

Chicago Auto Outlook™

Comprehensive information on the Chicagoland automotive market

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by:



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



Light trucks

-11.4%



Cars

-28.0%

Chicago Area New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '19 thru Aug.	149,698	62,908	212,606
YTD '20 thru Aug.	132,617	45,284	177,901
% change	-11.4%	-28.0%	-16.3%
Aug., 2019	21,170	8,698	29,868
Aug., 2020	22,960	7,545	30,505
% change	8.5%	-13.3%	2.1%

QUICK FACTS

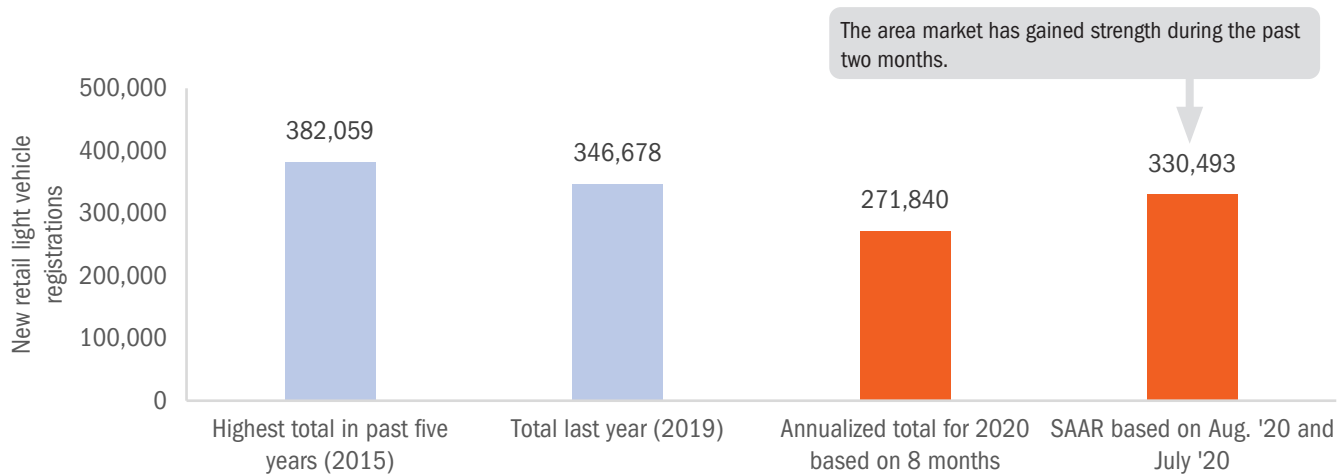
New vehicle registrations in the Chicago Area declined 16.3% during the first eight months of 2020 versus the same period a year earlier. U.S. market declined by an estimated 19.5%.

The new vehicle market showed signs of improvement in August, increasing 2.1% vs. '19.

Used vehicle market (only includes vehicles 7 years old or newer) fell by 5.2% during the first eight months of this year.

Data Source: AutoCount data from Experian.

Annual Trends in Area New Vehicle Market




Historical 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 August vs. YTD 2019

