

# Chicago Auto Outlook™

Comprehensive information on the Chicagoland automotive market

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**% Change In  
New Retail Market:  
2018\* vs. 2017**

**Chicago Area  
-1.0%**

**U.S.  
-0.8%**

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

	Chicago Area	U.S.
2017 Annual	368,399	14,181,995
2018 Annual*	364,738	14,075,375
<b>% change</b>	<b>-1.0%</b>	<b>-0.8%</b>
Dec. 2017 registrations	32,608	1,258,790
Dec. 2018 registrations*	33,260	1,286,049
<b>% change</b>	<b>2.0%</b>	<b>2.2%</b>

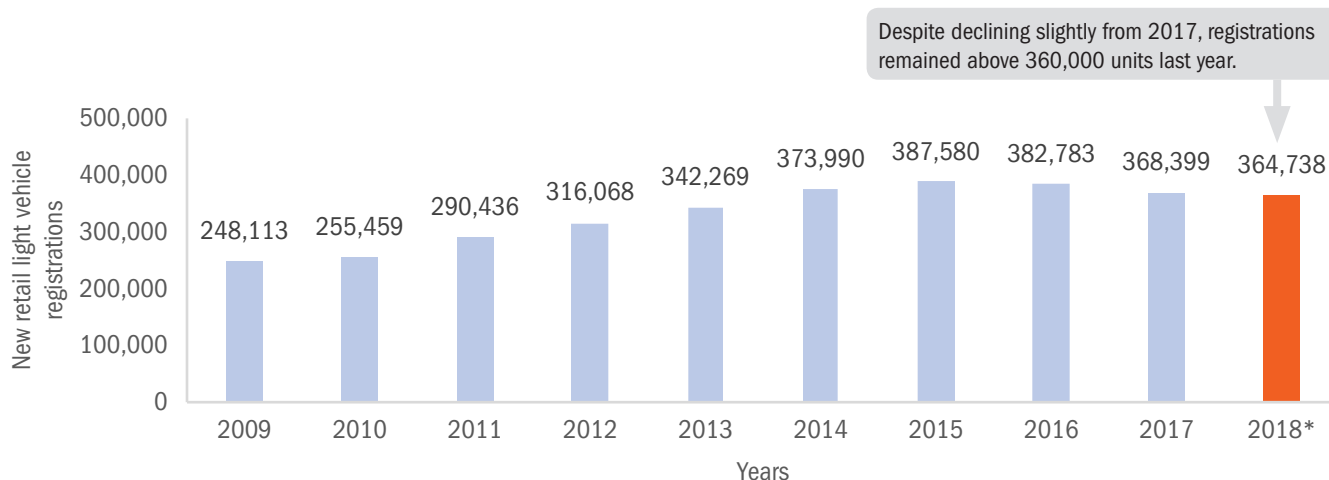
## QUICK FACTS

Chicago area market declined 1% in 2018 vs. year earlier. U.S. market was off 0.8%.

Estimated December '18 registrations in the area were up slightly vs. year earlier.

Total registrations last year declined from 2017, but remained above 364,000 units. Registrations in 2018 were 47% higher than 2009 levels.

## Annual Trends in Area New Vehicle Market



\*Figures for December 2018 were estimated by Auto Outlook.

Data Source: IHS.

