

Chicago Auto Outlook™

Comprehensive information on the Chicagoland automotive market

Publication
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by:



YTD '18 thru October
% Change In
New Retail Market vs.
Year Earlier

Chicago Area
-0.9%

U.S.
-0.6%

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

	Chicago Area	U.S.
YTD '17 thru Oct.	305,492	11,752,706
YTD '18 thru Oct.*	302,713	11,677,960
% change	-0.9%	-0.6%
Oct. 2017 registrations	29,762	1,168,010
Oct. 2018 registrations*	30,059	1,172,526
% change	1.0%	0.4%

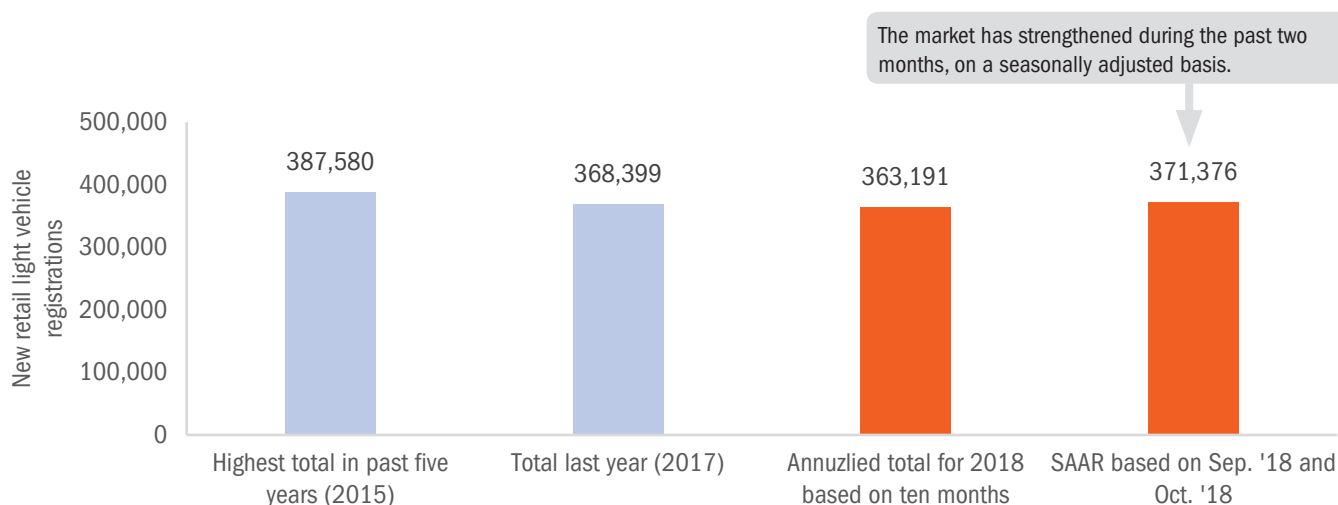
QUICK FACTS

Chicago area market was off a slim 0.9% during the first ten months of this year versus a year earlier. U.S. market declined by 0.6%.

Estimated October '18 registrations in the area were up slightly vs. year earlier.

The area new vehicle market has improved a bit during the past few months. As shown below, the seasonally adjusted annual rate exceeded 371,000 in Sept. and Oct. of '18.

Annual Trends in Area New Vehicle Market



*Figures for October 2018 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 Year-to-date
New Retail Light Vehicle
Registrations**

