

Chicago Auto Outlook™

Publication
Sponsored
by:



Comprehensive information on the Chicagoland automotive market

Quick Facts

New retail vehicle registrations increased an estimated 1% in March '15 vs. year earlier.

The area market was up 2.5% during the first three months of this vs. year earlier, about the same as the 2.2% increase in the Nation.

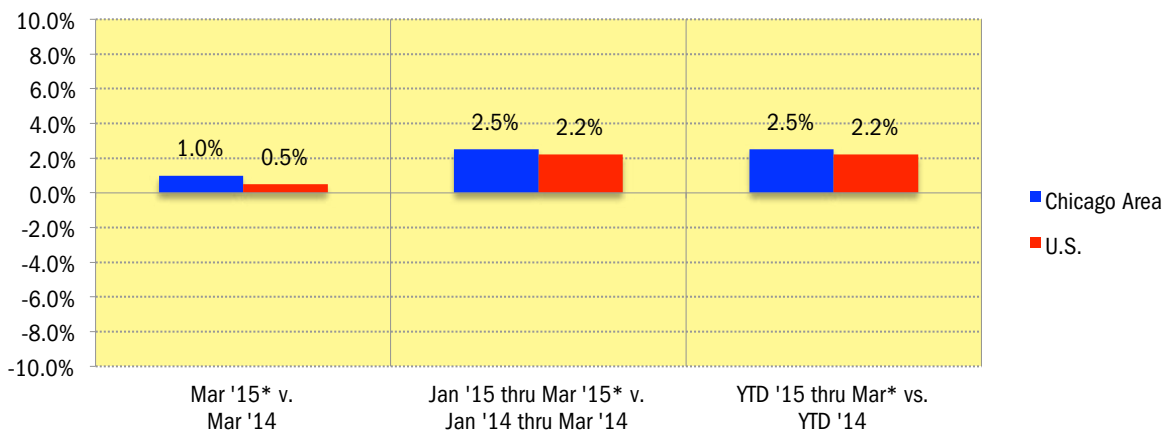
Area used vehicle market was up sharply in February '15 (vehicles seven years old or newer). Used vehicle registrations increased 24.8% thru February of this year.

Compact Luxury SUV new vehicle market share was up one share point.

Two year old used vehicle market share increased sharply, while six year old share declined.

Tesla, MINI, Volvo, Chrysler, and Subaru new retail registrations increased by more than 23% so far this year.

Percent Change in Chicago Area and U.S. New Retail Light Vehicle Registrations



*Figures for March 2015 were estimated by Auto Outlook.

Data Source: IHS Automotive.

Chicago Area New and Used Vehicle Markets Summary (Used registrations only includes vehicles seven years old or newer)

	Retail New Vehicle Registrations					
	March Estimate*			YTD thru March*		
	2014	2015	Percent Change	2014	2015	Percent Change
Total	34,020	34,360	1.0%	80,109	82,131	2.5%
Cars	16,870	16,224	-3.8%	38,278	37,240	-2.7%
Light Trucks	17,150	18,136	5.7%	41,831	44,891	7.3%
Detroit Three Brands	13,358	13,149	-1.6%	32,383	32,382	0.0%
European Brands	3,599	3,748	4.1%	8,143	8,463	3.9%
Japanese Brands	13,983	14,101	0.8%	32,471	33,862	4.3%
Korean Brands	3,080	3,362	9.2%	7,112	7,424	4.4%
	Used Vehicle Registrations (vehicles seven years old or newer)					
	February			YTD thru February		
	2014	2015	Percent Change	2014	2015	Percent Change
Total	21,891	30,888	41.1%	43,622	54,429	24.8%
Cars	12,251	17,704	44.5%	24,233	30,849	27.3%
Light Trucks	9,640	13,184	36.8%	19,389	23,580	21.6%
Detroit Three Brands	10,370	15,020	44.8%	20,231	26,105	29.0%
European Brands	2,741	3,815	39.2%	5,628	6,855	21.8%
Japanese Brands	7,423	9,821	32.3%	15,083	17,595	16.7%
Korean Brands	1,357	2,232	64.5%	2,680	3,874	44.6%

*Figures for March 2015 were estimated by Auto Outlook.

Source: IHS Automotive.

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.

