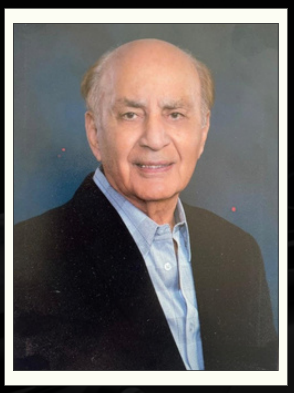
CADA BULLETIN

Monthly Automotive News in Colorado from the Colorado Auto Dealers Association

2026 HALL OF FAME INDUCTEES



Dominic Alecci
General Motors Acceptance Corp.



William "Bill" Byerly
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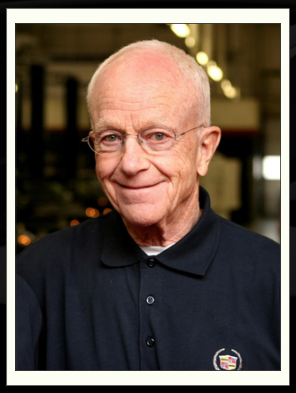

N.B. Red Noland
Red Noland Auto Group



Ralph Rickenbaugh
Rickenbaugh Cadillac



Tim Van Binsbergen
Mountain States Toyota



Brent Wood
Larry H Miller CDJR 104th

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- Purchase Hall of Fame Tickets
- Colorado Auto Outlook Q3

2026 COLORADO AUTOMOTIVE Hall of Fame EST 2020

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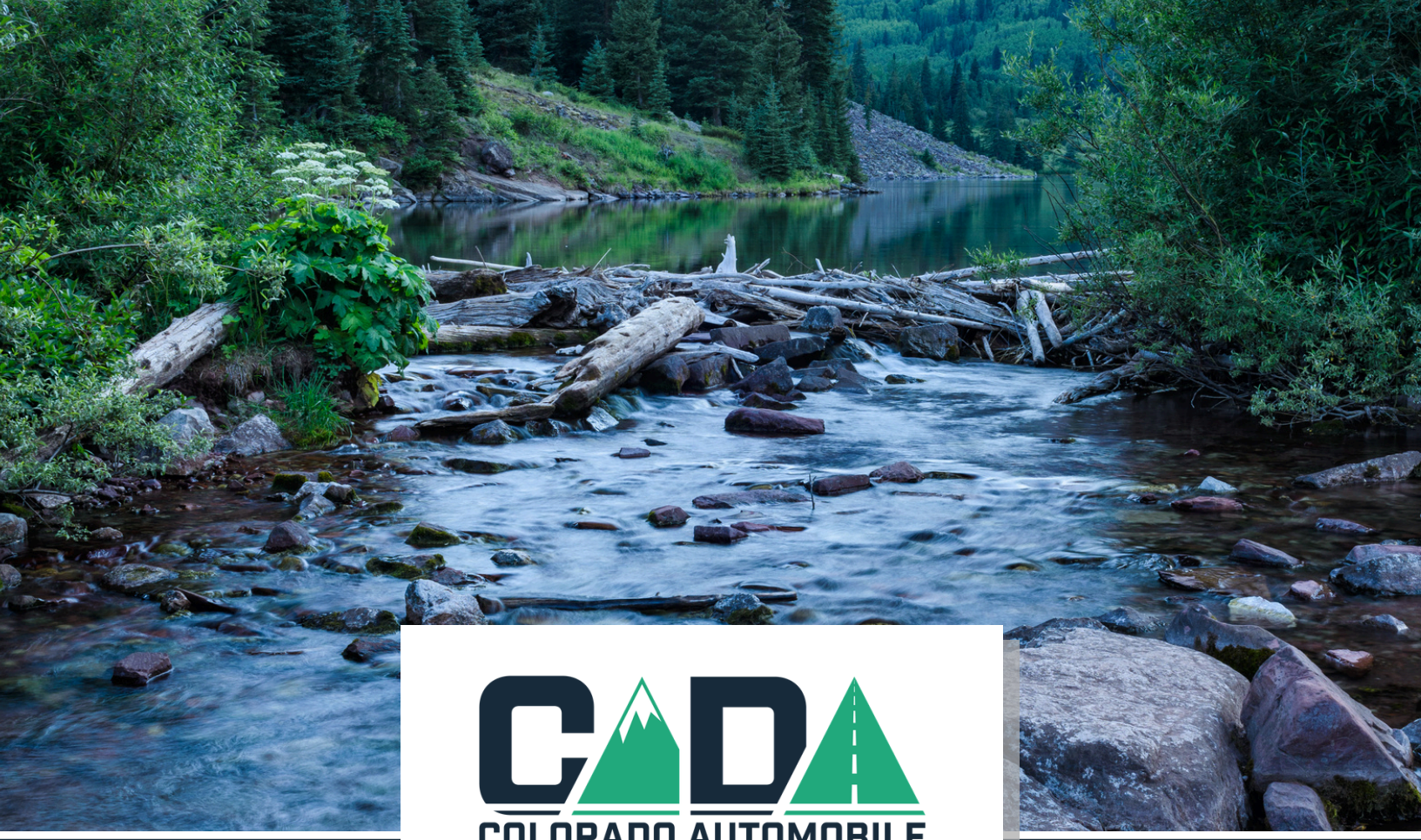

COLORADO AUTOMOBILE DEALERS ASSOCIATION

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Matthew Groves
CEO/President

Auto Industry Division Sunset Review Bill is More Than Just Sunday Sales

If you read the CADA regulatory announcements, or have watched our interviews with CBT News, heard us on Ross Kaminsky, or read our interviews with various news websites, you know that the Sunday Closing ban is returning to the legislature this year. CADA has expressed a clear intent to do everything in our power to keep dealerships closed for sales on Sundays. This has been complicated this year by one of Governor Polis' administrative agencies who wrote a report recommending that the legislature allow the ban to expire.

With that said, the sunset bill, which holds the future of Sunday sales, contains many provisions of significance beyond the main attraction. This bill will – at its core – renew the Motor Vehicle Dealer Board and all regulations falling under the Auto Industry Division for another 10 years. This article is designed to cover 'everything else' the report recommended to the legislature regarding motor vehicle retailing.

Recommendations from Department of Regulatory Affairs (DORA) to the Legislature:

1. **Continue the regulation of motor vehicle and powersports vehicle sales for nine years, until 2036.** CADA supports this provision as we have historically enjoyed an outstanding relationship with our regulators at the Auto Industry Division. We welcome this provision as Governor Polis has made public statements in the past expressing a concern over the state licensing of motor vehicle salespeople.

2. **Sunset the ban on Sunday Sales.** This one we know.

3. **Continue the Antimonopoly Financing Law for nine years, until 2036**. This represents no change to the Industry as dealers are already required to accept financing from multiple sources. CADA supports this provision.

4. **Amalgamate Parts 1 and 4 of Article 20 of Title 44, C.R.S. while retaining necessary unique provisions.** Motor vehicles and powersports have always had very similar rule sets with minor variations. This recommendation would combine the MV and PS sections into one, with some guidance from the Division on which differences should be retained.

5. **Modernize the licensing of salespeople such that an individual need only hold a single license, regardless of the number of dealerships at which they work.** Today, if you work at a rooftop with multiple manufacturers that is not grandfathered under the 2018 rule that created the requirement, you would need a separate salesperson license for each dealer license under which you sold. This would allow the license to belong to the salesperson, not their employing dealer, and would make renewal of such a license the responsibility of the salesperson. As a seller of bonds, this represents a financial detriment to CADA, however, we support the recommendation in spite of that for the streamlining of the licensing process and the removal of risk for dealerships for expired salesperson licenses and the purchase of reciprocal licenses.

6. **Clarify and streamline the process by which the Board issues letters of admonition and letters of reprimand.** CADA supports this recommendation as it does not affect a dealer's due process and concerns only the administration of regulation within the Department.

7. **Clarify that any natural person acting as a buyer agent must be licensed as such.** CADA debated sponsoring this concept in our own legislation. An increasing number of problematic deals involves unlicensed buyer's agents who are receiving compensation for the sale of the vehicle without ever having their name appear on the paperwork. During the investigation, this makes correcting the consumer harm more difficult for investigators and constitutes cases of unlicensed sales. CADA supports this recommendation.

8. **Modernize the bond requirements for businesses by authorizing the Board and Executive Director, as appropriate, to establish the amount of the bond in rule and based on the licensee's previous year's sales volumes.** As the cost of vehicles increases, the state has discovered that in rare instances where a dealer bond must be opened, the bond is not nearly enough to make the damaged consumers whole. The cost of dealer bonds and salesperson bonds will likely rise, but be offset by the number of duplicate licenses we are issuing to salespeople under recommendation 5. CADA does not object to the Division setting bond fees based on objective standards like sales but will reserve judgment until we see what dollar amount is being proposed.

9. **Clarify how long applicants convicted of certain criminal offenses must wait before being eligible to obtain a license.** Today, a mandatory disqualifying conviction will preclude an individual from holding a license for 10 years. This recommendation seeks to reduce the mandatory disqualifier and allow case-by-case assessment by the Motor Vehicle Dealer Board. While CADA believes that the mandatory disqualifier provides protection to the industry and a service to consumers, we likewise believe in the judgment of the Motor Vehicle Dealer Board. CADA has expressed no opinion on this recommendation.

