

Chicago Auto Outlook™

Comprehensive information on the Chicagoland automotive market

Publication
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by:



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



Light trucks

-14.7%



Cars

-30.4%

Chicago Area New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '19 thru July	128,528	54,210	182,738
YTD '20 thru July	109,657	37,739	147,396
% change	-14.7%	-30.4%	-19.3%
July, 2019	18,860	7,694	26,554
July, 2020	19,387	6,383	25,770
% change	2.8%	-17.0%	-3.0%

QUICK FACTS

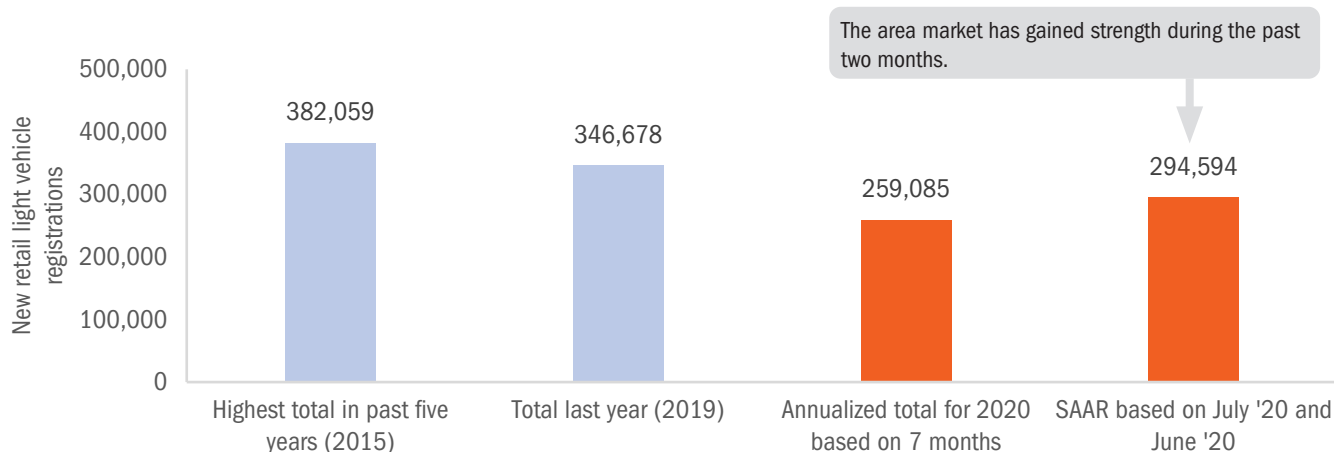
New vehicle registrations in the Chicago Area declined 19.3% during the first seven months of 2020 versus the same period a year earlier. U.S. market declined by an estimated 20.1%.

The new vehicle market showed signs of improvement in July, declining just 3% vs. '19.

Used vehicle market (only includes vehicles 7 years old or newer) fell by 13.8% during the first seven months of this year.

Data Source: AutoCount data from Experian.

Annual Trends in Area New Vehicle Market




Historical Data Source: AutoCount data from Experian.


Data Information

Data presented in Auto Outlook measures new retail vehicle registrations in the eight county area. Monthly recording of registrations occurs when vehicle title information is processed, which may differ from date of sale. Title recording can occasionally be subject to processing delays by governmental agencies. For this reason, the year-to-date figures will typically be more reflective of market results Data Source: AutoCount data from Experian.

