

Chicago Auto Outlook™



Analysis brought to you by: Chicago Automobile Trade Association

FORECAST

10.8% Increase Predicted for Area New Vehicle Market in 2010

New retail light vehicle registrations to remain below average levels, despite increase

With 2009 thankfully in the books, all attention is now focused on where the Chicago Area new vehicle market is headed in 2010. And it's a very safe bet that the market is headed up. Below are the details on Auto Outlook's market forecast for 2010, and a review of the major factors influencing new vehicle sales over the next 12 months.

2010 Market Forecast

Auto Outlook predicts that new retail light vehicle registrations in the Chicago Area during 2010 will be 245,000 units. Compared to the 352,432 total for 2005, that figure looks bleak. But versus the 2009 total of 221,191, it looks pretty good. And that perspective provides a perfect synopsis of the 2010 forecast: the market will improve from 2009 (by a projected 10.8%), but compared to historical standards, the level of sales will be low.

Taking a closer look at the year ahead, the market should have little trouble showing rela-

tively big gains in the first half of the year versus depressed sales a year earlier. New retail registrations during the first six months of 2010 are projected to increase 16.1% compared to the first half of 2009. An increase is also expected in the second half, but it should be smaller (6.6%).

Key Forecast Determinants

Pent up demand for new vehicles is at record-high levels, economic growth rebounded during the second half of 2009, and new vehicle affordability is very strong. All are positive developments for the area new vehicle market. But the news is not all good. Excessive household debt is still constricting spending and many new vehicle shoppers are rightly anxious about job security. From the depths that the market fell to in 2009, a sales recovery is practically guaranteed. But sizable roadblocks will almost certainly prevent a rapid return to the elevated sales levels of several years ago.

Market Trends

Detroit Three share predicted to decline in '10

Market share for the Detroit Three is predicted to decline 1.4 share points in 2010.

Big increases predicted for several brands

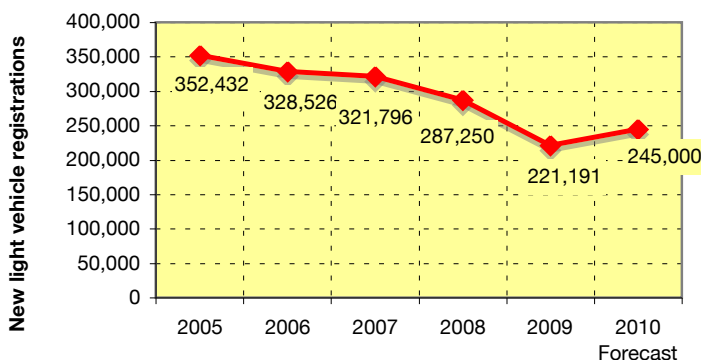
Area new vehicle registrations for Buick, Hyundai, and Suzuki are projected to increase more than 25% from 2009 to 2010.

Decline in area market last year in line with U.S.

Area new retail market off 23% last year, just above 21.5% drop in the U.S.

Annual Trend in Area New Vehicle Market

Area New Retail Light Vehicle Registrations-2005 thru 2010



The graph above shows annual new retail light vehicle registrations in the area from 2005 thru 2009, and Auto Outlook's projection for 2010.

Market Summary

New Retail Light Vehicle Registrations 2009 History and 2010 Forecast

	2009	Forecast 2010	% Chg. '09 to '10	Mkt. Share 2010
TOTAL	221,191	245,000	10.8%	0.0%
Car	120,705	135,730	12.4%	55.4%
Light Truck	100,486	109,270	8.7%	44.6%
Traditional Domestic	78,882	83,993	6.5%	34.3%
Japanese	103,590	114,933	10.9%	46.9%
European	22,972	26,272	14.4%	10.7%
Korean	15,747	19,802	25.8%	8.1%

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

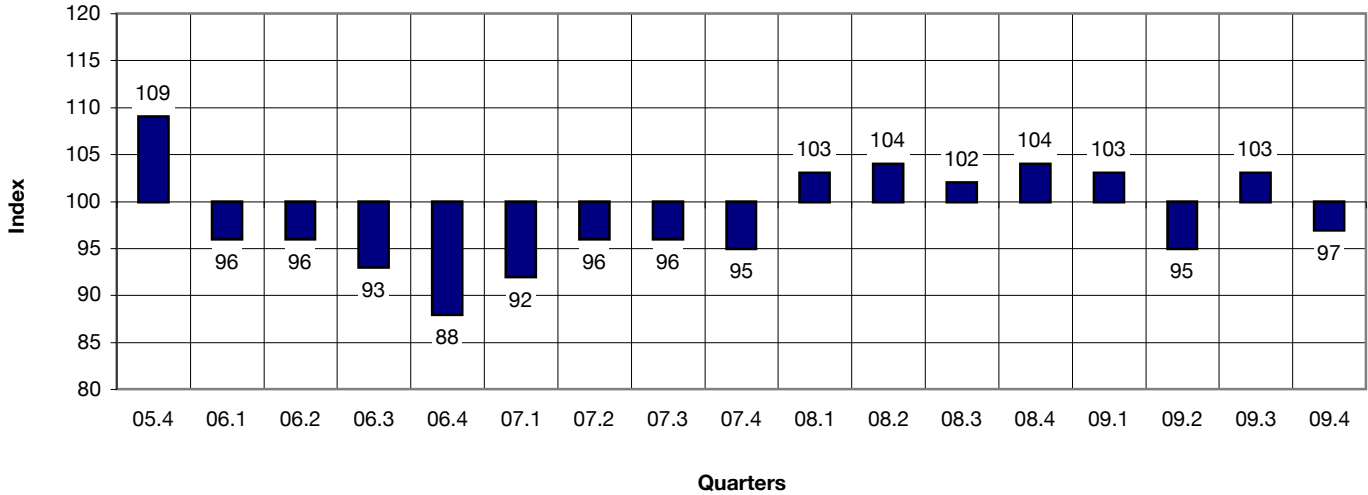
Source for historical data: AutoCount, an Experian Company.

QUARTERLY INDUSTRY RESULTS AND FORECASTS

Market Predicted to Increase by 16.1% in First Half of This Year

Quarterly market performance index declined to 97 in Fourth Quarter of 2009

Chicago Area Quarterly Market Performance Index



The graph above shows the 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, the area market had a better quarter than the U.S. But when the Index is below 100, the Chicago Area market was weaker.

Summary Table	08.1	08.2	08.3	08.4	09.1	09.2	09.3	09.4	10.1	10.2	10.3	10.4
Actual registrations	72,823	81,976	78,378	54,073	44,882	51,586	70,712	54,011	53,000	59,000	75,000	58,000
% change from year earlier	3.2%	-4.1%	-12.9%	-28.7%	-38.4%	-37.1%	-9.8%	-0.1%	18.1%	14.4%	6.1%	7.4%

Because of abnormally weak sales during the first two quarters of 2009, the Chicago Area new retail light vehicle market should have little trouble improving in the first half of this year. Auto Outlook is projecting 18.1% and 14.4% respective improvements in the first two quarters of this year versus a year earlier. Shaded areas in the table represent forecast projections.

