

# Chicago Auto Outlook™

Comprehensive information on the Chicagoland automotive market

Publication  
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by:



YTD '17 thru Oct.  
% Change In  
New Retail Market vs.  
Year Earlier

Chicago Area  
**-3.7%**

U.S.  
**-1.4%**

## Chicago Area and U.S. New Retail Light Vehicle Registrations

	Chicago Area	U.S.
YTD 2016 thru October	318,871	11,884,685
YTD 2017 thru October*	307,018	11,722,155
<b>% change</b>	<b>-3.7%</b>	<b>-1.4%</b>
October 2016 registrations	31,570	1,153,933
October 2017 registrations*	30,938	1,141,236
<b>% change</b>	<b>-2.0%</b>	<b>-1.1%</b>

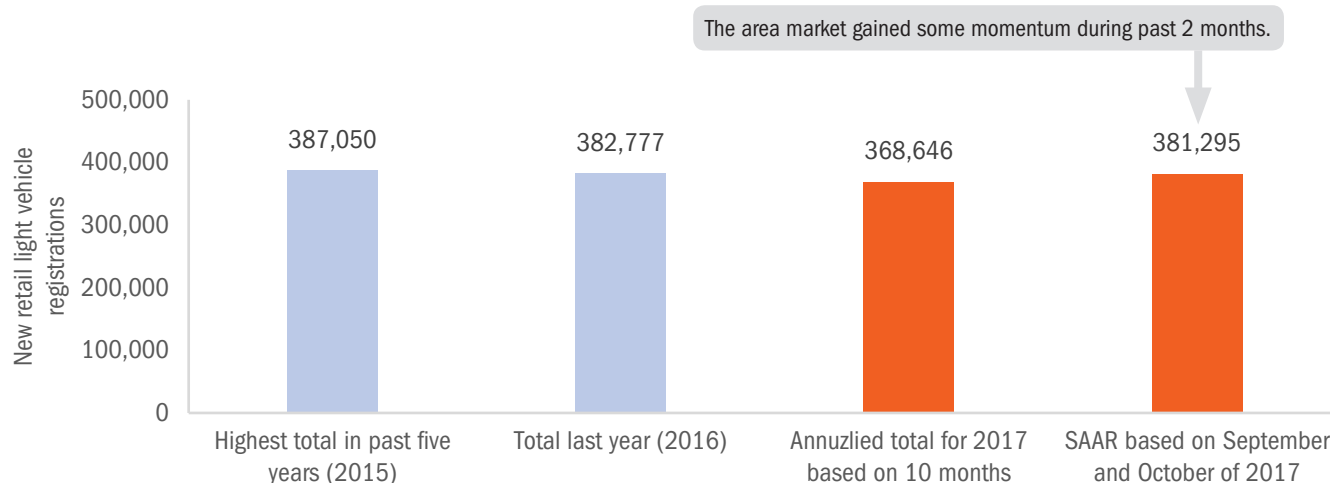
## QUICK FACTS

Chicago area market was off 3.7% during first ten months of 2016 versus year earlier. U.S. market declined by 1.4%.

October registrations in the area declined an estimated 2% vs. 1.1% in the Nation.

Based on ten months of actual registrations, the annualized total for this year is projected to be 368,646 units, down from 2016.

## Annual Trends in Area New Vehicle Market



\*Figures for October 2017 were estimated by Auto Outlook.

Data Source: IHS Markit.

## 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. 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: IHS Markit.

