

Chicago Auto Outlook™

Comprehensive information on the Chicagoland automotive market

Publication
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by:



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



Light trucks

+47.8%



Cars

+12.4%

Chicago Area New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '20 thru Apr.	59,027	20,132	79,159
YTD '21 thru Apr.	87,249	22,635	109,884
% change	47.8%	12.4%	38.8%
Apr. 2020	6,822	2,627	9,449
Apr. 2021	29,222	8,076	37,298
% change	328.3%	207.4%	294.7%

QUICK FACTS

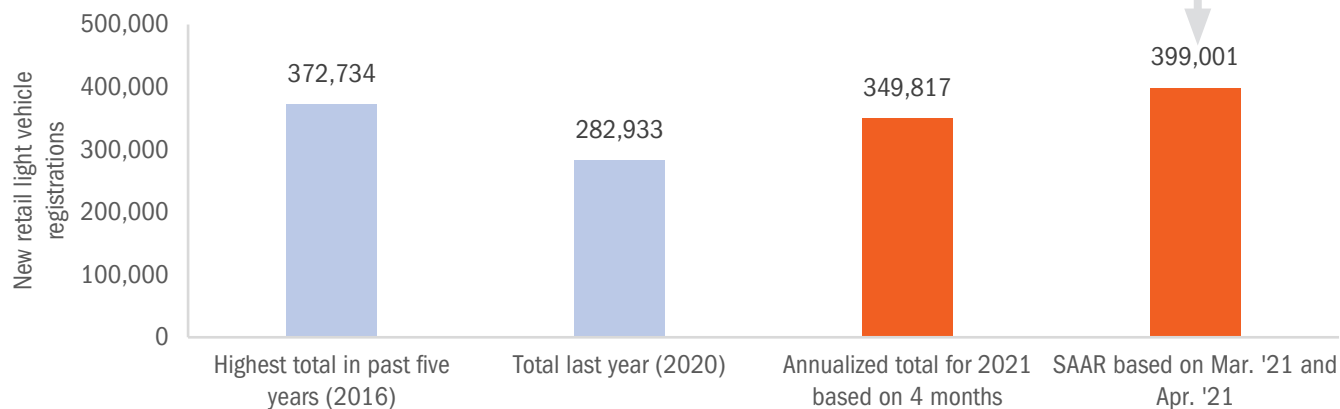
New retail light vehicle registrations in the area increased 38.8% during the first four months of this year versus the same period a year earlier.

The market was up by nearly 300% in April versus depressed year-earlier levels. The April total this year was about 20% higher than in 2019.

Electric vehicle market share in the area increased to 2.6% during the first four months of this year.

Data Source: AutoCount data from Experian.

Annual Trends in Area New Vehicle Market



Historical Data Source: AutoCount data from Experian.


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 2021 thru Apr. vs. YTD 2020

