

# Chicago Auto Outlook™

Comprehensive information on the Chicagoland automotive market

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**% Change In  
New Retail Market:  
Jan 2019\* vs. Jan 2018**

**Chicago Area  
-3.0%**

**U.S.  
-1.0%**

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

	Chicago Area	U.S.
2017 Annual	368,399	14,181,995
2018 Annual	366,079	14,053,113
<b>% change</b>	<b>-0.6%</b>	<b>-0.9%</b>
Jan. 2018 registrations	24,080	1,029,616
Jan. 2019 registrations*	23,357	1,018,826
<b>% change</b>	<b>-3.0%</b>	<b>-1.0%</b>

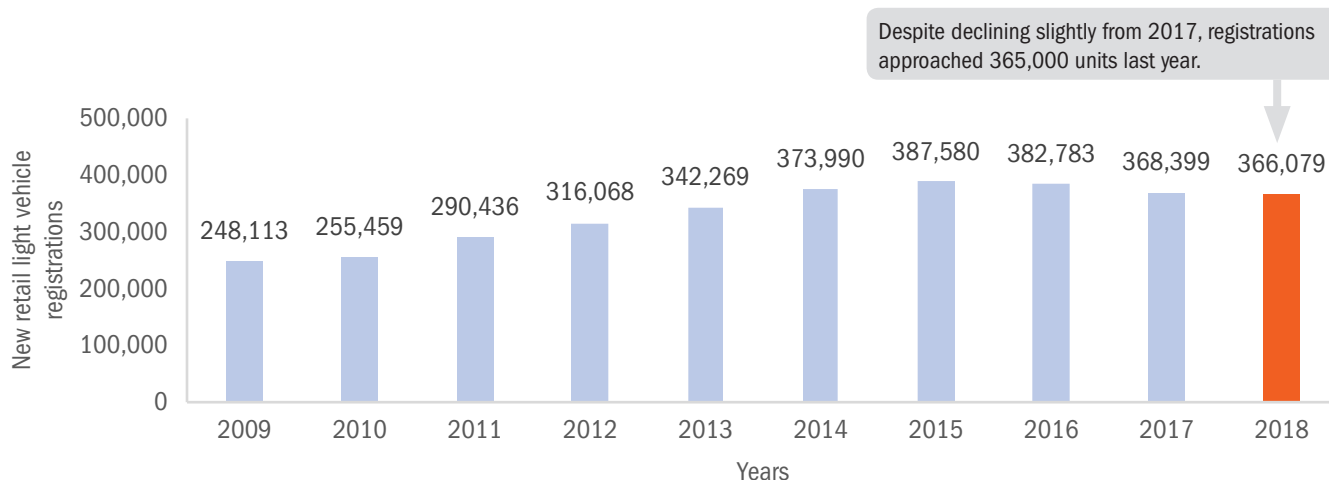
## QUICK FACTS

Chicago area market declined 0.6% in 2018 vs. year earlier. U.S. market was off 0.9%.

Estimated January '19 registrations in the area declined slightly vs. year earlier.

Total registrations increased slightly from 2017 to 2018 in Kane, Lake (IN), and Porter Counties (see page 5).

## Annual Trends in Area New Vehicle Market



Data Source: IHS.

