

# Chicago Auto Outlook™

Comprehensive information on the Chicagoland automotive market

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## Quick Facts

New retail vehicle registrations declined an estimated 1% in January '17 vs. year earlier.

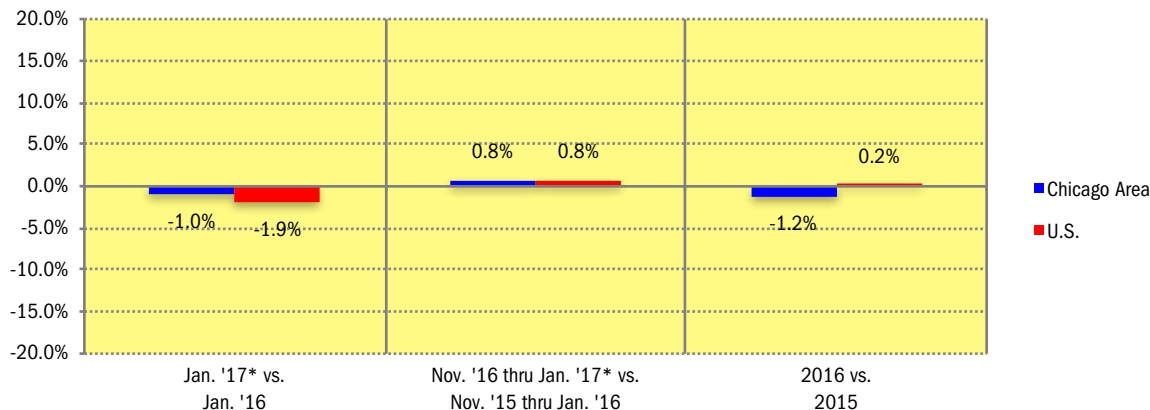
The area market fell 1.2% from 2015 to 2016. The U.S. market was essentially unchanged.

Area used vehicle market increased in December '16, and was up 2.5% for the entire year (vehicles seven years old or newer).

Combined hybrid and electric vehicle market share was 2.5% in December of last year, up slightly versus a year earlier.

Chevrolet was the area leader in 2016, with an 11.7% market share. Jeep area share was 6.7%, well above the 5.2% level in the U.S.

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



\*Figures for January 2017 were estimated by Auto Outlook.

Data Source: IHS Markit.

## 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 Totals		
	2016	2017	Change	2015	2016	Change
Total	25,453	25,198	-1.0%	387,050	382,468	-1.2%
Cars	10,231	8,960	-12.4%	164,222	151,969	-7.5%
Light Trucks	15,222	16,238	6.7%	222,828	230,499	3.4%
Detroit Three Brands	10,652	10,131	-4.9%	153,905	152,127	-1.2%
European Brands	2,404	2,550	6.1%	40,548	40,710	0.4%
Japanese Brands	10,339	10,474	1.3%	158,116	156,166	-1.2%
Korean Brands	2,058	2,043	-0.7%	34,481	33,465	-2.9%
	Used Vehicle Registrations (vehicles seven years old or newer)					
	December			Annual Total		
	2015	2016	Change	2015	2016	Change
Total	24,966	27,931	11.9%	356,387	365,323	2.5%
Cars	13,897	14,509	4.4%	204,642	204,796	0.1%
Light Trucks	11,069	13,422	21.3%	151,745	160,527	5.8%
Detroit Three Brands	11,567	13,026	12.6%	164,266	167,909	2.2%
European Brands	3,212	3,364	4.7%	45,455	44,849	-1.3%
Japanese Brands	8,322	9,431	13.3%	121,179	123,763	2.1%
Korean Brands	1,865	2,110	13.1%	25,487	28,802	13.0%

\*Figures for Jan. 2017 were estimated by Auto Outlook.

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.

