

Chicago Auto Outlook™

Comprehensive information on the Chicagoland automotive market

Publication
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by:



YTD '19 thru April
% Change In
New Retail Market vs.
Year Earlier

Chicago Area
-5.7%

U.S.
-4.4%

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

	Chicago Area	U.S.
YTD '18 thru Apr.	109,861	4,384,536
YTD '19 thru Apr.*	103,549	4,193,696
% change	-5.7%	-4.4%
Apr. 2018 registrations	30,363	1,154,990
Apr. 2019 registrations*	29,755	1,128,637
% change	-2.0%	-2.3%

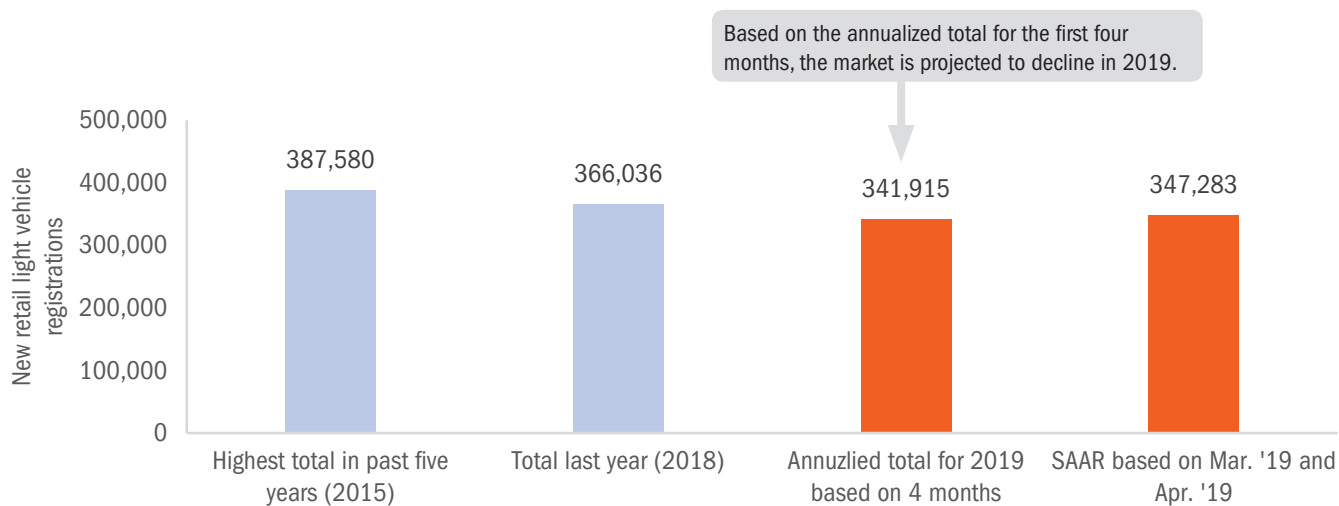
QUICK FACTS

Chicago area market declined 5.7% during first four months of 2019 vs. year earlier. U.S. market was off 4.4%.

Estimated April '19 registrations in the area declined 2.0% vs. year earlier.

Registrations of used vehicles seven years old or newer increased 2.2% during the first three months of this year.

Annual Trends in Area New Vehicle Market



*April 2019 figures were estimated by Auto Outlook.

Data Source: IHS.

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.

