

# Chicago Auto Outlook™

Comprehensive information on the Chicagoland automotive market

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## Quick Facts

New retail vehicle registrations declined an estimated 2% in January '16 vs. year earlier.

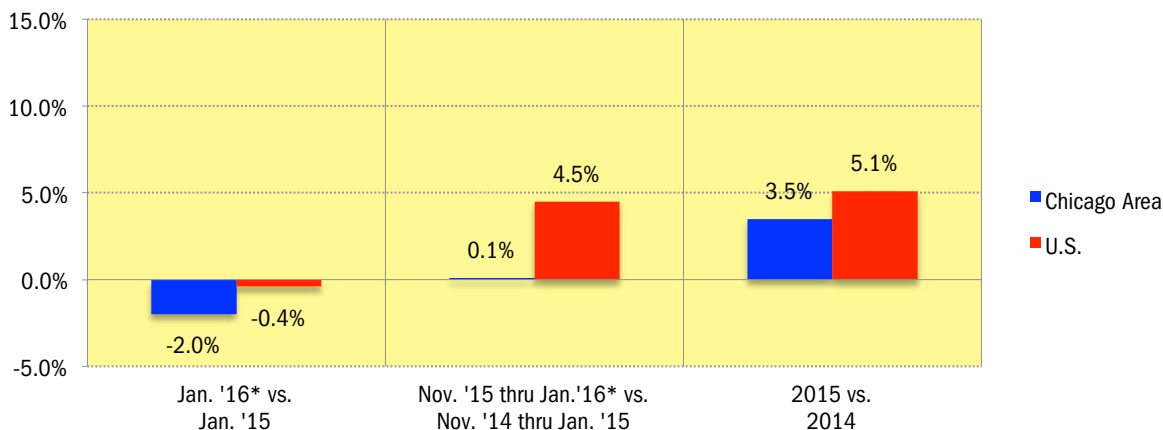
The area market was up 3.5% for all of 2015, slightly below the 5.1% increase in the Nation.

Area used vehicle market declined 17.8% in December '15 (vehicles seven years old or newer). Used vehicle registrations increased 3.2% in 2015.

Compact SUV new vehicle market share was up 3.1 share points. Standard Mid Size Cars lost 1.8 share points.

Tesla, Volvo, Land Rover, Jeep, Subaru, Lincoln, Lexus, Porsche, and GMC new retail registrations increased by more than 10% in 2015.

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



\*Figures for January 2016 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 Total		
	2015	2016	Percent Change	2014	2015	Percent Change
Total	24,061	23,579	-2.0%	374,209	387,485	3.5%
Cars	10,705	9,598	-10.3%	181,630	168,302	-7.3%
Light Trucks	13,356	13,981	4.7%	192,579	219,183	13.8%
Detroit Three Brands	9,422	9,406	-0.2%	147,322	154,254	4.7%
European Brands	2,381	2,280	-4.2%	39,904	40,548	1.6%
Japanese Brands	10,186	9,846	-3.3%	153,823	158,201	2.8%
Korean Brands	2,072	2,047	-1.2%	33,160	34,482	4.0%
Used Vehicle Registrations (vehicles seven years old or newer)						
	December			Annual Total		
	2014	2015	Percent Change	2014	2015	Percent Change
	30,356	24,966	-17.8%	345,249	356,387	3.2%
Total	30,356	24,966	-17.8%	345,249	356,387	3.2%
Cars	17,044	13,897	-18.5%	197,534	204,642	3.6%
Light Trucks	13,312	11,069	-16.8%	147,715	151,745	2.7%
Detroit Three Brands	14,421	11,567	-19.8%	160,873	164,266	2.1%
European Brands	3,832	3,212	-16.2%	44,528	45,455	2.1%
Japanese Brands	10,044	8,322	-17.1%	116,945	121,179	3.6%
Korean Brands	2,059	1,865	-9.4%	22,903	25,487	11.3%

\*Figures for January 2016 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.