## 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.

**Change in Annual  
New Retail Light Vehicle  
Registrations  
(2018 VS. 2017)**

**LIGHT TRUCKS**



**UP  
6.4%**

**PASSENGER CARS**



**DOWN  
13.0%**

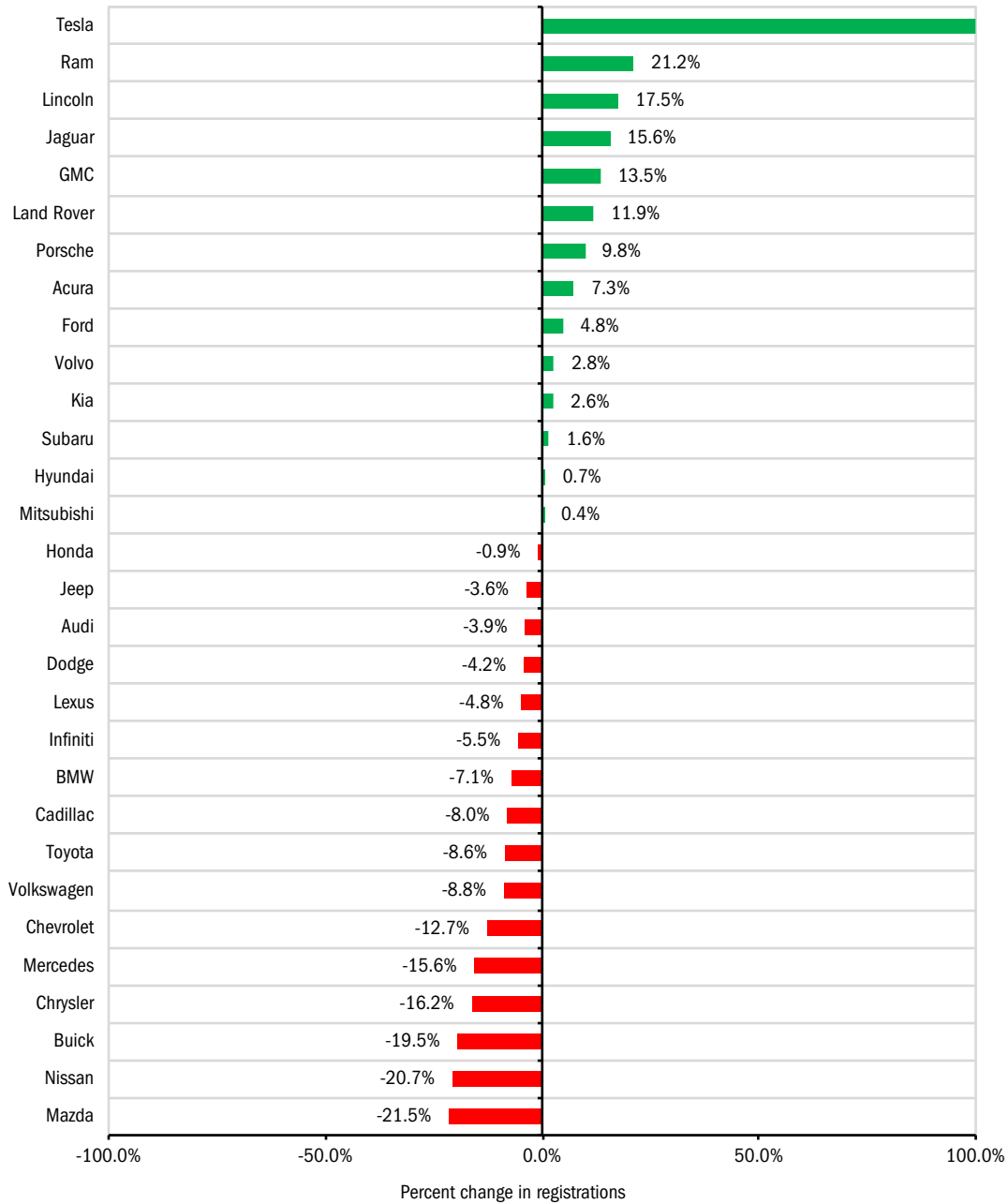
Chicago Area New Retail Car and Light Truck Registrations												
	January*			Three Month Period Nov. '18 thru Jan. '19*			Annual Total			Annual Market Share (%)		
	Previous	Current	% chg.	Yr. Ago	Current	% chg.	2017	2018	% chg.	2017	2018	Chg.
<b>TOTAL</b>	24,080	23,357	-3.0%	86,987	86,276	-0.8%	368,399	366,079	-0.6%			
Cars	7,808	7,352	-5.8%	27,973	25,391	-9.2%	133,291	116,011	-13.0%	36.2	31.7	-4.5
Trucks	16,272	16,005	-1.6%	59,014	60,885	3.2%	235,108	250,068	6.4%	63.8	68.3	4.5
Detroit Three Brands	9,521	9,625	1.1%	34,102	34,937	2.4%	144,281	146,614	1.6%	39.2	40.0	0.8
European Brands	3,012	2,807	-6.8%	10,867	10,610	-2.4%	41,305	43,293	4.8%	11.2	11.8	0.6
Japanese Brands	9,356	8,709	-6.9%	34,683	33,172	-4.4%	150,436	143,422	-4.7%	40.8	39.2	-1.6
Korean Brands	2,191	2,216	1.1%	7,335	7,557	3.0%	32,377	32,750	1.2%	8.8	8.9	0.1
Acura	344	369	7.3%	1,586	1,672	5.4%	6,734	6,872	2.0%	1.8	1.9	0.1
Alfa Romeo	51	34	-33.3%	140	141	0.7%	328	763	132.6%	0.1	0.2	0.1
Audi	408	392	-3.9%	1,701	1,522	-10.5%	6,591	6,551	-0.6%	1.8	1.8	0.0
BMW	495	460	-7.1%	2,037	2,021	-0.8%	7,676	7,579	-1.3%	2.1	2.1	0.0
Buick	379	305	-19.5%	1,624	1,226	-24.5%	6,621	5,786	-12.6%	1.8	1.6	-0.2
Cadillac	275	253	-8.0%	1,102	1,060	-3.8%	4,594	4,203	-8.5%	1.2	1.1	-0.1
Chevrolet	2,772	2,420	-12.7%	10,045	9,767	-2.8%	42,286	40,720	-3.7%	11.5	11.1	-0.4
Chrysler	228	191	-16.2%	869	670	-22.9%	4,396	3,995	-9.1%	1.2	1.1	-0.1
Dodge	497	476	-4.2%	1,594	1,645	3.2%	8,335	8,395	0.7%	2.3	2.3	0.0
FIAT	24	14	-41.7%	72	48	-33.3%	504	272	-46.0%	0.1	0.1	0.0
