provide support to the market.

Consumers have incentive to upgrade. 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.

Declining interest rates? Prior to the Iran war, the prospects were good for interest rates to fall during 2026. But the war and subsequent increases in oil and gasoline prices have brought that into question. Lower finance rates are critical for improving affordability, which is the primary negative for the market.

Key factors holding back new vehicle sales

New vehicle affordability. Finance costs remain elevated due to high interest rates, vehicle transaction prices are hovering around $50,000, and income growth is barely keeping pace with inflation. Manufacturers can alleviate price pressures by reducing content levels and offering more affordable models, but these adjustments take time.

Tariffs. Higher tariffs will negatively impact new vehicle sales in 2026. Up until now, manufacturers and dealers have largely absorbed the costs, but eventually, consumers will feel the effects. Tariffs also lead to increasing inflation in the economy, which reduces disposable household income.

Uncertainty. Forecasting auto sales is always challenging, but the past 15 months have been particularly unpredictable. Unforeseen events like fluctuating tariff rates, the phase-out of BEV tax credits, the war in Iran, and rising gasoline prices have all thrown uncertainty into the outlook. Largely as a result of this ongoing tumult, consumer confidence has plummeted to near record-low levels. Heightened uncertainty makes people reluctant to make big-ticket purchases, like automobiles.

Key Trends in Colorado Market

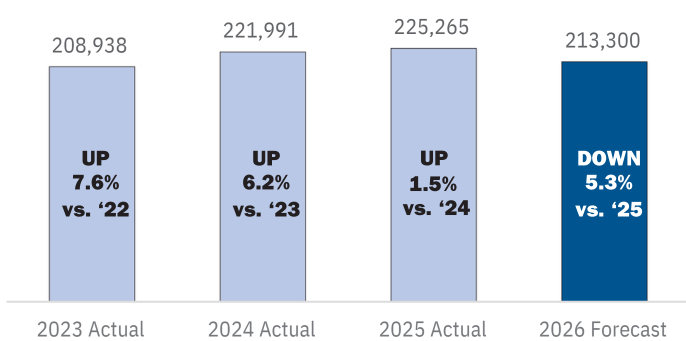
» State new retail light vehicle registrations are predicted to decline 5.3% for all of this year versus 2025.

» Registrations in the first quarter of 2026 fell to 43,514 units, off by 18.4% from a year earlier and below the previous five year average (see page 2). The U.S. market declined 8.5%.

» The large decline in statewide registrations in the first quarter of this year was due to plummet- ing sales of BEVs and PHEVs. As shown on page 6, BEV registra- tions fell by 63.6% and PHEVs were off 72.5%. New registra- tions of ICE and hybrid vehicles declined by just 1.9% vs. the 3.4% drop in the Nation.

» Among the top 25 sellers, Toyota and Ram were the only brands to have an increase in registrations so far this year (see page 5).

Forecast for State New Retail Light Vehicle Registrations



The graph above shows annual new retail light vehicle registrations from 2023 to 2025, and Auto Outlook's projection for 2026. Historical data sourced from Experian Automotive.

Market Summary

	YTD '25 thru Mar.	YTD '26 thru Mar.	% Chg. '25 to '26	Mkt. Share YTD '26
TOTAL	53,355	43,514	-18.4%	
Car	6,344	3,816	-39.8%	8.8%
Light Truck	47,011	39,698	-15.6%	91.2%
Domestic	18,867	15,824	-16.1%	36.3%
European	6,136	4,553	-25.8%	10.5%
Japanese	22,343	18,284	-18.2%	42.0%
Other Asian	6,009	4,853	-19.2%	11.2%

Domestics consist of vehicles sold by GM, Ford, Stellantis (excluding Alfa Romeo and FIAT), Tesla, Rivian, and Lucid. Other Asian includes Genesis, Hyundai, Kia, and VinFast. Some figures estimated by Auto Outlook. Data sourced from Experian Automotive.

KEY TRENDS IN COLORADO NEW VEHICLE MARKET

STATE MARKET VS. U.S.

% Change In New Retail Market YTD '26 thru March vs. YTD '25	Colorado	U.S.
	DOWN 18.4%	DOWN 8.5%

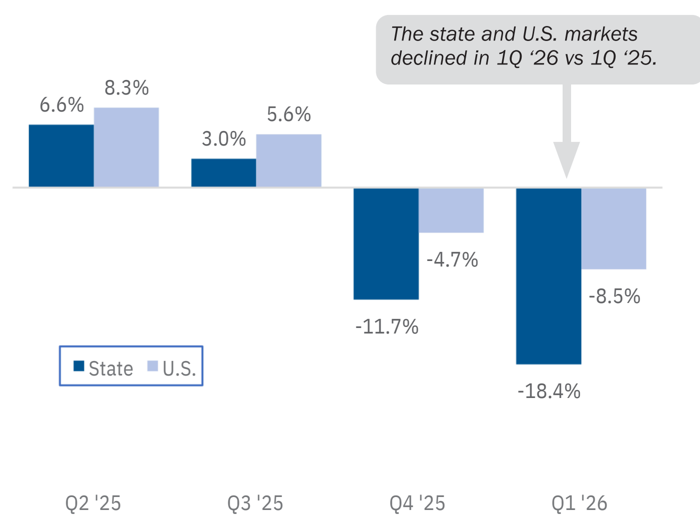
New retail light vehicle registrations in Colorado declined 18.4% during the first three months of this year versus year earlier, below the 8.5% fall in the Nation.

Data sourced from Experian Automotive.

QUARTERLY RESULTS

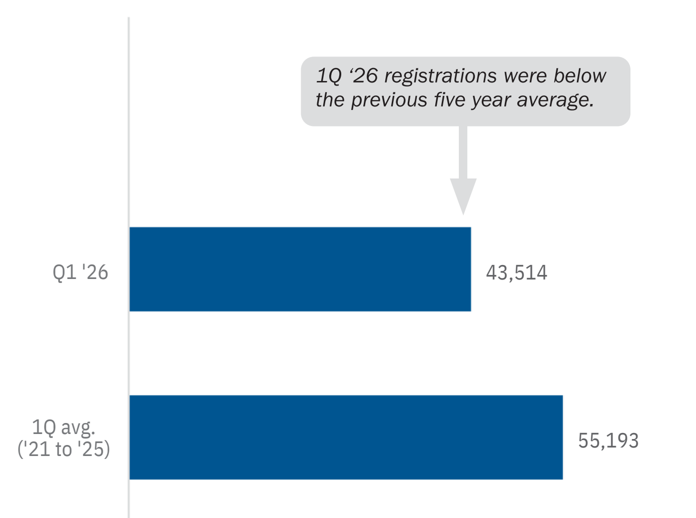
QUARTERLY TREND

Percent Change in Registrations vs. Year Earlier



QUARTERLY PERSPECTIVE

1Q '26 Registrations Versus 1Q Average for Previous Five Years



Data sourced from Experian Automotive.

