

Chicago Auto Outlook™

Comprehensive information on the Chicagoland automotive market

Publication
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by:



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

Chicago Area
-2.7%

U.S.
0.7%

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

	Chicago Area	U.S.
YTD '17 thru March	83,407	3,276,361
YTD '18 thru March*	81,127	3,299,289
% change	-2.7%	0.7%
March 2017 registrations	30,664	1,191,048
March 2018 registrations*	33,423	1,267,097
% change	9.0%	6.4%

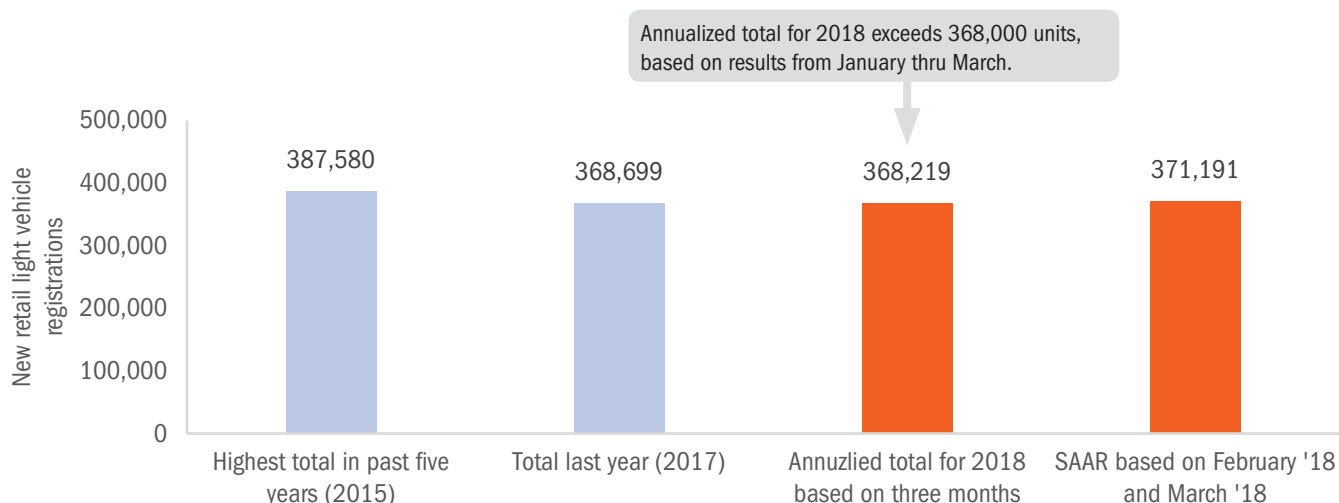
QUICK FACTS

Chicago area market was off 2.7% during the first three months of this year versus a year earlier. U.S. market was up a slim 0.7%.

March '18 registrations in the area were up an estimated 9% vs. year earlier.

Despite the year-to-date decline, the area market is off to a good start in 2018. Based on historical patterns, registrations for all of this year are projected to approach 370,000 units.