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Covering Fourth Quarter, 2009

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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.



www.experianautomotive.com 888 211 5809

Experian Automotive is the data provider for Auto Outlook.

Explanation of Data

Data presented in Auto Outlook measures new vehicle registrations in the Chicago Area. Monthly recording of registrations occurs when vehicle title information is processed.

Chicago Area Retail Car and Light Truck Registrations - History and Forecast										
	Registrations					Market Share				
	Units			Percent Change		Share (%)			Change	
	2008	2009	Forecast 2010	'08 to '09	Forecast '09 to '10	2008	2009	Forecast 2010	'08 to '09	Forecast '09 to '10
TOTAL	287,250	221,191	245,000	-23.0%	10.8%					
Domestic Brands	108,159	78,882	83,993	-27.1%	6.5%	37.7	35.7	34.3	-2.0	-1.4
Japanese Brands	134,261	103,590	114,933	-22.8%	10.9%	46.7	46.8	46.9	0.1	0.1
European Brands	30,325	22,972	26,272	-24.2%	14.4%	10.6	10.4	10.7	-0.2	0.3
Korean Brands	14,505	15,747	19,802	8.6%	25.8%	5.0	7.1	8.1	2.1	1.0
Acura	6,362	5,133	5,274	-19.3%	2.7%	2.2	2.3	2.2	0.1	-0.1
Audi	2,887	2,736	3,275	-5.2%	19.7%	1.0	1.2	1.3	0.2	0.1
BMW	7,067	4,888	5,315	-30.8%	8.7%	2.5	2.2	2.2	-0.3	0.0
Buick	3,982	2,771	3,574	-30.4%	29.0%	1.4	1.3	1.5	-0.1	0.2
Cadillac	4,979	2,924	3,434	-41.3%	17.4%	1.7	1.3	1.4	-0.4	0.1
Chevrolet	31,915	23,566	26,698	-26.2%	13.3%	11.1	10.7	10.9	-0.4	0.2
Chrysler	5,514	3,262	2,972	-40.8%	-8.9%	1.9	1.5	1.2	-0.4	-0.3
Dodge	9,257	6,686	6,351	-27.8%	-5.0%	3.2	3.0	2.6	-0.2	-0.4
Ford	24,792	21,591	26,022	-12.9%	20.5%	8.6	9.8	10.6	1.2	0.8
GMC	5,320	3,622	4,022	-31.9%	11.0%	1.9	1.6	1.6	-0.3	0.0
Honda	37,643	29,926	33,710	-20.5%	12.6%	13.1	13.5	13.8	0.4	0.3
Hummer	429	121	113	-71.8%	-6.6%	0.1	0.1	0.0	0.0	-0.1
Hyundai	11,375	12,033	15,244	5.8%	26.7%	4.0	5.4	6.2	1.4	0.8
Infiniti	3,044	1,997	2,327	-34.4%	16.5%	1.1	0.9	0.9	-0.2	0.0
Isuzu	70	23	0	-67.1%	-100.0%	0.0	0.0	0.0	0.0	0.0
Jaguar	539	299	355	-44.5%	18.7%	0.2	0.1	0.1	-0.1	0.0
Jeep	6,876	4,987	5,261	-27.5%	5.5%	2.4	2.3	2.1	-0.1	-0.2
Kia	3,130	3,714	4,558	18.7%	22.7%	1.1	1.7	1.9	0.6	0.2
Land Rover	1,132	959	1,036	-15.3%	8.0%	0.4	0.4	0.4	0.0	0.0
Lexus	8,493	6,480	7,001	-23.7%	8.0%	3.0	2.9	2.9	-0.1	0.0
Lincoln	1,939	1,419	1,463	-26.8%	3.1%	0.7	0.6	0.6	-0.1	0.0
Mazda	5,519	3,927	4,478	-28.8%	14.0%	1.9	1.8	1.8	-0.1	0.0
Mercedes	5,363	3,771	4,118	-29.7%	9.2%	1.9	1.7	1.7	-0.2	0.0
Mercury	2,219	1,743	1,753	-21.5%	0.6%	0.8	0.8	0.7	0.0	-0.1
MINI	1,488	1,176	1,364	-21.0%	16.0%	0.5	0.5	0.6	0.0	0.1
Mitsubishi	2,917	2,249	2,163	-22.9%	-3.8%	1.0	1.0	0.9	0.0	-0.1
Nissan	22,053	16,319	17,912	-26.0%	9.8%	7.7	7.4	7.3	-0.3	-0.1
Pontiac	6,050	3,877	1,610	-35.9%	-58.5%	2.1	1.8	0.7	-0.3	-1.1
Porsche	627	479	585	-23.6%	22.1%	0.2	0.2	0.2	0.0	0.0
Saab	616	232	119	-62.3%	-48.7%	0.2	0.1	0.0	-0.1	-0.1
Saturn	4,887	2,313	720	-52.7%	-68.9%	1.7	1.0	0.3	-0.7	-0.7
smart	414	299	305	-27.8%	2.0%	0.1	0.1	0.1	0.0	0.0
Subaru	3,168	3,914	4,615	23.5%	17.9%	1.1	1.8	1.9	0.7	0.1
Suzuki	1,402	802	1,008	-42.8%	25.7%	0.5	0.4	0.4	-0.1	0.0
Toyota/Scion	43,590	32,820	36,445	-24.7%	11.0%	15.2	14.8	14.9	-0.4	0.1
Volkswagen	7,492	6,559	7,983	-12.5%	21.7%	2.6	3.0	3.3	0.4	0.3
Volvo	1,943	1,389	1,612	-28.5%	16.1%	0.7	0.6	0.7	-0.1	0.1
Others	757	185	205	-75.6%	10.8%	0.3	0.1	0.1	-0.2	0.0

