

# Chicago Auto Outlook™

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Comprehensive information on the Chicagoland automotive market

## Quick Facts

New retail vehicle registrations increased an estimated 7% in April '15 vs. year earlier.

The area market was up 5.9% during the first four months of this vs. year earlier, higher than the 3% increase in the Nation.

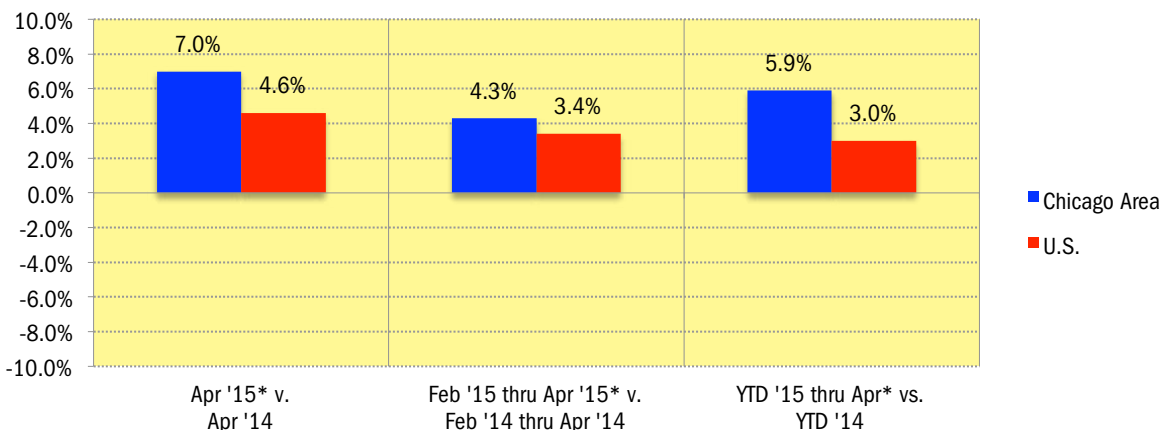
Area used vehicle market declined in March '15 (vehicles seven years old or newer). Used vehicle registrations increased 12% thru March of this year.

Compact SUV new vehicle market share was up 1.4 share points.

Two year old used vehicle market share increased sharply, while six year old share declined.

Tesla, Chrysler, Volvo, Subaru, Land Rover, Porsche, and Jeep new retail registrations increased by more than 20% so far this year.

## Percent Change in Chicago Area and U.S. New Retail Light Vehicle Registrations



\*Figures for April 2015 were estimated by Auto Outlook.

Data Source: IHS Automotive.

## Chicago Area New and Used Vehicle Markets Summary (Used registrations only includes vehicles seven years old or newer)

	Retail New Vehicle Registrations					
	April Estimate*			YTD thru April*		
	2014	2015	Percent Change	2014	2015	Percent Change
Total	32,414	34,682	7.0%	112,523	119,178	5.9%
Cars	16,365	16,509	0.9%	54,643	54,106	-1.0%
Light Trucks	16,049	18,173	13.2%	57,880	65,072	12.4%
Detroit Three Brands	12,590	13,659	8.5%	44,973	47,235	5.0%
European Brands	3,564	3,864	8.4%	11,707	12,573	7.4%
Japanese Brands	13,106	13,880	5.9%	45,577	48,492	6.4%
Korean Brands	3,154	3,279	4.0%	10,266	10,878	6.0%
	Used Vehicle Registrations (vehicles seven years old or newer)					
	March			YTD thru March		
	2014	2015	Percent Change	2014	2015	Percent Change
Total	31,277	29,451	-5.8%	74,899	83,880	12.0%
Cars	18,285	17,516	-4.2%	42,518	48,365	13.8%
Light Trucks	12,992	11,935	-8.1%	32,381	35,515	9.7%
Detroit Three Brands	15,094	13,524	-10.4%	35,325	39,629	12.2%
European Brands	3,734	3,427	-8.2%	9,362	10,282	9.8%
Japanese Brands	10,478	10,546	0.6%	25,561	28,141	10.1%
Korean Brands	1,971	1,954	-0.9%	4,651	5,828	25.3%

\*Figures for April 2015 were estimated by Auto Outlook.

Source: IHS Automotive.

## Data Information

All data represents new and used vehicle retail registrations in the Chicago Area and excludes fleet and wholesale transactions. Used vehicle data only includes vehicles seven years old or newer. Please keep in mind that monthly registration figures can occasionally be subject to fluctuations, resulting in over or under estimation of actual results. This usually occurs due to processing delays by governmental agencies. For this reason, the year-to-date figures will typically be more reflective of market results. Green shaded areas in tables represent the top ten ranked brands.

