

Chicago Auto Outlook™

Comprehensive information on the Chicagoland automotive market

Publication
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by:



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



Light trucks

+49.5%



Cars

+15.5%

Chicago Area New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '20 thru May	73,653	25,177	98,830
YTD '21 thru May	110,140	29,086	139,226
% change	49.5%	15.5%	40.9%
May-20	14,626	5,045	19,671
May-21	22,891	6,451	29,342
% change	56.5%	27.9%	49.2%

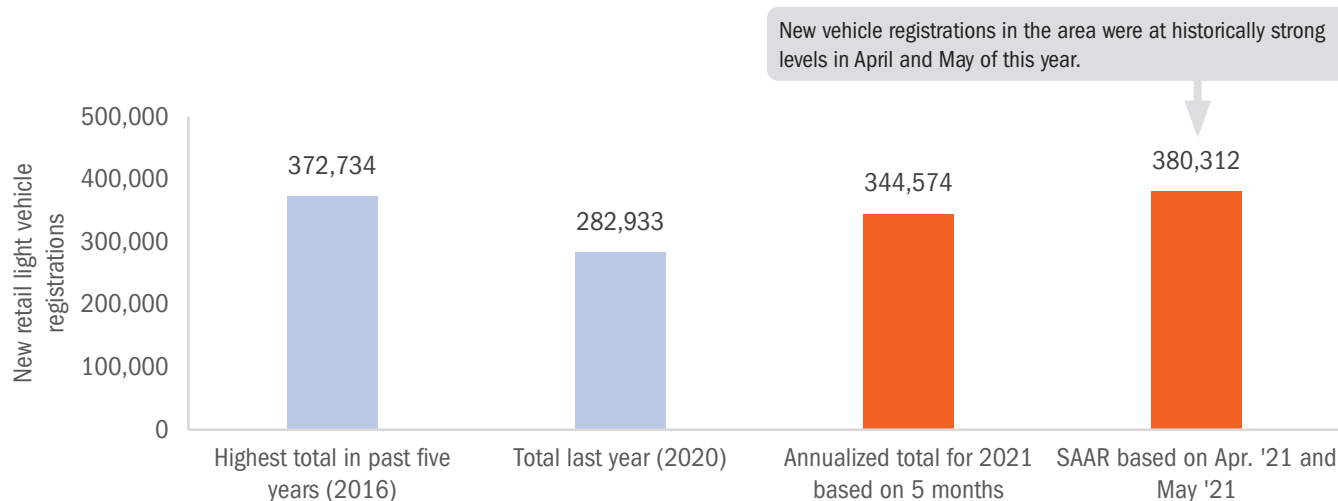
QUICK FACTS

New retail light vehicle registrations in the area increased 40.9% during the first five months of this year versus the same period a year earlier, slightly better than the estimated 37.5% improvement in the Nation.

The market was up by nearly 50% in May versus depressed year-earlier levels. The May total this year was about 5% higher than in 2019.