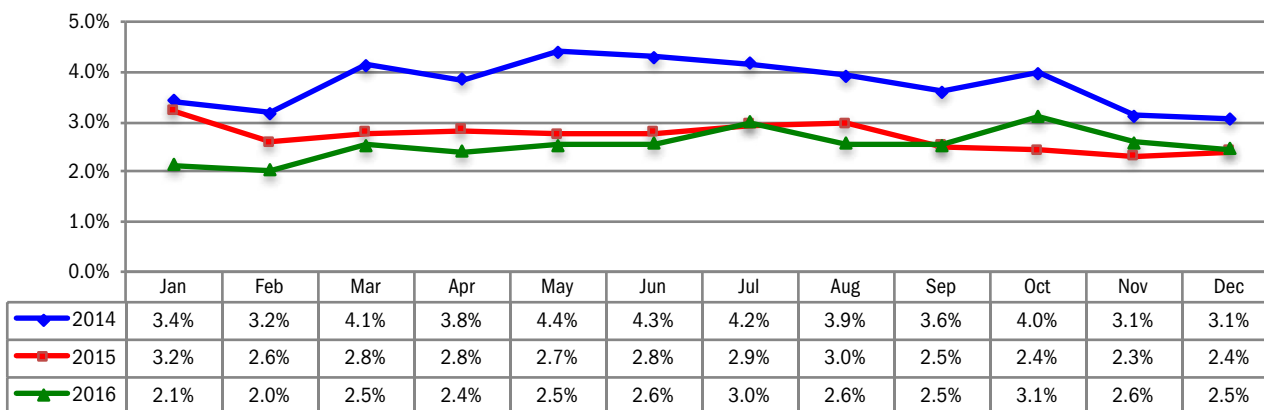
**New Vehicle Market Brand Registrations**

Chicago Area New Retail Car and Light Truck Registrations												
	January*			Three Month Period Nov. '16 thru Jan. '17*			Annual Totals			Annual Market Share (%)		
	Chicago Area			Chicago Area			Chicago Area			Chicago Area		
	2016	2017*	% chg.	Yr. Ago	Current	% chg.	2015	2016	% chg.	2015	2016	Chg.
TOTAL	25,453	25,198	-1.0%	88,245	88,987	0.8%	387,050	382,468	-1.2%			
Acura	421	380	-9.7%	1,630	1,470	-9.8%	7,596	6,469	-14.8%	2.0	1.7	-0.3
Audi	301	337	12.0%	1,426	1,531	7.4%	6,080	6,213	2.2%	1.6	1.6	0.0
BMW	497	500	0.6%	2,149	1,890	-12.1%	8,466	7,796	-7.9%	2.2	2.0	-0.2
Buick	618	446	-27.8%	1,817	1,554	-14.5%	7,315	7,068	-3.4%	1.9	1.8	-0.1
Cadillac	345	332	-3.8%	1,255	1,168	-6.9%	5,081	5,123	0.8%	1.3	1.3	0.0
Chevrolet	3,045	3,001	-1.4%	9,627	10,146	5.4%	42,475	44,714	5.3%	11.0	11.7	0.7
Chrysler	249	154	-38.2%	932	825	-11.5%	5,768	4,707	-18.4%	1.5	1.2	-0.3
Dodge	786	656	-16.5%	2,395	1,985	-17.1%	10,970	9,594	-12.5%	2.8	2.5	-0.3
FIAT	48	44	-8.3%	146	174	19.2%	752	668	-11.2%	0.2	0.2	0.0
Ford	2,529	2,496	-1.3%	8,269	8,451	2.2%	37,584	37,137	-1.2%	9.7	9.7	0.0
GMC	686	697	1.6%	2,517	2,262	-10.1%	9,953	9,616	-3.4%	2.6	2.5	-0.1
Honda	2,407	2,605	8.2%	8,688	9,233	6.3%	38,715	39,875	3.0%	10.0	10.4	0.4
Hyundai	1,153	1,197	3.8%	4,270	4,466	4.6%	20,572	19,851	-3.5%	5.3	5.2	-0.1
Infiniti	299	408	36.5%	990	1,193	20.5%	3,689	3,967	7.5%	1.0	1.0	0.0
Jaguar	22	48	118.2%	82	232	182.9%	350	858	145.1%	0.1	0.2	0.1
Jeep	1,883	1,761	-6.5%	6,353	5,806	-8.6%	27,232	25,611	-6.0%	7.0	6.7	-0.3
Kia	905	846	-6.5%	3,204	2,893	-9.7%	13,909	13,500	-2.9%	3.6	3.5	-0.1
Land Rover	184	202	9.8%	677	634	-6.4%	2,478	2,477	0.0%	0.6	0.6	0.0
Lexus	546	408	-25.3%	2,251	2,072	-8.0%	8,863	8,369	-5.6%	2.3	2.2	-0.1
Lincoln	227	279	22.9%	711	829	16.6%	2,500	3,077	23.1%	0.6	0.8	0.2
Mazda	523	579	10.7%	1,949	1,900	-2.5%	8,536	8,086	-5.3%	2.2	2.1	-0.1
Mercedes	527	549	4.2%	2,033	2,139	5.2%	8,455	8,488	0.4%	2.2	2.2	0.0
MINI	60	58	-3.3%	254	221	-13.0%	1,209	1,262	4.4%	0.3	0.3	0.0
Mitsubishi	249	257	3.2%	855	693	-18.9%	3,702	3,255	-12.1%	1.0	0.9	-0.1
Nissan	2,159	2,248	4.1%	6,818	7,506	10.1%	30,197	30,879	2.3%	7.8	8.1	0.3
Other	22	12	-45.5%	113	174	54.0%	592	676	14.2%	0.2	0.2	0.0
Porsche	105	111	5.7%	375	411	9.6%	1,639	1,722	5.1%	0.4	0.5	0.1
Ram	255	270	5.9%	1,006	1,030	2.4%	4,056	4,241	4.6%	1.0	1.1	0.1
Subaru	1,121	1,203	7.3%	3,441	3,918	13.9%	13,975	15,342	9.8%	3.6	4.0	0.4
Tesla	29	39	34.5%	231	154	-33.3%	961	1,230	28.0%	0.2	0.3	0.1
Toyota	2,614	2,386	-8.7%	9,462	9,168	-3.1%	42,815	39,899	-6.8%	11.1	10.4	-0.7
Volkswagen	466	548	17.6%	1,767	2,380	34.7%	8,689	8,468	-2.5%	2.2	2.2	0.0
Volvo	172	141	-18.0%	552	479	-13.2%	1,876	2,230	18.9%	0.5	0.6	0.1