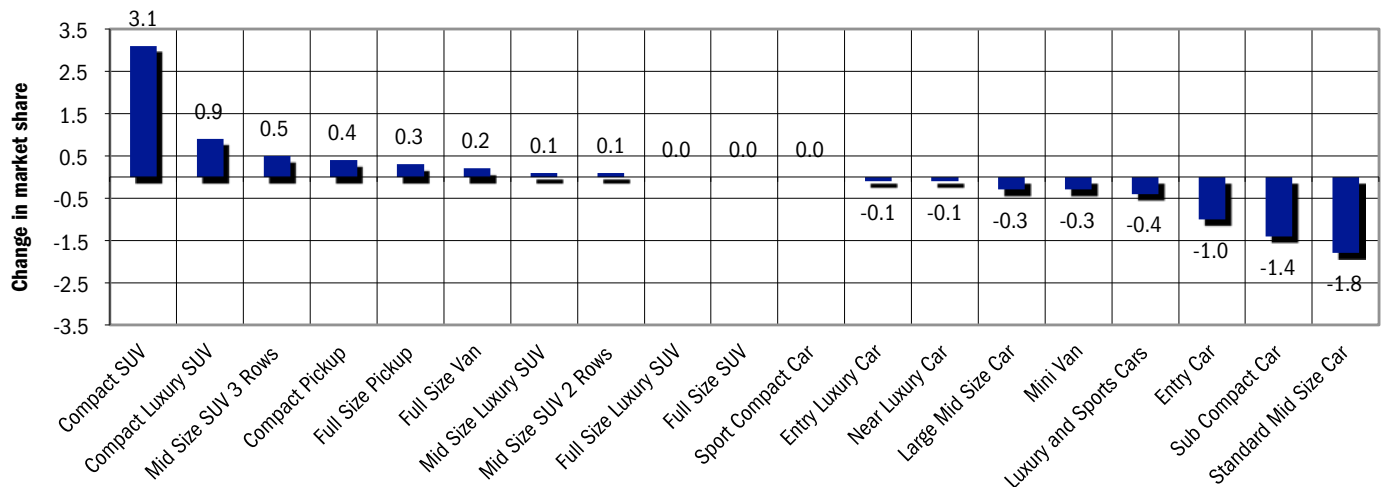
**New Vehicle Market Brand Registrations**

Chicago Area New Retail Car and Light Truck Registrations												
	January*			Three Month Period Nov. '15 thru Jan. '16*			Annual Total			2015 Market Share (%)		
	Chicago Area			Chicago Area			Chicago Area			Chicago Area		
	2015	2016	% chg.	Yr. Ago	Current	% chg.	2014	2015	% chg.	2014	2015	Chg.
TOTAL	24,061	23,579	-2.0%	86,328	86,447	0.1%	374,209	387,485	3.5%			
Acura	494	414	-16.2%	1,805	1,623	-10.1%	7,097	7,594	7.0%	1.9	2.0	0.1
Audi	322	323	0.3%	1,451	1,448	-0.2%	5,774	6,116	5.9%	1.5	1.6	0.1
BMW	602	561	-6.8%	2,305	2,213	-4.0%	8,710	8,427	-3.2%	2.3	2.2	-0.1
Buick	363	517	42.4%	1,655	1,716	3.7%	7,213	7,313	1.4%	1.9	1.9	0.0
Cadillac	362	326	-9.9%	1,221	1,236	1.2%	5,356	5,088	-5.0%	1.4	1.3	-0.1
Chevrolet	2,440	2,305	-5.5%	9,277	8,897	-4.1%	40,756	42,522	4.3%	10.9	11.0	0.1
Chrysler	395	301	-23.8%	1,480	984	-33.5%	5,256	5,761	9.6%	1.4	1.5	0.1
Dodge	768	896	16.7%	2,580	2,507	-2.8%	13,330	11,006	-17.4%	3.6	2.8	-0.8
FIAT	51	39	-23.5%	163	137	-16.0%	771	752	-2.5%	0.2	0.2	0.0
Ford	2,410	2,284	-5.2%	8,274	8,071	-2.5%	37,171	37,826	1.8%	9.9	9.8	-0.1
GMC	602	610	1.3%	2,342	2,442	4.3%	9,005	9,966	10.7%	2.4	2.6	0.2
Honda	2,383	2,335	-2.0%	8,876	8,616	-2.9%	38,947	38,717	-0.6%	10.4	10.0	-0.4
Hyundai	1,211	1,200	-0.9%	4,264	4,317	1.2%	20,122	20,572	2.2%	5.4	5.3	-0.1
Infiniti	219	189	-13.7%	891	880	-1.2%	3,551	3,688	3.9%	0.9	1.0	0.1
Jaguar	17	17	0.0%	79	77	-2.5%	429	350	-18.4%	0.1	0.1	0.0
Jeep	1,565	1,757	12.3%	5,396	6,227	15.4%	22,461	27,236	21.3%	6.0	7.0	1.0
Kia	861	843	-2.1%	2,811	3,142	11.8%	13,038	13,910	6.7%	3.5	3.6	0.1
Land Rover	186	195	4.8%	552	688	24.6%	1,973	2,477	25.5%	0.5	0.6	0.1
Lexus	608	539	-11.3%	2,120	2,244	5.8%	7,861	8,862	12.7%	2.1	2.3	0.2
Lincoln	155	164	5.8%	569	648	13.9%	2,183	2,501	14.6%	0.6	0.6	0.0
Mazda	440	419	-4.8%	1,730	1,846	6.7%	7,908	8,547	8.1%	2.1	2.2	0.1
Mercedes	490	488	-0.4%	2,185	1,991	-8.9%	8,241	8,458	2.6%	2.2	2.2	0.0
MINI	74	72	-2.7%	299	266	-11.0%	1,297	1,209	-6.8%	0.3	0.3	0.0
Mitsubishi	232	219	-5.6%	799	828	3.6%	3,551	3,711	4.5%	0.9	1.0	0.1
Nissan	1,921	1,936	0.8%	6,490	6,600	1.7%	29,499	30,222	2.5%	7.9	7.8	-0.1
Other	34	23	-32.4%	123	114	-7.3%	605	594	-1.8%	0.2	0.2	0.0
Porsche	81	87	7.4%	375	356	-5.1%	1,471	1,636	11.2%	0.4	0.4	0.0
Ram	265	273	3.0%	992	1,026	3.4%	4,022	4,070	1.2%	1.1	1.1	0.0
Subaru	1,005	991	-1.4%	3,172	3,319	4.6%	12,188	13,999	14.9%	3.3	3.6	0.3
Tesla	96	81	-15.6%	148	283	91.2%	558	955	71.1%	0.1	0.2	0.1
Toyota	2,884	2,714	-5.9%	9,670	9,563	-1.1%	43,200	42,833	-0.8%	11.5	11.1	-0.4
Volkswagen	440	368	-16.4%	1,903	1,669	-12.3%	9,244	8,691	-6.0%	2.5	2.2	-0.3
Volvo	85	93	9.4%	331	473	42.9%	1,421	1,876	32.0%	0.4	0.5	0.1

