

# Chicago Auto Outlook™

Comprehensive information on the Chicagoland automotive market

Publication  
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by:



YTD '18 thru February  
% Change In  
New Retail Market vs.  
Year Earlier

Chicago Area  
**-3.7%**

U.S.  
**-0.4%**

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

	Chicago Area	U.S.
YTD '17 thru February	52,743	2,085,313
YTD '18 thru February*	50,815	2,077,097
<b>% change</b>	<b>-3.7%</b>	<b>-0.4%</b>
February 2017 registrations	27,548	1,074,277
February 2018 registrations*	26,721	1,050,102
<b>% change</b>	<b>-3.0%</b>	<b>-2.3%</b>

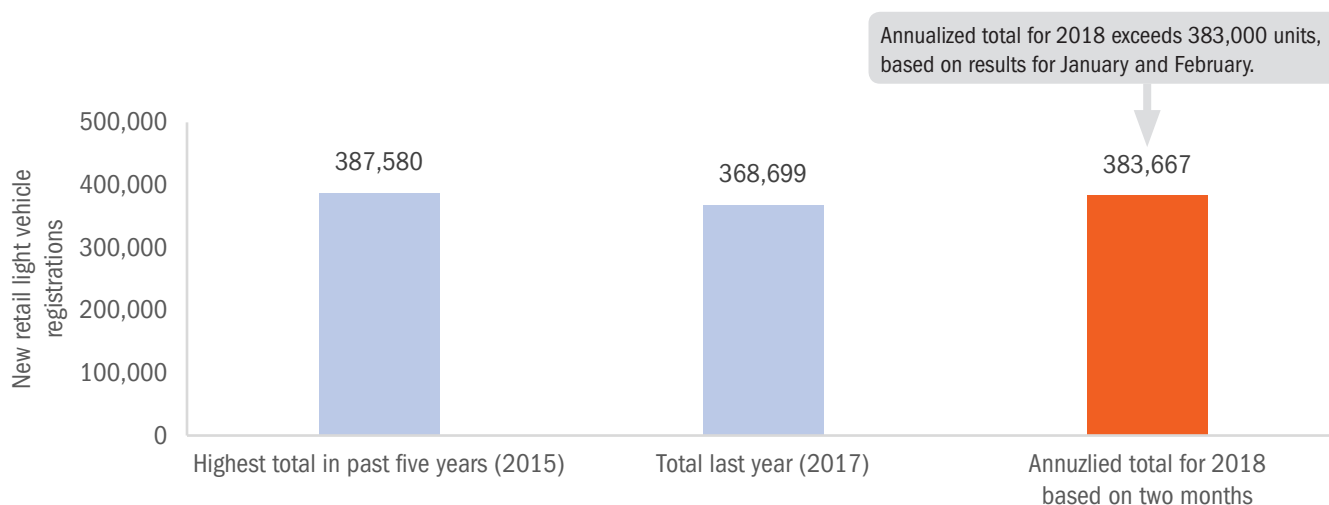
## QUICK FACTS

Chicago area market was off 3.7% during the first two months of this year versus a year earlier. U.S. market declined 0.4%.

February '18 registrations in the area were off an estimated 3% vs. year earlier.

Despite the year-to-date decline, the area market is off to a good start in 2018. Based on historical patterns, registrations for all of this year are projected to exceed 380,000 units.

## Annual Trends in Area New Vehicle Market



Data Source: IHS Markit.