Annual Trends in Area New Vehicle Market



*Figures for March 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
5.6%

PASSENGER CARS



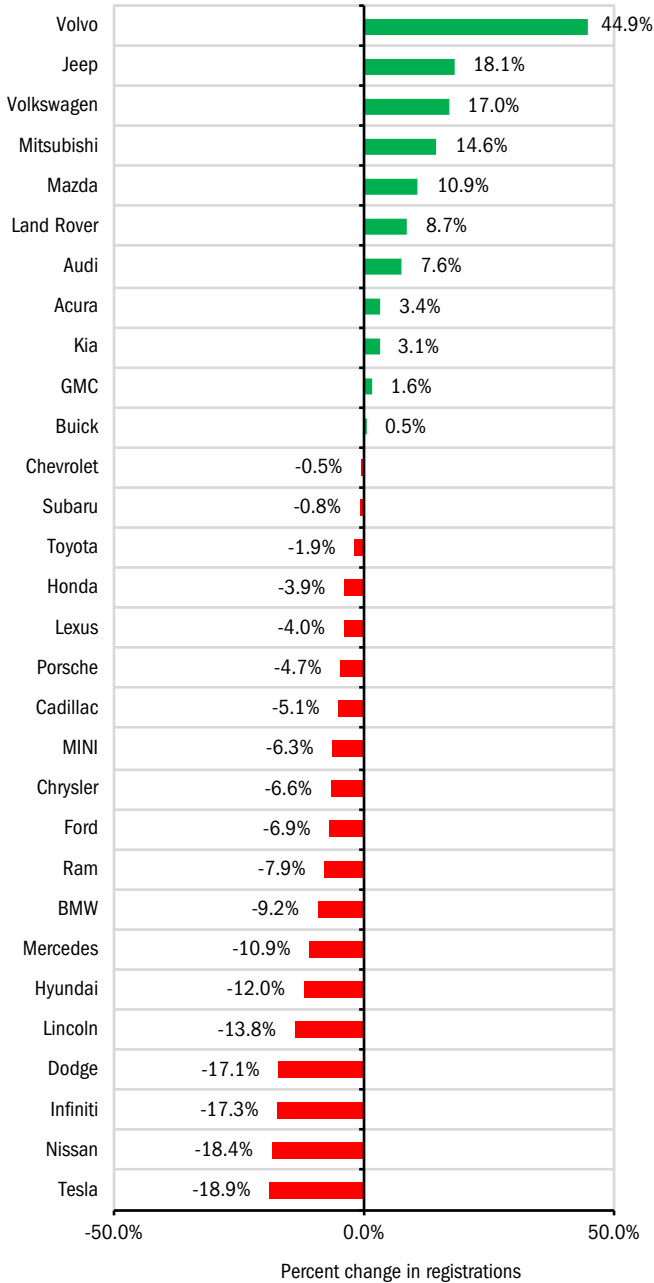
DOWN
16.5%

Chicago Area New Retail Car and Light Truck Registrations									
	March*			YTD thru March*			YTD Market Share (%)		
	2017	2018*	% chg.	2017	2018	% chg.	2017	2018	Chg.
TOTAL	30,664	33,423	9.0%	83,407	81,127	-2.7%			
Cars	11,979	11,235	-6.2%	31,479	26,283	-16.5%	37.7	32.4	-5.3
Trucks	18,685	22,188	18.7%	51,928	54,844	5.6%	62.3	67.6	5.3
Detroit Three Brands	12,008	13,995	16.5%	33,838	33,489	-1.0%	40.6	41.3	0.7
European Brands	3,285	3,563	8.5%	9,091	9,220	1.4%	10.9	11.4	0.5
Japanese Brands	12,774	13,399	4.9%	33,385	31,721	-5.0%	40.0	39.1	-0.9
Korean Brands	2,597	2,466	-5.0%	7,093	6,697	-5.6%	8.5	8.3	-0.2
Acura	521	608	16.7%	1,325	1,370	3.4%	1.6	1.7	0.1
Alfa Romeo	10	47	370.0%	21	128	509.5%	0.0	0.2	0.2
Audi	469	509	8.5%	1,216	1,308	7.6%	1.5	1.6	0.1
BMW	666	678	1.8%	1,791	1,626	-9.2%	2.1	2.0	-0.1
Buick	555	718	29.4%	1,560	1,568	0.5%	1.9	1.9	0.0
Cadillac	319	363	13.8%	998	947	-5.1%	1.2	1.2	0.0
Chevrolet	3,549	4,142	16.7%	9,881	9,835	-0.5%	11.8	12.1	0.3
Chrysler	418	485	16.0%	1,062	992	-6.6%	1.3	1.2	-0.1
Dodge	795	789	-0.8%	2,123	1,760	-17.1%	2.5	2.2	-0.3
FIAT	52	28	-46.2%	156	70	-55.1%	0.2	0.1	-0.1