DOMESTIC BRANDS
 **DOWN 18.5%**

EUROPEAN BRANDS
 **DOWN 12.0%**

JAPANESE BRANDS
 **DOWN 20.4%**

KOREAN BRANDS
 **UP 3.4%**

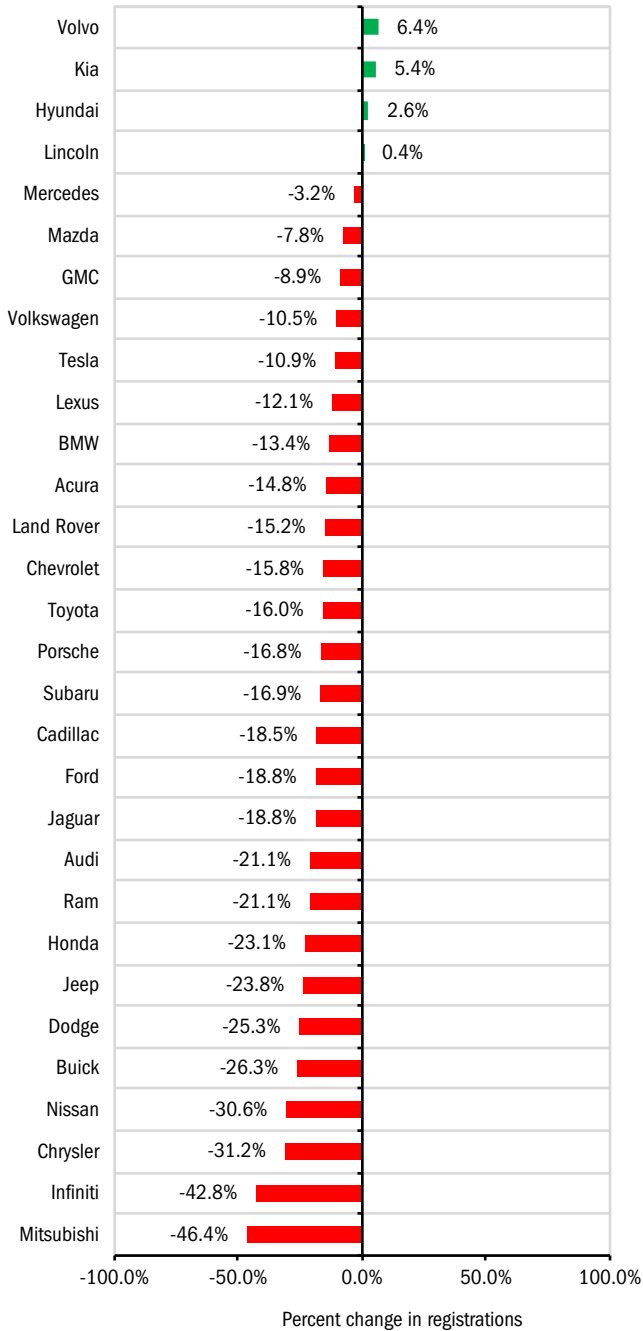
Chicago Area New Retail Car and Light Truck Registrations									
	Three Month Period June '20 thru Aug. '20			YTD thru Aug.			YTD Market Share (%)		
	Yr. Ago	Current	% chg.	2019	2020	% chg.	2019	2020	Chg.
TOTAL	81,226	79,071	-2.7%	212,606	177,901	-16.3%			
Cars	23,580	19,564	-17.0%	62,908	45,284	-28.0%	29.6	25.5	-4.1
Trucks	57,646	59,507	3.2%	149,698	132,617	-11.4%	70.4	74.5	4.1
Detroit Three Brands	30,895	29,171	-5.6%	83,287	67,885	-18.5%	39.2	38.2	-1.0
European Brands	9,950	10,154	2.1%	26,262	23,116	-12.0%	12.4	13.0	0.6
Japanese Brands	31,629	29,934	-5.4%	82,505	65,644	-20.4%	38.8	36.9	-1.9
Korean Brands	8,752	9,812	12.1%	20,552	21,256	3.4%	9.7	11.9	2.3
Acura	1,526	1,526	0.0%	4,159	3,543	-14.8%	2.0	2.0	0.0
Alfa Romeo	128	97	-24.2%	302	244	-19.2%	0.1	0.1	0.0
Audi	1,478	1,260	-14.7%	3,940	3,110	-21.1%	1.9	1.7	-0.1
BMW	1,897	1,801	-5.1%	4,997	4,329	-13.4%	2.4	2.4	0.1
Buick	1,184	1,066	-10.0%	3,400	2,507	-26.3%	1.6	1.4	-0.2
Cadillac	900	855	-5.0%	2,488	2,028	-18.5%	1.2	1.1	0.0
Chevrolet	8,568	8,392	-2.1%	23,543	19,813	-15.8%	11.1	11.1	0.1
Chrysler	825	546	-33.8%	1,932	1,329	-31.2%	0.9	0.7	-0.2
Dodge	1,385	1,152	-16.8%	4,088	3,052	-25.3%	1.9	1.7	-0.2
FIAT	48	30	-37.5%	128	67	-47.7%	0.1	0.0	0.0