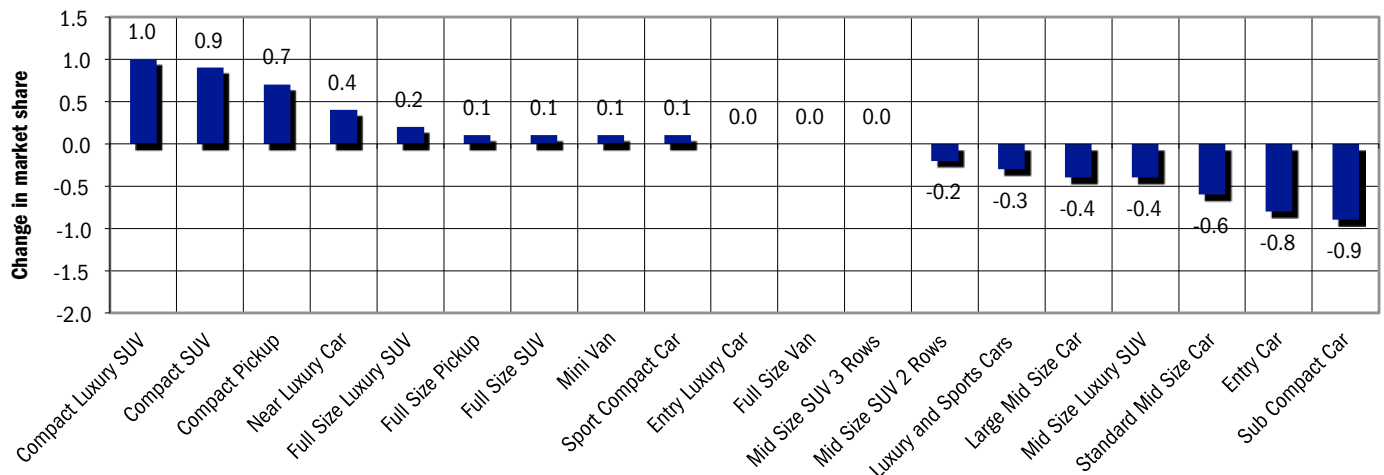
Data Source: IHS Automotive.

New Vehicle Market Brand Registrations

Chicago Area New Retail Car and Light Truck Registrations												
	March			Three Month Period Jan '15 thru Mar '15*			YTD thru March*			YTD thru March '15* Market Share (%)		
	Chicago Area			Chicago Area			Chicago Area			Chicago Area		
	2014	2015*	% chg.	Yr. Ago	Current	% chg.	2014	2015*	% chg.	2014	2015*	Chg.
TOTAL	34,020	34,360	1.0%	80,109	82,131	2.5%	80,109	82,131	2.5%			
Acura	670	630	-6.0%	1,533	1,574	2.7%	1,533	1,574	2.7%	1.9	1.9	0.0
Audi	473	567	19.9%	1,057	1,200	13.5%	1,057	1,200	13.5%	1.3	1.5	0.2
BMW	780	832	6.7%	1,797	1,944	8.2%	1,797	1,944	8.2%	2.2	2.4	0.2
Buick	600	602	0.3%	1,521	1,455	-4.3%	1,521	1,455	-4.3%	1.9	1.8	-0.1
Cadillac	463	431	-6.9%	1,249	1,108	-11.3%	1,249	1,108	-11.3%	1.6	1.3	-0.3
Chevrolet	3,460	3,343	-3.4%	8,498	8,463	-0.4%	8,498	8,463	-0.4%	10.6	10.3	-0.3
Chrysler	454	521	14.8%	1,098	1,400	27.5%	1,098	1,400	27.5%	1.4	1.7	0.3
Dodge	1,397	1,060	-24.1%	3,287	2,585	-21.4%	3,287	2,585	-21.4%	4.1	3.1	-1.0
FIAT	69	65	-5.8%	155	159	2.6%	155	159	2.6%	0.2	0.2	0.0
Ford	3,668	3,532	-3.7%	8,424	8,218	-2.4%	8,424	8,218	-2.4%	10.5	10.0	-0.5
GMC	801	810	1.1%	2,031	2,073	2.1%	2,031	2,073	2.1%	2.5	2.5	0.0
Honda	3,392	3,211	-5.3%	7,736	7,784	0.6%	7,736	7,784	0.6%	9.7	9.5	-0.2
Hyundai	1,801	2,013	11.8%	4,229	4,381	3.6%	4,229	4,381	3.6%	5.3	5.3	0.0
Infiniti	367	367	0.0%	856	808	-5.6%	856	808	-5.6%	1.1	1.0	-0.1
Jaguar	64	58	-9.4%	113	97	-14.2%	113	97	-14.2%	0.1	0.1	0.0
Jeep	1,872	2,307	23.2%	4,804	5,596	16.5%	4,804	5,596	16.5%	6.0	6.8	0.8
Kia	1,279	1,370	7.1%	2,883	3,064	6.3%	2,883	3,064	6.3%	3.6	3.7	0.1
Land Rover	166	255	53.6%	490	582	18.8%	490	582	18.8%	0.6	0.7	0.1
Lexus	703	762	8.4%	1,567	1,841	17.5%	1,567	1,841	17.5%	2.0	2.2	0.2
Lincoln	210	203	-3.3%	464	489	5.4%	464	489	5.4%	0.6	0.6	0.0
Mazda	693	637	-8.1%	1,661	1,575	-5.2%	1,661	1,575	-5.2%	2.1	1.9	-0.2
Mercedes	672	739	10.0%	1,625	1,707	5.0%	1,625	1,707	5.0%	2.0	2.1	0.1
MINI	105	167	59.0%	236	321	36.0%	236	321	36.0%	0.3	0.4	0.1
Mitsubishi	385	417	8.3%	869	889	2.3%	869	889	2.3%	1.1	1.1	0.0
Nissan	2,933	2,841	-3.1%	6,832	6,654	-2.6%	6,832	6,654	-2.6%	8.5	8.1	-0.4
Other	59	39	-33.9%	126	105	-16.7%	126	105	-16.7%	0.2	0.1	-0.1
Porsche	125	141	12.8%	271	295	8.9%	271	295	8.9%	0.3	0.4	0.1
Ram	369	373	1.1%	896	895	-0.1%	896	895	-0.1%	1.1	1.1	0.0
Subaru	1,020	1,125	10.3%	2,654	3,283	23.7%	2,654	3,283	23.7%	3.3	4.0	0.7
Tesla	63	50	-20.6%	109	182	67.0%	109	182	67.0%	0.1	0.2	0.1
Toyota	3,816	3,976	4.2%	8,756	9,318	6.4%	8,756	9,318	6.4%	10.9	11.3	0.4
Volkswagen	953	778	-18.4%	2,008	1,718	-14.4%	2,008	1,718	-14.4%	2.5	2.1	-0.4
Volvo	138	138	0.0%	274	368	34.3%	274	368	34.3%	0.3	0.4	0.1

