

# Chicago Auto Outlook™

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Comprehensive information on the Chicagoland automotive market

## Quick Facts

The area market was up 9.6% in the first three months of this year, stronger than the 6.5% increase in the Nation.

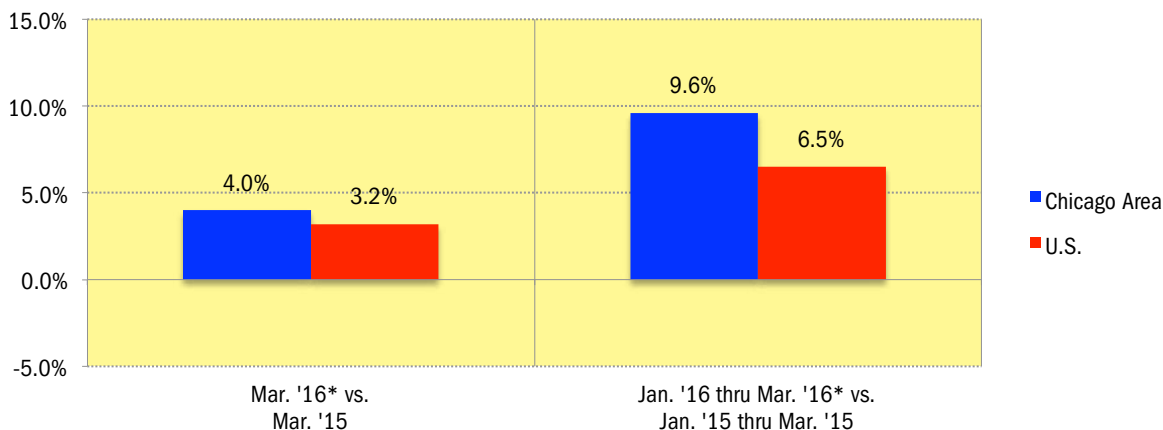
New retail vehicle registrations increased an estimated 4% in March '16 vs. year earlier.

Area used vehicle market declined in February, but was up 3.6% for the first two months of this year (vehicles seven years old or newer).

Market share for hybrid and electric vehicles declined to 2% in February of this year, down from 2.6% a year earlier

Lincoln, Volvo, Land Rover, Infiniti, and Chevrolet new retail registrations increased by more than 20% so far this year.

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



\*Figures for March 2016 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 Mar.*		
	2015	2016	Percent Change	2015	2016	Percent Change
Total	36,704	38,172	4.0%	84,229	92,283	9.6%
Cars	16,612	15,565	-6.3%	37,420	38,063	1.7%
Light Trucks	20,092	22,607	12.5%	46,809	54,220	15.8%
Detroit Three Brands	14,297	15,212	6.4%	33,505	38,374	14.5%
European Brands	4,030	3,953	-1.9%	8,743	9,127	4.4%
Japanese Brands	14,838	15,447	4.1%	34,371	36,808	7.1%
Korean Brands	3,539	3,560	0.6%	7,610	7,974	4.8%
	Used Vehicle Registrations (vehicles seven years old or newer)					
	February			YTD thru February		
	2015	2016	Percent Change	2015	2016	Percent Change
Total	30,888	27,811	-10.0%	54,429	56,398	3.6%
Cars	17,704	16,212	-8.4%	30,849	32,356	4.9%
Light Trucks	13,184	11,599	-12.0%	23,580	24,042	2.0%
Detroit Three Brands	15,020	12,986	-13.5%	26,105	25,659	-1.7%
European Brands	3,815	3,390	-11.1%	6,855	7,178	4.7%
Japanese Brands	9,821	9,112	-7.2%	17,595	18,999	8.0%
Korean Brands	2,232	2,323	4.1%	3,874	4,562	17.8%

