

Chicago Auto Outlook™

Comprehensive information on the Chicagoland automotive market

Publication
Sponsored
by:



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



Light trucks

-17.1%



Cars

-31.0%

Chicago Area New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '19 thru April	70,724	29,788	100,512
YTD '20 thru April	58,601	20,558	79,159
% change	-17.1%	-31.0%	-21.2%
April, 2019	20,202	9,382	29,584
April, 2020	6,771	2,678	9,449
% change	-66.5%	-71.5%	-68.1%

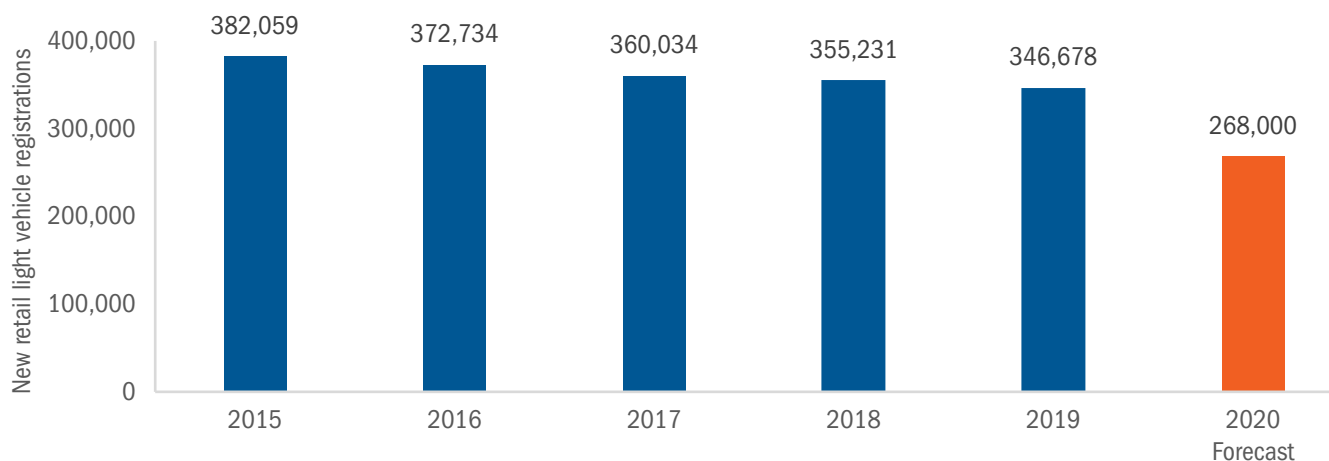
QUICK FACTS

New vehicle registrations in the Chicago Area declined 21.2% during the first four months of 2020 versus the same period a year earlier. Light truck registrations fell by 17.1%, while passenger cars were off 31.0%.

Auto Outlook is projecting that registrations for all of this year will fall to 268,000 units, down sharply from 2019, but well above the recessionary low point in 2009.

Data Source: AutoCount data from Experian.

Annual Trends in Area New Vehicle Market




Data Source: AutoCount data from Experian.


Data Information


Data presented in Auto Outlook measures new retail vehicle registrations in the eight county area. Monthly recording of registrations occurs when vehicle title information is processed, which may differ from date of sale. Title recording can occasionally be subject to processing delays by governmental agencies. For this reason, the year-to-date figures will typically be more reflective of market results Data Source: AutoCount data from Experian.

Change in New Retail Light Vehicle Registrations YTD 2020 thru April vs. YTD 2019

