

# Chicago Auto Outlook™

Comprehensive information on the Chicagoland automotive market

Publication  
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by:



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



Light trucks

**-14.9%**



Cars

**-30.2%**

## Chicago Area New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '19 thru Nov.	224,137	91,250	315,387
YTD '20 thru Nov.	190,841	63,726	254,567
<b>% change</b>	<b>-14.9%</b>	<b>-30.2%</b>	<b>-19.3%</b>
Nov. 2019	19,978	7,133	27,111
Nov. 2020	20,145	6,086	26,231
<b>% change</b>	<b>0.8%</b>	<b>-14.7%</b>	<b>-3.2%</b>

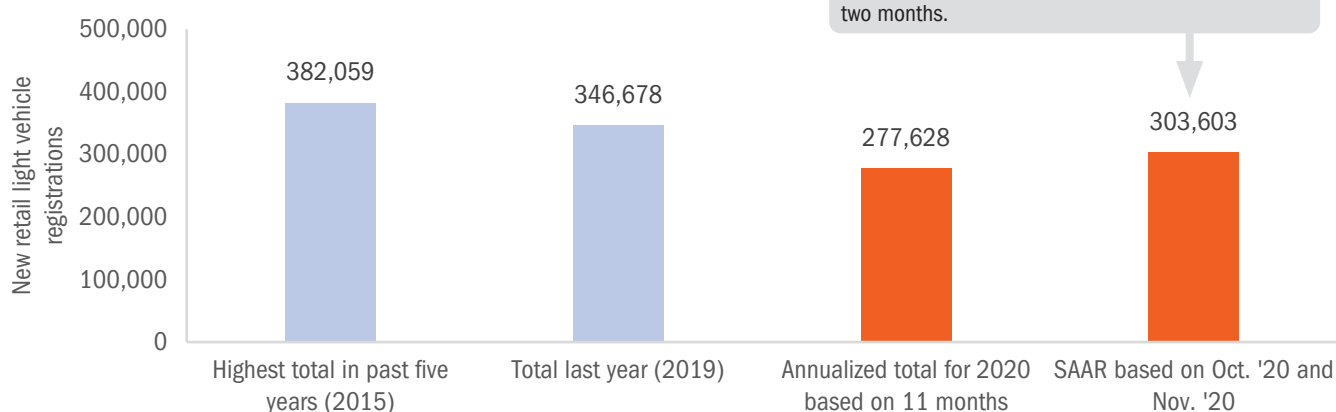
## QUICK FACTS

New vehicle registrations in the Chicago Area declined 19.3% during the first eleven months of 2020 versus the same period a year earlier. Used vehicle market (only includes vehicles 7 years old or newer) fell by 11.7%.

The market posted relatively strong results in November, with new registrations declining by a slim 3.2% versus year earlier.

Data Source: AutoCount data from Experian. Historical figures were revised by Experian and will differ from those shown in previous releases.

## Annual Trends in Area New Vehicle Market



Historical Data Source: AutoCount data from Experian. Some figures estimated by Auto Outlook.


