

# Chicago Auto Outlook™

Comprehensive information on the Chicagoland automotive market

Publication  
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by:



YTD '19 thru March  
% Change In  
New Retail Market vs.  
Year Earlier

Chicago Area  
**-4.1%**

U.S.  
**-4.0%**

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

	Chicago Area	U.S.
YTD '18 thru Mar.	79,498	3,229,546
YTD '19 thru Mar.*	76,201	3,100,154
<b>% change</b>	<b>-4.1%</b>	<b>-4.0%</b>
Mar. 2018 registrations	31,859	1,196,423
Mar. 2019 registrations*	31,221	1,158,951
<b>% change</b>	<b>-2.0%</b>	<b>-3.1%</b>

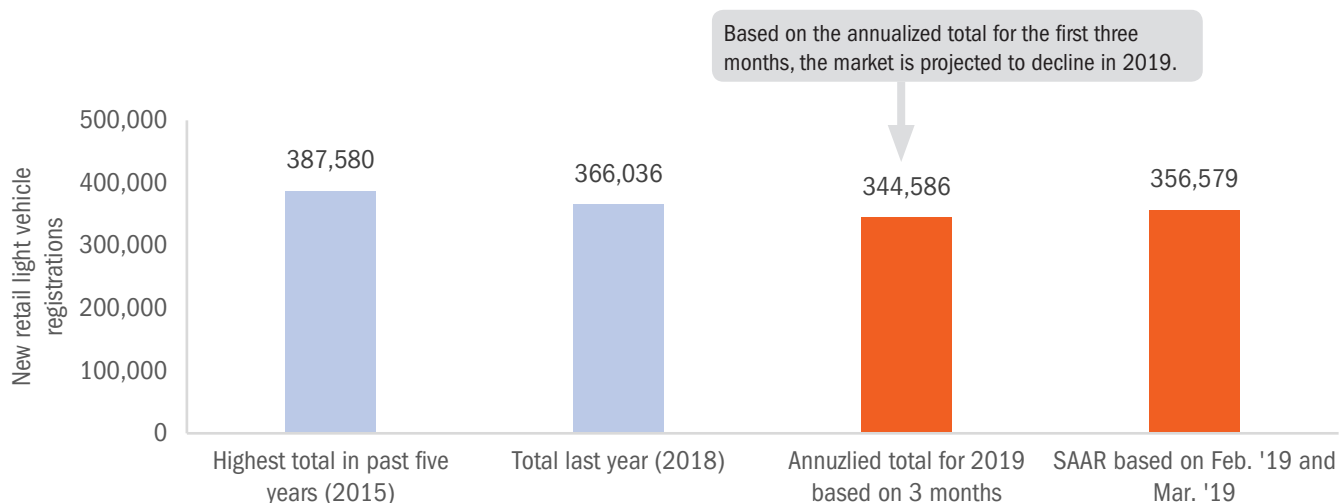
## QUICK FACTS

Chicago area market declined 4.1% during first three months of 2019 vs. year earlier. U.S. market was off 4%.

Estimated March '19 registrations in the area declined 2.0% vs. year earlier.

Registrations of used vehicles seven years old or newer increased 1.9% during the first two months of this year.

## Annual Trends in Area New Vehicle Market



\*March 2019 figures were estimated by Auto Outlook.

Data Source: IHS.

