

Chicago Auto Outlook™

Comprehensive information on the Chicagoland automotive market

Publication
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by:



YTD '18 thru July
% Change In
New Retail Market vs.
Year Earlier

Chicago Area
-1.9%

U.S.
-0.9%

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

	Chicago Area	U.S.
YTD '17 thru July	211,548	8,119,365
YTD '18 thru July*	207,624	8,046,976
% change	-1.9%	-0.9%
July 2017 registrations	33,994	1,272,441
July 2018 registrations*	33,654	1,225,954
% change	-1.0%	-3.7%

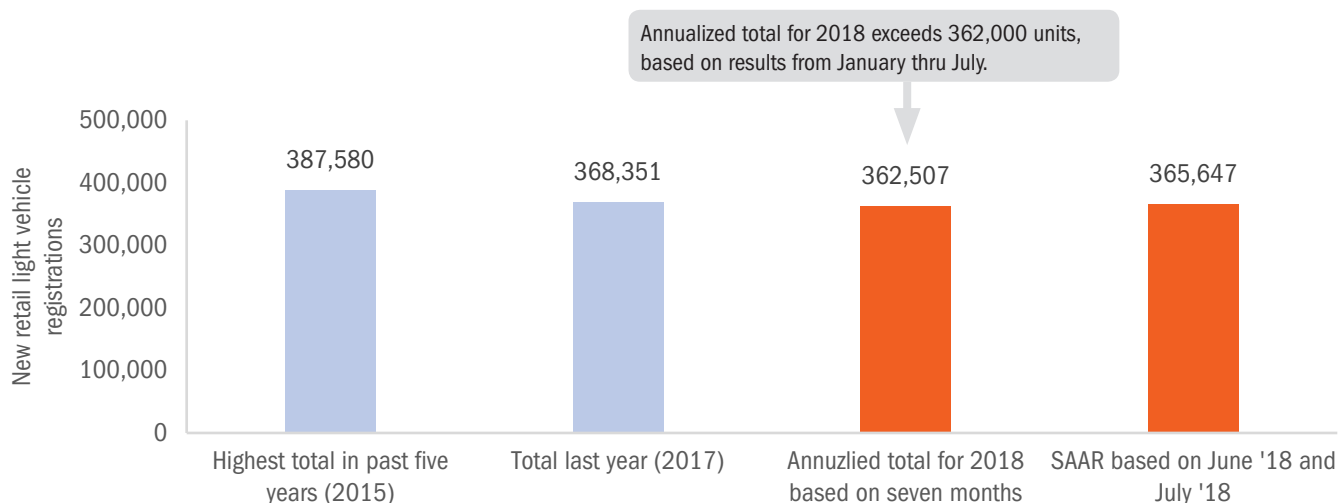
QUICK FACTS

Chicago area market was off 1.9% during the first seven months of this year versus a year earlier. U.S. market declined by less than 1%.

July '18 registrations in the area were off an estimated 1% vs. year earlier.

Based on recent patterns, registrations for all of this year are projected to exceed 360,000 units, down from 2017, but a strong total for the area market.

Annual Trends in Area New Vehicle Market



*Figures for July 2018 were estimated by Auto Outlook.

Data Source: IHS Markit.

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 Markit.

