

# Chicago Auto Outlook™

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Comprehensive information on the Chicagoland automotive market

## Quick Facts

New retail vehicle registrations increased an estimated 6% in February '15 vs. year earlier.

The area market was up 9.4% during the first two months of this vs. year earlier, stronger than the 3.6% increase in the Nation.

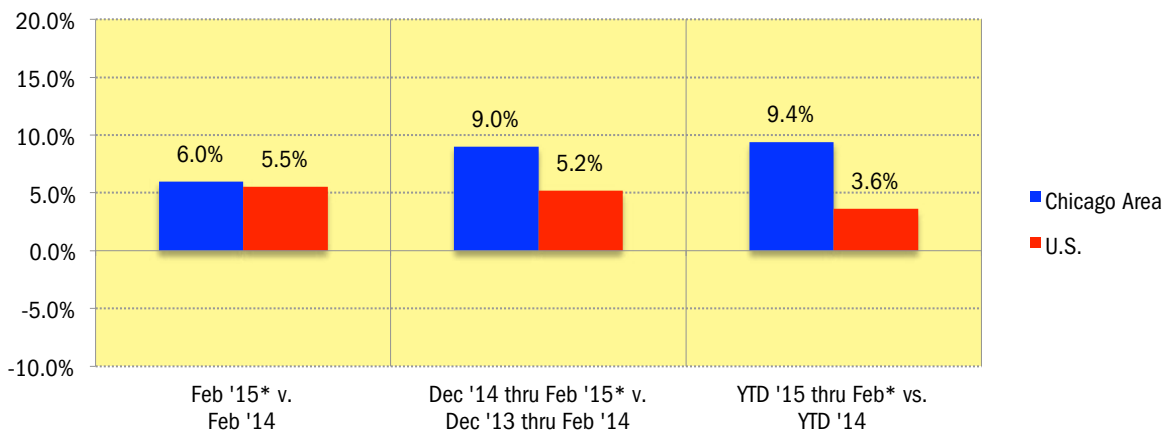
Area used vehicle market was up 8.3% in January '15 (vehicles seven years old or newer). Used vehicle registrations increased 6.7% for all of 2014.

Compact Luxury SUV new vehicle market share was up one share point in January.

Two year old used vehicle market share increased sharply, while six year old share declined.

Tesla, MINI, Lexus, Chrysler, Subaru, and GMC new retail registrations increased by more than 20% so far this year.

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



\*Figures for February 2015 were estimated by Auto Outlook.

Data Source: IHS Automotive.

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

	Retail New Vehicle Registrations					
	February Estimate*			YTD thru Feb.*		
	2014	2015	Percent Change	2014	2015	Percent Change
Total	24,647	26,125	6.0%	45,889	50,185	9.4%
Cars	11,482	11,347	-1.2%	21,294	22,038	3.5%
Light Trucks	13,165	14,778	12.3%	24,595	28,147	14.4%
Detroit Three Brands	10,778	11,076	2.8%	18,993	20,501	7.9%
European Brands	2,256	2,368	5.0%	4,454	4,746	6.6%
Japanese Brands	9,529	10,445	9.6%	18,434	20,634	11.9%
Korean Brands	2,084	2,236	7.3%	4,008	4,304	7.4%
	Used Vehicle Registrations (vehicles seven years old or newer)					
	January			YTD thru January		
	2014	2015	Percent Change	2014	2015	Percent Change
Total	21,731	23,541	8.3%	21,731	23,541	8.3%
Cars	11,982	13,145	9.7%	11,982	13,145	9.7%
Light Trucks	9,749	10,396	6.6%	9,749	10,396	6.6%
Detroit Three Brands	9,861	11,085	12.4%	9,861	11,085	12.4%
European Brands	2,887	3,040	5.3%	2,887	3,040	5.3%
Japanese Brands	7,660	7,774	1.5%	7,660	7,774	1.5%
Korean Brands	1,323	1,642	24.1%	1,323	1,642	24.1%

\*Figures for Feb. 2015 were estimated by Auto Outlook.

Source: IHS Automotive.

