

Chicago Auto Outlook™

Comprehensive information on the Chicagoland automotive market

Publication
Sponsored
by:



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



Light trucks

-16.5%



Cars

-31.8%

Chicago Area New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '19 thru Sep.	181,775	75,248	257,023
YTD '20 thru Sep.	151,745	51,306	203,051
% change	-16.5%	-31.8%	-21.0%
Sep. 2019	21,812	8,391	30,203
Sep. 2020	19,128	6,022	25,150
% change	-12.3%	-28.2%	-16.7%

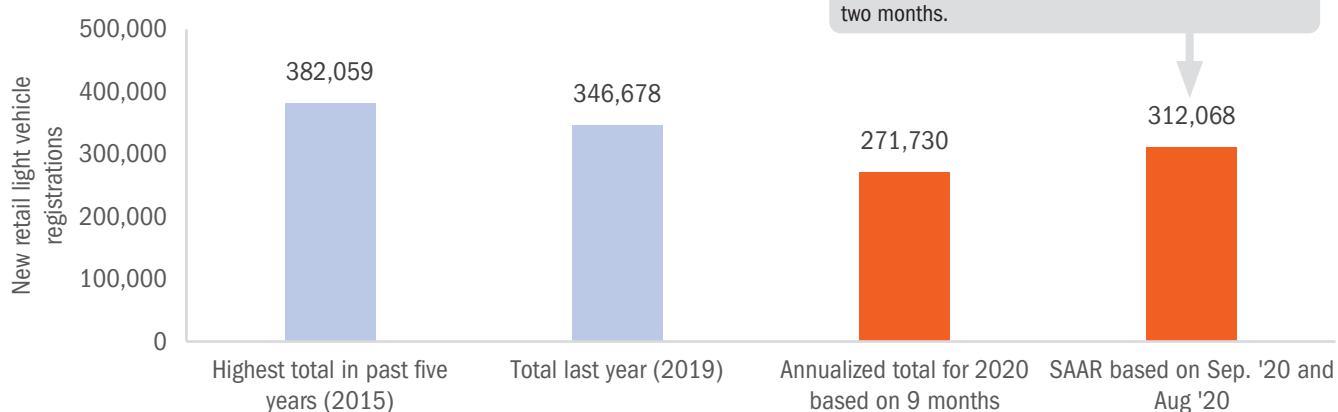
QUICK FACTS

New vehicle registrations in the Chicago Area declined 21% during the first nine months of 2020 versus the same period a year earlier.

Used vehicle market (only includes vehicles 7 years old or newer) fell by 10.1% during the first nine months of this year.

Data Source: AutoCount data from Experian. Historical figures were revised by Experian and will differ from those shown in previous releases.

Annual Trends in Area New Vehicle Market



Historical Data Source: AutoCount data from Experian. Some figures estimated by Auto Outlook.


Data Information


Data presented in Auto Outlook measures new retail vehicle registrations in the eight county area. Monthly recording of registrations occurs when vehicle title information is processed, which may differ from date of sale. Title recording can occasionally be subject to processing delays by governmental agencies. For this reason, the year-to-date figures will typically be more reflective of market results Data Source: AutoCount data from Experian.