DOMESTIC BRANDS
 **DOWN 24.5%**

EUROPEAN BRANDS
 **DOWN 16.1%**

JAPANESE BRANDS
 **DOWN 23.8%**

KOREAN BRANDS
 **DOWN 2.6%**

Chicago Area New Retail Car and Light Truck Registrations									
	Three Month Period Feb. '20 thru Apr. '20			YTD thru April			YTD Market Share (%)		
	Yr. Ago	Current	% chg.	2019	2020	% chg.	2019	2020	Chg.
TOTAL	73,493	51,763	-29.6%	100,512	79,159	-21.2%			
Cars	21,908	13,906	-36.5%	29,788	20,558	-31.0%	29.6	26.0	-3.7
Trucks	51,585	37,857	-26.6%	70,724	58,601	-17.1%	70.4	74.0	3.7
Detroit Three Brands	29,586	20,131	-32.0%	40,467	30,560	-24.5%	40.3	38.6	-1.7
European Brands	8,992	6,525	-27.4%	12,369	10,372	-16.1%	12.3	13.1	0.8
Japanese Brands	28,077	19,197	-31.6%	38,660	29,446	-23.8%	38.5	37.2	-1.3
Korean Brands	6,838	5,910	-13.6%	9,016	8,781	-2.6%	9.0	11.1	2.1
Acura	1,406	1,055	-25.0%	1,982	1,690	-14.7%	2.0	2.1	0.2
Alfa Romeo	92	73	-20.7%	131	116	-11.5%	0.1	0.1	0.0
Audi	1,311	1,029	-21.5%	1,924	1,607	-16.5%	1.9	2.0	0.1
BMW	1,707	1,217	-28.7%	2,343	2,103	-10.2%	2.3	2.7	0.3
Buick	1,369	773	-43.5%	1,767	1,217	-31.1%	1.8	1.5	-0.2
Cadillac	857	585	-31.7%	1,193	981	-17.8%	1.2	1.2	0.1
Chevrolet	8,410	5,937	-29.4%	11,647	9,194	-21.1%	11.6	11.6	0.0
Chrysler	608	415	-31.7%	807	660	-18.2%	0.8	0.8	0.0
Dodge	1,571	1,105	-29.7%	2,050	1,500	-26.8%	2.0	1.9	-0.1
FIAT	48	21	-56.3%	65	30	-53.8%	0.1	0.0	0.0
Ford	6,847	4,611	-32.7%	9,264	6,781	-26.8%	9.2	8.6	-0.7
Genesis	128	88	-31.3%	161	144	-10.6%	0.2	0.2	0.0
GMC	1,712	1,359	-20.6%	2,355	2,191	-7.0%	2.3	2.8	0.4
Honda	8,243	5,288	-35.8%	11,430	8,372	-26.8%	11.4	10.6	-0.8
Hyundai	3,851	3,233	-16.0%	5,179	4,945	-4.5%	5.2	6.2	1.1
Infiniti	590	290	-50.8%	933	486	-47.9%	0.9	0.6	-0.3
Jaguar	188	129	-31.4%	252	206	-18.3%	0.3	0.3	0.0
Jeep	5,075	2,936	-42.1%	6,664	4,372	-34.4%	6.6	5.5	-1.1
Kia	2,859	2,589	-9.4%	3,676	3,692	0.4%	3.7	4.7	1.0
Land Rover	558	389	-30.3%	810	637	-21.4%	0.8	0.8	0.0
Lexus	1,417	1,110	-21.7%	2,077	1,770	-14.8%	2.1	2.2	0.2
Lincoln	698	643	-7.9%	933	1,034	10.8%	0.9	1.3	0.4
Maserati	46	31	-32.6%	76	45	-40.8%	0.1	0.1	0.0
Mazda	1,464	1,140	-22.1%	1,949	1,674	-14.1%	1.9	2.1	0.2
Mercedes	1,343	974	-27.5%	1,890	1,584	-16.2%	1.9	2.0	0.1
MINI	162	85	-47.5%	210	139	-33.8%	0.2	0.2	0.0
Mitsubishi	694	349	-49.7%	934	495	-47.0%	0.9	0.6	-0.3
Nissan	4,678	2,768	-40.8%	6,266	3,994	-36.3%	6.2	5.0	-1.2
Other	95	254	167.4%	120	329	174.2%	0.1	0.4	0.3
Porsche	364	200	-45.1%	512	314	-38.7%	0.5	0.4	-0.1
Ram	1,352	811	-40.0%	1,838	1,251	-31.9%	1.8	1.6	-0.2
Subaru	3,460	2,408	-30.4%	4,595	3,644	-20.7%	4.6	4.6	0.0
Tesla	1,087	956	-12.1%	1,949	1,379	-29.2%	1.9	1.7	-0.2
Toyota	6,093	4,586	-24.7%	8,457	7,063	-16.5%	8.4	8.9	0.5
Volkswagen	2,582	1,804	-30.1%	3,386	2,738	-19.1%	3.4	3.5	0.1
Volvo	528	522	-1.1%	687	782	13.8%	0.7	1.0	0.3

