

Chicago Auto Outlook™

Comprehensive information on the Chicagoland automotive market

Publication
Sponsored
by:



YTD thru May
% Change In
New Retail Market vs.
Year Earlier



Light trucks

-20.6%



Cars

-34.6%

Chicago Area New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '19 thru May	92,052	39,328	131,380
YTD '20 thru May	73,110	25,720	98,830
% change	-20.6%	-34.6%	-24.8%
May, 2019	21,328	9,540	30,868
May, 2020	14,509	5,162	19,671
% change	-32.0%	-45.9%	-36.3%

QUICK FACTS

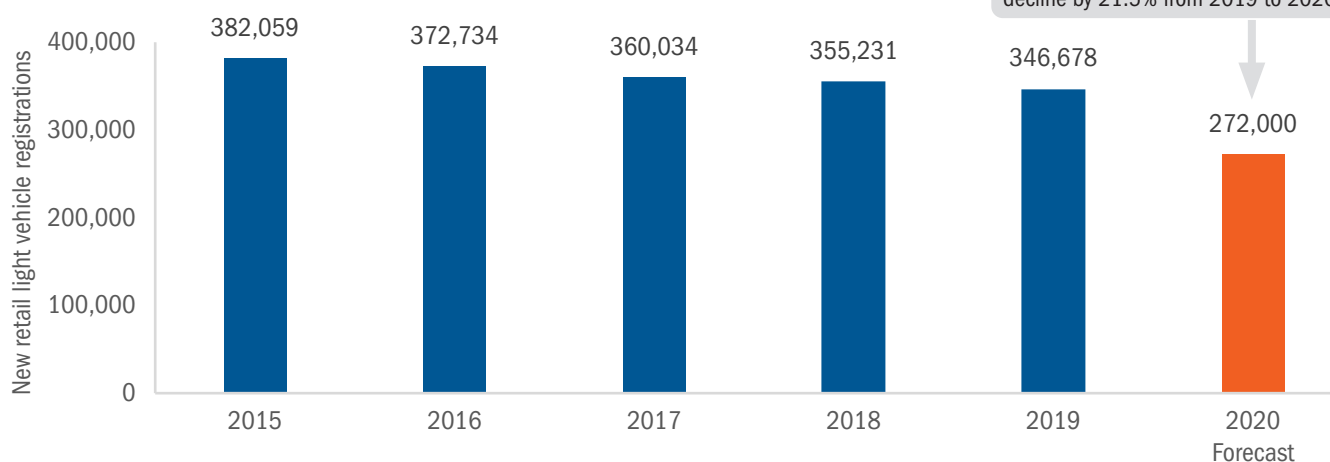
New vehicle registrations in the Chicago Area declined 24.8% during the first five months of 2020 versus the same period a year earlier. U.S. market declined by an estimated 22.9%.

Area light truck registrations fell 20.6% so far this year, while passenger cars were off 34.6%.

The seven year old or newer used vehicle market declined by 18.3% thru May of this year (see page 6).