## 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 Markit.

Change in Year-to-date  
New Retail Light Vehicle  
Registrations

LIGHT TRUCKS



UP  
2.7%

PASSENGER CARS



DOWN  
14.6%

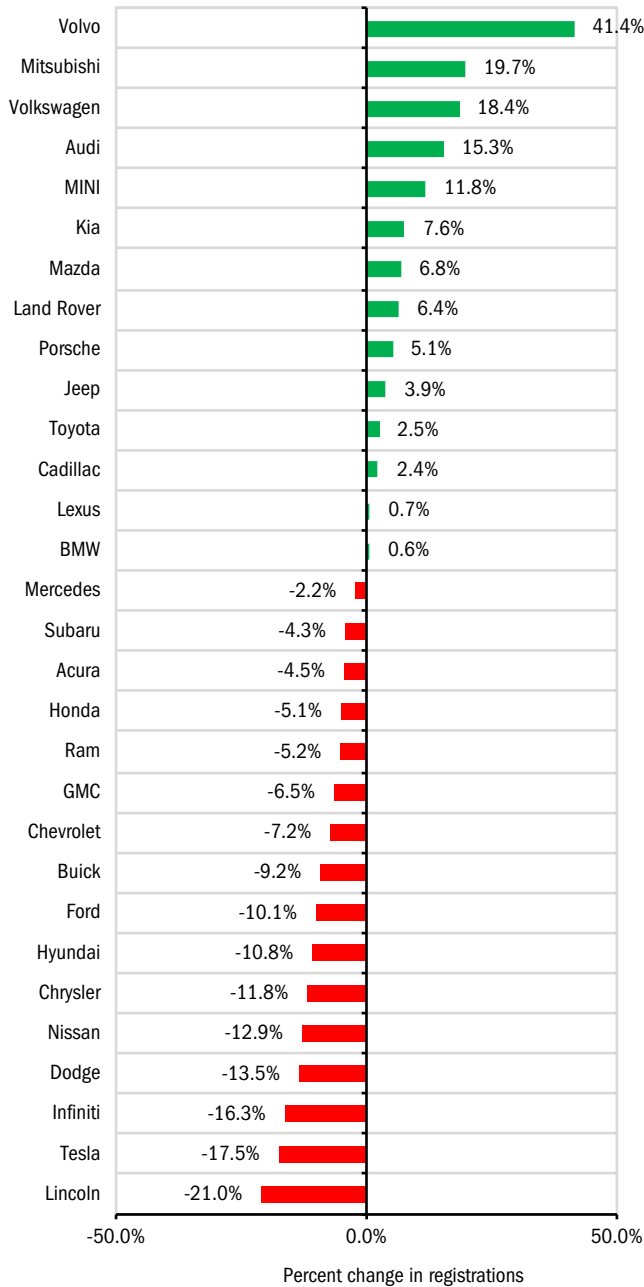
Chicago Area New Retail Car and Light Truck Registrations												
	February*			Three Month Period Dec. '17 thru Feb. '18*			YTD thru February*			YTD Market Share (%)		
	2017	2018*	% chg.	Yr. Ago	Current	% chg.	2017	2018	% chg.	2017	2018	Chg.
TOTAL	27,548	26,721	-3.0%	86,294	83,395	-3.4%	52,743	50,815	-3.7%			
Cars	10,191	8,854	-13.1%	31,374	26,567	-15.3%	19,500	16,660	-14.6%	37.0	32.8	-4.2
Trucks	17,357	17,867	2.9%	54,920	56,828	3.5%	33,243	34,155	2.7%	63.0	67.2	4.2
Detroit Three Brands	11,388	10,812	-5.1%	34,305	33,311	-2.9%	21,830	20,360	-6.7%	41.4	40.1	-1.3
European Brands	3,062	3,232	5.6%	9,919	10,492	5.8%	5,806	6,226	7.2%	11.0	12.3	1.3
Japanese Brands	10,669	10,515	-1.4%	34,890	32,705	-6.3%	20,611	19,876	-3.6%	39.1	39.1	0.0
Korean Brands	2,429	2,162	-11.0%	7,180	6,887	-4.1%	4,496	4,353	-3.2%	8.5	8.6	0.1
Acura	427	424	-0.7%	1,425	1,442	1.2%	804	768	-4.5%	1.5	1.5	0.0
Alfa Romeo	10	35	250.0%	13	130	900.0%	11	86	681.8%	0.0	0.2	0.2
Audi	410	453	10.5%	1,440	1,537	6.7%	747	861	15.3%	1.4	1.7	0.3
BMW	621	637	2.6%	1,899	2,005	5.6%	1,125	1,132	0.6%	2.1	2.2	0.1
Buick	535	533	-0.4%	1,520	1,618	6.4%	1,005	913	-9.2%	1.9	1.8	-0.1
Cadillac	374	420	12.3%	1,132	1,144	1.1%	679	695	2.4%	1.3	1.4	0.1
Chevrolet	3,463	3,104	-10.4%	10,179	9,659	-5.1%	6,332	5,876	-7.2%	12.0	11.6	-0.4
Chrysler	359	340	-5.3%	956	921	-3.7%	644	568	-11.8%	1.2	1.1	-0.1
Dodge	721	650	-9.8%	1,944	1,728	-11.1%	1,328	1,149	-13.5%	2.5	2.3	-0.2
FIAT	50	28	-44.0%	158	71	-55.1%	104	52	-50.0%	0.2	0.1	-0.1
