

Chicago Auto Outlook™

Comprehensive information on the Chicagoland automotive market

Publication
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by:



**% Change In
New Retail Market vs.
Year Earlier:
2019 to 2020**



Light trucks

-14.0%



Cars

-29.4%

Chicago Area New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
2019 Annual	247,836	98,842	346,678
2020 Annual	213,174	69,759	282,933
% change	-14.0%	-29.4%	-18.4%
Dec. 2019	23,699	7,592	31,291
Dec. 2020	22,333	6,033	28,366
% change	-5.8%	-20.5%	-9.3%

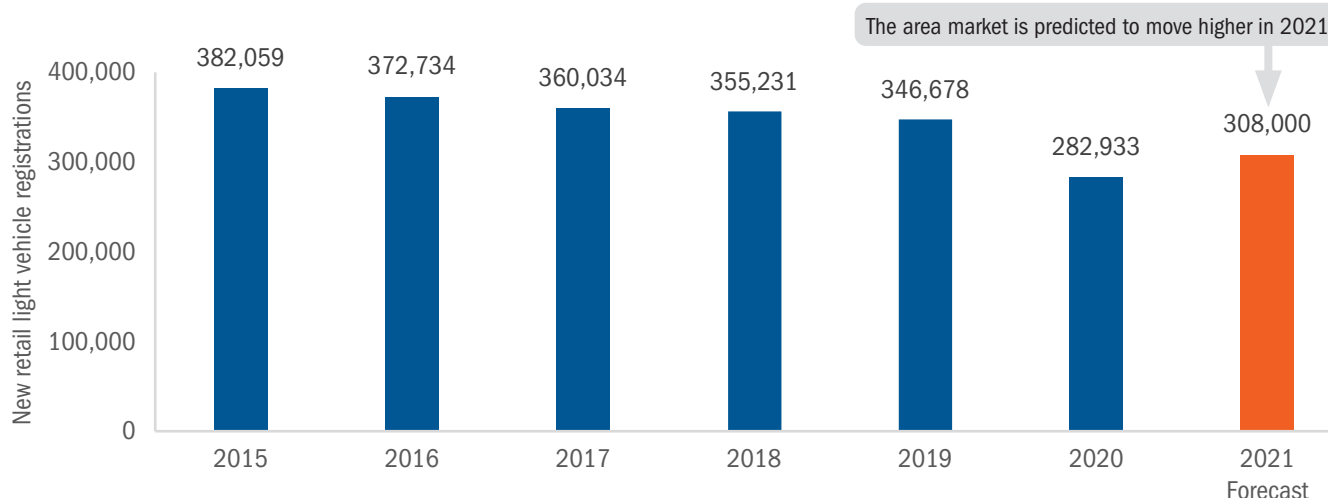
QUICK FACTS

New vehicle registrations in the Chicago Area declined 18.4% from 2019 to 2020 versus an estimated 12% drop in the Nation. Used vehicle market (only includes vehicles 7 years old or newer) fell by 13.6%.

Area new vehicle registrations are predicted to approach 310,000 units this year, a 9% increase from last year.

Data Source: AutoCount data from Experian. Historical figures were revised by Experian and will differ from those shown in previous releases.

Annual Trends in Area New Vehicle Market



Historical Data Source: AutoCount data from Experian. Some figures estimated by Auto Outlook.