Change in New Retail Light Vehicle Registrations YTD 2020 thru July vs. YTD 2019

DOMESTIC BRANDS
 **DOWN 21.7%**

EUROPEAN BRANDS
 **DOWN 15.3%**

JAPANESE BRANDS
 **DOWN 23.4%**

KOREAN BRANDS
 **UP 2.0%**

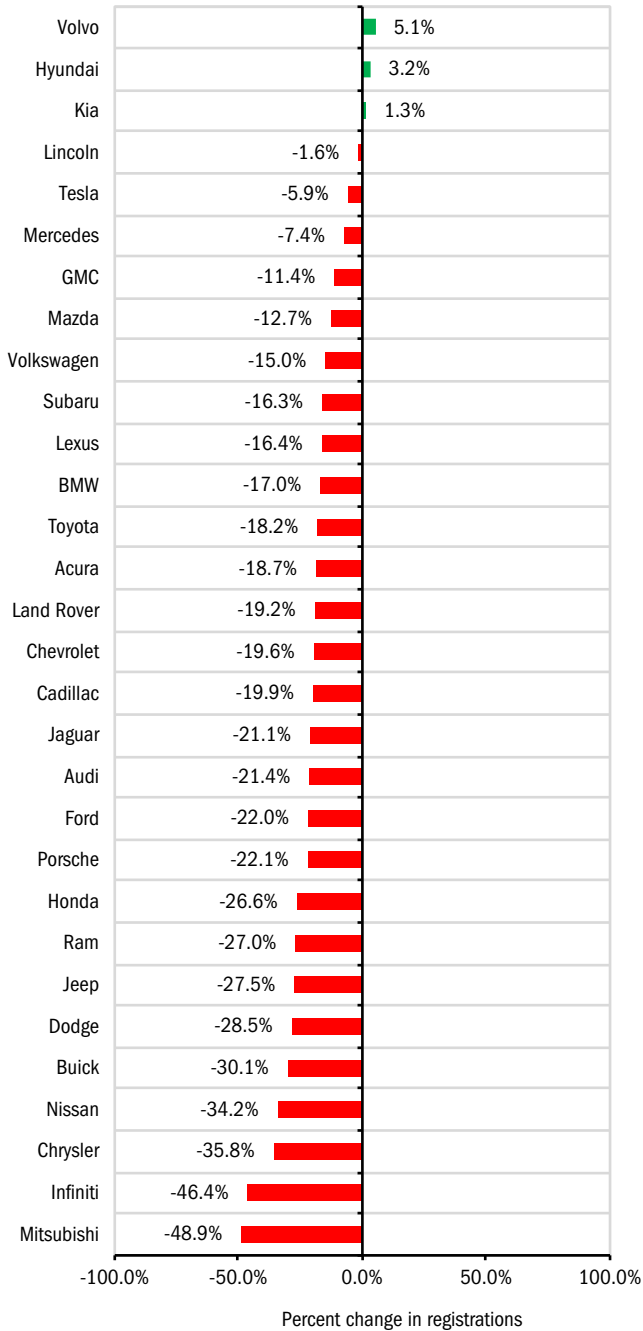
Chicago Area New Retail Car and Light Truck Registrations									
	Three Month Period May '20 thru July '20			YTD thru July			YTD Market Share (%)		
	Yr. Ago	Current	% chg.	2019	2020	% chg.	2019	2020	Chg.
TOTAL	82,226	68,237	-17.0%	182,738	147,396	-19.3%			
Cars	24,422	17,181	-29.6%	54,210	37,739	-30.4%	29.7	25.6	-4.1
Trucks	57,804	51,056	-11.7%	128,528	109,657	-14.7%	70.3	74.4	4.1
Detroit Three Brands	31,659	25,897	-18.2%	72,126	56,457	-21.7%	39.5	38.3	-1.2
European Brands	10,432	8,935	-14.4%	22,801	19,307	-15.3%	12.5	13.1	0.6
Japanese Brands	32,006	24,699	-22.8%	70,666	54,145	-23.4%	38.7	36.7	-1.9
Korean Brands	8,129	8,706	7.1%	17,145	17,487	2.0%	9.4	11.9	2.5
Acura	1,642	1,257	-23.4%	3,624	2,947	-18.7%	2.0	2.0	0.0
Alfa Romeo	134	109	-18.7%	265	225	-15.1%	0.1	0.2	0.0
Audi	1,447	1,043	-27.9%	3,371	2,650	-21.4%	1.8	1.8	0.0
BMW	1,991	1,494	-25.0%	4,334	3,597	-17.0%	2.4	2.4	0.1
Buick	1,207	862	-28.6%	2,974	2,079	-30.1%	1.6	1.4	-0.2
Cadillac	920	711	-22.7%	2,113	1,692	-19.9%	1.2	1.1	0.0
Chevrolet	8,850	7,277	-17.8%	20,497	16,471	-19.6%	11.2	11.2	0.0
Chrysler	844	400	-52.6%	1,651	1,060	-35.8%	0.9	0.7	-0.2
Dodge	1,536	1,063	-30.8%	3,586	2,563	-28.5%	2.0	1.7	-0.2