## 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.

**Change in Annual  
New Retail Light Vehicle  
Registrations  
(2018 vs. 2017)**

**LIGHT TRUCKS**



**UP  
6.2%**

**PASSENGER CARS**



**DOWN  
13.6%**

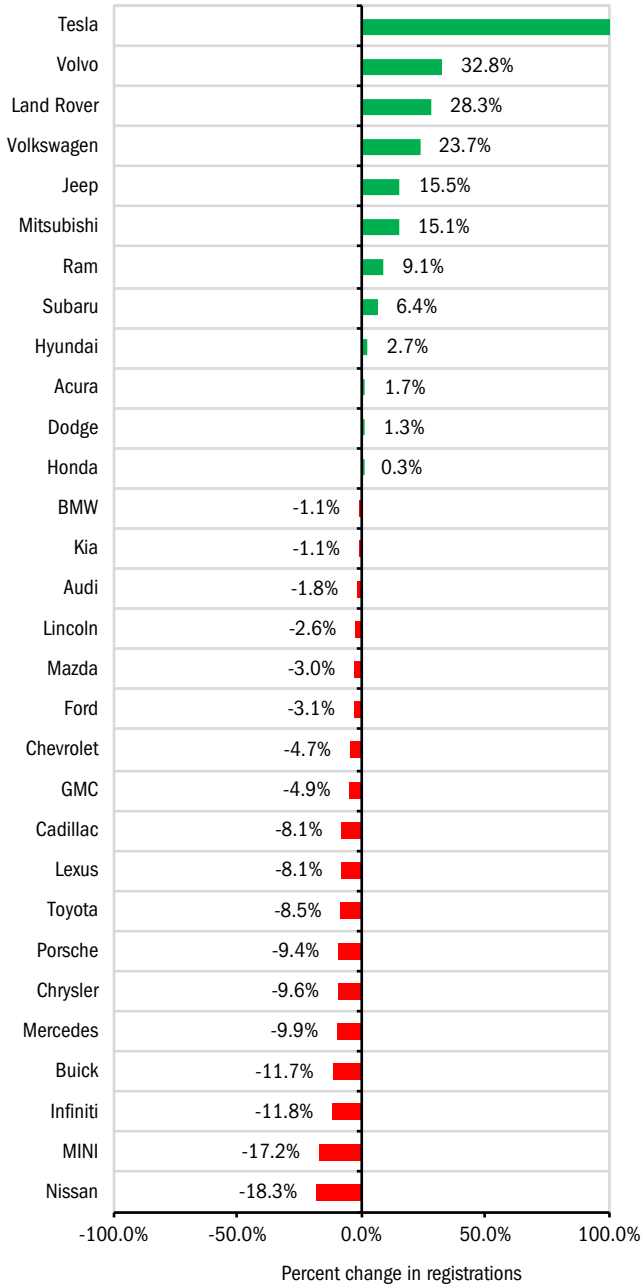
Chicago Area New Retail Car and Light Truck Registrations												
	December*			Three Month Period Oct. '18 thru Dec. '18*			Annual Total*			Annual Market Share (%)		
	2017	2018*	% chg.	Yr. Ago	Current	% chg.	2017	2018	% chg.	2017	2018	Chg.
TOTAL	32,608	33,260	2.0%	92,669	92,084	-0.6%	368,399	364,738	-1.0%			
Cars	9,913	9,056	-8.6%	30,278	26,898	-11.2%	133,291	115,143	-13.6%	36.2	31.6	-4.6
Trucks	22,695	24,204	6.6%	62,391	65,186	4.5%	235,108	249,595	6.2%	63.8	68.4	4.6
Detroit Three Brands	12,974	13,707	5.6%	36,669	37,725	2.9%	144,281	146,540	1.6%	39.2	40.2	1.0
European Brands	4,270	4,064	-4.8%	11,326	10,956	-3.3%	41,305	43,049	4.2%	11.2	11.8	0.6
Japanese Brands	12,830	12,875	0.4%	36,990	35,392	-4.3%	150,436	142,562	-5.2%	40.8	39.1	-1.7
Korean Brands	2,534	2,614	3.2%	7,684	8,011	4.3%	32,377	32,587	0.6%	8.8	8.9	0.1
Acura	674	733	8.8%	1,807	1,871	3.5%	6,734	6,847	1.7%	1.8	1.9	0.1
Alfa Romeo	44	42	-4.5%	127	151	18.9%	328	745	127.1%	0.1	0.2	0.1
Audi	676	557	-17.6%	1,832	1,550	-15.4%	6,591	6,474	-1.8%	1.8	1.8	0.0
BMW	876	858	-2.1%	2,116	2,109	-0.3%	7,676	7,590	-1.1%	2.1	2.1	0.0
Buick	705	557	-21.0%	1,822	1,428	-21.6%	6,621	5,845	-11.7%	1.8	1.6	-0.2
Cadillac	449	480	6.9%	1,217	1,151	-5.4%	4,594	4,224	-8.1%	1.2	1.2	0.0
Chevrolet	3,784	3,582	-5.3%	10,846	10,028	-7.5%	42,286	40,302	-4.7%	11.5	11.0	-0.5
Chrysler	353	249	-29.5%	944	779	-17.5%	4,396	3,975	-9.6%	1.2	1.1	-0.1
Dodge	580	660	13.8%	1,661	1,895	14.1%	8,335	8,441	1.3%	2.3	2.3	0.0
FIAT	19	10	-47.4%	80	44	-45.0%	504	264	-47.6%	0.1	0.1	0.0