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 May vs.
YTD 2019**

**DOMESTIC
BRANDS**
 **DOWN
26.1%**

**EUROPEAN
BRANDS**
 **DOWN
20.5%**

**JAPANESE
BRANDS**
 **DOWN
29.8%**

**KOREAN
BRANDS**
 **DOWN
3.0%**

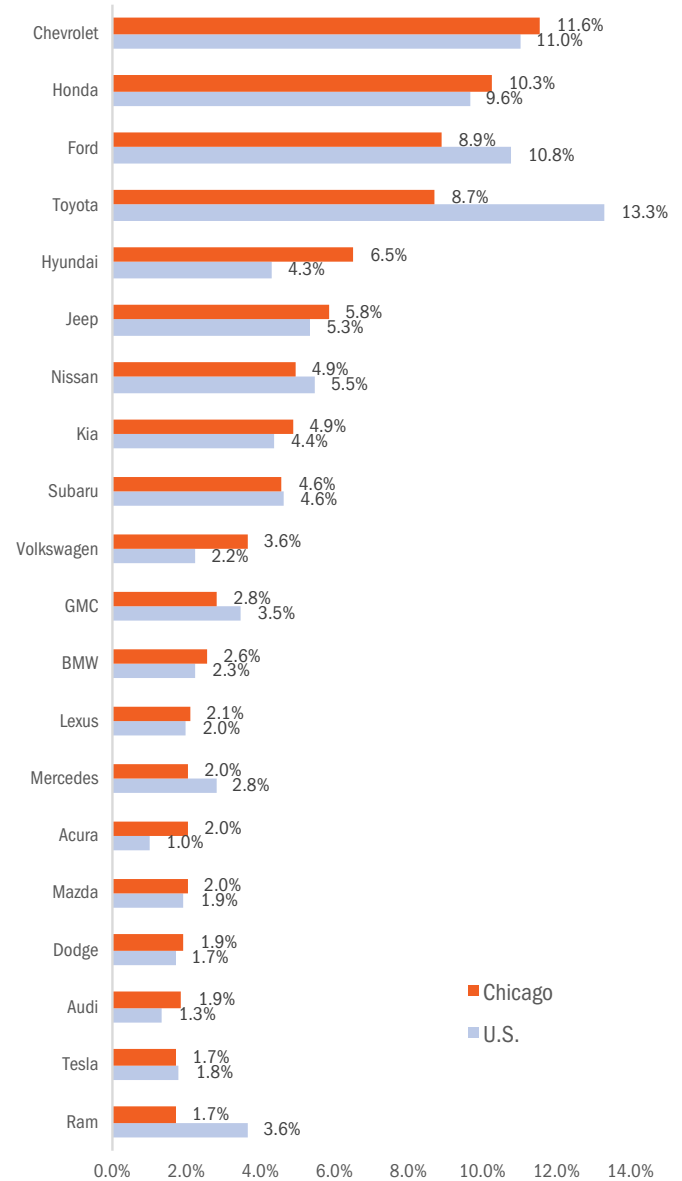
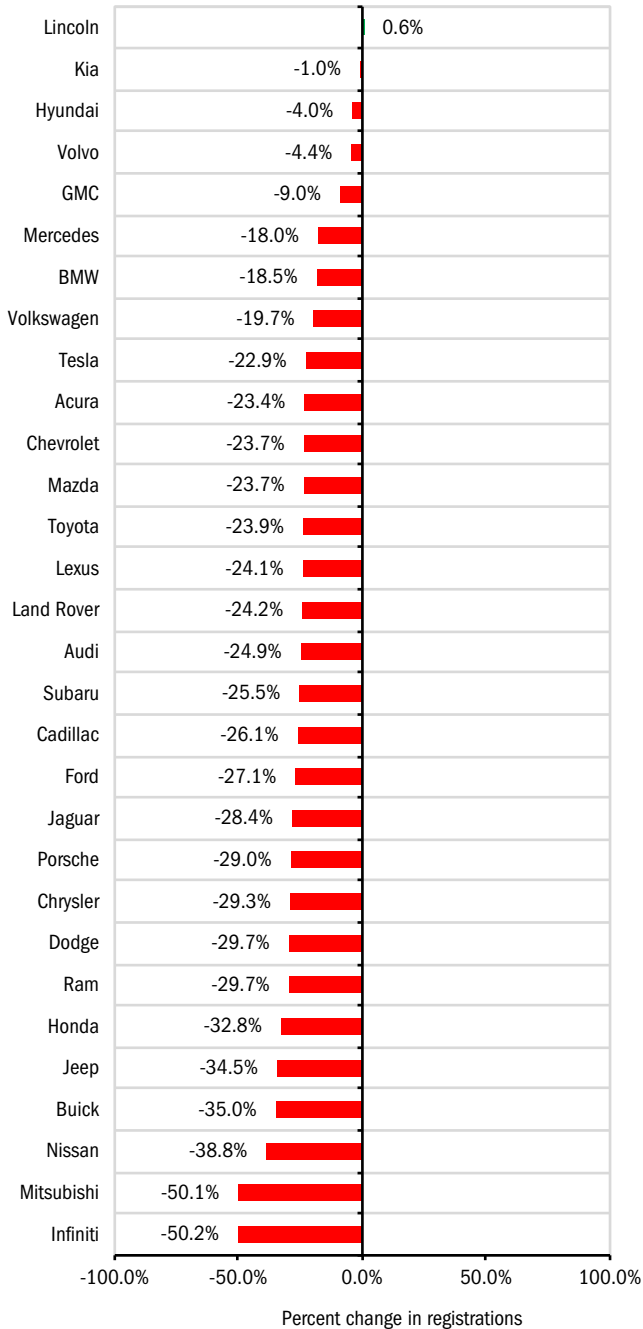
Chicago Area New Retail Car and Light Truck Registrations									
	Three Month Period Mar. '20 thru May '20			YTD thru May			YTD Market Share (%)		
	Yr. Ago	Current	% chg.	2019	2020	% chg.	2019	2020	Chg.
TOTAL	83,977	51,528	-38.6%	131,380	98,830	-24.8%			
Cars	25,398	13,585	-46.5%	39,328	25,720	-34.6%	29.9	26.0	-3.9
Trucks	58,579	37,943	-35.2%	92,052	73,110	-20.6%	70.1	74.0	3.9
Detroit Three Brands	33,334	20,760	-37.7%	52,392	38,714	-26.1%	39.9	39.2	-0.7
European Brands	10,324	6,598	-36.1%	16,312	12,962	-20.5%	12.4	13.1	0.7
Japanese Brands	32,566	17,882	-45.1%	50,876	35,710	-29.8%	38.7	36.1	-2.6
Korean Brands	7,753	6,288	-18.9%	11,800	11,444	-3.0%	9.0	11.6	2.6
Acura	1,692	953	-43.7%	2,633	2,017	-23.4%	2.0	2.0	0.0
Alfa Romeo	113	67	-40.7%	174	147	-15.5%	0.1	0.1	0.0
Audi	1,414	799	-43.5%	2,462	1,850	-24.9%	1.9	1.9	0.0
BMW	1,988	1,183	-40.5%	3,100	2,528	-18.5%	2.4	2.6	0.2
Buick	1,446	715	-50.6%	2,216	1,441	-35.0%	1.7	1.5	-0.2
Cadillac	997	557	-44.1%	1,588	1,173	-26.1%	1.2	1.2	0.0
Chevrolet	9,590	6,009	-37.3%	14,975	11,421	-23.7%	11.4	11.6	0.2
Chrysler	766	366	-52.2%	1,107	783	-29.3%	0.8	0.8	-0.1
Dodge	1,801	1,084	-39.8%	2,703	1,900	-29.7%	2.1	1.9	-0.1
