

# Chicago Auto Outlook™

Comprehensive information on the Chicagoland automotive market

Publication  
Sponsored  
by:



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



Light trucks

**+45.5%**



Cars

**+16.5%**

## Chicago Area New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '20 thru June	90,936	30,690	121,626
YTD '21 thru June	132,339	35,768	168,107
<b>% change</b>	<b>45.5%</b>	<b>16.5%</b>	<b>38.2%</b>
Jun-20	17,283	5,513	22,796
Jun-21	22,199	6,682	28,881
<b>% change</b>	<b>28.4%</b>	<b>21.2%</b>	<b>26.7%</b>

## QUICK FACTS

New retail light vehicle registrations in the area increased 38.2% during the first six months of this year versus the same period a year earlier.

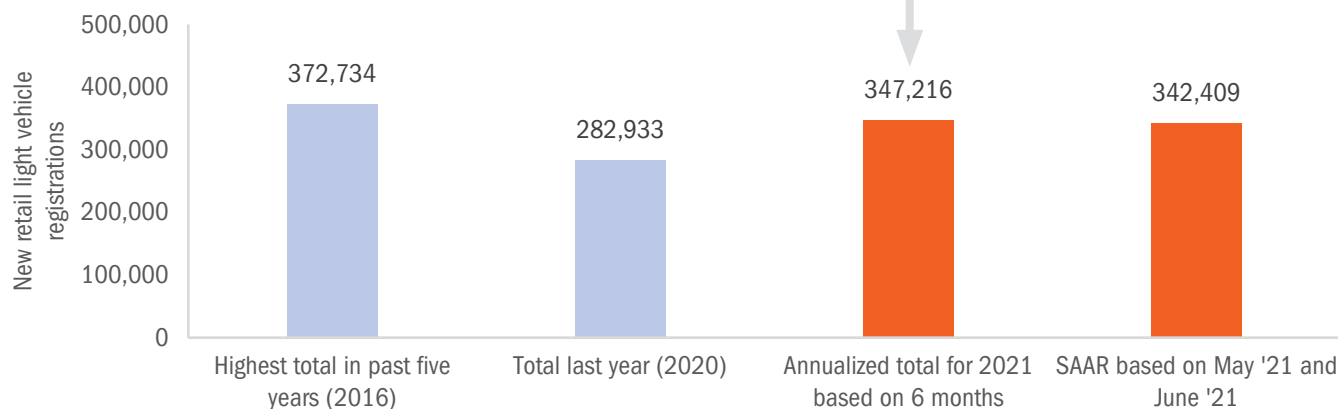
The market was up by more than 26% in June versus depressed year-earlier levels. The June total this year was about 15% higher than in 2019.

Genesis, Tesla, and Mazda had the largest percentage increases in the first half of this year.

Data Source: AutoCount data from Experian.

## Annual Trends in Area New Vehicle Market

The market is on track to exceed 347,000 units for all of this year, although the sales pace will weaken in the second half 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 June vs.  
YTD 2020**