**Change in New Retail
Light Vehicle Registrations
YTD 2020 thru Sept. vs.
YTD 2019**

**DOMESTIC
BRANDS**
 **DOWN
22.1%**

**EUROPEAN
BRANDS**
 **DOWN
17.4%**

**JAPANESE
BRANDS**
 **DOWN
25.4%**

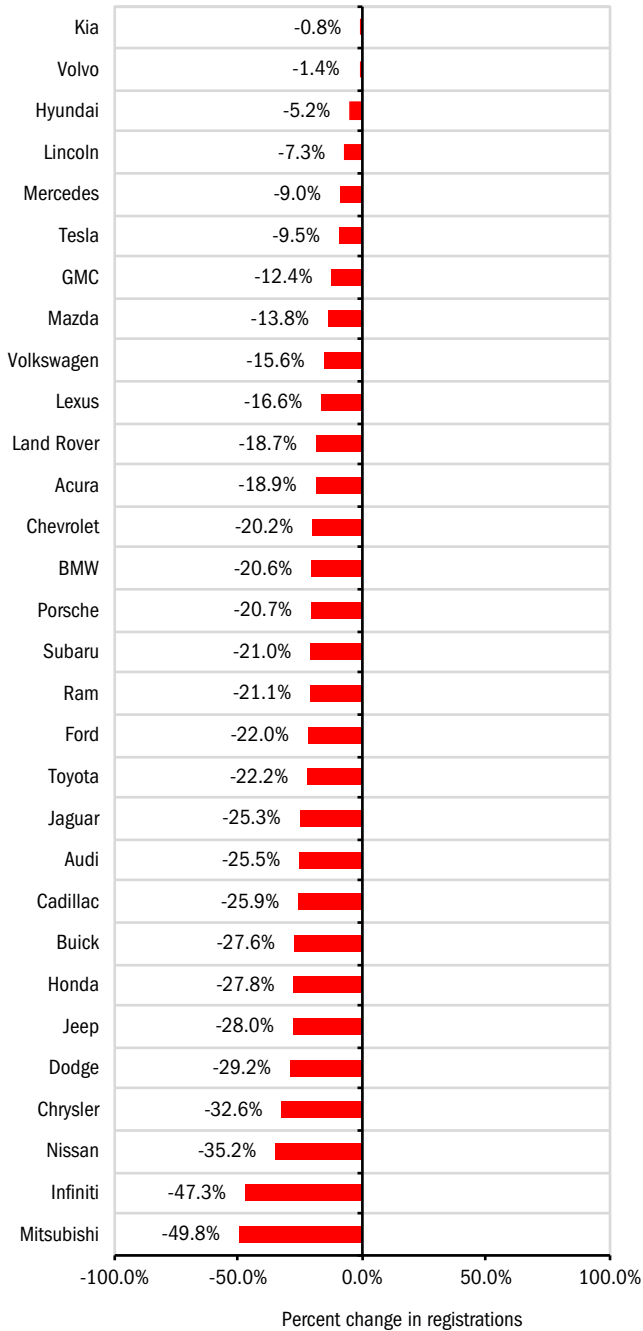
**KOREAN
BRANDS**
 **DOWN
3.7%**

Chicago Area New Retail Car and Light Truck Registrations						
	YTD thru Sep.			YTD Market Share (%)		
	2019	2020	% chg.	2019	2020	Chg.
TOTAL	257,023	203,051	-21.0%			
Cars	75,248	51,306	-31.8%	29.3	25.3	-4.0
Trucks	181,775	151,745	-16.5%	70.7	74.7	4.0
Detroit Three Brands	99,461	77,481	-22.1%	38.7	38.2	-0.5
European Brands	31,737	26,200	-17.4%	12.3	12.9	0.6
Japanese Brands	100,568	75,046	-25.4%	39.1	37.0	-2.2
Korean Brands	25,257	24,324	-3.7%	9.8	12.0	2.2
Acura	4,978	4,039	-18.9%	1.9	2.0	0.1
Alfa Romeo	346	293	-15.3%	0.1	0.1	0.0
Audi	4,689	3,494	-25.5%	1.8	1.7	-0.1
BMW	6,109	4,848	-20.6%	2.4	2.4	0.0
Buick	4,025	2,913	-27.6%	1.6	1.4	-0.1
Cadillac	3,029	2,245	-25.9%	1.2	1.1	-0.1
Chevrolet	28,224	22,515	-20.2%	11.0	11.1	0.1
Chrysler	2,224	1,498	-32.6%	0.9	0.7	-0.1
Dodge	4,867	3,448	-29.2%	1.9	1.7	-0.2
FIAT	146	72	-50.7%	0.1	0.0	0.0
Ford	23,190	18,091	-22.0%	9.0	8.9	-0.1
Genesis	447	348	-22.1%	0.2	0.2	0.0
GMC	5,769	5,051	-12.4%	2.2	2.5	0.2
Honda	30,402	21,954	-27.8%	11.8	10.8	-1.0
Hyundai	14,357	13,606	-5.2%	5.6	6.7	1.1
Infiniti	1,984	1,045	-47.3%	0.8	0.5	-0.3
Jaguar	633	473	-25.3%	0.2	0.2	0.0
Jeep	17,700	12,738	-28.0%	6.9	6.3	-0.6
Kia	10,453	10,370	-0.8%	4.1	5.1	1.0
Land Rover	2,023	1,644	-18.7%	0.8	0.8	0.0
Lexus	5,128	4,279	-16.6%	2.0	2.1	0.1
Lincoln	2,425	2,249	-7.3%	0.9	1.1	0.2
Maserati	154	112	-27.3%	0.1	0.1	0.0
Mazda	5,415	4,666	-13.8%	2.1	2.3	0.2
Mercedes	4,733	4,306	-9.0%	1.8	2.1	0.3
MINI	640	431	-32.7%	0.2	0.2	0.0
Mitsubishi	2,044	1,026	-49.8%	0.8	0.5	-0.3
Nissan	15,147	9,817	-35.2%	5.9	4.8	-1.1
Other	407	766	88.2%	0.2	0.4	0.2
Porsche	1,257	997	-20.7%	0.5	0.5	0.0
Ram	4,443	3,507	-21.1%	1.7	1.7	0.0
Subaru	11,808	9,334	-21.0%	4.6	4.6	0.0
Tesla	3,564	3,226	-9.5%	1.4	1.6	0.2
Toyota	23,506	18,277	-22.2%	9.1	9.0	-0.1
Volkswagen	8,658	7,304	-15.6%	3.4	3.6	0.2
Volvo	2,099	2,069	-1.4%	0.8	1.0	0.2