## 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.

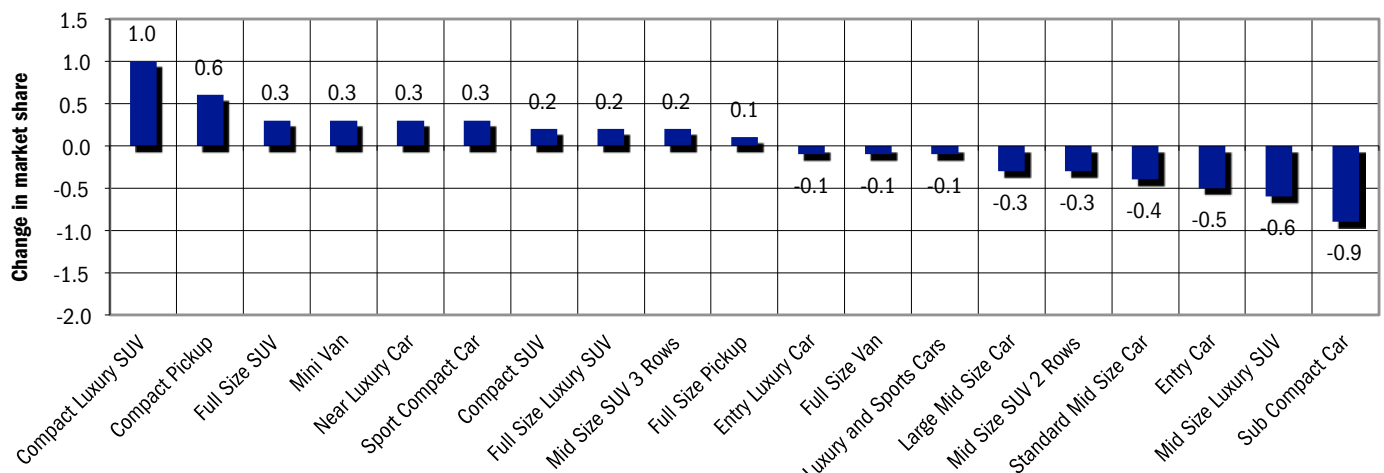
Data Source: IHS Automotive.

**New Vehicle Market Brand Registrations**

Chicago Area New Retail Car and Light Truck Registrations												
	February			Three Month Period Dec '14 thru Feb '15*			YTD thru Feb.*			YTD thru Feb '15* Market Share (%)		
	Chicago Area			Chicago Area			Chicago Area			Chicago Area		
	2014	2015*	% chg.	Yr. Ago	Current	% chg.	2014	2015*	% chg.	2014	2015*	Chg.
TOTAL	24,647	26,125	6.0%	75,163	81,899	9.0%	45,889	50,185	9.4%			
Acura	438	494	12.8%	1,509	1,718	13.9%	859	987	14.9%	1.9	2.0	0.1
Audi	281	297	5.7%	1,090	1,191	9.3%	581	619	6.5%	1.3	1.2	-0.1
BMW	506	580	14.6%	1,850	2,095	13.2%	974	1,165	19.6%	2.1	2.3	0.2
Buick	545	495	-9.2%	1,430	1,503	5.1%	916	855	-6.7%	2.0	1.7	-0.3
Cadillac	427	373	-12.6%	1,288	1,219	-5.4%	782	735	-6.0%	1.7	1.5	-0.2
Chevrolet	2,994	3,112	3.9%	8,062	9,255	14.8%	5,013	5,544	10.6%	10.9	11.0	0.1
Chrysler	381	431	13.1%	989	1,334	34.9%	644	826	28.3%	1.4	1.6	0.2
Dodge	1,098	931	-15.2%	2,713	2,574	-5.1%	1,886	1,699	-9.9%	4.1	3.4	-0.7
FIAT	53	50	-5.7%	128	155	21.1%	86	101	17.4%	0.2	0.2	0.0
Ford	2,630	2,586	-1.7%	7,741	7,964	2.9%	4,778	5,020	5.1%	10.4	10.0	-0.4
GMC	724	865	19.5%	1,893	2,350	24.1%	1,216	1,463	20.3%	2.6	2.9	0.3
Honda	2,257	2,352	4.2%	7,614	7,970	4.7%	4,341	4,738	9.1%	9.5	9.4	-0.1
Hyundai	1,176	1,262	7.3%	3,854	3,981	3.3%	2,407	2,470	2.6%	5.2	4.9	-0.3
Infiniti	227	273	20.3%	917	834	-9.1%	488	492	0.8%	1.1	1.0	-0.1
Jaguar	23	20	-13.0%	94	77	-18.1%	47	38	-19.1%	0.1	0.1	0.0
Jeep	1,515	1,837	21.3%	4,513	5,301	17.5%	2,930	3,401	16.1%	6.4	6.8	0.4
Kia	908	972	7.0%	2,530	2,726	7.7%	1,601	1,832	14.4%	3.5	3.7	0.2
Land Rover	141	173	22.7%	527	606	15.0%	320	359	12.2%	0.7	0.7	0.0
Lexus	411	502	22.1%	1,719	1,965	14.3%	860	1,110	29.1%	1.9	2.2	0.3
Lincoln	141	131	-7.1%	450	505	12.2%	255	282	10.6%	0.6	0.6	0.0
Mazda	540	570	5.6%	1,555	1,652	6.2%	966	1,010	4.6%	2.1	2.0	-0.1
Mercedes	450	474	5.3%	1,694	1,828	7.9%	934	961	2.9%	2.0	1.9	-0.1
MINI	67	101	50.7%	216	296	37.0%	129	175	35.7%	0.3	0.3	0.0
Mitsubishi	273	344	26.0%	755	850	12.6%	483	575	19.0%	1.1	1.1	0.0
Nissan	2,113	2,139	1.2%	6,079	6,355	4.5%	3,893	4,062	4.3%	8.5	8.1	-0.4
Other	30	5	-83.3%	117	81	-30.8%	65	37	-43.1%	0.1	0.1	0.0
Porsche	77	76	-1.3%	245	281	14.7%	146	157	7.5%	0.3	0.3	0.0
Ram	294	329	11.9%	802	962	20.0%	526	594	12.9%	1.1	1.2	0.1
Subaru	839	996	18.7%	2,429	3,131	28.9%	1,618	2,005	23.9%	3.5	4.0	0.5
Tesla	28	25	-10.7%	121	152	25.6%	46	121	163.0%	0.1	0.2	0.1
Toyota	2,430	2,728	12.3%	8,219	9,023	9.8%	4,924	5,608	13.9%	10.7	11.2	0.5
Volkswagen	563	535	-5.0%	1,754	1,673	-4.6%	1,041	992	-4.7%	2.3	2.0	-0.3
Volvo	67	67	0.0%	266	292	9.8%	134	152	13.4%	0.3	0.3	0.0

