

# Chicago Auto Outlook™

Comprehensive information on the Chicagoland automotive market

Publication  
Sponsored  
by:



YTD '18 thru June  
% Change In  
New Retail Market vs.  
Year Earlier

Chicago Area  
**-1.7%**

U.S.  
**+0.4%**

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

	Chicago Area	U.S.
YTD '17 thru June	177,554	6,846,924
YTD '18 thru June*	174,489	6,876,519
<b>% change</b>	<b>-1.7%</b>	<b>0.4%</b>
June 2017 registrations	31,026	1,156,088
June 2018 registrations*	31,646	1,216,062
<b>% change</b>	<b>2.0%</b>	<b>5.2%</b>

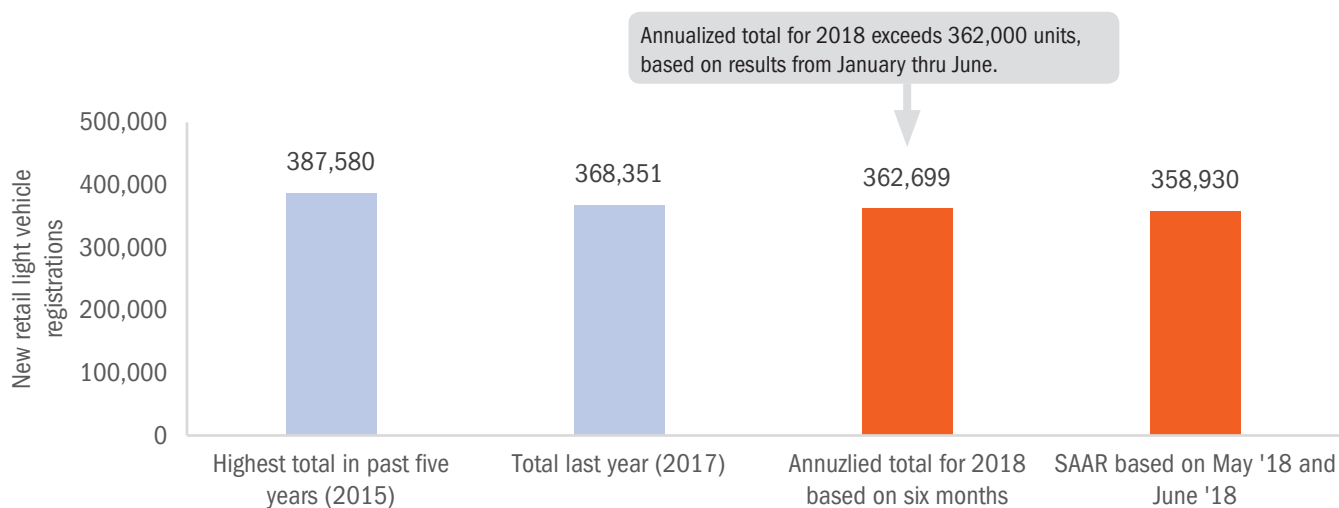
## QUICK FACTS

Chicago area market was off 1.7% during the first six months of this year versus a year earlier. U.S. market was up by less than 1%.

June '18 registrations in the area were up an estimated 2% vs. year earlier.

Based on recent patterns, registrations for all of this year are projected to approach 360,000 units, down from 2017, but a strong total for the area market.

## Annual Trends in Area New Vehicle Market



\*Figures for June 2018 were estimated by Auto Outlook.

Data 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.

