

Chicago Auto Outlook™

Comprehensive information on the Chicagoland automotive market

Publication
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by:



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



Light trucks

+1.2%



Cars

-22.2%

Chicago Area New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '20 thru Feb.	35,167	12,135	47,302
YTD '21 thru Feb.	35,573	9,447	45,020
% change	1.2%	-22.2%	-4.8%
Feb. 2020	14,423	5,483	19,906
Feb. 2021	16,711	4,489	21,200
% change	15.9%	-18.1%	6.5%

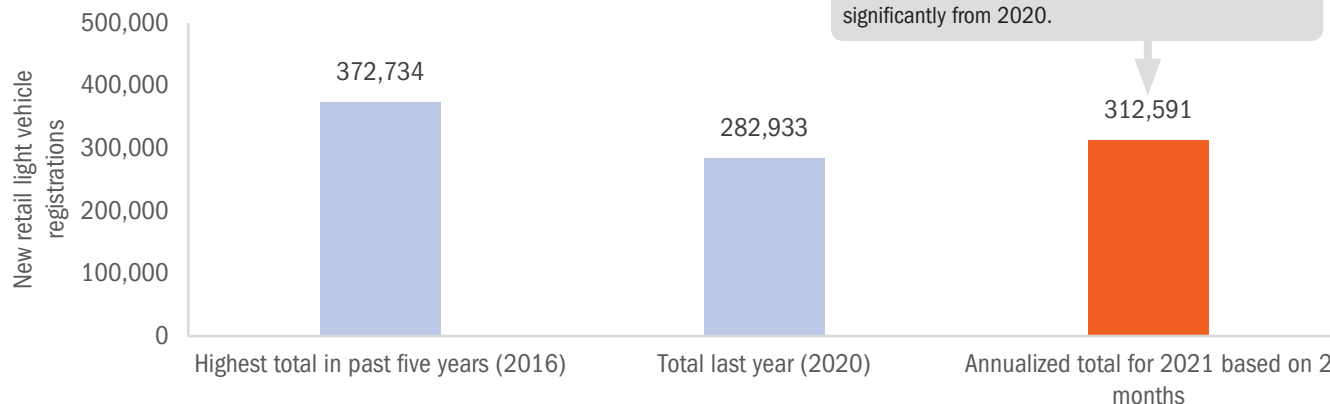
QUICK FACTS

New vehicle registrations in the Chicago Area declined 4.8% during the first two months of this year versus a year earlier, in line with the estimated 2.1% drop in the Nation.

The annualized total for 2021, based on results during the first two months of the year, exceeds 312,000 units, consistent with Auto Outlook's forecast of 310,000 units. The market should improve by approximately 10% this year.

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 YTD 2021 thru Feb. vs. YTD 2020