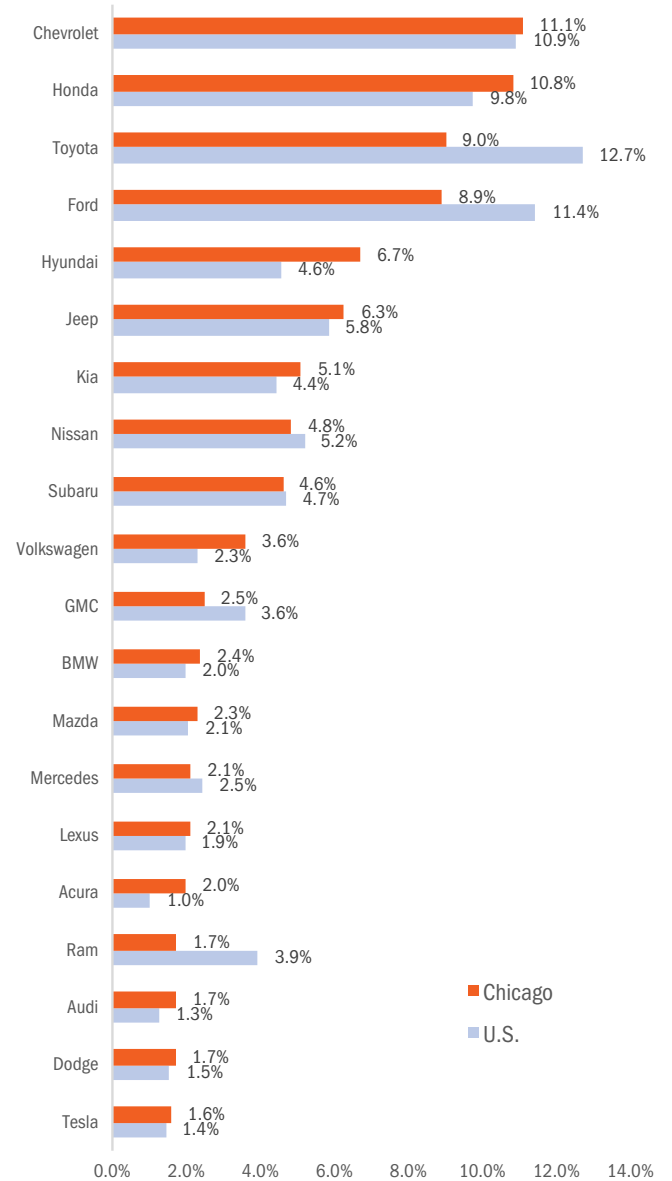
Top ten are shaded yellow.