DOMESTIC BRANDS
 **UP 39.2%**

EUROPEAN BRANDS
 **UP 39.8%**

JAPANESE BRANDS
 **UP 36.3%**

KOREAN BRANDS
 **UP 44.8%**

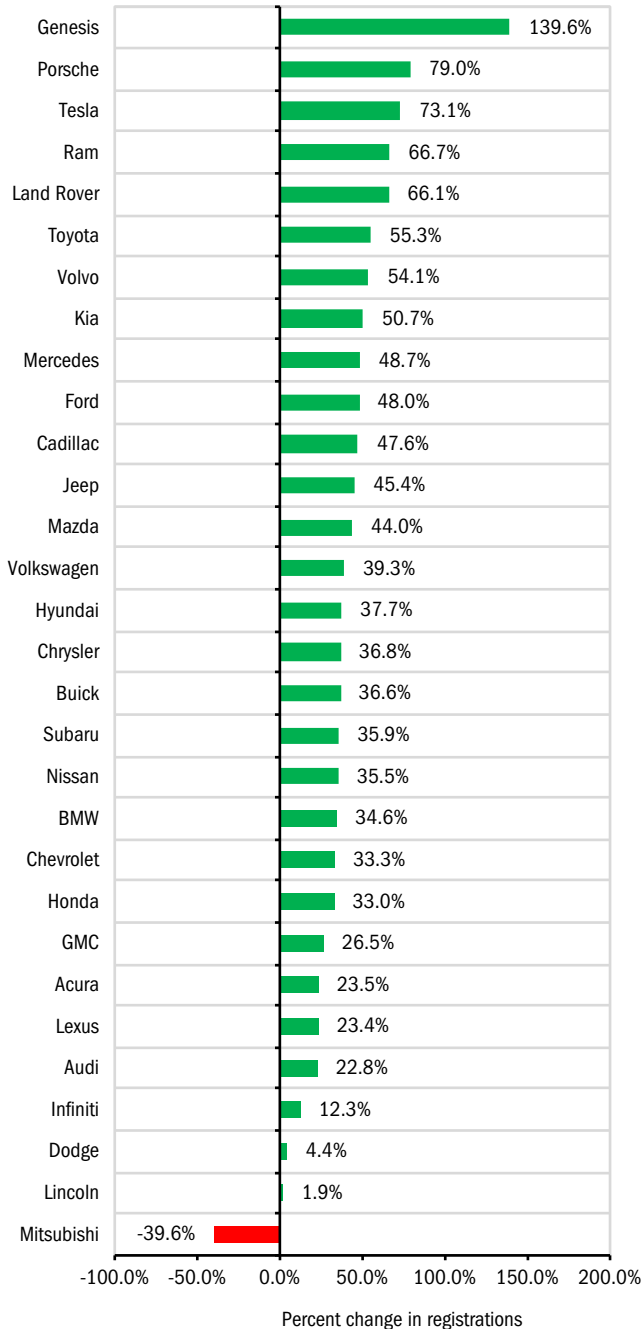
Chicago Area New Retail Car and Light Truck Registrations						
	YTD thru Apr.			YTD Market Share (%)		
	2020	2021	% chg.	2020	2021	Chg.
TOTAL	79,159	109,884	38.8%			
Cars	20,132	22,635	12.4%	25.4	20.6	-4.8
Trucks	59,027	87,249	47.8%	74.6	79.4	4.8
Detroit Three Brands	30,560	42,527	39.2%	38.6	38.7	0.1
European Brands	10,372	14,502	39.8%	13.1	13.2	0.1
Japanese Brands	29,446	40,139	36.3%	37.2	36.5	-0.7
Korean Brands	8,781	12,716	44.8%	11.1	11.6	0.5
Acura	1,690	2,087	23.5%	2.1	1.9	-0.2
Alfa Romeo	116	157	35.3%	0.1	0.1	0.0
Audi	1,607	1,973	22.8%	2.0	1.8	-0.2
BMW	2,103	2,830	34.6%	2.7	2.6	-0.1
Buick	1,217	1,663	36.6%	1.5	1.5	0.0
Cadillac	981	1,448	47.6%	1.2	1.3	0.1
Chevrolet	9,194	12,258	33.3%	11.6	11.2	-0.5
Chrysler	660	903	36.8%	0.8	0.8	0.0
Dodge	1,500	1,566	4.4%	1.9	1.4	-0.5