Ford	2,670	2,466	-7.6%	8,296	7,988	-3.7%	5,243	4,714	-10.1%	9.9	9.3	-0.6
Genesis	31	26	-16.1%	96	116	20.8%	62	59	-4.8%	0.1	0.1	0.0
GMC	796	720	-9.5%	2,311	2,331	0.9%	1,454	1,359	-6.5%	2.8	2.7	-0.1
Honda	2,941	2,729	-7.2%	9,236	8,879	-3.9%	5,573	5,291	-5.1%	10.6	10.4	-0.2
Hyundai	1,371	1,173	-14.4%	4,272	3,812	-10.8%	2,602	2,322	-10.8%	4.9	4.6	-0.3
Infiniti	274	251	-8.4%	998	820	-17.8%	516	432	-16.3%	1.0	0.9	-0.1
Jaguar	99	61	-38.4%	259	214	-17.4%	174	125	-28.2%	0.3	0.2	-0.1
Jeep	1,743	1,925	10.4%	5,704	5,711	0.1%	3,600	3,742	3.9%	6.8	7.4	0.6
Kia	1,027	963	-6.2%	2,812	2,959	5.2%	1,832	1,972	7.6%	3.5	3.9	0.4
Land Rover	210	245	16.7%	626	657	5.0%	388	413	6.4%	0.7	0.8	0.1
Lexus	436	450	3.2%	1,767	1,704	-3.6%	862	868	0.7%	1.6	1.7	0.1
Lincoln	225	170	-24.4%	735	587	-20.1%	447	353	-21.0%	0.8	0.7	-0.1
Maserati	24	20	-16.7%	82	66	-19.5%	56	37	-33.9%	0.1	0.1	0.0
Mazda	597	661	10.7%	1,745	1,800	3.2%	1,089	1,163	6.8%	2.1	2.3	0.2
Mercedes	609	616	1.1%	2,038	2,022	-0.8%	1,219	1,192	-2.2%	2.3	2.3	0.0
MINI	67	94	40.3%	237	254	7.2%	144	161	11.8%	0.3	0.3	0.0
Mitsubishi	209	244	16.7%	625	816	30.6%	402	481	19.7%	0.8	0.9	0.1
Nissan	2,143	2,023	-5.6%	6,902	5,601	-18.8%	4,048	3,524	-12.9%	7.7	6.9	-0.8
Other	26	5	-80.8%	82	39	-52.4%	52	19	-63.5%	0.1	0.0	-0.1
Porsche	124	147	18.5%	401	409	2.0%	257	270	5.1%	0.5	0.5	0.0
Ram	383	324	-15.4%	1,109	1,117	0.7%	712	675	-5.2%	1.3	1.3	0.0
Subaru	1,036	1,058	2.1%	3,658	3,362	-8.1%	2,222	2,127	-4.3%	4.2	4.2	0.0
Tesla	119	160	34.5%	414	507	22.5%	383	316	-17.5%	0.7	0.6	-0.1
Toyota	2,605	2,675	2.7%	8,529	8,278	-2.9%	5,092	5,221	2.5%	9.7	10.3	0.6
Volkswagen	662	690	4.2%	2,255	2,454	8.8%	1,267	1,500	18.4%	2.4	3.0	0.6
Volvo	151	201	33.1%	439	637	45.1%	268	379	41.4%	0.5	0.7	0.2