FIAT	52	26	-50.0%	117	56	-52.1%	0.1	0.0	0.0
Ford	7,556	6,344	-16.0%	16,820	13,125	-22.0%	9.2	8.9	-0.3
Genesis	172	127	-26.2%	333	271	-18.6%	0.2	0.2	0.0
GMC	1,935	1,612	-16.7%	4,290	3,803	-11.4%	2.3	2.6	0.2
Honda	9,954	7,330	-26.4%	21,384	15,702	-26.6%	11.7	10.7	-1.0
Hyundai	4,451	4,995	12.2%	9,630	9,940	3.2%	5.3	6.7	1.5
Infiniti	574	322	-43.9%	1,507	808	-46.4%	0.8	0.5	-0.3
Jaguar	212	160	-24.5%	464	366	-21.1%	0.3	0.2	0.0
Jeep	5,842	4,691	-19.7%	12,506	9,063	-27.5%	6.8	6.1	-0.7
Kia	3,506	3,584	2.2%	7,182	7,276	1.3%	3.9	4.9	1.0
Land Rover	671	559	-16.7%	1,481	1,196	-19.2%	0.8	0.8	0.0
Lexus	1,557	1,268	-18.6%	3,634	3,038	-16.4%	2.0	2.1	0.1
Lincoln	801	672	-16.1%	1,734	1,706	-1.6%	0.9	1.2	0.2
Maserati	50	41	-18.0%	126	86	-31.7%	0.1	0.1	0.0
Mazda	1,813	1,611	-11.1%	3,762	3,285	-12.7%	2.1	2.2	0.2
Mercedes	1,513	1,567	3.6%	3,403	3,151	-7.4%	1.9	2.1	0.3
MINI	212	145	-31.6%	422	284	-32.7%	0.2	0.2	0.0
Mitsubishi	633	306	-51.7%	1,567	801	-48.9%	0.9	0.5	-0.3
Nissan	4,523	3,105	-31.4%	10,789	7,099	-34.2%	5.9	4.8	-1.1
Other	173	230	32.9%	293	559	90.8%	0.2	0.4	0.2
Porsche	411	405	-1.5%	923	719	-22.1%	0.5	0.5	0.0
Ram	1,521	1,201	-21.0%	3,359	2,452	-27.0%	1.8	1.7	-0.2
Subaru	3,751	3,345	-10.8%	8,346	6,989	-16.3%	4.6	4.7	0.2
Tesla	647	1,064	64.5%	2,596	2,443	-5.9%	1.4	1.7	0.2
Toyota	7,475	5,976	-20.1%	15,932	13,039	-18.2%	8.7	8.8	0.1
Volkswagen	2,891	2,597	-10.2%	6,277	5,335	-15.0%	3.4	3.6	0.2
Volvo	759	738	-2.8%	1,446	1,520	5.1%	0.8	1.0	0.2

