

Chicago Auto Outlook™

Comprehensive information on the Chicagoland automotive market

Publication
Sponsored
by:



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



Light trucks

+13.3%



Cars

-3.3%

Chicago Area New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '20 thru Nov.	192,370	62,197	254,567
YTD '21 thru Nov.	218,024	60,159	278,183
% change	13.3%	-3.3%	9.3%
Nov-20	20,293	5,938	26,231
Nov-21	13,562	3,328	16,890
% change	-33.2%	-44.0%	-35.6%

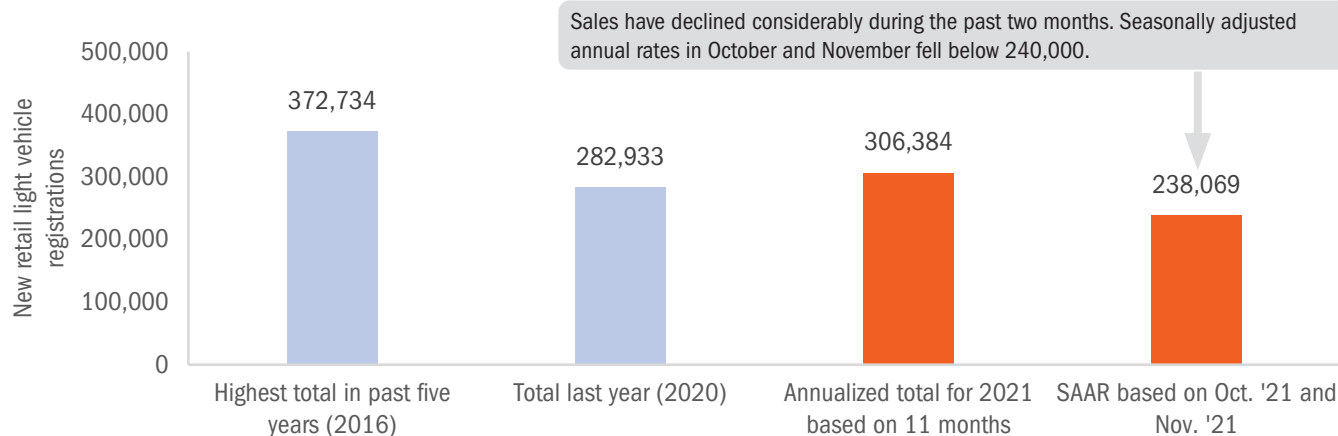
QUICK FACTS

New retail light vehicle registrations in the area increased 9.3% during the first 11 months of this year vs. the same period a year earlier. U.S. market was up an almost identical 9.2%.

Dwindling inventories had a clear impact on the new vehicle market in November, with registrations declining 35.6% vs. year earlier. Used vehicle market fell by a relatively slim 8% last month.

