

# Chicago Auto Outlook™

Comprehensive information on the Chicagoland automotive market

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## Quick Facts

New retail vehicle registrations declined an estimated 1% in August '17 vs. year earlier.

The area market fell 2.6% during the first eight months of this year. The U.S. market was down 0.7%.

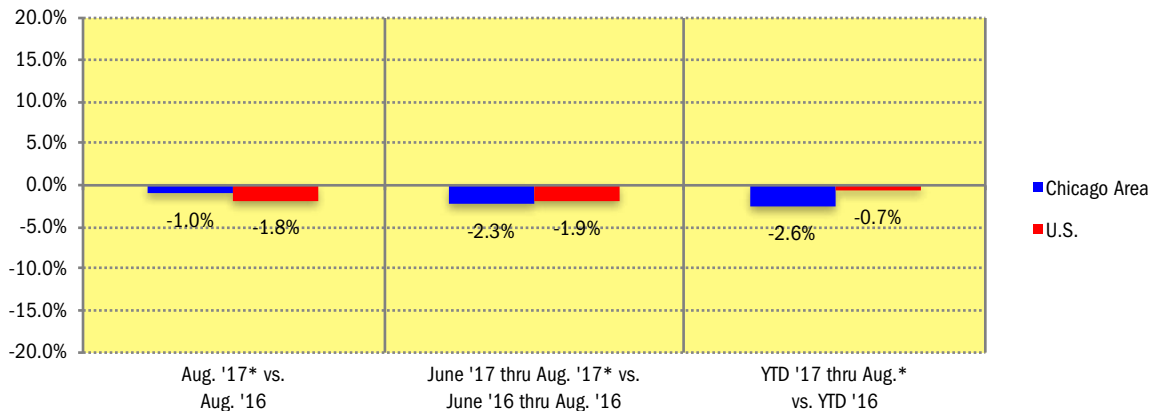
Area used vehicle market improved in July '17 and was up 11.3%, year-to-date.

The Mid Size SUV segment had the largest market share gain so far this year. Compact Car share declined by 1.2 points.

Chevrolet was the area leader, with an 11.4% market share. Hyundai area share was 5.2%, well above the 3.7% level in the U.S.

Nissan Altima was top seller in the area used vehicle market (vehicles seven years old or newer). Chevrolet Malibu was second.

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



\*Figures for August 2017 were estimated by Auto Outlook.

Data Source: IHS Markit.

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

	Retail New Vehicle Registrations					
	Aug. Estimate*			YTD thru Aug.		
	2016	2017	Change	2016	2017	Change
Total	36,289	35,926	-1.0%	254,672	248,058	-2.6%
Cars	14,747	13,524	-8.3%	104,090	93,810	-9.9%
Light Trucks	21,542	22,402	4.0%	150,582	154,248	2.4%
Detroit Three Brands	13,737	13,675	-0.5%	102,667	97,185	-5.3%
European Brands	3,799	3,917	3.1%	26,336	26,823	1.8%
Japanese Brands	15,470	15,563	0.6%	103,316	101,914	-1.4%
Korean Brands	3,283	2,771	-15.6%	22,353	22,136	-1.0%
	Used Vehicle Registrations (vehicles seven years old or newer)					
	July			YTD thru July		
	2016	2017	Change	2016	2017	Change
Total	29,300	39,759	35.7%	207,240	230,652	11.3%
Cars	16,475	20,988	27.4%	118,645	123,974	4.5%
Light Trucks	12,825	18,771	46.4%	88,595	106,678	20.4%
Detroit Three Brands	13,348	18,354	37.5%	95,459	108,736	13.9%
European Brands	3,521	4,919	39.7%	25,722	28,048	9.0%
Japanese Brands	10,026	13,147	31.1%	69,295	75,101	8.4%
Korean Brands	2,405	3,339	38.8%	16,764	18,767	11.9%

\*Figures for August 2017 were estimated by Auto Outlook.

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.

