

Chicago Auto Outlook™

Comprehensive information on the Chicagoland automotive market

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Quick Facts

New retail vehicle registrations increased an estimated 12% in January '15 vs. year earlier.

The area market was up 9.4% for all of 2014 vs. year earlier, stronger than the 6.5% increase in the Nation.

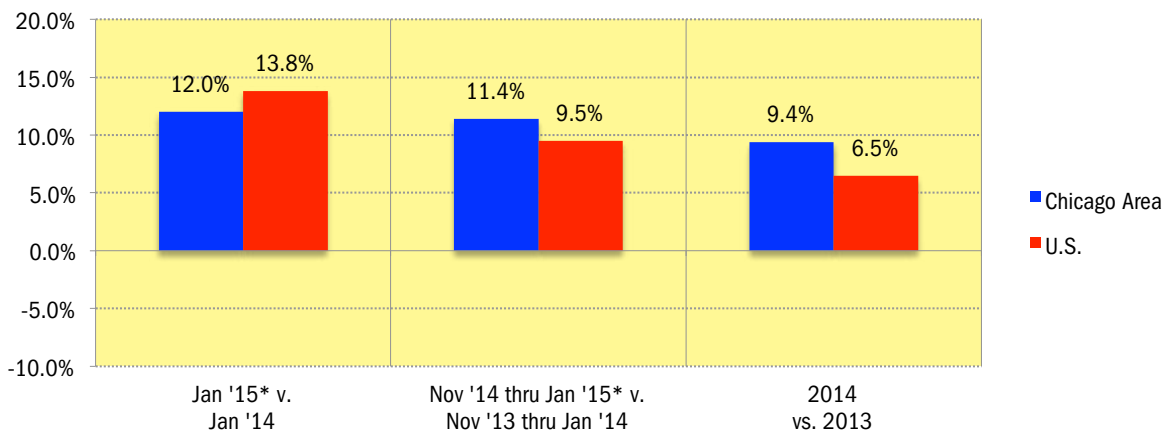
Area used vehicle market was up 11.2% in December '14 (vehicles seven years old or newer). Used vehicle registrations increased 6.7% for all of 2014.

Compact SUV new vehicle market share was up 3.3 share points.

Three year old used vehicle market share increased sharply, while five year old share declined

Jeep, Subaru, Ram, Porsche, Mitsubishi, Mercedes, and Nissan new retail registrations increased by more than 17% in 2014.

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



*Figures for January 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					
	January Estimate*			Annual		
	2014	2015	Percent Change	2014	2015	Percent Change
Total	21,242	23,791	12.0%	342,604	374,962	9.4%
Cars	9,812	10,384	5.8%	181,601	182,168	0.3%
Light Trucks	11,430	13,407	17.3%	161,003	192,794	19.7%
Detroit Three Brands	8,215	9,421	14.7%	133,218	147,648	10.8%
European Brands	2,198	2,320	5.6%	38,764	39,762	2.6%
Japanese Brands	8,905	10,090	13.3%	139,071	154,427	11.0%
Korean Brands	1,924	1,960	1.9%	31,551	33,125	5.0%
	Used Vehicle Registrations (vehicles seven years old or newer)					
	December			Annual Total		
	2013	2014	Percent Change	2013	2014	Percent Change
Total	27,300	30,356	11.2%	323,721	345,249	6.7%
Cars	15,237	17,044	11.9%	189,063	197,534	4.5%
Light Trucks	12,063	13,312	10.4%	134,658	147,715	9.7%
Detroit Three Brands	12,642	14,421	14.1%	152,626	160,873	5.4%
European Brands	3,552	3,832	7.9%	40,906	44,528	8.9%
Japanese Brands	9,548	10,044	5.2%	112,095	116,945	4.3%
Korean Brands	1,558	2,059	32.2%	18,094	22,903	26.6%

*Figures for Jan. 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.

