

Chicago Auto Outlook™

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Comprehensive information on the Chicagoland automotive market

Quick Facts

New retail vehicle registrations increased an estimated 10% in September '14 vs. year earlier.

The area market was up 9% during the first nine months of 2014 vs. year earlier, stronger than the 6.5% increase in the Nation.

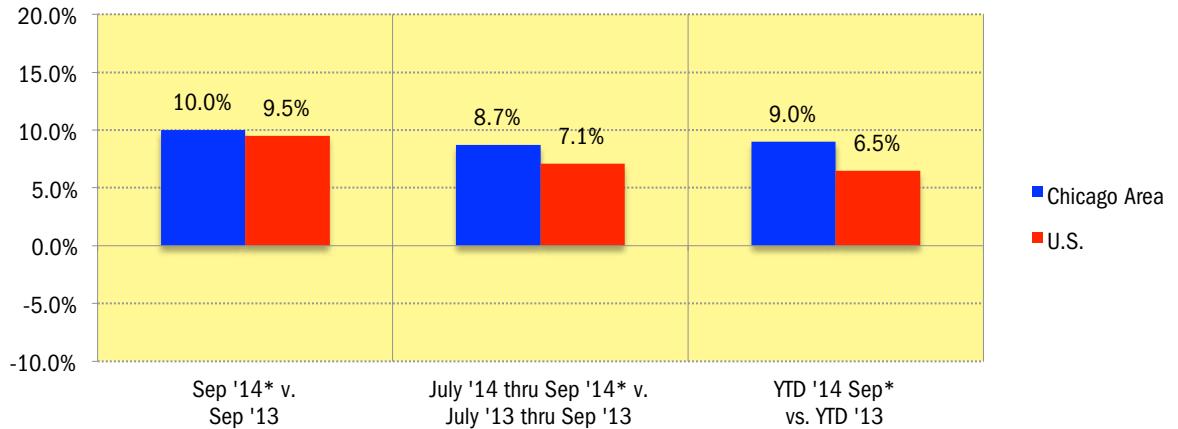
Area used vehicle market was up 8% in August (vehicles seven years old or newer). Used vehicle registrations increased 3.5% for the first eight months of this year.

Compact SUV new vehicle market share was up 3.5 share points.

Three year old used vehicle market share increased sharply.

Jeep, Subaru, Ram, Mitsubishi, and Mercedes new retail registrations increased by more than 20% so far this year.

Percent Change in Chicago Area and U.S. New Retail Light Vehicle Registrations



*Figures for September 2014 were estimated by Auto Outlook.

Data Source: Polk.

Chicago Area New and Used Vehicle Markets Summary (Used registrations only includes vehicles seven years old or newer)

	Retail New Vehicle Registrations					
	September Estimate*			YTD thru September*		
	2013	2014	Percent Change	2013	2014	Percent Change
Total	29,628	32,590	10.0%	260,588	284,104	9.0%
Cars	15,641	16,135	3.2%	139,803	140,844	0.7%
Light Trucks	13,987	16,455	17.6%	120,785	143,260	18.6%
Detroit Three Brands	11,489	12,855	11.9%	102,053	112,097	9.8%
European Brands	3,313	3,386	2.2%	28,704	29,313	2.1%
Japanese Brands	12,073	13,461	11.5%	105,422	116,964	10.9%
Korean Brands	2,753	2,888	4.9%	24,409	25,730	5.4%
	Used Vehicle Registrations (vehicles seven years old or newer)					
	August			YTD thru August		
	2013	2014	Percent Change	2013	2014	Percent Change
Total	31,685	34,225	8.0%	218,724	226,478	3.5%
Cars	18,422	19,813	7.6%	128,758	130,354	1.2%
Light Trucks	13,263	14,412	8.7%	89,966	96,124	6.8%
Detroit Three Brands	14,674	15,837	7.9%	103,772	104,969	1.2%
European Brands	3,964	4,464	12.6%	27,429	29,592	7.9%
Japanese Brands	11,183	11,673	4.4%	75,435	77,295	2.5%
Korean Brands	1,864	2,251	20.8%	12,088	14,622	21.0%

*Figures for September 2014 were estimated by Auto Outlook.