FIAT	30	20	-33.3%	0.0	0.0	0.0
Ford	6,781	10,033	48.0%	8.6	9.1	0.6
Genesis	144	345	139.6%	0.2	0.3	0.1
GMC	2,191	2,772	26.5%	2.8	2.5	-0.2
Honda	8,372	11,132	33.0%	10.6	10.1	-0.4
Hyundai	4,945	6,807	37.7%	6.2	6.2	-0.1
Infiniti	486	546	12.3%	0.6	0.5	-0.1
Jaguar	206	177	-14.1%	0.3	0.2	-0.1
Jeep	4,372	6,358	45.4%	5.5	5.8	0.3
Kia	3,692	5,564	50.7%	4.7	5.1	0.4
Land Rover	637	1,058	66.1%	0.8	1.0	0.2
Lexus	1,770	2,184	23.4%	2.2	2.0	-0.2
Lincoln	1,034	1,054	1.9%	1.3	1.0	-0.3
Maserati	45	44	-2.2%	0.1	0.0	0.0
Mazda	1,674	2,411	44.0%	2.1	2.2	0.1
Mercedes	1,584	2,355	48.7%	2.0	2.1	0.1
MINI	139	210	51.1%	0.2	0.2	0.0
Mitsubishi	495	299	-39.6%	0.6	0.3	-0.4
Nissan	3,994	5,413	35.5%	5.0	4.9	-0.1
Other	329	241	-26.7%	0.4	0.2	-0.2
Porsche	314	562	79.0%	0.4	0.5	0.1
Ram	1,251	2,085	66.7%	1.6	1.9	0.3
Subaru	3,644	4,952	35.9%	4.6	4.5	-0.1
Tesla	1,379	2,387	73.1%	1.7	2.2	0.4
Toyota	7,063	10,970	55.3%	8.9	10.0	1.1
Volkswagen	2,738	3,815	39.3%	3.5	3.5	0.0
Volvo	782	1,205	54.1%	1.0	1.1	0.1