Ford	2,227	2,334	4.8%	8,630	7,942	-8.0%	35,563	34,533	-2.9%	9.7	9.4	-0.3
Genesis	33	24	-27.3%	135	85	-37.0%	579	451	-22.1%	0.2	0.1	-0.1
GMC	639	725	13.5%	2,303	2,287	-0.7%	8,869	8,385	-5.5%	2.4	2.3	-0.1
Honda	2,562	2,539	-0.9%	9,661	9,283	-3.9%	40,050	40,482	1.1%	10.9	11.1	0.2
Hyundai	1,149	1,157	0.7%	4,184	4,409	5.4%	18,773	19,406	3.4%	5.1	5.3	0.2
Infiniti	181	171	-5.5%	879	885	0.7%	3,835	3,369	-12.2%	1.0	0.9	-0.1
Jaguar	64	74	15.6%	219	200	-8.7%	1,094	783	-28.4%	0.3	0.2	-0.1
Jeep	1,816	1,751	-3.6%	5,693	5,938	4.3%	24,104	27,843	15.5%	6.5	7.6	1.1
Kia	1,009	1,035	2.6%	3,016	3,063	1.6%	13,025	12,893	-1.0%	3.5	3.5	0.0
Land Rover	168	188	11.9%	587	740	26.1%	2,303	2,962	28.6%	0.6	0.8	0.2
Lexus	418	398	-4.8%	1,943	1,869	-3.8%	8,003	7,432	-7.1%	2.2	2.0	-0.2
Lincoln	183	215	17.5%	634	740	16.7%	2,845	2,809	-1.3%	0.8	0.8	0.0
Maserati	17	17	0.0%	83	71	-14.5%	397	327	-17.6%	0.1	0.1	0.0
Mazda	503	395	-21.5%	1,828	1,670	-8.6%	7,977	7,836	-1.8%	2.2	2.1	-0.1
Mercedes	595	502	-15.6%	2,133	1,874	-12.1%	8,391	7,579	-9.7%	2.3	2.1	-0.2
MINI	67	54	-19.4%	237	195	-17.7%	1,142	950	-16.8%	0.3	0.3	0.0
Mitsubishi	237	238	0.4%	917	844	-8.0%	3,184	3,640	14.3%	0.9	1.0	0.1
Nissan	1,491	1,182	-20.7%	5,715	5,003	-12.5%	26,579	21,696	-18.4%	7.2	5.9	-1.3
Other	14	16	14.3%	54	62	14.8%	318	283	-11.0%	0.1	0.1	0.0
Porsche	123	135	9.8%	402	453	12.7%	1,818	1,691	-7.0%	0.5	0.5	0.0
Ram	349	423	21.2%	1,206	1,635	35.6%	4,909	5,427	10.6%	1.3	1.5	0.2
Subaru	1,069	1,086	1.6%	3,508	3,826	9.1%	14,763	15,987	8.3%	4.0	4.4	0.4
Tesla	156	532	241.0%	399	2,023	407.0%	1,750	4,509	157.7%	0.5	1.2	0.7
Toyota	2,550	2,331	-8.6%	8,643	8,116	-6.1%	39,297	36,087	-8.2%	10.7	9.9	-0.8
Volkswagen	809	738	-8.8%	2,591	2,667	2.9%	8,620	10,724	24.4%	2.3	2.9	0.6
Volvo	178	183	2.8%	617	624	1.1%	2,146	2,859	33.2%	0.6	0.8	0.2