**Change in Year-to-date  
New Retail Light Vehicle  
Registrations**

**LIGHT TRUCKS**



**UP  
6.8%**

**PASSENGER CARS**



**DOWN  
15.6%**

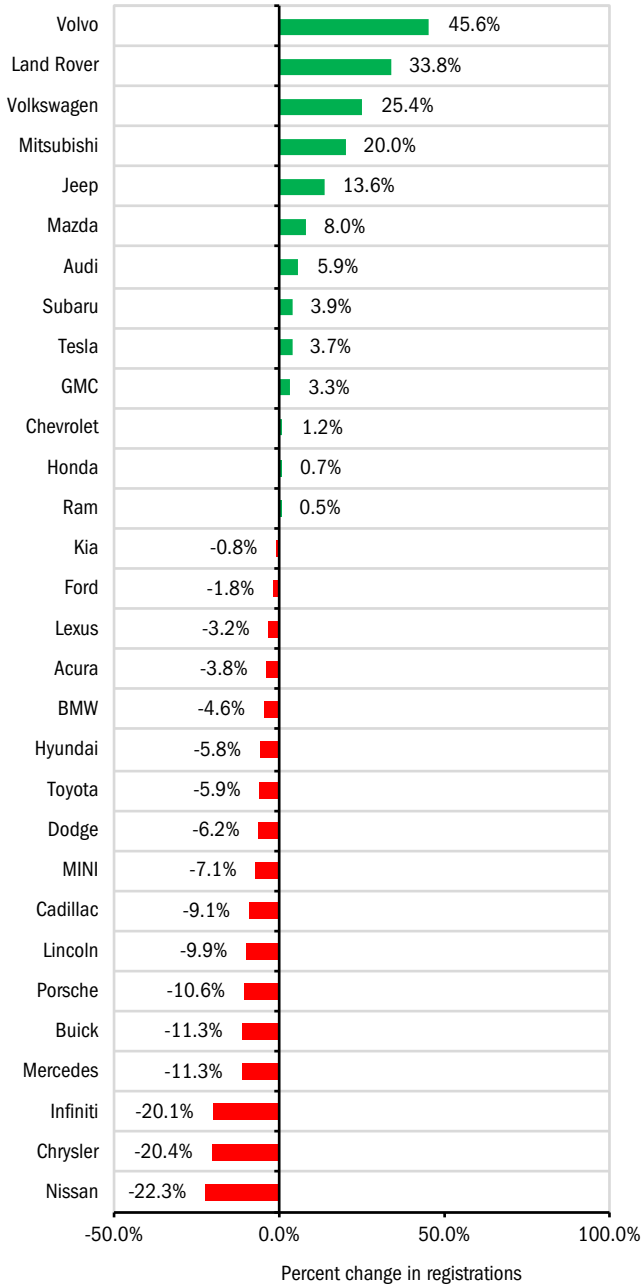
Chicago Area New Retail Car and Light Truck Registrations												
	June*			Three Month Period Apr. '18 thru June '18*			YTD thru June*			YTD Market Share (%)		
	2017	2018*	% chg.	Yr. Ago	Current	% chg.	2017	2018	% chg.	2017	2018	Chg.
TOTAL	31,026	31,646	2.0%	94,174	94,978	0.9%	177,554	174,489	-1.7%			
Cars	11,690	10,552	-9.7%	36,154	31,548	-12.7%	67,632	57,113	-15.6%	38.1	32.7	-5.4
Trucks	19,336	21,094	9.1%	58,020	63,430	9.3%	109,922	117,376	6.8%	61.9	67.3	5.4
Detroit Three Brands	11,739	11,987	2.1%	36,096	37,647	4.3%	69,908	70,141	0.3%	39.4	40.2	0.8
European Brands	3,476	3,399	-2.2%	10,321	11,135	7.9%	19,419	20,496	5.5%	10.9	11.7	0.8
Japanese Brands	12,955	13,203	1.9%	38,770	37,503	-3.3%	72,147	68,373	-5.2%	40.6	39.2	-1.4
Korean Brands	2,856	3,057	7.0%	8,987	8,693	-3.3%	16,080	15,479	-3.7%	9.1	8.9	-0.2
Acura	583	582	-0.2%	1,801	1,689	-6.2%	3,126	3,006	-3.8%	1.8	1.7	-0.1
Alfa Romeo	30	64	113.3%	79	232	193.7%	100	381	281.0%	0.1	0.2	0.1
Audi	608	588	-3.3%	1,776	1,810	1.9%	2,992	3,169	5.9%	1.7	1.8	0.1
BMW	666	651	-2.3%	1,957	1,970	0.7%	3,748	3,576	-4.6%	2.1	2.0	-0.1
Buick	498	435	-12.7%	1,754	1,480	-15.6%	3,314	2,939	-11.3%	1.9	1.7	-0.2
Cadillac	374	365	-2.4%	1,229	1,085	-11.7%	2,227	2,025	-9.1%	1.3	1.2	-0.1
Chevrolet	3,453	3,492	1.1%	10,081	10,628	5.4%	19,950	20,199	1.2%	11.2	11.6	0.4
Chrysler	362	238	-34.3%	1,312	1,042	-20.6%	2,374	1,890	-20.4%	1.3	1.1	-0.2
Dodge	675	709	5.0%	2,483	2,508	1.0%	4,606	4,320	-6.2%	2.6	2.5	-0.1
FIAT	52	32	-38.5%	145	93	-35.9%	301	156	-48.2%	0.2	0.1	-0.1