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 Nov. vs.
YTD 2020**

**DOMESTIC
BRANDS**
 **DOWN
1.1%**

**EUROPEAN
BRANDS**
 **UP
15.2%**

**JAPANESE
BRANDS**
 **UP
13.6%**

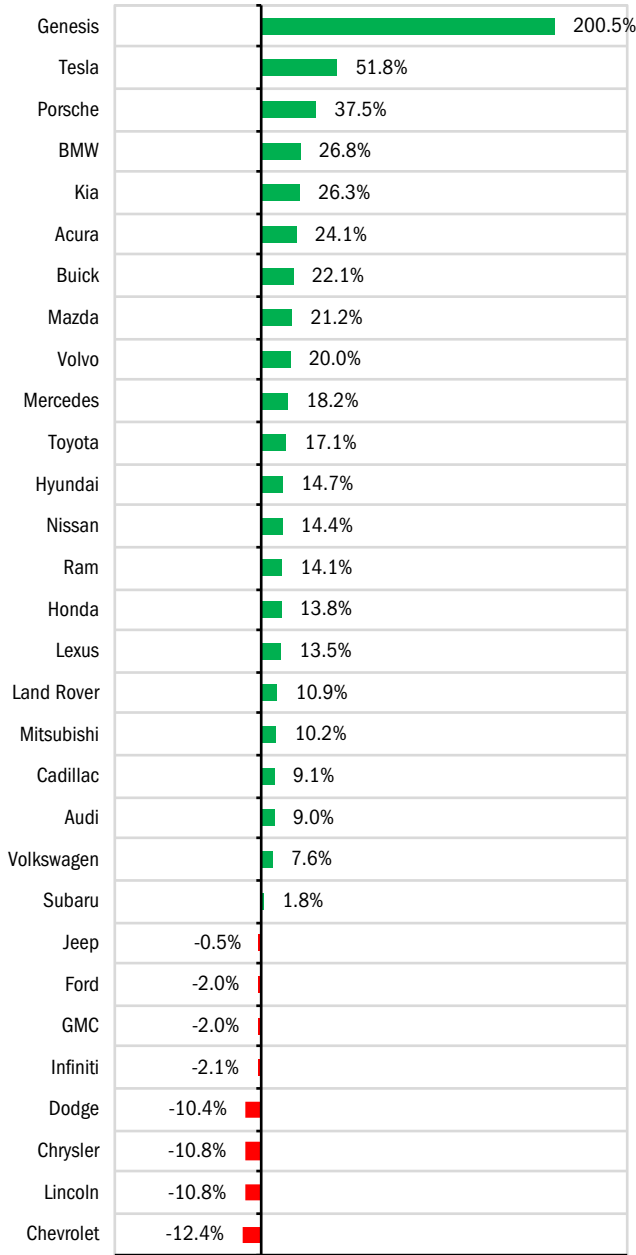
**KOREAN
BRANDS**
 **UP
22.3%**

Chicago Area New Retail Car and Light Truck Registrations									
	Three Month Period Sep. '21 thru Nov. '21			YTD thru Nov.			YTD Market Share (%)		
	Yr. Ago	Current	% chg.	2020	2021	% chg.	2020	2021	Chg.
TOTAL	76,666	57,508	-25.0%	254,567	278,183	9.3%			
Cars	17,994	12,390	-31.1%	62,197	60,159	-3.3%	24.4	21.6	-2.8
Trucks	58,672	45,118	-23.1%	192,370	218,024	13.3%	75.6	78.4	2.8
Domestic Brands	29,231	18,593	-36.4%	97,116	96,089	-1.1%	38.1	34.5	-3.6
European Brands	9,793	8,063	-17.7%	32,909	37,924	15.2%	12.9	13.6	0.7
Japanese Brands	28,438	22,482	-20.9%	94,082	106,923	13.6%	37.0	38.4	1.5
Korean Brands	9,204	8,370	-9.1%	30,460	37,247	22.3%	12.0	13.4	1.4
Acura	1,493	1,356	-9.2%	5,036	6,249	24.1%	2.0	2.2	0.3
Alfa Romeo	123	101	-17.9%	367	449	22.3%	0.1	0.2	0.0
Audi	1,256	823	-34.5%	4,366	4,761	9.0%	1.7	1.7	0.0
BMW	1,843	1,926	4.5%	6,172	7,824	26.8%	2.4	2.8	0.4
Buick	1,155	835	-27.7%	3,662	4,471	22.1%	1.4	1.6	0.2
Cadillac	792	461	-41.8%	2,820	3,077	9.1%	1.1	1.1	0.0
Chevrolet	8,271	3,481	-57.9%	28,084	24,614	-12.4%	11.0	8.8	-2.2
Chrysler	512	256	-50.0%	1,841	1,642	-10.8%	0.7	0.6	-0.1
Dodge	1,154	607	-47.4%	4,206	3,768	-10.4%	1.7	1.4	-0.3
FIAT	15	15	0.0%	82	58	-29.3%	0.0	0.0	0.0