Ford	3,283	2,895	-11.8%	9,311	8,312	-10.7%	35,563	34,462	-3.1%	9.7	9.4	-0.3
Genesis	57	17	-70.2%	164	55	-66.5%	579	427	-26.3%	0.2	0.1	-0.1
GMC	972	913	-6.1%	2,394	2,320	-3.1%	8,869	8,436	-4.9%	2.4	2.3	-0.1
Honda	3,588	3,609	0.6%	10,139	9,619	-5.1%	40,050	40,182	0.3%	10.9	11.0	0.1
Hyundai	1,490	1,536	3.1%	4,455	4,894	9.9%	18,773	19,280	2.7%	5.1	5.3	0.2
Infiniti	388	418	7.7%	945	1,017	7.6%	3,835	3,383	-11.8%	1.0	0.9	-0.1
Jaguar	89	88	-1.1%	238	208	-12.6%	1,094	793	-27.5%	0.3	0.2	-0.1
Jeep	1,970	2,113	7.3%	5,928	6,617	11.6%	24,104	27,845	15.5%	6.5	7.6	1.1
Kia	987	1,061	7.5%	3,065	3,062	-0.1%	13,025	12,880	-1.1%	3.5	3.5	0.0
Land Rover	244	317	29.9%	640	785	22.7%	2,303	2,954	28.3%	0.6	0.8	0.2
Lexus	836	818	-2.2%	2,155	1,997	-7.3%	8,003	7,357	-8.1%	2.2	2.0	-0.2
Lincoln	241	256	6.2%	682	706	3.5%	2,845	2,770	-2.6%	0.8	0.8	0.0
Maserati	29	19	-34.5%	104	71	-31.7%	397	314	-20.9%	0.1	0.1	0.0
Mazda	637	598	-6.1%	1,975	1,756	-11.1%	7,977	7,740	-3.0%	2.2	2.1	-0.1
Mercedes	831	746	-10.2%	2,333	1,970	-15.6%	8,391	7,563	-9.9%	2.3	2.1	-0.2
MINI	93	55	-40.9%	267	193	-27.7%	1,142	946	-17.2%	0.3	0.3	0.0
Mitsubishi	335	346	3.3%	992	964	-2.8%	3,184	3,664	15.1%	0.9	1.0	0.1
Nissan	2,078	2,175	4.7%	6,132	5,552	-9.5%	26,579	21,719	-18.3%	7.2	6.0	-1.2
Other	20	17	-15.0%	66	53	-19.7%	318	274	-13.8%	0.1	0.1	0.0
Porsche	139	141	1.4%	432	428	-0.9%	1,818	1,647	-9.4%	0.5	0.5	0.0
Ram	446	595	33.4%	1,293	1,611	24.6%	4,909	5,358	9.1%	1.3	1.5	0.2
Subaru	1,235	1,228	-0.6%	3,638	3,940	8.3%	14,763	15,701	6.4%	4.0	4.3	0.3
Tesla	191	1,407	636.6%	568	2,875	406.2%	1,750	4,874	178.5%	0.5	1.3	0.8
Toyota	3,057	2,950	-3.5%	9,205	8,675	-5.8%	39,297	35,951	-8.5%	10.7	9.9	-0.8
Volkswagen	954	985	3.2%	2,472	2,772	12.1%	8,620	10,661	23.7%	2.3	2.9	0.6
Volvo	258	229	-11.2%	624	626	0.3%	2,146	2,850	32.8%	0.6	0.8	0.2

