

Chicago Auto Outlook™

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Comprehensive information on the Chicagoland automotive market

Quick Facts

New vehicle registrations increased 14.4% in October '11 vs. year earlier.

Area used vehicle market was up 1.3% in October (vehicles seven years old or newer).

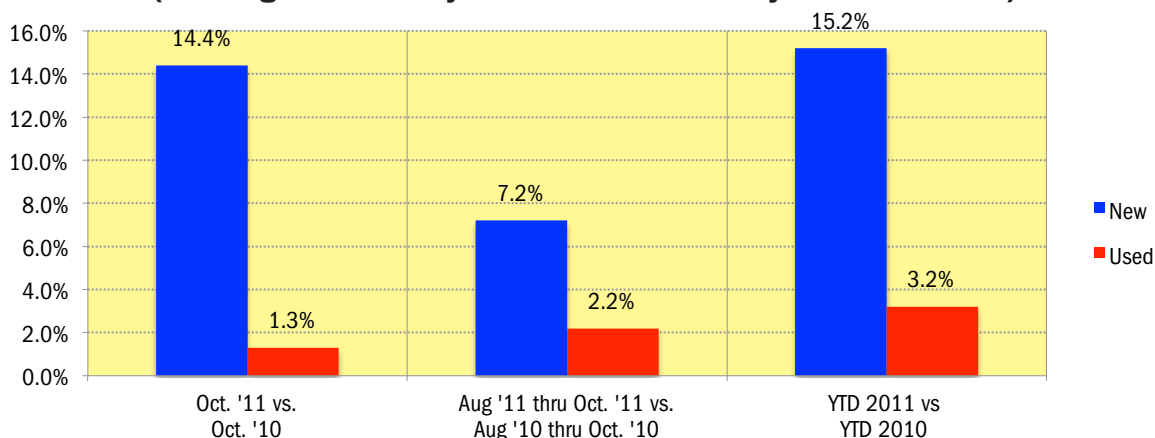
New vehicle registrations increased 15.2%, year-to-date 2011 vs. 2010 (thru October). U.S. market was up 14.3%.

Compact SUV and Sub Compact Car new vehicle market share were up 1.4 share points thru October of this year.

Three year old used vehicle market share has moved higher in 2011

Kia, Jeep, and Suzuki new retail registrations increased by more than 40% during the past ten months (January thru October of this year) versus the same period a year earlier.

Percent Change in Chicago Area New and Used Retail Light Vehicle Registrations
(Used registrations only include vehicles seven years old or newer)



Chicago Area New and Used Vehicle Markets Summary
(Used registrations only include vehicles seven years old or newer)

	October					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	Oct-10	Oct-11	Percent Change	Oct-10	Oct-11	Percent Change
Total	19,476	22,274	14.4%	19,040	19,289	1.3%
Cars	10,294	11,197	8.8%	10,952	10,818	-1.2%
Light Trucks	9,182	11,077	20.6%	8,088	8,471	4.7%
Japanese Brands	8,181	7,986	-2.4%	5,969	6,256	4.8%
Detroit Three Brands	7,238	9,080	25.4%	9,921	9,884	-0.4%
European Brands	2,023	2,671	32.0%	2,227	2,184	-1.9%
Korean Brands	2,034	2,537	24.7%	923	965	4.6%
	YTD thru October					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD '10 thru Oct.	YTD '11 thru Oct.	Percent Change	YTD '10 thru Oct.	YTD '11 thru Oct.	Percent Change
Total	209,856	241,746	15.2%	198,250	204,525	3.2%
Cars	111,106	125,980	13.4%	112,609	115,278	2.4%
Light Trucks	98,750	115,766	17.2%	85,641	89,247	4.2%
Japanese Brands	92,347	92,922	0.6%	62,283	64,440	3.5%
Detroit Three Brands	76,318	96,192	26.0%	103,862	106,601	2.6%
European Brands	22,388	26,561	18.6%	22,835	23,247	1.8%
Korean Brands	18,803	26,071	38.7%	9,270	10,237	10.4%