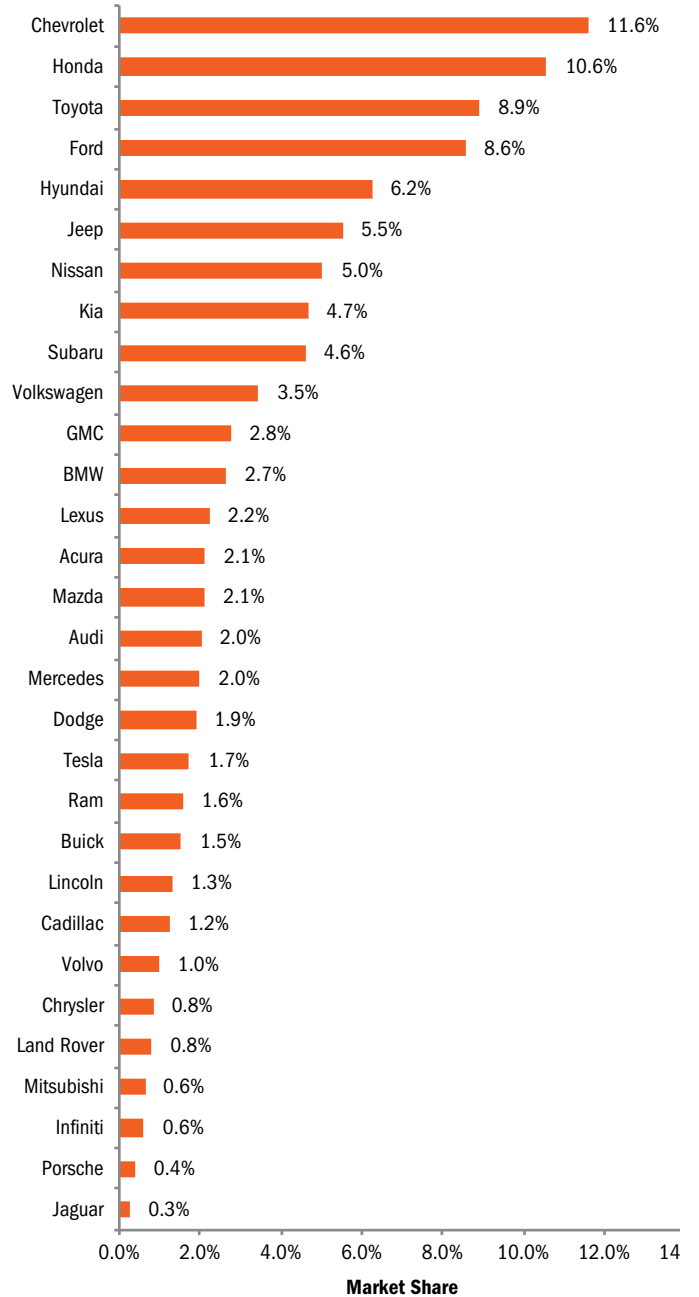
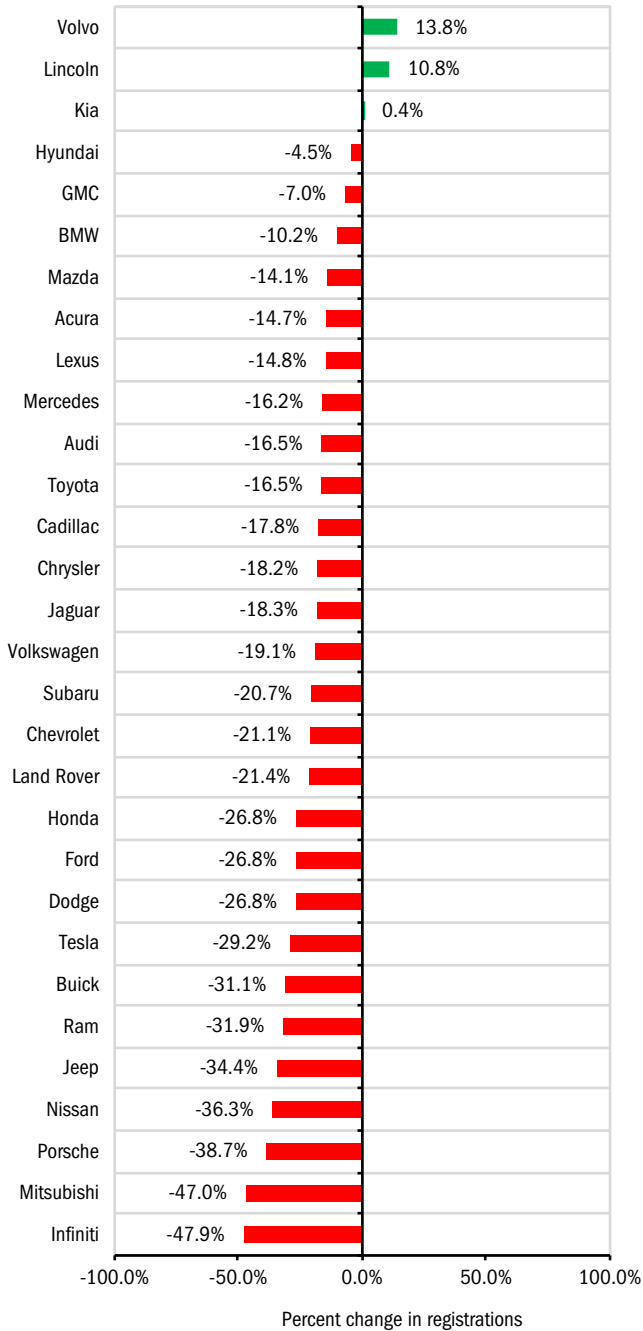
Top ten are shaded yellow.