10. **Clarify that the licensing examination must be psychometrically valid whenever it is administered.** This provision makes me mad at my law school and the U.S. House of Representatives. I spent a combined 8 years reading policy between the two institutions and I still have no idea what this recommendation is suggesting. CADA will take no position.

11. **Direct that all monies distributed to the Division resulting from fines be deposited in the state's General Fund. CADA reluctantly supports this recommendation.** On the one hand, the Division keeping fine money gives the appearance that it is over enforcing for their own financial benefit. I, personally, find the Division to be of great integrity and do not believe that it would ever do that. On the other hand, the legislature frequently overspends its budget and has to make painstaking choices based on a lack of funds.I fear this move could give them an outlet to raise more funds for policies unrelated to the Auto Industry.

12. **Limit the number of terms a member may serve on the Board to no more than two.** CADA takes no position on this recommendation. We have had outstanding board members over my 9 years with the organization.

13. **Require motor vehicles and powersports vehicle dealers to identify a responsible party for each of their locations.** Here, the Division only seeks reliable local contact for dealerships owned by corporations or out-of-state individuals. It does not change the rights or responsibilities of licensed dealers. CADA supports the recommendation.

14. **Amend the statutory language around the business disposal license to more closely mirror that of the other license types.** Organizations like car rental or equipment rental agencies are permitted to sell vehicle inventory that has been in service for 2+ years at the end of its useful service life. CADA does believe they should have to sell by the same rules as dealers and wholesalers. CADA supports this recommendation.

15. **Clarify that the Executive Director, and not the Board, is the licensing authority for powersports vehicle manufacturers, distributors, and manufacturer representatives.** On this item, we defer to the judgment of the Powersports Dealer Association of Colorado. This will not impact motor vehicle dealers.

16. **Authorize the Division Director to send license renewal notices electronically.** This recommendation makes sense, but only in conjunction with the reliable representatives in Recommendation 13. CADA would support both recommendations in conjunction with one another.

COLORADO AUTOMOBILE DEALERS ASSOCIATION

2026 EVENTS CALENDAR

January - May	Colorado Legislative Session ✓
February 4	NADA Show Brownstein , CADA, Vitu Event ✓
February 11	Q1 Board Meeting ✓
April 10-12	Colorado Auto Show ✓
June 10	Q2 Board Meeting ✓
June - September	Regional Meetings
September 14-16	Project D.C. & 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.

CADA ON-DEMAND
YOUR SOURCE FOR DEALER EDUCATION

UPCOMING WEBINARS

19 NOV

DEALERSHIP 401 (K) PLANS

Identifying ways to simplify and save

10 AM Thursday

Presented by NADA Retirement from EMPOWER

10 DEC

Dealer Management Systems

TBD

12 PM Thursday

Presented by Dealertrack by Cox Automotive

2026 COLORADO AUTOMOTIVE Hall of Fame

EST 2020

PRESENTED BY

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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

★ 2026 ★

COLORADO AUTOMOTIVE Hall of Fame

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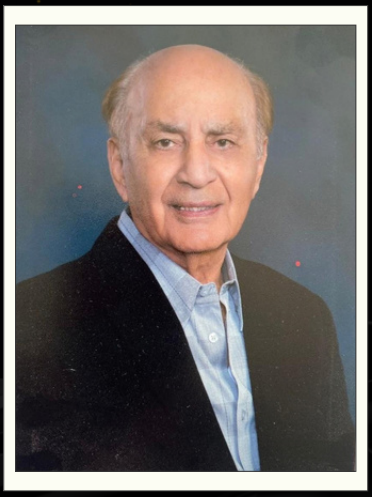
MEET OUR 2026 INDUCTEES



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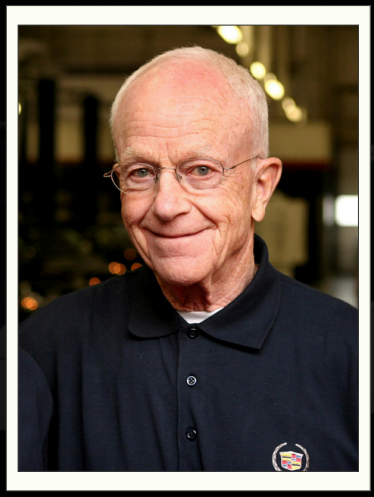

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Mark Zeigler
Clear the Air
Foundation Director

CTAF and ASE Connects

The Clear the Air Foundation assits the automotive industy here in Colorado by removing high-emitting vehicles from our roads, recycling them, and using the funds to provide scholarships to students who are pursuing a career as an automotive technician.

ASE Connects, now partnered with WrenchWay, plays a significant role in advancing our mission to promote workforce development. Created to serve the transportation industry, ASE Connects is dedicated to elevating the standards of service and repair through assessment, certification, and credentialing. Together, we're helping strengthen the industry by supporting a skilled, qualified, and future-ready workforce.



ASE Connects allows aspiring technicians to create a free student profile that allows them to create a resume, find employment or apprenticeships, and shadow shops. Please read ASE success stories here.

ASE Connects is not only a great resource for students, but also for auto dealers. It is no secret that Colorado, and even the nation, is struggling with automotive technician shortages. It can be quite difficult to find an efficient tech, and even more difficult to retain one long-term. Luckily, ASE Connects is committed to addressing these workforce shortages by providing automotive students and dealerships with a comprehensive platform that equips aspiring technicians with the resources they need to succeed while helping dealerships connect with the right talent for their service department.

If you're in need of technicians and are interested in ASE Connects, please see the page below. If you complete a short survey with your dealership's technician pay information, benefits, and company policies, you can **receive a free trial until December 31, 2026.**

🚗 Have a vehicle to donate?

Visit www.ClearTheAirFoundation.org or scan the QR code

FREE TRIAL

ASE CONNECTS
Formerly WrenchWay

Sign Up at aseconnects.com

Trial Ends 12/31/26

ASE Connects (formerly WrenchWay) is building the industry's most reliable source of current technician pay and benefits data.

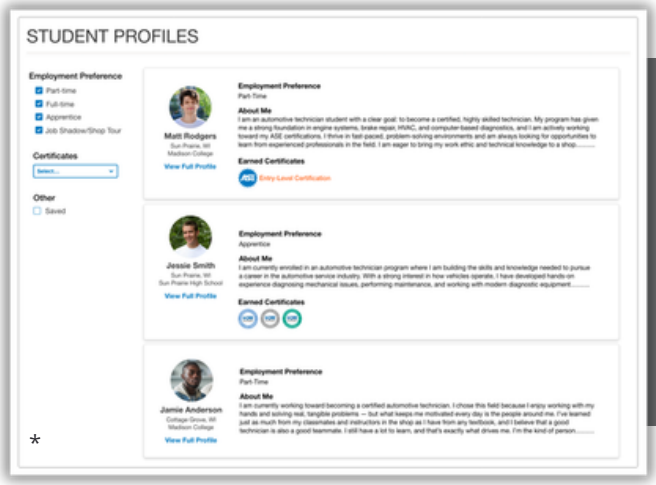
Shops and dealerships that contribute information on technician pay, benefits, and company policies to the Industry Data Exchange receive a **free ASE Connects membership through December 31, 2026.** The survey only takes 10-15 minutes to complete and is 100% anonymous.

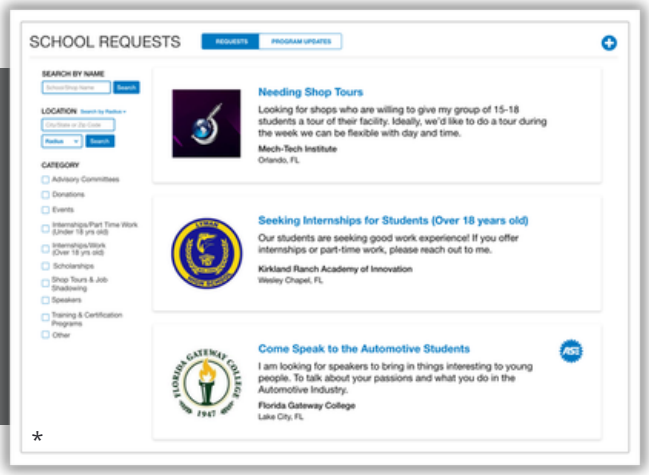
YOUR MEMBERSHIP INCLUDES:

STUDENT PROFILES – *COMING FALL '26*

CONNECT WITH STUDENTS LOOKING FOR SHOP EXPERIENCE

Access profiles of students who are actively looking for shop tours, job shadows, part-time work, and full-time roles and message them directly.





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Get a directory of alllocalschools with verified contact information, see exactly what support they need (i.e., tool donations, guest speakers, etc.), and message instructors directly.

2026 CTAF Golf Tournament Wrap

This year's CTAF Annual Member Golf event was a great success! The day was filled with excellent drives, precise putts, and friendly competition amongst participants for the chance of winning the highly coveted prizes!



The event was held at Flying Horse Resort & Club in Colorado Springs, a beautiful course with breathtaking views and challenging holes – the perfect venue for our Golf Tournament!