Top ten are shaded yellow.

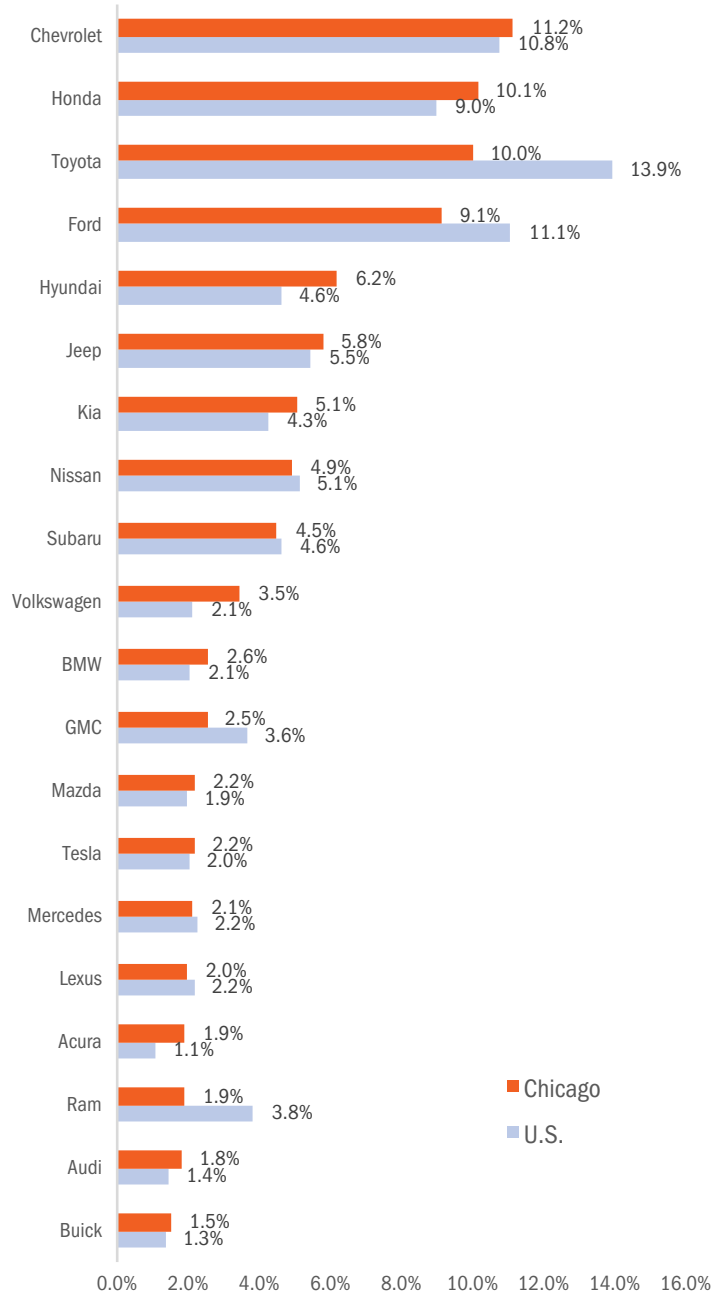
Source: AutoCount data from Experian

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**Percent Change in Brand Registrations
YTD 2021 thru April vs. YTD 2020
(Top 30 selling brands)**



**Chicago Area and U.S. Market Share
YTD 2021 thru April
(Top 20 selling brands in area)**



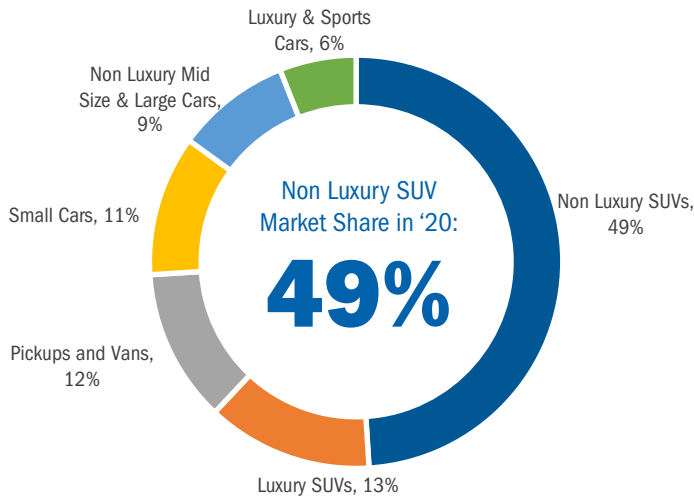
Registrations increased by more than 50% for Genesis, Porsche, Tesla, Ram, Land Rover, Toyota, Volvo, and Kia.



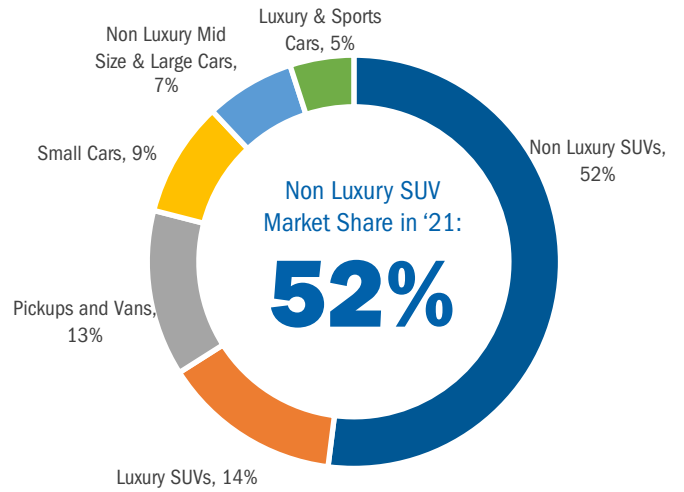
Chevrolet, Honda, Toyota, Ford, and Hyundai were market share leaders in the Chicago Area