**Change in Year to Date
New Retail Light Vehicle
Registrations**

LIGHT TRUCKS



**DOWN
2.1%**

PASSENGER CARS



**DOWN
13.3%**

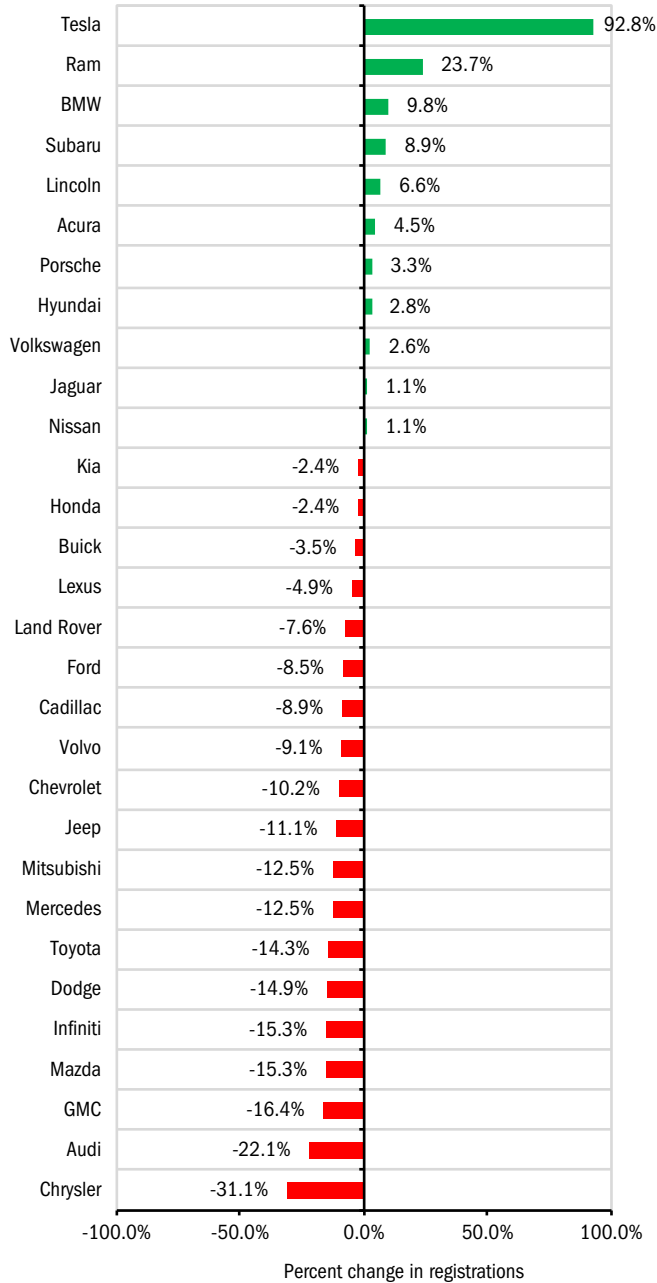
Chicago Area New Retail Car and Light Truck Registrations												
	April*			Three Month Period Feb. '19 thru Apr. '19*			YTD thru April*			YTD Market Share (%)		
	2018	2019	% chg.	Yr. Ago	Current	% chg.	2018	2019	% chg.	2018	2019	Chg.
TOTAL	30,363	29,755	-2.0%	85,801	82,784	-3.5%	109,861	103,549	-5.7%			
Cars	9,947	9,208	-7.4%	27,717	24,826	-10.4%	35,522	30,794	-13.3%	32.3	29.7	-2.6
Trucks	20,416	20,547	0.6%	58,084	57,958	-0.2%	74,339	72,755	-2.1%	67.7	70.3	2.6
Detroit Three Brands	12,541	11,960	-4.6%	35,466	33,026	-6.9%	44,973	41,358	-8.0%	40.9	39.9	-1.0
European Brands	3,753	3,625	-3.4%	10,174	9,979	-1.9%	13,184	12,435	-5.7%	12.0	12.0	0.0
Japanese Brands	11,376	11,406	0.3%	32,875	32,097	-2.4%	42,227	40,227	-4.7%	38.4	38.8	0.4
Korean Brands	2,693	2,764	2.6%	7,286	7,682	5.4%	9,477	9,529	0.5%	8.6	9.2	0.6
Acura	569	562	-1.2%	1,541	1,625	5.5%	1,885	1,970	4.5%	1.7	1.9	0.2
Alfa Romeo	97	83	-14.4%	195	163	-16.4%	246	181	-26.4%	0.2	0.2	0.0
Audi	570	451	-20.9%	1,519	1,209	-20.4%	1,927	1,501	-22.1%	1.8	1.4	-0.4
BMW	646	660	2.2%	1,758	1,952	11.0%	2,253	2,473	9.8%	2.1	2.4	0.3
Buick	590	614	4.1%	1,667	1,566	-6.1%	2,046	1,975	-3.5%	1.9	1.9	0.0
Cadillac	346	327	-5.5%	1,011	911	-9.9%	1,286	1,171	-8.9%	1.2	1.1	-0.1
Chevrolet	3,479	3,355	-3.6%	10,267	9,509	-7.4%	13,036	11,710	-10.2%	11.9	11.3	-0.6
Chrysler	401	255	-36.4%	1,021	698	-31.6%	1,249	860	-31.1%	1.1	0.8	-0.3
Dodge	877	673	-23.3%	2,184	1,845	-15.5%	2,681	2,282	-14.9%	2.4	2.2	-0.2
FIAT	31	20	-35.5%	70	50	-28.6%	94	67	-28.7%	0.1	0.1	0.0