\*Figures for Dec. 2018 were estimated by Auto Outlook.

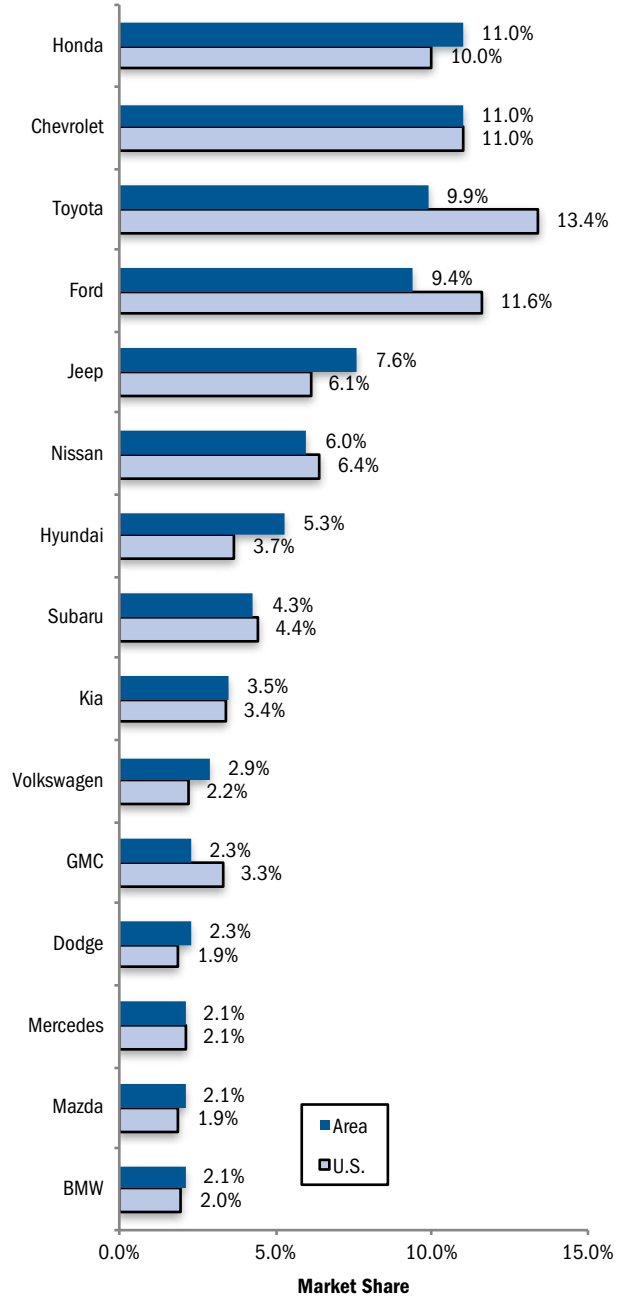
Top ten are shaded yellow.

Source: IHS

**Percent Change in Brand Registrations  
2018\* vs. 2017  
(Top 30 selling brands)**



**Chicago Area and U.S. Market Share  
2018\*  
(Top 20 selling brands in area)**



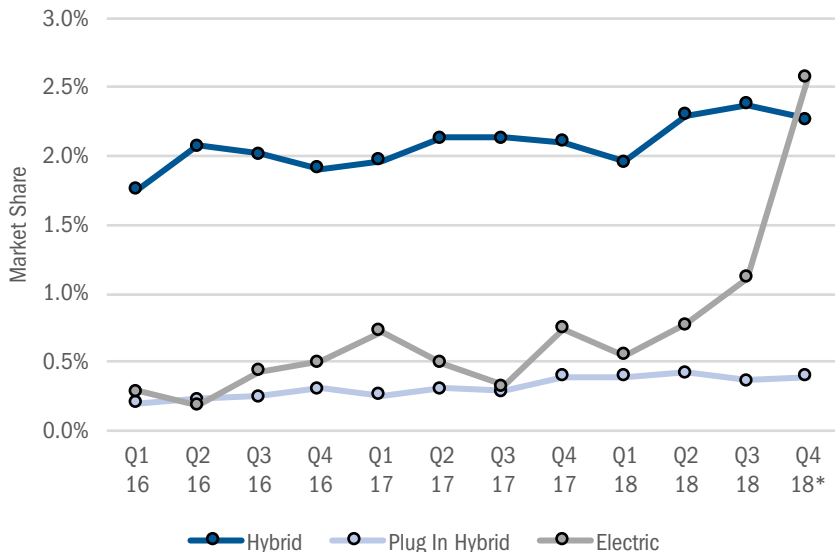
**Registrations increased by more than 15% for Tesla, Volvo, Land Rover, Volkswagen, Jeep, and Mitsubishi.**



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

**HYBRID AND ELECTRIC VEHICLES**

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



Hybrid/electric vehicle market share in Q4 '18:

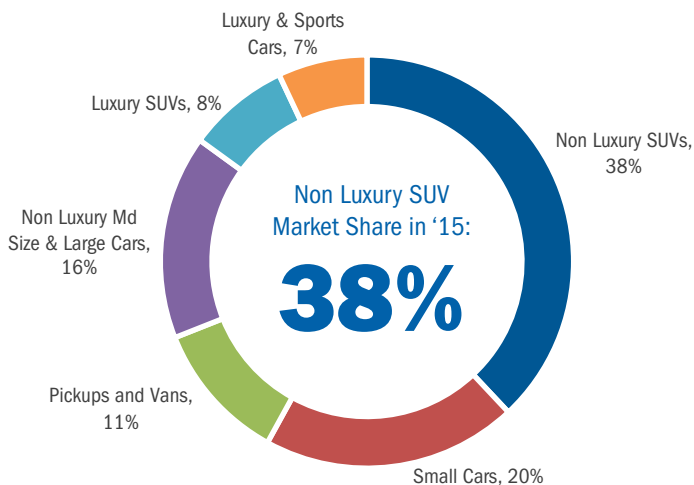
**5.2%**

New Retail Hybrid and Electric Vehicle Registrations Top 15 Selling Models in Area - YTD 2018 thru November		
Rank	Model	Regs.
1	Tesla Model 3	2251
2	Toyota Prius	1395
3	Toyota RAV4	1167
4	Tesla Model S	729
5	Toyota Camry	642
6	Kia Niro	618
7	Ford Fusion	515
8	Tesla Model X	487
9	Honda Accord	457
10	Toyota Highlander	403
11	Lexus RX	362
12	Honda Insight	319
13	Hyundai Ioniq	293
14	Lexus NX	236
15	Ford C-Max	214

The graph above shows hybrid powertrain and electric vehicle quarterly market share in the area. Fourth Quarter 2018 includes October and November. Source: IHS.

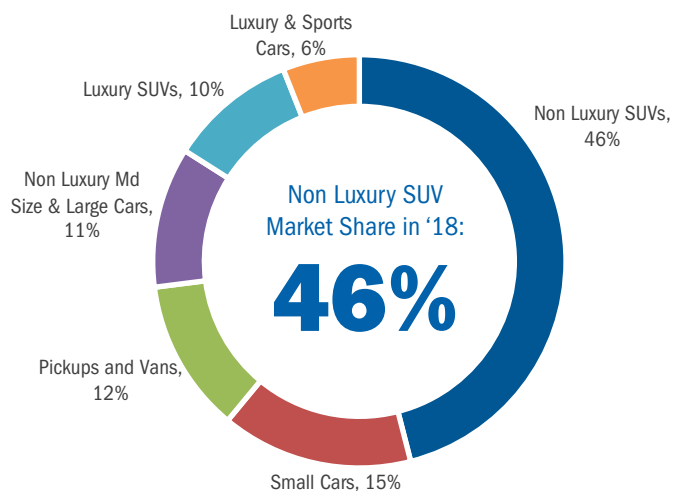
**VEHICLE SEGMENTS - THREE YEAR TREND**

**Segment Market Shares in Chicago Area  
YTD 2015 thru November**



Source: IHS Markit.

**Segment Market Shares in Chicago Area  
YTD 2018 thru November**



Source: IHS Markit.

The two graphs above show market shares for primary segments during the first 11 months of 2015 and 2018.

**TOP SELLING MODELS**

The table below shows the top five selling models during the first 11 months of 2018 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 Light Vehicle Registrations (YTD '18 thru November)**