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
2019 to 2020**

**DOMESTIC
BRANDS**
 **DOWN
18.5%**

**EUROPEAN
BRANDS**
 **DOWN
15.8%**

**JAPANESE
BRANDS**
 **DOWN
22.8%**

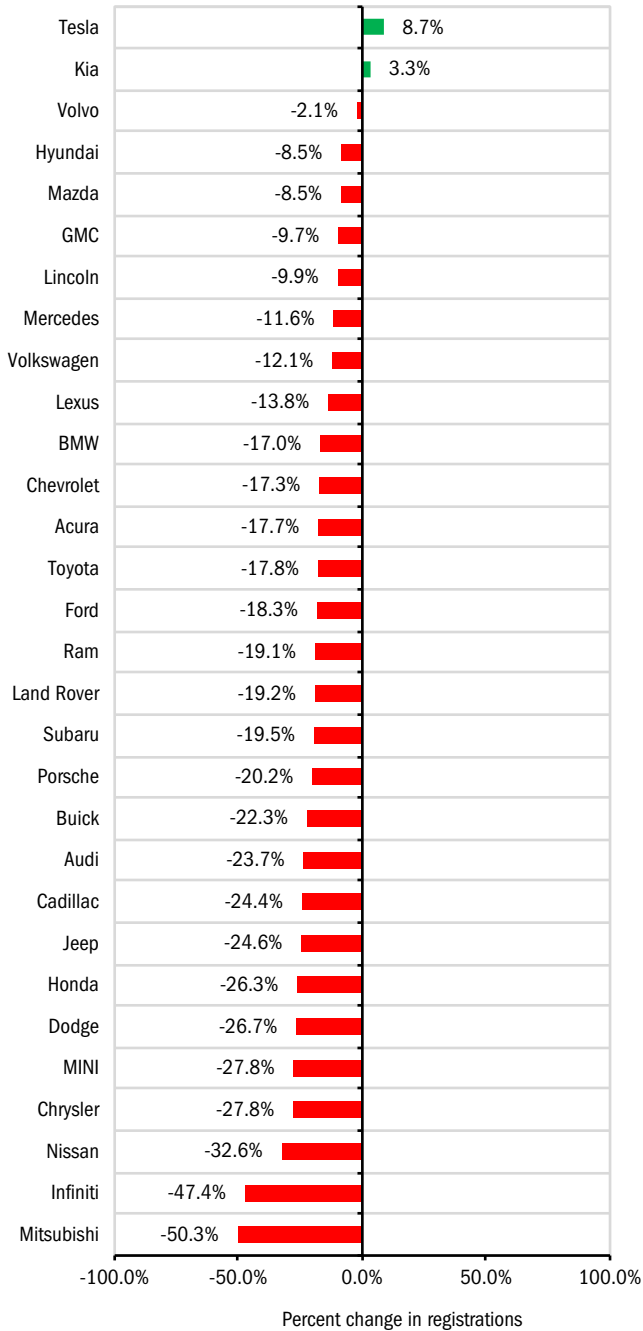
**KOREAN
BRANDS**
 **DOWN
4.3%**

Chicago Area New Retail Car and Light Truck Registrations									
	Three Month Period Oct. '20 thru Dec. '20			Annual Total			Annual Market Share (%)		
	Yr. Ago	Current	% chg.	2019	2020	% chg.	2019	2020	Chg.
TOTAL	89,655	79,882	-10.9%	346,678	282,933	-18.4%			
Cars	23,594	18,453	-21.8%	98,842	69,759	-29.4%	28.5	24.7	-3.9
Trucks	66,061	61,429	-7.0%	247,836	213,174	-14.0%	71.5	75.3	3.9
Detroit Three Brands	32,740	30,304	-7.4%	132,201	107,785	-18.5%	38.1	38.1	0.0
European Brands	11,933	10,570	-11.4%	43,670	36,770	-15.8%	12.6	13.0	0.4
Japanese Brands	34,908	29,536	-15.4%	135,476	104,582	-22.8%	39.1	37.0	-2.1
Korean Brands	10,074	9,472	-6.0%	35,331	33,796	-4.3%	10.2	11.9	1.8
Acura	1,788	1,527	-14.6%	6,766	5,566	-17.7%	2.0	2.0	0.0
Alfa Romeo	92	124	34.8%	438	417	-4.8%	0.1	0.1	0.0
Audi	1,848	1,492	-19.3%	6,537	4,986	-23.7%	1.9	1.8	-0.1
BMW	2,316	2,146	-7.3%	8,425	6,994	-17.0%	2.4	2.5	0.0
Buick	1,256	1,192	-5.1%	5,281	4,105	-22.3%	1.5	1.5	-0.1
Cadillac	1,195	949	-20.6%	4,224	3,194	-24.4%	1.2	1.1	-0.1
Chevrolet	9,356	8,565	-8.5%	37,580	31,080	-17.3%	10.8	11.0	0.1
Chrysler	633	564	-10.9%	2,857	2,062	-27.8%	0.8	0.7	-0.1
Dodge	1,348	1,108	-17.8%	6,215	4,556	-26.7%	1.8	1.6	-0.2
FIAT	20	13	-35.0%	166	85	-48.8%	0.0	0.0	0.0