DOMESTIC BRANDS
 **DOWN 1.9%**

EUROPEAN BRANDS
 **DOWN 2.1%**

JAPANESE BRANDS
 **DOWN 10.8%**

KOREAN BRANDS
 **UP 2.3%**

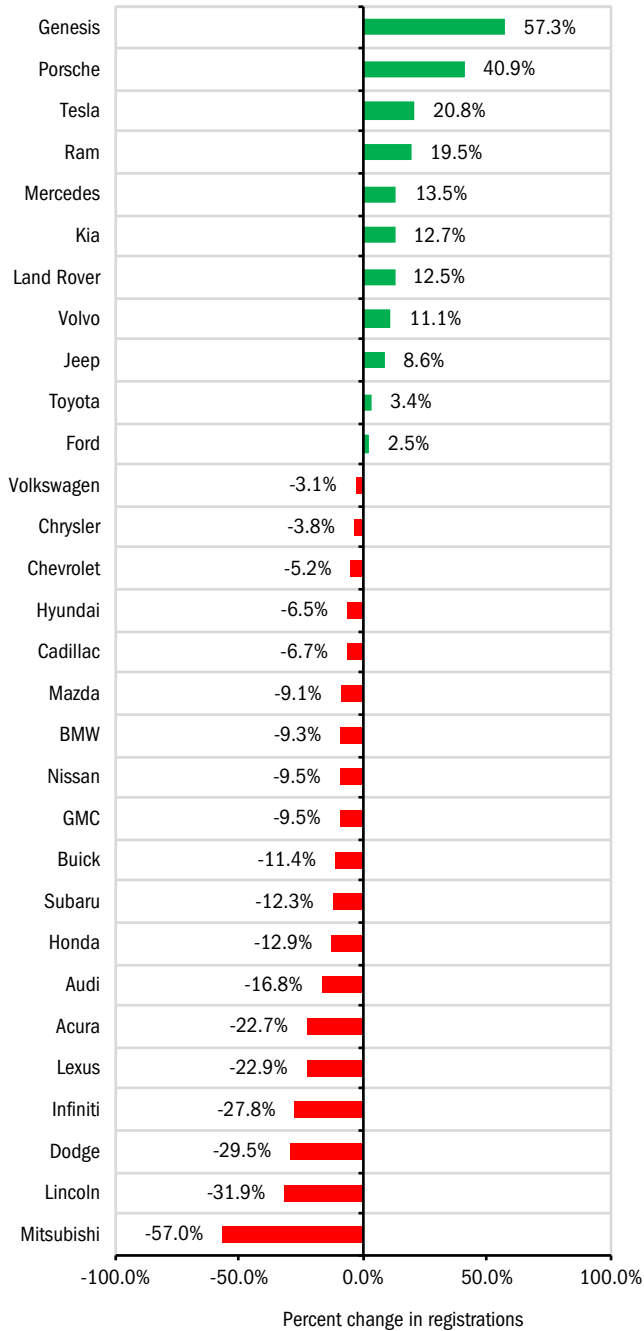
Chicago Area New Retail Car and Light Truck Registrations						
	YTD thru Feb.			YTD Market Share (%)		
	2020	2021	% chg.	2020	2021	Chg.
TOTAL	47,302	45,020	-4.8%			
Cars	12,135	9,447	-22.2%	25.7	21.0	-4.7
Trucks	35,167	35,573	1.2%	74.3	79.0	4.7
Detroit Three Brands	17,954	17,617	-1.9%	38.0	39.1	1.2
European Brands	6,364	6,231	-2.1%	13.5	13.8	0.4
Japanese Brands	17,828	15,897	-10.8%	37.7	35.3	-2.4
Korean Brands	5,156	5,275	2.3%	10.9	11.7	0.8
Acura	1,064	822	-22.7%	2.2	1.8	-0.4
Alfa Romeo	80	65	-18.8%	0.2	0.1	0.0
Audi	1,051	874	-16.8%	2.2	1.9	-0.3
BMW	1,345	1,220	-9.3%	2.8	2.7	-0.1
Buick	726	643	-11.4%	1.5	1.4	-0.1
Cadillac	616	575	-6.7%	1.3	1.3	0.0
Chevrolet	5,412	5,132	-5.2%	11.4	11.4	0.0
Chrysler	417	401	-3.8%	0.9	0.9	0.0
Dodge	816	575	-29.5%	1.7	1.3	-0.4
FIAT	14	7	-50.0%	0.0	0.0	0.0
Ford	3,831	3,926	2.5%	8.1	8.7	0.6
Genesis	89	140	57.3%	0.2	0.3	0.1
GMC	1,299	1,175	-9.5%	2.7	2.6	-0.1
Honda	5,123	4,461	-12.9%	10.8	9.9	-0.9
Hyundai	2,993	2,797	-6.5%	6.3	6.2	-0.1
Infiniti	306	221	-27.8%	0.6	0.5	-0.2
Jaguar	129	59	-54.3%	0.3	0.1	-0.1
Jeep	2,492	2,707	8.6%	5.3	6.0	0.7
Kia	2,074	2,338	12.7%	4.4	5.2	0.8
Land Rover	385	433	12.5%	0.8	1.0	0.1
Lexus	1,144	882	-22.9%	2.4	2.0	-0.5
Lincoln	645	439	-31.9%	1.4	1.0	-0.4
Maserati	28	24	-14.3%	0.1	0.1	0.0
Mazda	1,001	910	-9.1%	2.1	2.0	-0.1
Mercedes	957	1,086	13.5%	2.0	2.4	0.4
MINI	87	92	5.7%	0.2	0.2	0.0
Mitsubishi	251	108	-57.0%	0.5	0.2	-0.3
Nissan	2,296	2,077	-9.5%	4.9	4.6	-0.2
Other	172	63	-63.4%	0.4	0.1	-0.2
Porsche	186	262	40.9%	0.4	0.6	0.2
Ram	750	896	19.5%	1.6	2.0	0.4
Subaru	2,149	1,884	-12.3%	4.5	4.2	-0.4
Tesla	950	1,148	20.8%	2.0	2.5	0.5
Toyota	4,364	4,513	3.4%	9.2	10.0	0.8
Volkswagen	1,573	1,524	-3.1%	3.3	3.4	0.1
Volvo	487	541	11.1%	1.0	1.2	0.2

Top ten are shaded yellow.