## 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.

Change in Year to Date  
New Retail Light Vehicle  
Registrations

LIGHT TRUCKS



UP  
0.6%

PASSENGER CARS



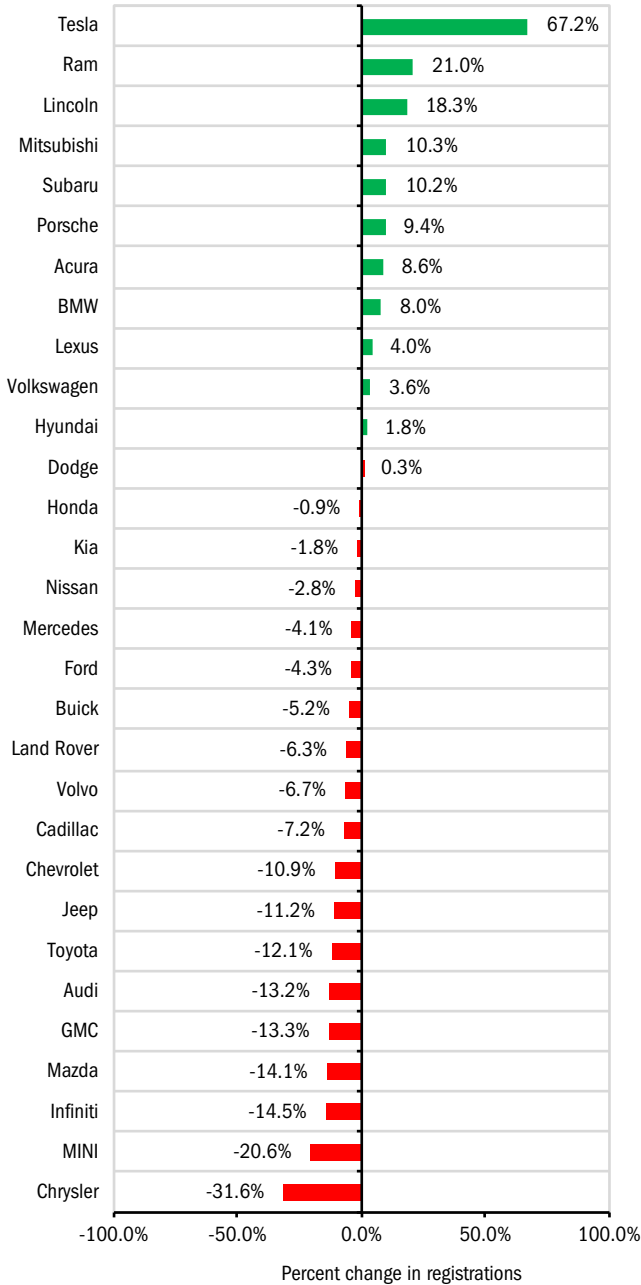
DOWN  
14.1%

Chicago Area New Retail Car and Light Truck Registrations									
	March*			YTD thru March*			YTD Market Share (%)		
	2018	2019	% chg.	2018	2019	% chg.	2018	2019	Chg.
TOTAL	31,859	31,221	-2.0%	79,498	76,201	-4.1%			
Cars	10,527	9,534	-9.4%	25,575	21,979	-14.1%	32.2	28.8	-3.4
Trucks	21,332	21,687	1.7%	53,923	54,222	0.6%	67.8	71.2	3.4
Detroit Three Brands	13,025	12,089	-7.2%	32,432	30,256	-6.7%	40.8	39.7	-1.1
European Brands	3,735	3,850	3.1%	9,431	9,231	-2.1%	11.9	12.1	0.2
Japanese Brands	12,546	12,577	0.2%	30,851	29,922	-3.0%	38.8	39.3	0.5
Korean Brands	2,553	2,705	6.0%	6,784	6,792	0.1%	8.5	8.9	0.4
Acura	555	595	7.2%	1,316	1,429	8.6%	1.7	1.9	0.2
Alfa Romeo	68	47	-30.9%	149	108	-27.5%	0.2	0.1	-0.1
Audi	558	568	1.8%	1,357	1,178	-13.2%	1.7	1.5	-0.2
BMW	658	682	3.6%	1,607	1,736	8.0%	2.0	2.3	0.3
Buick	608	479	-21.2%	1,456	1,380	-5.2%	1.8	1.8	0.0
Cadillac	356	330	-7.3%	940	872	-7.2%	1.2	1.1	-0.1
Chevrolet	3,892	3,611	-7.2%	9,557	8,517	-10.9%	12.0	11.2	-0.8
Chrysler	341	215	-37.0%	848	580	-31.6%	1.1	0.8	-0.3
Dodge	836	794	-5.0%	1,804	1,809	0.3%	2.3	2.4	0.1
FIAT	21	11	-47.6%	63	39	-38.1%	0.1	0.1	0.0