**Change in Year-to-date
New Retail Light Vehicle
Registrations**

LIGHT TRUCKS



**UP
6.6%**

PASSENGER CARS



**DOWN
15.8%**

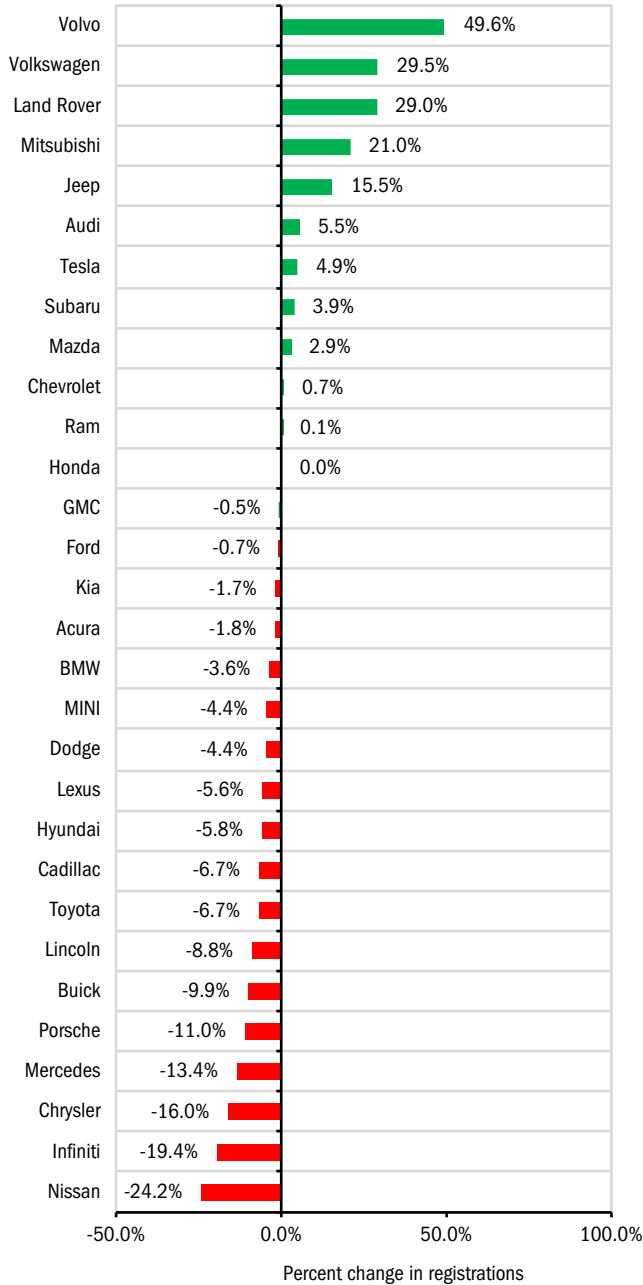
Chicago Area New Retail Car and Light Truck Registrations												
	July*			Three Month Period May '18 thru July '18*			YTD thru July*			YTD Market Share (%)		
	2017	2018*	% chg.	Yr. Ago	Current	% chg.	2017	2018	% chg.	2017	2018	Chg.
TOTAL	33,994	33,654	-1.0%	97,920	97,659	-0.3%	211,548	207,624	-1.9%			
Cars	12,588	10,674	-15.2%	36,859	32,058	-13.0%	80,220	67,578	-15.8%	37.9	32.5	-5.4
Trucks	21,406	22,980	7.4%	61,061	65,601	7.4%	131,328	140,046	6.6%	62.1	67.5	5.4
Detroit Three Brands	13,023	13,397	2.9%	37,313	38,657	3.6%	82,931	83,781	1.0%	39.2	40.4	1.2
European Brands	3,538	3,581	1.2%	10,484	11,197	6.8%	22,957	24,295	5.8%	10.9	11.7	0.8
Japanese Brands	14,147	13,478	-4.7%	40,687	38,734	-4.8%	86,294	80,994	-6.1%	40.8	39.0	-1.8
Korean Brands	3,286	3,198	-2.7%	9,436	9,071	-3.9%	19,366	18,554	-4.2%	9.2	8.9	-0.3
Acura	622	595	-4.3%	1,827	1,794	-1.8%	3,748	3,681	-1.8%	1.8	1.8	0.0
Alfa Romeo	43	72	67.4%	108	204	88.9%	143	450	214.7%	0.1	0.2	0.1
Audi	574	600	4.5%	1,775	1,829	3.0%	3,566	3,762	5.5%	1.7	1.8	0.1
BMW	648	664	2.5%	1,993	1,985	-0.4%	4,396	4,237	-3.6%	2.1	2.0	-0.1
Buick	533	508	-4.7%	1,681	1,419	-15.6%	3,847	3,468	-9.9%	1.8	1.7	-0.1
Cadillac	389	382	-1.8%	1,200	1,148	-4.3%	2,616	2,442	-6.7%	1.2	1.2	0.0
Chevrolet	3,718	3,804	2.3%	10,532	10,779	2.3%	23,668	23,841	0.7%	11.2	11.5	0.3
Chrysler	393	351	-10.7%	1,231	1,076	-12.6%	2,767	2,325	-16.0%	1.3	1.1	-0.2
Dodge	793	809	2.0%	2,332	2,462	5.6%	5,399	5,161	-4.4%	2.6	2.5	-0.1
FIAT	52	29	-44.2%	144	86	-40.3%	353	180	-49.0%	0.2	0.1	-0.1
Ford	3,365	3,344	-0.6%	9,378	9,548	1.8%	20,200	20,068	-0.7%	9.5	9.7	0.2
