

# Chicago Auto Outlook™

Comprehensive information on the Chicagoland automotive market

Publication  
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by:



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



Light trucks

**+29.3%**



Cars

**+8.1%**

## Chicago Area New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '20 thru Aug.	133,698	44,203	177,901
YTD '21 thru Aug.	172,906	47,769	220,675
<b>% change</b>	<b>29.3%</b>	<b>8.1%</b>	<b>24.0%</b>
Aug-20	23,185	7,320	30,505
Aug-21	16,901	4,775	21,676
<b>% change</b>	<b>-27.1%</b>	<b>-34.8%</b>	<b>-28.9%</b>

## QUICK FACTS

New retail light vehicle registrations in the area increased 24.0% during the first eight months of this year vs. the same period a year earlier. Used vehicle market was up 13.4%

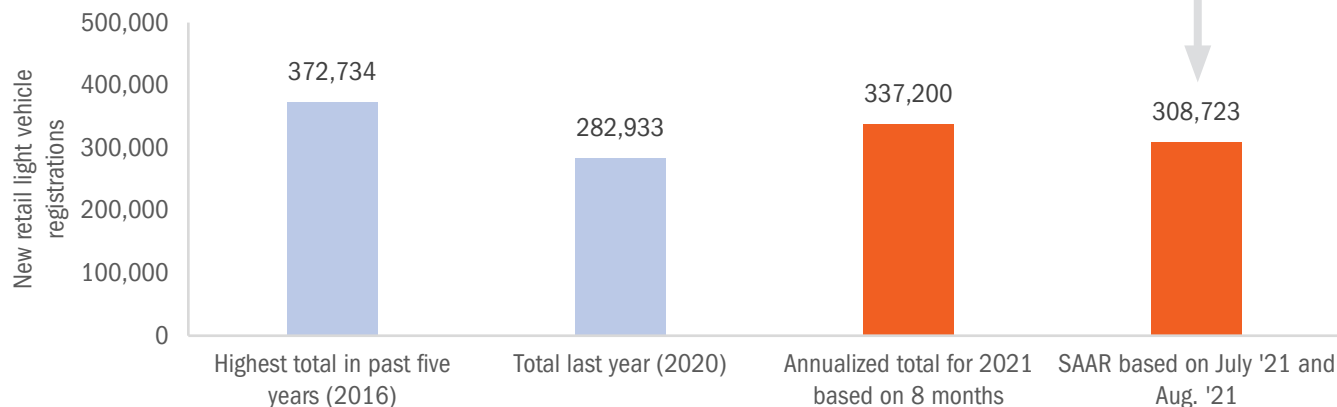
Depleted inventories had a big impact on August results, with new registrations declining by more than 20% vs. year earlier.

Electric vehicle market share increased to 2.7% so far this year (see page four).

Data Source: AutoCount data from Experian.

## Annual Trends in Area New Vehicle Market

The sales pace has weakened during the past two months, as reduced inventories have impacted new vehicle registrations.



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 2021 thru August vs. YTD 2020**

<b>DOMESTIC BRANDS</b>	<b>EUROPEAN BRANDS</b>	<b>JAPANESE BRANDS</b>	<b>KOREAN BRANDS</b>
 <b>UP 14.2%</b>	 <b>UP 29.2%</b>	 <b>UP 28.6%</b>	 <b>UP 35.9%</b>