Cars											
Subcompact			Compact			Sports/Pony Cars			Mid Size		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Kia Soul	1794	20.8	Honda Civic	7432	19.3	Dodge Challenger	1248	35.3	Honda Accord	6115	20.2
Chevrolet Sonic	1006	11.7	Hyundai Elantra	4694	12.2	Ford Mustang	955	27.0	Toyota Camry	5880	19.4
Honda Fit	986	11.4	Toyota Corolla	4297	11.1	Chevrolet Camaro	834	23.6	Chevrolet Malibu	4387	14.5
Chevrolet Spark	812	9.4	Nissan Sentra	4219	10.9	Hyundai Veloster	211	6.0	Hyundai Sonata	3222	10.6
Nissan Versa	714	8.3	Chevrolet Cruze	4002	10.4	Mazda MX5	118	3.3	Nissan Altima	2740	9.1
Large			Entry Luxury			Near Luxury			Luxury and High End Sports Cars		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Chevrolet Impala	989	19.3	Acura ILX	414	29.8	Tesla Model 3	2251	19.4	BMW 5-Series	981	14.0
Dodge Charger	947	18.5	Audi A3	370	26.7	Lexus ES	1152	9.9	Mercedes E-Class	923	13.2
Chrysler 300	858	16.7	Mercedes CLA-Class	357	25.7	Acura TLX	1126	9.7	Tesla Model S	729	10.4
Toyota Avalon	719	14.0	BMW 2-Series	222	16.0	Mercedes C-Class	942	8.1	Chevrolet Corvette	391	5.6
Nissan Maxima	647	12.6	BMW I3	23	1.7	Audi A5	840	7.3	Cadillac CT6	333	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
Chevrolet Colorado	1799	40.6	Ford F Series	7452	40.1	Honda Odyssey	3500	35.5	Ford Transit Connect Van	2190	38.6
Toyota Tacoma	1429	32.3	Chevrolet Silverado	4751	25.6	Chrysler Pacifica	2840	28.8	Ram Promaster	1135	20.0
GMC Canyon	460	10.4	Ram Pickup	3628	19.5	Toyota Sienna	1681	17.0	Chevrolet Express	823	14.5
Honda Ridgeline	396	8.9	GMC Sierra	1804	9.7	Dodge Caravan	1436	14.5	Mercedes Sprinter	498	8.8
Nissan Frontier /Xe	327	7.4	Toyota Tundra	702	3.8	Kia Sedona	415	4.2	Nissan NV	467	8.2
Subcompact SUV			Compact SUV			Mid Size SUV			Large SUV		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Chevrolet Trax	3922	22.2	Honda CR-V	10946	13.7	Jeep Grand Cherokee	6649	12.9	Chevrolet Tahoe	1090	28.5
Jeep Renegade	3032	17.1	Toyota RAV4	8591	10.8	Toyota Highlander	4932	9.6	Ford Expedition	674	17.6
Honda HR-V	2595	14.7	Chevrolet Equinox	7023	8.8	Ford Explorer	4530	8.8	Chevrolet Suburban	560	14.7
Buick Encore	2490	14.1	Jeep Cherokee	6742	8.4	Honda Pilot	4121	8.0	GMC Yukon	500	13.1
Hyundai Kona	1302	7.4	Nissan Rogue	6491	8.1	Chevrolet Traverse	3999	7.8	GMC Yukon XL	335	8.8
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
BMW X1	810	32.9	Acura RDX	2498	18.5	Lexus RX	2537	16.3	Cadillac Escalade	674	26.4
Mercedes GLA-Class	430	17.5	Audi Q5	2009	14.9	Acura MDX	1998	12.8	Land Rover Range Rover	500	19.6
Audi Q3	385	15.6	BMW X3	1461	10.8	Cadillac XT5	1823	11.7	Mercedes GLS-Class	469	18.3
Volvo XC40	351	14.3	Mercedes GLC-Class	1442	10.7	BMW X5	1206	7.8	Lincoln Navigator	409	16.0
BMW X2	205	8.3	Lexus NX	1367	10.1	Mercedes GLE-Class	1166	7.5	Infiniti QX80	288	11.3

Data Source: IHS.