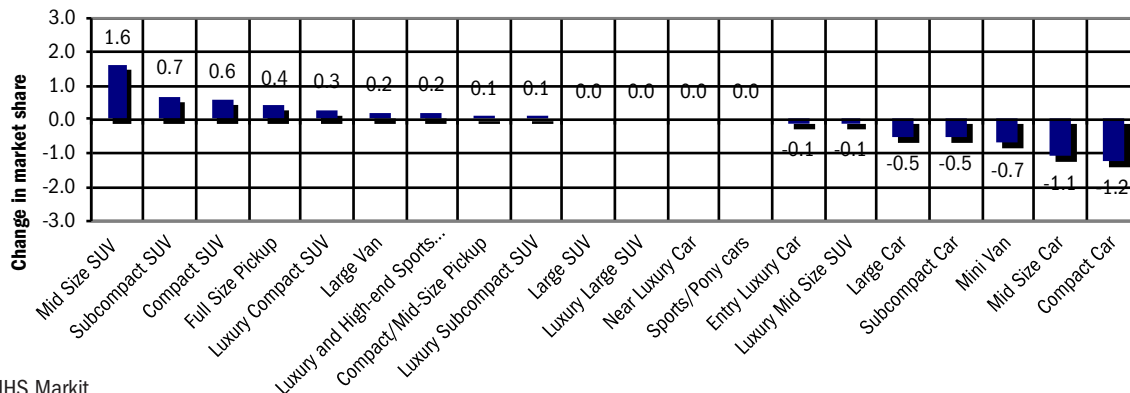
Data Source: IHS Markit.

Chicago Area New Retail Car and Light Truck Registrations												
	August*			Three Month Period June '17 thru Aug. '17*			YTD thru Aug.			YTD Market Share (%)		
	Chicago Area			Chicago Area			Chicago Area			Chicago Area		
	2016	2017*	% chg.	Yr. Ago	Current	% chg.	2016	2017	% chg.	2016	2017	Chg.
TOTAL	36,289	35,926	-1.0%	103,564	101,150	-2.3%	254,672	248,058	-2.6%			
Acura	614	572	-6.8%	1,703	1,771	4.0%	4,271	4,315	1.0%	1.7	1.7	0.0
Alfa Romeo	0	112		1	185	18400.0%	7	255	3542.9%	0.0	0.1	0.1
Audi	548	570	4.0%	1,720	1,750	1.7%	4,019	4,126	2.7%	1.6	1.7	0.1
BMW	677	632	-6.6%	1,902	1,942	2.1%	5,043	5,023	-0.4%	2.0	2.0	0.0
Buick	582	457	-21.5%	1,871	1,488	-20.5%	4,775	4,304	-9.9%	1.9	1.7	-0.2
Cadillac	487	453	-7.0%	1,436	1,211	-15.7%	3,375	3,061	-9.3%	1.3	1.2	-0.1
Chevrolet	3,893	4,395	12.9%	12,520	11,632	-7.1%	30,686	28,207	-8.1%	12.0	11.4	-0.6
Chrysler	511	348	-31.9%	1,607	1,103	-31.4%	3,266	3,114	-4.7%	1.3	1.3	0.0
Dodge	778	774	-0.5%	2,346	2,249	-4.1%	6,717	6,184	-7.9%	2.6	2.5	-0.1
FIAT	54	42	-22.2%	158	146	-7.6%	427	395	-7.5%	0.2	0.2	0.0
Ford	3,674	3,653	-0.6%	9,720	10,043	3.3%	24,587	24,243	-1.4%	9.7	9.8	0.1
Genesis	10	12	20.0%	10	107	970.0%	10	318	3080.0%	0.0	0.1	0.1
GMC	736	838	13.9%	2,669	2,211	-17.2%	6,524	5,793	-11.2%	2.6	2.3	-0.3
Honda	3,816	3,798	-0.5%	11,208	11,163	-0.4%	26,658	26,711	0.2%	10.5	10.8	0.3
Hyundai	2,075	1,566	-24.5%	5,662	5,144	-9.1%	13,098	12,941	-1.2%	5.1	5.2	0.1
Infiniti	343	365	6.4%	975	1,033	5.9%	2,579	2,574	-0.2%	1.0	1.0	0.0
Jaguar	98	92	-6.1%	305	304	-0.3%	513	768	49.7%	0.2	0.3	0.1
Jeep	2,307	1,978	-14.3%	6,675	6,318	-5.3%	17,290	15,956	-7.7%	6.8	6.4	-0.4
Kia	1,198	1,193	-0.4%	3,649	3,661	0.3%	9,245	8,877	-4.0%	3.6	3.6	0.0
Land Rover	214	227	6.1%	596	627	5.2%	1,668	1,518	-9.0%	0.7	0.6	-0.1
Lexus	849	856	0.8%	2,103	2,348	11.7%	5,298	5,179	-2.2%	2.1	2.1	0.0
Lincoln	293	279	-4.8%	774	749	-3.2%	2,010	1,991	-0.9%	0.8	0.8	0.0
Maserati	38	44	15.8%	69	116	68.1%	167	274	64.1%	0.1	0.1	0.0
Mazda	777	779	0.3%	2,264	2,239	-1.1%	5,417	5,339	-1.4%	2.1	2.2	0.1
Mercedes	792	735	-7.2%	2,205	2,183	-1.0%	5,406	5,488	1.5%	2.1	2.2	0.1
MINI	132	119	-9.8%	401	320	-20.2%	920	772	-16.1%	0.4	0.3	-0.1
Mitsubishi	321	361	12.5%	872	865	-0.8%	2,304	2,044	-11.3%	0.9	0.8	-0.1
Nissan	2,965	2,561	-13.6%	8,194	7,268	-11.3%	20,288	18,589	-8.4%	8.0	7.5	-0.5
Other	28	39	39.3%	74	96	29.7%	174	242	39.1%	0.1	0.1	0.0
Porsche	180	164	-8.9%	439	473	7.7%	1,121	1,267	13.0%	0.4	0.5	0.1
Ram	373	367	-1.6%	1,041	1,234	18.5%	2,702	3,179	17.7%	1.1	1.3	0.2
Subaru	1,685	1,787	6.1%	4,089	4,295	5.0%	9,906	10,228	3.3%	3.9	4.1	0.2
Tesla	102	133	30.4%	427	411	-3.7%	732	1,148	56.8%	0.3	0.5	0.2
Toyota	4,095	4,484	9.5%	10,994	11,698	6.4%	26,581	26,925	1.3%	10.4	10.9	0.5
Volkswagen	834	920	10.3%	2,253	2,182	-3.2%	5,346	5,391	0.8%	2.1	2.2	0.1
Volvo	210	221	5.2%	632	585	-7.4%	1,542	1,319	-14.5%	0.6	0.5	-0.1