Historical Data Source: AutoCount, an Experian Company

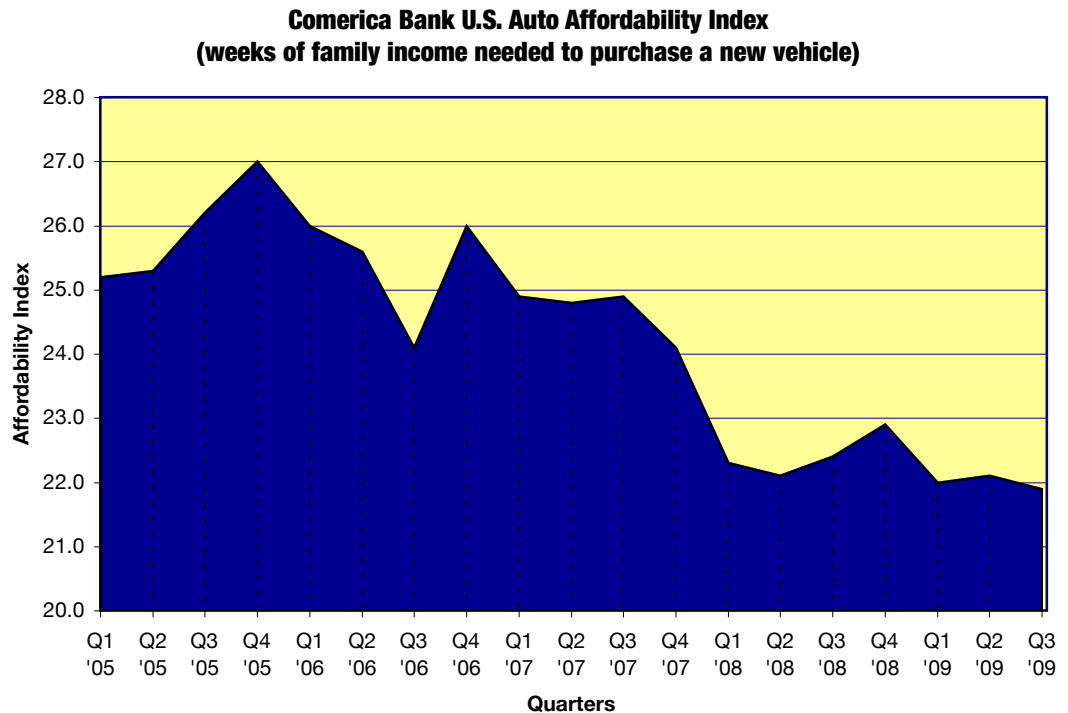
The table above presents Auto Outlook's forecast for new retail light vehicle registrations in the Chicago Area. Projections are based on a detailed analysis of competitive dynamics in the new vehicle market, including consumer tastes, new vehicle product plans, and manufacturers' sales targets. As with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

Four primary factors impacting new vehicle sales in 2010

1. Consumer Affordability Hits New Record

Significance for new vehicle sales in 2010-POSITIVE IMPACT

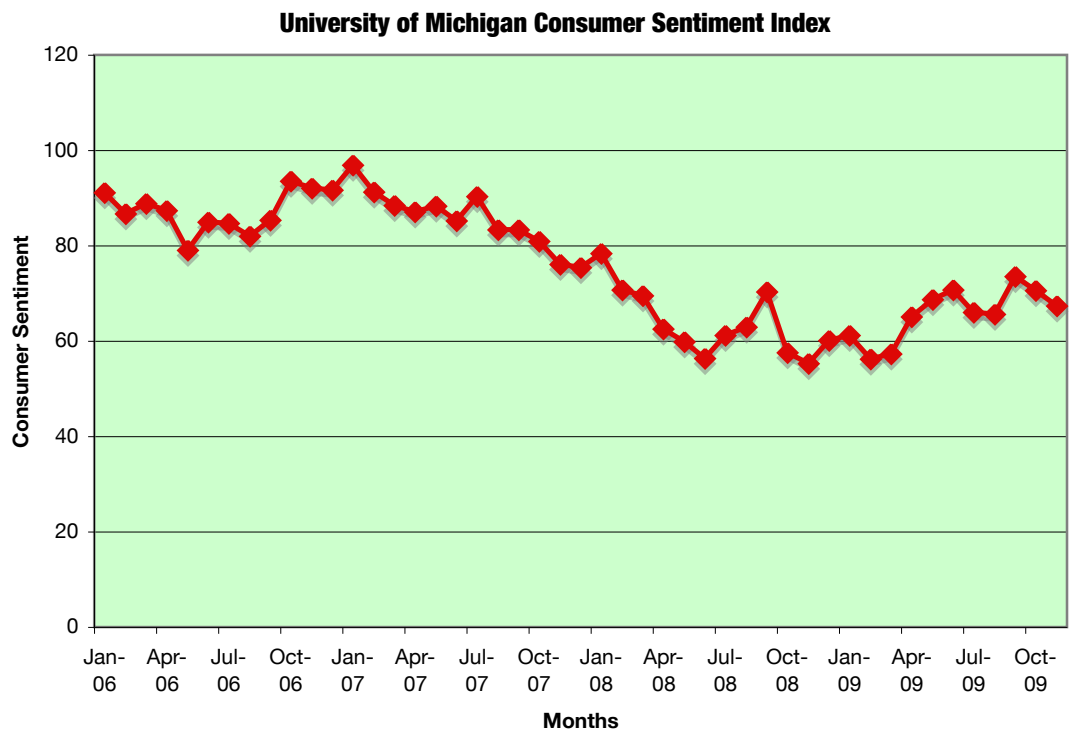
Very low financing costs and respectable income levels helped push vehicle affordability to a new record. According to Comerica Bank, the purchase and financing costs of an average new vehicle took 21.9 weeks of median household income in the Third Quarter of 2009 (latest data available), a 0.6 week improvement from the Second Quarter. (See graph on right.) Low interest rates and the likely continuation of respectable incentive levels should help keep affordability at strong levels during 2010. Note: lower numbers on the graph reflect stronger affordability.



2. Consumer Sentiment Remains at Low Levels

Significance for new vehicle sales in 2010-NEGATIVE IMPACT

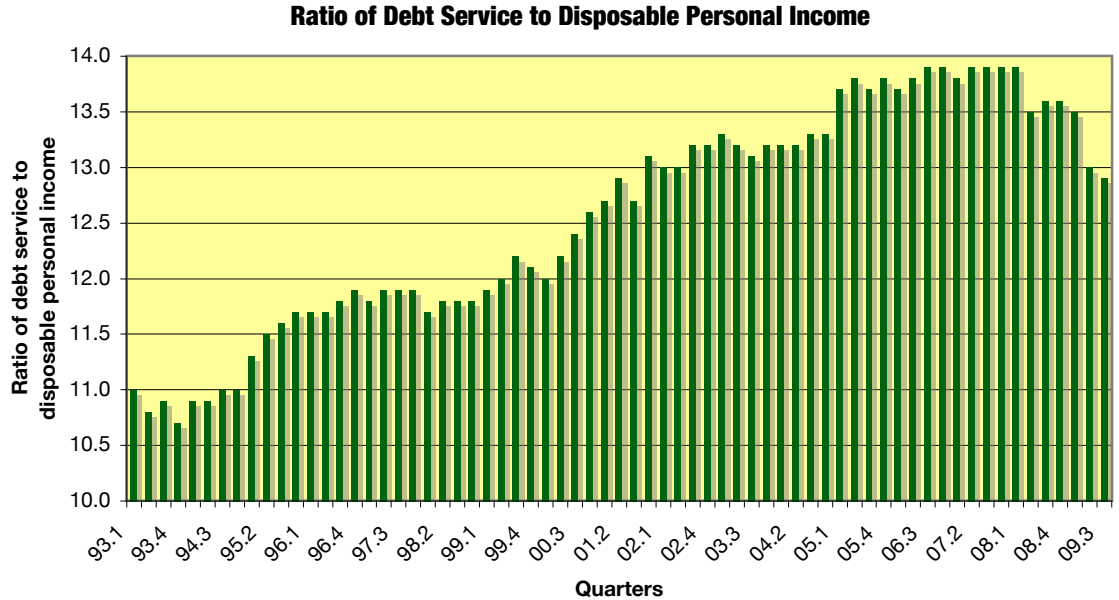
The combination of high household debt (see following page), depressed home values, insufficient retirement savings, and concerns about employment status have many consumers appropriately worried about their present and future financial health. As a result, consumer sentiment has weakened. And consumer attitudes are a significant driver for new vehicle sales. Improving consumer confidence will be needed before new vehicle sales can take off. Given the current economic outlook, there is some hope that sentiment will improve SLOWLY during 2010.