\*Figures for January 2016 were estimated by Auto Outlook. Top ten are shaded green.

Source: IHS Automotive

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



Data Source: IHS Automotive.

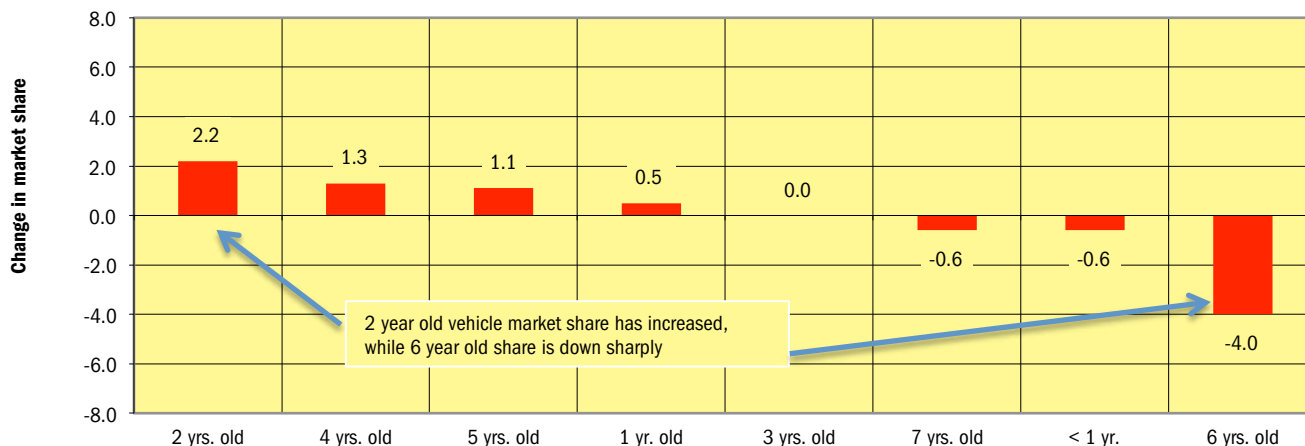
**Used Vehicle Market Brand Registrations (only includes vehicles seven years old or newer)**

