

Chicago Auto Outlook™

Sponsored by: Chicago Automobile Trade Association

Market Has Likely Reached Bottom; Improvement Expected by 2010

24.5% decline predicted for area market this year; Year-over-year increase is possible in the Fourth Quarter

The past six months have been, perhaps, the most difficult period ever for the modern automotive retailing industry. The abrupt stoppage in the flow of credit during the fall of 2008, combined with the recession and the abysmal state of household finances, have brought area new vehicle sales to a trickle. In addition, dealerships are caught in an intense squeeze play, as demand for new vehicles has come to a screeching halt, and the massive de-leveraging occurring in the banking industry has dried up sources of credit to fund floor planning.

The key question on everybody's mind is: when will the sales floor be reached? Obviously, in this environment, any sales prediction has a great deal of uncertainty, but we feel strongly that the market is at, or very close to, its low point. Simply put, new vehicle sales cannot fall much lower. The level of postponed purchases (i.e., pent up demand) is reaching record levels, and the majority of economists expect GDP growth to turn at least slightly positive before the end of the year as the bevy of fiscal and monetary stimulus programs kick in.

As summarized on the right, it appears as though the sales recovery will be gradual, but sustained. Consumer confidence, perhaps the best predictor of new vehicle sales, is at depressed levels and there is little reason to expect a quick rebound. Combined with excessive household debt, a sudden and sharp rebound in new vehicle sales is highly unlikely. Still, based on how far the market has fallen, improving conditions are nearly guaranteed, and there is a slim chance of an upside surprise.

Why Recovery Should Be Gradual, but Sustained

Pent up demand is reaching record levels New vehicle purchases are being postponed in record numbers and the median age of vehicles on the road is increasing. When the economy recovers and consumer confidence improves, financially sound consumers (see below) will enter the market.

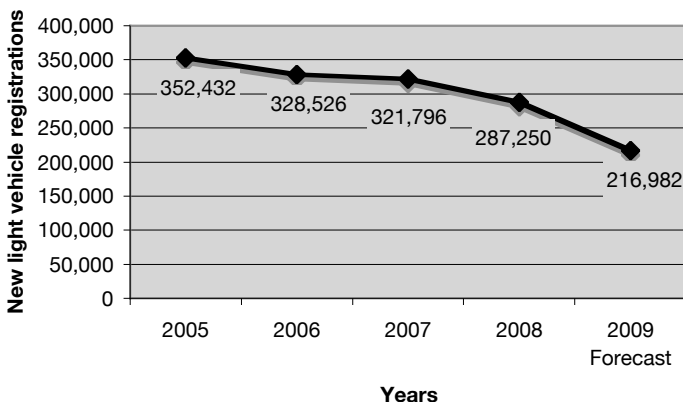
Household debt remains high, with no quick remedy Although the personal savings rate has moved significantly higher over the past several months, households are entering a period of financial belt-tightening as they restore health to ailing balance sheets. Reducing debt and building up savings will result in an extended period of subdued spending, an obvious negative for the new vehicle market.

Restoration of adequate credit availability will take time Eventually, the credit markets will thaw and auto loan issuance will move higher, but this is likely to be a slow process. Liquidity has already improved somewhat since last fall, but, clearly, there is a long way to go. In addition, lax credit standards during most of this decade are likely to be a thing of the past.

Possibility of manufacturer bankruptcies The potential of a bankruptcy filing by GM and/or Chrysler is likely keeping many potential buyers on the sidelines. The regaining of some relative stability in the industry will go a long way toward restoring consumer confidence.

Annual Trend in Area New Vehicle Market

Area New Retail Light Vehicle Registrations-2005 thru 2009



The graph above shows annual new retail light vehicle registrations in the area from 2005 thru 2008, and Auto Outlook's projection for this year.

Market Summary

New Retail Light Vehicle Registrations
2008 History and 2009 Forecast

	2008	Forecast 2009	% Chg. '08 to '09	Mkt. Share 2009
TOTAL	287,250	216,982	-24.5%	0.0%
Car	162,166	119,774	-26.1%	55.2%
Light Truck	125,084	97,208	-22.3%	44.8%
Traditional Domestic	108,159	71,939	-33.5%	33.2%
Japanese	134,261	104,927	-21.8%	48.4%
European	30,325	25,443	-16.1%	11.7%
Korean	14,505	14,673	1.2%	6.8%

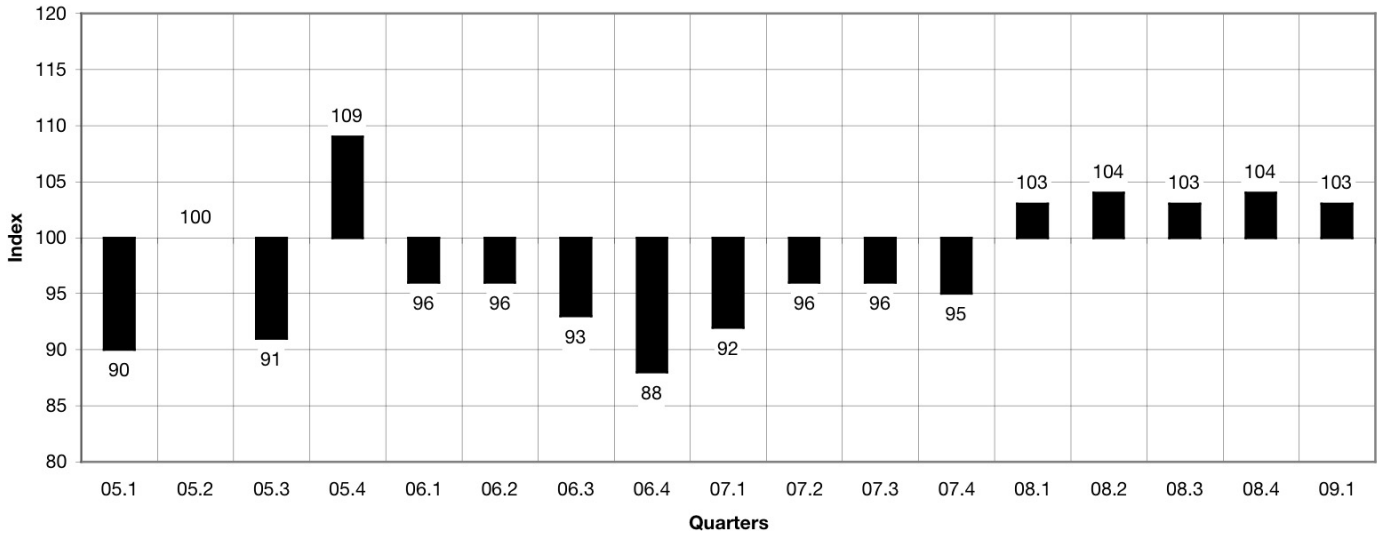
Traditional Domestic consists of vehicles sold by General Motors, Ford and Chrysler, and excludes import nameplates.

Source for historical data: AutoCount, an Experian Company.

Quarterly Industry Results and Forecasts

Small Decline Predicted for Area Market in Fourth Quarter of This Year

Chicago Area Quarterly Market Performance Index



The graph above shows the Greater Chicago Area Quarterly Market Performance Index. The Index tracks the performance of the area's new retail light vehicle market relative to the U.S. market. When the Index is above 100 (such as in the Fourth Quarter of 2005), the area's market had a better quarter than the U.S. But when the Index is below 100, the Chicago Area market was weaker.

Summary Table	07.1	07.2	07.3	07.4	08.1	08.2	08.3	08.4	09.1	09.2	09.3	09.4
Actual registrations	70,539	85,476	89,974	75,807	72,823	81,976	78,378	54,073	44,882	58,000	60,800	53,300
% change from year earlier	-6.0%	-3.7%	-2.5%	4.8%	3.2%	-4.1%	-12.9%	-28.7%	-38.4%	-29.2%	-22.4%	-1.4%

It's not a surprise that the area new retail light vehicle market declined sharply in the First Quarter of 2009 versus a year earlier (down 38.4%). Just about every market in the Nation fell sharply. Especially in these conditions, the Market Performance Index is an excellent barometer since it indicates how the area market stacked up versus the Nation. As shown above, as bad as things were in the First Quarter, it could have been worse. The Market Performance Index was 103 (above the average rating of 100), indicating that the area market held up slightly better than the Nation.

