

Chicago Auto Outlook™

Comprehensive information on the Chicagoland automotive market

Publication
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by:



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

Chicago Area
-1.4%

U.S.
-1.0%

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

	Chicago Area	U.S.
YTD '17 thru Sep.	275,713	10,584,176
YTD '18 thru Sep.*	271,745	10,483,403
% change	-1.4%	-1.0%
Sep. 2017 registrations	31,871	1,216,945
Sep. 2018 registrations*	30,914	1,150,012
% change	-3.0%	-5.5%

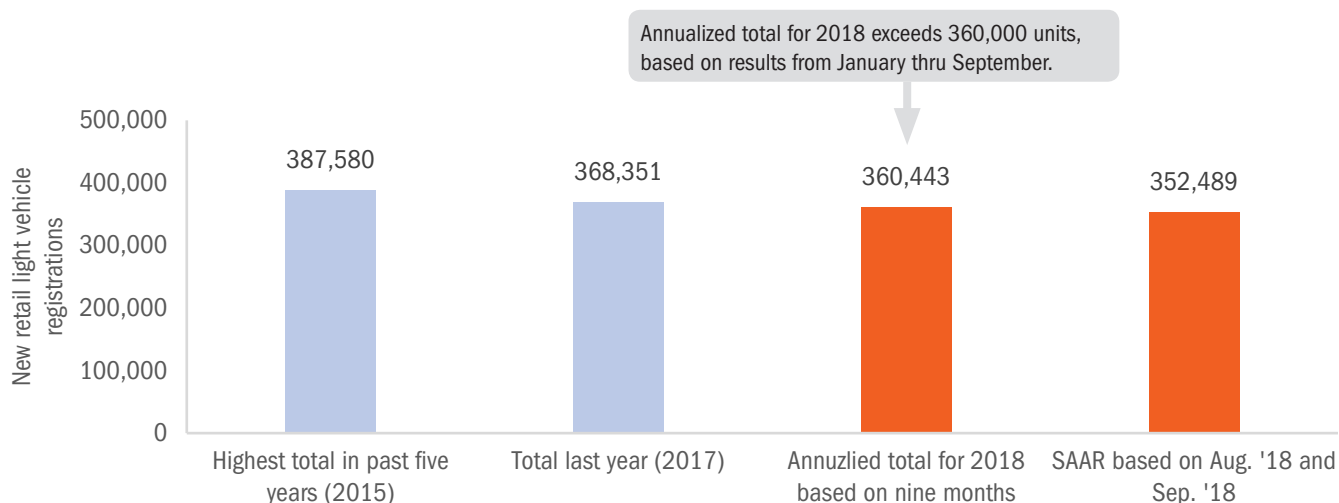
QUICK FACTS

Chicago area market was off 1.4% during the first nine months of this year versus a year earlier. U.S. market declined by 1%.

September '18 registrations in the area were off an estimated 3% vs. year earlier.

The area new vehicle market has eased a bit during the past few months. As shown below, the seasonally adjusted annual rate was about 352,500 in August and September of '18.

Annual Trends in Area New Vehicle Market



*Figures for September 2018 were estimated by Auto Outlook.

Data Source: IHS Markit.

Data Information

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

Data Source: IHS Markit.

