

Chicago Auto Outlook™

Sponsored by: Chicago Automobile Trade Association

Special Report-Prospects for Market Recovery

Gradual Recovery Likely to Begin Later This Year

The automotive sales slump that began early in 2008 and gained significant momentum in the Fall, has been extensively reported during the past several months. Anyone even remotely familiar with the auto industry knows that the market has hit a seemingly unachievable nadir, as sales have sunk to their lowest level in over 20 years.

Enough of the negative talk! Here's some good news: the current sales slump will pave the way for an eventual recovery that will almost certainly begin later this year. Admittedly, part of the rebound is simply due to the fact that sales cannot get much lower. But beyond this natural cyclical component, several other economic and financial forces will take hold to move the market higher for the next several years.

In summary, there are three primary ways that the market could emerge from the 2008 and 2009 sales collapse.

Scenario #1 for how the sales recovery could unfold: Excruciatingly slow, with negligible improvement, and sales re-

mainting at depressed levels for an extended period of time. The primary event that would lead to this highly unlikely worst case scenario is that the average financial health of households takes a precipitous turn for the worse. Escalating debt and ailing household balance sheets have been a looming threat for new vehicle sales for quite some time. Over the past six months, this condition has become plainly evident as consumers have cut way back on spending: a necessary course of action to bring better balance into the relationship between income and expenses.

So, how could it get any worse? Again, it's highly unlikely, but here's how it could happen. Housing values continue to decline, the credit markets remain stagnant, the monumental monetary and fiscal stimuli are ineffective, and the recession pushes the unemployment rate into a double digit percentage category. With all of this occurring, household income would shrink and any relief mechanism to get our from under the debt load would be unavailable. As a result, retail spending (including new vehicles, of course)

would decline sharply. Thankfully, Auto Outlook believes that there is almost no chance that this theoretical worse case scenario will become reality. We rate the likelihood at less than 10%.

Scenario #2 for how the sales recovery could unfold: Slow, but steady, improvement beginning later this year, with sales returning to healthy levels by 2011. As we see it now, the majority of macroeconomic and automotive market dynamics indicates that this is the most likely outcome for the market. No question, we are almost certainly looking at an extended period (i.e., several years) of restrained consumer spending as debt-laden households are forced to increase savings and reduce debt. However, the massive monetary and fiscal stimulus plans should eventually give a boost to the ailing economy. A recovery is likely to begin in 2010, which would result in rising employment and household incomes, the most important component in restoring household financial health and providing a boost to retail spending.

Continued on following page

Market Highlights

Outlook for 2009: New retail light vehicle registrations in the area predicted to decline 10.5% this year.

2008 Wrap-Up: The area's new vehicle market declined 10.7% from 2007 to 2008, less than the 18.1% drop in the Nation.

Expanding segments: Sub Compact Car market share in the area increased 1.9 share points during the second half of last year versus the same period a year earlier. Most light truck segments lost market share.

Strong selling brands: 2008 was a tough year for just about all brands in the area market, but Honda and Nissan managed to post increases in market share.

Models on the move: Chevrolet Malibu and Ford Edge posted relatively strong results in the area market last 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	257,000	-10.5%	0.0%
Car	162,166	150,345	-7.3%	58.5%
Light Truck	125,084	106,655	-14.7%	41.5%
Traditional Domestic	108,159	89,947	-16.8%	35.0%
Japanese	134,261	125,053	-6.9%	48.7%
European	30,325	28,532	-5.9%	11.1%
Korean	14,505	13,468	-7.1%	5.2%

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

Source for historical data: AutoCount, an Experian Company.

Special Report-Prospects for Market Recovery

Market Slump Has Likely Hit Bottom

(Continued from page one)

In addition, new vehicles are likely to remain highly affordable, as very low interest rates should help keep monthly payments relatively low. And finally, pent up demand (resulting from postponed vehicle purchases during the economic downturn) is reaching record-high levels, and should provide a significant boost to sales when the economic noose loosens. The chance of this scenario occurring: about 70%.

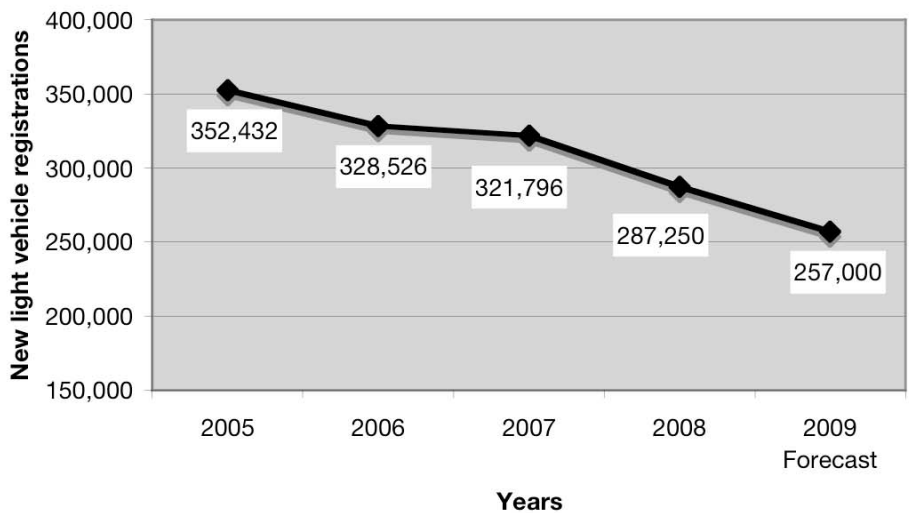
Scenario #3 for how the sales recovery could unfold: Sharp rebound in sales beginning later this year, with sales returning to historically high levels by 2010. The chances for this scenario are relatively slim, but not impossible. Here's what would need to happen for the market to take off by this time next year: the stimulus programs have a near term significant impact, employment and personal income rebound quickly, and the credit markets start functioning within a couple of months. In addition, new vehicle shoppers would need to return to dealerships in droves with a willingness to assume added debt, which, somewhat paradoxically, is the reason why this fast recovery in sales could be relatively short lived. The willingness to assume additional debt has to be accompanied by an ability to man-

age it. Otherwise, new vehicle sales could start heading south again relatively quickly. Chances of this scenario occurring: about 20%.

Predicting how the economic and automotive market recovery will proceed is an extremely dicey proposition. Clearly, un-

certainty has been the buzzword for the past 18 months. However, one thing we are certain of: new vehicle sales WILL recover--eventually. The recovery in sales is likely to be gradual, but at this point, a slow, steady, and lasting rebound sounds very appealing.

Area New Retail Light Vehicle Registrations-2005 thru 2009



The graph above shows annual new retail light vehicle registrations in the Chicago Area from 2005 thru 2008, and Auto Outlook's projection for this year. Registrations are predicted to come in at 257,000 units this year, a decline of 10.5% from 2008.

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Published by:
Auto Outlook, Inc.
5 Great Valley Parkway, Suite 234
Malvern, PA 19355
Phone: 800-206-0102
EMail: jfoltz@autooutlook.com
Editor: Jeffrey A. Foltz

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WHO ARE
MY TOP
COMPETITORS?
-BY MARKET AREA?