Ford	7,422	6,905	-7.0%	30,612	24,996	-18.3%	8.8	8.8	0.0
Genesis	287	95	-66.9%	734	443	-39.6%	0.2	0.2	-0.1
GMC	2,093	2,046	-2.2%	7,862	7,097	-9.7%	2.3	2.5	0.2
Honda	10,144	7,926	-21.9%	40,546	29,880	-26.3%	11.7	10.6	-1.1
Hyundai	5,906	4,943	-16.3%	20,263	18,549	-8.5%	5.8	6.6	0.7
Infiniti	643	337	-47.6%	2,627	1,382	-47.4%	0.8	0.5	-0.3
Jaguar	193	126	-34.7%	826	599	-27.5%	0.2	0.2	0.0
Jeep	5,789	4,981	-14.0%	23,489	17,719	-24.6%	6.8	6.3	-0.5
Kia	3,881	4,434	14.2%	14,334	14,804	3.3%	4.1	5.2	1.1
Land Rover	739	589	-20.3%	2,762	2,233	-19.2%	0.8	0.8	0.0
Lexus	1,859	1,746	-6.1%	6,987	6,025	-13.8%	2.0	2.1	0.1
Lincoln	928	772	-16.8%	3,353	3,021	-9.9%	1.0	1.1	0.1
Maserati	54	34	-37.0%	208	146	-29.8%	0.1	0.1	0.0
Mazda	1,815	1,946	7.2%	7,230	6,612	-8.5%	2.1	2.3	0.3
Mercedes	1,971	1,619	-17.9%	6,704	5,925	-11.6%	1.9	2.1	0.2
MINI	196	173	-11.7%	836	604	-27.8%	0.2	0.2	0.0
Mitsubishi	549	262	-52.3%	2,593	1,288	-50.3%	0.7	0.5	-0.3
Nissan	5,031	3,793	-24.6%	20,178	13,610	-32.6%	5.8	4.8	-1.0
Other	135	173	28.1%	542	939	73.2%	0.2	0.3	0.2
Porsche	500	405	-19.0%	1,757	1,402	-20.2%	0.5	0.5	0.0
Ram	1,697	1,460	-14.0%	6,140	4,967	-19.1%	1.8	1.8	0.0
Subaru	4,262	3,610	-15.3%	16,070	12,944	-19.5%	4.6	4.6	-0.1
Tesla	1,023	1,762	72.2%	4,587	4,988	8.7%	1.3	1.8	0.4
Toyota	8,775	8,249	-6.0%	32,281	26,526	-17.8%	9.3	9.4	0.1
Volkswagen	3,066	3,004	-2.0%	11,724	10,308	-12.1%	3.4	3.6	0.3
Volvo	845	812	-3.9%	2,944	2,881	-2.1%	0.8	1.0	0.2

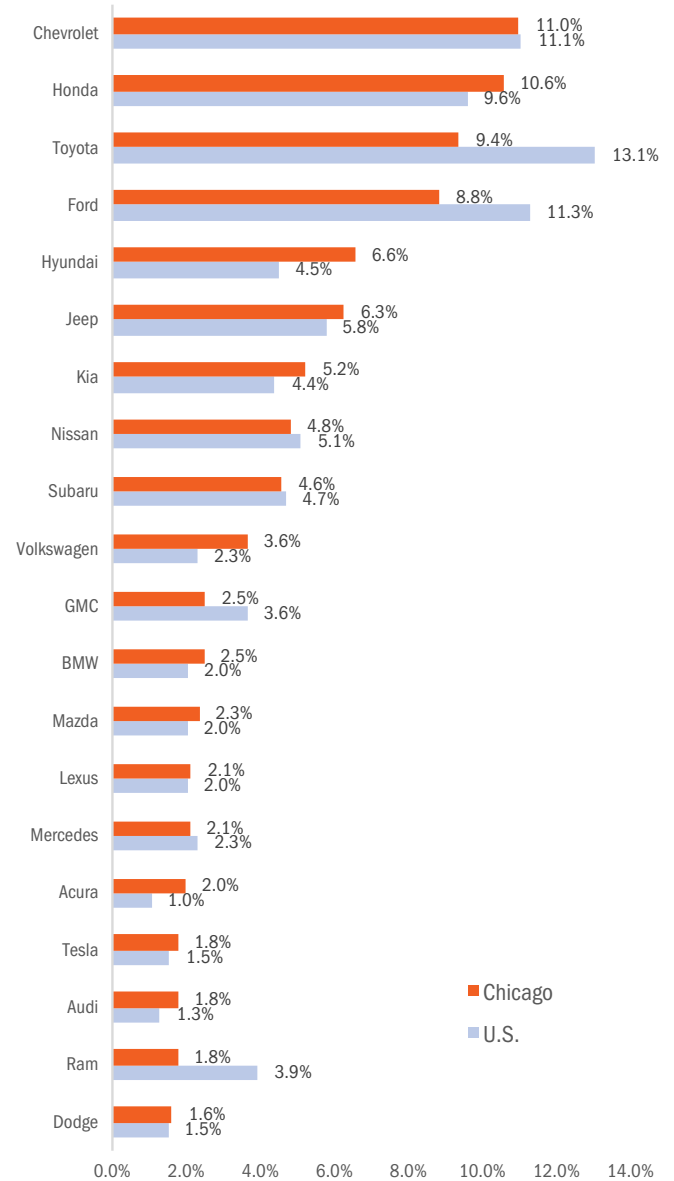
Top ten are shaded yellow.

