COLORADO AUTOMOBILE DEALERS ASSOCIATION

BULLETIN

IN THIS ISSUE

- Congressman Hurd Joins CO Truck Dealers in D.C.
- CTAF Dealer Impact Dashboard
- Wiretapping Claims: What Dealers Need to Know
- Q2 Colorado Auto Outlook

TABLE OF CONTENTS

Events Calendar...3

Congressman Hurd Joins Truck Dealers in D.C., Matthew Groves...5

CTAF Dealer Impact Dashboard, Mark Zeigler...6

Resources on Wiretapping Claims, Christy Fulcelli...8

Q2 Colorado Auto Outlook...10

CADA Contacts...21

COLORADO AUTOMOBILE DEALERS ASSOCIATION

2026 EVENTS CALENDAR

January - May	Colorado Legislative Session
May 4	NADA Show Brownstein , CADA, Vitu Event
February 11	Q1 Board Meeting
April 10-12	Colorado Auto Show
June 10	Q2 Board Meeting
June - August	Regional Meetings
September 14-16	Project DC & Q3 Board Meeting
September 28	Clear the Air Foundation Golf Tournament
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.

303.775.8896

mark.zeigler@colorado.auto

CLEAR THE AIR FOUNDATION

2026 GOLF TOURNAMENT

MONDAY, 28 SEPTEMBER 2026

7:30 AM - 3:30 PM
Flying Horse Resort & Club, Colorado Springs

PRICING

Complimentary to CADA Dealer Members

SPONSORED BY

vitu

REGISTRATION

Matthew Groves
CEO/President

Congressman Jeff Hurd Joins Colorado's Truck Dealers in Washington, D.C.

On June 22–24, CADA traveled to Washington, D.C., to join our NADA Representative, Don Hicks, and Brian Bruckner of Bruckner's Mack Trucks for the NADA American Trucking Division Legislative Fly-In.

Colorado's delegation was proud to represent our state's truck dealers and advocate for federal policy impacting their viability in the state. Face-to-face meetings remain one of the most effective ways to build relationships with elected officials and explain how federal policy decisions affect businesses back home. Specifically, our meeting with Senator Hickenlooper's office was instrumental in his "yes" vote on the Connected Vehicles Security Act earlier this week.

In addition, we were able to advocate for the "classic" trucking issues, including repeal of the Federal Excise Tax and our opposition to the Advanced Clean Trucks rule and the over-energized electrification of heavy-duty trucks.

One of the highlights of this year's fly-in was the evening reception, where Colorado Congressman Jeff Hurd graciously joined attendees as the featured speaker. Congressman Hurd's participation reflected his commitment to engaging directly with the business community and listening to the concerns of truck dealers nationwide. His remarks emphasized the importance of economic growth, a reliable transportation network, and thoughtful policymaking that allows businesses to invest, hire, and serve their communities.

Having Congressman Hurd address the reception was a tremendous opportunity for Colorado's delegation. This was the second time in three years that Colorado has been represented by the keynote speaker at the opening reception, with Congresswoman Brittany Pettersen speaking in 2024.

Traditionally, Colorado has had a very strong delegation on transportation issues, with three of its members (Jeff Hurd, Gabe Evans, and Diana DeGette) serving on the Energy & Commerce Committee, where many of our "non-roads" issues are considered. However, with the primary defeat of Rep. DeGette late last month and the tight race that lies ahead for Rep. Evans, we will need to be resolute in our support for those representatives who have been allies of CADA this fall.

Mark Zeigler
Clear the Air
Foundation Director

July by the Numbers

Each month, the Clear the Air Foundation (CTAF) collects low-value, high-polluting vehicles and transforms them into scholarships for aspiring automotive technicians employed by Colorado's franchised dealerships. Through the support of local dealers and the Colorado Energy Office, CTAF is helping strengthen Colorado's automotive workforce while simultaneously helping to Clear the Air.

Below is a snapshot of this month's impact, including the dealerships that donated vehicles to the program and the dealerships whose service departments have technicians receiving CTAF scholarships.

July Dealer Impact Dashboard			
Vehicles Donated (by Dealership)		**Scholarship Recipients** (by Dealership)	
Pueblo CDJR	5	Loveland Ford, Ben Coy	$2,500
Emich Volkswagen	3	LHM CDJR 104th, Barry Smith	$2,500
Faricy Automotive	3	Mike Shaw Subaru, Gabriel Cardoza Florez	$2,500
Schomp Hyundai	2	Mercedes Benz of C-Springs, Kyle Starkie	$2,500
Dave Solon Nissan	1		
Mike Maroone Chevrolet South	1		
Phil Long Subaru	1		

Thank you to every dealership that donated a vehicle this month!

🚗 **Have a vehicle to donate?**
Visit www.ClearTheAirFoundation.org or scan the QR code

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Christy Fuicelli
Director of Communications

Website Wiretapping Claims: The 411 for Colorado Dealers

Dealers across the country are receiving demand letters alleging their websites violate federal and state wiretapping laws, most commonly the California Invasion of Privacy Act (CIPA). These letters typically seek a monetary settlement, but they shouldn't be ignored simply because your dealership is in Colorado.

What's really going on?

The claims generally allege that website tools such as cookies, pixels, and chat features begin collecting or sharing visitor information before a customer has consented.

The important takeaway isn't learning the difference between every type of cookie. It's understanding **what is running on your website, who installed it, and whether your customers are properly notified before it begins collecting data.** NADA's recent webinar does an excellent job explaining how these claims developed and why dealerships have become targets.

What should dealers do?

Don't wait until a demand letter arrives! Review your website with your website provider, marketing partner and compliance team. Make sure you understand:

- What tracking technologies are active.
- Whether your cookie banner actually works.
- Whether your privacy policy accurately reflects what your website is doing.

One of the biggest takeaways from ComplyAuto's recent wiretapping webinar is that **having a cookie banner isn't enough if tracking technologies begin running before a visitor has consented.**

Want to dig deeper?

Rather than reinvent the wheel, we'd recommend starting with these resources:

- **NADA Webinar** – A legal overview explaining why these claims are increasing and how dealerships are being targeted. Link HERE
- **NADA Best Practices** – Practical guidance on understanding website tracking technologies and privacy disclosures. Link HERE
- **ComplyAuto Webinar** – A plain-English explanation of cookies, pixels, consent banners, and what dealers should be reviewing with their website vendors. Webinar link HERE. Slide-deck link HERE.

As always, this article is intended for informational purposes only and should not be considered legal advice. Matthew Groves, CEO of the Colorado Automobile Dealers Association is available if you have questions. Matthew.Groves@colorado.auto

Save the Date

COLORADO
AUTOMOTIVE
EST *Hall of Fame* 2020

Purchase Tickets

THURSDAY
November 12, 2026
5:30PM - 9:00PM

Gaylord Rockies Resort & Convention Center
Mountain View Pavilion
6700 North Gaylord Rockies Boulevard,
Aurora, CO, 80019

COLORADO AUTOMOBILE DEALERS ASSOCIATION

Colorado Auto Outlook™

Coverage of the Colorado new and used vehicle markets

FORECAST

Falling BEV Sales Leads to Decline in New Vehicle Market; Used Registrations Increase

Year-to-date results in state market

Colorado new light vehicle registrations declined 15.4% during the first six months of this year versus a year earlier, steeper than the 6% drop in the nation. The larger falloff in the state market was due to tumbling BEV registrations, which declined 55%. Registrations of new ICE and hybrid vehicles in Colorado fell by just 1.3%. Used vehicle registrations in the state were up slightly.

Factors steering the new vehicle market

It might sound like a broken record because we have been emphasizing it for a long time, but pent-up demand resulting from delayed purchases during the pandemic will continue to support the market for the foreseeable future. The vehicle fleet continues to age, and as a result, replacement demand will place a floor on how low sales can go - which is a good thing because other key determinants are pointing to a softening market. Affordability issues continue to keep many prospective purchasers on the sidelines. Relatively high interest rates, elevated vehicle transaction prices, and stagnant real personal incomes have made a new vehicle purchase a stretch for many consumers. Increasing costs and inflationary pressures resulting from tariffs, higher gas prices, and an uncertain economy are other headwinds. It's a complicated forecast scenario, and there is heightened uncertainty due to changing federal government policies and geopolitical events, but it seems likely that the new vehicle market will drift lower this year, while avoiding a significant decline.