Ford	3,023	2,877	-4.8%	7,524	7,200	-4.3%	9.5	9.4	-0.1
Genesis	61	64	4.9%	147	140	-4.8%	0.2	0.2	0.0
GMC	858	834	-2.8%	2,257	1,956	-13.3%	2.8	2.6	-0.2
Honda	3,499	3,667	4.8%	8,609	8,529	-0.9%	10.8	11.2	0.4
Hyundai	1,465	1,501	2.5%	3,725	3,791	1.8%	4.7	5.0	0.3
Infiniti	307	237	-22.8%	682	583	-14.5%	0.9	0.8	-0.1
Jaguar	65	74	13.8%	187	183	-2.1%	0.2	0.2	0.0
Jeep	2,309	2,064	-10.6%	6,020	5,346	-11.2%	7.6	7.0	-0.6
Kia	1,027	1,140	11.0%	2,912	2,861	-1.8%	3.7	3.8	0.1
Land Rover	295	257	-12.9%	669	627	-6.3%	0.8	0.8	0.0
Lexus	694	756	8.9%	1,511	1,571	4.0%	1.9	2.1	0.2
Lincoln	250	256	2.4%	601	711	18.3%	0.8	0.9	0.1
Maserati	30	31	3.3%	71	60	-15.5%	0.1	0.1	0.0
Mazda	752	613	-18.5%	1,813	1,558	-14.1%	2.3	2.0	-0.3
Mercedes	670	656	-2.1%	1,727	1,657	-4.1%	2.2	2.2	0.0
MINI	106	89	-16.0%	243	193	-20.6%	0.3	0.3	0.0
Mitsubishi	307	424	38.1%	750	827	10.3%	0.9	1.1	0.2
Nissan	2,015	1,921	-4.7%	4,892	4,753	-2.8%	6.2	6.2	0.0
Other	32	33	3.1%	61	75	23.0%	0.1	0.1	0.0
Porsche	127	129	1.6%	352	385	9.4%	0.4	0.5	0.1
Ram	408	474	16.2%	1,077	1,303	21.0%	1.4	1.7	0.3
Subaru	1,289	1,376	6.7%	3,392	3,737	10.2%	4.3	4.9	0.6
Tesla	144	155	7.6%	348	582	67.2%	0.4	0.8	0.4
Toyota	3,128	2,988	-4.5%	7,885	6,933	-12.1%	9.9	9.1	-0.8
Volkswagen	898	1,031	14.8%	2,365	2,450	3.6%	3.0	3.2	0.2
Volvo	207	242	16.9%	581	542	-6.7%	0.7	0.7	0.0