VEHICLE SEGMENTS

**Segment Market Shares
YTD 2020 thru April**



**Segment Market Shares
YTD 2021 thru April**

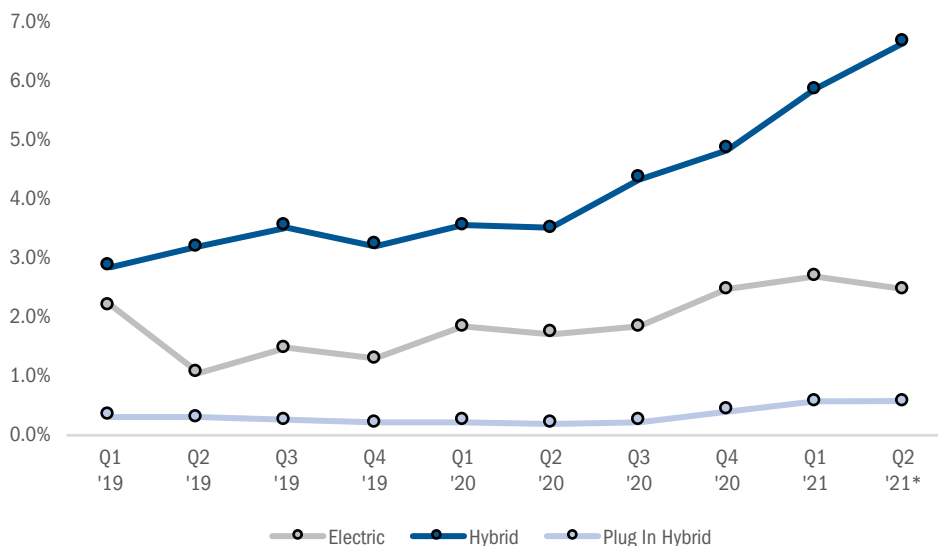


Data Source: AutoCount data from Experian.

The two graphs above show market shares for primary segments during the first four months of 2020 and 2021.

HYBRID AND ELECTRIC VEHICLES

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



**YTD Share by Engine Type
(YTD '20 and '21, thru April)**

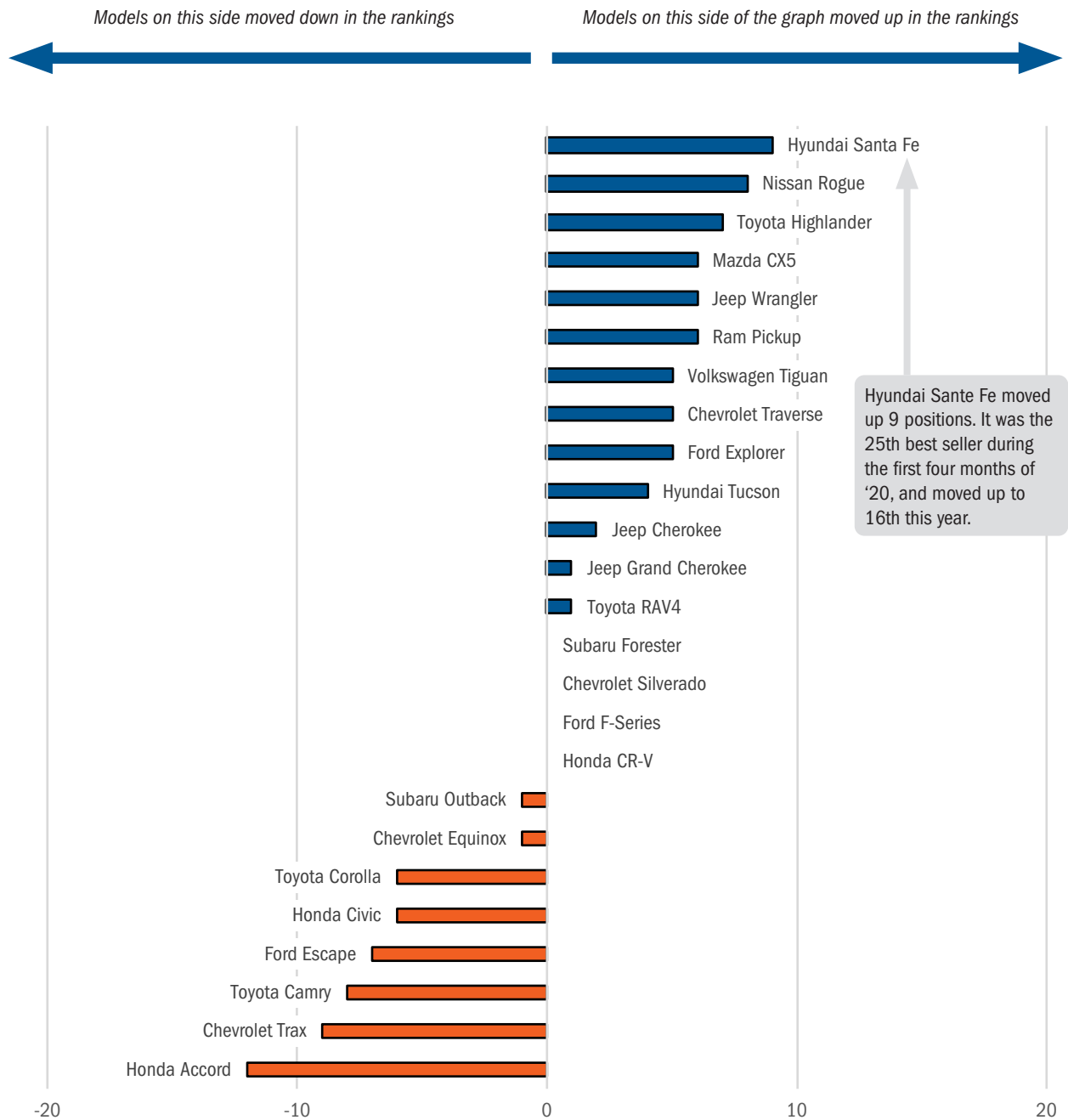
	YTD '20	YTD '21	
Hybrid	3.5%	6.1%	↑
Electric	2.0%	2.6%	↑
Plug In Hybrid	0.2%	0.6%	↑

