

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

+41.2%



Cars

+16.6%

Chicago Area New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '20 thru July	110,513	36,883	147,396
YTD '21 thru July	156,005	42,994	198,999
% change	41.2%	16.6%	35.0%
Jul-20	19,577	6,193	25,770
Jul-21	23,666	7,226	30,892
% change	20.9%	16.7%	19.9%

QUICK FACTS

New retail light vehicle registrations in the area increased 35.0% during the first seven months of this year vs. the same period a year earlier. Used vehicle market was up 29.2%

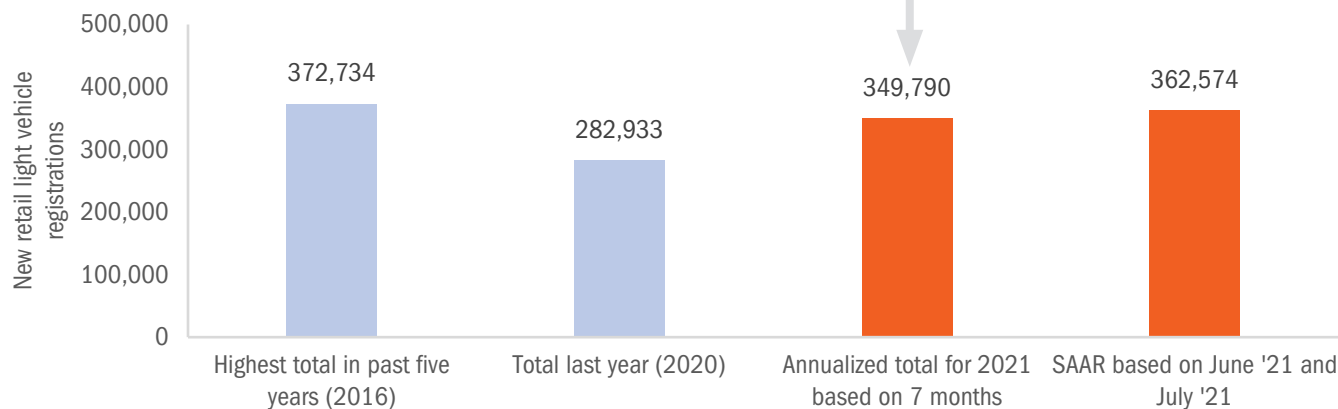
Gains will ease considerably as the year progresses due to inventory shortages.

Honda HR-V and Nissan Rogue posted big increases in the area new vehicle market (see page four).

Data Source: AutoCount data from Experian.

Annual Trends in Area New Vehicle Market

The market is on track to approach 350,000 units for all of this year, although the sales pace will weaken in the coming months due to inventory shortages.




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 2021 thru July vs. YTD 2020