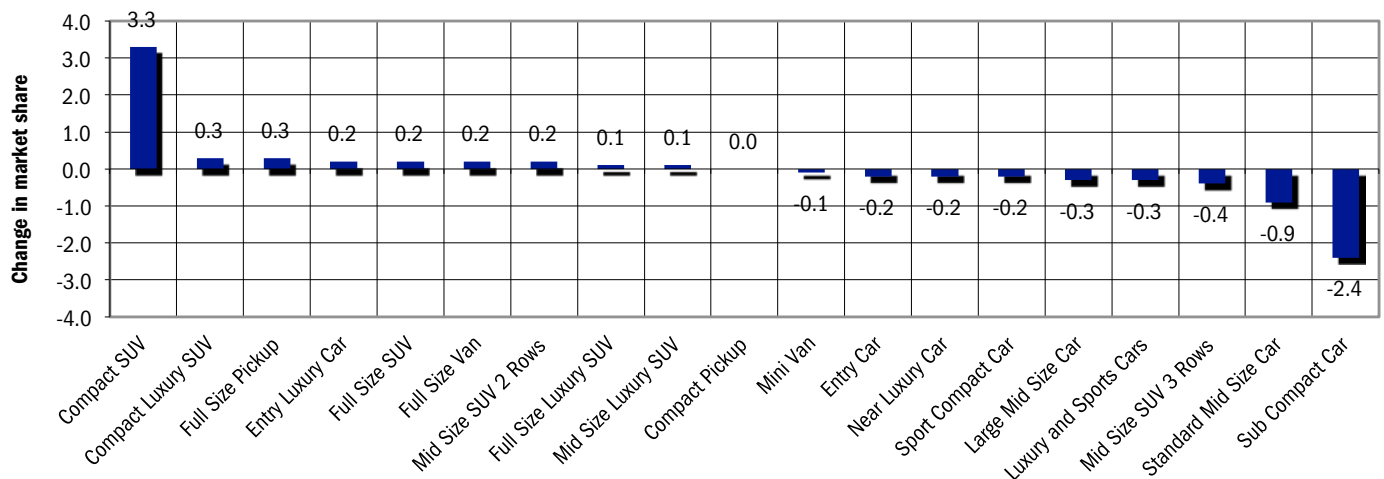
Data Source: IHS Automotive.

New Vehicle Market Brand Registrations

Chicago Area New Retail Car and Light Truck Registrations												
	January			Three Month Period Nov '14 thru Jan '15*			Annual			Annual Market Share (%)		
	Chicago Area			Chicago Area			Chicago Area			Chicago Area		
	2014	2015*	% chg.	Yr. Ago	Current	% chg.	2013	2014	% chg.	2013	2014	Chg.
TOTAL	21,242	23,791	12.0%	77,267	86,069	11.4%	342,604	374,962	9.4%			
Acura	421	459	9.0%	1,595	1,770	11.0%	6,473	7,091	9.5%	1.9	1.9	0.0
Audi	300	338	12.7%	1,258	1,467	16.6%	5,265	5,752	9.2%	1.5	1.5	0.0
BMW	468	480	2.6%	2,018	2,177	7.9%	7,776	8,647	11.2%	2.3	2.3	0.0
Buick	371	346	-6.7%	1,387	1,638	18.1%	7,038	7,196	2.2%	2.1	1.9	-0.2
Cadillac	355	359	1.1%	1,289	1,217	-5.6%	5,549	5,375	-3.1%	1.6	1.4	-0.2
Chevrolet	2,019	2,393	18.5%	7,854	9,235	17.6%	38,308	40,785	6.5%	11.2	10.9	-0.3
Chrysler	263	287	9.1%	991	1,376	38.8%	5,697	5,277	-7.4%	1.7	1.4	-0.3
Dodge	788	788	0.0%	2,481	2,600	4.8%	12,771	13,340	4.5%	3.7	3.6	-0.1
FIAT	33	32	-3.0%	129	144	11.6%	792	774	-2.3%	0.2	0.2	0.0
Ford	2,148	2,457	14.4%	7,835	8,348	6.5%	36,344	37,424	3.0%	10.6	10.0	-0.6
GMC	492	624	26.8%	1,805	2,365	31.0%	7,916	8,994	13.6%	2.3	2.4	0.1
Honda	2,084	2,298	10.3%	8,197	8,795	7.3%	38,017	38,951	2.5%	11.1	10.4	-0.7
Hyundai	1,231	1,230	-0.1%	4,107	4,282	4.3%	19,761	20,097	1.7%	5.8	5.4	-0.4
Infiniti	261	276	5.7%	992	950	-4.2%	3,506	3,566	1.7%	1.0	1.0	0.0
Jaguar	24	22	-8.3%	104	84	-19.2%	487	426	-12.5%	0.1	0.1	0.0
Jeep	1,415	1,718	21.4%	4,418	5,548	25.6%	13,877	22,460	61.9%	4.1	6.0	1.9
Kia	693	707	2.0%	2,563	2,657	3.7%	11,790	13,028	10.5%	3.4	3.5	0.1
Land Rover	179	199	11.2%	555	565	1.8%	1,863	1,970	5.7%	0.5	0.5	0.0
Lexus	449	581	29.4%	1,885	2,092	11.0%	6,869	7,855	14.4%	2.0	2.1	0.1
Lincoln	114	124	8.8%	461	538	16.7%	1,952	2,187	12.0%	0.6	0.6	0.0
Mazda	426	452	6.1%	1,579	1,742	10.3%	7,248	7,900	9.0%	2.1	2.1	0.0
Mercedes	484	522	7.9%	1,937	2,218	14.5%	6,972	8,231	18.1%	2.0	2.2	0.2
MINI	62	77	24.2%	244	302	23.8%	1,488	1,294	-13.0%	0.4	0.3	-0.1
Mitsubishi	210	276	31.4%	725	843	16.3%	2,973	3,550	19.4%	0.9	0.9	0.0
Nissan	1,780	2,038	14.5%	6,047	6,607	9.3%	25,155	29,492	17.2%	7.3	7.9	0.6
Other	35	46	31.4%	128	135	5.5%	611	607	-0.7%	0.2	0.2	0.0
Porsche	69	86	24.6%	269	374	39.0%	1,179	1,448	22.8%	0.3	0.4	0.1
Ram	232	276	19.0%	703	1,008	43.4%	2,950	4,041	37.0%	0.9	1.1	0.2
Subaru	779	951	22.1%	2,356	3,117	32.3%	8,977	12,792	42.5%	2.6	3.4	0.8
Tesla	18	18	0.0%	126	70	-44.4%	793	558	-29.6%	0.2	0.1	-0.1
Toyota	2,494	2,795	12.1%	8,925	9,573	7.3%	39,727	43,213	8.8%	11.6	11.5	-0.1
Volkswagen	478	471	-1.5%	1,984	1,934	-2.5%	10,824	9,243	-14.6%	3.2	2.5	-0.7
Volvo	67	65	-3.0%	320	298	-6.9%	1,656	1,398	-15.6%	0.5	0.4	-0.1