**DOMESTIC  
BRANDS**  
 **UP  
29.9%**

**EUROPEAN  
BRANDS**  
 **UP  
42.5%**

**JAPANESE  
BRANDS**  
 **UP  
42.7%**

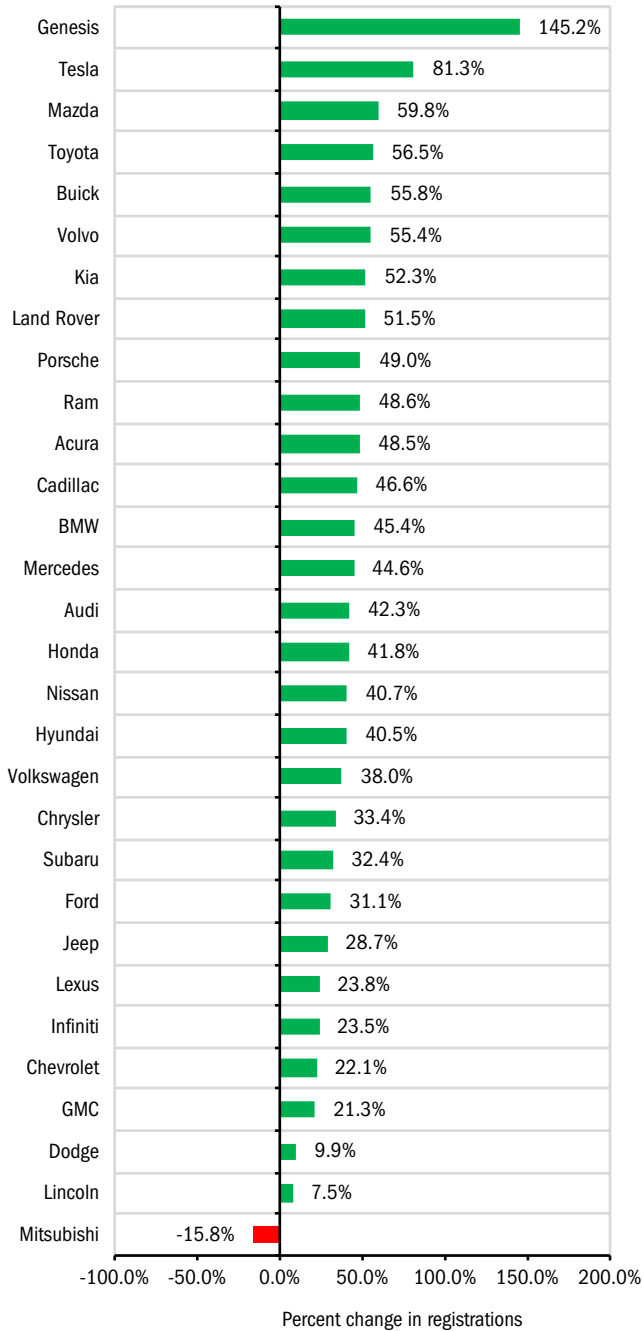
**KOREAN  
BRANDS**  
 **UP  
47.1%**

Chicago Area New Retail Car and Light Truck Registrations									
	Three Month Period Apr. '21 thru June '21			YTD thru June			YTD Market Share (%)		
	Yr. Ago	Current	% chg.	2020	2021	% chg.	2020	2021	Chg.
TOTAL	51,916	95,521	84.0%	121,626	168,107	38.2%			
Cars	13,185	21,209	60.9%	30,690	35,768	16.5%	25.2	21.3	-4.0
Trucks	38,731	74,312	91.9%	90,936	132,339	45.5%	74.8	78.7	4.0
Detroit Three Brands	20,649	32,916	59.4%	47,187	61,279	29.9%	38.8	36.5	-2.3
European Brands	6,624	12,862	94.2%	15,882	22,625	42.5%	13.1	13.5	0.4
Japanese Brands	17,950	36,878	105.4%	44,190	63,074	42.7%	36.3	37.5	1.2
Korean Brands	6,693	12,865	92.2%	14,367	21,129	47.1%	11.8	12.6	0.8
Acura	845	2,261	167.6%	2,381	3,536	48.5%	2.0	2.1	0.1
Alfa Romeo	94	143	52.1%	195	252	29.2%	0.2	0.1	0.0
Audi	740	1,796	142.7%	2,203	3,134	42.3%	1.8	1.9	0.1
BMW	1,171	2,497	113.2%	3,061	4,450	45.4%	2.5	2.6	0.1
Buick	682	1,650	141.9%	1,747	2,721	55.8%	1.4	1.6	0.2
Cadillac	505	1,140	125.7%	1,407	2,063	46.6%	1.2	1.2	0.1
Chevrolet	5,879	8,744	48.7%	13,886	16,957	22.1%	11.4	10.1	-1.3
Chrysler	318	588	84.9%	909	1,213	33.4%	0.7	0.7	0.0
Dodge	907	1,497	65.0%	2,213	2,433	9.9%	1.8	1.4	-0.4
FIAT	22	18	-18.2%	46	30	-34.8%	0.0	0.0	0.0
Ford	5,033	7,829	55.6%	10,944	14,346	31.1%	9.0	8.5	-0.5
Genesis	96	342	256.3%	228	559	145.2%	0.2	0.3	0.1
GMC	1,433	2,142	49.5%	3,309	4,014	21.3%	2.7	2.4	-0.3
Honda	5,330	10,638	99.6%	12,717	18,032	41.8%	10.5	10.7	0.3
Hyundai	3,812	7,096	86.1%	8,167	11,476	40.5%	6.7	6.8	0.1
Infiniti	227	481	111.9%	667	824	23.5%	0.5	0.5	-0.1
Jaguar	108	171	58.3%	297	286	-3.7%	0.2	0.2	-0.1
Jeep	3,623	5,163	42.5%	7,385	9,508	28.7%	6.1	5.7	-0.4
Kia	2,785	5,427	94.9%	5,972	9,094	52.3%	4.9	5.4	0.5
Land Rover	388	810	108.8%	970	1,470	51.5%	0.8	0.9	0.1
Lexus	960	1,700	77.1%	2,550	3,158	23.8%	2.1	1.9	-0.2
Lincoln	506	851	68.2%	1,461	1,571	7.5%	1.2	0.9	-0.3
Maserati	31	33	6.5%	74	65	-12.2%	0.1	0.0	0.0
Mazda	1,030	2,508	143.5%	2,551	4,077	59.8%	2.1	2.4	0.3
Mercedes	1,110	2,022	82.2%	2,532	3,661	44.6%	2.1	2.2	0.1
MINI	101	200	98.0%	223	342	53.4%	0.2	0.2	0.0
Mitsubishi	270	415	53.7%	696	586	-15.8%	0.6	0.3	-0.2
Nissan	2,400	4,820	100.8%	5,917	8,327	40.7%	4.9	5.0	0.1
Other	151	315	108.6%	462	440	-4.8%	0.4	0.3	-0.1
Porsche	301	473	57.1%	577	860	49.0%	0.5	0.5	0.0
Ram	952	1,569	64.8%	2,035	3,025	48.6%	1.7	1.8	0.1
Subaru	2,339	4,225	80.6%	5,612	7,430	32.4%	4.6	4.4	-0.2
Tesla	811	1,743	114.9%	1,891	3,428	81.3%	1.6	2.0	0.5
Toyota	4,442	9,596	116.0%	10,745	16,811	56.5%	8.8	10.0	1.2
Volkswagen	2,047	3,611	76.4%	4,404	6,076	38.0%	3.6	3.6	0.0
Volvo	467	1,007	115.6%	1,192	1,852	55.4%	1.0	1.1	0.1

