

# 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

**-17.7%**



Cars

**-32.6%**

## Chicago Area New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '19 thru June	109,668	46,516	156,184
YTD '20 thru June	90,270	31,356	121,626
<b>% change</b>	<b>-17.7%</b>	<b>-32.6%</b>	<b>-22.1%</b>
June, 2019	17,616	7,188	24,804
June, 2020	17,160	5,636	22,796
<b>% change</b>	<b>-2.6%</b>	<b>-21.6%</b>	<b>-8.1%</b>

## QUICK FACTS

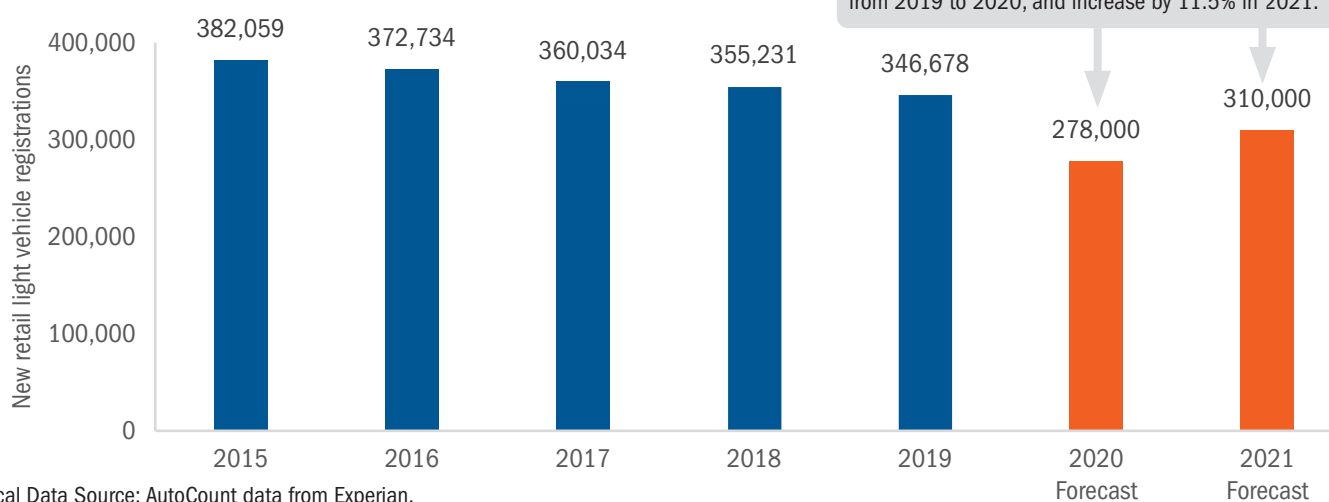
New vehicle registrations in the Chicago Area declined 22.1% during the first six months of 2020 versus the same period a year earlier. U.S. market declined by an estimated 20.2%.

The new vehicle market showed signs of improvement in June, declining just 8.1% vs. '19.

Used vehicle market (only includes vehicles 7 years old or newer) fell by 15% in the first half 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 June vs.  
YTD 2019**