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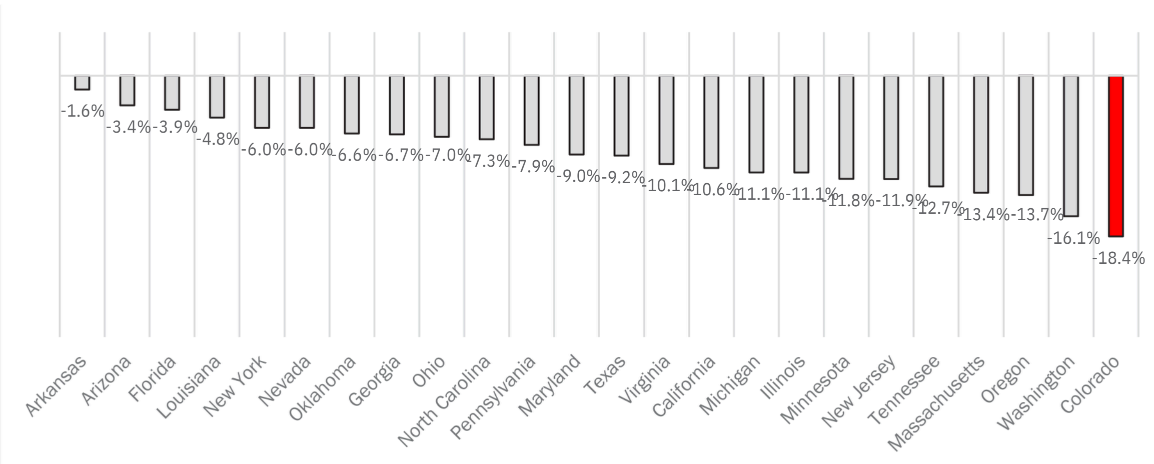
Editor: Jeffrey A. Foltz

COMPARISON OF STATE MARKETS

INDUSTRY RESULTS IN FIRST QUARTER 2026

Percent Change in New Retail Light Vehicle Registrations - 1Q 2026 vs. 1Q 2025



The graph on the left shows the percent change in new retail light vehicle registrations during the first three months of this year versus year earlier in 24 selected states. Colorado registrations fell 18.4% in the first quarter of this year, below average compared to other markets. As mentioned on page one, the large drop in the state was due to the big decline in BEV sales. ICE and hybrid vehicle registrations in the state fell by just 1.9%, less than the 3.4% drop in the Nation.

MARKET SHARE BY BRAND CATEGORY

Market Share by Brand Type in 20 Selected Metro Area Markets - YTD 2026 thru March

	Domestic Brands		European Brands		Japanese Brands		Other Asian Brands	
Rank	Area	% share	Area	% share	Area	% share	Area	% share
1	Michigan	72.0	New Jersey	15.2	Oregon	50.1	Florida	15.2
2	Oklahoma	52.4	California	13.8	Massachusetts	48.8	Ohio	14.1
3	Arkansas	51.2	Florida	12.6	Washington	48.5	Arizona	14.0
4	Louisiana	48.3	Massachusetts	12.5	Maryland	47.5	Illinois	13.9
5	Minnesota	45.9	New York	12.3	California	47.4	New Jersey	13.9
6	Texas	44.2	Colorado	10.5	Virginia	47.1	Georgia	13.4
7	Ohio	41.8	Maryland	10.3	Tennessee	45.5	Arkansas	13.3
8	Arizona	39.1	Illinois	9.8	New York	43.8	Oklahoma	12.8
9	Illinois	38.6	Nevada	9.6	North Carolina	43.7	Virginia	12.8
10	Georgia	37.7	Virginia	9.4	Pennsylvania	43.1	Louisiana	12.4
11	Tennessee	36.7	Washington	8.9	Nevada	43.0	Maryland	12.4
12	Nevada	36.4	Pennsylvania	8.8	New Jersey	42.9	North Carolina	12.4
13	Colorado	36.3	Arizona	8.6	Colorado	42.0	Pennsylvania	12.4
14	North Carolina	35.8	Texas	8.6	Georgia	40.5	Tennessee	11.6
15	Pennsylvania	35.7	Georgia	8.4	Florida	39.1	Colorado	11.2
16	New York	33.1	North Carolina	8.1	Arizona	38.3	Nevada	11.0
17	Florida	33.1	Oregon	8.1	Ohio	38.0	New York	10.8
18	Oregon	32.1	Minnesota	6.3	Minnesota	37.8	Washington	10.7
19	Washington	31.9	Tennessee	6.2	Illinois	37.7	California	10.3
20	Virginia	30.7	Ohio	6.1	Texas	36.9	Texas	10.3
21	Maryland	29.8	Louisiana	5.7	Louisiana	33.6	Massachusetts	10.1
22	Massachusetts	28.6	Arkansas	4.6	Arkansas	30.9	Minnesota	10.0
23	California	28.5	Oklahoma	4.6	Oklahoma	30.2	Oregon	9.7
24	New Jersey	28.0	Michigan	3.8	Michigan	18.5	Michigan	5.7

The table above shows percent market share for Domestic, European, Japanese, and Other Asian brands in 24 selected state markets in the first quarter of this year. Other Asian brands include Genesis, Hyundai, Kia, and VinFast. Data sourced from Experian Automotive.

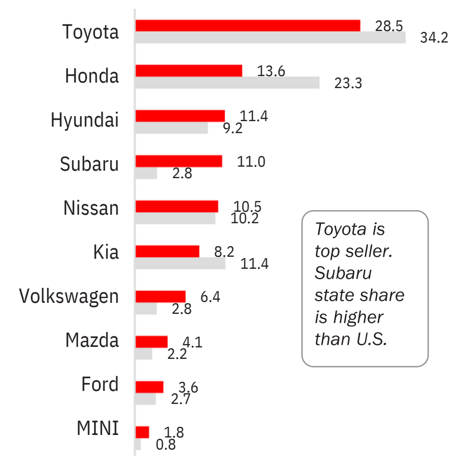
BRANDS

TOP SELLING BRANDS IN 7 PRIMARY SEGMENTS

The seven graphs on this page show brand market share in seven key segments during the first three months of 2026 in both the Colorado and U.S. markets. State percent share is depicted by the red bars, U.S. share is light gray. Top ten brands in each segment are ranked from top to bottom based on Colorado share.