LIGHT TRUCKS



**UP
6.7%**

PASSENGER CARS



**DOWN
13.8%**

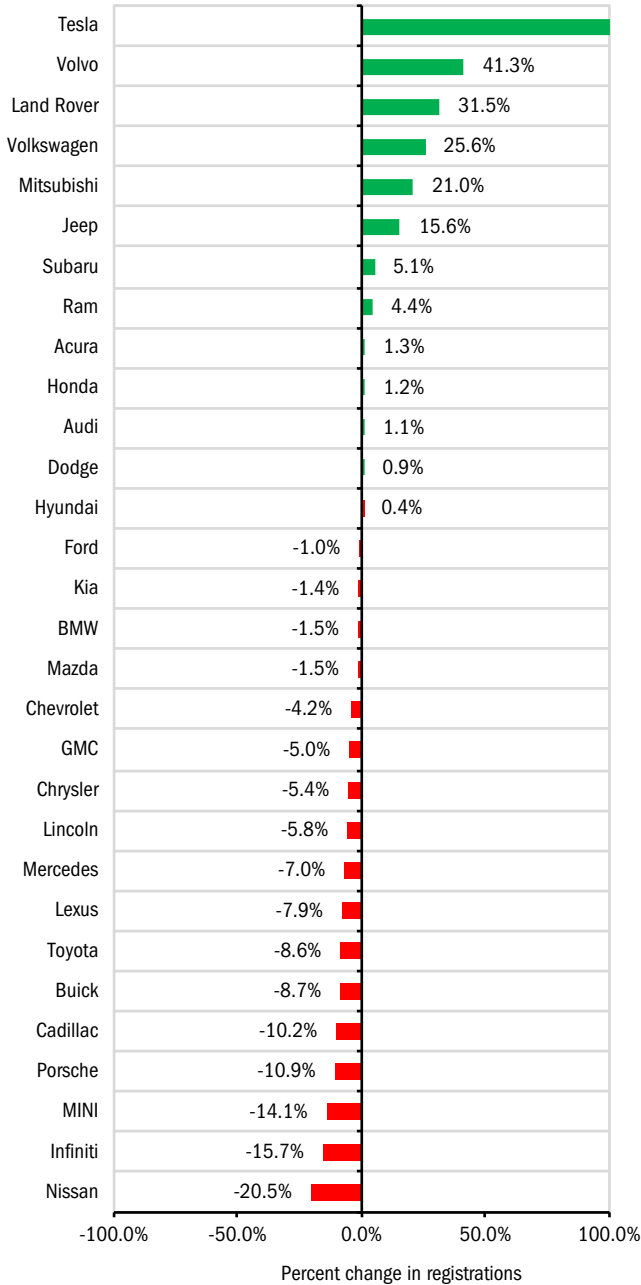
Chicago Area New Retail Car and Light Truck Registrations												
	October*			Three Month Period Aug. '18 thru Oct. '18*			YTD thru October*			YTD Market Share (%)		
	2017	2018*	% chg.	Yr. Ago	Current	% chg.	2017	2018	% chg.	2017	2018	Chg.
TOTAL	29,762	30,059	1.0%	93,932	94,836	1.0%	305,492	302,713	-0.9%			
Cars	10,113	9,258	-8.5%	32,898	29,846	-9.3%	113,126	97,503	-13.8%	37.0	32.2	-4.8
Trucks	19,649	20,801	5.9%	61,034	64,990	6.5%	192,366	205,210	6.7%	63.0	67.8	4.8
Detroit Three Brands	12,088	13,119	8.5%	36,766	38,246	4.0%	119,700	121,934	1.9%	39.2	40.3	1.1
European Brands	3,471	3,420	-1.5%	10,485	10,895	3.9%	33,450	35,513	6.2%	10.9	11.7	0.8
Japanese Brands	11,663	11,046	-5.3%	38,814	37,196	-4.2%	125,109	118,216	-5.5%	41.0	39.1	-1.9
Korean Brands	2,540	2,474	-2.6%	7,867	8,499	8.0%	27,233	27,050	-0.7%	8.9	8.9	0.0
Acura	565	589	4.2%	1,744	1,822	4.5%	5,492	5,565	1.3%	1.8	1.8	0.0
Alfa Romeo	38	54	42.1%	96	181	88.5%	239	648	171.1%	0.1	0.2	0.1
Audi	539	433	-19.7%	1,732	1,577	-8.9%	5,298	5,357	1.1%	1.7	1.8	0.1
BMW	574	559	-2.6%	1,734	1,805	4.1%	6,134	6,040	-1.5%	2.0	2.0	0.0
Buick	577	492	-14.7%	1,529	1,421	-7.1%	5,376	4,909	-8.7%	1.8	1.6	-0.2
Cadillac	390	308	-21.0%	1,151	953	-17.2%	3,767	3,381	-10.2%	1.2	1.1	-0.1
Chevrolet	3,573	3,282	-8.1%	11,345	9,942	-12.4%	35,013	33,556	-4.2%	11.5	11.1	-0.4
Chrysler	303	355	17.2%	988	1,153	16.7%	3,755	3,551	-5.4%	1.2	1.2	0.0
Dodge	564	759	34.6%	1,839	2,153	17.1%	7,238	7,305	0.9%	2.4	2.4	0.0
FIAT	32	20	-37.5%	103	68	-34.0%	456	240	-47.4%	0.1	0.1	0.0
Ford	2,908	2,726	-6.3%	8,957	8,945	-0.1%	29,160	28,876	-1.0%	9.5	9.5	0.0
