

Chicago Auto Outlook™

Comprehensive information on the Chicagoland automotive market

Publication
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by:



YTD '19 thru July
% Change In
New Retail Market vs.
Year Earlier

Chicago Area
-5.9%

U.S.
-3.9%

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

	Chicago Area	U.S.
YTD '18 thru July	207,398	8,047,528
YTD '19 thru July*	195,174	7,732,189
% change	-5.9%	-3.9%
July 2018 registrations	33,819	1,245,872
July 2019 registrations*	32,466	1,233,413
% change	-4.0%	-1.0%

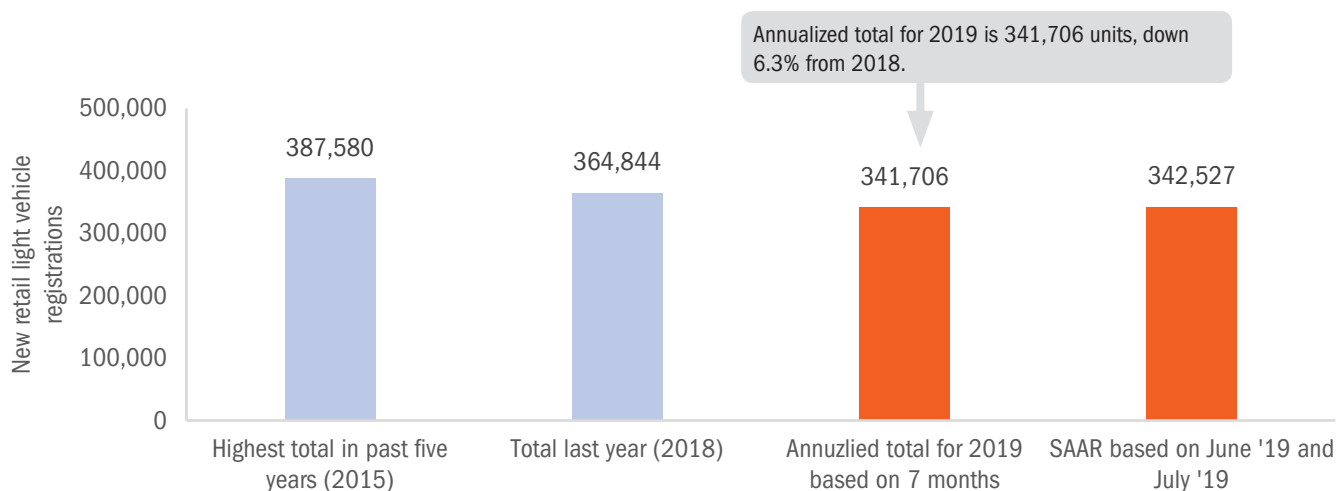
QUICK FACTS

Chicago area market declined 5.9% during first seven months of 2019 vs. year earlier. U.S. market was off 3.9%.

Light truck registrations have declined by less than 2% so far this year.

Registrations of used vehicles seven years old or newer increased slightly during the first six months of this year.

Annual Trends in Area New Vehicle Market



*July 2019 figures were estimated by Auto Outlook.

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 Year to Date
New Retail Light Vehicle
Registrations**