Segments were defined based on model classifications instead of overall brand positioning. For instance, Chevrolet appears on the Luxury and Sports cars graph because of the Corvette. Small SUVs consists of both Sub Compact and Compact models.

Mainstream Cars

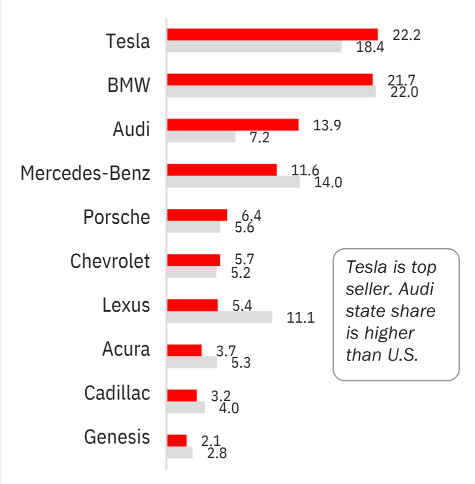


Legend for all graphs

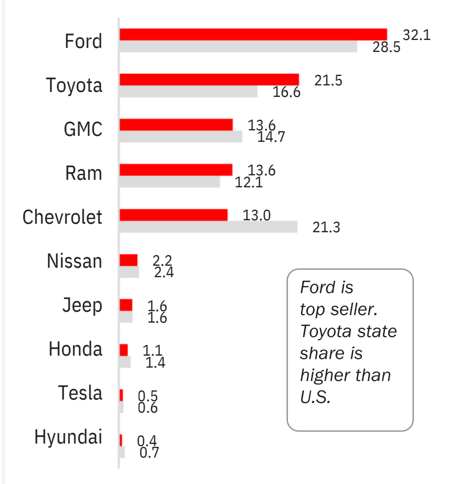
Brand share ofseg-ment in Colorado during YTD '26

Brand share of seg-ment in U.S. market during YTD '26

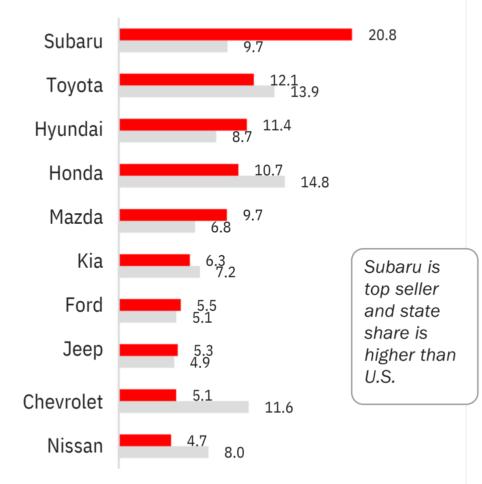
Luxury and Sports Cars



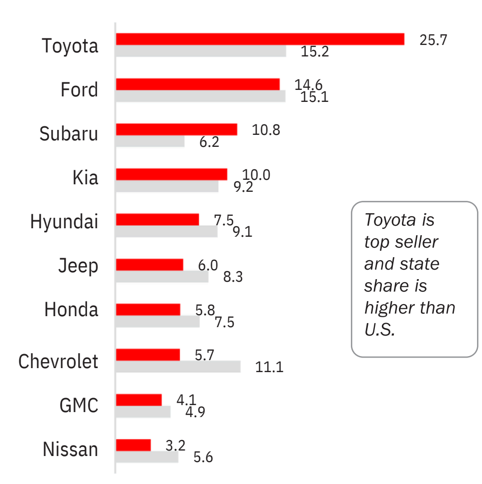
Pickups



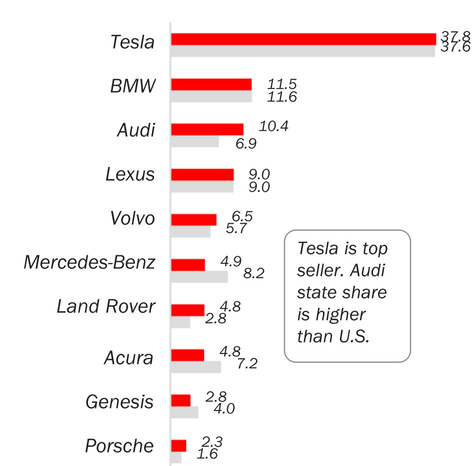
Small Mainstream SUVs



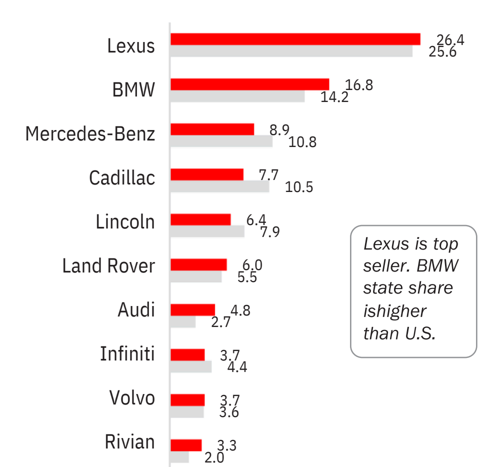
Mid and Full Size Mainstream SUVs



Small Luxury SUVs



Mid and Full Size Luxury SUVs



Data sourced from Experian Automotive.

BRANDS

WINNERS AND LOSERS

The graph below shows both the percent and unit change in registrations during the first quarter of this year versus year earlier for the top 25 selling brands in Colorado.

Percent and Unit Change in New Retail Light Vehicle Registrations for Top 25 Selling Brands - YTD '26 thru Mar. vs. YTD '25

Data sourced from Experian Automotive.

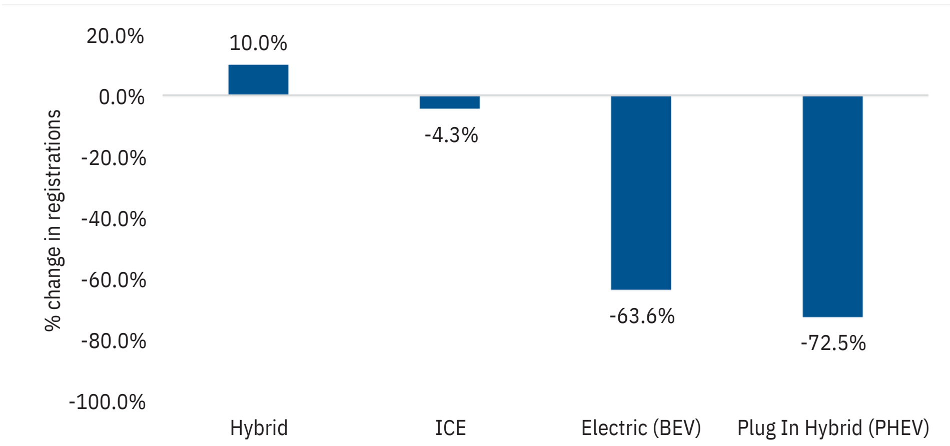
POWERTRAINS

FIVE KEY TRENDS

1. *BEV registrations declined 63.6% during the first three months of 2026 vs. year earlier.*
2. *BEV market share fell to 9.0% in 1Q '26, down from 20.1% in 1Q '25 and 12.6% in 4Q '25*
3. *Hybrid vehicle registrations increased 10% so far this year vs. the 18.4% drop in the overall market.*
4. *Plug-in-hybrids had the largest percentage decline in 1Q '26 versus year earlier.*
5. *BEV/PHEV market share was highest in the Small Luxury SUV segment (see graph below).*

