

Chicago Auto Outlook™

Comprehensive information on the Chicagoland automotive market

Publication
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by:



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

Chicago Area
-7.9%

U.S.
-3.7%

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

	Chicago Area	U.S.
YTD '18 thru Feb.	47,639	2,033,123
YTD '19 thru Feb.*	43,872	1,957,098
% change	-7.9%	-3.7%
Feb. 2018 registrations	23,579	1,004,090
Feb. 2019 registrations*	23,107	975,156
% change	-2.0%	-2.9%

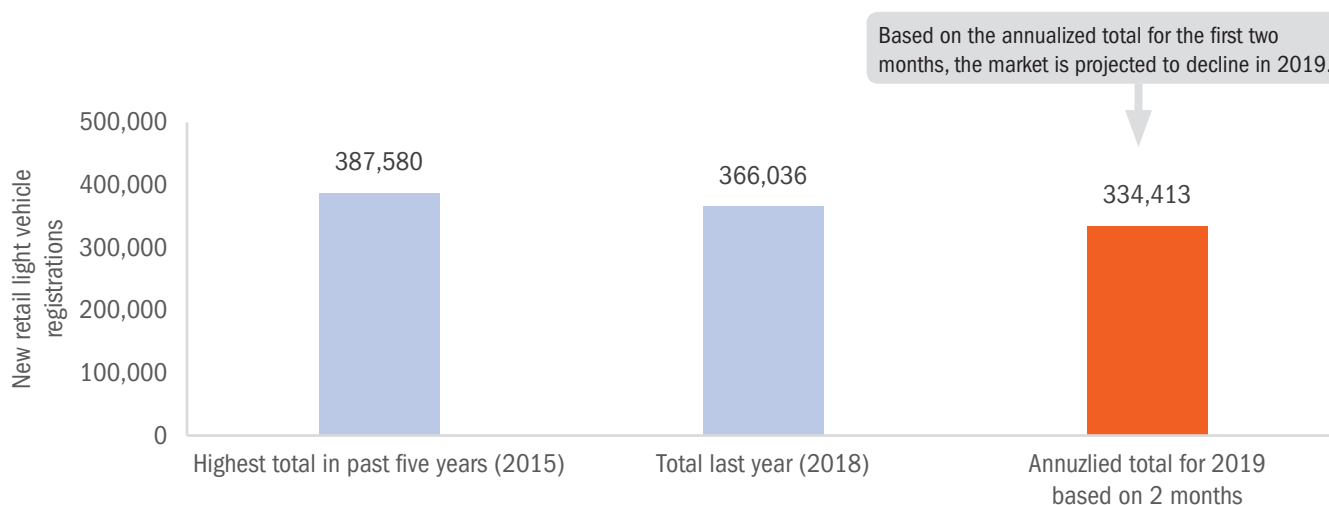
QUICK FACTS

Chicago area market declined 7.9% during first two months of 2019 vs. year earlier. U.S. market was off 3.7%.

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

Chevrolet, Honda, Ford, Toyota, and Jeep are market share leaders in the Chicago Area (see page 3).