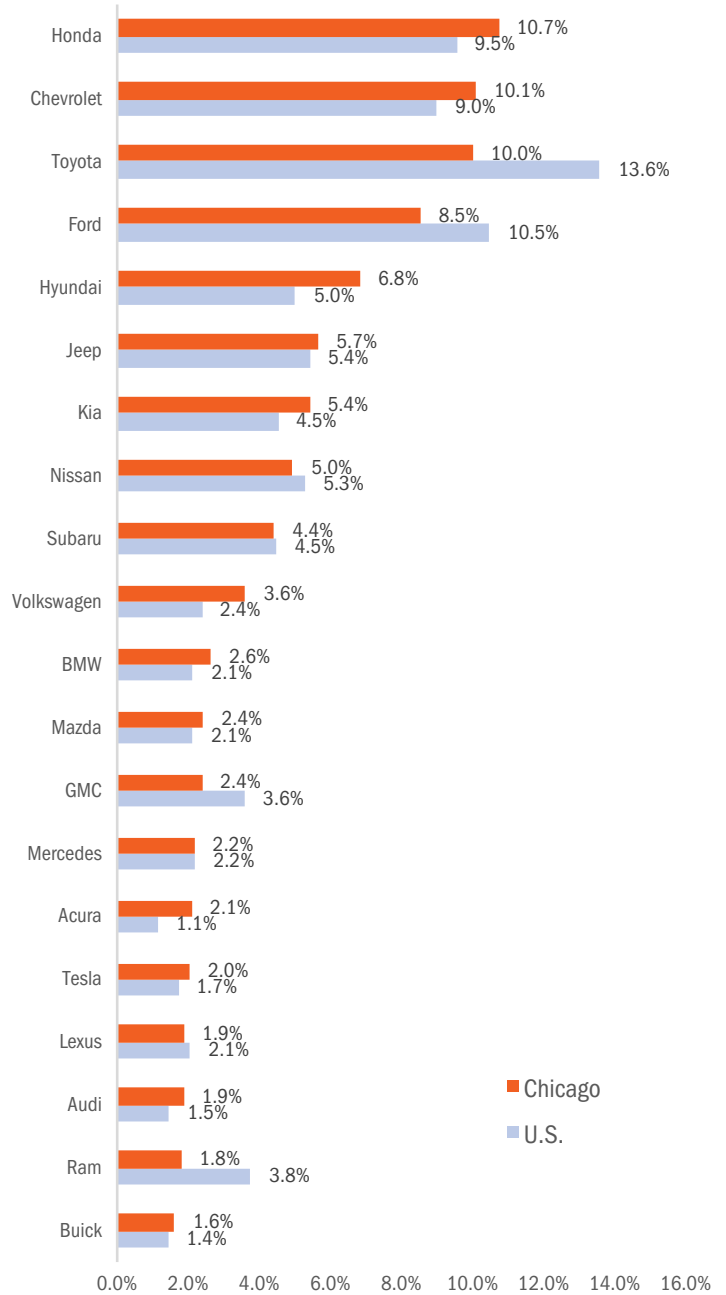
Top ten are shaded yellow.

