

# Chicago Auto Outlook™

Comprehensive information on the Chicagoland automotive market

Publication  
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**% Change In  
New Retail Market from  
2020 to 2021**



Light trucks

**+11.2%**



Cars

**-4.6%**

## Chicago Area New Retail Light Vehicle Registrations

	Light Trucks	Cars	Total
2020 Annual	214,799	68,134	282,933
2021 Annual	238,900	64,979	303,879
<b>% change</b>	<b>11.2%</b>	<b>-4.6%</b>	<b>7.4%</b>
Dec-20	22,429	5,937	28,366
Dec-21	20,876	4,820	25,696
<b>% change</b>	<b>-6.9%</b>	<b>-18.8%</b>	<b>-9.4%</b>

## QUICK FACTS

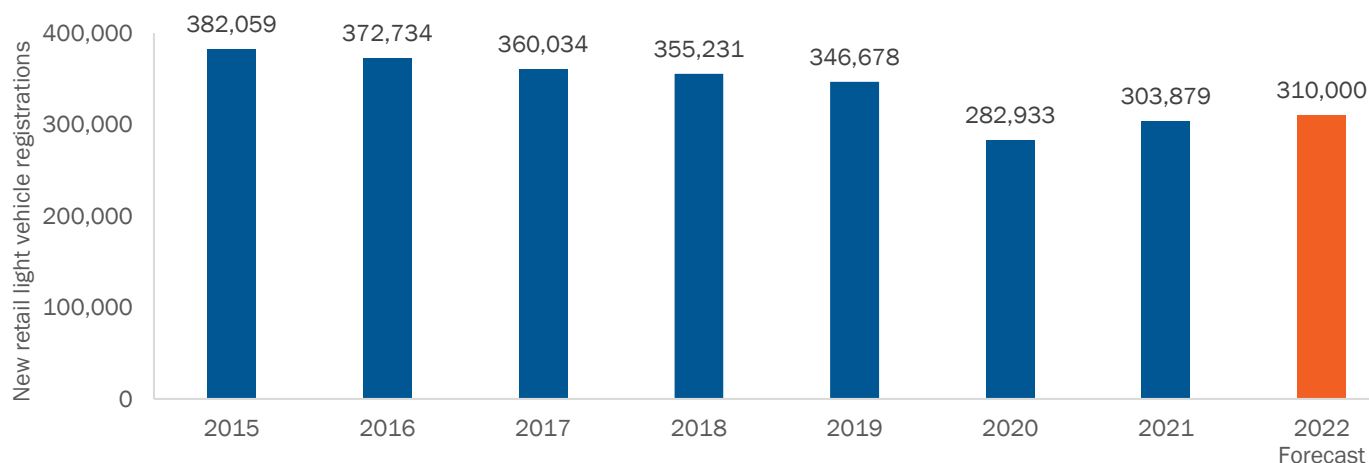
New retail light vehicle registrations in the area increased 7.4% last year. U.S. market was up an estimated 5.1%.

Area new vehicle registrations improved 18% from January thru September of last year vs. year earlier, and then declined 19% in the Fourth Quarter as supplies tightened.

The market is predicted to increase slightly this year, with a significant improvement likely in 2023.