Data Information

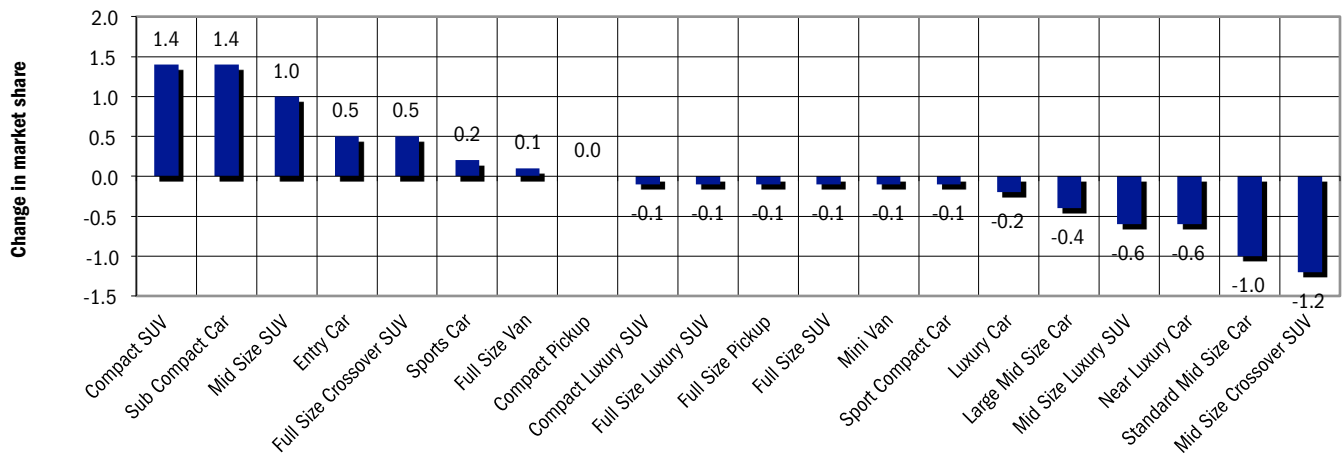
All data represents new and used vehicle retail registrations in the Chicago Area and excludes fleet and wholesale transactions. Used vehicle data only includes vehicles seven years old or newer and excludes private party transactions. Please keep in mind that monthly registration figures can occasionally 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: AutoCount data from Experian Automotive.

