

Chicago Auto Outlook™

Comprehensive information on the Chicagoland automotive market

Publication
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by:



YTD '18 thru April
% Change In
New Retail Market vs.
Year Earlier

Chicago Area
-3.9%

U.S.
-2.2%

Chicago Area and U.S. New Retail Light Vehicle Registrations

	Chicago Area	U.S.
YTD '17 thru April	113,666	4,409,356
YTD '18 thru April*	109,256	4,312,091
% change	-3.9%	-2.2%
April 2017 registrations	30,259	1,132,995
April 2018 registrations*	29,653	1,078,158
% change	-2.0%	-4.8%

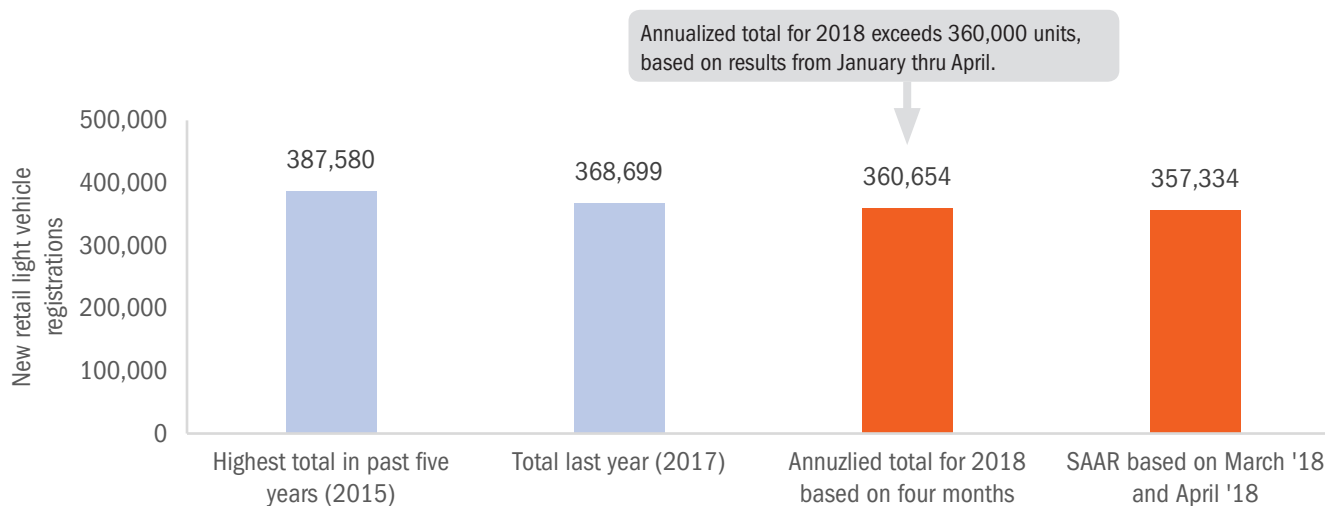
QUICK FACTS

Chicago area market was off 3.9% during the first four months of this year versus a year earlier. U.S. market declined 2.2%.

April '18 registrations in the area fell by an estimated 2% vs. year earlier.

Based on recent patterns, registrations for all of this year are projected to approach 360,000 units, down from 2017, but a strong total for the area market.

Annual Trends in Area New Vehicle Market



*Figures for April 2018 were estimated by Auto Outlook.

Data Source: IHS Markit.

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 Markit.