\*Figures for August 2017 were estimated by Auto Outlook Top ten are shaded green.

Source: IHS Markit

Change in Area Segment Market Share - YTD 2017 thru July vs. YTD 2016



Data Source: IHS Markit.

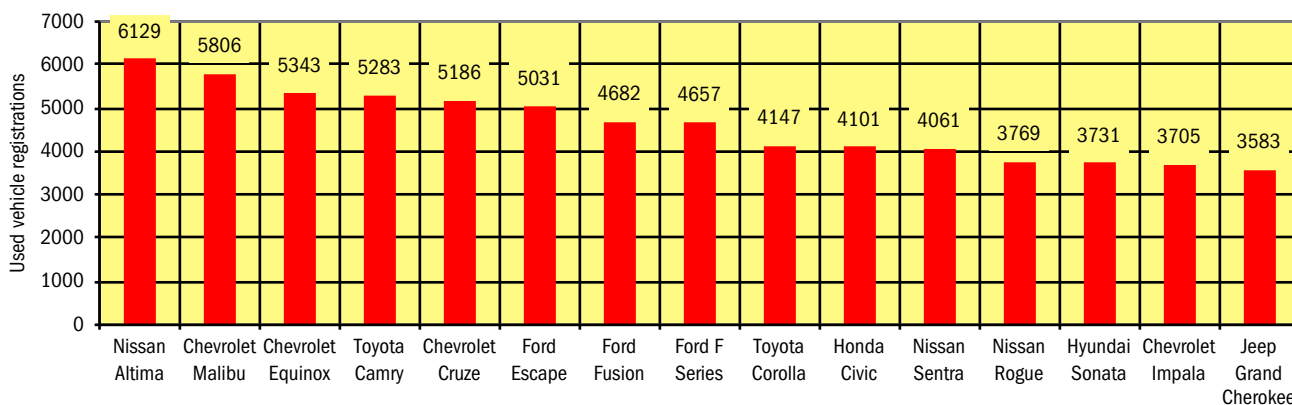
**Used Vehicle Market Brand Registrations (only includes vehicles seven years old or newer)**