**DOMESTIC  
BRANDS**  
 **DOWN  
23.8%**

**EUROPEAN  
BRANDS**  
 **DOWN  
17.8%**

**JAPANESE  
BRANDS**  
 **DOWN  
27.1%**

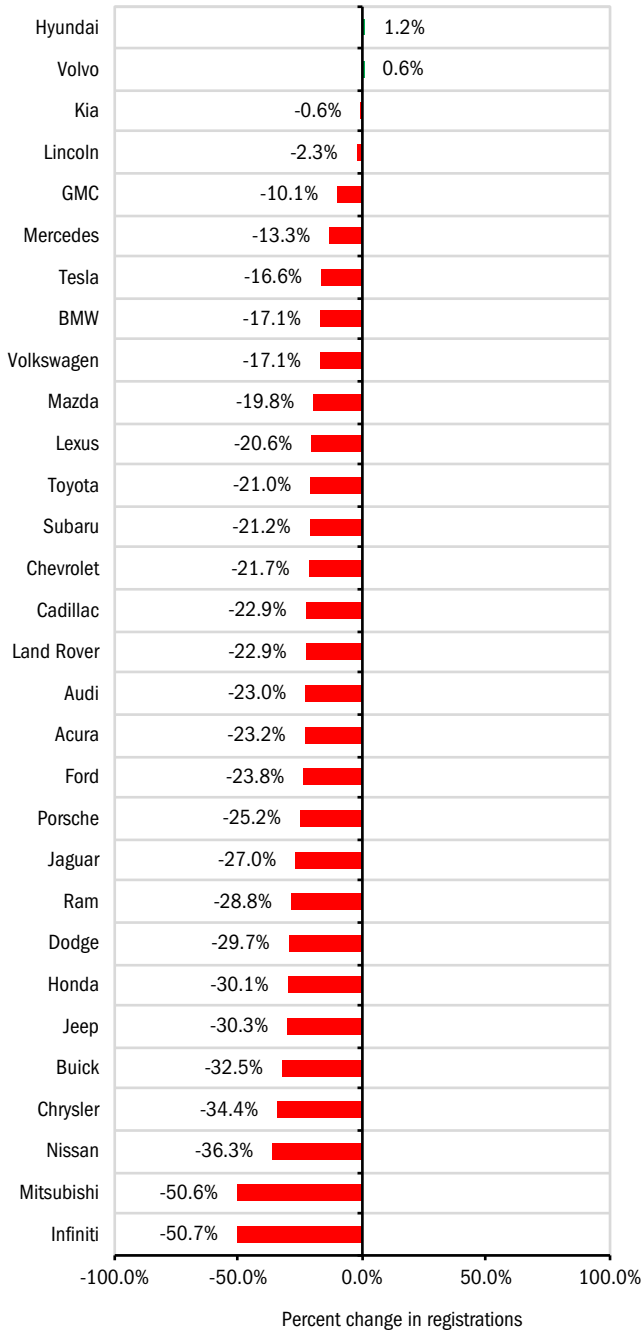
**KOREAN  
BRANDS**  
**NO CHANGE**

Chicago Area New Retail Car and Light Truck Registrations									
	Three Month Period Apr. '20 thru June '20			YTD thru June			YTD Market Share (%)		
	Yr. Ago	Current	% chg.	2019	2020	% chg.	2019	2020	Chg.
TOTAL	85,256	51,916	-39.1%	156,184	121,626	-22.1%			
Cars	26,110	13,476	-48.4%	46,516	31,356	-32.6%	29.8	25.8	-4.0
Trucks	59,146	38,440	-35.0%	109,668	90,270	-17.7%	70.2	74.2	4.0
Detroit Three Brands	33,276	20,649	-37.9%	61,926	47,187	-23.8%	39.6	38.8	-0.9
European Brands	10,478	6,624	-36.8%	19,317	15,882	-17.8%	12.4	13.1	0.7
Japanese Brands	33,364	17,950	-46.2%	60,580	44,190	-27.1%	38.8	36.3	-2.5
Korean Brands	8,138	6,693	-17.8%	14,361	14,367	0.0%	9.2	11.8	2.6
Acura	1,673	845	-49.5%	3,102	2,381	-23.2%	2.0	2.0	0.0
Alfa Romeo	116	94	-19.0%	213	195	-8.5%	0.1	0.2	0.0
Audi	1,453	740	-49.1%	2,862	2,203	-23.0%	1.8	1.8	0.0
BMW	2,043	1,171	-42.7%	3,691	3,061	-17.1%	2.4	2.5	0.2
Buick	1,330	682	-48.7%	2,588	1,747	-32.5%	1.7	1.4	-0.2
Cadillac	964	505	-47.6%	1,824	1,407	-22.9%	1.2	1.2	0.0
Chevrolet	9,693	5,879	-39.3%	17,731	13,886	-21.7%	11.4	11.4	0.1
Chrysler	830	318	-61.7%	1,385	909	-34.4%	0.9	0.7	-0.1
Dodge	1,712	907	-47.0%	3,148	2,213	-29.7%	2.0	1.8	-0.2
FIAT	44	22	-50.0%	90	46	-48.9%	0.1	0.0	0.0