**Change in Year-to-date
New Retail Light Vehicle
Registrations**

LIGHT TRUCKS



**UP
6.9%**

PASSENGER CARS



**DOWN
15.3%**

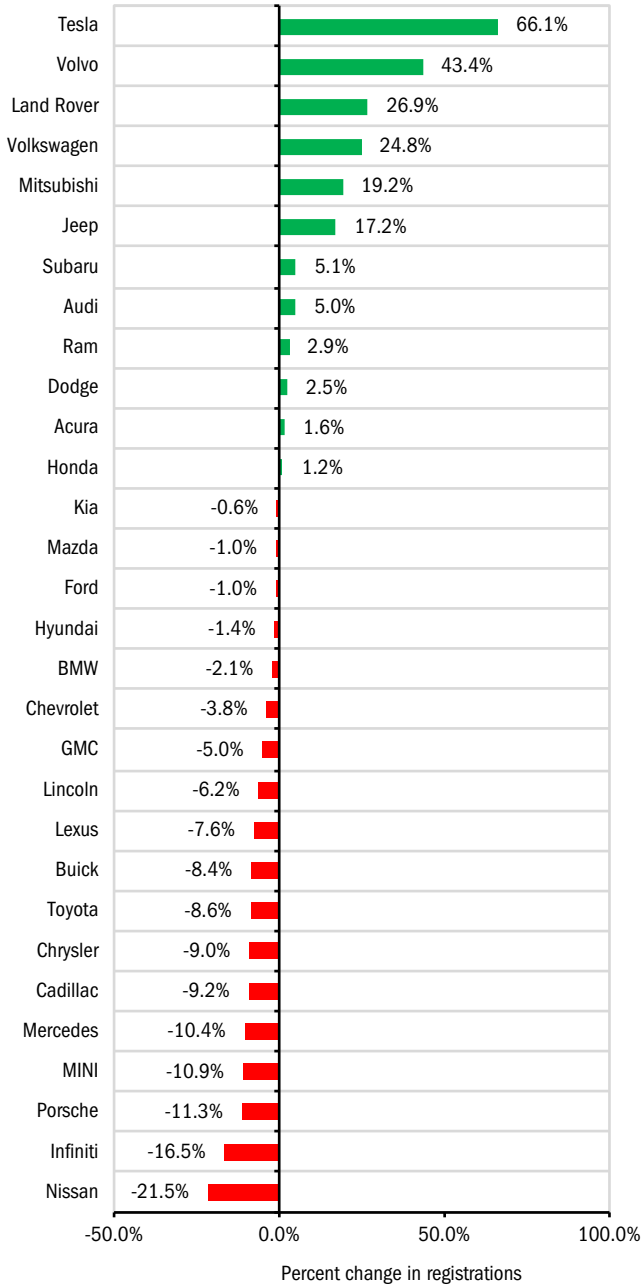
Chicago Area New Retail Car and Light Truck Registrations												
	September*			Three Month Period July '18 thru Sep. '18*			YTD thru September*			YTD Market Share (%)		
	2017	2018*	% chg.	Yr. Ago	Current	% chg.	2017	2018	% chg.	2017	2018	Chg.
TOTAL	31,871	30,914	-3.0%	98,159	97,775	-0.4%	275,713	271,745	-1.4%			
Cars	11,057	9,106	-17.6%	35,372	30,299	-14.3%	103,004	87,203	-15.3%	37.4	32.1	-5.3
Trucks	20,814	21,808	4.8%	62,787	67,476	7.5%	172,709	184,542	6.9%	62.6	67.9	5.3
Detroit Three Brands	12,265	12,199	-0.5%	37,700	38,456	2.0%	107,608	108,840	1.1%	39.0	40.1	1.1
European Brands	3,528	3,511	-0.5%	10,548	10,933	3.6%	29,967	31,647	5.6%	10.9	11.6	0.7
Japanese Brands	13,402	12,503	-6.7%	41,298	39,376	-4.7%	113,445	106,892	-5.8%	41.1	39.3	-1.8
Korean Brands	2,676	2,701	0.9%	8,613	9,010	4.6%	24,693	24,366	-1.3%	9.0	9.0	0.0
Acura	586	623	6.3%	1,801	1,920	6.6%	4,927	5,006	1.6%	1.8	1.8	0.0
Alfa Romeo	32	42	31.3%	101	209	106.9%	201	587	192.0%	0.1	0.2	0.1
Audi	590	602	2.0%	1,767	1,837	4.0%	4,759	4,999	5.0%	1.7	1.8	0.1
BMW	584	603	3.3%	1,807	1,863	3.1%	5,555	5,436	-2.1%	2.0	2.0	0.0
Buick	470	426	-9.4%	1,485	1,434	-3.4%	4,799	4,394	-8.4%	1.7	1.6	-0.1
Cadillac	381	322	-15.5%	1,149	1,006	-12.4%	3,376	3,066	-9.2%	1.2	1.1	-0.1
Chevrolet	3,835	3,210	-16.3%	11,490	10,210	-11.1%	31,440	30,247	-3.8%	11.4	11.1	-0.3
Chrysler	331	314	-5.1%	1,078	1,168	8.3%	3,452	3,142	-9.0%	1.3	1.2	-0.1
Dodge	619	887	43.3%	2,068	2,487	20.3%	6,674	6,839	2.5%	2.4	2.5	0.1
FIAT	32	17	-46.9%	123	71	-42.3%	424	222	-47.6%	0.2	0.1	-0.1
Ford	3,079	2,775	-9.9%	9,414	9,265	-1.6%	26,249	25,989	-1.0%	9.5	9.6	0.1