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. Q2 '21 includes April only.

TOP SELLING MODELS

The graph below shows the change in rankings during the first four months of 2020 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.

Change in Rankings for Top 25 Selling Models - YTD '20 thru April to YTD '21



Change in rankings from YTD '20 to YTD '21

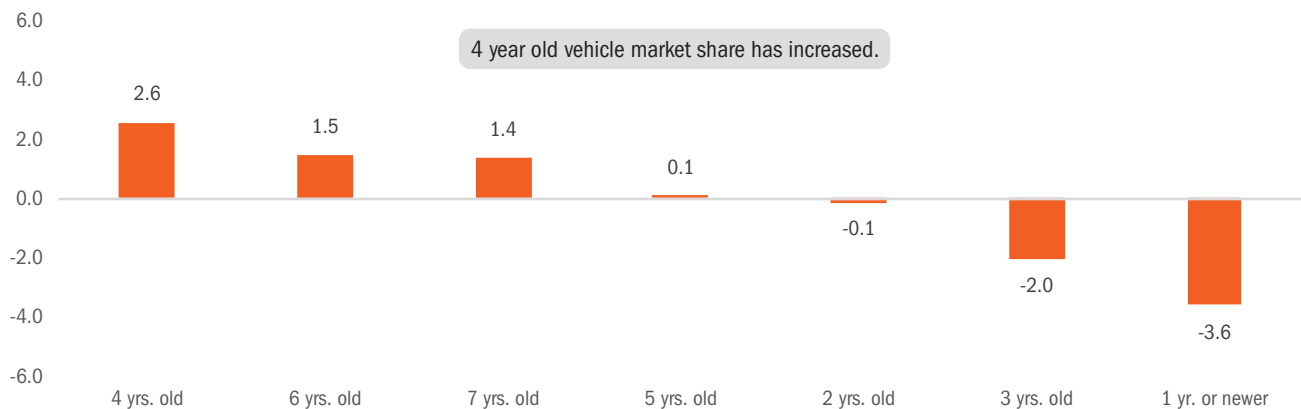
Data Source: AutoCount data from Experian.