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  
2021 vs. 2020**

**DOMESTIC  
BRANDS**  
 **DOWN  
2.7%**

**EUROPEAN  
BRANDS**  
 **UP  
13.6%**

**JAPANESE  
BRANDS**  
 **UP  
11.0%**

**KOREAN  
BRANDS**  
 **UP  
21.8%**

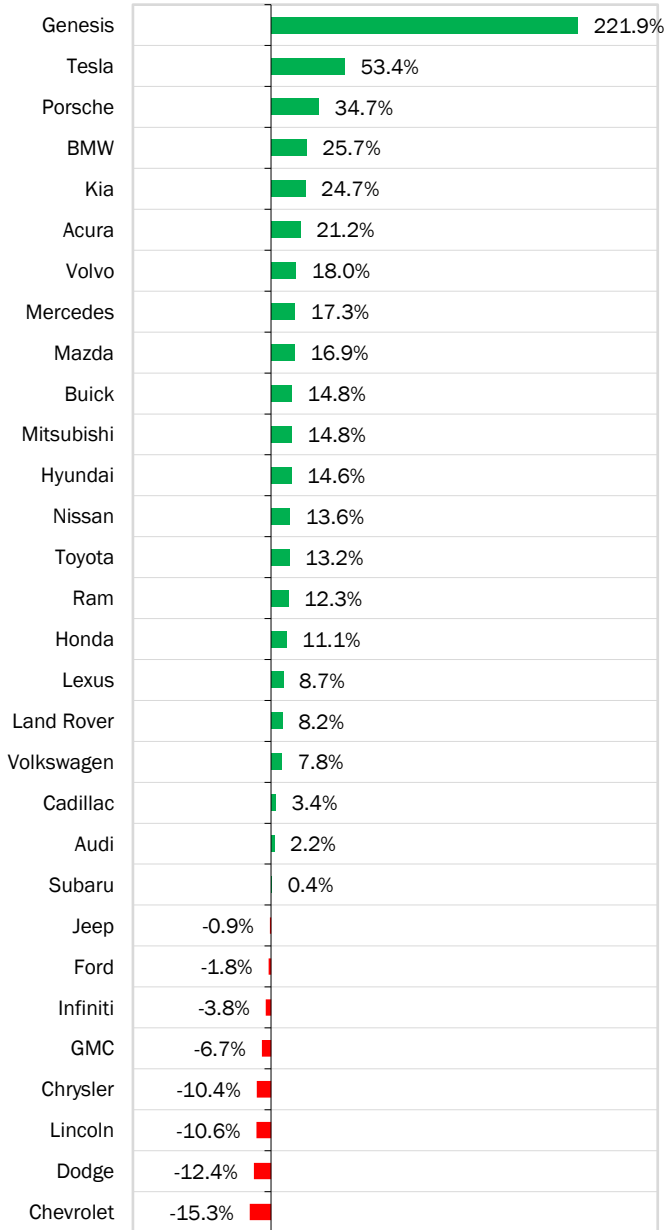
<b>Chicago Area New Retail Car and Light Truck Registrations</b>									
	Three Month Period Oct. '21 thru Dec. '21			Annual Totals			Annual Market Share (%)		
	Yr. Ago	Current	% chg.	2020	2021	% chg.	2020	2021	Chg.
TOTAL	79,882	65,074	-18.5%	282,933	303,879	7.4%			
Cars	18,057	13,189	-27.0%	68,134	64,979	-4.6%	24.1	21.4	-2.7
Trucks	61,825	51,885	-16.1%	214,799	238,900	11.2%	75.9	78.6	2.7
Domestic Brands	30,304	21,812	-28.0%	107,785	104,839	-2.7%	38.1	34.5	-3.6
European Brands	10,570	9,444	-10.7%	36,770	41,770	13.6%	13.0	13.7	0.7
Japanese Brands	29,536	24,154	-18.2%	104,582	116,123	11.0%	37.0	38.2	1.3
Korean Brands	9,472	9,664	2.0%	33,796	41,147	21.8%	11.9	13.5	1.6
Acura	1,527	1,369	-10.3%	5,566	6,747	21.2%	2.0	2.2	0.3
Alfa Romeo	124	125	0.8%	417	498	19.4%	0.1	0.2	0.0
Audi	1,492	875	-41.4%	4,986	5,097	2.2%	1.8	1.7	-0.1
BMW	2,146	2,318	8.0%	6,994	8,793	25.7%	2.5	2.9	0.4
Buick	1,192	737	-38.2%	4,105	4,714	14.8%	1.5	1.6	0.1
Cadillac	949	528	-44.4%	3,194	3,301	3.4%	1.1	1.1	0.0
Chevrolet	8,565	3,986	-53.5%	31,080	26,319	-15.3%	11.0	8.7	-2.3
Chrysler	564	374	-33.7%	2,062	1,847	-10.4%	0.7	0.6	-0.1
Dodge	1,108	639	-42.3%	4,556	3,991	-12.4%	1.6	1.3	-0.3
FIAT	13	10	-23.1%	85	61	-28.2%	0.0	0.0	0.0
Ford	6,905	5,945	-13.9%	24,996	24,546	-1.8%	8.8	8.1	-0.8
Genesis	95	413	334.7%	443	1,426	221.9%	0.2	0.5	0.3
GMC	2,046	1,046	-48.9%	7,097	6,623	-6.7%	2.5	2.2	-0.3
Honda	7,926	6,665	-15.9%	29,880	33,191	11.1%	10.6	10.9	0.4
Hyundai	4,943	4,796	-3.0%	18,549	21,254	14.6%	6.6	7.0	0.4
Infiniti	337	239	-29.1%	1,382	1,330	-3.8%	0.5	0.4	-0.1
Jaguar	126	69	-45.2%	599	468	-21.9%	0.2	0.2	-0.1
Jeep	4,981	4,022	-19.3%	17,719	17,566	-0.9%	6.3	5.8	-0.5
Kia	4,434	4,455	0.5%	14,804	18,467	24.7%	5.2	6.1	0.8
Land Rover	589	459	-22.1%	2,233	2,415	8.2%	0.8	0.8	0.0
Lexus	1,746	1,508	-13.6%	6,025	6,550	8.7%	2.1	2.2	0.0
Lincoln	772	652	-15.5%	3,021	2,702	-10.6%	1.1	0.9	-0.2
Maserati	34	50	47.1%	146	171	17.1%	0.1	0.1	0.0
Mazda	1,946	1,511	-22.4%	6,612	7,728	16.9%	2.3	2.5	0.2
Mercedes	1,619	1,547	-4.4%	5,925	6,952	17.3%	2.1	2.3	0.2
MINI	173	110	-36.4%	604	617	2.2%	0.2	0.2	0.0
Mitsubishi	262	428	63.4%	1,288	1,479	14.8%	0.5	0.5	0.0
Nissan	3,793	3,202	-15.6%	13,610	15,465	13.6%	4.8	5.1	0.3
Other	173	173	0.0%	939	913	-2.8%	0.3	0.3	0.0
Porsche	405	485	19.8%	1,402	1,889	34.7%	0.5	0.6	0.1
Ram	1,460	1,310	-10.3%	4,967	5,579	12.3%	1.8	1.8	0.1
Subaru	3,610	2,557	-29.2%	12,944	12,996	0.4%	4.6	4.3	-0.3
Tesla	1,762	2,573	46.0%	4,988	7,651	53.4%	1.8	2.5	0.8
Toyota	8,249	6,571	-20.3%	26,526	30,024	13.2%	9.4	9.9	0.5
Volkswagen	3,004	2,623	-12.7%	10,308	11,108	7.8%	3.6	3.7	0.0
Volvo	812	704	-13.3%	2,881	3,401	18.0%	1.0	1.1	0.1