LIGHT TRUCKS

**DOWN
1.8%**

PASSENGER CARS

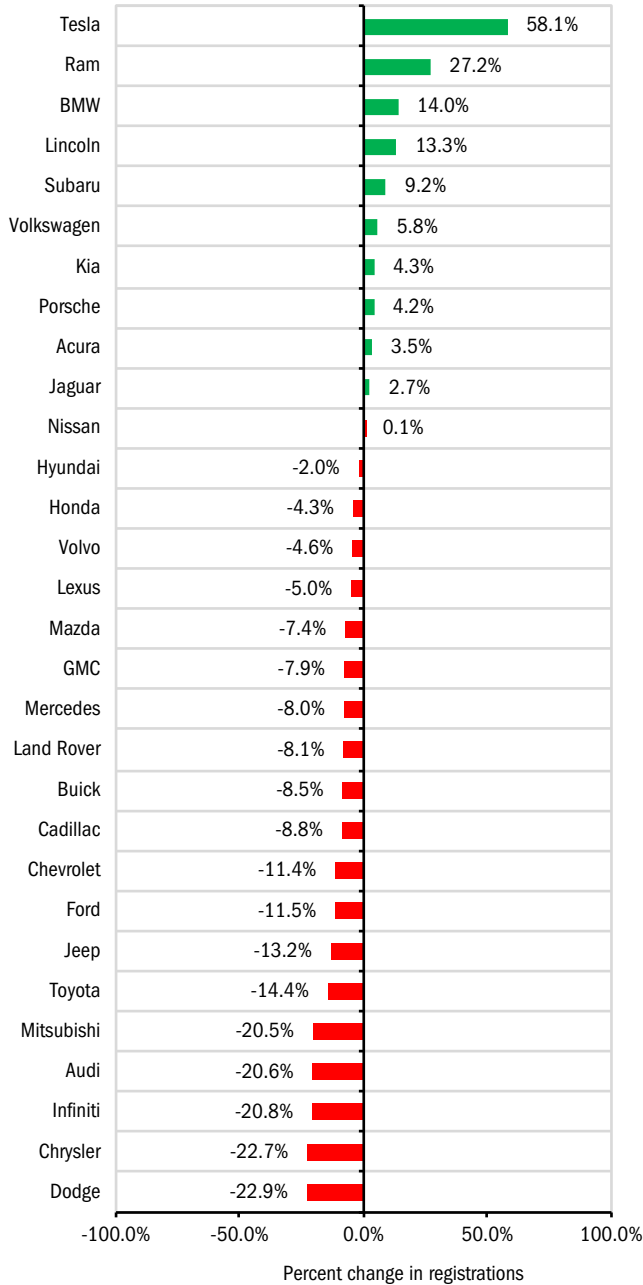
**DOWN
15.5%**

Chicago Area New Retail Car and Light Truck Registrations												
	June			Three Month Period Apr. '19 thru June '19			YTD thru June			YTD Market Share (%)		
	2018	2019	% chg.	Yr. Ago	Current	% chg.	2018	2019	% chg.	2018	2019	Chg.
TOTAL	30,998	28,287	-8.7%	94,117	89,383	-5.0%	173,579	162,708	-6.3%			
Cars	10,319	8,120	-21.3%	31,286	26,536	-15.2%	56,854	48,052	-15.5%	32.8	29.5	-3.3
Trucks	20,679	20,167	-2.5%	62,831	62,847	0.0%	116,725	114,656	-1.8%	67.2	70.5	3.3
Detroit Three Brands	12,114	10,873	-10.2%	37,564	34,139	-9.1%	69,977	63,214	-9.7%	40.3	38.9	-1.4
European Brands	3,635	3,777	3.9%	11,429	11,454	0.2%	20,859	20,235	-3.0%	12.0	12.4	0.4
Japanese Brands	12,315	10,717	-13.0%	36,561	35,067	-4.1%	67,396	63,774	-5.4%	38.8	39.2	0.4
Korean Brands	2,934	2,920	-0.5%	8,563	8,723	1.9%	15,347	15,485	0.9%	8.8	9.5	0.7
Acura	659	589	-10.6%	1,764	1,781	1.0%	3,080	3,189	3.5%	1.8	2.0	0.2
Alfa Romeo	61	60	-1.6%	229	147	-35.8%	378	245	-35.2%	0.2	0.2	0.0
Audi	593	534	-9.9%	1,824	1,471	-19.4%	3,181	2,525	-20.6%	1.8	1.6	-0.2
BMW	648	722	11.4%	1,963	2,260	15.1%	3,570	4,071	14.0%	2.1	2.5	0.4
Buick	455	432	-5.1%	1,499	1,344	-10.3%	2,955	2,704	-8.5%	1.7	1.7	0.0
Cadillac	400	333	-16.8%	1,111	1,029	-7.4%	2,051	1,871	-8.8%	1.2	1.1	-0.1
Chevrolet	3,290	2,867	-12.9%	10,385	9,424	-9.3%	19,933	17,666	-11.4%	11.5	10.9	-0.6
Chrysler	322	286	-11.2%	1,126	923	-18.0%	1,974	1,525	-22.7%	1.1	0.9	-0.2
Dodge	736	496	-32.6%	2,519	1,724	-31.6%	4,321	3,333	-22.9%	2.5	2.0	-0.5
FIAT	27	24	-11.1%	88	55	-37.5%	151	102	-32.5%	0.1	0.1	0.0
Ford	2,958	2,635	-10.9%	9,010	7,992	-11.3%	16,529	14,624	-11.5%	9.5	9.0	-0.5