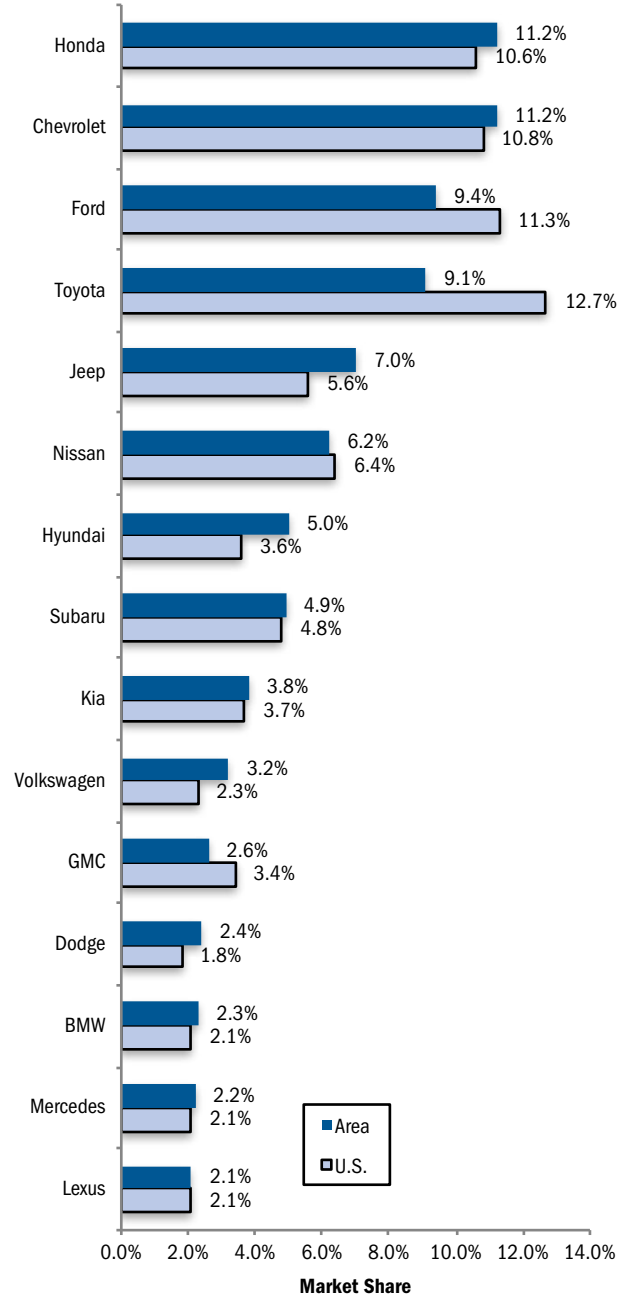
\*Figures for Mar. 2019 were estimated by Auto Outlook.

Source: IHS Markit

**Percent Change in Brand Registrations  
YTD 2019 thru March\* vs. YTD 2018  
(Top 30 selling brands)**



**Chicago Area and U.S. Market Share  
YTD 2019 thru March\*  
(Top 20 selling brands in area)**



**Registrations increased by more than 10% for Tesla, Ram, Lincoln, Mitsubishi, and Subaru.**



**Honda, Chevrolet, Ford, Toyota, 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 (%)		
	2018	2019	2018 to 2019	2018 to 2019	2018	2019	Change
Cook, IL	22,636	21,654	-4.3%	-982	66.3	70.6	4.3
Du Page, IL	6,486	5,990	-7.6%	-496	68.6	72.4	3.8
Kane, IL	3,102	2,890	-6.8%	-212	71.6	74.2	2.6
Lake, IL	4,819	4,545	-5.7%	-274	69.7	74.4	4.7
Mc Henry, IL	2,099	1,923	-8.4%	-176	73.2	77.2	4.0
Will, IL	4,832	4,477	-7.3%	-355	69.1	73.2	4.1
Lake, IN	2,547	2,524	-0.9%	-23	71.7	73.6	1.9
Porter, IN	1,118	977	-12.6%	-141	76.6	78.9	2.3

COUNTY MARKETS - PART 2													
Market Share Summary - YTD thru February													
	Domestic Brands			Top Ten Selling Brands in Area-YTD 2019									
	YTD 2018	YTD 2019	Change '18 to '19	Chevrolet	Honda	Ford	Toyota	Jeep	Nissan	Subaru	Hyundai	Kia	Volkswagen
Cook, IL	37.5	37.4	-0.1	9.9	10.9	8.6	9.5	7.4	7.0	5.1	5.3	3.6	3.4
Du Page, IL	35.1	36.3	1.2	8.8	11.6	8.8	8.3	6.6	5.9	5.0	5.4	4.1	3.4
Kane, IL	42.0	41.0	-1.0	9.9	12.1	10.8	8.4	7.4	6.8	6.5	6.5	4.2	3.4
Lake, IL	36.2	37.2	1.0	11.2	9.7	7.1	9.2	7.5	5.0	6.7	3.9	3.6	2.8
Mc Henry, IL	47.3	47.8	0.5	13.8	10.7	12.8	6.3	8.3	7.1	6.7	4.3	3.4	3.1
Will, IL	51.0	47.8	-3.2	14.0	10.2	11.5	7.8	6.9	5.7	3.9	5.6	4.8	2.9
Lake, IN	58.7	56.2	-2.5	16.2	10.4	15.1	7.3	7.8	4.2	3.4	4.3	3.8	2.3
Porter, IN	57.3	55.0	-2.3	14.4	8.8	15.4	8.6	7.8	4.2	7.7	1.4	3.9	1.8