\*Figures for Jan. 2017 were estimated by Auto Outlook. Top ten are shaded green.

Source: IHS Markit

**Combined Hybrid and Electric Vehicle Market Share in Chicago Area**



Data Source: IHS Markit.

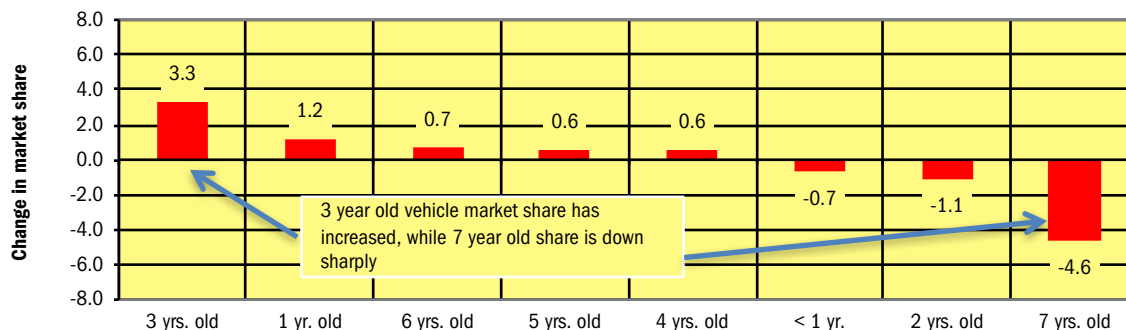
**Used Vehicle Market Brand Registrations (only includes vehicles seven years old or newer)**