FIAT	45	23	-48.9%	80	37	-53.8%	0.1	0.0	0.0
Ford	7,709	4,974	-35.5%	12,084	8,805	-27.1%	9.2	8.9	-0.3
Genesis	156	102	-34.6%	229	191	-16.6%	0.2	0.2	0.0
GMC	1,966	1,497	-23.9%	3,074	2,796	-9.0%	2.3	2.8	0.5
Honda	9,659	5,011	-48.1%	15,089	10,134	-32.8%	11.5	10.3	-1.2
Hyundai	4,354	3,448	-20.8%	6,712	6,441	-4.0%	5.1	6.5	1.4
Infiniti	640	267	-58.3%	1,150	573	-50.2%	0.9	0.6	-0.3
Jaguar	235	118	-49.8%	345	247	-28.4%	0.3	0.2	0.0
Jeep	5,940	3,281	-44.8%	8,816	5,773	-34.5%	6.7	5.8	-0.9
Kia	3,243	2,738	-15.6%	4,859	4,812	-1.0%	3.7	4.9	1.2
Land Rover	628	415	-33.9%	1,056	800	-24.2%	0.8	0.8	0.0
Lexus	1,711	931	-45.6%	2,734	2,075	-24.1%	2.1	2.1	0.0
Lincoln	759	602	-20.7%	1,240	1,247	0.6%	0.9	1.3	0.3
Maserati	51	28	-45.1%	92	56	-39.1%	0.1	0.1	0.0
Mazda	1,717	1,004	-41.5%	2,629	2,005	-23.7%	2.0	2.0	0.0
Mercedes	1,572	1,062	-32.4%	2,461	2,019	-18.0%	1.9	2.0	0.2
MINI	192	91	-52.6%	291	178	-38.8%	0.2	0.2	0.0
Mitsubishi	771	350	-54.6%	1,205	601	-50.1%	0.9	0.6	-0.3
Nissan	5,063	2,579	-49.1%	7,960	4,875	-38.8%	6.1	4.9	-1.1
Other	160	205	28.1%	204	377	84.8%	0.2	0.4	0.2
Porsche	369	262	-29.0%	631	448	-29.0%	0.5	0.5	0.0
Ram	1,534	933	-39.2%	2,395	1,683	-29.7%	1.8	1.7	-0.1
Subaru	4,038	2,381	-41.0%	6,079	4,530	-25.5%	4.6	4.6	0.0
Tesla	826	742	-10.2%	2,194	1,692	-22.9%	1.7	1.7	0.0
Toyota	7,205	4,248	-41.0%	11,320	8,612	-23.9%	8.6	8.7	0.1
Volkswagen	2,953	2,034	-31.1%	4,493	3,607	-19.7%	3.4	3.6	0.2
Volvo	674	469	-30.4%	1,000	956	-4.4%	0.8	1.0	0.2