Top ten are shaded yellow.

Source: AutoCount data from Experian

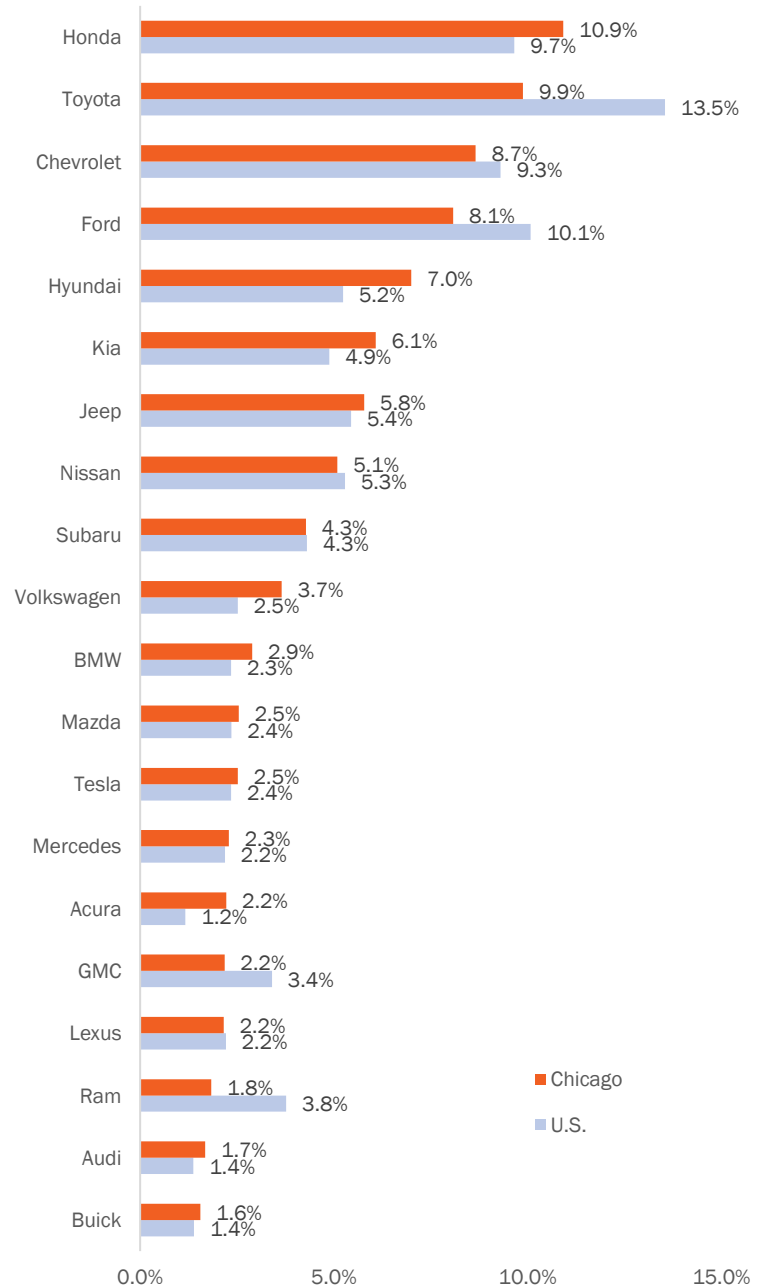
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### Percent Change in Brand Registrations 2021 vs. 2020 (Top 30 selling brands)