Genesis	62	12	-80.6%	171	87	-49.1%	477	384	-19.5%	0.2	0.1	-0.1
GMC	730	729	-0.1%	2,266	2,000	-11.7%	7,205	6,845	-5.0%	2.4	2.3	-0.1
Honda	3,040	2,796	-8.0%	10,053	10,129	0.8%	32,951	33,359	1.2%	10.8	11.0	0.2
Hyundai	1,420	1,418	-0.1%	4,356	5,082	16.7%	15,738	15,804	0.4%	5.2	5.2	0.0
Infiniti	247	277	12.1%	929	890	-4.2%	3,137	2,643	-15.7%	1.0	0.9	-0.1
Jaguar	83	74	-10.8%	257	186	-27.6%	939	659	-29.8%	0.3	0.2	-0.1
Jeep	2,051	2,163	5.5%	6,250	7,196	15.1%	20,227	23,391	15.6%	6.6	7.7	1.1
Kia	1,058	1,044	-1.3%	3,340	3,330	-0.3%	11,018	10,862	-1.4%	3.6	3.6	0.0
Land Rover	221	308	39.4%	593	816	37.6%	1,884	2,477	31.5%	0.6	0.8	0.2
Lexus	630	607	-3.7%	2,156	1,919	-11.0%	6,478	5,967	-7.9%	2.1	2.0	-0.1
Lincoln	231	191	-17.3%	684	653	-4.5%	2,394	2,255	-5.8%	0.8	0.7	-0.1
Maserati	38	30	-21.1%	101	81	-19.8%	331	273	-17.5%	0.1	0.1	0.0
Mazda	650	566	-12.9%	2,099	1,896	-9.7%	6,652	6,550	-1.5%	2.2	2.2	0.0
Mercedes	795	780	-1.9%	2,097	2,085	-0.6%	6,853	6,373	-7.0%	2.2	2.1	-0.1
MINI	97	82	-15.5%	315	235	-25.4%	972	835	-14.1%	0.3	0.3	0.0
Mitsubishi	312	329	5.4%	821	977	19.0%	2,504	3,029	21.0%	0.8	1.0	0.2
Nissan	1,908	1,613	-15.5%	6,354	5,809	-8.6%	22,355	17,780	-20.5%	7.3	5.9	-1.4
Other	26	39	50.0%	77	92	19.5%	278	260	-6.5%	0.1	0.1	0.0
Porsche	153	152	-0.7%	429	428	-0.2%	1,539	1,371	-10.9%	0.5	0.5	0.0
Ram	436	483	10.8%	1,263	1,459	15.5%	4,052	4,230	4.4%	1.3	1.4	0.1
Subaru	1,199	1,194	-0.4%	3,884	4,111	5.8%	12,324	12,955	5.1%	4.0	4.3	0.3
Tesla	325	1,631	401.8%	493	2,368	380.3%	1,507	3,630	140.9%	0.5	1.2	0.7
Toyota	3,112	3,075	-1.2%	10,772	9,639	-10.5%	33,204	30,351	-8.6%	10.9	10.0	-0.9
Volkswagen	690	701	1.6%	2,359	2,637	11.8%	6,838	8,590	25.6%	2.2	2.8	0.6
Volvo	185	188	1.6%	595	711	19.5%	1,707	2,412	41.3%	0.6	0.8	0.2

