

# Chicago Auto Outlook™

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Comprehensive information on the Chicagoland automotive market

## Quick Facts

New vehicle registrations declined 3.6% in August '11 vs. year earlier.

Area used vehicle market dropped 6.5% in August (vehicles seven years old or newer).

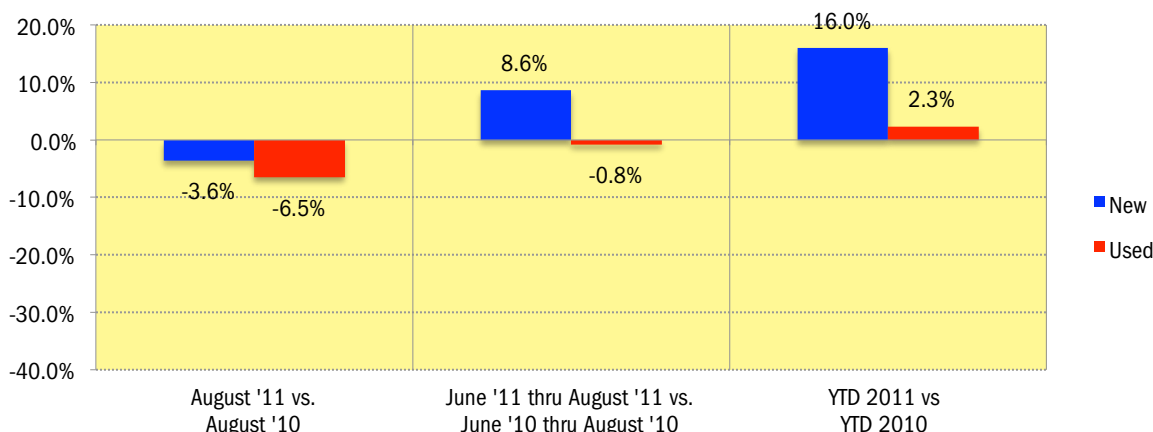
New vehicle registrations increased 16%, year-to-date 2011 vs. 2010 (thru August). Used registrations were up 2.3%.

Sub Compact Car new vehicle market share was up 1.6 share points thru August of this year.

Three year old used vehicle market share has moved higher in 2011

Kia, Suzuki, and Jeep new retail registrations increased by more than 50% during the past eight months (January thru August of this year) versus the same period a year earlier.

**Percent Change in Chicago Area New and Used Retail Light Vehicle Registrations**  
(Used registrations only include vehicles seven years old or newer)



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

	August					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	Aug-10	Aug-11	Percent Change	Aug-10	Aug-11	Percent Change
Total	23,304	22,458	-3.6%	20,313	18,995	-6.5%
Cars	12,490	11,689	-6.4%	11,634	10,508	-9.7%
Light Trucks	10,814	10,769	-0.4%	8,679	8,487	-2.2%
Japanese Brands	9,777	8,146	-16.7%	6,405	6,001	-6.3%
Detroit Three Brands	8,817	9,168	4.0%	10,708	9,776	-8.7%
European Brands	2,409	2,514	4.4%	2,295	2,215	-3.5%
Korean Brands	2,301	2,630	14.3%	905	1,003	10.8%
	YTD thru August					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD '10 thru August	YTD '11 thru August	Percent Change	YTD '10 thru August	YTD '11 thru August	Percent Change
Total	162,334	188,275	16.0%	155,655	159,226	2.3%
Cars	85,777	98,859	15.3%	87,983	90,215	2.5%
Light Trucks	76,557	89,416	16.8%	67,672	69,011	2.0%
Japanese Brands	70,926	72,952	2.9%	48,450	49,807	2.8%
Detroit Three Brands	59,771	74,712	25.0%	82,212	83,356	1.4%
European Brands	17,548	20,388	16.2%	17,753	18,084	1.9%
Korean Brands	14,089	20,223	43.5%	7,240	7,979	10.2%