Annual Trends in Area New Vehicle Market



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
3.5%**

PASSENGER CARS

**DOWN
17.5%**

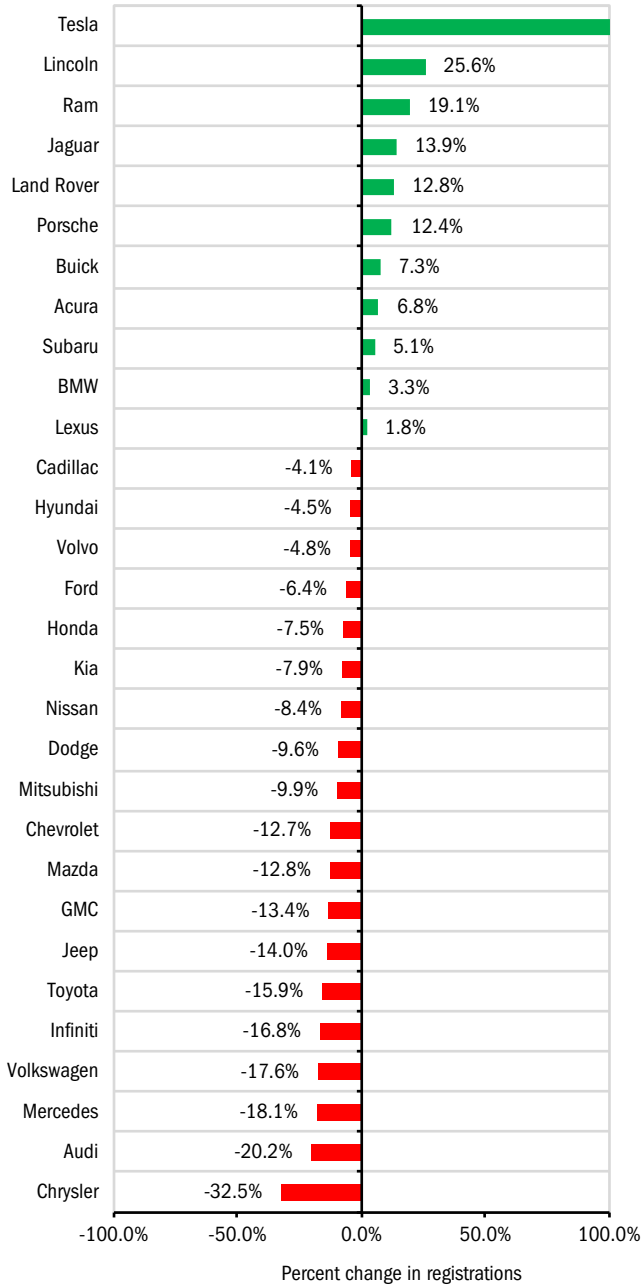
Chicago Area New Retail Car and Light Truck Registrations												
	February*			Three Month Period Dec. '18 thru Feb. '19*			YTD thru February*			YTD Market Share (%)		
	2018	2019	% chg.	Yr. Ago	Current	% chg.	2018	2019	% chg.	2018	2019	Chg.
TOTAL	23,579	23,107	-2.0%	80,247	78,473	-2.2%	47,639	43,872	-7.9%			
Cars	7,243	6,440	-11.1%	24,961	22,332	-10.5%	15,048	12,408	-17.5%	31.6	28.3	-3.3
Trucks	16,336	16,667	2.0%	55,286	56,141	1.5%	32,591	31,464	-3.5%	68.4	71.7	3.3
Detroit Three Brands	9,900	9,596	-3.1%	32,381	31,709	-2.1%	19,407	17,928	-7.6%	40.7	40.9	0.2
European Brands	2,686	2,642	-1.6%	9,966	9,406	-5.6%	5,696	5,098	-10.5%	12.0	11.6	-0.4
Japanese Brands	8,953	8,725	-2.5%	31,135	30,590	-1.8%	18,305	16,855	-7.9%	38.4	38.4	0.0
Korean Brands	2,040	2,144	5.1%	6,765	6,768	0.0%	4,231	3,991	-5.7%	8.9	9.1	0.2
Acura	417	468	12.2%	1,435	1,571	9.5%	761	813	6.8%	1.6	1.9	0.3
Alfa Romeo	30	26	-13.3%	125	104	-16.8%	81	44	-45.7%	0.2	0.1	-0.1
Audi	391	346	-11.5%	1,475	1,272	-13.8%	799	638	-20.2%	1.7	1.5	-0.2
BMW	454	459	1.1%	1,825	1,827	0.1%	949	980	3.3%	2.0	2.2	0.2
Buick	469	501	6.8%	1,553	1,408	-9.3%	848	910	7.3%	1.8	2.1	0.3
Cadillac	309	300	-2.9%	1,033	1,019	-1.4%	584	560	-4.1%	1.2	1.3	0.1
Chevrolet	2,896	2,745	-5.2%	9,449	8,946	-5.3%	5,665	4,946	-12.7%	11.9	11.3	-0.6
Chrysler	279	180	-35.5%	860	611	-29.0%	507	342	-32.5%	1.1	0.8	-0.3
Dodge	471	438	-7.0%	1,548	1,489	-3.8%	968	875	-9.6%	2.0	2.0	0.0
FIAT	18	9	-50.0%	61	44	-27.9%	42	26	-38.1%	0.1	0.1	0.0