Percent change in registrations

### Chicago Area and U.S. Market Share 2021 (Top 20 selling brands in area)



0.0% 5.0% 10.0% 15.0%



**Registrations increased by more than 20% for Genesis, Tesla, Porsche, BMW, Kia, and Acura.**



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

**BRAND SEGMENT MARKET SHARES**



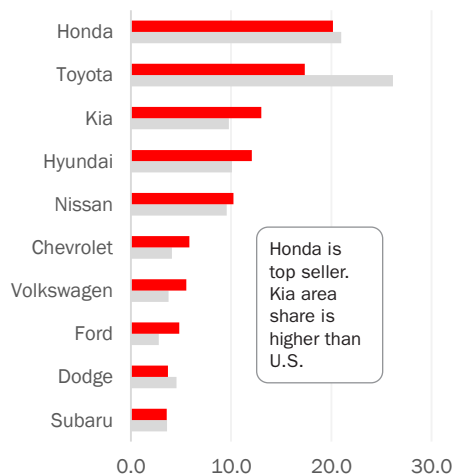
The seven graphs on this page show brand market share in seven key segments for all of 2021 in both the Chicago Area and U.S. markets. Area percent share is depicted by the red bars, U.S. share is light gray. Top ten brands in each segment are ranked from top to bottom based on Chicago Area market share.

Segments were defined based on model classifications instead of overall brand positioning. For instance, Chevrolet appears on the Luxury and Sports cars graph because of the Corvette. Small SUVs consists of both Sub Compact and Compact Models. Email Auto Outlook (autooutlook@icloud.com) for market share information for Vans and Mini Vans.

**Legend for all graphs**

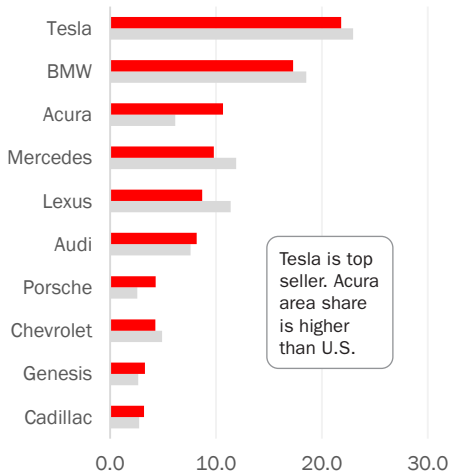


**Non Luxury Cars**



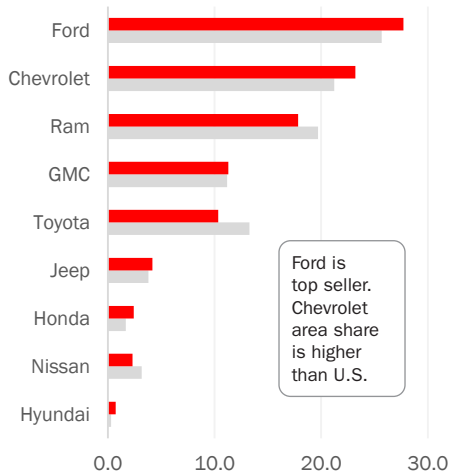
Honda is top seller. Kia area share is higher than U.S.