## Data Information

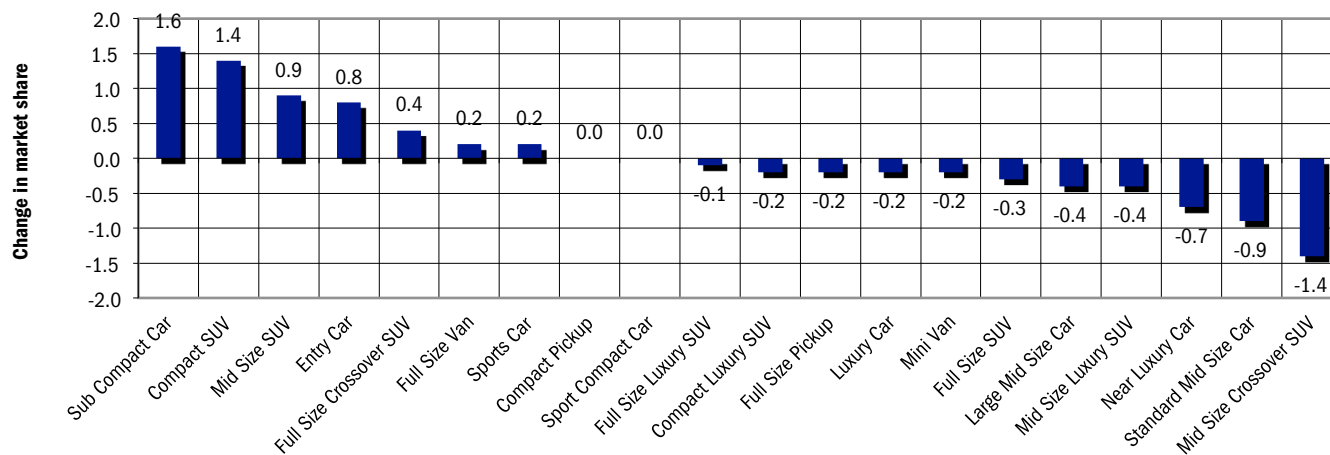
All data represents new and used vehicle retail registrations in the Chicago Area and excludes fleet and wholesale transactions. Used vehicle data only includes vehicles seven years old or newer and excludes private party transactions. Please keep in mind that monthly registration figures can occasionally 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: AutoCount data from Experian Automotive.