Ford	2,281	2,181	-4.4%	7,784	7,178	-7.8%	4,501	4,212	-6.4%	9.4	9.6	0.2
Genesis	53	59	11.3%	143	138	-3.5%	86	97	12.8%	0.2	0.2	0.0
GMC	761	708	-7.0%	2,371	2,074	-12.5%	1,399	1,212	-13.4%	2.9	2.8	-0.1
Honda	2,549	2,529	-0.8%	8,698	8,635	-0.7%	5,110	4,726	-7.5%	10.7	10.8	0.1
Hyundai	1,111	1,142	2.8%	3,750	3,820	1.9%	2,260	2,158	-4.5%	4.7	4.9	0.2
Infiniti	195	162	-16.9%	763	716	-6.2%	375	312	-16.8%	0.8	0.7	-0.1
Jaguar	58	92	58.6%	211	217	2.8%	122	139	13.9%	0.3	0.3	0.0
Jeep	1,895	1,830	-3.4%	5,681	5,303	-6.7%	3,711	3,192	-14.0%	7.8	7.3	-0.5
Kia	876	943	7.6%	2,872	2,810	-2.2%	1,885	1,736	-7.9%	4.0	4.0	0.0
Land Rover	206	248	20.4%	618	747	20.9%	374	422	12.8%	0.8	1.0	0.2
Lexus	399	420	5.3%	1,653	1,725	4.4%	817	832	1.8%	1.7	1.9	0.2
Lincoln	168	195	16.1%	592	736	24.3%	351	441	25.6%	0.7	1.0	0.3
Maserati	24	24	0.0%	70	69	-1.4%	41	37	-9.8%	0.1	0.1	0.0
Mazda	558	521	-6.6%	1,698	1,619	-4.7%	1,061	925	-12.8%	2.2	2.1	-0.1
Mercedes	463	410	-11.4%	1,888	1,628	-13.8%	1,057	866	-18.1%	2.2	2.0	-0.2
MINI	70	61	-12.9%	230	162	-29.6%	137	103	-24.8%	0.3	0.2	-0.1
Mitsubishi	206	220	6.8%	778	721	-7.3%	443	399	-9.9%	0.9	0.9	0.0
Nissan	1,386	1,237	-10.8%	4,955	4,788	-3.4%	2,877	2,636	-8.4%	6.0	6.0	0.0
Other	15	5	-66.7%	49	52	6.1%	29	26	-10.3%	0.1	0.1	0.0
Porsche	102	113	10.8%	364	438	20.3%	225	253	12.4%	0.5	0.6	0.1
Ram	323	404	25.1%	1,115	1,461	31.0%	669	797	19.1%	1.4	1.8	0.4
Subaru	1,035	1,083	4.6%	3,338	3,724	11.6%	2,103	2,210	5.1%	4.4	5.0	0.6
Tesla	48	114	137.5%	395	1,483	275.4%	204	441	116.2%	0.4	1.0	0.6
Toyota	2,208	2,085	-5.6%	7,814	7,087	-9.3%	4,757	4,001	-15.9%	10.0	9.1	-0.9
Volkswagen	659	641	-2.7%	2,421	2,257	-6.8%	1,467	1,209	-17.6%	3.1	2.8	-0.3
Volvo	196	208	6.1%	632	594	-6.0%	374	356	-4.8%	0.8	0.8	0.0