Ford	7,379	7,001	-5.1%	19,463	15,806	-18.8%	9.2	8.9	-0.3
Genesis	147	124	-15.6%	376	315	-16.2%	0.2	0.2	0.0
GMC	1,807	1,650	-8.7%	4,881	4,446	-8.9%	2.3	2.5	0.2
Honda	9,854	9,046	-8.2%	24,943	19,180	-23.1%	11.7	10.8	-1.0
Hyundai	4,939	5,514	11.6%	11,651	11,955	2.6%	5.5	6.7	1.2
Infiniti	524	385	-26.5%	1,674	958	-42.8%	0.8	0.5	-0.2
Jaguar	181	180	-0.6%	526	427	-18.8%	0.2	0.2	0.0
Jeep	5,666	5,268	-7.0%	14,482	11,041	-23.8%	6.8	6.2	-0.6
Kia	3,666	4,174	13.9%	8,525	8,986	5.4%	4.0	5.1	1.0
Land Rover	640	639	-0.2%	1,696	1,439	-15.2%	0.8	0.8	0.0
Lexus	1,510	1,654	9.5%	4,244	3,729	-12.1%	2.0	2.1	0.1
Lincoln	743	744	0.1%	1,983	1,991	0.4%	0.9	1.1	0.2
Maserati	41	38	-7.3%	133	94	-29.3%	0.1	0.1	0.0
Mazda	1,732	2,015	16.3%	4,361	4,020	-7.8%	2.1	2.3	0.2
Mercedes	1,466	1,782	21.6%	3,927	3,801	-3.2%	1.8	2.1	0.3
MINI	211	184	-12.8%	502	362	-27.9%	0.2	0.2	0.0
Mitsubishi	532	330	-38.0%	1,737	931	-46.4%	0.8	0.5	-0.3
Nissan	4,477	3,753	-16.2%	12,437	8,628	-30.6%	5.8	4.8	-1.0
Other	129	304	135.7%	333	681	104.5%	0.2	0.4	0.2
Porsche	423	429	1.4%	1,054	877	-16.8%	0.5	0.5	0.0
Ram	1,413	1,321	-6.5%	3,808	3,004	-21.1%	1.8	1.7	-0.1
Subaru	3,776	3,659	-3.1%	9,855	8,189	-16.9%	4.6	4.6	0.0
Tesla	1,024	1,176	14.8%	3,218	2,868	-10.9%	1.5	1.6	0.1
Toyota	7,640	7,316	-4.2%	18,960	15,928	-16.0%	8.9	9.0	0.0
Volkswagen	2,642	2,780	5.2%	7,135	6,387	-10.5%	3.4	3.6	0.2
Volvo	725	880	21.4%	1,725	1,836	6.4%	0.8	1.0	0.2