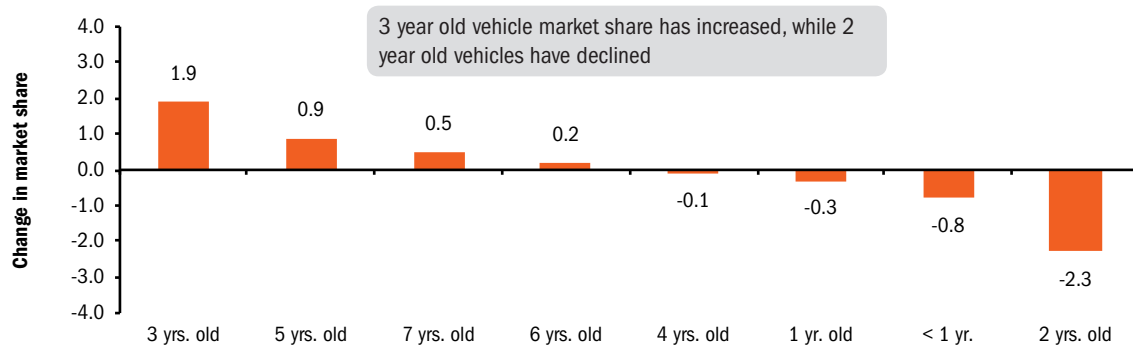
**USED VEHICLE MARKET**

Chicago Area Used Car and Light Truck Registrations												
	November			Three Month Period Sep. '18 thru Nov. '18			YTD thru November			YTD Market Share (%)		
	Chicago Area			Chicago Area			Chicago Area			Chicago Area		
	2017	2018	% chg.	Yr. Ago	Current	% chg.	2017	2018	% chg.	2017	2018	Chg.
TOTAL	29,816	31,735	6.4%	96,009	99,683	3.8%	356,365	363,171	1.9%			
Acura	349	395	13.2%	1,203	1,361	13.1%	4,839	4,811	-0.6%	1.4	1.3	-0.1
Audi	564	609	8.0%	1,860	1,962	5.5%	6,432	7,235	12.5%	1.8	2.0	0.2
BMW	763	859	12.6%	2,611	2,907	11.3%	10,203	10,550	3.4%	2.9	2.9	0.0
Buick	599	539	-10.0%	1,861	1,726	-7.3%	6,777	6,695	-1.2%	1.9	1.8	-0.1
Cadillac	533	510	-4.3%	1,743	1,596	-8.4%	6,622	6,146	-7.2%	1.9	1.7	-0.2
Chevrolet	4,213	4,016	-4.7%	13,467	12,409	-7.9%	49,545	47,747	-3.6%	13.9	13.1	-0.8
Chrysler	696	661	-5.0%	2,127	2,037	-4.2%	9,009	7,798	-13.4%	2.5	2.1	-0.4
Dodge	1,415	1,702	20.3%	4,879	5,135	5.2%	18,660	18,606	-0.3%	5.2	5.1	-0.1
FIAT	46	59	28.3%	175	185	5.7%	652	695	6.6%	0.2	0.2	0.0
Ford	3,524	3,895	10.5%	11,588	12,022	3.7%	44,424	42,986	-3.2%	12.5	11.8	-0.7
GMC	842	865	2.7%	2,631	2,716	3.2%	9,601	9,933	3.5%	2.7	2.7	0.0
Honda	1,822	1,921	5.4%	6,093	6,257	2.7%	22,029	21,961	-0.3%	6.2	6.0	-0.2
Hyundai	1,580	1,669	5.6%	4,852	5,739	18.3%	18,403	19,367	5.2%	5.2	5.3	0.1
Infiniti	472	495	4.9%	1,434	1,604	11.9%	5,366	5,707	6.4%	1.5	1.6	0.1
Jaguar	45	56	24.4%	175	208	18.9%	651	730	12.1%	0.2	0.2	0.0
Jeep	1,568	1,779	13.5%	4,945	5,540	12.0%	17,738	20,475	15.4%	5.0	5.6	0.6
Kia	885	1,218	37.6%	2,871	3,320	15.6%	10,651	11,691	9.8%	3.0	3.2	0.2
Land Rover	151	181	19.9%	449	562	25.2%	1,618	1,788	10.5%	0.5	0.5	0.0
Lexus	562	641	14.1%	1,915	2,136	11.5%	7,226	7,636	5.7%	2.0	2.1	0.1
Lincoln	323	304	-5.9%	1,068	983	-8.0%	3,755	3,588	-4.4%	1.1	1.0	-0.1
Mazda	445	455	2.2%	1,399	1,489	6.4%	5,003	5,250	4.9%	1.4	1.4	0.0
Mercedes	776	781	0.6%	2,455	2,533	3.2%	9,066	9,761	7.7%	2.5	2.7	0.2
MINI	81	98	21.0%	304	349	14.8%	1,173	1,204	2.6%	0.3	0.3	0.0
Mitsubishi	191	227	18.8%	560	676	20.7%	2,266	2,403	6.0%	0.6	0.7	0.1
Nissan	2,912	3,144	8.0%	9,141	9,763	6.8%	33,720	35,986	6.7%	9.5	9.9	0.4
Other	131	141	7.6%	428	410	-4.2%	1,426	1,428	0.1%	0.4	0.4	0.0
Porsche	144	180	25.0%	430	528	22.8%	1,594	1,877	17.8%	0.4	0.5	0.1
smart	9	15	66.7%	36	60	66.7%	177	234	32.2%	0.0	0.1	0.1
Subaru	547	608	11.2%	1,616	1,829	13.2%	5,349	5,964	11.5%	1.5	1.6	0.1
Suzuki	15	4	-73.3%	52	25	-51.9%	175	97	-44.6%	0.0	0.0	0.0
Toyota	2,519	2,598	3.1%	8,131	7,963	-2.1%	30,534	28,858	-5.5%	8.6	7.9	-0.7
Volkswagen	991	955	-3.6%	3,151	3,113	-1.2%	10,301	12,283	19.2%	2.9	3.4	0.5
Volvo	103	155	50.5%	359	540	50.4%	1,380	1,681	21.8%	0.4	0.5	0.1

Top ten are shaded yellow.