*Figures for Oct. 2018 were estimated by Auto Outlook.

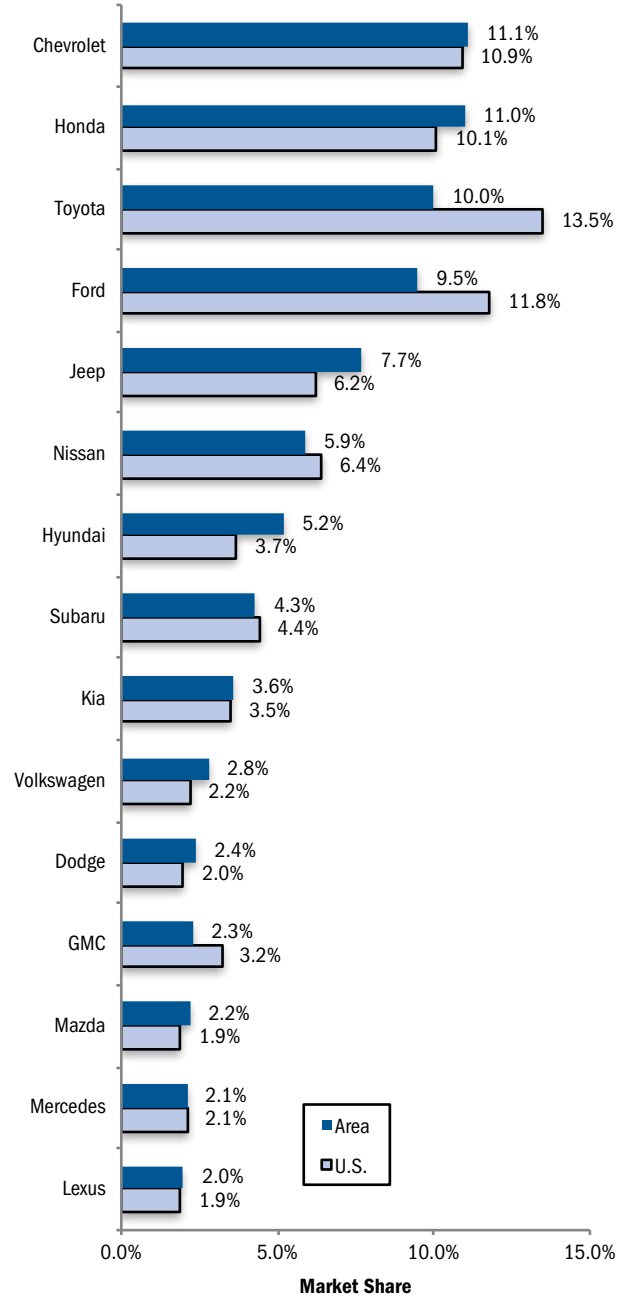
Top ten are shaded yellow.

Source: IHS Markit

**Percent Change in Brand Registrations
YTD 2018 thru October* vs. YTD 2017
(Top 30 selling brands)**



**Chicago Area and U.S. Market Share
YTD 2018 thru October*
(Top 20 selling brands in area)**



Registrations increased by more than 15% for Tesla, Volvo, Land Rover, Volkswagen, Mitsubishi, and Jeep.



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

TOP SELLING MODELS

The table below shows the top five selling models during the first nine months of 2018 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 Light Vehicle Registrations (YTD '18 thru September)