Top ten are shaded yellow.

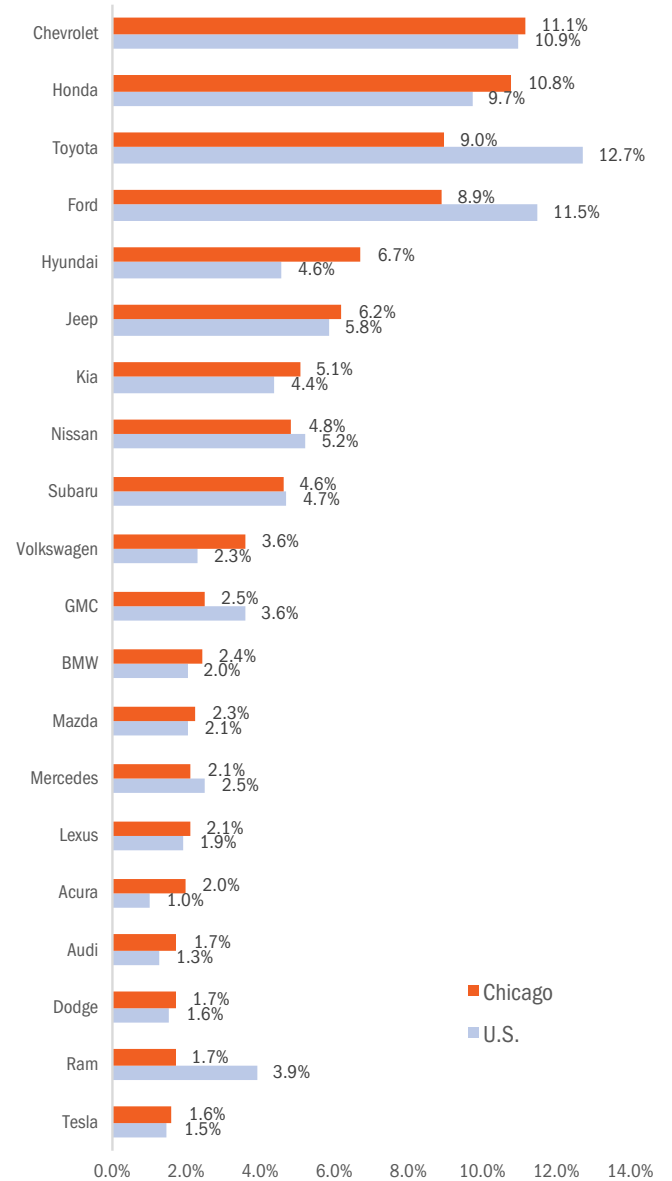
Source: AutoCount data from Experian

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



Chicago Area and U.S. Market Share YTD 2020 thru August (Top 20 selling brands in area)



Registrations were up slightly for Volvo, Kia, Hyundai, and Lincoln, and declined by less than 9% for Mercedes, Mazda, and GMC.



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 eight 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 August)