Top ten are shaded yellow.

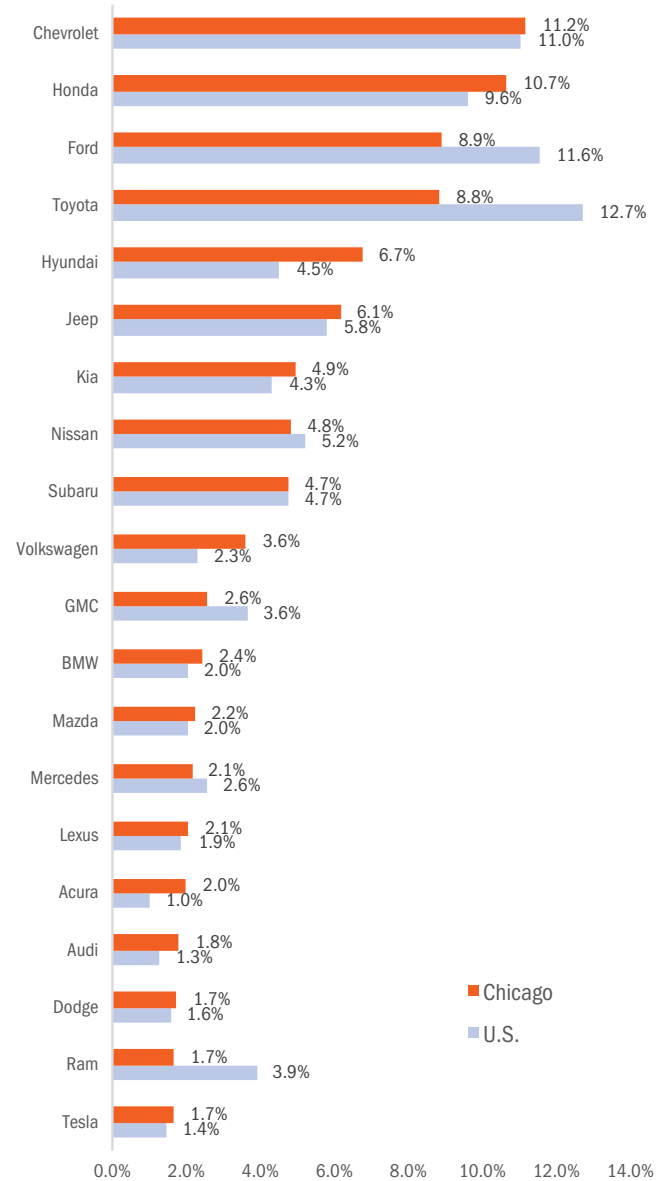
Source: AutoCount data from Experian

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Percent Change in Brand Registrations YTD 2020 thru July vs. YTD 2019 (Top 30 selling brands)



Chicago Area and U.S. Market Share YTD 2020 thru July (Top 20 selling brands in area)



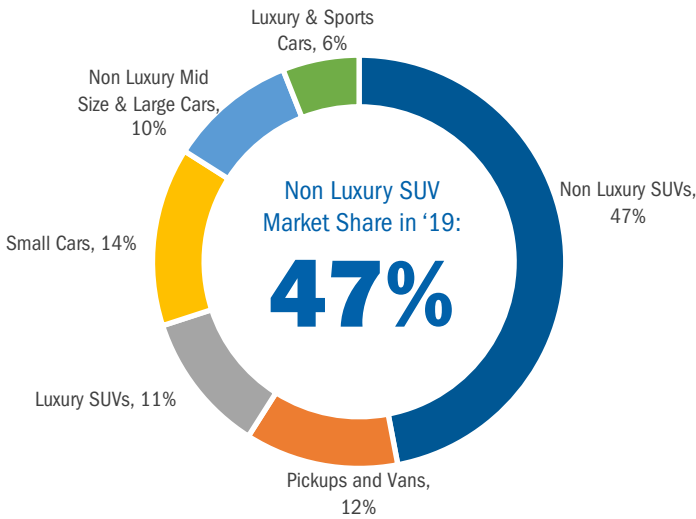
Registrations were up slightly for Volvo, Hyundai, and Kia, and declined by less than 12% for Lincoln, Tesla, Mercedes, and GMC.



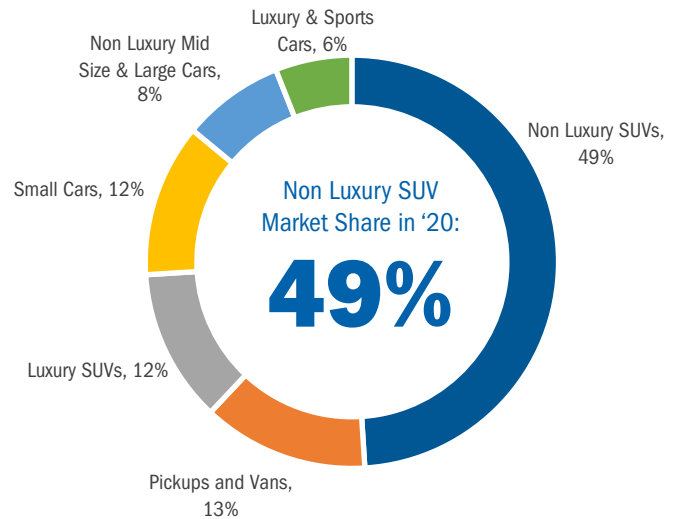
Chevrolet, Honda, Ford, Toyota, and Hyundai were market share leaders in the Chicago Area