Change in Year-to-date
New Retail Light Vehicle
Registrations

LIGHT TRUCKS



UP
5.2%

PASSENGER CARS



DOWN
18.6%

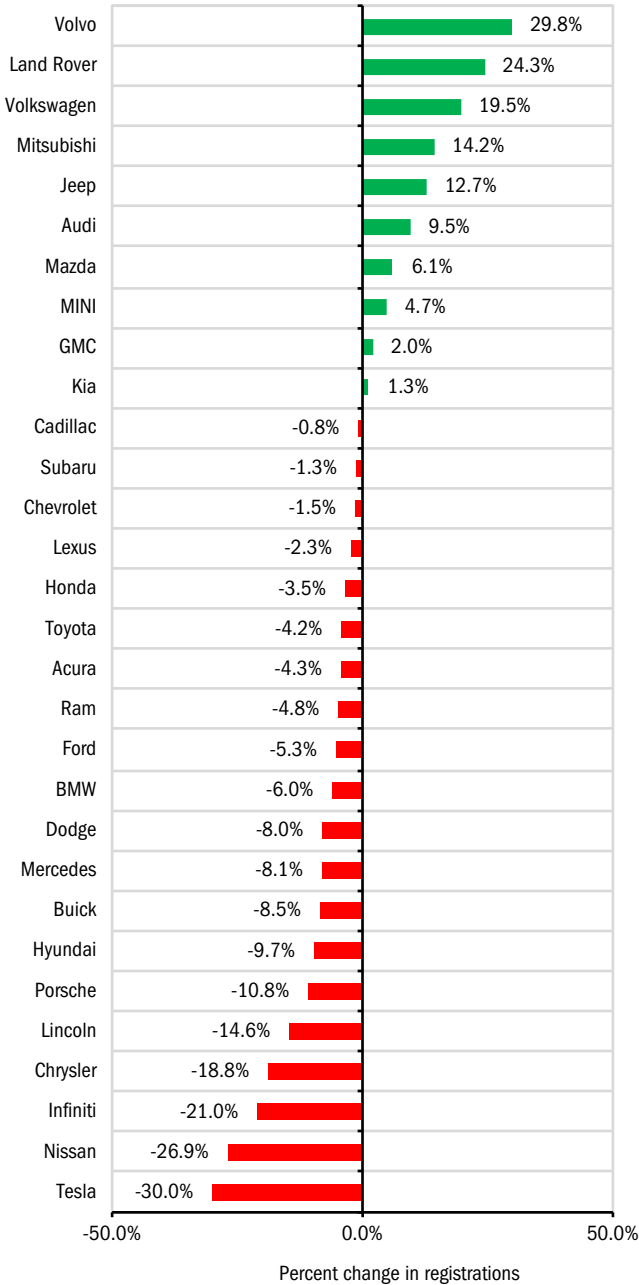
Chicago Area New Retail Car and Light Truck Registrations												
	April*			Three Month Period Feb. '18 thru Apr. '18*			YTD thru April*			YTD Market Share (%)		
	2017	2018*	% chg.	Yr. Ago	Current	% chg.	2017	2018	% chg.	2017	2018	Chg.
TOTAL	30,259	29,653	-2.0%	88,471	85,162	-3.7%	113,666	109,256	-3.9%			
Cars	11,888	9,736	-18.1%	34,058	27,507	-19.2%	43,367	35,313	-18.6%	38.2	32.3	-5.9
Trucks	18,371	19,917	8.4%	54,413	57,655	6.0%	70,299	73,943	5.2%	61.8	67.7	5.9
Detroit Three Brands	11,809	12,181	3.2%	35,205	35,195	0.0%	45,647	44,743	-2.0%	40.2	41.0	0.8
European Brands	3,376	3,562	5.5%	9,723	9,945	2.3%	12,467	12,939	3.8%	11.0	11.8	0.8
Japanese Brands	12,237	11,260	-8.0%	35,680	32,777	-8.1%	45,622	42,138	-7.6%	40.1	38.6	-1.5
Korean Brands	2,837	2,650	-6.6%	7,863	7,245	-7.9%	9,930	9,436	-5.0%	8.7	8.6	-0.1
Acura	596	515	-13.6%	1,544	1,494	-3.2%	1,921	1,838	-4.3%	1.7	1.7	0.0
Alfa Romeo	14	39	178.6%	34	137	302.9%	35	188	437.1%	0.0	0.2	0.2
Audi	575	603	4.9%	1,454	1,554	6.9%	1,791	1,962	9.5%	1.6	1.8	0.2
BMW	612	652	6.5%	1,899	1,763	-7.2%	2,403	2,258	-6.0%	2.1	2.1	0.0
Buick	606	523	-13.7%	1,696	1,602	-5.5%	2,166	1,982	-8.5%	1.9	1.8	-0.1
Cadillac	418	465	11.2%	1,111	1,130	1.7%	1,416	1,405	-0.8%	1.2	1.3	0.1
Chevrolet	3,268	3,356	2.7%	10,280	10,177	-1.0%	13,149	12,949	-1.5%	11.6	11.9	0.3
Chrysler	473	398	-15.9%	1,250	1,018	-18.6%	1,535	1,246	-18.8%	1.4	1.1	-0.3
Dodge	944	1,007	6.7%	2,460	2,323	-5.6%	3,067	2,822	-8.0%	2.7	2.6	-0.1
FIAT	53	30	-43.4%	155	69	-55.5%	209	93	-55.5%	0.2	0.1	-0.1
Ford	2,714	2,671	-1.6%	8,256	8,010	-3.0%	10,829	10,258	-5.3%	9.5	9.4	-0.1