**Luxury and Sports Cars**



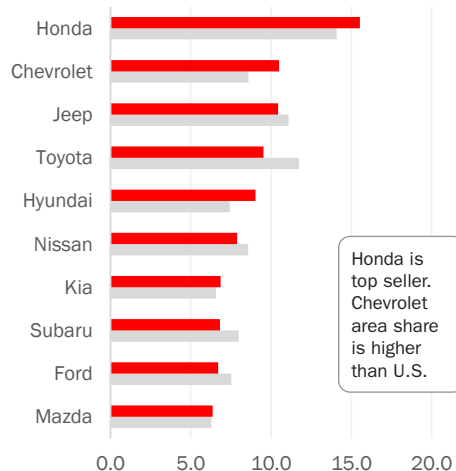
Tesla is top seller. Acura area share is higher than U.S.

**Pickups**



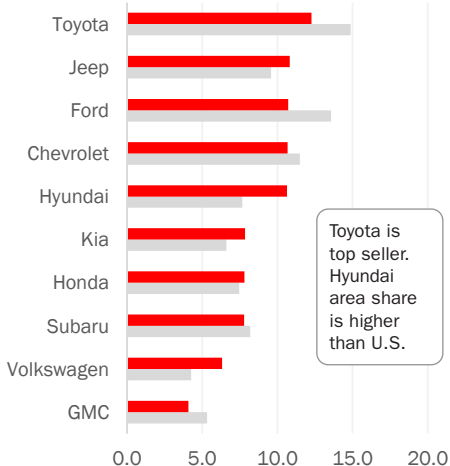
Ford is top seller. Chevrolet area share is higher than U.S.

**Small Non Luxury SUVs**



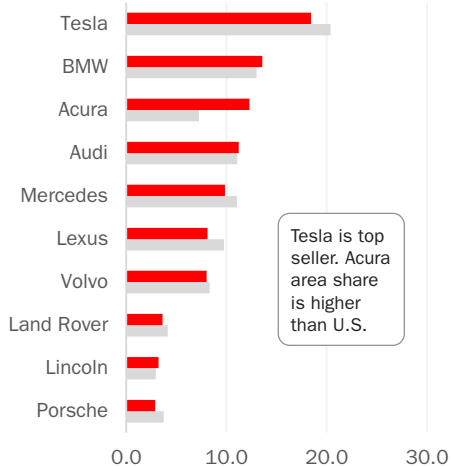
Honda is top seller. Chevrolet area share is higher than U.S.

**Mid and Full Size Non Luxury SUVs**



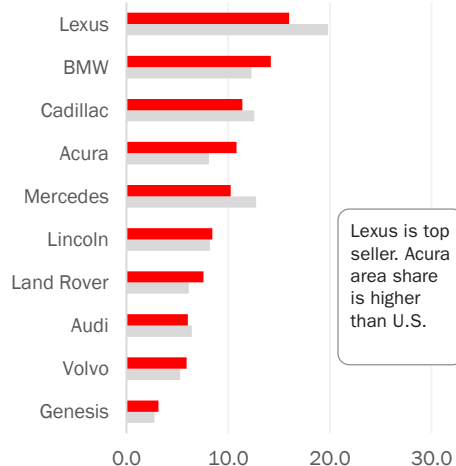
Toyota is top seller. Hyundai area share is higher than U.S.

**Small Luxury SUVs**



Tesla is top seller. Acura area share is higher than U.S.

**Mid and Full Size Luxury SUVs**



Lexus is top seller. Acura area share is higher than U.S.

Data Source: AutoCount data from Experian.

**BEST SELLERS BY SEGMENT**

The table below shows the top five selling models during 2021 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: Chevrolet Corvette
- Full Size Pickup: Ford F-Series
- Compact SUV: Honda CR-V
- Mid Size SUV: Jeep Gr. Cherokee
- Luxury Mid Size SUV: Lexus RX