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

Change in Area Segment Market Share - 2014 vs. 2013



Data Source: IHS Automotive.

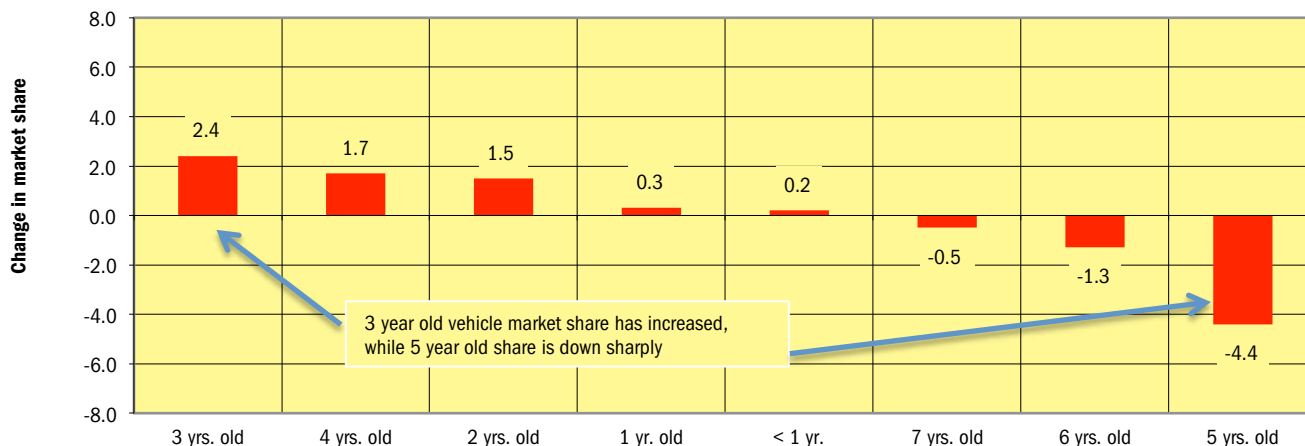
Used Vehicle Market Brand Registrations (only includes vehicles seven years old or newer)