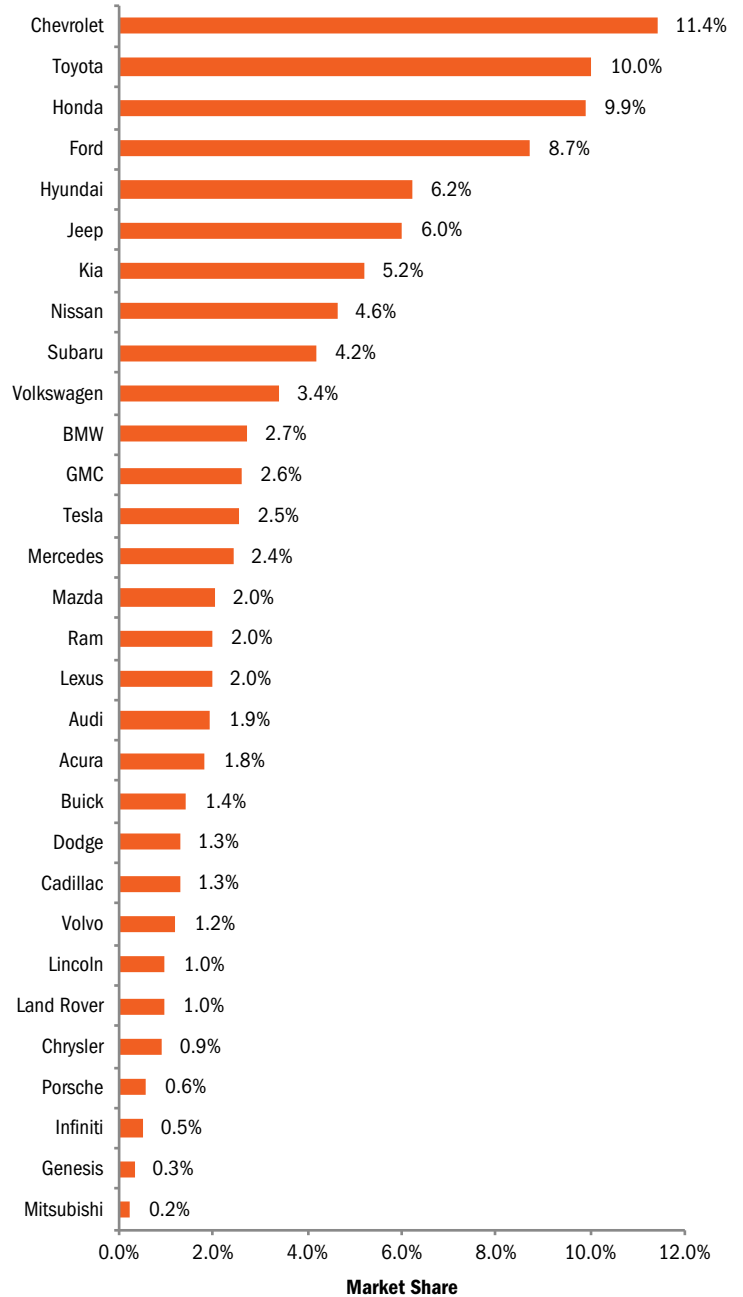
Source: AutoCount data from Experian

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**Percent Change in Brand Registrations
YTD 2021 thru February vs. YTD 2020
(Top 30 selling brands)**



**Chicago Area Market Share
YTD 2021 thru February**



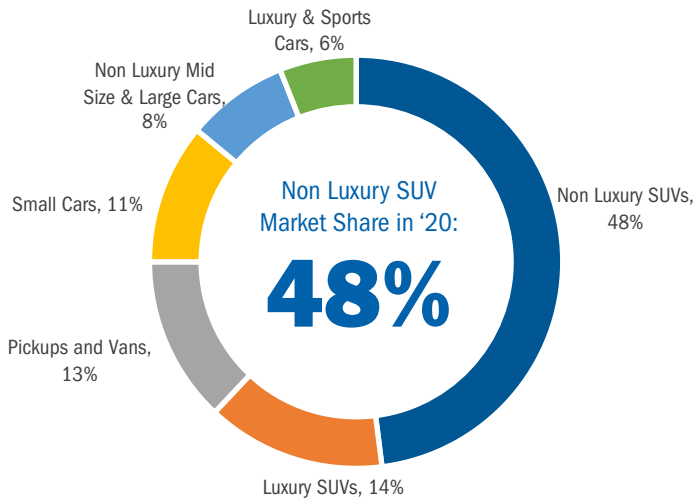
Registrations increased by more than 12% for Genesis, Porsche, Tesla, Ram, Mercedes, Kia, and Land Rover.