## TOP 3 COUNTIES

New retail registrations YTD '19 - greater than 4,500 units	% change in registrations YTD '19 vs. YTD '18 - decrease less than 6%	Increase in truck share YTD '19 vs. YTD '18 - Up by more than 4.0 market share points	Chevrolet market share YTD '19 - Higher than 14%
Cook	Lake, IN	Lake, IL	Lake, IN
DuPage	Cook	Cook	Porter
Lake, IL	Lake, IL	Will	Will

**TOP SELLING MODELS**

The table below shows the top five selling models during the first two months of 2019 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: Honda Accord
- Near Luxury Car: Tesla Model 3
- Luxury Car: BMW 5-Series
- Full Size Pickup: Ford F-Series
- Compact SUV: Honda CR-V
- Mid Size SUV: Jeep Grand Cherokee
- Luxury Mid Size SUV: BMW X5

**Top Selling Models in Each Segment - New Light Vehicle Registrations (YTD '19 thru February)**

Cars											
Subcompact			Compact			Sports/Pony Cars			Mid Size		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Kia Soul	319	32.6	Honda Civic	882	19.1	Dodge Challenger	114	35.2	Honda Accord	725	20.1
Ford Fiesta	109	11.1	Toyota Corolla	657	14.2	Ford Mustang	79	24.4	Toyota Camry	634	17.6
Chevrolet Spark	91	9.3	Nissan Sentra	652	14.1	Chevrolet Camaro	76	23.5	Chevrolet Malibu	548	15.2
Toyota Yaris	84	8.6	Hyundai Elantra	446	9.7	Hyundai Veloster	35	10.8	Hyundai Sonata	423	11.7
Hyundai Accent	70	7.2	Chevrolet Cruze	404	8.8	Mazda MX5	11	3.4	Nissan Altima	321	8.9
Large			Entry Luxury			Near Luxury			Luxury and High End Sports Cars		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Nissan Maxima	93	18.2	Acura ILX	63	40.1	Tesla Model 3	283	20.3	BMW 5-Series	115	13.3
Dodge Charger	78	15.3	Mercedes CLA-Class	52	33.1	Acura TLX	153	11.0	Mercedes E-Class	99	11.4
Toyota Avalon	75	14.7	BMW 2-Series	24	15.3	Lexus ES	144	10.3	Tesla Model S	67	7.7
Chrysler 300	68	13.3	Audi A3	15	9.6	Mercedes C-Class	141	10.1	Audi A6	65	7.5
Buick Lacrosse	66	12.9	BMW I3	2	1.3	BMW 3-Series	97	7.0	Cadillac CT6	51	5.9
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	231	36.7	Ford F Series	1029	36.8	Honda Odyssey	419	38.3	Ford Transit Connect Van	320	36.4
Toyota Tacoma	194	30.8	Chevrolet Silverado	718	25.7	Chrysler Pacifica	297	27.1	Ram Promaster	206	23.5
Honda Ridgeline	64	10.2	Ram Pickup	623	22.3	Toyota Sienna	192	17.6	Chevrolet Express	119	13.6
GMC Canyon	58	9.2	GMC Sierra	277	9.9	Dodge Caravan	134	12.2	Nissan NV	108	12.3
Ford Ranger	50	7.9	Toyota Tundra	103	3.7	Kia Sedona	52	4.8	Mercedes Sprinter	56	6.4
Subcompact SUV			Compact SUV			Mid Size SUV			Large SUV		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Chevrolet Trax	556	19.7	Honda CR-V	1714	15.1	Jeep Grand Cherokee	938	12.4	Chevrolet Tahoe	151	29.8
Buick Encore	439	15.6	Chevrolet Equinox	1177	10.4	Ford Explorer	564	7.5	Ford Expedition	110	21.7
Honda HR-V	373	13.2	Toyota RAV4	1026	9.0	Subaru Outback	551	7.3	GMC Yukon	55	10.9
Jeep Renegade	368	13.1	Jeep Cherokee	960	8.5	Toyota Highlander	543	7.2	Chevrolet Suburban	53	10.5
Hyundai Kona	272	9.7	Nissan Rogue	892	7.9	Honda Pilot	519	6.9	Nissan Armada	51	10.1
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	126	32.4	Acura RDX	351	18.6	BMW X5	282	13.0	Cadillac Escalade	93	19.9
Volvo XC40	72	18.5	Mercedes GLC-Class	258	13.7	Lexus RX	267	12.3	Land Rover Range Rover	88	18.8
BMW X2	60	15.4	Lexus NX	206	10.9	Acura MDX	258	11.9	Lincoln Navigator	72	15.4
Mercedes GLA-Class	48	12.3	Audi Q5	200	10.6	Cadillac XT5	240	11.1	Mercedes GLS-Class	69	14.7
Lexus UX	33	8.5	BMW X3	194	10.3	Lincoln Nautilus/MKX	148	6.8	Audi Q8	51	10.9