Ford	6,677	4,665	-30.1%	22,483	22,040	-2.0%	8.8	7.9	-0.9
Genesis	101	371	267.3%	416	1,250	200.5%	0.2	0.4	0.3
GMC	1,833	867	-52.7%	6,279	6,155	-2.0%	2.5	2.2	-0.3
Honda	7,969	6,373	-20.0%	27,149	30,886	13.8%	10.7	11.1	0.4
Hyundai	4,817	4,073	-15.4%	16,772	19,236	14.7%	6.6	6.9	0.3
Infiniti	311	217	-30.2%	1,269	1,242	-2.1%	0.5	0.4	-0.1
Jaguar	132	71	-46.2%	559	448	-19.9%	0.2	0.2	-0.1
Jeep	5,041	3,602	-28.5%	16,082	15,997	-0.5%	6.3	5.8	-0.6
Kia	4,286	3,926	-8.4%	13,272	16,761	26.3%	5.2	6.0	0.8
Land Rover	594	398	-33.0%	2,033	2,255	10.9%	0.8	0.8	0.0
Lexus	1,551	1,444	-6.9%	5,280	5,993	13.5%	2.1	2.2	0.1
Lincoln	747	498	-33.3%	2,738	2,442	-10.8%	1.1	0.9	-0.2
Maserati	41	46	12.2%	135	152	12.6%	0.1	0.1	0.0
Mazda	1,895	1,478	-22.0%	5,915	7,167	21.2%	2.3	2.6	0.3
Mercedes	1,528	1,357	-11.2%	5,329	6,301	18.2%	2.1	2.3	0.2
MINI	186	114	-38.7%	548	581	6.0%	0.2	0.2	0.0
Mitsubishi	278	395	42.1%	1,209	1,332	10.2%	0.5	0.5	0.0
Nissan	3,672	2,832	-22.9%	12,300	14,077	14.4%	4.8	5.1	0.2
Other	233	190	-18.5%	914	858	-6.1%	0.4	0.3	-0.1
Porsche	345	402	16.5%	1,222	1,680	37.5%	0.5	0.6	0.1
Ram	1,399	1,120	-19.9%	4,403	5,024	14.1%	1.7	1.8	0.1
Subaru	3,593	2,479	-31.0%	11,782	11,989	1.8%	4.6	4.3	-0.3
Tesla	1,650	2,201	33.4%	4,518	6,859	51.8%	1.8	2.5	0.7
Toyota	7,477	5,783	-22.7%	23,405	27,401	17.1%	9.2	9.8	0.7
Volkswagen	2,927	2,113	-27.8%	9,314	10,019	7.6%	3.7	3.6	-0.1
Volvo	769	632	-17.8%	2,605	3,125	20.0%	1.0	1.1	0.1

Top ten are shaded yellow.