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ANSWERS DRIVE RESULTS.

You need insights into your marketplace to make the best decisions to maximize profits. The AutoCount® Dealer Report analyzes full details on new and used competitive dealer market share, down to specific areas you define.

You bring the questions. We'll bring the answers.



Chicago Area Retail Car and Light Truck Registrations - History and Forecast										
	Registrations					Market Share				
	Units			Percent Change		Share (%)			Change	
	2007	2008	2009	'07 to '08	Forecast '08 to '09	2007	2008	Forecast 2009	'07 to '08	Forecast '08 to '09
TOTAL	321,796	287,250	216,982	-10.7%	-24.5%					
Domestic Brands	131,427	108,159	71,939	-17.7%	-33.5%	40.8	37.7	33.2	-3.1	-4.5
Japanese Brands	142,213	134,261	104,927	-5.6%	-21.8%	44.2	46.7	48.4	2.5	1.7
European Brands	31,595	30,325	25,443	-4.0%	-16.1%	9.8	10.6	11.7	0.8	1.1
Korean Brands	16,561	14,505	14,673	-12.4%	1.2%	5.1	5.0	6.8	-0.1	1.8
Acura	7,230	6,362	5,246	-12.0%	-17.5%	2.2	2.2	2.4	0.0	0.2
Audi	2,870	2,887	2,735	0.6%	-5.3%	0.9	1.0	1.3	0.1	0.3
BMW	7,437	7,067	5,471	-5.0%	-22.6%	2.3	2.5	2.5	0.2	0.0
Buick	4,872	3,982	2,753	-18.3%	-30.9%	1.5	1.4	1.3	-0.1	-0.1
Cadillac	5,135	4,979	3,652	-3.0%	-26.7%	1.6	1.7	1.7	0.1	0.0
Chevrolet	36,437	31,915	20,604	-12.4%	-35.4%	11.3	11.1	9.5	-0.2	-1.6
Chrysler	7,895	5,514	2,913	-30.2%	-47.2%	2.5	1.9	1.3	-0.6	-0.6
Dodge	12,894	9,257	7,135	-28.2%	-22.9%	4.0	3.2	3.3	-0.8	0.1
Ford	27,744	24,792	17,616	-10.6%	-28.9%	8.6	8.6	8.1	0.0	-0.5
GMC	6,748	5,320	3,166	-21.2%	-40.5%	2.1	1.9	1.5	-0.2	-0.4
Honda	38,491	37,643	30,065	-2.2%	-20.1%	12.0	13.1	13.9	1.1	0.8
Hummer	802	429	170	-46.5%	-60.4%	0.2	0.1	0.1	-0.1	0.0
Hyundai	12,661	11,375	11,191	-10.2%	-1.6%	3.9	4.0	5.2	0.1	1.2
Infiniti	3,538	3,044	2,405	-14.0%	-21.0%	1.1	1.1	1.1	0.0	0.0
Isuzu	101	70	12	-30.7%	-82.9%	0.0	0.0	0.0	0.0	0.0
Jaguar	491	539	399	9.8%	-26.0%	0.2	0.2	0.2	0.0	0.0
Jeep	8,231	6,876	5,200	-16.5%	-24.4%	2.6	2.4	2.4	-0.2	0.0
Kia	3,900	3,130	3,482	-19.7%	11.2%	1.2	1.1	1.6	-0.1	0.5
Land Rover	1,603	1,132	878	-29.4%	-22.4%	0.5	0.4	0.4	-0.1	0.0
Lexus	10,782	8,493	6,505	-21.2%	-23.4%	3.4	3.0	3.0	-0.4	0.0
Lincoln	2,438	1,939	1,536	-20.5%	-20.8%	0.8	0.7	0.7	-0.1	0.0
Mazda	5,674	5,519	4,763	-2.7%	-13.7%	1.8	1.9	2.2	0.1	0.3
Mercedes	5,723	5,363	4,217	-6.3%	-21.4%	1.8	1.9	1.9	0.1	0.0
Mercury	3,051	2,219	1,543	-27.3%	-30.5%	0.9	0.8	0.7	-0.1	-0.1
MINI	1,177	1,488	1,360	26.4%	-8.6%	0.4	0.5	0.6	0.1	0.1
Mitsubishi	3,107	2,917	2,079	-6.1%	-28.7%	1.0	1.0	1.0	0.0	0.0
Nissan	21,587	22,053	16,488	2.2%	-25.2%	6.7	7.7	7.6	1.0	-0.1
Pontiac	8,901	6,050	3,184	-32.0%	-47.4%	2.8	2.1	1.5	-0.7	-0.6
Porsche	851	627	478	-26.3%	-23.8%	0.3	0.2	0.2	-0.1	0.0
Saab	767	616	309	-19.7%	-49.8%	0.2	0.2	0.1	0.0	-0.1
Saturn	6,279	4,887	2,467	-22.2%	-49.5%	2.0	1.7	1.1	-0.3	-0.6
smart	0	414	461	--	11.4%	0.0	0.1	0.2	0.1	0.1
Subaru	2,661	3,168	3,129	19.1%	-1.2%	0.8	1.1	1.4	0.3	0.3
Suzuki	1,663	1,402	1,160	-15.7%	-17.3%	0.5	0.5	0.5	0.0	0.0
Toyota/Scion	47,379	43,590	33,075	-8.0%	-24.1%	14.7	15.2	15.2	0.5	0.0
Volkswagen	7,446	7,492	7,083	0.6%	-5.5%	2.3	2.6	3.3	0.3	0.7
Volvo	2,595	1,943	1,492	-25.1%	-23.2%	0.8	0.7	0.7	-0.1	0.0
Others	635	757	560	19.2%	-26.0%	0.2	0.3	0.3	0.1	0.0

Historical Data Source: AutoCount, an Experian Company

The table above presents Auto Outlook's forecast for new retail light vehicle registrations in the Chicago Area. Projections are based on a detailed analysis of competitive dynamics in the new vehicle market, including consumer tastes, new vehicle product plans, and manufacturers' sales targets. As with any forecast, please keep in mind that the projections are subject to some uncertainty. This is especially true in today's hotly competitive automotive market, where market fortunes can change abruptly.

Long Term Trends

Are Annual U.S. Sales of 16 Million Units a Thing of the Past? Don't Bet On It!

With U.S. sales plummeting below the 10 million seasonally adjusted annual rate level during the first three months of this year, there is rampant speculation that the market has permanently downshifted to a new lower level. Consistent with this theory is that annual U.S. new vehicle sales will average about 12 million units for an extended period of time (perhaps as long as 10 years), with normal cyclical fluctuations above and below this long term trend.

Typical justification cited for this downward shift is that elevated new vehicle sales during much of this decade were juiced by unsustainably high incentives, easy credit, and leasing giveaways. As a result, according to this thinking, sales exceeding 16 million units from 1999 to 2007 were an artificial aberration that will never be repeated.

In short, we strongly disagree with these theories. We think the market will return to annual sales of 16 million to 17 million units, and perhaps even higher! It will take a while (perhaps as long as five years), but we think the current downturn

is a pronounced cyclical trough, not a permanent shift. Here's why:

1. **Pent up demand is accumulating.** As dramatically illustrated by the graph below, the new vehicle market will drop precipitously below its long term trend in 2008, and this is expected to continue until at least 2010. Some industry observers believe that the upward inclination of the long term trend will flatten considerably during the next 10 years, as inflated sales levels during most of this decade cannot be sustained.