## 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 Nov. vs. YTD 2019**

**DOMESTIC BRANDS**  
 **DOWN 19.6%**

**EUROPEAN BRANDS**  
 **DOWN 16.6%**

**JAPANESE BRANDS**  
 **DOWN 23.6%**

**KOREAN BRANDS**  
 **DOWN 4.5%**

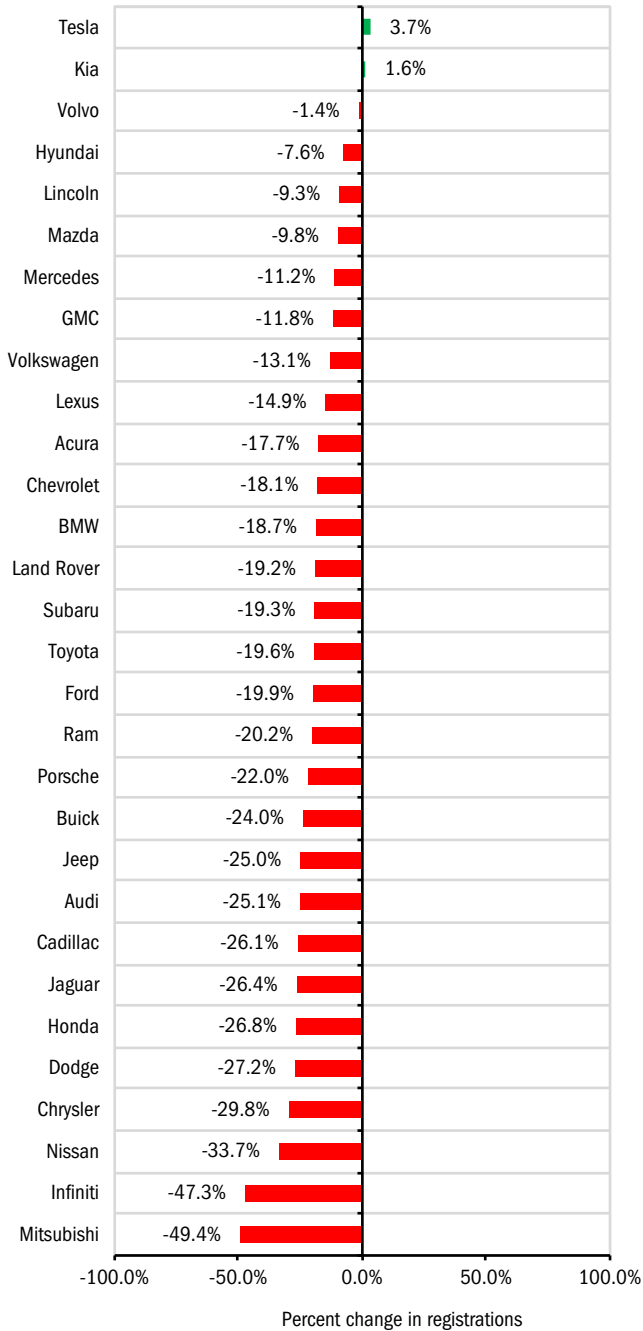
Chicago Area New Retail Car and Light Truck Registrations						
	YTD thru Nov.			YTD Market Share (%)		
	2019	2020	% chg.	2019	2020	Chg.
TOTAL	315,387	254,567	-19.3%			
Cars	91,250	63,726	-30.2%	28.9	25.0	-3.9
Trucks	224,137	190,841	-14.9%	71.1	75.0	3.9
Detroit Three Brands	120,830	97,116	-19.6%	38.3	38.1	-0.2
European Brands	39,457	32,909	-16.6%	12.5	12.9	0.4
Japanese Brands	123,218	94,082	-23.6%	39.1	37.0	-2.1
Korean Brands	31,882	30,460	-4.5%	10.1	12.0	1.9
Acura	6,118	5,036	-17.7%	1.9	2.0	0.0
Alfa Romeo	396	367	-7.3%	0.1	0.1	0.0
Audi	5,832	4,366	-25.1%	1.8	1.7	-0.1
BMW	7,590	6,172	-18.7%	2.4	2.4	0.0
Buick	4,819	3,662	-24.0%	1.5	1.4	-0.1
Cadillac	3,815	2,820	-26.1%	1.2	1.1	-0.1
Chevrolet	34,283	28,084	-18.1%	10.9	11.0	0.2
Chrysler	2,621	1,841	-29.8%	0.8	0.7	-0.1