WHAT
NEW AND USED
CARS SELL WELL
IN MY MARKETS?

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.



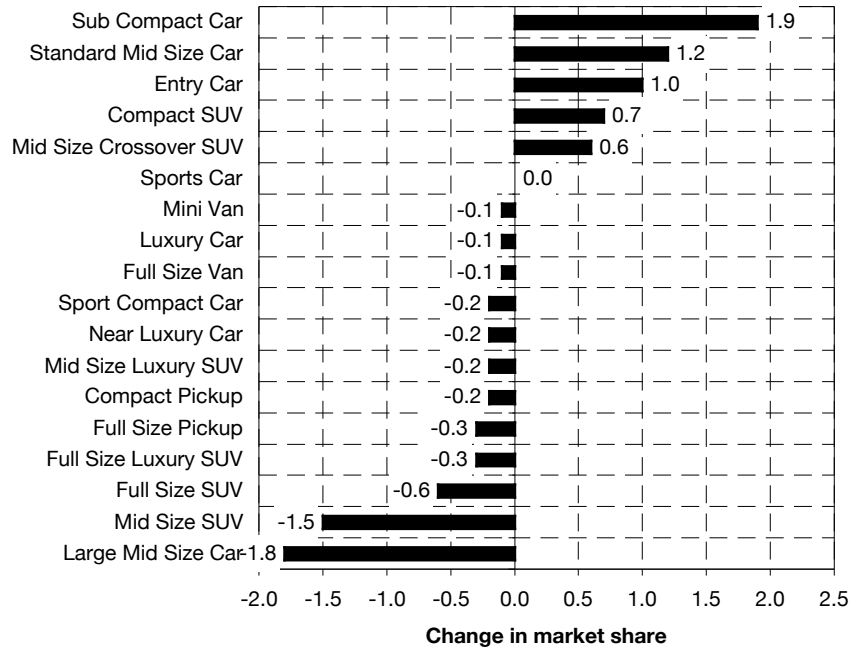
Segment Watch

Sub Compact Car Market Share Posts Gains in Second Half of 2008

A hot topic of debate in the industry is whether the surge in sales of small cars last year was a short term reaction to higher fuel prices, or a permanent shift in demand. The graph to the right sheds some light on this debate. It shows the change in market share for 18 primary market segments during the second half of 2008 (a period of rapidly falling gas prices) versus the same period a year earlier. As shown on the graph, the Sub Compact car segment recorded sizable gains in the second half of last year, despite the drop in gas prices.

Our view is that the overall shift to smaller vehicles is a lasting long term trend, fostered by the combination of volatile gasoline prices, enhanced environmental consciousness, and the steep economic downturn (which stimulates sales of smaller, less expensive vehicles). However, there is still significant demand for mid and full size trucks and SUVs that will not disappear. Many consumers want, and in many cases need, the advantages of larger vehicles, regardless of gasoline prices.

Change in Segment Market Share - July '08 thru Dec. '08 vs. Year Earlier



Top Selling Models in Each Segment - Chicago Area											
New Retail Registrations, 2008 Annual Totals 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	3285	24.7	Honda Civic	10261	17.2	Ford Mustang	1389	35.6	Toyota Camry	11687	23.1
Toyota Yaris	2619	19.7	Toyota Corolla/Matrix	9448	15.8	Scion TC	1345	34.5	Honda Accord	10128	20.0
Chevrolet Aveo	2252	17.0	Ford Focus	5199	8.7	Mitsubishi Eclipse	487	12.5	Nissan Altima	6996	13.8
Honda Fit	1987	15.0	Chevrolet Cobalt	4916	8.2	Dodge Challenger	449	11.5	Chevrolet Malibu	4363	8.6
Hyundai Accent	1076	8.1	Toyota Prius	3798	6.4				Hyundai Sonata	3883	7.7
Large Mid Size			Near Luxury			Luxury			Sports Car		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Chevrolet Impala	4626	28.5	BMW 3-Series	2837	16.1	BMW 5-Series	1430	14.0	Chevrolet Corvette	773	34.0
Buick Lucerne	1832	11.3	Lexus ES	2392	13.6	Cadillac DTS	1010	9.9	Pontiac Solstice	251	11.1
Dodge Charger	1750	10.8	Cadillac CTS	2074	11.8	Mercedes E-Class	834	8.2	Porsche 911	188	8.3
Chrysler 300	1194	7.4	Acura TL	1975	11.2	Lexus LS	686	6.7	Mazda MX5	180	7.9
Nissan Maxima	1192	7.3	Mercedes C-Class	1694	9.6	Mercedes S-Class	645	6.3	Saturn Sky	165	7.3
Light Trucks											
Compact Pickup			Full Size Pick Up			Mini Van			Full Size Van		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Toyota Tacoma	1341	28.8	Chevrolet Silverado	5333	32.9	Honda Odyssey	5855	33.8	Chevrolet Express	1687	48.9
Chevrolet Colorado	844	18.1	Ford F-Series	4934	30.4	Toyota Sienna	3766	21.7	Ford E-Series	1206	34.9
Ford Ranger	814	17.5	GMC Sierra	1828	11.3	Chrysler T & C	2902	16.7	Dodge Sprinter	313	9.1
Honda Ridgeline	779	16.7	Dodge Ram	1705	10.5	Dodge Caravan	2327	13.4	GMC Savana	245	7.1
Nissan Frontier	420	9.0	Toyota Tundra	1347	8.3	Nissan Quest	763	4.4			
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	6657	18.4	Toyota Highlander	3228	9.8	Chevrolet Tahoe	1773	28.5	Lexus RX	3237	17.8
Toyota RAV4	4317	11.9	Honda Pilot	3015	9.2	Chevrolet Suburban	1120	18.0	Acura MDX	2290	12.6
Ford Escape	4160	11.5	Hyundai Santa Fe	2897	8.8	GMC Yukon	736	11.8	BMW X5	1381	7.6
Nissan Rogue	3079	8.5	Ford Edge	2846	8.7	Ford Expedition	642	10.3	Cadillac Escalade	1260	6.9
Chevrolet Equinox	2819	7.8	Nissan Murano	2523	7.7	Toyota Sequoia	586	9.4	Acura RDX	904	5.0