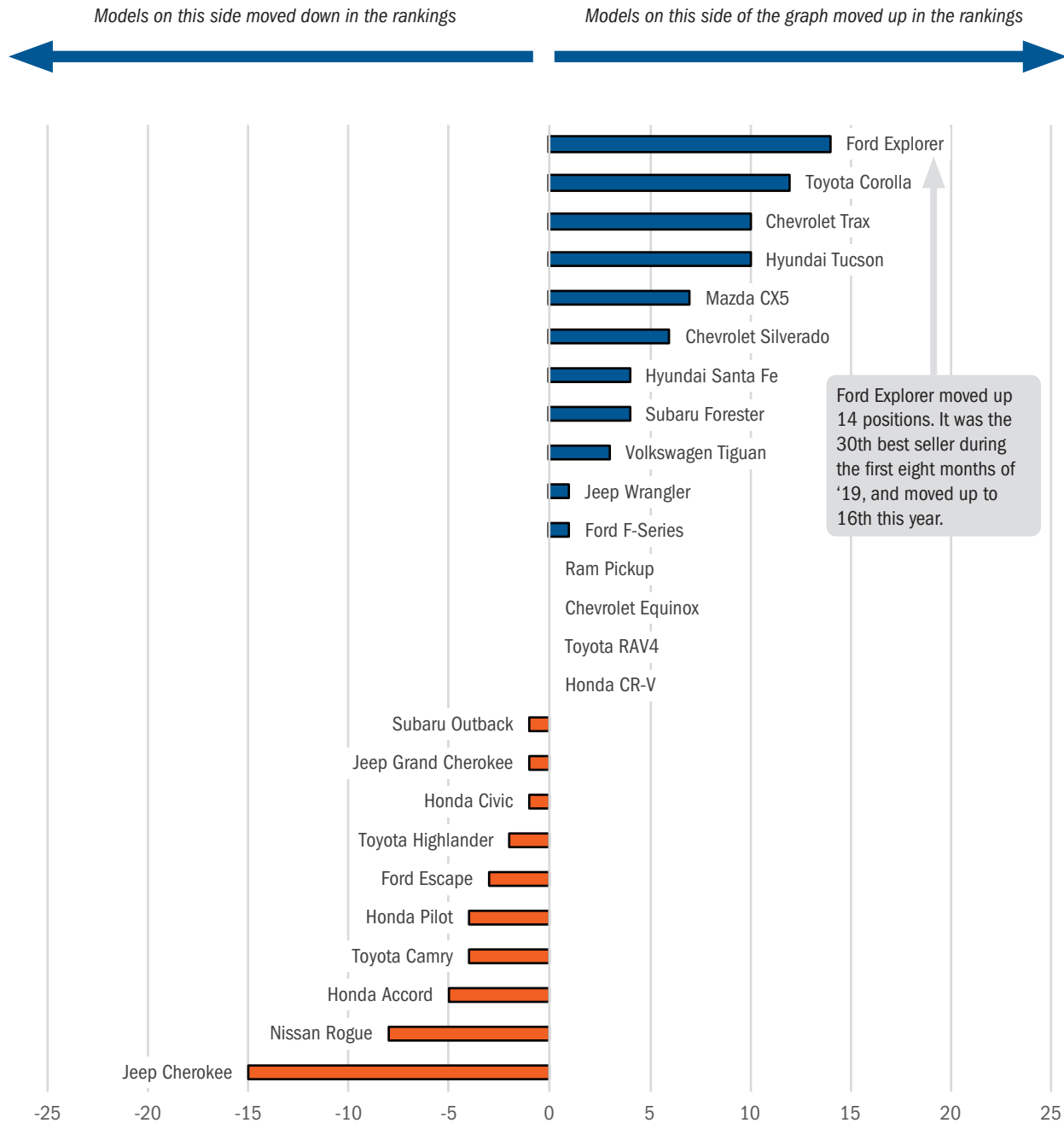
Cars											
Subcompact			Compact			Sports/Pony Cars			Mid Size		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Kia Soul	1074	27.3	Honda Civic	3735	24.5	Ford Mustang	596	35.4	Honda Accord	2626	20.4
Chevrolet Spark	597	15.2	Toyota Corolla	2142	14.0	Dodge Challenger	504	29.9	Toyota Camry	2487	19.3
Honda Fit	522	13.2	Nissan Sentra	1812	11.9	Chevrolet Camaro	369	21.9	Ford Fusion	1515	11.8
Nissan Versa	347	8.8	Hyundai Elantra	1735	11.4	Hyundai Veloster	102	6.1	Hyundai Sonata	1420	11.0
Chevrolet Sonic	281	7.1	Volkswagen Jetta	1488	9.8	Mazda MX5	68	4.0	Chevrolet Malibu	1404	10.9
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	541	34.1	Acura ILX	272	33.7	Tesla Model 3	1605	27.5	BMW 5-Series	379	12.5
Chevrolet Impala	326	20.6	Mercedes A-Class	142	17.6	Acura TLX/TL	586	10.0	Tesla Model S	279	9.2
Nissan Maxima	229	14.4	BMW 2-Series	141	17.5	Lexus ES	536	9.2	Mercedes E-Class	272	9.0
Chrysler 300	222	14.0	Audi A3	139	17.2	BMW 3-Series	480	8.2	Chevrolet Corvette	224	7.4
Toyota Avalon	212	13.4	Mercedes CLA-Class	109	13.5	Mercedes C-Class	352	6.0	Audi A6	203	6.7
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	817	24.2	Ford F-Series	4020	33.0	Honda Odyssey	1667	41.0	Ford Transit Connect	1276	43.6
Chevrolet Colorado	784	23.2	Chevrolet Silverado	3506	28.8	Chrysler Pacifica	1037	25.5	Ram Promaster	524	17.9
Ford Ranger	679	20.1	Ram Pickup	2480	20.4	Dodge Caravan	615	15.1	Mercedes Sprinter	357	12.2
Jeep Gladiator	507	15.0	GMC Sierra	1684	13.8	Toyota Sienna	443	10.9	Chevrolet Express	340	11.6
Honda Ridgeline	325	9.6	Toyota Tundra	395	3.2	Kia Sedona	253	6.2	Nissan NV	210	7.2
Subcompact SUV			Compact SUV			Mid Size SUV			Large SUV		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Chevrolet Trax	2540	18.8	Honda CR-V	5834	14.3	Jeep Grand Cherokee	3293	10.6	Chevrolet Tahoe	537	28.9
Honda HR-V	1551	11.5	Toyota RAV4	5244	12.8	Ford Explorer	2374	7.7	Ford Expedition	483	26.0
Buick Encore	1349	10.0	Chevrolet Equinox	4718	11.5	Toyota Highlander	2075	6.7	Chevrolet Suburban	259	13.9
Hyundai Kona	1244	9.2	Hyundai Tucson	3085	7.5	Hyundai Santa Fe	2018	6.5	GMC Yukon	231	12.4
Jeep Renegade	1203	8.9	Subaru Forester	2900	7.1	Honda Pilot	1946	6.3	GMC Yukon XL	113	6.1
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
Volvo XC40	426	20.5	Acura RDX	1555	18.1	Lexus RX	1499	16.0	BMW X7	411	20.1
Audi Q3	398	19.2	BMW X3	1025	11.9	Acura MDX	1108	11.8	Mercedes GLS-Class	363	17.7
BMW X1	326	15.7	Lexus NX	832	9.7	BMW X5	848	9.0	Cadillac XT6	337	16.5
Lexus UX	272	13.1	Audi Q5	784	9.1	Mercedes GLE-Class	696	7.4	Lincoln Navigator	264	12.9
Mercedes GLA-Class	219	10.5	Mercedes GLC-Class	766	8.9	Volvo XC90	687	7.3	Cadillac Escalade	225	11.0