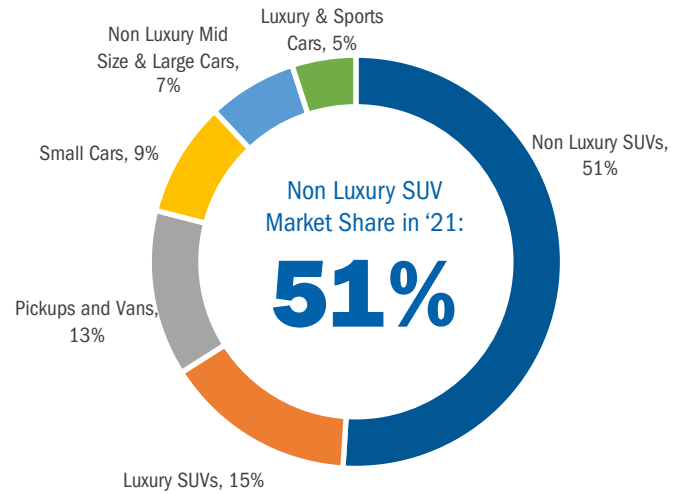
Chevrolet, Toyota, Honda, Ford, and Hyundai were market share leaders in the Chicago Area

VEHICLE SEGMENTS

**Segment Market Shares
YTD 2020 thru February**



**Segment Market Shares
YTD 2021 thru February**

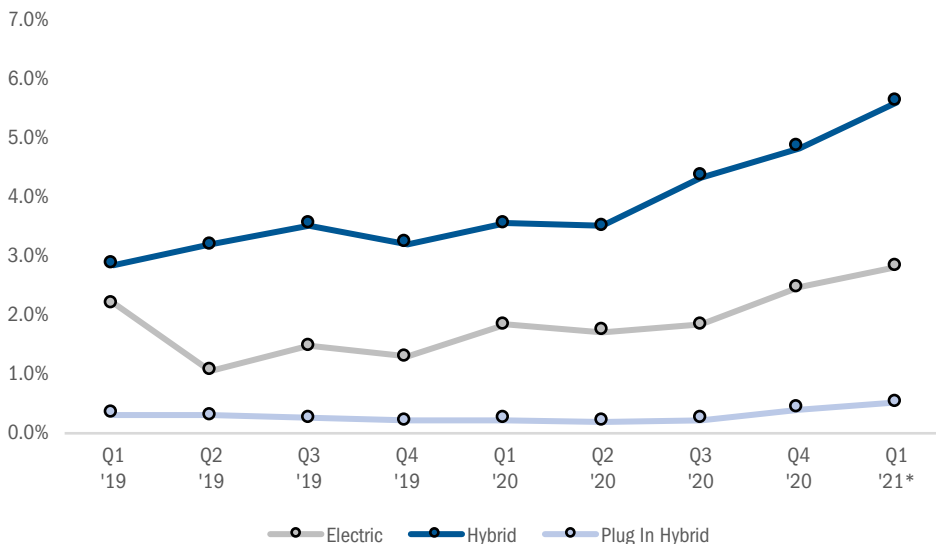


Data Source: AutoCount data from Experian.

The two graphs above show market shares for primary segments during the first two months of 2020 and 2021.

HYBRID AND ELECTRIC VEHICLES

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



**YTD Share by Engine Type
(2020 and 2021)**

	YTD '20	YTD '21	
Hybrid	3.5%	5.6%	↑
Electric	2.3%	2.8%	↑
Plug In Hybrid	0.2%	0.5%	↑