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 2021 thru May vs. YTD 2020

DOMESTIC BRANDS
 **UP 35.4%**

EUROPEAN BRANDS
 **UP 43.4%**

JAPANESE BRANDS
 **UP 44.4%**

KOREAN BRANDS
 **UP 45.7%**

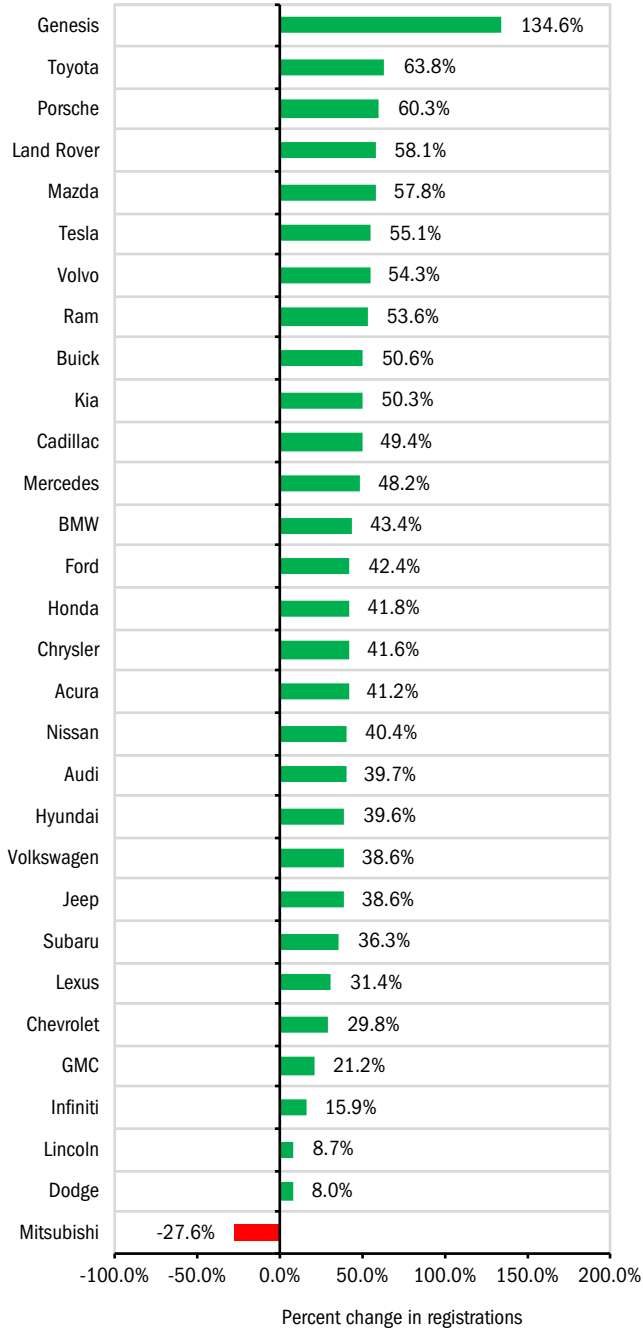
Chicago Area New Retail Car and Light Truck Registrations									
	Three Month Period Mar. '21 thru May '21			YTD thru May			Annual Market Share (%)		
	Yr. Ago	Current	% chg.	2020	2021	% chg.	2020	2021	Chg.
TOTAL	51,528	94,206	82.8%	98,830	139,226	40.9%			
Cars	13,297	19,810	49.0%	25,177	29,086	15.5%	25.5	20.9	-4.6
Trucks	38,231	74,396	94.6%	73,653	110,140	49.5%	74.5	79.1	4.6
Detroit Three Brands	20,760	34,787	67.6%	38,714	52,404	35.4%	39.2	37.6	-1.5
European Brands	6,598	12,339	87.0%	12,962	18,570	43.3%	13.1	13.3	0.2
Japanese Brands	17,882	35,682	99.5%	35,710	51,579	44.4%	36.1	37.0	0.9
Korean Brands	6,288	11,398	81.3%	11,444	16,673	45.7%	11.6	12.0	0.4
Acura	953	2,027	112.7%	2,017	2,849	41.2%	2.0	2.0	0.0
Alfa Romeo	67	136	103.0%	147	201	36.7%	0.1	0.1	0.0
Audi	799	1,711	114.1%	1,850	2,585	39.7%	1.9	1.9	0.0
BMW	1,183	2,405	103.3%	2,528	3,625	43.4%	2.6	2.6	0.0
Buick	715	1,527	113.6%	1,441	2,170	50.6%	1.5	1.6	0.1
Cadillac	557	1,178	111.5%	1,173	1,753	49.4%	1.2	1.3	0.1
Chevrolet	6,009	9,698	61.4%	11,421	14,830	29.8%	11.6	10.7	-0.9
Chrysler	366	708	93.4%	783	1,109	41.6%	0.8	0.8	0.0
Dodge	1,084	1,477	36.3%	1,900	2,052	8.0%	1.9	1.5	-0.4