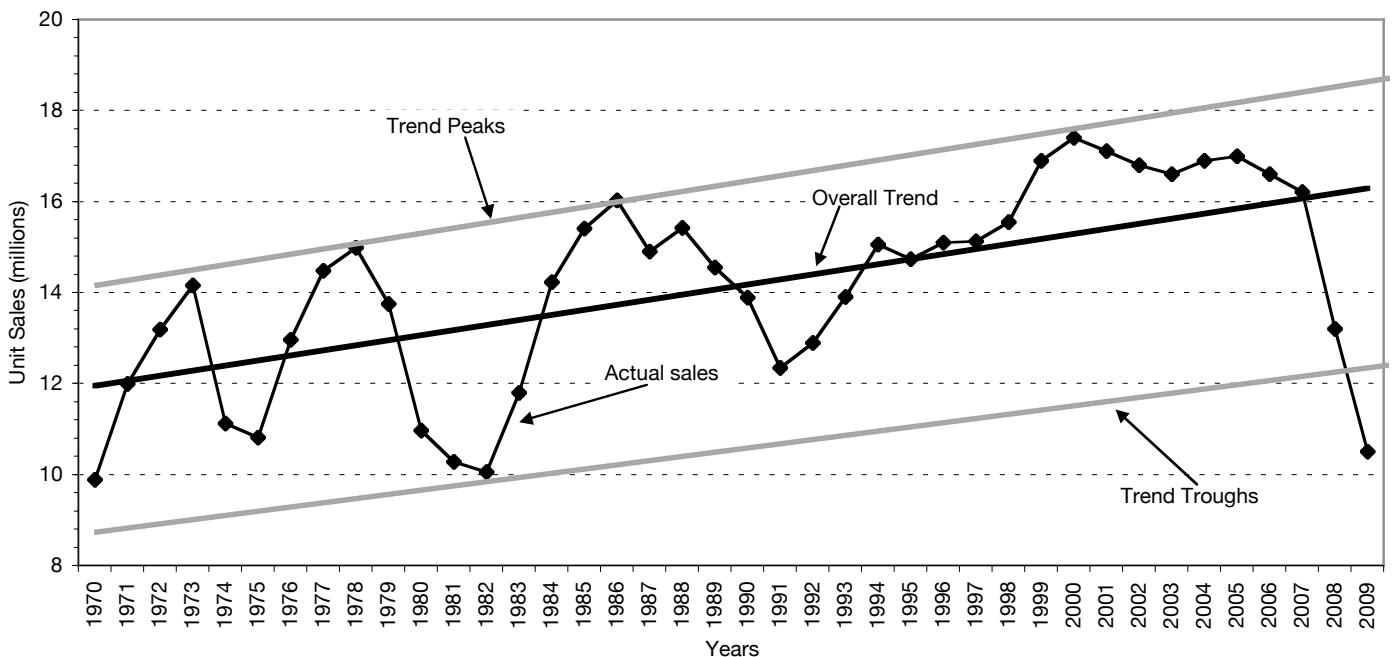
There are, however, several pieces of evidence that support continued, steady, growth in the upward long term trend of new vehicle sales: First, the median age of vehicles on the road has steadily increased over the past 10 years. And although the number of vehicles in operation per licensed driver has increased over the past several years, this figure will move back to historical norms as scrappage rates are likely to far exceed new vehicle sales from 2008 thru 2010.

Finally, and perhaps most important, as shown on the following page, the growth rate in the number of U.S. households has out-paced the growth in new vehicle sales over the past 28 years. From 2000 to 2009, new vehicle sales averaged 15.8 million units, versus 12.7 million units in the 1970's, an increase of 24.3%. Over the same period, the number of U.S. households increased 59.4%, a strong signal that the market was NOT overheated during the 2000's. In fact, the rate of growth in new vehicle sales has not come close to keeping pace with the growth in the number of households.

To be sure, many consumers will postpone new vehicle purchases over the next several years and keep their current vehicles longer, but we view this as a common cyclical occurrence, not a permanent change in buying habits. So, will the long term trend line flatten somewhat during the next 10 years? Perhaps. But it is our opinion that an increasing population, an aging vehicle fleet, and enhanced fuel efficiency

(Continued on following page)

U.S. New Light Vehicle Sales - 1970 thru 2008 Actual, 2009 Projection



The graph shows four data series from 1970 to 2008, and a projection for 2009. 1. **Actual** new vehicle sales. 2. The **overall** sales trend. 3. **Trend peaks**, which is the trend line for the four cyclical sales peaks. 4. **Trend troughs**, which is the trend line for the cyclical sales troughs. Source: CNW Research.

Long Term Trends (continued)

Are Annual U.S. Sales of 16 Million Units a Thing of the Past? Don't Bet On It!

technology (see number 5) will continue to push the long term trend of new vehicle sales higher.

2. **Credit-induced bubble for autos is slim compared to housing.** Some have theorized that like housing, the auto market feasted on cheap, easy credit to fuel sales. But the credit-induced sales bubble for autos pales in comparison to housing. First, there was less emphasis on sub-prime lending, and although automotive credit may have flowed a little too easily, lending standards were held to stricter standards than some of the haphazard practices in mortgage lending.

And perhaps most important, auto loans carry fixed interest rates. So the time bomb that hit housing (i.e., adjustable rate mortgages that moved higher and were tied to depreciating home values) is a non-issue for autos. Granted, debt issuance for auto purchases will be tighter for an extended period of time. Higher average down payment requirements will hamper trade-ins from consumers who are upside down on their current contract, and leasing penetration will likely settle in at closer to 10% of sales, rather than 20% or higher. But when a sense of normalcy returns to the credit markets (and there already has been improvement), there will be ample credit for automotive lending.

3. **Longer term outlook for vehicle affordability expected to remain strong.** As a result of the severe recession and big losses in 401K and other retirement savings accounts, many consumers will likely be less willing to assume the added debt that usually accompanies a new vehicle purchase. And this inclination toward less debt could very well be a longer term trend. However, aggressive vehicle pricing and the likelihood of continued low interest rates should keep vehicle affordability at historically strong levels.

4. **Automobiles are not appliances.** Will increasing numbers of consumers now view an automotive purchase more as a necessity, and less as a discretionary luxury? With the depletion in real es-

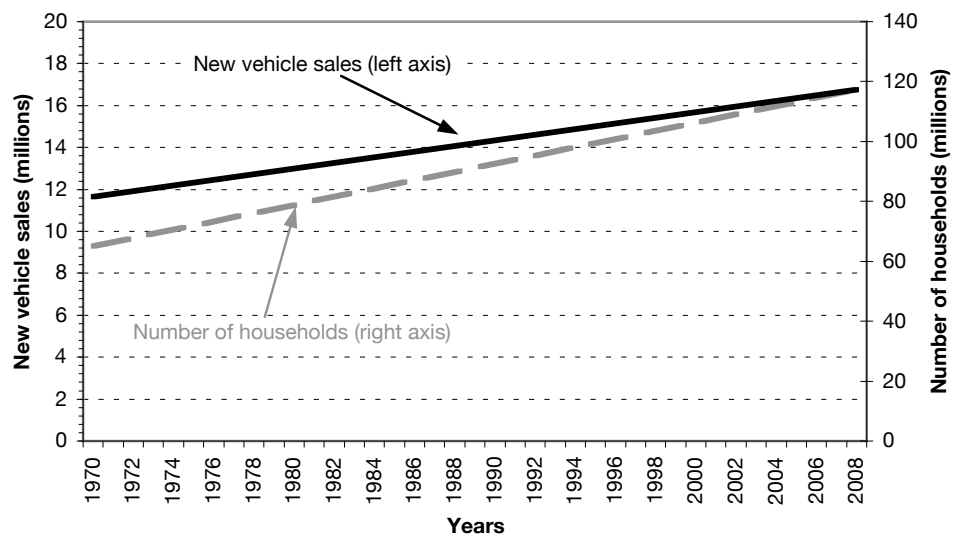
tate and financial assets and the need to reduce debt, many undoubtedly will. In addition, the fact that vehicles have better long term quality and reliability will allow owners to keep them longer. However, many Americans derive extreme satisfaction from driving a new car. Simply put, a lot of consumers who would LIKE to buy a new vehicle will find a way to do so, even if the financial method of acquisition is different, harder to achieve, and more difficult. In short, don't underestimate Americans' love for the automobile.

5. **A product renaissance is on the horizon in the form of alternative powertrain vehicles.** Lately, as fuel prices have come down, some have questioned the salability of higher mileage, cleaner running vehicles. From a long term perspective, however, these types of vehicles will dominate the industry. Gas prices will increase, and perhaps most important, governmental policies will in one way or another mandate that increasing numbers of more fuel efficient, eco-friendly vehicles will be produced and sold. In addition, enhanced environmental consciousness by consumers is likely to boost demand for these vehicles,

independent of fuel prices. In short, there will be a dramatic transformation in the U.S. new vehicle fleet over the next 5 to 10 years. And this transformation can only take place with big numbers of new vehicles being sold, much more than the 12 million unit average that some are predicting.