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

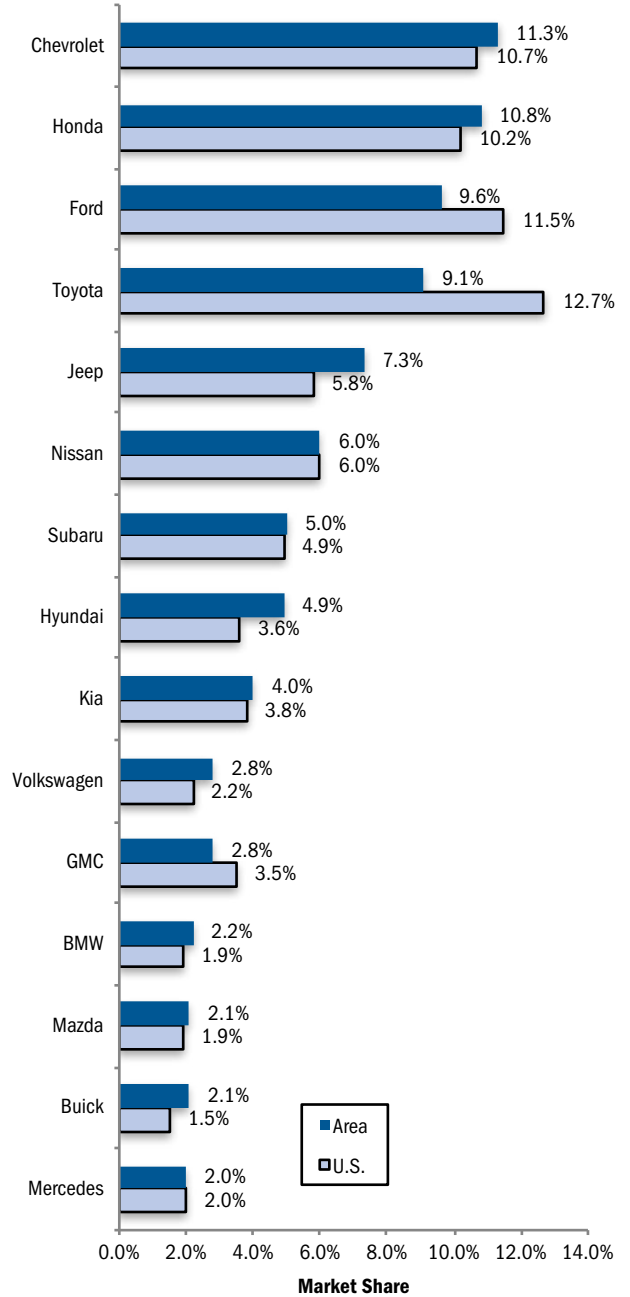
Top ten are shaded yellow.

Source: IHS

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



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



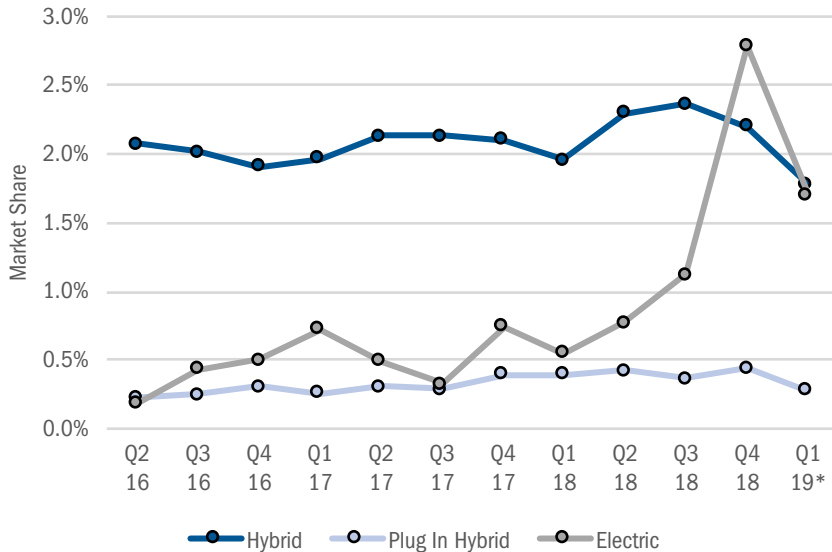
Registrations increased by more than 12% for Tesla, Lincoln, Ram, Jaguar, Land Rover, and Porsche.