Genesis	62	23	-62.9%	138	95	-31.2%	306	285	-6.9%	0.1	0.1	0.0
GMC	767	699	-8.9%	2,049	1,919	-6.3%	4,939	4,914	-0.5%	2.3	2.4	0.1
Honda	3,696	3,467	-6.2%	10,765	10,933	1.6%	22,898	22,901	0.0%	10.8	11.0	0.2
Hyundai	1,917	1,915	-0.1%	5,524	5,456	-1.2%	11,382	10,718	-5.8%	5.4	5.2	-0.2
Infiniti	323	297	-8.0%	1,003	821	-18.1%	2,208	1,779	-19.4%	1.0	0.9	-0.1
Jaguar	108	65	-39.8%	322	204	-36.6%	682	471	-30.9%	0.3	0.2	-0.1
Jeep	2,300	2,714	18.0%	6,525	7,857	20.4%	13,977	16,146	15.5%	6.6	7.8	1.2
Kia	1,307	1,260	-3.6%	3,774	3,520	-6.7%	7,678	7,551	-1.7%	3.6	3.6	0.0
Land Rover	209	225	7.7%	582	713	22.5%	1,291	1,666	29.0%	0.6	0.8	0.2
Lexus	839	755	-10.0%	2,145	1,975	-7.9%	4,322	4,078	-5.6%	2.0	2.0	0.0
Lincoln	251	229	-8.8%	749	714	-4.7%	1,710	1,559	-8.8%	0.8	0.8	0.0
Maserati	37	33	-10.8%	108	91	-15.7%	230	196	-14.8%	0.1	0.1	0.0
Mazda	849	774	-8.8%	2,209	2,170	-1.8%	4,553	4,684	2.9%	2.2	2.3	0.1
Mercedes	701	574	-18.1%	2,149	1,829	-14.9%	4,756	4,117	-13.4%	2.2	2.0	-0.2
MINI	116	116	0.0%	313	306	-2.2%	654	625	-4.4%	0.3	0.3	0.0
Mitsubishi	281	356	26.7%	824	969	17.6%	1,683	2,037	21.0%	0.8	1.0	0.2
Nissan	2,319	2,002	-13.7%	7,099	5,743	-19.1%	16,001	12,127	-24.2%	7.6	5.8	-1.8
Other	32	14	-56.3%	83	69	-16.9%	201	150	-25.4%	0.1	0.1	0.0
Porsche	153	162	5.9%	479	470	-1.9%	1,110	988	-11.0%	0.5	0.5	0.0
Ram	454	475	4.6%	1,264	1,278	1.1%	2,789	2,791	0.1%	1.3	1.3	0.0
Subaru	1,356	1,481	9.2%	3,791	4,086	7.8%	8,440	8,772	3.9%	4.0	4.2	0.2
Tesla	59	82	39.0%	370	456	23.2%	1,014	1,064	4.9%	0.5	0.5	0.0
Toyota	3,859	3,751	-2.8%	11,019	10,236	-7.1%	22,431	20,926	-6.7%	10.6	10.1	-0.5
Volkswagen	656	757	15.4%	1,901	2,613	37.5%	4,478	5,801	29.5%	2.1	2.8	0.7
Volvo	213	270	26.8%	534	806	50.9%	1,112	1,663	49.6%	0.5	0.8	0.3