Genesis	61	46	-24.6%	137	160	16.8%	168	193	14.9%	0.1	0.2	0.1
GMC	736	686	-6.8%	2,233	2,311	3.5%	2,891	2,950	2.0%	2.5	2.7	0.2
Honda	3,303	3,105	-6.0%	9,506	9,155	-3.7%	12,138	11,717	-3.5%	10.7	10.7	0.0
Hyundai	1,705	1,562	-8.4%	4,627	4,140	-10.5%	5,858	5,289	-9.7%	5.2	4.8	-0.4
Infiniti	314	268	-14.6%	963	771	-19.9%	1,205	952	-21.0%	1.1	0.9	-0.2
Jaguar	86	55	-36.0%	285	179	-37.2%	360	243	-32.5%	0.3	0.2	-0.1
Jeep	1,930	2,377	23.2%	5,598	6,584	17.6%	7,455	8,401	12.7%	6.6	7.7	1.1
Kia	1,071	1,042	-2.7%	3,099	2,945	-5.0%	3,904	3,954	1.3%	3.4	3.6	0.2
Land Rover	166	211	27.1%	531	713	34.3%	709	881	24.3%	0.6	0.8	0.2
Lexus	612	615	0.5%	1,752	1,709	-2.5%	2,178	2,127	-2.3%	1.9	1.9	0.0
Lincoln	245	221	-9.8%	740	639	-13.6%	962	822	-14.6%	0.8	0.8	0.0
Maserati	37	28	-24.3%	90	83	-7.8%	122	100	-18.0%	0.1	0.1	0.0
Mazda	689	675	-2.0%	1,853	1,985	7.1%	2,345	2,487	6.1%	2.1	2.3	0.2
Mercedes	692	732	5.8%	1,998	1,820	-8.9%	2,608	2,396	-8.1%	2.3	2.2	-0.1
MINI	103	113	9.7%	263	289	9.9%	340	356	4.7%	0.3	0.3	0.0
Mitsubishi	236	231	-2.1%	666	744	11.7%	859	981	14.2%	0.8	0.9	0.1
Nissan	2,217	1,612	-27.3%	7,002	5,014	-28.4%	8,907	6,515	-26.9%	7.8	6.0	-1.8
Other	38	15	-60.5%	92	64	-30.4%	118	78	-33.9%	0.1	0.1	0.0
Porsche	202	209	3.5%	496	438	-11.7%	629	561	-10.8%	0.6	0.5	-0.1
Ram	401	374	-6.7%	1,201	1,106	-7.9%	1,530	1,457	-4.8%	1.3	1.3	0.0
Subaru	1,146	1,195	4.3%	3,463	3,520	1.6%	4,649	4,589	-1.3%	4.1	4.2	0.1
Tesla	74	103	39.2%	380	295	-22.4%	644	451	-30.0%	0.6	0.4	-0.2
Toyota	3,123	3,044	-2.5%	8,928	8,385	-6.1%	11,415	10,931	-4.2%	10.0	10.0	0.0
Volkswagen	655	702	7.2%	1,968	2,264	15.0%	2,573	3,074	19.5%	2.3	2.8	0.5
Volvo	144	173	20.1%	461	572	24.1%	578	750	29.8%	0.5	0.7	0.2