Chevrolet, Honda, 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)**



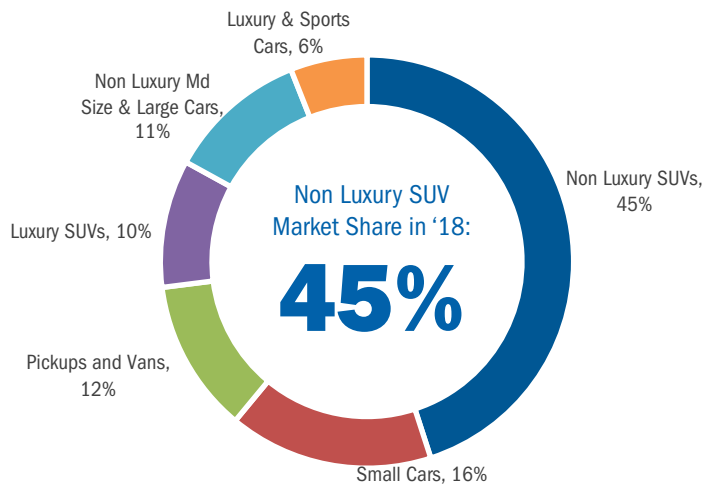
Hybrid/electric vehicle market share in Q1 '19:
3.8%

New Retail Hybrid and Electric Vehicle Registrations Top 15 Selling Models in Area - January 2019		
Rank	Model	Regs.
1	Tesla Model 3	212
2	Tesla Model X	65
3	Tesla Model S	50
4	Toyota Camry	44
5	Toyota Prius	39
6	Toyota RAV4	37
7	Honda Accord	30
8	Toyota Highlander	29
9	Honda Insight	28
10	Ford Fusion	26
11	Lexus NX	26
12	Kia Niro	25
13	Lexus RX	24
14	Lincoln MKZ	15
15	Hyundai Ioniq	13

The graph above shows hybrid powertrain and electric vehicle quarterly market share in the area. First Quarter 2019 includes January only. Source: IHS.

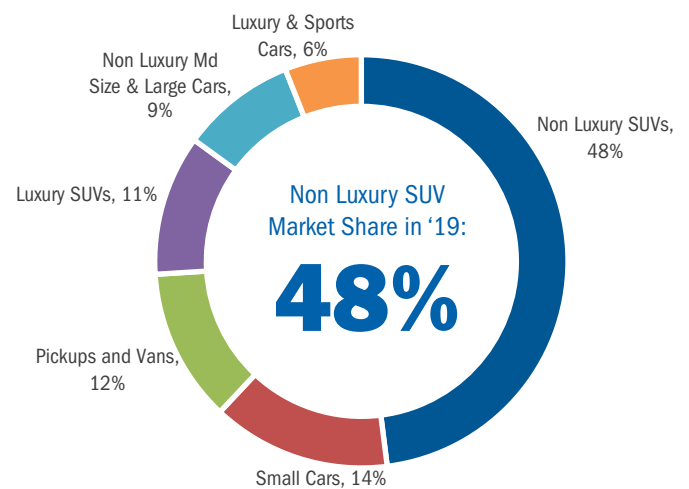
VEHICLE SEGMENTS - THREE YEAR TREND

**Segment Market Shares in Chicago Area
January 2018**



Source: IHS Markit.