Genesis	31	47	51.6%	114	180	57.9%	261	307	17.6%	0.2	0.2	0.0
GMC	568	678	19.4%	1,935	2,136	10.4%	4,191	3,862	-7.9%	2.4	2.4	0.0
Honda	3,797	3,315	-12.7%	10,817	10,310	-4.7%	19,426	18,599	-4.3%	11.2	11.4	0.2
Hyundai	1,805	1,537	-14.8%	5,071	4,771	-5.9%	8,796	8,617	-2.0%	5.1	5.3	0.2
Infiniti	266	182	-31.6%	797	621	-22.1%	1,478	1,170	-20.8%	0.9	0.7	-0.2
Jaguar	60	58	-3.3%	218	231	6.0%	405	416	2.7%	0.2	0.3	0.1
Jeep	2,498	2,037	-18.5%	7,391	6,399	-13.4%	13,410	11,637	-13.2%	7.7	7.2	-0.5
Kia	1,098	1,336	21.7%	3,378	3,772	11.7%	6,290	6,561	4.3%	3.6	4.0	0.4
Land Rover	216	246	13.9%	770	759	-1.4%	1,439	1,323	-8.1%	0.8	0.8	0.0
Lexus	564	495	-12.2%	1,811	1,743	-3.8%	3,322	3,157	-5.0%	1.9	1.9	0.0
Lincoln	230	259	12.6%	727	834	14.7%	1,328	1,504	13.3%	0.8	0.9	0.1
Maserati	23	19	-17.4%	91	53	-41.8%	162	98	-39.5%	0.1	0.1	0.0
Mazda	617	628	1.8%	2,097	2,095	-0.1%	3,910	3,622	-7.4%	2.3	2.2	-0.1
Mercedes	599	636	6.2%	1,922	1,866	-2.9%	3,649	3,357	-8.0%	2.1	2.1	0.0
MINI	86	74	-14.0%	266	225	-15.4%	509	386	-24.2%	0.3	0.2	-0.1
Mitsubishi	312	163	-47.8%	931	679	-27.1%	1,681	1,336	-20.5%	1.0	0.8	-0.2
Nissan	1,842	1,566	-15.0%	5,198	5,321	2.4%	10,076	10,087	0.1%	5.8	6.2	0.4
Other	23	29	26.1%	73	95	30.1%	134	171	27.6%	0.1	0.1	0.0
Porsche	133	175	31.6%	477	478	0.2%	829	864	4.2%	0.5	0.5	0.0
Ram	376	574	52.7%	1,225	1,642	34.0%	2,301	2,927	27.2%	1.3	1.8	0.5
Subaru	1,196	1,275	6.6%	3,879	4,268	10.0%	7,271	7,940	9.2%	4.2	4.9	0.7
Tesla	280	275	-1.8%	634	686	8.2%	982	1,553	58.1%	0.6	1.0	0.4
Toyota	3,060	2,503	-18.2%	9,259	8,245	-11.0%	17,143	14,668	-14.4%	9.9	9.0	-0.9
Volkswagen	881	899	2.0%	2,707	2,998	10.7%	5,072	5,364	5.8%	2.9	3.3	0.4
Volvo	288	303	5.2%	811	826	1.8%	1,391	1,327	-4.6%	0.8	0.8	0.0