*Figures for March 2015 were estimated by Auto Outlook. Top ten are shaded green. Source: IHS Automotive

Change in Area Segment Market Share - YTD 2015 thru Feb. vs. YTD 2014



Data Source: IHS Automotive.

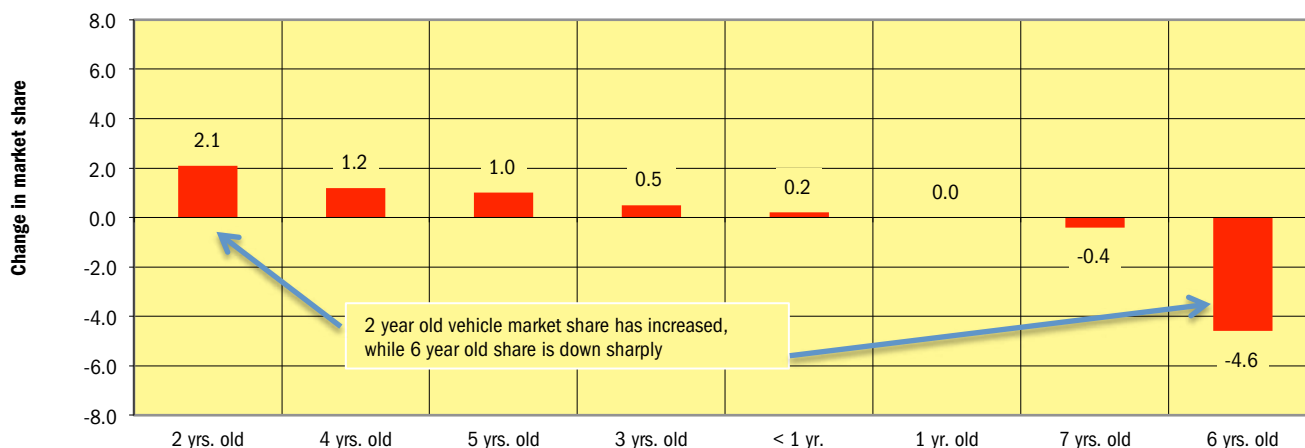
Used Vehicle Market Brand Registrations (only includes vehicles seven years old or newer)