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	257,000	-10.7%	-10.5%					
Domestic Brands	131,427	108,159	89,947	-17.7%	-16.8%	40.8	37.7	35.0	-3.1	-2.7
Japanese Brands	142,213	134,261	125,053	-5.6%	-6.9%	44.2	46.7	48.7	2.5	2.0
European Brands	31,595	30,325	28,532	-4.0%	-5.9%	9.8	10.6	11.1	0.8	0.5
Korean Brands	16,561	14,505	13,468	-12.4%	-7.1%	5.1	5.0	5.2	-0.1	0.2
Acura	7,230	6,362	5,337	-12.0%	-16.1%	2.2	2.2	2.1	0.0	-0.1
Audi	2,870	2,887	2,969	0.6%	2.8%	0.9	1.0	1.2	0.1	0.2
BMW	7,437	7,067	6,272	-5.0%	-11.2%	2.3	2.5	2.4	0.2	-0.1
Buick	4,872	3,982	3,166	-18.3%	-20.5%	1.5	1.4	1.2	-0.1	-0.2
Cadillac	5,135	4,979	4,409	-3.0%	-11.4%	1.6	1.7	1.7	0.1	0.0
Chevrolet	36,437	31,915	26,836	-12.4%	-15.9%	11.3	11.1	10.4	-0.2	-0.7
Chrysler	7,895	5,514	4,080	-30.2%	-26.0%	2.5	1.9	1.6	-0.6	-0.3
Dodge	12,894	9,257	7,380	-28.2%	-20.3%	4.0	3.2	2.9	-0.8	-0.3
Ford	27,744	24,792	21,927	-10.6%	-11.6%	8.6	8.6	8.5	0.0	-0.1
GMC	6,748	5,320	4,238	-21.2%	-20.3%	2.1	1.9	1.6	-0.2	-0.3
Honda	38,491	37,643	37,088	-2.2%	-1.5%	12.0	13.1	14.4	1.1	1.3
Hummer	802	429	251	-46.5%	-41.5%	0.2	0.1	0.1	-0.1	0.0
Hyundai	12,661	11,375	10,533	-10.2%	-7.4%	3.9	4.0	4.1	0.1	0.1
Infiniti	3,538	3,044	2,593	-14.0%	-14.8%	1.1	1.1	1.0	0.0	-0.1
Isuzu	101	70	48	-30.7%	-31.4%	0.0	0.0	0.0	0.0	0.0
Jaguar	491	539	477	9.8%	-11.5%	0.2	0.2	0.2	0.0	0.0
Jeep	8,231	6,876	5,673	-16.5%	-17.5%	2.6	2.4	2.2	-0.2	-0.2
Kia	3,900	3,130	2,935	-19.7%	-6.2%	1.2	1.1	1.1	-0.1	0.0
Land Rover	1,603	1,132	863	-29.4%	-23.8%	0.5	0.4	0.3	-0.1	-0.1
Lexus	10,782	8,493	7,676	-21.2%	-9.6%	3.4	3.0	3.0	-0.4	0.0
Lincoln	2,438	1,939	1,787	-20.5%	-7.8%	0.8	0.7	0.7	-0.1	0.0
Mazda	5,674	5,519	5,226	-2.7%	-5.3%	1.8	1.9	2.0	0.1	0.1
Mercedes	5,723	5,363	5,227	-6.3%	-2.5%	1.8	1.9	2.0	0.1	0.1
Mercury	3,051	2,219	1,677	-27.3%	-24.4%	0.9	0.8	0.7	-0.1	-0.1
MINI	1,177	1,488	1,379	26.4%	-7.3%	0.4	0.5	0.5	0.1	0.0
Mitsubishi	3,107	2,917	2,238	-6.1%	-23.3%	1.0	1.0	0.9	0.0	-0.1
Nissan	21,587	22,053	19,755	2.2%	-10.4%	6.7	7.7	7.7	1.0	0.0
Pontiac	8,901	6,050	4,745	-32.0%	-21.6%	2.8	2.1	1.8	-0.7	-0.3
Porsche	851	627	560	-26.3%	-10.7%	0.3	0.2	0.2	-0.1	0.0
Saab	767	616	421	-19.7%	-31.7%	0.2	0.2	0.2	0.0	0.0
Saturn	6,279	4,887	3,778	-22.2%	-22.7%	2.0	1.7	1.5	-0.3	-0.2
Subaru	2,661	3,168	2,871	19.1%	-9.4%	0.8	1.1	1.1	0.3	0.0
Suzuki	1,663	1,402	1,170	-15.7%	-16.5%	0.5	0.5	0.5	0.0	0.0
Toyota/Scion	47,379	43,590	41,051	-8.0%	-5.8%	14.7	15.2	16.0	0.5	0.8
Volkswagen	7,446	7,492	7,245	0.6%	-3.3%	2.3	2.6	2.8	0.3	0.2
Volvo	2,595	1,943	1,848	-25.1%	-4.9%	0.8	0.7	0.7	-0.1	0.0
Others	635	1,171	1,271	84.4%	8.5%	0.2	0.4	0.5	0.2	0.1

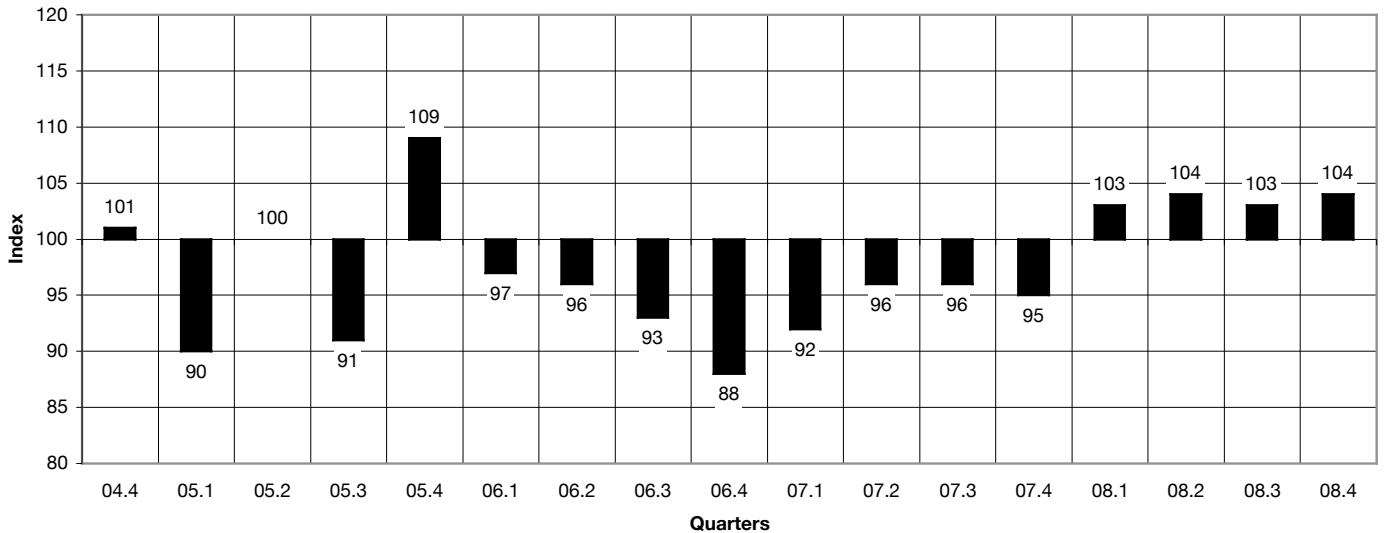
Historical Data Source: AutoCount, an Experian Company

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.