\*Figures for Feb. 2015 were estimated by Auto Outlook. Top ten are shaded green. Source: IHS Automotive

**Change in Area Segment Market Share - January 2015 vs. January 2014**



Data Source: IHS Automotive.

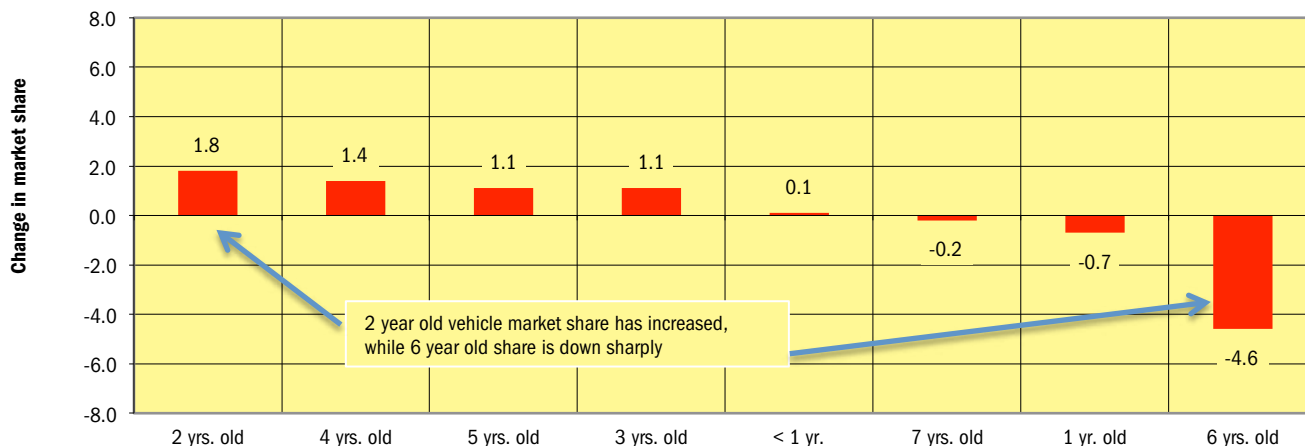
**Used Vehicle Market Brand Registrations (only includes vehicles seven years old or newer)**