Dodge	5,775	4,206	-27.2%	1.8	1.7	-0.2
FIAT	159	82	-48.4%	0.1	0.0	0.0
Ford	28,053	22,483	-19.9%	8.9	8.8	-0.1
Genesis	670	416	-37.9%	0.2	0.2	0.0
GMC	7,120	6,279	-11.8%	2.3	2.5	0.2
Honda	37,099	27,149	-26.8%	11.8	10.7	-1.1
Hyundai	18,147	16,772	-7.6%	5.8	6.6	0.8
Infiniti	2,409	1,269	-47.3%	0.8	0.5	-0.3
Jaguar	760	559	-26.4%	0.2	0.2	0.0
Jeep	21,448	16,082	-25.0%	6.8	6.3	-0.5
Kia	13,065	13,272	1.6%	4.1	5.2	1.1
Land Rover	2,515	2,033	-19.2%	0.8	0.8	0.0
Lexus	6,202	5,280	-14.9%	2.0	2.1	0.1
Lincoln	3,020	2,738	-9.3%	1.0	1.1	0.1
Maserati	192	135	-29.7%	0.1	0.1	0.0
Mazda	6,557	5,915	-9.8%	2.1	2.3	0.2
Mercedes	6,002	5,329	-11.2%	1.9	2.1	0.2
MINI	774	548	-29.2%	0.2	0.2	0.0
Mitsubishi	2,387	1,209	-49.4%	0.8	0.5	-0.3
Nissan	18,548	12,300	-33.7%	5.9	4.8	-1.0
Other	507	914	80.3%	0.2	0.4	0.2
Porsche	1,566	1,222	-22.0%	0.5	0.5	0.0
Ram	5,519	4,403	-20.2%	1.7	1.7	0.0
Subaru	14,599	11,782	-19.3%	4.6	4.6	0.0
Tesla	4,356	4,518	3.7%	1.4	1.8	0.4
Toyota	29,108	23,405	-19.6%	9.2	9.2	0.0
Volkswagen	10,713	9,314	-13.1%	3.4	3.7	0.3
Volvo	2,643	2,605	-1.4%	0.8	1.0	0.2