New Vehicle Market Brand Registrations

Chicago New Retail Car and Light Truck Registrations															
	August				Three Month Period June thru August				YTD thru August				YTD Market Share (%)		
	Chicago Area			U.S.	Chicago Area			U.S.	Chicago Area			Chicago Area			
	2010	2011	% chg.	% chg.	2010	2011	% chg.	% chg.	2010	2011	% chg.	% chg.	2010	2011	Chg.
TOTAL	23,304	22,458	-3.6%	4.8%	68,321	74,228	8.6%	5.7%	162,334	188,275	16.0%	16.3%			
Acura	448	322	-28.1%	-10.6%	1,359	1,170	-13.9%	-14.5%	3,397	3,309	-2.6%	6.1%	2.1	1.8	-0.3
Audi	275	272	-1.1%	24.8%	882	933	5.8%	12.5%	2,261	2,434	7.7%	13.3%	1.4	1.3	-0.1
BMW	497	503	1.2%	27.0%	1,630	1,771	8.7%	20.2%	3,772	4,417	17.1%	20.9%	2.3	2.3	0.0
Buick	566	506	-10.6%	8.7%	1,493	1,608	7.7%	13.9%	3,210	4,115	28.2%	30.9%	2.0	2.2	0.2
Cadillac	535	387	-27.7%	-2.4%	1,360	1,179	-13.3%	-1.9%	3,073	3,502	14.0%	21.6%	1.9	1.9	0.0
Chevrolet	2,432	2,564	5.4%	7.6%	7,462	8,953	20.0%	11.0%	17,519	22,643	29.2%	23.8%	10.8	12.0	1.2
Chrysler	314	418	33.1%	52.8%	985	1,240	25.9%	46.4%	2,056	2,737	33.1%	44.0%	1.3	1.5	0.2
Dodge (incl. Ram)	781	912	16.8%	9.8%	2,309	2,792	20.9%	15.8%	4,802	6,568	36.8%	30.4%	3.0	3.5	0.5
Fiat	0	46			0	74			0	77					
Ford	2,566	2,712	5.7%	2.9%	7,554	8,996	19.1%	10.5%	18,176	22,323	22.8%	19.4%	11.2	11.9	0.7
GMC	556	563	1.3%	9.4%	1,610	1,904	18.3%	11.8%	3,889	4,955	27.4%	25.5%	2.4	2.6	0.2
Honda	2,620	1,834	-30.0%	-23.5%	8,324	7,026	-15.6%	-16.7%	20,311	20,709	2.0%	4.0%	12.5	11.0	-1.5
Hyundai	1,708	1,726	1.1%	23.6%	4,619	6,019	30.3%	26.7%	10,241	13,391	30.8%	38.5%	6.3	7.1	0.8
Infiniti	263	222	-15.6%	-11.7%	768	611	-20.4%	-17.5%	1,919	1,910	-0.5%	5.6%	1.2	1.0	-0.2
Jaguar	54	12	-77.8%	-27.4%	124	69	-44.4%	-13.4%	233	200	-14.2%	3.6%	0.1	0.1	0.0
Jeep	730	941	28.9%	47.2%	1,851	2,932	58.4%	52.7%	3,942	6,281	59.3%	56.8%	2.4	3.3	0.9
Kia	592	904	52.7%	50.5%	1,690	3,194	89.0%	62.4%	3,846	6,832	77.6%	68.9%	2.4	3.6	1.2
Land Rover	84	96	14.3%	24.7%	289	314	8.7%	14.9%	772	792	2.6%	17.1%	0.5	0.4	-0.1
Lexus	590	385	-34.7%	1.3%	1,549	1,150	-25.8%	-21.2%	4,348	3,831	-11.9%	-8.8%	2.7	2.0	-0.7
Lincoln	161	156	-3.1%	25.0%	466	524	12.4%	13.0%	1,229	1,379	12.2%	7.6%	0.8	0.7	-0.1
Mazda	483	450	-6.8%	6.9%	1,384	1,423	2.8%	-2.1%	3,259	3,365	3.3%	0.4%	2.0	1.8	-0.2
Mercedes	403	410	1.7%	33.4%	1,214	1,387	14.3%	21.5%	3,066	3,410	11.2%	15.4%	1.9	1.8	-0.1
MINI	117	138	17.9%	-1.2%	346	415	19.9%	24.6%	713	913	28.1%	40.8%	0.4	0.5	0.1
Mitsubishi	255	318	24.7%	34.5%	801	1,040	29.8%	31.5%	1,762	2,478	40.6%	36.6%	1.1	1.3	0.2
Nissan	1,701	1,624	-4.5%	10.5%	4,914	4,814	-2.0%	2.7%	11,234	12,984	15.6%	15.1%	6.9	6.9	0.0
Porsche	54	53	-1.9%	34.2%	166	233	40.4%	34.4%	384	574	49.5%	41.4%	0.2	0.3	0.1
Saab	14	12	-14.3%	-12.5%	26	36	38.5%	33.9%	123	182	48.0%	51.8%	0.1	0.1	0.0
smart	11	3	-72.7%	-47.5%	26	9	-65.4%	-37.4%	55	36	-34.5%	-31.6%	0.0	0.0	0.0
Subaru	562	564	0.4%	-0.9%	1,570	1,561	-0.6%	1.1%	3,780	4,119	9.0%	14.0%	2.3	2.2	-0.1
Suzuki	40	85	112.5%	43.9%	140	274	95.7%	31.2%	345	581	68.4%	22.5%	0.2	0.3	0.1
Toyota/Scion	2,815	2,341	-16.8%	-13.9%	8,222	7,327	-10.9%	-16.2%	20,542	19,662	-4.3%	-2.0%	12.7	10.4	-2.3
Volkswagen	780	796	2.1%	25.6%	2,144	2,610	21.7%	25.8%	5,030	5,935	18.0%	24.7%	3.1	3.2	0.1
Volvo	109	152	39.4%	24.9%	415	516	24.3%	32.2%	1,008	1,239	22.9%	27.0%	0.6	0.7	0.1
Other	188	31	-83.5%	-84.6%	629	124	-80.3%	-83.7%	2,037	392	-80.8%	-80.0%	1.3	0.2	-1.1