DOMESTIC BRANDS
 **UP 25.8%**

EUROPEAN BRANDS
 **UP 39.0%**

JAPANESE BRANDS
 **UP 39.1%**

KOREAN BRANDS
 **UP 47.7%**

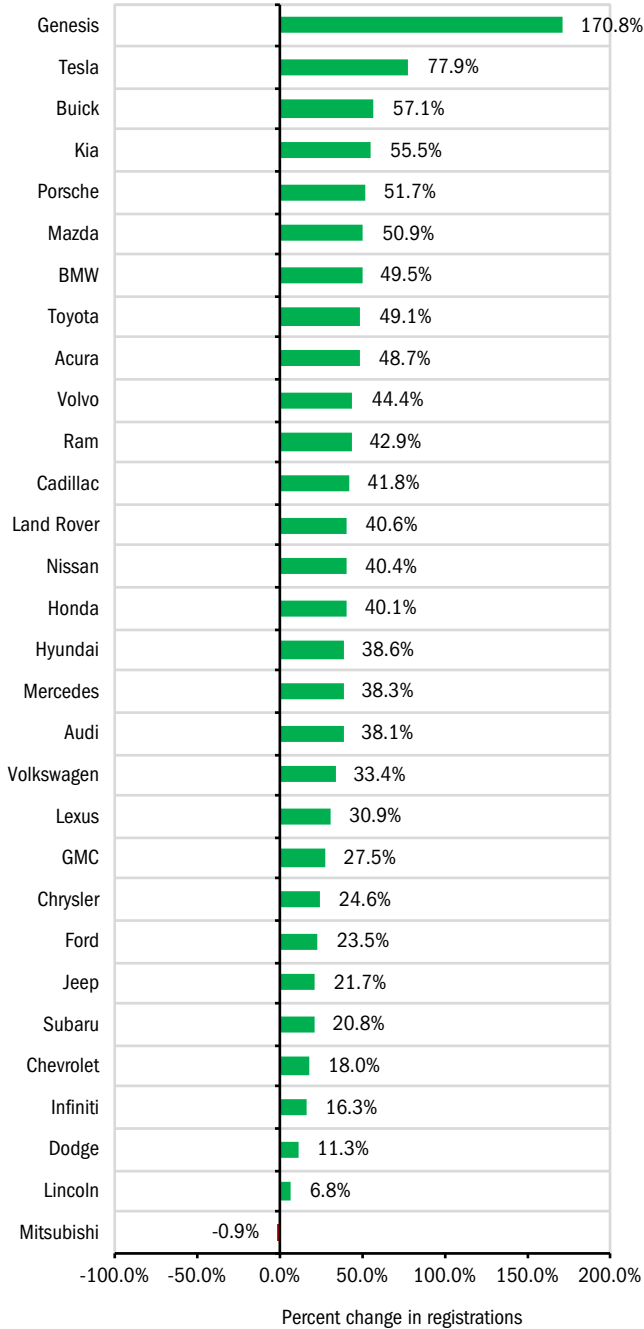
Chicago Area New Retail Car and Light Truck Registrations									
	Three Month Period May '21 thru July '21			YTD thru July			YTD Market Share (%)		
	Yr. Ago	Current	% chg.	2020	2021	% chg.	2020	2021	Chg.
TOTAL	68,237	89,115	30.6%	147,396	198,999	35.0%			
Cars	16,751	20,359	21.5%	36,883	42,994	16.6%	25.0	21.6	-3.4
Trucks	51,486	68,756	33.5%	110,513	156,005	41.2%	75.0	78.4	3.4
Detroit Three Brands	25,897	28,502	10.1%	56,457	71,029	25.8%	38.3	35.7	-2.6
European Brands	8,935	12,340	38.1%	19,307	26,842	39.0%	13.1	13.5	0.4
Japanese Brands	24,699	35,166	42.4%	54,145	75,305	39.1%	36.7	37.8	1.1
Korean Brands	8,706	13,107	50.6%	17,487	25,823	47.7%	11.9	13.0	1.1
Acura	1,257	2,294	82.5%	2,947	4,381	48.7%	2.0	2.2	0.2
Alfa Romeo	109	146	33.9%	225	303	34.7%	0.2	0.2	0.0
Audi	1,043	1,687	61.7%	2,650	3,660	38.1%	1.8	1.8	0.0
BMW	1,494	2,547	70.5%	3,597	5,377	49.5%	2.4	2.7	0.3
Buick	862	1,604	86.1%	2,079	3,267	57.1%	1.4	1.6	0.2
Cadillac	711	952	33.9%	1,692	2,400	41.8%	1.1	1.2	0.1
Chevrolet	7,277	7,174	-1.4%	16,471	19,432	18.0%	11.2	9.8	-1.4
Chrysler	400	418	4.5%	1,060	1,321	24.6%	0.7	0.7	-0.1
Dodge	1,063	1,287	21.1%	2,563	2,853	11.3%	1.7	1.4	-0.3
FIAT	26	18	-30.8%	56	38	-32.1%	0.0	0.0	0.0