Ford	2,872	3,007	4.7%	8,115	7,553	-6.9%	9.7	9.3	-0.4
Genesis	45	36	-20.0%	107	122	14.0%	0.1	0.2	0.1
GMC	701	789	12.6%	2,155	2,190	1.6%	2.6	2.7	0.1
Honda	3,262	3,380	3.6%	8,835	8,492	-3.9%	10.6	10.5	-0.1
Hyundai	1,551	1,395	-10.1%	4,153	3,655	-12.0%	5.0	4.5	-0.5
Infiniti	375	361	-3.7%	891	737	-17.3%	1.1	0.9	-0.2
Jaguar	100	67	-33.0%	274	189	-31.0%	0.3	0.2	-0.1
Jeep	1,925	2,812	46.1%	5,525	6,524	18.1%	6.6	8.0	1.4
Kia	1,001	1,035	3.4%	2,833	2,920	3.1%	3.4	3.6	0.2
Land Rover	155	215	38.7%	543	590	8.7%	0.7	0.7	0.0
Lexus	704	687	-2.4%	1,566	1,504	-4.0%	1.9	1.9	0.0
Lincoln	270	267	-1.1%	717	618	-13.8%	0.9	0.8	-0.1
Maserati	29	20	-31.0%	85	61	-28.2%	0.1	0.1	0.0
Mazda	567	777	37.0%	1,656	1,837	10.9%	2.0	2.3	0.3
Mercedes	697	690	-1.0%	1,916	1,708	-10.9%	2.3	2.1	-0.2
MINI	93	85	-8.6%	237	222	-6.3%	0.3	0.3	0.0
Mitsubishi	221	271	22.6%	623	714	14.6%	0.7	0.9	0.2
Nissan	2,642	2,570	-2.7%	6,690	5,458	-18.4%	8.0	6.7	-1.3
Other	28	10	-64.3%	80	39	-51.3%	0.1	0.0	-0.1
Porsche	170	182	7.1%	427	407	-4.7%	0.5	0.5	0.0
Ram	417	365	-12.5%	1,129	1,040	-7.9%	1.4	1.3	-0.1
Subaru	1,281	1,369	6.9%	3,503	3,474	-0.8%	4.2	4.3	0.1
Tesla	187	258	38.0%	570	462	-18.9%	0.7	0.6	-0.1
Toyota	3,200	3,376	5.5%	8,292	8,134	-1.9%	9.9	10.0	0.1
Volkswagen	651	774	18.9%	1,918	2,244	17.0%	2.3	2.8	0.5
Volvo	166	258	55.4%	434	629	44.9%	0.5	0.8	0.3