Cars											
Subcompact			Compact			Sports/Pony Cars			Mid Size		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Kia Soul	1430	18.9	Honda Civic	6316	19.7	Dodge Challenger	1117	35.5	Toyota Camry	5019	20.1
Chevrolet Sonic	950	12.6	Hyundai Elantra	3856	12.0	Ford Mustang	864	27.5	Honda Accord	4993	20.0
Honda Fit	945	12.5	Toyota Corolla	3598	11.2	Chevrolet Camaro	732	23.3	Chevrolet Malibu	3422	13.7
Chevrolet Spark	727	9.6	Nissan Sentra	3439	10.7	Hyundai Veloster	168	5.3	Hyundai Sonata	2624	10.5
Nissan Versa	632	8.4	Chevrolet Cruze	3253	10.1	Mazda MX5	108	3.4	Nissan Altima	2382	9.5
Large			Entry Luxury			Near Luxury			Luxury and High End Sports Cars		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Chevrolet Impala	907	20.3	Acura ILX	325	27.9	Tesla Model 3	1084	12.0	BMW 5-Series	824	14.2
Dodge Charger	828	18.5	Audi A3	323	27.7	Acura TLX	953	10.6	Mercedes E-Class	775	13.4
Chrysler 300	750	16.8	Mercedes CLA-Class	302	25.9	Lexus ES	951	10.5	Tesla Model S	544	9.4
Toyota Avalon	612	13.7	BMW 2-Series	192	16.5	Mercedes C-Class	765	8.5	Chevrolet Corvette	349	6.0
Nissan Maxima	535	12.0	BMW I3	22	1.9	Audi A5	734	8.1	Cadillac CT6	258	4.5
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
Chevrolet Colorado	1518	41.2	Ford F Series	6106	40.6	Honda Odyssey	2901	34.8	Ford Transit Connect Van	1747	38.5
Toyota Tacoma	1158	31.5	Chevrolet Silverado	3867	25.7	Chrysler Pacifica	2420	29.1	Ram Promaster	865	19.1
GMC Canyon	367	10.0	Ram Pickup	2882	19.2	Toyota Sienna	1402	16.8	Chevrolet Express	698	15.4
Honda Ridgeline	333	9.0	GMC Sierra	1407	9.4	Dodge Caravan	1234	14.8	Mercedes Sprinter	402	8.9
Nissan Frontier /Xe	292	7.9	Toyota Tundra	578	3.8	Kia Sedona	372	4.5	Nissan NV	380	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	3303	22.8	Honda CR-V	9063	13.8	Jeep Grand Cherokee	5378	12.8	Chevrolet Tahoe	891	29.0
Jeep Renegade	2456	17.0	Toyota RAV4	6817	10.4	Toyota Highlander	4082	9.7	Ford Expedition	524	17.0
Honda HR-V	2264	15.6	Chevrolet Equinox	5588	8.5	Ford Explorer	3729	8.9	Chevrolet Suburban	450	14.6
Buick Encore	2047	14.1	Jeep Cherokee	5475	8.4	Honda Pilot	3422	8.1	GMC Yukon	396	12.9
Hyundai Kona	1044	7.2	Nissan Rogue	5389	8.2	Chevrolet Traverse	3362	8.0	GMC Yukon XL	253	8.2
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
BMW X1	668	33.5	Acura RDX	2003	18.5	Lexus RX	2046	16.1	Cadillac Escalade	562	26.6
Mercedes GLA-Class	343	17.2	Audi Q5	1596	14.7	Acura MDX	1635	12.9	Land Rover Range Rover	428	20.3
Audi Q3	337	16.9	BMW X3	1193	11.0	Cadillac XT5	1544	12.2	Mercedes GLS-Class	390	18.5
Volvo XC40	283	14.2	Mercedes GLC-Class	1181	10.9	Mercedes GLE-Class	971	7.7	Lincoln Navigator	347	16.4
Infiniti QX30	168	8.4	Lexus NX	1119	10.3	BMW X5	915	7.2	Infiniti QX80	229	10.9

Data Source: IHS Markit.

COUNTY NEW VEHICLE MARKETS

COUNTY MARKETS - PART 1							
	YTD thru September		Percent Change	Unit Change	Light Truck Market Share (%)		
	YTD '17	YTD '18	YTD '17 to YTD '18	YTD '17 to YTD '18	YTD '17	YTD '18	Change
Cook, IL	132,702	131,611	-0.8%	-1091	60.5	65.8	5.3
Du Page, IL	37,138	36,699	-1.2%	-439	63.0	67.9	4.9
Kane, IL	17,439	17,533	0.5%	94	64.5	69.2	4.7
Lake, IL	28,944	28,210	-2.5%	-734	64.9	69.3	4.4
Mc Henry, IL	12,031	11,647	-3.2%	-384	67.2	72.0	4.7
Will, IL	27,299	26,811	-1.8%	-488	64.4	68.8	4.4
Lake, IN	14,136	14,134	0.0%	-2	64.4	69.9	5.5
Porter, IN	6,041	6,009	-0.5%	-32	70.5	74.9	4.4

COUNTY MARKETS - PART 2													
Market Share Summary - YTD thru September													
	Domestic Brands			Top Ten Selling Brands in Area-YTD '18 thru September									
	YTD '17	YTD '18	Change '17 to '18	Honda	Chevrolet	Toyota	Ford	Jeep	Nissan	Hyundai	Subaru	Kia	Volkswagen
Cook, IL	35.9	37.2	1.3	11.1	10.1	10.7	8.9	7.7	6.6	5.4	4.3	3.6	3.0
Du Page, IL	33.3	34.5	1.2	12.6	8.7	10.9	8.6	6.8	5.9	5.3	4.2	3.0	3.1
Kane, IL	40.1	40.8	0.7	11.1	12.3	10.1	9.1	8.1	7.0	7.1	4.8	3.5	2.9
Lake, IL	36.0	36.9	0.9	11.3	10.5	10.1	7.6	8.1	4.7	4.0	5.3	3.9	2.7
Mc Henry, IL	47.9	47.5	-0.4	9.8	13.4	8.5	12.2	9.5	7.4	5.0	4.8	3.5	2.7
Will, IL	48.2	48.0	-0.2	11.0	14.5	7.3	11.1	7.9	4.5	6.1	3.1	4.5	2.9
Lake, IN	55.7	55.2	-0.5	10.8	16.8	8.3	14.7	7.6	3.7	4.4	3.2	3.7	2.1
Porter, IN	55.6	57.8	2.2	9.0	15.0	8.4	16.4	9.8	3.7	2.0	5.9	3.3	1.6