Ford	6,344	6,173	-2.7%	13,125	16,206	23.5%	8.9	8.1	-0.8
Genesis	127	389	206.3%	271	734	170.8%	0.2	0.4	0.2
GMC	1,612	2,078	28.9%	3,803	4,850	27.5%	2.6	2.4	-0.1
Honda	7,330	10,870	48.3%	15,702	22,002	40.1%	10.7	11.1	0.4
Hyundai	4,995	6,967	39.5%	9,940	13,774	38.6%	6.7	6.9	0.2
Infiniti	322	394	22.4%	808	940	16.3%	0.5	0.5	-0.1
Jaguar	160	160	0.0%	366	337	-7.9%	0.2	0.2	-0.1
Jeep	4,691	4,670	-0.4%	9,063	11,028	21.7%	6.1	5.5	-0.6
Kia	3,584	5,751	60.5%	7,276	11,315	55.5%	4.9	5.7	0.7
Land Rover	559	624	11.6%	1,196	1,682	40.6%	0.8	0.8	0.0
Lexus	1,268	1,792	41.3%	3,038	3,976	30.9%	2.1	2.0	-0.1
Lincoln	672	768	14.3%	1,706	1,822	6.8%	1.2	0.9	-0.2
Maserati	41	42	2.4%	86	86	0.0%	0.1	0.0	0.0
Mazda	1,611	2,545	58.0%	3,285	4,956	50.9%	2.2	2.5	0.3
Mercedes	1,567	2,002	27.8%	3,151	4,357	38.3%	2.1	2.2	0.1
MINI	145	202	39.3%	284	412	45.1%	0.2	0.2	0.0
Mitsubishi	306	495	61.8%	801	794	-0.9%	0.5	0.4	-0.1
Nissan	3,105	4,553	46.6%	7,099	9,966	40.4%	4.8	5.0	0.2
Other	230	348	51.3%	559	589	5.4%	0.4	0.3	-0.1
Porsche	405	529	30.6%	719	1,091	51.7%	0.5	0.5	0.1
Ram	1,201	1,419	18.2%	2,452	3,504	42.9%	1.7	1.8	0.1
Subaru	3,345	3,490	4.3%	6,989	8,442	20.8%	4.7	4.2	-0.5
Tesla	1,064	1,959	84.1%	2,443	4,346	77.9%	1.7	2.2	0.5
Toyota	5,976	8,474	41.8%	13,039	19,444	49.1%	8.8	9.8	0.9
Volkswagen	2,597	3,304	27.2%	5,335	7,119	33.4%	3.6	3.6	0.0
Volvo	738	990	34.1%	1,520	2,195	44.4%	1.0	1.1	0.1