Chicago Area Used Car and Light Truck Registrations												
	December			Three Month Period Oct. '15 thru Dec. '15			Annual Total			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	30,356	24,966	-17.8%	89,431	87,636	-2.0%	345,249	356,387	3.2%			
Acura	463	394	-14.9%	1,348	1,333	-1.1%	5,329	5,404	1.4%	1.5	1.5	0.0
Audi	536	428	-20.1%	1,516	1,470	-3.0%	5,753	6,089	5.8%	1.7	1.7	0.0
BMW	809	688	-15.0%	2,375	2,367	-0.3%	9,534	9,465	-0.7%	2.8	2.7	-0.1
Buick	620	478	-22.9%	1,841	1,745	-5.2%	7,048	7,291	3.4%	2.0	2.0	0.0
Cadillac	620	413	-33.4%	1,857	1,459	-21.4%	7,104	5,943	-16.3%	2.1	1.7	-0.4
Chevrolet	4,637	3,414	-26.4%	13,121	11,820	-9.9%	49,645	50,892	2.5%	14.4	14.3	-0.1
Chrysler	844	722	-14.5%	2,718	2,474	-9.0%	9,526	10,202	7.1%	2.8	2.9	0.1
Dodge	1,614	1,330	-17.6%	4,805	4,359	-9.3%	17,810	18,679	4.9%	5.2	5.2	0.0
FIAT	37	42	13.5%	95	127	33.7%	347	523	50.7%	0.1	0.1	0.0
Ford	3,259	3,019	-7.4%	9,710	10,785	11.1%	38,845	41,160	6.0%	11.3	11.5	0.2
GMC	723	604	-16.5%	2,123	2,150	1.3%	7,995	8,384	4.9%	2.3	2.4	0.1
Honda	2,031	1,607	-20.9%	5,805	5,711	-1.6%	24,342	23,737	-2.5%	7.1	6.7	-0.4
Hyundai	1,457	1,207	-17.2%	4,412	4,342	-1.6%	15,472	16,546	6.9%	4.5	4.6	0.1
Infiniti	458	345	-24.7%	1,225	1,279	4.4%	5,319	5,481	3.0%	1.5	1.5	0.0
Jaguar	56	30	-46.4%	156	115	-26.3%	664	610	-8.1%	0.2	0.2	0.0
Jeep	1,129	1,051	-6.9%	3,322	3,558	7.1%	12,035	13,545	12.5%	3.5	3.8	0.3
Kia	602	658	9.3%	1,946	2,240	15.1%	7,431	8,941	20.3%	2.2	2.5	0.3
Land Rover	159	159	0.0%	451	497	10.2%	1,704	1,907	11.9%	0.5	0.5	0.0
Lexus	672	515	-23.4%	1,789	1,774	-0.8%	7,462	7,437	-0.3%	2.2	2.1	-0.1
Lincoln	391	244	-37.6%	1,045	900	-13.9%	3,615	3,559	-1.5%	1.0	1.0	0.0
Mazda	484	354	-26.9%	1,428	1,308	-8.4%	5,776	5,578	-3.4%	1.7	1.6	-0.1
Mercedes	839	698	-16.8%	2,502	2,437	-2.6%	10,222	10,073	-1.5%	3.0	2.8	-0.2
MINI	90	80	-11.1%	301	288	-4.3%	1,192	1,244	4.4%	0.3	0.3	0.0
Mitsubishi	246	170	-30.9%	703	657	-6.5%	3,017	2,894	-4.1%	0.9	0.8	-0.1
Nissan	2,482	2,372	-4.4%	8,339	8,302	-0.4%	29,995	33,061	10.2%	8.7	9.3	0.6
Other	647	343	-47.0%	1,862	1,223	-34.3%	8,046	5,319	-33.9%	2.3	1.5	-0.8
Porsche	125	130	4.0%	317	368	16.1%	1,229	1,496	21.7%	0.4	0.4	0.0
smart	9	13	44.4%	33	57	72.7%	145	235	62.1%	0.0	0.1	0.1
Subaru	379	295	-22.2%	1,023	1,123	9.8%	3,799	4,460	17.4%	1.1	1.3	0.2
Suzuki	60	35	-41.7%	174	109	-37.4%	725	521	-28.1%	0.2	0.1	-0.1
Toyota	2,767	2,232	-19.3%	7,914	8,166	3.2%	31,145	32,580	4.6%	9.0	9.1	0.1
Volkswagen	985	790	-19.8%	2,785	2,692	-3.3%	11,299	11,485	1.6%	3.3	3.2	-0.1
Volvo	126	106	-15.9%	390	401	2.8%	1,679	1,646	-2.0%	0.5	0.5	0.0

Top ten are shaded green.