*Figures for April 2018 were estimated by Auto Outlook.

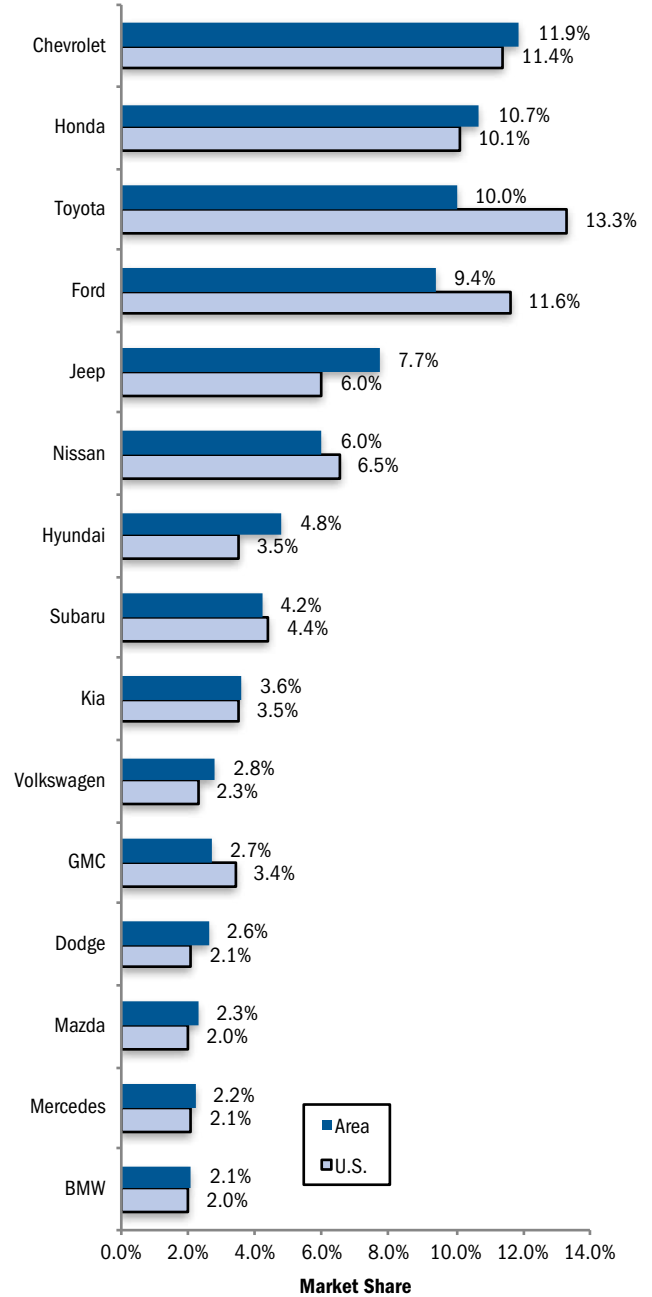
Top ten are shaded yellow.

Source: IHS Markit

**Percent Change in Brand Registrations
YTD 2018 thru April* vs. YTD 2017
(Top 30 selling brands)**



**Chicago Area and U.S. Market Share
YTD 2018 thru April*
(Top 20 selling brands in area)**



Registrations increased by more than 10% for Volvo, Land Rover, Volkswagen, Mitsubishi, and Jeep.



Chevrolet, Honda, Toyota, Ford, and Jeep were market share leaders in the Chicago Area

COUNTY NEW VEHICLE MARKETS

COUNTY MARKETS - PART 1								
	YTD thru March		Percent Change		Unit Change	Light Truck Market Share (%)		
	YTD '17	YTD '18	YTD '17 to YTD '18	YTD '17 to YTD '18	YTD '17	YTD '18	Change	
Cook, IL	40,365	37,875	-6.2%	-2490	59.8	66.0	6.2	
Du Page, IL	10,935	10,866	-0.6%	-69	62.5	67.8	5.2	
Kane, IL	5,422	5,239	-3.4%	-183	64.9	70.5	5.6	
Lake, IL	8,481	8,049	-5.1%	-432	64.2	69.1	5.0	
Mc Henry, IL	3,682	3,410	-7.4%	-272	66.3	72.1	5.7	
Will, IL	8,288	7,987	-3.6%	-301	65.4	68.9	3.6	
Lake, IN	4,328	4,283	-1.0%	-45	64.2	70.6	6.4	
Porter, IN	1,906	1,894	-0.6%	-12	71.0	75.5	4.5	