Ford	7,677	5,033	-34.4%	14,357	10,944	-23.8%	9.2	9.0	-0.2
Genesis	169	96	-43.2%	279	228	-18.3%	0.2	0.2	0.0
GMC	1,975	1,433	-27.4%	3,680	3,309	-10.1%	2.4	2.7	0.4
Honda	10,122	5,330	-47.3%	18,204	12,717	-30.1%	11.7	10.5	-1.2
Hyundai	4,502	3,812	-15.3%	8,071	8,167	1.2%	5.2	6.7	1.5
Infiniti	650	227	-65.1%	1,352	667	-50.7%	0.9	0.5	-0.3
Jaguar	244	108	-55.7%	407	297	-27.0%	0.3	0.2	0.0
Jeep	5,878	3,623	-38.4%	10,591	7,385	-30.3%	6.8	6.1	-0.7
Kia	3,467	2,785	-19.7%	6,011	5,972	-0.6%	3.8	4.9	1.1
Land Rover	654	388	-40.7%	1,258	970	-22.9%	0.8	0.8	0.0
Lexus	1,768	960	-45.7%	3,213	2,550	-20.6%	2.1	2.1	0.0
Lincoln	807	506	-37.3%	1,495	1,461	-2.3%	1.0	1.2	0.2
Maserati	53	31	-41.5%	108	74	-31.5%	0.1	0.1	0.0
Mazda	1,814	1,030	-43.2%	3,182	2,551	-19.8%	2.0	2.1	0.1
Mercedes	1,589	1,110	-30.1%	2,922	2,532	-13.3%	1.9	2.1	0.2
MINI	212	101	-52.4%	352	223	-36.6%	0.2	0.2	0.0
Mitsubishi	771	270	-65.0%	1,410	696	-50.6%	0.9	0.6	-0.3
Nissan	4,981	2,400	-51.8%	9,288	5,917	-36.3%	5.9	4.9	-1.1
Other	163	151	-7.4%	241	462	91.7%	0.2	0.4	0.2
Porsche	388	301	-22.4%	771	577	-25.2%	0.5	0.5	0.0
Ram	1,611	952	-40.9%	2,859	2,035	-28.8%	1.8	1.7	-0.2
Subaru	3,933	2,339	-40.5%	7,125	5,612	-21.2%	4.6	4.6	0.1
Tesla	799	811	1.5%	2,268	1,891	-16.6%	1.5	1.6	0.1
Toyota	7,576	4,442	-41.4%	13,608	10,745	-21.0%	8.7	8.8	0.1
Volkswagen	2,900	2,047	-29.4%	5,313	4,404	-17.1%	3.4	3.6	0.2
Volvo	695	467	-32.8%	1,185	1,192	0.6%	0.8	1.0	0.2

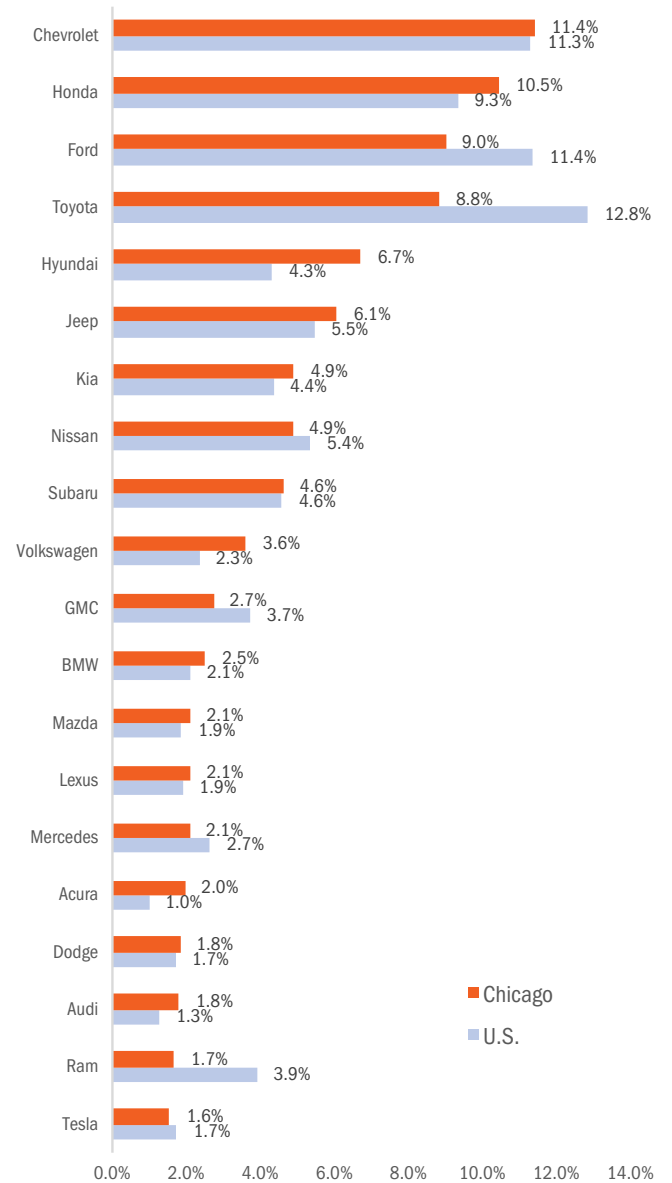
Top ten are shaded yellow.