Source: Polk

Data Information

All data represents new and used vehicle retail registrations in the Chicago Area and excludes fleet and wholesale transactions. Used vehicle data only includes vehicles seven years old or newer. Please keep in mind that monthly registration figures can occasionally be subject to fluctuations, resulting in over or under estimation of actual results. This usually occurs due to processing delays by governmental agencies. For this reason, the year-to-date figures will typically be more reflective of market results. Green shaded areas in tables represent the top ten ranked brands.

Data Source: Polk.

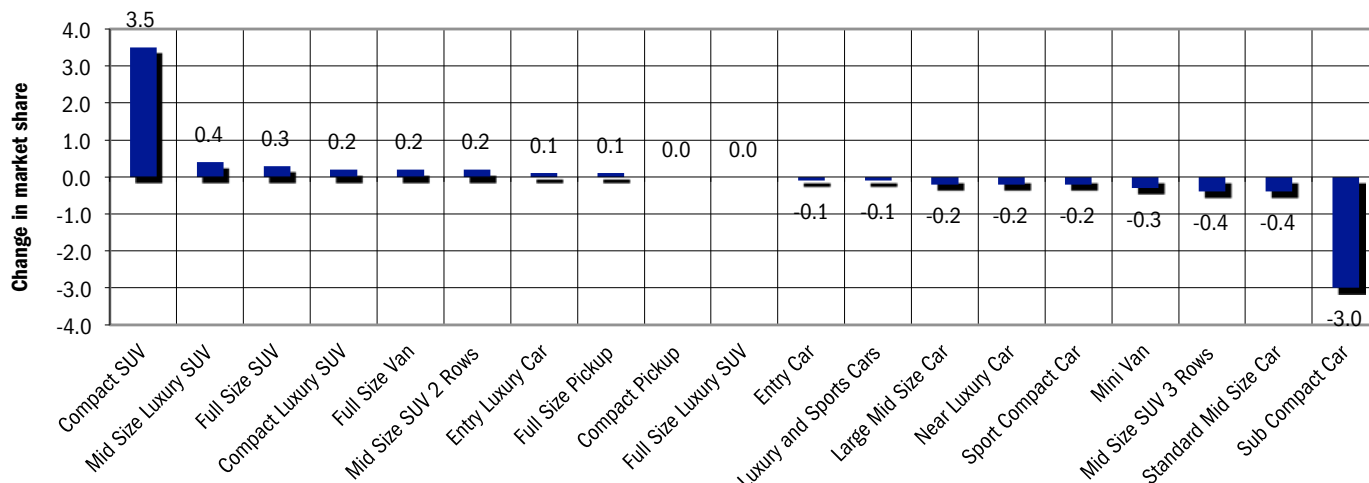
New Vehicle Market Brand Registrations

Chicago Area New Retail Car and Light Truck Registrations												
	September			Three Month Period July '14 thru Sep '14*			YTD thru September*			YTD thru Sep* Market Share (%)		
	Chicago Area			Chicago Area			Chicago Area			Chicago Area		
	2013	2014*	% chg.	Yr. Ago	Current	% chg.	2013	2014	% chg.	2013	2014	Chg.
TOTAL	29,628	32,590	10.0%	94,635	102,894	8.7%	260,588	284,104	9.0%			
Acura	553	657	18.8%	1,834	1,876	2.3%	4,745	5,201	9.6%	1.8	1.8	0.0
Audi	406	464	14.3%	1,354	1,441	6.4%	3,883	4,110	5.8%	1.5	1.4	-0.1
BMW	715	776	8.5%	1,923	2,133	10.9%	5,487	6,361	15.9%	2.1	2.2	0.1
Buick	623	697	11.9%	1,915	1,962	2.5%	5,438	5,382	-1.0%	2.1	1.9	-0.2
Cadillac	517	517	0.0%	1,616	1,454	-10.0%	4,143	4,126	-0.4%	1.6	1.5	-0.1
Chevrolet	3,376	4,064	20.4%	10,660	12,033	12.9%	29,585	31,592	6.8%	11.4	11.1	-0.3
Chrysler	541	617	14.0%	1,630	1,600	-1.8%	4,567	3,953	-13.4%	1.8	1.4	-0.4
Dodge	931	844	-9.3%	3,401	3,279	-3.6%	10,287	10,539	2.4%	3.9	3.7	-0.2
FIAT	81	86	6.2%	266	223	-16.2%	636	598	-6.0%	0.2	0.2	0.0