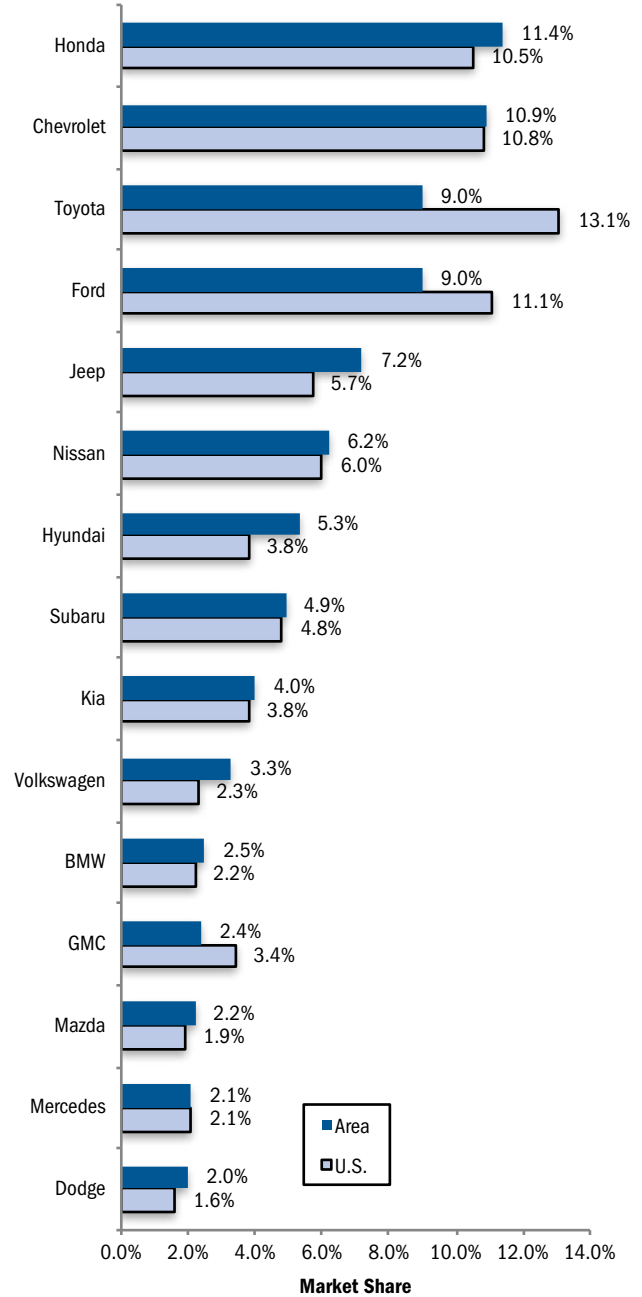
Top ten are shaded yellow.

Source: IHS

**Percent Change in Brand Registrations
YTD 2019 thru June vs. YTD 2018
(Top 30 selling brands)**



**Chicago Area and U.S. Market Share
YTD 2019 thru June
(Top 20 selling brands in area)**



Registrations increased by more than 5% for Tesla, Ram, BMW, Lincoln, Subaru, and Volkswagen.



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

TOP SELLING MODELS

The table below shows the top five selling models during the first six months of 2019 in 20 segments. In addition to unit registrations, it also shows each model's market share in its respective segment.