Chicago Area Used Car and Light Truck Registrations												
	February			Three Month Period Dec '14 thru Feb '15			YTD thru February			YTD Market Share (%)		
	Chicago Area			Chicago Area			Chicago Area			Chicago Area		
	2014	2015	% chg.	Yr. Ago	Current	% chg.	2014	2015	% chg.	2014	2015	Chg.
TOTAL	21,891	30,888	41.1%	70,922	84,785	19.5%	43,622	54,429	24.8%			
Acura	381	472	23.9%	1,329	1,339	0.8%	811	876	8.0%	1.9	1.6	-0.3
Audi	367	510	39.0%	1,214	1,474	21.4%	751	938	24.9%	1.7	1.7	0.0
BMW	582	766	31.6%	1,974	2,158	9.3%	1,211	1,349	11.4%	2.8	2.5	-0.3
Buick	399	701	75.7%	1,168	1,821	55.9%	711	1,201	68.9%	1.6	2.2	0.6
Cadillac	462	580	25.5%	1,463	1,648	12.6%	876	1,028	17.4%	2.0	1.9	-0.1
Chevrolet	3,136	5,000	59.4%	9,968	13,208	32.5%	6,182	8,571	38.6%	14.2	15.7	1.5
Chrysler	562	918	63.3%	1,925	2,442	26.9%	1,131	1,598	41.3%	2.6	2.9	0.3
Dodge	1,150	1,779	54.7%	3,639	4,608	26.6%	2,225	2,994	34.6%	5.1	5.5	0.4
FIAT	18	36	100.0%	52	104	100.0%	40	67	67.5%	0.1	0.1	0.0
Ford	2,613	3,432	31.3%	8,117	9,300	14.6%	5,095	6,041	18.6%	11.7	11.1	-0.6
GMC	515	709	37.7%	1,587	2,040	28.5%	1,021	1,317	29.0%	2.3	2.4	0.1
Honda	1,549	1,905	23.0%	5,075	5,527	8.9%	3,129	3,496	11.7%	7.2	6.4	-0.8
Hyundai	896	1,451	61.9%	2,726	4,043	48.3%	1,751	2,586	47.7%	4.0	4.8	0.8
Infiniti	268	436	62.7%	979	1,235	26.1%	590	777	31.7%	1.4	1.4	0.0
Jaguar	28	59	110.7%	114	146	28.1%	72	90	25.0%	0.2	0.2	0.0
Jeep	765	1,172	53.2%	2,510	3,208	27.8%	1,526	2,079	36.2%	3.5	3.8	0.3
Kia	461	781	69.4%	1,512	1,890	25.0%	929	1,288	38.6%	2.1	2.4	0.3
Land Rover	117	148	26.5%	402	458	13.9%	256	299	16.8%	0.6	0.5	-0.1
Lexus	499	592	18.6%	1,642	1,774	8.0%	1,038	1,102	6.2%	2.4	2.0	-0.4
Lincoln	250	302	20.8%	814	960	17.9%	486	569	17.1%	1.1	1.0	-0.1
Mazda	355	500	40.8%	1,226	1,358	10.8%	737	874	18.6%	1.7	1.6	-0.1
Mercedes	617	893	44.7%	2,124	2,405	13.2%	1,269	1,566	23.4%	2.9	2.9	0.0
MINI	59	105	78.0%	221	273	23.5%	145	183	26.2%	0.3	0.3	0.0
Mitsubishi	221	261	18.1%	674	701	4.0%	436	455	4.4%	1.0	0.8	-0.2
Nissan	1,805	2,785	54.3%	5,830	7,328	25.7%	3,587	4,846	35.1%	8.2	8.9	0.7
Other	587	482	-17.9%	1,855	1,447	-22.0%	1,089	800	-26.5%	2.5	1.5	-1.0
Porsche	66	112	69.7%	240	338	40.8%	138	213	54.3%	0.3	0.4	0.1
smart	4	21	425.0%	27	43	59.3%	13	34	161.5%	0.0	0.1	0.1
Subaru	251	368	46.6%	813	1,071	31.7%	506	692	36.8%	1.2	1.3	0.1
Suzuki	41	50	22.0%	168	140	-16.7%	81	80	-1.2%	0.2	0.1	-0.1
Toyota	2,053	2,451	19.4%	6,888	7,160	3.9%	4,165	4,393	5.5%	9.5	8.1	-1.4
Volkswagen	712	981	37.8%	2,279	2,749	20.6%	1,406	1,764	25.5%	3.2	3.2	0.0
Volvo	102	130	27.5%	367	389	6.0%	219	263	20.1%	0.5	0.5	0.0

Top ten are shaded green.

Source: IHS Automotive.

Change in Used Vehicle Market Share by Age of Vehicle - YTD 2015 thru Feb. vs. YTD 2014



Data Source: IHS Automotive.

**New Vehicle Market Percent Change in Brand Registrations
YTD 2015 thru March* vs. YTD 2014
(Top 30 selling brands)**



Data Source: IHS Automotive.

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: 800-206-0102
Email: jfoltz@autooutlook.com

Copyright Auto Outlook, Inc., April 2015

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 CATA, and must also include the statement: "Data Source: IHS Automotive."