Source: AutoCount data from Experian

At Auto Outlook, we strive to provide accurate analyses based upon the data available to us. Auto Outlook can make no representation or warranty with respect to the accuracy or completeness of the data we provide or the projections that we make based upon such data. Auto Outlook expressly disclaims any such warranties, and undue reliance should not be placed on any analysis. Auto Outlook undertakes no obligation to revise any forecasts or analyses, whether as a result of any new data, the occurrence of future events, or otherwise.

**Percent Change in Brand Registrations
YTD 2020 thru April vs. YTD 2019
(Top 30 selling brands)**

**Chicago Area Market Share
YTD 2020 thru April
(Top 30 selling brands in area)**



Registrations increased for three brands: Volvo, Lincoln, and Kia.



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

BEST SELLERS BY SEGMENT

The table below shows the top five selling models during the first four months of 2020 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

- Compact Car: Honda Civic
- Mid Size Car: Honda Accord
- Near Luxury Car: Tesla Model 3
- Luxury Car: BMW 5-Series
- Full Size Pickup: Ford F-Series
- Compact SUV: Honda CR-V
- Mid Size SUV: Jeep Grand Cherokee
- Luxury Mid Size SUV: Lexus RX

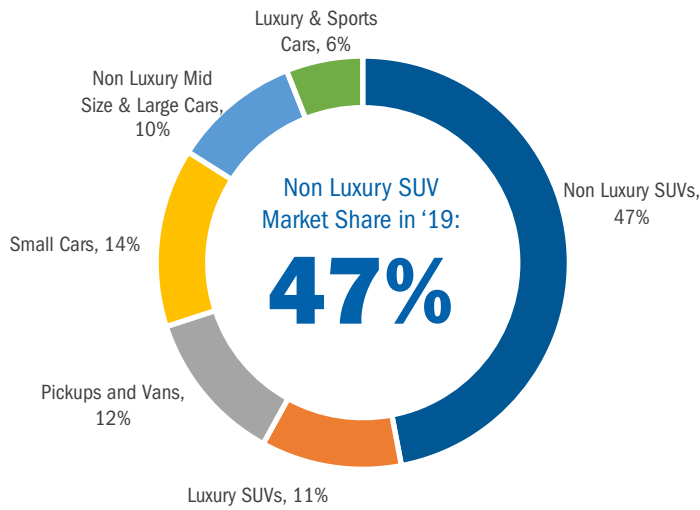
Top Selling Models in Each Segment - New Retail Light Vehicle Registrations (YTD 2020, thru April)