*Figures for July 2018 were estimated by Auto Outlook.

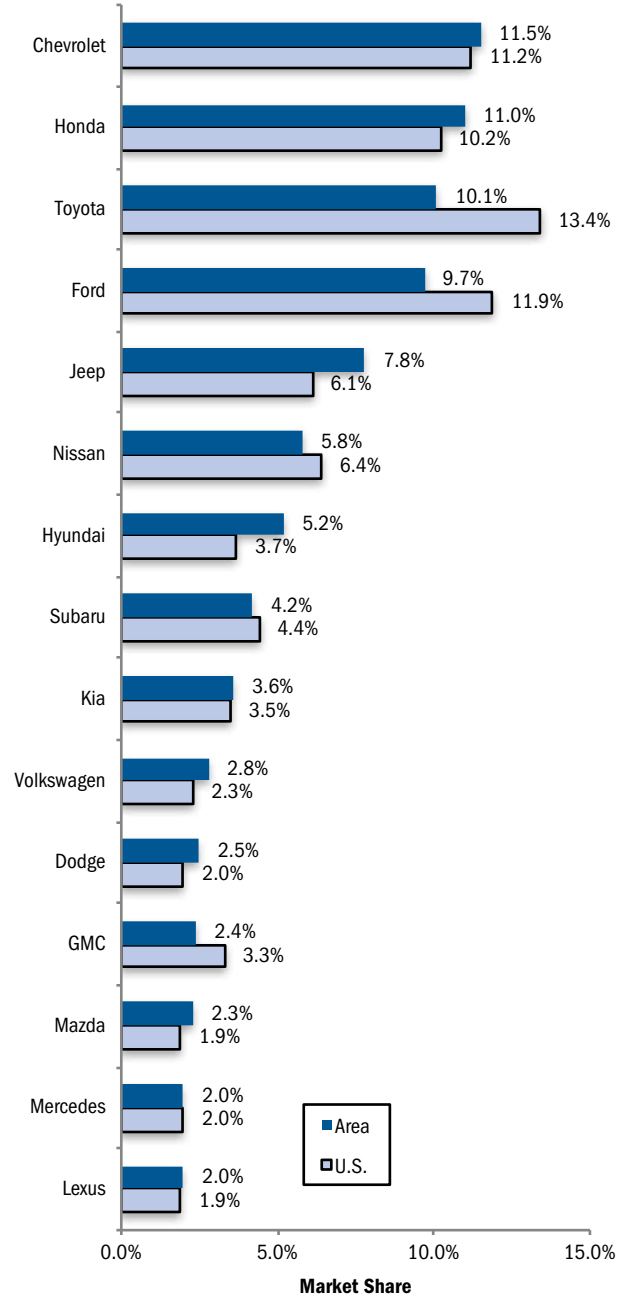
Top ten are shaded yellow.

Source: IHS Markit

**Percent Change in Brand Registrations
YTD 2018 thru July* vs. YTD 2017
(Top 30 selling brands)**



**Chicago Area and U.S. Market Share
YTD 2018 thru July*
(Top 20 selling brands in area)**



Registrations increased by more than 10% for Volvo, Volkswagen, Land Rover, Mitsubishi, and Jeep.



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

TOP SELLING MODELS

The table below shows the top five selling models during the first six months of 2018 in 20 segments. In addition to unit registrations, it also shows each model's market share in its respective segment.