Data Source: IHS.

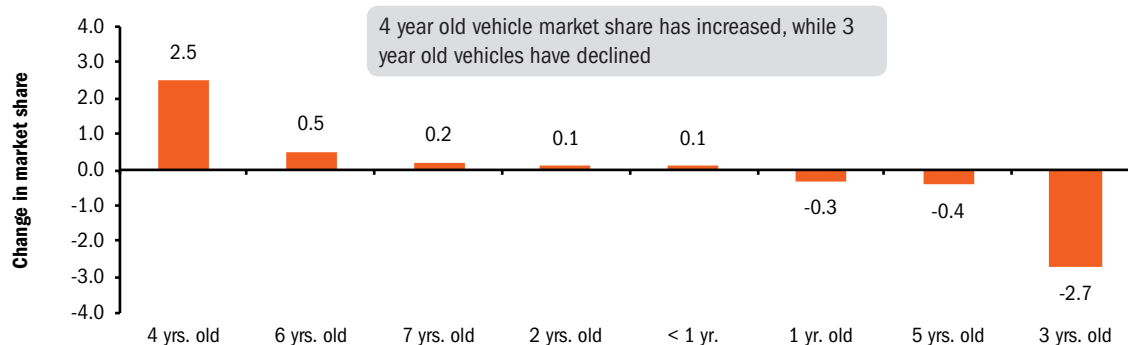
**USED VEHICLE MARKET**

Chicago Area Used Car and Light Truck Registrations												
	February			Three Month Period Dec. '18 thru Feb. '19			YTD thru Feb.			YTD Market Share (%)		
	Chicago Area			Chicago Area			Chicago Area			Chicago Area		
	2018	2019	% chg.	Yr. Ago	Current	% chg.	2018	2019	% chg.	2018	2019	Chg.
TOTAL	25,889	29,337	13.3%	86,325	91,744	6.3%	55,311	56,355	1.9%			
Acura	337	365	8.3%	1,131	1,277	12.9%	718	751	4.6%	1.3	1.3	0.0
Audi	570	596	4.6%	1,764	1,861	5.5%	1,146	1,182	3.1%	2.1	2.1	0.0
BMW	699	648	-7.3%	2,378	2,275	-4.3%	1,544	1,337	-13.4%	2.8	2.4	-0.4
Buick	500	484	-3.2%	1,659	1,449	-12.7%	1,039	877	-15.6%	1.9	1.6	-0.3
Cadillac	493	440	-10.8%	1,645	1,502	-8.7%	1,054	891	-15.5%	1.9	1.6	-0.3
Chevrolet	3,631	3,996	10.1%	11,863	12,231	3.1%	7,622	7,562	-0.8%	13.8	13.4	-0.4
Chrysler	579	533	-7.9%	1,775	1,667	-6.1%	1,125	1,017	-9.6%	2.0	1.8	-0.2
Dodge	1,283	1,600	24.7%	4,167	4,806	15.3%	2,661	3,057	14.9%	4.8	5.4	0.6
FIAT	55	36	-34.5%	159	143	-10.1%	116	83	-28.4%	0.2	0.1	-0.1
Ford	3,132	3,480	11.1%	10,327	11,076	7.3%	6,576	6,713	2.1%	11.9	11.9	0.0
GMC	762	798	4.7%	2,443	2,543	4.1%	1,611	1,531	-5.0%	2.9	2.7	-0.2
Honda	1,478	1,566	6.0%	5,070	5,077	0.1%	3,197	3,079	-3.7%	5.8	5.5	-0.3
Hyundai	1,298	1,850	42.5%	4,413	5,051	14.5%	2,838	3,272	15.3%	5.1	5.8	0.7