Ford	3,090	2,990	-3.2%	9,543	9,977	4.5%	27,918	28,656	2.6%	10.7	10.1	-0.6
GMC	640	817	27.7%	2,093	2,297	9.7%	5,994	6,582	9.8%	2.3	2.3	0.0
Honda	2,820	3,134	11.1%	10,511	10,921	3.9%	29,157	29,377	0.8%	11.2	10.3	-0.9
Hyundai	1,681	1,708	1.6%	5,573	5,523	-0.9%	15,423	15,543	0.8%	5.9	5.5	-0.4
Infiniti	348	301	-13.5%	927	826	-10.9%	2,484	2,632	6.0%	1.0	0.9	-0.1
Jaguar	41	35	-14.6%	136	91	-33.1%	355	326	-8.2%	0.1	0.1	0.0
Jeep	1,195	1,761	47.4%	3,625	5,840	61.1%	9,795	16,436	67.8%	3.8	5.8	2.0
Kia	1,072	1,146	6.9%	3,373	3,567	5.8%	8,986	10,153	13.0%	3.4	3.6	0.2
Land Rover	160	147	-8.1%	475	494	4.0%	1,344	1,496	11.3%	0.5	0.5	0.0
Lexus	582	652	12.0%	1,891	2,183	15.4%	4,846	5,749	18.6%	1.9	2.0	0.1
Lincoln	178	200	12.4%	575	577	0.3%	1,449	1,585	9.4%	0.6	0.6	0.0
Mazda	580	619	6.7%	2,008	2,186	8.9%	5,523	6,016	8.9%	2.1	2.1	0.0
Mercedes	664	730	9.9%	1,805	2,065	14.4%	4,821	5,808	20.5%	1.9	2.0	0.1
MINI	137	109	-20.4%	444	367	-17.3%	1,203	988	-17.9%	0.5	0.3	-0.2
Mitsubishi	248	344	38.7%	817	946	15.8%	2,239	2,774	23.9%	0.9	1.0	0.1
Nissan	2,295	2,805	22.2%	7,251	8,183	12.9%	19,050	22,841	19.9%	7.3	8.0	0.7
Other	42	53	26.2%	143	155	8.4%	468	465	-0.6%	0.2	0.2	0.0
Porsche	88	103	17.0%	291	396	36.1%	889	1,064	19.7%	0.3	0.4	0.1
Ram	286	385	34.6%	769	1,128	46.7%	2,237	2,956	32.1%	0.9	1.0	0.1
Subaru	822	1,075	30.8%	2,439	3,544	45.3%	6,701	9,420	40.6%	2.6	3.3	0.7
Tesla	110	74	-32.7%	283	164	-42.0%	624	394	-36.9%	0.2	0.1	-0.1
Toyota	3,821	3,833	0.3%	11,687	12,519	7.1%	30,555	32,904	7.7%	11.7	11.6	-0.1
Volkswagen	837	682	-18.5%	2,960	2,518	-14.9%	8,500	6,997	-17.7%	3.3	2.5	-0.8
Volvo	148	165	11.5%	417	426	2.2%	1,256	1,080	-14.0%	0.5	0.4	-0.1

*Figures for September 2014 were estimated by Auto Outlook. Top ten are shaded green.