FIAT	23	17	-26.1%	37	24	-35.1%	0.0	0.0	0.0
Ford	4,974	8,612	73.1%	8,805	12,538	42.4%	8.9	9.0	0.1
Genesis	102	308	202.0%	191	448	134.6%	0.2	0.3	0.1
GMC	1,497	2,213	47.8%	2,796	3,388	21.2%	2.8	2.4	-0.4
Honda	5,011	9,912	97.8%	10,134	14,373	41.8%	10.3	10.3	0.1
Hyundai	3,448	6,194	79.6%	6,441	8,991	39.6%	6.5	6.5	-0.1
Infiniti	267	443	65.9%	573	664	15.9%	0.6	0.5	-0.1
Jaguar	118	176	49.2%	247	235	-4.9%	0.2	0.2	-0.1
Jeep	3,281	5,293	61.3%	5,773	8,000	38.6%	5.8	5.7	-0.1
Kia	2,738	4,896	78.8%	4,812	7,234	50.3%	4.9	5.2	0.3
Land Rover	415	832	100.5%	800	1,265	58.1%	0.8	0.9	0.1
Lexus	931	1,845	98.2%	2,075	2,727	31.4%	2.1	2.0	-0.1
Lincoln	602	916	52.2%	1,247	1,355	8.7%	1.3	1.0	-0.3
Maserati	28	26	-7.1%	56	50	-10.7%	0.1	0.0	0.0
Mazda	1,004	2,253	124.4%	2,005	3,163	57.8%	2.0	2.3	0.2
Mercedes	1,062	1,906	79.5%	2,019	2,992	48.2%	2.0	2.1	0.1
MINI	91	188	106.6%	178	280	57.3%	0.2	0.2	0.0
Mitsubishi	350	327	-6.6%	601	435	-27.6%	0.6	0.3	-0.3
Nissan	2,579	4,769	84.9%	4,875	6,846	40.4%	4.9	4.9	0.0
Other	205	297	44.9%	377	360	-4.5%	0.4	0.3	-0.1
Porsche	262	456	74.0%	448	718	60.3%	0.5	0.5	0.1
Ram	933	1,689	81.0%	1,683	2,585	53.6%	1.7	1.9	0.2
Subaru	2,381	4,289	80.1%	4,530	6,173	36.3%	4.6	4.4	-0.1
Tesla	742	1,476	98.9%	1,692	2,624	55.1%	1.7	1.9	0.2
Toyota	4,248	9,595	125.9%	8,612	14,108	63.8%	8.7	10.1	1.4
Volkswagen	2,034	3,477	70.9%	3,607	5,001	38.6%	3.6	3.6	-0.1
Volvo	469	934	99.1%	956	1,475	54.3%	1.0	1.1	0.1