Top ten are shaded yellow.

Source: AutoCount data from Experian

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

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



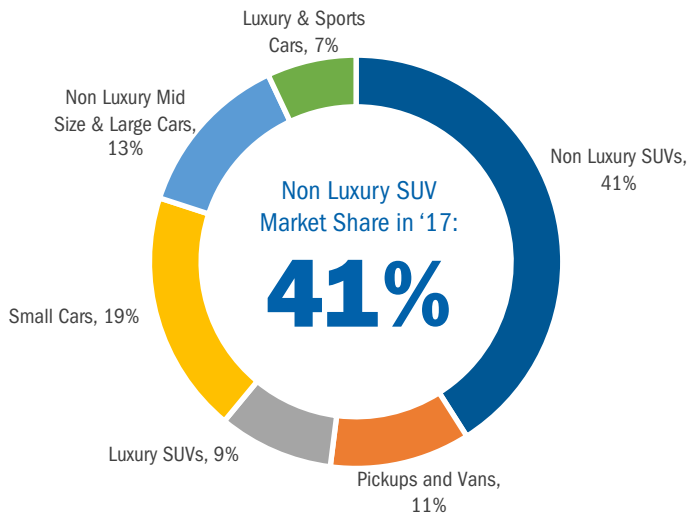
Registrations were up slightly for Lincoln, and declined by less than 10% for Kia, Hyundai, Volvo, and GMC.



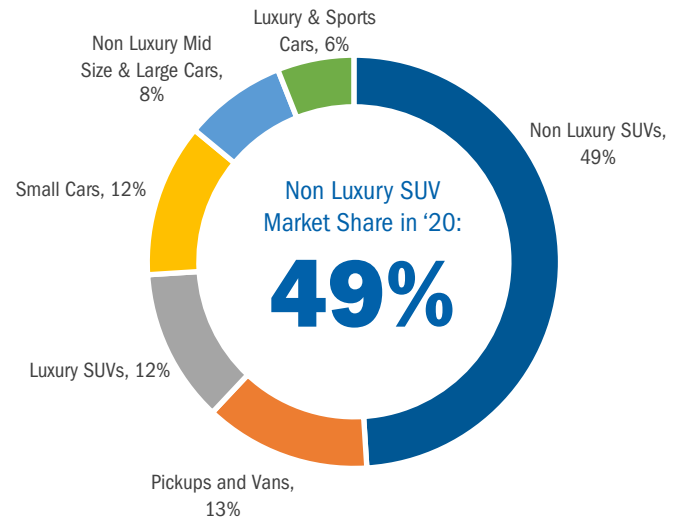
Chevrolet, Honda, Ford, Toyota, and Hyundai were market share leaders in the Chicago Area