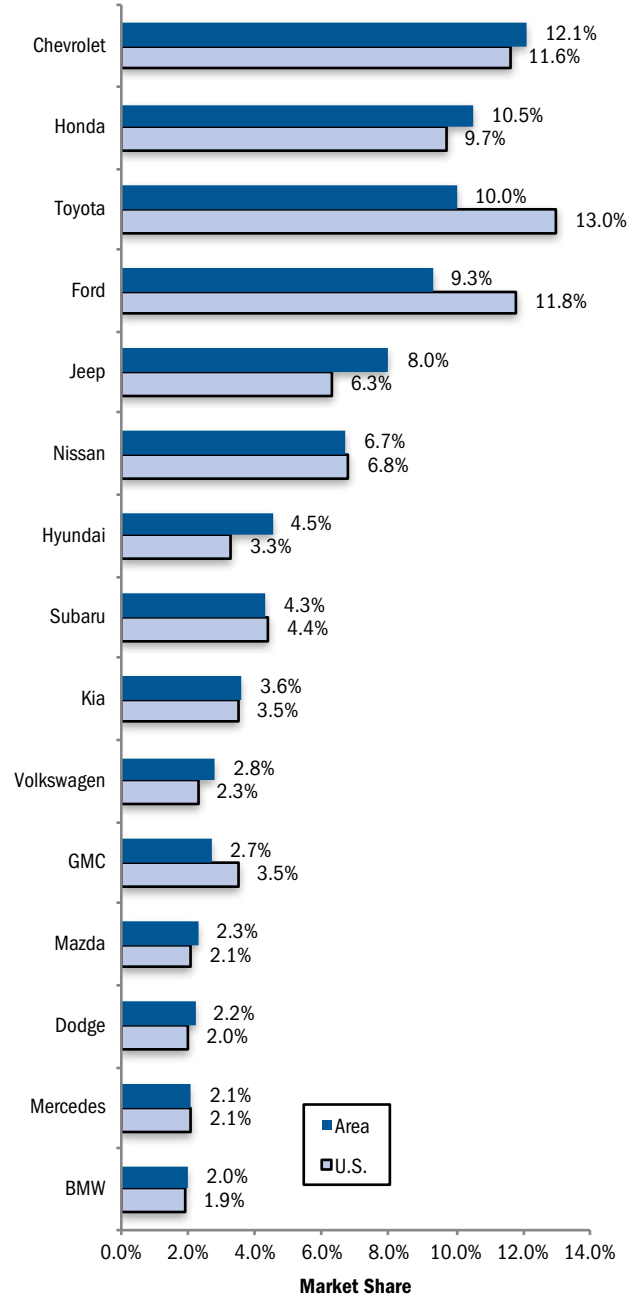
*Figures for March 2018 were estimated by Auto Outlook.

Source: IHS Markit

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



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



Registrations increased by more than 10% for Volvo, Jeep, Volkswagen, Mitsubishi, and Mazda.



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

COUNTY NEW VEHICLE MARKETS

COUNTY MARKETS - PART 1							
	YTD thru February		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	25,633	22,670	-11.6%	-2963	60.6	66.3	5.8
Du Page, IL	6,829	6,488	-5.0%	-341	63.0	68.6	5.6
Kane, IL	3,398	3,103	-8.7%	-295	65.9	71.6	5.7
Lake, IL	5,360	4,834	-9.8%	-526	64.8	69.8	5.0
Mc Henry, IL	2,284	2,097	-8.2%	-187	67.3	73.2	5.9
Will, IL	5,229	4,844	-7.4%	-385	66.4	69.2	2.8
Lake, IN	2,779	2,545	-8.4%	-234	65.2	71.7	6.5
Porter, IN	1,231	1,123	-8.8%	-108	71.7	76.7	4.9

COUNTY MARKETS - PART 2													
Market Share Summary - YTD thru February													
	Domestic Brands			Top Ten Selling Brands in Area-YTD '18 thru Feb.									
	YTD '17	YTD '18	Change '17 to '18	Chevrolet	Honda	Toyota	Ford	Jeep	Nissan	Hyundai	Subaru	Kia	Volkswagen
Cook, IL	37.9	37.6	-0.3	11.0	10.8	10.6	8.7	7.6	6.8	5.2	4.5	3.8	3.1
Du Page, IL	36.1	35.3	-0.8	9.0	11.8	11.5	8.8	6.4	6.2	4.0	4.2	3.5	3.4
Kane, IL	42.6	42.1	-0.5	12.6	11.4	9.2	9.8	8.3	7.4	6.7	4.1	3.7	2.7
Lake, IL	37.6	36.4	-1.2	10.7	10.4	10.8	7.8	7.7	5.2	3.3	5.8	4.6	3.4
Mc Henry, IL	50.3	47.4	-2.9	13.6	8.8	8.4	11.0	10.2	7.1	4.6	5.6	4.1	3.1
Will, IL	51.6	51.1	-0.5	15.9	10.3	7.0	11.3	8.4	4.1	5.0	2.9	4.7	3.0
Lake, IN	59.4	58.8	-0.6	19.0	9.3	7.5	14.4	7.9	3.3	3.5	3.4	3.9	2.3
Porter, IN	56.0	57.6	1.6	15.3	10.3	7.7	15.9	10.3	3.5	1.4	6.2	3.3	2.5