VEHICLE SEGMENTS

**Segment Market Shares
YTD 2019 thru July**



**Segment Market Shares
YTD 2020 thru July**

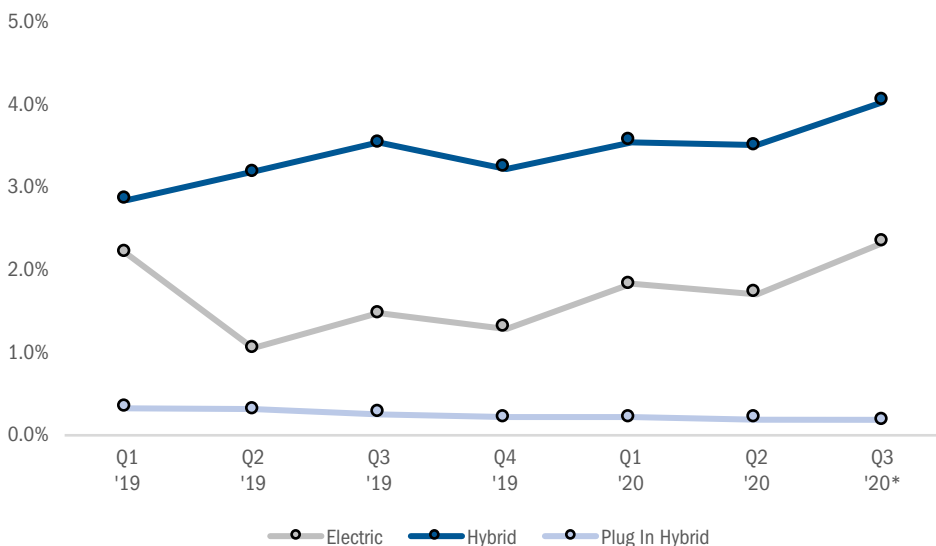


Data Source: AutoCount data from Experian.

The two graphs above show market shares for primary segments during the first seven months of 2019 and 2020.

HYBRID AND ELECTRIC VEHICLES

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



**Year To Date Share by Engine Type
(2019 and 2020, thru July)**

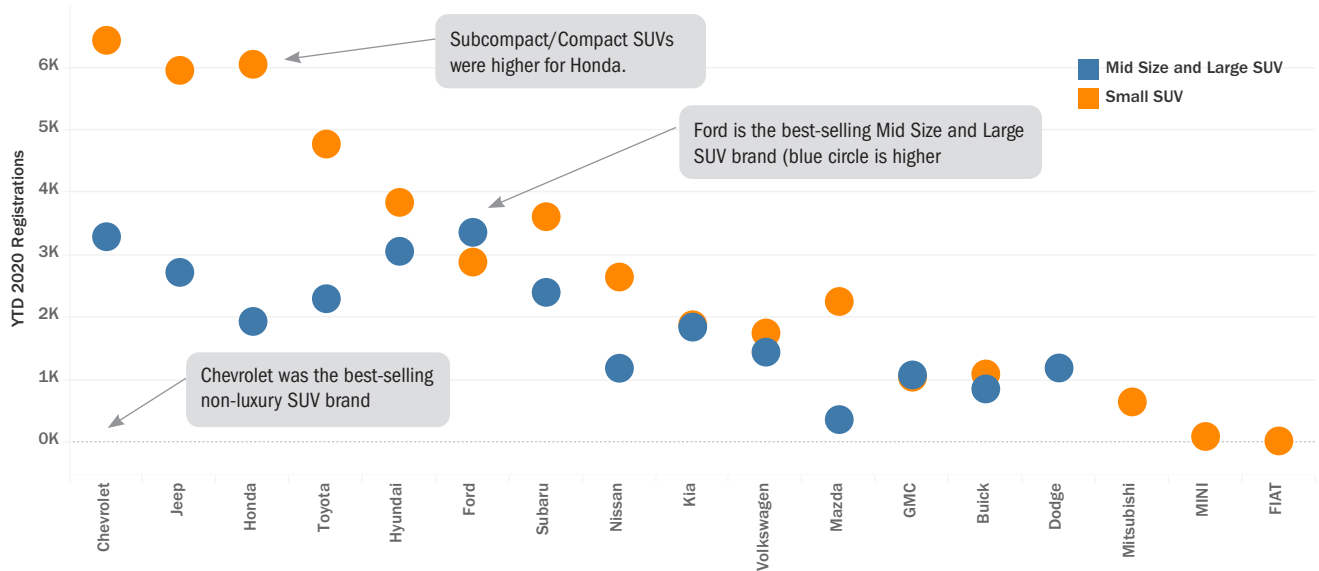
	YTD '19	YTD '20	
Hybrid	3.1%	3.6%	↑
Electric	1.6%	1.9%	↑
Plug In Hybrid	0.3%	0.2%	↓

The graph above shows estimated hybrid powertrain and electric vehicle market share in the area. Registrations by powertrain for vehicles equipped with multiple engine types were estimated by Auto Outlook. The estimates are based on model registrations compiled by Experian, and engine installation rates collected from other sources. *3Q includes July only.