TOP 3 COUNTIES

New retail registrations YTD '18 - greater than 28,200 units	% change in registrations YTD '18 vs. YTD '17 - increase or decrease smaller than 1%	Increase in truck share YTD '18 vs. YTD '17 - Up by more than 4.9 market share points	Honda market share YTD '18 - Higher than 11.1%
Cook DuPage Lake, IL	Kane Lake, IN Porter	Lake, IN Cook Du Page	Lake, IN Porter Will

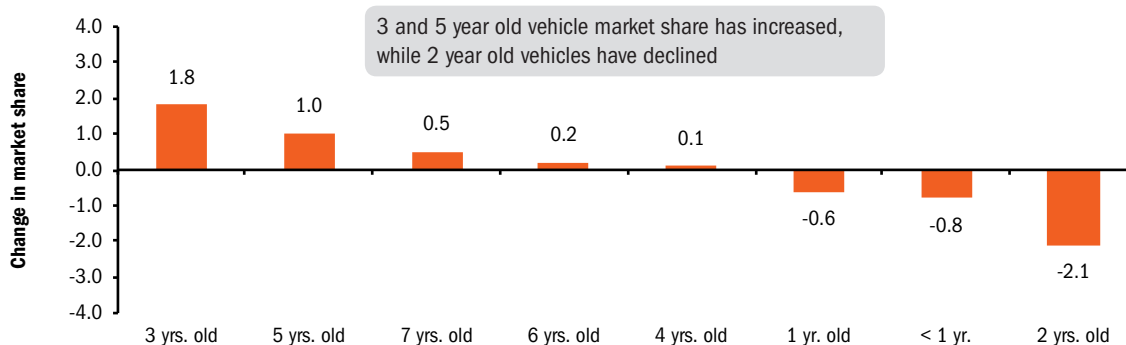
USED VEHICLE MARKET

Chicago Area Used Car and Light Truck Registrations												
	September			Three Month Period July '18 thru Sep. '18			YTD thru September			YTD Market Share (%)		
	Chicago Area			Chicago Area			Chicago Area			Chicago Area		
	2017	2018	% chg.	Yr. Ago	Current	% chg.	2017	2018	% chg.	2017	2018	Chg.
TOTAL	37,001	38,307	3.5%	106,464	103,392	-2.9%	297,357	301,795	1.5%			
Acura	455	546	20.0%	1,388	1,425	2.7%	4,091	3,996	-2.3%	1.4	1.3	-0.1
Audi	732	763	4.2%	1,984	2,026	2.1%	5,304	6,036	13.8%	1.8	2.0	0.2
BMW	1,020	1,215	19.1%	3,052	3,150	3.2%	8,612	8,858	2.9%	2.9	2.9	0.0
Buick	731	655	-10.4%	2,012	1,848	-8.2%	5,647	5,624	-0.4%	1.9	1.9	0.0
Cadillac	678	615	-9.3%	1,951	1,606	-17.7%	5,557	5,165	-7.1%	1.9	1.7	-0.2
Chevrolet	5,160	4,807	-6.8%	14,372	13,103	-8.8%	41,238	40,145	-2.7%	13.9	13.3	-0.6
Chrysler	825	786	-4.7%	2,485	2,183	-12.2%	7,707	6,547	-15.1%	2.6	2.2	-0.4
Dodge	1,953	1,998	2.3%	5,582	5,321	-4.7%	15,734	15,469	-1.7%	5.3	5.1	-0.2
FIAT	73	77	5.5%	193	190	-1.6%	550	587	6.7%	0.2	0.2	0.0
Ford	4,592	4,654	1.4%	13,267	12,531	-5.5%	37,428	35,618	-4.8%	12.6	11.8	-0.8