Infiniti	390	538	37.9%	1,316	1,690	28.4%	841	1,032	22.7%	1.5	1.8	0.3
Jaguar	49	37	-24.5%	143	167	16.8%	99	86	-13.1%	0.2	0.2	0.0
Jeep	1,436	1,732	20.6%	4,634	5,273	13.8%	3,055	3,262	6.8%	5.5	5.8	0.3
Kia	776	1,019	31.3%	2,592	3,193	23.2%	1,654	1,989	20.3%	3.0	3.5	0.5
Land Rover	125	149	19.2%	428	504	17.8%	252	306	21.4%	0.5	0.5	0.0
Lexus	554	579	4.5%	1,791	1,979	10.5%	1,186	1,164	-1.9%	2.1	2.1	0.0
Lincoln	260	294	13.1%	830	946	14.0%	530	562	6.0%	1.0	1.0	0.0
Mazda	313	395	26.2%	1,195	1,311	9.7%	724	804	11.0%	1.3	1.4	0.1
Mercedes	730	676	-7.4%	2,439	2,261	-7.3%	1,588	1,333	-16.1%	2.9	2.4	-0.5
MINI	80	77	-3.8%	253	243	-4.0%	171	146	-14.6%	0.3	0.3	0.0
Mitsubishi	165	198	20.0%	564	638	13.1%	345	384	11.3%	0.6	0.7	0.1
Nissan	2,671	3,123	16.9%	8,919	9,333	4.6%	5,699	5,818	2.1%	10.3	10.3	0.0
Other	92	155	68.5%	340	476	40.0%	198	304	53.5%	0.4	0.5	0.1
Porsche	124	136	9.7%	388	479	23.5%	245	262	6.9%	0.4	0.5	0.1
smart	12	9	-25.0%	36	38	5.6%	24	24	0.0%	0.0	0.0	0.0
Subaru	380	461	21.3%	1,412	1,558	10.3%	862	930	7.9%	1.6	1.7	0.1
Suzuki	4	3	-25.0%	29	23	-20.7%	13	8	-38.5%	0.0	0.0	0.0
Toyota	2,008	2,331	16.1%	7,067	7,239	2.4%	4,480	4,490	0.2%	8.1	8.0	-0.1
Volkswagen	792	906	14.4%	2,800	3,002	7.2%	1,878	1,852	-1.4%	3.4	3.3	-0.1
Volvo	111	127	14.4%	355	433	22.0%	220	247	12.3%	0.4	0.4	0.0

Top ten are shaded yellow.