Genesis	59	14	-76.3%	171	88	-48.5%	415	350	-15.7%	0.2	0.1	-0.1
GMC	718	668	-7.0%	2,303	1,937	-15.9%	6,475	6,152	-5.0%	2.3	2.3	0.0
Honda	3,503	3,276	-6.5%	10,709	10,823	1.1%	29,911	30,257	1.2%	10.8	11.1	0.3
Hyundai	1,439	1,510	4.9%	4,853	5,311	9.4%	14,318	14,114	-1.4%	5.2	5.2	0.0
Infiniti	375	376	0.3%	1,005	930	-7.5%	2,890	2,412	-16.5%	1.0	0.9	-0.1
Jaguar	75	47	-37.3%	282	170	-39.7%	856	576	-32.7%	0.3	0.2	-0.1
Jeep	2,139	2,486	16.2%	6,499	7,863	21.0%	18,176	21,295	17.2%	6.6	7.8	1.2
Kia	1,178	1,177	-0.1%	3,589	3,611	0.6%	9,960	9,902	-0.6%	3.6	3.6	0.0
Land Rover	191	212	11.0%	581	669	15.1%	1,663	2,110	26.9%	0.6	0.8	0.2
Lexus	685	655	-4.4%	2,365	2,080	-12.1%	5,848	5,403	-7.6%	2.1	2.0	-0.1
Lincoln	206	195	-5.3%	704	699	-0.7%	2,163	2,029	-6.2%	0.8	0.7	-0.1
Maserati	28	24	-14.3%	100	78	-22.0%	293	241	-17.7%	0.1	0.1	0.0
Mazda	696	586	-15.8%	2,298	2,034	-11.5%	6,002	5,944	-1.0%	2.2	2.2	0.0
Mercedes	663	645	-2.7%	2,003	1,882	-6.0%	6,058	5,425	-10.4%	2.2	2.0	-0.2
MINI	97	92	-5.2%	333	267	-19.8%	871	776	-10.9%	0.3	0.3	0.0
Mitsubishi	240	224	-6.7%	790	931	17.8%	2,192	2,612	19.2%	0.8	1.0	0.2
Nissan	2,319	2,048	-11.7%	6,765	5,918	-12.5%	20,447	16,043	-21.5%	7.4	5.9	-1.5
Other	27	11	-59.3%	83	75	-9.6%	252	211	-16.3%	0.1	0.1	0.0
Porsche	152	156	2.6%	429	403	-6.1%	1,386	1,229	-11.3%	0.5	0.5	0.0
Ram	397	442	11.3%	1,281	1,405	9.7%	3,616	3,721	2.9%	1.3	1.4	0.1
Subaru	1,238	1,306	5.5%	4,041	4,403	9.0%	11,125	11,694	5.1%	4.0	4.3	0.3
Tesla	90	474	426.7%	227	981	332.2%	1,182	1,963	66.1%	0.4	0.7	0.3
Toyota	3,758	3,409	-9.3%	11,519	10,331	-10.3%	30,091	27,506	-8.6%	10.9	10.1	-0.8
Volkswagen	847	821	-3.1%	2,323	2,626	13.0%	6,145	7,670	24.8%	2.2	2.8	0.6
Volvo	212	239	12.7%	623	790	26.8%	1,522	2,183	43.4%	0.6	0.8	0.2