ICE, BEV, PHEV, AND HYBRID MARKET SHARE

% Change in Registrations by Powertrain Type YTD '26 thru Mar. vs YTD '25



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

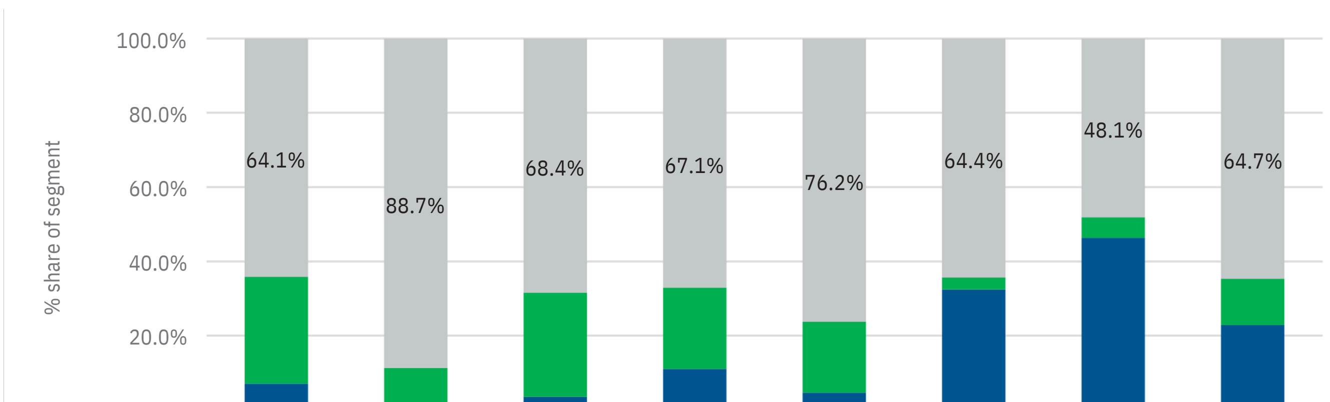
% Share of Industry Registrations by Powertrain Type

YTD thru March	YTD '25	YTD '26	
Hybrid	12.4%	16.8%	↑
Electric (BEV)	20.1%	9.0%	↓
Plug In Hybrid (PHEV)	5.9%	2.0%	↓

Quarterly	4Q '25	1Q '26	
Hybrid	15.7%	16.8%	↑
Electric (BEV)	12.6%	9.0%	↓
Plug In Hybrid (PHEV)	2.4%	2.0%	↓

POWERTRAIN SHARES FOR VEHICLE SEGMENTS

Percent Share of Segment Registrations by Powertrain Type - YTD 2026 thru March



	Non Luxury Cars	Pickups	Vans	Small Non Luxury SUVs	Mid Size and Large Non Luxury SUVs	Luxury Cars	Small Luxury SUVs	Mid Size and Large Luxury SUVs
ICE	64.1%	88.7%	68.4%	67.1%	76.2%	64.4%	48.1%	64.7%
Hybrid	28.8%	9.3%	28.0%	21.9%	19.1%	3.2%	5.6%	12.4%
BEVs + PHEVs	7.1%	2.1%	3.6%	11.0%	4.7%	32.4%	46.3%	22.9%

The graph above shows market share by powertrain type for eight vehicle segments. Gray bars show ICE market share, green is hybrids, and blue is combined share for BEVs and PHEVs. Luxury segments are shown on the right side of the graph. BEV/PHEV share exceeded 32% for Luxury Cars and Small Luxury SUVs. Hybrids accounted for 28.8% of the Non Luxury Car segment. Data sourced from Experian Automotive.

MODELS

COMPARISON OF TOP-SELLING MODELS IN STATE AND U.S. MARKETS

The table below shows rankings in the Colorado and U.S. markets for the top 30 sellers in the state. Models are shown from top to bottom based on state registrations. The bars on the right of the table show the difference between state and U.S. rankings. Ford F-Series was the best-selling model in Colorado and was also first in the Nation. Hyundai Ioniq 5 was a relatively strong performer in the state, with state ranking exceeding U.S. by 89 positions, the largest positive differential.

Colorado and U.S. Rankings for Top 30 Selling Models in State - YTD 2026 thru March

Model	State Rank	U.S. Rank	Difference in state and U.S. rankings Positive # = higher rank in state. Negative # = lower rank in state
Ford F-Series	1	1	0
Toyota Tacoma	2	8	6
Ram Pickup	3	7	4
Toyota 4Runner	4	26	22
Subaru Crosstrek	5	18	13
Subaru Forester	6	15	9
Tesla Model Y	7	6	-1
GMC Sierra	8	5	-3
Honda CR-V	9	3	-6
Toyota RAV4	10	4	-6
Chevrolet Silverado	11	2	-9
Subaru Outback	12	33	21
Ford Bronco	13	23	10
Toyota Tundra	14	19	5
Kia Telluride	15	20	5
Hyundai Tucson	16	13	-3
Hyundai Ioniq 5	17	106	89
Toyota Grand Highlander	18	24	6
Ford Bronco Sport	19	36	17
Kia Sportage	20	17	-3
Mazda CX-5	21	27	6
Mazda CX-50	22	48	26
Jeep Wrangler	23	31	8
Nissan Rogue	24	14	-10
Ford Explorer	25	16	-9
Lexus RX	26	32	6
Hyundai Santa Fe	27	37	10
Chevrolet Colorado	28	43	15
Ford Ranger	29	53	24
Ford Maverick	30	39	9

Data sourced from Experian Automotive.