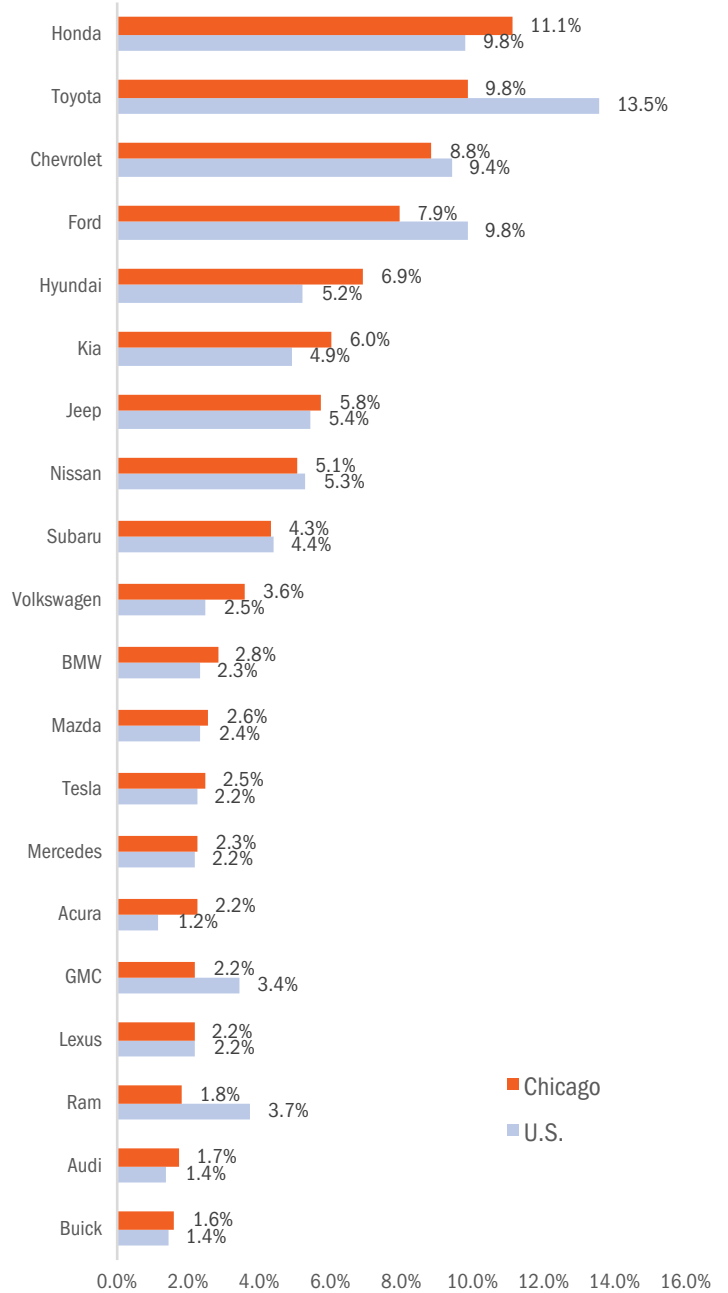
Source: AutoCount data from Experian

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



Percent change in registrations

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



Chicago
U.S.



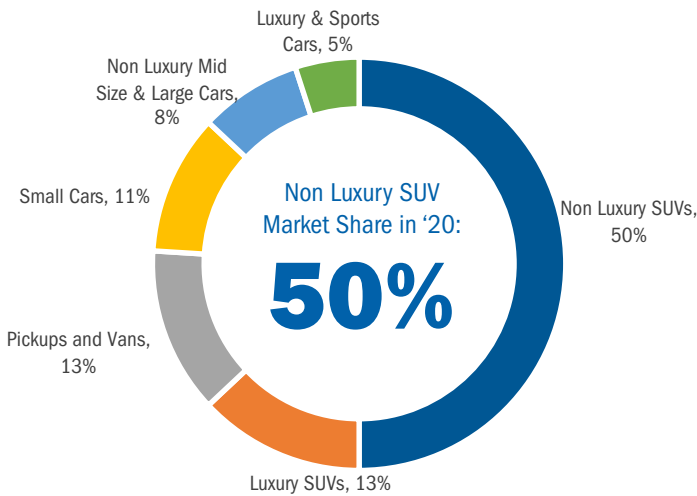
Registrations increased by more than 24% for Genesis, Tesla, Porsche, BMW, Kia, and Acura.



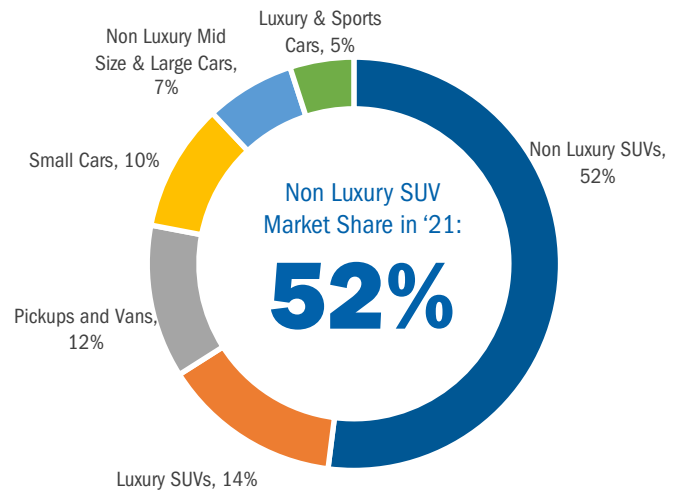
Honda, Toyota, Chevrolet, Ford, and Hyundai were market share leaders in the Chicago Area