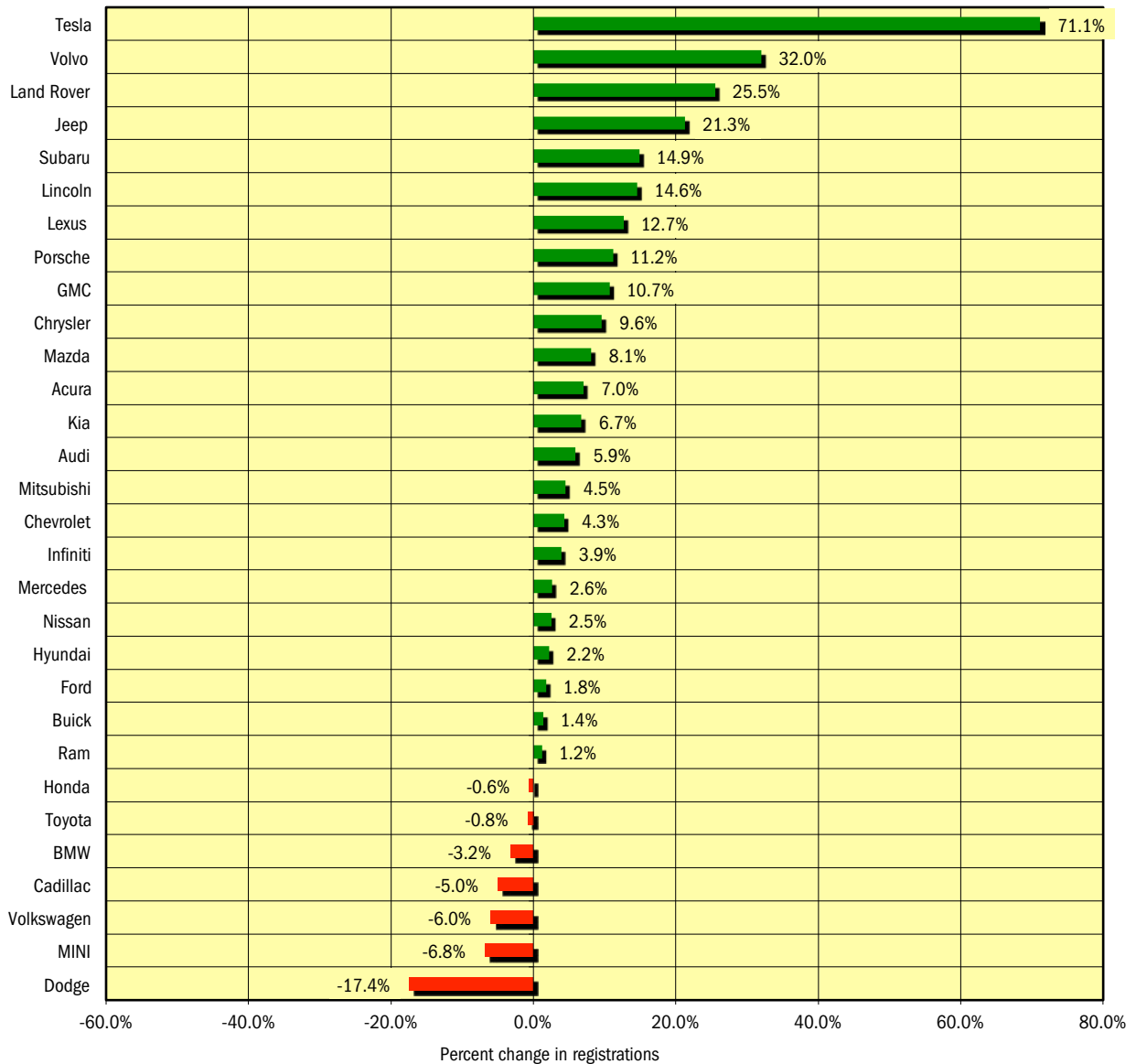
Source: IHS Automotive.

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



Data Source: IHS Automotive.

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



Data Source: IHS Automotive.

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PO Box 390  
Exton, PA 19341  
Phone: 800-206-0102  
Email: jfoltz@autooutlook.com

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