Source: AutoCount data from Experian

**Percent Change in Brand Registrations
YTD 2020 thru September vs. YTD 2019
(Top 30 selling brands)**



**Chicago Area and U.S. Market Share
YTD 2020 thru September
(Top 20 selling brands in area)**



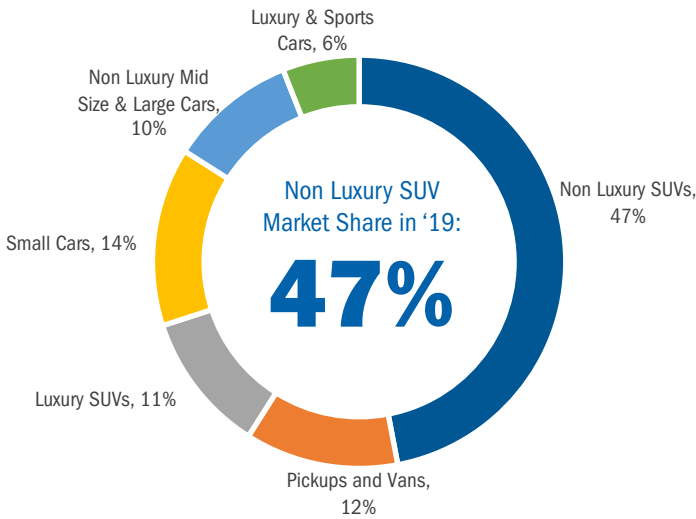
Registrations declined by less than 10% for Kia, Volvo, Hyundai, Lincoln, Mercedes, and Tesla.



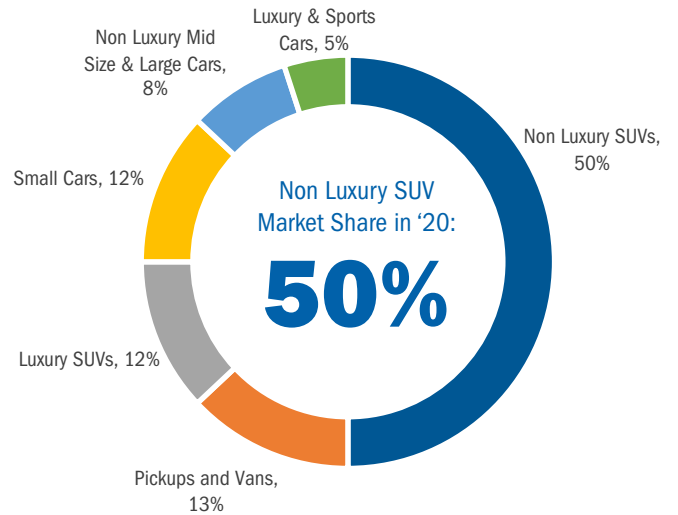
Chevrolet, Honda, Toyota, Ford, and Hyundai were market share leaders in the Chicago Area

VEHICLE SEGMENTS

**Segment Market Shares
YTD 2019 thru September**



**Segment Market Shares
YTD 2020 thru September**

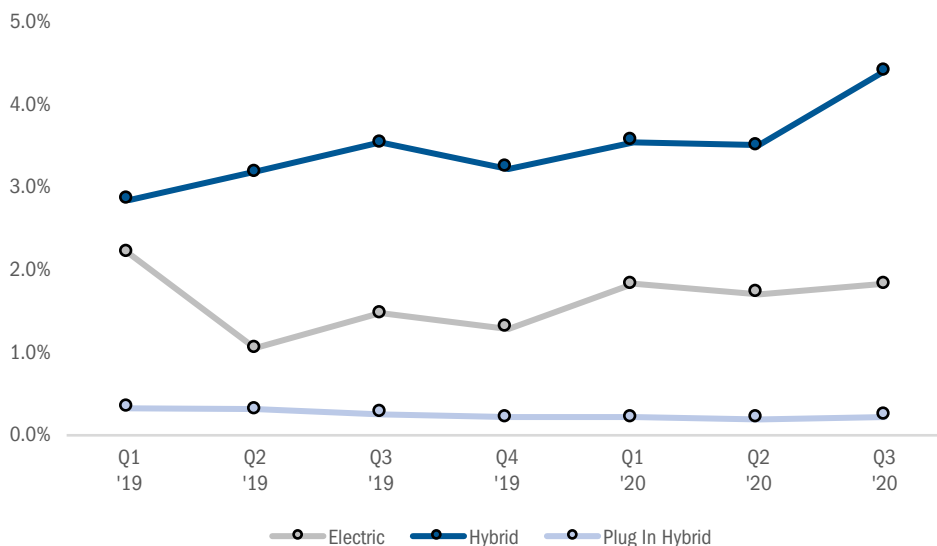


Data Source: AutoCount data from Experian.