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

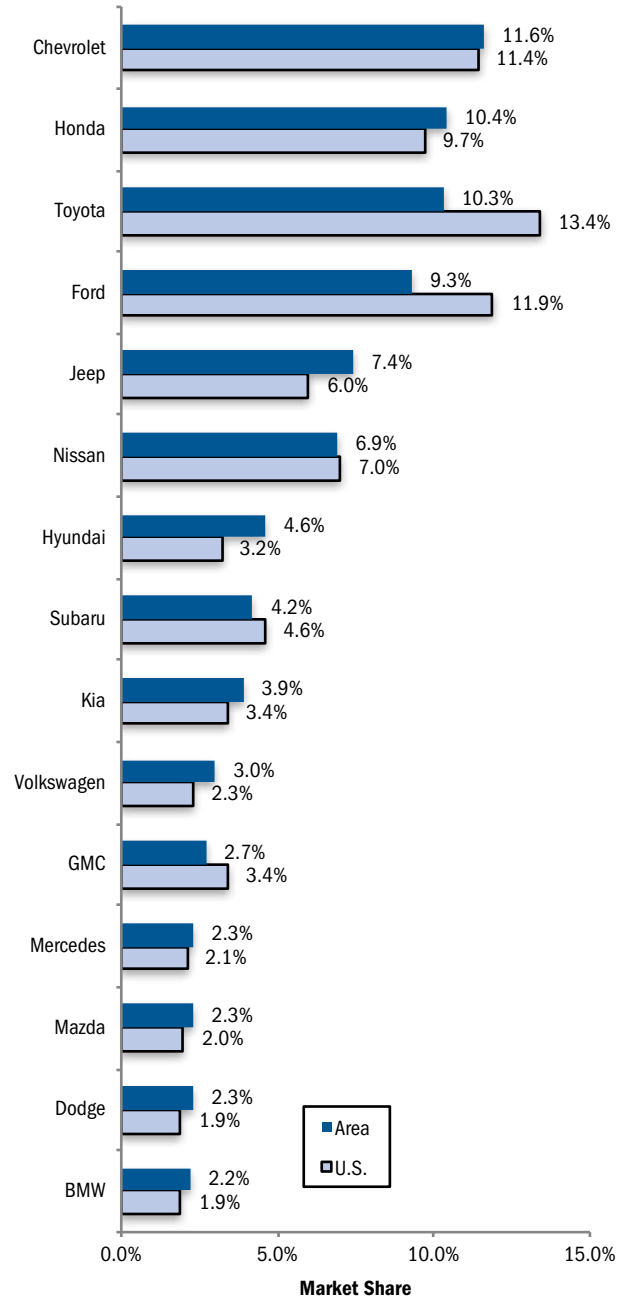
Top ten are shaded yellow.