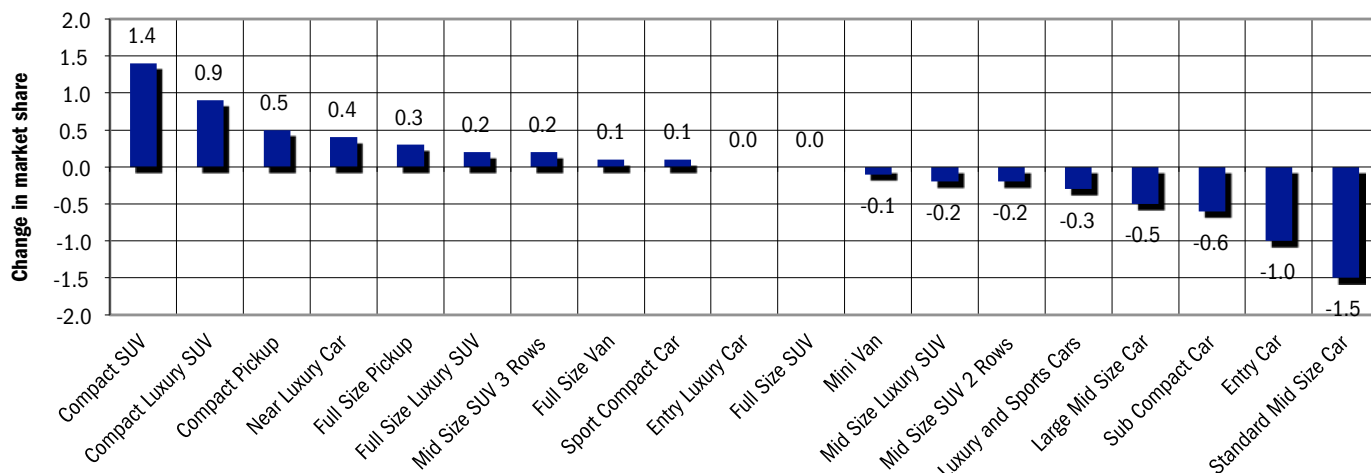
Data Source: IHS Automotive.