BEST SELLERS IN PRIMARY SEGMENTS

- Compact Car: Honda Civic
- Mid Size Car: Honda Accord
- Near Luxury Car: Tesla Model 3
- Luxury Car: BMW 5-Series
- Full Size Pickup: Ford F-Series
- Compact SUV: Honda CR-V
- Mid Size SUV: Jeep Grand Cherokee
- Luxury Mid Size SUV: Lexus RX

Top Selling Models in Each Segment - New Light Vehicle Registrations (YTD '19 thru June)

Cars											
Subcompact			Compact			Sports/Pony Cars			Mid Size		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Kia Soul	1060	24.9	Honda Civic	3736	21.9	Dodge Challenger	506	30.3	Honda Accord	2850	20.7
Chevrolet Spark	502	11.8	Nissan Sentra	2144	12.6	Ford Mustang	458	27.5	Toyota Camry	2549	18.5
Honda Fit	468	11.0	Hyundai Elantra	1909	11.2	Chevrolet Camaro	442	26.5	Chevrolet Malibu	2126	15.4
Ford Fiesta	413	9.7	Toyota Corolla	1865	10.9	Hyundai Veloster	119	7.1	Nissan Altima	1420	10.3
Toyota Yaris	378	8.9	Chevrolet Cruze	1399	8.2	Mazda MX5	75	4.5	Ford Fusion	1344	9.7
Large			Entry Luxury			Near Luxury			Luxury and High End Sports Cars		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Dodge Charger	399	19.9	Acura ILX	258	36.9	Tesla Model 3	1188	22.0	BMW 5-Series	454	14.2
Toyota Avalon	367	18.3	Mercedes CLA-Class	149	21.3	Lexus ES	562	10.4	Mercedes E-Class	348	10.9
Chevrolet Impala	343	17.1	BMW 2-Series	103	14.7	Acura TLX	536	9.9	Audi A6	240	7.5
Nissan Maxima	328	16.4	Mercedes A-Class	89	12.7	BMW 3-Series	462	8.6	Tesla Model S	187	5.9
Chrysler 300	240	12.0	Audi A3	86	12.3	Mercedes C-Class	440	8.2	Chevrolet Corvette	167	5.2
Light Trucks											
Compact/Mid Size Pickup			Full Size Pickup			Mini Van			Large Van		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Chevrolet Colorado	903	35.6	Ford F Series	3620	37.0	Honda Odyssey	1688	37.5	Ford Transit Connect Van	1108	39.0
Toyota Tacoma	631	24.9	Chevrolet Silverado	2360	24.1	Chrysler Pacifica	1285	28.5	Ram Promaster	645	22.7
Ford Ranger	270	10.6	Ram Pickup	2282	23.3	Toyota Sienna	844	18.7	Chevrolet Express	359	12.6
GMC Canyon	250	9.9	GMC Sierra	1066	10.9	Dodge Caravan	495	11.0	Nissan NV	305	10.7
Honda Ridgeline	239	9.4	Toyota Tundra	344	3.5	Kia Sedona	192	4.3	Mercedes Sprinter	218	7.7
Subcompact SUV			Compact SUV			Mid Size SUV			Large SUV		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Chevrolet Trax	1803	19.0	Honda CR-V	5591	14.4	Jeep Grand Cherokee	3245	12.1	Chevrolet Tahoe	496	27.7
Honda HR-V	1351	14.2	Toyota RAV4	4027	10.3	Toyota Highlander	2046	7.6	Ford Expedition	400	22.3
Buick Encore	1220	12.8	Chevrolet Equinox	3688	9.5	Subaru Outback	2000	7.4	Chevrolet Suburban	230	12.8
Jeep Renegade	1187	12.5	Nissan Rogue	3088	7.9	Honda Pilot	1936	7.2	GMC Yukon	217	12.1
Hyundai Kona	1062	11.2	Jeep Cherokee	2747	7.1	Chevrolet Traverse	1918	7.1	Nissan Armada	156	8.7
Luxury Subcompact SUV			Luxury Compact SUV			Luxury Mid Size SUV			Luxury Large SUV		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
BMW X1	282	22.4	Acura RDX	1354	19.2	Lexus RX	1147	14.5	Cadillac Escalade	320	18.8
Volvo XC40	263	20.9	Audi Q5	814	11.5	Acura MDX	1019	12.9	Lincoln Navigator	274	16.1
BMW X2	212	16.8	BMW X3	795	11.3	BMW X5	902	11.4	Land Rover Range Rover	239	14.1
Mercedes GLA-Class	184	14.6	Mercedes GLC-Class	749	10.6	Cadillac XT5	809	10.2	BMW X7	235	13.8
Lexus UX	163	12.9	Lexus NX	685	9.7	Mercedes GLE-Class	588	7.4	Audi Q8	200	11.8

Data Source: IHS.