**Top Selling Models in Each Segment - New Retail Light Vehicle Registrations (2021 Annual)**

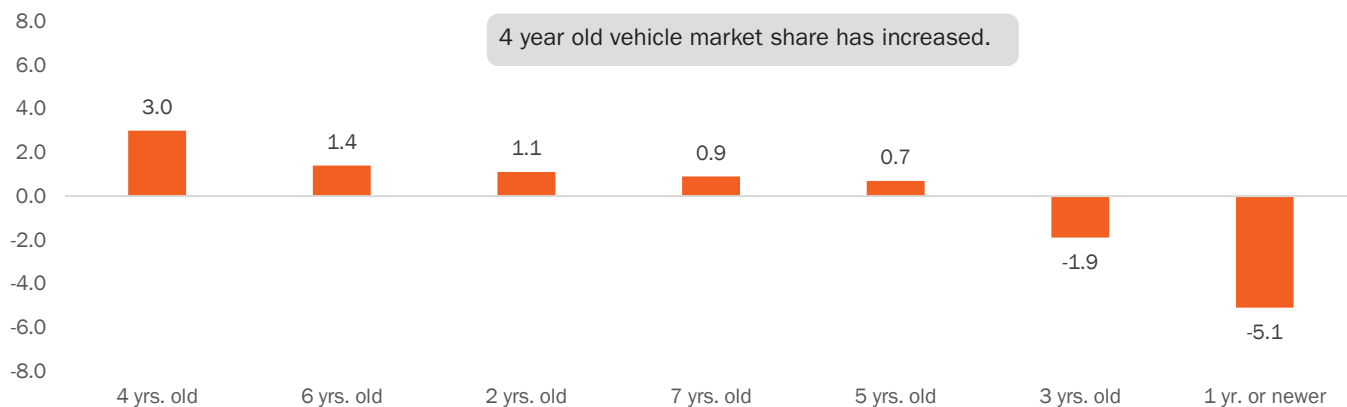
Cars											
Subcompact			Compact			Sports/Pony Cars			Mid Size		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Nissan Versa	669	21.0	Honda Civic	5183	22.5	Dodge Challenger	910	40.7	Honda Accord	3984	21.2
Chevrolet Spark	638	20.0	Toyota Corolla	3495	15.2	Ford Mustang	608	27.2	Toyota Camry	3920	20.9
Kia Rio	582	18.3	Kia Forte	3091	13.4	Chevrolet Camaro	373	16.7	Hyundai Sonata	2420	12.9
Hyundai Accent	410	12.9	Hyundai Elantra	2880	12.5	Toyota Supra	126	5.6	Kia K5/Optima	2411	12.8
Chevrolet Bolt	380	11.9	Nissan Sentra	2793	12.1	Mazda MX5	126	5.6	Ford Fusion	1763	9.4
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	915	41.9	Acura ILX	478	41.4	Tesla Model 3	2821	30.4	Chevrolet Corvette	648	14.0
Toyota Avalon	379	17.4	BMW 2-Series	285	24.7	Acura TLX/TL	1106	11.9	BMW 5-Series	630	13.6
Kia Stinger	346	15.9	Mercedes A-Class	206	17.9	BMW 3-Series	974	10.5	Tesla Model S	447	9.6
Chrysler 300	244	11.2	Mercedes CLA-Class	113	9.8	Lexus ES	887	9.6	Mercedes E-Class	368	7.9
Nissan Maxima	235	10.8	Audi A3	62	5.4	Mercedes C-Class	439	4.7	Mercedes S-Class	238	5.1
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	1951	30.1	Ford F-Series	5991	31.5	Honda Odyssey	2584	34.8	Ford Transit Connect	1754	37.4
Jeep Gladiator	1059	16.4	Chevrolet Silverado	5029	26.4	Toyota Sienna	2320	31.3	Ram Promaster	1035	22.1
Ford Ranger	896	13.8	Ram Pickup	4544	23.9	Chrysler Pacifica	1501	20.2	Mercedes Sprinter	874	18.6
Chevrolet Colorado	883	13.6	GMC Sierra	2588	13.6	Kia Carnival	581	7.8	Nissan NV	390	8.3
Honda Ridgeline	614	9.5	Toyota Tundra	673	3.5	Dodge Caravan	220	3.0	Chevrolet Express	354	7.5
Subcompact SUV			Compact SUV			Mid Size SUV			Large SUV		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Honda HR-V	3930	13.0	Honda CR-V	10739	16.7	Jeep Grand Cherokee	6540	11.6	Chevrolet Tahoe	1438	30.3
Chevrolet TrailBlazer	3082	10.2	Toyota RAV4	8224	12.8	Toyota Highlander	4671	8.3	Ford Expedition	729	15.4
Subaru Crosstrek	2750	9.1	Hyundai Tucson	5431	8.4	Hyundai Santa Fe	3618	6.4	Chevrolet Suburban	728	15.3
Buick Encore	2487	8.2	Chevrolet Equinox	4874	7.6	Ford Explorer	3555	6.3	GMC Yukon	692	14.6
Hyundai Kona	2406	8.0	Nissan Rogue	4674	7.3	Honda Pilot	3469	6.1	GMC Yukon XL	359	7.6
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
Audi Q3	877	22.0	Tesla Model Y	4244	22.3	Lexus RX	2641	15.7	BMW X7	787	19.6
Volvo XC40	849	21.3	Acura RDX	2829	14.9	Acura MDX	2255	13.4	Cadillac Escalade	699	17.4
BMW X1	571	14.3	BMW X3	2115	11.1	BMW X5	1824	10.8	Cadillac XT6	591	14.7
Mercedes GLE-Class	559	14.0	Audi Q5	1710	9.0	Mercedes GLE-Class	1392	8.3	Mercedes GLS-Class	559	13.9
Lexus UX	462	11.6	Lexus NX	1406	7.4	Volvo XC90	1234	7.3	Land Rover Range Rover	447	11.1