Change in YTD  
New Retail Light Vehicle  
Registrations

LIGHT TRUCKS



UP  
1.7%

PASSENGER CARS



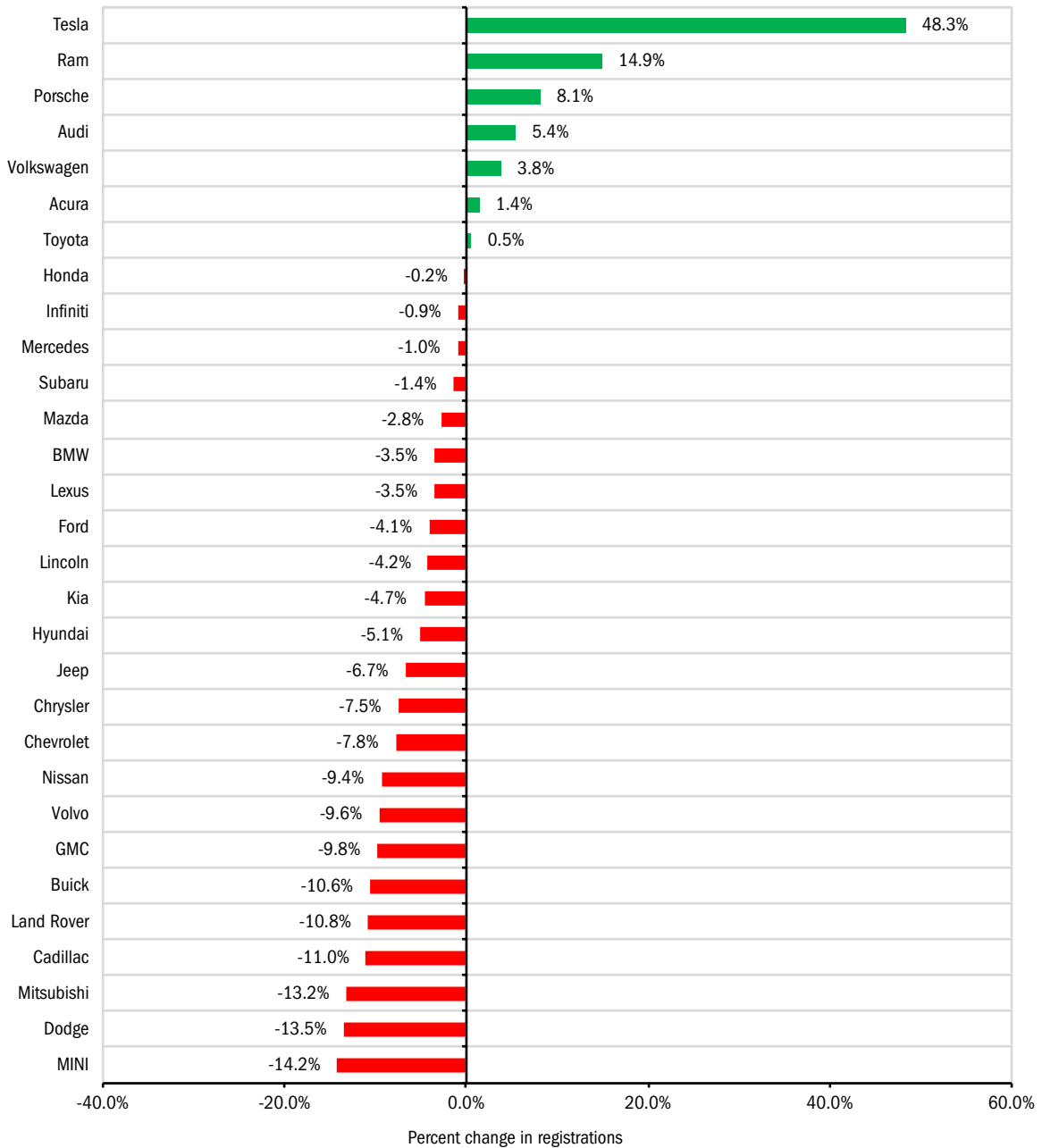
DOWN  
11.6%

Chicago Area New Retail Car and Light Truck Registrations												
	October*			Three Month Period Aug. '17 thru Oct. '17*			YTD thru Oct.			YTD Market Share (%)		
	Chicago Area			Chicago Area			Chicago Area			Chicago Area		
	2016	2017*	% chg.	Yr. Ago	Current	% chg.	2016	2017	% chg.	2016	2017	Chg.
TOTAL	31,570	30,938	-2.0%	100,488	95,346	-5.1%	318,871	307,018	-3.7%			
Cars	12,054	10,919	-9.4%	39,643	33,721	-14.9%	128,986	113,965	-11.6%	40.5	37.1	-3.4
Trucks	19,516	20,019	2.6%	60,845	61,625	1.3%	189,885	193,053	1.7%	59.5	62.9	3.4
Detroit Three Brands	12,728	12,311	-3.3%	39,357	37,229	-5.4%	128,287	120,262	-6.3%	40.2	39.2	-1.0
European Brands	3,410	3,535	3.7%	10,557	10,534	-0.2%	33,094	33,474	1.1%	10.4	10.9	0.5
Japanese Brands	12,632	12,692	0.5%	41,576	39,856	-4.1%	129,422	126,187	-2.5%	40.6	41.1	0.5
Korean Brands	2,800	2,400	-14.3%	8,998	7,727	-14.1%	28,068	27,095	-3.5%	8.8	8.8	0.0
Acura	541	526	-2.8%	1,722	1,705	-1.0%	5,379	5,454	1.4%	1.7	1.8	0.1
Alfa Romeo	2	103		2	161	7950.0%	9	304	3277.8%	0.0	0.1	0.1
Audi	497	537	8.0%	1,553	1,729	11.3%	5,024	5,294	5.4%	1.6	1.7	0.1
BMW	692	660	-4.6%	2,068	1,819	-12.0%	6,434	6,210	-3.5%	2.0	2.0	0.0
Buick	559	526	-5.9%	1,764	1,478	-16.2%	5,957	5,325	-10.6%	1.9	1.7	-0.2
Cadillac	452	446	-1.3%	1,400	1,206	-13.9%	4,288	3,817	-11.0%	1.3	1.2	-0.1
Chevrolet	3,889	3,693	-5.0%	11,386	11,497	1.0%	38,179	35,205	-7.8%	12.0	11.5	-0.5
Chrysler	366	280	-23.5%	1,280	965	-24.6%	4,035	3,731	-7.5%	1.3	1.2	-0.1
Dodge	752	438	-41.8%	2,296	1,723	-25.0%	8,235	7,127	-13.5%	2.6	2.3	-0.3
FIAT	69	46	-33.3%	162	117	-27.8%	535	470	-12.1%	0.2	0.2	0.0