Source: AutoCount data from Experian

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



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



Registrations declined by less than 10% for Volvo, Hyundai, Mazda, GMC, and Lincoln. Tesla and Kia were up slightly.



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

VEHICLE SEGMENTS

In 2020, light trucks accounted for 75.3% of the area market. But due to the sometimes fuzzy standards the industry has used to classify vehicles, these frequently cited light truck market share figures can send a misleading signal regarding an apparent shift to bigger vehicles.

For example, many sub compact and compact SUVs (i.e., Buick Encore and Honda CR-V) are essentially passenger cars with a hatchback, a higher center of gravity, and more ground

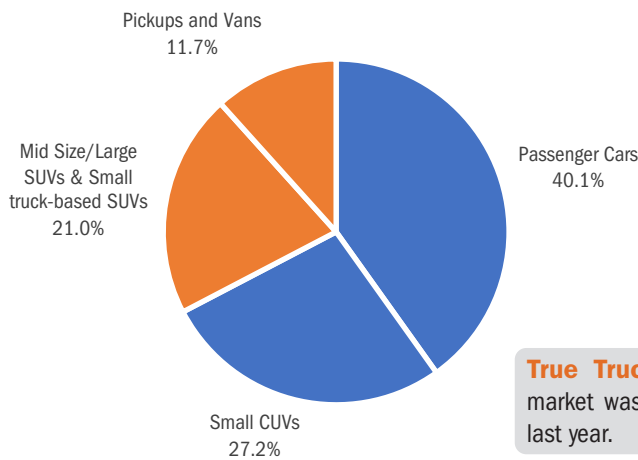
clearance. But these vehicles are traditionally classified as light trucks and are included in the same broad segment category as full size pickups and large SUVs. In many ways, small CUVs are more similar to compact cars than to 6,000 pound trucks.

The analysis below presents an alternative picture of truck market share in the Chicago Area by re-mapping these traditional breakdowns. The two orange shaded circles comprise what we are calling "true trucks" - mid size and full

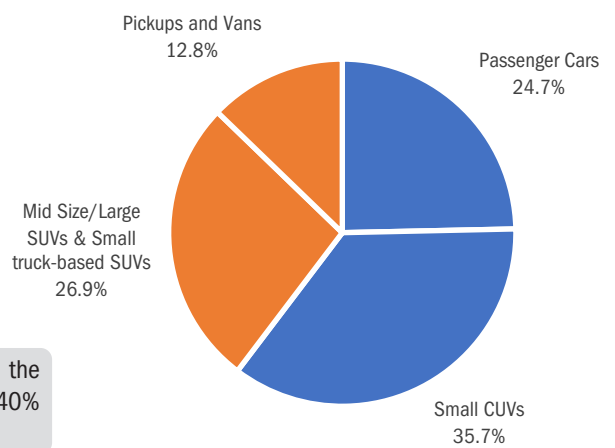
size SUVs, truck-based small SUVs, pickups, and vans. The two blue circles consist of passenger cars and small crossover SUVs.

