

# Chicago Auto Outlook™

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Comprehensive information on the Chicagoland automotive market

## Quick Facts

New retail vehicle registrations increased an estimated 15% in December '14 vs. year earlier.

The area market was up 10% for all of 2014 vs. year earlier, stronger than the 6.8% increase in the Nation.

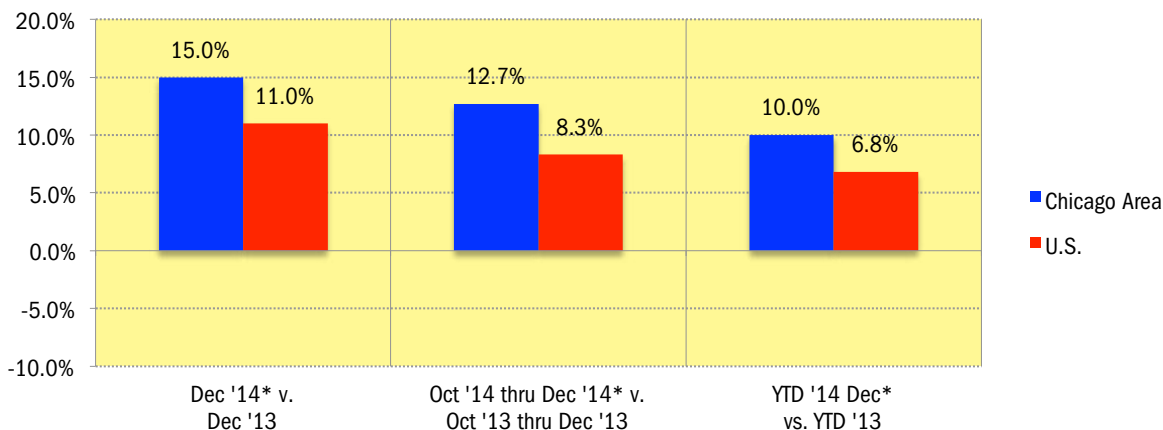
Area used vehicle market was up 16.2% in November '14 (vehicles seven years old or newer). Used vehicle registrations increased 6.2% for the first eleven months of 2014.

Compact SUV new vehicle market share was up 3.5 share points.

Three year old used vehicle market share increased sharply, while five year old share declined

Jeep, Subaru, Ram, Porsche, Mitsubishi, and Nissan new retail registrations increased by more than 18% in 2014.

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



\*Figures for December 2014 were estimated by Auto Outlook.

Data Source: Polk.

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

	Retail New Vehicle Registrations					
	December Estimate*			YTD thru December*		
	2013	2014	Percent Change	2013	2014	Percent Change
Total	29,274	33,665	15.0%	342,604	376,913	10.0%
Cars	14,375	16,019	11.4%	181,601	183,781	1.2%
Light Trucks	14,899	17,646	18.4%	161,003	193,132	20.0%
Detroit Three Brands	11,010	12,951	17.6%	133,218	148,020	11.1%
European Brands	3,523	3,872	9.9%	38,764	39,820	2.7%
Japanese Brands	12,365	14,047	13.6%	139,071	155,558	11.9%
Korean Brands	2,376	2,795	17.6%	31,551	33,515	6.2%
Used Vehicle Registrations (vehicles seven years old or newer)						
	November			YTD thru November		
	2013	2014	Percent Change	2013	2014	Percent Change
	24,873	28,907	16.2%	296,421	314,893	6.2%
Total	24,873	28,907	16.2%	296,421	314,893	6.2%
Cars	14,326	16,202	13.1%	173,826	180,490	3.8%
Light Trucks	10,547	12,705	20.5%	122,595	134,403	9.6%
Detroit Three Brands	11,725	13,702	16.9%	139,984	146,452	4.6%
European Brands	3,222	3,778	17.3%	37,354	40,696	8.9%
Japanese Brands	8,488	9,361	10.3%	102,547	106,901	4.2%
Korean Brands	1,438	2,066	43.7%	16,536	20,844	26.1%

\*Figures for December 2014 were estimated by Auto Outlook.