Data Source: AutoCount data from Experian.

TOP SELLING MODELS

The graph below shows the change in rankings during the first eight months of 2019 to the same period this year for the top 25 selling models in the Chicago Area market. Models are positioned on the graph from top to bottom based on the change in rankings.

Change in Rankings for Top 25 Selling Models - YTD '19 thru August to YTD '20



Change in rankings from YTD '19 to YTD '20

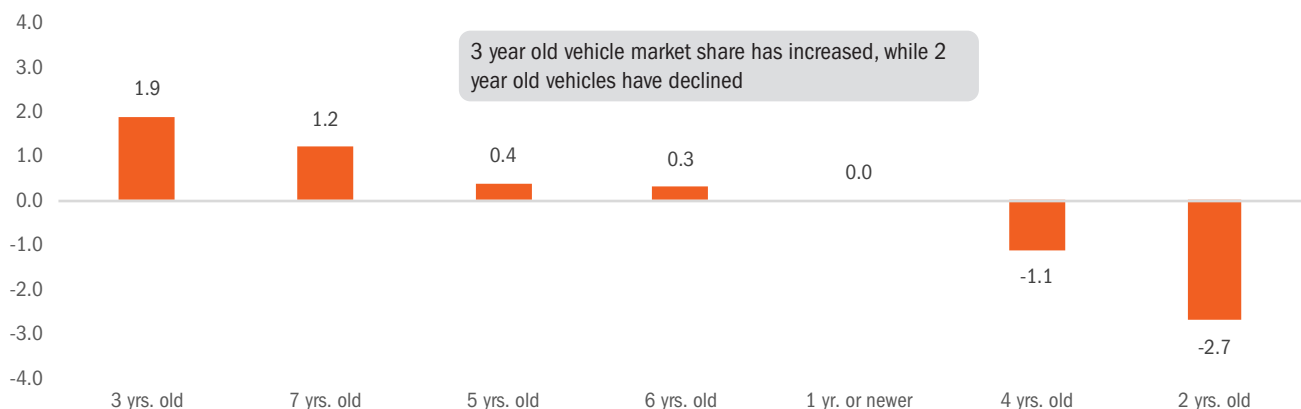
Data Source: AutoCount data from Experian.