Ford	2,989	3,150	5.4%	9,966	9,382	-5.9%	30,879	29,618	-4.1%	9.7	9.6	-0.1
Genesis	29	42	44.8%	55	151	174.5%	55	457	730.9%	0.0	0.1	0.1
GMC	738	761	3.1%	2,245	2,301	2.5%	8,033	7,247	-9.8%	2.5	2.4	-0.1
Honda	3,265	3,261	-0.1%	10,400	10,274	-1.2%	33,242	33,187	-0.2%	10.4	10.8	0.4
Hyundai	1,731	1,427	-17.6%	5,560	4,363	-21.5%	16,583	15,745	-5.1%	5.2	5.1	-0.1
Infiniti	289	262	-9.3%	949	949	0.0%	3,185	3,157	-0.9%	1.0	1.0	0.0
Jaguar	76	67	-11.8%	259	241	-6.9%	674	923	36.9%	0.2	0.3	0.1
Jeep	2,020	1,942	-3.9%	6,579	6,141	-6.7%	21,562	20,122	-6.7%	6.8	6.6	-0.2
Kia	1,040	931	-10.5%	3,383	3,213	-5.0%	11,430	10,893	-4.7%	3.6	3.5	-0.1
Land Rover	163	159	-2.5%	588	530	-9.9%	2,042	1,821	-10.8%	0.6	0.6	0.0
Lexus	681	620	-9.0%	2,256	2,146	-4.9%	6,705	6,469	-3.5%	2.1	2.1	0.0
Lincoln	265	256	-3.4%	808	709	-12.3%	2,525	2,420	-4.2%	0.8	0.8	0.0
Maserati	26	22	-15.4%	95	85	-10.5%	224	315	40.6%	0.1	0.1	0.0
Mazda	628	568	-9.6%	2,121	2,017	-4.9%	6,761	6,572	-2.8%	2.1	2.1	0.0
Mercedes	773	763	-1.3%	2,280	2,067	-9.3%	6,894	6,827	-1.0%	2.2	2.2	0.0
MINI	95	87	-8.4%	328	304	-7.3%	1,116	957	-14.2%	0.3	0.3	0.0
Mitsubishi	269	256	-4.8%	836	765	-8.5%	2,819	2,448	-13.2%	0.9	0.8	-0.1
Nissan	2,488	2,705	8.7%	8,259	7,159	-13.3%	25,582	23,177	-9.4%	8.0	7.5	-0.5
Other	20	0	-100.0%	87	50	-42.5%	233	250	7.3%	0.1	0.1	0.0
Porsche	150	155	3.3%	481	431	-10.4%	1,422	1,537	8.1%	0.4	0.5	0.1
Ram	366	349	-4.6%	1,145	1,188	3.8%	3,474	3,992	14.9%	1.1	1.3	0.2
Subaru	1,327	1,316	-0.8%	4,392	4,001	-8.9%	12,613	12,442	-1.4%	4.0	4.1	0.1
Tesla	331	470	42.0%	485	639	31.8%	1,115	1,653	48.3%	0.3	0.5	0.2
Toyota	3,142	3,178	1.1%	10,628	10,837	2.0%	33,114	33,268	0.5%	10.4	10.8	0.4
Volkswagen	666	735	10.4%	2,111	2,404	13.9%	6,623	6,875	3.8%	2.1	2.2	0.1
Volvo	184	201	9.2%	559	599	7.2%	1,891	1,709	-9.6%	0.6	0.6	0.0