Quarterly Industry Results and Forecasts

Market Conditions Predicted to Improve Gradually as 2009 Progresses

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	57,200	69,100	72,300	58,400
% change from year earlier	-6.0%	-3.7%	-2.5%	4.8%	3.2%	-4.1%	-12.9%	-28.7%	-21.5%	-15.7%	-7.8%	8.0%

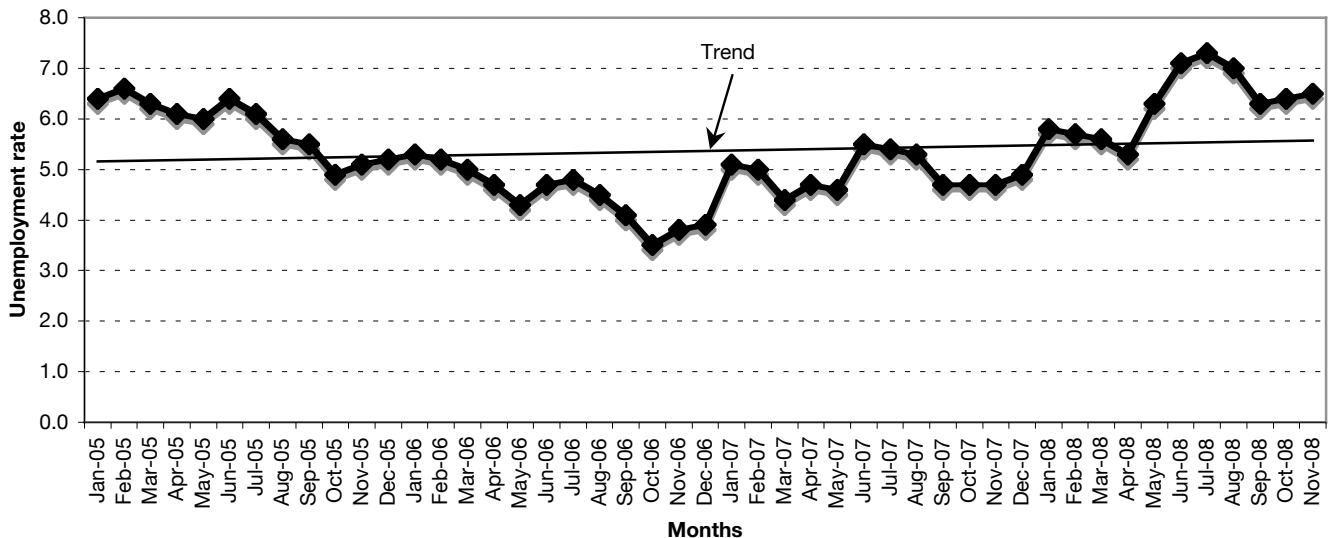
No question, the area new vehicle market hit the skids in the second half of last year, with new retail light vehicle registrations declining 12.9% and 28.7%, respectively, in the Third and Fourth Quarters of last year versus the same quarters a year earlier. However, as shown on the graph above, the market performance index was 105 in the Fourth Quarter, indicating that the downturn in the area market was less severe than in the Nation. Forecast periods are shaded grey.

Economic Update

Area Unemployment Rate Moves Higher

The graph below shows the unemployment rate in the Chicago Area between January of 2005 and November of last year. Although the trend is increasing slightly, actual rates have moved well above trendline. This is expected to continue, as a slowing National economy takes a predictable toll on the area labor market. Source: Bureau of Labor Statistics.

Chicago Area Unemployment Rate - January 2005 thru November 2008



Brand Scoreboard - Part One

Honda and Nissan Post Market Share Increases During 2008

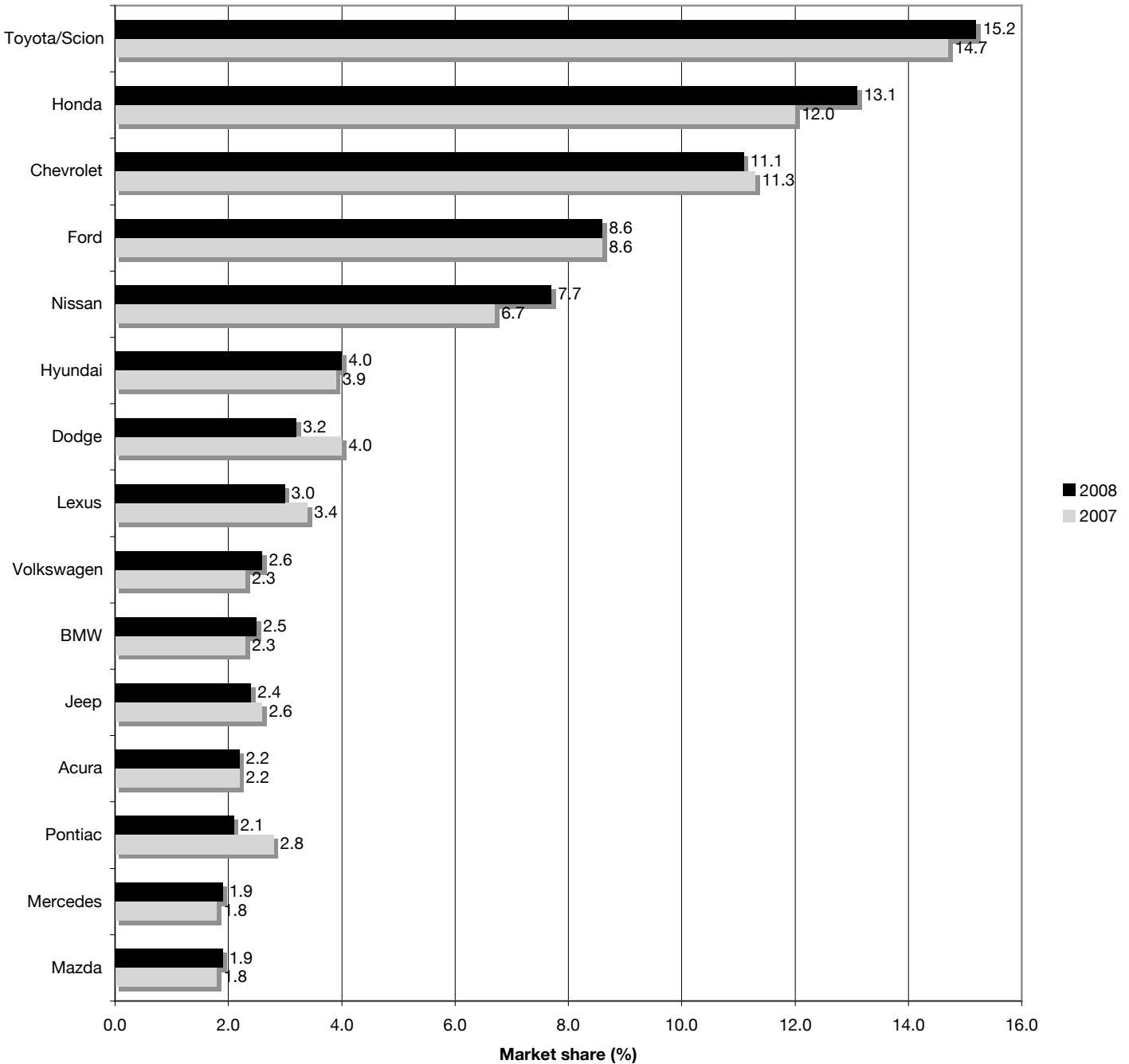
With the Chicago Area new vehicle market declining by more than 10% last year, there were very few brands that managed to post increases in sales. During periods of sharply declining industry sales, changes in market share provide a more accurate picture of brand sales performance.