VEHICLE SEGMENTS

**Segment Market Shares
YTD 2020 thru November**



**Segment Market Shares
YTD 2021 thru November**

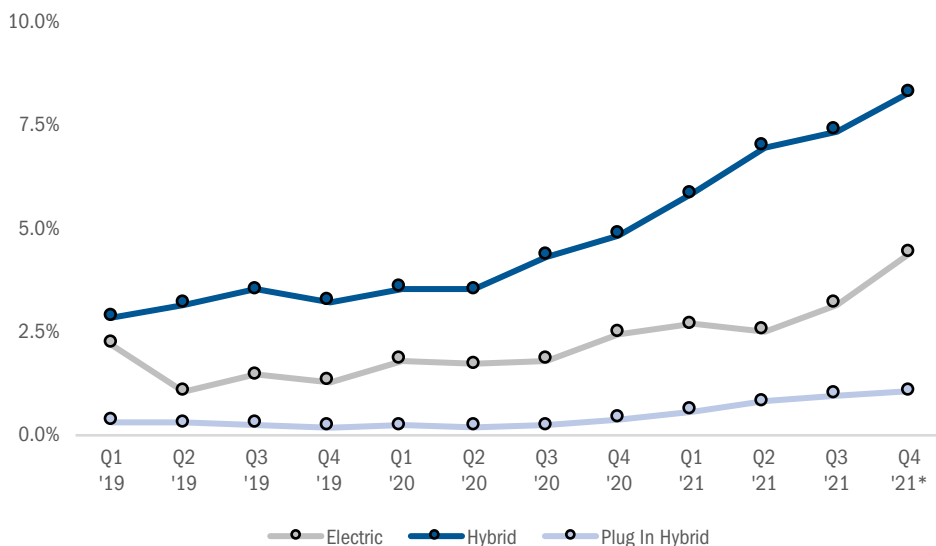


Data Source: AutoCount data from Experian.

The two graphs above show market shares for primary segments during the first 11 months of 2020 and 2021.