Top ten are shaded yellow.

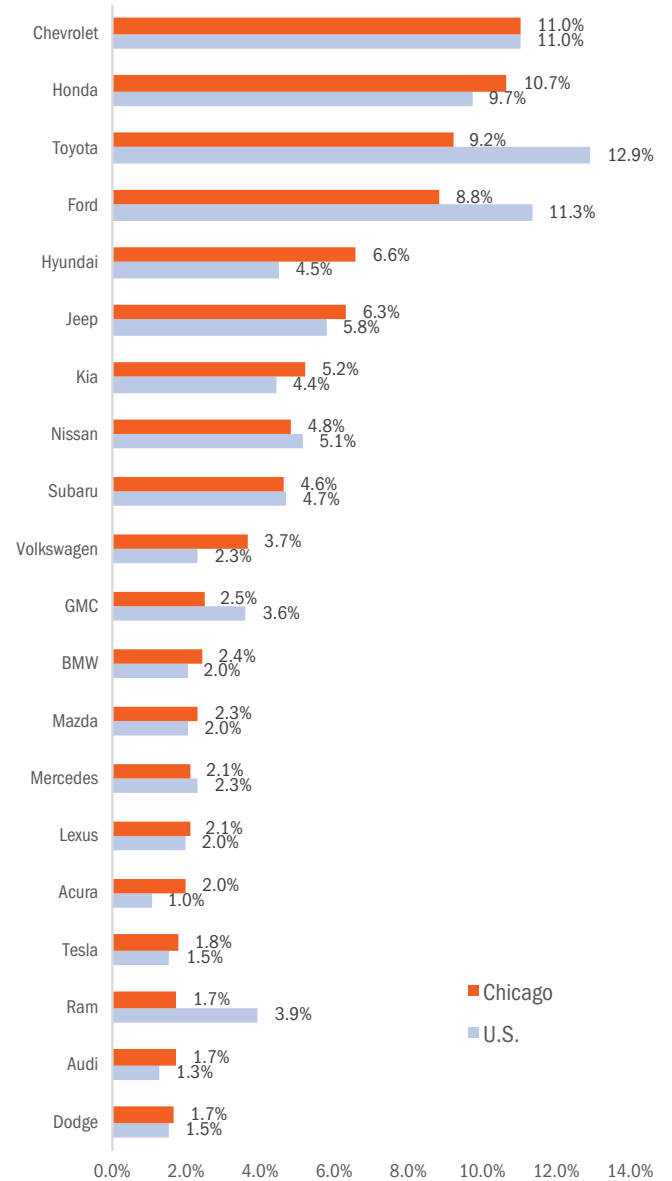
Source: AutoCount data from Experian

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



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



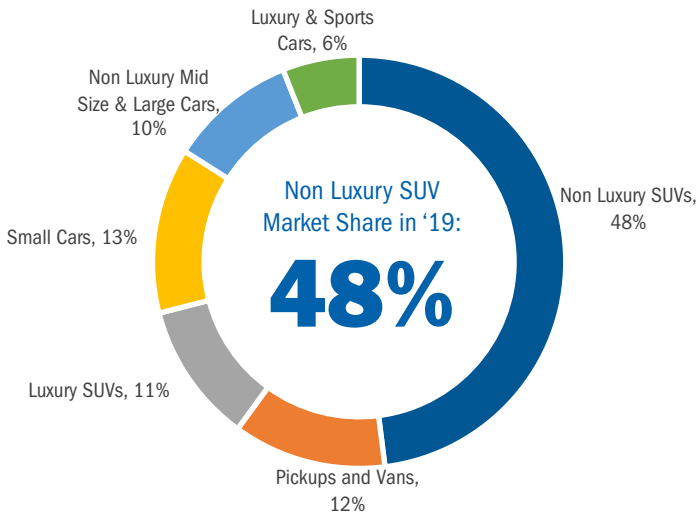
Registrations declined by less than 10% for Volvo, Hyundai, Lincoln, and Mazda. Tesla and Kia were up slightly.



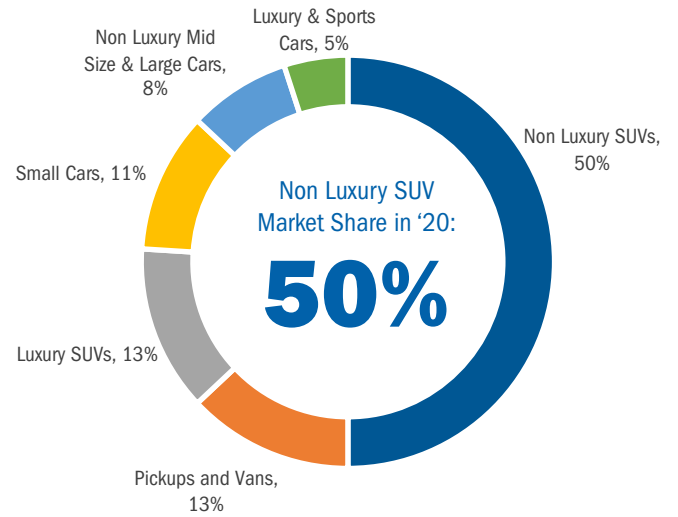
Chevrolet, Honda, Toyota, Ford, and Hyundai were market share leaders in the Chicago Area