Conclusion: There is little doubt that new vehicle sales will remain sluggish (i.e., below trend line levels) for an extended period. Consumers are necessarily entering an extended period of emphasizing thrift over extravagance, and as a result, the average rate of new vehicle purchases is likely to be lower. However, Auto Outlook strongly believes that the downturn is precipitated by the severe recession and the wide ranging process of de-leveraging, and not by a structural change in the long term trend of new vehicle sales. And the fact that the long term trend for sales is still increasing, portends that eventually (and perhaps sooner than many think) the market will return to the 16 million unit level attained for most of this decade.

U.S. New Vehicle Sales and Number of Households - Long Term Trends



The graph shows the trend lines for U.S. new vehicle sales (plotted from the left axis) and number of households (plotted from the right axis) in millions, from 1970 thru 2008. As shown, the rate of growth in the number of households has been higher than the rate of growth in new vehicle sales, a strong signal that the level of new vehicle sales has not been "over-stimulated" by aggressive incentives or easy credit. In addition, this supports our contention that that the long term upward trend in sales can be sustained.

County Market Analysis

County Market Share as a Percent of National Market Share

The tables that follow provide an excellent snapshot of the competitive position of the top 25 retail brands, as ranked by U.S. retail registrations during the past 12 months (April 2008 thru March 2009) in the eight Chicago Area county markets. A summary table for the total Chicago Area market is also shown.

The tables show three numbers for each brand in each county. The first is the brand's share of county new retail light vehicle registrations (combined cars and light trucks) during the past 12 months. The second number is U.S. retail market share over the same period. The third is county market share as a percent of U.S.

Brands at the top of the tables have a much higher market share in the county than in the Nation. Those at the end have a much lower market share in the county than in the Nation. And those brands that are rated 100% have the same market share in the county as in

the Nation. Dotted horizontal lines denote those brands that are above and below National market share.

Why are some brands at the top of the list and others at the bottom? Here are a few of the possible explanations:

Consumer preferences. Demographics obviously has an influence on vehicle sales. Luxury import brands tend to rank much higher in counties with relatively high income levels. For example, six of the top seven brands in Du Page County are luxury brands. In addition, brands with a higher concentration of light trucks tend to perform better in more rural counties.

Strong performing dealers. Clearly, strong (or weak) performing dealers can provide a significant boost to a brand's sales in county markets.

Under-representation. Brands may be at the end of the list due to inadequate retailer representation, but could represent an excellent opportunity for a retailer interested in adding a franchise.

As mentioned above, this analysis only includes brands ranked in the top 25 in area retail registrations. If you would like to know the county rankings for any other brand or if you would like additional information about any of these tables, please call Auto Outlook at 800-206-0102.

Source: AutoCount data from Experian Automotive.

COOK COUNTY (IL)					DU PAGE COUNTY (IL)					KANE COUNTY (IL)				
Rank	Brand	Market Share		County as a % of U.S.	Rank	Brand	Market Share		County as a % of U.S.	Rank	Brand	Market Share		County as a % of U.S.
		County	U.S.				County	U.S.				County	U.S.	
1	Acura	2.1	1.3	160.3	1	Acura	3.2	1.3	249.3	1	Acura	2.7	1.3	206.4
2	Cadillac	1.9	1.3	152.8	2	Lexus	3.9	2.3	168.2	2	Saturn	2.4	1.5	162.4
3	Volkswagen	2.9	2.0	146.3	3	Infiniti	1.4	1.0	140.0	3	Hyundai	4.7	3.2	145.7
4	Lexus	3.1	2.3	136.5	4	BMW	3.1	2.2	137.4	4	Nissan	9.4	7.0	134.4
5	Hyundai	4.3	3.2	134.7	5	Volkswagen	2.5	2.0	128.8	5	Infiniti	1.1	1.0	111.0
6	Buick	1.4	1.1	127.3	6	Cadillac	1.6	1.3	127.5	6	Volkswagen	2.2	2.0	110.3
7	Nissan	8.1	7.0	115.3	7	Mercedes	2.4	1.9	126.7	7	Mazda	2.3	2.1	109.3
8	BMW	2.6	2.2	114.5	8	Saturn	1.8	1.5	125.7	8	Chevrolet	12.1	11.2	108.3
9	Pontiac	1.9	1.7	114.2	9	Hyundai	3.9	3.2	121.3	9	Honda	12.4	12.0	102.7
10	Honda	13.6	12.0	113.1	10	Buick	1.3	1.1	119.4	10	Chrysler	2.0	2.0	100.5
11	Toyota/Scion	16.3	16.4	99.4	11	Mazda	2.4	2.1	117.0	11	Lincoln	0.8	0.8	95.4
12	Saturn	1.4	1.5	98.2	12	Honda	14.1	12.0	116.9	12	Cadillac	1.2	1.3	95.2
13	Mercedes	1.8	1.9	96.1	13	Nissan	8.1	7.0	114.8	13	Toyota/Scion	15.6	16.4	95.1
14	Infiniti	0.9	1.0	95.3	14	Pontiac	1.7	1.7	99.3	14	Ford	9.4	10.2	92.5
15	Mazda	1.9	2.1	93.0	15	Mercury	0.8	0.8	96.0	15	Lexus	2.1	2.3	91.4
16	Mercury	0.7	0.8	92.1	16	Toyota/Scion	15.3	16.4	93.2	16	Jeep	2.3	2.7	87.7
17	Chevrolet	10.1	11.2	90.7	17	Lincoln	0.8	0.8	90.2	17	Buick	0.9	1.1	87.5
18	Chrysler	1.6	2.0	82.6	18	Chevrolet	8.8	11.2	78.9	18	Mercury	0.7	0.8	83.7
19	Ford	8.4	10.2	82.2	19	Ford	7.9	10.2	77.7	19	Pontiac	1.3	1.7	78.3
20	Subaru	1.2	1.6	75.7	20	Jeep	2.0	2.7	73.9	20	Mercedes	1.5	1.9	77.7
21	Jeep	2.0	2.7	75.6	21	Subaru	1.2	1.6	73.6	21	Dodge	3.3	4.6	72.3
22	Lincoln	0.6	0.8	69.1	22	Chrysler	1.4	2.0	72.4	22	BMW	1.4	2.2	64.2
23	Dodge	3.0	4.6	65.8	23	Kia	1.0	1.9	53.4	23	Subaru	1.0	1.6	61.2
24	Kia	1.2	1.9	59.7	24	GMC	1.5	2.9	53.2	24	GMC	1.5	2.9	53.9
25	GMC	1.2	2.9	41.6	25	Dodge	2.0	4.6	44.0	25	Kia	0.8	1.9	39.9

County Market Analysis

County Market Share as a Percent of National Market Share (continued)