New Vehicle Market Brand Registrations

Chicago New Retail Car and Light Truck Registrations															
	October				Three Month Period August thru October				YTD thru October				YTD Market Share (%)		
	Chicago Area			U.S.	Chicago Area			U.S.	Chicago Area			Chicago Area			
	2010	2011	% chg.	% chg.	2010	2011	% chg.	% chg.	2010	2011	% chg.	% chg.	2010	2011	Chg.
	TOTAL	19,476	22,274	14.4%	2.7%	70,826	75,929	7.2%	6.3%	209,856	241,746	15.2%	14.3%		
Acura	423	368	-13.0%	-6.8%	1,493	1,117	-25.2%	-14.2%	4,442	4,104	-7.6%	1.2%	2.1	1.7	-0.4
Audi	261	349	33.7%	30.9%	931	1,130	21.4%	22.9%	2,917	3,292	12.9%	15.2%	1.4	1.4	0.0
BMW	386	506	31.1%	22.1%	1,430	1,716	20.0%	18.8%	4,705	5,630	19.7%	19.6%	2.2	2.3	0.1
Buick	462	499	8.0%	-13.0%	1,648	1,702	3.3%	5.2%	4,292	5,311	23.7%	24.6%	2.0	2.2	0.2
Cadillac	427	377	-11.7%	-1.1%	1,439	1,267	-12.0%	-0.3%	3,977	4,382	10.2%	16.8%	1.9	1.8	-0.1
Chevrolet	2,096	2,561	22.2%	0.1%	7,109	8,787	23.6%	13.7%	22,196	28,866	30.1%	22.3%	10.6	11.9	1.3
Chrysler	219	434	98.2%	52.6%	844	1,435	70.0%	53.0%	2,586	3,754	45.2%	46.0%	1.2	1.6	0.4
Dodge (incl. Ram)	662	831	25.5%	11.1%	2,276	2,983	31.1%	21.4%	6,297	8,639	37.2%	29.7%	3.0	3.6	0.6
Fiat	0	45			0	163			0	194					
Ford	2,112	2,752	30.3%	5.4%	7,559	8,903	17.8%	10.0%	23,169	28,514	23.1%	18.1%	11.0	11.8	0.8
GMC	450	570	26.7%	-6.7%	1,515	1,848	22.0%	15.7%	4,848	6,240	28.7%	24.0%	2.3	2.6	0.3
Honda	2,334	2,159	-7.5%	-11.8%	8,896	7,078	-20.4%	-18.7%	26,587	25,953	-2.4%	-0.3%	12.7	10.7	-2.0
Hyundai	1,449	1,645	13.5%	19.4%	5,091	5,405	6.2%	21.3%	13,624	17,070	25.3%	34.4%	6.5	7.1	0.6
Infiniti	212	160	-24.5%	0.8%	783	688	-12.1%	-6.7%	2,439	2,376	-2.6%	3.4%	1.2	1.0	-0.2
Jaguar	24	20	-16.7%	1.3%	129	53	-58.9%	-18.1%	308	241	-21.8%	0.1%	0.1	0.1	0.0
Jeep	574	898	56.4%	39.3%	2,050	3,166	54.4%	49.4%	5,262	8,506	61.6%	55.3%	2.5	3.5	1.0
Kia	585	892	52.5%	25.9%	1,923	3,073	59.8%	39.0%	5,177	9,001	73.9%	60.3%	2.5	3.7	1.2
Land Rover	76	83	9.2%	36.4%	271	291	7.4%	23.7%	959	987	2.9%	18.3%	0.5	0.4	-0.1
Lexus	501	375	-25.1%	-4.9%	1,800	1,360	-24.4%	-5.5%	5,558	4,806	-13.5%	-8.8%	2.6	2.0	-0.6
Lincoln	139	153	10.1%	6.6%	484	532	9.9%	17.0%	1,552	1,755	13.1%	8.6%	0.7	0.7	0.0
Mazda	407	412	1.2%	-1.9%	1,520	1,615	6.3%	5.1%	4,296	4,530	5.4%	1.2%	2.0	1.9	-0.1
Mercedes	420	418	-0.5%	14.0%	1,313	1,415	7.8%	11.8%	3,976	4,415	11.0%	12.5%	1.9	1.8	-0.1
MINI	83	149	79.5%	26.3%	331	420	26.9%	-2.0%	927	1,195	28.9%	31.2%	0.4	0.5	0.1
Mitsubishi	225	314	39.6%	29.6%	821	1,121	36.5%	27.5%	2,328	3,281	40.9%	33.8%	1.1	1.4	0.3
Nissan	1,413	1,745	23.5%	9.1%	5,235	5,745	9.7%	14.3%	14,768	17,105	15.8%	15.3%	7.0	7.1	0.1
Porsche	40	62	55.0%	3.0%	158	191	20.9%	11.6%	488	712	45.9%	31.8%	0.2	0.3	0.1
Saab	12	9	-25.0%	-55.3%	39	35	-10.3%	-29.7%	148	205	38.5%	28.6%	0.1	0.1	0.0
smart	4	6	50.0%	-6.7%	25	17	-32.0%	-23.9%	69	50	-27.5%	-27.8%	0.0	0.0	0.0
Subaru	459	538	17.2%	-6.9%	1,723	1,756	1.9%	-1.1%	4,941	5,311	7.5%	10.6%	2.4	2.2	-0.2
Suzuki	61	78	27.9%	14.8%	174	267	53.4%	26.7%	479	763	59.3%	21.8%	0.2	0.3	0.1
Toyota/Scion	2,146	1,837	-14.4%	-17.3%	8,750	7,368	-15.8%	-14.8%	26,477	24,689	-6.8%	-4.9%	12.6	10.2	-2.4
Volkswagen	618	870	40.8%	35.4%	2,209	2,684	21.5%	24.0%	6,459	7,823	21.1%	24.4%	3.1	3.2	0.1
Volvo	91	130	42.9%	29.9%	383	485	26.6%	25.7%	1,282	1,572	22.6%	26.8%	0.6	0.7	0.1
Other	105	29	-72.4%	-84.9%	474	113	-76.2%	-83.8%	2,323	474	-79.6%	-80.5%	1.1	0.2	-0.9