The two graphs above show market shares for primary segments during the first nine months of 2019 and 2020.

HYBRID AND ELECTRIC VEHICLES

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



**Year To Date Share by Engine Type
(2019 and 2020, thru September)**

	YTD '19	YTD '20	
Hybrid	3.2%	3.9%	↑
Electric	1.5%	1.8%	↑
Plug In Hybrid	0.3%	0.2%	↓

The graph above shows estimated hybrid powertrain and electric vehicle market share in the area. Registrations by powertrain for vehicles equipped with multiple engine types were estimated by Auto Outlook. The estimates are based on model registrations compiled by Experian, and engine installation rates collected from other sources.

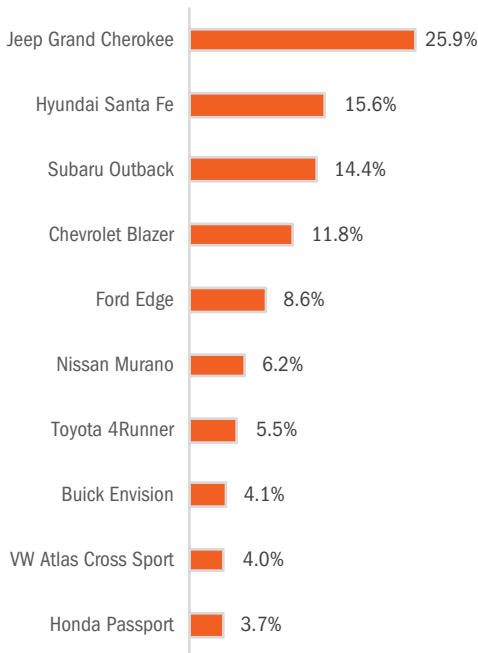
SEGMENT CLOSE-UP: MID SIZE SUVs



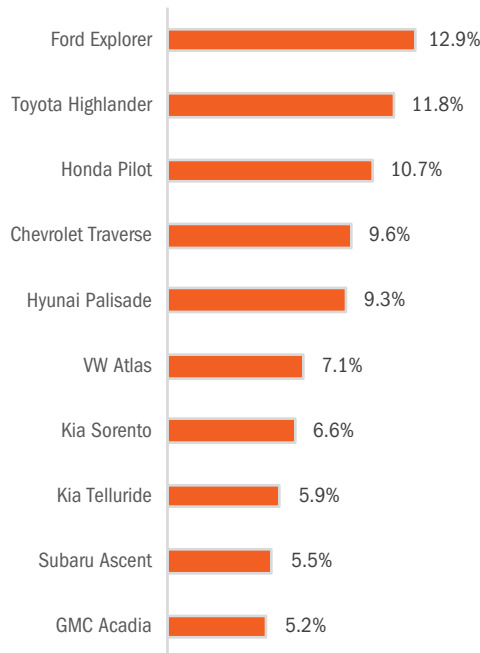
Model Sales Leaders

Top 10 Selling Models in Area for Two Row and Three Row Mid Size SUVs - YTD 2020 thru Sept.

Market Share for Two Row Mid Size SUVs



Market Share for Three Row Mid Size SUVs



Two Key Trends

#1 Mid Size SUV segment is performing better than the overall market...

% Change in New Vehicle Registrations
YTD '17 thru Sept. to YTD '20

Mid Size SUVs: **DOWN 4.7%**

Industry **DOWN 22.7%**

#2 Three row SUVs have been gaining market share in Mid Size SUV segment...