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

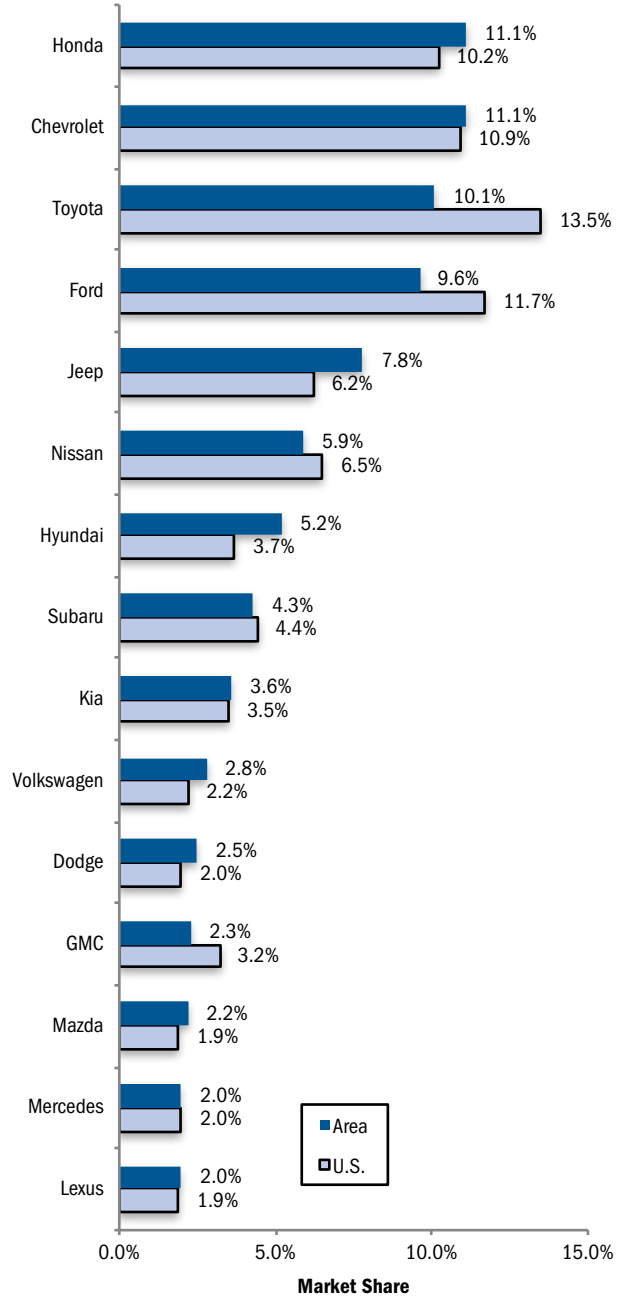
Top ten are shaded yellow.

Source: IHS Markit

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



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



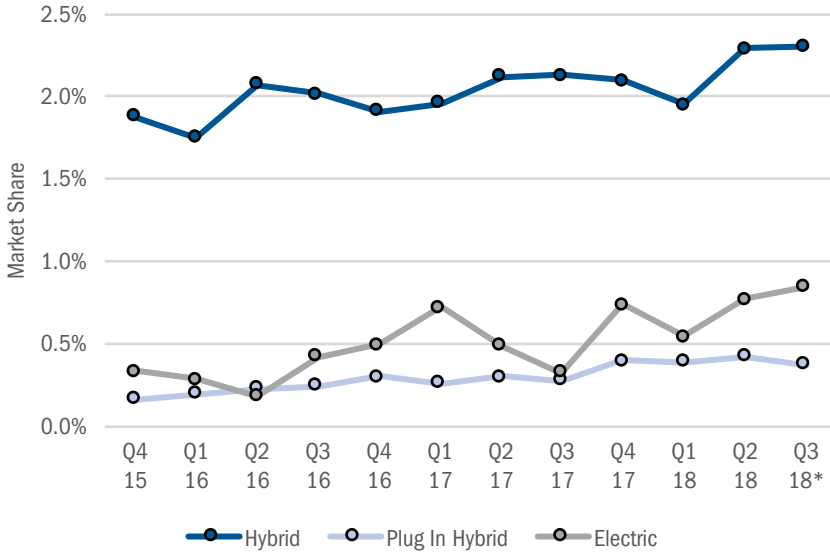
Registrations increased by more than 17% for Tesla, Volvo, Land Rover, Volkswagen, Mitsubishi, and Jeep.



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

HYBRID AND ELECTRIC VEHICLES

**Quarterly Alternative Powertrain Market Share
(includes hybrid and electric vehicles)**



Hybrid/electric vehicle market share in Q3 '18:
3.5%

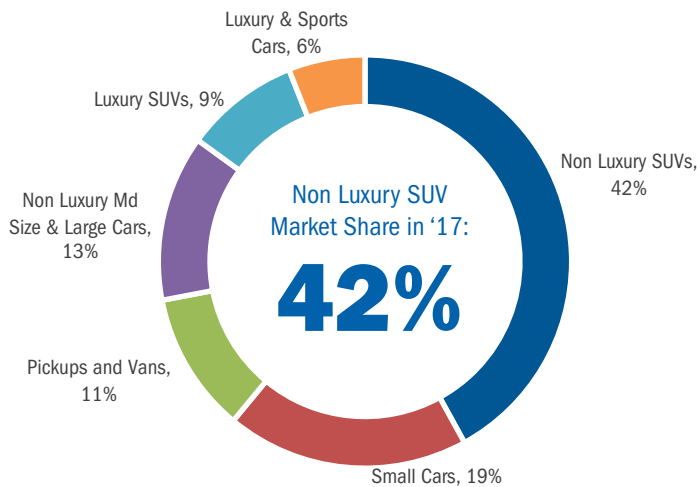
**New Retail Hybrid and Electric Vehicle Registrations
Top 15 Selling Models in Area - YTD 2018 thru August**