VEHICLE SEGMENTS - THREE YEAR TREND

**Segment Market Shares
YTD 2017 thru May**



**Segment Market Shares
YTD 2020 thru May**

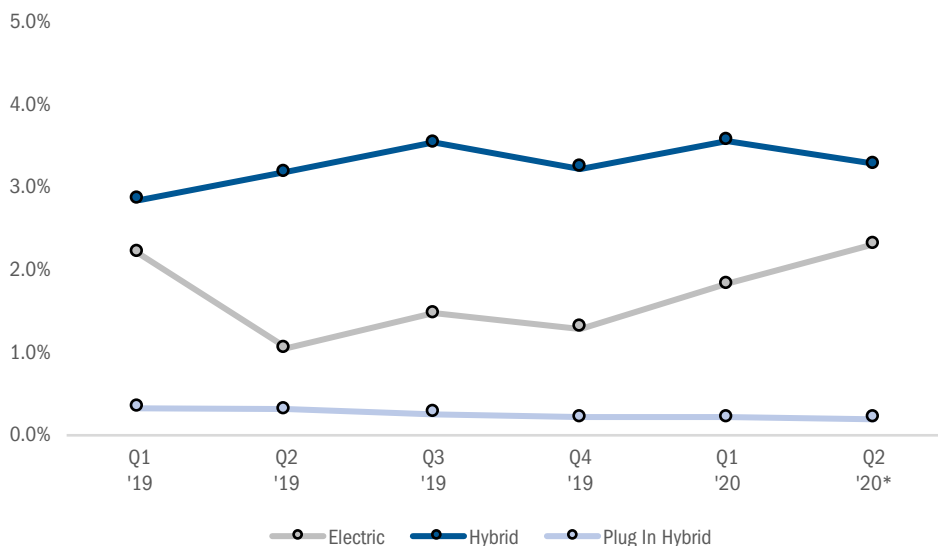


Data Source: AutoCount data from Experian.

The two graphs above show market shares for primary segments during the first five months of 2017 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 May)**

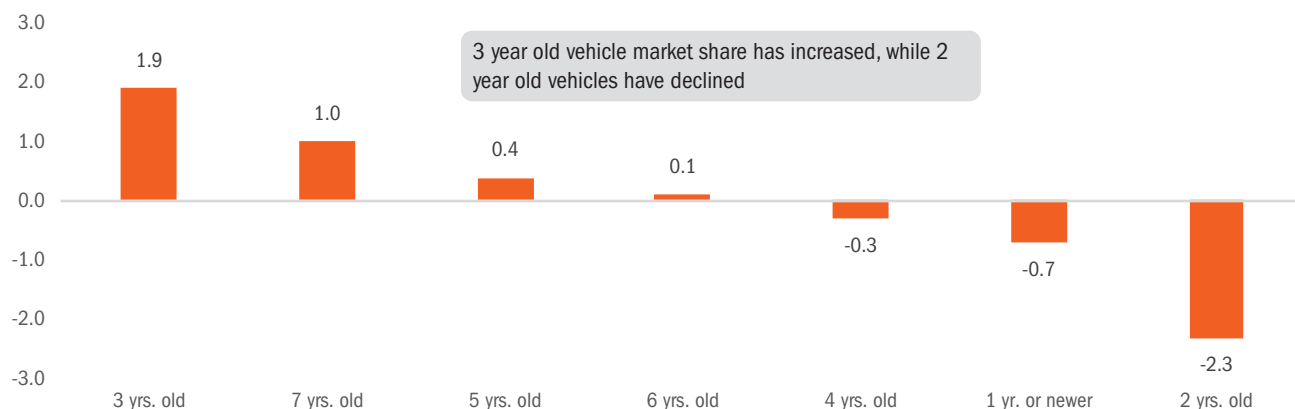
	YTD '19	YTD '20	
Hybrid	3.0%	3.5%	↑
Electric	1.8%	2.0%	↑
Plug In Hybrid	0.3%	0.2%	↓

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. Q2 '20 includes April and May.