The Clear the Air Foundation would like to extend the warmest of "thank yous" to our sponsors. We appreciate all the time and support you contributed that made this year's tournament special. Additionally, we would like to thank all the participants who joined us for the day. Thank you for making the day fun-filled, competitive, and exciting!



WOMEN IN AUTOMOTIVE® DENVER SOCIAL

THE GIVING GARDEN

What we cultivate within becomes what we give forward.

WEDNESDAY, NOVEMBER 18, 2026

11:00 AM to 6:30 PM · RefiJet, 7958 S Chester St, Greenwood Village, CO

THE LINEUP



Danelle Delgado
Opening Keynote
Founder, The Alpha Group



Emily Caldwell
General Manager
Mercedes-Benz of Denver



Alison Rank
Chief Illumination Officer
My CIO Alison



Amanda Rawls
VP of Client Success
KPA



Amanda Gordon
Closing Keynote
Founder and CEO, GoJo Auto

WHAT YOU WILL LEAVE WITH

- A culture playbook from a GM running a top Mercedes-Benz store
- Connection made on purpose, not by accident
- Language for the room you are in and the one you want next

WHAT THE DAY INCLUDES

- Five sessions led by women leading in automotive
- Lunch and a cocktail hour built for real conversation
- A living floral experience you take home with you

MEMBERS ATTEND FREE · NON-MEMBERS $99

WIA members: use the code in your member email at checkout. Registration closes November 17.
Men and allies are welcome and encouraged.

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COLORADO AUTOMOBILE DEALERS ASSOCIATION

Colorado Auto Outlook™

Coverage of the Colorado new and used vehicle markets

FORECAST

State New Vehicle Market Expected to Drift Lower Over Next 15 Months

Below is a list of three primary questions and answers regarding the Colorado new retail light vehicle market.

How has the state market performed so far this year? *State new light vehicle registrations fell 14.7% during the first nine months of 2026 versus the same period a year earlier. The U.S. market was off 4%. Colorado's relatively poor results were solely attributed to a significant drop in electric vehicle sales within the state. During the first nine months of this year, state new vehicle registrations, excluding electric vehicles (BEVs), experienced a 2% decline compared to the same period last year. This drop-off was almost identical to the 1.4% nationwide decline.*

What's the outlook for new vehicle sales over the next 15 months? *Registrations for all of this year are predicted to fall 201,500 units and decline 10.5% from2025. The market has a chance to increase in the fourth quarter of this year versus relatively weak year-earlier results. Preliminary outlook for 2027: most determinants are pointing to a small decline next year (see right), although a slight increase is not out of the question.*

What are recent trends in the alternative powertrain market? *Expiration of thefederal government BEV tax credits shifted demand from electric vehicles to hybrids. In addition, fuel prices have increased significantly since the start of the Iran war. Both are key factors boosting sales of hybrids. Hybrid market share increased to 20.1% in the third quarter of this year and year-to- date registrations were up 24% versus 2025. BEV market share declined sharply from last year to the first nine months of this year, but recovered somewhat from the low-point in 1Q '26.*

Primary Factors Driving the Colorado New Vehicle Market

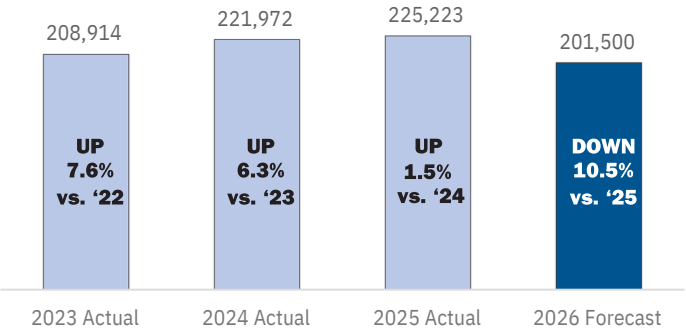
Affordability. *Several key factors for affordability are moving in the wrong direction. Interest rates are increasing, tariffs are putting upward pressure on prices, and household incomes are not keeping pace with inflation. These issues are especially acute for lower-income consumers who own many of the older vehicles that are due for replacement. While higher-income households, buoyed by increasing net worth and stock market gains, have supported the market, any growth in new vehicle sales will be difficult to achieve when a significant portion of potential buyers are not actively in the market.*

Consumer sentiment. *Consumers are increasingly downbeat on economic conditions. Vehicle sales rarely improve when consumer attitudes are weak.*

Economic growth and labor market. *GDP growth has remained positive, employment gains have been respectable, and unemployment rates remain low, all of which are positive for the market.*

Heightened uncertainty. *Continually changing federal government policies and geopolitical events have unsettled the new vehicle market. More stability would provide added clarity to the outlook, but that seems unlikely.*

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 Sep.	YTD '26 thru Sep.	% Chg. '25 to '26	Mkt. Share YTD '26
TOTAL	171,677	146,468	-14.7%	
Car	18,176	13,287	-26.9%	9.1%
Light Truck	153,501	133,181	-13.2%	90.9%
Domestic	61,397	52,568	-14.4%	35.9%
European	19,084	14,615	-23.4%	10.0%
Japanese	70,336	62,415	-11.3%	42.6%
Other Asian	20,860	16,870	-19.1%	11.5%

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 September vs. YTD '25

Colorado
DOWN 10.5%

U.S.
DOWN 4.0%

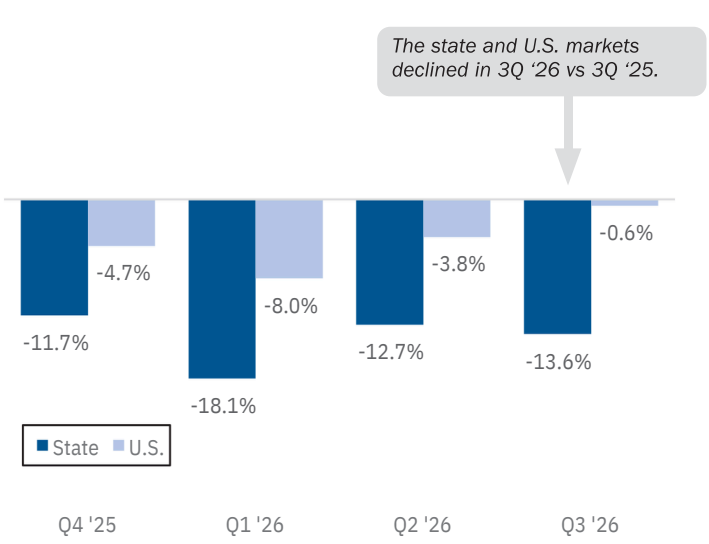
New retail light vehicle registrations in Colorado declined 10.5% during the first nine months of this year versus year earlier. The U.S. market was off 4.0%

Data sourced from Experian Automotive.

QUARTERLY RESULTS

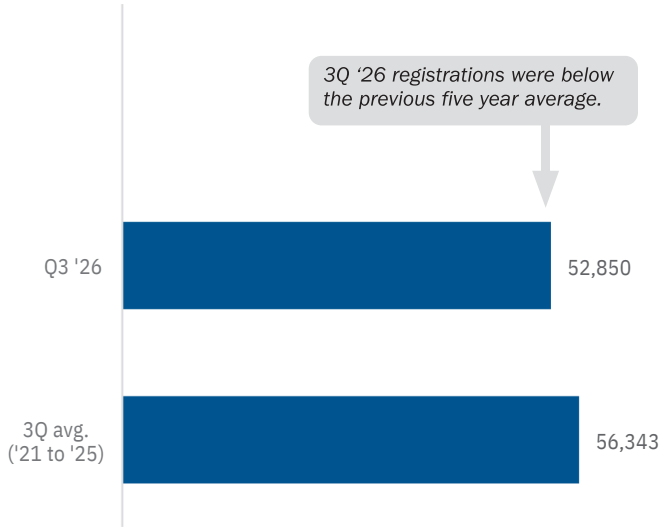
QUARTERLY TREND

Percent Change in Registrations vs. Year Earlier



QUARTERLY PERSPECTIVE

3Q '26 Registrations Versus 3Q Average for Previous Five Years



Data sourced from Experian Automotive.