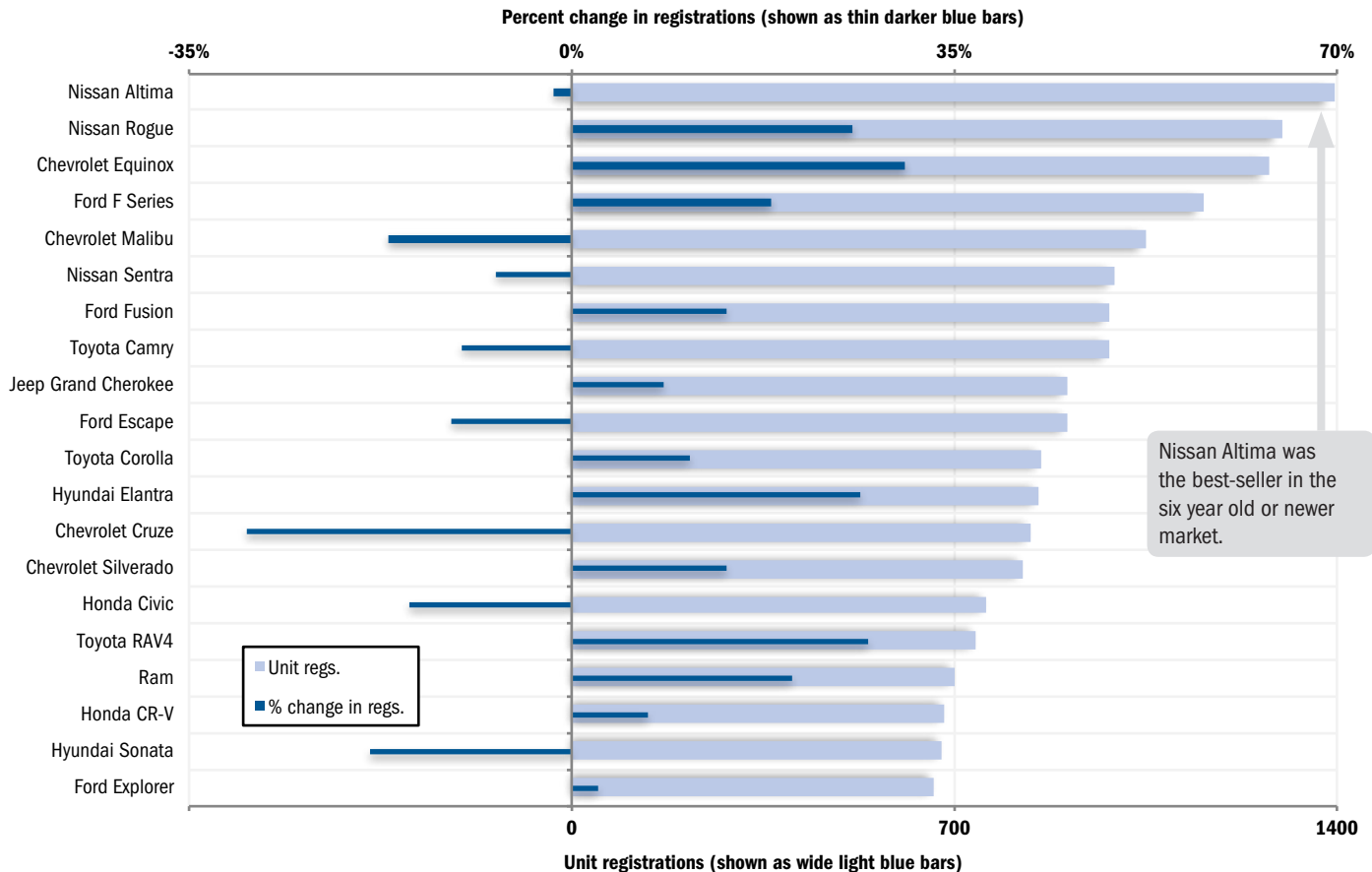
Source: IHS.

**Change in Used Vehicle Market Share by Age of Vehicle - YTD 2019 thru Feb. vs. Year Earlier**



**TOP SELLING USED VEHICLES**

**Registrations (YTD '19 thru Feb.) and Percent Change (YTD '19 vs. YTD '18)  
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.

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.

**Chicago Auto Outlook**

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