USED VEHICLE MARKET

Chicago Area Used Car and Light Truck Registrations (only includes vehicles 7 years old or newer)						
	YTD thru Apr.			YTD Market Share		
	2020	2021	% chg.	2020	2021	Chg.
TOTAL	82,623	111,799	35.3%			
Acura	1,178	1,770	50.3%	1.4	1.6	0.2
Alfa Romeo	69	214	210.1%	0.1	0.2	0.1
Audi	1,833	2,663	45.3%	2.2	2.4	0.2
BMW	2,027	2,828	39.5%	2.5	2.5	0.1
Buick	1,542	1,904	23.5%	1.9	1.7	-0.2
Cadillac	1,434	1,737	21.1%	1.7	1.6	-0.2
Chevrolet	10,608	14,526	36.9%	12.8	13.0	0.2
Chrysler	1,241	1,643	32.4%	1.5	1.5	0.0
Dodge	2,927	3,721	27.1%	3.5	3.3	-0.2
FIAT	110	120	9.1%	0.1	0.1	0.0
Ford	9,241	11,992	29.8%	11.2	10.7	-0.5
Genesis	150	218	45.3%	0.2	0.2	0.0
GMC	2,399	3,124	30.2%	2.9	2.8	-0.1
Honda	5,123	7,033	37.3%	6.2	6.3	0.1
Hyundai	4,544	5,039	10.9%	5.5	4.5	-1.0
Infiniti	1,350	1,748	29.5%	1.6	1.6	-0.1
Jaguar	221	336	52.0%	0.3	0.3	0.0
Jeep	5,086	7,976	56.8%	6.2	7.1	1.0
Kia	2,821	3,659	29.7%	3.4	3.3	-0.1
Land Rover	520	828	59.2%	0.6	0.7	0.1
Lexus	2,021	2,541	25.7%	2.4	2.3	-0.2
Lincoln	946	1,165	23.2%	1.1	1.0	-0.1
Mazda	1,128	1,869	65.7%	1.4	1.7	0.3
Mercedes	2,229	2,839	27.4%	2.7	2.5	-0.2
MINI	177	245	38.4%	0.2	0.2	0.0
Mitsubishi	496	880	77.4%	0.6	0.8	0.2
Nissan	7,832	10,193	30.1%	9.5	9.1	-0.4
Other	190	266	40.0%	0.2	0.2	0.0
Porsche	371	511	37.7%	0.4	0.5	0.0
Ram	1,434	1,978	37.9%	1.7	1.8	0.0
Subaru	1,528	2,696	76.4%	1.8	2.4	0.6
Tesla	159	378	137.7%	0.2	0.3	0.1
Toyota	6,697	9,063	35.3%	8.1	8.1	0.0
Volkswagen	2,554	3,372	32.0%	3.1	3.0	-0.1
Volvo	437	724	65.7%	0.5	0.6	0.1

Data Source: AutoCount data from Experian.

Change in Used Vehicle Market Share by Age of Vehicle - YTD 2021 thru April vs. Year Earlier

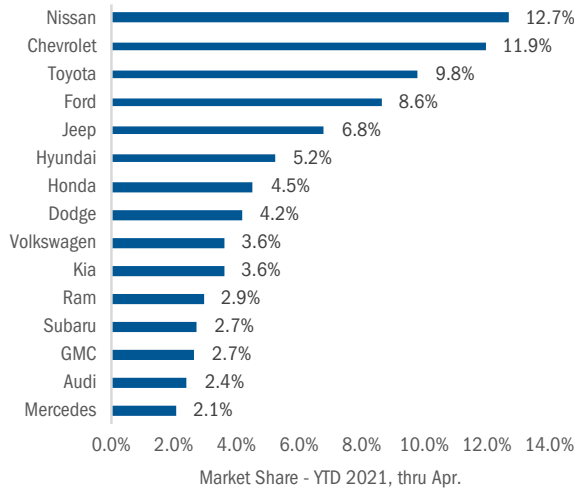


Data Source: AutoCount data from Experian.