\*Figures for October 2017 were estimated by Auto Outlook. Top ten are shaded green.

Source: IHS Markit

**New Vehicle Market Percent Change in Brand Registrations  
YTD 2017 thru October\* vs. YTD 2016  
(Top 30 selling brands)**

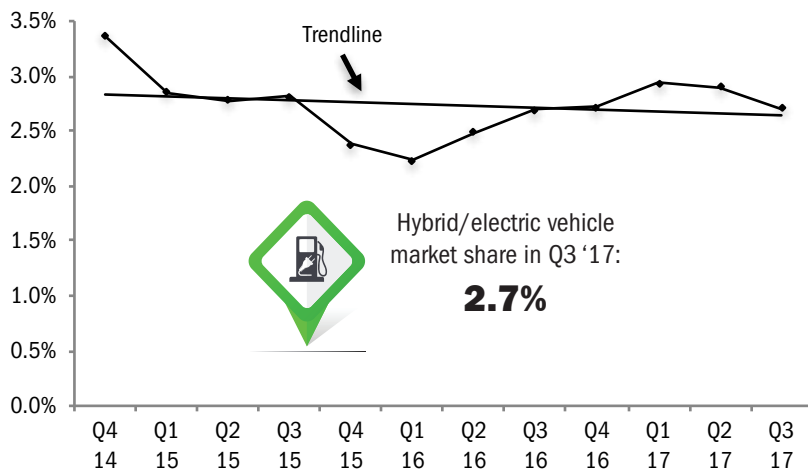


**Registrations increased for the following brands:**

**Tesla, Ram, Porsche, Audi, Volkswagen, Acura and Toyota**

**HYBRID AND ELECTRIC VEHICLES**

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



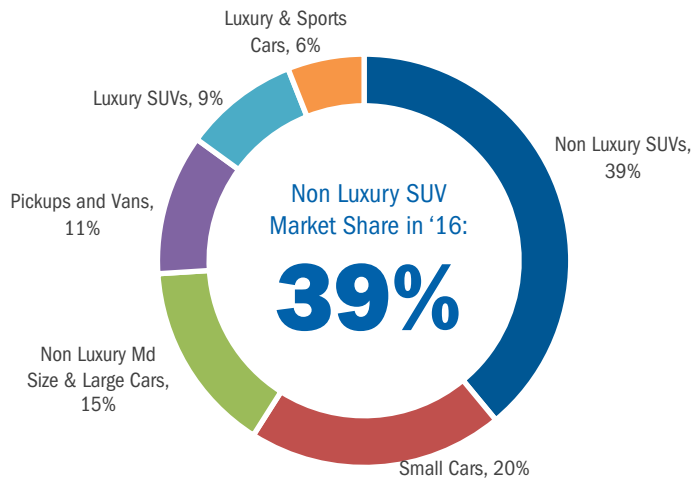
**New Retail Hybrid and Electric Vehicle Registrations  
Top 15 Selling Models in Area - YTD '17 thru September**