Chicago Area Used Car and Light Truck Registrations												
	July			Three Month Period May '17 thru July '17			YTD thru July			YTD Market Share (%)		
	Chicago Area			Chicago Area			Chicago Area			Chicago Area		
	2016	2017	% chg.	Yr. Ago	Current	% chg.	2016	2017	% chg.	2016	2017	Chg.
TOTAL	29,300	39,759	35.7%	91,848	100,189	9.1%	207,240	230,652	11.3%			
Acura	352	559	58.8%	1,106	1,354	22.4%	2,455	3,262	32.9%	1.2	1.4	0.2
Audi	493	722	46.5%	1,545	1,752	13.4%	3,562	4,042	13.5%	1.7	1.8	0.1
BMW	781	1,154	47.8%	2,379	2,845	19.6%	5,338	6,714	25.8%	2.6	2.9	0.3
Buick	564	710	25.9%	1,673	1,792	7.1%	3,905	4,345	11.3%	1.9	1.9	0.0
Cadillac	528	716	35.6%	1,541	1,841	19.5%	3,521	4,322	22.7%	1.7	1.9	0.2
Chevrolet	3,863	5,321	37.7%	12,446	13,519	8.6%	28,418	32,187	13.3%	13.7	14.0	0.3
Chrysler	794	989	24.6%	2,514	2,624	4.4%	5,950	6,211	4.4%	2.9	2.7	-0.2
Dodge	1,590	2,068	30.1%	4,742	5,334	12.5%	10,952	12,220	11.6%	5.3	5.3	0.0
FIAT	71	61	-14.1%	182	172	-5.5%	392	418	6.6%	0.2	0.2	0.0
Ford	3,648	5,062	38.8%	11,564	12,894	11.5%	25,809	29,223	13.2%	12.5	12.7	0.2
GMC	740	1,037	40.1%	2,208	2,656	20.3%	4,993	6,215	24.5%	2.4	2.7	0.3
Honda	1,821	2,613	43.5%	5,772	6,443	11.6%	12,845	13,965	8.7%	6.2	6.1	-0.1
Hyundai	1,557	2,089	34.2%	4,673	5,171	10.7%	10,878	11,912	9.5%	5.2	5.2	0.0
Infiniti	349	601	72.2%	1,206	1,530	26.9%	2,899	3,491	20.4%	1.4	1.5	0.1
Jaguar	58	77	32.8%	176	185	5.1%	393	424	7.9%	0.2	0.2	0.0
Jeep	1,227	1,959	59.7%	3,984	5,130	28.8%	8,916	11,226	25.9%	4.3	4.9	0.6
Kia	848	1,249	47.3%	2,692	3,056	13.5%	5,886	6,848	16.3%	2.8	3.0	0.2
Land Rover	136	172	26.5%	426	450	5.6%	973	1,031	6.0%	0.5	0.4	-0.1
Lexus	673	762	13.2%	1,979	1,989	0.5%	4,362	4,737	8.6%	2.1	2.1	0.0
Lincoln	258	422	63.6%	856	1,022	19.4%	1,947	2,345	20.4%	0.9	1.0	0.1
Mazda	421	592	40.6%	1,378	1,488	8.0%	2,965	3,147	6.1%	1.4	1.4	0.0
Mercedes	770	980	27.3%	2,564	2,438	-4.9%	5,752	5,891	2.4%	2.8	2.6	-0.2
MINI	108	132	22.2%	357	340	-4.8%	754	753	-0.1%	0.4	0.3	-0.1
Mitsubishi	216	249	15.3%	684	627	-8.3%	1,490	1,534	3.0%	0.7	0.7	0.0
Nissan	2,781	3,776	35.8%	8,570	9,409	9.8%	19,866	21,684	9.2%	9.6	9.4	-0.2
Other	186	157	-15.6%	634	400	-36.9%	1,403	864	-38.4%	0.7	0.4	-0.3
Porsche	135	195	44.4%	420	466	11.0%	905	1,021	12.8%	0.4	0.4	0.0
smart	11	28	154.5%	49	57	16.3%	110	124	12.7%	0.1	0.1	0.0
Subaru	422	616	46.0%	1,280	1,491	16.5%	2,744	3,275	19.4%	1.3	1.4	0.1
Suzuki	24	14	-41.7%	81	37	-54.3%	162	107	-34.0%	0.1	0.0	-0.1
Toyota	2,967	3,363	13.3%	9,193	8,485	-7.7%	19,500	19,889	2.0%	9.4	8.6	-0.8
Volkswagen	801	1,143	42.7%	2,617	2,780	6.2%	6,406	6,305	-1.6%	3.1	2.7	-0.4
Volvo	107	171	59.8%	357	412	15.4%	789	920	16.6%	0.4	0.4	0.0

Top ten are shaded green.