\*Figures for Jan. 2019 were estimated by Auto Outlook.

Top ten are shaded yellow.

Source: IHS

### Percent Change in Brand Registrations January 2019\* vs. January 2018 (Top 30 selling brands)

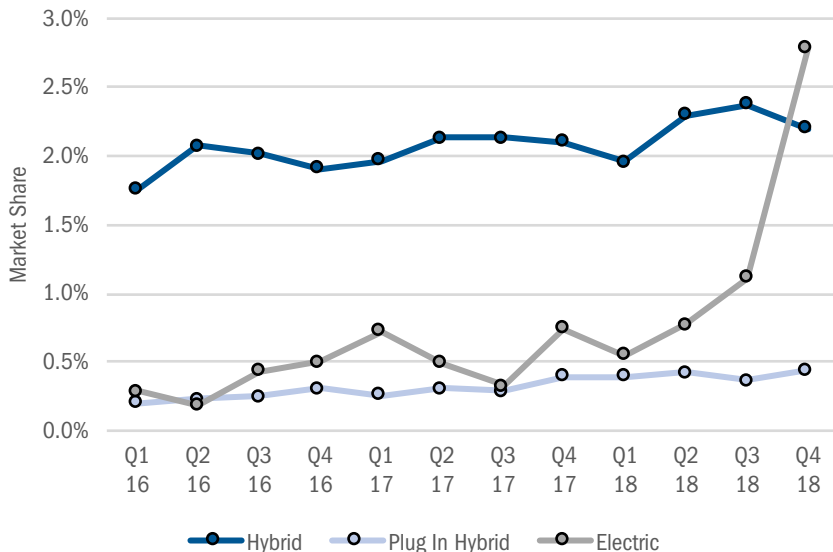


**Registrations increased by more than 11% for Tesla, Ram, Lincoln, Jaguar, GMC, and Land Rover.**

Data Source: IHS. \*January 2019 figures estimated by Auto Outlook.

**HYBRID AND ELECTRIC VEHICLES**

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



Hybrid/electric vehicle market share in Q4 '18:

**5.4%**

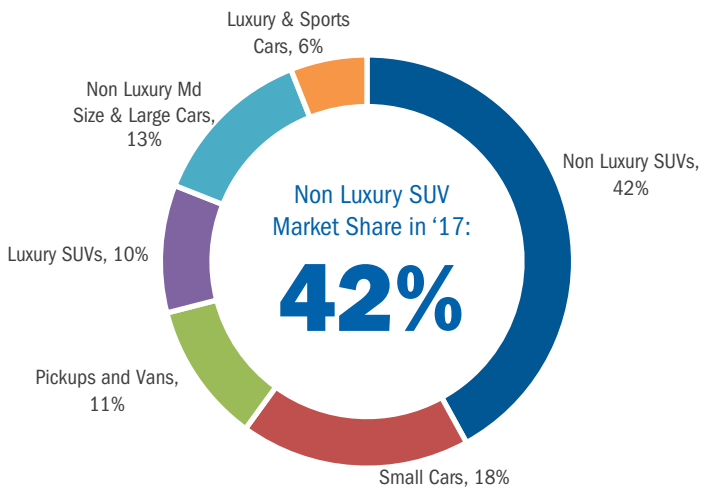
**New Retail Hybrid and Electric Vehicle Registrations  
Top 15 Selling Models in Area - 2018**

Rank	Model	Regs.
1	Tesla Model 3	3014
2	Toyota Prius	1480
3	Toyota RAV4	1285
4	Tesla Model S	857
5	Toyota Camry	712
6	Kia Niro	663
7	Tesla Model X	638
8	Ford Fusion	575
9	Honda Accord	511
10	Toyota Highlander	454
11	Lexus RX	425
12	Honda Insight	384
13	Hyundai Ioniq	308
14	Lexus NX	276
15	Chrysler Pacifica	239

The graph above shows hybrid powertrain and electric vehicle quarterly market share in the area. Source: IHS.

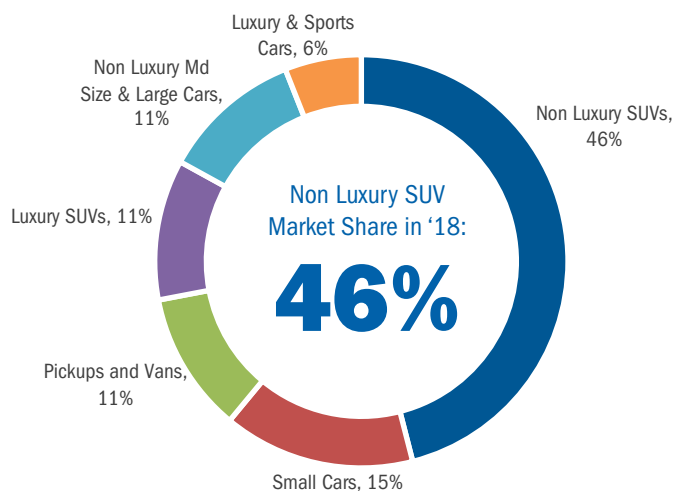
**VEHICLE SEGMENTS - THREE YEAR TREND**

**Segment Market Shares in Chicago Area  
2017**



Source: IHS Markit.

**Segment Market Shares in Chicago Area  
2018**



Source: IHS Markit.

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

## COUNTY NEW VEHICLE MARKETS

COUNTY MARKETS - PART 1							
	Annual Totals		Percent Change	Unit Change	Light Truck Market Share (%)		
	2017	2018	2017 to 2018	2017 to 2018	2017	2018	Change
Cook, IL	177,162	176,574	-0.3%	-588	61.7	66.5	4.8
Du Page, IL	49,924	49,694	-0.5%	-230	64.2	68.5	4.3
Kane, IL	23,322	23,597	1.2%	275	65.7	69.9	4.2
Lake, IL	38,894	38,014	-2.3%	-880	66.1	70.0	3.9
Mc Henry, IL	16,046	15,582	-2.9%	-464	68.3	72.7	4.4
Will, IL	36,410	35,671	-2.0%	-739	65.5	69.3	3.8
Lake, IN	18,713	18,942	1.2%	229	65.1	70.6	5.5
Porter, IN	7,928	8,005	1.0%	77	71.3	75.6	4.3