The graph below shows the change in area new retail light vehicle market share from 2007 to 2008 for the top 15 selling brands. Brands are ranked from top to bottom based on last year's market share. The biggest gains among these 15 brands were posted by Honda and Nissan, each up more than one market share point.

san, each up more than one market share point.

Source: AutoCount data from Experian Automotive.

Chicago Area New Retail Light Vehicle Market Share for Top 15 Selling Brands-2007 and 2008



Brand Scoreboard - Part Two

Honda, Acura, Hyundai, Lexus, and VW Relatively Strong Sellers in Area Market

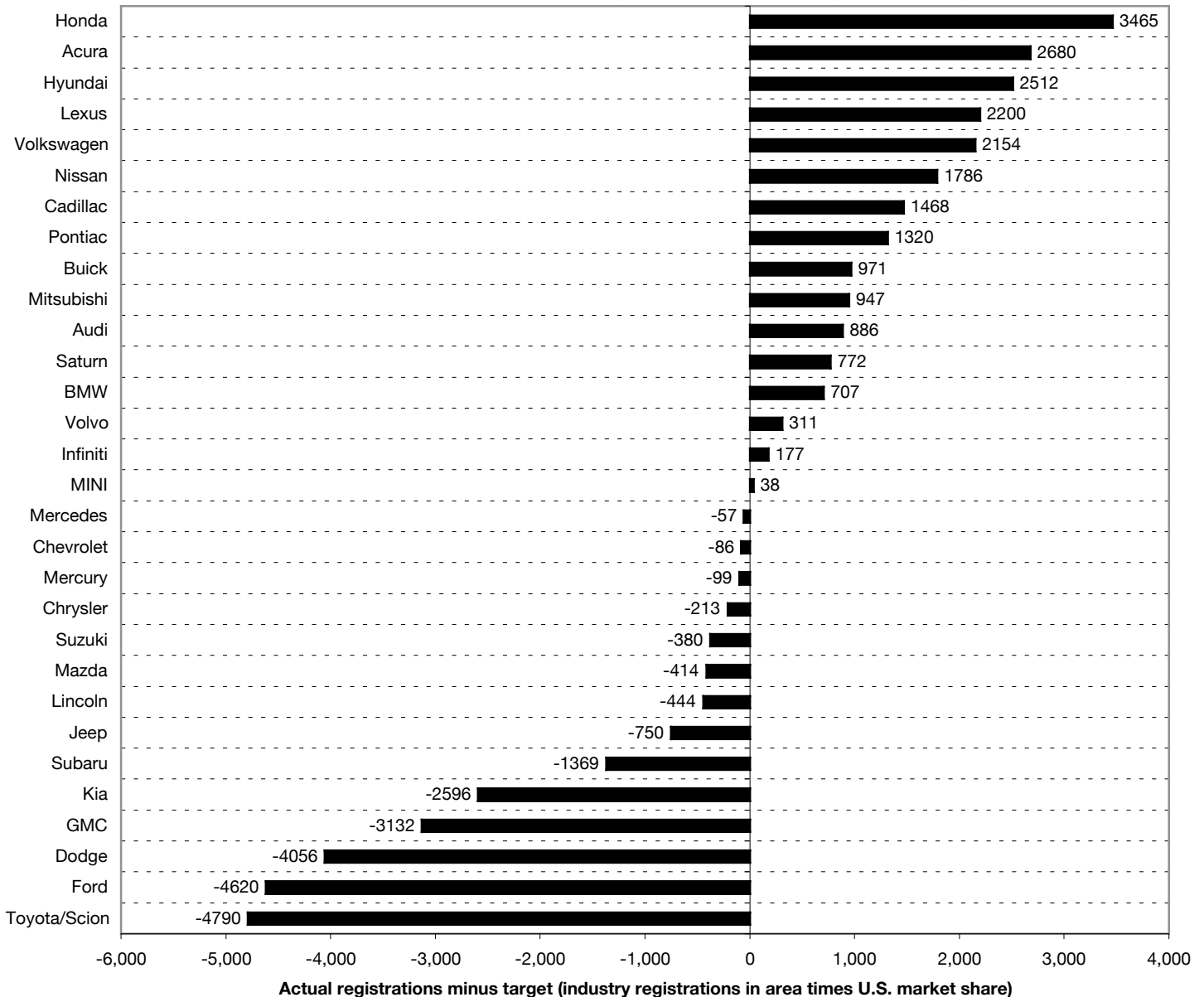
The graph below provides an indicator of brands that are popular in the Chicago Area (relative to the National standard), and those that are not. Here's how it works: For the top 30 selling brands in the area, each brand's share of the U.S. market is multiplied by retail registrations in the area during 2008. This yields a

"target" for the area market. Target registrations are subtracted from actual registrations to derive the measurement of sales performance.

Brands at the top of the graph (i.e., Honda, Acura, Hyundai, Lexus, and Volkswagen) are relatively strong sellers

in the area, with actual registrations exceeding the calculated target by a large margin. For instance, Honda registrations exceeded the calculated target by 3,465 units.

Chicago Area Retail Market Performance based on registrations for 2008
Actual registrations minus target (area industry registrations times U.S. market share)



Market Determinants

Financially Strapped Consumers Cut Spending; Rebound Expected to be Gradual

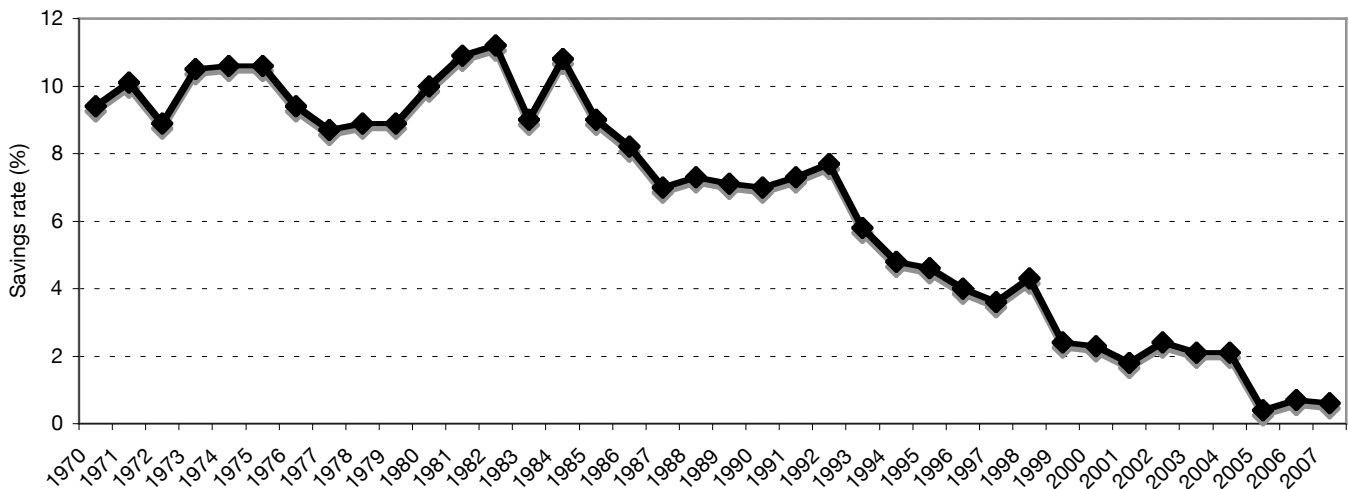
For nearly five years, Auto Outlook has been flashing warning signals regarding the escalation in household debt, and the looming downside consequences for new vehicle sales. Simply put, the U.S. consumer has been on a spending whirlwind for most of the past decade, fueled largely by a record amassing of debt. During this time, some economists downplayed the debt time bomb, pointing out that sharp increases in the value of financial assets and real estate boosted household net worth, thereby providing a backstop for expanding liabilities. Obviously, these asset bubbles burst, and households are now confronted with the more traditional method of reducing debt: restoring balance between income and expenses.