Cars											
Subcompact			Compact			Sports/Pony Cars			Mid Size		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Kia Soul	424	23.8	Honda Civic	1537	22.2	Dodge Challenger	198	35.5	Honda Accord	1198	20.9
Chevrolet Spark	300	16.9	Toyota Corolla	1026	14.8	Ford Mustang	155	27.8	Toyota Camry	1051	18.3
Honda Fit	197	11.1	Hyundai Elantra	799	11.6	Chevrolet Camaro	127	22.8	Hyundai Sonata	678	11.8
Chevrolet Sonic	141	7.9	Volkswagen Jetta	787	11.4	Hyundai Veloster	37	6.6	Chevrolet Malibu	676	11.8
Nissan Versa	123	6.9	Nissan Sentra	783	11.3	Mazda MX5	25	4.5	Ford Fusion	639	11.1
Large			Entry Luxury			Near Luxury			Luxury and High End Sports Cars		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Dodge Charger	203	25.9	Acura ILX	124	40.0	Tesla Model 3	1003	34.5	BMW 5-Series	198	13.6
Chevrolet Impala	202	25.8	Audi A3	69	22.3	Acura TLX/TL	299	10.3	Tesla Model S	156	10.7
Chrysler 300	149	19.0	Mercedes A-Class	44	14.2	Lexus ES	230	7.9	Audi A6	117	8.1
Nissan Maxima	109	13.9	BMW 2-Series	39	12.6	BMW 3-Series	220	7.6	Cadillac CT6	111	7.6
Toyota Avalon	80	10.2	Mercedes CLA-Class	32	10.3	Audi A5	150	5.2	Mercedes E-Class	106	7.3
Light Trucks											
Compact/Mid Size Pickup			Full Size Pickup			Mini Van			Large Van		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Toyota Tacoma	335	25.7	Ford F-Series	1626	30.9	Honda Odyssey	724	36.8	Ford Transit Connect	592	45.3
Chevrolet Colorado	270	20.7	Chevrolet Silverado	1577	30.0	Chrysler Pacifica	485	24.6	Ram Promaster	193	14.8
Ford Ranger	245	18.8	Ram Pickup	1058	20.1	Dodge Caravan	373	18.9	Chevrolet Express	171	13.1
Honda Ridgeline	170	13.0	GMC Sierra	819	15.6	Toyota Sienna	247	12.5	Mercedes Sprinter	148	11.3
Jeep Gladiator	168	12.9	Toyota Tundra	145	2.8	Kia Sedona	125	6.3	Nissan NV	106	8.1
Subcompact SUV			Compact SUV			Mid Size SUV			Large SUV		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Chevrolet Trax	1279	22.8	Honda CR-V	2738	15.1	Jeep Grand Cherokee	1282	9.3	Ford Expedition	248	30.0
Honda HR-V	679	12.1	Chevrolet Equinox	2423	13.4	Toyota Highlander	1022	7.4	Chevrolet Tahoe	208	25.1
Buick Encore	634	11.3	Toyota RAV4	2230	12.3	Ford Explorer	1002	7.3	GMC Yukon	106	12.8
Jeep Renegade	544	9.7	Ford Escape	1282	7.1	Chevrolet Traverse	863	6.3	Chevrolet Suburban	97	11.7
Hyundai Kona	480	8.6	Subaru Forester	1215	6.7	Subaru Outback	846	6.1	GMC Yukon XL	55	6.6
Luxury Subcompact SUV			Luxury Compact SUV			Luxury Mid Size SUV			Luxury Large SUV		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Audi Q3	186	21.3	Acura RDX	717	19.7	Lexus RX	729	15.9	BMW X7	202	20.1
BMW X1	169	19.3	BMW X3	494	13.6	Acura MDX	541	11.8	Mercedes GLS-Class	166	16.5
Volvo XC40	137	15.7	Lexus NX	428	11.8	BMW X5	431	9.4	Cadillac XT6	162	16.1
Lexus UX	119	13.6	Audi Q5	383	10.5	Mercedes GLE-Class	359	7.9	Lincoln Navigator	148	14.7
Mercedes GLA-Class	90	10.3	Mercedes GLC-Class	303	8.3	Cadillac XT5/SRX	295	6.5	Cadillac Escalade	119	11.8

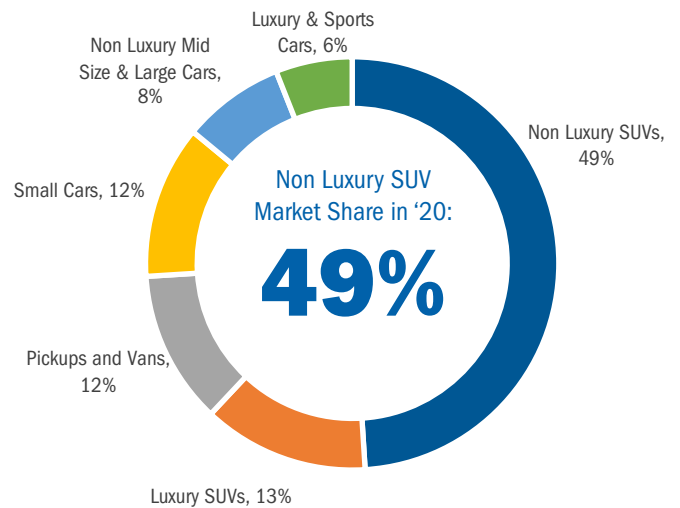
Data Source: AutoCount data from Experian.