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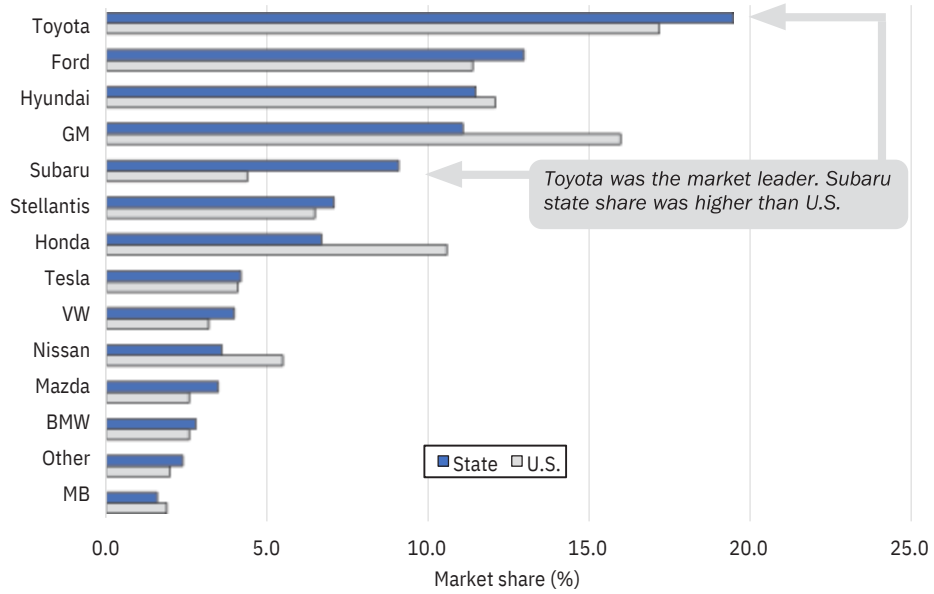
KEY TRENDS IN COLORADO NEW VEHICLE MARKET



MANUFACTURER MARKET SHARES

Colorado and U.S. Manufacturer Market Shares - YTD 2026 thru September



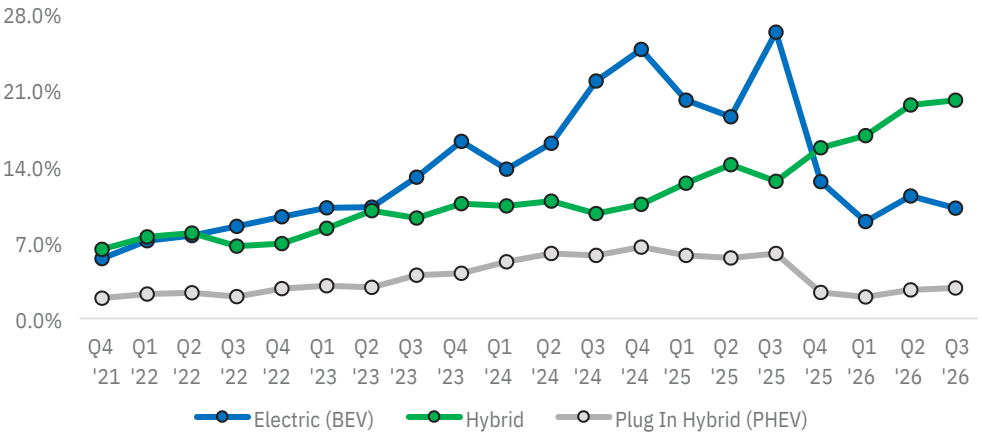
Manufacturer Market Share (%)			
Manufacturer	State Share	U.S. Share	State - U.S.
Toyota	19.5	17.2	2.3
Ford	13.0	11.4	1.6
Hyundai	11.5	12.1	-0.6
GM	11.1	16.0	-4.9
Subaru	9.1	4.4	4.7
Stellantis	7.1	6.5	0.6
Honda	6.7	10.6	-3.9
Tesla	4.2	4.1	0.1
VW	4.0	3.2	0.8
Nissan	3.6	5.5	-1.9
Mazda	3.5	2.6	0.9
BMW	2.8	2.6	0.2
Other	2.4	2.0	0.4
MB	1.6	1.9	-0.3

The graph and table above show manufacturer market share in both the state and U.S. markets. Far right column in the table is state market share minus U.S. Top three manufacturers are shaded gray. MB is Mercedes-Benz. Data sourced from Experian Automotive.



POWERTRAINS

% Share of Industry Registrations by Powertrain Type



YTD thru September			
	YTD '25	YTD '26	
ICE	59.3%	68.3%	↑
Hybrid	13.1%	19.0%	↑
Electric (BEV)	21.8%	10.2%	↓
Plug In Hybrid (PHEV)	5.8%	2.5%	↓

Quarterly			
	2Q '26	3Q '26	
ICE	66.5%	66.9%	↑
Hybrid	19.6%	20.1%	↑
Electric (BEV)	11.3%	10.2%	↓
Plug In Hybrid (PHEV)	2.6%	2.8%	↑

BEV market share was **10.2%** *during the first nine months of this year, down sharply from* **21.8%** *a year earlier. BEV share also decreased from* **11.3%** *in 2Q of this year to* **10.2%** *in 3Q. Hybrid vehicles continued to post big gains, with market share reaching* **20.1%** *in 3Q '26.*

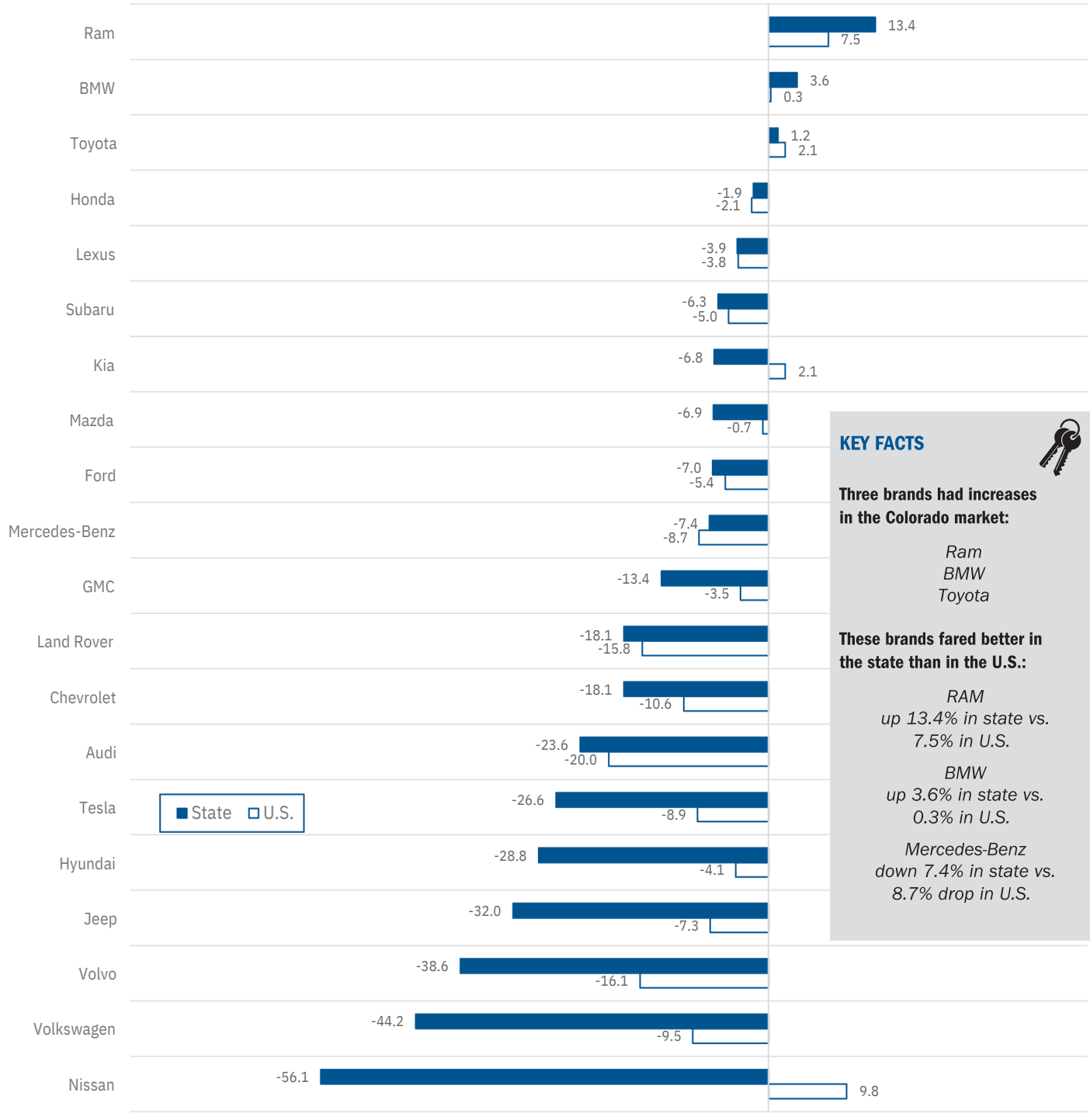
Data sourced from Experian Automotive. Hybrid registrations exclude mild hybrids.

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 Colorado (solid blue bars) and U.S. (blue outlined bars). Brands are shown from top to bottom based on the change in state registrations.

Percent Change in Colorado and U.S. New Retail Light Vehicle Registrations (Top 20 Selling Brands in State)
YTD 2026 thru September vs. YTD 2025



KEY FACTS

Three brands had increases in the Colorado market:

Ram
BMW
Toyota

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

RAM
up 13.4% in state vs. 7.5% in U.S.

BMW
up 3.6% in state vs. 0.3% in U.S.

Mercedes-Benz
down 7.4% in state vs. 8.7% drop in U.S.