TOP 3 COUNTIES

New retail registrations YTD '18 - greater than 4,800 units	% change in registrations YTD '18 vs. YTD '17 - decrease smaller than 8.2%	Increase in truck share YTD '18 vs. YTD '17 - Up by more than 5.8 market share points	Chevrolet market share YTD '18 - Higher than 15.3%
Cook DuPage Will	DuPage Will Mc Henry	Lake, IN Mc Henry Cook	Lake, IN Will Porter

TOP SELLING MODELS

The table below shows the top five selling models during the first two months of 2018 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
- Mid Size Car: Toyota Camry
- Near Luxury Car: Acura TLX
- Luxury Car: Mercedes E-Class
- Full Size Pickup: Ford F-Series
- Compact SUV: Honda CR-V
- Mid Size SUV: Jeep Grand Cherokee
- Luxury Mid Size SUV: Lexus RX

Top Selling Models in Each Segment - New Light Vehicle Registrations (YTD '18 thru Feb.)

Cars											
Subcompact			Compact			Sports/Pony Cars			Mid Size		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Kia Soul	252	18.1	Honda Civic	1133	20.1	Dodge Challenger	140	32.0	Toyota Camry	921	22.2
Honda Fit	188	13.5	Hyundai Elantra	685	12.1	Ford Mustang	129	29.5	Honda Accord	758	18.2
Chevrolet Sonic	144	10.4	Nissan Sentra	648	11.5	Chevrolet Camaro	102	23.3	Chevrolet Malibu	617	14.8
Chevrolet Spark	141	10.1	Toyota Corolla	616	10.9	Hyundai Veloster	26	5.9	Hyundai Sonata	385	9.3
Hyundai Accent	131	9.4	Chevrolet Cruze	534	9.5	Mazda MX5	17	3.9	Ford Fusion	383	9.2
Large			Entry Luxury			Near Luxury			Luxury and High End Sports Cars		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Chevrolet Impala	162	20.3	Acura ILX	67	30.9	Acura TLX/TL	184	13.7	Mercedes E-Class	166	15.6
Dodge Charger	135	16.9	Audi A3	56	25.8	BMW 3-Series	122	9.1	BMW 5-Series	133	12.5
Buick Lacrosse	125	15.6	Mercedes CLA-Class	54	24.9	Mercedes C-Class	122	9.1	Tesla Model S	100	9.4
Toyota Avalon	99	12.4	BMW 2-Series	31	14.3	Audi A4	111	8.3	Mercedes S-Class	55	5.2
Nissan Maxima	96	12.0	BMW I3	8	3.7	Lexus ES	102	7.6	Cadillac CT6	52	4.9
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
Chevrolet Colorado	263	43.6	Ford F Series	993	37.5	Honda Odyssey	424	29.4	Ford Transit Connect Van	313	33.5
Toyota Tacoma	186	30.8	Chevrolet Silverado	786	29.7	Chrysler Pacifica	410	28.4	Chevrolet Express	202	21.6
GMC Canyon	58	9.6	Ram Pickup	491	18.6	Dodge Caravan	293	20.3	Ram Promaster	184	19.7
Honda Ridgeline	55	9.1	GMC Sierra	253	9.6	Toyota Sienna	246	17.1	Mercedes Sprinter	86	9.2
Nissan Frontier /Xe	40	6.6	Toyota Tundra	85	3.2	Kia Sedona	69	4.8	Nissan NV	62	6.6
Subcompact SUV			Compact SUV			Mid Size SUV			Large SUV		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Chevrolet Trax	524	24.3	Honda CR-V	1498	12.6	Jeep Grand Cherokee	1069	13.6	Chevrolet Tahoe	159	28.4
Jeep Renegade	470	21.8	Toyota RAV4	1201	10.1	Ford Explorer	707	9.0	Ford Expedition	90	16.1
Honda HR-V	388	18.0	Chevrolet Equinox	1183	9.9	Chevrolet Traverse	691	8.8	Chevrolet Suburban	83	14.8
Buick Encore	304	14.1	Nissan Rogue	1149	9.7	Toyota Highlander	658	8.4	GMC Yukon	72	12.9
Toyota C-HR	156	7.2	Jeep Cherokee	983	8.3	Honda Pilot	652	8.3	GMC Yukon XL	48	8.6
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
BMW X1	107	45.5	Audi Q5	261	15.1	Lexus RX	347	16.5	Land Rover Range Rover	167	32.6
Audi Q3	52	22.1	Acura RDX	258	15.0	Cadillac XT5/SRX	279	13.3	Mercedes GLS/GL-Class	98	19.1
Mercedes GLA-Class	50	21.3	BMW X3	235	13.6	Acura MDX	243	11.6	Cadillac Escalade	98	19.1
Infiniti QX30	21	8.9	Lexus NX	198	11.5	BMW X5	187	8.9	Lincoln Navigator	65	12.7
			Mercedes GLC/GLK-C	189	11.0	Audi Q7	162	7.7	Infiniti QX80/QX56	46	9.0