Source: AutoCount data from Experian

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



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



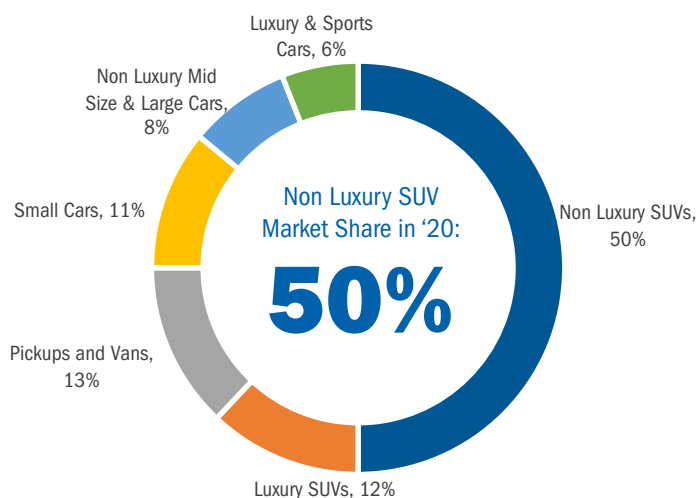
**Registrations increased by more than 50% for Genesis, Tesla, Mazda, Toyota, Buick, Volvo, Kia, and Land Rover.**



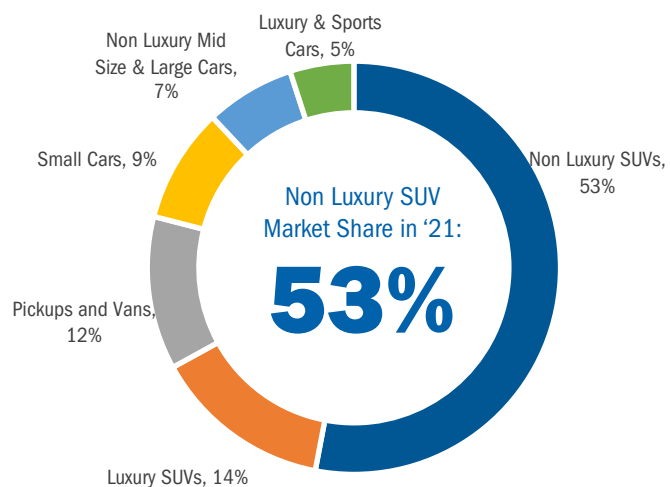
**Honda, Chevrolet, Toyota, Ford, and Hyundai were market share leaders in the Chicago Area**