BEST SELLERS IN PRIMARY SEGMENTS

- Compact Car: Honda Civic
- Mid Size Car: Toyota Camry
- Near Luxury Car: Acura TLX
- Luxury Car: BMW 5-Series
- Full Size Pickup: Ford F-Series
- Compact SUV: Honda CR-V
- Mid Size SUV: Jeep Grand Cherokee
- Luxury Mid Size SUV: Lexus RX

Top Selling Models in Each Segment - New Light Vehicle Registrations (YTD '18 thru June)

Cars											
Subcompact			Compact			Sports/Pony Cars			Mid Size		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Kia Soul	877	17.5	Honda Civic	4239	20.5	Dodge Challenger	751	34.9	Toyota Camry	3160	19.9
Honda Fit	688	13.8	Hyundai Elantra	2393	11.6	Ford Mustang	591	27.5	Honda Accord	3133	19.7
Chevrolet Sonic	537	10.7	Toyota Corolla	2318	11.2	Chevrolet Camaro	529	24.6	Chevrolet Malibu	2312	14.6
Chevrolet Spark	478	9.6	Nissan Sentra	2175	10.5	Hyundai Veloster	113	5.3	Hyundai Sonata	1704	10.7
Nissan Versa	452	9.0	Chevrolet Cruze	2158	10.5	Mazda MX5	60	2.8	Nissan Altima	1409	8.9
Large			Entry Luxury			Near Luxury			Luxury and High End Sports Cars		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Chevrolet Impala	612	21.1	Acura ILX	218	28.9	Acura TLX	714	12.8	BMW 5-Series	560	14.1
Dodge Charger	560	19.3	Audi A3	200	26.5	Lexus ES	550	9.8	Mercedes E-Class	532	13.4
Toyota Avalon	425	14.6	Mercedes CLA-Class	184	24.4	Mercedes C-Class	489	8.8	Tesla Model S	389	9.8
Chrysler 300	377	13.0	BMW 2-Series	134	17.7	Audi A4	481	8.6	Chevrolet Corvette	230	5.8
Nissan Maxima	351	12.1	BMW I3	17	2.3	Audi A5	473	8.5	Mercedes S-Class	165	4.1
Light Trucks											
Compact/Mid Size Pickup			Full Size Pickup			Mini Van			Large Van		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Chevrolet Colorado	1015	43.3	Ford F Series	3798	40.2	Honda Odyssey	1862	34.5	Ford Transit Connect Van	1069	36.2
Toyota Tacoma	683	29.1	Chevrolet Silverado	2552	27.0	Chrysler Pacifica	1575	29.2	Ram Promaster	602	20.4
GMC Canyon	229	9.8	Ram Pickup	1714	18.2	Dodge Caravan	878	16.3	Chevrolet Express	505	17.1
Honda Ridgeline	214	9.1	GMC Sierra	904	9.6	Toyota Sienna	828	15.3	Nissan NV	248	8.4
Nissan Frontier /Xe	197	8.4	Toyota Tundra	356	3.8	Kia Sedona	255	4.7	Mercedes Sprinter	247	8.4
Subcompact SUV			Compact SUV			Mid Size SUV			Large SUV		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Chevrolet Trax	2192	24.7	Honda CR-V	5623	13.5	Jeep Grand Cherokee	3362	12.5	Chevrolet Tahoe	583	29.2
Jeep Renegade	1506	16.9	Toyota RAV4	4251	10.2	Toyota Highlander	2627	9.8	Ford Expedition	352	17.6
Honda HR-V	1419	16.0	Chevrolet Equinox	3603	8.6	Ford Explorer	2418	9.0	Chevrolet Suburban	284	14.2
Buick Encore	1372	15.4	Nissan Rogue	3571	8.5	Chevrolet Traverse	2266	8.4	GMC Yukon	239	12.0
Hyundai Kona	552	6.2	Jeep Cherokee	3518	8.4	Honda Pilot	2172	8.1	GMC Yukon XL	170	8.5
Luxury Subcompact SUV			Luxury Compact SUV			Luxury Mid Size SUV			Luxury Large SUV		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
BMW X1	418	35.5	Acura RDX	1185	17.8	Lexus RX	1247	15.3	Cadillac Escalade	348	25.0
Audi Q3	222	18.8	Audi Q5	962	14.5	Cadillac XT5	1066	13.1	Land Rover Range Rover	303	21.7
Mercedes GLA-Class	185	15.7	BMW X3	764	11.5	Acura MDX	935	11.5	Mercedes GLS-Class	266	19.1
Volvo XC40	154	13.1	Lexus NX	737	11.1	BMW X5	616	7.6	Lincoln Navigator	226	16.2
Infiniti QX30	111	9.4	Mercedes GLC-Class	719	10.8	Mercedes GLE-Class	595	7.3	Infiniti QX80	141	10.1

Data Source: IHS Markit.