Chicago Area New Retail Car and Light Truck Registrations									
	Three Month Period June '21 thru Aug. '21			YTD thru Aug.			YTD Market Share (%)		
	Yr. Ago	Current	% chg.	2020	2021	% chg.	2020	2021	Chg.
TOTAL	79,071	81,449	3.0%	177,901	220,675	24.0%			
Cars	19,026	18,683	-1.8%	44,203	47,769	8.1%	24.8	21.6	-3.2
Trucks	60,045	62,766	4.5%	133,698	172,906	29.3%	75.2	78.4	3.2
Domestic Brands	29,171	25,092	-14.0%	67,885	77,496	14.2%	38.2	35.1	-3.0
European Brands	10,154	11,291	11.2%	23,116	29,861	29.2%	13.0	13.5	0.5
Japanese Brands	29,934	32,862	9.8%	65,644	84,441	28.6%	36.9	38.3	1.4
Korean Brands	9,812	12,204	24.4%	21,256	28,877	35.9%	11.9	13.1	1.1
Acura	1,526	2,044	33.9%	3,543	4,893	38.1%	2.0	2.2	0.2
Alfa Romeo	97	147	51.5%	244	348	42.6%	0.1	0.2	0.0
Audi	1,260	1,353	7.4%	3,110	3,938	26.6%	1.7	1.8	0.0
BMW	1,801	2,273	26.2%	4,329	5,898	36.2%	2.4	2.7	0.2
Buick	1,066	1,466	37.5%	2,507	3,636	45.0%	1.4	1.6	0.2
Cadillac	855	863	0.9%	2,028	2,616	29.0%	1.1	1.2	0.0
Chevrolet	8,392	6,303	-24.9%	19,813	21,133	6.7%	11.1	9.6	-1.6
Chrysler	546	277	-49.3%	1,329	1,386	4.3%	0.7	0.6	-0.1
Dodge	1,152	1,109	-3.7%	3,052	3,161	3.6%	1.7	1.4	-0.3
FIAT	30	19	-36.7%	67	43	-35.8%	0.0	0.0	0.0
Ford	7,001	4,837	-30.9%	15,806	17,375	9.9%	8.9	7.9	-1.0
Genesis	124	431	247.6%	315	879	179.0%	0.2	0.4	0.2
GMC	1,650	1,900	15.2%	4,446	5,288	18.9%	2.5	2.4	-0.1
Honda	9,046	10,140	12.1%	19,180	24,513	27.8%	10.8	11.1	0.3
Hyundai	5,514	6,172	11.9%	11,955	15,163	26.8%	6.7	6.9	0.2
Infiniti	385	361	-6.2%	958	1,025	7.0%	0.5	0.5	-0.1
Jaguar	180	142	-21.1%	427	377	-11.7%	0.2	0.2	-0.1
Jeep	5,268	4,395	-16.6%	11,041	12,395	12.3%	6.2	5.6	-0.6
Kia	4,174	5,601	34.2%	8,986	12,835	42.8%	5.1	5.8	0.8
Land Rover	639	592	-7.4%	1,439	1,857	29.0%	0.8	0.8	0.0
Lexus	1,654	1,822	10.2%	3,729	4,549	22.0%	2.1	2.1	0.0
Lincoln	744	589	-20.8%	1,991	1,944	-2.4%	1.1	0.9	-0.2
Maserati	38	56	47.4%	94	106	12.8%	0.1	0.0	0.0
Mazda	2,015	2,526	25.4%	4,020	5,689	41.5%	2.3	2.6	0.3
Mercedes	1,782	1,952	9.5%	3,801	4,944	30.1%	2.1	2.2	0.1
MINI	184	187	1.6%	362	467	29.0%	0.2	0.2	0.0
Mitsubishi	330	502	52.1%	931	937	0.6%	0.5	0.4	-0.1
Nissan	3,753	4,399	17.2%	8,628	11,245	30.3%	4.8	5.1	0.2
Other	304	308	1.3%	681	668	-1.9%	0.4	0.3	-0.1
Porsche	429	560	30.5%	877	1,278	45.7%	0.5	0.6	0.1
Ram	1,321	1,319	-0.2%	3,004	3,904	30.0%	1.7	1.8	0.1
Subaru	3,659	3,337	-8.8%	8,189	9,510	16.1%	4.6	4.3	-0.3
Tesla	1,176	2,034	73.0%	2,868	4,658	62.4%	1.6	2.1	0.5
Toyota	7,316	7,510	2.7%	15,928	21,618	35.7%	9.0	9.8	0.8
Volkswagen	2,780	2,905	4.5%	6,387	7,906	23.8%	3.6	3.6	0.0
Volvo	880	1,018	15.7%	1,836	2,493	35.8%	1.0	1.1	0.1

Top ten are shaded yellow.