**VEHICLE SEGMENTS**

**Segment Market Shares  
YTD 2020 thru June**



**Segment Market Shares  
YTD 2021 thru June**

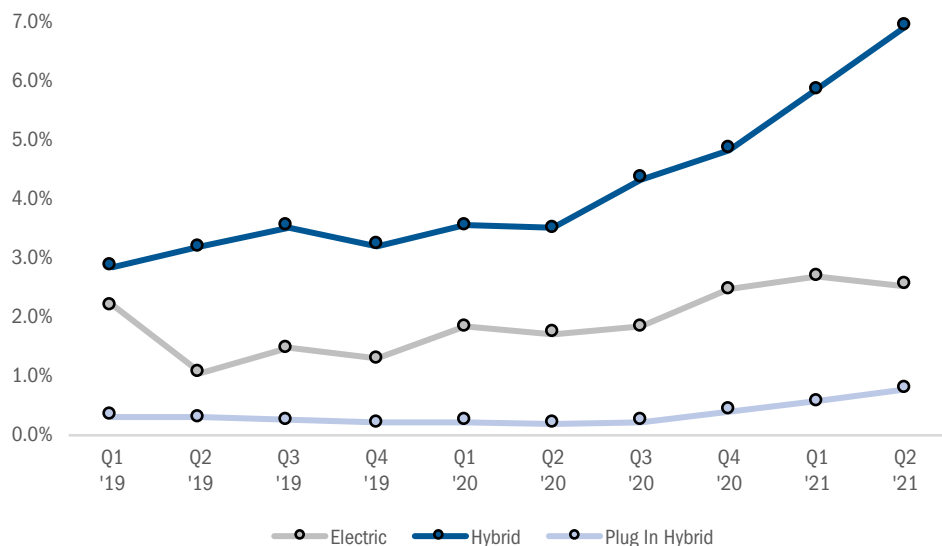


Data Source: AutoCount data from Experian.

The two graphs above show market shares for primary segments during the first six months of 2020 and 2021.

**HYBRID AND ELECTRIC VEHICLES**

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



**YTD Share by Engine Type  
(YTD '20 and '21, thru June)**

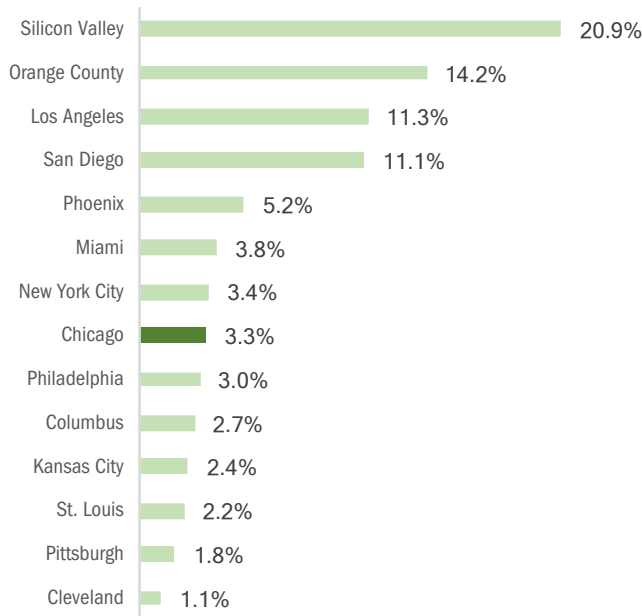
	YTD '20	YTD '21	
Hybrid	3.5%	6.5%	↑
Electric	1.8%	2.6%	↑
Plug In Hybrid	0.2%	0.7%	↑

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.

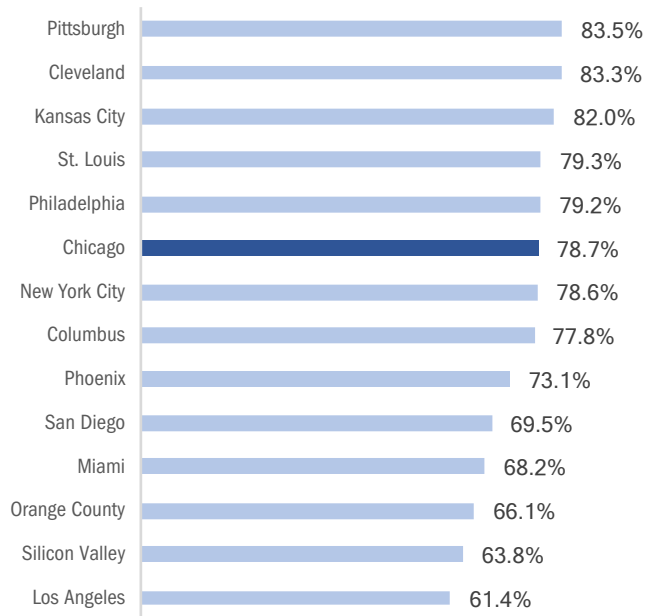
**COMPARISON OF SELECTED METRO AREA MARKETS**

The graphs below compare three primary indicators for selected metro area markets: combined market share for electric and plug in hybrid models, light truck market share, and market shares for the top five selling brands in the area. The Chicago Area was ranked eighth out of the 14 markets for electric/plug in hybrid market share, and sixth for light truck share.