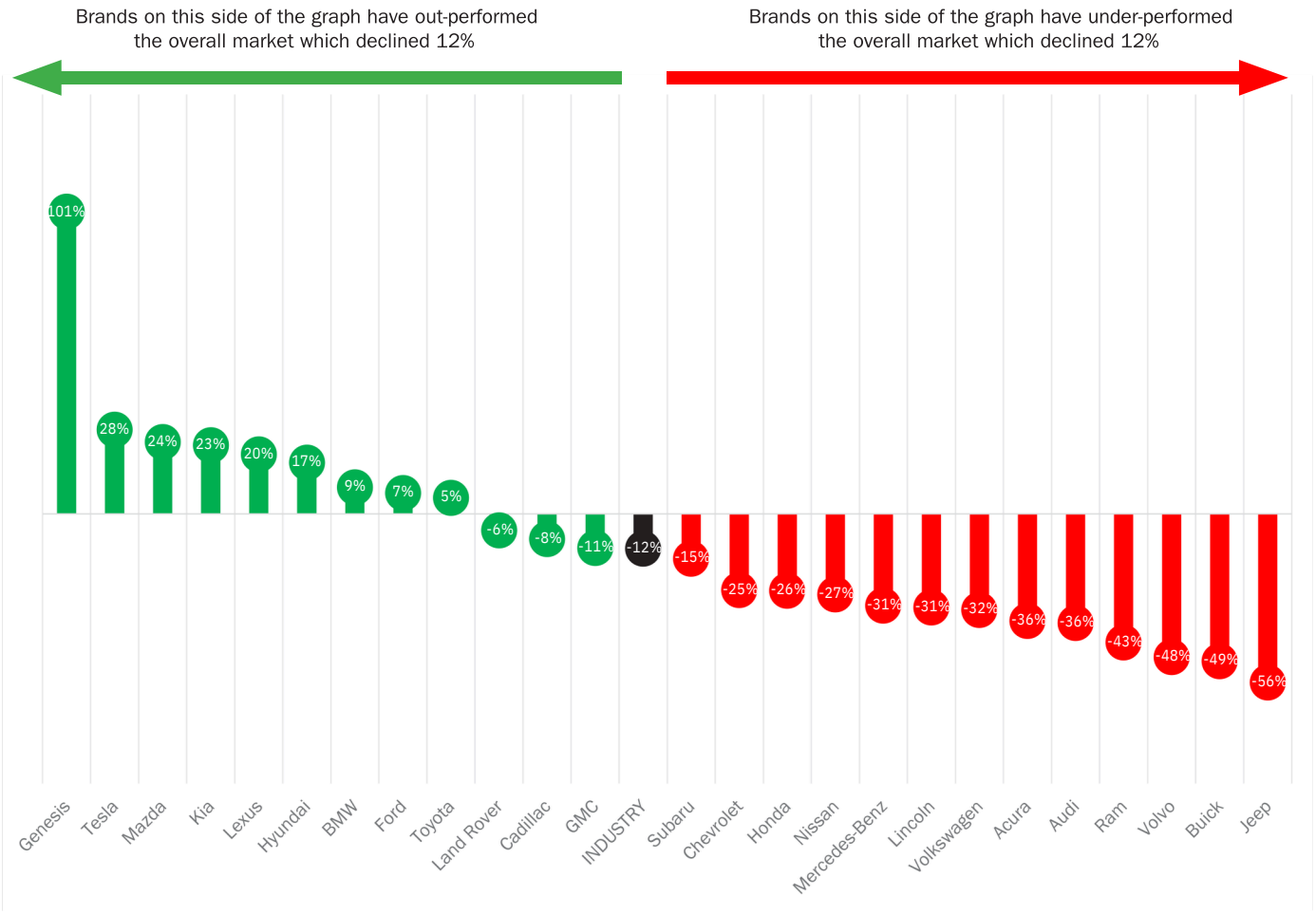
Data sourced from Experian Automotive.

BRANDS AND MODELS

LONG TERM TRENDS

The graph below shows the percentage change in Colorado new vehicle registrations during the first nine months of this year versus the same period five years earlier. New vehicle registrations in 2021 were relatively strong as the market recovered from lower sales levels during the pandemic. Industry registrations declined 12% over the five year period.
Data sourced from Experian Automotive.

Five Year Percent Change in Colorado New Retail Light Vehicle Registrations for Top 25 Selling Brands
YTD 2026 thru September vs. YTD 2021



TOP SELLING MODELS

Top 20 Selling Models during YTD '26 thru September - 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	4.8	-4.1	11	Chevrolet Silverado	1.9	-15.7
2	Toyota Tacoma	3.2	9.7	12	Subaru Outback	1.9	-19.2
3	Ram Pickup	3.1	14.2	13	Ford Bronco	1.6	3.6
4	Tesla Model Y	3.1	-19.7	14	Toyota Tundra	1.5	-14.5
5	Subaru Crosstrek	3.1	-0.7	15	Kia Telluride	1.5	36.2
6	Toyota 4Runner	2.9	79.9	16	Hyundai Tucson	1.4	-3.2
7	Honda CR-V	2.6	7.7	17	Mazda CX-50	1.4	55.0
8	Toyota RAV4	2.6	-32.7	18	Hyundai Ioniq 5	1.3	-58.3
9	Subaru Forester	2.6	10.0	19	Toyota Grand Highlander	1.3	12.9
10	GMC Sierra	2.2	-11.7	20	Kia Sportage	1.3	-6.3

Table on the left shows the top 20 selling models so far this year. Share of industry registrations 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 Experian Automotive.

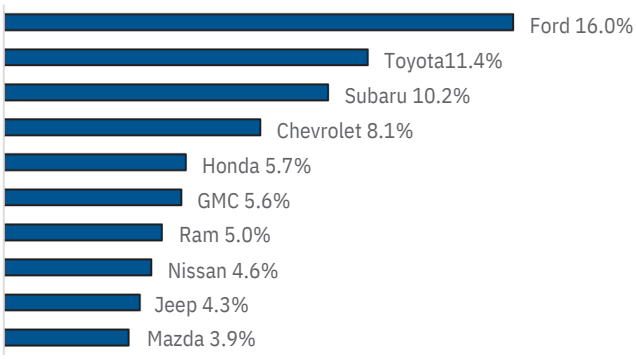
BRANDS AND MODELS

TOP TEN RANKINGS IN STATE MARKET - YTD 2026 THRU SEPTEMBER

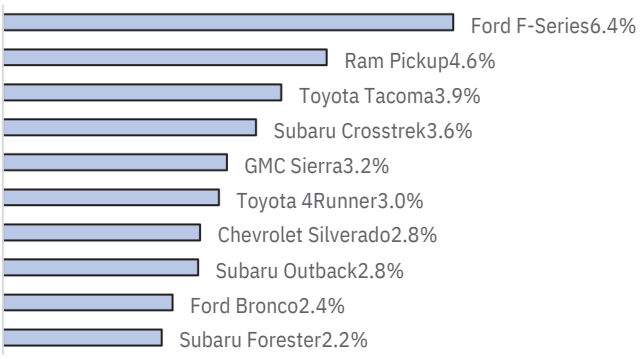
The graphs below show top ten selling brands and models during the first nine months of this year for three powertrain classifications - ICE (internal combustion engines), Hybrids (including plug-in hybrids), and BEVs (battery electric vehicles). Ford was the top selling brand for ICE vehicles and F-Series was the number one model. Toyota and RAV4 were leaders for hybrids. Tesla and Model Y were the top-sellers for BEVs.

ICE VEHICLES (includes gasoline and diesel engines)

Market Share for Top 10 Brands

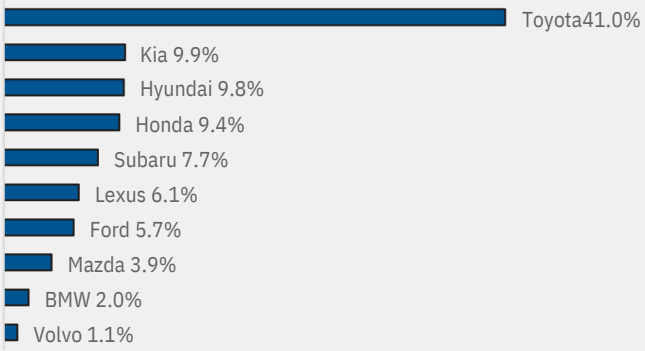


Market Share for Top 10 Models

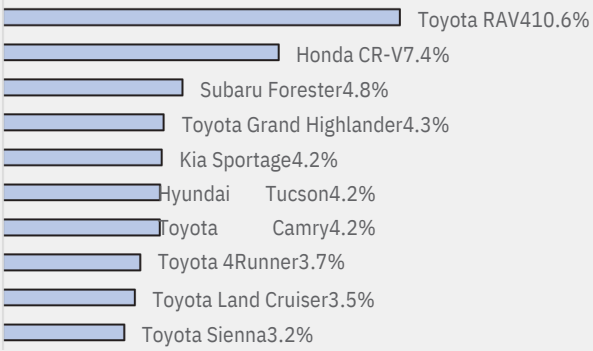


HYBRID VEHICLES (includes plug-ins and excludes mild hybrids)

Market Share for Top 10 Brands

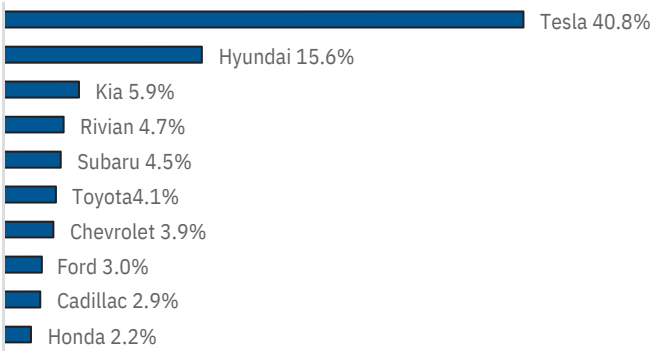


Market Share for Top 10 Models

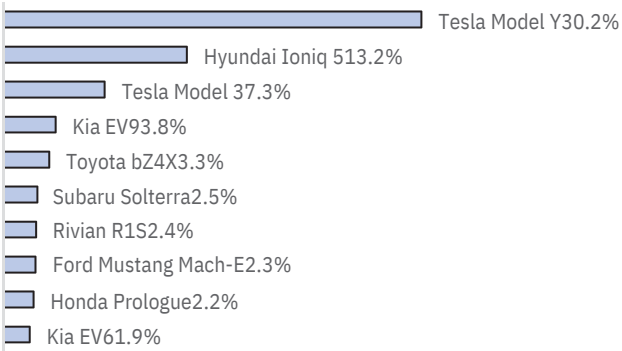


BATTERY ELECTRIC VEHICLES

Market Share for Top 10 Brands



Market Share for Top 10 Models



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

COMPARISON OF STATE MARKETS

BRAND MARKET SHARE

The table below shows the top five selling brands in 24 selected state markets and the U.S. during the first nine months of this year.

