

Chicago Auto Outlook™

Comprehensive information on the Chicagoland automotive market

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Quick Facts

New vehicle registrations declined 11.6% in July '11 vs. year earlier.

Area used vehicle market dropped 21.6% in July (vehicles seven years old or newer).

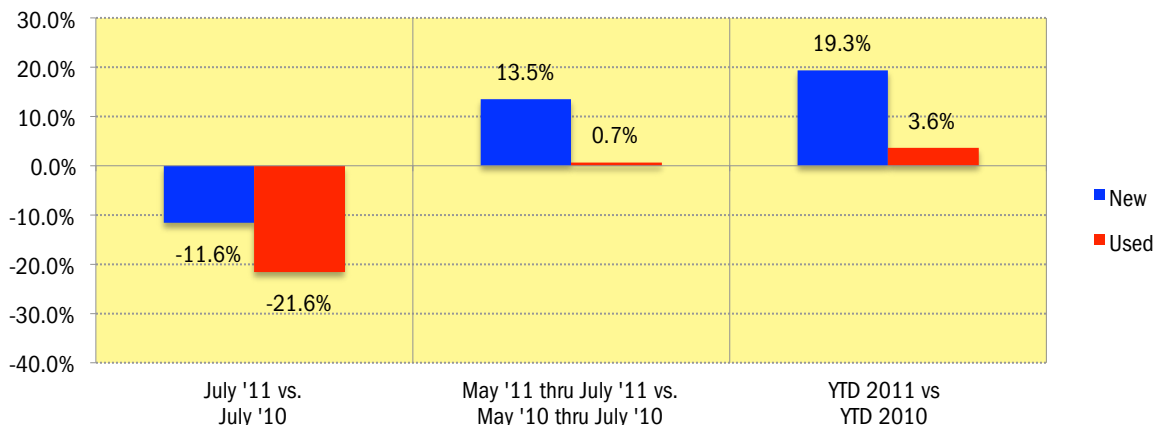
New vehicle registrations increased 19.3%, year-to-date 2011 vs. 2010 (thru July). Used registrations were up 3.6%.

Sub Compact Car new vehicle market share was up 2.2 share points thru July of this year.

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

Kia, Jeep, Suzuki, and Porsche new retail registrations increased by more than 50% during the past seven months (January thru July 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)

	July					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	Jul-10	Jul-11	Percent Change	Jul-10	Jul-11	Percent Change
Total	24,737	21,864	-11.6%	23,195	18,186	-21.6%
Cars	13,328	11,486	-13.8%	13,145	9,890	-24.8%
Light Trucks	11,409	10,378	-9.0%	10,050	8,296	-17.5%
Japanese Brands	10,625	8,035	-24.4%	7,311	5,658	-22.6%
Detroit Three Brands	9,337	8,677	-7.1%	12,090	9,392	-22.3%
European Brands	2,577	2,607	1.2%	2,700	2,198	-18.6%
Korean Brands	2,198	2,545	15.8%	1,094	938	-14.3%
	YTD thru July					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD '10 thru July	YTD '11 thru July	Percent Change	YTD '10 thru July	YTD '11 thru July	Percent Change
Total	139,030	165,821	19.3%	135,342	140,231	3.6%
Cars	73,287	86,851	18.5%	76,349	79,707	4.4%
Light Trucks	65,743	78,970	20.1%	58,993	60,524	2.6%
Japanese Brands	61,149	64,808	6.0%	42,045	43,806	4.2%
Detroit Three Brands	50,954	65,616	28.8%	71,504	73,580	2.9%
European Brands	15,139	17,804	17.6%	15,458	15,869	2.7%
Korean Brands	11,788	17,593	49.2%	6,335	6,976	10.1%