Ford	2,895	2,816	-2.7%	8,726	8,989	3.0%	16,835	16,539	-1.8%	9.5	9.5	0.0
Genesis	33	15	-54.5%	137	99	-27.7%	244	246	0.8%	0.1	0.1	0.0
GMC	599	674	12.5%	2,018	2,050	1.6%	4,172	4,310	3.3%	2.3	2.5	0.2
Honda	3,661	3,703	1.1%	10,369	10,726	3.4%	19,202	19,337	0.7%	10.8	11.1	0.3
Hyundai	1,662	1,915	15.2%	5,312	5,186	-2.4%	9,465	8,913	-5.8%	5.3	5.1	-0.2
Infiniti	345	290	-15.9%	994	823	-17.2%	1,885	1,507	-20.1%	1.1	0.9	-0.2
Jaguar	110	85	-22.7%	300	243	-19.0%	574	431	-24.9%	0.3	0.2	-0.1
Jeep	2,045	2,343	14.6%	6,154	7,245	17.7%	11,677	13,268	13.6%	6.6	7.6	1.0
Kia	1,161	1,127	-2.9%	3,538	3,408	-3.7%	6,371	6,320	-0.8%	3.6	3.6	0.0
Land Rover	191	223	16.8%	539	778	44.3%	1,082	1,448	33.8%	0.6	0.8	0.2
Lexus	653	612	-6.3%	1,918	1,860	-3.0%	3,483	3,371	-3.2%	2.0	1.9	-0.1
Lincoln	218	216	-0.9%	743	713	-4.0%	1,459	1,314	-9.9%	0.8	0.8	0.0
Maserati	35	35	0.0%	108	103	-4.6%	193	175	-9.3%	0.1	0.1	0.0
Mazda	609	706	15.9%	2,048	2,186	6.7%	3,704	3,999	8.0%	2.1	2.3	0.2
Mercedes	751	653	-13.0%	2,139	1,945	-9.1%	4,055	3,595	-11.3%	2.3	2.1	-0.2
MINI	85	77	-9.4%	300	257	-14.3%	538	500	-7.1%	0.3	0.3	0.0
Mitsubishi	223	314	40.8%	779	933	19.8%	1,402	1,683	20.0%	0.8	1.0	0.2
Nissan	2,377	2,348	-1.2%	6,995	5,725	-18.2%	13,682	10,626	-22.3%	7.7	6.1	-1.6
Other	25	3	-88.0%	89	53	-40.4%	169	116	-31.4%	0.1	0.1	0.0
Porsche	157	163	3.8%	528	504	-4.5%	957	856	-10.6%	0.5	0.5	0.0
Ram	401	411	2.5%	1,210	1,264	4.5%	2,335	2,346	0.5%	1.3	1.3	0.0
Subaru	1,153	1,277	10.8%	3,581	3,969	10.8%	7,084	7,363	3.9%	4.0	4.2	0.2
Tesla	219	288	31.5%	385	642	66.8%	955	990	3.7%	0.5	0.6	0.1
Toyota	3,351	3,371	0.6%	10,282	9,586	-6.8%	18,572	17,474	-5.9%	10.5	10.0	-0.5
Volkswagen	607	618	1.8%	1,900	2,425	27.6%	3,822	4,792	25.4%	2.2	2.7	0.5
Volvo	159	207	30.2%	465	729	56.8%	899	1,309	45.6%	0.5	0.8	0.3