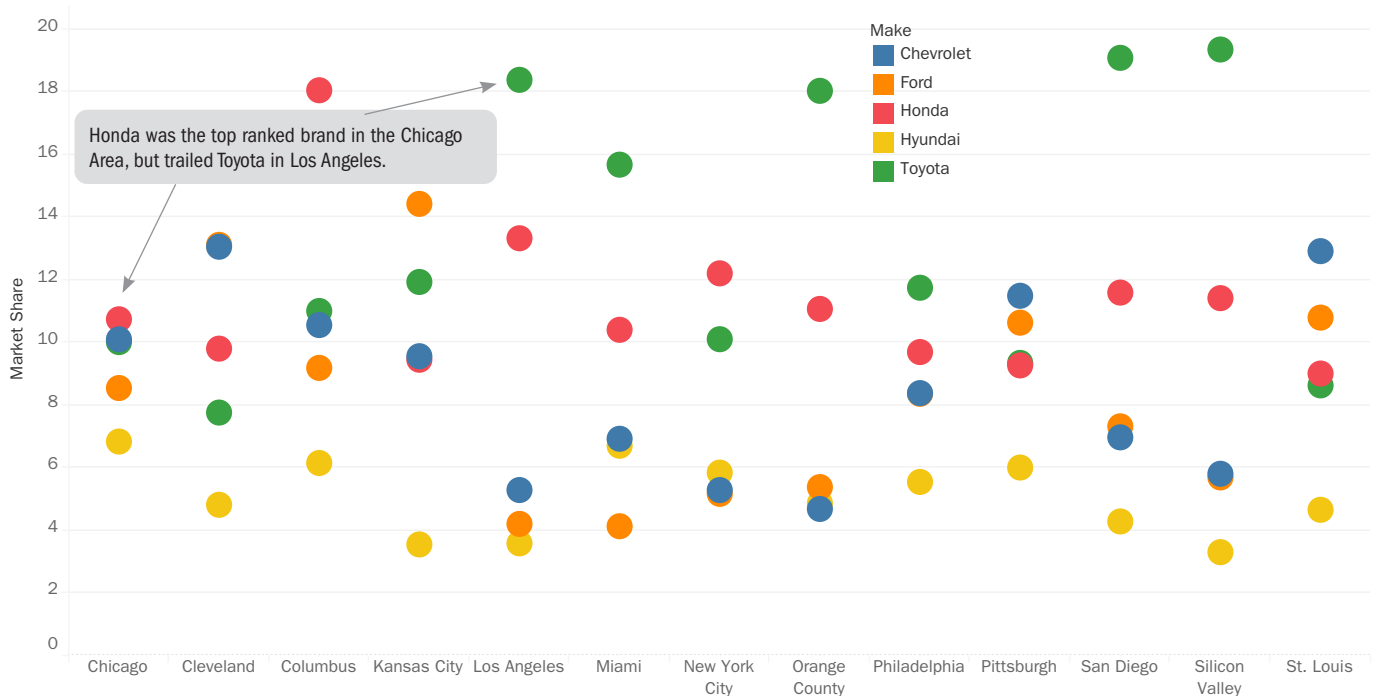
**Combined Electric and Plug In Hybrid Vehicle Market Share YTD 2021 thru June**