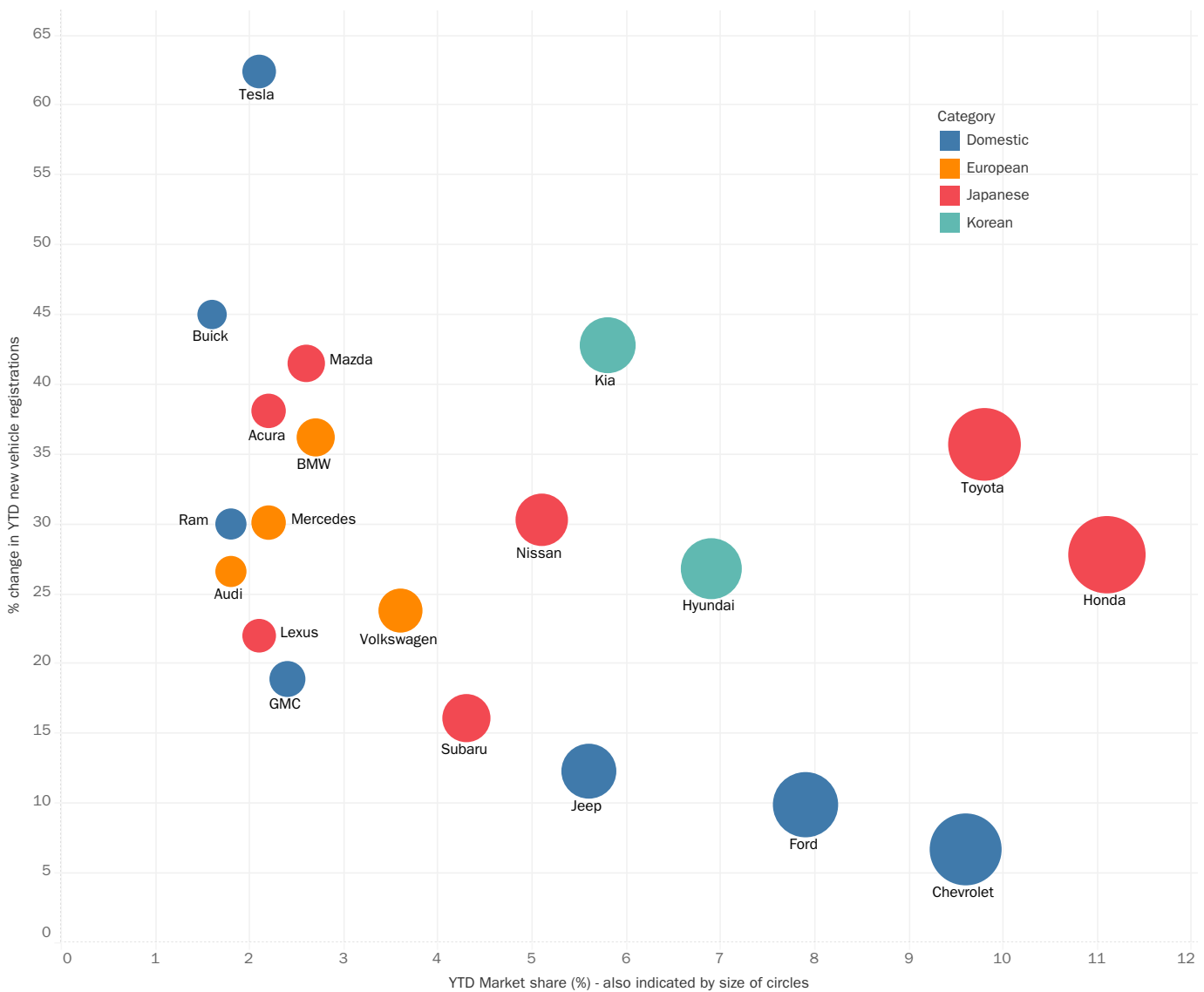
Source: AutoCount data from Experian

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**BRAND SCOREBOARD**

The graph below presents a comprehensive presentation of brand sales performance in the Chicago Area market. For the top 20 selling brands in the area, the graph shows the percent change in registrations during the first eight months of this year versus a year earlier (shown on the vertical axis) and ytd 2021 market share (shown on the horizontal axis). Brand market shares are also reflected by the size of the circles. For brands in the upper left portion of the graph (Tesla, Buick, and Mazda) registrations increased sharply, while market shares are lower. Honda was the best-selling brand in the area and registrations increased by 27.8%.