Ford	2,918	2,802	-4.0%	8,222	7,527	-8.5%	10,442	9,558	-8.5%	9.5	9.2	-0.3
Genesis	43	67	55.8%	157	156	-0.6%	190	194	2.1%	0.2	0.2	0.0
GMC	733	755	3.0%	2,352	1,997	-15.1%	2,990	2,501	-16.4%	2.7	2.4	-0.3
Honda	3,355	3,387	1.0%	9,403	9,482	0.8%	11,964	11,679	-2.4%	10.9	11.3	0.4
Hyundai	1,531	1,553	1.4%	4,107	4,385	6.8%	5,256	5,401	2.8%	4.8	5.2	0.4
Infiniti	273	260	-4.8%	775	659	-15.0%	955	809	-15.3%	0.9	0.8	-0.1
Jaguar	79	84	6.3%	202	222	9.9%	266	269	1.1%	0.2	0.3	0.1
Jeep	2,261	2,103	-7.0%	6,465	5,999	-7.2%	8,281	7,361	-11.1%	7.5	7.1	-0.4
Kia	1,119	1,144	2.2%	3,022	3,141	3.9%	4,031	3,934	-2.4%	3.7	3.8	0.1
Land Rover	283	316	11.7%	784	706	-9.9%	952	880	-7.6%	0.9	0.8	-0.1
Lexus	591	586	-0.8%	1,684	1,588	-5.7%	2,102	2,000	-4.9%	1.9	1.9	0.0
Lincoln	244	230	-5.7%	662	655	-1.1%	845	901	6.6%	0.8	0.9	0.1
Maserati	33	32	-3.0%	87	64	-26.4%	104	77	-26.0%	0.1	0.1	0.0
Mazda	701	602	-14.1%	2,011	1,726	-14.2%	2,514	2,130	-15.3%	2.3	2.1	-0.2
Mercedes	658	565	-14.1%	1,791	1,630	-9.0%	2,385	2,086	-12.5%	2.2	2.0	-0.2
MINI	76	53	-30.3%	252	172	-31.7%	319	214	-32.9%	0.3	0.2	-0.1
Mitsubishi	318	278	-12.6%	831	756	-9.0%	1,068	935	-12.5%	1.0	0.9	-0.1
Nissan	1,481	1,650	11.4%	4,882	5,046	3.4%	6,373	6,445	1.1%	5.8	6.2	0.4
Other	18	34	88.9%	65	87	33.8%	79	108	36.7%	0.1	0.1	0.0
Porsche	166	149	-10.2%	395	395	0.0%	518	535	3.3%	0.5	0.5	0.0
Ram	431	541	25.5%	1,162	1,472	26.7%	1,508	1,865	23.7%	1.4	1.8	0.4
Subaru	1,287	1,396	8.5%	3,611	3,969	9.9%	4,679	5,096	8.9%	4.3	4.9	0.6
Tesla	260	305	17.3%	452	845	86.9%	608	1,172	92.8%	0.6	1.1	0.5
Toyota	2,800	2,685	-4.1%	8,136	7,245	-11.0%	10,685	9,161	-14.3%	9.7	8.8	-0.9
Volkswagen	819	897	9.5%	2,376	2,698	13.6%	3,184	3,266	2.6%	2.9	3.2	0.3
Volvo	279	281	0.7%	682	634	-7.0%	860	782	-9.1%	0.8	0.8	0.0