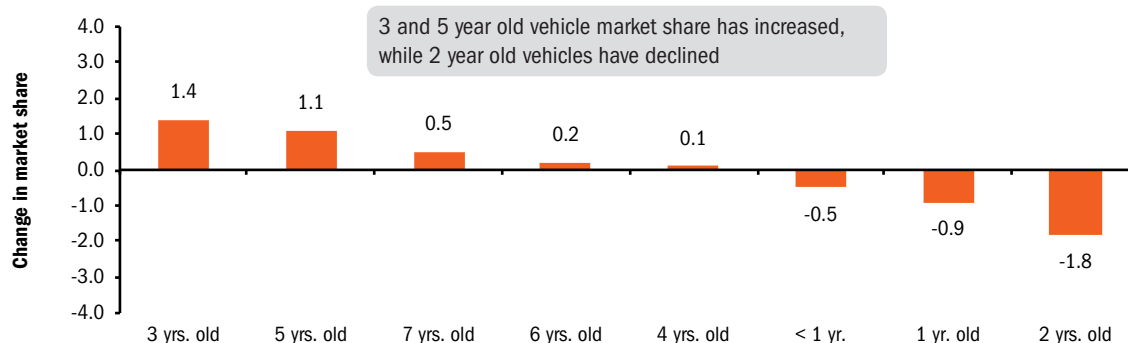
USED VEHICLE MARKET

Chicago Area Used Car and Light Truck Registrations												
	June			Three Month Period Apr. '18 thru June '18			YTD thru June			YTD Market Share (%)		
	Chicago Area			Chicago Area			Chicago Area			Chicago Area		
	2017	2018	% chg.	Yr. Ago	Current	% chg.	2017	2018	% chg.	2017	2018	Chg.
TOTAL	29,649	40,121	35.3%	98,330	104,181	6.0%	190,893	198,403	3.9%			
Acura	375	508	35.5%	1,311	1,351	3.1%	2,703	2,571	-4.9%	1.4	1.3	-0.1
Audi	488	803	64.5%	1,677	2,141	27.7%	3,320	4,010	20.8%	1.7	2.0	0.3
BMW	844	1,252	48.3%	2,795	3,131	12.0%	5,560	5,708	2.7%	2.9	2.9	0.0
Buick	515	733	42.3%	1,814	1,963	8.2%	3,635	3,776	3.9%	1.9	1.9	0.0
Cadillac	553	652	17.9%	1,818	1,784	-1.9%	3,606	3,559	-1.3%	1.9	1.8	-0.1
Chevrolet	4,012	5,188	29.3%	13,565	13,914	2.6%	26,866	27,042	0.7%	14.1	13.6	-0.5
Chrysler	821	942	14.7%	2,652	2,339	-11.8%	5,222	4,364	-16.4%	2.7	2.2	-0.5
Dodge	1,613	2,057	27.5%	5,274	5,405	2.5%	10,152	10,148	0.0%	5.3	5.1	-0.2
FIAT	50	73	46.0%	193	190	-1.6%	357	397	11.2%	0.2	0.2	0.0
Ford	3,904	4,758	21.9%	12,697	12,085	-4.8%	24,161	23,087	-4.4%	12.7	11.6	-1.1
GMC	784	1,046	33.4%	2,666	2,761	3.6%	5,178	5,428	4.8%	2.7	2.7	0.0
Honda	1,911	2,492	30.4%	6,134	6,253	1.9%	11,352	11,515	1.4%	5.9	5.8	-0.1
Hyundai	1,502	2,119	41.1%	4,970	5,359	7.8%	9,823	10,240	4.2%	5.1	5.2	0.1
Infiniti	447	653	46.1%	1,514	1,665	10.0%	2,890	3,091	7.0%	1.5	1.6	0.1