\*Figures for March 2016 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**

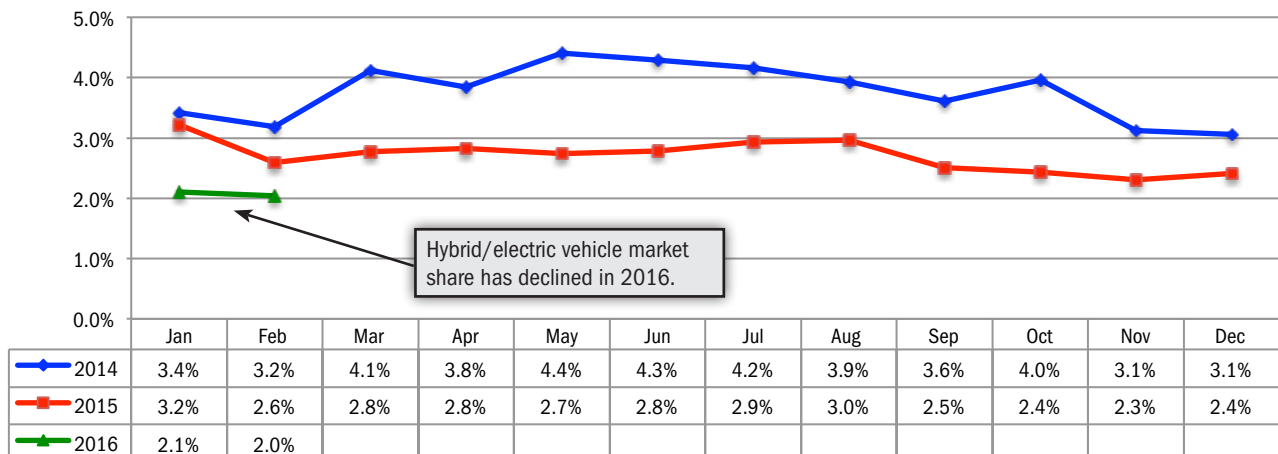
Chicago Area New Retail Car and Light Truck Registrations

	March*			Three Month Period Jan. '16 thru Mar. '16*			YTD thru Mar.*			YTD Market Share (%)		
	Chicago Area			Chicago Area			Chicago Area			Chicago Area		
	2015	2016	% chg.	Yr. Ago	Current	% chg.	2015	2016	% chg.	2015	2016	Chg.
TOTAL	36,704	38,172	4.0%	84,229	92,283	9.6%	84,229	92,283	9.6%			
Acura	680	693	1.9%	1,626	1,566	-3.7%	1,626	1,566	-3.7%	1.9	1.7	-0.2
Audi	559	605	8.2%	1,192	1,265	6.1%	1,192	1,265	6.1%	1.4	1.4	0.0
BMW	898	791	-11.9%	2,036	1,885	-7.4%	2,036	1,885	-7.4%	2.4	2.0	-0.4
Buick	691	617	-10.7%	1,549	1,799	16.1%	1,549	1,799	16.1%	1.8	1.9	0.1
Cadillac	463	442	-4.5%	1,143	1,191	4.2%	1,143	1,191	4.2%	1.4	1.3	-0.1
Chevrolet	3,742	3,818	2.0%	8,871	10,741	21.1%	8,871	10,741	21.1%	10.5	11.6	1.1
Chrysler	675	594	-12.0%	1,558	1,130	-27.5%	1,558	1,130	-27.5%	1.8	1.2	-0.6
Dodge	1,196	1,337	11.8%	2,717	3,028	11.4%	2,717	3,028	11.4%	3.2	3.3	0.1
FIAT	56	42	-25.0%	150	144	-4.0%	150	144	-4.0%	0.2	0.2	0.0
Ford	3,510	3,803	8.3%	8,148	9,351	14.8%	8,148	9,351	14.8%	9.7	10.1	0.4
GMC	836	899	7.5%	2,103	2,437	15.9%	2,103	2,437	15.9%	2.5	2.6	0.1
Honda	3,210	3,570	11.2%	7,779	8,717	12.1%	7,779	8,717	12.1%	9.2	9.4	0.2
Hyundai	2,205	2,228	1.0%	4,580	4,690	2.4%	4,580	4,690	2.4%	5.4	5.1	-0.3
Infiniti	386	427	10.6%	827	1,024	23.8%	827	1,024	23.8%	1.0	1.1	0.1
Jaguar	33	42	27.3%	72	93	29.2%	72	93	29.2%	0.1	0.1	0.0
Jeep	2,487	2,879	15.8%	5,775	6,710	16.2%	5,775	6,710	16.2%	6.9	7.3	0.4
Kia	1,334	1,332	-0.1%	3,030	3,284	8.4%	3,030	3,284	8.4%	3.6	3.6	0.0
Land Rover	302	392	29.8%	630	791	25.6%	630	791	25.6%	0.7	0.9	0.2
Lexus	825	807	-2.2%	1,905	1,932	1.4%	1,905	1,932	1.4%	2.3	2.1	-0.2
Lincoln	208	233	12.0%	496	684	37.9%	496	684	37.9%	0.6	0.7	0.1
Mazda	833	611	-26.7%	1,772	1,694	-4.4%	1,772	1,694	-4.4%	2.1	1.8	-0.3
Mercedes	870	847	-2.6%	1,840	1,937	5.3%	1,840	1,937	5.3%	2.2	2.1	-0.1
MINI	116	95	-18.1%	270	248	-8.1%	270	248	-8.1%	0.3	0.3	0.0
Mitsubishi	395	451	14.2%	865	974	12.6%	865	974	12.6%	1.0	1.1	0.1
Nissan	3,269	3,717	13.7%	7,077	8,250	16.6%	7,077	8,250	16.6%	8.4	8.9	0.5
Other	64	44	-31.3%	130	106	-18.5%	130	106	-18.5%	0.2	0.1	-0.1
Porsche	163	165	1.2%	317	368	16.1%	317	368	16.1%	0.4	0.4	0.0
Ram	405	453	11.9%	927	1,106	19.3%	927	1,106	19.3%	1.1	1.2	0.1
Subaru	1,297	1,310	1.0%	3,231	3,455	6.9%	3,231	3,455	6.9%	3.8	3.7	-0.1
Tesla	82	137	67.1%	214	197	-7.9%	214	197	-7.9%	0.3	0.2	-0.1
Toyota	3,943	3,861	-2.1%	9,288	9,194	-1.0%	9,288	9,194	-1.0%	11.0	10.0	-1.0
Volkswagen	768	693	-9.8%	1,678	1,712	2.0%	1,678	1,712	2.0%	2.0	1.9	-0.1
Volvo	203	237	16.7%	433	580	33.9%	433	580	33.9%	0.5	0.6	0.1