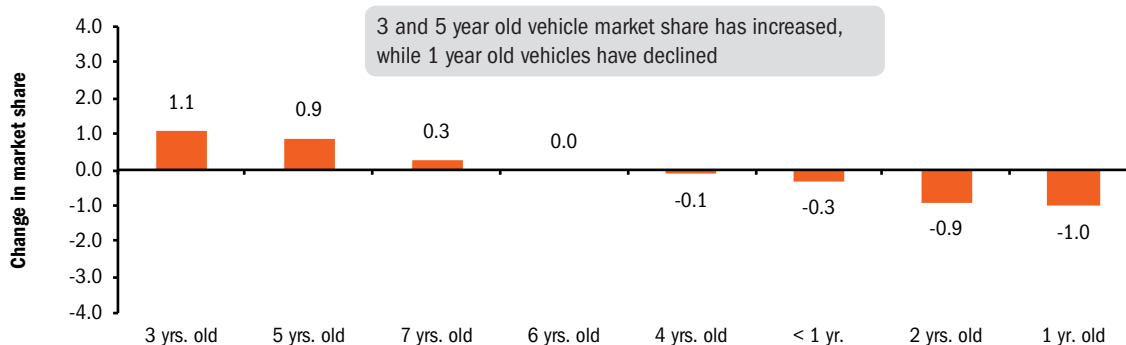
USED VEHICLE MARKET

Chicago Area Used Car and Light Truck Registrations												
	February			Three Month Period Dec. '17 thru Feb. '18			YTD thru Feb.			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	27,204	25,889	-4.8%	89,474	86,325	-3.5%	61,543	55,311	-10.1%			
Acura	390	337	-13.6%	1,404	1,131	-19.4%	959	718	-25.1%	1.6	1.3	-0.3
Audi	492	570	15.9%	1,595	1,764	10.6%	1,115	1,146	2.8%	1.8	2.1	0.3
BMW	820	699	-14.8%	2,654	2,378	-10.4%	1,832	1,544	-15.7%	3.0	2.8	-0.2
Buick	547	500	-8.6%	1,711	1,659	-3.0%	1,195	1,039	-13.1%	1.9	1.9	0.0
Cadillac	571	493	-13.7%	1,729	1,645	-4.9%	1,209	1,054	-12.8%	2.0	1.9	-0.1
Chevrolet	3,986	3,631	-8.9%	12,561	11,863	-5.6%	8,763	7,622	-13.0%	14.2	13.8	-0.4
Chrysler	747	579	-22.5%	2,335	1,775	-24.0%	1,642	1,125	-31.5%	2.7	2.0	-0.7
Dodge	1,455	1,283	-11.8%	4,610	4,167	-9.6%	3,192	2,661	-16.6%	5.2	4.8	-0.4
FIAT	60	55	-8.3%	163	159	-2.5%	122	116	-4.9%	0.2	0.2	0.0
Ford	3,391	3,132	-7.6%	11,084	10,327	-6.8%	7,587	6,576	-13.3%	12.3	11.9	-0.4
GMC	712	762	7.0%	2,404	2,443	1.6%	1,631	1,611	-1.2%	2.7	2.9	0.2
Honda	1,447	1,478	2.1%	5,140	5,070	-1.4%	3,416	3,197	-6.4%	5.6	5.8	0.2
Hyundai	1,418	1,298	-8.5%	4,542	4,413	-2.8%	3,202	2,838	-11.4%	5.2	5.1	-0.1
Infiniti	387	390	0.8%	1,342	1,316	-1.9%	925	841	-9.1%	1.5	1.5	0.0