Source: IHS Markit

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



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



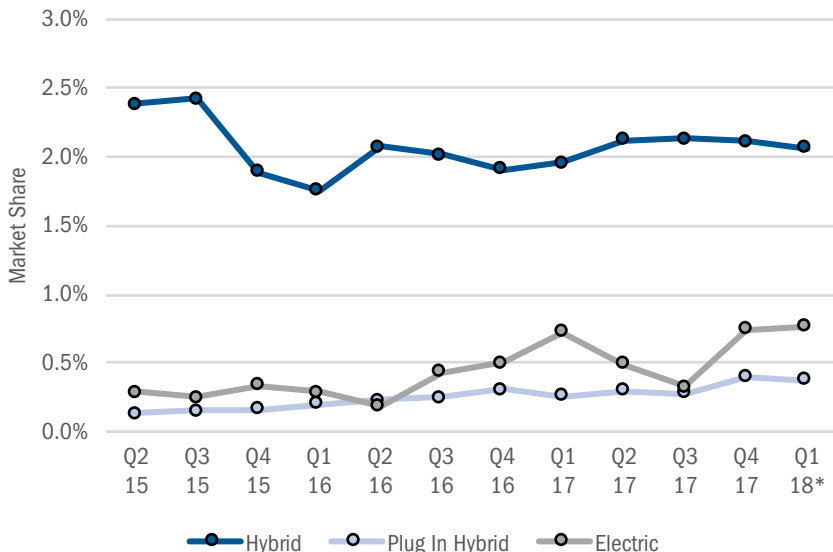
**Registrations increased by more than 11% for Volvo, Mitsubishi, Volkswagen, Audi, and MINI**



**Chevrolet, Honda, 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 Q1 '18:  
**3.2%**

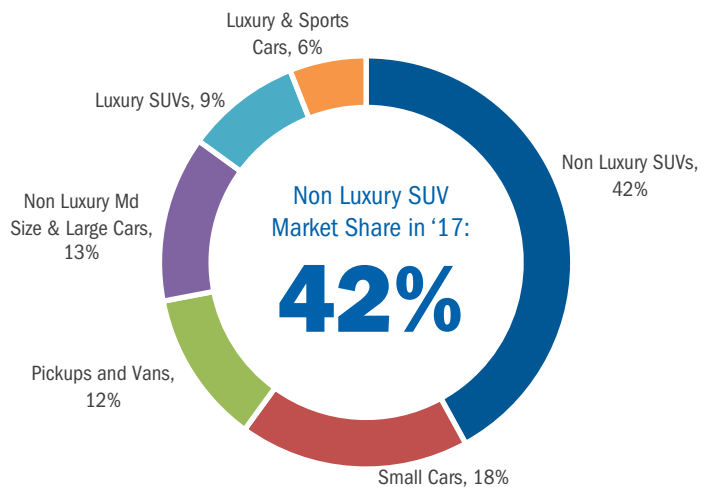
**New Retail Hybrid and Electric Vehicle Registrations  
Top 15 Selling Models in Area - January 2018**

Rank	Model	Regs.
1	Toyota Prius	117
2	Toyota RAV4	97
3	Tesla Model S	96
4	Tesla Model X	56
5	Toyota Camry	48
6	Kia Niro	38
7	Ford Fusion	34
8	Ford C-Max	32
9	Chevrolet Bolt	26
10	Toyota Highlander	26
11	Hyundai Ioniq	18
12	Lexus RX	14
13	Lexus NX	13
14	Chevrolet Volt	12
15	Toyota Avalon	12

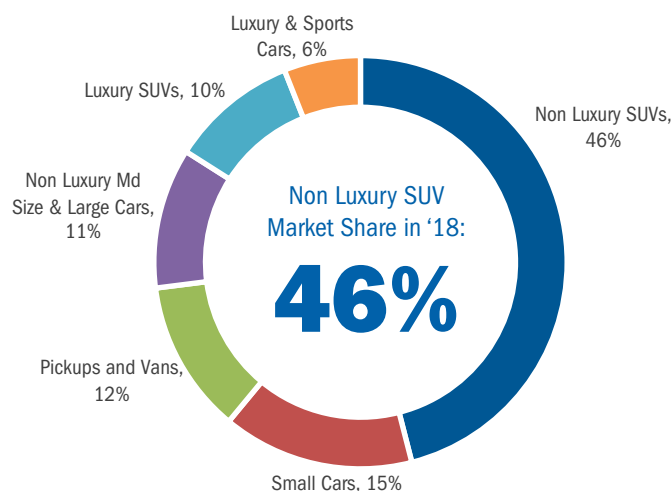
The graph above shows hybrid powertrain and electric vehicle quarterly market share in the area. First Quarter 2018 includes January only. Source: IHS Markit.