Chicago Area Used Car and Light Truck Registrations												
	December			Three Month Period Oct. '16 thru Dec. '16			Annual Total			YTD Market Share (%)		
	Chicago Area			Chicago Area			Chicago Area			Chicago Area		
	2015	2016	% chg.	Yr. Ago	Current	% chg.	2015	2016	% chg.	2015	2016	Chg.
	TOTAL	24,966	27,931	11.9%	87,636	90,146	2.9%	356,387	365,323	2.5%		
Acura	394	445	12.9%	1,333	1,355	1.7%	5,404	4,725	-12.6%	1.5	1.3	-0.2
Audi	428	480	12.1%	1,470	1,516	3.1%	6,089	6,298	3.4%	1.7	1.7	0.0
BMW	688	822	19.5%	2,367	2,574	8.7%	9,465	9,819	3.7%	2.7	2.7	0.0
Buick	478	516	7.9%	1,745	1,693	-3.0%	7,291	6,837	-6.2%	2.0	1.9	-0.1
Cadillac	413	520	25.9%	1,459	1,737	19.1%	5,943	6,462	8.7%	1.7	1.8	0.1
Chevrolet	3,414	3,798	11.2%	11,820	11,902	0.7%	50,892	49,283	-3.2%	14.3	13.5	-0.8
Chrysler	722	693	-4.0%	2,474	2,355	-4.8%	10,202	10,271	0.7%	2.9	2.8	-0.1
Dodge	1,330	1,418	6.6%	4,359	4,617	5.9%	18,679	19,106	2.3%	5.2	5.2	0.0
FIAT	42	41	-2.4%	127	143	12.6%	523	649	24.1%	0.1	0.2	0.1
Ford	3,019	3,497	15.8%	10,785	10,972	1.7%	41,160	45,168	9.7%	11.5	12.4	0.9
GMC	604	773	28.0%	2,150	2,405	11.9%	8,384	9,028	7.7%	2.4	2.5	0.1
Honda	1,607	1,724	7.3%	5,711	5,735	0.4%	23,737	23,072	-2.8%	6.7	6.3	-0.4
Hyundai	1,207	1,340	11.0%	4,342	4,489	3.4%	16,546	18,782	13.5%	4.6	5.1	0.5
Infiniti	345	417	20.9%	1,279	1,255	-1.9%	5,481	5,028	-8.3%	1.5	1.4	-0.1
Jaguar	30	50	66.7%	115	151	31.3%	610	657	7.7%	0.2	0.2	0.0
Jeep	1,051	1,417	34.8%	3,558	4,411	24.0%	13,545	16,420	21.2%	3.8	4.5	0.7
Kia	658	770	17.0%	2,240	2,416	7.9%	8,941	10,020	12.1%	2.5	2.7	0.2
Land Rover	159	135	-15.1%	497	408	-17.9%	1,907	1,685	-11.6%	0.5	0.5	0.0
Lexus	515	603	17.1%	1,774	1,876	5.7%	7,437	7,571	1.8%	2.1	2.1	0.0
Lincoln	244	280	14.8%	900	866	-3.8%	3,559	3,455	-2.9%	1.0	0.9	-0.1
Mazda	354	343	-3.1%	1,308	1,236	-5.5%	5,578	5,157	-7.5%	1.6	1.4	-0.2
Mercedes	698	744	6.6%	2,437	2,442	0.2%	10,073	10,089	0.2%	2.8	2.8	0.0
MINI	80	82	2.5%	288	262	-9.0%	1,244	1,287	3.5%	0.3	0.4	0.1
Mitsubishi	170	197	15.9%	657	703	7.0%	2,894	2,744	-5.2%	0.8	0.8	0.0
Nissan	2,372	2,628	10.8%	8,302	8,798	6.0%	33,061	35,276	6.7%	9.3	9.7	0.4
Other	343	152	-55.7%	1,223	580	-52.6%	5,319	2,453	-53.9%	1.5	0.7	-0.8
Porsche	130	118	-9.2%	368	413	12.2%	1,496	1,594	6.6%	0.4	0.4	0.0
smart	13	18	38.5%	57	63	10.5%	235	216	-8.1%	0.1	0.1	0.0
Subaru	295	454	53.9%	1,123	1,419	26.4%	4,460	5,154	15.6%	1.3	1.4	0.1
Suzuki	35	14	-60.0%	109	53	-51.4%	521	257	-50.7%	0.1	0.1	0.0
Toyota	2,232	2,605	16.7%	8,166	8,583	5.1%	32,580	34,758	6.7%	9.1	9.5	0.4
Volkswagen	790	743	-5.9%	2,692	2,367	-12.1%	11,485	10,606	-7.7%	3.2	2.9	-0.3
Volvo	106	94	-11.3%	401	351	-12.5%	1,646	1,396	-15.2%	0.5	0.4	-0.1

Top ten are shaded green.