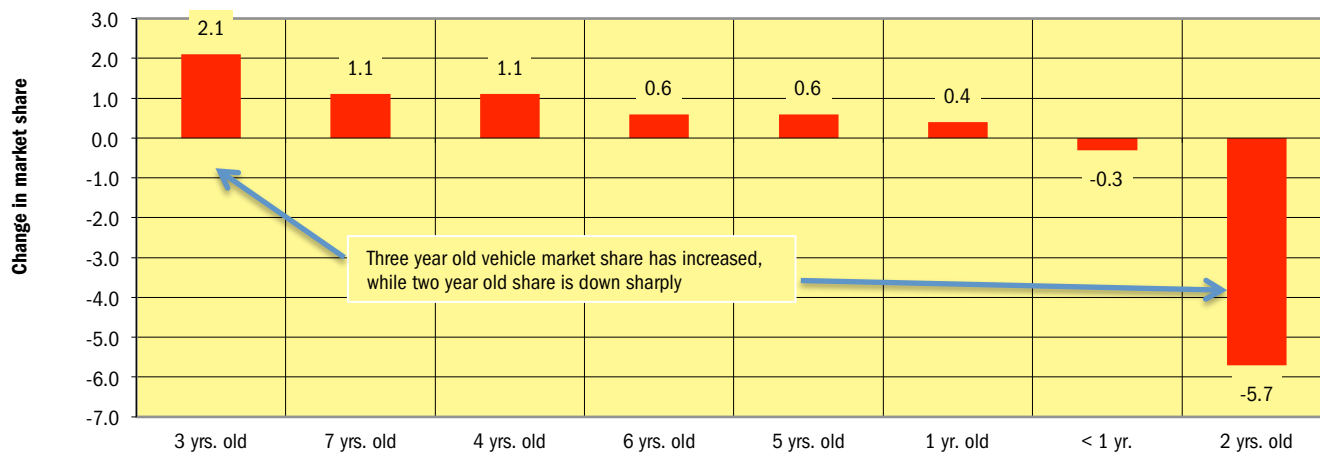
Change in Area Segment Market Share - YTD 2011 thru August vs. YTD 2010