\*Figures for March 2016 were estimated by Auto Outlook. Top ten are shaded green.

Source: IHS Automotive

**Combined Hybrid and Electric Vehicle Market Share in Chicago Area**



Data Source: IHS Automotive.

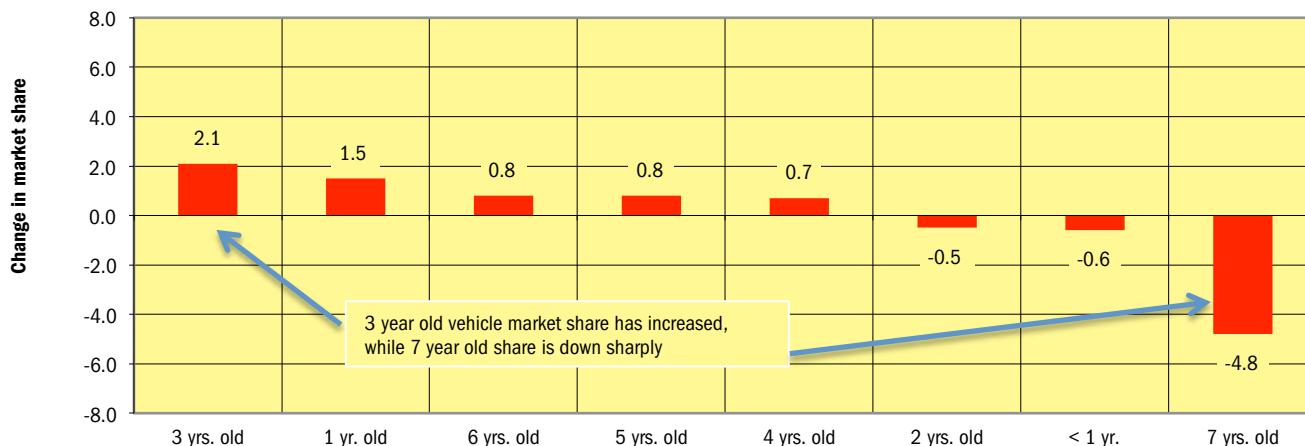
**Used Vehicle Market Brand Registrations (only includes vehicles seven years old or newer)**