*Figures for Apr. 2019 were estimated by Auto Outlook.

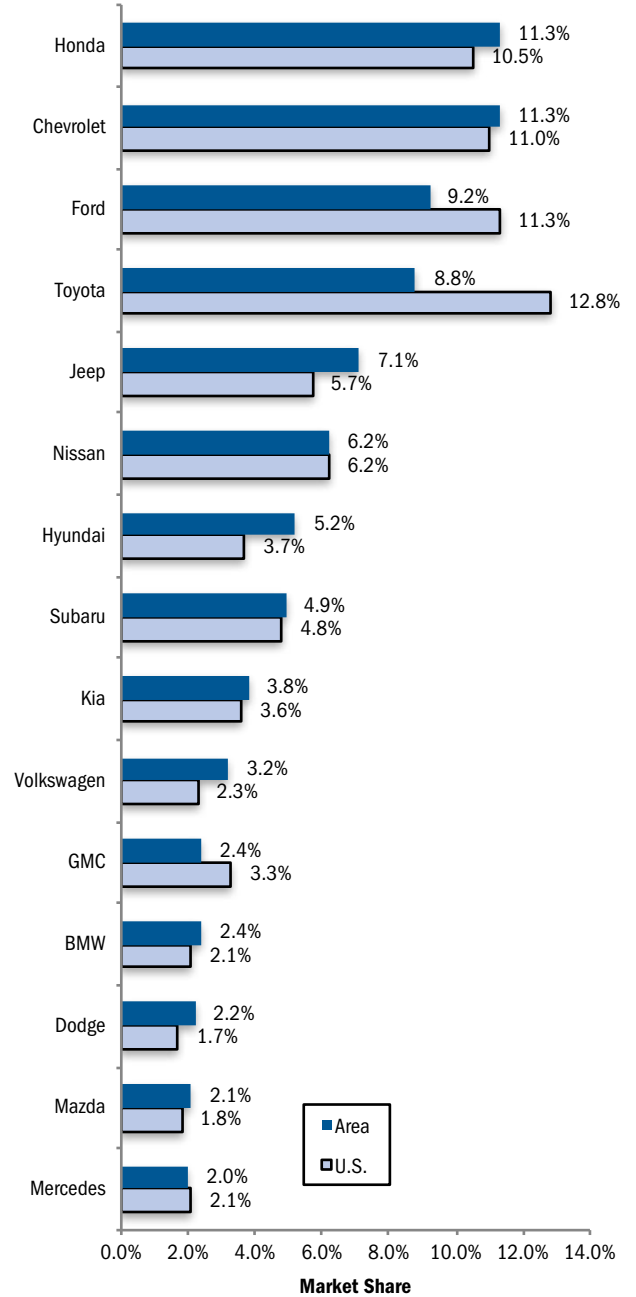
Top ten are shaded yellow.

Source: IHS

**Percent Change in Brand Registrations
YTD 2019 thru April* vs. YTD 2018
(Top 30 selling brands)**



**Chicago Area and U.S. Market Share
YTD 2019 thru April*
(Top 20 selling brands in area)**



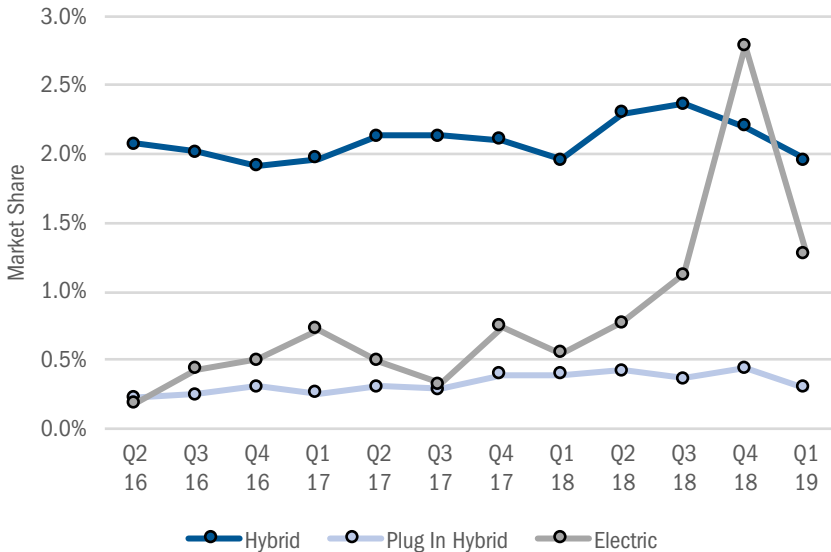
Registrations increased by more than 6% for Tesla, Ram, BMW, Subaru, and Lincoln.