Four primary factors impacting new vehicle sales in 2010 (continued)

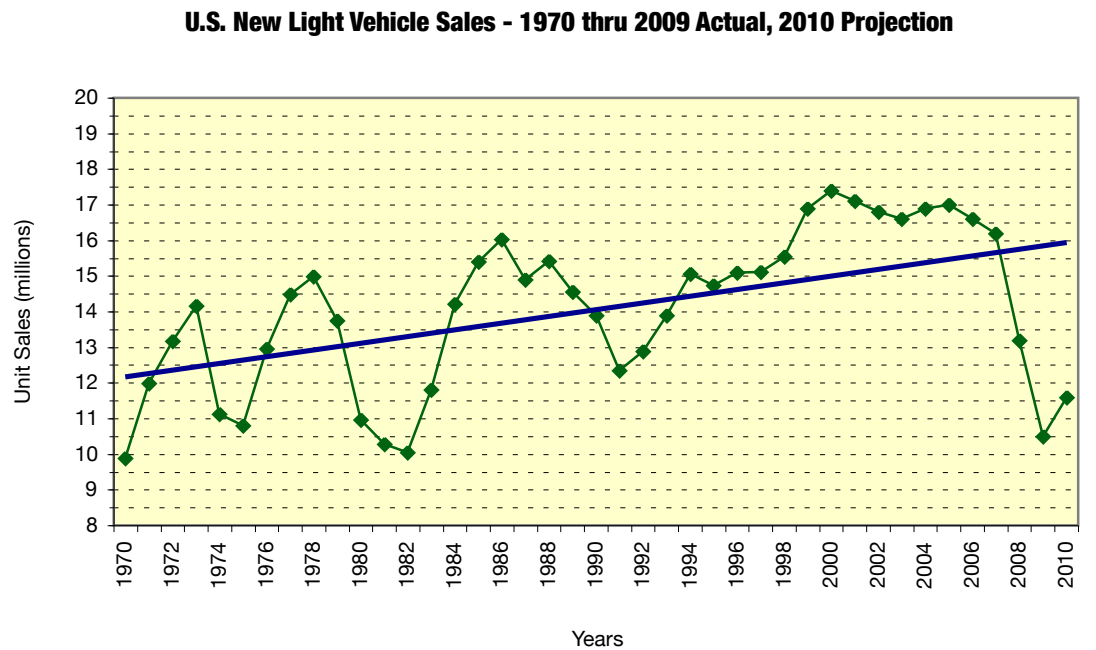
3. Household debt levels still high, despite recent improvement Significance for new vehicle sales in 2010-NEGATIVE IMPACT

Following a largely debt-induced spending spree during most of the past decade, households have now been forced to deal with their financial plight by saving more and spending less. As shown on the graph, the ratio of debt service to disposable income has moved lower during the past year, a tangible sign of progress. However, it will take time for households to fully repair their balance sheets. This will likely limit the upside potential for vehicle sales over the next few years.



4. Two years of depressed new vehicle sales results in record-high pent up demand Significance for new vehicle sales in 2010-POSITIVE IMPACT

The graph on the right has appeared regularly in Auto Outlook over the past two years. And for good reason. We feel it is the most important (and most overlooked) predictor of where new vehicle sales are headed. The economic tumult over the past two years pushed new vehicle sales well below trend in 2008 and 2009, and almost certainly this year as well. As a result, a record-number of new vehicle purchases have been postponed. When the economy improves and the stranglehold of household debt eases, this pent up demand will lead to higher sales.



SUMMING IT UP: Market is poised for recovery, but will be “slow out of the gates.” New vehicle sales have nowhere to go but up. But the weak economy, uncertain employment outlook, and elevated household debt levels will likely make the return to healthy sales levels an extended process.

BRAND SCOREBOARD-PART ONE

Subaru, Kia, Hyundai, and Ford are Big Winners in Second Half of 2009

Saturn, Suzuki, and Chrysler have big declines

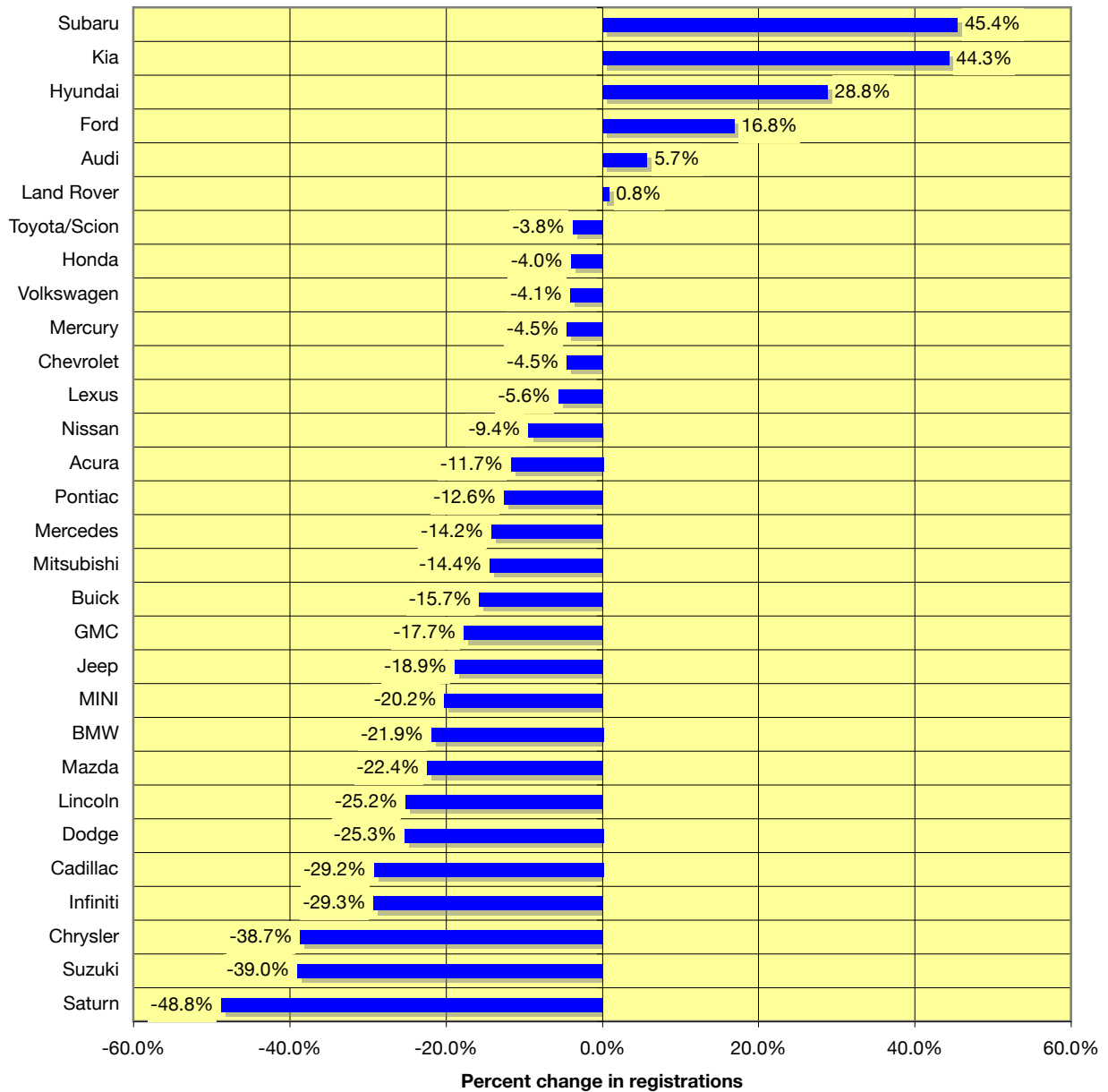
The graph below shows the percent change in new retail light vehicle registrations during the second half of 2009 versus the same period a year earlier. (Includes the top 30 selling brands only.) Given the tumultuous nature of the mar-