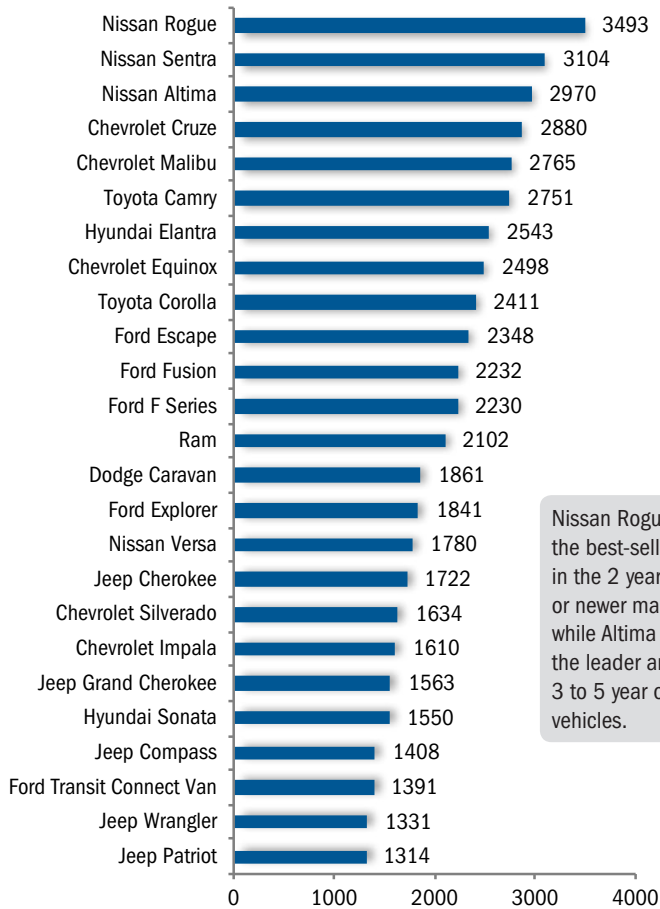
Source: IHS Markit.

**Change in Used Vehicle Market Share by Age of Vehicle - YTD '18 thru November vs. YTD 17**



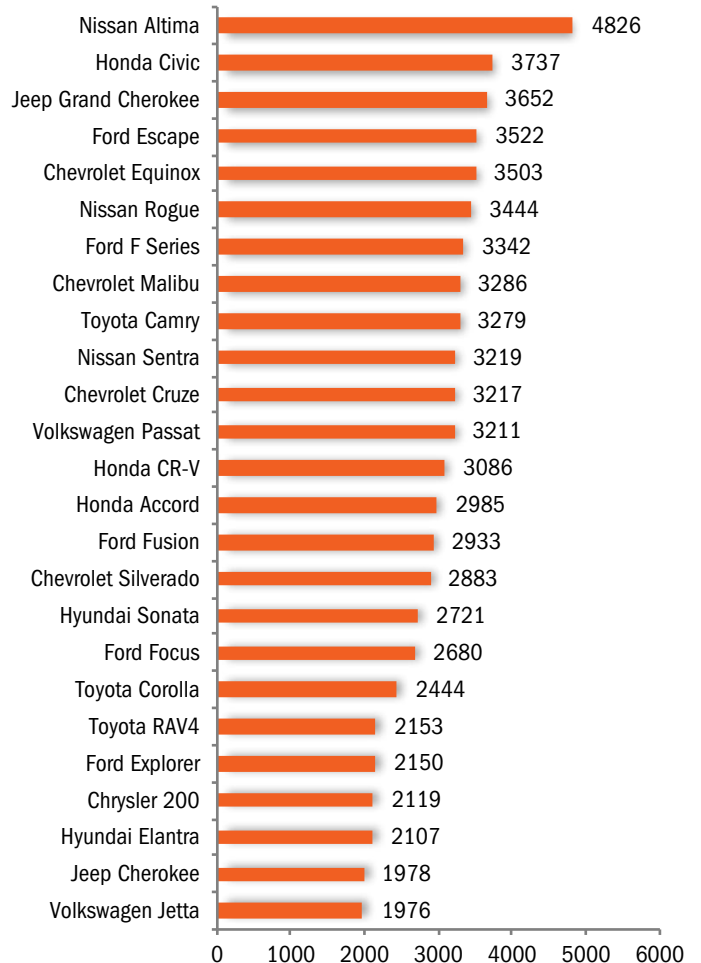
**TOP SELLING USED VEHICLES**

**Top 25 Selling Models (2 years old or newer)  
Used Light Vehicle Registrations  
YTD '18 thru November**



Nissan Rogue was the best-seller in the 2 year old or newer market, while Altima was the leader among 3 to 5 year old vehicles.

**Top 25 Selling Models (3 to 5 years old)  
Used Light Vehicle Registrations  
YTD '18 thru November**



Data Source: IHS Markit

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