By removing small CUVs from light trucks, true truck market share in the area during 2020 was well below half of the market - 39.7%. It's increasing, up by 7.0 points from 2016, but the combined total for passenger cars and small CUVs accounts for the dominant share of the market.

Segment Market Shares - 2016



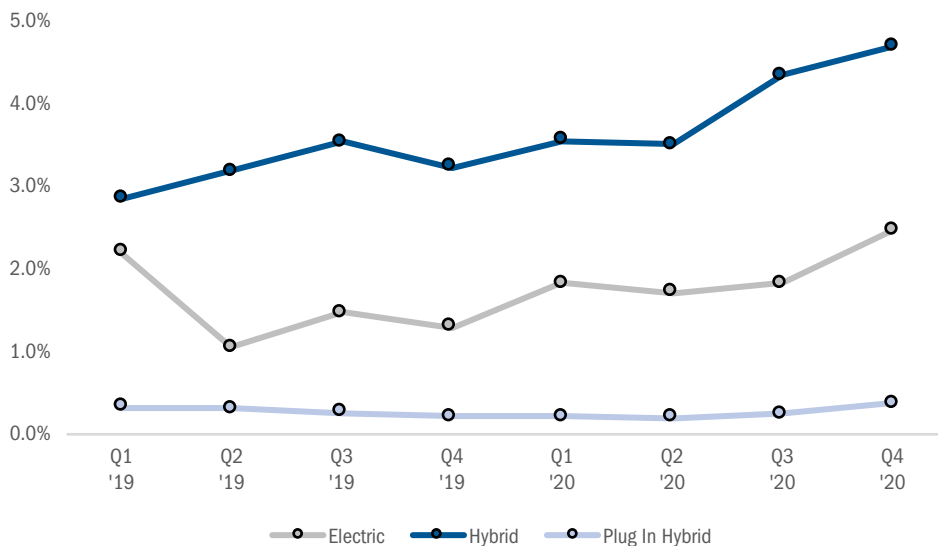
Segment Market Shares - 2020



Data Source: AutoCount data from Experian.

HYBRID AND ELECTRIC VEHICLES

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



Annual Share by Engine Type (2019 and 2020)

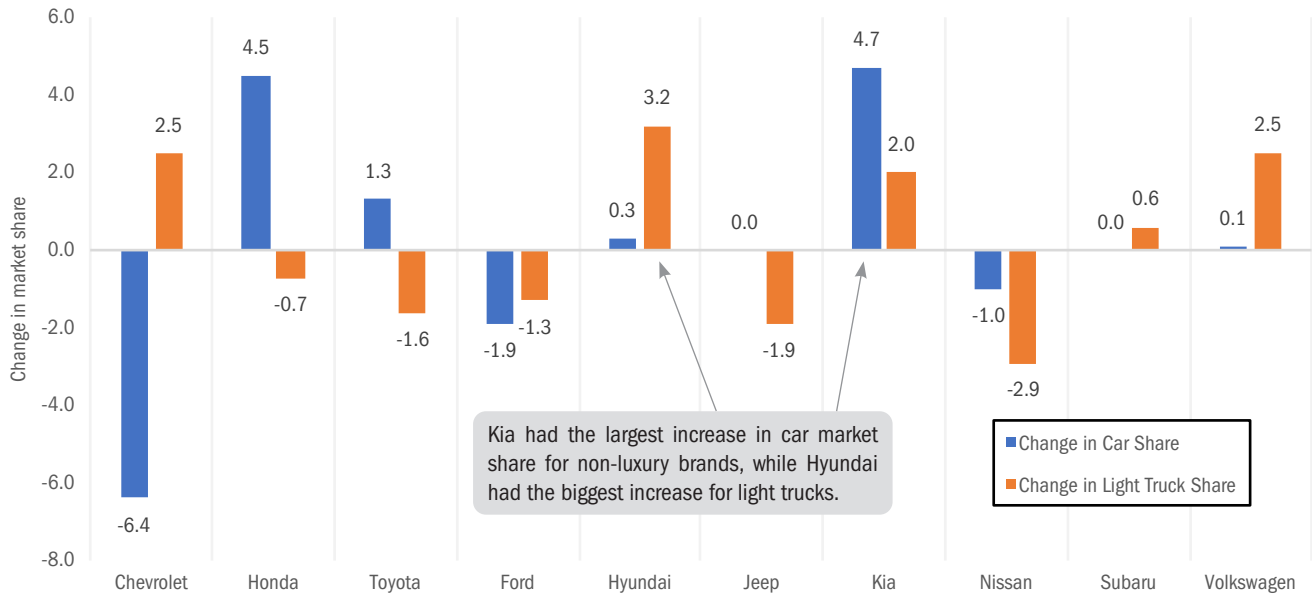
	2019	2020	
Hybrid	3.2%	4.1%	↑
Electric	1.5%	2.0%	↑
Plug In Hybrid	0.3%	0.3%	FLAT