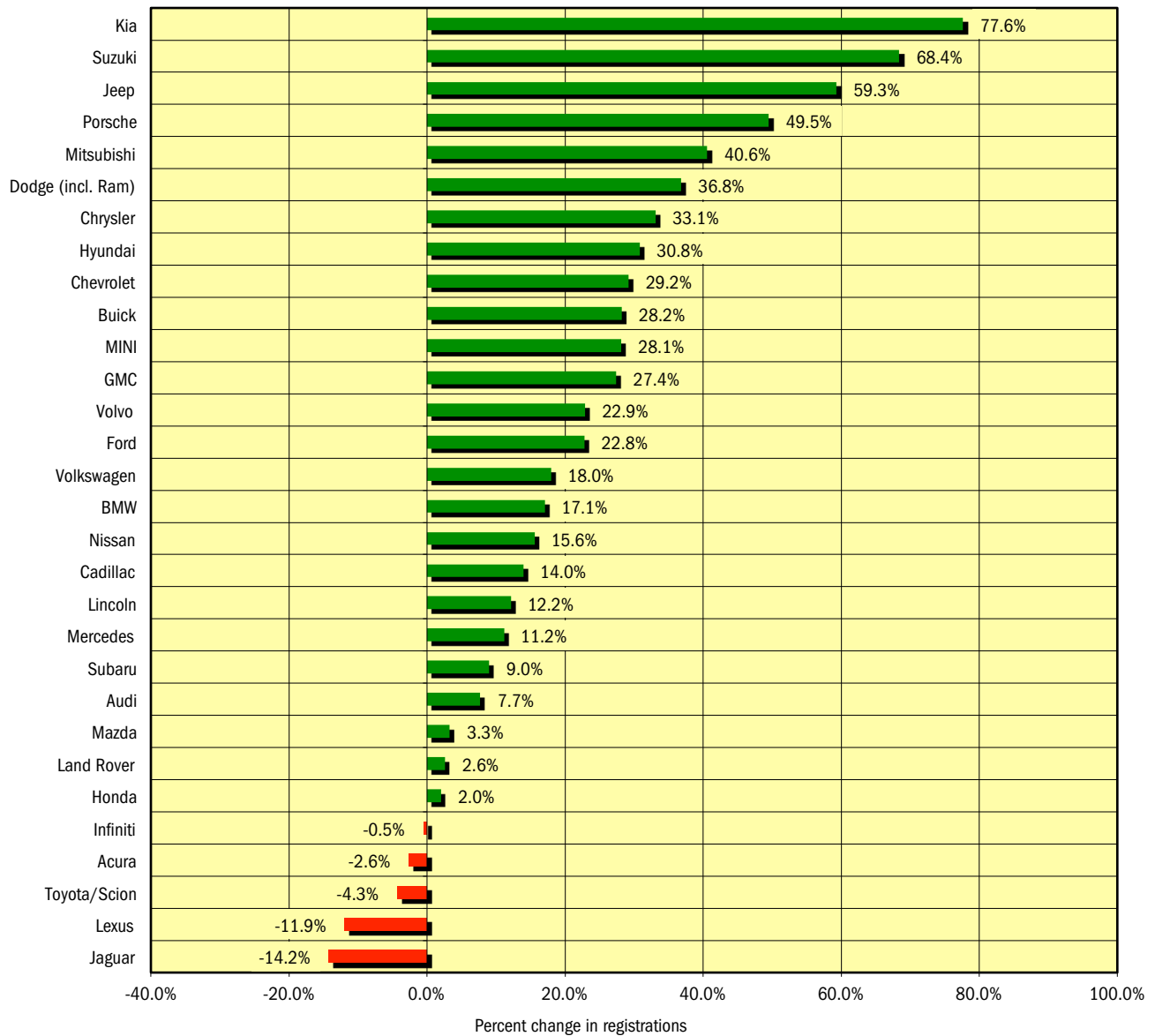
**Used Vehicle Market Brand Registrations (only includes vehicles seven years old or newer)**