**USED VEHICLE MARKET**

Chicago Area Used Car and Light Truck Registrations (only includes vehicles 7 years old or newer)						
	Annual Totals			Annual Market Share		
	2020	2021	% chg.	2020	2021	Chg.
TOTAL	287,959	311,068	8.0%			
Acura	4,024	5,219	29.7%	1.4	1.7	0.3
Alfa Romeo	401	670	67.1%	0.1	0.2	0.1
Audi	6,441	7,414	15.1%	2.2	2.4	0.1
BMW	7,205	8,420	16.9%	2.5	2.7	0.2
Buick	5,188	5,262	1.4%	1.8	1.7	-0.1
Cadillac	4,667	4,793	2.7%	1.6	1.5	-0.1
Chevrolet	36,974	38,878	5.1%	12.8	12.5	-0.3
Chrysler	4,354	4,462	2.5%	1.5	1.4	-0.1
Dodge	10,393	10,082	-3.0%	3.6	3.2	-0.4
FIAT	407	346	-15.0%	0.1	0.1	0.0
Ford	33,091	32,939	-0.5%	11.5	10.6	-0.9
Genesis	556	567	2.0%	0.2	0.2	0.0
GMC	7,935	8,550	7.8%	2.8	2.7	0.0
Honda	17,164	20,702	20.6%	6.0	6.7	0.7
Hyundai	15,094	14,061	-6.8%	5.2	4.5	-0.7
Infiniti	4,586	4,728	3.1%	1.6	1.5	-0.1
Jaguar	1,064	1,091	2.5%	0.4	0.4	0.0
Jeep	18,258	23,273	27.5%	6.3	7.5	1.1
Kia	10,449	10,738	2.8%	3.6	3.5	-0.2
Land Rover	2,029	2,587	27.5%	0.7	0.8	0.1
Lexus	6,276	7,034	12.1%	2.2	2.3	0.1
Lincoln	3,158	3,151	-0.2%	1.1	1.0	-0.1
Mazda	4,309	5,164	19.8%	1.5	1.7	0.2
Mercedes	7,524	8,696	15.6%	2.6	2.8	0.2
MINI	737	758	2.8%	0.3	0.2	0.0
Mitsubishi	1,912	2,400	25.5%	0.7	0.8	0.1
Nissan	27,174	26,589	-2.2%	9.4	8.5	-0.9
Other	750	864	15.2%	0.3	0.3	0.0
Porsche	1,432	1,543	7.8%	0.5	0.5	0.0
Ram	4,994	5,651	13.2%	1.7	1.8	0.1
Subaru	6,029	7,495	24.3%	2.1	2.4	0.3
Tesla	581	886	52.5%	0.2	0.3	0.1
Toyota	22,116	24,479	10.7%	7.7	7.9	0.2
Volkswagen	8,969	9,519	6.1%	3.1	3.1	-0.1
Volvo	1,718	2,057	19.7%	0.6	0.7	0.1

Data Source: AutoCount data from Experian.