**Segment Market Shares in Chicago Area
January 2019**



Source: IHS Markit.

The two graphs above show market shares for primary segments during January of 2018 and 2019.

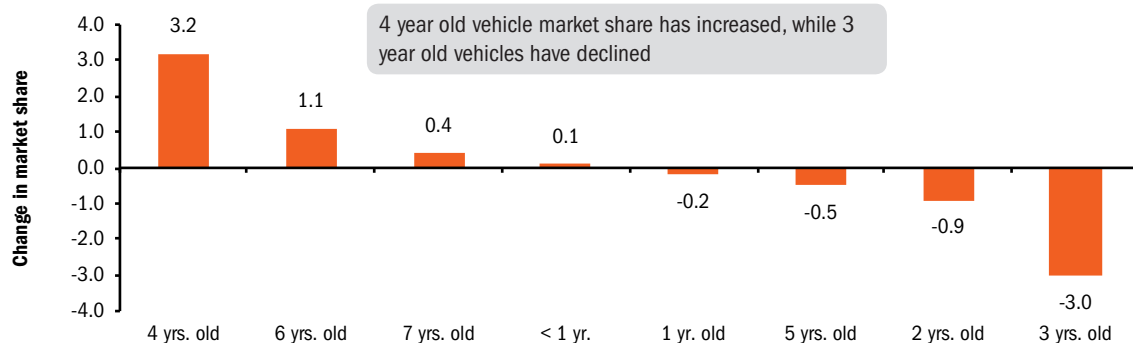
USED VEHICLE MARKET

Chicago Area Used Car and Light Truck Registrations												
	January			Three Month Period Nov. '18 thru Jan. '19			Annual Totals			Annual Market Share (%)		
	Chicago Area			Chicago Area			Chicago Area			Chicago Area		
	2018	2019	% chg.	Yr. Ago	Current	% chg.	2017	2018	% chg.	2017	2018	Chg.
TOTAL	29,422	27,018	-8.2%	90,252	94,142	4.3%	387,379	398,560	2.9%			
Acura	381	386	1.3%	1,143	1,307	14.3%	5,252	5,337	1.6%	1.4	1.3	-0.1
Audi	576	586	1.7%	1,758	1,874	6.6%	7,050	7,914	12.3%	1.8	2.0	0.2
BMW	845	689	-18.5%	2,442	2,486	1.8%	11,037	11,488	4.1%	2.8	2.9	0.1
Buick	539	393	-27.1%	1,758	1,504	-14.4%	7,397	7,267	-1.8%	1.9	1.8	-0.1
Cadillac	561	451	-19.6%	1,685	1,572	-6.7%	7,213	6,757	-6.3%	1.9	1.7	-0.2
Chevrolet	3,991	3,566	-10.6%	12,445	12,251	-1.6%	53,786	52,416	-2.5%	13.9	13.2	-0.7
Chrysler	546	484	-11.4%	1,892	1,795	-5.1%	9,659	8,448	-12.5%	2.5	2.1	-0.4
Dodge	1,378	1,457	5.7%	4,299	4,908	14.2%	20,166	20,355	0.9%	5.2	5.1	-0.1
FIAT	61	47	-23.0%	150	166	10.7%	695	755	8.6%	0.2	0.2	0.0
Ford	3,444	3,233	-6.1%	10,719	11,491	7.2%	48,175	47,349	-1.7%	12.4	11.9	-0.5
GMC	849	733	-13.7%	2,523	2,610	3.4%	10,433	10,945	4.9%	2.7	2.7	0.0
Honda	1,719	1,513	-12.0%	5,414	5,432	0.3%	23,902	23,959	0.2%	6.2	6.0	-0.2