Data Information

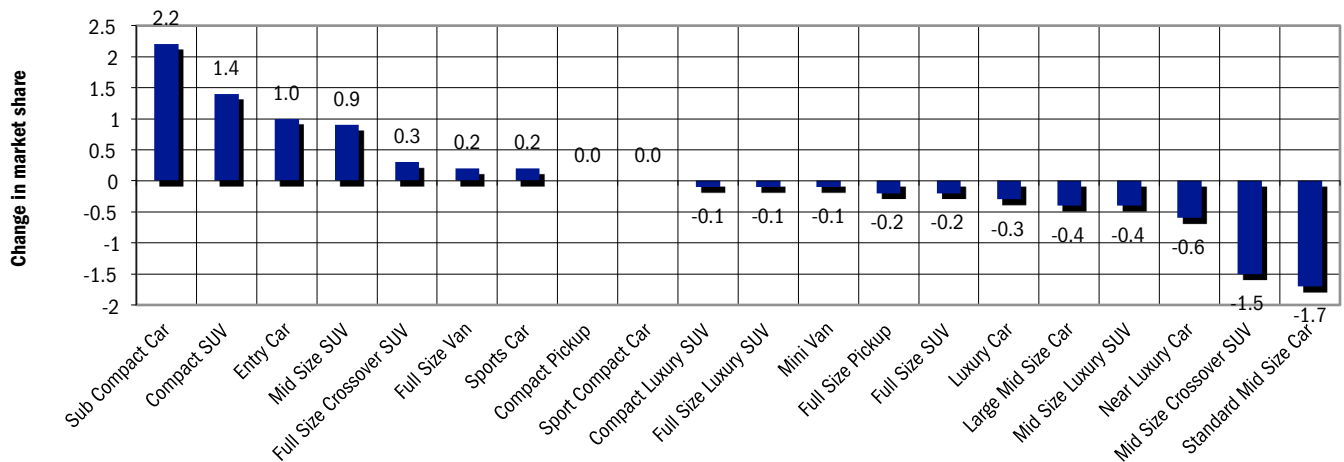
All data represents new and used vehicle retail registrations in the Chicago Area and excludes fleet and wholesale transactions. Used vehicle data only includes vehicles seven years old or newer and excludes private party transactions. Please keep in mind that monthly registration figures can occasionally 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															
	July				Three Month Period May thru July				YTD thru July				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	24,737	21,864	-11.6%	-9.9%	65,633	74,498	13.5%	5.6%	139,030	165,821	19.3%	17.0%		
Acura	493	383	-22.3%	-17.6%	1,410	1,304	-7.5%	-5.9%	2,949	3,046	3.3%	11.6%	2.1	1.8	-0.3
Audi	307	298	-2.9%	10.0%	929	993	6.9%	8.7%	1,986	2,162	8.9%	11.8%	1.4	1.3	-0.1
BMW	639	567	-11.3%	13.3%	1,559	1,843	18.2%	20.1%	3,275	3,915	19.5%	20.8%	2.4	2.4	0.0
Buick	527	443	-15.9%	-4.2%	1,321	1,538	16.4%	17.3%	2,644	3,609	36.5%	34.3%	1.9	2.2	0.3
Cadillac	473	377	-20.3%	-20.0%	1,182	1,133	-4.1%	1.7%	2,538	3,115	22.7%	25.5%	1.8	1.9	0.1
Chevrolet	2,692	2,622	-2.6%	-12.2%	7,165	9,139	27.6%	9.7%	15,087	20,079	33.1%	24.0%	10.9	12.1	1.2
Chrysler	365	370	1.4%	27.1%	972	1,115	14.7%	35.1%	1,742	2,319	33.1%	41.9%	1.3	1.4	0.1
Dodge (incl. Ram)	899	776	-13.7%	-7.9%	2,215	2,686	21.3%	11.4%	4,021	5,656	40.7%	30.7%	2.9	3.4	0.5
Fiat	0	17			0	31			0	31					
Ford	2,773	2,519	-9.2%	-8.2%	7,323	9,043	23.5%	10.8%	15,610	19,611	25.6%	20.4%	11.2	11.8	0.6
GMC	602	565	-6.1%	-13.9%	1,476	1,814	22.9%	6.5%	3,333	4,392	31.8%	24.8%	2.4	2.6	0.2
Honda	3,140	2,110	-32.8%	-26.5%	8,439	7,892	-6.5%	-9.7%	17,691	18,816	6.4%	7.2%	12.7	11.3	-1.4
Hyundai	1,590	1,602	0.8%	15.2%	4,357	5,969	37.0%	29.4%	8,533	11,665	36.7%	41.1%	6.1	7.0	0.9