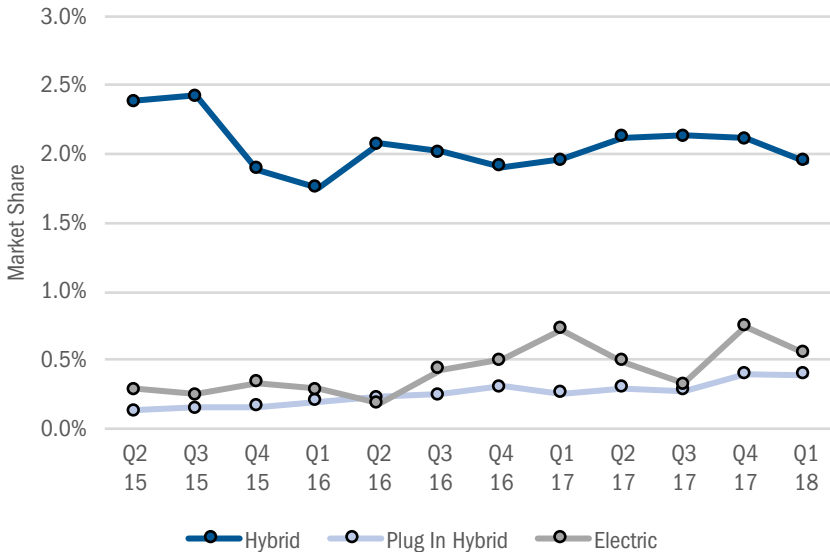
COUNTY MARKETS - PART 2													
Market Share Summary - YTD thru March													
	Domestic Brands			Top Ten Selling Brands in Area-YTD '18 thru March									
	YTD '17	YTD '18	Change '17 to '18	Chevrolet	Honda	Toyota	Ford	Jeep	Nissan	Hyundai	Subaru	Kia	Volkswagen
Cook, IL	37.2	37.9	0.7	11.0	10.8	10.5	8.8	7.6	7.0	5.0	4.3	3.6	3.0
Du Page, IL	35.3	34.7	-0.6	9.1	12.2	11.4	8.6	6.2	6.1	4.3	4.2	3.1	3.5
Kane, IL	40.9	41.7	0.8	13.1	11.4	9.6	9.4	7.6	7.3	6.5	4.2	3.5	3.1
Lake, IL	37.4	36.7	-0.7	11.0	10.4	10.9	7.6	7.7	5.0	3.4	5.3	4.2	3.1
Mc Henry, IL	50.0	47.7	-2.3	14.0	8.3	8.2	11.0	9.7	7.2	4.9	5.4	3.7	3.0
Will, IL	50.4	50.6	0.2	16.1	10.6	6.9	11.4	7.8	4.3	5.0	2.8	4.5	2.8
Lake, IN	57.8	58.6	0.8	19.2	10.2	7.5	14.7	7.3	3.5	3.5	3.1	3.5	2.0
Porter, IN	55.4	58.2	2.8	15.8	9.9	7.3	16.5	9.5	3.7	1.7	6.0	3.1	2.0

TOP 3 COUNTIES

New retail registrations YTD '18 - greater than 8,000 units	% change in registrations YTD '18 vs. YTD '17 - decrease smaller than 1%	Increase in truck share YTD '18 vs. YTD '17 - Up by more than 5.7 market share points	Chevrolet market share YTD '18 - Higher than 15.8%
Cook DuPage Lake, IL	DuPage Porter Lake, IN	Lake, IN Cook Mc Henry	Lake, IN Will Porter

HYBRID AND ELECTRIC VEHICLES

**Quarterly Alternative Powertrain Market Share
(includes hybrid and electric vehicles)**



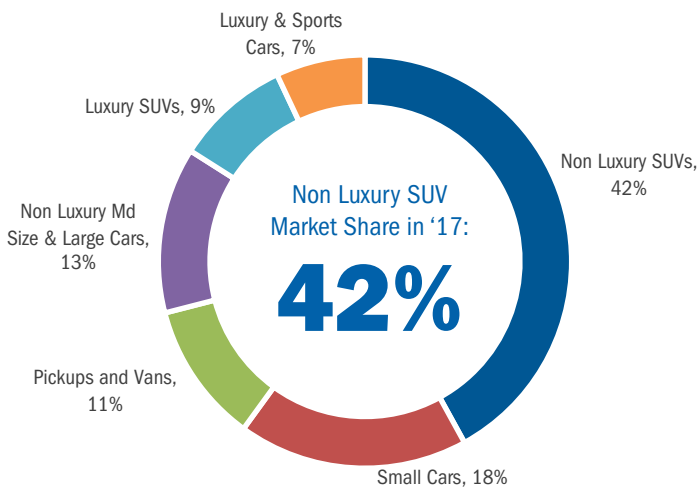
Hybrid/electric vehicle market share in Q1 '18:
2.9%

New Retail Hybrid and Electric Vehicle Registrations Top 15 Selling Models in Area - YTD 2018 thru March		
Rank	Model	Regs.
1	Toyota Prius	336
2	Toyota RAV4	301
3	Tesla Model S	174
4	Toyota Camry	151
5	Kia Niro	123
6	Toyota Highlander	100
7	Ford Fusion	94
8	Tesla Model X	92
9	Tesla Model 3	82
10	Hyundai Ioniq	74
11	Ford C-Max	73
12	Lexus RX	65
13	Chevrolet Bolt	56
14	Toyota Avalon	45
15	Chrysler Pacifica	43

The graph above shows hybrid powertrain and electric vehicle quarterly market share in the area. Source: IHS Markit.