Top ten are shaded yellow.

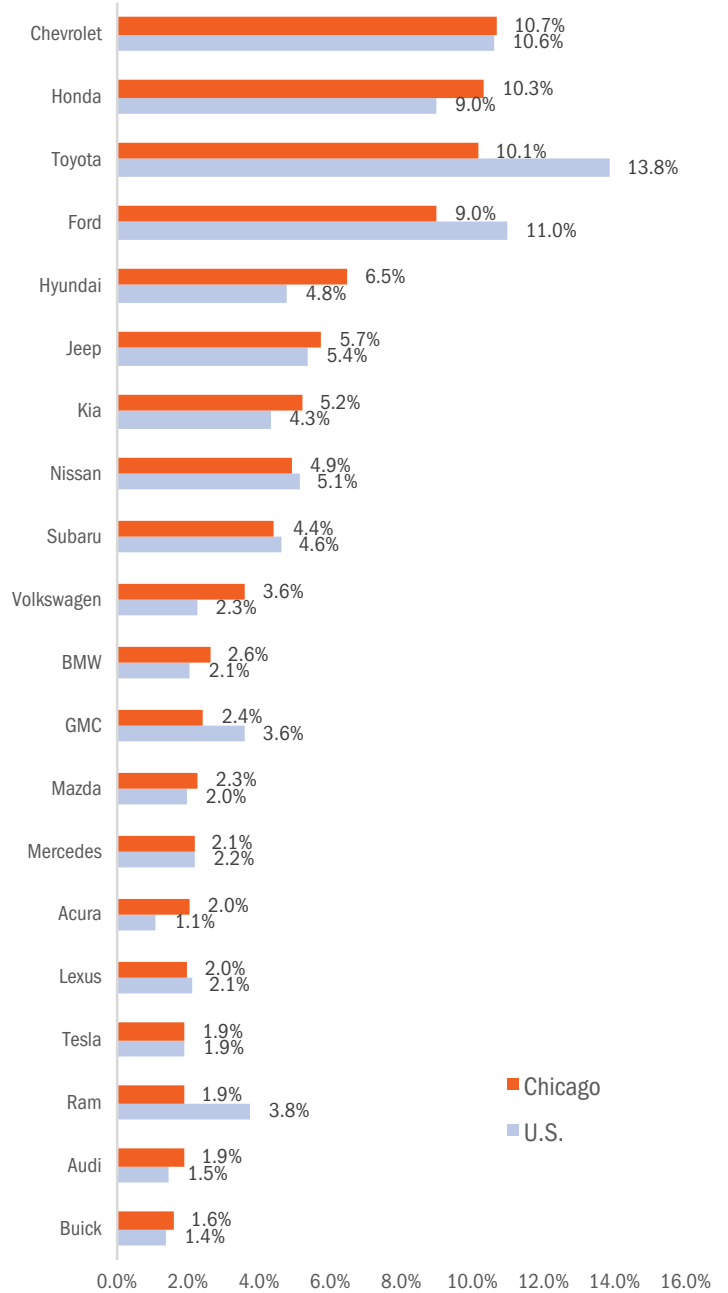
Source: AutoCount data from Experian

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**Percent Change in Brand Registrations
YTD 2021 thru May vs. YTD 2020
(Top 30 selling brands)**



**Chicago Area and U.S. Market Share
YTD 2021 thru May
(Top 20 selling brands in area)**



Registrations increased by more than 50% for Genesis, Toyota, Porsche, Land Rover, Mazda, Tesla, Volvo, Ram, Buick, and Kia.



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

BEST SELLERS BY SEGMENT

The table below shows the top five selling models during the first five months of this year 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: 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: Acura MDX

Top Selling Models in Each Segment - New Retail Light Vehicle Registrations (YTD 2021 thru May)