The two graphs below clearly demonstrate the long term trend of consumer spending, reduced savings, and growing debt. The first graph, shows the savings rate (personal savings as a percent of disposable personal income) from 1970 through 2007. The savings rate declined from an average of about 10% during the 70's and early 80's, to nearly 0% in 2006 and 2007.

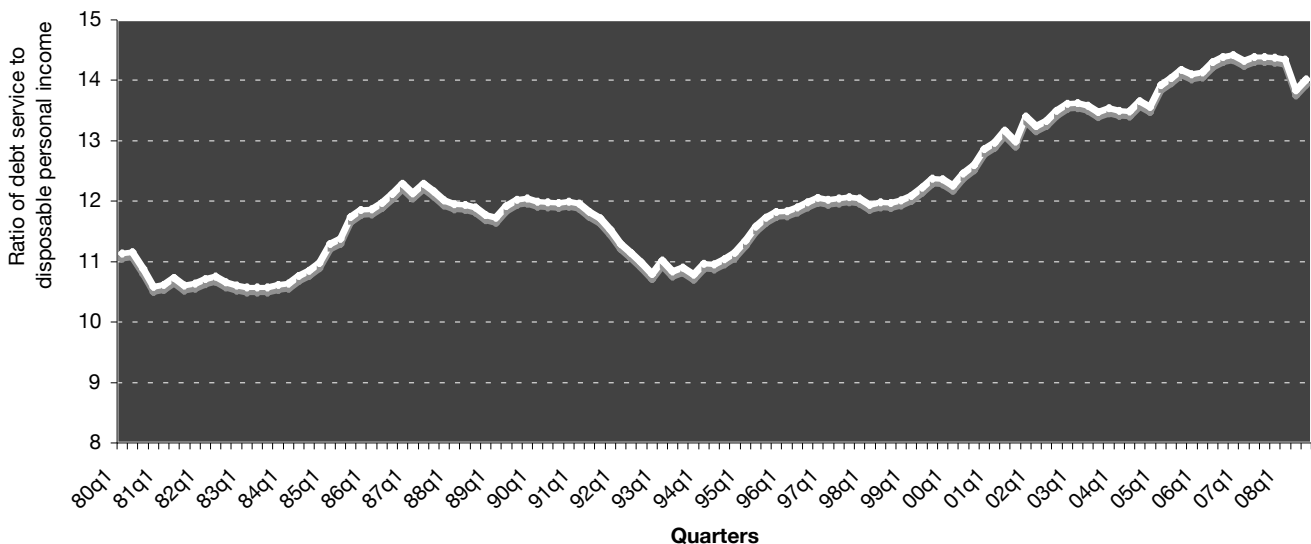
The second graph shows the estimated level of debt service to disposable personal income. After fluctuating from about 10.5% to 12% from 1980 thru 2000, the percentage increased to over 14% during the past two years. Clearly, spending received a big boost by growing debt and reduced savings, a condition that could not be sustained.

So, where do we go from here? Households need to increase savings and reduce debt by increasing equity in their homes, cutting credit card debt, and boosting their savings. This will need to be achieved by earning more income than they spend. A task which is made significantly more difficult due to the onset of the recession, rising unemployment, and slower wage growth. It would appear as though we are entering a prolonged period of relatively sluggish consumer spending, which will likely prevent the new vehicle market from taking off anytime soon. The area new vehicle market will recover, perhaps as soon as the second half of this year, but debt-laden households will likely cause the recovery to be gradual and slow.

U.S. Savings Rate-Personal Savings as a % of Disposable Income



Ratio of Debt Service to Disposable Personal Income



Market Tracker

Japanese Brands Gain More than 8 Market Share Points During Past Three Years

The graph below clearly demonstrates the long term trend of declining market share for the Traditional Domestic manufacturers (i.e., the Detroit Three). Combined market share for the three in the area de-

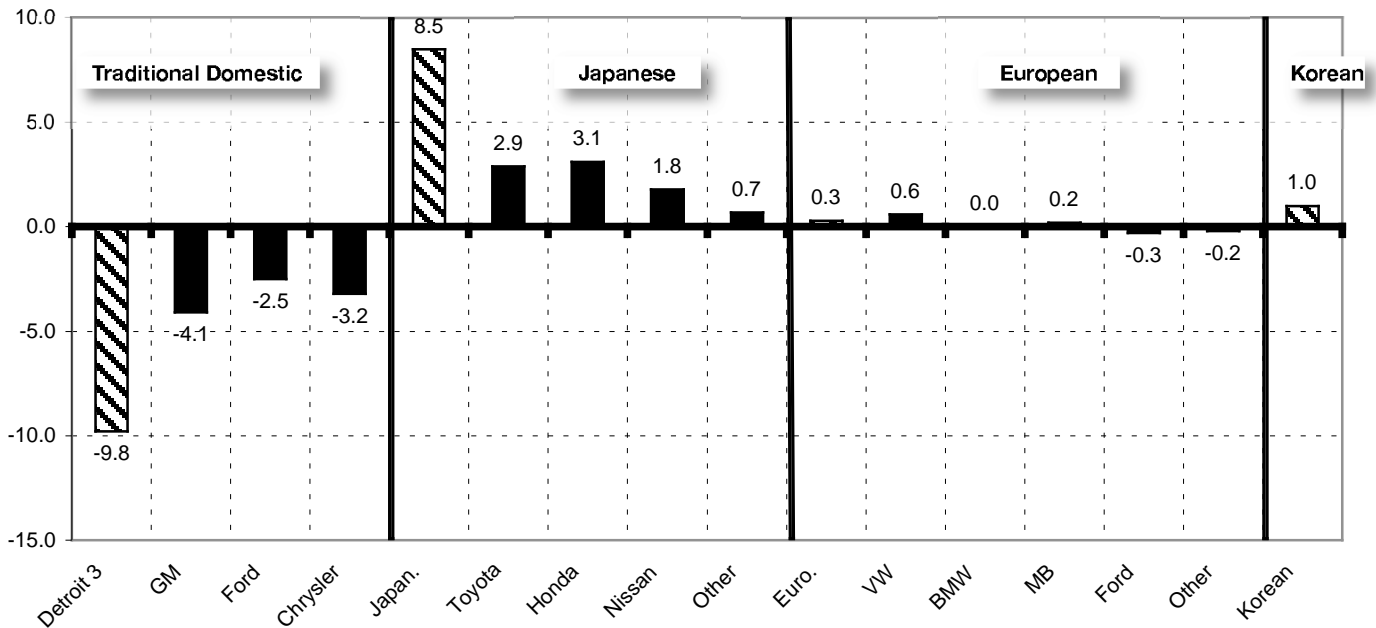
clined 9.8 market share points between 2005 and 2008.

about three share points, while Nissan was up 1.8.