**VEHICLE SEGMENTS**

**Segment Market Shares  
YTD 2019 thru November**



**Segment Market Shares  
YTD 2020 thru November**

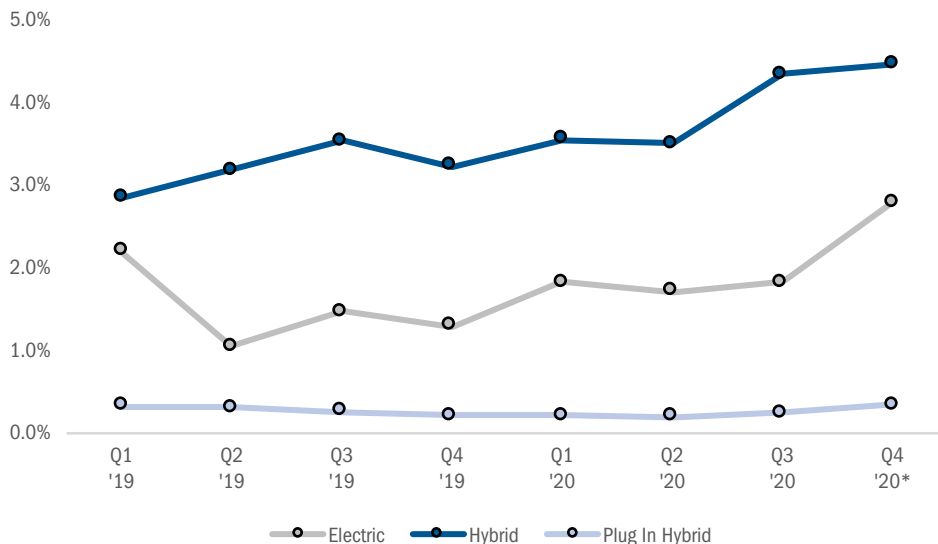


Data Source: AutoCount data from Experian.

The two graphs above show market shares for primary segments during the first eleven months of 2019 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 November)**

	YTD '19	YTD '20	
<b>Hybrid</b>	3.2%	4.0%	↑
<b>Electric</b>	1.5%	2.0%	↑
<b>Plug In Hybrid</b>	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. 4Q '20 includes Oct. and Nov.

**BEST SELLERS BY SEGMENT**

The table below shows the top five selling models during the first eleven months of 2020 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: Lexus RX

**Top Selling Models in Each Segment - New Retail Light Vehicle Registrations (YTD 2020, thru November)**

Cars											
Subcompact			Compact			Sports/Pony Cars			Mid Size		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Kia Soul	1519	27.3	Honda Civic	5039	24.1	Ford Mustang	805	34.3	Toyota Camry	3860	20.3
Chevrolet Spark	820	14.8	Toyota Corolla	3012	14.4	Dodge Challenger	745	31.8	Honda Accord	3715	19.5
Honda Fit	783	14.1	Nissan Sentra	2503	12.0	Chevrolet Camaro	513	21.9	Ford Fusion	2398	12.6
Nissan Versa	496	8.9	Hyundai Elantra	2298	11.0	Hyundai Veloster	125	5.3	Chevrolet Malibu	2081	10.9
Chevrolet Sonic	442	8.0	Volkswagen Jetta	2031	9.7	Mazda MX5	93	4.0	Hyundai Sonata	2021	10.6
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	853	38.3	Acura ILX	412	34.4	Tesla Model 3	2164	27.4	BMW 5-Series	512	12.4
Chevrolet Impala	395	17.7	BMW 2-Series	214	17.9	Lexus ES	804	10.2	Tesla Model S	420	10.2
Nissan Maxima	315	14.2	Mercedes A-Class	211	17.6	Acura TLX/TL	787	10.0	Chevrolet Corvette	356	8.6
Toyota Avalon	311	14.0	Audi A3	185	15.4	BMW 3-Series	654	8.3	Mercedes E-Class	347	8.4
Chrysler 300	289	13.0	Mercedes CLA-Class	170	14.2	Mercedes C-Class	476	6.0	Audi A6	303	7.4
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	1217	24.9	Ford F-Series	5751	33.1	Honda Odyssey	2397	42.6	Ford Transit Connect	1855	44.4
Chevrolet Colorado	1162	23.8	Chevrolet Silverado	4955	28.5	Chrysler Pacifica	1459	25.9	Ram Promaster	804	19.3
Ford Ranger	909	18.6	Ram Pickup	3599	20.7	Dodge Caravan	772	13.7	Chevrolet Express	480	11.5
Jeep Gladiator	762	15.6	GMC Sierra	2357	13.6	Toyota Sienna	613	10.9	Mercedes Sprinter	427	10.2
Honda Ridgeline	445	9.1	Toyota Tundra	578	3.3	Kia Sedona	314	5.6	Nissan NV	317	7.6
Subcompact SUV			Compact SUV			Mid Size SUV			Large SUV		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Chevrolet Trax	3484	17.6	Honda CR-V	8436	14.5	Jeep Grand Cherokee	4852	10.8	Chevrolet Tahoe	961	32.4
Honda HR-V	2251	11.4	Toyota RAV4	7616	13.1	Ford Explorer	3310	7.4	Ford Expedition	659	22.2
Buick Encore	1981	10.0	Chevrolet Equinox	6441	11.1	Toyota Highlander	3216	7.2	GMC Yukon	412	13.9
Hyundai Kona	1870	9.5	Hyundai Tucson	4273	7.3	Hyundai Santa Fe	2868	6.4	Chevrolet Suburban	410	13.8
Jeep Renegade	1741	8.8	Subaru Forester	3973	6.8	Subaru Outback	2720	6.1	GMC Yukon XL	194	6.5
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	619	20.0	Acura RDX	2184	17.2	Lexus RX	2100	15.9	BMW X7	613	21.5
Volvo XC40	617	19.9	BMW X3	1477	11.6	Acura MDX	1605	12.1	Mercedes GLS-Class	479	16.8
BMW X1	433	14.0	Tesla Model Y	1389	10.9	BMW X5	1258	9.5	Cadillac XT6	457	16.0
Lexus UX	416	13.4	Audi Q5	1167	9.2	Mercedes GLE-Class	995	7.5	Lincoln Navigator	354	12.4
Mercedes GLA-Class	392	12.6	Lexus NX	1129	8.9	Volvo XC90	970	7.3	Cadillac Escalade	344	12.1