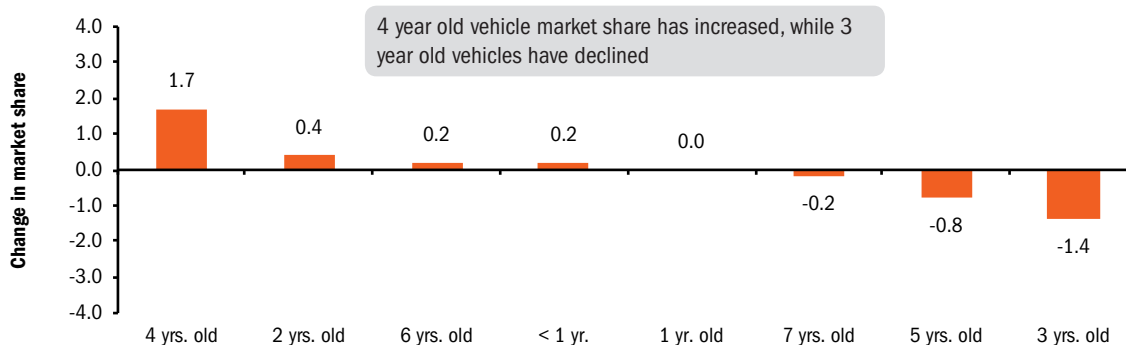
USED VEHICLE MARKET

Chicago Area Used Car and Light Truck Registrations												
	June			Three Month Period Apr. '19 thru June '19			YTD thru June			YTD Market Share (%)		
	Chicago Area			Chicago Area			Chicago Area			Chicago Area		
	2018	2019	% chg.	Yr. Ago	Current	% chg.	2018	2019	% chg.	2018	2019	Chg.
TOTAL	40,121	28,169	-29.8%	104,181	104,946	0.7%	198,403	201,263	1.4%			
Acura	508	320	-37.0%	1,351	1,356	0.4%	2,571	2,606	1.4%	1.3	1.3	0.0
Audi	803	605	-24.7%	2,141	2,235	4.4%	4,010	4,080	1.7%	2.0	2.0	0.0
BMW	1,252	726	-42.0%	3,131	2,665	-14.9%	5,708	4,848	-15.1%	2.9	2.4	-0.5
Buick	733	484	-34.0%	1,963	1,841	-6.2%	3,776	3,402	-9.9%	1.9	1.7	-0.2
Cadillac	652	382	-41.4%	1,784	1,477	-17.2%	3,559	2,888	-18.9%	1.8	1.4	-0.4
Chevrolet	5,188	3,635	-29.9%	13,914	13,456	-3.3%	27,042	26,310	-2.7%	13.6	13.1	-0.5
Chrysler	942	541	-42.6%	2,339	1,892	-19.1%	4,364	3,649	-16.4%	2.2	1.8	-0.4
Dodge	2,057	1,387	-32.6%	5,405	5,178	-4.2%	10,148	10,360	2.1%	5.1	5.1	0.0
FIAT	73	54	-26.0%	190	202	6.3%	397	345	-13.1%	0.2	0.2	0.0
Ford	4,758	3,369	-29.2%	12,085	12,385	2.5%	23,087	24,012	4.0%	11.6	11.9	0.3
GMC	1,046	736	-29.6%	2,761	2,749	-0.4%	5,428	5,327	-1.9%	2.7	2.6	-0.1
Honda	2,492	1,868	-25.0%	6,253	6,631	6.0%	11,515	11,824	2.7%	5.8	5.9	0.1
Hyundai	2,119	1,482	-30.1%	5,359	5,875	9.6%	10,240	12,322	20.3%	5.2	6.1	0.9