Not surprisingly, the biggest winners over the period were Japanese brands. Honda and Toyota market share increased by

European brand share increased 0.3 of a point, while Korean brand market share was up one point.

Change in Market Share - 2005 to 2008



Brands included above: Big 3: GM (Buick, Cadillac, Chevrolet, GMC, Hummer, Pontiac, and Saturn), Ford (Ford, Lincoln, and Mercury), Chrysler (Chrysler, Dodge, and Jeep). Japanese: Toyota (Toyota, Lexus, and Scion), Honda (Honda and Acura), Nissan (Nissan and Infiniti), Other (Isuzu, Mazda, Mitsubishi, Subaru, and Suzuki). European: VW (Audi, Bentley, and Volkswagen), BMW (BMW, Rolls Royce, and Mini), MB (Mercedes Benz, Maybach, and Smart), Volvo (Volvo), Other (Aston Martin, Ferrari, Jaguar, Land Rover, Lotus, Maserati, and Saab). Korean: Hyundai and Kia.

Chicago Area Top Ten Scoreboard

Toyota Increases Lead Over Second Place Honda

THIRD QUARTER, 2008			FOURTH QUARTER, 2008			change in mkt. share
Rank	Make	Market Share	Rank	Make	Market Share	
1	Toyota/Scion	14.7%	1	Toyota/Scion	16.1%	1.4%
2	Honda	14.2%	2	Honda	12.8%	-1.4%
3	Chevrolet	11.1%	3	Chevrolet	10.3%	-0.8%
4	Nissan	8.9%	4	Ford	9.1%	1.3%
5	Ford	7.8%	5	Nissan	7.2%	-1.7%
6	Hyundai	4.5%	6	Hyundai	3.7%	-0.8%
7	Dodge	3.1%	7	Dodge	3.2%	0.1%
8	Lexus	2.9%	8	Volkswagen	2.8%	0.0%
9	Volkswagen	2.8%	9	Lexus	2.7%	-0.2%
10	BMW	2.5%	10	Acura	2.6%	0.6%

The table to the left shows the top ten selling brands in the Chicago Area new retail light vehicle market during the Third and Fourth Quarters of last year, as well as change in market share. Toyota gained 1.4 share points and widened its lead over second place Honda to 3.3 points.

Data: AutoCount data from Experian Automotive.

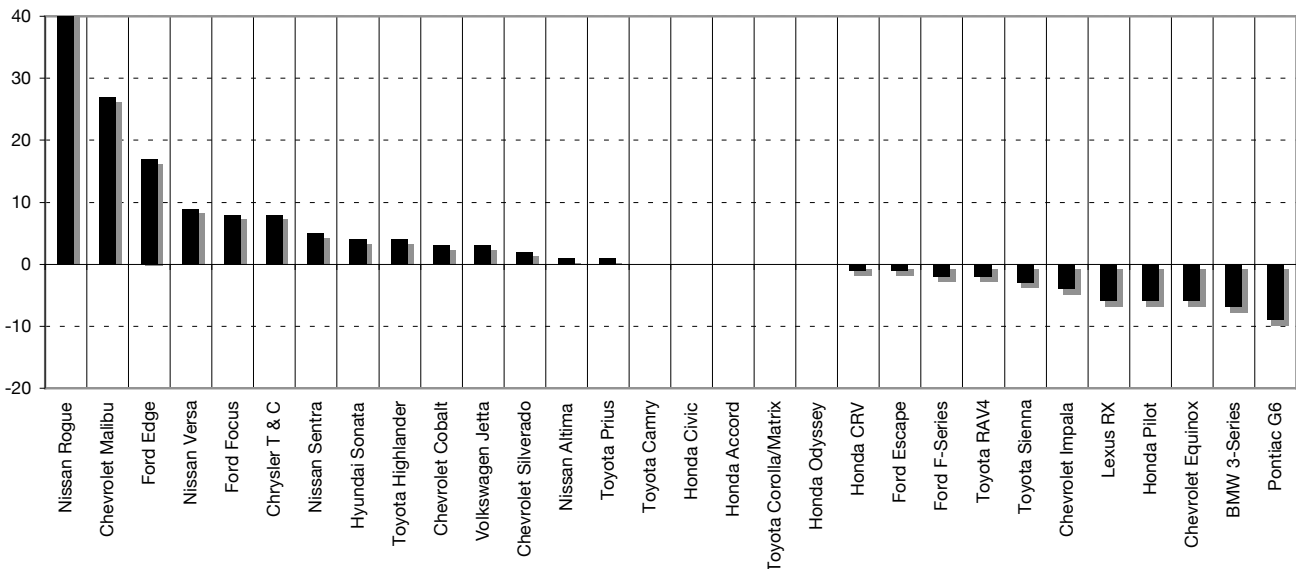
Model Scoreboard

Chevrolet Malibu and Ford Edge Post Big Gains in Area Market

The information below provides a snapshot of models that are gaining (or losing) ground in the area market. The table shows market share and rankings for the top 30 selling models during 2007 and 2008 and the change in ranking over the period (also shown on the graph). The biggest gainer was the Nissan Rogue, although it was introduced during 2007. The biggest increases among established models were the Chevrolet Malibu and Ford Edge. Source: AutoCount Data, from Experian Automotive.