GMC	975	1,021	4.7%	2,767	2,810	1.6%	7,945	8,238	3.7%	2.7	2.7	0.0
Honda	2,439	2,523	3.4%	7,023	6,712	-4.4%	18,375	18,227	-0.8%	6.2	6.0	-0.2
Hyundai	1,847	1,888	2.2%	5,575	5,276	-5.4%	15,398	15,516	0.8%	5.2	5.1	-0.1
Infiniti	538	576	7.1%	1,580	1,588	0.5%	4,470	4,679	4.7%	1.5	1.6	0.1
Jaguar	70	98	40.0%	199	228	14.6%	546	620	13.6%	0.2	0.2	0.0
Jeep	1,896	2,104	11.0%	5,422	5,838	7.7%	14,689	17,039	16.0%	4.9	5.6	0.7
Kia	1,125	1,183	5.2%	3,306	3,296	-0.3%	8,905	9,554	7.3%	3.0	3.2	0.2
Land Rover	154	204	32.5%	464	546	17.7%	1,323	1,430	8.1%	0.4	0.5	0.1
Lexus	766	818	6.8%	2,102	2,188	4.1%	6,077	6,318	4.0%	2.0	2.1	0.1
Lincoln	410	388	-5.4%	1,174	1,034	-11.9%	3,097	2,993	-3.4%	1.0	1.0	0.0
Mazda	581	595	2.4%	1,630	1,594	-2.2%	4,185	4,356	4.1%	1.4	1.4	0.0
Mercedes	883	1,013	14.7%	2,583	2,798	8.3%	7,494	8,241	10.0%	2.5	2.7	0.2
MINI	121	144	19.0%	369	386	4.6%	990	999	0.9%	0.3	0.3	0.0
Mitsubishi	191	257	34.6%	612	721	17.8%	1,897	1,984	4.6%	0.6	0.7	0.1
Nissan	3,370	3,693	9.6%	10,041	9,906	-1.3%	27,949	29,916	7.0%	9.4	9.9	0.5
Other	182	175	-3.8%	473	449	-5.1%	1,180	1,193	1.1%	0.4	0.4	0.0
Porsche	147	211	43.5%	485	566	16.7%	1,311	1,560	19.0%	0.4	0.5	0.1
smart	15	29	93.3%	60	69	15.0%	156	203	30.1%	0.1	0.1	0.0
Subaru	580	692	19.3%	1,654	1,811	9.5%	4,313	4,827	11.9%	1.5	1.6	0.1
Suzuki	24	9	-62.5%	54	28	-48.1%	147	81	-44.9%	0.0	0.0	0.0
Toyota	3,149	3,098	-1.6%	9,026	8,282	-8.2%	25,552	23,993	-6.1%	8.6	8.0	-0.6
Volkswagen	1,172	1,247	6.4%	3,160	3,352	6.1%	8,322	10,417	25.2%	2.8	3.5	0.7
Volvo	147	225	53.1%	419	531	26.7%	1,168	1,366	17.0%	0.4	0.5	0.1

Top ten are shaded yellow.