Brand Registrations Report
Colorado New Retail Car and Light Truck Registrations

	FirstQuarter						Annual Totals					
	Registrations			Market Share (%)			Registrations			Market Share (%)		
	1Q '25	1Q '26	% change	1Q '25	1Q '26	Change	2024	2025	% change	2024	2025	Change
TOTAL	53,355	43,514	-18.4				221,991	225,265	1.5			
Cars	6,344	3,816	-39.8	11.9	8.8	-3.1	28,124	22,480	-20.1	12.7	10.0	-2.7
Light Trucks	47,011	39,698	-15.6	88.1	91.2	3.1	193,867	202,785	4.6	87.3	90.0	2.7
Domestic Brands	18,867	15,824	-16.1	35.3	36.3	1.0	80,451	81,183	0.9	36.2	36.0	-0.2
European Brands	6,136	4,553	-25.8	11.5	10.5	-1.0	24,235	24,482	1.0	10.9	10.9	0.0
Japanese Brands	22,343	18,284	-18.2	41.9	42.0	0.1	91,612	92,090	0.5	41.3	40.9	-0.4
Other Asian Brands	6,009	4,853	-19.2	11.3	11.2	-0.1	25,693	27,510	7.1	11.6	12.2	0.6
Acura	286	275	-3.8	0.5	0.6	0.1	1,078	1,165	8.1	0.5	0.5	0.0
Alfa Romeo	10	10	0.0	0.0	0.0	0.0	104	54	-48.1	0.0	0.0	0.0
Audi	917	616	-32.8	1.7	1.4	-0.3	3,843	3,352	-12.8	1.7	1.5	-0.2
BMW	1,176	1,113	-5.4	2.2	2.6	0.4	4,712	4,976	5.6	2.1	2.2	0.1
Buick	461	253	-45.1	0.9	0.6	-0.3	1,529	1,448	-5.3	0.7	0.6	-0.1
Cadillac	438	315	-28.1	0.8	0.7	-0.1	1,389	1,897	36.6	0.6	0.8	0.2
Chevrolet	3,369	2,598	-22.9	6.3	6.0	-0.3	14,426	13,954	-3.3	6.5	6.2	-0.3
Chrysler	92	56	-39.1	0.2	0.1	-0.1	460	340	-26.1	0.2	0.2	0.0
Dodge	216	158	-26.9	0.4	0.4	0.0	1,224	991	-19.0	0.6	0.4	-0.2
Ford	5,950	5,710	-4.0	11.2	13.1	1.9	23,936	26,771	11.8	10.8	11.9	1.1
Genesis	245	193	-21.2	0.5	0.4	-0.1	862	985	14.3	0.4	0.4	0.0
GMC	2,107	1,917	-9.0	3.9	4.4	0.5	8,763	9,013	2.9	3.9	4.0	0.1
Honda	3,037	2,470	-18.7	5.7	5.7	0.0	12,078	11,931	-1.2	5.4	5.3	-0.1
Hyundai	3,048	2,529	-17.0	5.7	5.8	0.1	12,453	15,493	24.4	5.6	6.9	1.3
Ineos	32	35	9.4	0.1	0.1	0.0	298	161	-46.0	0.1	0.1	0.0
Infiniti	185	142	-23.2	0.3	0.3	0.0	631	689	9.2	0.3	0.3	0.0
Jeep	1,968	1,430	-27.3	3.7	3.3	-0.4	8,564	8,494	-0.8	3.9	3.8	-0.1
Kia	2,716	2,131	-21.5	5.1	4.9	-0.2	12,376	11,031	-10.9	5.6	4.9	-0.7
Land Rover	424	332	-21.7	0.8	0.8	0.0	1,603	1,570	-2.1	0.7	0.7	0.0
Lexus	1,174	1,152	-1.9	2.2	2.6	0.4	4,666	5,083	8.9	2.1	2.3	0.2
Lincoln	273	260	-4.8	0.5	0.6	0.1	1,235	1,165	-5.7	0.6	0.5	-0.1
Lucid	31	33	6.5	0.1	0.1	0.0	87	183	110.3	0.0	0.1	0.1
Mazda	1,737	1,471	-15.3	3.3	3.4	0.1	7,095	7,219	1.7	3.2	3.2	0.0
Mercedes-Benz	829	722	-12.9	1.6	1.7	0.1	3,339	3,400	1.8	1.5	1.5	0.0
MINI	125	123	-1.6	0.2	0.3	0.1	651	568	-12.7	0.3	0.3	0.0
Mitsubishi	114	86	-24.6	0.2	0.2	0.0	494	410	-17.0	0.2	0.2	0.0
Nissan	3,793	1,401	-63.1	7.1	3.2	-3.9	14,469	12,840	-11.3	6.5	5.7	-0.8
Polestar	44	19	-56.8	0.1	0.0	-0.1	157	137	-12.7	0.1	0.1	0.0
Porsche	278	211	-24.1	0.5	0.5	0.0	932	1,062	13.9	0.4	0.5	0.1
Ram	1,432	1,436	0.3	2.7	3.3	0.6	5,540	6,099	10.1	2.5	2.7	0.2
Rivian	163	140	-14.1	0.3	0.3	0.0	924	465	-49.7	0.4	0.2	-0.2
Subaru	4,814	3,998	-17.0	9.0	9.2	0.2	19,936	18,700	-6.2	9.0	8.3	-0.7
Tesla	2,365	1,518	-35.8	4.4	3.5	-0.9	12,276	10,360	-15.6	5.5	4.6	-0.9
Toyota	7,203	7,289	1.2	13.5	16.8	3.3	31,165	34,053	9.3	14.0	15.1	1.1
Volkswagen	1,589	995	-37.4	3.0	2.3	-0.7	6,155	6,782	10.2	2.8	3.0	0.2
Volvo	573	317	-44.7	1.1	0.7	-0.4	2,010	2,008	-0.1	0.9	0.9	0.0
Other	141	60	-57.4	0.3	0.1	-0.2	531	416	-21.7	0.2	0.2	0.0

Data sourced from Experian Automotive. Other Asian Brands includes Genesis, Hyundai, Kia, and VinFast.