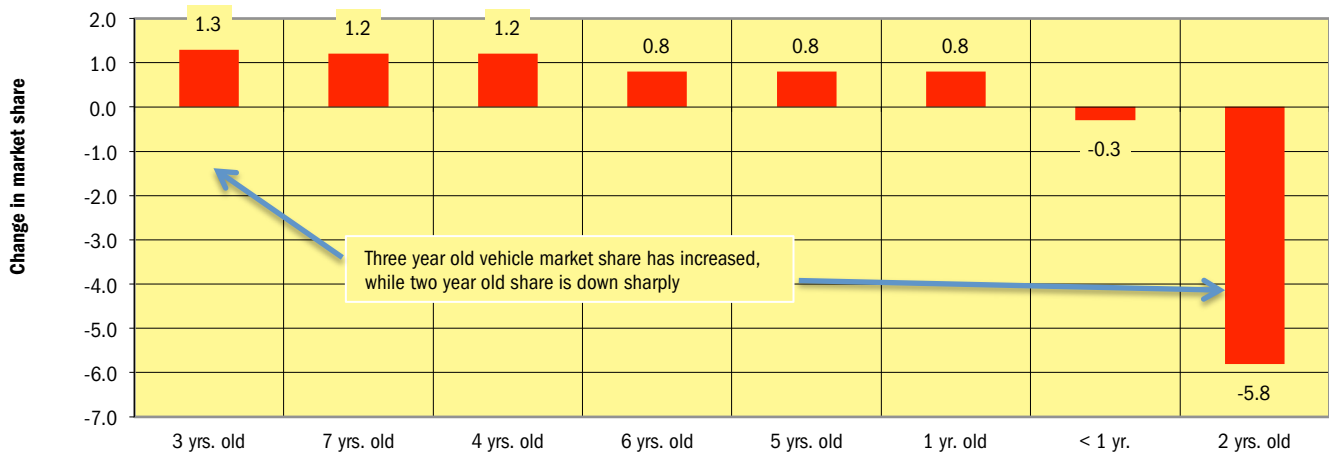
Change in Area Segment Market Share - YTD 2011 thru October vs. YTD 2010