COUNTY MARKETS - PART 2													
Market Share Summary - Annual Totals													
	Domestic Brands			Top Ten Selling Brands in Area-2018									
	2017	2018	'17 to '18 Change	Chevrolet	Honda	Toyota	Ford	Jeep	Nissan	Hyundai	Subaru	Kia	Volkswagen
Cook, IL	36.0	37.2	1.2	10.1	11.0	10.5	8.7	7.6	6.6	5.4	4.4	3.5	3.1
Du Page, IL	33.5	34.8	1.3	8.7	12.5	10.7	8.5	6.5	5.8	5.4	4.3	2.9	3.1
Kane, IL	40.9	41.0	0.1	12.3	11.0	9.8	9.1	7.8	7.1	6.9	4.8	3.6	3.0
Lake, IL	36.2	37.5	1.3	10.6	10.9	9.8	7.6	7.9	4.6	4.1	5.3	3.7	2.7
Mc Henry, IL	47.6	47.9	0.3	13.4	9.8	8.2	12.3	9.3	7.3	5.0	4.9	3.4	2.7
Will, IL	48.3	48.2	-0.1	14.5	10.8	7.4	11.1	7.7	4.5	6.1	3.1	4.3	3.0
Lake, IN	56.0	55.0	-1.0	16.9	10.5	8.4	14.5	7.6	3.8	4.3	3.4	3.8	2.1
Porter, IN	56.1	57.6	1.5	15.0	9.1	8.4	16.2	9.8	3.8	2.2	6.0	3.2	1.5

## TOP 3 COUNTIES

New retail registrations 2018 - greater than 38,000 units	% change in registrations 2018 vs. 2017 - increase higher than 1%	Increase in truck share 2018 vs. 2017 - Up by more than 4.4 market share points	Chevrolet market share 2018 - Higher than 14.5%
Cook DuPage Lake, IL	Kane Lake, IN Porter	Lake, IN Cook Mc Henry	Lake, IN Porter Will