Source: Polk

## 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: Polk.

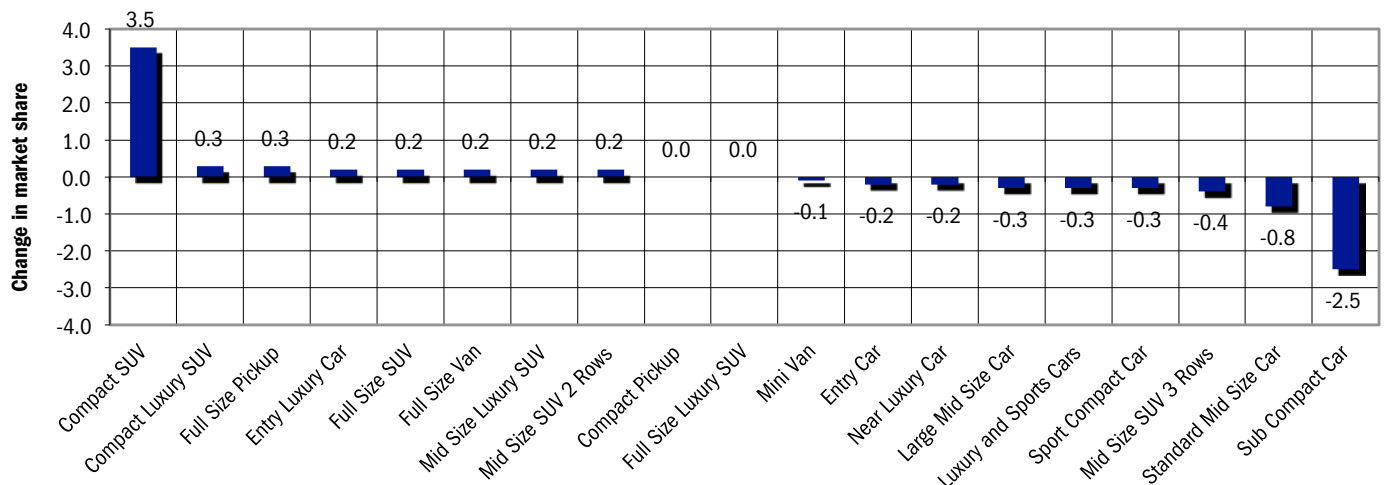
**New Vehicle Market Brand Registrations**

Chicago Area New Retail Car and Light Truck Registrations												
	December			Three Month Period Oct '14 thru Dec '14*			YTD thru December*			YTD thru Dec* Market Share (%)		
	Chicago Area			Chicago Area			Chicago Area			Chicago Area		
	2013	2014*	% chg.	Yr. Ago	Current	% chg.	2013	2014	% chg.	2013	2014	Chg.
TOTAL	29,274	33,665	15.0%	82,016	92,430	12.7%	342,604	376,913	10.0%			
Acura	650	763	17.4%	1,728	1,962	13.5%	6,473	7,123	10.0%	1.9	1.9	0.0
Audi	509	598	17.5%	1,382	1,622	17.4%	5,265	5,778	9.7%	1.5	1.5	0.0
BMW	876	1,011	15.4%	2,289	2,413	5.4%	7,776	8,728	12.2%	2.3	2.3	0.0
Buick	514	707	37.5%	1,600	1,868	16.8%	7,038	7,255	3.1%	2.1	1.9	-0.2
Cadillac	506	467	-7.7%	1,406	1,265	-10.0%	5,549	5,358	-3.4%	1.6	1.4	-0.2
Chevrolet	3,049	3,819	25.3%	8,723	9,687	11.1%	38,308	40,893	6.7%	11.2	10.8	-0.4
Chrysler	345	546	58.3%	1,130	1,511	33.7%	5,697	5,315	-6.7%	1.7	1.4	-0.3
Dodge	827	838	1.3%	2,484	2,634	6.0%	12,771	13,303	4.2%	3.7	3.5	-0.2
FIAT	42	43	2.4%	156	162	3.8%	792	763	-3.7%	0.2	0.2	0.0
Ford	2,963	3,096	4.5%	8,426	8,712	3.4%	36,344	37,576	3.4%	10.6	10.0	-0.6
GMC	677	864	27.6%	1,922	2,400	24.9%	7,916	8,971	13.3%	2.3	2.4	0.1
Honda	3,273	3,401	3.9%	8,860	9,694	9.4%	38,017	39,120	2.9%	11.1	10.4	-0.7
Hyundai	1,447	1,540	6.4%	4,338	4,527	4.4%	19,761	20,126	1.8%	5.8	5.3	-0.5
Infiniti	429	404	-5.8%	1,022	999	-2.3%	3,506	3,628	3.5%	1.0	1.0	0.0
Jaguar	47	53	12.8%	132	112	-15.2%	487	440	-9.7%	0.1	0.1	0.0
Jeep	1,583	1,954	23.4%	4,082	5,737	40.5%	13,877	22,514	62.2%	4.1	6.0	1.9
Kia	929	1,308	40.8%	2,804	3,342	19.2%	11,790	13,442	14.0%	3.4	3.6	0.2
Land Rover	207	214	3.4%	519	456	-12.1%	1,863	1,937	4.0%	0.5	0.5	0.0
Lexus	859	1,024	19.2%	2,023	2,293	13.3%	6,869	8,024	16.8%	2.0	2.1	0.1
Lincoln	195	245	25.6%	503	623	23.9%	1,952	2,209	13.2%	0.6	0.6	0.0
Mazda	589	661	12.2%	1,725	1,834	6.3%	7,248	7,919	9.3%	2.1	2.1	0.0
Mercedes	760	821	8.0%	2,151	2,348	9.2%	6,972	8,185	17.4%	2.0	2.2	0.2
MINI	87	90	3.4%	285	281	-1.4%	1,488	1,263	-15.1%	0.4	0.3	-0.1
Mitsubishi	272	287	5.5%	734	825	12.4%	2,973	3,562	19.8%	0.9	0.9	0.0
Nissan	2,186	2,479	13.4%	6,105	6,976	14.3%	25,155	29,678	18.0%	7.3	7.9	0.6
Other	52	85	63.5%	143	182	27.3%	611	648	6.1%	0.2	0.2	0.0
Porsche	99	103	4.0%	290	342	17.9%	1,179	1,427	21.0%	0.3	0.4	0.1
Ram	276	387	40.2%	713	1,085	52.2%	2,950	4,060	37.6%	0.9	1.1	0.2
Subaru	811	1,047	29.1%	2,276	3,149	38.4%	8,977	12,713	41.6%	2.6	3.4	0.8
Tesla	75	88	17.3%	169	271	60.4%	793	615	-22.4%	0.2	0.2	0.0
Toyota	3,295	3,844	16.7%	9,172	10,503	14.5%	39,727	43,642	9.9%	11.6	11.6	0.0
Volkswagen	713	741	3.9%	2,324	2,245	-3.4%	10,824	9,303	-14.1%	3.2	2.5	-0.7
Volvo	132	137	3.8%	400	370	-7.5%	1,656	1,395	-15.8%	0.5	0.4	-0.1