Infiniti	267	164	-38.6%	-33.5%	749	612	-18.3%	-16.5%	1,656	1,688	1.9%	8.4%	1.2	1.0	-0.2
Jaguar	37	28	-24.3%	-10.9%	89	86	-3.4%	7.5%	179	188	5.0%	11.6%	0.1	0.1	0.0
Jeep	651	810	24.4%	30.3%	1,597	2,708	69.6%	52.7%	3,212	5,340	66.3%	56.7%	2.3	3.2	0.9
Kia	607	943	55.4%	36.9%	1,608	3,210	99.6%	66.9%	3,254	5,928	82.2%	70.6%	2.3	3.6	1.3
Land Rover	93	95	2.2%	9.6%	306	325	6.2%	7.4%	688	696	1.2%	15.8%	0.5	0.4	-0.1
Lexus	483	342	-29.2%	-32.9%	1,487	1,247	-16.1%	-24.7%	3,758	3,447	-8.3%	-10.2%	2.7	2.1	-0.6
Lincoln	140	161	15.0%	4.2%	461	572	24.1%	7.4%	1,068	1,223	14.5%	5.6%	0.8	0.7	-0.1
Mazda	491	440	-10.4%	-15.4%	1,346	1,395	3.6%	-6.9%	2,776	2,915	5.0%	-1.4%	2.0	1.8	-0.2
Mercedes	408	434	6.4%	30.0%	1,192	1,403	17.7%	14.0%	2,663	3,000	12.7%	14.3%	1.9	1.8	-0.1
MINI	122	100	-18.0%	6.3%	338	411	21.6%	46.2%	596	775	30.0%	48.2%	0.4	0.5	0.1
Mitsubishi	301	316	5.0%	7.2%	754	1,061	40.7%	27.3%	1,507	2,160	43.3%	35.5%	1.1	1.3	0.2
Nissan	1,822	1,491	-18.2%	-13.0%	4,561	4,552	-0.2%	-1.0%	9,533	11,360	19.2%	14.3%	6.9	6.9	0.0
Porsche	69	84	21.7%	21.5%	160	265	65.6%	48.9%	330	522	58.2%	43.6%	0.2	0.3	0.1
Saab	9	9	0.0%	18.6%	13	38	192.3%	107.3%	109	170	56.0%	58.7%	0.1	0.1	0.0
smart	11	1	-90.9%	-46.6%	23	11	-52.2%	-25.3%	44	33	-25.0%	-28.7%	0.0	0.0	0.0
Subaru	569	493	-13.4%	-11.5%	1,495	1,437	-3.9%	2.9%	3,218	3,555	10.5%	14.3%	2.3	2.1	-0.2
Suzuki	46	93	102.2%	12.1%	151	280	85.4%	19.8%	305	497	63.0%	18.7%	0.2	0.3	0.1
Toyota/Scion	3,009	2,203	-26.8%	-28.8%	7,909	7,262	-8.2%	-16.5%	17,727	17,321	-2.3%	-1.3%	12.8	10.4	-2.4
Volkswagen	706	791	12.0%	13.5%	2,000	2,472	23.6%	27.3%	4,250	5,139	20.9%	24.3%	3.1	3.1	0.0
Volvo	152	183	20.4%	17.5%	435	514	18.2%	38.1%	899	1,087	20.9%	26.0%	0.6	0.7	0.1
Other	244	34	-86.1%	-87.6%	611	137	-77.6%	-82.5%	1,849	361	-80.5%	-79.8%	1.3	0.2	-1.1