Source: Polk

Change in Area Segment Market Share - YTD 2014 thru August vs. YTD 2013



Data Source: Polk.

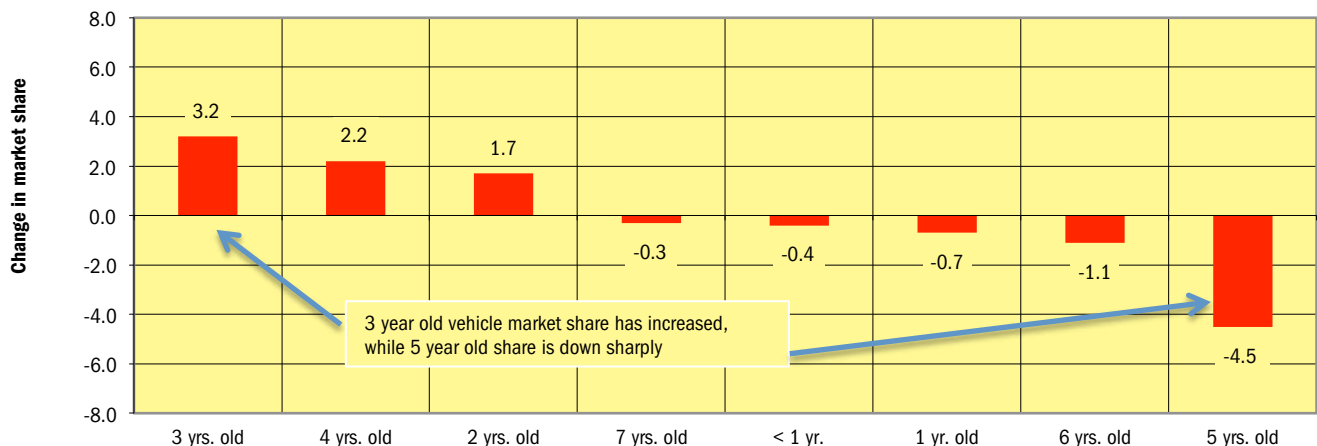
Used Vehicle Market Brand Registrations (only includes vehicles seven years old or newer)