Forecast for rest of this year

New retail light vehicle registrations in the second half of this year are predicted to decline slightly versus year earlier. Third quarter results should be weaker compared to 3Q '25, while an increase is possible in the fourth quarter. Annual registrations this year are predicted to exceed 206,000 units and decline 8.2% from 2025.

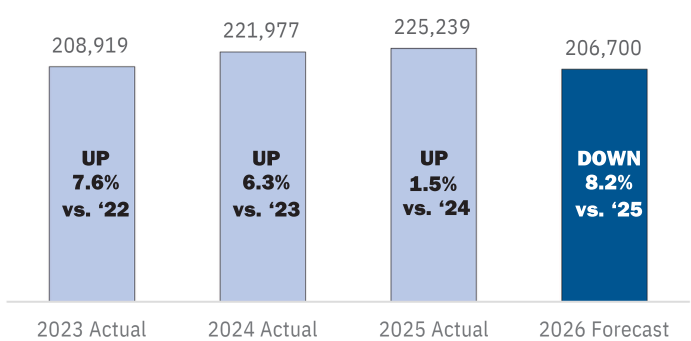
Tracking alternative powertrain sales

Battery electric vehicle registrations declined sharply during the first half of this year versus year earlier, but there were signs that the slide in BEV sales may be subsiding. BEV market share fell from 26.3% in 3Q '25 (before expiration of the federal government tax credits), to 8.9% in the first quarter of this year, but then increased to 11.3% in the second quarter. Hybrid vehicles continued to post gains, with registrations improving 16% in the first half of this year and market share reaching 18.3%.

Monitoring brand sales performance

Ram was the only brand to post an increase in registrations in the first half of this year versus year. Toyota, BMW, and Lexus declined by less than 4%. Toyota, Ford, Subaru, Chevrolet, and Honda were top selling brands (see page 4). Based on a comparison to U.S. market share, Subaru, Toyota, Ford, Mazda, and Ram are strong performing brands in the Colorado market (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 June	YTD '26 thru June	% Chg. '25 to '26	Mkt. Share YTD '26
TOTAL	110,519	93,496	-15.4%	
Car	12,852	8,696	-32.3%	9.3%
Light Truck	97,667	84,800	-13.2%	90.7%
Domestic	39,680	33,879	-14.6%	36.2%
European	11,727	9,461	-19.3%	10.1%
Japanese	46,696	39,518	-15.4%	42.3%
Other Asian	12,416	10,638	-14.3%	11.4%

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 June vs. YTD '25

Colorado
DOWN 15.4%

U.S.
DOWN 6.0%

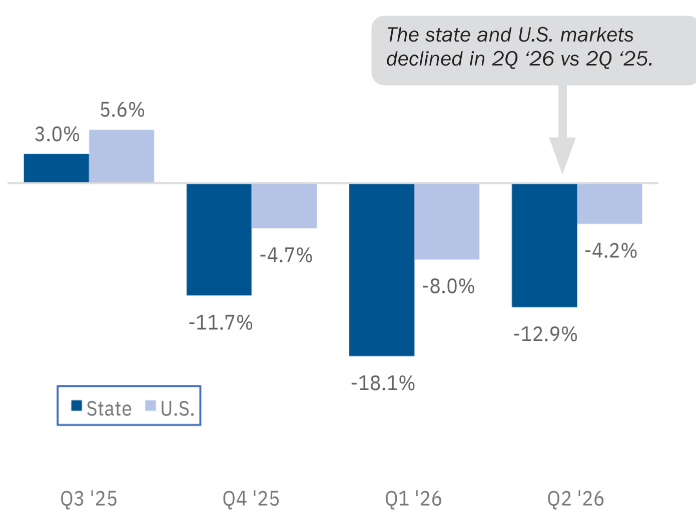
New retail light vehicle registrations in Colorado declined 15.4% during the first six months of this year versus year earlier, steeper than the 6% fall in the Nation.

Data sourced from Experian Automotive.

QUARTERLY RESULTS

QUARTERLY TREND

Percent Change in Registrations vs. Year Earlier



QUARTERLY PERSPECTIVE

2Q '26 Registrations Versus 2Q Average for Previous Five Years

Data sourced from Experian Automotive.

Colorado Auto Outlook
Published by:
Auto Outlook, Inc.
PO Box 390, Exton, PA 19341
Phone: 610-640-1233 EMail: autooutlook@icloud.com
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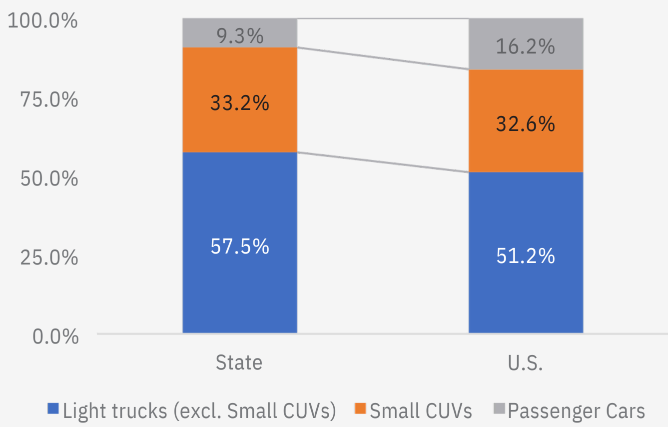
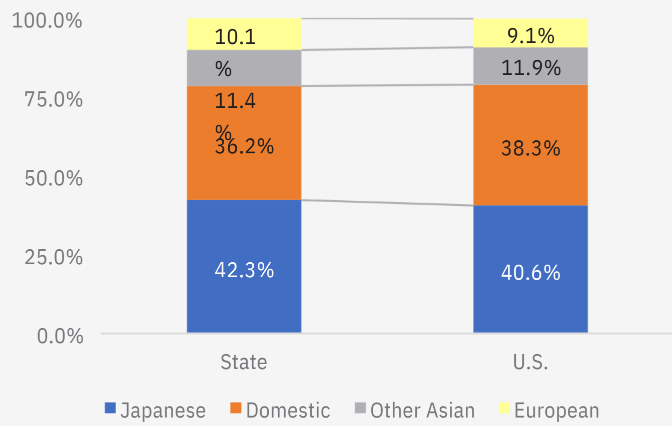
VEHICLE AND BRAND SEGMENTS - STATE AND U.S. (YTD '26 THRU JUNE)

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 com- pact hatchbacks than to trucks. Light truck share was ***57.5%*** *during the first half of this year, higher than the* ***51.2%*** *share in the U.S. Data sourced from Experian Automotive.*

Domestic, European, Japanese, & Other Asian Share



Japanese brand market share in Colorado was higher than U.S. levels: ***42.3%*** *vs.* ***40.6%****. State Domestic brand share (which includes Tesla and Rivian) was* ***36.2%*** *in the first half of this year. European brands accounted for a higher share of the state market than in the Nation. Note: Other Asian includes Genesis, Hyundai, Kia, and VinFast. Data sourced from Experian Automotive.*

COMPARISON OF STATE MARKETS - SEGMENT MARKET SHARES

Market Share for Primary Segments in 24 Selected State Markets - YTD 2026 thru June