Top ten are shaded yellow.

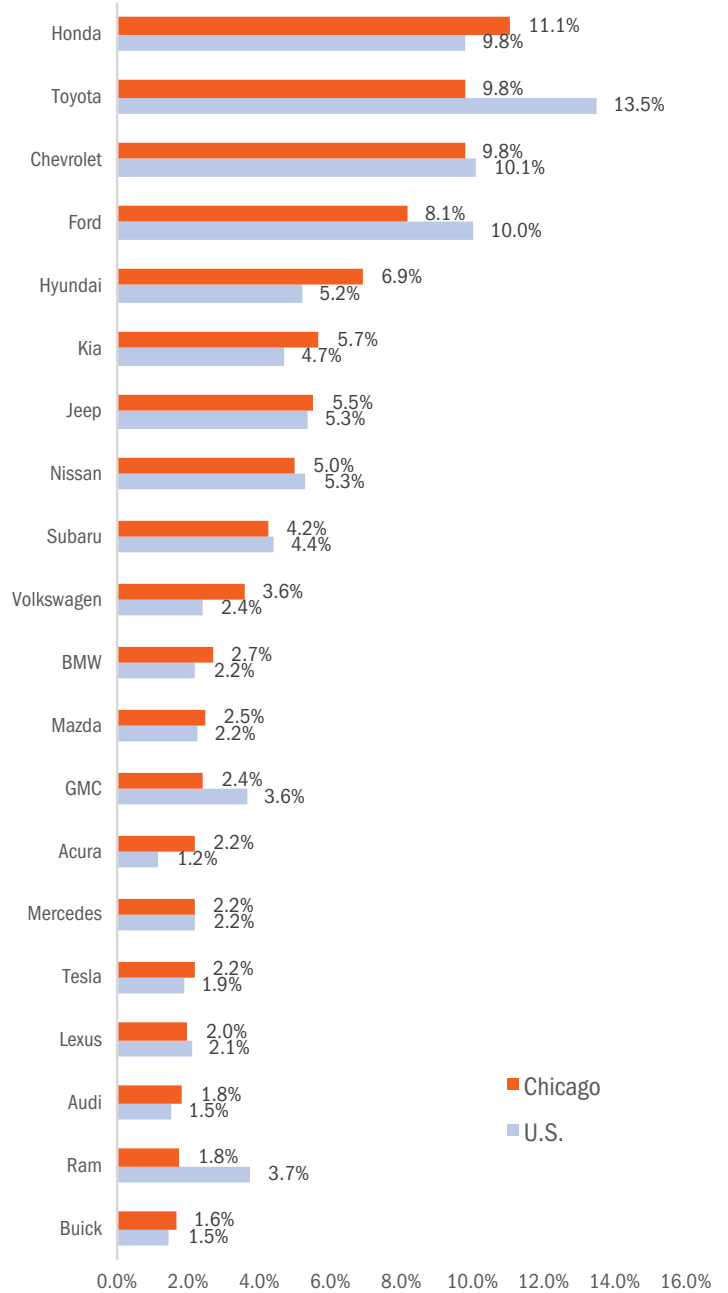
Source: AutoCount data from Experian

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**Percent Change in Brand Registrations
YTD 2021 thru July vs. YTD 2020
(Top 30 selling brands)**



**Chicago Area and U.S. Market Share
YTD 2021 thru July
(Top 20 selling brands in area)**



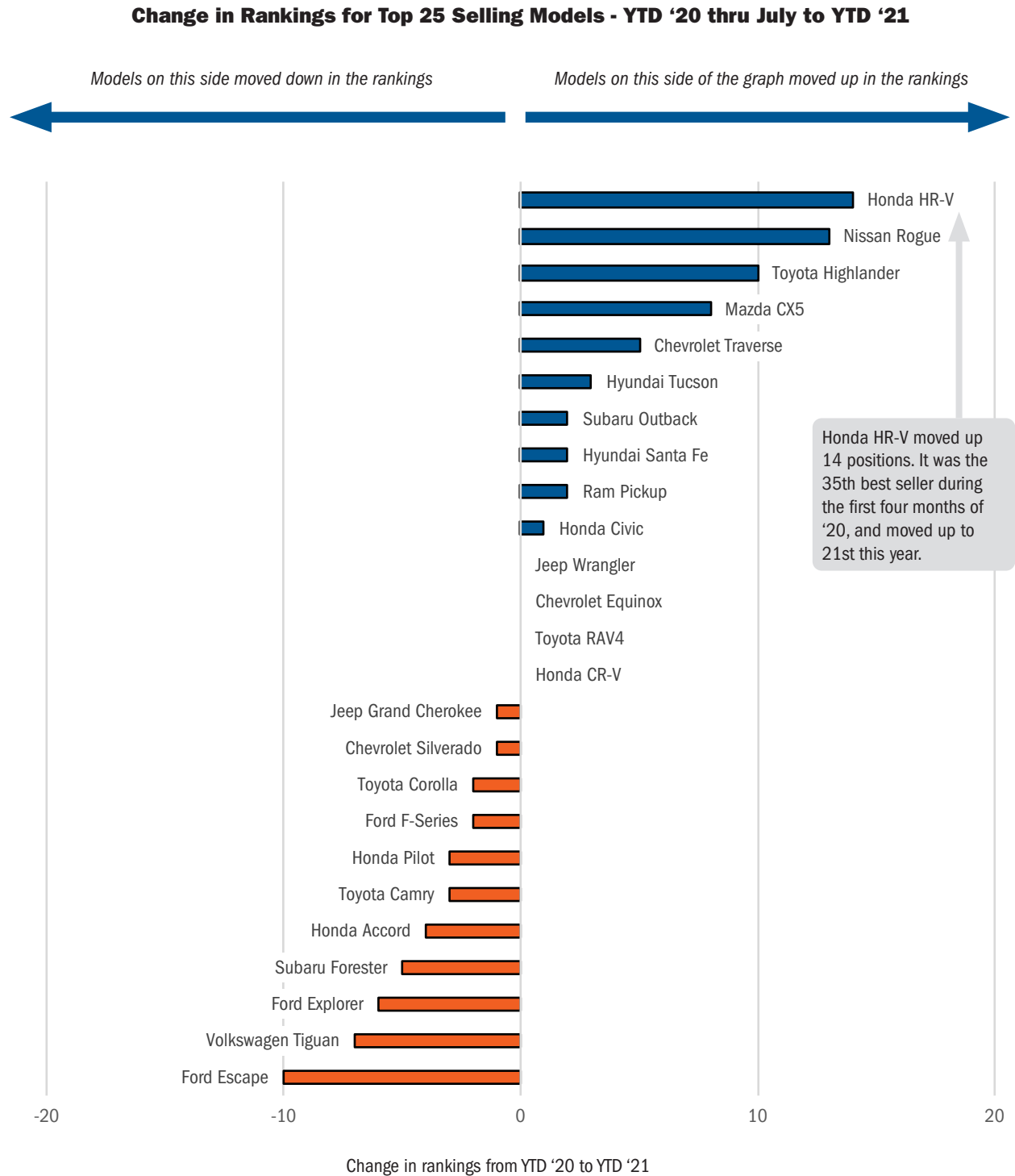
Registrations increased by more than 50% for Genesis, Tesla, Buick, Kia, Porsche, and Mazda.