Cars											
Subcompact			Compact			Sports/Pony Cars			Mid Size		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Chevrolet Spark	417	25.5	Honda Civic	1997	20.3	Dodge Challenger	379	38.9	Toyota Camry	1669	18.1
Honda Fit	257	15.7	Toyota Corolla	1824	18.6	Ford Mustang	304	31.2	Honda Accord	1669	18.1
Nissan Versa	254	15.5	Nissan Sentra	1224	12.5	Chevrolet Camaro	177	18.2	Ford Fusion	1440	15.6
Chevrolet Bolt	212	13.0	Hyundai Elantra	1105	11.3	Mazda MX5	56	5.7	Chevrolet Malibu	1167	12.7
Kia Rio	198	12.1	Kia Forte	1042	10.6	Hyundai Veloster	28	2.9	Hyundai Sonata	983	10.7
Large			Entry Luxury			Near Luxury			Luxury and High End Sports Cars		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Dodge Charger	405	47.1	Acura ILX	177	32.8	Tesla Model 3	924	23.9	BMW 5-Series	313	15.7
Toyota Avalon	167	19.4	BMW 2-Series	126	23.3	Acura TLX/TL	420	10.8	Chevrolet Corvette	270	13.6
Nissan Maxima	116	13.5	Mercedes A-Class	105	19.4	BMW 3-Series	378	9.8	Mercedes E-Class	220	11.1
Chrysler 300	115	13.4	Mercedes CLA-Class	79	14.6	Lexus ES	347	9.0	Audi A6	129	6.5
Chevrolet Impala	43	5.0	Audi A3	50	9.3	Audi A5	202	5.2	Tesla Model S	93	4.7
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
Toyota Tacoma	845	30.5	Ford F-Series	2774	30.8	Honda Odyssey	1161	32.3	Ford Transit Connect	1126	47.0
Chevrolet Colorado	492	17.8	Chevrolet Silverado	2405	26.7	Toyota Sienna	1058	29.4	Ram Promaster	426	17.8
Ford Ranger	468	16.9	Ram Pickup	2159	24.0	Chrysler Pacifica	944	26.2	Mercedes Sprinter	248	10.3
Jeep Gladiator	395	14.3	GMC Sierra	1274	14.1	Dodge Caravan	172	4.8	Chevrolet Express	248	10.3
Honda Ridgeline	306	11.1	Toyota Tundra	316	3.5	Kia Sedona	126	3.5	Nissan NV	201	8.4
Subcompact SUV			Compact SUV			Mid Size SUV			Large SUV		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Chevrolet Trax	1454	10.8	Honda CR-V	5236	16.9	Jeep Grand Cherokee	2396	9.2	Chevrolet Tahoe	596	31.5
Chevrolet TrailBlazer	1439	10.7	Toyota RAV4	4016	13.0	Toyota Highlander	2118	8.1	Ford Expedition	385	20.4
Honda HR-V	1385	10.3	Chevrolet Equinox	2914	9.4	Ford Explorer	1867	7.2	Chevrolet Suburban	325	17.2
Subaru Crosstrek	1206	9.0	Hyundai Tucson	2269	7.3	Hyundai Santa Fe	1714	6.6	GMC Yukon	295	15.6
Buick Encore	1205	9.0	Subaru Forester	2038	6.6	Chevrolet Traverse	1678	6.4	GMC Yukon XL	128	6.8
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
Audi Q3	409	22.3	Tesla Model Y	1492	19.4	Acura MDX	1178	14.9	Cadillac XT6	343	18.0
Volvo XC40	351	19.1	Acura RDX	1062	13.8	Lexus RX	1086	13.7	BMW X7	330	17.3
BMW X1	265	14.4	BMW X3	808	10.5	BMW X5	790	10.0	Cadillac Escalade	311	16.3
Mercedes GLA-Class	252	13.7	Audi Q5	773	10.1	Mercedes GLE-Class	570	7.2	Mercedes GLS-Class	262	13.7
Mercedes GLB-Class	240	13.1	Lexus NX	578	7.5	Volvo XC90	554	7.0	Land Rover Range Rover	229	12.0

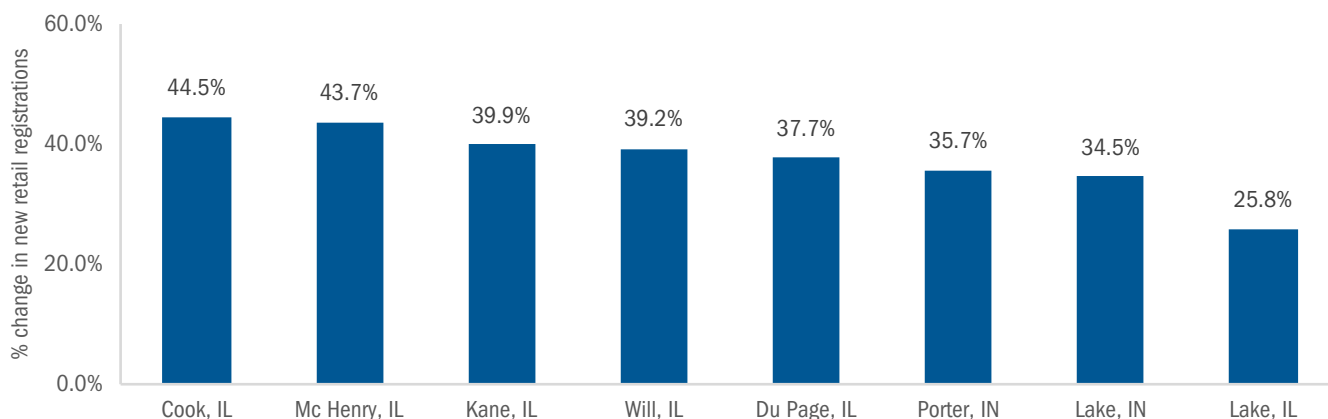
Data Source: AutoCount data from Experian.