Chicago Area Used Retail Car and Light Truck Registrations												
	August			Three Month Period June thru August			YTD thru August			YTD Market Share (%)		
	2010	2011	% chg.	2010	2011	% chg.	2010	2011	% chg.	2010	2011	Chg.
TOTAL	20,313	18,995	-6.5%	62,737	62,237	-0.8%	155,655	159,226	2.3%			
Acura	378	356	-5.8%	1,156	1,148	-0.7%	2,799	2,938	5.0%	1.8	1.8	0.0
Audi	258	294	14.0%	808	960	18.8%	1,880	2,314	23.1%	1.2	1.5	0.3
BMW	528	513	-2.8%	1,720	1,705	-0.9%	4,359	4,326	-0.8%	2.8	2.7	-0.1
Buick	301	282	-6.3%	920	983	6.8%	2,436	2,586	6.2%	1.6	1.6	0.0
Cadillac	468	537	14.7%	1,476	1,587	7.5%	3,825	3,937	2.9%	2.5	2.5	0.0
Chevrolet	2,878	2,723	-5.4%	8,700	8,950	2.9%	21,366	23,027	7.8%	13.7	14.5	0.8
Chrysler	905	785	-13.3%	2,674	2,542	-4.9%	6,907	6,897	-0.1%	4.4	4.3	-0.1
Dodge (incl. Ram)	1,154	1,128	-2.3%	3,614	3,723	3.0%	9,474	9,842	3.9%	6.1	6.2	0.1
Ford	2,188	1,850	-15.4%	6,653	6,196	-6.9%	17,087	16,183	-5.3%	11.0	10.2	-0.8
GMC	402	436	8.5%	1,208	1,372	13.6%	3,038	3,538	16.5%	2.0	2.2	0.2
Honda	1,303	1,232	-5.4%	4,030	3,979	-1.3%	9,258	10,213	10.3%	5.9	6.4	0.5
Hummer	92	72	-21.7%	298	247	-17.1%	753	605	-19.7%	0.5	0.4	-0.1
Hyundai	604	698	15.6%	1,883	2,362	25.4%	4,707	5,639	19.8%	3.0	3.5	0.5
Infiniti	312	265	-15.1%	890	953	7.1%	2,366	2,280	-3.6%	1.5	1.4	-0.1
Jaguar	73	51	-30.1%	212	183	-13.7%	444	383	-13.7%	0.3	0.2	-0.1
Jeep	757	766	1.2%	2,279	2,419	6.1%	5,431	5,770	6.2%	3.5	3.6	0.1
Kia	301	305	1.3%	1,008	937	-7.0%	2,533	2,340	-7.6%	1.6	1.5	-0.1
Land Rover	98	68	-30.6%	301	255	-15.3%	813	697	-14.3%	0.5	0.4	-0.1
Lexus	555	490	-11.7%	1,723	1,563	-9.3%	4,231	4,077	-3.6%	2.7	2.6	-0.1
Lincoln	198	178	-10.1%	664	621	-6.5%	1,693	1,582	-6.6%	1.1	1.0	-0.1
Mazda	349	275	-21.2%	1,088	940	-13.6%	2,744	2,570	-6.3%	1.8	1.6	-0.2
Mercedes	448	405	-9.6%	1,448	1,373	-5.2%	3,499	3,496	-0.1%	2.2	2.2	0.0
Mercury	229	200	-12.7%	691	663	-4.1%	1,816	1,753	-3.5%	1.2	1.1	-0.1
MINI	50	59	18.0%	141	197	39.7%	332	488	47.0%	0.2	0.3	0.1
Mitsubishi	266	237	-10.9%	873	774	-11.3%	2,111	1,892	-10.4%	1.4	1.2	-0.2
Nissan	1,327	1,382	4.1%	4,039	4,411	9.2%	10,314	10,942	6.1%	6.6	6.9	0.3
Pontiac	790	564	-28.6%	2,349	1,928	-17.9%	5,877	5,248	-10.7%	3.8	3.3	-0.5
Porsche	60	69	15.0%	191	225	17.8%	421	542	28.7%	0.3	0.3	0.0
Saab	65	35	-46.2%	210	136	-35.2%	598	379	-36.6%	0.4	0.2	-0.2
Saturn	308	251	-18.5%	945	836	-11.5%	2,280	2,301	0.9%	1.5	1.4	-0.1
Subaru	159	151	-5.0%	467	471	0.9%	1,108	1,267	14.4%	0.7	0.8	0.1
Suzuki	59	58	-1.7%	227	211	-7.0%	642	541	-15.7%	0.4	0.3	-0.1
Toyota/Scion	1,695	1,547	-8.7%	5,387	5,002	-7.1%	12,805	13,034	1.8%	8.2	8.2	0.0
Volkswagen	527	562	6.6%	1,768	1,788	1.1%	3,998	4,258	6.5%	2.6	2.7	0.1
Volvo	169	130	-23.1%	520	460	-11.5%	1,242	1,024	-17.6%	0.8	0.6	-0.2
Other	59	41	-30.5%	176	137	-22.2%	468	317	-32.3%	0.3	0.2	-0.1

**Change in Used Vehicle Market Share by Age of Vehicle  
YTD 2011 thru August vs. YTD 2010**



**New Vehicle Market Percent Change in Brand Registrations  
YTD 2011 (thru August) vs. Same Period Year Earlier  
(Top 30 selling brands)**



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**WHO ARE MY TOP COMPETITORS?**  
-BY MARKET AREA?

**WHAT NEW AND USED CARS SELL WELL IN MY MARKETS?**

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