Rank	Model	Regs.
1	Toyota Prius	1432
2	Toyota RAV4	948
3	Tesla Model S	751
4	Kia Niro	494
5	Toyota Camry	475
6	Tesla Model X	431
7	Honda Accord	424
8	Toyota Highlander	411
9	Ford Fusion	263
10	Chevrolet Volt	212
11	Ford C-Max	207
12	Lexus RX	180
13	Lincoln MKZ	165
14	Hyundai Sonata	161
15	Hyundai Ioniq	159

The graph above shows hybrid powertrain and electric vehicle quarterly market share in the area. The line shows market share trend over the past 12 quarters. Source: IHS Markit.

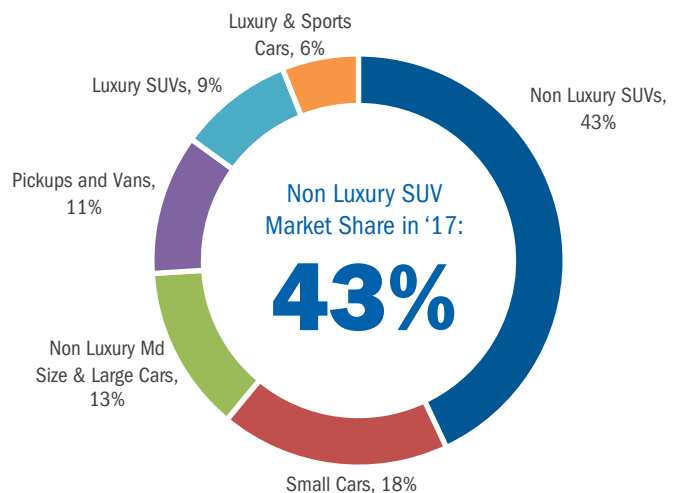
**VEHICLE SEGMENTS**

**Segment Market Shares in  
Chicago Area  
YTD 2016 thru September**



Source: IHS Markit.

**Segment Market Shares in  
Chicago Area  
YTD 2017 thru September**



Source: IHS Markit.

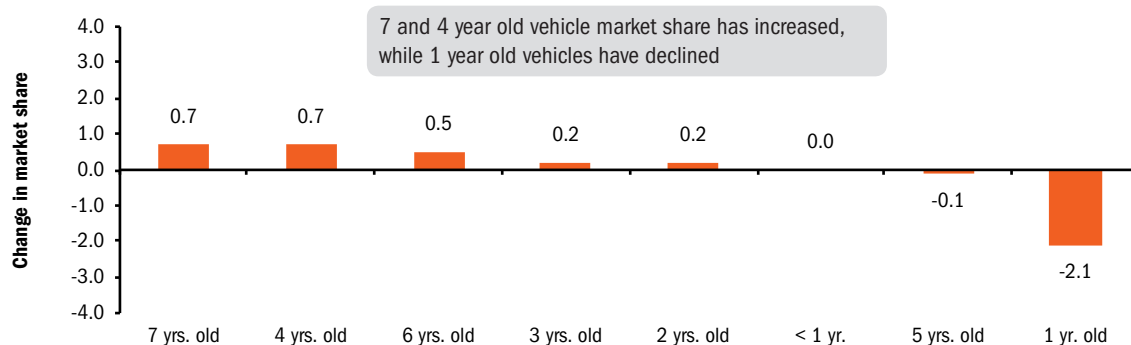
The two graphs above show market shares for primary segments during the first nine months of 2016 and 2017.