Source: AutoCount data from Experian

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



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



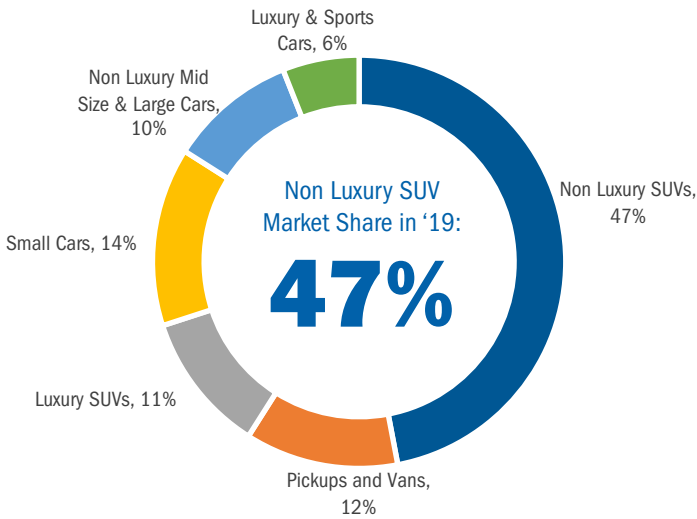
Registrations were up slightly for Hyundai and Volvo, and declined by less than 14% for Kia, Lincoln, GMC, and Mercedes.



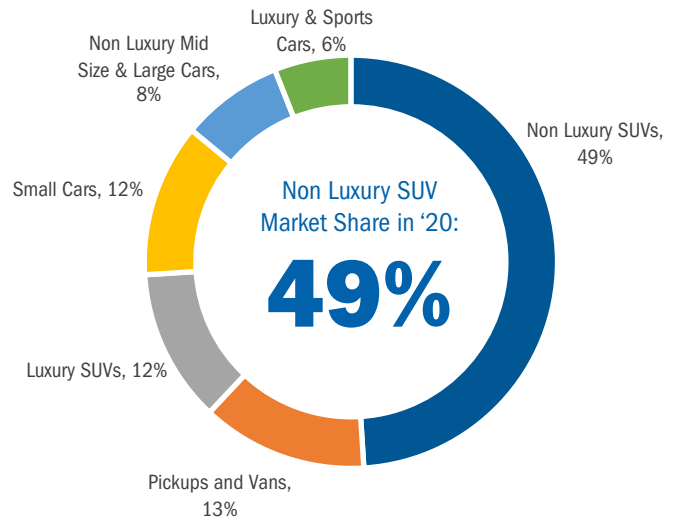
Chevrolet, Honda, Ford, Toyota, and Hyundai were market share leaders in the Chicago Area