Data sourced from Experian Automotive.

PRIMARY OBSERVATIONS

1. *Toyota was the state market leader with a 17.0% share.*
2. *Toyota was number one in 15 of the 24 markets.*
3. *Subaru's state share was 9.1%, second highest among the 24 markets.*

Top Five Selling Brands in 24 Selected State Markets and U.S. - YTD '26 thru September

Arizona		Arkansas		California		Colorado		Connecticut	
Make	Share	Make	Share	Make	Share	Make		Make	Share
Toyota	18.0	Ford	14.6	Toyota	20.6	Toyota	17.0	Toyota	13.4
Ford	10.1	Chevrolet	11.5	Honda	12.2	Ford	12.5	Honda	10.3
Chevrolet	9.8	Toyota	11.2	Tesla	10.5	Subaru	9.1	Subaru	8.7
Honda	7.9	GMC	10.3	Ford	6.5	Honda	6.2	Ford	6.4
Kia	7.2	Nissan	6.9	Kia	5.5	Chevrolet	5.9	Nissan	6.4

Florida		Georgia		Illinois		Louisiana		Maryland	
Make	Share	Make	Share	Make	Share	Make		Make	Share
Toyota	15.7	Toyota	16.1	Honda	11.1	Ford	13.5	Toyota	16.4
Honda	8.7	Ford	11.9	Chevrolet	10.7	Chevrolet	11.7	Honda	12.8
Ford	8.6	Chevrolet	9.3	Toyota	10.6	Toyota	10.9	Ford	9.3
Chevrolet	7.9	Honda	8.2	Ford	8.9	Honda	8.7	Chevrolet	7.5
Kia	7.5	Nissan	7.4	Kia	7.0	Nissan	8.3	Hyundai	7.2

Massachusetts		Michigan		Minnesota		Nevada		New Jersey	
Make	Share	Make	Share	Make	Share	Make		Make	Share
Toyota	17.3	Chevrolet	23.6	Chevrolet	13.9	Toyota	17.9	Honda	12.7
Honda	12.7	Ford GMC	20.7	Ford	12.3	Ford	9.0	Toyota	9.6
Ford	7.2	Jeep	7.1	Toyota	10.9	Tesla	8.2	Ford	6.8
Subaru	6.9	Toyota	6.1	Honda	10.5	Honda	8.0	Hyundai	6.8
Hyundai	5.7		5.7	Subaru	7.6	Chevrolet	7.9	Kia	6.3

New York		North Carolina		Ohio		Oklahoma		Oregon	
Make	Share	Make	Share	Make	Share	Make		Make	Share
Honda	11.1	Toyota	16.0	Honda	14.2	Ford	16.3	Toyota	25.0
Toyota	10.8	Honda	11.6	Chevrolet	12.9	Chevrolet	14.6	Subaru	10.5
Chevrolet	9.7	Ford	10.2	Ford	10.2	Toyota	10.7	Ford	10.2
Ford	7.1	Chevrolet	9.8	Toyota	10.1	GMC	6.7	Honda	7.4
Nissan	6.7	Kia	6.3	Kia	8.3	Hyundai	6.5	Kia	6.0

Pennsylvania		Texas		Virginia		Washington		U.S.	
Make	Share	Make	Share	Make	Share	Make		Make	Share
Toyota	11.9	Toyota	15.4	Toyota	15.5	Toyota	19.5	Toyota	14.6
Honda	10.1	Ford	13.6	Honda	13.7	Honda	9.9	Ford	10.7
Ford	9.8	Chevrolet	11.4	Ford	9.9	Ford	9.0	Chevrolet	9.9
Chevrolet	8.9	Honda	7.0	Chevrolet	8.0	Subaru	8.9	Honda	9.7
Subaru	8.3	Nissan	5.8	Kia	6.9	Tesla	8.0	Kia	6.0

Brand Registrations Report
Colorado New Retail Car and Light Truck Registrations

	ThirdQuarter						Year to date thru September					
	Registrations			Market Share (%)			Registrations			Market Share (%)		
	3Q '25	3Q '26	% change	3Q '25	3Q '26	Change	YTD '25	YTD '26	% change	YTD '25	YTD '26	Change
TOTAL	61,170	52,850	-13.6				171,677	146,468	-14.7			
Cars	5,324	4,575	-14.1	8.7	8.7	0.0	18,176	13,287	-26.9	10.6	9.1	-1.5
Light Trucks	55,846	48,275	-13.6	91.3	91.3	0.0	153,501	133,181	-13.2	89.4	90.9	1.5
Domestic Brands	21,721	18,636	-14.2	35.5	35.2	-0.3	61,397	52,568	-14.4	35.7	35.9	0.2
European Brands	7,358	5,117	-30.5	12.0	9.7	-2.3	19,084	14,615	-23.4	11.1	10.0	-1.1
Japanese Brands	23,645	22,886	-3.2	38.7	43.3	4.6	70,336	62,415	-11.3	41.0	42.6	1.6
Other Asian Brands	8,446	6,211	-26.5	13.8	11.8	-2.0	20,860	16,870	-19.1	12.2	11.5	-0.7
Acura	275	247	-10.2	0.4	0.5	0.1	883	795	-10.0	0.5	0.5	0.0
Alfa Romeo	16	1	-93.8	0.0	0.0	0.0	49	18	-63.3	0.0	0.0	0.0
Audi	1,013	771	-23.9	1.7	1.5	-0.2	2,709	2,071	-23.6	1.6	1.4	-0.2
BMW	1,176	1,343	14.2	1.9	2.5	0.6	3,546	3,675	3.6	2.1	2.5	0.4
Buick	310	297	-4.2	0.5	0.6	0.1	1,155	832	-28.0	0.7	0.6	-0.1
Cadillac	570	327	-42.6	0.9	0.6	-0.3	1,455	1,001	-31.2	0.8	0.7	-0.1
Chevrolet	3,511	3,052	-13.1	5.7	5.8	0.1	10,604	8,685	-18.1	6.2	5.9	-0.3
Chrysler	90	78	-13.3	0.1	0.1	0.0	271	204	-24.7	0.2	0.1	-0.1
Dodge	292	226	-22.6	0.5	0.4	-0.1	793	573	-27.7	0.5	0.4	-0.1
Ferrari	5	5	0.0	0.0	0.0	0.0	13	17	30.8	0.0	0.0	0.0
Ford	6,861	6,444	-6.1	11.2	12.2	1.0	19,651	18,285	-7.0	11.4	12.5	1.1
Genesis	234	266	13.7	0.4	0.5	0.1	736	705	-4.2	0.4	0.5	0.1
GMC	2,292	1,811	-21.0	3.7	3.4	-0.3	6,624	5,736	-13.4	3.9	3.9	0.0
Honda	3,078	3,471	12.8	5.0	6.6	1.6	9,195	9,023	-1.9	5.4	6.2	0.8
Hyundai	5,153	2,896	-43.8	8.4	5.5	-2.9	11,765	8,376	-28.8	6.9	5.7	-1.2
Ineos	39	45	15.4	0.1	0.1	0.0	117	110	-6.0	0.1	0.1	0.0
Infiniti	183	126	-31.1	0.3	0.2	-0.1	541	369	-31.8	0.3	0.3	0.0
Jeep	2,511	1,555	-38.1	4.1	2.9	-1.2	6,785	4,617	-32.0	4.0	3.2	-0.8
Kia	3,059	3,049	-0.3	5.0	5.8	0.8	8,358	7,789	-6.8	4.9	5.3	0.4
Land Rover	398	343	-13.8	0.7	0.6	-0.1	1,235	1,012	-18.1	0.7	0.7	0.0
Lexus	1,287	1,222	-5.1	2.1	2.3	0.2	3,782	3,634	-3.9	2.2	2.5	0.3
Lincoln	265	206	-22.3	0.4	0.4	0.0	881	735	-16.6	0.5	0.5	0.0
Lucid	29	45	55.2	0.0	0.1	0.1	106	127	19.8	0.1	0.1	0.0
Mazda	2,081	1,892	-9.1	3.4	3.6	0.2	5,543	5,159	-6.9	3.2	3.5	0.3
Mercedes-Benz	847	814	-3.9	1.4	1.5	0.1	2,548	2,360	-7.4	1.5	1.6	0.1
MINI	164	113	-31.1	0.3	0.2	-0.1	445	355	-20.2	0.3	0.2	-0.1
Mitsubishi	100	72	-28.0	0.2	0.1	-0.1	319	252	-21.0	0.2	0.2	0.0
Nissan	3,198	1,822	-43.0	5.2	3.4	-1.8	11,209	4,924	-56.1	6.5	3.4	-3.1
Porsche	260	201	-22.7	0.4	0.4	0.0	830	664	-20.0	0.5	0.5	0.0
Ram	1,401	1,908	36.2	2.3	3.6	1.3	4,388	4,978	13.4	2.6	3.4	0.8
Rivian	110	386	250.9	0.2	0.7	0.5	391	704	80.1	0.2	0.5	0.3
Subaru	4,634	4,867	5.0	7.6	9.2	1.6	14,209	13,307	-6.3	8.3	9.1	0.8
Tesla	3,478	2,298	-33.9	5.7	4.3	-1.4	8,290	6,088	-26.6	4.8	4.2	-0.6
Toyota	8,809	9,167	4.1	14.4	17.3	2.9	24,655	24,95	1.2	14.4	17.0	2.6
Volkswagen	2,826	1,043	-63.1	4.6	2.0	-2.6	5,494	3,064	-44.2	3.2	2.1	-1.1
Volvo	515	327	-36.5	0.8	0.6	-0.2	1,639	1,006	-38.6	1.0	0.7	-0.3
Other	100	114	14.0	0.2	0.2	0.0	463	266	-42.5	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 third 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.