**New Vehicle Market Brand Registrations**

Chicago Area New Retail Car and Light Truck Registrations												
	April			Three Month Period Feb '15 thru Apr '15*			YTD thru April*			YTD thru April '15* Market Share (%)		
	Chicago Area			Chicago Area			Chicago Area			Chicago Area		
	2014	2015*	% chg.	Yr. Ago	Current	% chg.	2014	2015*	% chg.	2014	2015*	Chg.
TOTAL	32,414	34,682	7.0%	91,212	95,118	4.3%	112,523	119,178	5.9%			
Acura	645	693	7.4%	1,754	1,822	3.9%	2,178	2,315	6.3%	1.9	1.9	0.0
Audi	505	554	9.7%	1,260	1,428	13.3%	1,562	1,750	12.0%	1.4	1.5	0.1
BMW	822	898	9.2%	2,129	2,315	8.7%	2,619	2,900	10.7%	2.3	2.4	0.1
Buick	607	587	-3.3%	1,753	1,773	1.1%	2,128	2,133	0.2%	1.9	1.8	-0.1
Cadillac	490	568	15.9%	1,384	1,346	-2.7%	1,739	1,708	-1.8%	1.5	1.4	-0.1
Chevrolet	3,455	3,647	5.6%	9,919	10,081	1.6%	11,953	12,513	4.7%	10.6	10.5	-0.1
Chrysler	393	506	28.8%	1,228	1,664	35.5%	1,491	2,059	38.1%	1.3	1.7	0.4
Dodge	1,300	1,114	-14.3%	3,799	3,066	-19.3%	4,587	3,834	-16.4%	4.1	3.2	-0.9
FIAT	67	59	-11.9%	189	158	-16.4%	222	209	-5.9%	0.2	0.2	0.0
Ford	3,217	3,444	7.1%	9,509	9,238	-2.8%	11,641	11,672	0.3%	10.3	9.8	-0.5
GMC	761	933	22.6%	2,292	2,434	6.2%	2,792	3,032	8.6%	2.5	2.5	0.0
Honda	3,473	3,451	-0.6%	9,122	8,845	-3.0%	11,209	11,231	0.2%	10.0	9.4	-0.6
Hyundai	1,909	2,005	5.0%	4,893	5,368	9.7%	6,138	6,576	7.1%	5.5	5.5	0.0
Infiniti	305	339	11.1%	900	947	5.2%	1,161	1,166	0.4%	1.0	1.0	0.0
Jaguar	44	46	4.5%	133	100	-24.8%	157	118	-24.8%	0.1	0.1	0.0
Jeep	1,823	2,235	22.6%	5,210	6,450	23.8%	6,627	8,014	20.9%	5.9	6.7	0.8
Kia	1,245	1,262	1.4%	3,433	3,430	-0.1%	4,128	4,290	3.9%	3.7	3.6	-0.1
Land Rover	201	240	19.4%	511	684	33.9%	691	870	25.9%	0.6	0.7	0.1
Lexus	621	708	14.0%	1,739	2,001	15.1%	2,188	2,609	19.2%	1.9	2.2	0.3
Lincoln	184	225	22.3%	535	569	6.4%	648	720	11.1%	0.6	0.6	0.0
Mazda	689	756	9.7%	1,924	2,087	8.5%	2,350	2,527	7.5%	2.1	2.1	0.0
Mercedes	714	824	15.4%	1,854	2,163	16.7%	2,339	2,650	13.3%	2.1	2.2	0.1
MINI	107	136	27.1%	279	332	19.0%	343	406	18.4%	0.3	0.3	0.0
Mitsubishi	337	432	28.2%	996	1,069	7.3%	1,206	1,300	7.8%	1.1	1.1	0.0
Nissan	2,381	2,561	7.6%	7,428	7,729	4.1%	9,213	9,652	4.8%	8.2	8.1	-0.1
Other	66	42	-36.4%	156	144	-7.7%	192	176	-8.3%	0.2	0.1	-0.1
Porsche	113	148	31.0%	315	384	21.9%	384	465	21.1%	0.3	0.4	0.1
Ram	318	339	6.6%	982	1,007	2.5%	1,214	1,272	4.8%	1.1	1.1	0.0
Subaru	1,027	1,236	20.4%	2,903	3,686	27.0%	3,681	4,695	27.5%	3.3	3.9	0.6
Tesla	41	47	14.6%	132	165	25.0%	150	261	74.0%	0.1	0.2	0.1
Toyota	3,627	3,723	2.6%	9,889	10,135	2.5%	12,383	13,015	5.1%	11.0	10.9	-0.1
Volkswagen	803	798	-0.6%	2,333	2,048	-12.2%	2,811	2,505	-10.9%	2.5	2.1	-0.4
Volvo	124	126	1.6%	329	450	36.8%	398	535	34.4%	0.4	0.4	0.0

\*Figures for April 2015 were estimated by Auto Outlook. Top ten are shaded green. Source: IHS Automotive

**Change in Area Segment Market Share - YTD 2015 thru March vs. YTD 2014**



Data Source: IHS Automotive.

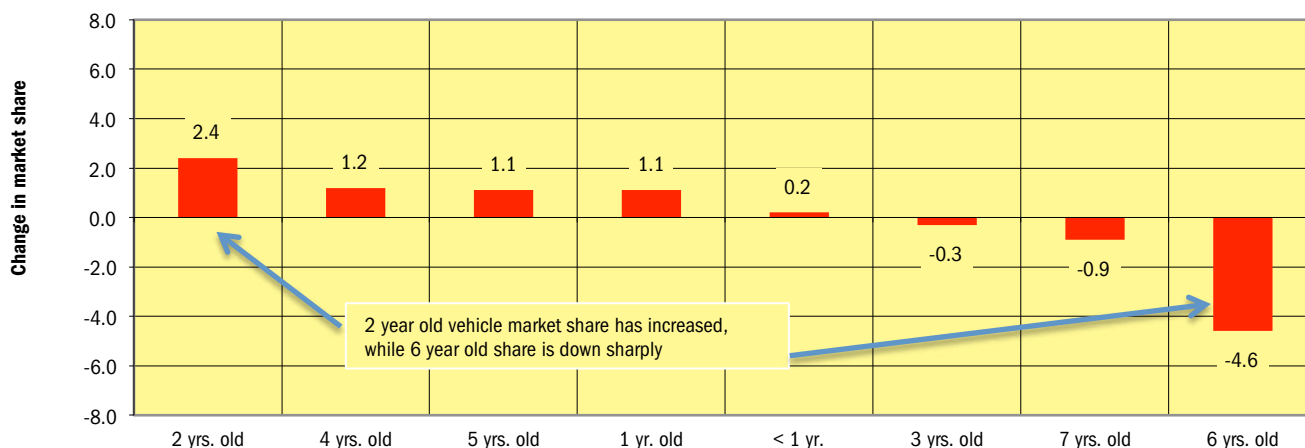
**Used Vehicle Market Brand Registrations (only includes vehicles seven years old or newer)**