Rank	Model	Regs.
1	Toyota Prius	1046
2	Toyota RAV4	833
3	Tesla Model 3	684
4	Toyota Camry	476
5	Tesla Model S	473
6	Kia Niro	437
7	Ford Fusion	365
8	Tesla Model X	332
9	Toyota Highlander	311
10	Honda Accord	278
11	Lexus RX	239
12	Hyundai Ioniq	231
13	Ford C-Max	182
14	Lexus NX	170
15	Chrysler Pacifica	138

The graph above shows hybrid powertrain and electric vehicle quarterly market share in the area. Third Quarter 2018 includes July and August only. Source: IHS Markit.

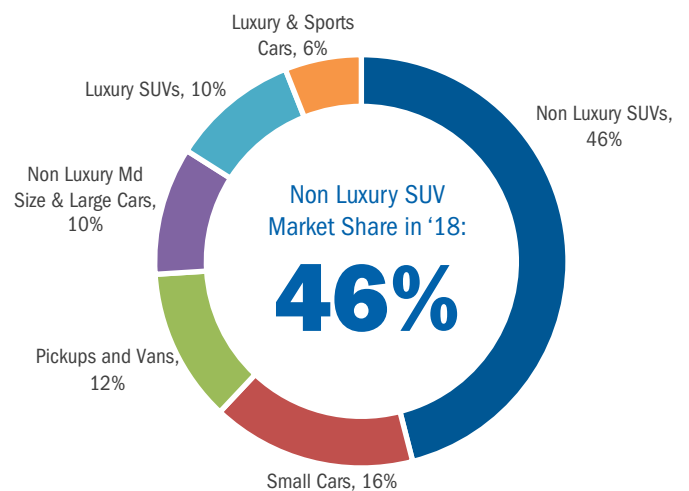
VEHICLE SEGMENTS

**Segment Market Shares in Chicago Area
YTD 2017 thru August**



Source: IHS Markit.

**Segment Market Shares in Chicago Area
YTD 2018 thru August**



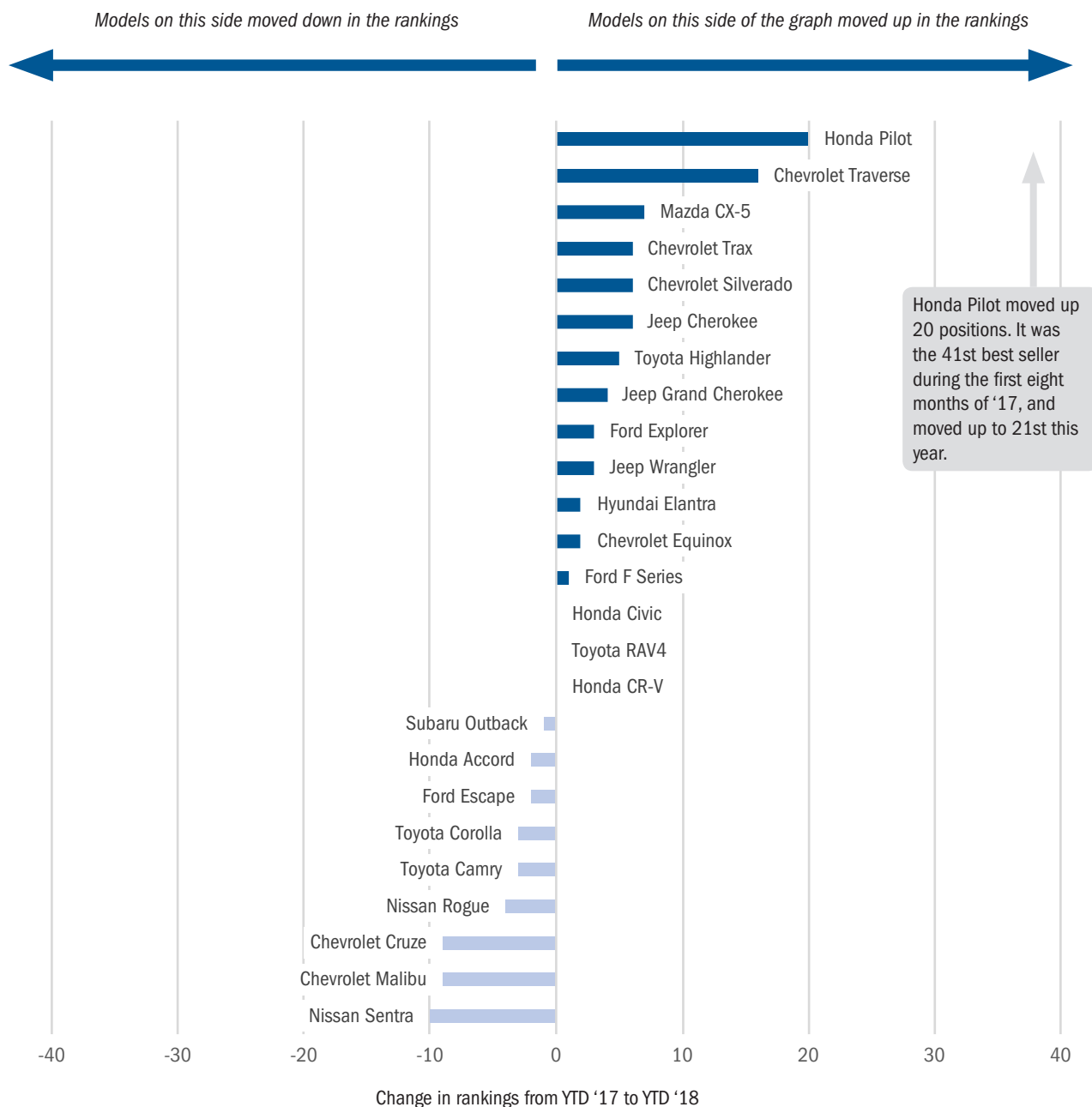
Source: IHS Markit.