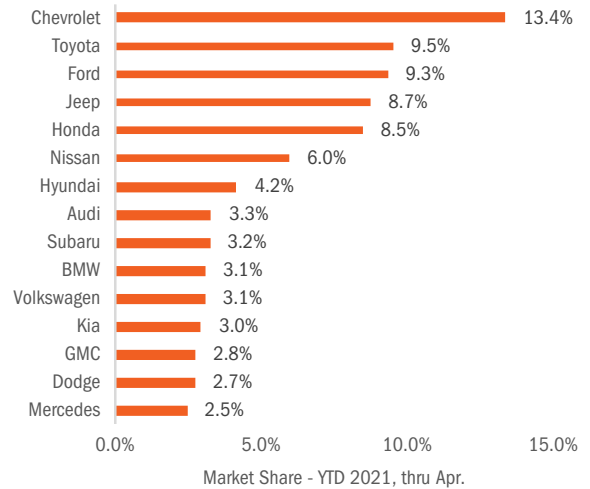
USED VEHICLE MARKET SHARE

The graphs below show brand used vehicle market share during the first four months of 2021 in four vehicle age categories. Chevrolet was the leader for 3 and 4 year old vehicles. Source: AutoCount data from Experian.

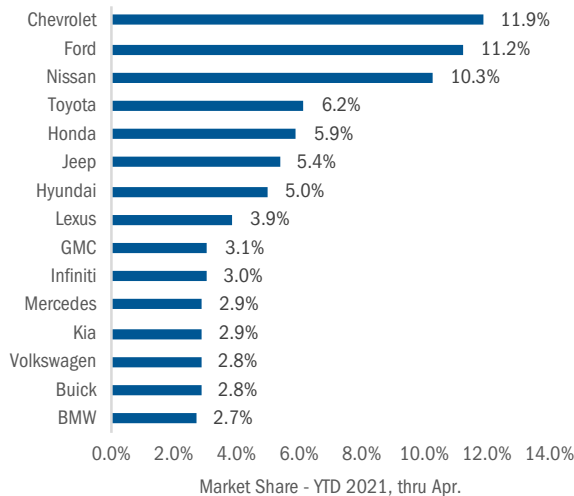
**2 Yr. Old or Newer Vehicle Market Share
(2019 Model Year or newer)**



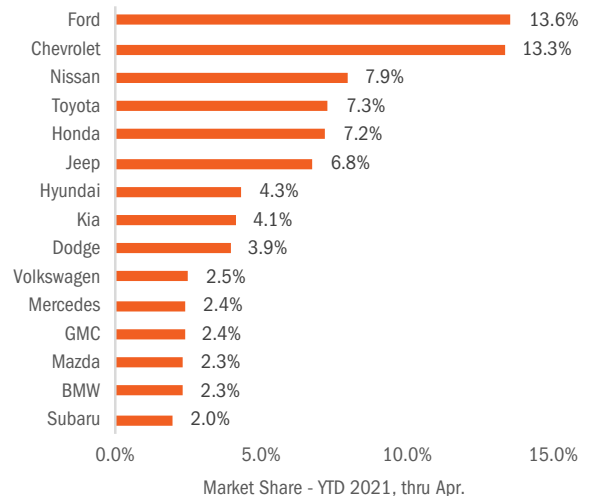
**3 Yr. Old Vehicle Market Share
(2018 Model Year)**



**4 Yr. Old Vehicle Market Share
(2017 Model Year)**



**5 Yr. Old Vehicle Market Share
(2016 Model Year)**



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