Jaguar	53	78	47.2%	175	216	23.4%	347	392	13.0%	0.2	0.2	0.0
Jeep	1,549	2,350	51.7%	4,990	5,914	18.5%	9,267	11,201	20.9%	4.9	5.6	0.7
Kia	940	1,299	38.2%	2,900	3,251	12.1%	5,599	6,258	11.8%	2.9	3.2	0.3
Land Rover	129	175	35.7%	437	479	9.6%	859	884	2.9%	0.4	0.4	0.0
Lexus	581	886	52.5%	2,021	2,218	9.7%	3,975	4,130	3.9%	2.1	2.1	0.0
Lincoln	296	392	32.4%	981	1,031	5.1%	1,923	1,959	1.9%	1.0	1.0	0.0
Mazda	439	570	29.8%	1,399	1,527	9.1%	2,555	2,762	8.1%	1.3	1.4	0.1
Mercedes	693	1,143	64.9%	2,453	2,889	17.8%	4,911	5,443	10.8%	2.6	2.7	0.1
MINI	101	138	36.6%	321	317	-1.2%	621	613	-1.3%	0.3	0.3	0.0
Mitsubishi	179	274	53.1%	625	693	10.9%	1,285	1,263	-1.7%	0.7	0.6	-0.1
Nissan	2,734	3,874	41.7%	9,269	10,246	10.5%	17,908	20,010	11.7%	9.4	10.1	0.7
Other	132	162	22.7%	394	416	5.6%	707	744	5.2%	0.4	0.4	0.0
Porsche	125	214	71.2%	428	566	32.2%	826	994	20.3%	0.4	0.5	0.1
smart	13	32	146.2%	57	80	40.4%	96	134	39.6%	0.1	0.1	0.0
Subaru	434	618	42.4%	1,424	1,580	11.0%	2,659	3,016	13.4%	1.4	1.5	0.1
Suzuki	12	5	-58.3%	42	27	-35.7%	93	53	-43.0%	0.0	0.0	0.0
Toyota	2,541	3,132	23.3%	8,250	8,268	0.2%	16,526	15,711	-4.9%	8.7	7.9	-0.8
Volkswagen	760	1,324	74.2%	2,692	3,657	35.8%	5,162	7,065	36.9%	2.7	3.6	0.9
Volvo	119	179	50.4%	392	465	18.6%	749	835	11.5%	0.4	0.4	0.0

Top ten are shaded yellow.

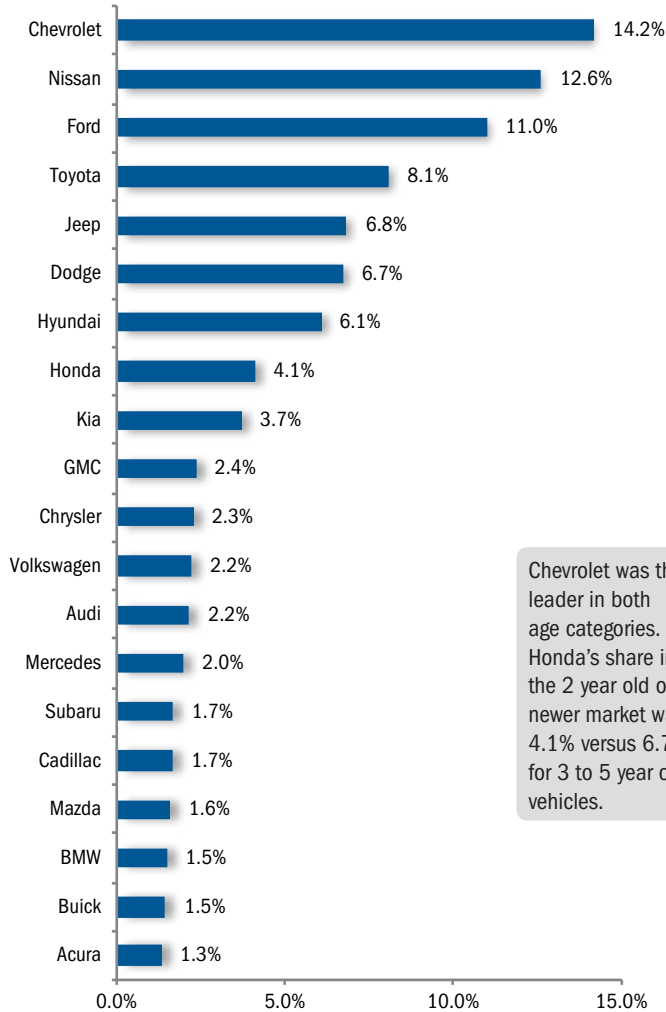
Source: IHS Markit.