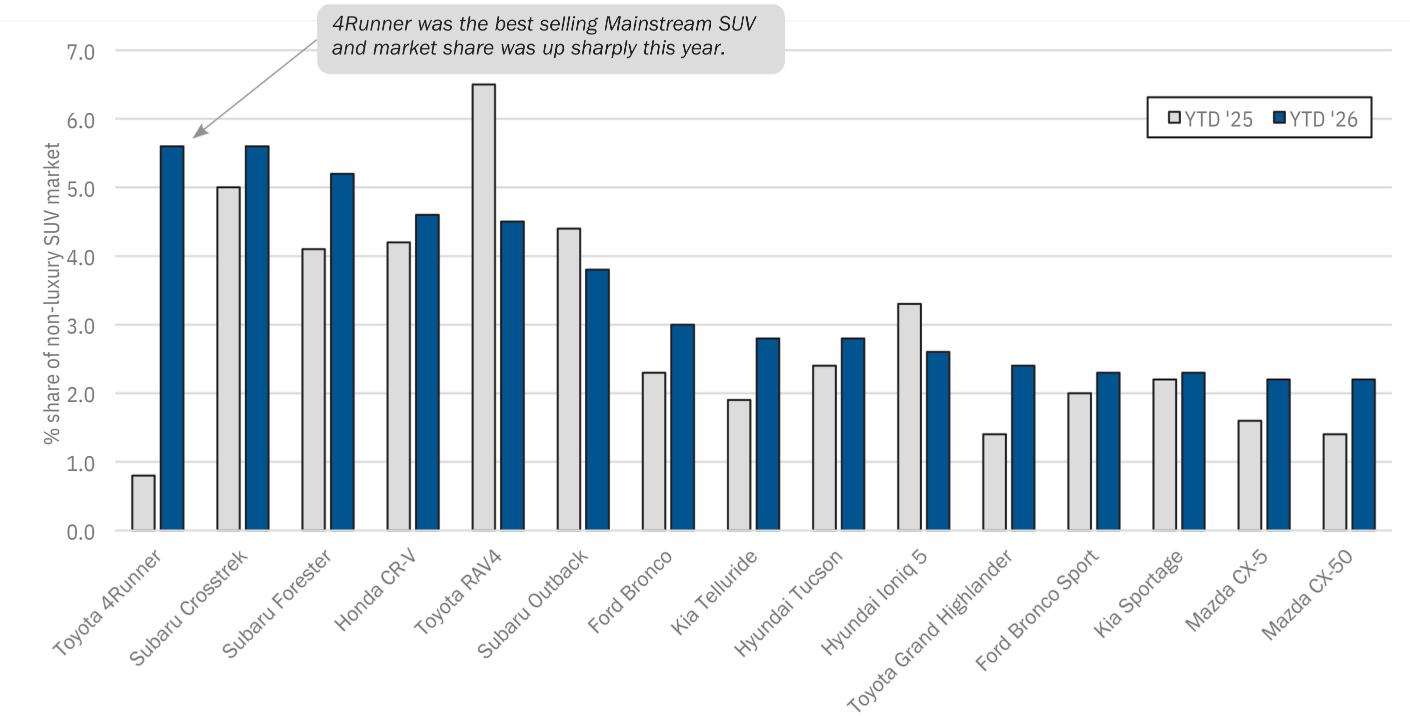
The table shows new retail light vehicle (car and light truck) registrations in the Colorado market. Figures are shown for the first Quarters of '25 and '26, and annual totals in 2025 and 2026. The top ten ranked brands in each change category are shaded yellow. Vehicle registrations are recorded based on when the vehicle title information is processed, which occurs after the vehicle is sold.

SUV MARKET SHARES

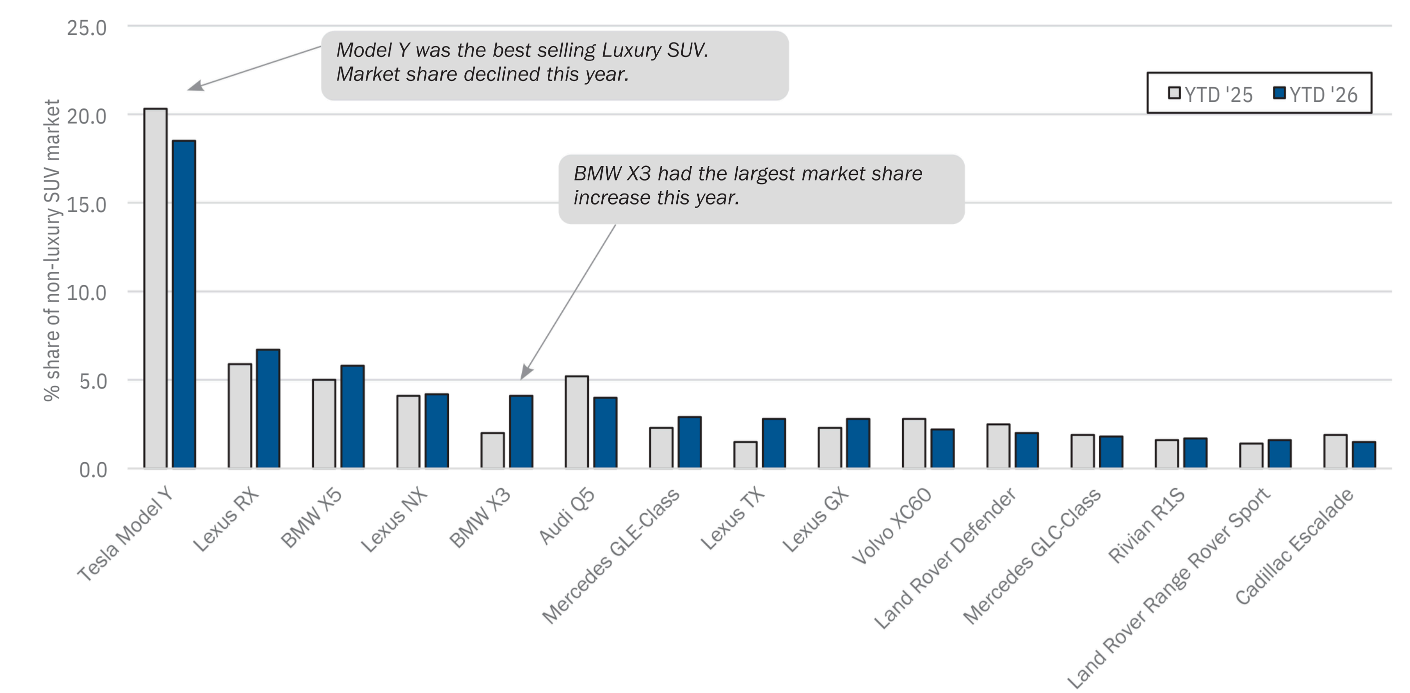
4Runner is On Top for Mainstream SUVs; Model Y Has Lead in Luxury Segment

The two graphs below show market share in Colorado during the first three months of 2025 and 2026 for the top 15 selling Mainstream and Luxury SUV models.