Hyundai	1,540	1,422	-7.7%	4,695	4,870	3.7%	19,978	21,146	5.8%	5.2	5.3	0.1
Infiniti	451	494	9.5%	1,398	1,647	17.8%	5,841	6,365	9.0%	1.5	1.6	0.1
Jaguar	50	49	-2.0%	139	186	33.8%	695	811	16.7%	0.2	0.2	0.0
Jeep	1,619	1,530	-5.5%	4,766	5,320	11.6%	19,317	22,486	16.4%	5.0	5.6	0.6
Kia	878	970	10.5%	2,701	3,392	25.6%	11,589	12,895	11.3%	3.0	3.2	0.2
Land Rover	127	157	23.6%	454	536	18.1%	1,794	1,986	10.7%	0.5	0.5	0.0
Lexus	632	585	-7.4%	1,799	2,041	13.5%	7,831	8,451	7.9%	2.0	2.1	0.1
Lincoln	270	268	-0.7%	893	956	7.1%	4,055	3,972	-2.0%	1.0	1.0	0.0
Mazda	411	409	-0.5%	1,327	1,371	3.3%	5,474	5,757	5.2%	1.4	1.4	0.0
Mercedes	858	657	-23.4%	2,485	2,366	-4.8%	9,917	10,689	7.8%	2.6	2.7	0.1
MINI	91	69	-24.2%	254	264	3.9%	1,255	1,301	3.7%	0.3	0.3	0.0
Mitsubishi	180	186	3.3%	590	667	13.1%	2,485	2,657	6.9%	0.6	0.7	0.1
Nissan	3,028	2,695	-11.0%	9,160	9,354	2.1%	36,940	39,501	6.9%	9.5	9.9	0.4
Other	106	149	40.6%	379	462	21.9%	1,568	1,600	2.0%	0.4	0.4	0.0
Porsche	121	126	4.1%	408	523	28.2%	1,737	2,094	20.6%	0.4	0.5	0.1
smart	12	15	25.0%	33	44	33.3%	189	248	31.2%	0.0	0.1	0.1
Subaru	482	469	-2.7%	1,579	1,705	8.0%	5,899	6,592	11.7%	1.5	1.7	0.2
Suzuki	9	5	-44.4%	40	24	-40.0%	191	112	-41.4%	0.0	0.0	0.0
Toyota	2,472	2,159	-12.7%	7,578	7,506	-1.0%	33,121	31,607	-4.6%	8.6	7.9	-0.7
Volkswagen	1,086	946	-12.9%	2,999	3,051	1.7%	11,223	13,433	19.7%	2.9	3.4	0.5
Volvo	109	120	10.1%	347	461	32.9%	1,515	1,867	23.2%	0.4	0.5	0.1

Top ten are shaded yellow.