**Light Truck Market Share YTD 2021 thru June**



**Brand Market Share for Top Five Selling Brands in Chicago Area - YTD 2021 thru June**



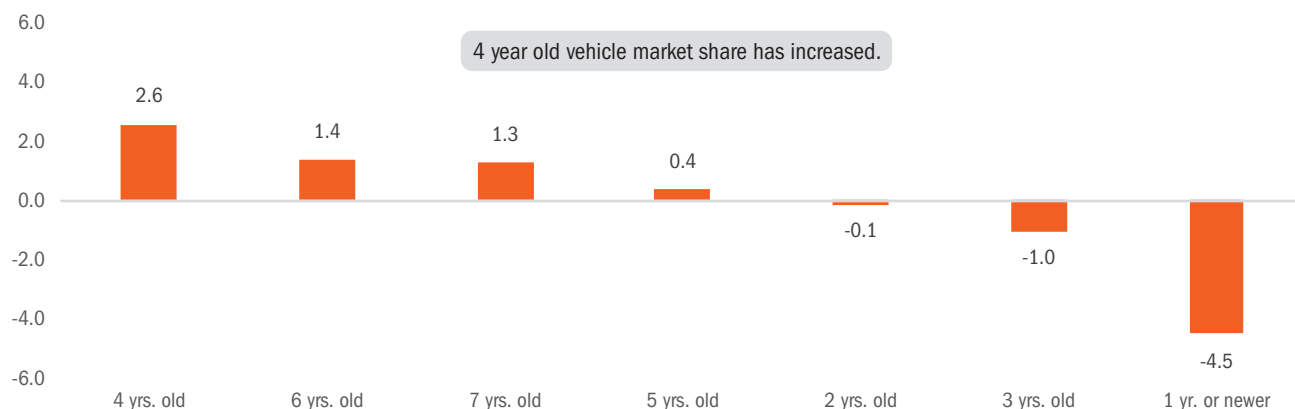
The graph above shows market share for the top five selling brands in the Chicago Area. Each colored circle corresponds to market share for a specific brand, as depicted in the legend at the top of the graph. Some circles overlap for brand market shares that are almost identical (i.e., Chevrolet and Toyota in Chicago). Data Source: AutoCount data from Experian. Note: figures for some areas are thru May of 2021.

**USED VEHICLE MARKET**

Chicago Area Used Car and Light Truck Registrations (only includes vehicles 7 years old or newer)						
	YTD thru June			YTD Market Share		
	2020	2021	% chg.	2020	2021	Chg.
TOTAL	127,443	165,539	29.9%			
Acura	1,607	2,798	74.1%	1.3	1.7	0.4
Alfa Romeo	123	319	159.3%	0.1	0.2	0.1
Audi	2,868	4,021	40.2%	2.3	2.4	0.2
BMW	3,172	4,471	41.0%	2.5	2.7	0.2
Buick	2,251	2,815	25.1%	1.8	1.7	-0.1
Cadillac	2,121	2,540	19.8%	1.7	1.5	-0.1
Chevrolet	16,695	21,006	25.8%	13.1	12.7	-0.4
Chrysler	1,943	2,443	25.7%	1.5	1.5	0.0
Dodge	4,720	5,489	16.3%	3.7	3.3	-0.4
FIAT	165	190	15.2%	0.1	0.1	0.0
Ford	14,307	17,507	22.4%	11.2	10.6	-0.7
Genesis	248	320	29.0%	0.2	0.2	0.0
GMC	3,679	4,512	22.6%	2.9	2.7	-0.2
Honda	7,511	10,532	40.2%	5.9	6.4	0.5
Hyundai	6,873	7,509	9.3%	5.4	4.5	-0.9
Infiniti	2,031	2,562	26.1%	1.6	1.5	0.0
Jaguar	355	569	60.3%	0.3	0.3	0.1
Jeep	8,154	11,997	47.1%	6.4	7.2	0.8
Kia	4,490	5,478	22.0%	3.5	3.3	-0.2
Land Rover	849	1,330	56.7%	0.7	0.8	0.1
Lexus	2,880	3,779	31.2%	2.3	2.3	0.0
Lincoln	1,415	1,699	20.1%	1.1	1.0	-0.1
Mazda	1,789	2,712	51.6%	1.4	1.6	0.2
Mercedes	3,413	4,386	28.5%	2.7	2.6	0.0
MINI	301	403	33.9%	0.2	0.2	0.0
Mitsubishi	773	1,272	64.6%	0.6	0.8	0.2
Nissan	12,098	14,804	22.4%	9.5	8.9	-0.5
Other	307	409	33.2%	0.2	0.2	0.0
Porsche	595	777	30.6%	0.5	0.5	0.0
Ram	2,382	2,908	22.1%	1.9	1.8	-0.1
Subaru	2,376	4,046	70.3%	1.9	2.4	0.6
Tesla	236	508	115.3%	0.2	0.3	0.1
Toyota	10,001	13,155	31.5%	7.8	7.9	0.1
Volkswagen	4,086	5,146	25.9%	3.2	3.1	-0.1
Volvo	629	1,127	79.2%	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 June vs. Year Earlier**