Honda, Chevrolet, Ford, Toyota, 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 Q1 '19:
3.5%

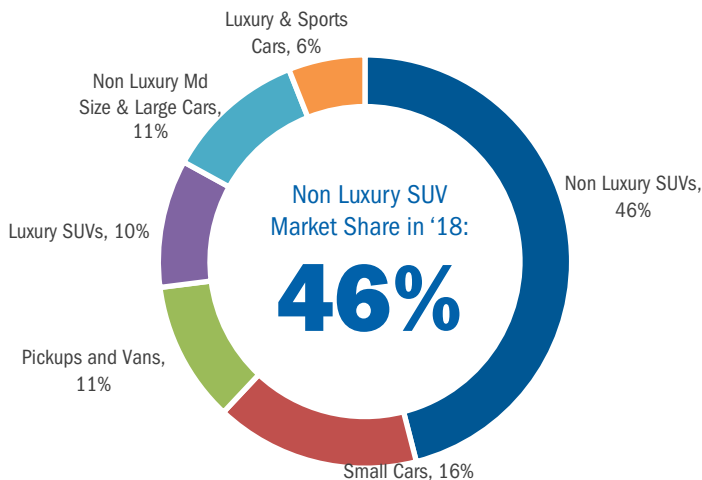
**New Retail Hybrid and Electric Vehicle Registrations
Top 15 Selling Models in Area - YTD 2019 thru March**

Rank	Model	Regs.
1	Tesla Model 3	629
2	Toyota Camry	146
3	Toyota Prius	141
4	Jeep Wrangler	139
5	Honda Insight	136
6	Tesla Model X	129
7	Honda Accord	123
8	Tesla Model S	109
9	Lexus RX	90
10	Kia Niro	90
11	Toyota Highlander	90
12	Ford Fusion	72
13	Lexus NX	70
14	Toyota RAV4	69
15	Lexus UX	57

The graph above shows hybrid powertrain and electric vehicle quarterly market share in the area. Source: IHS.

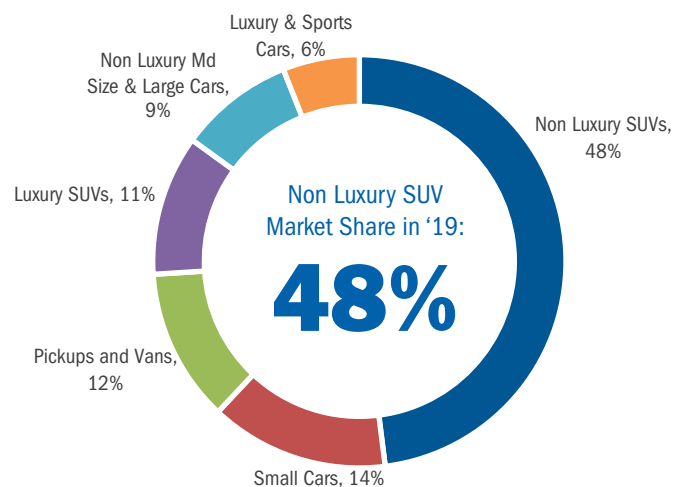
VEHICLE SEGMENTS - THREE YEAR TREND

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



Source: IHS.

**Segment Market Shares in Chicago Area
YTD 2019 thru March**



Source: IHS.