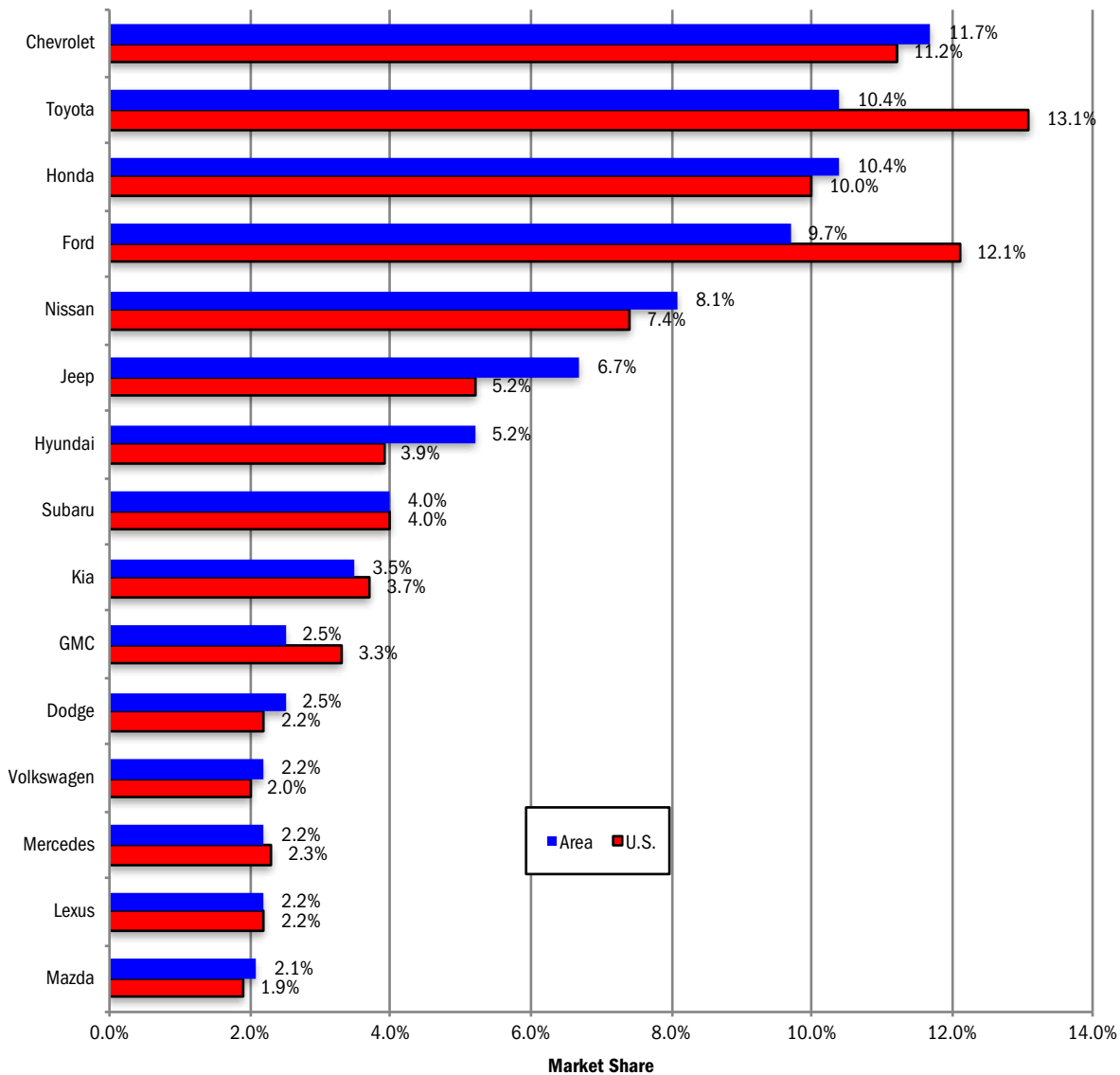
Source: IHS Markit.

**Change in Used Vehicle Market Share by Age of Vehicle - 2016 vs. 2015**



Data Source: IHS Markit.

**Chicago Area and U.S. New Vehicle Market Share  
2016  
(Top 20 selling brands)**



Data Source: IHS Markit.

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