LAKE COUNTY (IL)					McHENRY COUNTY (IL)					WILL COUNTY (IL)				
Rank	Brand	Market Share		County as a % of U.S.	Rank	Brand	Market Share		County as a % of U.S.	Rank	Brand	Market Share		County as a % of U.S.
		County	U.S.				County	U.S.				County	U.S.	
1	Acura	3.3	1.3	256.2	1	Chrysler	3.4	2.0	174.7	1	Saturn	2.6	1.5	175.6
2	Infiniti	1.9	1.0	195.6	2	Jeep	4.3	2.7	161.1	2	Hyundai	5.2	3.2	161.7
3	Volkswagen	3.7	2.0	184.9	3	Buick	1.7	1.1	158.8	3	Pontiac	2.4	1.7	141.1
4	Lexus	3.9	2.3	170.0	4	Hyundai	5.0	3.2	155.4	4	Chrysler	2.7	2.0	138.8
5	BMW	3.6	2.2	162.2	5	Pontiac	2.2	1.7	129.4	5	Acura	1.7	1.3	128.3
6	Mercedes	2.7	1.9	142.0	6	Chevrolet	14.1	11.2	126.1	6	Buick	1.3	1.1	126.1
7	Jeep	3.0	2.7	114.0	7	Honda	13.9	12.0	115.2	7	Chevrolet	13.7	11.2	122.5
8	Honda	13.6	12.0	113.0	8	Acura	1.5	1.3	111.8	8	Mercury	0.9	0.8	115.4
9	Cadillac	1.4	1.3	109.9	9	Ford	11.0	10.2	108.5	9	Ford	11.4	10.2	111.9
10	Pontiac	1.7	1.7	103.2	10	Infiniti	1.0	1.0	105.4	10	Jeep	2.8	2.7	103.6
11	Buick	1.1	1.1	103.1	11	Saturn	1.5	1.5	102.3	11	Honda	12.3	12.0	102.3
12	Toyota/Scion	16.7	16.4	101.7	12	Nissan	7.1	7.0	101.7	12	Volkswagen	2.0	2.0	99.6
13	Nissan	6.7	7.0	95.4	13	Mazda	2.0	2.1	98.6	13	Nissan	6.9	7.0	99.1
14	Saturn	1.4	1.5	94.5	14	Lincoln	0.8	0.8	97.0	14	Lincoln	0.8	0.8	98.9
15	Chevrolet	9.7	11.2	86.5	15	Cadillac	1.1	1.3	90.1	15	Dodge	4.5	4.6	98.7
16	Subaru	1.4	1.6	86.1	16	Mercury	0.7	0.8	89.4	16	GMC	2.7	2.9	94.4
17	Chrysler	1.6	2.0	83.5	17	Volkswagen	1.7	2.0	85.8	17	Cadillac	1.2	1.3	91.4
18	Lincoln	0.7	0.8	80.4	18	Dodge	3.8	4.6	83.7	18	Kia	1.6	1.9	82.7
19	Mercury	0.6	0.8	79.2	19	Subaru	1.3	1.6	82.7	19	Mazda	1.7	2.1	82.3
20	Mazda	1.6	2.1	77.8	20	BMW	1.7	2.2	73.9	20	Lexus	1.9	2.3	81.0
21	Hyundai	2.2	3.2	67.5	21	GMC	2.1	2.9	72.8	21	Toyota/Scion	12.1	16.4	74.1
22	Dodge	3.0	4.6	64.4	22	Toyota/Scion	11.3	16.4	69.0	22	Infiniti	0.6	1.0	63.5
23	GMC	1.8	2.9	61.1	23	Lexus	1.4	2.3	61.3	23	BMW	1.3	2.2	57.6
24	Ford	5.0	10.2	49.5	24	Mercedes	0.9	1.9	46.6	24	Mercedes	1.0	1.9	54.2
25	Kia	0.9	1.9	45.0	25	Kia	0.7	1.9	33.9	25	Subaru	0.7	1.6	44.8

LAKE COUNTY (IN)					PORTER COUNTY (IN)					CHICAGO AREA				
Rank	Brand	Market Share		County as a % of U.S.	Rank	Brand	Market Share		County as a % of U.S.	Rank	Brand	Market Share		County as a % of U.S.
		County	U.S.				County	U.S.				County	U.S.	
1	Pontiac	4.7	1.7	281.4	1	Pontiac	4.9	1.7	294.6	1	Acura	2.3	1.3	173.3
2	Buick	2.3	1.1	213.4	2	GMC	6.6	2.9	228.5	2	Volkswagen	2.7	2.0	135.0
3	GMC	5.4	2.9	187.9	3	Buick	2.3	1.1	216.5	3	Cadillac	1.7	1.3	131.8
4	Mercury	1.5	0.8	185.4	4	Mercury	1.3	0.8	161.3	4	Lexus	3.0	2.3	129.4
5	Chevrolet	17.5	11.2	156.5	5	Dodge	6.8	4.6	147.3	5	Buick	1.4	1.1	127.7
6	Cadillac	2.0	1.3	153.8	6	Chevrolet	16.0	11.2	143.1	6	Hyundai	4.0	3.2	125.0
7	Ford	13.3	10.2	130.8	7	Chrysler	2.6	2.0	130.4	7	Pontiac	2.0	1.7	122.8
8	Saturn	1.9	1.5	127.6	8	Jeep	3.4	2.7	129.1	8	Saturn	1.7	1.5	114.8
9	Chrysler	2.3	2.0	117.0	9	Ford	12.8	10.2	125.4	9	Nissan	7.7	7.0	110.3
10	Lincoln	0.9	0.8	109.3	10	Cadillac	1.5	1.3	116.5	10	BMW	2.5	2.2	109.7
11	Dodge	4.6	4.6	101.0	11	Saturn	1.6	1.5	111.8	11	Honda	13.2	12.0	109.7
12	Jeep	2.6	2.7	95.7	12	Nissan	7.8	7.0	111.1	12	Infiniti	1.1	1.0	106.4
13	Volkswagen	1.7	2.0	84.6	13	Mazda	2.0	2.1	96.7	13	Mercury	0.8	0.8	98.4
14	Nissan	5.5	7.0	78.5	14	Lincoln	0.7	0.8	88.5	14	Chevrolet	10.9	11.2	97.9
15	Hyundai	2.5	3.2	78.3	15	Subaru	1.4	1.6	88.1	15	Mercedes	1.8	1.9	95.3
16	Honda	9.4	12.0	77.8	16	Volkswagen	1.5	2.0	76.9	16	Chrysler	1.8	2.0	93.7
17	Kia	1.4	1.9	74.5	17	Toyota/Scion	11.6	16.4	70.4	17	Mazda	1.9	2.1	93.5
18	Toyota/Scion	11.8	16.4	72.0	18	Honda	8.4	12.0	69.8	18	Toyota/Scion	15.3	16.4	93.1
19	Lexus	1.6	2.3	70.2	19	Lexus	1.2	2.3	51.8	19	Jeep	2.4	2.7	88.4
20	BMW	1.6	2.2	69.9	20	Hyundai	1.6	3.2	50.0	20	Ford	8.7	10.2	85.3
21	Mazda	1.2	2.1	57.2	21	Kia	0.7	1.9	38.1	21	Lincoln	0.7	0.8	81.2
22	Mercedes	1.0	1.9	50.6	22	BMW	0.7	2.2	30.4	22	Subaru	1.2	1.6	71.7
23	Subaru	0.7	1.6	40.7	23	Mercedes	0.4	1.9	20.3	23	Dodge	3.2	4.6	69.7
24	Acura	0.3	1.3	25.3	24	Infiniti	0.2	1.0	17.7	24	GMC	1.8	2.9	62.7
25	Infiniti	0.1	1.0	12.6	25	Acura	0.2	1.3	15.0	25	Kia	1.1	1.9	57.3

Model Scoreboard

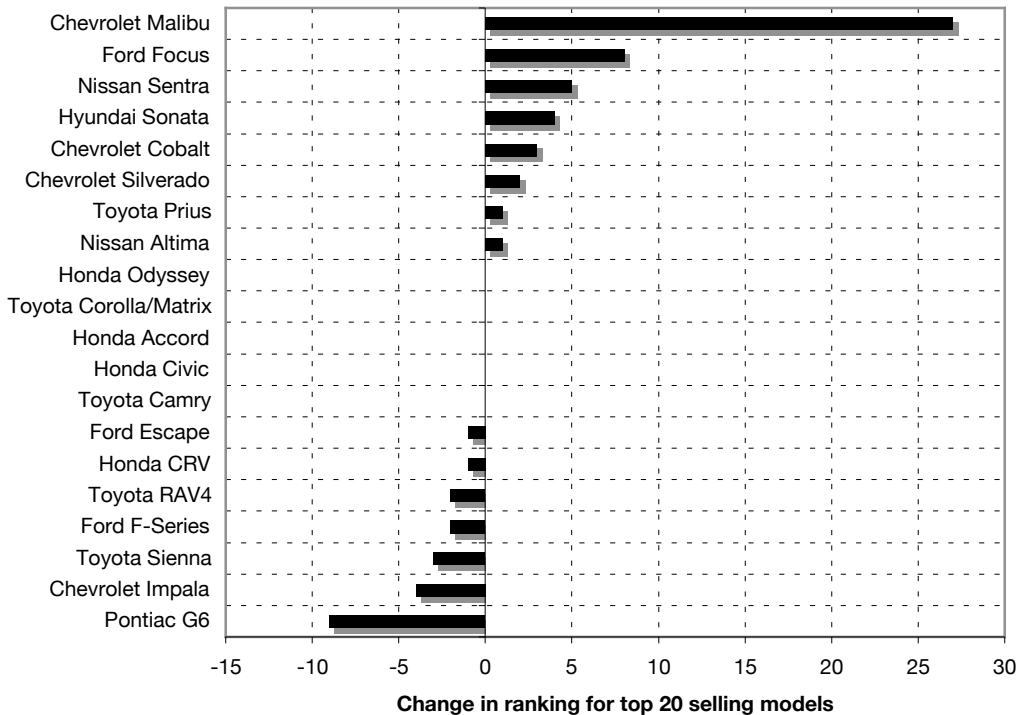
Chevy Malibu Gains in Area Rankings; Corolla/Matrix Sub Compact Car Leader

The graph and table on this page provide a review of top selling models in the Chicago Area market. The graph shows the change in rankings for the top 20 sellers during the first three months of 2009 versus the same period a year earlier. Chevrolet Malibu had the highest gain in the rankings, moving up from 40th last year to 13th this year.