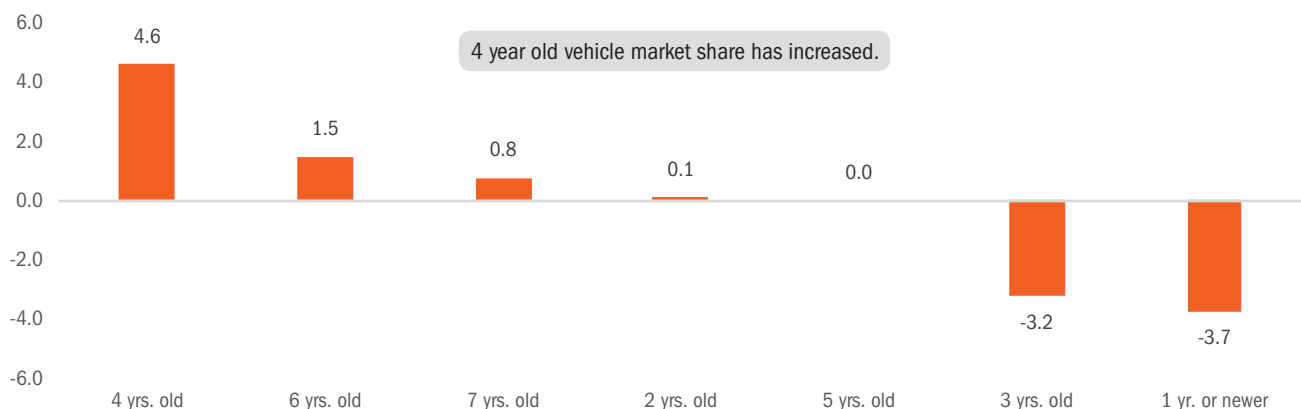
The graph above shows estimated hybrid powertrain and electric vehicle market share in the area. Registrations by powertrain for vehicles equipped with multiple engine types were estimated by Auto Outlook. The estimates are based on model registrations compiled by Experian, and engine installation rates collected from other sources. 1Q '21 includes Jan. and Feb.

USED VEHICLE MARKET

Chicago Area Used Car and Light Truck Registrations (only includes vehicles 7 years old or newer)						
	YTD thru Feb.			YTD Market Share		
	2020	2021	% chg.	2020	2021	Chg.
TOTAL	48,357	45,918	-5.0%			
Acura	727	738	1.5%	1.5	1.6	0.1
Alfa Romeo	38	74	94.7%	0.1	0.2	0.1
Audi	1,087	1,111	2.2%	2.2	2.4	0.2
BMW	1,258	1,058	-15.9%	2.6	2.3	-0.3
Buick	906	834	-7.9%	1.9	1.8	-0.1
Cadillac	867	735	-15.2%	1.8	1.6	-0.2
Chevrolet	5,924	5,931	0.1%	12.3	12.9	0.7
Chrysler	724	657	-9.3%	1.5	1.4	-0.1
Dodge	1,590	1,529	-3.8%	3.3	3.3	0.0
FIAT	61	50	-18.0%	0.1	0.1	0.0
Ford	5,392	4,790	-11.2%	11.2	10.4	-0.7
Genesis	81	72	-11.1%	0.2	0.2	0.0
GMC	1,415	1,309	-7.5%	2.9	2.9	-0.1
Honda	3,084	2,889	-6.3%	6.4	6.3	-0.1
Hyundai	2,640	2,116	-19.8%	5.5	4.6	-0.9
Infiniti	765	750	-2.0%	1.6	1.6	0.1
Jaguar	114	145	27.2%	0.2	0.3	0.1
Jeep	2,995	3,136	4.7%	6.2	6.8	0.6
Kia	1,577	1,477	-6.3%	3.3	3.2	0.0
Land Rover	327	397	21.4%	0.7	0.9	0.2
Lexus	1,280	1,072	-16.3%	2.6	2.3	-0.3
Lincoln	581	513	-11.7%	1.2	1.1	-0.1
Mazda	659	761	15.5%	1.4	1.7	0.3
Mercedes	1,339	1,069	-20.2%	2.8	2.3	-0.4
MINI	100	90	-10.0%	0.2	0.2	0.0
Mitsubishi	273	371	35.9%	0.6	0.8	0.2
Nissan	4,564	4,204	-7.9%	9.4	9.2	-0.3
Other	122	112	-8.2%	0.3	0.2	0.0
Porsche	231	223	-3.5%	0.5	0.5	0.0
Ram	820	826	0.7%	1.7	1.8	0.1
Subaru	943	1,119	18.7%	2.0	2.4	0.5
Tesla	97	129	33.0%	0.2	0.3	0.1
Toyota	4,088	3,923	-4.0%	8.5	8.5	0.1
Volkswagen	1,411	1,367	-3.1%	2.9	3.0	0.1
Volvo	277	341	23.1%	0.6	0.7	0.2

Data Source: AutoCount data from Experian.