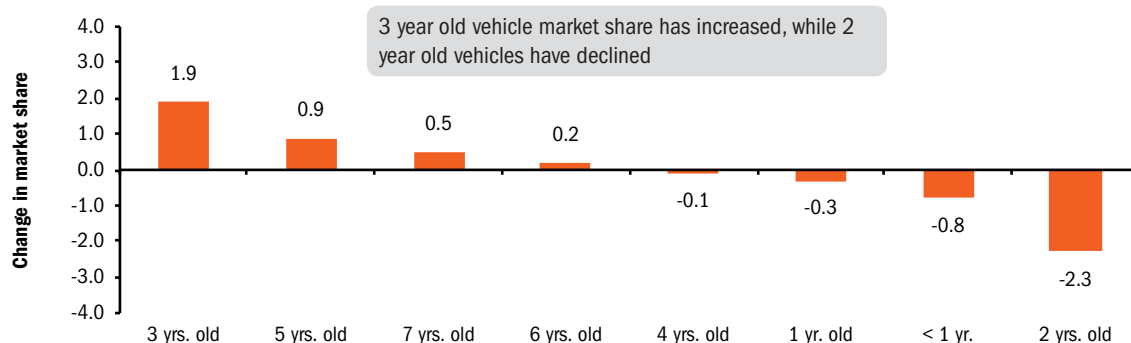
**USED VEHICLE MARKET**

Chicago Area Used Car and Light Truck Registrations												
	December			Three Month Period Oct. '18 thru Dec. '18			Annual Totals			Annual Market Share (%)		
	Chicago Area			Chicago Area			Chicago Area			Chicago Area		
	2017	2018	% chg.	Yr. Ago	Current	% chg.	2017	2018	% chg.	2017	2018	Chg.
TOTAL	31,014	35,389	14.1%	90,022	96,765	7.5%	387,379	398,560	2.9%			
Acura	413	526	27.4%	1,161	1,341	15.5%	5,252	5,337	1.6%	1.4	1.3	-0.1
Audi	618	679	9.9%	1,746	1,878	7.6%	7,050	7,914	12.3%	1.8	2.0	0.2
BMW	834	938	12.5%	2,425	2,630	8.5%	11,037	11,488	4.1%	2.8	2.9	0.1
Buick	620	572	-7.7%	1,750	1,643	-6.1%	7,397	7,267	-1.8%	1.9	1.8	-0.1
Cadillac	591	611	3.4%	1,656	1,592	-3.9%	7,213	6,757	-6.3%	1.9	1.7	-0.2
Chevrolet	4,241	4,669	10.1%	12,548	12,271	-2.2%	53,786	52,416	-2.5%	13.9	13.2	-0.7
Chrysler	650	650	0.0%	1,952	1,901	-2.6%	9,659	8,448	-12.5%	2.5	2.1	-0.4
Dodge	1,506	1,749	16.1%	4,432	4,886	10.2%	20,166	20,355	0.9%	5.2	5.1	-0.1
FIAT	43	60	39.5%	145	168	15.9%	695	755	8.6%	0.2	0.2	0.0
Ford	3,751	4,363	16.3%	10,747	11,731	9.2%	48,175	47,349	-1.7%	12.4	11.9	-0.5
GMC	832	1,012	21.6%	2,488	2,707	8.8%	10,433	10,945	4.9%	2.7	2.7	0.0
Honda	1,873	1,998	6.7%	5,527	5,732	3.7%	23,902	23,959	0.2%	6.2	6.0	-0.2
Hyundai	1,575	1,779	13.0%	4,580	5,630	22.9%	19,978	21,146	5.8%	5.2	5.3	0.1
Infiniti	475	658	38.5%	1,371	1,686	23.0%	5,841	6,365	9.0%	1.5	1.6	0.1
Jaguar	44	81	84.1%	149	191	28.2%	695	811	16.7%	0.2	0.2	0.0
Jeep	1,579	2,011	27.4%	4,628	5,447	17.7%	19,317	22,486	16.4%	5.0	5.6	0.6
Kia	938	1,204	28.4%	2,684	3,341	24.5%	11,589	12,895	11.3%	3.0	3.2	0.2
Land Rover	176	198	12.5%	471	556	18.0%	1,794	1,986	10.7%	0.5	0.5	0.0
Lexus	605	815	34.7%	1,754	2,133	21.6%	7,831	8,451	7.9%	2.0	2.1	0.1
Lincoln	300	384	28.0%	958	979	2.2%	4,055	3,972	-2.0%	1.0	1.0	0.0
Mazda	471	507	7.6%	1,289	1,401	8.7%	5,474	5,757	5.2%	1.4	1.4	0.0
Mercedes	851	928	9.0%	2,423	2,448	1.0%	9,917	10,689	7.8%	2.6	2.7	0.1
MINI	82	97	18.3%	265	302	14.0%	1,255	1,301	3.7%	0.3	0.3	0.0
Mitsubishi	219	254	16.0%	588	673	14.5%	2,485	2,657	6.9%	0.6	0.7	0.1
Nissan	3,220	3,515	9.2%	8,991	9,585	6.6%	36,940	39,501	6.9%	9.5	9.9	0.4
Other	142	172	21.1%	388	407	4.9%	1,568	1,600	2.0%	0.4	0.4	0.0
Porsche	143	217	51.7%	426	534	25.4%	1,737	2,094	20.6%	0.4	0.5	0.1
smart	12	14	16.7%	33	45	36.4%	189	248	31.2%	0.0	0.1	0.1
Subaru	550	628	14.2%	1,586	1,765	11.3%	5,899	6,592	11.7%	1.5	1.7	0.2
Suzuki	16	15	-6.3%	44	31	-29.5%	191	112	-41.4%	0.0	0.0	0.0
Toyota	2,587	2,749	6.3%	7,569	7,614	0.6%	33,121	31,607	-4.6%	8.6	7.9	-0.7
Volkswagen	922	1,150	24.7%	2,901	3,016	4.0%	11,223	13,433	19.7%	2.9	3.4	0.5
Volvo	135	186	37.8%	347	501	44.4%	1,515	1,867	23.2%	0.4	0.5	0.1

Top ten are shaded yellow.