Change in Used Vehicle Market Share by Age of Vehicle - YTD '18 thru June vs. YTD 17

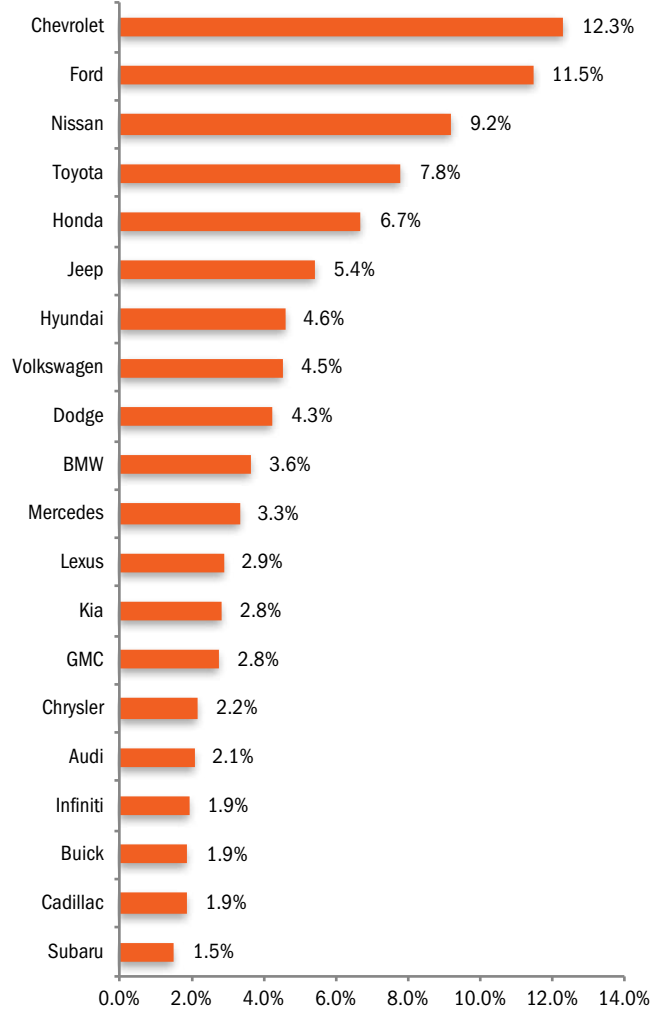


TOP SELLING USED VEHICLES

**Brand Market Share - Vehicles 2 years old or newer
YTD 2018 thru June**



**Brand Market Share - 3 to 5 year old vehicles
YTD 2018 thru June**



Chevrolet was the leader in both age categories. Honda's share in the 2 year old or newer market was 4.1% versus 6.7% for 3 to 5 year old vehicles.

Data Source: IHS Markit

Chicago Auto Outlook

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18W200 Butterfield Road
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Auto Outlook, Inc.
PO Box 390
Exton, PA 19341
Phone: 800-206-0102
Email: jfoltz@autooutlook.com

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