Chicago Area Used Car and Light Truck Registrations												
	March			Three Month Period Jan '15 thru Mar '15			YTD thru March			YTD Market Share (%)		
	Chicago Area			Chicago Area			Chicago Area			Chicago Area		
	2014	2015	% chg.	Yr. Ago	Current	% chg.	2014	2015	% chg.	2014	2015	Chg.
TOTAL	31,277	29,451	-5.8%	74,899	83,880	12.0%	74,899	83,880	12.0%			
Acura	432	435	0.7%	1,243	1,311	5.5%	1,243	1,311	5.5%	1.7	1.6	-0.1
Audi	400	430	7.5%	1,151	1,368	18.9%	1,151	1,368	18.9%	1.5	1.6	0.1
BMW	829	703	-15.2%	2,040	2,052	0.6%	2,040	2,052	0.6%	2.7	2.4	-0.3
Buick	642	648	0.9%	1,353	1,849	36.7%	1,353	1,849	36.7%	1.8	2.2	0.4
Cadillac	641	508	-20.7%	1,517	1,536	1.3%	1,517	1,536	1.3%	2.0	1.8	-0.2
Chevrolet	4,778	4,560	-4.6%	10,960	13,131	19.8%	10,960	13,131	19.8%	14.6	15.7	1.1
Chrysler	882	812	-7.9%	2,013	2,410	19.7%	2,013	2,410	19.7%	2.7	2.9	0.2
Dodge	1,774	1,551	-12.6%	3,999	4,545	13.7%	3,999	4,545	13.7%	5.3	5.4	0.1
FIAT	22	41	86.4%	62	108	74.2%	62	108	74.2%	0.1	0.1	0.0
Ford	3,545	3,031	-14.5%	8,640	9,072	5.0%	8,640	9,072	5.0%	11.5	10.8	-0.7
GMC	719	691	-3.9%	1,740	2,008	15.4%	1,740	2,008	15.4%	2.3	2.4	0.1
Honda	2,258	2,160	-4.3%	5,387	5,656	5.0%	5,387	5,656	5.0%	7.2	6.7	-0.5
Hyundai	1,289	1,253	-2.8%	3,040	3,839	26.3%	3,040	3,839	26.3%	4.1	4.6	0.5
Infiniti	443	410	-7.4%	1,033	1,187	14.9%	1,033	1,187	14.9%	1.4	1.4	0.0
Jaguar	62	65	4.8%	134	155	15.7%	134	155	15.7%	0.2	0.2	0.0
Jeep	994	1,004	1.0%	2,520	3,083	22.3%	2,520	3,083	22.3%	3.4	3.7	0.3
Kia	682	701	2.8%	1,611	1,989	23.5%	1,611	1,989	23.5%	2.2	2.4	0.2
Land Rover	129	112	-13.2%	385	411	6.8%	385	411	6.8%	0.5	0.5	0.0
Lexus	663	597	-10.0%	1,701	1,699	-0.1%	1,701	1,699	-0.1%	2.3	2.0	-0.3
Lincoln	331	289	-12.7%	817	858	5.0%	817	858	5.0%	1.1	1.0	-0.1
Mazda	544	442	-18.8%	1,281	1,316	2.7%	1,281	1,316	2.7%	1.7	1.6	-0.1
Mercedes	851	784	-7.9%	2,120	2,350	10.8%	2,120	2,350	10.8%	2.8	2.8	0.0
MINI	94	82	-12.8%	239	265	10.9%	239	265	10.9%	0.3	0.3	0.0
Mitsubishi	302	228	-24.5%	738	683	-7.5%	738	683	-7.5%	1.0	0.8	-0.2
Nissan	2,665	2,616	-1.8%	6,252	7,462	19.4%	6,252	7,462	19.4%	8.3	8.9	0.6
Other	852	464	-45.5%	1,941	1,264	-34.9%	1,941	1,264	-34.9%	2.6	1.5	-1.1
Porsche	108	106	-1.9%	246	319	29.7%	246	319	29.7%	0.3	0.4	0.1
smart	12	21	75.0%	25	55	120.0%	25	55	120.0%	0.0	0.1	0.1
Subaru	241	344	42.7%	747	1,036	38.7%	747	1,036	38.7%	1.0	1.2	0.2
Suzuki	71	46	-35.2%	152	126	-17.1%	152	126	-17.1%	0.2	0.2	0.0
Toyota	2,857	3,268	14.4%	7,022	7,661	9.1%	7,022	7,661	9.1%	9.4	9.1	-0.3
Volkswagen	1,029	938	-8.8%	2,435	2,702	11.0%	2,435	2,702	11.0%	3.3	3.2	-0.1
Volvo	136	111	-18.4%	355	374	5.4%	355	374	5.4%	0.5	0.4	-0.1

Top ten are shaded green.