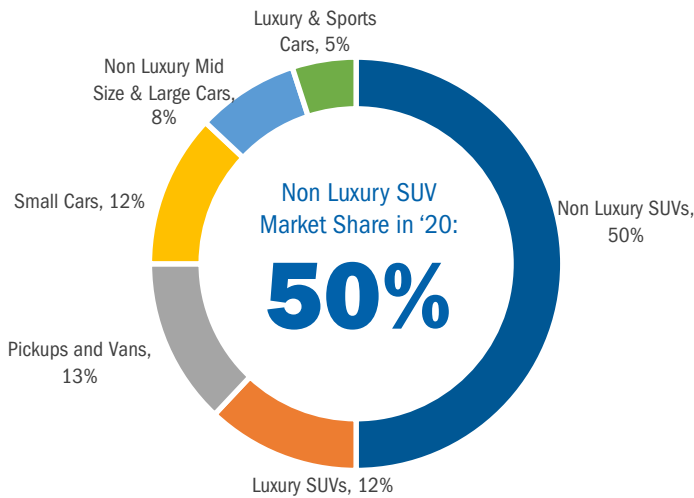
**Percent change in registrations (YTD '21 thru August vs. YTD '20) and Brand Market Shares (YTD '21)  
Top 20 Selling Brands**



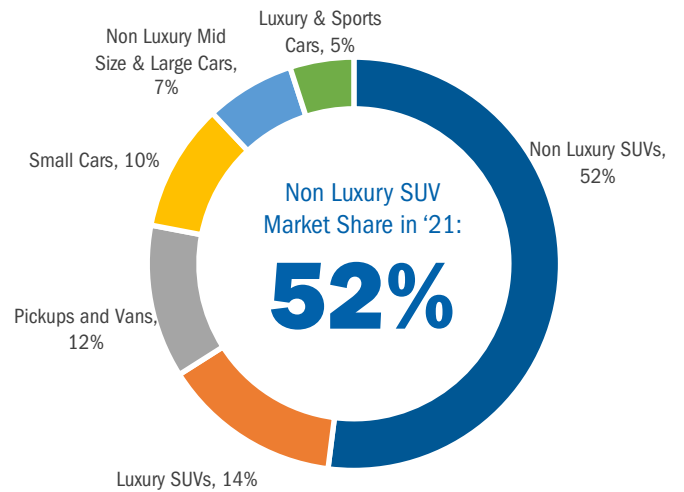
Data Source: AutoCount data from Experian.

**VEHICLE SEGMENTS**

**Segment Market Shares  
YTD 2020 thru August**



**Segment Market Shares  
YTD 2021 thru August**

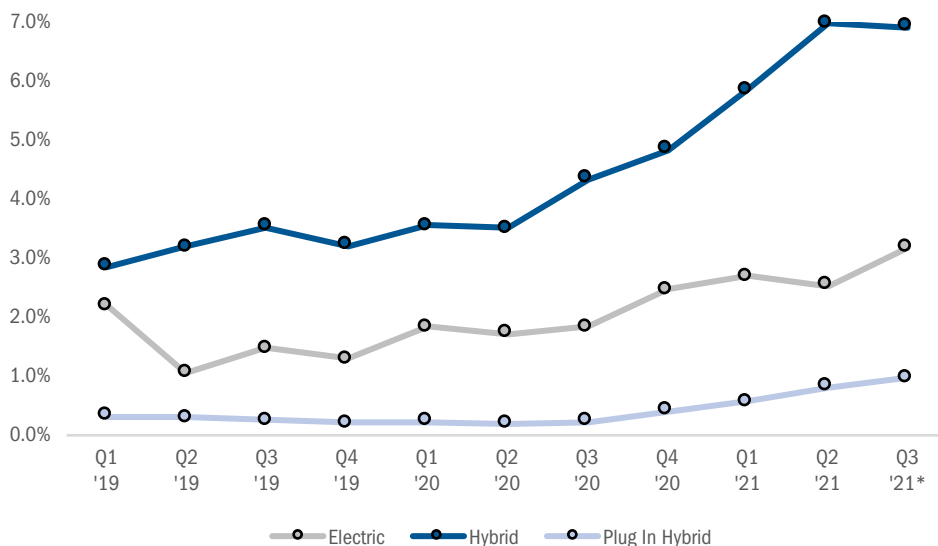


Data Source: AutoCount data from Experian.

The two graphs above show market shares for primary segments during the first eight months of 2020 and 2021.

**HYBRID AND ELECTRIC VEHICLES**

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



**YTD Share by Engine Type  
(YTD '20 and '21, thru August)**

	YTD '20	YTD '21	
<b>Hybrid</b>	3.8%	6.6%	↑
<b>Electric</b>	1.8%	2.7%	↑
<b>Plug In Hybrid</b>	0.2%	0.8%	↑

The graph above shows estimated hybrid powertrain and electric vehicle market share in the area. Registrations by powertrain for vehicles equipped with multiple engine types were estimated by Auto Outlook. The estimates are based on model registrations compiled by Experian, and engine installation rates collected from other sources. 3Q '21 includes Jul and Aug.