Chicago Area Used Car and Light Truck Registrations												
	January			Three Month Period Nov '14 thru Jan '15			YTD thru January			YTD Market Share (%)		
	Chicago Area			Chicago Area			Chicago Area			Chicago Area		
	2014	2015	% chg.	Yr. Ago	Current	% chg.	2014	2015	% chg.	2014	2015	Chg.
TOTAL	21,731	23,541	8.3%	73,904	82,804	12.0%	21,731	23,541	8.3%			
Acura	430	404	-6.0%	1,363	1,298	-4.8%	430	404	-6.0%	2.0	1.7	-0.3
Audi	384	428	11.5%	1,213	1,476	21.7%	384	428	11.5%	1.8	1.8	0.0
BMW	629	583	-7.3%	2,107	2,203	4.6%	629	583	-7.3%	2.9	2.5	-0.4
Buick	312	500	60.3%	1,171	1,762	50.5%	312	500	60.3%	1.4	2.1	0.7
Cadillac	414	448	8.2%	1,494	1,724	15.4%	414	448	8.2%	1.9	1.9	0.0
Chevrolet	3,046	3,571	17.2%	10,337	12,438	20.3%	3,046	3,571	17.2%	14.0	15.2	1.2
Chrysler	569	680	19.5%	2,082	2,376	14.1%	569	680	19.5%	2.6	2.9	0.3
Dodge	1,075	1,215	13.0%	3,824	4,375	14.4%	1,075	1,215	13.0%	4.9	5.2	0.3
FIAT	22	31	40.9%	45	93	106.7%	22	31	40.9%	0.1	0.1	0.0
Ford	2,482	2,609	5.1%	8,425	9,027	7.1%	2,482	2,609	5.1%	11.4	11.1	-0.3
GMC	506	608	20.2%	1,587	2,019	27.2%	506	608	20.2%	2.3	2.6	0.3
Honda	1,580	1,591	0.7%	5,321	5,562	4.5%	1,580	1,591	0.7%	7.3	6.8	-0.5
Hyundai	855	1,135	32.7%	2,768	3,972	43.5%	855	1,135	32.7%	3.9	4.8	0.9
Infiniti	322	341	5.9%	1,083	1,160	7.1%	322	341	5.9%	1.5	1.4	-0.1
Jaguar	44	31	-29.5%	127	148	16.5%	44	31	-29.5%	0.2	0.1	-0.1
Jeep	761	907	19.2%	2,583	3,088	19.6%	761	907	19.2%	3.5	3.9	0.4
Kia	468	507	8.3%	1,551	1,795	15.7%	468	507	8.3%	2.2	2.2	0.0
Land Rover	139	151	8.6%	412	479	16.3%	139	151	8.6%	0.6	0.6	0.0
Lexus	539	510	-5.4%	1,696	1,751	3.2%	539	510	-5.4%	2.5	2.2	-0.3
Lincoln	236	267	13.1%	808	1,002	24.0%	236	267	13.1%	1.1	1.1	0.0
Mazda	382	374	-2.1%	1,333	1,288	-3.4%	382	374	-2.1%	1.8	1.6	-0.2
Mercedes	652	673	3.2%	2,209	2,376	7.6%	652	673	3.2%	3.0	2.9	-0.1
MINI	86	78	-9.3%	256	278	8.6%	86	78	-9.3%	0.4	0.3	-0.1
Mitsubishi	215	194	-9.8%	685	666	-2.8%	215	194	-9.8%	1.0	0.8	-0.2
Nissan	1,782	2,061	15.7%	6,037	7,008	16.1%	1,782	2,061	15.7%	8.2	8.8	0.6
Other	502	318	-36.7%	2,098	1,558	-25.7%	502	318	-36.7%	2.3	1.4	-0.9
Porsche	72	101	40.3%	267	321	20.2%	72	101	40.3%	0.3	0.4	0.1
smart	9	13	44.4%	36	33	-8.3%	9	13	44.4%	0.0	0.1	0.1
Subaru	255	324	27.1%	828	1,037	25.2%	255	324	27.1%	1.2	1.4	0.2
Suzuki	40	30	-25.0%	200	141	-29.5%	40	30	-25.0%	0.2	0.1	-0.1
Toyota	2,112	1,942	-8.0%	7,136	7,260	1.7%	2,112	1,942	-8.0%	9.7	8.2	-1.5
Volkswagen	694	783	12.8%	2,431	2,693	10.8%	694	783	12.8%	3.2	3.3	0.1
Volvo	117	133	13.7%	391	397	1.5%	117	133	13.7%	0.5	0.6	0.1

Top ten are shaded green.