	Mainstream Passenger Cars		Mainstream Small SUVs		Mainstream Mid and Full Size SUVs		Pickup Trucks		Luxury Segments	
Rank	Area	% share	Area	% share	Area	% share	Area	% share	Area	% share
1	California	18.4	Pennsylvania	35.9	Arkansas	25.4	Arkansas	29.1	California	28.9
2	Georgia	16.1	Ohio	35.4	Louisiana	24.2	Oklahoma	28.6	New Jersey	25.2
3	Maryland	15.4	New York	34.9	Michigan	24.1	Louisiana	27.1	Florida	23.4
4	Virginia	14.8	Massachusetts	34.3	Tennessee	23.6	Michigan	26.6	Nevada	21.4
5	Arizona	14.6	Minnesota	33.2	Colorado	23.4	Texas	25.7	New York	19.8
6	Florida	14.6	Illinois	32.4	Minnesota	23.4	Minnesota	22.7	Washington	18.7
7	Nevada	14.4	Michigan	32.1	Oklahoma	23.2	Arizona	22.0	Massachusetts	18.5
8	North Carolina	14.1	New Jersey	31.9	North Carolina	22.0	Tennessee	22.0	Maryland	18.2
9	Louisiana	13.6	Oregon	31.7	Virginia	21.2	Colorado	21.5	Arizona	17.5
10	Texas	13.1	Washington	31.4	Illinois	20.9	Oregon	20.7	Colorado	16.9
11	Illinois	12.2	Maryland	29.6	Georgia	20.6	Georgia	19.8	Georgia	16.8
12	Tennessee	12.2	Colorado	28.8	Ohio	20.6	Nevada	18.8	Illinois	16.6
13	Ohio	12.0	Virginia	28.7	Pennsylvania	20.6	North Carolina	18.6	Texas	16.4
14	New Jersey	11.7	North Carolina	27.0	New York	20.2	Ohio	17.6	Virginia	16.1
15	Massachusetts	10.8	Florida	26.7	Texas	20.2	Washington	16.7	North Carolina	14.9
16	Oklahoma	10.8	Tennessee	26.1	Oregon	20.1	Pennsylvania	16.6	Pennsylvania	13.9
17	Washington	10.8	Nevada	25.2	Maryland	19.5	Virginia	15.3	Oregon	13.2
18	Arkansas	10.7	Oklahoma	24.7	Arizona	19.2	Florida	15.2	Tennessee	13.0
19	Oregon	10.3	Arkansas	24.1	Washington	18.9	Massachusetts	14.2	Louisiana	11.1
20	Pennsylvania	9.9	Arizona	24.0	Massachusetts	18.8	Illinois	13.8	Ohio	10.5
21	New York	8.7	Georgia	23.9	New Jersey	18.8	California	13.3	Oklahoma	10.2
22	Minnesota	7.0	California	22.8	Nevada	17.5	Maryland	13.2	Michigan	10.1
23	Colorado	6.3	Texas	22.4	Florida	17.3	New York	12.5	Minnesota	10.0
24	Michigan	4.4	Louisiana	21.8	California	13.7	New Jersey	9.1	Arkansas	8.5

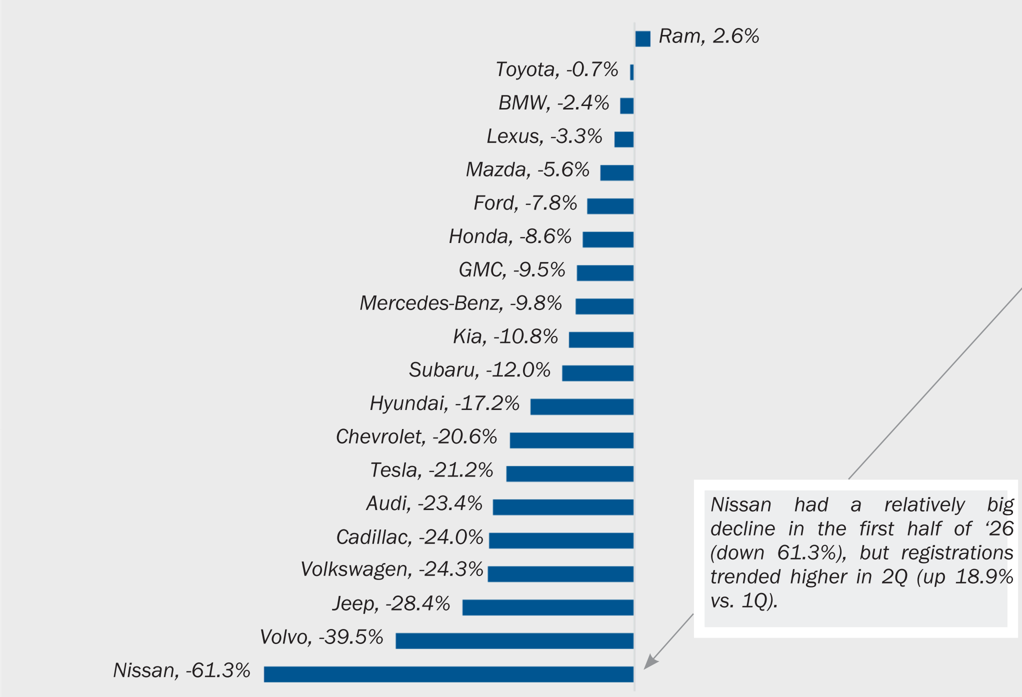
The table above shows percent market share for five primary segments in 24 selected state markets during the first half of this year. Data sourced from Experian Automotive.

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. Ram was the only brand to have an increase so far this year among the top 20 brands. But this snapshot does not capture the shorter term trend in sales. Year to date registrations for a brand may have posted a decline, but if growth picked up during the most recent quarter, that's significant. The table below shows the ten brands with the largest increases, or smallest declines, from the first to the second quarters of last year. Data for all brands are shown on page 8.

% Change in State Registrations for Top 20 Brands- YTD '26 thru June vs. YTD '25



Quarterly Results

Largest % increases from 1Q '26 to 2Q '26

Tesla	Up	49.8%
Honda	Up	24.3%
Kia	Up	21.4%
Mazda	Up	20.1%
Nissan	Up	18.9%
Chevrolet	Up	15.6%
Hyundai	Up	15.4%
Volvo	Up	15.2%
Toyota	Up	14.3%
Mercedes-Benz	Up	13.9%

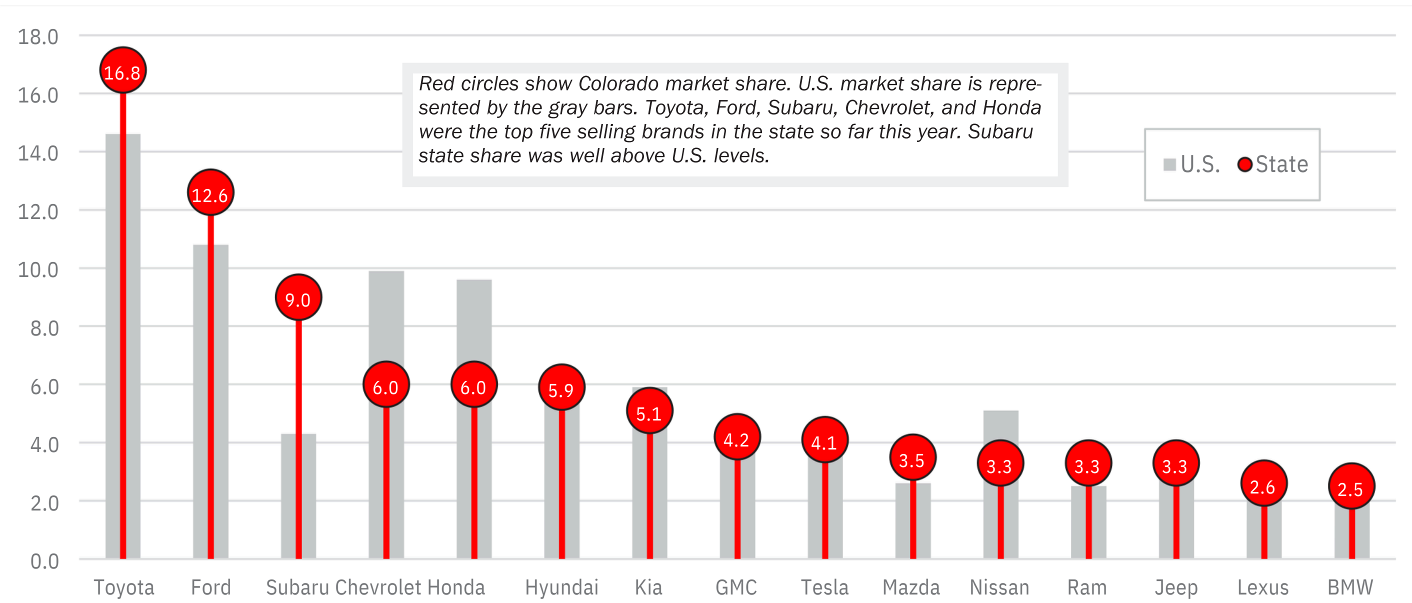
Only brand with an increase during YTD '26 vs. YTD '25: *Ram.*

Largest % increases in 2Q'26vs.1Q '26: *Tesla, Honda, Kia, Mazda, and Nissan.*

Data sourced from Experian Automotive.