The table shows the top selling models during the First Quarter of this year for 16 primary market segments. Toyota Camry was the leader in the Standard Mid Size Car segment, while Hyundai Santa Fe was the leader in the Mid Size/Crossover SUV segment.

Source: AutoCount data from Experian Automotive.

Change in Rankings for Top 20 Selling Models - YTD '09 thru March vs. YTD '08



Top Selling Models in Each Segment - Chicago Area											
New Retail Registrations, YTD 2009 thru March and Market Share of Segment											
Cars											
Entry			Sub Compact			Sporty Compact			Standard Mid Size		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Nissan Versa	387	25.2	Toyota Corolla/Matrix	1269	18.8	Dodge Challenger	243	46.7	Toyota Camry	1499	22.0
Honda Fit	293	19.1	Honda Civic	709	10.5	Ford Mustang	112	21.5	Honda Accord	1265	18.6
Toyota Yaris	264	17.2	Ford Focus	591	8.8	Scion TC	86	16.5	Chevrolet Malibu	846	12.4
Chevrolet Aveo	122	7.9	Chevrolet Cobalt	557	8.2	Hyundai Tiburon	43	8.3	Nissan Altima	744	10.9
Hyundai Accent	119	7.7	Volkswagen Jetta	502	7.4				Hyundai Sonata	530	7.8
Large Mid Size			Near Luxury			Luxury			Sports Car		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Chevrolet Impala	536	25.5	BMW 3-Series	444	15.5	BMW 5-Series	293	19.4	Chevrolet Corvette	47	22.1
Buick Lucerne	243	11.6	Cadillac CTS	383	13.4	Mercedes E-Class	144	9.6	Nissan 370Z	37	17.4
Dodge Charger	205	9.8	Lexus ES	308	10.8	Audi A6	110	7.3	Porsche 911	28	13.1
Nissan Maxima	202	9.6	Acura TL	304	10.6	Cadillac DTS	109	7.2	Pontiac Solstice	16	7.5
Pontiac G8	176	8.4	Audi A4	277	9.7	Lexus GS	95	6.3	Audi TT	15	7.0
Light Trucks											
Compact Pickup			Full Size Pickup			Mini Van			Full Size Van		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Toyota Tacoma	191	28.7	Ford F-Series	854	36.6	Honda Odyssey	692	24.4	Chevrolet Express	205	45.5
Chevrolet Colorado	159	23.9	Chevrolet Silverado	620	26.6	Toyota Sienna	591	20.9	Ford E-Series	173	38.4
Honda Ridgeline	91	13.7	Dodge Ram	338	14.5	Chrysler T & C	514	18.2	Dodge Sprinter	39	8.6
Ford Ranger	89	13.4	GMC Sierra	232	9.9	Dodge Caravan	389	13.7	GMC Savana	34	7.5
Dodge Dakota	67	10.1	Toyota Tundra	174	7.5	Hyundai Entourage	181	6.4			
Compact SUV			Mid Size SUV/Crossover SUV			Full Size SUV			Mid and Full Size Luxury SUV		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Honda CRV	1456	20.7	Hyundai Santa Fe	891	12.8	Chevrolet Tahoe	270	26.6	Lexus RX	762	22.7
Ford Escape	796	11.3	Nissan Murano	546	7.9	Chevrolet Suburban	147	14.5	Acura MDX	320	9.5
Toyota RAV4	764	10.9	Honda Pilot	521	7.5	Toyota Sequoia	139	13.7	BMW X5	251	7.5
Chevrolet Equinox	563	8.0	Chevrolet Traverse	481	6.9	GMC Yukon	131	12.9	Cadillac Escalade	237	7.1
Jeep Wrangler	525	7.5	Toyota Highlander	464	6.7	GMC Yukon XL	113	11.1	Mercedes ML-Clas:	143	4.3

Segment Watch

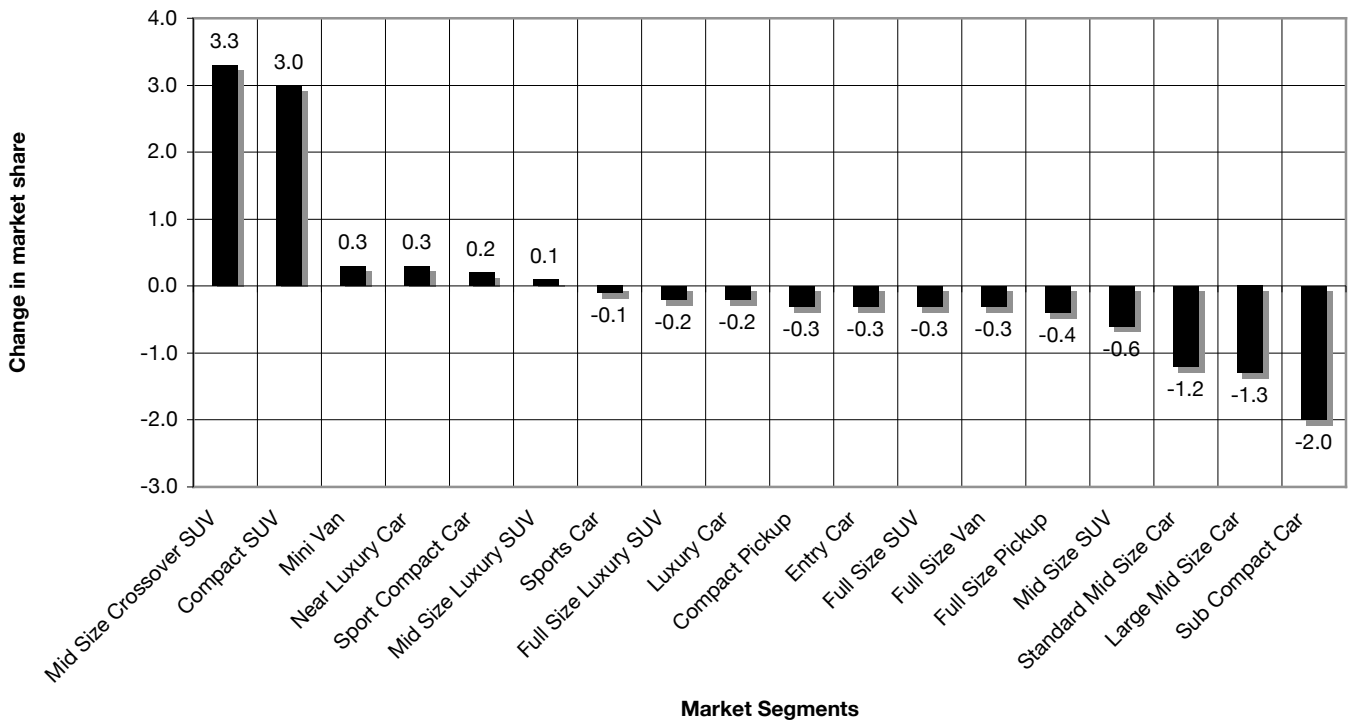
Mid Size Crossover SUV Segment Off To Relatively Fast Start This Year

Although little was selling during the first three months of this year, there are some definite signs that (no surprise!) consumer buying habits are highly influenced by fuel prices. Light truck market share declined for most of 2008, but lower prices at the pump during the first three months of this year have brought some life back to several light truck segments.