**BEST SELLERS BY SEGMENT**

The table below shows the top five selling models during the first eight months of this year 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 2021 thru August)**

Cars											
Subcompact			Compact			Sports/Pony Cars			Mid Size		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Chevrolet Spark	526	22.0	Honda Civic	4031	23.7	Dodge Challenger	632	42.4	Honda Accord	2894	20.0
Nissan Versa	400	16.7	Toyota Corolla	2707	15.9	Ford Mustang	451	30.2	Toyota Camry	2871	19.9
Kia Rio	377	15.7	Nissan Sentra	2121	12.5	Chevrolet Camaro	228	15.3	Hyundai Sonata	1848	12.8
Chevrolet Bolt	358	14.9	Hyundai Elantra	2049	12.0	Mazda MX5	111	7.4	Ford Fusion	1718	11.9
Honda Fit	277	11.6	Kia Forte	2031	11.9	Hyundai Veloster	37	2.5	Kia K5/Optima	1673	11.6
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	666	48.1	Acura ILX	371	40.5	Tesla Model 3	1644	24.9	BMW 5-Series	492	15.3
Toyota Avalon	284	20.5	BMW 2-Series	215	23.5	Acura TLX/TL	774	11.7	Chevrolet Corvette	411	12.8
Nissan Maxima	188	13.6	Mercedes A-Class	164	17.9	BMW 3-Series	653	9.9	Mercedes E-Class	301	9.4
Chrysler 300	186	13.4	Mercedes CLA-Class	106	11.6	Lexus ES	622	9.4	Audi A6	207	6.5
Chevrolet Impala	45	3.2	Audi A3	52	5.7	Audi A5	334	5.1	Porsche Taycan	153	4.8
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	1435	32.2	Ford F-Series	3878	29.0	Honda Odyssey	2027	36.9	Ford Transit Connect	1456	41.4
Jeep Gladiator	730	16.4	Chevrolet Silverado	3760	28.1	Toyota Sienna	1590	28.9	Ram Promaster	689	19.6
Chevrolet Colorado	706	15.9	Ram Pickup	3215	24.1	Chrysler Pacifica	1110	20.2	Mercedes Sprinter	506	14.4
Ford Ranger	677	15.2	GMC Sierra	1928	14.4	Kia Carnival	367	6.7	Nissan NV	350	10.0
Honda Ridgeline	446	10.0	Toyota Tundra	465	3.5	Dodge Caravan	205	3.7	Chevrolet Express	289	8.2
Subcompact SUV			Compact SUV			Mid Size SUV			Large SUV		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Honda HR-V	2642	12.0	Honda CR-V	8176	17.0	Jeep Grand Cherokee	3575	8.9	Chevrolet Tahoe	928	27.6
Chevrolet TrailBlazer	2228	10.1	Toyota RAV4	5777	12.0	Toyota Highlander	3313	8.3	Ford Expedition	549	16.3
Buick Encore	1934	8.8	Chevrolet Equinox	4270	8.9	Hyundai Santa Fe	2776	6.9	Chevrolet Suburban	505	15.0
Chevrolet Trax	1861	8.5	Hyundai Tucson	3879	8.0	Subaru Outback	2522	6.3	GMC Yukon	462	13.8
Subaru Crosstrek	1848	8.4	Nissan Rogue	3462	7.2	Honda Pilot	2458	6.1	Jeep Grand Cherokee L	373	11.1
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	622	21.2	Tesla Model Y	2734	20.9	Lexus RX	1829	14.8	BMW X7	523	18.2
Audi Q3	575	19.6	Acura RDX	1927	14.7	Acura MDX	1801	14.6	Cadillac XT6	499	17.4
BMW X1	429	14.6	BMW X3	1359	10.4	BMW X5	1178	9.5	Cadillac Escalade	489	17.0
Mercedes GLB-Class	423	14.4	Audi Q5	1261	9.6	Mercedes GLE-Class	960	7.8	Mercedes GLS-Class	376	13.1
Mercedes GLA-Class	379	12.9	Lexus NX	970	7.4	Volvo XC90	910	7.4	Land Rover Range Rover	322	11.2