TOP SELLING BRANDS

Colorado and U.S. Market Shares for Top 15 Brands in State - YTD '26 thru June



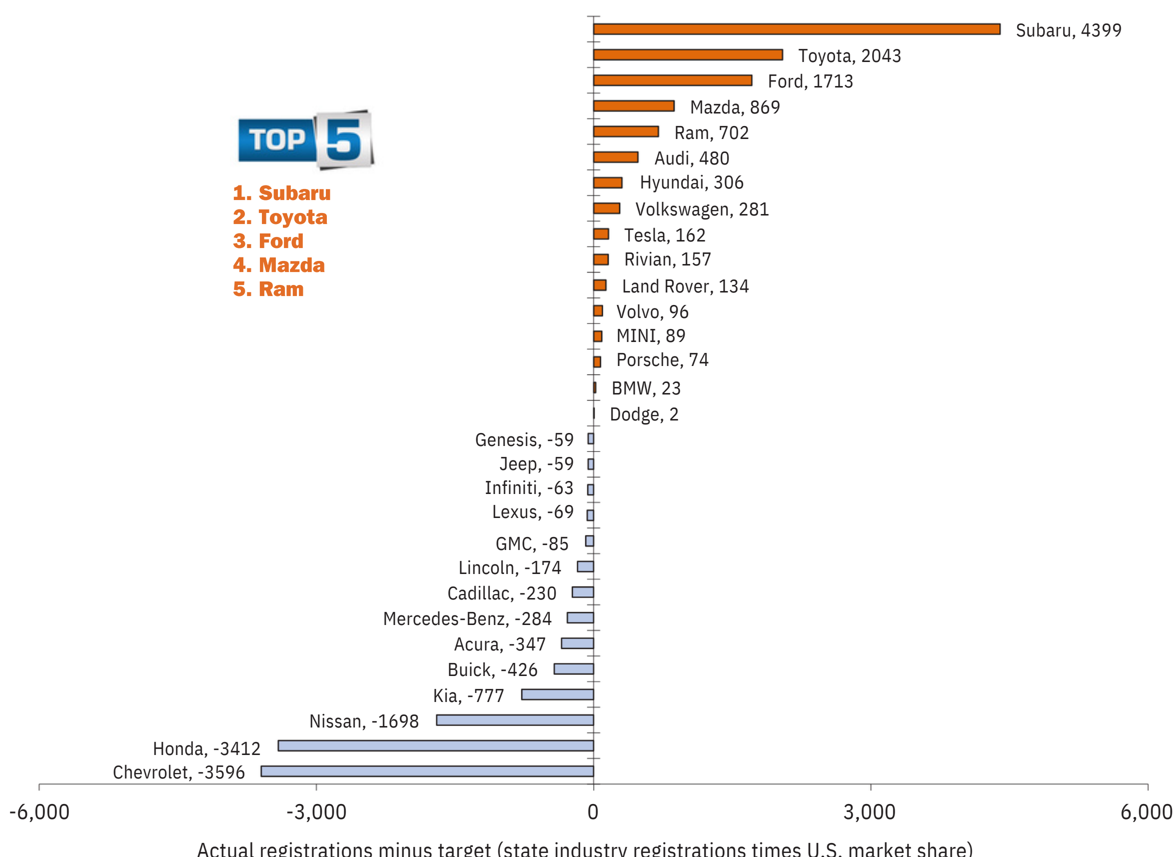
Data sourced from Experian Automotive.

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 this year. 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, Mazda, and Ram) are relatively strong sellers in the state, with actual registrations exceeding calculated targets by large margins. For instance, Subaru registrations exceeded the target by 4,399 units.

Colorado Retail Market Performance based on registrations during YTD 2026 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 '26 thru June - Market Share and % Change in Registrations vs. YTD '25

Rank	Model	State Share %	% chg. '25 to '26	Rank	Model	State Share %	% chg. '25 to '26
1	Ford F-Series	4.9	-8.6	11	Chevrolet Silverado	1.9	-22.5
2	Toyota Tacoma	3.1	8.6	12	Subaru Outback	1.8	-27.1
3	Ram Pickup	3.0	2.0	13	Ford Bronco	1.6	3.8
4	Subaru Crosstrek	3.0	-1.2	14	Toyota Tundra	1.6	-11.0
5	Tesla Model Y	2.9	-10.8	15	Hyundai Ioniq 5	1.6	-32.2
6	Toyota 4Runner	2.9	165.1	16	Kia Telluride	1.4	22.4
7	Subaru Forester	2.6	-0.3	17	Hyundai Tucson	1.4	-10.7
8	Honda CR-V	2.5	-2.9	18	Toyota Grand Highlander	1.3	14.0
9	Toyota RAV4	2.3	-41.4	19	Mazda CX-50	1.2	40.4
10	GMC Sierra	2.3	-8.8	20	Kia Sportage	1.2	-9.9

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

Data sourced from Experi- an Automotive.

BRANDS AND MODELS

SEGMENT LEADERS

The table below shows the top five selling models during the first six months of this year 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

Mid Size & Large Cars: Toyota Camry

Full Size Pickup: Ford F-Series

Subcompact SUV: Subaru Crosstrek

Compact SUV: Subaru Forester

3 Row Mid Size SUV: Kia Telluride

Luxury Compact SUV: Tesla Model Y

Luxury Midsize SUV: Lexus RX

Top Selling Models in Each Segment - New Retail Light Vehicle Registrations (YTD '26 thru June)

Small Cars

Model	Regs.	Share
Honda Civic	586	16.0
Toyota Corolla	505	13.8
Hyundai Elantra	392	10.7
Volkswagen Jetta	286	7.8
Toyota Prius	251	6.9

Mid Size and Large Cars

Model	Regs.	Share
Toyota Camry	771	42.2
Kia K5	284	15.5
Honda Accord	261	14.3
Hyundai Sonata	166	9.1
Toyota Crown	76	4.2

Sports/Pony Cars

Model	Regs.	Share
Ford Mustang	215	50.8
Mazda MX5	68	16.1
Toyota 86	62	14.7
Subaru BRZ	26	6.1
Toyota Supra	24	5.7

Near Luxury Cars

Model	Regs.	Share
Tesla Model 3	724	39.8
BMW 3-Series	159	8.7
Audi A5	119	6.5
Audi A3	101	5.6
Lexus IS	90	5.0

Luxury and High End Sports Cars

Model	Regs.	Share
Chevrolet Corvette	151	15.5
Porsche 911	127	13.1
Tesla Model S	92	9.5
Mercedes CLE-Class	88	9.1
BMW 5-Series	80	8.2

Compact/Mid Size Pickup

Model	Regs.	Share
Toyota Tacoma	2941	42.3
Ford Maverick	915	13.2
Chevrolet Colorado	845	12.2
Ford Ranger	712	10.2
Nissan Frontier	528	7.6

Full Size Pickup

Model	Regs.	Share
Ford F-Series	4537	34.4
Ram Pickup	2788	21.2
GMC Sierra	2154	16.3
Chevrolet Silverado	1821	13.8
Toyota Tundra	1484	11.3

Mini Van

Model	Regs.	Share
Toyota Sienna	658	50.5
Kia Carnival	247	19.0
Honda Odyssey	182	14.0
Chrysler Pacifica	115	8.8
Volkswagen ID.Buzz	90	6.9

Large Van

Model	Regs.	Share
Ford Transit Connect	686	44.5
Mercedes Sprinter	370	24.0
Ram Promaster	278	18.1
Chevrolet Express	118	7.7
Ford E-Series	66	4.3

Subcompact SUV

Model	Regs.	Share
Subaru Crosstrek	2782	39.9
Toyota Corolla Cross	710	10.2
Honda HR-V	592	8.5
Chevrolet Trax	473	6.8
Mazda CX-30	466	6.7

Compact SUV

Model	Regs.	Share
Subaru Forester	2458	12.3
Honda CR-V	2373	11.9
Toyota RAV4	2195	11.0
Hyundai Ioniq 5	1471	7.4
Hyundai Tucson	1282	6.4

2 Row Mid Size SUV

Model	Regs.	Share
Toyota 4Runner	2712	34.9
Subaru Outback	1702	21.9
Hyundai Santa Fe	769	9.9
Jeep Grand Cherokee	698	9.0
Honda Passport	623	8.0

3 Row Mid Size SUV

Model	Regs.	Share
Kia Telluride	1352	14.2
Toyota Grand Highlan	1225	12.9
Ford Explorer	956	10.1
Hyundai Palisade	667	7.0
Kia Sorento	643	6.8