COUNTY NEW VEHICLE MARKETS

COUNTY MARKETS - PART 1							
	YTD thru May		Percent Change	Unit Change	Light Truck Market Share (%)		
	2020	2021	2020 to 2021	2020 to 2021	2020	2021	Change
Cook, IL	51,058	73,785	44.5%	22727	72.8	78.4	5.6
Du Page, IL	15,023	20,690	37.7%	5667	74.5	79.7	5.3
Kane, IL	7,151	10,004	39.9%	2853	76.8	79.7	2.9
Lake, IL	4,112	5,173	25.8%	1061	74.4	80.1	5.7
Mc Henry, IL	1,210	1,739	43.7%	529	83.1	83.9	0.8
Will, IL	11,225	15,630	39.2%	4405	76.7	79.3	2.6
Lake, IN	6,571	8,839	34.5%	2268	77.1	79.6	2.4
Porter, IN	2,480	3,366	35.7%	886	83.1	82.9	-0.2

COUNTY MARKETS - PART 2													
Market Share Summary - YTD thru May													
	Domestic Brands			Top Ten Selling Brands in Area-YTD 2021									
	YTD 2020	YTD 2021	Change '20 to '21	Chevrolet	Honda	Toyota	Ford	Hyundai	Jeep	Kia	Nissan	Subaru	Volkswagen
Cook, IL	35.1	33.6	-1.5	9.7	10.3	10.6	7.5	6.6	5.7	5.2	5.6	4.7	3.8
Du Page, IL	34.0	33.4	-0.7	7.8	11.1	10.3	8.5	6.6	4.9	4.5	4.2	4.4	3.7
Kane, IL	41.9	39.8	-2.0	10.8	11.1	10.0	9.4	7.8	7.0	5.5	5.5	4.7	2.9
Lake, IL	47.4	45.9	-1.5	14.1	9.3	12.9	9.7	3.6	5.1	3.4	3.2	3.7	4.5
Mc Henry, IL	64.1	63.3	-0.7	21.8	4.8	12.0	13.0	5.0	11.7	1.4	1.8	2.2	1.0
Will, IL	46.4	44.3	-2.1	13.0	9.7	7.9	11.3	7.8	5.3	6.5	3.9	3.8	3.5
Lake, IN	52.3	48.8	-3.5	15.3	11.2	8.8	14.1	4.5	5.3	5.9	3.9	3.1	3.4
Porter, IN	58.2	53.7	-4.5	13.3	7.6	7.9	17.5	2.0	8.6	6.0	4.9	7.2	2.0

**Percent Change in County New Retail Light Vehicle Registrations
YTD 2021 thru May vs. YTD 2020**



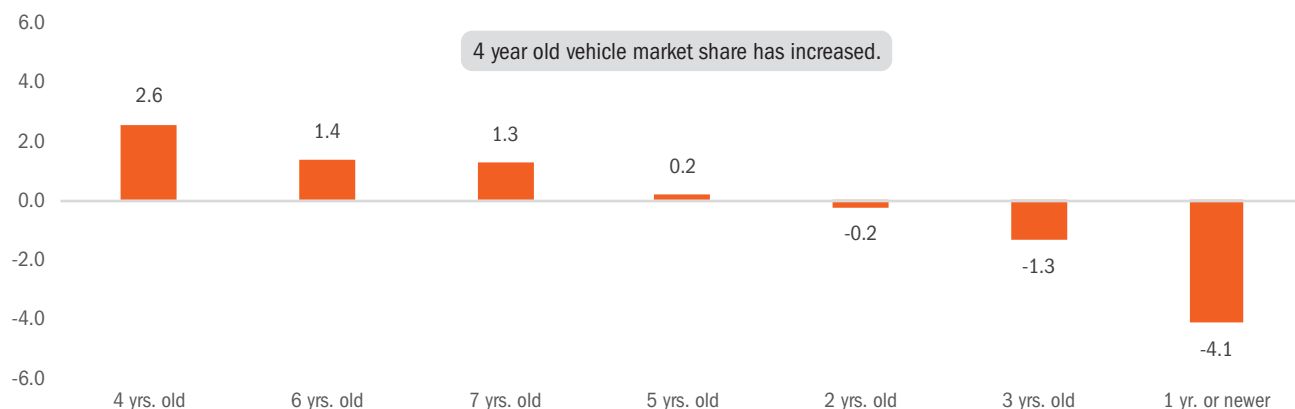
Data Source: AutoCount data from Experian.