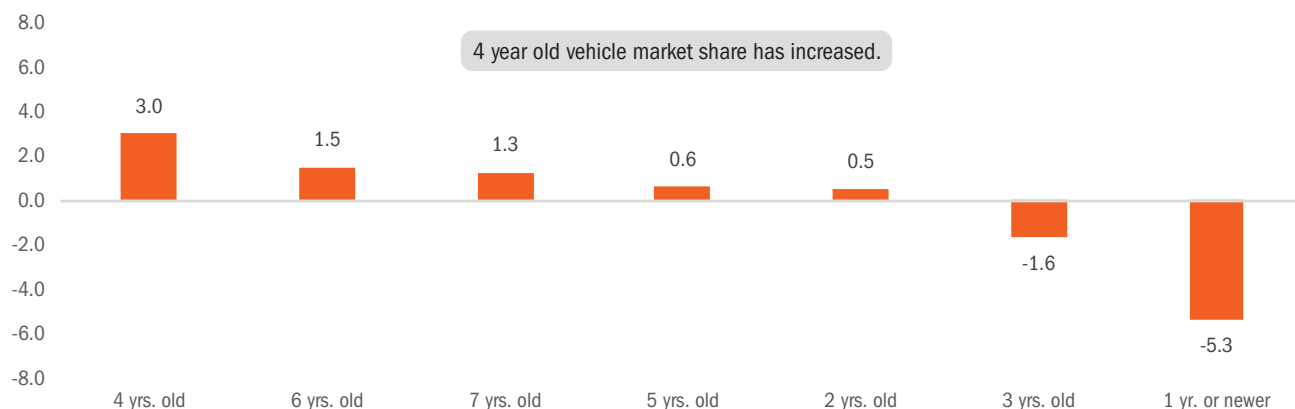
Data Source: AutoCount data from Experian.

**USED VEHICLE MARKET**

Chicago Area Used Car and Light Truck Registrations (only includes vehicles 7 years old or newer)						
	YTD thru Aug.			YTD Market Share		
	2020	2021	% chg.	2020	2021	Chg.
TOTAL	194,135	220,187	13.4%			
Acura	2,623	3,766	43.6%	1.4	1.7	0.4
Alfa Romeo	215	446	107.4%	0.1	0.2	0.1
Audi	4,343	5,353	23.3%	2.2	2.4	0.2
BMW	4,907	5,984	21.9%	2.5	2.7	0.2
Buick	3,404	3,749	10.1%	1.8	1.7	-0.1
Cadillac	3,153	3,394	7.6%	1.6	1.5	-0.1
Chevrolet	24,873	27,689	11.3%	12.8	12.6	-0.2
Chrysler	2,928	3,241	10.7%	1.5	1.5	0.0
Dodge	7,092	7,206	1.6%	3.7	3.3	-0.4
FIAT	271	256	-5.5%	0.1	0.1	0.0
Ford	22,126	23,200	4.9%	11.4	10.5	-0.9
Genesis	361	403	11.6%	0.2	0.2	0.0
GMC	5,402	5,954	10.2%	2.8	2.7	-0.1
Honda	11,546	14,478	25.4%	5.9	6.6	0.6
Hyundai	10,383	9,969	-4.0%	5.3	4.5	-0.8
Infiniti	3,123	3,481	11.5%	1.6	1.6	0.0
Jaguar	653	781	19.6%	0.3	0.4	0.0
Jeep	12,478	16,201	29.8%	6.4	7.4	0.9
Kia	6,956	7,377	6.1%	3.6	3.4	-0.2
Land Rover	1,320	1,788	35.5%	0.7	0.8	0.1
Lexus	4,346	4,994	14.9%	2.2	2.3	0.0
Lincoln	2,118	2,272	7.3%	1.1	1.0	-0.1
Mazda	2,864	3,605	25.9%	1.5	1.6	0.2
Mercedes	5,121	6,023	17.6%	2.6	2.7	0.1
MINI	490	537	9.6%	0.3	0.2	-0.0
Mitsubishi	1,228	1,712	39.4%	0.6	0.8	0.1
Nissan	18,288	19,249	5.3%	9.4	8.7	-0.7
Other	478	577	20.7%	0.2	0.3	0.0
Porsche	962	1,051	9.3%	0.5	0.5	0.0
Ram	3,477	3,887	11.8%	1.8	1.8	0.0
Subaru	3,953	5,374	35.9%	2.0	2.4	0.4
Tesla	345	626	81.4%	0.2	0.3	0.1
Toyota	15,134	17,245	13.9%	7.8	7.8	0.0
Volkswagen	6,101	6,833	12.0%	3.1	3.1	0.0
Volvo	1,073	1,486	38.5%	0.6	0.7	0.1

Data Source: AutoCount data from Experian.