\*Figures for June 2018 were estimated by Auto Outlook.

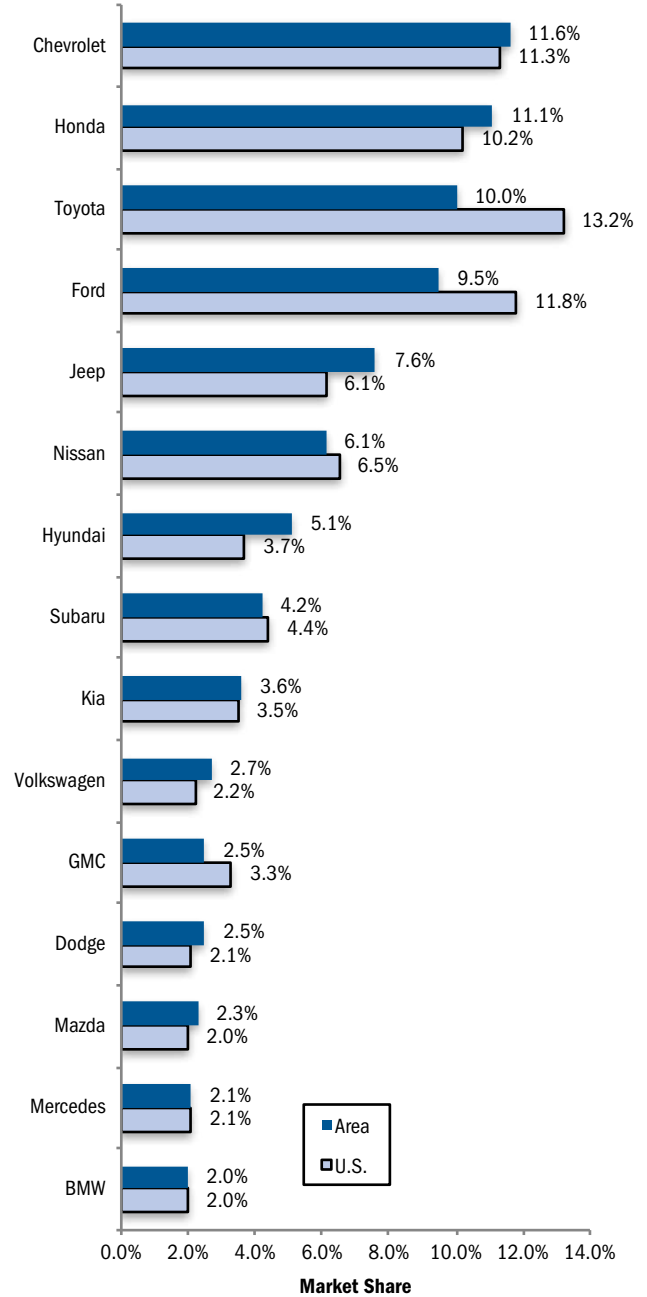
Top ten are shaded yellow.

Source: IHS Markit

**Percent Change in Brand Registrations  
YTD 2018 thru June\* vs. YTD 2017  
(Top 30 selling brands)**



**Chicago Area and U.S. Market Share  
YTD 2018 thru June\*  
(Top 20 selling brands in area)**



**Registrations increased by more than 10% for Volvo, Land Rover, Volkswagen, Mitsubishi, and Jeep.**



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

## COUNTY NEW VEHICLE MARKETS

COUNTY MARKETS - PART 1								
	YTD thru May		Percent Change		Unit Change	Light Truck Market Share (%)		
	YTD '17	YTD '18	YTD '17 to YTD '18	YTD '17 to YTD '18	YTD '17	YTD '18	Change	
Cook, IL	70,954	68,483	-3.5%	-2471	59.6	65.5	6.0	
Du Page, IL	19,588	19,327	-1.3%	-261	62.2	67.4	5.3	
Kane, IL	9,376	9,278	-1.0%	-98	64.6	69.8	5.1	
Lake, IL	15,128	14,744	-2.5%	-384	64.0	68.9	5.0	
Mc Henry, IL	6,389	6,079	-4.9%	-310	66.5	71.2	4.7	
Will, IL	14,504	14,165	-2.3%	-339	63.9	68.6	4.7	
Lake, IN	7,405	7,555	2.0%	150	63.1	70.0	6.9	
Porter, IN	3,184	3,212	0.9%	28	69.4	74.9	5.5	