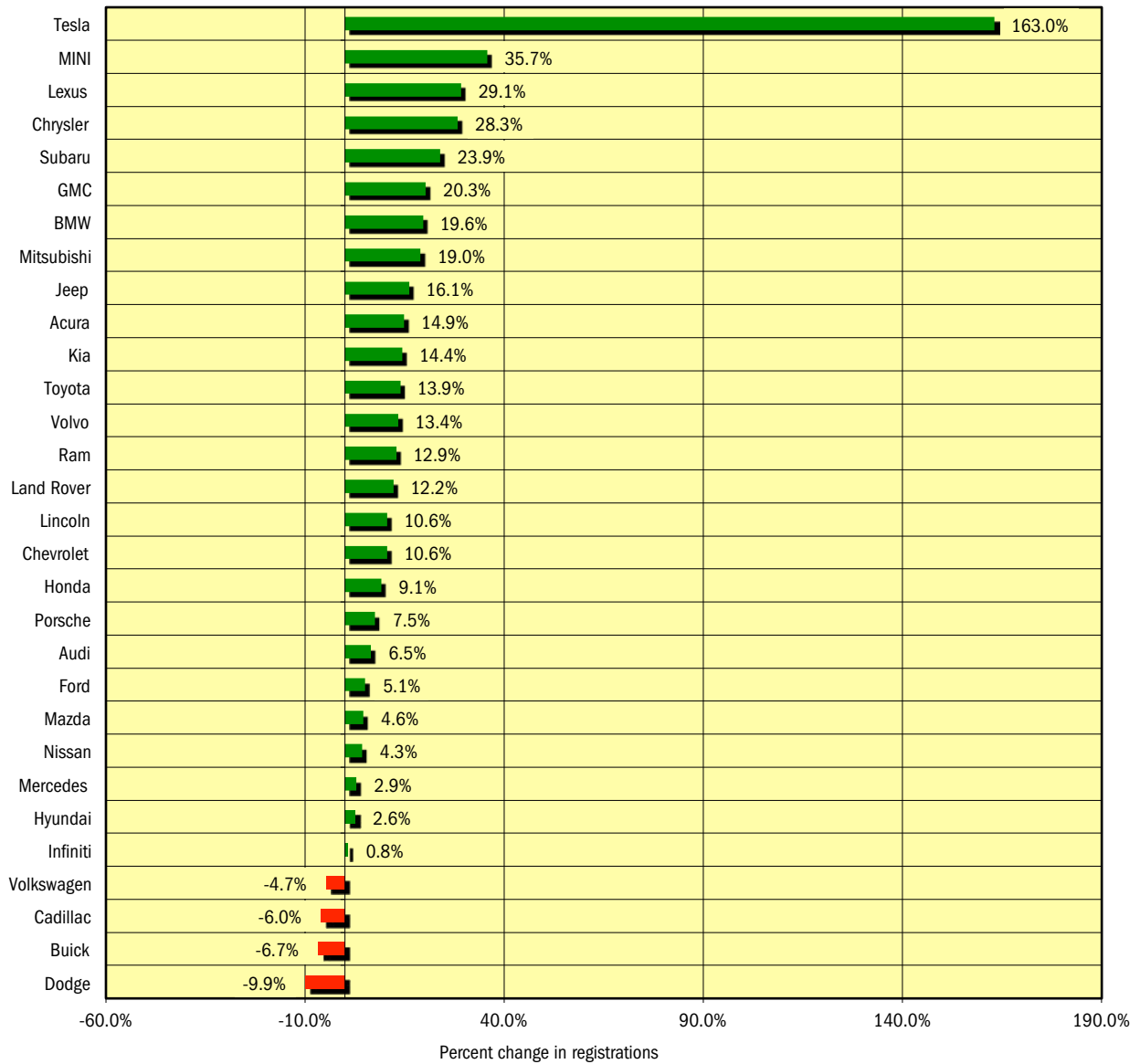
Source: IHS Automotive.

**Change in Used Vehicle Market Share by Age of Vehicle - January 2015 vs. January 2014**



Data Source: IHS Automotive.

**New Vehicle Market Percent Change in Brand Registrations  
YTD 2015 thru February\* vs. YTD 2014  
(Top 30 selling brands)**



Data Source: IHS Automotive.

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