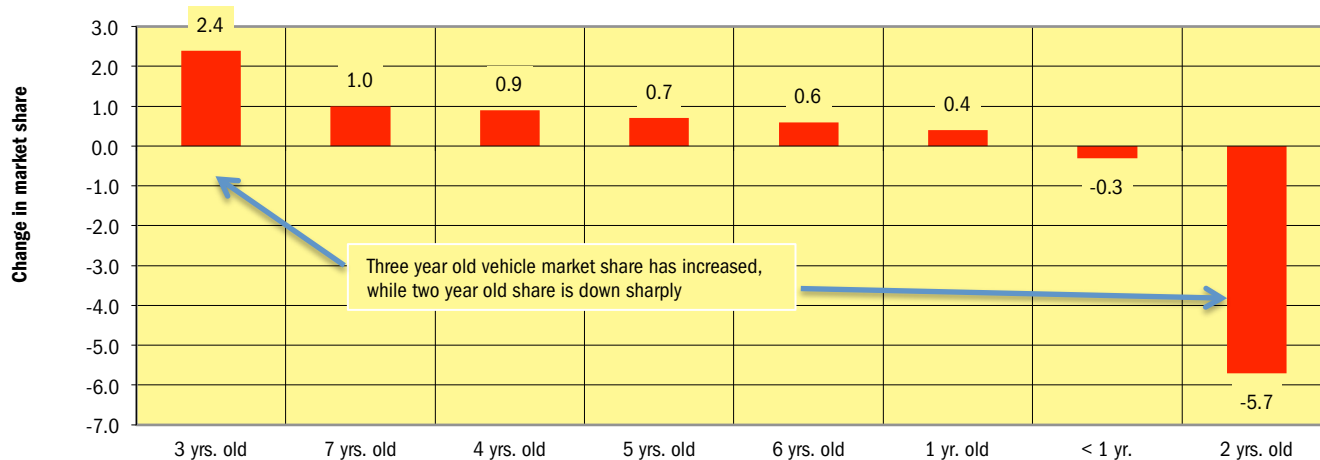
Change in Area Segment Market Share - YTD 2011 thru July vs. YTD 2010