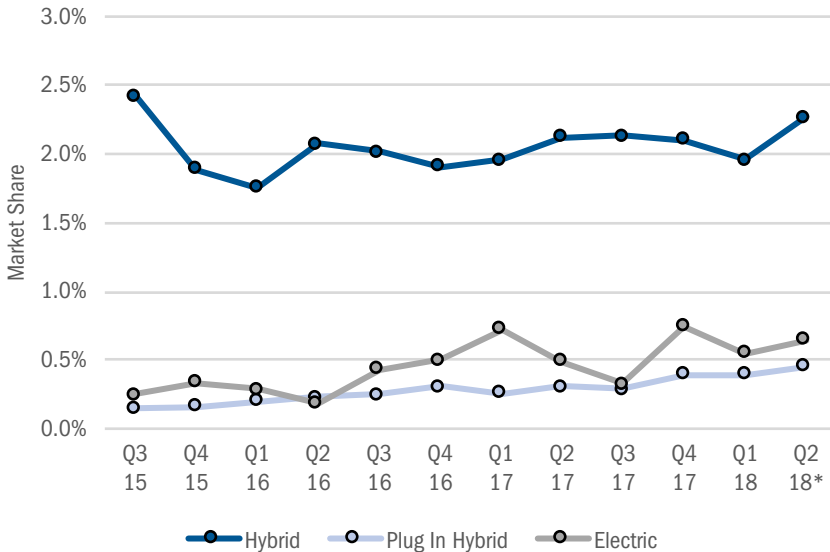
COUNTY MARKETS - PART 2													
Market Share Summary - YTD thru May													
	Domestic Brands			Top Ten Selling Brands in Area-YTD '18 thru May									
	YTD '17	YTD '18	Change '17 to '18	Chevrolet	Honda	Toyota	Ford	Jeep	Nissan	Hyundai	Subaru	Kia	Volkswagen
Cook, IL	36.7	37.9	1.2	10.7	10.8	10.5	8.9	7.5	6.5	5.2	4.3	3.6	3.0
Du Page, IL	34.1	34.9	0.8	9.2	12.1	11.0	8.5	6.5	5.9	4.6	4.2	3.0	3.2
Kane, IL	40.2	41.8	1.6	12.9	11.2	10.0	9.4	8.0	6.8	6.7	4.3	3.4	2.9
Lake, IL	36.8	37.0	0.2	10.8	10.8	10.5	7.7	8.1	4.6	3.6	5.3	3.9	2.9
Mc Henry, IL	48.4	47.9	-0.5	13.9	9.8	8.0	11.7	9.4	7.1	4.8	4.8	3.4	3.0
Will, IL	48.8	49.5	0.7	15.2	10.9	6.9	11.4	7.9	4.1	5.5	3.1	4.6	2.9
Lake, IN	56.2	57.3	1.1	17.7	10.6	7.9	14.8	7.7	3.5	3.8	3.0	3.6	2.1
Porter, IN	55.9	59.0	3.1	15.5	9.2	7.2	16.8	9.6	3.5	1.6	6.2	3.5	1.7

## TOP 3 COUNTIES

New retail registrations YTD '18 - greater than 14,700 units	% change in registrations YTD '18 vs. YTD '17 - increase or decrease smaller than 1%	Increase in truck share YTD '18 vs. YTD '17 - Up by more than 5.5 market share points	Chevrolet market share YTD '18 - Higher than 15.2%
Cook	Lake, IN	Lake, IN	Lake, IN
DuPage	Porter	Cook	Porter
Lake, IL	Kane	Porter	Will

**HYBRID AND ELECTRIC VEHICLES**

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



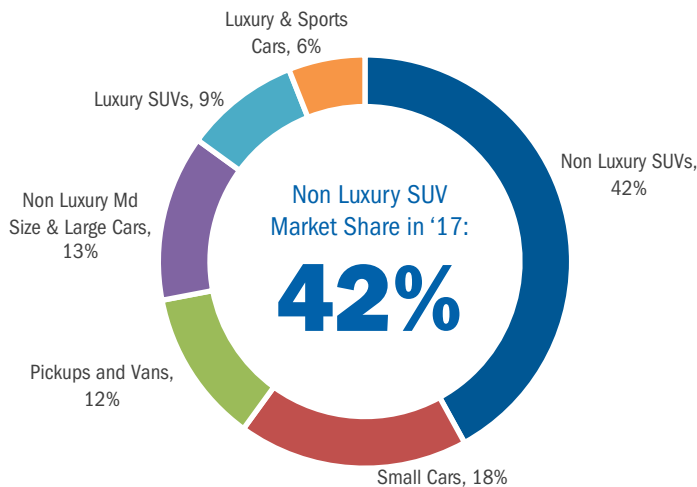
Hybrid/electric vehicle market share in Q2 '18:  
**3.4%**

New Retail Hybrid and Electric Vehicle Registrations Top 15 Selling Models in Area - YTD 2018 thru May		
Rank	Model	Regs.
1	Toyota Prius	626
2	Toyota RAV4	520
3	Tesla Model S	307
4	Toyota Camry	279
5	Kia Niro	240
6	Tesla Model 3	210
7	Toyota Highlander	200
8	Ford Fusion	186
9	Tesla Model X	185
10	Hyundai Ioniq	158
11	Lexus RX	124
12	Honda Accord	118
13	Ford C-Max	113
14	Chrysler Pacifica	94
15	Lexus NX	91

The graph above shows hybrid powertrain and electric vehicle quarterly market share in the area. Second Quarter 2018 includes April and May only. Source: IHS Markit.