Large SUV

Model	Regs.	Share
Ford Bronco	1509	32.6
Toyota Land Cruiser	650	14.0
Ford Expedition	534	11.5
Chevrolet Tahoe	396	8.6
Toyota Sequoia	386	8.3

Luxury Subcompact SUV

Model	Regs.	Share
Audi Q3	171	23.7
BMW X1	166	23.0
Acura ADX	105	14.5
Volvo EX30	71	9.8
Volvo XC40	47	6.5

Luxury Compact SUV

Model	Regs.	Share
Tesla Model Y	2717	46.5
Lexus NX	535	9.2
BMW X3	481	8.2
Audi Q5	477	8.2
Volvo XC60	275	4.7

Luxury Mid Size SUV

Model	Regs.	Share
Lexus RX	893	18.7
BMW X5	762	15.9
Mercedes GLE-Class	383	8.0
Lexus GX	290	6.1
Volvo XC90	209	4.4

Luxury Large SUV

Model	Regs.	Share
Lexus TX	339	20.6
Rivian R1S	236	14.3
Cadillac Escalade	205	12.4
BMW X7	164	10.0
Lincoln Navigator	128	7.8

Top Selling Passenger Cars

Model	Regs.	Share
Toyota Camry	771	8.9
Tesla Model 3	724	8.3
Honda Civic	586	6.7
Toyota Corolla	505	5.8
Hyundai Elantra	392	4.5

Top Selling Light Trucks

Model	Regs.	Share
Ford F-Series	4537	5.4
Toyota Tacoma	2941	3.5
Ram Pickup	2788	3.3
Subaru Crosstrek	2782	3.3
Tesla Model Y	2717	3.2

Data sourced from Experian Automotive.

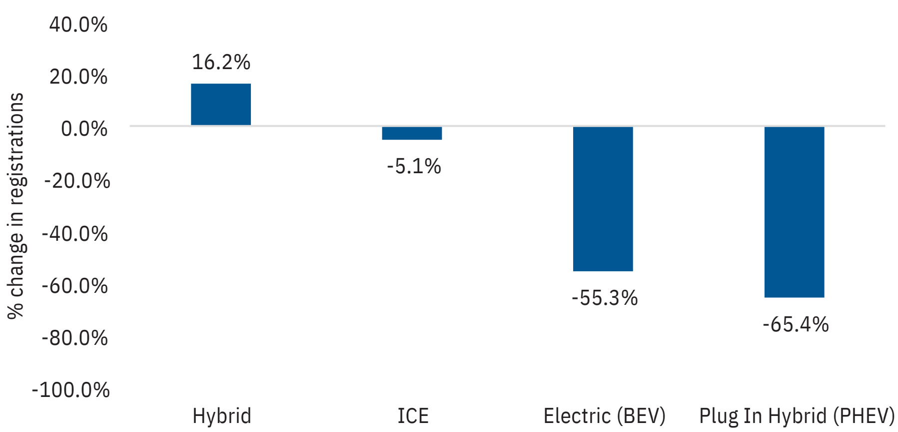
POWERTRAINS

FIVE KEY TRENDS

1. *BEV registrations declined 55.3% during the first six months of 2026 vs. year earlier.*
2. *BEV market share was 11.3% in 2Q '26, up from 8.9% in the first quarter.*
3. *Hybrid vehicle registrations increased 16.2% so far this year vs. the 15.4% drop in the overall market.*
4. *ICE vehicle market share increased from 61.7% in the first half of 2025 to 69.2% this year.*
5. *Franchised dealerships accounted for 85.5% of alternative powertrain sales so far this year (see below).*

ICE, BEV, PHEV, AND HYBRID MARKET SHARE

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



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

% Share of Industry Registrations by Powertrain Type

YTD thru June

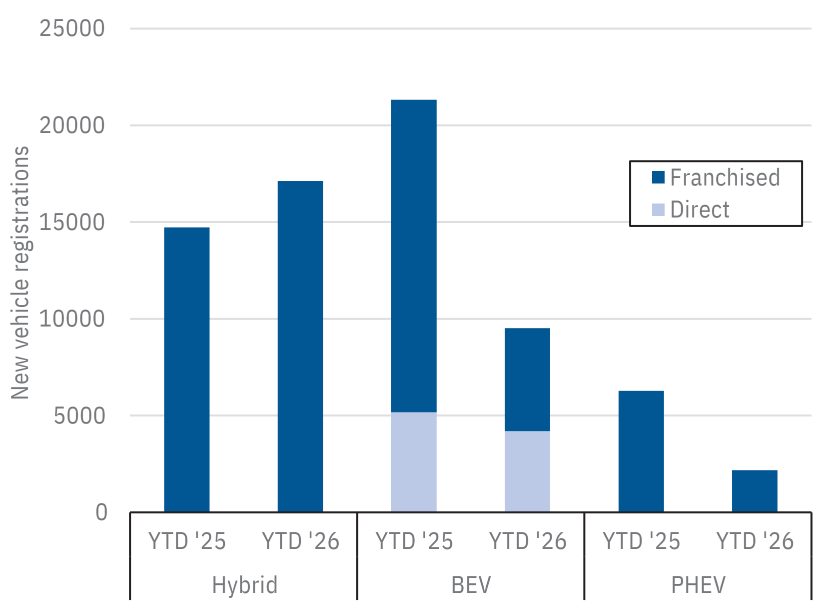
ICE	61.7%	69.2%	↑
Hybrid	13.3%	18.3%	↑
Electric (BEV)	19.3%	10.2%	↓
Plug In Hybrid (PHEV)	5.7%	2.3%	↓

Quarterly

ICE	72.3%	66.5%	↓
Hybrid	16.8%	19.6%	↑
Electric (BEV)	8.9%	11.3%	↑
Plug In Hybrid (PHEV)	2.0%	2.6%	↑

FRANCHISED DEALERSHIPS AND DIRECT SELLERS

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



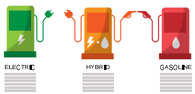
Data sourced from Experian Automotive. Hybrid registrations exclude mild hybrids.

Registrations and Market Share

	Franchised Dealerships	Direct Sellers
YTD '25 thru June		
Hybrid registrations	14,732	0
BEV registrations	16,152	5,169
PHEV regisrations	6,285	0
TOTAL	37,169	5,169
YTD '25 Share of total	87.8%	12.2%
YTD '26 thru June		
Hybrid registrations	17,120	0
BEV registrations	5,333	4,193
PHEV regisrations	2,174	0
TOTAL	24,627	4,193
YTD '26 Share of total	85.5%	14.5%