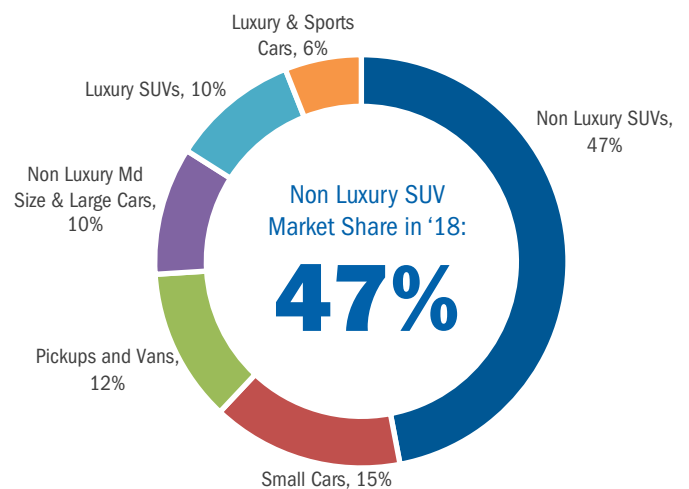
VEHICLE SEGMENTS

**Segment Market Shares in Chicago Area
YTD 2017 thru March**



Source: IHS Markit.

**Segment Market Shares in Chicago Area
YTD 2018 thru March**



Source: IHS Markit.

The two graphs above show market shares for primary segments during the first three months of 2017 and 2018.