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

TOP SELLING MODELS

The graph below shows the change in rankings during the first seven months of 2020 to the same period this year for the top 25 selling models in the Chicago Area market. Models are positioned on the graph from top to bottom based on the change in rankings.



Honda HR-V moved up 14 positions. It was the 35th best seller during the first four months of '20, and moved up to 21st this year.

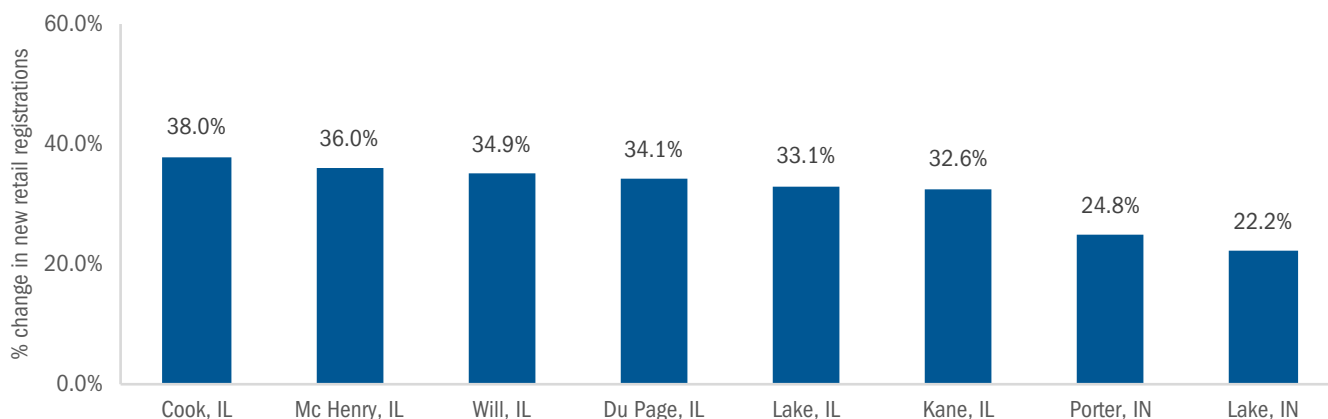
Data Source: AutoCount data from Experian.