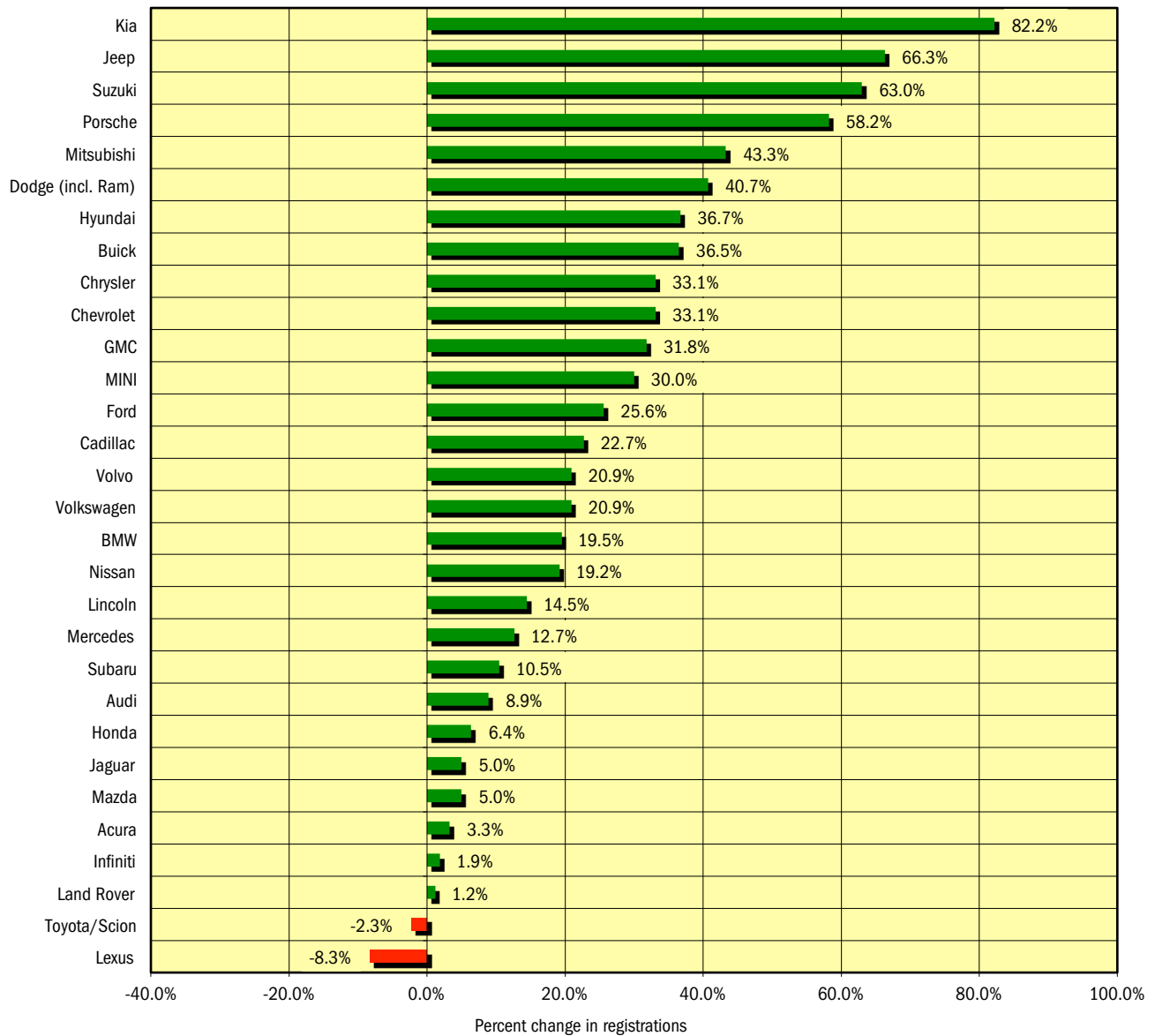
Used Vehicle Market Brand Registrations (only includes vehicles seven years old or newer)