HYBRID AND ELECTRIC VEHICLES

**Estimated Quarterly Alternative Powertrain Market Share
(includes hybrid and electric vehicles)**



**YTD Share by Engine Type
(YTD '20 and '21, thru November)**

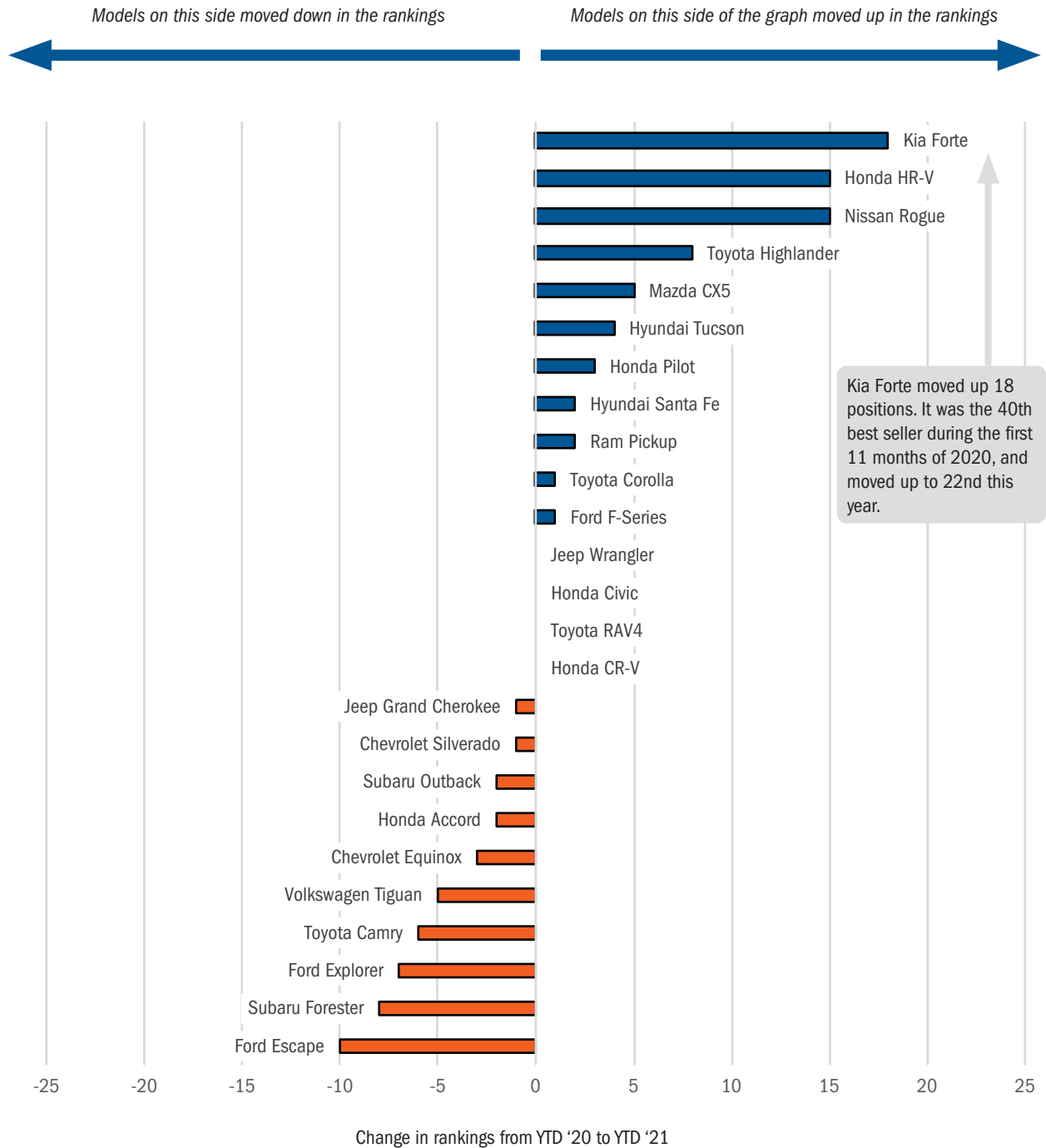
	YTD '20	YTD '21	
Hybrid	4.0%	7.0%	↑
Electric	2.0%	3.1%	↑
Plug In Hybrid	0.2%	0.8%	↑

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 '21 includes Oct and Nov.

TOP SELLING MODELS

The graph below shows the change in rankings during the first 11 months of 2020 to the same period this year for the top 25 selling models in the Chicago Area market. Models are positioned on the graph from top to bottom based on the change in rankings.

Change in Rankings for Top 25 Selling Models - YTD '20 thru November to YTD '21



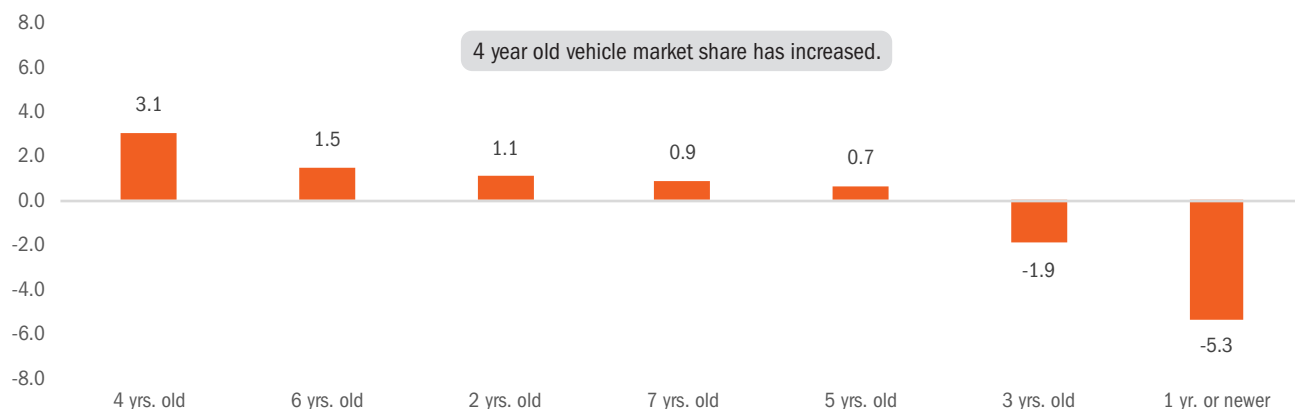
Data Source: AutoCount data from Experian.