**VEHICLE SEGMENTS**

**Segment Market Shares  
YTD 2019 thru June**



**Segment Market Shares  
YTD 2020 thru June**

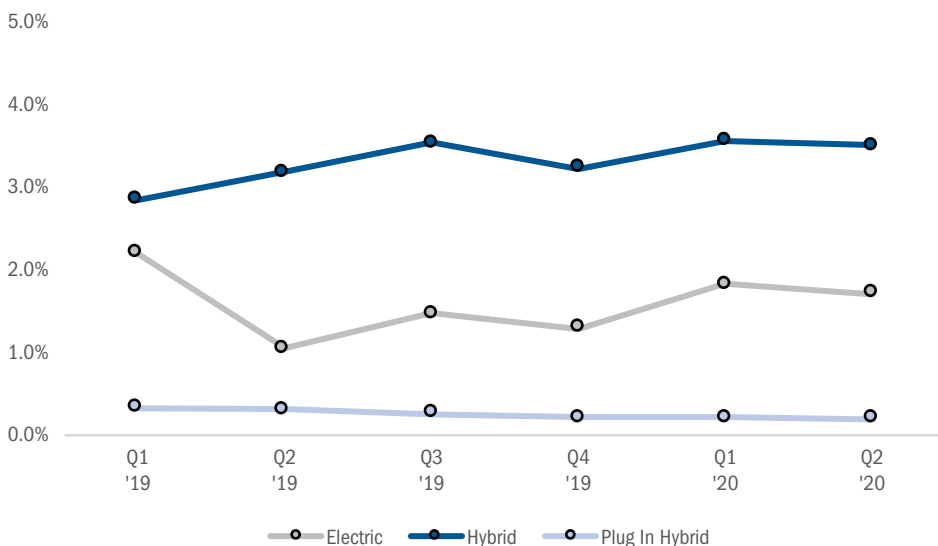


Data Source: AutoCount data from Experian.

The two graphs above show market shares for primary segments during the first six 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 June)**

	YTD '19	YTD '20	
<b>Hybrid</b>	3.0%	3.5%	↑
<b>Electric</b>	1.6%	1.8%	↑
<b>Plug In Hybrid</b>	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.

## BEST SELLERS BY SEGMENT

The table below shows the top five selling models during the first six months of 2020 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	Full Size Pickup: Ford F-Series
Mid Size Car: Honda Accord	Compact SUV: Honda CR-V
Near Luxury Car: Tesla Model 3	Mid Size SUV: Jeep Grand Cherokee
Luxury Car: BMW 5-Series	Luxury Mid Size SUV: Lexus RX