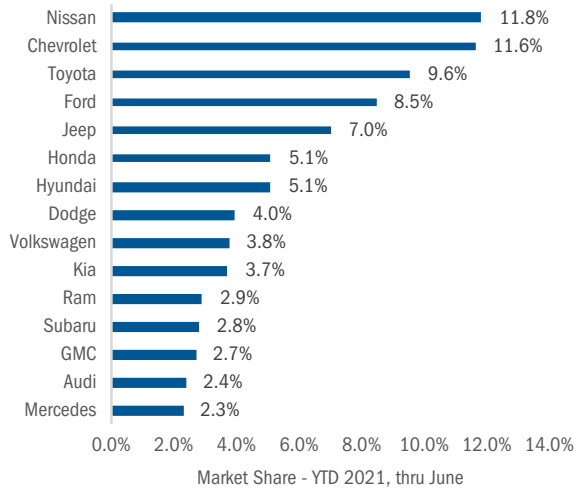


Data Source: AutoCount data from Experian.

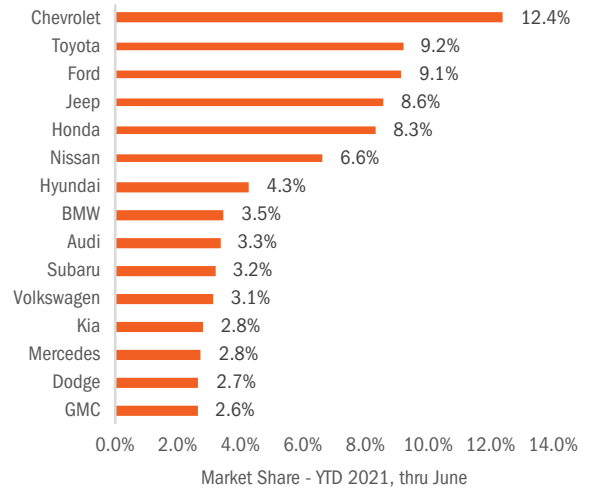
**USED VEHICLE MARKET SHARE**

The graphs below show brand used vehicle market share during the first six months of 2021 in four vehicle age categories. Chevrolet was the leader in three of the four vehicle categories. Source: AutoCount data from Experian.

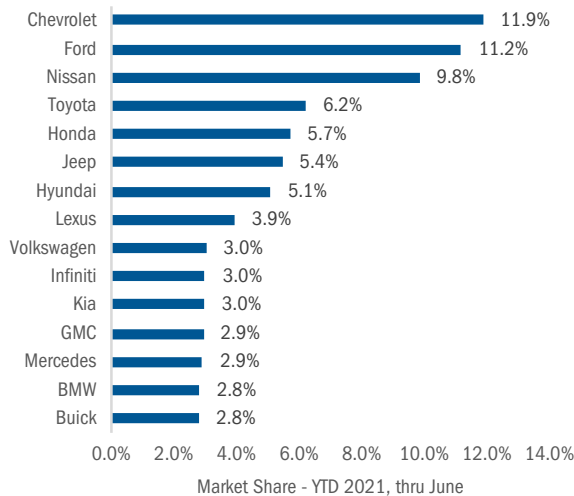
**2 Yr. Old or Newer Vehicle Market Share  
(2019 Model Year or newer)**



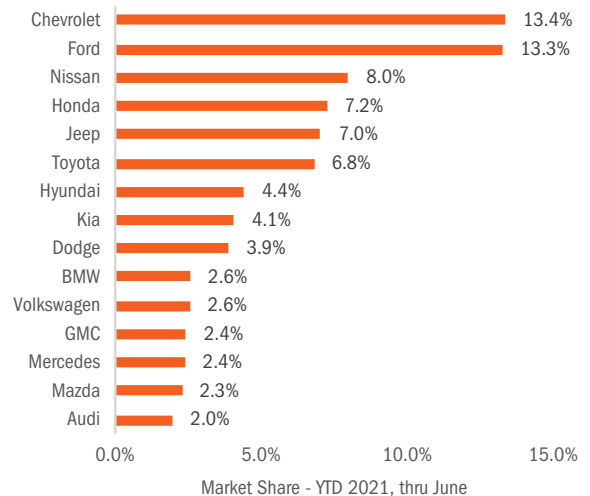
**3 Yr. Old Vehicle Market Share  
(2018 Model Year)**



**4 Yr. Old Vehicle Market Share  
(2017 Model Year)**



**5 Yr. Old Vehicle Market Share  
(2016 Model Year)**



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