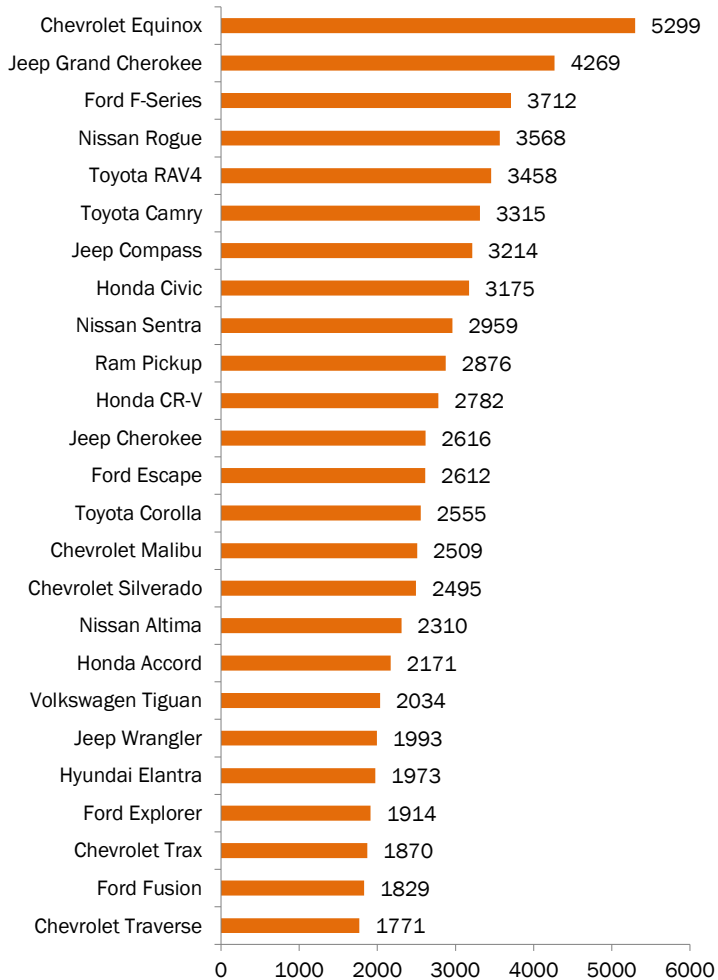
**Change in Used Vehicle Market Share by Age of Vehicle - 2021 vs. 2021**



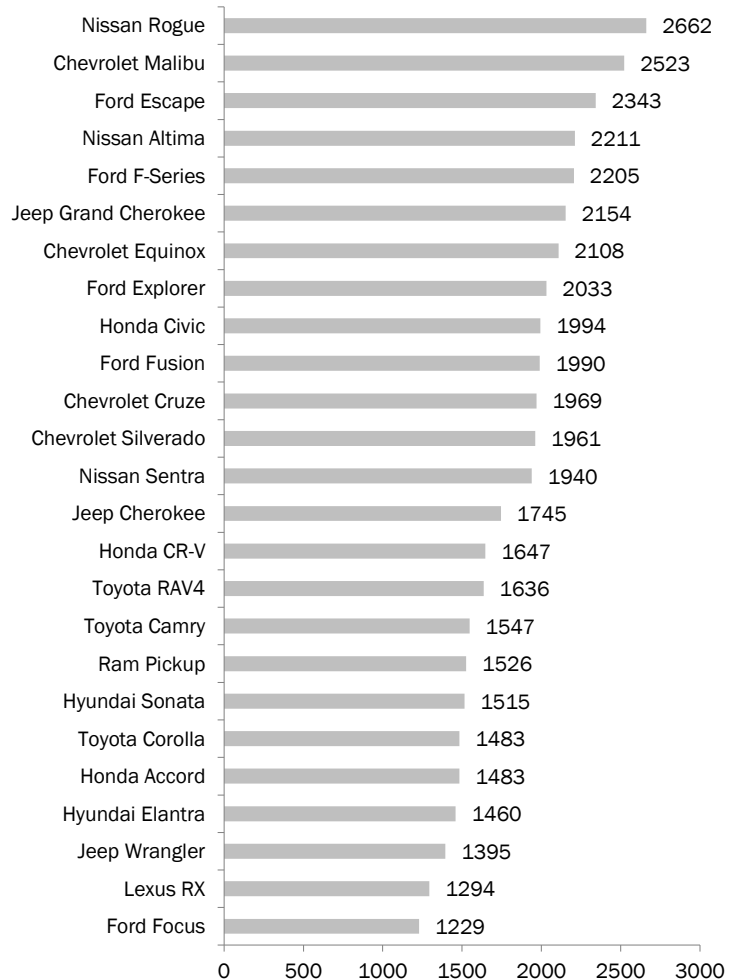
Data Source: AutoCount data from Experian.

**TOP SELLING USED VEHICLES**

**Top 25 Sellers - Vehicles 3 years old or newer  
2021**



**Top 25 Sellers - Vehicles 4 to 6 years old  
2021**



Data Source: AutoCount data from Experian.

**Chicago Auto Outlook**

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Email: autooutlook@icloud.com

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