USED VEHICLE MARKET

Chicago Area Used Car and Light Truck Registrations (only includes vehicles 7 years old or newer)									
	Two Month Period			YTD thru Aug.			YTD Market Share		
	July '20 and Aug. '20		% chg.	2019	2020	% chg.	2019	2020	Chg.
TOTAL	54,690	66,692	21.9%	204,682	194,135	-5.2%			
Acura	742	1,016	36.9%	2,981	2,623	-12.0%	1.5	1.4	-0.1
Alfa Romeo	22	92	318.2%	63	215	241.3%	0.0	0.1	0.1
Audi	1,163	1,475	26.8%	4,195	4,343	3.5%	2.0	2.2	0.2
BMW	1,300	1,735	33.5%	4,849	4,907	1.2%	2.4	2.5	0.2
Buick	972	1,153	18.6%	3,760	3,404	-9.5%	1.8	1.8	-0.1
Cadillac	773	1,032	33.5%	3,098	3,153	1.8%	1.5	1.6	0.1
Chevrolet	7,170	8,178	14.1%	27,195	24,873	-8.5%	13.3	12.8	-0.5
Chrysler	1,027	985	-4.1%	3,759	2,928	-22.1%	1.8	1.5	-0.3
Dodge	1,938	2,372	22.4%	7,367	7,092	-3.7%	3.6	3.7	0.1
FIAT	108	106	-1.9%	339	271	-20.1%	0.2	0.1	0.0
Ford	6,245	7,819	25.2%	23,706	22,126	-6.7%	11.6	11.4	-0.2
Genesis	130	113	-13.1%	456	361	-20.8%	0.2	0.2	0.0
GMC	1,387	1,723	24.2%	5,628	5,402	-4.0%	2.7	2.8	0.0
Honda	3,890	4,035	3.7%	13,484	11,546	-14.4%	6.6	5.9	-0.6
Hyundai	2,737	3,510	28.2%	10,225	10,383	1.5%	5.0	5.3	0.4
Infiniti	860	1,092	27.0%	3,858	3,123	-19.1%	1.9	1.6	-0.3
Jaguar	156	298	91.0%	461	653	41.6%	0.2	0.3	0.1
Jeep	2,996	4,324	44.3%	11,548	12,478	8.1%	5.6	6.4	0.8
Kia	1,947	2,466	26.7%	6,707	6,956	3.7%	3.3	3.6	0.3
Land Rover	344	471	36.9%	1,184	1,320	11.5%	0.6	0.7	0.1
Lexus	1,179	1,466	24.3%	4,707	4,346	-7.7%	2.3	2.2	-0.1
Lincoln	538	703	30.7%	2,252	2,118	-6.0%	1.1	1.1	0.0
Mazda	809	1,075	32.9%	2,931	2,864	-2.3%	1.4	1.5	0.0
Mercedes	1,486	1,708	14.9%	5,148	5,121	-0.5%	2.5	2.6	0.1
MINI	153	189	23.5%	565	490	-13.3%	0.3	0.3	0.0
Mitsubishi	356	455	27.8%	1,337	1,228	-8.2%	0.7	0.6	0.0
Nissan	5,326	6,190	16.2%	20,752	18,288	-11.9%	10.1	9.4	-0.7
Other	166	171	3.0%	520	478	-8.1%	0.3	0.2	0.0
Porsche	260	367	41.2%	959	962	0.3%	0.5	0.5	0.0
Ram	754	1,095	45.2%	2,885	3,477	20.5%	1.4	1.8	0.4
Subaru	1,061	1,577	48.6%	3,425	3,953	15.4%	1.7	2.0	0.4
Tesla	116	109	-6.0%	342	345	0.9%	0.2	0.2	0.0
Toyota	4,476	5,133	14.7%	16,063	15,134	-5.8%	7.8	7.8	-0.1
Volkswagen	1,782	2,015	13.1%	6,941	6,101	-12.1%	3.4	3.1	-0.2
Volvo	321	444	38.3%	992	1,073	8.2%	0.5	0.6	0.1

Data Source: AutoCount data from Experian.