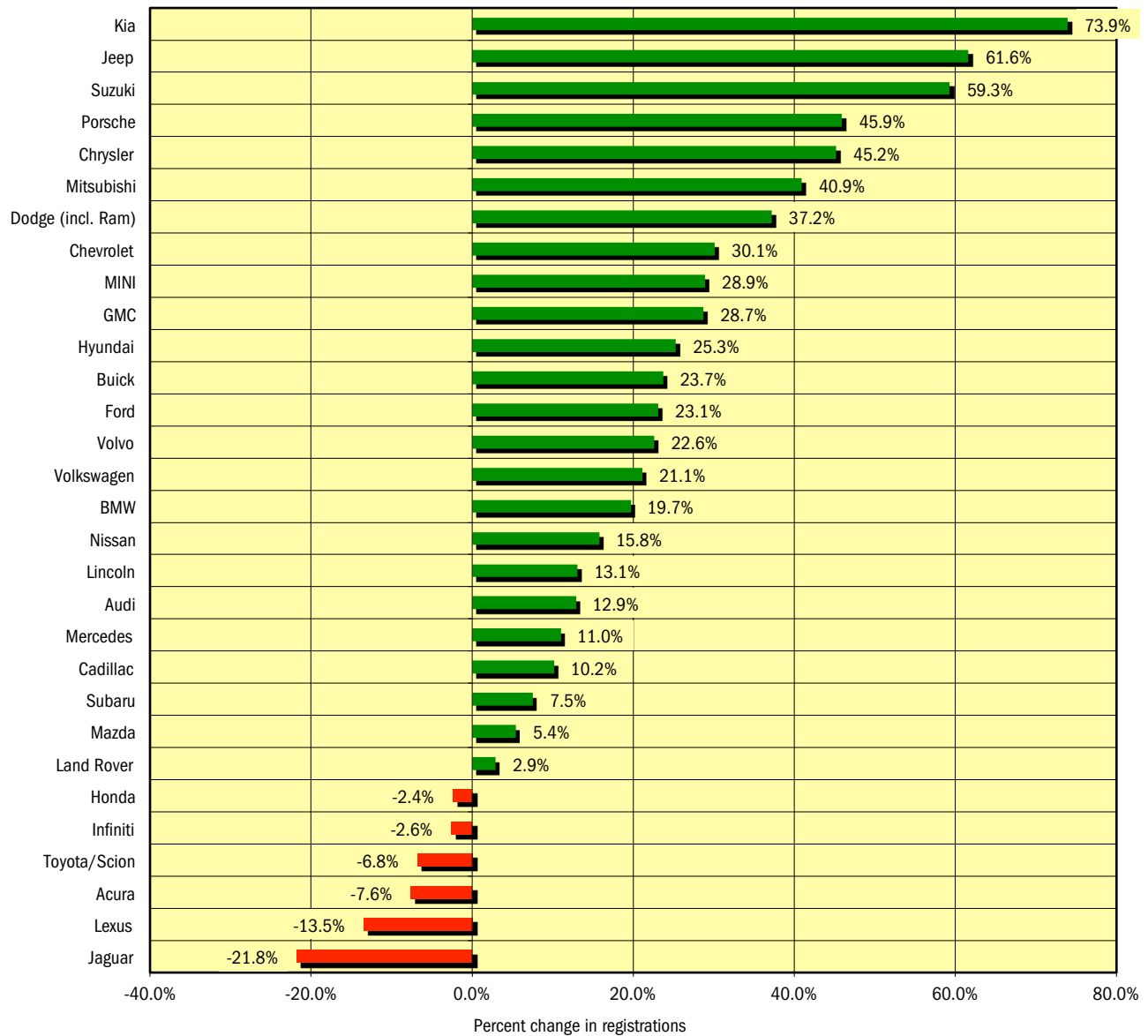
Used Vehicle Market Brand Registrations (only includes vehicles seven years old or newer)