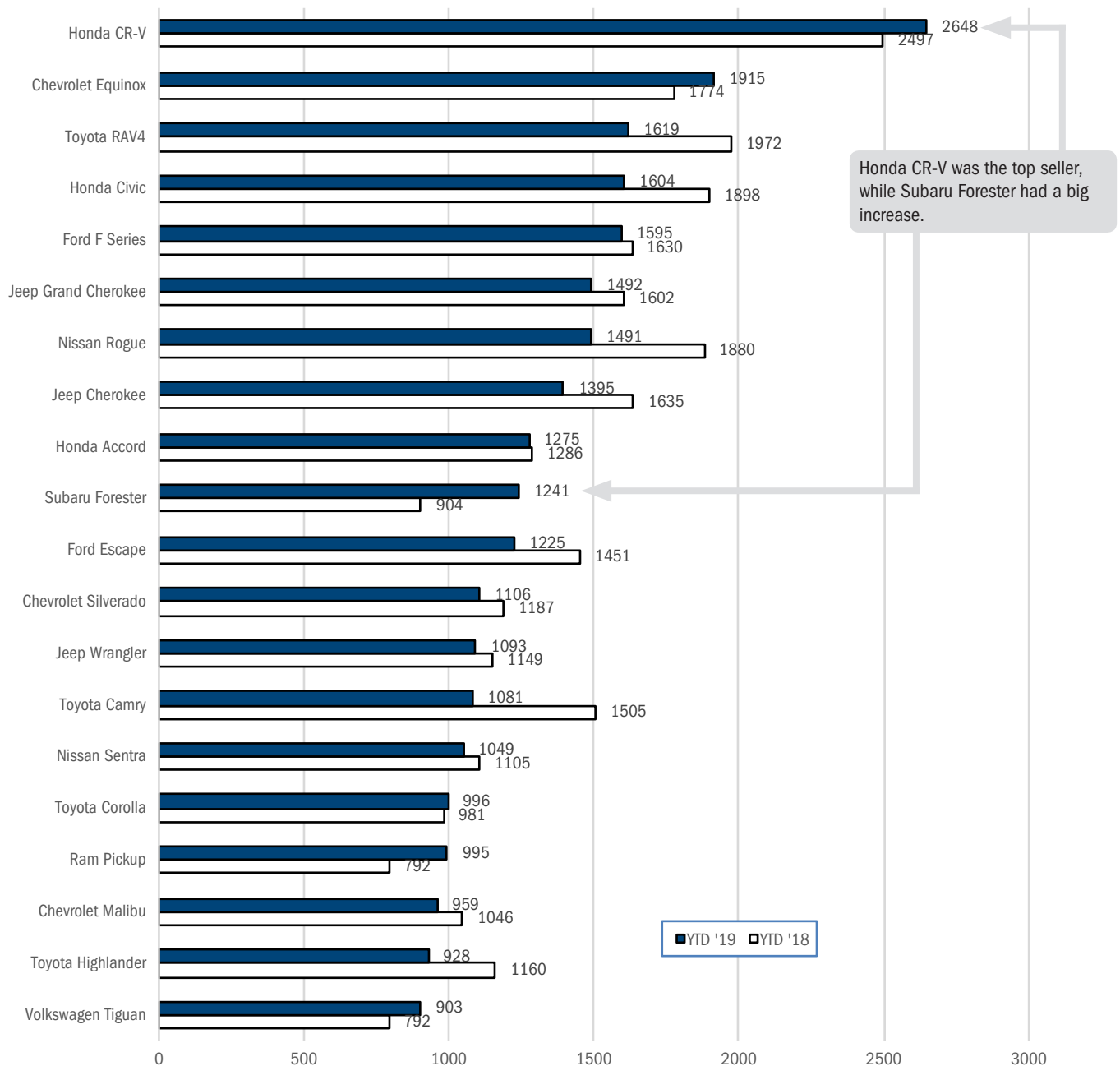
The two graphs above show market shares for primary segments during the first three months of 2018 and 2019.

TOP SELLING MODELS

The graph below shows the top 20 selling models in the Chicago Area during the first three months of 2019. New retail registrations are shown for ytd 2018 and 2019, thru March.



New Retail Registrations for Top 20 Selling Models - YTD '18 and YTD '19 thru March



Honda CR-V was the top seller, while Subaru Forester had a big increase.