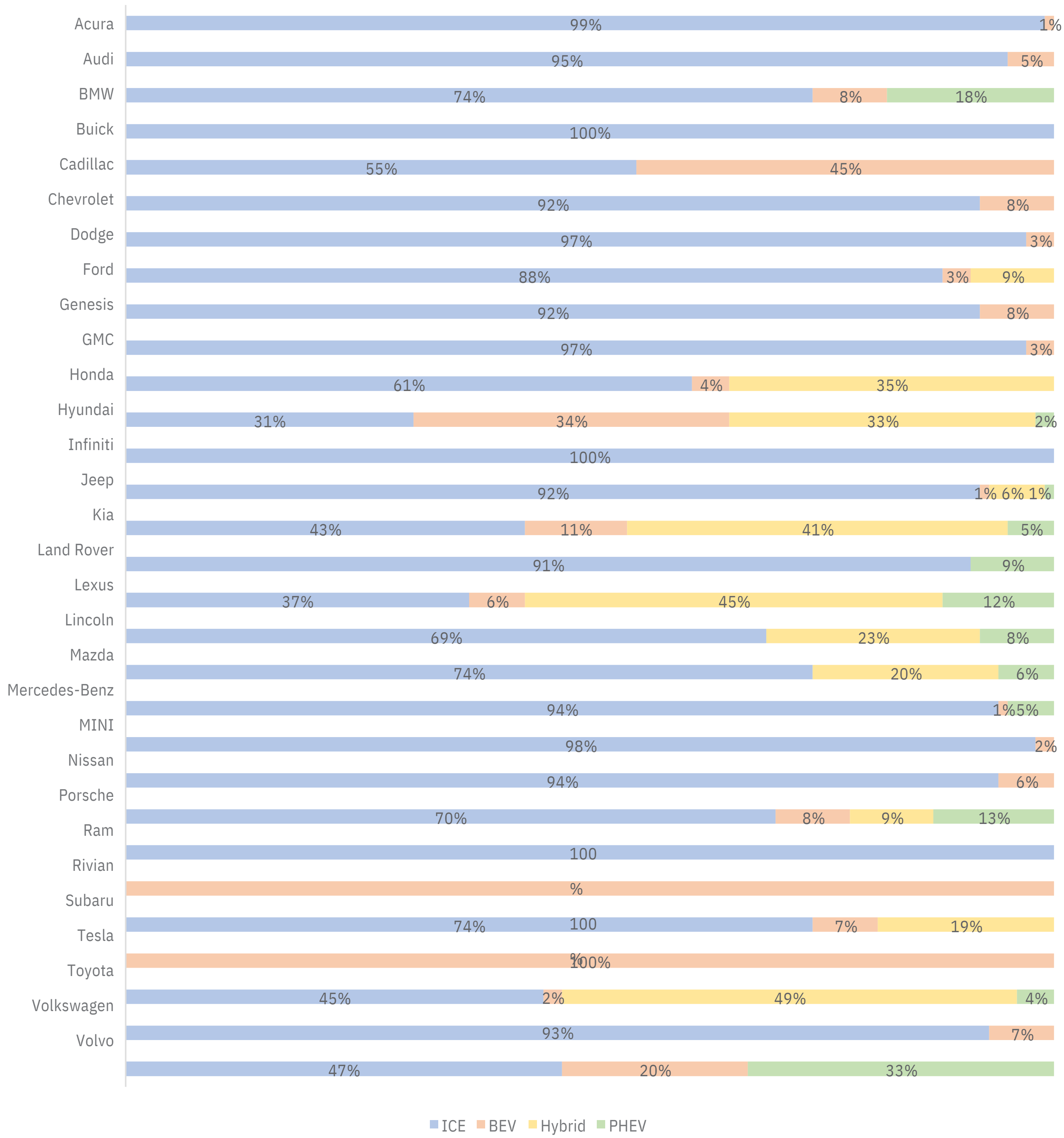
The dark blue areas in the graph show sales by powertrain type for franchised dealerships. Sum of the dark blue areas in YTD '26 is 24,627 units, 85.5% of the overall total, down slightly from 87.8% during the same period in 2025.

POWERTRAINS



POWERTRAIN MARKET SHARES

Share of Brand Registrations by Type of Powertrain - Second Quarter 2026 (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 2026. Data sourced from Experian Automotive.

Brand Registrations Report Colorado New Retail Car and Light Truck Registrations												
	SecondQuarter						Year to date thru June					
	Registrations			Market Share (%)			Registrations			Market Share (%)		
	2Q '25	2Q '26	% change	2Q '25	2Q '26	Change	YTD '25	YTD '26	% change	YTD '25	YTD '26	Change
TOTAL	57,174	49,783	-12.9				110,519	93,496	-15.4			
Cars	6,507	4,856	-25.4	11.4	9.8	-1.6	12,852	8,696	-32.3	11.6	9.3	-2.3
Light Trucks	50,667	44,927	-11.3	88.6	90.2	1.6	97,667	84,800	-13.2	88.4	90.7	2.3
Domestic Brands	20,816	17,953	-13.8	36.4	36.0	-0.4	39,680	33,879	-14.6	35.9	36.2	0.3
European Brands	5,592	4,928	-11.9	9.8	9.9	0.1	11,727	9,461	-19.3	10.6	10.1	-0.5
Japanese Brands	24,360	21,134	-13.2	42.6	42.5	-0.1	46,696	39,518	-15.4	42.3	42.3	0.0
Other Asian Brands	6,406	5,768	-10.0	11.2	11.6	0.4	12,416	10,638	-14.3	11.2	11.4	0.2
Acura	322	287	-10.9	0.6	0.6	0.0	608	561	-7.7	0.6	0.6	0.0
Alfa Romeo	23	7	-69.6	0.0	0.0	0.0	33	17	-48.5	0.0	0.0	0.0
Audi	779	680	-12.7	1.4	1.4	0.0	1,696	1,299	-23.4	1.5	1.4	-0.1
BMW	1,194	1,205	0.9	2.1	2.4	0.3	2,370	2,314	-2.4	2.1	2.5	0.4
Buick	384	281	-26.8	0.7	0.6	-0.1	845	535	-36.7	0.8	0.6	-0.2
Cadillac	448	354	-21.0	0.8	0.7	-0.1	886	673	-24.0	0.8	0.7	-0.1
Chevrolet	3,728	3,021	-19.0	6.5	6.1	-0.4	7,097	5,635	-20.6	6.4	6.0	-0.4
Chrysler	87	67	-23.0	0.2	0.1	-0.1	179	125	-30.2	0.2	0.1	-0.1
Dodge	285	187	-34.4	0.5	0.4	-0.1	501	345	-31.1	0.5	0.4	-0.1
Ferrari	6	5	-16.7	0.0	0.0	0.0	8	12	50.0	0.0	0.0	0.0
Ford	6,845	6,020	-12.1	12.0	12.1	0.1	12,792	11,790	-7.8	11.6	12.6	1.0
Genesis	257	244	-5.1	0.4	0.5	0.1	502	438	-12.7	0.5	0.5	0.0
GMC	2,227	1,994	-10.5	3.9	4.0	0.1	4,333	3,921	-9.5	3.9	4.2	0.3
Honda	3,081	3,099	0.6	5.4	6.2	0.8	6,117	5,592	-8.6	5.5	6.0	0.5
Hyundai	3,563	2,932	-17.7	6.2	5.9	-0.3	6,612	5,473	-17.2	6.0	5.9	-0.1
Ineos	46	30	-34.8	0.1	0.1	0.0	78	65	-16.7	0.1	0.1	0.0
Infiniti	173	97	-43.9	0.3	0.2	-0.1	358	245	-31.6	0.3	0.3	0.0
Jeep	2,303	1,622	-29.6	4.0	3.3	-0.7	4,271	3,056	-28.4	3.9	3.3	-0.6
Kia	2,585	2,592	0.3	4.5	5.2	0.7	5,301	4,727	-10.8	4.8	5.1	0.3
Land Rover	413	333	-19.4	0.7	0.7	0.0	837	663	-20.8	0.8	0.7	-0.1
Lexus	1,322	1,257	-4.9	2.3	2.5	0.2	2,495	2,412	-3.3	2.3	2.6	0.3
Lincoln	343	278	-19.0	0.6	0.6	0.0	616	538	-12.7	0.6	0.6	0.0
Lucid	46	49	6.5	0.1	0.1	0.0	77	82	6.5	0.1	0.1	0.0
Mazda	1,727	1,783	3.2	3.0	3.6	0.6	3,463	3,268	-5.6	3.1	3.5	0.4
Mercedes-Benz	873	818	-6.3	1.5	1.6	0.1	1,702	1,536	-9.8	1.5	1.6	0.1
MINI	156	124	-20.5	0.3	0.2	-0.1	281	240	-14.6	0.3	0.3	0.0
Mitsubishi	105	94	-10.5	0.2	0.2	0.0	219	180	-17.8	0.2	0.2	0.0
Nissan	4,228	1,683	-60.2	7.4	3.4	-4.0	8,017	3,099	-61.3	7.3	3.3	-4.0
Porsche	293	253	-13.7	0.5	0.5	0.0	570	463	-18.8	0.5	0.5	0.0
Ram	1,558	1,632	4.7	2.7	3.3	0.6	2,991	3,070	2.6	2.7	3.3	0.6
Rivian	115	174	51.3	0.2	0.3	0.1	278	317	14.0	0.3	0.3	0.0
Subaru	4,760	4,444	-6.6	8.3	8.9	0.6	9,574	8,428	-12.0	8.7	9.0	0.3
Tesla	2,447	2,274	-7.1	4.3	4.6	0.3	4,812	3,792	-21.2	4.4	4.1	-0.3
Toyota	8,642	8,390	-2.9	15.1	16.9	1.8	15,845	15,733	-0.7	14.3	16.8	2.5
Volkswagen	1,079	1,028	-4.7	1.9	2.1	0.2	2,668	2,021	-24.3	2.4	2.2	-0.2
Volvo	551	364	-33.9	1.0	0.7	-0.3	1,124	680	-39.5	1.0	0.7	-0.3
Other	180	81	-55.0	0.3	0.2	-0.1	363	151	-58.4	0.3	0.2	-0.1