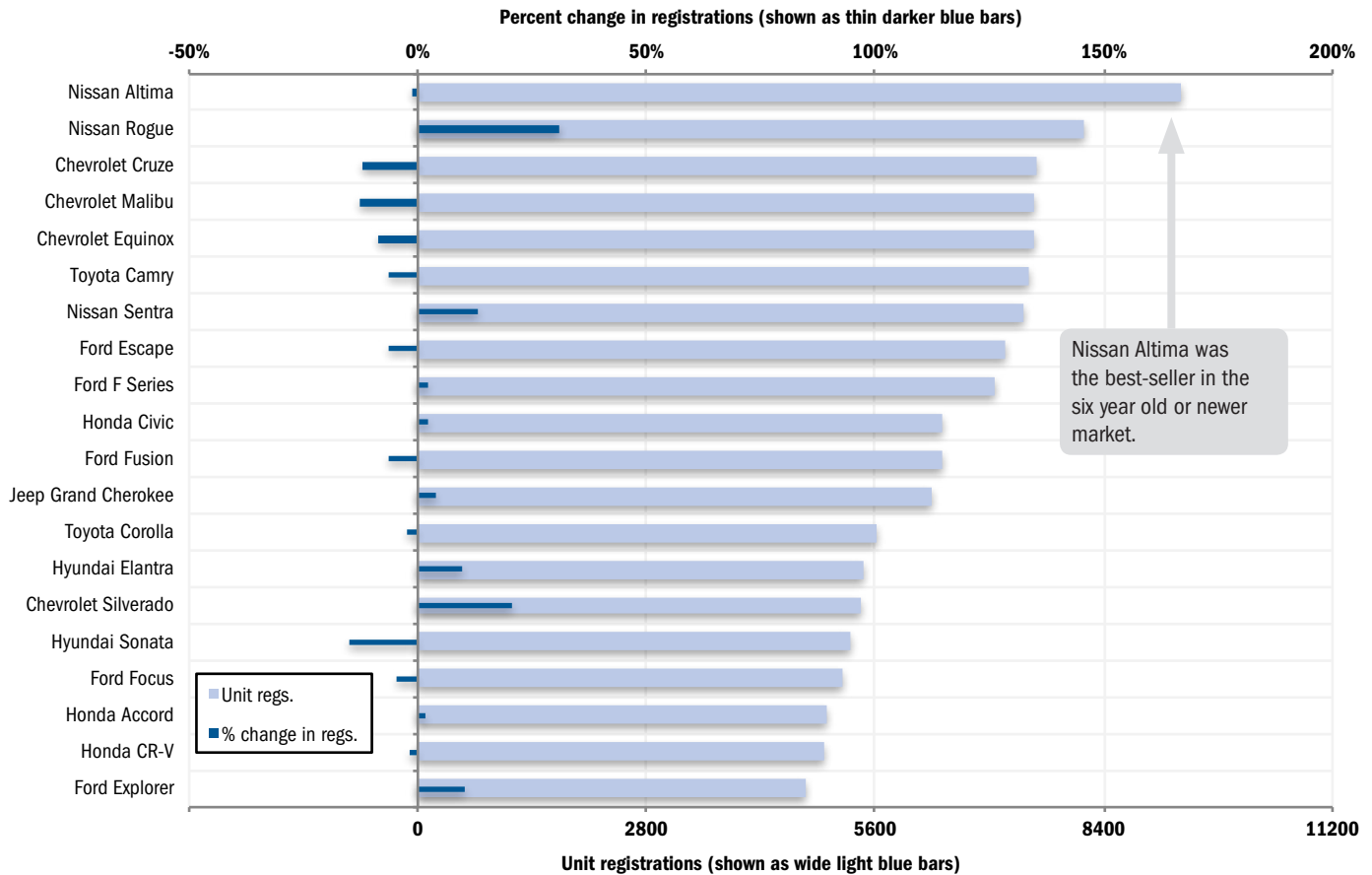
Source: IHS.

**Change in Used Vehicle Market Share by Age of Vehicle - 2018 vs. 2017**



**TOP SELLING USED VEHICLES**

**Registrations (2018) and Percent Change (2018 vs. 2017)  
Top 20 Selling Models in Used Vehicle Market (6 years old or newer)**



The thick light blue bars on the graph show unit registrations (bottom axis), and the thin dark blue bars show the percent change (top axis).  
Source: IHS.

**Chicago Auto Outlook**

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