**VEHICLE SEGMENTS**

**Segment Market Shares in Chicago Area  
January 2017**



**Segment Market Shares in Chicago Area  
January 2018**



Source: IHS Markit.

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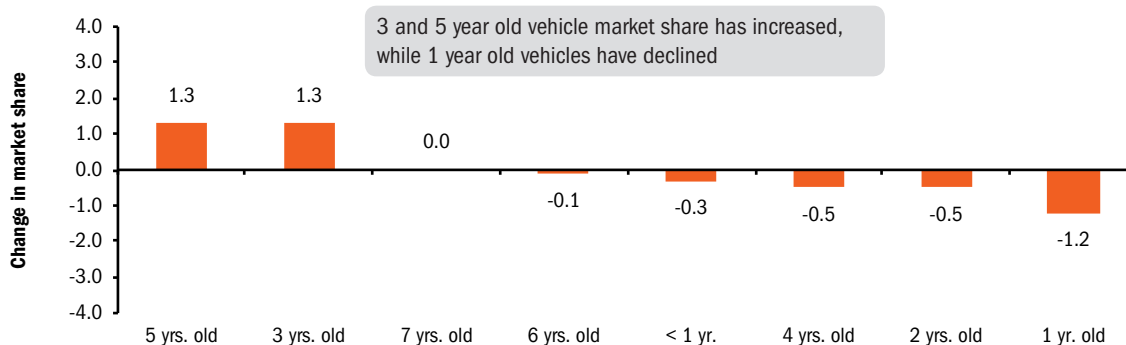
The two graphs above show market shares for primary segments during January of 2017 and 2018.