Chicago Area Used Car and Light Truck Registrations												
	February			Three Month Period Dec. '15 thru Feb '16			YTD thru February			YTD Market Share (%)		
	Chicago Area			Chicago Area			Chicago Area			Chicago Area		
	2015	2016	% chg.	Yr. Ago	Current	% chg.	2015	2016	% chg.	2015	2016	Chg.
TOTAL	30,888	27,811	-10.0%	84,785	81,364	-4.0%	54,429	56,398	3.6%			
Acura	472	325	-31.1%	1,339	1,169	-12.7%	876	775	-11.5%	1.6	1.4	-0.2
Audi	510	473	-7.3%	1,474	1,456	-1.2%	938	1,028	9.6%	1.7	1.8	0.1
BMW	766	674	-12.0%	2,158	2,118	-1.9%	1,349	1,430	6.0%	2.5	2.5	0.0
Buick	701	544	-22.4%	1,821	1,517	-16.7%	1,201	1,039	-13.5%	2.2	1.8	-0.4
Cadillac	580	440	-24.1%	1,648	1,367	-17.1%	1,028	954	-7.2%	1.9	1.7	-0.2
Chevrolet	5,000	3,883	-22.3%	13,208	11,092	-16.0%	8,571	7,678	-10.4%	15.7	13.6	-2.1
Chrysler	918	914	-0.4%	2,442	2,407	-1.4%	1,598	1,685	5.4%	2.9	3.0	0.1
Dodge	1,779	1,541	-13.4%	4,608	4,315	-6.4%	2,994	2,985	-0.3%	5.5	5.3	-0.2
FIAT	36	35	-2.8%	104	122	17.3%	67	80	19.4%	0.1	0.1	0.0
Ford	3,432	3,382	-1.5%	9,300	9,754	4.9%	6,041	6,735	11.5%	11.1	11.9	0.8
GMC	709	694	-2.1%	2,040	1,973	-3.3%	1,317	1,369	3.9%	2.4	2.4	0.0
Honda	1,905	1,695	-11.0%	5,527	5,199	-5.9%	3,496	3,592	2.7%	6.4	6.4	0.0
Hyundai	1,451	1,577	8.7%	4,043	4,269	5.6%	2,586	3,062	18.4%	4.8	5.4	0.6
Infiniti	436	429	-1.6%	1,235	1,197	-3.1%	777	852	9.7%	1.4	1.5	0.1
Jaguar	59	46	-22.0%	146	122	-16.4%	90	92	2.2%	0.2	0.2	0.0
Jeep	1,172	1,188	1.4%	3,208	3,457	7.8%	2,079	2,406	15.7%	3.8	4.3	0.5
Kia	781	746	-4.5%	1,890	2,158	14.2%	1,288	1,500	16.5%	2.4	2.7	0.3
Land Rover	148	131	-11.5%	458	439	-4.1%	299	280	-6.4%	0.5	0.5	0.0
Lexus	592	575	-2.9%	1,774	1,684	-5.1%	1,102	1,169	6.1%	2.0	2.1	0.1
Lincoln	302	254	-15.9%	960	771	-19.7%	569	527	-7.4%	1.0	0.9	-0.1
Mazda	500	368	-26.4%	1,358	1,133	-16.6%	874	779	-10.9%	1.6	1.4	-0.2
Mercedes	893	748	-16.2%	2,405	2,315	-3.7%	1,566	1,617	3.3%	2.9	2.9	0.0
MINI	105	94	-10.5%	273	282	3.3%	183	202	10.4%	0.3	0.4	0.1
Mitsubishi	261	184	-29.5%	701	557	-20.5%	455	387	-14.9%	0.8	0.7	-0.1
Nissan	2,785	2,789	0.1%	7,328	7,978	8.9%	4,846	5,606	15.7%	8.9	9.9	1.0
Other	482	198	-58.9%	1,447	711	-50.9%	800	368	-54.0%	1.5	0.7	-0.8
Porsche	112	125	11.6%	338	377	11.5%	213	247	16.0%	0.4	0.4	0.0
smart	21	13	-38.1%	43	39	-9.3%	34	26	-23.5%	0.1	0.0	-0.1
Subaru	368	328	-10.9%	1,071	1,022	-4.6%	692	727	5.1%	1.3	1.3	0.0
Suzuki	50	25	-50.0%	140	80	-42.9%	80	45	-43.8%	0.1	0.1	0.0
Toyota	2,451	2,392	-2.4%	7,160	7,296	1.9%	4,393	5,064	15.3%	8.1	9.0	0.9
Volkswagen	981	915	-6.7%	2,749	2,680	-2.5%	1,764	1,890	7.1%	3.2	3.4	0.2
Volvo	130	86	-33.8%	389	308	-20.8%	263	202	-23.2%	0.5	0.4	-0.1

Top ten are shaded green.

Source: IHS Automotive.

**Change in Used Vehicle Market Share by Age of Vehicle - YTD 2016 thru Feb. vs. YTD 2015**



3 year old vehicle market share has increased, while 7 year old share is down sharply

Data Source: IHS Automotive.

**New Vehicle Market Percent Change in Brand Registrations  
YTD 2016 thru March\* vs. YTD 2015  
(Top 30 selling brands)**



\*Figures for March 2016 were estimated by Auto Outlook.

Data Source: IHS Automotive.

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