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.

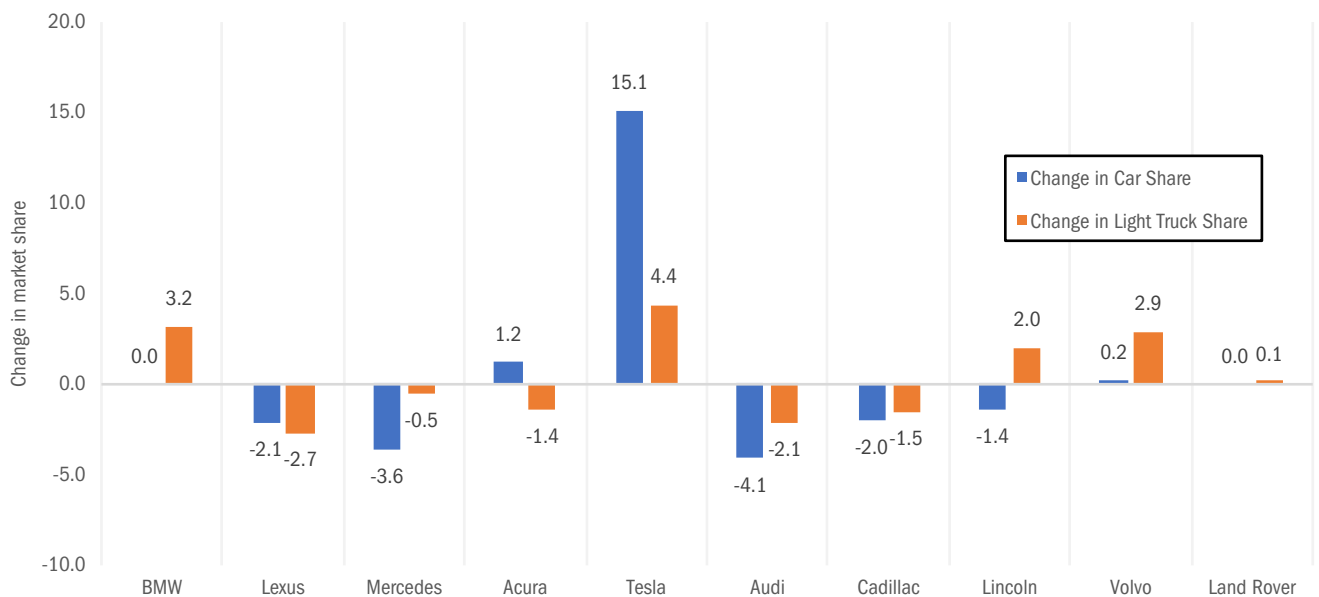
BRAND MARKET SHARE

The graphs below provide a longer term perspective of brands that have lost or gained ground versus primary competitors. They show the change in car and light truck market share from 2017 to 2020 for both non-luxury brands (top graph) and luxury brands (bottom graph). Figures are shown for the top ten selling brands during 2020.