USED VEHICLE MARKET

Chicago Area Used Car and Light Truck Registrations (only includes vehicles 7 years old or newer)									
	Two Month Period Apr. '20 and May '20			YTD thru May			YTD Market Share		
	2019	2020	% chg.	2019	2020	% chg.	2019	2020	Chg.
TOTAL	61,264	30,194	-50.7%	126,792	103,580	-18.3%			
Acura	909	295	-67.5%	1,877	1,361	-27.5%	1.5	1.3	-0.2
Alfa Romeo	16	31	93.8%	34	94	176.5%	0.0	0.1	0.1
Audi	1,192	597	-49.9%	2,499	2,262	-9.5%	2.0	2.2	0.2
BMW	1,424	759	-46.7%	2,953	2,595	-12.1%	2.3	2.5	0.2
Buick	1,182	525	-55.6%	2,337	1,894	-19.0%	1.8	1.8	0.0
Cadillac	891	491	-44.9%	1,972	1,785	-9.5%	1.6	1.7	0.2
Chevrolet	8,172	4,261	-47.9%	16,870	13,554	-19.7%	13.3	13.1	-0.2
Chrysler	1,145	492	-57.0%	2,320	1,573	-32.2%	1.8	1.5	-0.3
Dodge	2,291	1,207	-47.3%	4,658	3,766	-19.1%	3.7	3.6	0.0
FIAT	105	35	-66.7%	197	135	-31.5%	0.2	0.1	0.0
Ford	7,256	3,433	-52.7%	14,848	11,612	-21.8%	11.7	11.2	-0.5
Genesis	132	72	-45.5%	282	205	-27.3%	0.2	0.2	0.0
GMC	1,767	919	-48.0%	3,621	3,046	-15.9%	2.9	2.9	0.1
Honda	4,018	1,608	-60.0%	7,878	6,203	-21.3%	6.2	6.0	-0.2
Hyundai	3,029	1,602	-47.1%	6,451	5,614	-13.0%	5.1	5.4	0.3
Infiniti	1,180	485	-58.9%	2,534	1,665	-34.3%	2.0	1.6	-0.4
Jaguar	117	87	-25.6%	243	287	18.1%	0.2	0.3	0.1
Jeep	3,385	2,039	-39.8%	7,272	6,491	-10.7%	5.7	6.3	0.5
Kia	1,941	1,173	-39.6%	4,009	3,677	-8.3%	3.2	3.5	0.4
Land Rover	350	201	-42.6%	710	667	-6.1%	0.6	0.6	0.1
Lexus	1,471	554	-62.3%	3,016	2,395	-20.6%	2.4	2.3	-0.1
Lincoln	795	314	-60.5%	1,460	1,186	-18.8%	1.2	1.1	0.0
Mazda	845	416	-50.8%	1,753	1,424	-18.8%	1.4	1.4	0.0
Mercedes	1,463	747	-48.9%	3,036	2,787	-8.2%	2.4	2.7	0.3
MINI	155	80	-48.4%	331	237	-28.4%	0.3	0.2	0.0
Mitsubishi	398	175	-56.0%	833	612	-26.5%	0.7	0.6	-0.1
Nissan	6,344	2,899	-54.3%	13,238	9,820	-25.8%	10.4	9.5	-1.0
Other	149	64	-57.0%	284	235	-17.3%	0.2	0.2	0.0
Porsche	266	124	-53.4%	577	461	-20.1%	0.5	0.4	0.0
Ram	881	653	-25.9%	1,817	1,890	4.0%	1.4	1.8	0.4
Subaru	954	520	-45.5%	1,992	1,897	-4.8%	1.6	1.8	0.3
Tesla	97	40	-58.8%	193	191	-1.0%	0.2	0.2	0.0
Toyota	4,622	2,158	-53.3%	9,838	8,166	-17.0%	7.8	7.9	0.1
Volkswagen	2,081	1,020	-51.0%	4,298	3,261	-24.1%	3.4	3.1	-0.2
Volvo	241	118	-51.0%	561	532	-5.2%	0.4	0.5	0.1