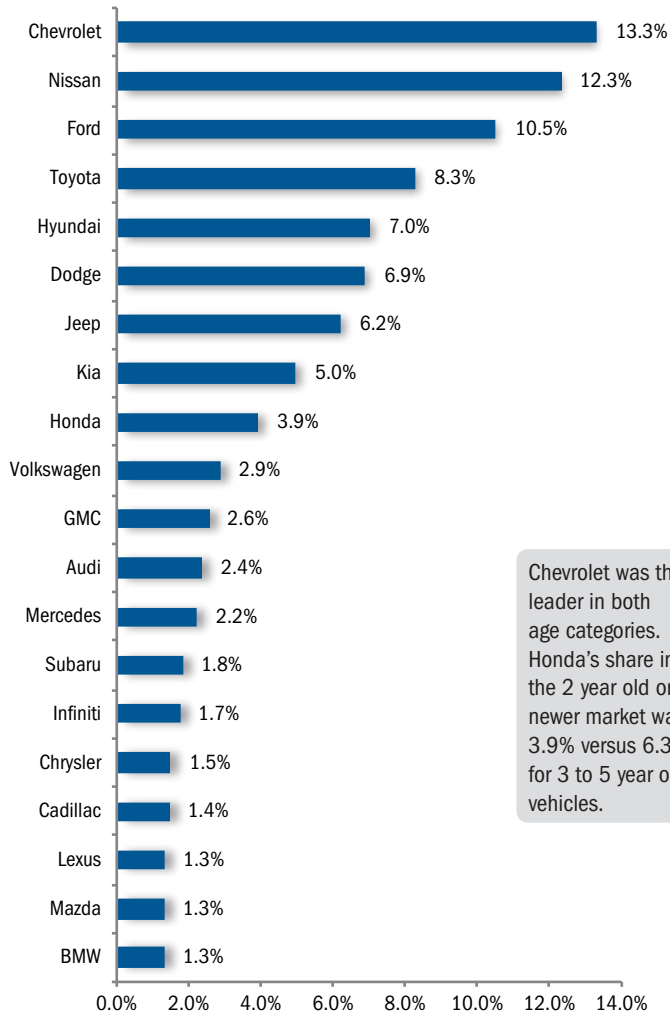
Source: IHS.

Change in Used Vehicle Market Share by Age of Vehicle - January 2019 vs. Year Earlier

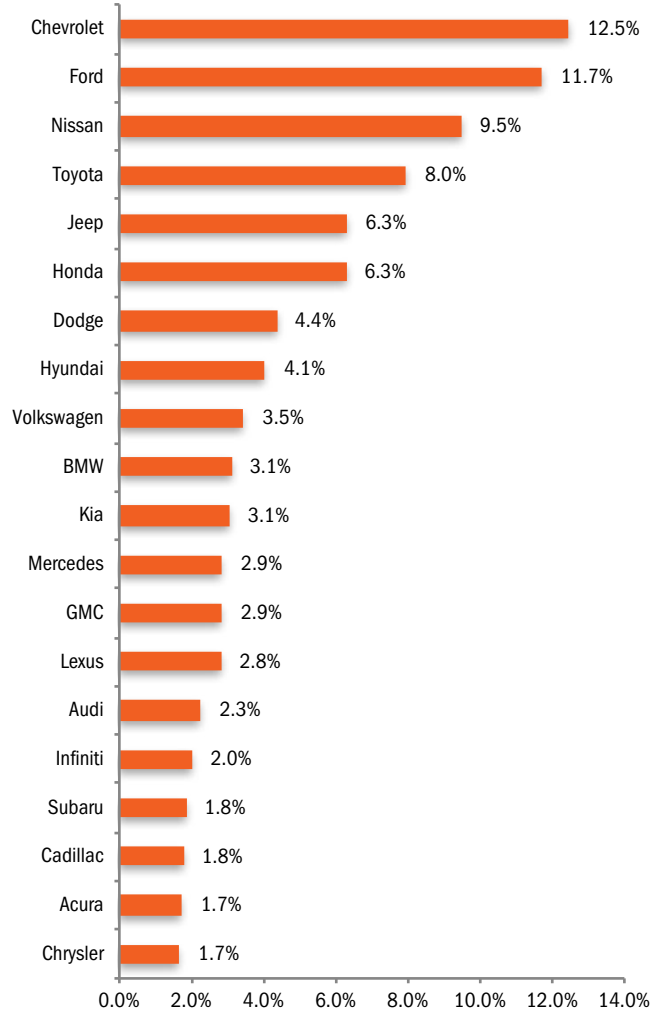


TOP SELLING USED VEHICLES

**Brand Market Share - Vehicles 2 years old or newer
January 2019**



**Brand Market Share - 3 to 5 year old vehicles
January 2019**



Chevrolet was the leader in both age categories. Honda's share in the 2 year old or newer market was 3.9% versus 6.3% for 3 to 5 year old vehicles.

Data Source: IHS

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