Chicago Area Used Car and Light Truck Registrations												
	January			Three Month Period Nov. '17 thru Jan. '18			Annual Totals			Annual Market Share (%)		
	Chicago Area			Chicago Area			Chicago Area			Chicago Area		
	2017	2018	% chg.	Yr. Ago	Current	% chg.	2016	2017	% chg.	2016	2017	Chg.
TOTAL	34,339	29,422	-14.3%	90,318	90,252	-0.1%	365,323	387,379	6.0%			
Acura	569	381	-33.0%	1,426	1,143	-19.8%	4,725	5,252	11.2%	1.3	1.4	0.1
Audi	623	576	-7.5%	1,609	1,758	9.3%	6,298	7,050	11.9%	1.7	1.8	0.1
BMW	1,012	845	-16.5%	2,639	2,442	-7.5%	9,819	11,037	12.4%	2.7	2.8	0.1
Buick	648	539	-16.8%	1,676	1,758	4.9%	6,837	7,397	8.2%	1.9	1.9	0.0
Cadillac	638	561	-12.1%	1,690	1,685	-0.3%	6,462	7,213	11.6%	1.8	1.9	0.1
Chevrolet	4,777	3,991	-16.5%	12,310	12,445	1.1%	49,283	53,786	9.1%	13.5	13.9	0.4
Chrysler	895	546	-39.0%	2,301	1,892	-17.8%	10,271	9,659	-6.0%	2.8	2.5	-0.3
Dodge	1,737	1,378	-20.7%	4,607	4,299	-6.7%	19,106	20,166	5.5%	5.2	5.2	0.0
FIAT	62	61	-1.6%	159	150	-5.7%	649	695	7.1%	0.2	0.2	0.0
Ford	4,196	3,444	-17.9%	11,073	10,719	-3.2%	45,168	48,175	6.7%	12.4	12.4	0.0
GMC	919	849	-7.6%	2,443	2,523	3.3%	9,028	10,433	15.6%	2.5	2.7	0.2
Honda	1,969	1,719	-12.7%	5,504	5,414	-1.6%	23,072	23,902	3.6%	6.3	6.2	-0.1
Hyundai	1,784	1,540	-13.7%	4,503	4,695	4.3%	18,782	19,978	6.4%	5.1	5.2	0.1
Infiniti	538	451	-16.2%	1,335	1,398	4.7%	5,028	5,841	16.2%	1.4	1.5	0.1
Jaguar	63	50	-20.6%	153	139	-9.2%	657	695	5.8%	0.2	0.2	0.0
Jeep	1,604	1,619	0.9%	4,349	4,766	9.6%	16,420	19,317	17.6%	4.5	5.0	0.5
Kia	922	878	-4.8%	2,414	2,701	11.9%	10,020	11,589	15.7%	2.7	3.0	0.3
Land Rover	171	127	-25.7%	427	454	6.3%	1,685	1,794	6.5%	0.5	0.5	0.0
Lexus	828	632	-23.7%	1,987	1,799	-9.5%	7,571	7,831	3.4%	2.1	2.0	-0.1
Lincoln	334	270	-19.2%	871	893	2.5%	3,455	4,055	17.4%	0.9	1.0	0.1
Mazda	446	411	-7.8%	1,193	1,327	11.2%	5,157	5,474	6.1%	1.4	1.4	0.0
Mercedes	967	858	-11.3%	2,473	2,485	0.5%	10,089	9,917	-1.7%	2.8	2.6	-0.2
MINI	129	91	-29.5%	282	254	-9.9%	1,287	1,255	-2.5%	0.4	0.3	-0.1
Mitsubishi	242	180	-25.6%	655	590	-9.9%	2,744	2,485	-9.4%	0.8	0.6	-0.2
Nissan	3,168	3,028	-4.4%	8,532	9,160	7.4%	35,276	36,940	4.7%	9.7	9.5	-0.2
Other	103	106	2.9%	451	379	-16.0%	2,453	1,568	-36.1%	0.7	0.4	-0.3
Porsche	148	121	-18.2%	395	408	3.3%	1,594	1,737	9.0%	0.4	0.4	0.0
smart	13	12	-7.7%	52	33	-36.5%	216	189	-12.5%	0.1	0.0	-0.1
Subaru	492	482	-2.0%	1,405	1,579	12.4%	5,154	5,899	14.5%	1.4	1.5	0.1
Suzuki	14	9	-35.7%	51	40	-21.6%	257	191	-25.7%	0.1	0.0	-0.1
Toyota	3,292	2,472	-24.9%	8,651	7,578	-12.4%	34,758	33,121	-4.7%	9.5	8.6	-0.9
Volkswagen	909	1,086	19.5%	2,367	2,999	26.7%	10,606	11,223	5.8%	2.9	2.9	0.0
Volvo	127	109	-14.2%	335	347	3.6%	1,396	1,515	8.5%	0.4	0.4	0.0

Top ten are shaded yellow.