Market Share for Top 15 Selling Mainstream SUVs - YTD 2025 and 2026 thru March



Market Share for Top 15 Selling Luxury SUVs - YTD 2025 and 2026 thru March

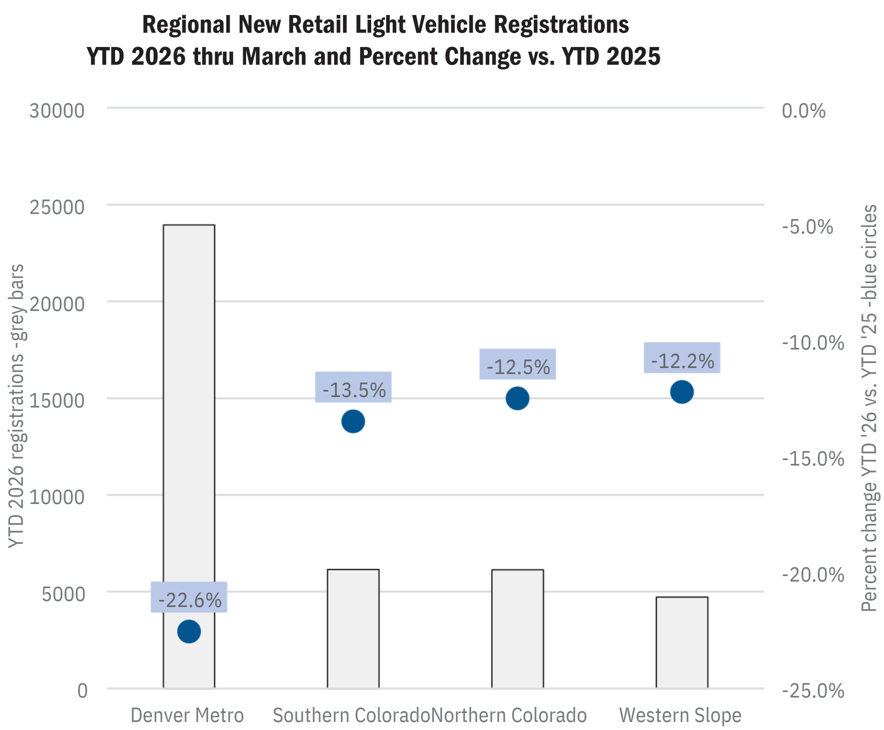


Data sourced from Experian Automotive.

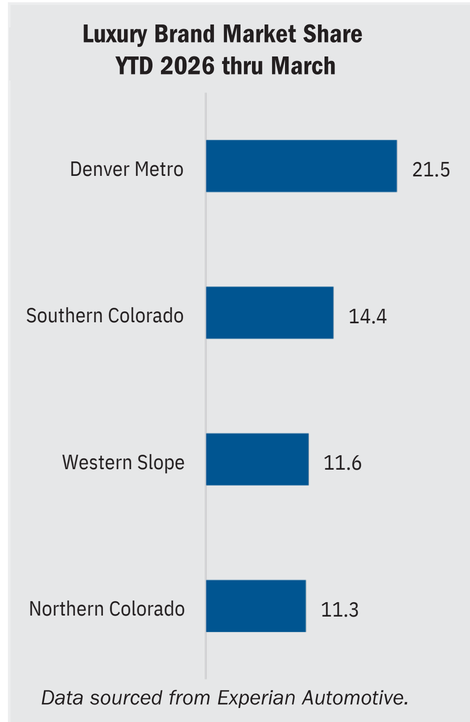
REGIONAL MARKETS

All Four Regional Markets Declined in First Quarter of 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.



The graph above shows new vehicle registrations during the first three months of this year (grey bars and left axis) and percent change vs. year earlier (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 '25 thru March	YTD '26 thru March	% change '26 vs. '25	YTD '25 thru March	YTD '26 thru March	change '26 vs. '25	YTD '25 thru March	YTD '26 thru March	change '26 vs. '25
Denver Metro	30,934	23,957	-22.6%	24.9	11.4	-13.5	20.9	21.5	0.6
Northern Colorado	7,011	6,133	-12.5%	16.9	6.8	-10.1	12.3	11.3	-1.0
Southern Colorado	7,113	6,152	-13.5%	15.3	7.0	-8.3	16.1	14.4	-1.7
Western Slope	5,381	4,722	-12.2%	9.9	4.7	-5.2	13.9	11.6	-2.3

Top Regional Markets

Biggest Mar ket

Denver Metro:
23,957 registrations

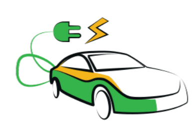
Smallest % Decline

Western Slope:
Down 12.2%

Highest BEV Share

Denver Metro:

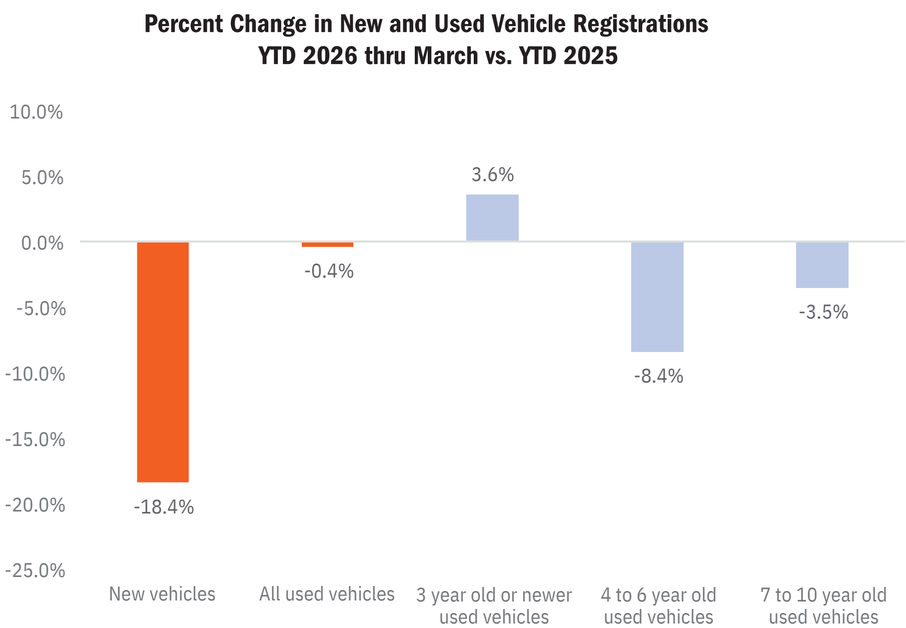
11.4%



Data sourced from Experian Automotive.

COLORADO USED VEHICLE MARKET

Used Vehicle Market Declined by Less Than 1% in 1Q '26



Data sourced from Experian Automotive.