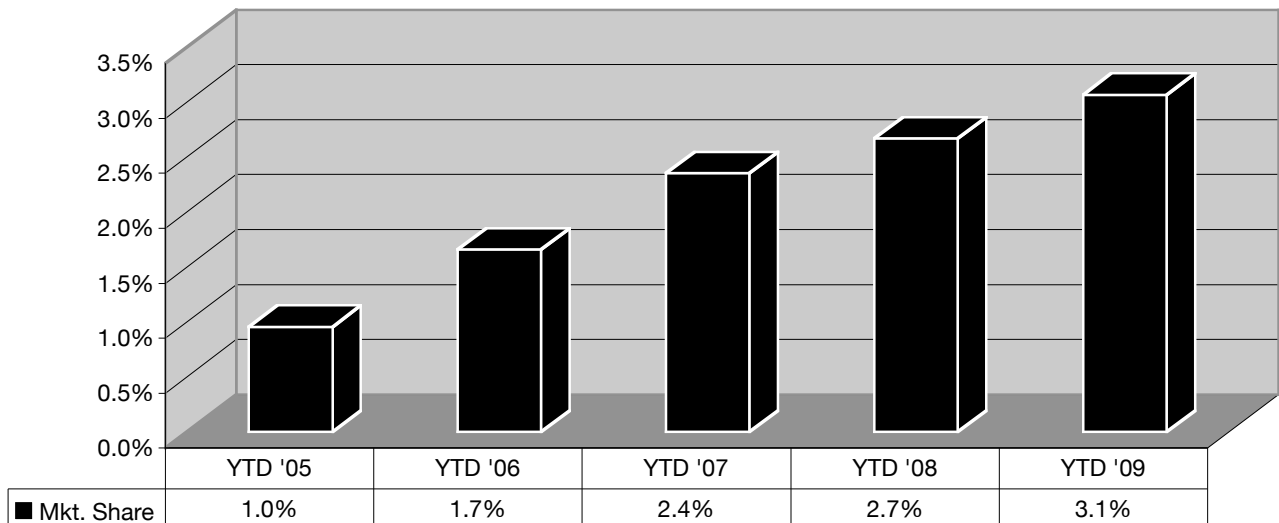
As shown on the graph below, the Mid Size Crossover SUV segment recorded a 3.3 market share point increase during the first three months of this year versus the same period a year earlier. As shown on the bottom graph, hybrid vehicle market share has trended higher over the past several years. However, the increase has clearly been impacted by the higher number of hybrid models coming onto the market.

Although it would appear as though consumer attitudes have shifted away from SUVs and toward more environmentally friendly vehicles, purchase decisions are clearly guided by the price of fuel. Consequently, in our view, gasoline prices are a critical tool in achieving stated policy goals of increasing sales of fuel efficient and environmentally friendly vehicles. With low gas prices, these goals will be difficult to achieve.

Change in Chicago Area Segment Market Share - YTD 2009 thru March vs. Year Earlier



Hybrid Vehicle Share of Chicago Area New Retail Market - YTD thru March, 2005 thru 2009



Brand Scoreboard

Toyota/Scion is Small Car Sales Leader; BMW Number One in Luxury/Sports Cars

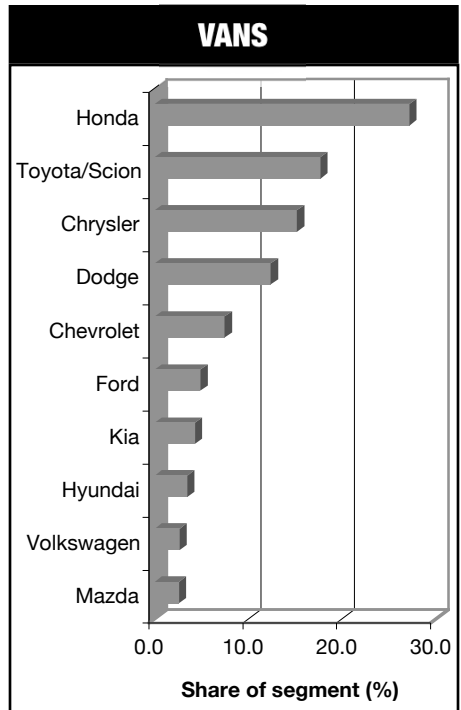
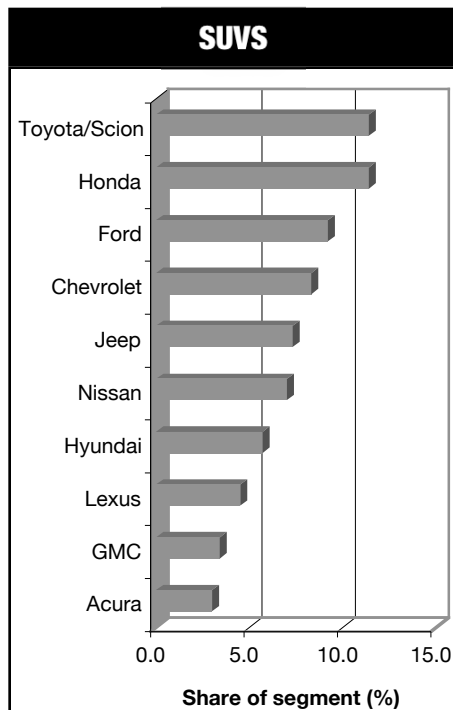
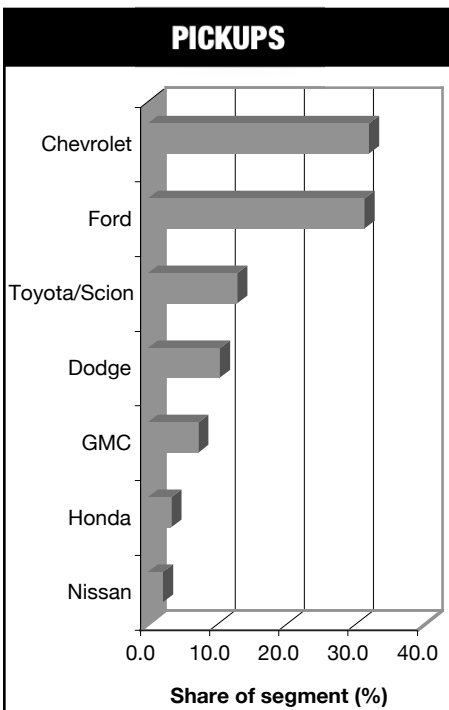
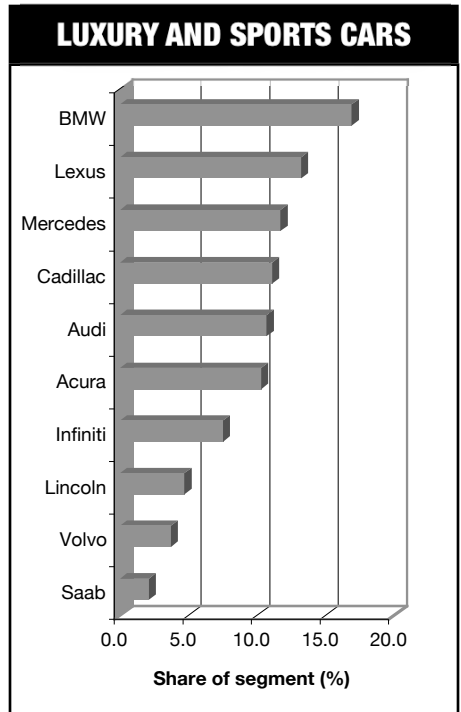
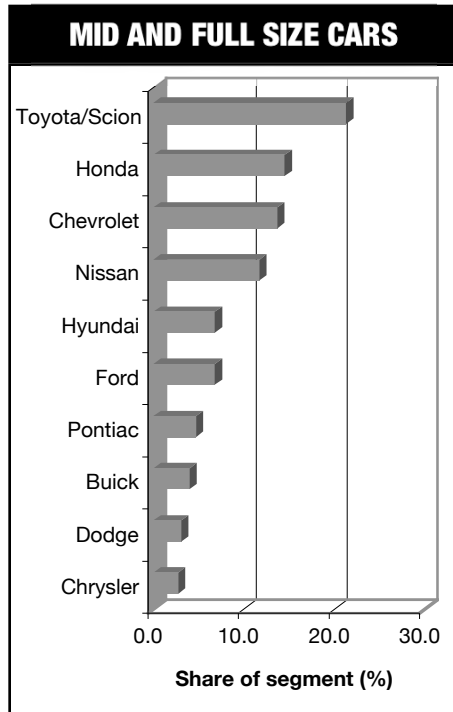
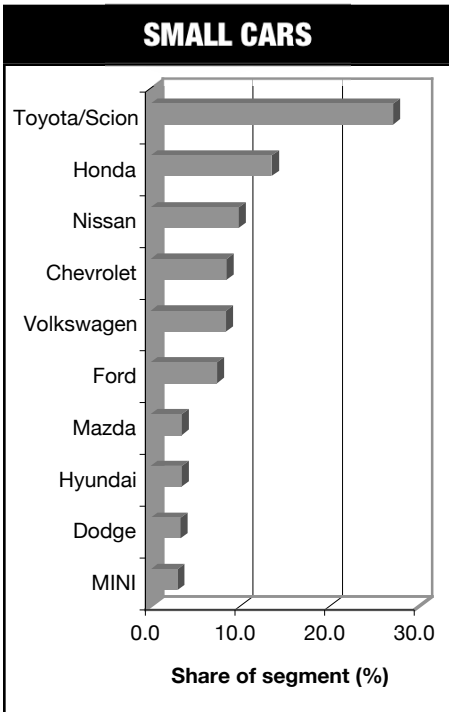
The graphs below show new retail light vehicle market share in the Chicago Area for the top 10 selling brands in six primary market segments. A few notes: Market share figures are for the last six months (October 2008 thru March of this year.) The Pickup segment only includes