Three Year Change in Car and Light Truck Market Share for Non-Luxury Brands (2017 to 2020, top ten brands)



Three Year Change in Car and Light Truck Market Share for Luxury Brands (2017 to 2020, top ten brands)



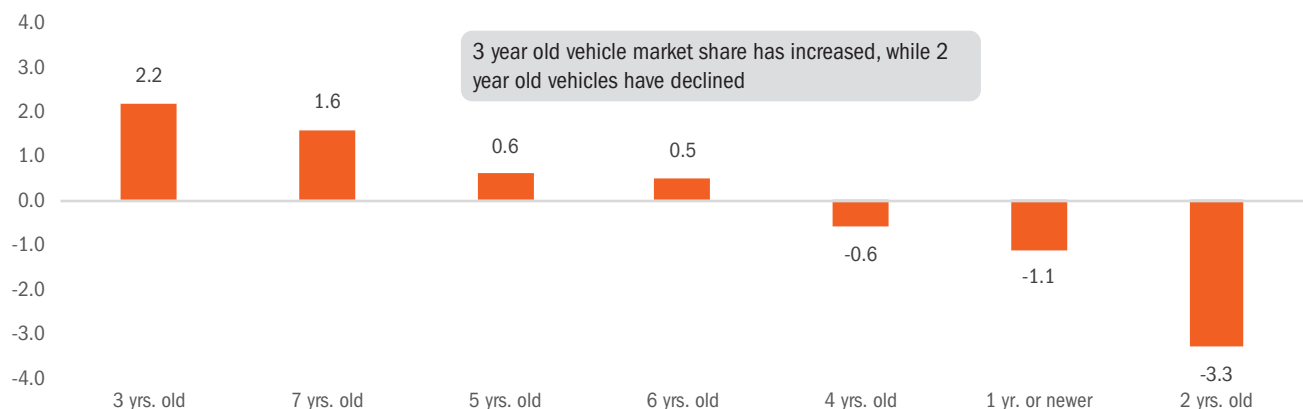
Data Source: AutoCount data from Experian.

USED VEHICLE MARKET

Chicago Area Used Car and Light Truck Registrations (only includes vehicles 7 years old or newer)						
	Annual Total			Annual Market Share		
	2019	2020	% chg.	2019	2020	Chg.
TOTAL	333,302	287,959	-13.6%			
Acura	4,790	4,024	-16.0%	1.4	1.4	0.0
Alfa Romeo	134	401	199.3%	0.0	0.1	0.1
Audi	7,302	6,441	-11.8%	2.2	2.2	0.0
BMW	8,082	7,205	-10.9%	2.4	2.5	0.1
Buick	6,227	5,188	-16.7%	1.9	1.8	-0.1
Cadillac	5,035	4,667	-7.3%	1.5	1.6	0.1
Chevrolet	43,543	36,974	-15.1%	13.1	12.8	-0.2
Chrysler	5,790	4,354	-24.8%	1.7	1.5	-0.2
Dodge	11,709	10,393	-11.2%	3.5	3.6	0.1
FIAT	539	407	-24.5%	0.2	0.1	0.0
Ford	38,452	33,091	-13.9%	11.5	11.5	0.0
Genesis	760	556	-26.8%	0.2	0.2	0.0
GMC	9,219	7,935	-13.9%	2.8	2.8	0.0
Honda	22,257	17,164	-22.9%	6.7	6.0	-0.7
Hyundai	16,865	15,094	-10.5%	5.1	5.2	0.2
Infiniti	6,115	4,586	-25.0%	1.8	1.6	-0.2
Jaguar	816	1,064	30.4%	0.2	0.4	0.1
Jeep	19,081	18,258	-4.3%	5.7	6.3	0.6
Kia	11,104	10,449	-5.9%	3.3	3.6	0.3
Land Rover	2,086	2,029	-2.7%	0.6	0.7	0.1
Lexus	7,511	6,276	-16.4%	2.3	2.2	-0.1
Lincoln	3,586	3,158	-11.9%	1.1	1.1	0.0
Mazda	4,830	4,309	-10.8%	1.4	1.5	0.0
Mercedes	8,402	7,524	-10.4%	2.5	2.6	0.1
MINI	909	737	-18.9%	0.3	0.3	0.0
Mitsubishi	2,096	1,912	-8.8%	0.6	0.7	0.0
Nissan	33,348	27,174	-18.5%	10.0	9.4	-0.6
Other	863	750	-13.1%	0.3	0.3	0.0
Porsche	1,620	1,432	-11.6%	0.5	0.5	0.0
Ram	4,837	4,994	3.2%	1.5	1.7	0.3
Subaru	5,943	6,029	1.4%	1.8	2.1	0.3
Tesla	518	581	12.2%	0.2	0.2	0.0
Toyota	26,174	22,116	-15.5%	7.9	7.7	-0.2
Volkswagen	11,026	8,969	-18.7%	3.3	3.1	-0.2
Volvo	1,733	1,718	-0.9%	0.5	0.6	0.1

Data Source: AutoCount data from Experian.