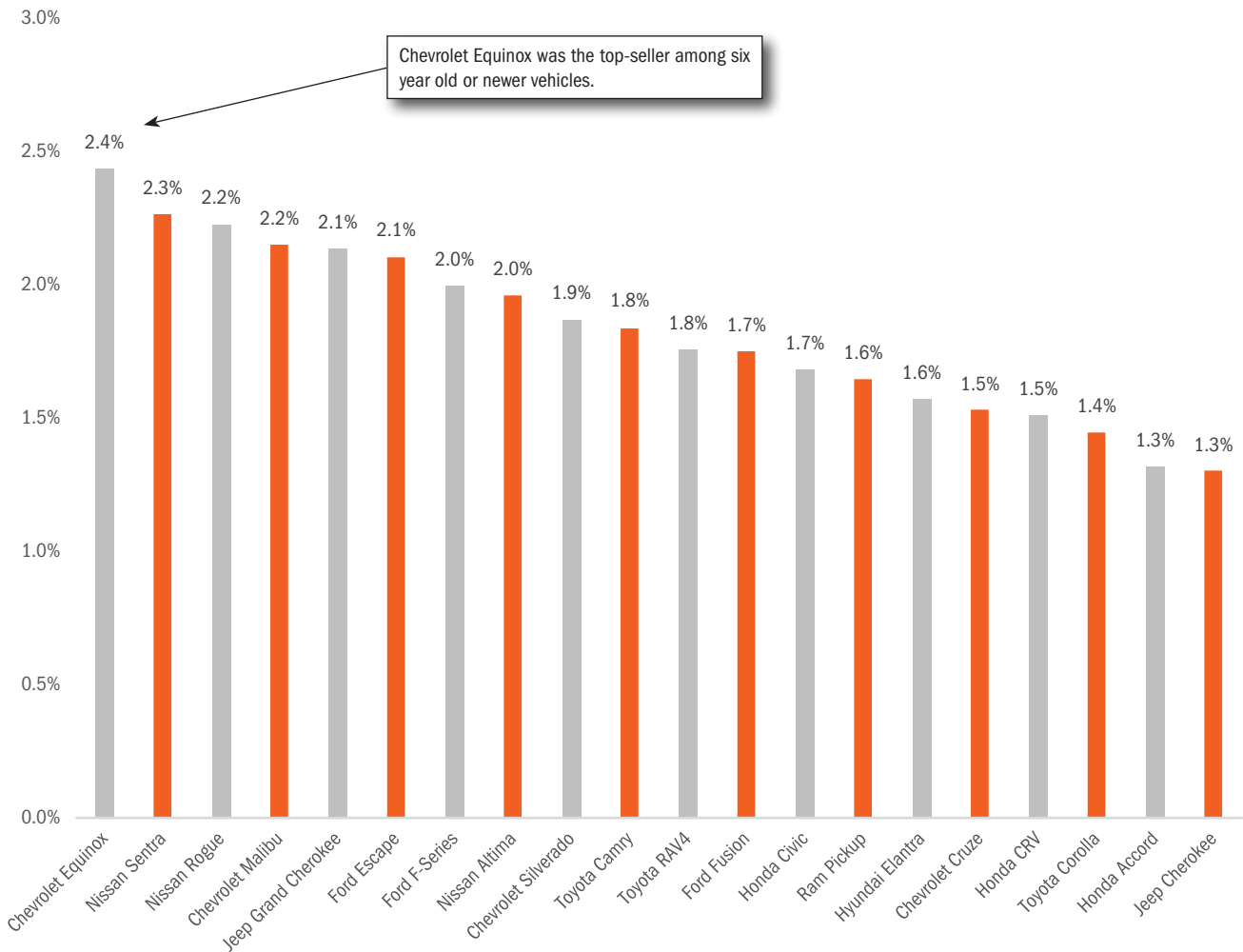
Change in Used Vehicle Market Share by Age of Vehicle - YTD 2020 thru May vs. Year Earlier



Data Source: AutoCount data from Experian.

TOP SELLING MODELS IN USED VEHICLE MARKET

Top 20 Selling Models in Area Used Vehicle Market (vehicles 6 years old or newer) - YTD 2020 thru May



Data Source: AutoCount data from Experian.

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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