Chicago Area Used Retail Car and Light Truck Registrations												
	July			Three Month Period May thru July			YTD thru July			YTD Market Share (%)		
	2010	2011	% chg.	2010	2011	% chg.	2010	2011	% chg.	2010	2011	Chg.
TOTAL	23,195	18,186	-21.6%	61,825	62,254	0.7%	135,342	140,231	3.6%			
Acura	432	296	-31.5%	1,162	1,147	-1.3%	2,421	2,582	6.7%	1.8	1.8	0.0
Audi	317	293	-7.6%	765	966	26.3%	1,622	2,020	24.5%	1.2	1.4	0.2
BMW	600	508	-15.3%	1,750	1,690	-3.4%	3,831	3,813	-0.5%	2.8	2.7	-0.1
Buick	365	297	-18.6%	922	988	7.2%	2,135	2,304	7.9%	1.6	1.6	0.0
Cadillac	577	485	-15.9%	1,515	1,495	-1.3%	3,357	3,400	1.3%	2.5	2.4	-0.1
Chevrolet	3,218	2,541	-21.0%	8,435	8,978	6.4%	18,488	20,304	9.8%	13.7	14.5	0.8
Chrysler	1,002	710	-29.1%	2,576	2,580	0.2%	6,002	6,112	1.8%	4.4	4.4	0.0
Dodge (incl. Ram)	1,402	1,140	-18.7%	3,602	3,773	4.7%	8,320	8,714	4.7%	6.1	6.2	0.1
Ford	2,410	1,820	-24.5%	6,605	6,198	-6.2%	14,899	14,333	-3.8%	11.0	10.2	-0.8
GMC	469	416	-11.3%	1,160	1,355	16.8%	2,636	3,102	17.7%	1.9	2.2	0.3
Honda	1,457	1,111	-23.7%	3,877	4,007	3.4%	7,955	8,981	12.9%	5.9	6.4	0.5
Hummer	126	79	-37.3%	300	248	-17.3%	661	533	-19.4%	0.5	0.4	-0.1
Hyundai	711	670	-5.8%	1,864	2,370	27.1%	4,103	4,941	20.4%	3.0	3.5	0.5
Infiniti	309	297	-3.9%	901	946	5.0%	2,054	2,015	-1.9%	1.5	1.4	-0.1
Jaguar	65	56	-13.8%	196	176	-10.2%	371	332	-10.5%	0.3	0.2	-0.1
Jeep	830	731	-11.9%	2,176	2,297	5.6%	4,674	5,004	7.1%	3.5	3.6	0.1
Kia	383	268	-30.0%	1,021	898	-12.0%	2,232	2,035	-8.8%	1.6	1.5	-0.1
Land Rover	95	81	-14.7%	288	268	-6.9%	715	629	-12.0%	0.5	0.4	-0.1
Lexus	627	472	-24.7%	1,722	1,558	-9.5%	3,676	3,587	-2.4%	2.7	2.6	-0.1
Lincoln	244	205	-16.0%	652	610	-6.4%	1,495	1,404	-6.1%	1.1	1.0	-0.1
Mazda	419	273	-34.8%	1,035	954	-7.8%	2,395	2,295	-4.2%	1.8	1.6	-0.2
Mercedes	533	396	-25.7%	1,480	1,391	-6.0%	3,051	3,091	1.3%	2.3	2.2	-0.1
Mercury	235	192	-18.3%	692	700	1.2%	1,587	1,553	-2.1%	1.2	1.1	-0.1
MINI	44	52	18.2%	129	198	53.5%	282	429	52.1%	0.2	0.3	0.1
Mitsubishi	339	224	-33.9%	863	786	-8.9%	1,845	1,655	-10.3%	1.4	1.2	-0.2
Nissan	1,465	1,322	-9.8%	3,965	4,375	10.3%	8,987	9,560	6.4%	6.6	6.8	0.2
Pontiac	851	540	-36.5%	2,223	2,028	-8.8%	5,087	4,684	-7.9%	3.8	3.3	-0.5
Porsche	67	58	-13.4%	185	239	29.2%	361	473	31.0%	0.3	0.3	0.0
Saab	71	43	-39.4%	220	145	-34.1%	533	344	-35.5%	0.4	0.2	-0.2
Saturn	333	218	-34.5%	917	851	-7.2%	1,972	2,050	4.0%	1.5	1.5	0.0
Subaru	173	133	-23.1%	454	475	4.6%	949	1,116	17.6%	0.7	0.8	0.1
Suzuki	78	72	-7.7%	259	223	-13.9%	583	483	-17.2%	0.4	0.3	-0.1
Toyota/Scion	2,001	1,454	-27.3%	5,480	5,046	-7.9%	11,110	11,487	3.4%	8.2	8.2	0.0
Volkswagen	693	533	-23.1%	1,751	1,733	-1.0%	3,471	3,696	6.5%	2.6	2.6	0.0
Volvo	193	159	-17.6%	512	435	-15.0%	1,073	894	-16.7%	0.8	0.6	-0.2
Other	61	41	-32.8%	171	127	-25.7%	409	276	-32.5%	0.3	0.2	-0.1

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



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



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WHAT NEW AND USED CARS SELL WELL IN MY MARKETS?

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