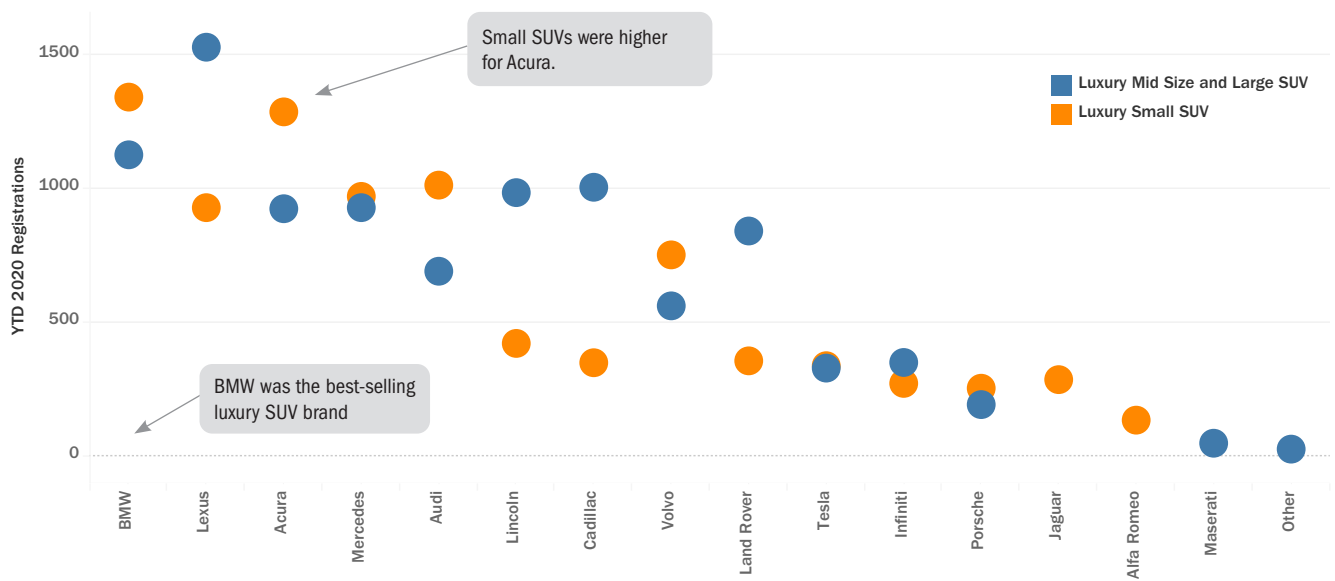
SUV CLOSE-UP

The two graphs below show new retail light vehicle registrations for Non Luxury and Luxury SUV brands. Each graph shows Small SUV registrations and Mid Size and Large registrations. Brands are positioned from left to right based on total registrations. Each circle corresponds to brand registrations for Small SUVs (orange circle) and Mid Size and Large SUVs (blue circle). Note: Small SUVs consist of subcompact and compact models.

New Retail Light Vehicle Registrations in Non Luxury SUV Segments - YTD 2020 thru July



New Retail Light Vehicle Registrations in Luxury SUV Segments - YTD 2020 thru July



Data Source: AutoCount data from Experian.

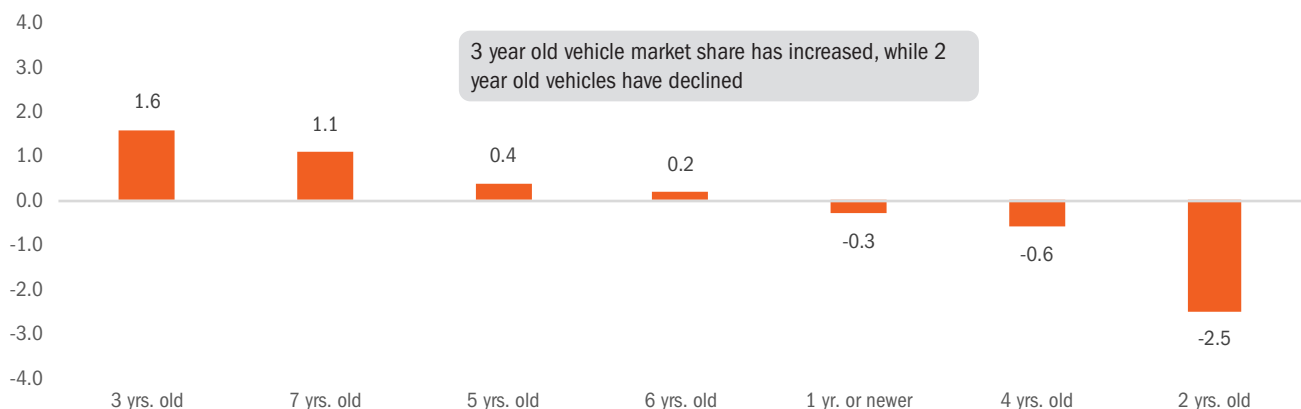
Note: Small SUVs consist of subcompact and compact models.