six brands. Small Cars include Entry Car, Sub Compact, and Sport Compact.

The graphs provide an informative view of brand competitiveness based on the type of vehicle. Toyota/Scion is easily the best selling brand among Small Cars,

while BMW is the Luxury and Sports Car leader. Chevrolet leads among Pickups.

Source: AutoCount data from Experian Automotive.



County Scoreboard

Registrations Decline Sharply in Each of the Eight County Markets

The tables on this page provide a thorough summary of each of the Chicago Area's eight county new retail light vehicle markets. The unique county-level information provides a valuable perspective on local market performance, and a

barometer to evaluate the performance of your dealership.

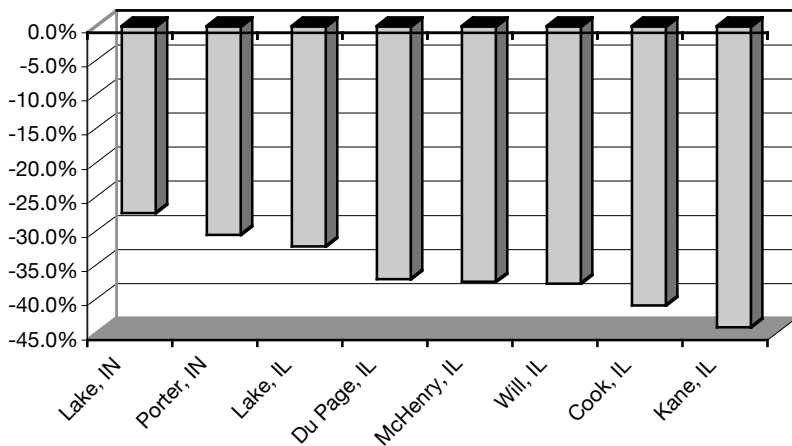
Part 1 below shows registration data and light truck market share during the first three months of 2008 and 2009.

Part 2 presents data for Domestic brands, and the top 10 selling car and light truck brands in the Chicago Area. The top ranked county in each category is shaded.

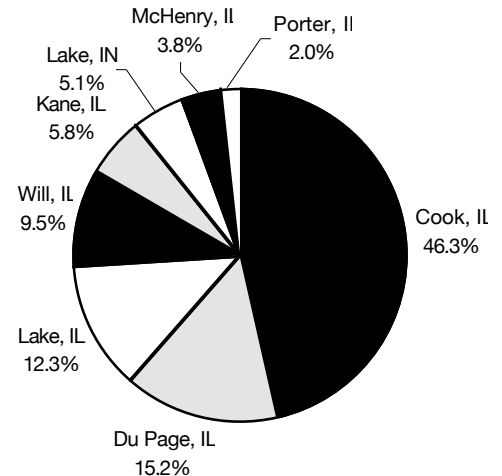
COUNTY BY COUNTY - PART 1								
	Registrations (YTD thru March)		Percent Change	Unit Change	Light Truck Market Share (%)			Change '08 to '09
	2008	2009	YTD '09 vs. YTD '08	YTD '09 vs. YTD '08	YTD 2008	YTD 2009		
	Cook, IL	35,151	20,774	-40.9%	-14,377	44.2	49.5	
Du Page, IL	10,847	6,827	-37.1%	-4,020	48.0	51.2	3.2	
Kane, IL	4,636	2,591	-44.1%	-2,045	50.3	55.7	5.4	
Lake, IL	8,133	5,510	-32.3%	-2,623	52.2	55.8	3.6	
McHenry, IL	2,753	1,721	-37.5%	-1,032	52.9	60.5	7.6	
Will, IL	6,863	4,277	-37.7%	-2,586	51.9	56.7	4.8	
Lake, IN	3,170	2,301	-27.4%	-869	49.0	53.6	4.6	
Porter, IN	1,270	881	-30.6%	-389	56.5	54.0	-2.5	

COUNTY BY COUNTY - PART 2													
	Market Share Summary												
	Domestic Brands			Top Ten Selling Brands in Area-YTD 2009 thru March									
	YTD 2008	YTD 2009	Change '08 to '09	Toyota/Scion	Honda	Chevrolet	Ford	Nissan	Dodge	Hyundai	Lexus	Pontiac	Jeep
Cook, IL	39.1	33.7	-5.4	15.5	11.6	9.1	8.5	6.9	5.6	3.3	3.6	3.2	2.8
Du Page, IL	34.2	32.0	-2.2	13.2	12.7	8.9	8.0	7.1	4.9	2.3	4.8	4.2	2.3
Kane, IL	43.0	40.1	-2.9	13.7	11.0	12.8	8.7	7.2	5.7	3.7	2.2	3.0	3.4
Lake, IL	33.6	32.7	-0.9	13.5	12.2	8.7	4.7	5.1	3.0	3.3	4.2	4.5	3.9
McHenry, IL	48.2	51.1	2.9	7.1	9.9	13.3	11.6	6.3	6.3	4.5	1.9	2.4	5.8
Will, IL	49.8	49.2	-0.6	10.0	9.1	14.1	10.5	6.1	7.2	5.5	2.1	2.4	3.3
Lake, IN	66.5	63.5	-3.0	10.6	6.7	19.4	14.0	3.8	2.1	5.9	1.9	0.7	2.9
Porter, IN	64.8	64.2	-0.6	10.4	6.2	15.6	14.1	5.2	2.6	10.6	1.1	1.2	5.1

Percent Change in County New Retail Light Vehicle Registrations YTD 2009 thru March vs. YTD 2008



Share of Chicago Area Market YTD 2009 thru March



Chicago Area Market vs. U.S.**Area Market Decline in Line with U.S. During First Quarter of This Year**

	Area Market		U.S. Market	
Change in registrations % change in registrations YTD '09 thru March vs. YTD '08	-38.4%		-37.7%	
Car Market Share Car share of industry retail light vehicle registrations - YTD '09 thru March	47.7%		50.7%	
Domestic Brand Market Share Domestic brand share of industry retail light vehicle registrations - YTD '09 thru March	38.0%		41.9%	
Top Selling Retail Brands <i>Top selling light vehicle brands and market share - YTD '09 thru March</i>				
First	Toyota/Scion	13.6%	Toyota/Scion	15.5%
Second	Honda	11.2%	Chevrolet	11.4%
Third	Chevrolet	10.5%	Honda	11.0%
Fourth	Ford	8.6%	Ford	10.5%
Fifth	Nissan	6.4%	Nissan	6.3%
Sixth	Hyundai	5.1%	Dodge	5.3%
Seventh	Dodge	3.7%	Hyundai	3.5%
Eighth	Lexus	3.4%	Jeep	3.2%
Ninth	Acura	3.2%	GMC	2.8%
Tenth	Jeep	3.1%	Kia	2.7%

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