ket last year, focusing on second half results provides a clearer indicator of brands that are carrying positive sales momentum into 2010. Subaru, Kia, Hyundai, and Ford had increases of

greater than 16%. Audi and Land Rover registrations increased slightly.

Source: AutoCount data from Experian Automotive.

**Percent Change in Chicago Area New Retail Light Vehicle Registrations
Second Half of 2009 (July thru December) vs. Same Period Year Earlier**



BRAND SCOREBOARD - PART TWO

Honda, Hyundai, and Acura Relatively Strong Performers

Area Ford and Toyota market share is well below National

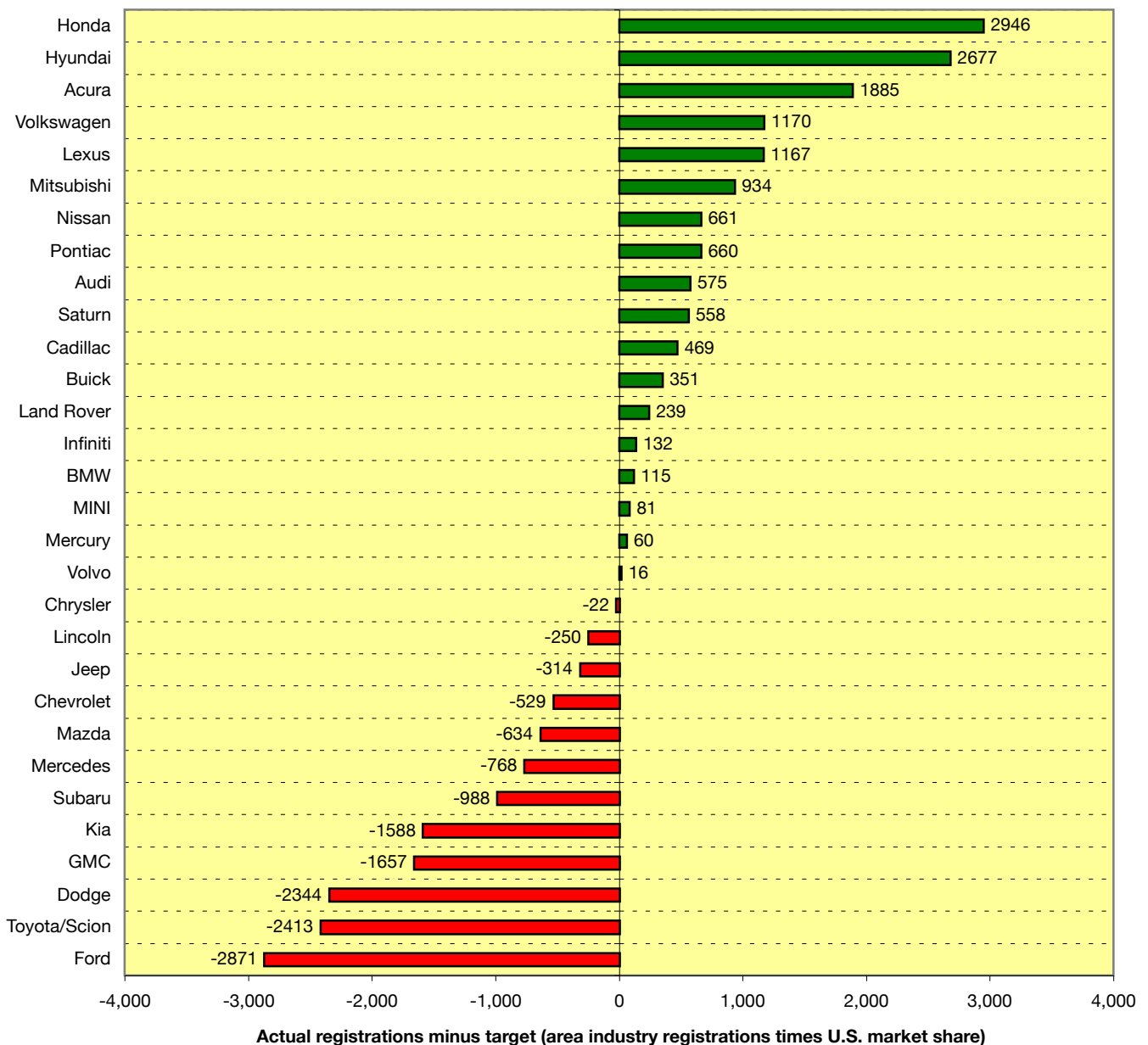
The graph below provides an indicator of brands that are popular in the Chicago Area (relative to the National standard), and those that are not. Here's how it works: For the top 30 selling brands in the area, each brand's share of the U.S. market is multiplied by retail registrations in the area during 2009. 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, Hyundai, Acura, Volkswagen, and Lexus) 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 2,946 units.