The two graphs above show market shares for primary segments during the first eight months of 2017 and 2018.

TOP SELLING MODELS

The graph below shows the change in rankings during the first eight months of 2017 to the same period this year for the top 25 selling models in the Chicago Area market. Models are positioned on the graph from top to bottom based on the change in rankings. The biggest gainer was the Honda Pilot. Other big winners were Chevrolet Traverse, Mazda CX-5, Chevrolet Trax, Chevrolet Silverado, and Jeep Cherokee.

Change in Rankings for Top 25 Selling Models - YTD '17 thru August to YTD '18



Source: IHS.

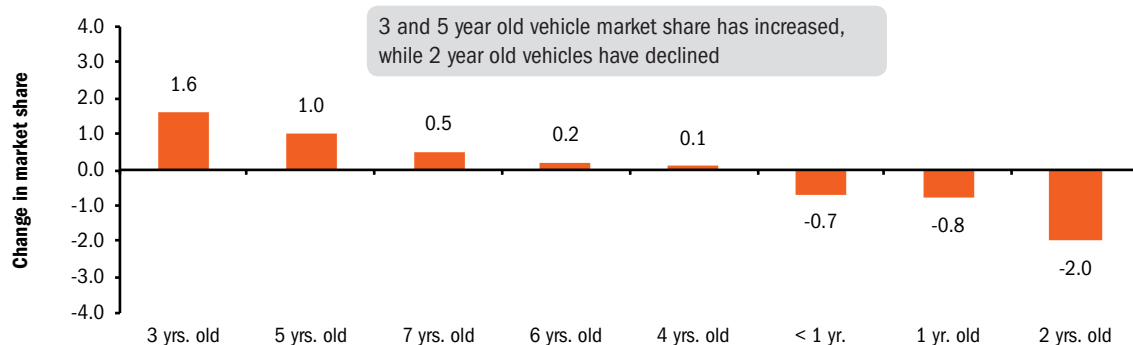
USED VEHICLE MARKET

Chicago Area Used Car and Light Truck Registrations												
	August			Three Month Period June '18 thru Aug. '18			YTD thru August			YTD Market Share (%)		
	Chicago Area			Chicago Area			Chicago Area			Chicago Area		
	2017	2018	% chg.	Yr. Ago	Current	% chg.	2017	2018	% chg.	2017	2018	Chg.
TOTAL	29,704	33,108	11.5%	99,112	105,206	6.1%	260,356	263,488	1.2%			
Acura	374	443	18.4%	1,308	1,387	6.0%	3,636	3,450	-5.1%	1.4	1.3	-0.1
Audi	530	607	14.5%	1,740	2,066	18.7%	4,572	5,273	15.3%	1.8	2.0	0.2
BMW	878	960	9.3%	2,876	3,187	10.8%	7,592	7,643	0.7%	2.9	2.9	0.0
Buick	571	610	6.8%	1,796	1,926	7.2%	4,916	4,969	1.1%	1.9	1.9	0.0
Cadillac	557	493	-11.5%	1,826	1,643	-10.0%	4,879	4,550	-6.7%	1.9	1.7	-0.2
Chevrolet	3,891	4,279	10.0%	13,224	13,484	2.0%	36,078	35,338	-2.1%	13.9	13.4	-0.5
Chrysler	671	696	3.7%	2,481	2,339	-5.7%	6,882	5,761	-16.3%	2.6	2.2	-0.4
Dodge	1,561	1,682	7.8%	5,242	5,380	2.6%	13,781	13,471	-2.2%	5.3	5.1	-0.2
FIAT	59	58	-1.7%	170	186	9.4%	477	510	6.9%	0.2	0.2	0.0