THREE KEY TRENDS IN USED VEHICLE MARKET

01. *The Colorado used vehicle market declined by less than 1% in the first quarter of this year versus year earlier, compared to the 18.4% drop in the new vehicle market.*

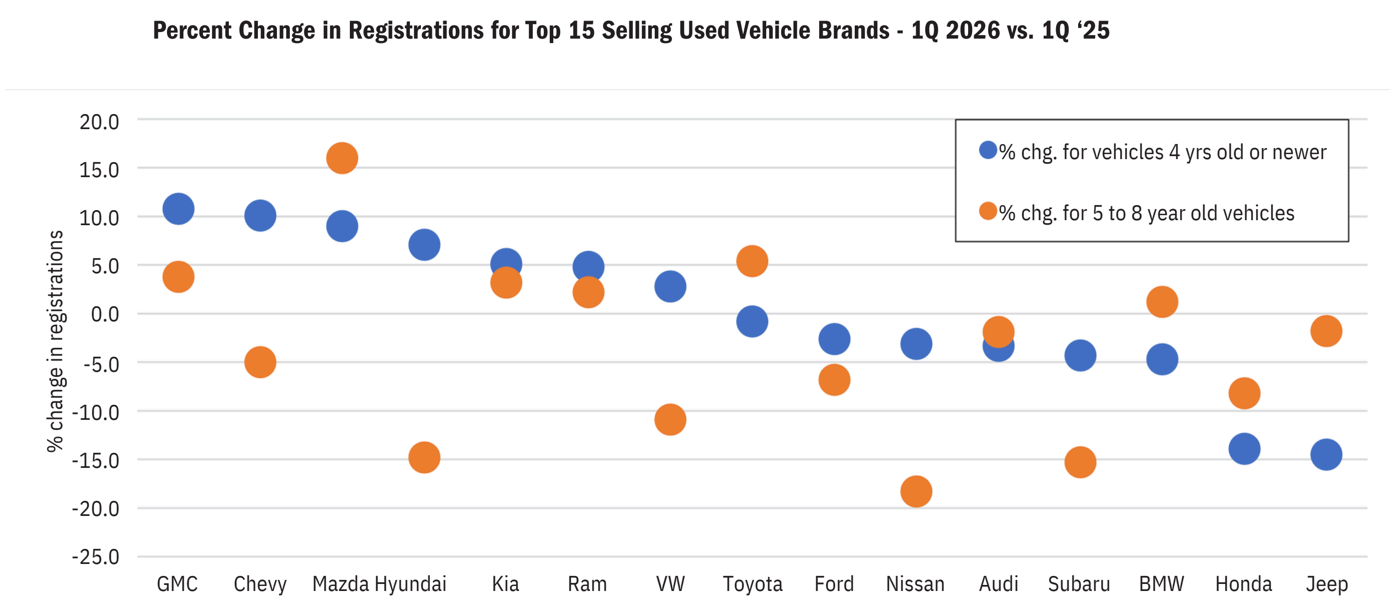
02. *As shown on the graph to the left, registrations for three year old or newer vehicles increased 3.6% during the first three months of this year. The 4 to 6 year old market declined 8.4%.*

03. *GMC and Chevrolet had the largest increases in the 4 year old or newer used vehicle market (see graph below).*

USED VEHICLE BRAND REGISTRATIONS

GMC, Chevy, and Mazda Had Largest Increases in Used Vehicle Market

The graph below shows the percent change in used vehicle registrations during 4Q '25 vs. the yearearlier for twovehicleage categories: vehicles 4-years -old or newer and 5-to-8-year-old vehicles. Brands are positioned from left to right based on the percent change for 4-year- old or newer vehicles. GMC had the highest percent increase for newer vehicles - up 10.8%. Mazda had the largest increase for 5-to-8- year-old vehicles - up 16%.



Data sourced from Experian Automotive.

"I-25" to the Sale Workshop

Zurich's "I-25 TO THE SALE" training reintroduces the time-tested Road to the Sale for

TODAY'S BUYER

When:

Tuesday, May 12 | 9:30 a.m. - 12:30 p.m.

Where:

ColoradoAutomobile Dealers Association (CADA)
290 Speer Blvd | Denver, CO 80203

Who should attend:

Dealers,General Managers, General Sales Managers BDC, Sales Professionals

Cost: $0 for CADA Member Dealers

Topics for this workshop:

- AI & Converting Leads
- Finding Customers Fascinating
- Building Rapport
- Early Manager Introduction
- Feature Benefit Impact Demo Ride
- Action Close
- Finding the True Objection

Seating is limited. RSVP today by contacting one of the individuals below to confirm your attendance!

Ron Nelson	Regional F&I Manager	920-217-3504	ron.n.nelson@zurichna.com
John Killorin	Regional F&I Executive	720-219-8335	john.killorin@zurichna.com
Athina Sweigard	Income Development	720-219-8335	athina.sweigard@zurichna.com

COLORADO AUTOMOBILE DEALERS ASSOCIATION

UPCOMING EDUCATION OPPORTUNITIES

MAY 04
9:30 AM - 12:30 PM

Advertising in CO Post FTC Warning

Join Matthew Groves of CADA & Randy Earnest of Fairfield & Woods, virtually, to deepen your understanding of the FTC advertising rules and how they intersect with Colorado's advertising rules.
Following is the webinar link: **FTC Webinar Link**

MAY 07
11:30 AM - 1 PM

Strengthen Your Sevice Tech Pipeline

Explore a different approach to filling the open auto tech positions at your dealership. Learn how CareerWise helps build structured youth apprenticeship programs and provides access to tax credits and grants for funding. Held at 400 S. Colorado, Suite 200, Denver, CO 80246. Email Steph Klein to register: **stephanie.klein@careerwisecolorado.org**

MAY 19
1 PM

Reduce Expenses- Improve Profits Focusing on High-Cost Expense Categories

Join CADA and StrategicSource to learn how you can reduce your indirect expenses by an average of 25%. Presenter Chris Austin, CRO of StrategicSource, has over 20 years of experience working with dealers helping them Keep More of the Money They Make. Click **HERE** to register.

MAY 12
9:30 AM - 12:30 PM

"I-25" to the Sale Workshop

Zurich's "I-25 TO THE SALE" in-person training reintroduces the time-tested Road to the Sale for Today's Buyer. Topics include:
AI & Converting Leads | Finding Customers Fascinating | Building Rapport | Early Manager Introduction | Feature Benefits & More
Click **HERE**E to RSVP, held at CADA headquarters

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Colorado Division of Motor Vehicles

https://dmv.colorado.gov/
Find your County Motor Vehicle Office **HERE**
Find your Driver License Office **HERE**
Find a Motor Vehicle Kiosk **HERE**

Colorado Auto Industry Division

AID Licensing Office
1707 Cole Blvd., Ste. 300
Lakewood, CO 80401
Licensing Main Phone: 303.205.5604
https://sbg.colorado.gov/auto-industry
Josh Opeka, Director: 303.866.2539
Jason Stern, Compliance Agent: 303.866.2588
Teresa Conley, Licensing Supervisor: 303.866.2585

COLORADO AUTOMOBILE
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