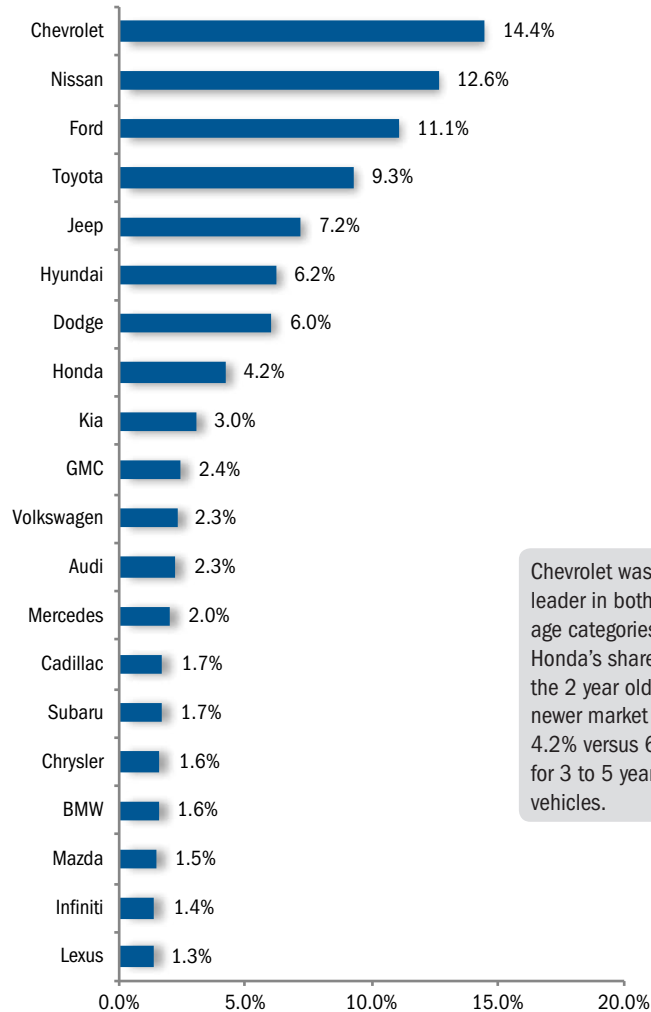
Source: IHS Markit.

### Change in Used Vehicle Market Share by Age of Vehicle - Jan. '18 vs. Jan. 17

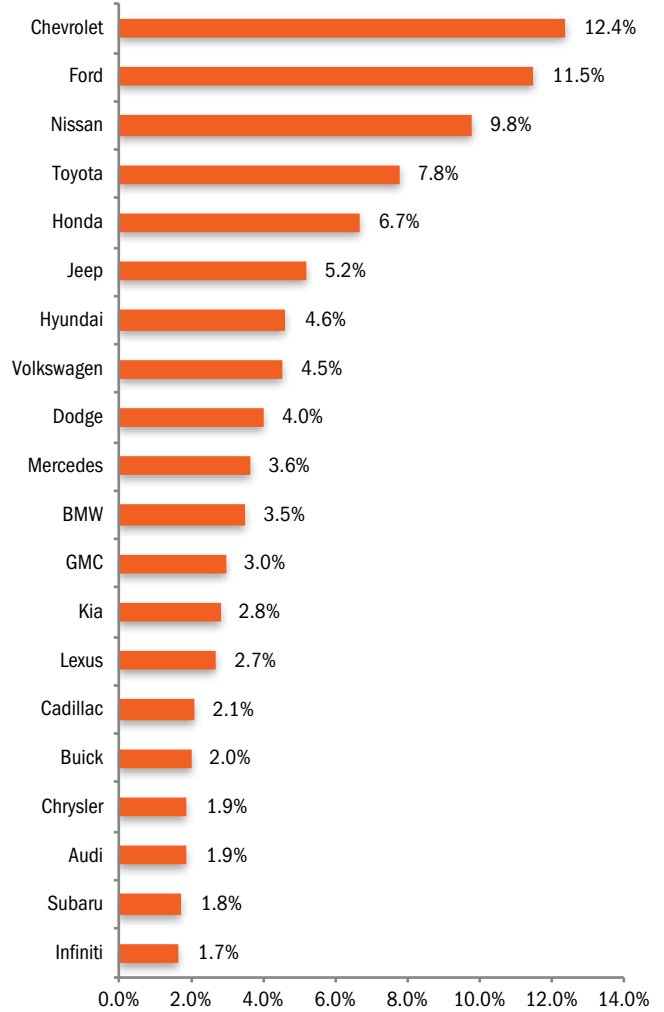


**TOP SELLING USED VEHICLES**

**Brand Market Share - Vehicles 2 years old or newer  
January 2018**



**Brand Market Share - 3 to 5 year old vehicles  
January 2018**



Chevrolet was the leader in both age categories. Honda's share in the 2 year old or newer market was 4.2% versus 6.7% for 3 to 5 year old vehicles.

Data Source: IHS Markit

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