Chicago Area Used Retail Car and Light Truck Registrations												
	October			Three Month Period August thru October			YTD thru October			YTD Market Share (%)		
	2010	2011	% chg.	2010	2011	% chg.	2010	2011	% chg.	2010	2011	Chg.
TOTAL	19,040	19,289	1.3%	62,908	64,294	2.2%	198,250	204,525	3.2%			
Acura	341	312	-8.5%	1,204	1,133	-5.9%	3,625	3,715	2.5%	1.8	1.8	0.0
Audi	206	297	44.2%	763	1,015	33.0%	2,385	3,035	27.3%	1.2	1.5	0.3
BMW	555	514	-7.4%	1,755	1,709	-2.6%	5,586	5,522	-1.1%	2.8	2.7	-0.1
Buick	366	272	-25.7%	1,059	962	-9.2%	3,194	3,266	2.3%	1.6	1.6	0.0
Cadillac	521	421	-19.2%	1,577	1,532	-2.9%	4,934	4,932	0.0%	2.5	2.4	-0.1
Chevrolet	2,647	2,886	9.0%	8,678	9,469	9.1%	27,166	29,773	9.6%	13.7	14.6	0.9
Chrysler	775	733	-5.4%	2,572	2,518	-2.1%	8,574	8,630	0.7%	4.3	4.2	-0.1
Dodge (incl. Ram)	1,192	1,117	-6.3%	3,612	3,688	2.1%	11,932	12,402	3.9%	6.0	6.1	0.1
Ford	1,872	1,981	5.8%	6,341	6,515	2.7%	21,240	20,848	-1.8%	10.7	10.2	-0.5
GMC	388	418	7.7%	1,229	1,418	15.4%	3,865	4,520	16.9%	1.9	2.2	0.3
Honda	1,216	1,131	-7.0%	4,195	3,900	-7.0%	12,150	12,881	6.0%	6.1	6.3	0.2
Hummer	91	69	-24.2%	263	248	-5.7%	924	781	-15.5%	0.5	0.4	-0.1
Hyundai	607	691	13.8%	1,973	2,303	16.7%	6,076	7,244	19.2%	3.1	3.5	0.4
Infiniti	312	295	-5.4%	1,007	960	-4.7%	3,061	2,975	-2.8%	1.5	1.5	0.0
Jaguar	54	50	-7.4%	199	175	-12.1%	570	507	-11.1%	0.3	0.2	-0.1
Jeep	688	744	8.1%	2,338	2,567	9.8%	7,012	7,571	8.0%	3.5	3.7	0.2
Kia	316	274	-13.3%	962	958	-0.4%	3,194	2,993	-6.3%	1.6	1.5	-0.1
Land Rover	108	84	-22.2%	320	271	-15.3%	1,035	900	-13.0%	0.5	0.4	-0.1
Lexus	465	466	0.2%	1,731	1,638	-5.4%	5,407	5,225	-3.4%	2.7	2.6	-0.1
Lincoln	196	201	2.6%	602	627	4.2%	2,097	2,031	-3.1%	1.1	1.0	-0.1
Mazda	345	335	-2.9%	1,124	1,012	-10.0%	3,519	3,307	-6.0%	1.8	1.6	-0.2
Mercedes	424	386	-9.0%	1,408	1,378	-2.1%	4,459	4,469	0.2%	2.2	2.2	0.0
Mercury	218	218	0.0%	720	700	-2.8%	2,307	2,253	-2.3%	1.2	1.1	-0.1
MINI	51	57	11.8%	168	179	6.5%	450	608	35.1%	0.2	0.3	0.1
Mitsubishi	238	235	-1.3%	801	803	0.2%	2,646	2,458	-7.1%	1.3	1.2	-0.1
Nissan	1,284	1,627	26.7%	4,181	5,014	19.9%	13,168	14,574	10.7%	6.6	7.1	0.5
Pontiac	669	567	-15.2%	2,335	1,898	-18.7%	7,422	6,582	-11.3%	3.7	3.2	-0.5
Porsche	57	69	21.1%	170	230	35.3%	531	703	32.4%	0.3	0.3	0.0
Saab	60	39	-35.0%	197	137	-30.5%	730	481	-34.1%	0.4	0.2	-0.2
Saturn	273	249	-8.8%	944	856	-9.3%	2,916	2,906	-0.3%	1.5	1.4	-0.1
Subaru	147	149	1.4%	478	491	2.7%	1,427	1,607	12.6%	0.7	0.8	0.1
Suzuki	93	59	-36.6%	233	198	-15.0%	816	681	-16.5%	0.4	0.3	-0.1
Toyota/Scion	1,521	1,644	8.1%	5,263	5,465	3.8%	16,373	16,952	3.5%	8.3	8.3	0.0
Volkswagen	543	530	-2.4%	1,799	1,756	-2.4%	5,270	5,452	3.5%	2.7	2.7	0.0
Volvo	145	133	-8.3%	532	443	-16.7%	1,605	1,337	-16.7%	0.8	0.7	-0.1
Other	56	36	-35.7%	175	128	-26.9%	584	404	-30.8%	0.3	0.2	-0.1

**Change in Used Vehicle Market Share by Age of Vehicle
YTD 2011 thru October vs. YTD 2010**



**New Vehicle Market Percent Change in Brand Registrations
YTD 2011 (thru October) vs. Same Period Year Earlier
(Top 30 selling brands)**



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-BY MARKET AREA?

WHAT NEW AND USED CARS SELL WELL IN MY MARKETS?

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