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

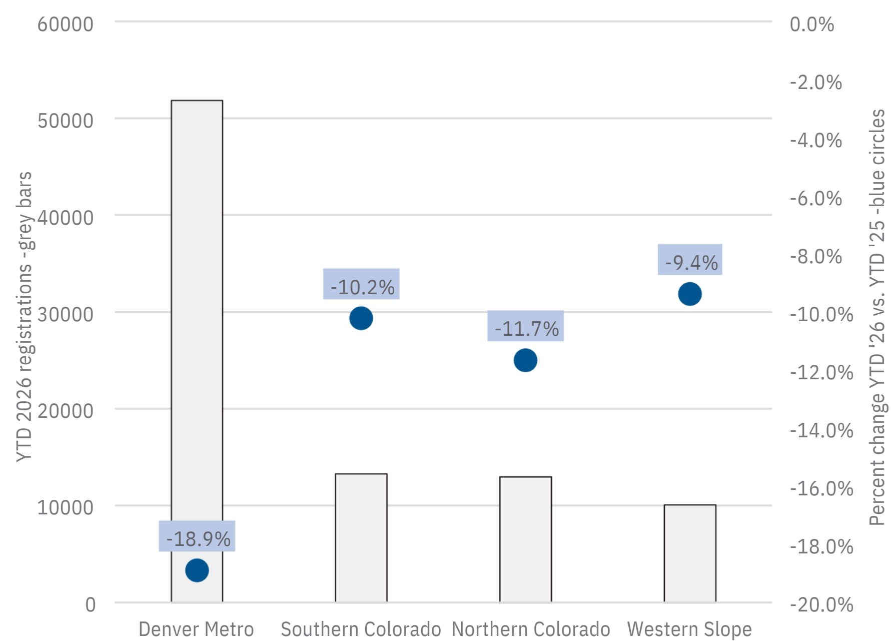
The table shows new retail light vehicle (car and light truck) registrations in the Colorado market. Figures are shown for the second Quarters of ‘25 and ‘26, and year to date totals. The top ten ranked brands in each change category are shaded yellow. Vehicle registrations are recorded based on when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

REGIONAL MARKETS

Denver Metro Market Had Largest Decline in First Half of This Year

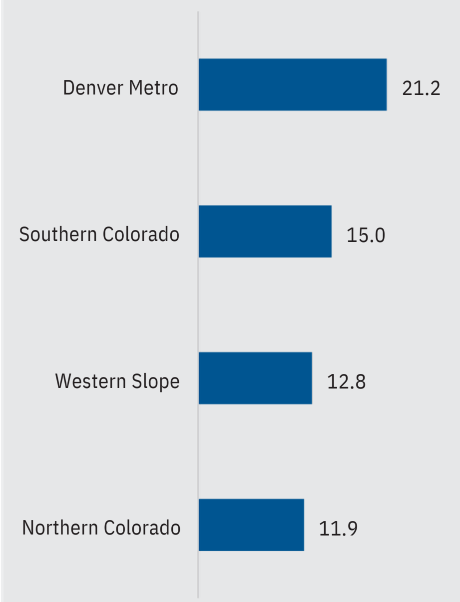
The graphs and tables on these two pages show specific data on each of the state's four regional markets. The figures represent new vehicles registered to retail customers residing in each of the regions, and includes both purchase and lease transactions.

Regional New Retail Light Vehicle Registrations
YTD 2026 thru June and Percent Change vs. YTD 2025



The graph above shows new vehicle registrations during the first six 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.

Luxury Brand Market Share
YTD 2026 thru June



Data sourced from Experian Automotive.

REGIONAL MARKETS REVIEW

	Industry Registrations			Battery Electric Vehicle Market Share (%)			Luxury Brand Market Share (%)		
	YTD '25 thru June	YTD '26 thru June	% change '26 vs. '25	YTD '25 thru June	YTD '26 thru June	change '26 vs. '25	YTD '25 thru June	YTD '26 thru June	change '26 vs. '25
Denver Metro	63,929	51,843	-18.9%	23.7	12.5	-11.2	20.3	21.2	0.9
Northern Colorado	14,661	12,950	-11.7%	16.9	8.1	-8.8	12.0	11.9	-0.1
Southern Colorado	14,803	13,289	-10.2%	14.9	8.8	-6.1	16.4	15.0	-1.4
Western Slope	11,128	10,083	-9.4%	9.2	5.8	-3.4	13.5	12.8	-0.7

Top Regional Markets

Biggest Market

Denver Metro: 51,843 registrations

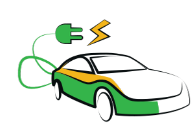
Smallest % Decline

Western Slope: Down 9.4%

Highest BEV Share

Denver Metro:

12.5%



Data sourced from Experian Automotive.

COUNTY MARKETS

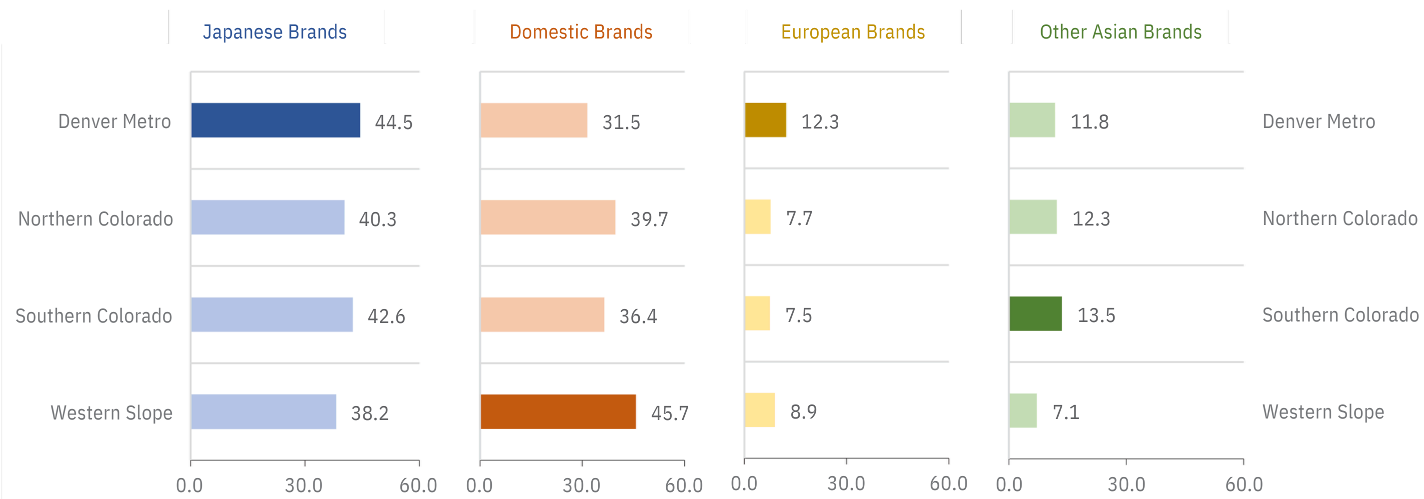
Honda Market Share Was 7.9% in Southern Colorado Region

Brand Market Share - YTD 2026 thru June (for top 10 selling brands in Colorado market)

County	Toyota	Ford	Subaru	Honda	Hyundai	Chevrolet	Kia	Tesla	GMC	Mazda
Denver Metro	17.1	9.9	9.3	6.1	6.2	5.0	4.9	4.9	3.3	4.2
Northern Colorado	15.2	13.6	9.1	6.5	5.7	6.0	6.4	2.8	6.6	3.0
Southern Colorado	15.8	13.3	7.9	7.9	7.7	5.8	5.5	4.3	3.7	3.7
Western Slope	19.6	19.7	10.1	3.2	2.8	9.2	4.1	2.3	4.7	1.1