Ford	3,613	3,972	9.9%	12,579	12,635	0.4%	32,836	30,964	-5.7%	12.6	11.8	-0.8
GMC	755	901	19.3%	2,576	2,835	10.1%	6,970	7,217	3.5%	2.7	2.7	0.0
Honda	1,971	2,090	6.0%	6,495	6,681	2.9%	15,936	15,704	-1.5%	6.1	6.0	-0.1
Hyundai	1,639	1,763	7.6%	5,230	5,507	5.3%	13,551	13,628	0.6%	5.2	5.2	0.0
Infiniti	441	545	23.6%	1,489	1,665	11.8%	3,932	4,103	4.3%	1.5	1.6	0.1
Jaguar	52	58	11.5%	182	208	14.3%	476	522	9.7%	0.2	0.2	0.0
Jeep	1,567	1,894	20.9%	5,075	6,084	19.9%	12,793	14,935	16.7%	4.9	5.7	0.8
Kia	932	1,106	18.7%	3,121	3,412	9.3%	7,780	8,371	7.6%	3.0	3.2	0.2
Land Rover	138	177	28.3%	439	517	17.8%	1,169	1,226	4.9%	0.4	0.5	0.1
Lexus	574	710	23.7%	1,917	2,256	17.7%	5,311	5,500	3.6%	2.0	2.1	0.1
Lincoln	342	346	1.2%	1,060	1,038	-2.1%	2,687	2,605	-3.1%	1.0	1.0	0.0
Mazda	457	491	7.4%	1,488	1,569	5.4%	3,604	3,761	4.4%	1.4	1.4	0.0
Mercedes	720	888	23.3%	2,393	2,928	22.4%	6,611	7,228	9.3%	2.5	2.7	0.2
MINI	116	119	2.6%	349	380	8.9%	869	855	-1.6%	0.3	0.3	0.0
Mitsubishi	172	260	51.2%	600	738	23.0%	1,706	1,727	1.2%	0.7	0.7	0.0
Nissan	2,895	3,172	9.6%	9,405	10,087	7.3%	24,579	26,223	6.7%	9.4	10.0	0.6
Other	134	143	6.7%	423	436	3.1%	998	1,018	2.0%	0.4	0.4	0.0
Porsche	143	189	32.2%	463	569	22.9%	1,164	1,349	15.9%	0.4	0.5	0.1
smart	17	21	23.5%	58	72	24.1%	141	174	23.4%	0.1	0.1	0.0
Subaru	458	578	26.2%	1,508	1,737	15.2%	3,733	4,135	10.8%	1.4	1.6	0.2
Suzuki	16	12	-25.0%	42	24	-42.9%	123	72	-41.5%	0.0	0.0	0.0
Toyota	2,514	2,653	5.5%	8,418	8,316	-1.2%	22,403	20,895	-6.7%	8.6	7.9	-0.7
Volkswagen	845	1,049	24.1%	2,748	3,429	24.8%	7,150	9,170	28.3%	2.7	3.5	0.8
Volvo	101	143	41.6%	391	485	24.0%	1,021	1,141	11.8%	0.4	0.4	0.0

Top ten are shaded yellow.