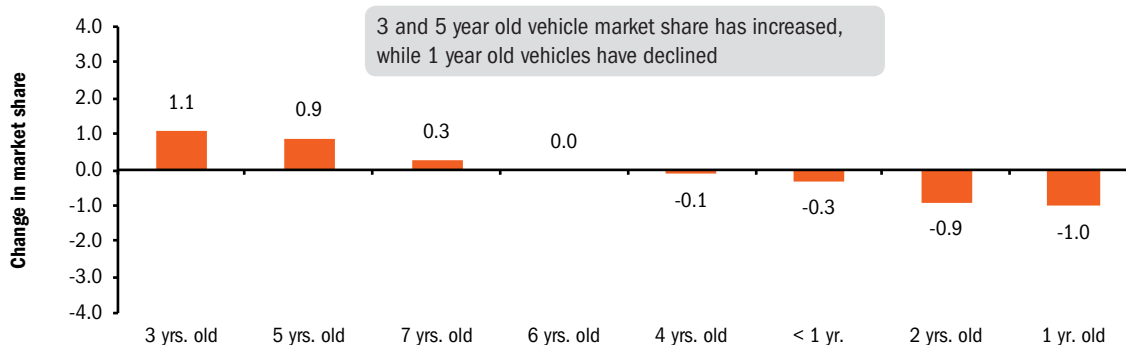
USED VEHICLE MARKET

Chicago Area Used Car and Light Truck Registrations												
	March			Three Month Period Jan. '18 thru Mar. '18			YTD thru Mar.			YTD Market Share (%)		
	Chicago Area			Chicago Area			Chicago Area			Chicago Area		
	2017	2018	% chg.	Yr. Ago	Current	% chg.	2017	2018	% chg.	2017	2018	Chg.
TOTAL	31,020	38,911	25.4%	92,563	94,222	1.8%	92,563	94,222	1.8%			
Acura	433	502	15.9%	1,392	1,220	-12.4%	1,392	1,220	-12.4%	1.5	1.3	-0.2
Audi	528	723	36.9%	1,643	1,869	13.8%	1,643	1,869	13.8%	1.8	2.0	0.2
BMW	933	1,033	10.7%	2,765	2,577	-6.8%	2,765	2,577	-6.8%	3.0	2.7	-0.3
Buick	626	774	23.6%	1,821	1,813	-0.4%	1,821	1,813	-0.4%	2.0	1.9	-0.1
Cadillac	579	721	24.5%	1,788	1,775	-0.7%	1,788	1,775	-0.7%	1.9	1.9	0.0
Chevrolet	4,538	5,506	21.3%	13,301	13,128	-1.3%	13,301	13,128	-1.3%	14.4	13.9	-0.5
Chrysler	928	900	-3.0%	2,570	2,025	-21.2%	2,570	2,025	-21.2%	2.8	2.1	-0.7
Dodge	1,686	2,082	23.5%	4,878	4,743	-2.8%	4,878	4,743	-2.8%	5.3	5.0	-0.3
FIAT	42	91	116.7%	164	207	26.2%	164	207	26.2%	0.2	0.2	0.0
Ford	3,877	4,426	14.2%	11,464	11,002	-4.0%	11,464	11,002	-4.0%	12.4	11.7	-0.7
GMC	881	1,056	19.9%	2,512	2,667	6.2%	2,512	2,667	6.2%	2.7	2.8	0.1
Honda	1,802	2,065	14.6%	5,218	5,262	0.8%	5,218	5,262	0.8%	5.6	5.6	0.0
Hyundai	1,651	2,043	23.7%	4,853	4,881	0.6%	4,853	4,881	0.6%	5.2	5.2	0.0
Infiniti	451	585	29.7%	1,376	1,426	3.6%	1,376	1,426	3.6%	1.5	1.5	0.0
Jaguar	48	77	60.4%	172	176	2.3%	172	176	2.3%	0.2	0.2	0.0
Jeep	1,401	2,232	59.3%	4,277	5,287	23.6%	4,277	5,287	23.6%	4.6	5.6	1.0
Kia	957	1,353	41.4%	2,699	3,007	11.4%	2,699	3,007	11.4%	2.9	3.2	0.3
Land Rover	124	153	23.4%	422	405	-4.0%	422	405	-4.0%	0.5	0.4	-0.1
Lexus	580	726	25.2%	1,954	1,912	-2.1%	1,954	1,912	-2.1%	2.1	2.0	-0.1
Lincoln	300	398	32.7%	942	928	-1.5%	942	928	-1.5%	1.0	1.0	0.0
Mazda	340	511	50.3%	1,156	1,235	6.8%	1,156	1,235	6.8%	1.2	1.3	0.1
Mercedes	775	966	24.6%	2,458	2,554	3.9%	2,458	2,554	3.9%	2.7	2.7	0.0
MINI	83	125	50.6%	300	296	-1.3%	300	296	-1.3%	0.3	0.3	0.0
Mitsubishi	237	225	-5.1%	660	570	-13.6%	660	570	-13.6%	0.7	0.6	-0.1
Nissan	2,960	4,065	37.3%	8,639	9,764	13.0%	8,639	9,764	13.0%	9.3	10.4	1.1
Other	114	130	14.0%	313	328	4.8%	313	328	4.8%	0.3	0.3	0.0
Porsche	147	183	24.5%	398	428	7.5%	398	428	7.5%	0.4	0.5	0.1
smart	15	30	100.0%	39	54	38.5%	39	54	38.5%	0.0	0.1	0.1
Subaru	411	574	39.7%	1,235	1,436	16.3%	1,235	1,436	16.3%	1.3	1.5	0.2
Suzuki	14	13	-7.1%	51	26	-49.0%	51	26	-49.0%	0.1	0.0	-0.1
Toyota	2,618	2,963	13.2%	8,276	7,443	-10.1%	8,276	7,443	-10.1%	8.9	7.9	-1.0
Volkswagen	821	1,530	86.4%	2,470	3,408	38.0%	2,470	3,408	38.0%	2.7	3.6	0.9
Volvo	120	150	25.0%	357	370	3.6%	357	370	3.6%	0.4	0.4	0.0

Top ten are shaded yellow.