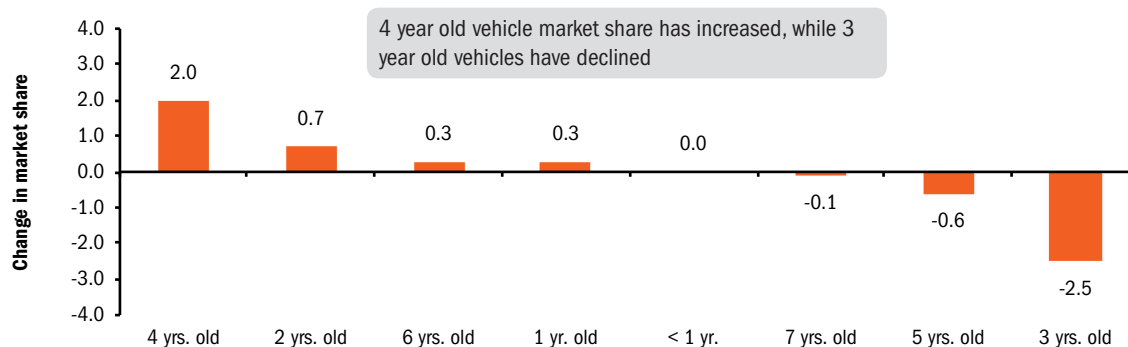
■ YTD '19 □ YTD '18

USED VEHICLE MARKET

Chicago Area Used Car and Light Truck Registrations									
	March			YTD thru Mar.			YTD Market Share (%)		
	Chicago Area			Chicago Area			Chicago Area		
	2018	2019	% chg.	2018	2019	% chg.	2018	2019	Chg.
TOTAL	38,911	39,962	2.7%	94,222	96,317	2.2%			
Acura	502	499	-0.6%	1,220	1,250	2.5%	1.3	1.3	0.0
Audi	723	663	-8.3%	1,869	1,845	-1.3%	2.0	1.9	-0.1
BMW	1,033	846	-18.1%	2,577	2,183	-15.3%	2.7	2.3	-0.4
Buick	774	684	-11.6%	1,813	1,561	-13.9%	1.9	1.6	-0.3
Cadillac	721	520	-27.9%	1,775	1,411	-20.5%	1.9	1.5	-0.4
Chevrolet	5,506	5,292	-3.9%	13,128	12,854	-2.1%	13.9	13.3	-0.6
Chrysler	900	740	-17.8%	2,025	1,757	-13.2%	2.1	1.8	-0.3
Dodge	2,082	2,125	2.1%	4,743	5,182	9.3%	5.0	5.4	0.4
FIAT	91	60	-34.1%	207	143	-30.9%	0.2	0.1	-0.1
Ford	4,426	4,914	11.0%	11,002	11,627	5.7%	11.7	12.1	0.4
GMC	1,056	1,047	-0.9%	2,667	2,578	-3.3%	2.8	2.7	-0.1
Honda	2,065	2,114	2.4%	5,262	5,193	-1.3%	5.6	5.4	-0.2
Hyundai	2,043	3,175	55.4%	4,881	6,447	32.1%	5.2	6.7	1.5
Infiniti	585	754	28.9%	1,426	1,786	25.2%	1.5	1.9	0.4
Jaguar	77	58	-24.7%	176	144	-18.2%	0.2	0.1	-0.1
Jeep	2,232	2,001	-10.3%	5,287	5,263	-0.5%	5.6	5.5	-0.1
Kia	1,353	1,622	19.9%	3,007	3,611	20.1%	3.2	3.7	0.5
Land Rover	153	199	30.1%	405	505	24.7%	0.4	0.5	0.1
Lexus	726	765	5.4%	1,912	1,929	0.9%	2.0	2.0	0.0
Lincoln	398	477	19.8%	928	1,039	12.0%	1.0	1.1	0.1
Mazda	511	576	12.7%	1,235	1,380	11.7%	1.3	1.4	0.1
Mercedes	966	859	-11.1%	2,554	2,192	-14.2%	2.7	2.3	-0.4
MINI	125	91	-27.2%	296	237	-19.9%	0.3	0.2	-0.1
Mitsubishi	225	268	19.1%	570	652	14.4%	0.6	0.7	0.1
Nissan	4,065	4,309	6.0%	9,764	10,127	3.7%	10.4	10.5	0.1
Other	130	200	53.8%	328	504	53.7%	0.3	0.5	0.2
Porsche	183	169	-7.7%	428	431	0.7%	0.5	0.4	-0.1
smart	30	13	-56.7%	54	37	-31.5%	0.1	0.0	-0.1
Subaru	574	557	-3.0%	1,436	1,487	3.6%	1.5	1.5	0.0
Suzuki	13	6	-53.8%	26	14	-46.2%	0.0	0.0	0.0
Toyota	2,963	2,961	-0.1%	7,443	7,451	0.1%	7.9	7.7	-0.2
Volkswagen	1,530	1,272	-16.9%	3,408	3,124	-8.3%	3.6	3.2	-0.4
Volvo	150	126	-16.0%	370	373	0.8%	0.4	0.4	0.0