## Top Selling Models in Each Segment - New Retail Light Vehicle Registrations (YTD 2020, thru June)

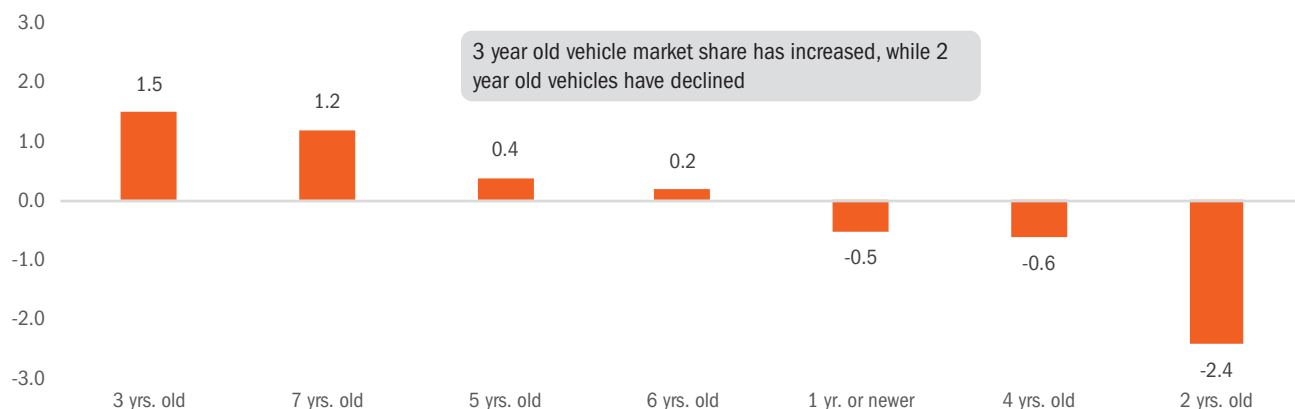
Cars											
Subcompact			Compact			Sports/Pony Cars			Mid Size		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Kia Soul	662	25.3	Honda Civic	2492	23.6	Ford Mustang	386	33.9	Honda Accord	1771	20.1
Chevrolet Spark	411	15.7	Toyota Corolla	1476	14.0	Dodge Challenger	345	30.3	Toyota Camry	1661	18.8
Honda Fit	325	12.4	Hyundai Elantra	1287	12.2	Chevrolet Camaro	256	22.5	Ford Fusion	1030	11.7
Nissan Versa	220	8.4	Nissan Sentra	1225	11.6	Hyundai Veloster	71	6.2	Hyundai Sonata	1004	11.4
Chevrolet Sonic	181	6.9	Volkswagen Jetta	1112	10.5	Mazda MX5	51	4.5	Chevrolet Malibu	973	11.0
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	330	29.4	Acura ILX	181	34.9	Tesla Model 3	1262	30.0	BMW 5-Series	303	13.9
Chevrolet Impala	262	23.3	Audi A3	96	18.5	Acura TLX/TL	436	10.4	Tesla Model S	209	9.6
Chrysler 300	194	17.3	Mercedes A-Class	89	17.1	Lexus ES	342	8.1	Mercedes E-Class	188	8.6
Nissan Maxima	164	14.6	BMW 2-Series	83	16.0	BMW 3-Series	341	8.1	Chevrolet Corvette	153	7.0
Toyota Avalon	127	11.3	Mercedes CLA-Class	67	12.9	Audi A5	248	5.9	Audi A6	141	6.5
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
Toyota Tacoma	615	26.5	Ford F-Series	2769	31.9	Honda Odyssey	1098	39.6	Ford Transit Connect	891	45.8
Chevrolet Colorado	492	21.2	Chevrolet Silverado	2580	29.8	Chrysler Pacifica	679	24.5	Ram Promaster	287	14.8
Ford Ranger	468	20.2	Ram Pickup	1748	20.2	Dodge Caravan	474	17.1	Mercedes Sprinter	248	12.8
Jeep Gladiator	311	13.4	GMC Sierra	1253	14.5	Toyota Sienna	318	11.5	Chevrolet Express	240	12.3
Honda Ridgeline	235	10.1	Toyota Tundra	266	3.1	Kia Sedona	177	6.4	Nissan NV	140	7.2
Subcompact SUV			Compact SUV			Mid Size SUV			Large SUV		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Chevrolet Trax	1780	20.4	Honda CR-V	3955	14.1	Jeep Grand Cherokee	2257	10.7	Chevrolet Tahoe	346	27.3
Honda HR-V	1009	11.6	Chevrolet Equinox	3506	12.5	Ford Explorer	1614	7.6	Ford Expedition	341	26.9
Buick Encore	903	10.3	Toyota RAV4	3489	12.4	Toyota Highlander	1373	6.5	GMC Yukon	180	14.2
Jeep Renegade	812	9.3	Hyundai Tucson	2151	7.7	Hyundai Santa Fe	1344	6.4	Chevrolet Suburban	157	12.4
Hyundai Kona	797	9.1	Ford Escape	1959	7.0	Subaru Outback	1280	6.0	GMC Yukon XL	86	6.8
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
Audi Q3	267	19.5	Acura RDX	1007	18.0	Lexus RX	1032	15.9	BMW X7	276	19.3
Volvo XC40	253	18.5	BMW X3	701	12.5	Acura MDX	746	11.5	Mercedes GLS-Class	239	16.7
BMW X1	246	18.0	Lexus NX	591	10.6	BMW X5	590	9.1	Cadillac XT6	227	15.9
Lexus UX	181	13.2	Audi Q5	579	10.4	Mercedes GLE-Class	477	7.4	Lincoln Navigator	207	14.5
Mercedes GLA-Class	138	10.1	Mercedes GLC-Class	527	9.4	Cadillac XT5/SRX	442	6.8	Cadillac Escalade	165	11.6