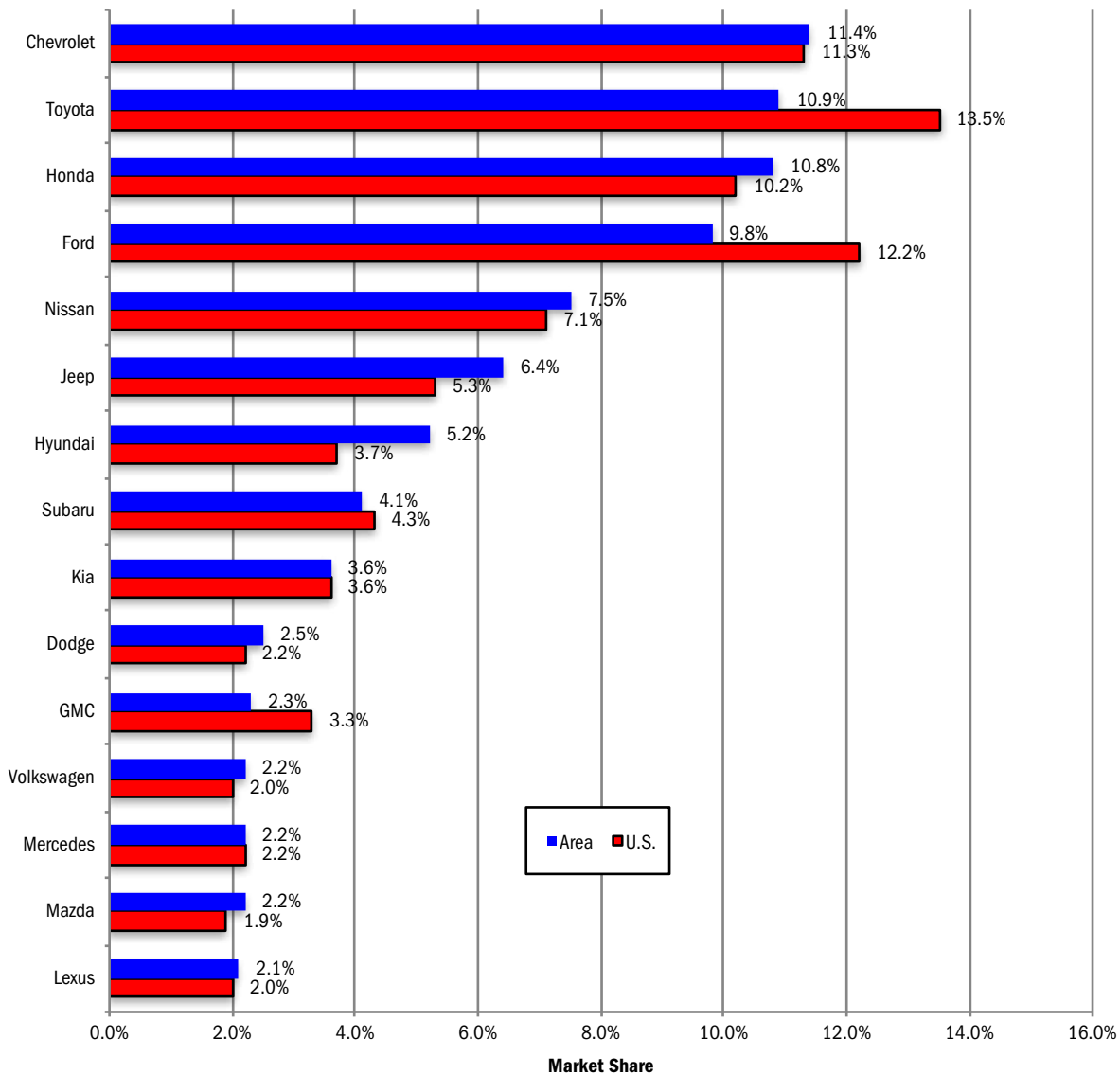
Source: IHS Markit.

**Top Selling Models in Used Vehicle Market (vehicles seven years old or newer) - YTD '17 thru July**



Data Source: IHS Markit.

**Chicago Area and U.S. New Vehicle Market Share  
YTD 2017 thru August\*  
(Top 15 selling brands)**



\*Figures for August 2017 were estimated by Auto Outlook.

Data Source: IHS Markit.

**Chicago Auto Outlook**

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