\*Figures for Dec. 2014 were estimated by Auto Outlook. Top ten are shaded green.

Source: Polk

**Change in Area Segment Market Share - YTD 2014 thru November vs. YTD 2013**



Data Source: Polk.

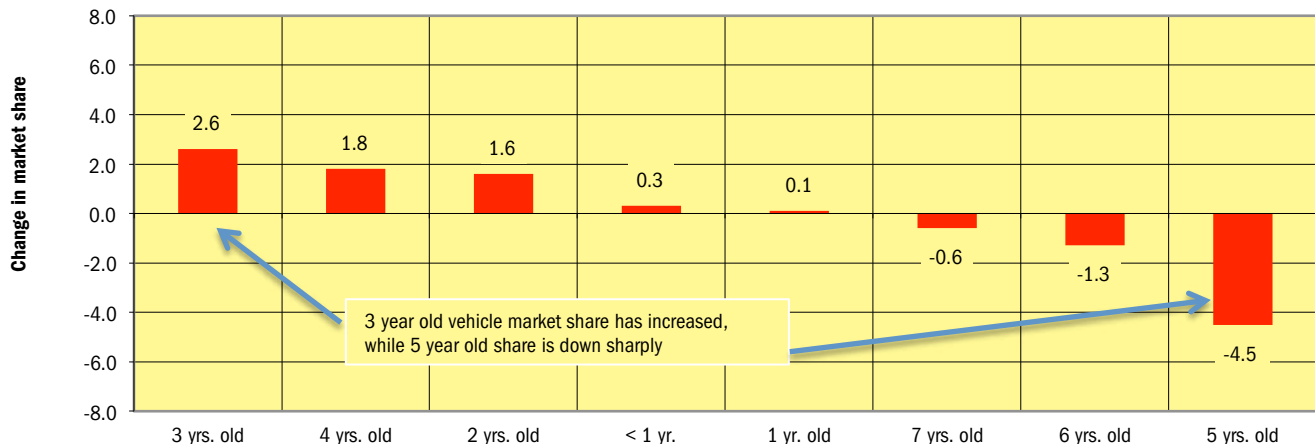
**Used Vehicle Market Brand Registrations (only includes vehicles seven years old or newer)**