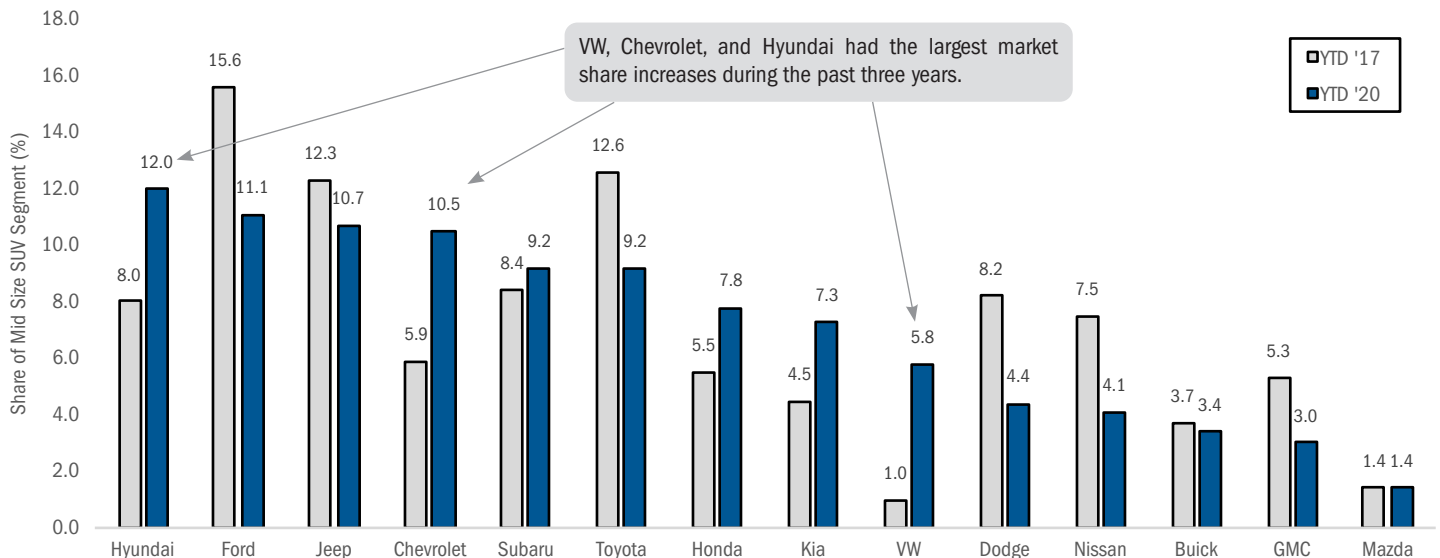
3 Row SUV Share of Mid Size SUV Segment - YTD '17 and YTD '20 (Sept.)

YTD 2017: **54.2%**

YTD 2020: **58.6%**

Data Source: AutoCount data from Experian.

Brand Market Share in Area Mid Size SUV Segment - YTD 2017 and YTD 2020 (thru Sept.)



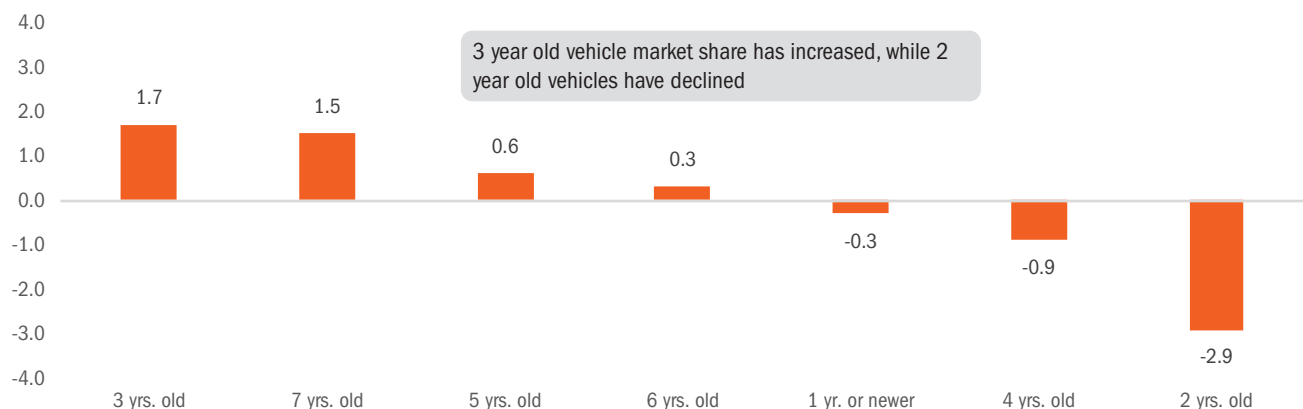
Data Source: AutoCount data from Experian.