Change in Used Vehicle Market Share by Age of Vehicle - YTD 2021 thru February vs. Year Earlier

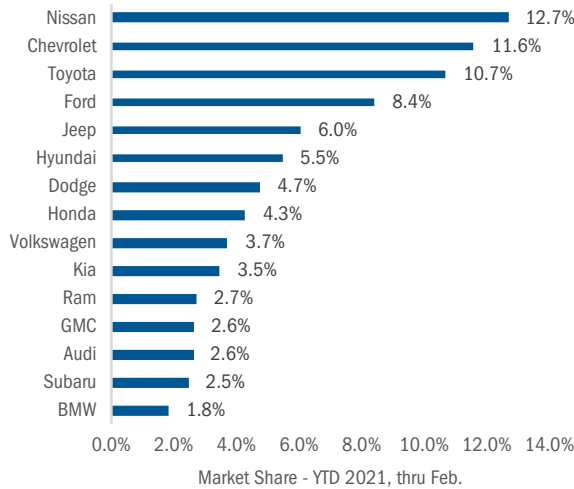


Data Source: AutoCount data from Experian.

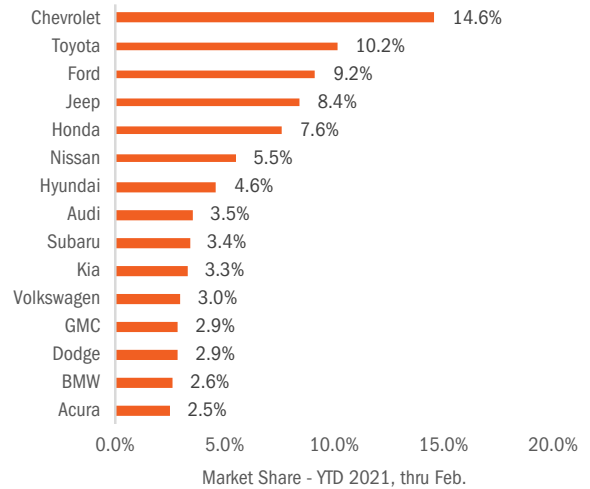
USED VEHICLE MARKET SHARE

The graphs below show brand used vehicle market share during the first two months of 2021 in four vehicle age categories. Chevrolet was the leader for 3 and 4 year old vehicles.

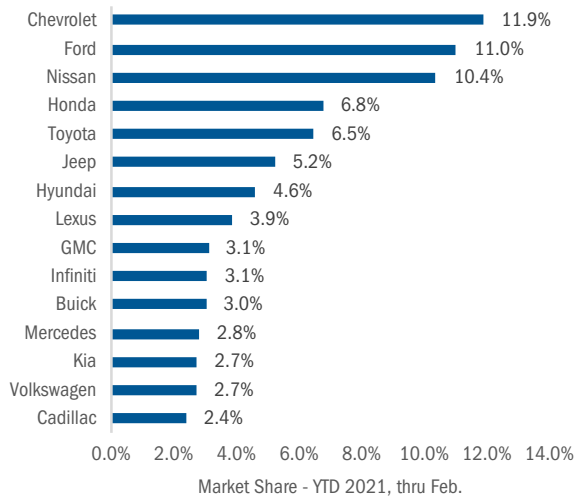
**2 Yr. Old or Newer Vehicle Market Share
(2019 Model Year or newer)**



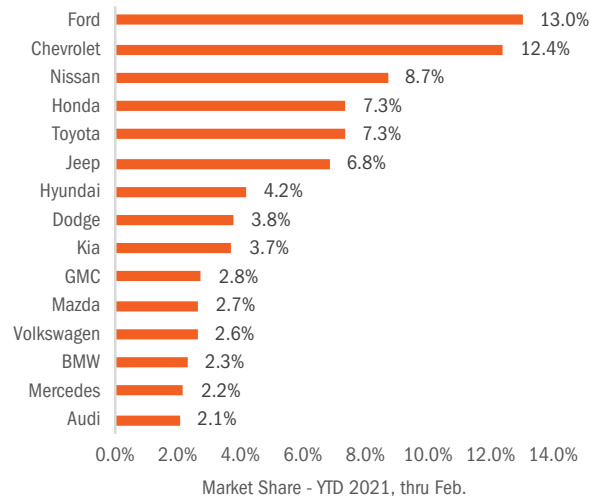
**3 Yr. Old Vehicle Market Share
(2018 Model Year)**



**4 Yr. Old Vehicle Market Share
(2017 Model Year)**



**5 Yr. Old Vehicle Market Share
(2016 Model Year)**



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