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)									
	Two Month Period May '20 and June '20			YTD thru June			YTD Market Share		
	2019	2020	% chg.	2019	2020	% chg.	2019	2020	Chg.
TOTAL	53,499	44,820	-16.2%	149,992	127,443	-15.0%			
Acura	835	429	-48.6%	2,239	1,607	-28.2%	1.5	1.3	-0.2
Alfa Romeo	16	54	237.5%	41	123	200.0%	0.0	0.1	0.1
Audi	1,180	1,035	-12.3%	3,032	2,868	-5.4%	2.0	2.3	0.2
BMW	1,364	1,145	-16.1%	3,549	3,172	-10.6%	2.4	2.5	0.1
Buick	1,073	709	-33.9%	2,788	2,251	-19.3%	1.9	1.8	-0.1
Cadillac	821	687	-16.3%	2,325	2,121	-8.8%	1.6	1.7	0.1
Chevrolet	7,064	6,087	-13.8%	20,025	16,695	-16.6%	13.4	13.1	-0.3
Chrysler	955	702	-26.5%	2,732	1,943	-28.9%	1.8	1.5	-0.3
Dodge	1,860	1,793	-3.6%	5,429	4,720	-13.1%	3.6	3.7	0.1
FIAT	91	55	-39.6%	231	165	-28.6%	0.2	0.1	0.0
Ford	6,171	5,066	-17.9%	17,461	14,307	-18.1%	11.6	11.2	-0.4
Genesis	102	98	-3.9%	326	248	-23.9%	0.2	0.2	0.0
GMC	1,482	1,280	-13.6%	4,241	3,679	-13.3%	2.8	2.9	0.1
Honda	3,805	2,388	-37.2%	9,594	7,511	-21.7%	6.4	5.9	-0.5
Hyundai	2,408	2,329	-3.3%	7,488	6,873	-8.2%	5.0	5.4	0.4
Infiniti	1,027	681	-33.7%	2,998	2,031	-32.3%	2.0	1.6	-0.4
Jaguar	128	134	4.7%	305	355	16.4%	0.2	0.3	0.1
Jeep	2,924	3,068	4.9%	8,552	8,154	-4.7%	5.7	6.4	0.7
Kia	1,702	1,669	-1.9%	4,760	4,490	-5.7%	3.2	3.5	0.3
Land Rover	312	329	5.4%	840	849	1.1%	0.6	0.7	0.1
Lexus	1,293	859	-33.6%	3,528	2,880	-18.4%	2.4	2.3	-0.1
Lincoln	651	469	-28.0%	1,714	1,415	-17.4%	1.1	1.1	0.0
Mazda	800	661	-17.4%	2,122	1,789	-15.7%	1.4	1.4	0.0
Mercedes	1,397	1,184	-15.2%	3,662	3,413	-6.8%	2.4	2.7	0.2
MINI	169	124	-26.6%	412	301	-26.9%	0.3	0.2	0.0
Mitsubishi	334	277	-17.1%	981	773	-21.2%	0.7	0.6	0.0
Nissan	5,233	4,266	-18.5%	15,426	12,098	-21.6%	10.3	9.5	-0.8
Other	152	117	-23.0%	354	307	-13.3%	0.2	0.2	0.0
Porsche	256	224	-12.5%	699	595	-14.9%	0.5	0.5	0.0
Ram	730	948	29.9%	2,131	2,382	11.8%	1.4	1.9	0.4
Subaru	882	848	-3.9%	2,364	2,376	0.5%	1.6	1.9	0.3
Tesla	79	77	-2.5%	226	236	4.4%	0.2	0.2	0.0
Toyota	4,060	3,304	-18.6%	11,587	10,001	-13.7%	7.7	7.8	0.1
Volkswagen	1,884	1,532	-18.7%	5,159	4,086	-20.8%	3.4	3.2	-0.2
Volvo	259	192	-25.9%	671	629	-6.3%	0.4	0.5	0.0

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

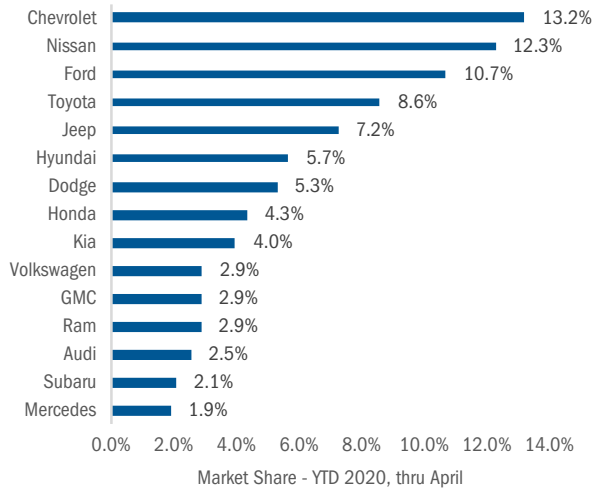


Data Source: AutoCount data from Experian.