**Change in Used Vehicle Market Share by Age of Vehicle - YTD 2021 thru August vs. Year Earlier**

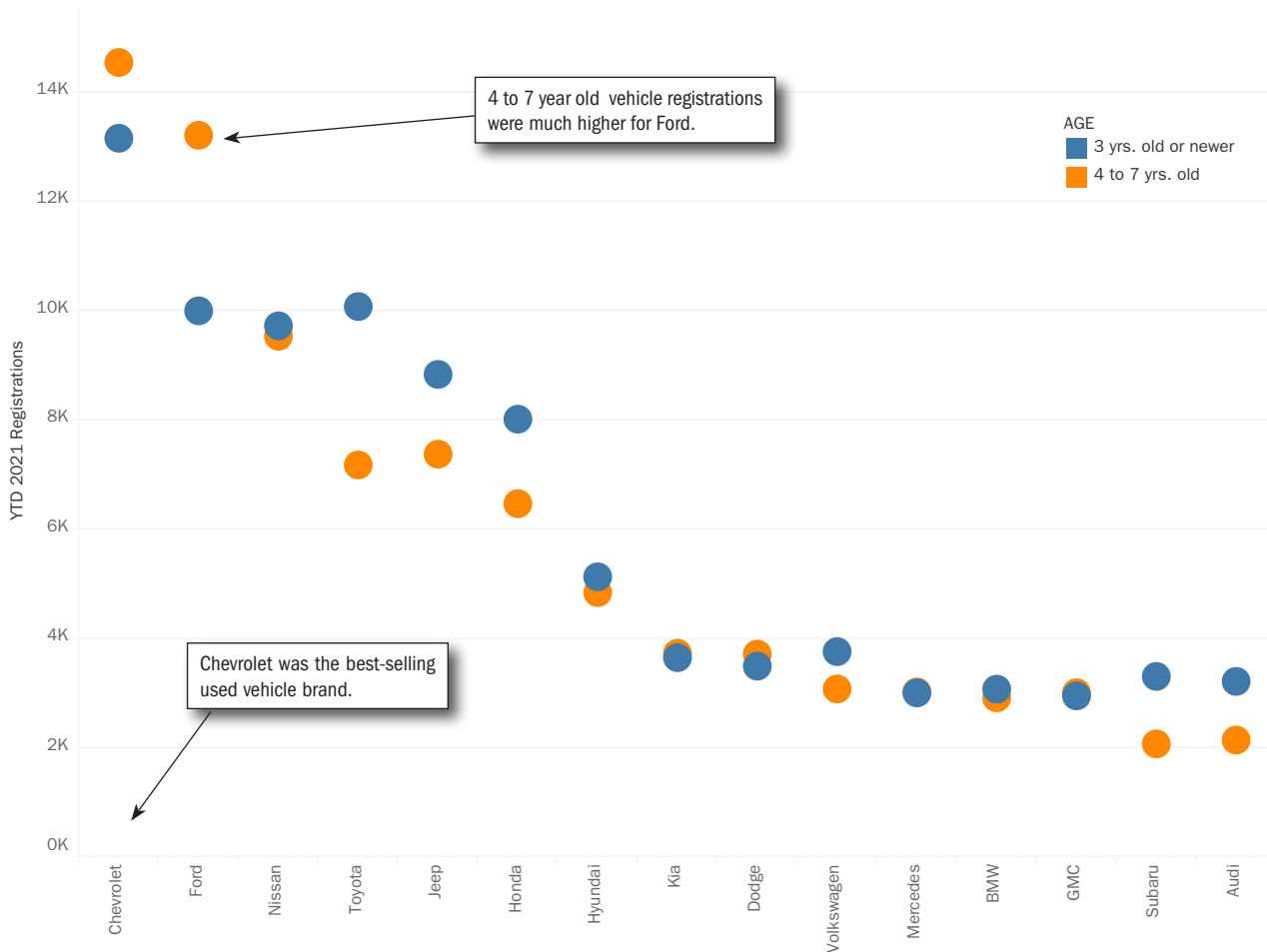


Data Source: AutoCount data from Experian.

**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 '21 thru August)**



Data Source: AutoCount data from Experian.

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