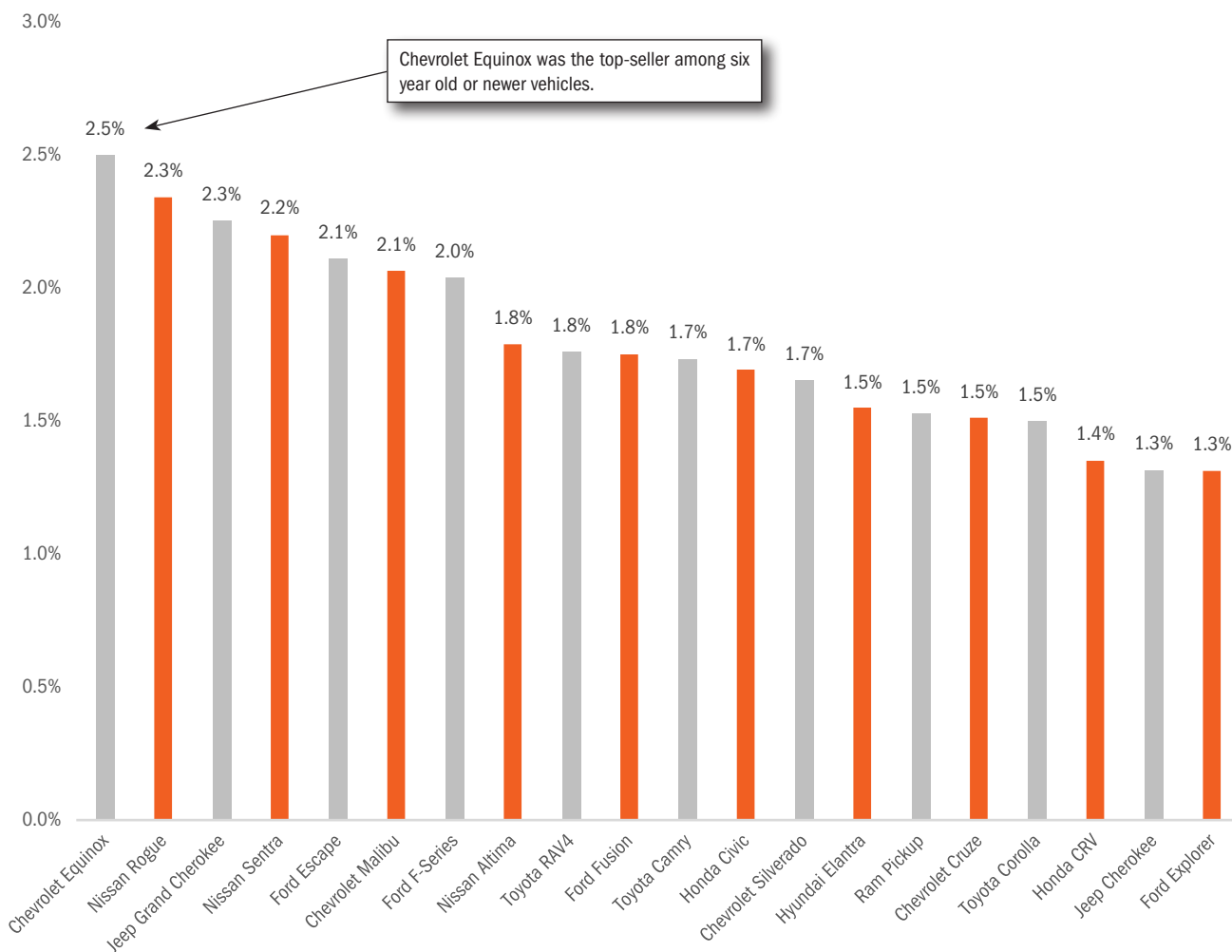
Change in Used Vehicle Market Share by Age of Vehicle - 2020 vs. 2019



Data Source: AutoCount data from Experian.

TOP SELLING MODELS IN USED VEHICLE MARKET

Top 20 Selling Models in Area Used Vehicle Market (vehicles 6 years old or newer) - 2020



Data Source: AutoCount data from Experian.

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