USED VEHICLE MARKET

Chicago Area Used Car and Light Truck Registrations (only includes vehicles 7 years old or newer)									
	Two Month Period			YTD thru July			YTD Market Share		
	June '20	July '20	% chg.	2019	2020	% chg.	2019	2020	Chg.
TOTAL	50,792	49,485	-2.6%	177,584	153,065	-13.8%			
Acura	733	628	-14.3%	2,610	1,989	-23.8%	1.5	1.3	-0.2
Alfa Romeo	15	61	306.7%	49	155	216.3%	0.0	0.1	0.1
Audi	1,123	1,183	5.3%	3,622	3,445	-4.9%	2.0	2.3	0.2
BMW	1,270	1,307	2.9%	4,223	3,902	-7.6%	2.4	2.5	0.2
Buick	978	770	-21.3%	3,315	2,664	-19.6%	1.9	1.7	-0.1
Cadillac	736	692	-6.0%	2,708	2,477	-8.5%	1.5	1.6	0.1
Chevrolet	6,700	6,362	-5.0%	23,570	19,916	-15.5%	13.3	13.0	-0.3
Chrysler	905	746	-17.6%	3,225	2,319	-28.1%	1.8	1.5	-0.3
Dodge	1,747	1,889	8.1%	6,405	5,655	-11.7%	3.6	3.7	0.1
FIAT	92	66	-28.3%	289	201	-30.4%	0.2	0.1	0.0
Ford	5,763	5,687	-1.3%	20,611	17,299	-16.1%	11.6	11.3	-0.3
Genesis	103	97	-5.8%	385	302	-21.6%	0.2	0.2	0.0
GMC	1,340	1,367	2.0%	4,961	4,413	-11.0%	2.8	2.9	0.1
Honda	3,672	2,819	-23.2%	11,550	9,022	-21.9%	6.5	5.9	-0.6
Hyundai	2,385	2,538	6.4%	8,836	8,152	-7.7%	5.0	5.3	0.4
Infiniti	937	740	-21.0%	3,471	2,405	-30.7%	2.0	1.6	-0.4
Jaguar	138	161	16.7%	381	448	17.6%	0.2	0.3	0.1
Jeep	2,756	3,416	23.9%	10,028	9,907	-1.2%	5.6	6.5	0.8
Kia	1,699	1,727	1.6%	5,708	5,404	-5.3%	3.2	3.5	0.3
Land Rover	297	350	17.8%	1,007	1,017	1.0%	0.6	0.7	0.1
Lexus	1,073	1,083	0.9%	4,089	3,478	-14.9%	2.3	2.3	0.0
Lincoln	520	486	-6.5%	1,980	1,672	-15.6%	1.1	1.1	0.0
Mazda	788	760	-3.6%	2,541	2,184	-14.0%	1.4	1.4	0.0
Mercedes	1,431	1,259	-12.0%	4,467	4,046	-9.4%	2.5	2.6	0.1
MINI	175	136	-22.3%	506	373	-26.3%	0.3	0.2	0.0
Mitsubishi	322	333	3.4%	1,155	945	-18.2%	0.7	0.6	0.0
Nissan	4,935	4,626	-6.3%	18,173	14,446	-20.5%	10.2	9.4	-0.8
Other	170	150	-11.8%	454	385	-15.2%	0.3	0.3	0.0
Porsche	262	258	-1.5%	839	719	-14.3%	0.5	0.5	0.0
Ram	693	956	38.0%	2,510	2,846	13.4%	1.4	1.9	0.4
Subaru	896	1,034	15.4%	2,888	2,931	1.5%	1.6	1.9	0.3
Tesla	88	79	-10.2%	281	270	-3.9%	0.2	0.2	0.0
Toyota	3,947	3,798	-3.8%	13,785	11,964	-13.2%	7.8	7.8	0.1
Volkswagen	1,827	1,653	-9.5%	6,125	4,914	-19.8%	3.4	3.2	-0.2
Volvo	276	268	-2.9%	837	800	-4.4%	0.5	0.5	0.1

Data Source: AutoCount data from Experian.