Jaguar	61	49	-19.7%	174	143	-17.8%	124	99	-20.2%	0.2	0.2	0.0
Jeep	1,272	1,436	12.9%	4,293	4,634	7.9%	2,876	3,055	6.2%	4.7	5.5	0.8
Kia	820	776	-5.4%	2,512	2,592	3.2%	1,742	1,654	-5.1%	2.8	3.0	0.2
Land Rover	127	125	-1.6%	433	428	-1.2%	298	252	-15.4%	0.5	0.5	0.0
Lexus	546	554	1.5%	1,977	1,791	-9.4%	1,374	1,186	-13.7%	2.2	2.1	-0.1
Lincoln	308	260	-15.6%	922	830	-10.0%	642	530	-17.4%	1.0	1.0	0.0
Mazda	370	313	-15.4%	1,159	1,195	3.1%	816	724	-11.3%	1.3	1.3	0.0
Mercedes	716	730	2.0%	2,427	2,439	0.5%	1,683	1,588	-5.6%	2.7	2.9	0.2
MINI	88	80	-9.1%	299	253	-15.4%	217	171	-21.2%	0.4	0.3	-0.1
Mitsubishi	181	165	-8.8%	620	564	-9.0%	423	345	-18.4%	0.7	0.6	-0.1
Nissan	2,511	2,671	6.4%	8,307	8,919	7.4%	5,679	5,699	0.4%	9.2	10.3	1.1
Other	96	92	-4.2%	351	340	-3.1%	199	198	-0.5%	0.3	0.4	0.1
Porsche	103	124	20.4%	369	388	5.1%	251	245	-2.4%	0.4	0.4	0.0
smart	11	12	9.1%	42	36	-14.3%	24	24	0.0%	0.0	0.0	0.0
Subaru	332	380	14.5%	1,278	1,412	10.5%	824	862	4.6%	1.3	1.6	0.3
Suzuki	23	4	-82.6%	51	29	-43.1%	37	13	-64.9%	0.1	0.0	-0.1
Toyota	2,366	2,008	-15.1%	8,263	7,067	-14.5%	5,658	4,480	-20.8%	9.2	8.1	-1.1
Volkswagen	740	792	7.0%	2,392	2,800	17.1%	1,649	1,878	13.9%	2.7	3.4	0.7
Volvo	110	111	0.9%	331	355	7.3%	237	220	-7.2%	0.4	0.4	0.0

Top ten are shaded yellow.