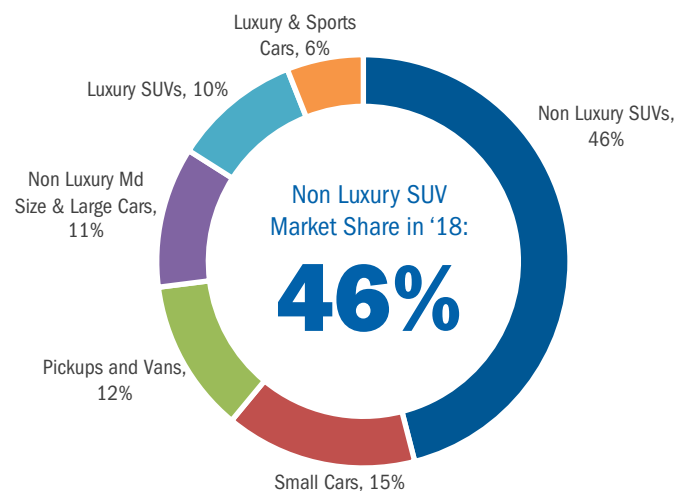
**VEHICLE SEGMENTS**

**Segment Market Shares in Chicago Area  
YTD 2017 thru May**



Source: IHS Markit.

**Segment Market Shares in Chicago Area  
YTD 2018 thru May**



Source: IHS Markit.

The two graphs above show market shares for primary segments during the first five months of 2017 and 2018.