USED VEHICLE MARKET

Chicago Area Used Car and Light Truck Registrations (only includes vehicles 7 years old or newer)									
	Two Month Period			YTD thru Sep.			YTD Market Share		
	Aug. '20 and Sep. '20			2019	2020	% chg.	2019	2020	Chg.
TOTAL	66,813	66,675	-0.2%	244,397	219,740	-10.1%			
Acura	954	1,034	8.4%	3,564	3,023	-15.2%	1.5	1.4	-0.1
Alfa Romeo	24	109	354.2%	73	264	261.6%	0.0	0.1	0.1
Audi	1,537	1,479	-3.8%	5,159	4,924	-4.6%	2.1	2.2	0.1
BMW	1,681	1,608	-4.3%	5,904	5,510	-6.7%	2.4	2.5	0.1
Buick	1,200	1,203	0.3%	4,515	3,867	-14.4%	1.8	1.8	-0.1
Cadillac	991	1,109	11.9%	3,699	3,586	-3.1%	1.5	1.6	0.1
Chevrolet	8,656	8,224	-5.0%	32,226	28,140	-12.7%	13.2	12.8	-0.4
Chrysler	1,188	1,000	-15.8%	4,413	3,319	-24.8%	1.8	1.5	-0.3
Dodge	2,230	2,332	4.6%	8,635	7,987	-7.5%	3.5	3.6	0.1
FIAT	114	112	-1.8%	403	313	-22.3%	0.2	0.1	0.0
Ford	7,549	7,747	2.6%	28,160	25,046	-11.1%	11.5	11.4	-0.1
Genesis	155	114	-26.5%	540	416	-23.0%	0.2	0.2	0.0
GMC	1,740	1,689	-2.9%	6,701	6,102	-8.9%	2.7	2.8	0.0
Honda	4,771	4,033	-15.5%	16,321	13,055	-20.0%	6.7	5.9	-0.7
Hyundai	3,347	3,608	7.8%	12,183	11,760	-3.5%	5.0	5.4	0.4
Infiniti	1,118	1,137	1.7%	4,589	3,542	-22.8%	1.9	1.6	-0.3
Jaguar	189	333	76.2%	570	781	37.0%	0.2	0.4	0.1
Jeep	3,788	4,127	8.9%	13,816	14,034	1.6%	5.7	6.4	0.7
Kia	2,308	2,553	10.6%	8,016	7,957	-0.7%	3.3	3.6	0.3
Land Rover	463	524	13.2%	1,470	1,541	4.8%	0.6	0.7	0.1
Lexus	1,525	1,359	-10.9%	5,614	4,837	-13.8%	2.3	2.2	-0.1
Lincoln	681	743	9.1%	2,661	2,415	-9.2%	1.1	1.1	0.0
Mazda	1,063	1,066	0.3%	3,604	3,250	-9.8%	1.5	1.5	0.0
Mercedes	1,729	1,754	1.4%	6,196	5,800	-6.4%	2.5	2.6	0.1
MINI	170	193	13.5%	676	566	-16.3%	0.3	0.3	0.0
Mitsubishi	430	476	10.7%	1,585	1,421	-10.3%	0.6	0.6	0.0
Nissan	6,368	6,318	-0.8%	24,541	20,764	-15.4%	10.0	9.4	-0.6
Other	196	169	-13.8%	650	554	-14.8%	0.3	0.3	0.0
Porsche	340	362	6.5%	1,179	1,081	-8.3%	0.5	0.5	0.0
Ram	929	989	6.5%	3,439	3,835	11.5%	1.4	1.7	0.3
Subaru	1,330	1,585	19.2%	4,218	4,516	7.1%	1.7	2.1	0.3
Tesla	120	129	7.5%	401	399	-0.5%	0.2	0.2	0.0
Toyota	5,356	5,050	-5.7%	19,141	17,014	-11.1%	7.8	7.7	-0.1
Volkswagen	2,180	1,962	-10.0%	8,305	6,876	-17.2%	3.4	3.1	-0.3
Volvo	393	445	13.2%	1,230	1,245	1.2%	0.5	0.6	0.1

Data Source: AutoCount data from Experian.