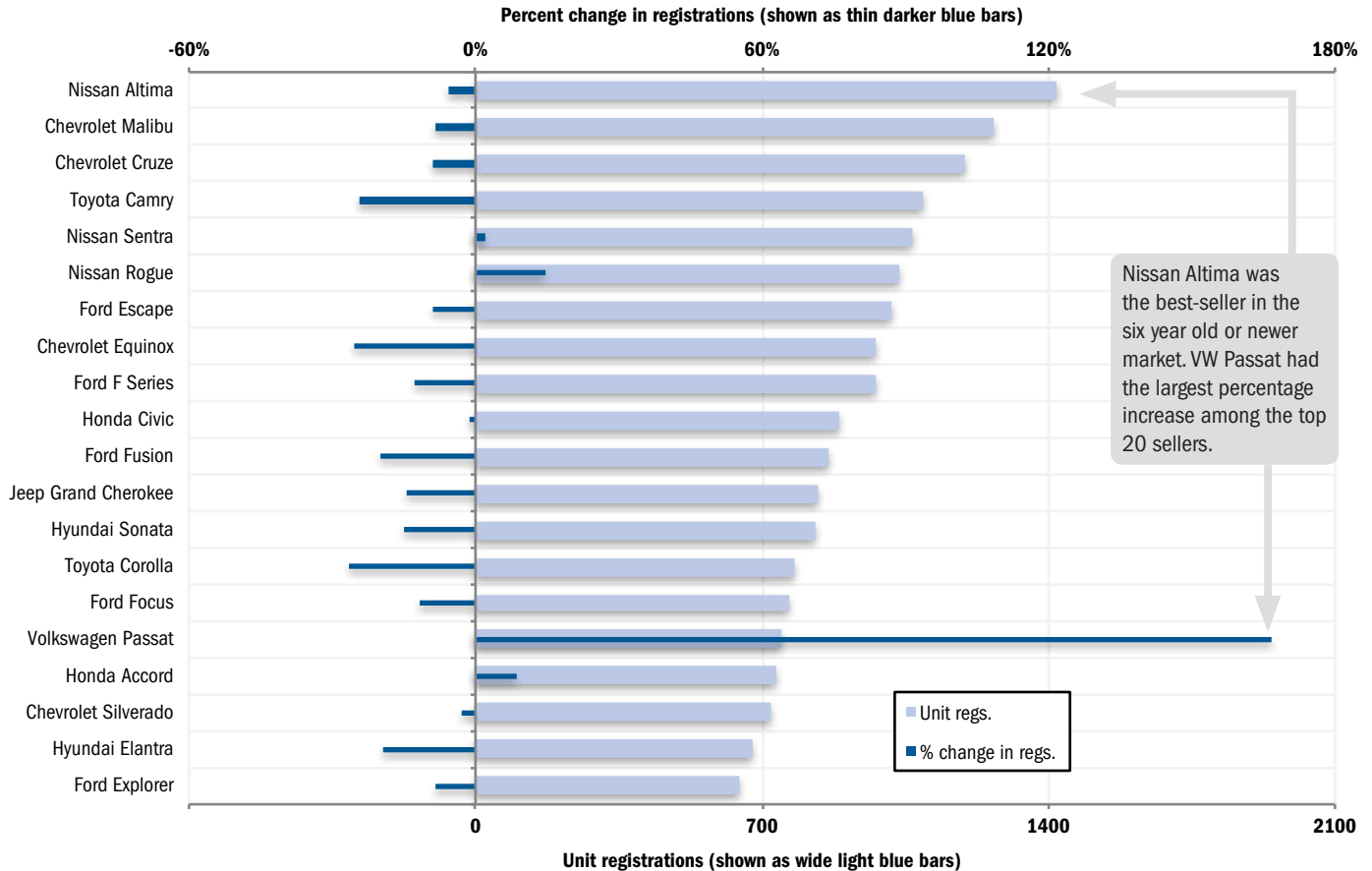
Source: IHS Markit.

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



TOP SELLING USED VEHICLES

**Registrations (YTD '18 thru February) and Percent Change (YTD '18 thru February vs. year earlier)
Top 20 Selling Models in Used Vehicle Market (6 years old or newer)**



Nissan Altima was the best-seller in the six year old or newer market. VW Passat had the largest percentage increase among the top 20 sellers.

The thick light blue bars on the graph show unit registrations (bottom axis), and the thin dark blue bars show the percent change (top axis).
Source: IHS Markit

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.
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Exton, PA 19341
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