USED VEHICLE MARKET

Chicago Area Used Car and Light Truck Registrations (only includes vehicles 7 years old or newer)						
	YTD thru Nov.			YTD Market Share		
	2020	2021	% chg.	2020	2021	Chg.
TOTAL	268,320	288,709	7.6%			
Acura	3,715	4,849	30.5%	1.4	1.7	0.3
Alfa Romeo	360	632	75.6%	0.1	0.2	0.1
Audi	5,991	6,895	15.1%	2.2	2.4	0.2
BMW	6,769	7,847	15.9%	2.5	2.7	0.2
Buick	4,834	4,893	1.2%	1.8	1.7	-0.1
Cadillac	4,372	4,432	1.4%	1.6	1.5	-0.1
Chevrolet	34,343	36,160	5.3%	12.8	12.5	-0.3
Chrysler	4,048	4,177	3.2%	1.5	1.4	-0.1
Dodge	9,720	9,375	-3.5%	3.6	3.2	-0.4
FIAT	387	330	-14.7%	0.1	0.1	0.0
Ford	30,788	30,374	-1.3%	11.5	10.5	-1.0
Genesis	514	517	0.6%	0.2	0.2	0.0
GMC	7,384	7,866	6.5%	2.8	2.7	0.0
Honda	15,922	19,253	20.9%	5.9	6.7	0.7
Hyundai	14,144	13,012	-8.0%	5.3	4.5	-0.8
Infiniti	4,280	4,426	3.4%	1.6	1.5	-0.1
Jaguar	977	1,023	4.7%	0.4	0.4	0.0
Jeep	17,028	21,500	26.3%	6.3	7.4	1.1
Kia	9,782	9,901	1.2%	3.6	3.4	-0.2
Land Rover	1,916	2,391	24.8%	0.7	0.8	0.1
Lexus	5,845	6,540	11.9%	2.2	2.3	0.1
Lincoln	2,946	2,939	-0.2%	1.1	1.0	-0.1
Mazda	4,025	4,762	18.3%	1.5	1.6	0.1
Mercedes	7,078	8,015	13.2%	2.6	2.8	0.1
MINI	700	700	0.0%	0.3	0.2	0.0
Mitsubishi	1,781	2,243	25.9%	0.7	0.8	0.1
Nissan	25,318	24,878	-1.7%	9.4	8.6	-0.8
Other	709	790	11.4%	0.3	0.3	0.0
Porsche	1,325	1,418	7.0%	0.5	0.5	0.0
Ram	4,667	5,201	11.4%	1.7	1.8	0.1
Subaru	5,589	7,040	26.0%	2.1	2.4	0.4
Tesla	537	818	52.3%	0.2	0.3	0.1
Toyota	20,565	22,718	10.5%	7.7	7.9	0.2
Volkswagen	8,372	8,857	5.8%	3.1	3.1	-0.1
Volvo	1,589	1,937	21.9%	0.6	0.7	0.1

Data Source: AutoCount data from Experian.