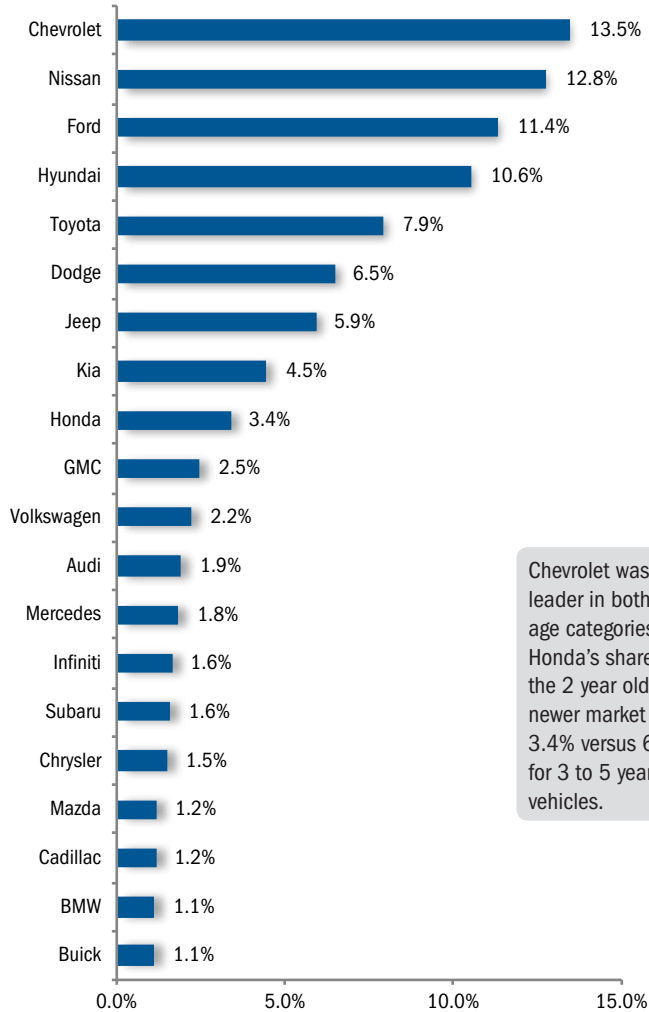
Source: IHS.

Change in Used Vehicle Market Share by Age of Vehicle - YTD 2019 thru March vs. Year Earlier

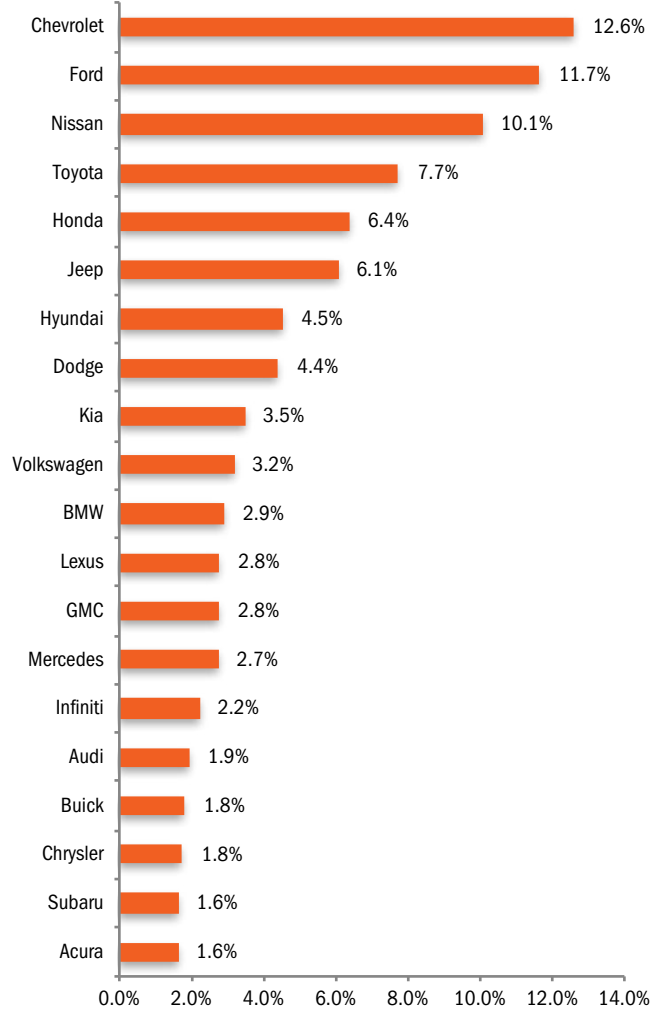


TOP SELLING USED VEHICLES

**Brand Market Share - Vehicles 2 years old or newer
YTD 2019 thru March**



**Brand Market Share - 3 to 5 year old vehicles
YTD 2019 thru March**



Chevrolet was the leader in both age categories. Honda's share in the 2 year old or newer market was 3.4% versus 6.4% for 3 to 5 year old vehicles.

Data Source: IHS

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