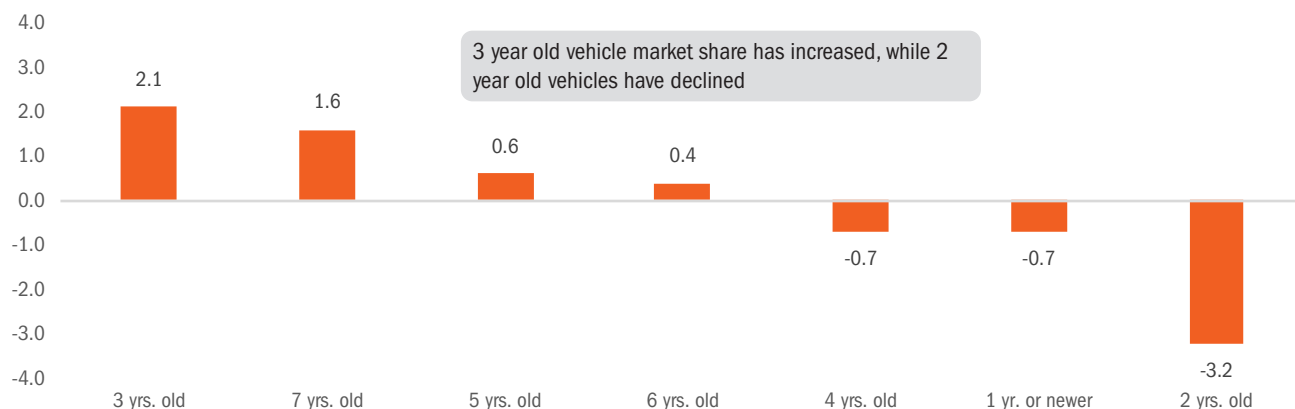
Data Source: AutoCount data from Experian.