Chicago Area Used Car and Light Truck Registrations												
	December			Three Month Period Oct '14 thru Dec '14			Annual Total			Annual Market Share (%)		
	Chicago Area			Chicago Area			Chicago Area			Chicago Area		
	2013	2014	% chg.	Yr. Ago	Current	% chg.	2013	2014	% chg.	2013	2014	Chg.
TOTAL	27,300	30,356	11.2%	78,250	89,431	14.3%	323,721	345,249	6.7%			
Acura	518	463	-10.6%	1,357	1,348	-0.7%	5,071	5,329	5.1%	1.6	1.5	-0.1
Audi	463	536	15.8%	1,223	1,516	24.0%	4,876	5,753	18.0%	1.5	1.7	0.2
BMW	763	809	6.0%	2,269	2,375	4.7%	9,340	9,534	2.1%	2.9	2.8	-0.1
Buick	457	620	35.7%	1,290	1,841	42.7%	5,043	7,048	39.8%	1.6	2.0	0.4
Cadillac	587	620	5.6%	1,641	1,857	13.2%	6,438	7,104	10.3%	2.0	2.1	0.1
Chevrolet	3,786	4,637	22.5%	10,822	13,121	21.2%	45,783	49,645	8.4%	14.1	14.4	0.3
Chrysler	794	844	6.3%	2,321	2,718	17.1%	9,962	9,526	-4.4%	3.1	2.8	-0.3
Dodge	1,414	1,614	14.1%	4,154	4,805	15.7%	17,324	17,810	2.8%	5.4	5.2	-0.2
FIAT	12	37	208.3%	35	95	171.4%	212	347	63.7%	0.1	0.1	0.0
Ford	3,022	3,259	7.8%	8,881	9,710	9.3%	37,212	38,845	4.4%	11.5	11.3	-0.2
GMC	566	723	27.7%	1,627	2,123	30.5%	6,423	7,995	24.5%	2.0	2.3	0.3
Honda	1,946	2,031	4.4%	5,581	5,805	4.0%	22,515	24,342	8.1%	7.0	7.1	0.1
Hyundai	975	1,457	49.4%	2,928	4,412	50.7%	12,034	15,472	28.6%	3.7	4.5	0.8
Infiniti	389	458	17.7%	1,119	1,225	9.5%	4,374	5,319	21.6%	1.4	1.5	0.1
Jaguar	42	56	33.3%	141	156	10.6%	692	664	-4.0%	0.2	0.2	0.0
Jeep	984	1,129	14.7%	2,698	3,322	23.1%	10,802	12,035	11.4%	3.3	3.5	0.2
Kia	583	602	3.3%	1,548	1,946	25.7%	6,060	7,431	22.6%	1.9	2.2	0.3
Land Rover	146	159	8.9%	421	451	7.1%	1,581	1,704	7.8%	0.5	0.5	0.0
Lexus	604	672	11.3%	1,775	1,789	0.8%	7,453	7,462	0.1%	2.3	2.2	-0.1
Lincoln	328	391	19.2%	856	1,045	22.1%	3,464	3,615	4.4%	1.1	1.0	-0.1
Mazda	489	484	-1.0%	1,406	1,428	1.6%	6,292	5,776	-8.2%	1.9	1.7	-0.2
Mercedes	855	839	-1.9%	2,167	2,502	15.5%	8,637	10,222	18.4%	2.7	3.0	0.3
MINI	76	90	18.4%	263	301	14.4%	1,072	1,192	11.2%	0.3	0.3	0.0
Mitsubishi	238	246	3.4%	751	703	-6.4%	3,428	3,017	-12.0%	1.1	0.9	-0.2
Nissan	2,243	2,482	10.7%	6,423	8,339	29.8%	27,027	29,995	11.0%	8.3	8.7	0.4
Other	766	647	-15.5%	2,488	1,862	-25.2%	11,130	8,046	-27.7%	3.4	2.3	-1.1
Porsche	102	125	22.5%	288	317	10.1%	1,214	1,229	1.2%	0.4	0.4	0.0
smart	14	9	-35.7%	33	33	0.0%	130	145	11.5%	0.0	0.0	0.0
Subaru	307	379	23.5%	825	1,023	24.0%	3,190	3,799	19.1%	1.0	1.1	0.1
Suzuki	87	60	-31.0%	240	174	-27.5%	1,069	725	-32.2%	0.3	0.2	-0.1
Toyota	2,723	2,767	1.6%	7,673	7,914	3.1%	31,614	31,145	-1.5%	9.8	9.0	-0.8
Volkswagen	873	985	12.8%	2,613	2,785	6.6%	10,601	11,299	6.6%	3.3	3.3	0.0
Volvo	148	126	-14.9%	393	390	-0.8%	1,658	1,679	1.3%	0.5	0.5	0.0

Top ten are shaded green.