Chicago Area Used Car and Light Truck Registrations												
	August			Three Month Period June '14 thru Aug '14			YTD thru August			YTD Market Share (%)		
	Chicago Area			Chicago Area			Chicago Area			Chicago Area		
	2013	2014	% chg.	Yr. Ago	Current	% chg.	2013	2014	% chg.	2013	2014	Chg.
TOTAL	31,685	34,225	8.0%	93,616	96,850	3.5%	218,724	226,478	3.5%			
Acura	544	505	-7.2%	1,454	1,450	-0.3%	3,283	3,536	7.7%	1.5	1.6	0.1
Audi	504	587	16.5%	1,404	1,677	19.4%	3,227	3,744	16.0%	1.5	1.7	0.2
BMW	879	935	6.4%	2,619	2,717	3.7%	6,297	6,365	1.1%	2.9	2.8	-0.1
Buick	474	798	68.4%	1,403	2,086	48.7%	3,353	4,573	36.4%	1.5	2.0	0.5
Cadillac	583	673	15.4%	1,781	1,965	10.3%	4,307	4,664	8.3%	2.0	2.1	0.1
Chevrolet	4,372	4,987	14.1%	12,978	13,672	5.3%	31,299	32,222	2.9%	14.3	14.2	-0.1
Chrysler	906	863	-4.7%	2,928	2,488	-15.0%	6,804	6,018	-11.6%	3.1	2.7	-0.4
Dodge	1,680	1,597	-4.9%	4,876	4,694	-3.7%	11,784	11,492	-2.5%	5.4	5.1	-0.3
FIAT	23	35	52.2%	62	100	61.3%	161	229	42.2%	0.1	0.1	0.0
Ford	3,729	3,805	2.0%	11,146	11,090	-0.5%	25,360	25,863	2.0%	11.6	11.4	-0.2
GMC	612	817	33.5%	1,777	2,193	23.4%	4,269	5,189	21.6%	2.0	2.3	0.3
Honda	2,333	2,574	10.3%	6,675	7,057	5.7%	14,969	16,460	10.0%	6.8	7.3	0.5
Hyundai	1,234	1,508	22.2%	3,552	4,238	19.3%	8,099	9,697	19.7%	3.7	4.3	0.6
Infiniti	430	608	41.4%	1,241	1,746	40.7%	2,845	3,593	26.3%	1.3	1.6	0.3
Jaguar	72	53	-26.4%	196	201	2.6%	488	457	-6.4%	0.2	0.2	0.0
Jeep	1,096	1,192	8.8%	3,210	3,310	3.1%	7,174	7,653	6.7%	3.3	3.4	0.1
Kia	630	743	17.9%	1,803	2,133	18.3%	3,989	4,925	23.5%	1.8	2.2	0.4
Land Rover	118	183	55.1%	383	470	22.7%	1,025	1,106	7.9%	0.5	0.5	0.0
Lexus	689	705	2.3%	2,141	2,082	-2.8%	5,061	5,024	-0.7%	2.3	2.2	-0.1
Lincoln	295	351	19.0%	953	960	0.7%	2,327	2,286	-1.8%	1.1	1.0	-0.1
Mazda	631	579	-8.2%	1,864	1,616	-13.3%	4,407	3,862	-12.4%	2.0	1.7	-0.3
Mercedes	824	1,082	31.3%	2,441	2,984	22.2%	5,781	6,780	17.3%	2.6	3.0	0.4
MINI	107	115	7.5%	310	352	13.5%	698	776	11.2%	0.3	0.3	0.0
Mitsubishi	314	315	0.3%	927	872	-5.9%	2,400	2,080	-13.3%	1.1	0.9	-0.2
Nissan	2,559	2,822	10.3%	7,890	8,234	4.4%	18,300	19,294	5.4%	8.4	8.5	0.1
Other	1,022	832	-18.6%	3,189	2,247	-29.5%	7,751	5,545	-28.5%	3.5	2.4	-1.1
Porsche	131	116	-11.5%	347	374	7.8%	802	797	-0.6%	0.4	0.4	0.0
smart	12	17	41.7%	36	46	27.8%	76	97	27.6%	0.0	0.0	0.0
Subaru	343	410	19.5%	944	1,114	18.0%	2,112	2,416	14.4%	1.0	1.1	0.1
Suzuki	118	82	-30.5%	327	220	-32.7%	743	489	-34.2%	0.3	0.2	-0.1
Toyota	3,216	3,068	-4.6%	9,259	8,750	-5.5%	21,273	20,514	-3.6%	9.7	9.1	-0.6
Volkswagen	1,052	1,070	1.7%	3,043	3,206	5.4%	7,120	7,586	6.5%	3.3	3.3	0.0
Volvo	153	198	29.4%	457	506	10.7%	1,140	1,146	0.5%	0.5	0.5	0.0

Top ten are shaded green.

Source: Polk

Change in Used Vehicle Market Share by Age of Vehicle - YTD 2014 thru August vs. YTD 2013



3 year old vehicle market share has increased, while 5 year old share is down sharply

Data Source: Polk.

**New Vehicle Market Percent Change in Brand Registrations
YTD 2014 thru September* vs. YTD 2013
(Top 30 selling brands)**



*Figures for September 2014 were estimated by Auto Outlook.

Data Source: Polk.

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