Chicago Area Used Car and Light Truck Registrations												
	September			Three Month Period July '17 thru Sep. '17			YTD thru September			YTD Market Share (%)		
	Chicago Area			Chicago Area			Chicago Area			Chicago Area		
	2016	2017	% chg.	Yr. Ago	Current	% chg.	2016	2017	% chg.	2016	2017	Chg.
TOTAL	30,990	37,001	19.4%	97,237	106,464	9.5%	275,177	297,357	8.1%			
Acura	420	455	8.3%	1,267	1,388	9.6%	3,370	4,091	21.4%	1.2	1.4	0.2
Audi	594	732	23.2%	1,713	1,984	15.8%	4,782	5,304	10.9%	1.7	1.8	0.1
BMW	893	1,020	14.2%	2,688	3,052	13.5%	7,245	8,612	18.9%	2.6	2.9	0.3
Buick	575	731	27.1%	1,803	2,012	11.6%	5,144	5,647	9.8%	1.9	1.9	0.0
Cadillac	580	678	16.9%	1,732	1,951	12.6%	4,725	5,557	17.6%	1.7	1.9	0.2
Chevrolet	4,087	5,160	26.3%	12,826	14,372	12.1%	37,381	41,238	10.3%	13.6	13.9	0.3
Chrysler	935	825	-11.8%	2,760	2,485	-10.0%	7,916	7,707	-2.6%	2.9	2.6	-0.3
Dodge	1,661	1,953	17.6%	5,127	5,582	8.9%	14,489	15,734	8.6%	5.3	5.3	0.0
FIAT	49	73	49.0%	185	193	4.3%	506	550	8.7%	0.2	0.2	0.0
Ford	3,788	4,592	21.2%	12,035	13,267	10.2%	34,196	37,428	9.5%	12.4	12.6	0.2
GMC	756	975	29.0%	2,370	2,767	16.8%	6,623	7,945	20.0%	2.4	2.7	0.3
Honda	2,005	2,439	21.6%	6,313	7,023	11.2%	17,337	18,375	6.0%	6.3	6.2	-0.1
Hyundai	1,545	1,847	19.5%	4,972	5,575	12.1%	14,293	15,398	7.7%	5.2	5.2	0.0
Infiniti	392	538	37.2%	1,223	1,580	29.2%	3,773	4,470	18.5%	1.4	1.5	0.1
Jaguar	57	70	22.8%	171	199	16.4%	506	546	7.9%	0.2	0.2	0.0
Jeep	1,480	1,896	28.1%	4,320	5,422	25.5%	12,009	14,689	22.3%	4.4	4.9	0.5
Kia	787	1,125	42.9%	2,566	3,306	28.8%	7,604	8,905	17.1%	2.8	3.0	0.2
Land Rover	142	154	8.5%	440	464	5.5%	1,277	1,323	3.6%	0.5	0.4	-0.1
Lexus	627	766	22.2%	2,006	2,102	4.8%	5,695	6,077	6.7%	2.1	2.0	-0.1
Lincoln	294	410	39.5%	900	1,174	30.4%	2,589	3,097	19.6%	0.9	1.0	0.1
Mazda	428	581	35.7%	1,377	1,630	18.4%	3,921	4,185	6.7%	1.4	1.4	0.0
Mercedes	845	883	4.5%	2,665	2,583	-3.1%	7,647	7,494	-2.0%	2.8	2.5	-0.3
MINI	129	121	-6.2%	379	369	-2.6%	1,025	990	-3.4%	0.4	0.3	-0.1
Mitsubishi	251	191	-23.9%	767	612	-20.2%	2,041	1,897	-7.1%	0.7	0.6	-0.1
Nissan	2,902	3,370	16.1%	9,393	10,041	6.9%	26,478	27,949	5.6%	9.6	9.4	-0.2
Other	205	182	-11.2%	656	473	-27.9%	1,873	1,180	-37.0%	0.7	0.4	-0.3
Porsche	125	147	17.6%	411	485	18.0%	1,181	1,311	11.0%	0.4	0.4	0.0
smart	26	15	-42.3%	54	60	11.1%	153	156	2.0%	0.1	0.1	0.0
Subaru	467	580	24.2%	1,413	1,654	17.1%	3,735	4,313	15.5%	1.4	1.5	0.1
Suzuki	20	24	20.0%	66	54	-18.2%	204	147	-27.9%	0.1	0.0	-0.1
Toyota	3,009	3,149	4.7%	9,642	9,026	-6.4%	26,175	25,552	-2.4%	9.5	8.6	-0.9
Volkswagen	802	1,172	46.1%	2,634	3,160	20.0%	8,239	8,322	1.0%	3.0	2.8	-0.2
Volvo	114	147	28.9%	363	419	15.4%	1,045	1,168	11.8%	0.4	0.4	0.0

Top ten are shaded green.