MODELS



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

The table below shows rankings in the state and U.S. markets for the top 30 sellers in Colorado. 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 also first in the Nation. Hyundai Ioniq 5 was a relatively strong performer in the state, with state ranking exceeding U.S. by 63 positions, the largest positive differential.

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

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	9	7
Ram Pickup	3	5	2
Subaru Crosstrek	4	19	15
Tesla Model Y	5	4	-1
Toyota 4Runner	6	28	22
Honda CR-V	7	2	-5
Toyota RAV4	8	6	-2
Subaru Forester	9	15	6
GMC Sierra	10	7	-3
Chevrolet Silverado	11	3	-8
Subaru Outback	12	30	18
Ford Bronco	13	23	10
Toyota Tundra	14	22	8
Kia Telluride	15	21	6
Hyundai Tucson	16	14	-2
Mazda CX-50	17	44	27
Hyundai Ioniq 5	18	81	63
Toyota Grand Highlander	19	25	6
Kia Sportage	20	16	-4
Nissan Rogue	21	12	-9
Ford Bronco Sport	22	36	14
Jeep Wrangler	23	29	6
Ford Explorer	24	17	-7
Ford Maverick	25	27	2
Mazda CX-5	26	39	13
Hyundai Santa Fe	27	35	8
Lexus RX	28	34	6
Toyota Camry	29	8	-21
BMW X5	30	50	20

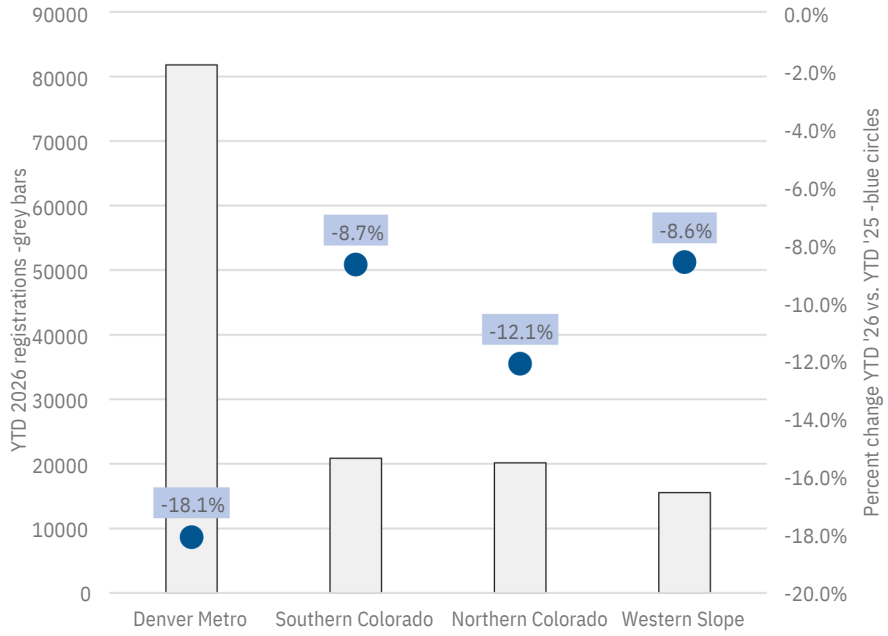
Data sourced from Experian Automotive.

REGIONAL MARKETS

Western Slope Market Had Smallest Decline So Far This Year

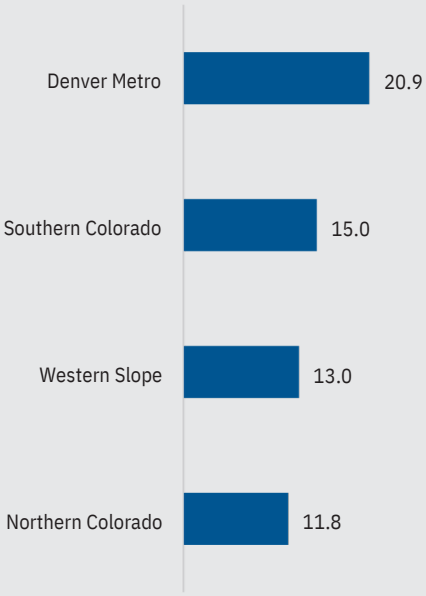
The graphs and tables on these two pages show specific data on each of the state's four regional markets. The figures represent new vehicles registered to retail customers residing in each of the regions, and includes both purchase and lease transactions.

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



The graph above shows new vehicle registrations during the first nine 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 September



Data sourced from Experian Automotive.

REGIONAL MARKETS REVIEW

	Industry Registrations			Battery Electric Vehicle Market Share (%)			Luxury Brand Market Share (%)		
	YTD '25 thru Sep.	YTD '26 thru Sep.	% change '26 vs. '25	YTD '25 thru Sep.	YTD '26 thru Sep.	change '26 vs. '25	YTD '25 thru Sep.	YTD '26 thru Sep.	change '26 vs. '25
Denver Metro	99,844	81,785	-18.1%	26.7	12.4	-14.3	20.3	20.9	0.6
Northern Colorado	22,920	20,142	-12.1%	19.1	8.0	-11.1	12.3	11.8	-0.5
Southern Colorado	22,842	20,854	-8.7%	16.9	8.7	-8.2	16.6	15.0	-1.6
Western Slope	17,009	15,542	-8.6%	10.8	5.9	-4.9	13.7	13.0	-0.7

Top Regional Markets

Biggest Mar ket

Denver Metro: 81,785 registrations

Smallest % Decline

Western Slope: Down 8.6%

Highest BEV Share

Denver Metro: 12.4%

Data sourced from Experian Automotive.

COUNTY MARKETS

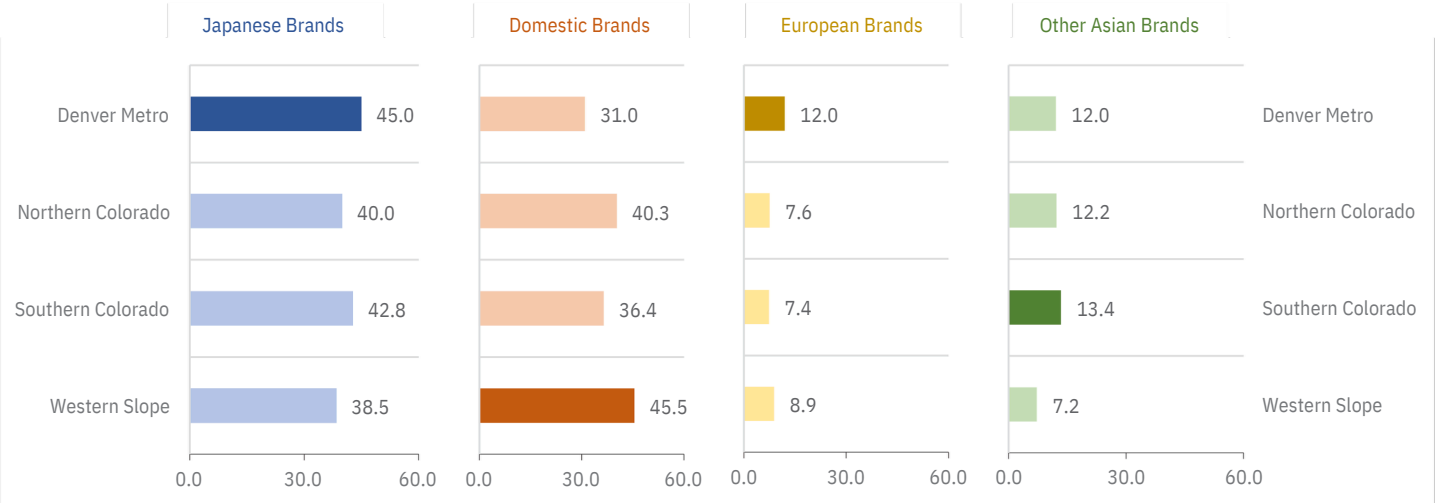
Subaru Market Share Was 9.4% in Denver Metro Region