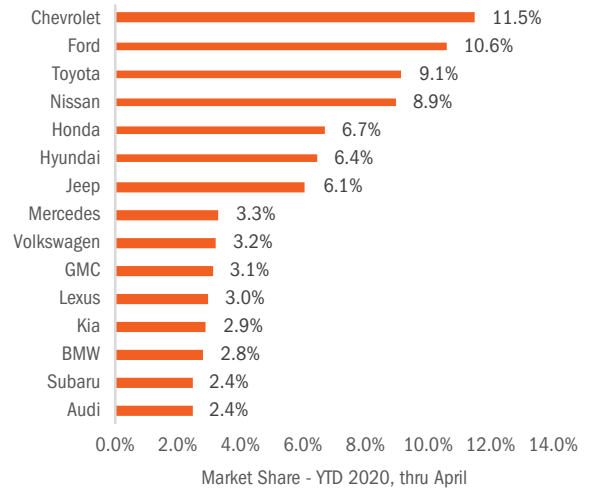
**USED VEHICLE MARKET SHARE**

The graphs below show brand used vehicle market share during the first six months of 2020 in four vehicle age categories. Chevrolet was the leader in all age categories. Nissan was second for two year old or newer vehicles.

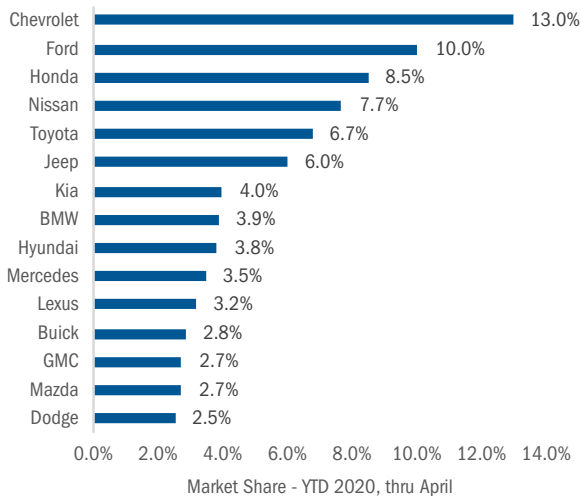
**2 Yr. Old or Newer Vehicle Market Share  
(2018 Model Year or newer)**



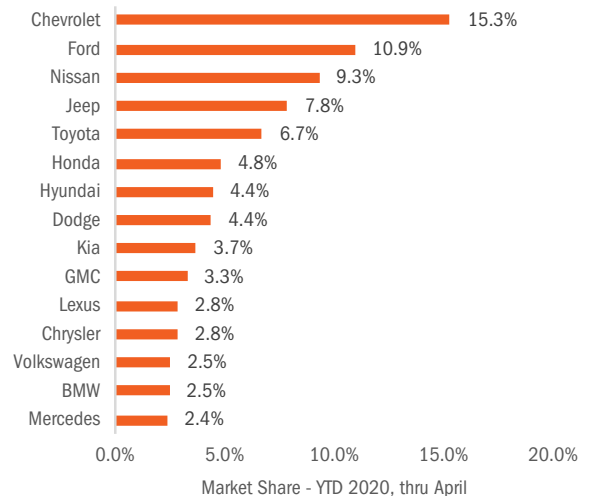
**3 Yr. Old Vehicle Market Share  
(2017 Model Year)**



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



**5 Yr. Old Vehicle Market Share  
(2015 Model Year)**



**Chicago Auto Outlook**

Published for:  
Chicago Automobile Trade Association  
18W200 Butterfield Road  
Oakbrook Terrace, IL 60181-4810  
Phone: 630-495-CATA (2282)

Published by:  
Auto Outlook, Inc.  
PO Box 390  
Exton, PA 19341  
Phone: 610-640-1233  
Email: autooutlook@icloud.com

Chicago Auto Outlook is distributed free of charge to all members of Chicago Automobile Trade Association. The publication is sponsored and supported by CATA. Chicago Auto Outlook is published and edited by Auto Outlook, Inc., an independent automotive market research firm. Opinions in Chicago Auto Outlook are solely those of Auto Outlook, Inc., and are not necessarily shared by CATA.

Any material quoted must be attributed to Chicago Auto Outlook, published by Auto Outlook, Inc. on behalf of the Chicago Automobile Trade Association. Data source must also be shown as "Data Source: AutoCount Data from Experian." Please contact CATA with any questions or comments regarding the publication.

Copyright Auto Outlook, Inc., July 2020