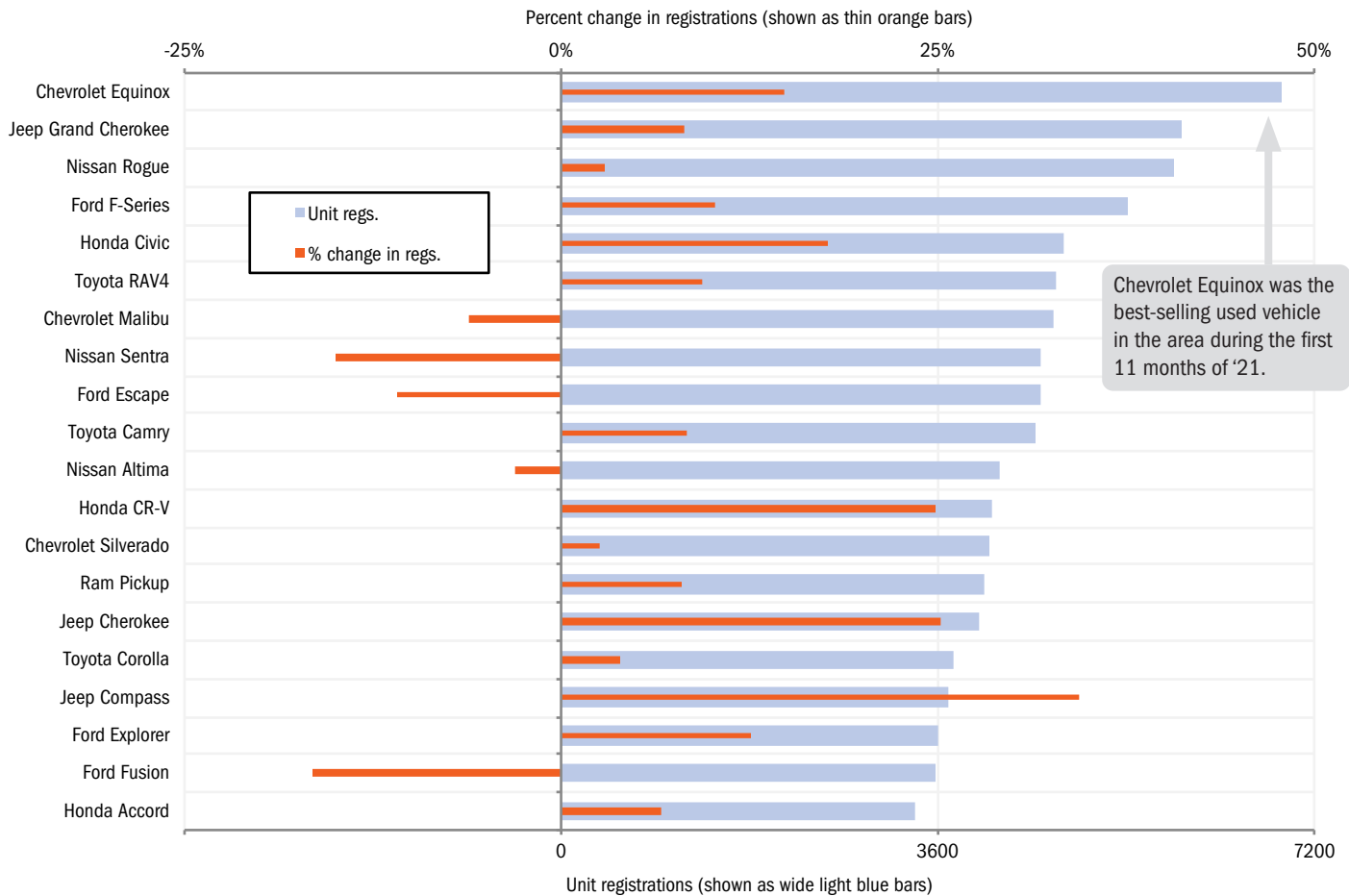
Change in Used Vehicle Market Share by Age of Vehicle - YTD 2021 thru November vs. Year Earlier



Data Source: AutoCount data from Experian.

TOP SELLING USED VEHICLES

**Registrations (YTD 2021 thru November) and Percent Change (YTD 2021 vs. YTD 2020)
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.

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