Chicago Area Retail Market Performance based on registrations for 2009
Actual registrations minus target (area industry registrations times U.S. market share)



SEGMENT WATCH

Mid Size Crossover SUV Segment Gained the Most Market Share in 2009

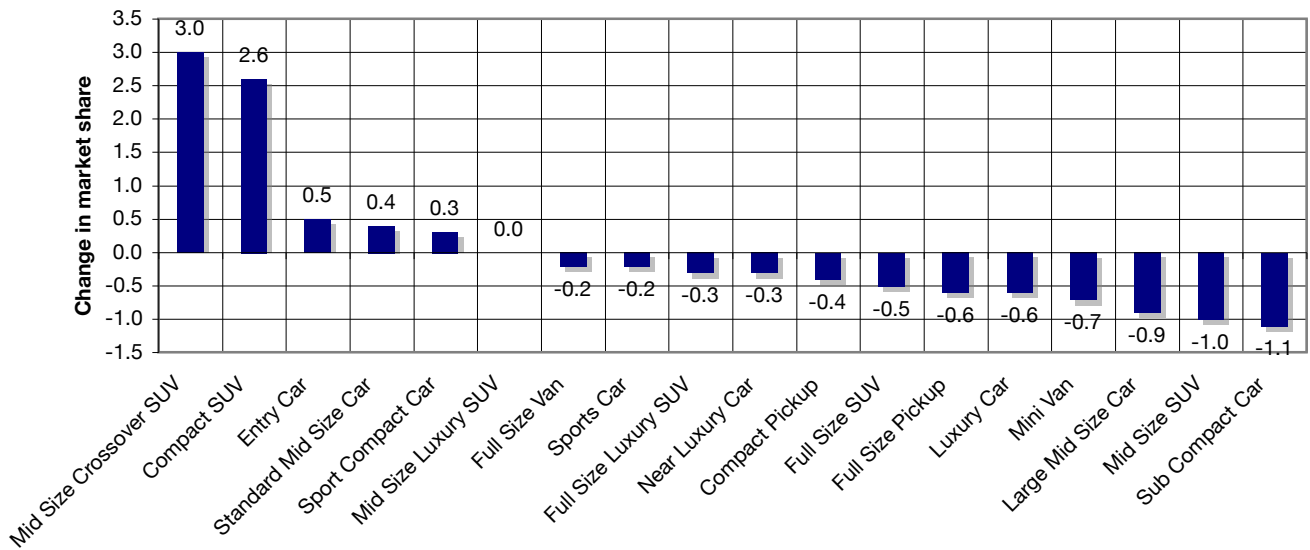
Hybrid vehicle market share increases

The graphs below answer a fundamental question: What types of vehicles are Chicago Area new vehicle shoppers finding increasingly desirable? The first graph shows the change in market share for 18 segments from 2008 to 2009. The second graph shows hybrid vehicle share of the overall market from 2005 through 2009.

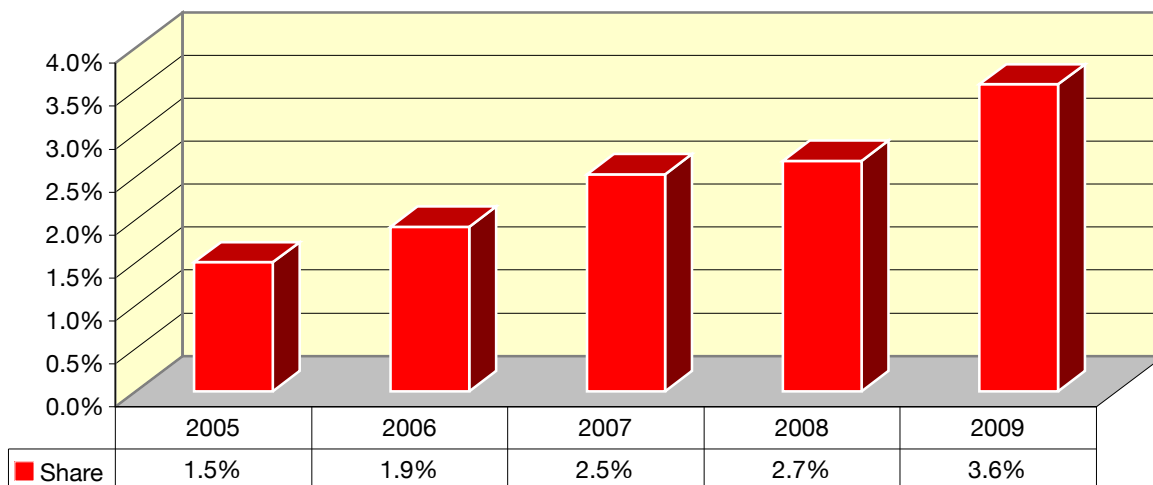
During the past several years, two primary factors have determined which segments have gained and lost market share: fuel prices and new products. Higher fuel prices ignite sales of smaller vehicles, while key new product introductions can increase sales in specific segments. And this is clearly evident on the graph below. Mid Size Crossover market

share was boosted by several new products, and enhanced consumer attention on fuel efficiency gave a lift to Compact SUV sales. As for 2010, the expectation of slightly higher gas prices and a slew of new products (i.e., Ford Fiesta and Chevrolet Cruze) should lead the Sub Compact Car Segment to market share gains.

Change in Chicago Area Segment Market Share - 2009 vs. 2008



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



MODEL SCOREBOARD

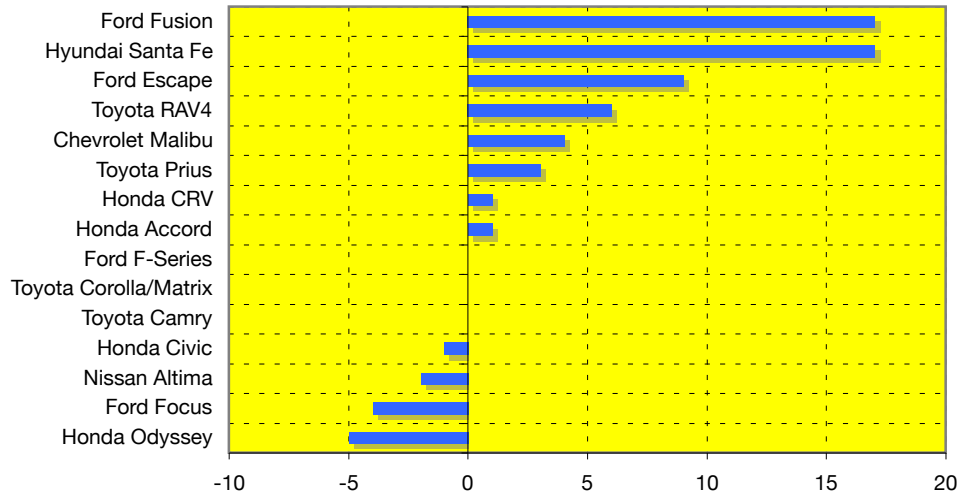
Ford Fusion and Hyundai Santa Fe Gain in Rankings

Honda Civic best selling Sub Compact Car; Ford F-Series leads among Full Size Pickups

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 15 sellers from 2008 to 2009. Ford Fusion and Hyundai Santa Fe had the highest gains in the rankings, each moving up 17 positions.

The table shows the top selling models last year for 16 primary market segments. Honda Civic was the leader in the Sub Compact Car segment, while Lexus RX was the leader in the Luxury SUV segment.