VEHICLE SEGMENTS

Segment Market Shares - YTD 2019 thru April



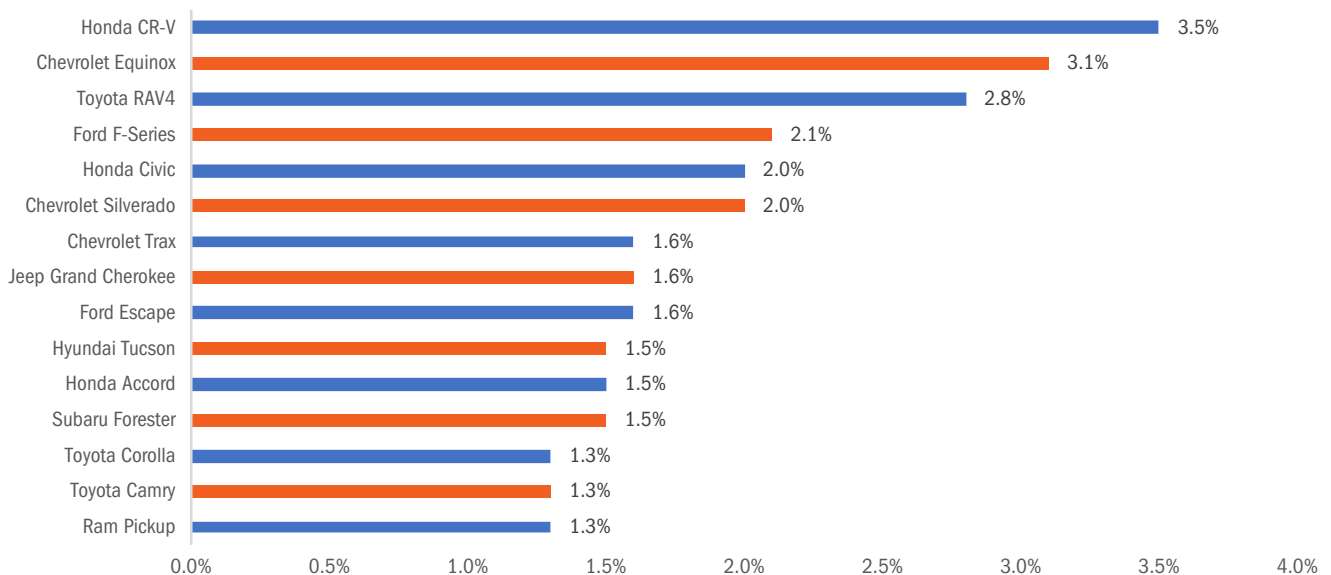
Segment Market Shares - YTD 2020 thru April



The two graphs above show market shares for primary segments during the first four months of 2019 and 2020. Data Source: AutoCount data from Experian.

TOP SELLING MODELS

Market Share for Top 15 Selling Models in Chicago Area New Vehicle Market - YTD 2020 thru April



Data Source: AutoCount data from Experian.

Chicago Auto Outlook

Published for:
Chicago Automobile Trade Association
18W200 Butterfield Road
Oakbrook Terrace, IL 60181-4810
Phone: 630-495-CATA (2282)

Published by:
Auto Outlook, Inc.
PO Box 390
Exton, PA 19341
Phone: 610-640-1233
Email: autooutlook@icloud.com

Chicago Auto Outlook is distributed free of charge to all members of Chicago Automobile Trade Association. The publication is sponsored and supported by CATA. Chicago Auto Outlook is published and edited by Auto Outlook, Inc., an independent automotive market research firm. Opinions in Chicago Auto Outlook are solely those of Auto Outlook, Inc., and are not necessarily shared by CATA.

Any material quoted must be attributed to Chicago Auto Outlook, published by Auto Outlook, Inc. on behalf of the Chicago Automobile Trade Association. Data source must also be shown as "Data Source: AutoCount Data from Experian." Please contact CATA with any questions or comments regarding the publication.

Copyright Auto Outlook, Inc., May 2020