Chicago Area Used Car and Light Truck Registrations												
	November			Three Month Period Sep '14 thru Nov '14			YTD thru November			YTD Market Share (%)		
	Chicago Area			Chicago Area			Chicago Area			Chicago Area		
	2013	2014	% chg.	Yr. Ago	Current	% chg.	2013	2014	% chg.	2013	2014	Chg.
TOTAL	24,873	28,907	16.2%	77,697	88,415	13.8%	296,421	314,893	6.2%			
Acura	415	431	3.9%	1,270	1,330	4.7%	4,553	4,866	6.9%	1.5	1.5	0.0
Audi	366	512	39.9%	1,186	1,473	24.2%	4,413	5,217	18.2%	1.5	1.7	0.2
BMW	715	811	13.4%	2,280	2,360	3.5%	8,577	8,725	1.7%	2.9	2.8	-0.1
Buick	402	642	59.7%	1,233	1,855	50.4%	4,586	6,428	40.2%	1.5	2.0	0.5
Cadillac	493	656	33.1%	1,544	1,820	17.9%	5,851	6,484	10.8%	2.0	2.1	0.1
Chevrolet	3,505	4,230	20.7%	10,698	12,786	19.5%	41,997	45,008	7.2%	14.2	14.3	0.1
Chrysler	719	852	18.5%	2,364	2,664	12.7%	9,168	8,682	-5.3%	3.1	2.8	-0.3
Dodge	1,335	1,546	15.8%	4,126	4,704	14.0%	15,910	16,196	1.8%	5.4	5.1	-0.3
FIAT	11	25	127.3%	39	81	107.7%	200	310	55.0%	0.1	0.1	0.0
Ford	2,921	3,159	8.1%	8,830	9,723	10.1%	34,190	35,586	4.1%	11.5	11.3	-0.2
GMC	515	688	33.6%	1,588	2,083	31.2%	5,857	7,272	24.2%	2.0	2.3	0.3
Honda	1,795	1,940	8.1%	5,600	5,851	4.5%	20,569	22,311	8.5%	6.9	7.1	0.2
Hyundai	938	1,380	47.1%	2,960	4,318	45.9%	11,059	14,015	26.7%	3.7	4.5	0.8
Infiniti	372	361	-3.0%	1,140	1,268	11.2%	3,985	4,861	22.0%	1.3	1.5	0.2
Jaguar	41	61	48.8%	162	151	-6.8%	650	608	-6.5%	0.2	0.2	0.0
Jeep	838	1,052	25.5%	2,644	3,253	23.0%	9,818	10,906	11.1%	3.3	3.5	0.2
Kia	500	686	37.2%	1,488	1,904	28.0%	5,477	6,829	24.7%	1.8	2.2	0.4
Land Rover	127	169	33.1%	410	439	7.1%	1,435	1,545	7.7%	0.5	0.5	0.0
Lexus	553	569	2.9%	1,788	1,766	-1.2%	6,849	6,790	-0.9%	2.3	2.2	-0.1
Lincoln	244	344	41.0%	809	938	15.9%	3,136	3,224	2.8%	1.1	1.0	-0.1
Mazda	462	430	-6.9%	1,396	1,430	2.4%	5,803	5,292	-8.8%	2.0	1.7	-0.3
Mercedes	702	864	23.1%	2,001	2,603	30.1%	7,782	9,383	20.6%	2.6	3.0	0.4
MINI	94	110	17.0%	298	326	9.4%	996	1,102	10.6%	0.3	0.3	0.0
Mitsubishi	232	226	-2.6%	790	691	-12.5%	3,190	2,771	-13.1%	1.1	0.9	-0.2
Nissan	2,012	2,465	22.5%	6,484	8,219	26.8%	24,784	27,513	11.0%	8.4	8.7	0.3
Other	830	593	-28.6%	2,613	1,854	-29.0%	10,364	7,399	-28.6%	3.5	2.3	-1.2
Porsche	93	95	2.2%	310	307	-1.0%	1,112	1,104	-0.7%	0.4	0.4	0.0
smart	13	11	-15.4%	40	39	-2.5%	116	136	17.2%	0.0	0.0	0.0
Subaru	266	334	25.6%	771	1,004	30.2%	2,883	3,420	18.6%	1.0	1.1	0.1
Suzuki	73	51	-30.1%	239	176	-26.4%	982	665	-32.3%	0.3	0.2	-0.1
Toyota	2,301	2,551	10.9%	7,618	7,864	3.2%	28,891	28,378	-1.8%	9.7	9.0	-0.7
Volkswagen	864	925	7.1%	2,608	2,728	4.6%	9,728	10,314	6.0%	3.3	3.3	0.0
Volvo	126	138	9.5%	370	407	10.0%	1,510	1,553	2.8%	0.5	0.5	0.0

Top ten are shaded green.