COUNTY NEW VEHICLE MARKETS

COUNTY MARKETS - PART 1							
	YTD thru July		Percent Change	Unit Change	Light Truck Market Share (%)		
	2020	2021	2020 to 2021	2020 to 2021	2020	2021	Change
Cook, IL	76,581	105,647	38.0%	29066	73.5	77.9	4.4
Du Page, IL	22,198	29,767	34.1%	7569	75.2	78.8	3.6
Kane, IL	10,629	14,092	32.6%	3463	76.5	78.7	2.2
Lake, IL	5,744	7,645	33.1%	1901	74.4	78.7	4.3
Mc Henry, IL	1,736	2,361	36.0%	625	83.7	83.0	-0.7
Will, IL	16,553	22,335	34.9%	5782	76.9	78.3	1.4
Lake, IN	10,151	12,404	22.2%	2253	77.5	79.1	1.6
Porter, IN	3,804	4,748	24.8%	944	81.9	82.2	0.3

COUNTY MARKETS - PART 2													
Market Share Summary - YTD thru July													
	Domestic Brands			Top Ten Selling Brands in Area-YTD 2021									
	YTD 2020	YTD 2021	Change '20 to '21	Honda	Toyota	Chev.	Ford	Hyundai	Kia	Jeep	Nissan	Subaru	Volkswagen
Cook, IL	34.2	31.8	-2.3	11.0	10.3	8.8	6.8	7.1	5.6	5.5	5.7	4.4	3.8
Du Page, IL	33.4	31.7	-1.7	11.7	9.9	7.2	7.7	7.1	4.8	4.7	4.2	4.2	3.7
Kane, IL	40.1	38.1	-2.0	11.5	9.2	10.1	8.7	8.6	5.9	6.6	5.6	4.5	3.0
Lake, IL	46.9	42.8	-4.1	13.1	11.8	12.8	8.5	3.8	3.5	5.0	3.3	3.4	4.4
Mc Henry, IL	66.4	60.8	-5.6	5.9	11.2	19.8	12.2	5.2	2.0	10.8	1.6	2.7	1.1
Will, IL	45.8	42.1	-3.8	10.2	8.0	12.1	10.2	8.1	7.2	5.2	4.0	3.6	3.4
Lake, IN	51.4	46.8	-4.6	11.9	7.9	14.9	12.6	5.0	6.5	5.4	4.2	3.3	3.2
Porter, IN	56.0	51.0	-5.0	8.0	7.8	12.5	15.7	2.1	7.2	8.5	5.2	7.4	1.8

**Percent Change in County New Retail Light Vehicle Registrations
YTD 2021 thru July vs. YTD 2020**



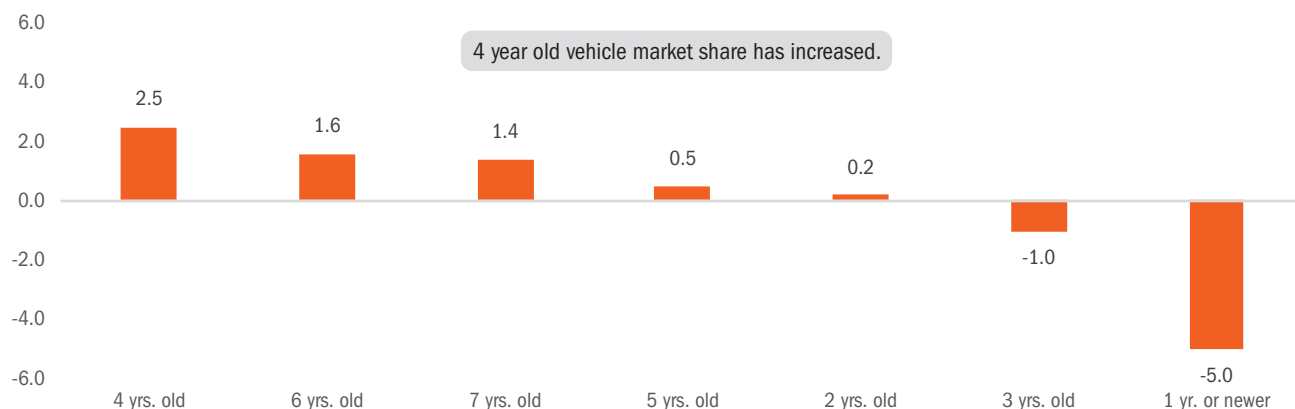
Data Source: AutoCount data from Experian.