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

County	Toyota	Ford	Subaru	Honda	Hyundai	Chevrolet	Kia	Tesla	GMC	Mazda
Denver Metro	17.4	9.8	9.4	6.4	6.0	4.9	5.3	4.9	3.0	4.3
Northern Colorado	15.2	13.7	8.8	6.4	5.6	6.2	6.4	2.9	6.3	3.1
Southern Colorado	16.1	13.2	8.0	8.1	7.5	5.8	5.5	4.5	3.5	3.6
Western Slope	19.6	19.7	10.2	3.4	2.7	8.9	4.2	2.6	4.4	1.0

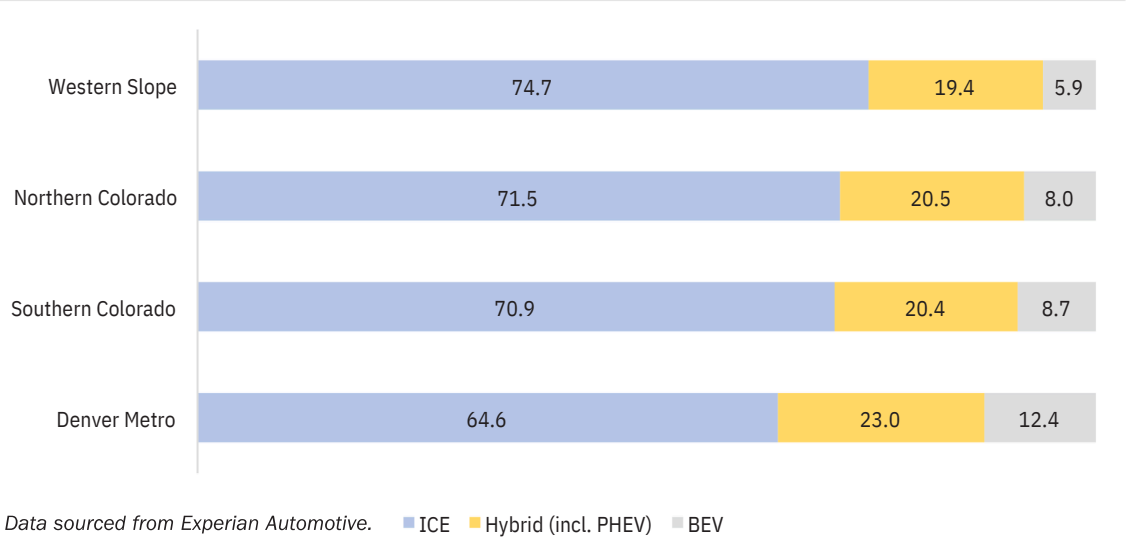
The table above shows brand market shares in each of the four regional markets. (Includes top ten selling brands in the area.) Highest market share for each brand is shaded grey. Data sourced from Experian Automotive.

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



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

Share (%) by Powertrain Type in Regional Markets - YTD 2026 thru September



Data sourced from Experian Automotive.

Highest ICE Share

Western Slope: 74.7%

Highest Hybrid Share

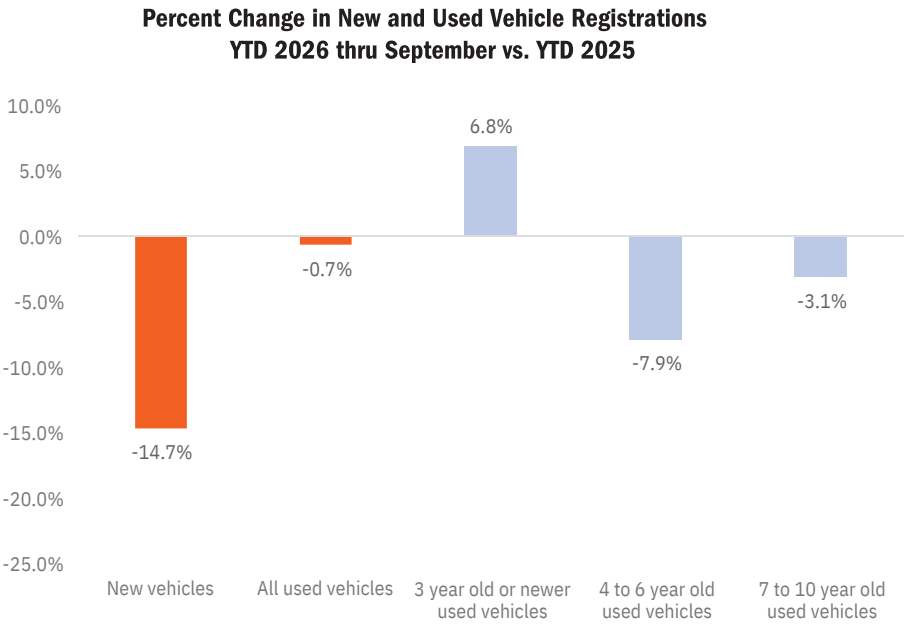
Denver Metro: 23.0%

Highest BEV Share

Denver Metro: 12.4%

COLORADO USED VEHICLE MARKET

Used Vehicle Market Declined by Less Than 1%



THREE KEY TRENDS IN USED VEHICLE MARKET

01. *The Colorado used vehicle market fell by less than 1% during the first nine months of this year versus year earlier, compared to the 14.7% drop in the new vehicle market.*

02. *As shown on the graph to the left, registrations for three year old or newer vehicles increased 6.8% during the first nine months of this year. The 4 to 6 year old market declined 7.9%.*

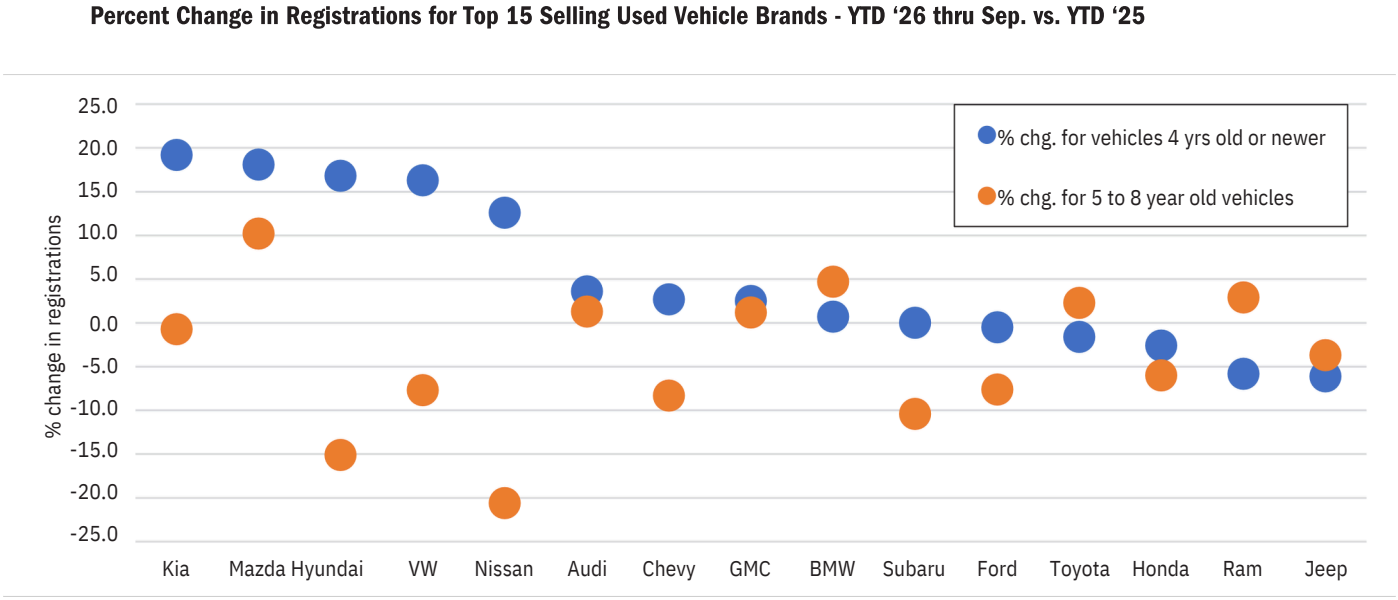
03. *Kia and Mazda had the largest increases in the 4 year old or newer used vehicle market so far this year (see graph below).*

Data sourced from Experian Automotive.

USED VEHICLE BRAND REGISTRATIONS

Kia, Mazda, and Hyundai Had Largest Increases in Used Vehicle Market

The graph below shows the percentchange in used vehicle registrations duringthe first nine months of 2026 vs. the year earlier for two vehicle age 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. Kia had the highest percent increase for newer vehicles - up 19.9%. Mazda had the largest increase for 5-to-8-year-old vehicles - up 10%.



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

AID Licensing Office
1707 Cole Blvd., Ste. 300
Lakewood, CO 80401
Licensing Main Phone: 303.205.5604
https://sbg.colorado.gov/auto-industry



www.Colorado.Auto