Source: IHS Automotive.

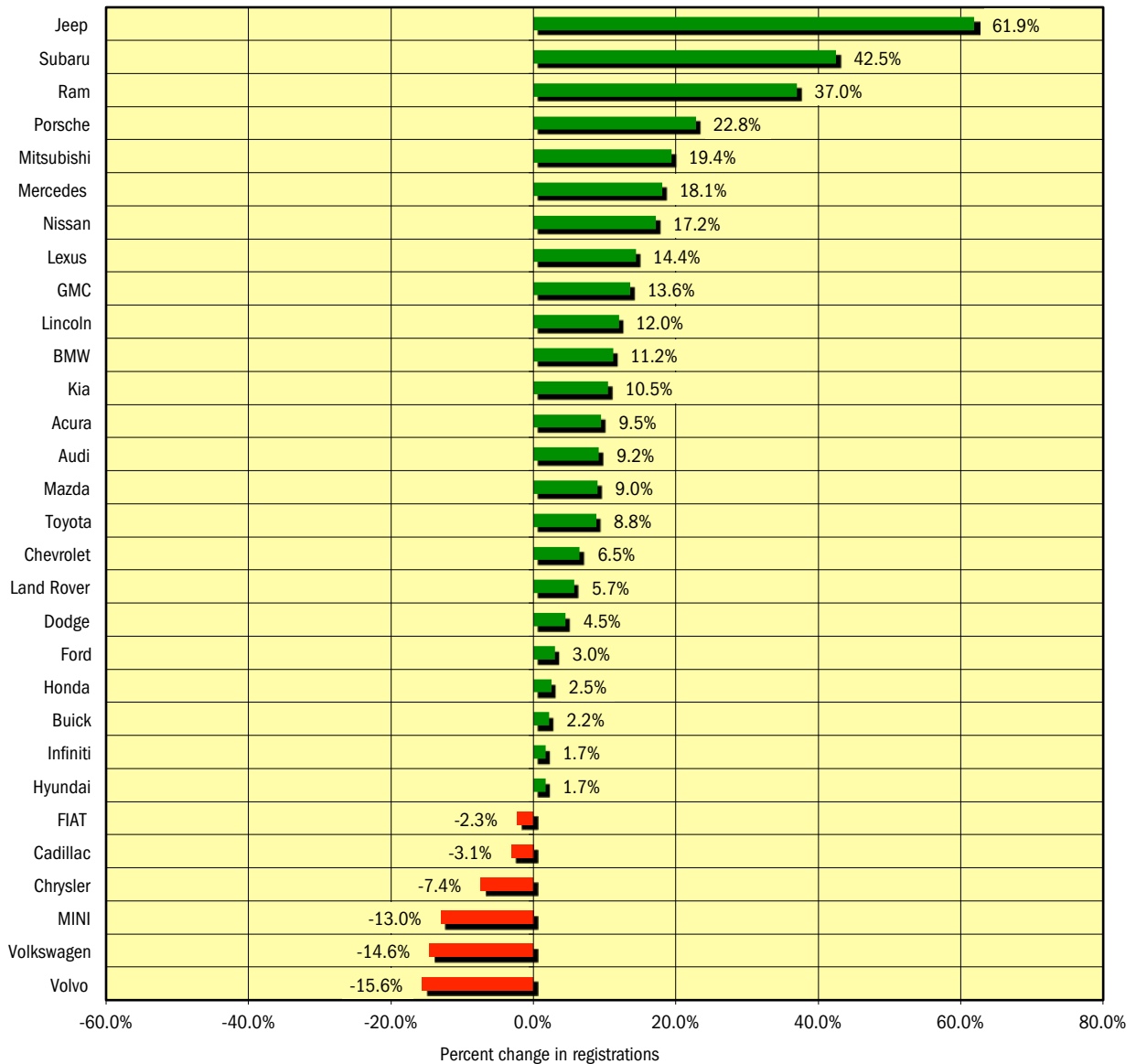
Change in Used Vehicle Market Share by Age of Vehicle - 2014 vs. 2013



3 year old vehicle market share has increased, while 5 year old share is down sharply

Data Source: IHS Automotive.

**New Vehicle Market Percent Change in Brand Registrations
2014 vs. 2013
(Top 30 selling brands)**



Data Source: IHS Automotive.

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