USED VEHICLE MARKET

Chicago Area Used Car and Light Truck Registrations (only includes vehicles 7 years old or newer)						
	YTD thru July			YTD Market Share		
	2020	2021	% chg.	2020	2021	Chg.
TOTAL	153,065	197,818	29.2%			
Acura	1,989	3,392	70.5%	1.3	1.7	0.4
Alfa Romeo	155	392	152.9%	0.1	0.2	0.1
Audi	3,445	4,855	40.9%	2.3	2.5	0.2
BMW	3,902	5,404	38.5%	2.5	2.7	0.2
Buick	2,664	3,360	26.1%	1.7	1.7	0.0
Cadillac	2,477	3,038	22.6%	1.6	1.5	-0.1
Chevrolet	19,916	24,987	25.5%	13.0	12.6	-0.4
Chrysler	2,319	2,913	25.6%	1.5	1.5	0.0
Dodge	5,655	6,493	14.8%	3.7	3.3	-0.4
FIAT	201	229	13.9%	0.1	0.1	0.0
Ford	17,299	20,925	21.0%	11.3	10.6	-0.7
Genesis	302	372	23.2%	0.2	0.2	0.0
GMC	4,413	5,361	21.5%	2.9	2.7	-0.2
Honda	9,022	12,755	41.4%	5.9	6.4	0.6
Hyundai	8,152	8,899	9.2%	5.3	4.5	-0.8
Infiniti	2,405	3,090	28.5%	1.6	1.6	0.0
Jaguar	448	703	56.9%	0.3	0.4	0.1
Jeep	9,907	14,429	45.6%	6.5	7.3	0.8
Kia	5,404	6,595	22.0%	3.5	3.3	-0.2
Land Rover	1,017	1,604	57.7%	0.7	0.8	0.1
Lexus	3,478	4,480	28.8%	2.3	2.3	0.0
Lincoln	1,672	2,049	22.5%	1.1	1.0	-0.1
Mazda	2,184	3,228	47.8%	1.4	1.6	0.2
Mercedes	4,046	5,372	32.8%	2.6	2.7	0.1
MINI	373	485	30.0%	0.2	0.2	0.0
Mitsubishi	945	1,543	63.3%	0.6	0.8	0.2
Nissan	14,446	17,418	20.6%	9.4	8.8	-0.6
Other	385	514	33.5%	0.3	0.3	0.0
Porsche	719	928	29.1%	0.5	0.5	0.0
Ram	2,846	3,474	22.1%	1.9	1.8	-0.1
Subaru	2,931	4,822	64.5%	1.9	2.4	0.5
Tesla	270	580	114.8%	0.2	0.3	0.1
Toyota	11,964	15,622	30.6%	7.8	7.9	0.1
Volkswagen	4,914	6,162	25.4%	3.2	3.1	-0.1
Volvo	800	1,345	68.1%	0.5	0.7	0.2

Data Source: AutoCount data from Experian.