Infiniti	653	428	-34.5%	1,665	1,768	6.2%	3,091	3,554	15.0%	1.6	1.8	0.2
Jaguar	78	68	-12.8%	216	240	11.1%	392	384	-2.0%	0.2	0.2	0.0
Jeep	2,350	1,447	-38.4%	5,914	5,485	-7.3%	11,201	10,748	-4.0%	5.6	5.3	-0.3
Kia	1,299	1,036	-20.2%	3,251	4,049	24.5%	6,258	7,660	22.4%	3.2	3.8	0.6
Land Rover	175	140	-20.0%	479	567	18.4%	884	1,072	21.3%	0.4	0.5	0.1
Lexus	886	515	-41.9%	2,218	2,210	-0.4%	4,130	4,139	0.2%	2.1	2.1	0.0
Lincoln	392	270	-31.1%	1,031	1,112	7.9%	1,959	2,151	9.8%	1.0	1.1	0.1
Mazda	570	392	-31.2%	1,527	1,472	-3.6%	2,762	2,852	3.3%	1.4	1.4	0.0
Mercedes	1,143	798	-30.2%	2,889	2,794	-3.3%	5,443	4,986	-8.4%	2.7	2.5	-0.2
MINI	138	92	-33.3%	317	332	4.7%	613	569	-7.2%	0.3	0.3	0.0
Mitsubishi	274	175	-36.1%	693	638	-7.9%	1,263	1,290	2.1%	0.6	0.6	0.0
Nissan	3,874	3,023	-22.0%	10,246	11,214	9.4%	20,010	21,341	6.7%	10.1	10.6	0.5
Other	162	198	22.2%	416	641	54.1%	744	1,145	53.9%	0.4	0.6	0.2
Porsche	214	141	-34.1%	566	554	-2.1%	994	985	-0.9%	0.5	0.5	0.0
smart	32	7	-78.1%	80	29	-63.8%	134	66	-50.7%	0.1	0.0	-0.1
Subaru	618	523	-15.4%	1,580	1,755	11.1%	3,016	3,242	7.5%	1.5	1.6	0.1
Suzuki	5	5	0.0%	27	9	-66.7%	53	23	-56.6%	0.0	0.0	0.0
Toyota	3,132	2,216	-29.2%	8,268	8,017	-3.0%	15,711	15,468	-1.5%	7.9	7.7	-0.2
Volkswagen	1,324	957	-27.7%	3,657	3,635	-0.6%	7,065	6,759	-4.3%	3.6	3.4	-0.2
Volvo	179	149	-16.8%	465	483	3.9%	835	856	2.5%	0.4	0.4	0.0

Top ten are shaded yellow.