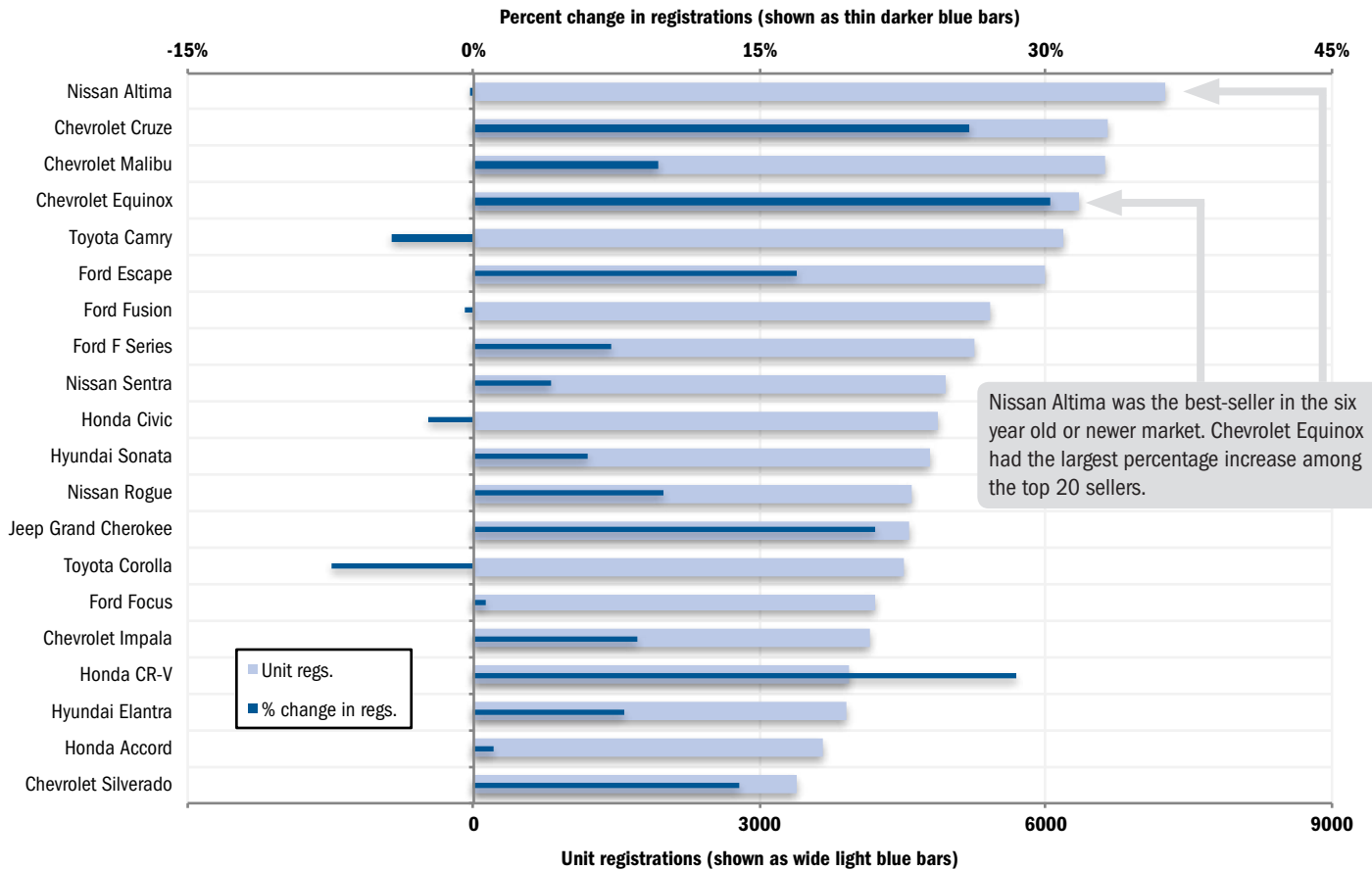
Source: IHS Markit.

### Change in Used Vehicle Market Share by Age of Vehicle - YTD 2017 thru Sept. vs. YTD 2016



**TOP SELLING USED VEHICLES**

**Registrations (YTD '17 thru September) and Percent Change (YTD '17 thru September 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).

Source: IHS Markit

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