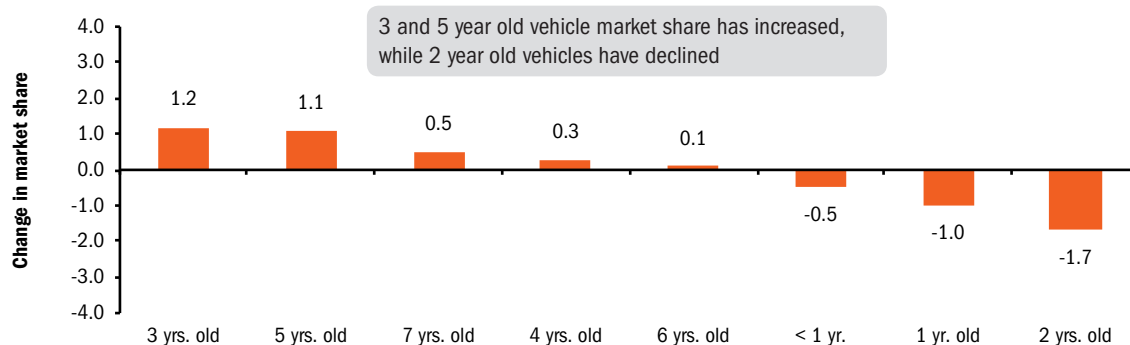
**USED VEHICLE MARKET**

Chicago Area Used Car and Light Truck Registrations												
	May			Three Month Period Mar. '18 thru May '18			YTD thru May			YTD Market Share (%)		
	Chicago Area			Chicago Area			Chicago Area			Chicago Area		
	2017	2018	% chg.	Yr. Ago	Current	% chg.	2017	2018	% chg.	2017	2018	Chg.
TOTAL	30,781	32,865	6.8%	99,701	102,971	3.3%	161,244	158,282	-1.8%			
Acura	420	450	7.1%	1,369	1,345	-1.8%	2,328	2,063	-11.4%	1.4	1.3	-0.1
Audi	542	644	18.8%	1,717	2,061	20.0%	2,832	3,207	13.2%	1.8	2.0	0.2
BMW	847	1,024	20.9%	2,884	2,912	1.0%	4,716	4,456	-5.5%	2.9	2.8	-0.1
Buick	567	597	5.3%	1,925	2,004	4.1%	3,120	3,043	-2.5%	1.9	1.9	0.0
Cadillac	572	597	4.4%	1,844	1,853	0.5%	3,053	2,907	-4.8%	1.9	1.8	-0.1
Chevrolet	4,186	4,312	3.0%	14,091	14,232	1.0%	22,854	21,854	-4.4%	14.2	13.8	-0.4
Chrysler	814	734	-9.8%	2,759	2,297	-16.7%	4,401	3,422	-22.2%	2.7	2.2	-0.5
Dodge	1,653	1,687	2.1%	5,347	5,430	1.6%	8,539	8,091	-5.2%	5.3	5.1	-0.2
FIAT	61	68	11.5%	185	208	12.4%	307	324	5.5%	0.2	0.2	0.0
Ford	3,928	3,701	-5.8%	12,670	11,753	-7.2%	20,257	18,329	-9.5%	12.6	11.6	-1.0
GMC	835	866	3.7%	2,763	2,771	0.3%	4,394	4,382	-0.3%	2.7	2.8	0.1
Honda	1,919	1,942	1.2%	6,025	5,826	-3.3%	9,441	9,023	-4.4%	5.9	5.7	-0.2
Hyundai	1,580	1,738	10.0%	5,119	5,283	3.2%	8,321	8,121	-2.4%	5.2	5.1	-0.1
Infiniti	482	534	10.8%	1,518	1,597	5.2%	2,443	2,438	-0.2%	1.5	1.5	0.0
Jaguar	55	69	25.5%	170	215	26.5%	294	314	6.8%	0.2	0.2	0.0
Jeep	1,622	1,918	18.2%	4,842	5,796	19.7%	7,718	8,851	14.7%	4.8	5.6	0.8
Kia	867	959	10.6%	2,917	3,305	13.3%	4,659	4,959	6.4%	2.9	3.1	0.2
Land Rover	149	143	-4.0%	432	457	5.8%	730	709	-2.9%	0.5	0.4	-0.1
Lexus	646	731	13.2%	2,020	2,058	1.9%	3,394	3,244	-4.4%	2.1	2.0	-0.1
Lincoln	304	304	0.0%	985	1,037	5.3%	1,627	1,567	-3.7%	1.0	1.0	0.0
Mazda	457	493	7.9%	1,300	1,468	12.9%	2,116	2,192	3.6%	1.3	1.4	0.1
Mercedes	765	912	19.2%	2,535	2,712	7.0%	4,218	4,300	1.9%	2.6	2.7	0.1
MINI	107	103	-3.7%	303	304	0.3%	520	475	-8.7%	0.3	0.3	0.0
Mitsubishi	199	216	8.5%	683	644	-5.7%	1,106	989	-10.6%	0.7	0.6	-0.1
Nissan	2,899	3,267	12.7%	9,495	10,437	9.9%	15,174	16,136	6.3%	9.4	10.2	0.8
Other	111	137	23.4%	376	384	2.1%	575	582	1.2%	0.4	0.4	0.0
Porsche	146	198	35.6%	450	535	18.9%	701	780	11.3%	0.4	0.5	0.1
smart	16	22	37.5%	59	78	32.2%	83	102	22.9%	0.1	0.1	0.0
Subaru	441	479	8.6%	1,401	1,536	9.6%	2,225	2,398	7.8%	1.4	1.5	0.1
Suzuki	11	9	-18.2%	44	35	-20.5%	81	48	-40.7%	0.1	0.0	-0.1
Toyota	2,581	2,656	2.9%	8,327	8,099	-2.7%	13,985	12,579	-10.1%	8.7	7.9	-0.8
Volkswagen	877	1,197	36.5%	2,753	3,863	40.3%	4,402	5,741	30.4%	2.7	3.6	0.9
Volvo	122	158	29.5%	393	436	10.9%	630	656	4.1%	0.4	0.4	0.0

Top ten are shaded yellow.