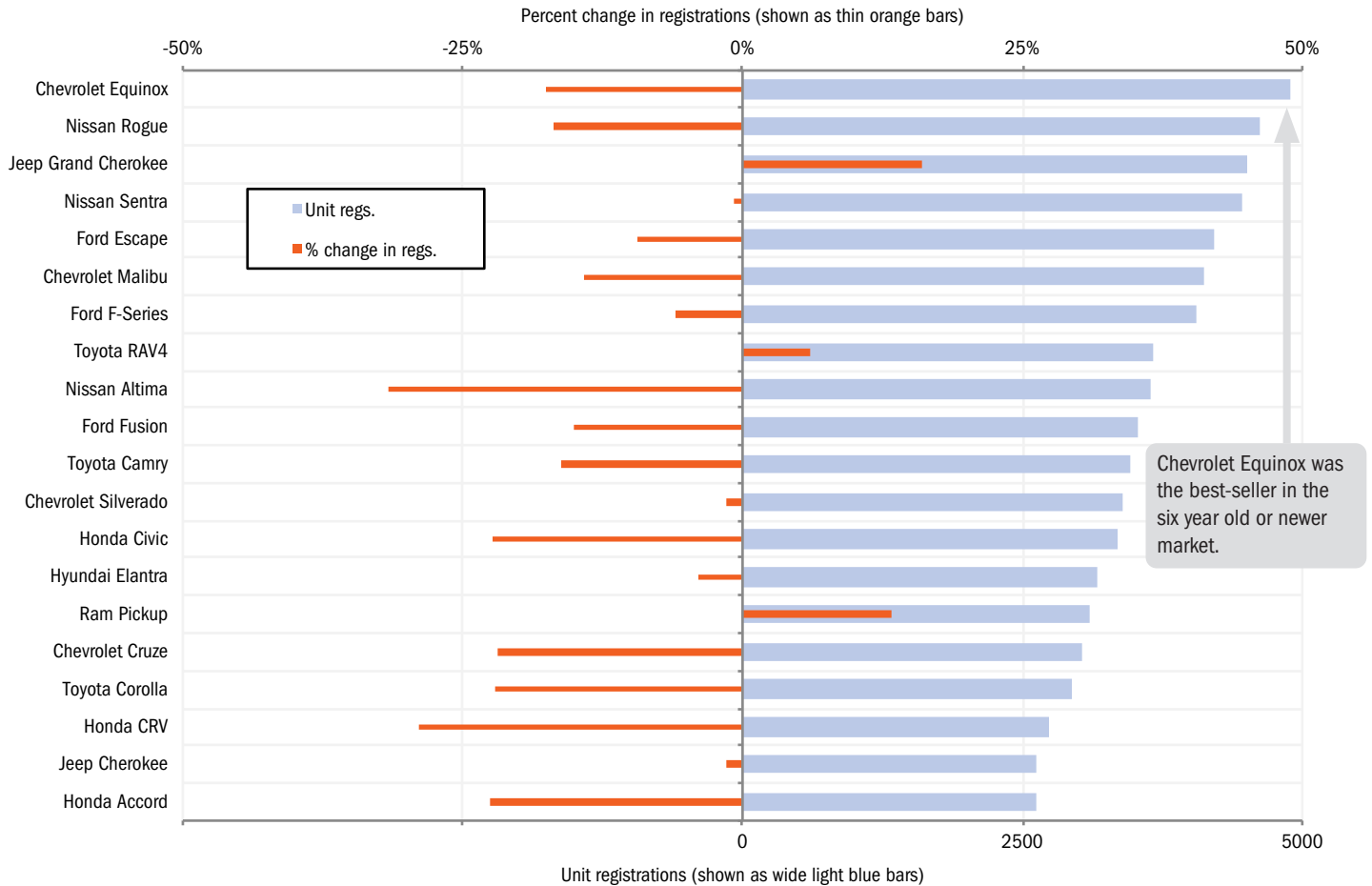
Change in Used Vehicle Market Share by Age of Vehicle - YTD 2020 thru September vs. Year Earlier



Data Source: AutoCount data from Experian.

TOP SELLING USED VEHICLES

**Registrations (YTD 2020 thru September) and Percent Change (YTD 2020 vs. Year Earlier)
Top 20 Selling Models in Used Vehicle Market (6 years old or newer)**



The thick light blue bars on the graph show unit registrations (bottom axis), and the thin dark blue bars show the percent change (top axis).
Data Source: AutoCount data from Experian.

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