**USED VEHICLE MARKET**

Chicago Area Used Car and Light Truck Registrations (only includes vehicles 7 years old or newer)									
	Two Month Period Oct. '20 and Nov. '20			YTD thru Nov.			YTD Market Share		
	2019	2020	% chg.	2019	2020	% chg.	2019	2020	Chg.
TOTAL	59,576	48,580	-18.5%	303,973	268,320	-11.7%			
Acura	822	692	-15.8%	4,386	3,715	-15.3%	1.4	1.4	-0.1
Alfa Romeo	33	96	190.9%	106	360	239.6%	0.0	0.1	0.1
Audi	1,450	1,067	-26.4%	6,609	5,991	-9.4%	2.2	2.2	0.1
BMW	1,465	1,259	-14.1%	7,369	6,769	-8.1%	2.4	2.5	0.1
Buick	1,132	967	-14.6%	5,647	4,834	-14.4%	1.9	1.8	-0.1
Cadillac	917	786	-14.3%	4,616	4,372	-5.3%	1.5	1.6	0.1
Chevrolet	7,650	6,203	-18.9%	39,876	34,343	-13.9%	13.1	12.8	-0.3
Chrysler	951	729	-23.3%	5,364	4,048	-24.5%	1.8	1.5	-0.3
Dodge	2,057	1,733	-15.8%	10,692	9,720	-9.1%	3.5	3.6	0.1
FIAT	81	74	-8.6%	484	387	-20.0%	0.2	0.1	0.0
Ford	6,993	5,742	-17.9%	35,153	30,788	-12.4%	11.6	11.5	-0.1
Genesis	153	98	-35.9%	693	514	-25.8%	0.2	0.2	0.0
GMC	1,623	1,282	-21.0%	8,324	7,384	-11.3%	2.7	2.8	0.0
Honda	3,948	2,867	-27.4%	20,269	15,922	-21.4%	6.7	5.9	-0.7
Hyundai	3,105	2,384	-23.2%	15,288	14,144	-7.5%	5.0	5.3	0.2
Infiniti	986	738	-25.2%	5,575	4,280	-23.2%	1.8	1.6	-0.2
Jaguar	155	196	26.5%	725	977	34.8%	0.2	0.4	0.1
Jeep	3,388	2,994	-11.6%	17,204	17,028	-1.0%	5.7	6.3	0.7
Kia	2,184	1,825	-16.4%	10,200	9,782	-4.1%	3.4	3.6	0.3
Land Rover	412	375	-9.0%	1,882	1,916	1.8%	0.6	0.7	0.1
Lexus	1,226	1,008	-17.8%	6,840	5,845	-14.5%	2.3	2.2	-0.1
Lincoln	607	531	-12.5%	3,268	2,946	-9.9%	1.1	1.1	0.0
Mazda	843	775	-8.1%	4,447	4,025	-9.5%	1.5	1.5	0.0
Mercedes	1,463	1,278	-12.6%	7,659	7,078	-7.6%	2.5	2.6	0.1
MINI	162	134	-17.3%	838	700	-16.5%	0.3	0.3	0.0
Mitsubishi	331	360	8.8%	1,916	1,781	-7.0%	0.6	0.7	0.0
Nissan	5,966	4,554	-23.7%	30,507	25,318	-17.0%	10.0	9.4	-0.6
Other	162	155	-4.3%	812	709	-12.7%	0.3	0.3	0.0
Porsche	300	244	-18.7%	1,479	1,325	-10.4%	0.5	0.5	0.0
Ram	912	832	-8.8%	4,351	4,667	7.3%	1.4	1.7	0.3
Subaru	1,173	1,073	-8.5%	5,391	5,589	3.7%	1.8	2.1	0.3
Tesla	92	138	50.0%	493	537	8.9%	0.2	0.2	0.0
Toyota	4,671	3,551	-24.0%	23,812	20,565	-13.6%	7.8	7.7	-0.2
Volkswagen	1,837	1,496	-18.6%	10,142	8,372	-17.5%	3.3	3.1	-0.2
Volvo	326	344	5.5%	1,556	1,589	2.1%	0.5	0.6	0.1

Data Source: AutoCount data from Experian.