Change in Used Vehicle Market Share by Age of Vehicle - YTD 2020 thru August vs. Year Earlier

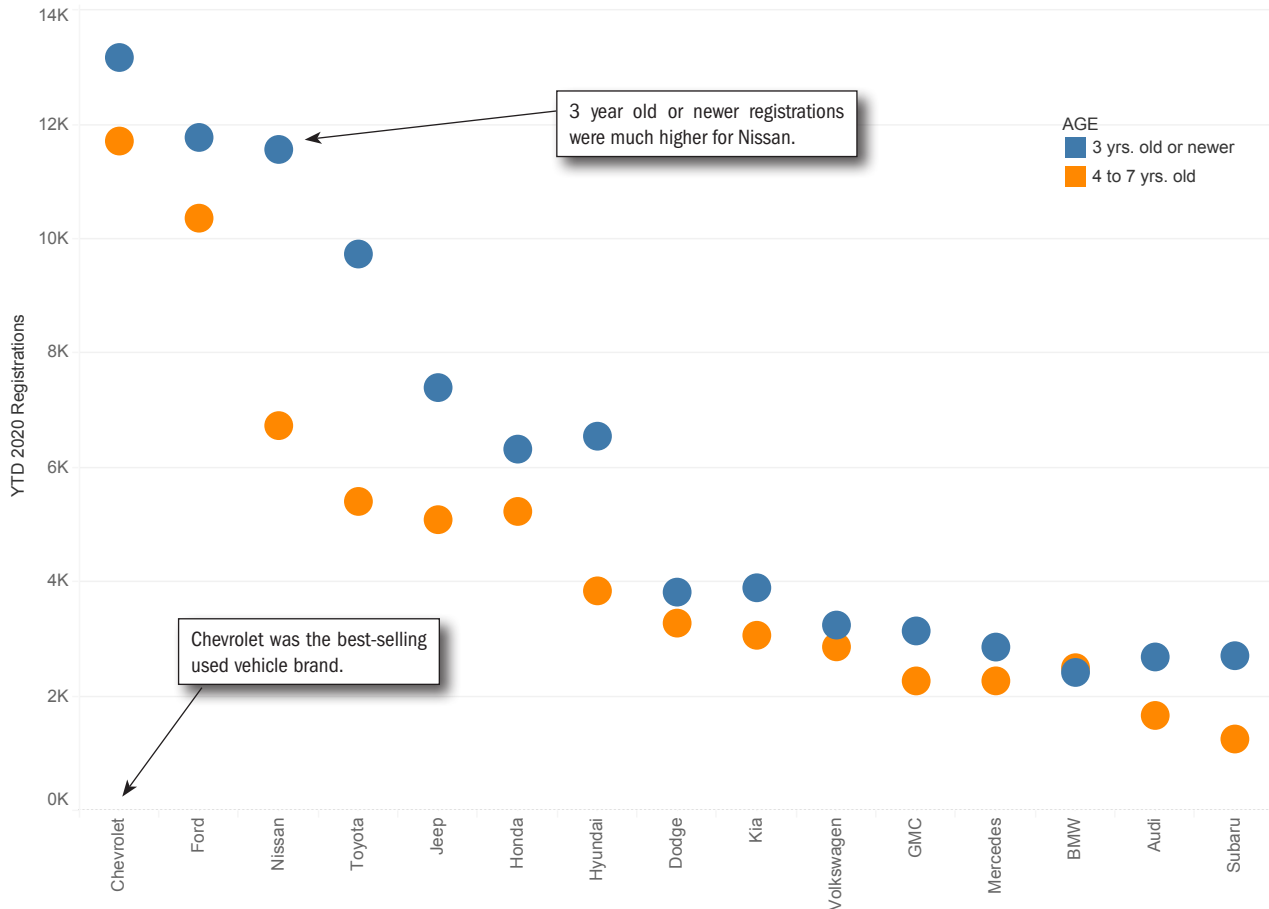


Data Source: AutoCount data from Experian.

BRAND MARKET SHARE IN USED VEHICLE MARKET

The graph below shows used light vehicle registrations by brand for two age categories: vehicles newer than three years old, and vehicles four to seven years old. Brands are positioned from left to right based on total registrations. Each circle corresponds to brand registrations for three year old or newer vehicles (blue circle) and four to seven year old vehicles (orange circle).

Brand Market Share for Top 15 Selling Brands, by Vehicle Age (YTD '20 thru July)



Data Source: AutoCount data from Experian.

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