Change in Rankings for Top 20 Selling Models - 2009 vs. 2008



Source: AutoCount data from Experian Automotive.

Change in ranking for top 15 selling models

Top Selling Models in Each Segment - Chicago Area											
New Retail Registrations, 2009 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	2421	21.8	Honda Civic	7040	16.8	Chevrolet Camaro	1019	27.6	Toyota Camry	8526	22.2
Honda Fit	1839	16.6	Toyota Corolla/Matrix	6997	16.7	Ford Mustang	927	25.1	Honda Accord	7604	19.8
Chevrolet Aveo	1518	13.7	Ford Focus	3370	8.0	Dodge Challenger	694	18.8	Nissan Altima	4383	11.4
Toyota Yaris	1484	13.4	Toyota Prius	3366	8.0	Scion TC	535	14.5	Chevrolet Malibu	4222	11.0
Hyundai Accent	843	7.6	Volkswagen Jetta	2742	6.5	Hyundai Tiburon	290	7.9	Ford Fusion	3273	8.5
Large Mid Size			Near Luxury			Luxury			Sports Car		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Chevrolet Impala	2551	25.6	BMW 3-Series	1893	15.1	BMW 5-Series	1225	18.7	Chevrolet Corvette	335	25.0
Nissan Maxima	1314	13.2	Acura TL	1404	11.2	Mercedes E-Class	892	13.6	Nissan 370Z	206	15.4
Dodge Charger	881	8.8	Cadillac CTS	1325	10.6	Cadillac DTS	444	6.8	Porsche 911	200	14.9
Buick Lucerne	872	8.8	Lexus ES	1304	10.4	Lincoln MKS	372	5.7	Mazda MX5	94	7.0
Buick LaCrosse	835	8.4	Infiniti G	1157	9.2	Audi A6	336	5.1	Pontiac Solstice	94	7.0
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	923	35.0	Ford F-Series	3888	39.0	Honda Odyssey	3722	32.8	Chevrolet Express	883	41.0
Ford Ranger	485	18.4	Chevrolet Silverado	2703	27.1	Chrysler T & C	2111	18.6	Ford E-Series	638	29.6
Chevrolet Colorado	477	18.1	Dodge Ram	1356	13.6	Toyota Sienna	1923	16.9	Dodge Sprinter	248	11.5
Honda Ridgeline	242	9.2	GMC Sierra	1014	10.2	Dodge Caravan	1577	13.9	Ford Transit Conne	236	11.0
Nissan Frontier	175	6.6	Toyota Tundra	607	6.1	Volkswagen Routan	594	5.2	GMC Savana	148	6.9
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	6984	20.9	Hyundai Santa Fe	3731	12.7	Chevrolet Tahoe	1060	31.0	Lexus RX	2689	20.4
Ford Escape	5071	15.2	Chevrolet Traverse	2628	9.0	Chevrolet Suburban	516	15.1	Acura MDX	1592	12.1
Toyota RAV4	4340	13.0	Honda Pilot	2562	8.7	GMC Yukon	435	12.7	BMW X5	943	7.2
Chevrolet Equinox	2856	8.6	Toyota Highlander	2398	8.2	Ford Expedition	372	10.9	Cadillac Escalade	680	5.2
Nissan Rogue	2830	8.5	Nissan Murano	2048	7.0	GMC Yukon XL	334	9.8	Mercedes ML-Clas	588	4.5

MODEL SCOREBOARD (CONTINUED)

Fusion and Malibu Post Big Market Share Gains

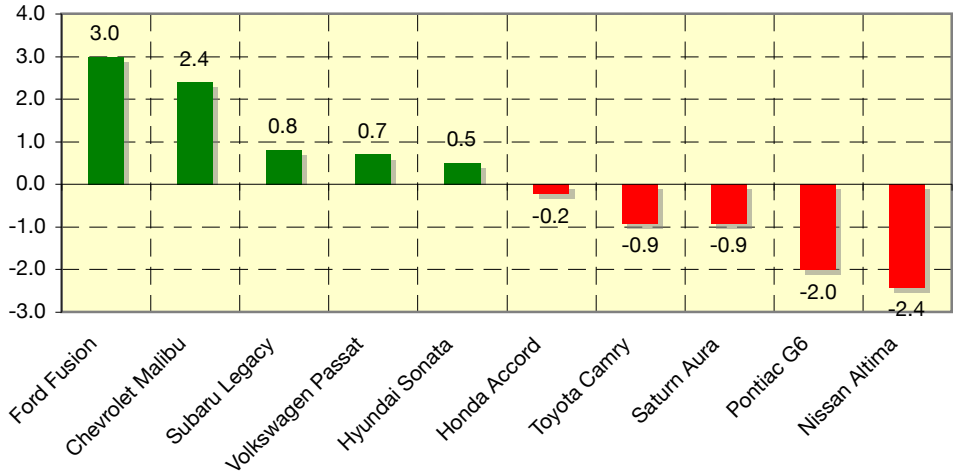
Camry and Accord rank first and second in area market

The Standard Mid Size Car segment is the second largest segment in the Chicago Area, second only to Sub Compact Cars. So changes in sales performance for individual models can greatly influence market fortunes for entire brands. And as shown on the top graph to the right, there have been some changes during the past 12 months. Segment market shares for Ford Fusion and Chevrolet Malibu each increased by more than two market share points. Nissan Altima market share declined by 2.4 share points from 2008 to 2009.

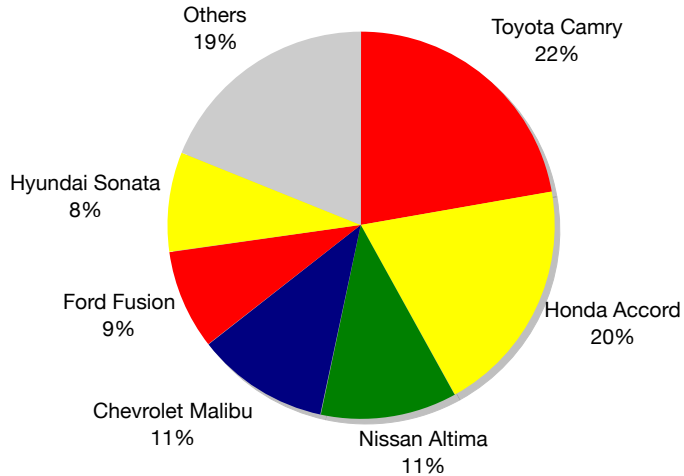
Despite gains by Fusion and Malibu, Toyota Camry and Honda Accord were the market share leaders (see pie chart). Nissan Altima, Chevrolet Malibu, Ford Fusion, and Hyundai Sonata were in second thru sixth places, respectively.

Source: AutoCount data from Experian Automotive.