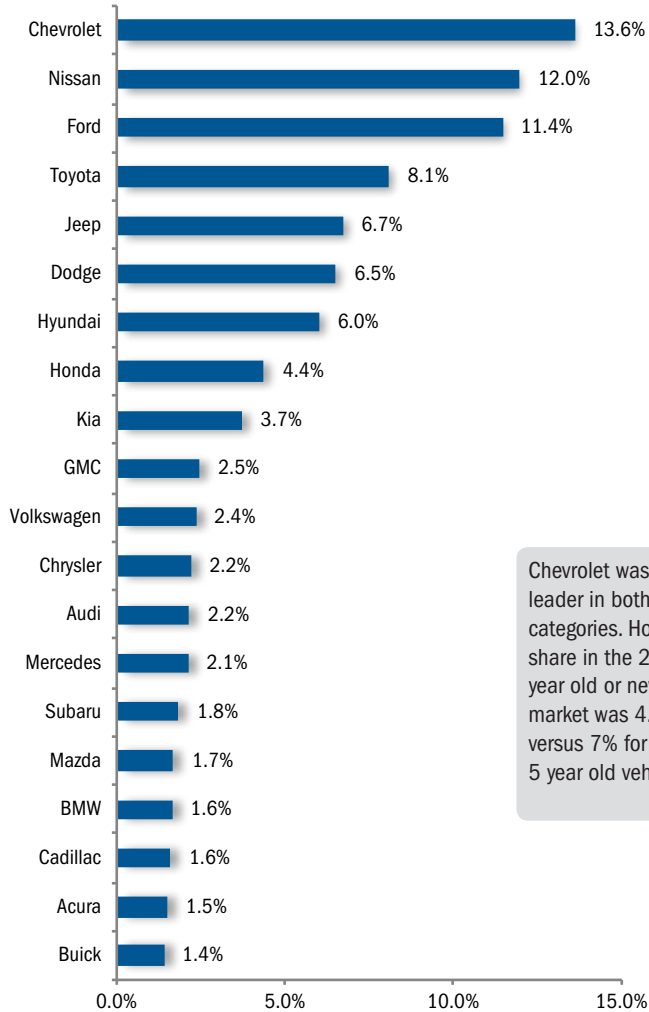
Source: IHS Markit.

Change in Used Vehicle Market Share by Age of Vehicle - YTD '18 thru September vs. YTD 17

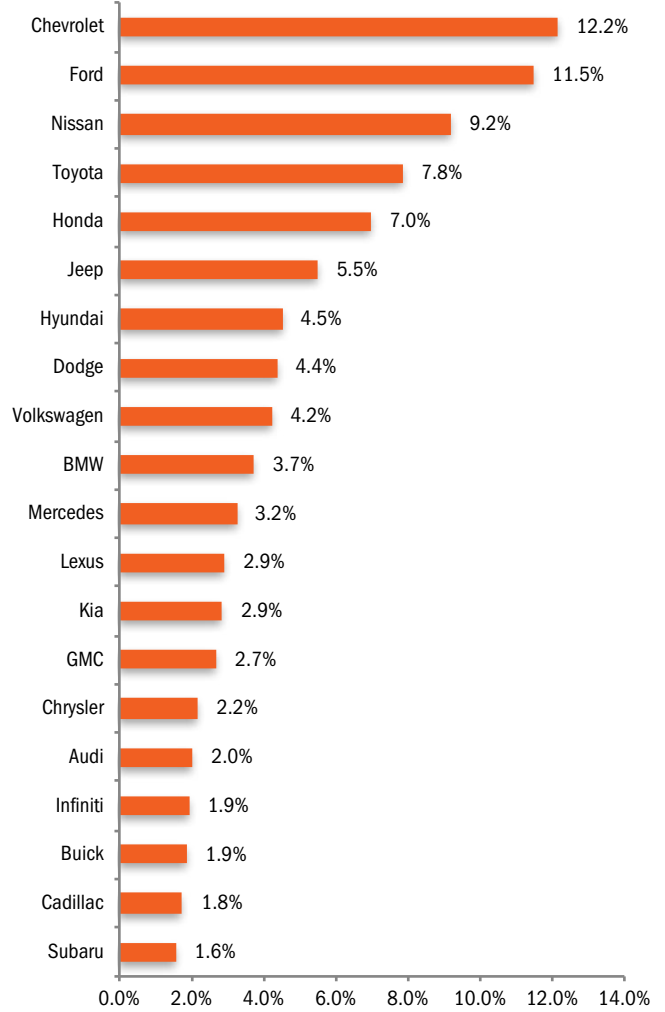


TOP SELLING USED VEHICLES

**Brand Market Share - Vehicles 2 years old or newer
YTD 2018 thru September**



**Brand Market Share - 3 to 5 year old vehicles
YTD 2018 thru September**



Chevrolet was the leader in both age categories. Honda's share in the 2 year old or newer market was 4.4% versus 7% for 3 to 5 year old vehicles.

Data Source: IHS Markit

Chicago Auto Outlook

Published for:
Chicago Automobile Trade Association
18W200 Butterfield Road
Oakbrook Terrace, IL 60181-4810
Phone: 630-495-CATA (2282)

Published by:
Auto Outlook, Inc.
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Exton, PA 19341
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Chicago Auto Outlook is distributed free of charge to all members of Chicago Automobile Trade Association. The publication is sponsored and supported by CATA.

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