USED VEHICLE MARKET

Chicago Area Used Car and Light Truck Registrations (only includes vehicles 7 years old or newer)						
	YTD thru May			YTD Market Share		
	2020	2021	% chg.	2020	2021	Chg.
TOTAL	103,580	137,189	32.4%			
Acura	1,361	2,257	65.8%	1.3	1.6	0.3
Alfa Romeo	94	264	180.9%	0.1	0.2	0.1
Audi	2,262	3,307	46.2%	2.2	2.4	0.2
BMW	2,595	3,621	39.5%	2.5	2.6	0.1
Buick	1,894	2,326	22.8%	1.8	1.7	-0.1
Cadillac	1,785	2,115	18.5%	1.7	1.5	-0.2
Chevrolet	13,554	17,643	30.2%	13.1	12.9	-0.2
Chrysler	1,573	2,042	29.8%	1.5	1.5	0.0
Dodge	3,766	4,542	20.6%	3.6	3.3	-0.3
FIAT	135	150	11.1%	0.1	0.1	0.0
Ford	11,612	14,592	25.7%	11.2	10.6	-0.6
Genesis	205	273	33.2%	0.2	0.2	0.0
GMC	3,046	3,793	24.5%	2.9	2.8	-0.2
Honda	6,203	8,664	39.7%	6.0	6.3	0.3
Hyundai	5,614	6,187	10.2%	5.4	4.5	-0.9
Infiniti	1,665	2,129	27.9%	1.6	1.6	-0.1
Jaguar	287	429	49.5%	0.3	0.3	0.0
Jeep	6,491	9,839	51.6%	6.3	7.2	0.9
Kia	3,677	4,529	23.2%	3.5	3.3	-0.2
Land Rover	667	1,061	59.1%	0.6	0.8	0.1
Lexus	2,395	3,126	30.5%	2.3	2.3	0.0
Lincoln	1,186	1,424	20.1%	1.1	1.0	-0.1
Mazda	1,424	2,279	60.0%	1.4	1.7	0.3
Mercedes	2,787	3,538	26.9%	2.7	2.6	-0.1
MINI	237	323	36.3%	0.2	0.2	0.0
Mitsubishi	612	1,048	71.2%	0.6	0.8	0.2
Nissan	9,820	12,381	26.1%	9.5	9.0	-0.5
Other	235	335	42.6%	0.2	0.2	0.0
Porsche	461	643	39.5%	0.4	0.5	0.0
Ram	1,890	2,411	27.6%	1.8	1.8	-0.1
Subaru	1,897	3,279	72.9%	1.8	2.4	0.6
Tesla	191	451	136.1%	0.2	0.3	0.1
Toyota	8,166	11,022	35.0%	7.9	8.0	0.2
Volkswagen	3,261	4,246	30.2%	3.1	3.1	-0.1
Volvo	532	920	72.9%	0.5	0.7	0.2

Data Source: AutoCount data from Experian.