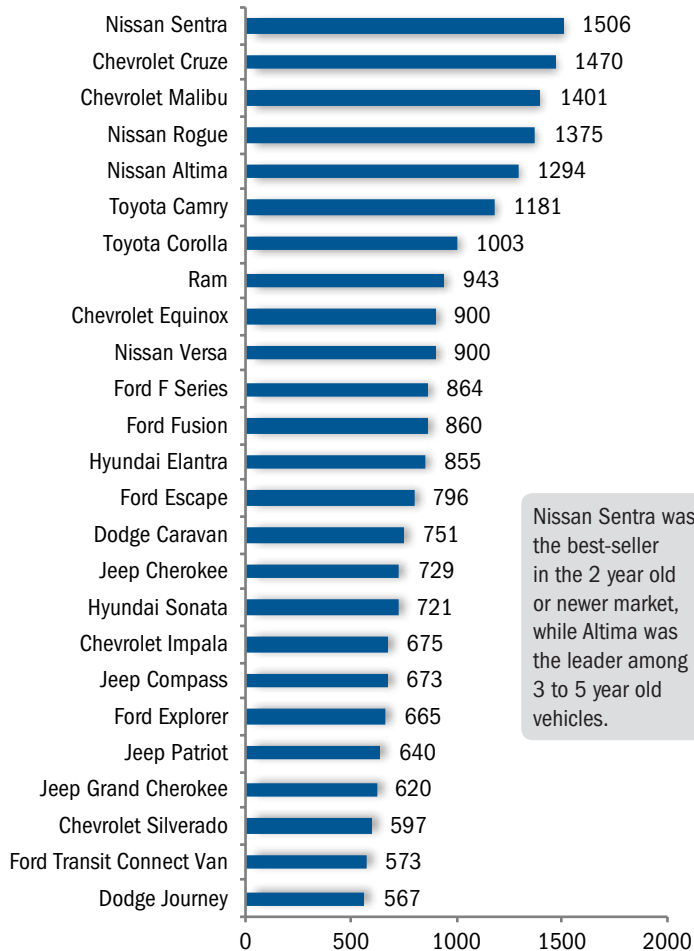
Source: IHS Markit.

**Change in Used Vehicle Market Share by Age of Vehicle - YTD '18 thru May vs. YTD 17**



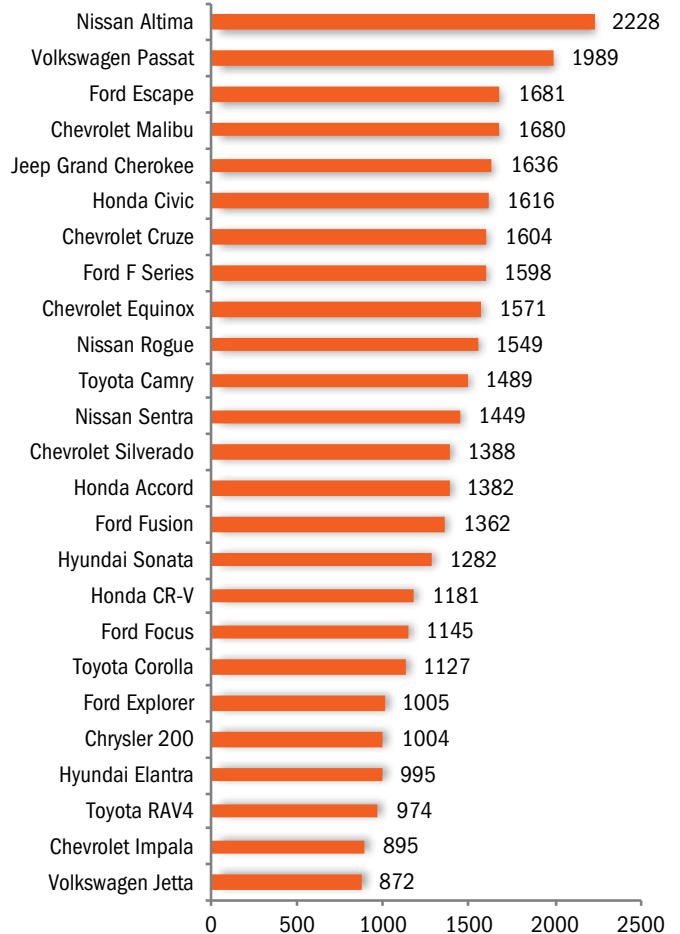
**TOP SELLING USED VEHICLES**

**Top 25 Selling Models (2 years old or newer)  
Used Light Vehicle Registrations  
YTD '18 thru May**



Nissan Sentra was the best-seller in the 2 year old or newer market, while Altima was the leader among 3 to 5 year old vehicles.

**Top 25 Selling Models (3 to 5 years old)  
Used Light Vehicle Registrations  
YTD '18 thru May**



Data Source: IHS Markit

**Chicago Auto Outlook**

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