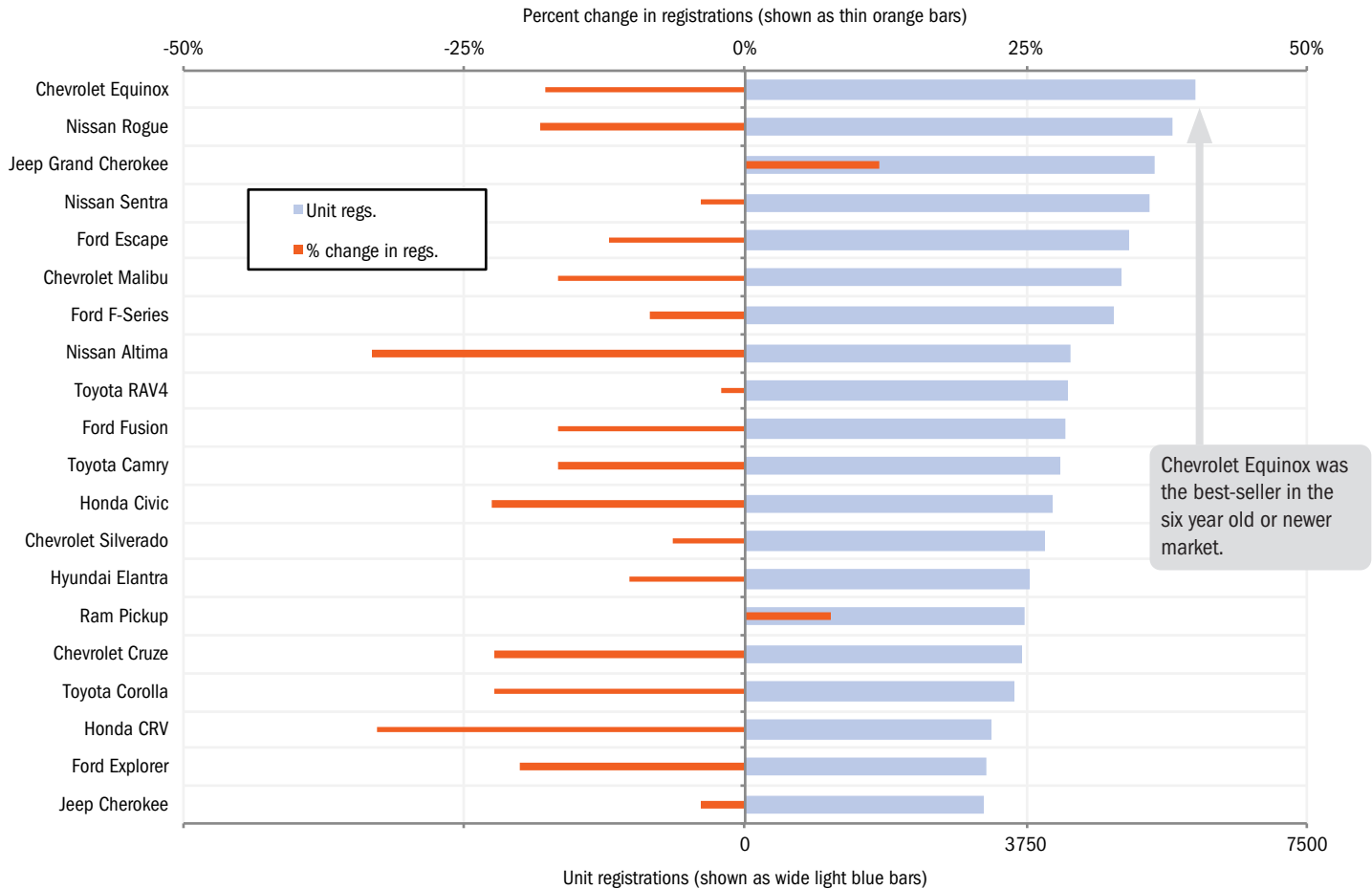
**Change in Used Vehicle Market Share by Age of Vehicle - YTD 2020 thru November vs. Year Earlier**



Data Source: AutoCount data from Experian.

**TOP SELLING USED VEHICLES**

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



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**

Published for:  
Chicago Automobile Trade Association  
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Oakbrook Terrace, IL 60181-4810  
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