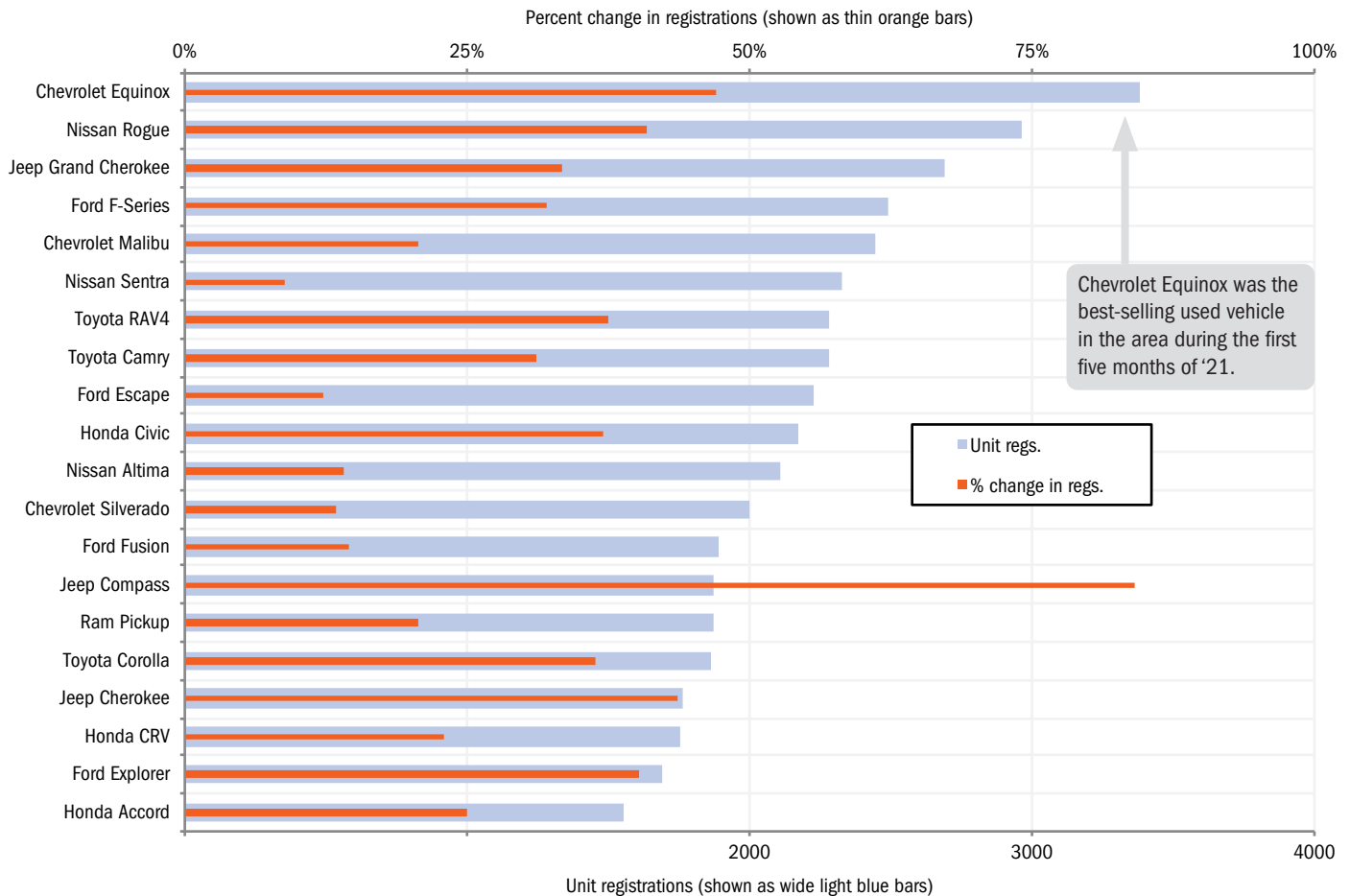
Change in Used Vehicle Market Share by Age of Vehicle - YTD 2021 thru May vs. Year Earlier



Data Source: AutoCount data from Experian.

TOP SELLING USED VEHICLES

**Registrations (YTD 2021 thru May) and Percent Change (YTD 2021 vs. YTD 2020)
Top 20 Selling Models in Used Vehicle Market (6 years old or newer)**



Chevrolet Equinox was the best-selling used vehicle in the area during the first five months of '21.

Unit regs.
% change in regs.

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).
Data Source: AutoCount data from Experian.

Chicago Auto Outlook

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