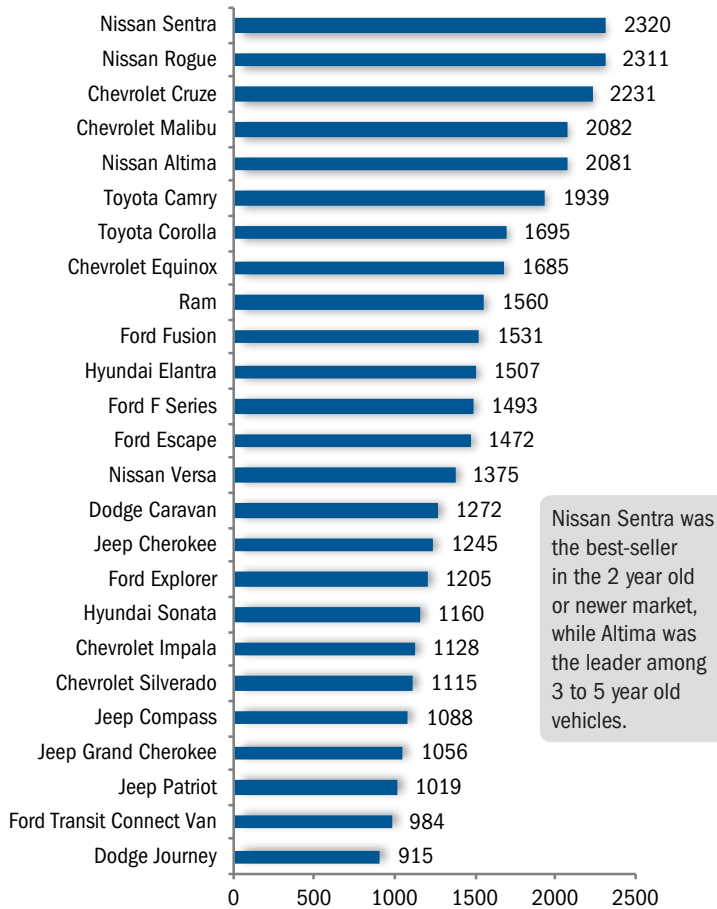
Source: IHS Markit.

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



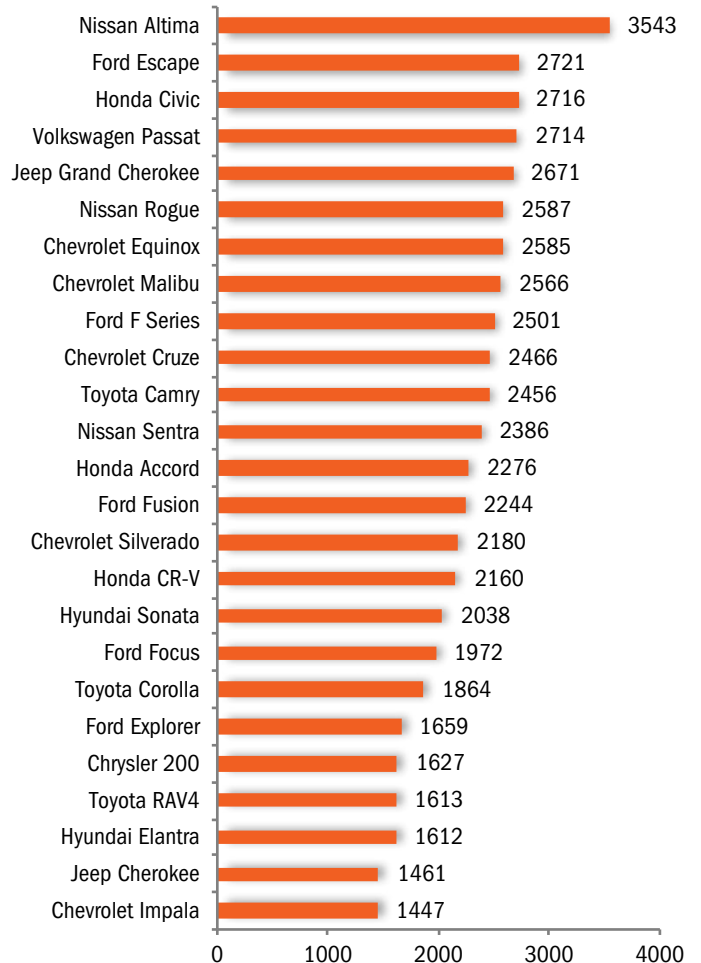
TOP SELLING USED VEHICLES

**Top 25 Selling Models (2 years old or newer)
Used Light Vehicle Registrations
YTD '18 thru August**



Nissan Sentra was the best-seller in the 2 year old or newer market, while Altima was the leader among 3 to 5 year old vehicles.

**Top 25 Selling Models (3 to 5 years old)
Used Light Vehicle Registrations
YTD '18 thru August**



Data Source: IHS Markit

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