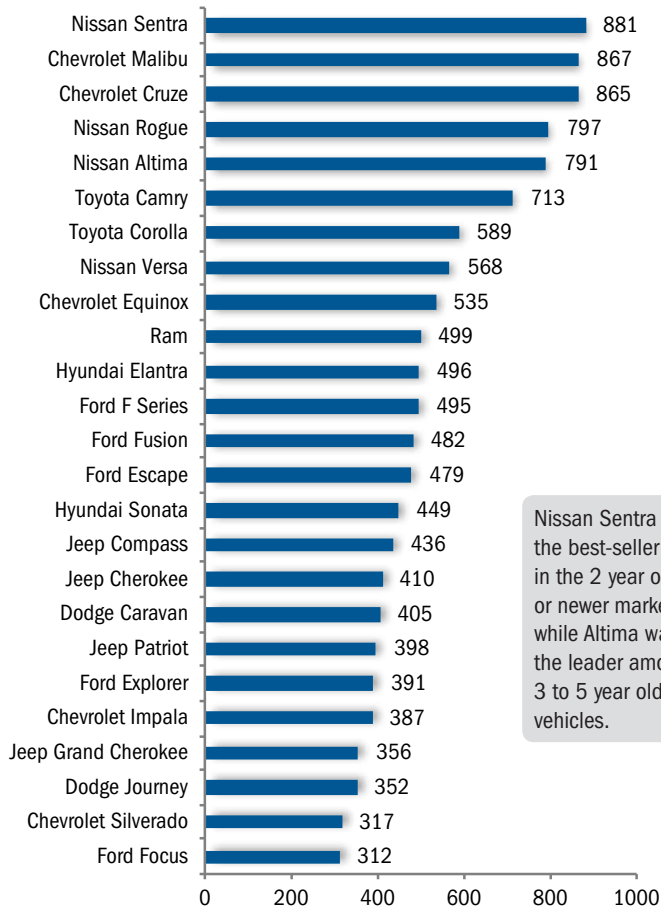
Source: IHS Markit.

Change in Used Vehicle Market Share by Age of Vehicle - YTD '18 thru March vs. YTD 17



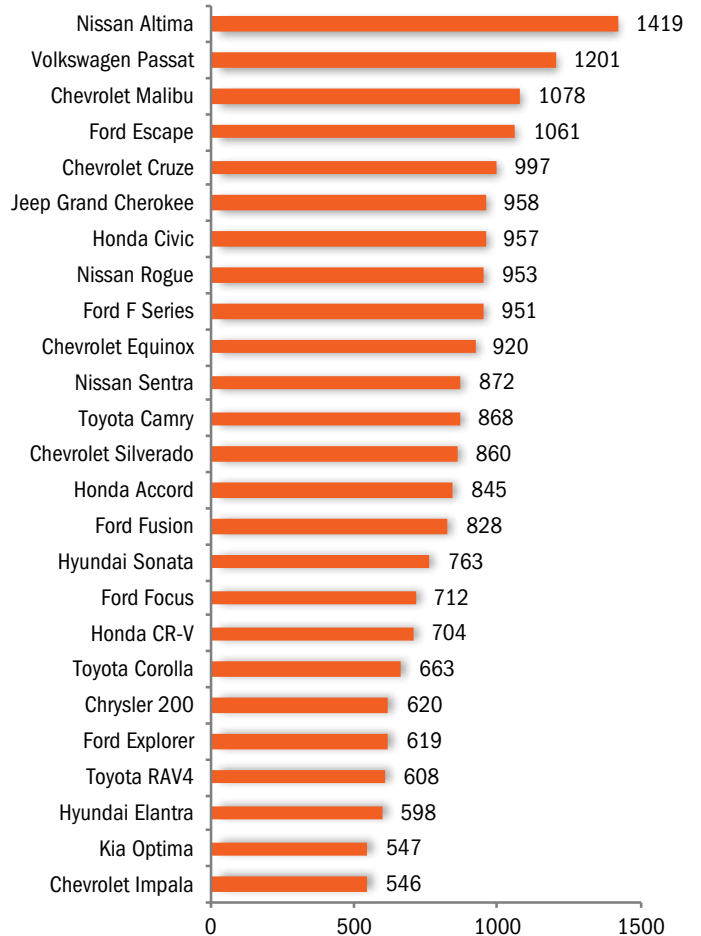
TOP SELLING USED VEHICLES

**Top 25 Selling Models (2 years old or newer)
Used Light Vehicle Registrations
YTD '18 thru March**



Nissan Sentra was the best-seller in the 2 year old or newer market, while Altima was the leader among 3 to 5 year old vehicles.

**Top 25 Selling Models (3 to 5 years old)
Used Light Vehicle Registrations
YTD '18 thru March**



Data Source: IHS Markit

Chicago Auto Outlook

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