Change in Area Standard Mid Size Sedan Market Share (2008 to 2009)



Standard Mid Size Sedan Market Share (2009)



CHICAGO AREA TOP TEN SCOREBOARD

Toyota Remains in First Place

Honda holds three market share point lead over third place Chevrolet

THIRD QUARTER, 2009			FOURTH QUARTER, 2009			change in mkt. share
Rank	Make	Market Share	Rank	Make	Market Share	
1	Toyota/Scion	15.5%	1	Toyota/Scion	15.8%	0.3%
2	Honda	14.1%	2	Honda	13.6%	-0.5%
3	Chevrolet	11.2%	3	Chevrolet	10.6%	-0.6%
4	Ford	10.5%	4	Ford	10.0%	-0.5%
5	Nissan	8.1%	5	Nissan	7.6%	-0.5%
6	Hyundai	6.2%	6	Hyundai	5.1%	-1.1%
7	Dodge	2.9%	7	Lexus	3.3%	0.8%
8	Volkswagen	2.6%	8	Volkswagen	3.3%	0.7%
9	Lexus	2.5%	9	Acura	2.9%	1.4%
10	Pontiac	2.4%	10	BMW	2.3%	0.4%

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 2009.

Data: AutoCount data from Experian Automotive.

COUNTY SCOREBOARD

All Eight County Markets Decline in 2009

DuPage County posts smallest decline, down 19.8%

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 2008 and 2009. Part 2 pre-

sents 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.

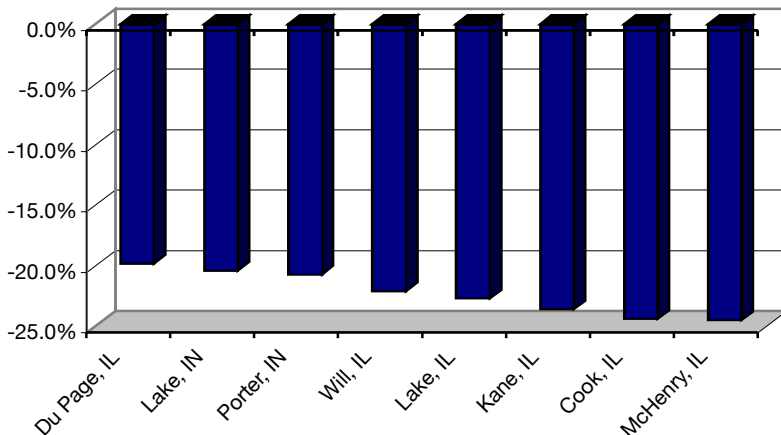
COUNTY BY COUNTY - PART 1

	Registrations (Annual Totals)		Percent Change	Unit Change	Light Truck Market Share (%)		
	2008	2009	2008 to 2009	2008 to 2009	2008	2009	Change '08 to '09
	Cook, IL	137,999	104,384	-24.4%	-33,615	41.0	43.1
Du Page, IL	42,309	33,941	-19.8%	-8,368	43.4	44.8	1.4
Kane, IL	17,568	13,425	-23.6%	-4,143	46.6	47.8	1.2
Lake, IL	32,395	25,028	-22.7%	-7,367	47.2	48.6	1.4
McHenry, IL	11,477	8,661	-24.5%	-2,816	48.7	51.4	2.7
Will, IL	26,951	20,999	-22.1%	-5,952	47.0	48.7	1.7
Lake, IN	13,263	10,561	-20.4%	-2,702	44.3	46.6	2.3
Porter, IN	5,288	4,192	-20.7%	-1,096	49.0	50.8	1.8

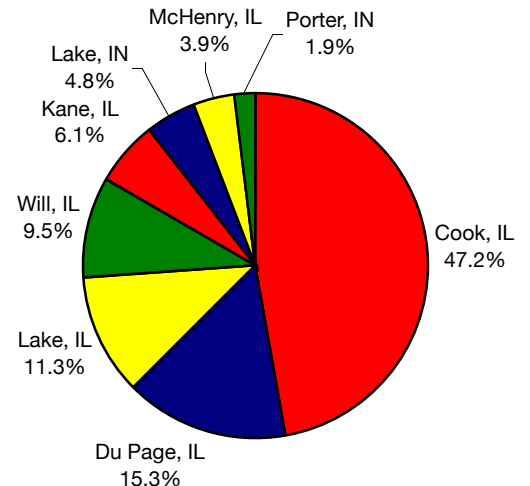
COUNTY BY COUNTY - PART 2

	Market Share Summary												
	Domestic Brands			Top Ten Selling Brands in Area-2009									
	2008	2009	Change '08 to '09	Toyota/Scion	Honda	Chevrolet	Ford	Nissan	Dodge	Hyundai	Lexus	Pontiac	Jeep
Cook, IL	35.3	31.9	-3.4	16.3	13.9	9.4	9.4	7.8	6.2	2.8	3.2	3.1	2.3
Du Page, IL	32.2	30.4	-1.8	15.5	14.8	8.7	9.2	7.6	5.2	1.7	2.8	3.7	3.0
Kane, IL	38.5	37.6	-0.9	15.0	13.6	13.0	10.3	8.7	5.4	2.8	2.4	1.9	1.9
Lake, IL	31.5	30.6	-0.9	15.4	14.6	8.9	6.0	6.2	3.0	2.7	3.9	3.8	3.6
McHenry, IL	46.8	47.3	0.5	7.1	13.6	13.9	13.1	7.9	5.9	3.9	2.1	1.8	1.5
Will, IL	47.5	46.3	-1.2	11.1	11.4	13.8	11.8	6.7	6.9	5.1	2.4	1.9	1.8
Lake, IN	59.6	59.0	-0.6	11.3	9.1	19.2	14.4	4.8	2.7	4.5	1.7	1.8	0.4
Porter, IN	60.9	60.7	-0.2	12.5	8.3	17.2	15.1	4.5	2.2	6.4	1.3	1.2	0.7

Percent Change in Registrations - 2009 vs. 2008



Share of Area Market - 2009



CHICAGO AREA MARKET VERSUS U.S.**Area New Vehicle Sales Fall 23% in 2009; U.S. Market Off 21.5%**

Car market share in area about equal to Nation

	Area Market		U.S. Market	
Change in registrations % change in registrations 2009 vs. 2008	-23.0%		-21.5%	
Car Market Share Car share of industry retail light vehicle registrations - 2009	54.6%		54.4%	
Domestic Brand Market Share Domestic brand share of industry retail light vehicle registrations - 2009	35.7%		39.1%	
Top Selling Retail Brands <i>Top selling light vehicle brands and market share - 2009</i>				
First	Toyota/Scion	14.8%	Toyota/Scion	15.9%
Second	Honda	13.5%	Honda	12.2%
Third	Chevrolet	10.7%	Ford	11.4%
Fourth	Ford	9.8%	Chevrolet	10.9%
Fifth	Nissan	7.4%	Nissan	7.0%
Sixth	Hyundai	5.4%	Dodge	4.3%
Seventh	Dodge	3.0%	Hyundai	4.2%
Eighth	Volkswagen	3.0%	Kia	2.6%
Ninth	Lexus	2.9%	GMC	2.5%
Tenth	Acura	2.3%	Jeep	2.4%

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