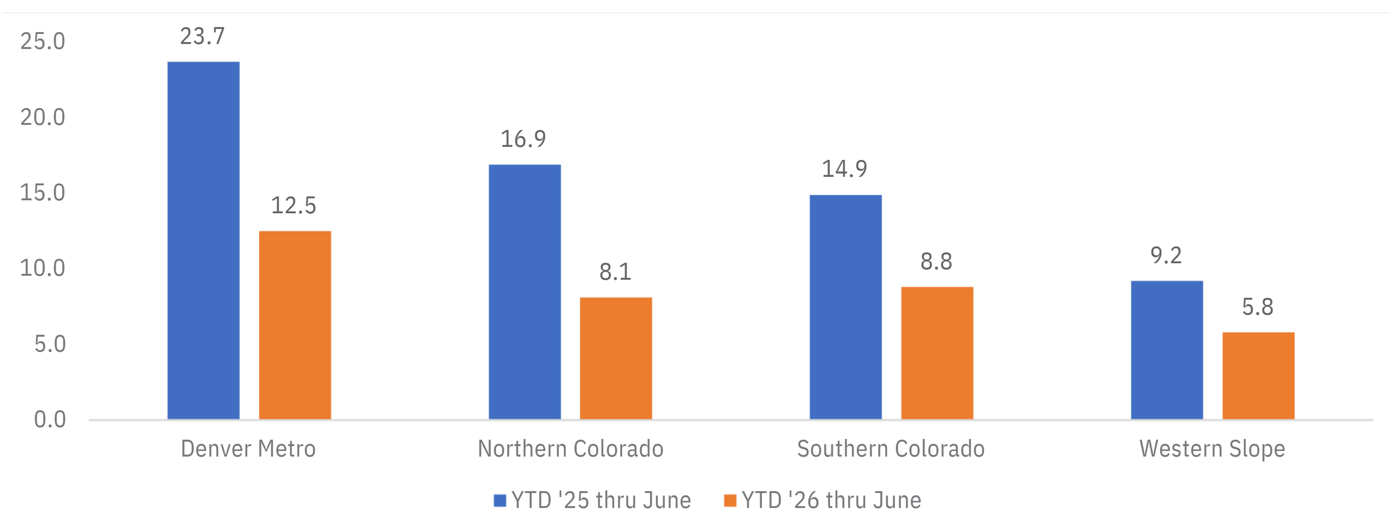
The table above shows brand market shares in each of the four regional markets. (Includes top ten selling brands in the area.) Highest market share for each brand is shaded grey. Data sourced from Experian Automotive.

Regional Market Shares for Japanese, Domestic, European, and Other Asian Brands - YTD 2026 thru June



The graphs above show market shares by brand segments. Darker colors show the highest rated region for each segment. Other Asian Brands include Genesis, Hyundai, Kia, and VinFast. Data sourced from Experian Automotive.

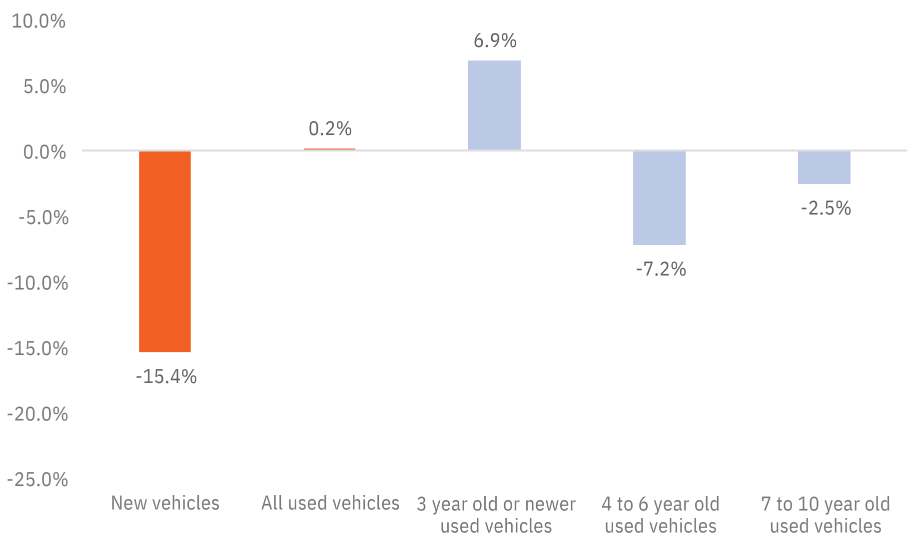
BEV Market Share in Regions - YTD 2025 and 2026 thru June



COLORADO USED VEHICLE MARKET

Used Vehicle Market Had Small Increase in First Half of This Year

Percent Change in New and Used Vehicle Registrations
YTD 2026 thru June vs. YTD 2025



Data sourced from Experian Automotive.

THREE KEY TRENDS IN USED VEHICLE MARKET

01. *The Colorado used vehicle market increased slightly in the first half of this year versus year earlier, compared to the 15.4% drop in the new vehicle market.*

02. *As shown on the graph to the left, registrations for three year old or newer vehicles increased 6.9% during the first six months of this year. The 4 to 6 year old market declined 7.2%.*

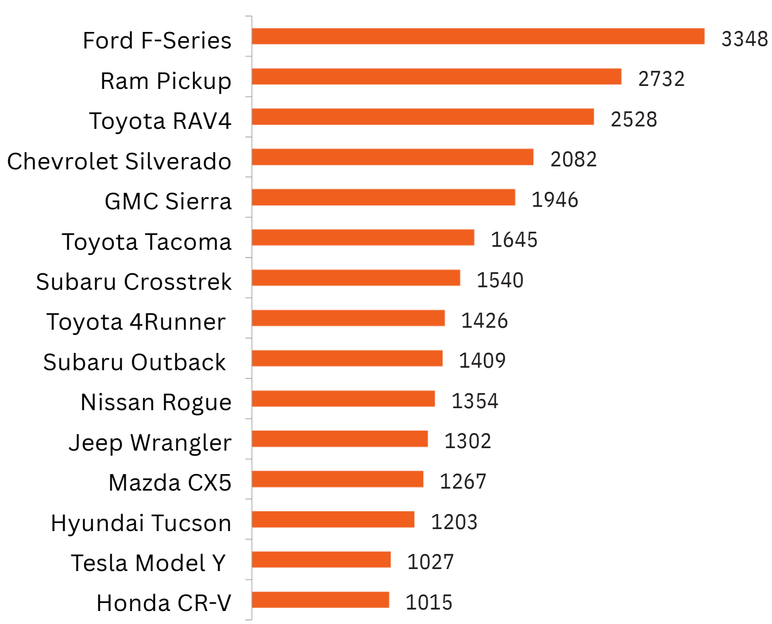
03. *Ford F-Series and Ram Pickup were top sellers in the Colorado used vehicle market so far this year (see graph below).*

TOP SELLING MODELS IN USED VEHICLE MARKET

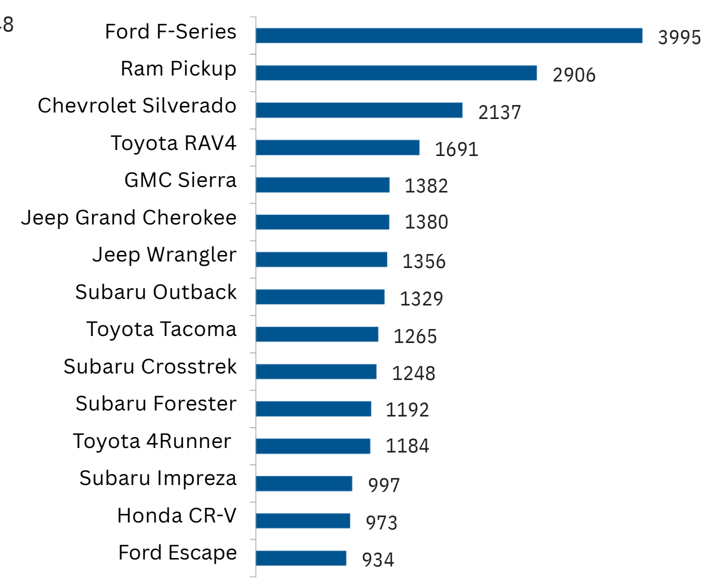
F-Series Stays on Top of Used Vehicle Market

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 2026 Registrations thru June



Top 15 Selling Models for 5 to 8 Year Old Vehicles
YTD 2026 Registrations thru June



Data sourced from Experian Automotive.

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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

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1707 Cole Blvd., Ste. 300
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Licensing Main Phone: 303.205.5604
https://sbg.colorado.gov/auto-industry

COLORADO AUTOMOBILE DEALERS ASSOCIATION

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