Source: IHS Automotive.

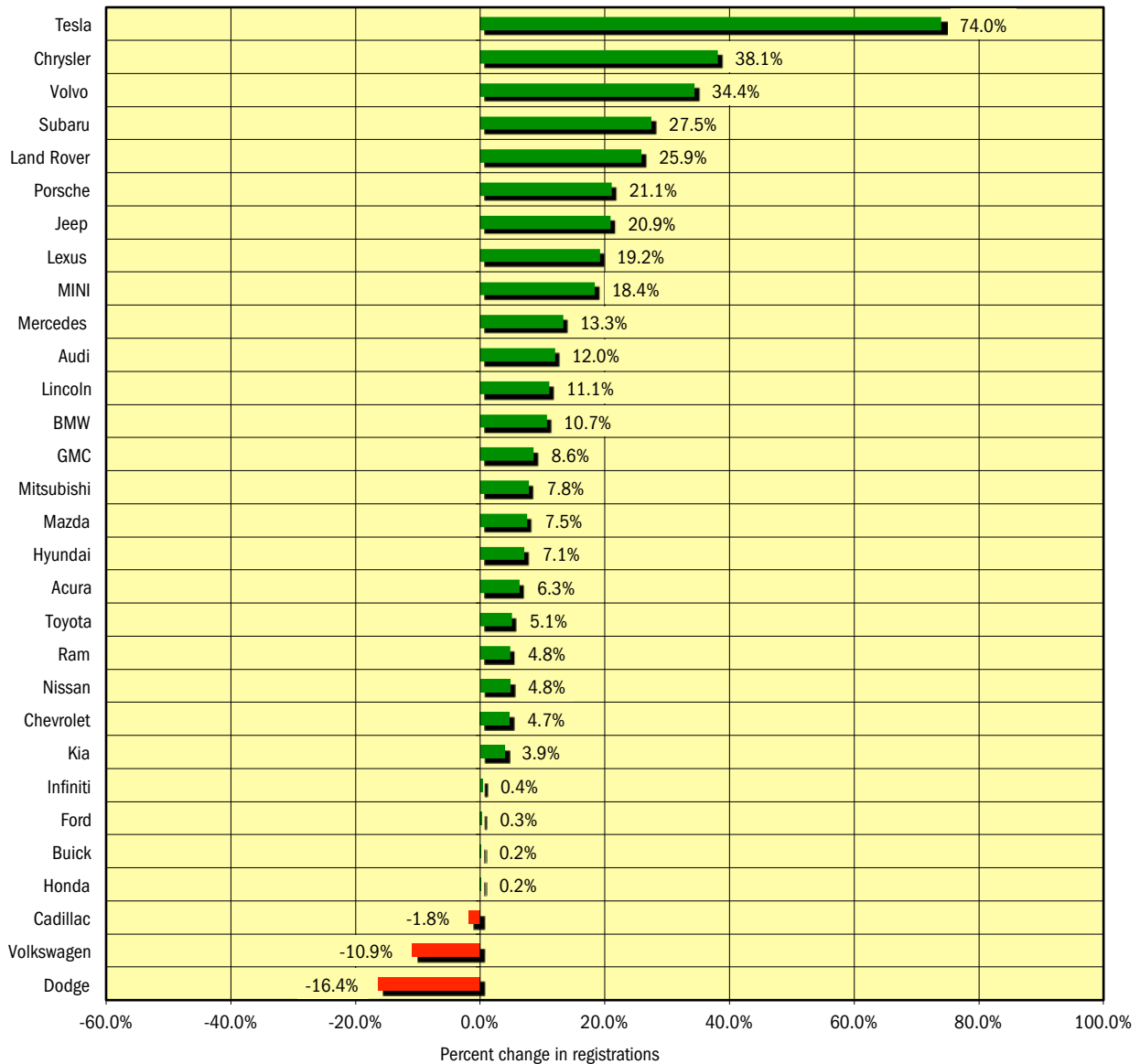
**Change in Used Vehicle Market Share by Age of Vehicle - YTD 2015 thru March vs. YTD 2014**



2 year old vehicle market share has increased, while 6 year old share is down sharply

Data Source: IHS Automotive.

**New Vehicle Market Percent Change in Brand Registrations  
YTD 2015 thru April\* vs. YTD 2014  
(Top 30 selling brands)**



Data Source: IHS Automotive.

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