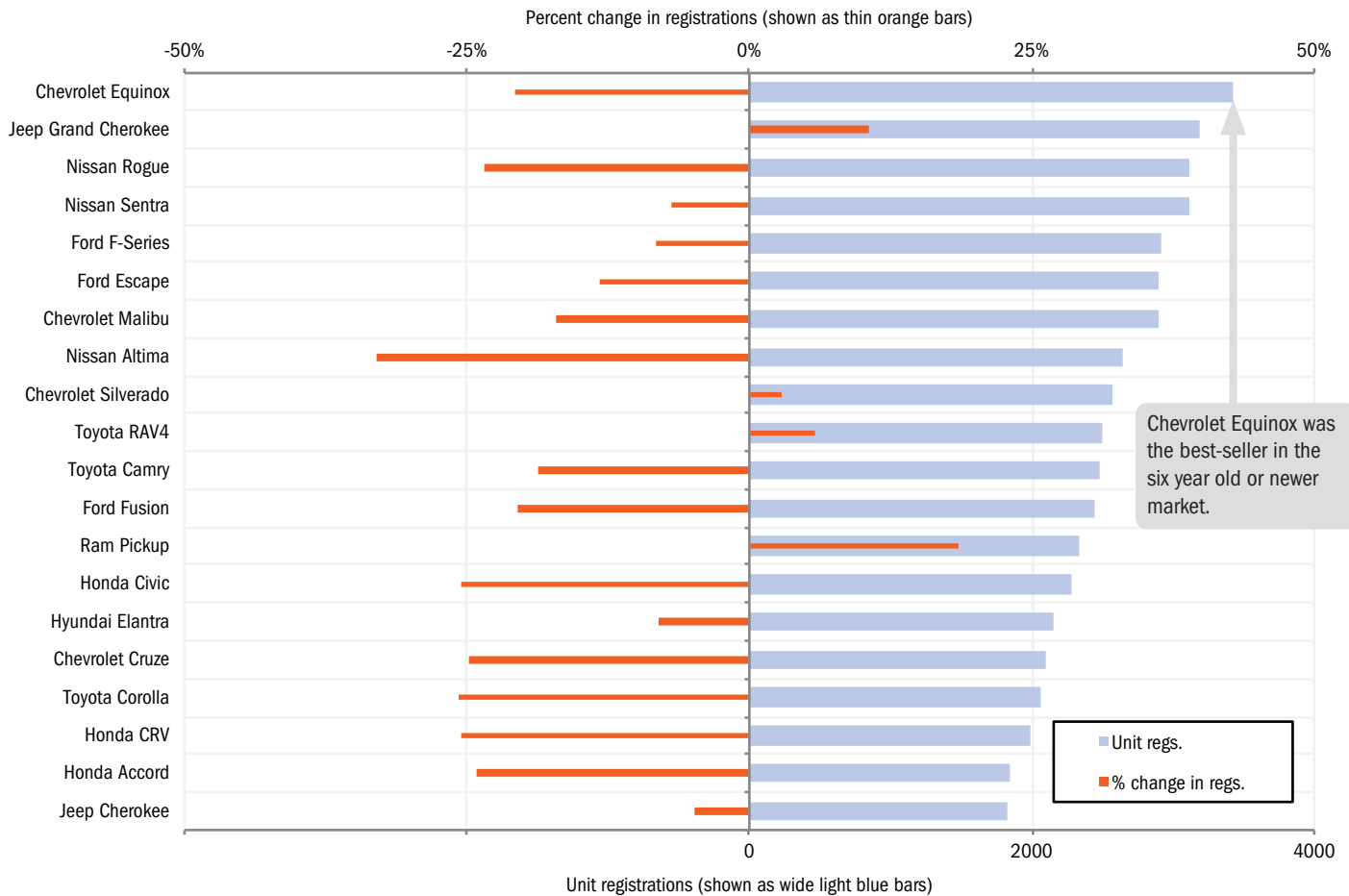
Change in Used Vehicle Market Share by Age of Vehicle - YTD 2020 thru July vs. Year Earlier



Data Source: AutoCount data from Experian.

TOP SELLING USED VEHICLES

**Registrations (YTD 2020 thru July) and Percent Change (YTD 2020 vs. Year Earlier)
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).
Data Source: AutoCount data from Experian.

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