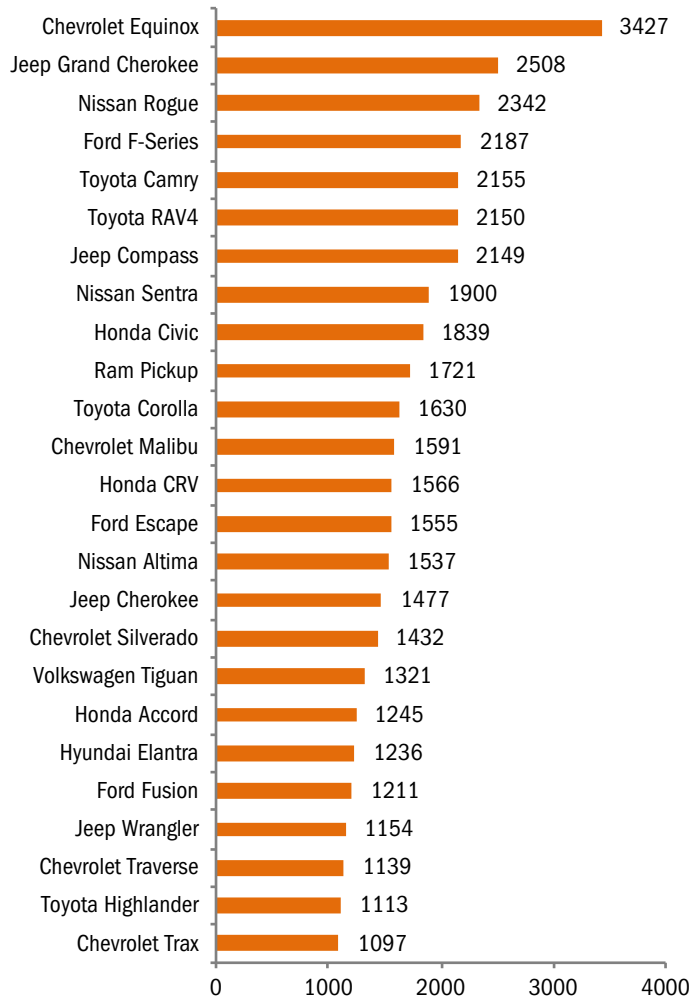
Change in Used Vehicle Market Share by Age of Vehicle - YTD 2021 thru July vs. Year Earlier



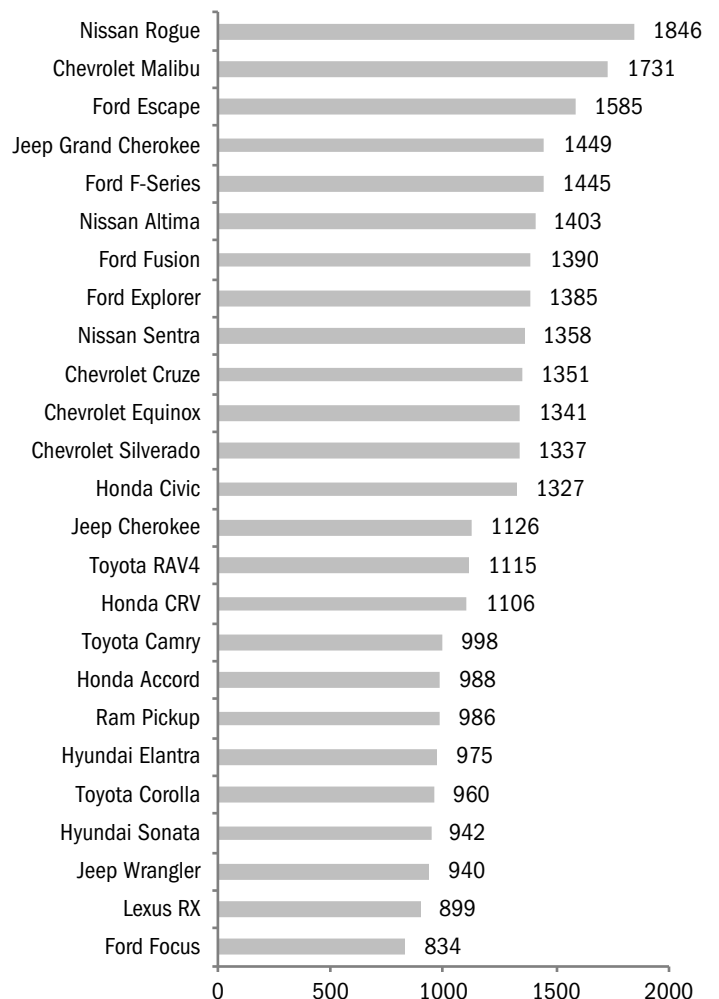
Data Source: AutoCount data from Experian.

TOP SELLING USED VEHICLES

**Top 25 Sellers - Vehicles 3 years old or newer
YTD 2021 thru July**



**Top 25 Sellers - Vehicles 4 to 6 years old
YTD 2021 thru July**



Data Source: AutoCount data from Experian.

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