Top 30 Selling Models in Area New Retail Market (2008 Market Share and Rankings)				
Model	2008 Mkt. Share	2008 Ranking	2007 Ranking	Change in Ranking '08 vs. '07
Toyota Camry	3.7%	1	1	0
Honda Civic	3.3%	2	2	0
Honda Accord	3.2%	3	3	0
Toyota Corolla/Matrix	3.0%	4	4	0
Nissan Altima	2.3%	5	6	1
Honda CRV	2.1%	6	5	-1
Honda Odyssey	1.9%	7	7	0
Chevrolet Silverado	1.7%	8	10	2
Ford Focus	1.7%	9	17	8
Chevrolet Cobalt	1.6%	10	13	3
Ford F-Series	1.5%	11	9	-2
Chevrolet Impala	1.5%	12	8	-4
Chevrolet Malibu	1.4%	13	40	27
Toyota RAV4	1.4%	14	12	-2
Ford Escape	1.3%	15	14	-1
Hyundai Sonata	1.2%	16	20	4
Toyota Prius	1.2%	17	18	1
Toyota Sienna	1.2%	18	15	-3
Nissan Sentra	1.1%	19	24	5
Pontiac G6	1.1%	20	11	-9
Nissan Versa	1.0%	21	30	9
Lexus RX	1.0%	22	16	-6
Toyota Highlander	1.0%	23	27	4
Nissan Rogue	1.0%	24	185	161
Honda Pilot	1.0%	25	19	-6
Volkswagen Jetta	0.9%	26	29	3
Chrysler T & C	0.9%	27	35	8
Chevrolet Equinox	0.9%	28	22	-6
Ford Edge	0.9%	29	46	17
BMW 3-Series	0.9%	30	23	-7

Change in Rankings for Top 30 Selling Models - 2007 to 2008



County Scoreboard

Registrations Decline in Each of the Eight County Markets During 2008

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 2007 and 2008.

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.

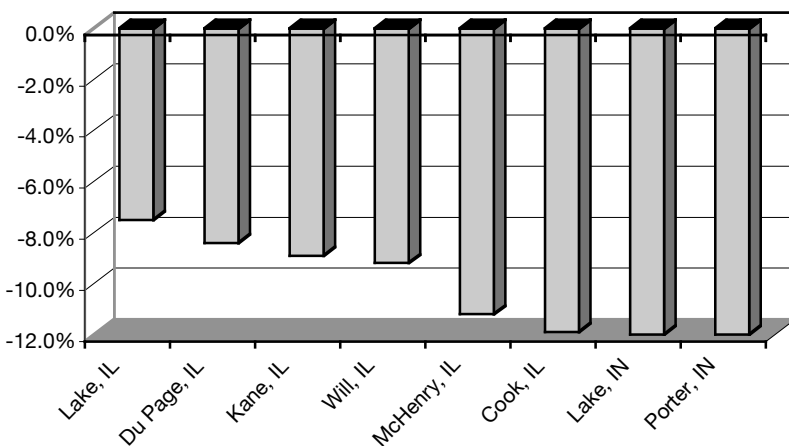
COUNTY BY COUNTY - PART 1

	Registrations (Annual Totals)		Percent Change	Unit Change	Light Truck Market Share (%)		
	2007	2008	2007 to 2008	2007 to 2008	2007	2008	Change '07 to '08
Cook, IL	156,645	137,999	-11.9%	-18,646	42.3	41.0	-1.3
Du Page, IL	46,178	42,309	-8.4%	-3,869	44.6	43.4	-1.2
Kane, IL	19,278	17,568	-8.9%	-1,710	49.1	46.6	-2.5
Lake, IL	35,029	32,395	-7.5%	-2,634	48.1	47.2	-0.9
McHenry, IL	12,926	11,477	-11.2%	-1,449	52.9	48.7	-4.2
Will, IL	29,697	26,951	-9.2%	-2,746	50.2	47.0	-3.2
Lake, IN	15,526	13,263	-14.6%	-2,263	46.2	44.3	-1.9
Porter, IN	6,517	5,288	-18.9%	-1,229	51.3	49.0	-2.3

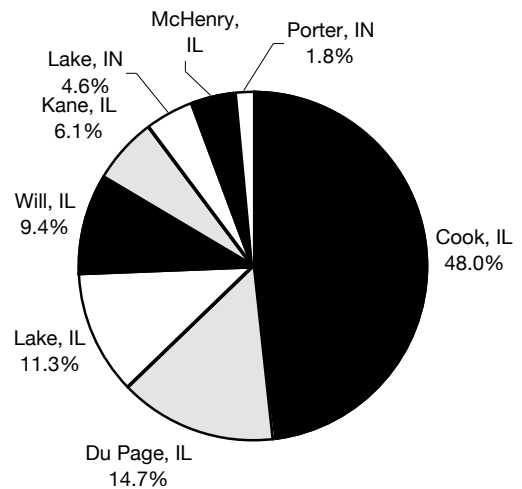
COUNTY BY COUNTY - PART 2

	Market Share Summary												
	Domestic Brands			Top Ten Selling Brands in Area-2008									
	2007	2008	Change '07 to '08	Toyota/Scion	Honda	Chevrolet	Ford	Nissan	Dodge	Hyundai	Lexus	Pontiac	Jeep
Cook, IL	39.5	35.3	-4.2	16.1	13.4	10.3	8.4	8.1	4.2	3.0	3.1	2.8	2.5
Du Page, IL	33.5	32.2	-1.3	15.3	14.1	8.9	7.8	7.9	3.9	2.0	3.7	2.5	3.1
Kane, IL	40.8	38.5	-2.3	15.5	12.5	12.1	9.3	9.4	4.6	3.5	2.1	2.1	1.4
Lake, IL	34.0	31.5	-2.5	16.7	13.6	9.8	4.9	6.6	2.1	3.0	4.0	3.5	3.7
McHenry, IL	48.5	46.8	-1.7	11.5	13.9	14.0	10.9	7.1	5.1	4.1	1.5	1.6	1.6
Will, IL	48.8	47.5	-1.3	12.0	12.2	13.8	11.4	6.8	5.2	4.5	1.9	2.0	1.3
Lake, IN	63.1	59.6	-3.5	11.8	9.3	17.8	13.0	5.6	2.5	4.7	1.5	1.7	1.6
Porter, IN	61.7	60.9	-0.8	11.6	8.5	16.5	12.4	7.7	1.6	6.7	1.2	1.6	0.7

Percent Change in County New Retail Light Vehicle Registrations 2008 vs. 2007



Share of Chicago Area Market 2008



Chicago Area Market vs. U.S.**Area Market Declines By Smaller Percentage than U.S. in 2008**

	Area Market		U.S. Market	
Change in registrations % change in registrations 2008 vs. 2007	-10.7%		-18.1%	
Car Market Share Car share of industry retail light vehicle registrations - 2008	56.5%		53.0%	
Domestic Brand Market Share Domestic brand share of industry retail light vehicle registrations - 2008	37.8%		40.6%	
Top Selling Retail Brands <i>Top selling light vehicle brands and market share - 2008</i>				
First	Toyota/Scion	15.2%	Toyota/Scion	16.5%
Second	Honda	13.1%	Honda	12.0%
Third	Chevrolet	11.1%	Chevrolet	11.3%
Fourth	Ford	8.6%	Ford	10.1%
Fifth	Nissan	7.7%	Nissan	7.1%
Sixth	Hyundai	4.0%	Dodge	4.6%
Seventh	Dodge	3.2%	Hyundai	3.1%
Eighth	Lexus	3.0%	GMC	2.9%
Ninth	Volkswagen	2.6%	Jeep	2.7%
Tenth	BMW	2.5%	Lexus	2.2%

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Phone: 800-206-0102

Fax: 610-648-3806

EMail jfoltz@autooutlook.com

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