Source: Polk

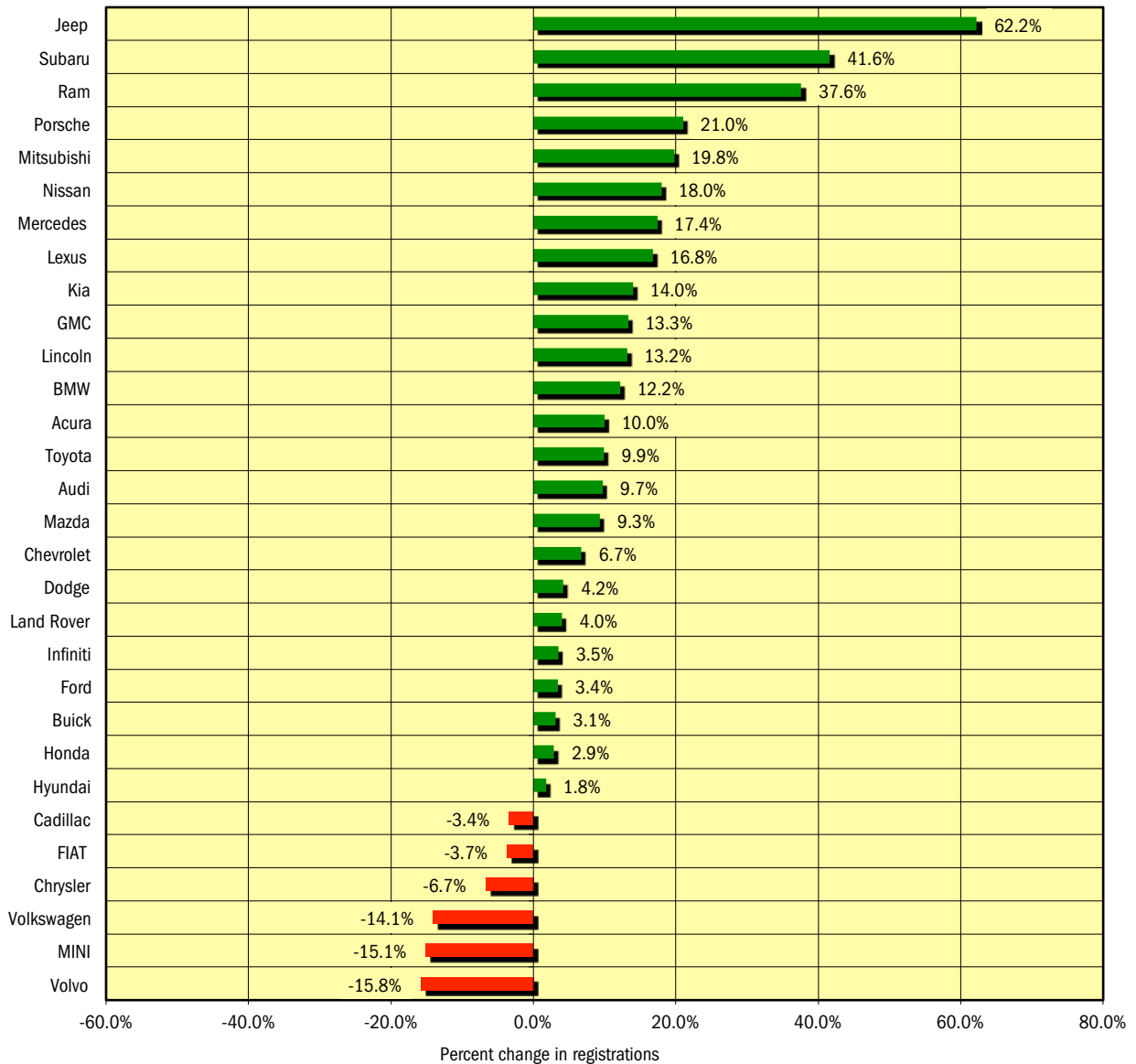
**Change in Used Vehicle Market Share by Age of Vehicle - YTD 2014 thru November vs. YTD 2013**



3 year old vehicle market share has increased, while 5 year old share is down sharply

Data Source: Polk.

**New Vehicle Market Percent Change in Brand Registrations  
YTD 2014 thru December\* vs. YTD 2013  
(Top 30 selling brands)**



\*Figures for December 2014 were estimated by Auto Outlook.

Data Source: Polk.

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