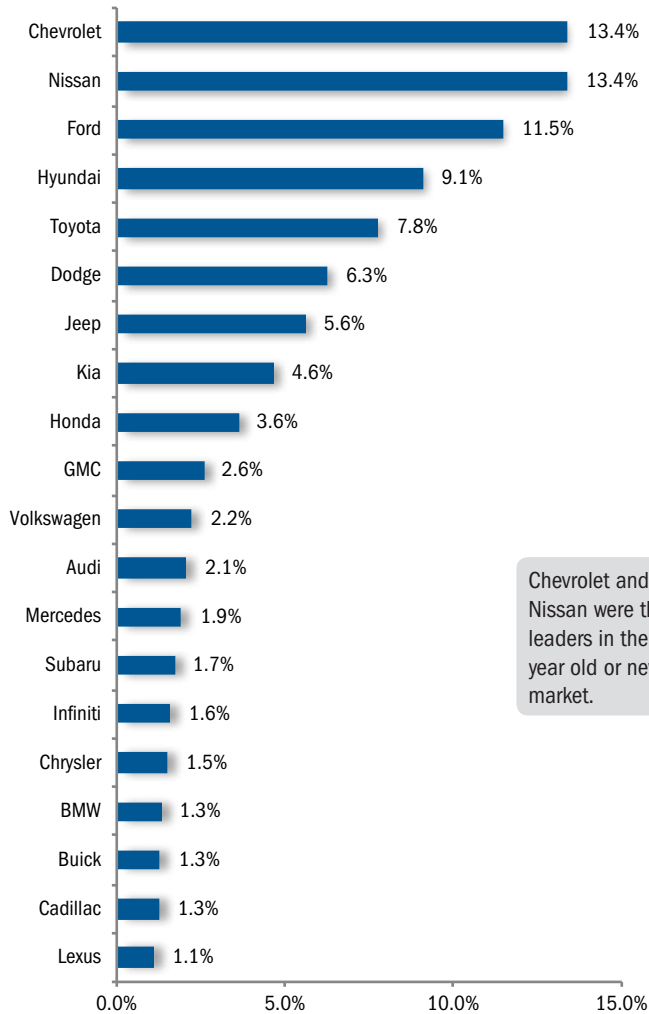
Source: IHS.

Change in Used Vehicle Market Share by Age of Vehicle - YTD 2019 thru June vs. Year Earlier



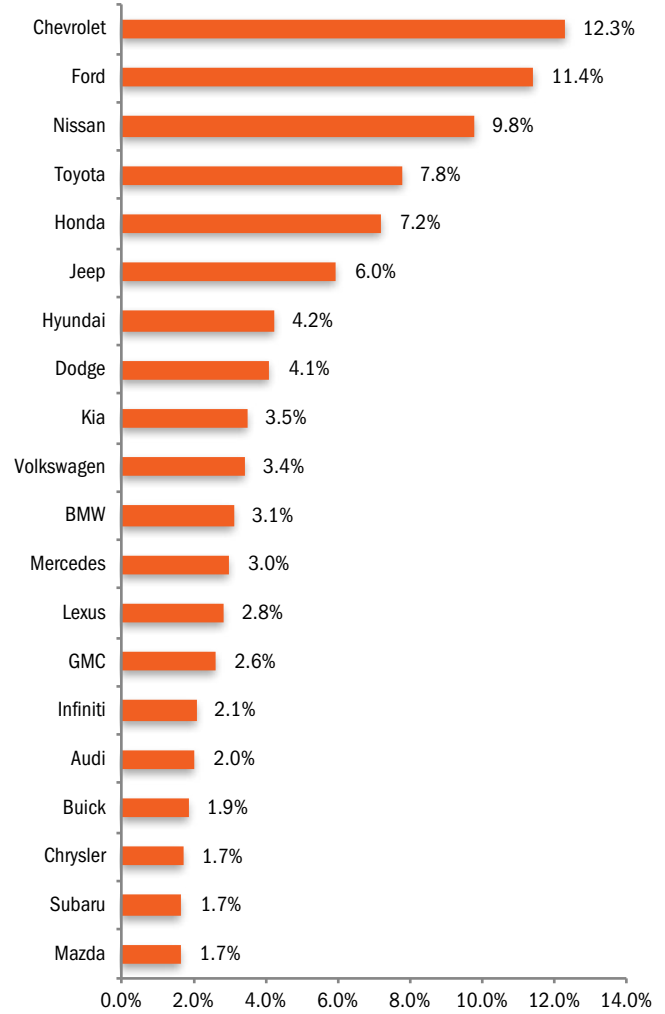
TOP SELLING USED VEHICLES

**Brand Market Share - Vehicles 2 years old or newer
YTD 2019 thru June**



Chevrolet and Nissan were the leaders in the 2 year old or newer market.

**Brand Market Share - 3 to 5 year old vehicles
YTD 2019 thru June**



Data Source: IHS

Chicago Auto Outlook

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