

Chicago Auto Outlook™

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Comprehensive information on the Chicagoland automotive market

Quick Facts

New vehicle registrations increased 47.5% in June '11 vs. year earlier. (See data information at bottom of page.)

Area used vehicle market improved 30.3% in June (vehicles seven years old or newer).

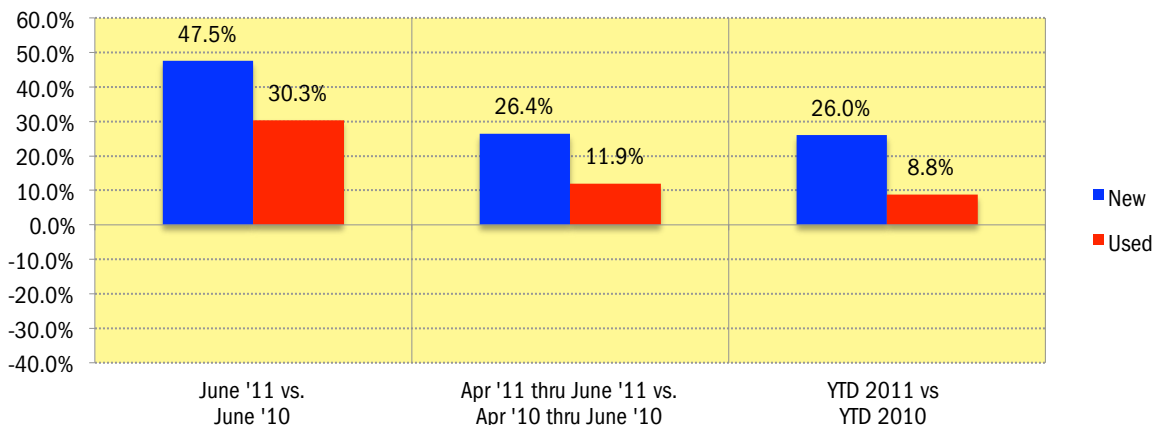
New vehicle registrations increased 26%, year-to-date 2011 vs. 2010 (thru June). Used registrations were up 8.8%.

Sub Compact Car new vehicle market share was up 2.5 share points thru June of this year.

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

Kia, Jeep, Porsche, Saab, Dodge, Suzuki, and Mitsubishi new retail registrations increased by more than 50% during the past six months (January thru June 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)

	June						
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations			
	Jun-10	Jun-11	Percent Change	Jun-10	Jun-11	Percent Change	
Total	20,280	29,906	47.5%	19,229	25,056	30.3%	
Cars	11,007	16,282	47.9%	11,010	14,381	30.6%	
Light Trucks	9,273	13,624	46.9%	8,219	10,675	29.9%	
Japanese Brands	8,633	10,216	18.3%	6,185	7,812	26.3%	
Detroit Three Brands	7,505	12,369	64.8%	9,764	12,936	32.5%	
European Brands	2,330	3,283	40.9%	2,388	2,950	23.5%	
Korean Brands	1,812	4,038	122.8%	892	1,358	52.2%	
	YTD thru June						
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations			
	YTD '10 thru June	YTD '11 thru June	Percent Change	YTD '10 thru June	YTD '11 thru June	Percent Change	
Total	114,293	143,957	26.0%	112,147	122,045	8.8%	
Cars	59,959	75,365	25.7%	63,204	69,817	10.5%	
Light Trucks	54,334	68,592	26.2%	48,943	52,228	6.7%	
Japanese Brands	50,524	56,773	12.4%	34,734	38,148	9.8%	
Detroit Three Brands	41,617	56,939	36.8%	59,414	64,188	8.0%	
European Brands	12,562	15,197	21.0%	12,758	13,671	7.2%	
Korean Brands	9,590	15,048	56.9%	5,241	6,038	15.2%	

Data Information

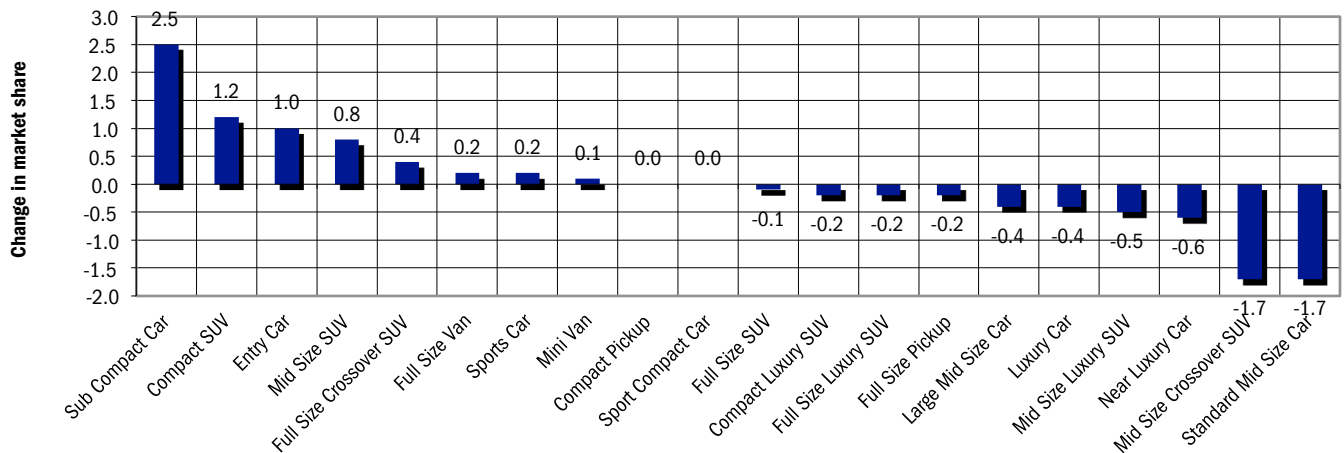
All data represents new and used vehicle retail registrations in the Chicago Area and excludes fleet and wholesale transactions. Used vehicle data only includes vehicles seven years old or newer and excludes private party transactions. Please keep in mind that monthly registration figures can occasionally 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															
	June				Three Month Period April thru June				YTD thru June				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	20,280	29,906	47.5%	3.7%	61,051	77,174	26.4%	7.8%	114,293	143,957	26.0%	19.6%		
Acura	418	465	11.2%	-15.2%	1,379	1,404	1.8%	0.6%	2,456	2,663	8.4%	16.2%	2.1	1.8	-0.3
Audi	300	363	21.0%	3.6%	898	997	11.0%	3.1%	1,679	1,864	11.0%	10.8%	1.5	1.3	-0.2
BMW	494	701	41.9%	23.2%	1,303	1,733	33.0%	16.1%	2,636	3,348	27.0%	21.0%	2.3	2.3	0.0
Buick	400	659	64.8%	20.3%	1,091	1,570	43.9%	22.3%	2,117	3,166	49.6%	39.5%	1.9	2.2	0.3
Cadillac	352	415	17.9%	7.3%	1,059	1,217	14.9%	10.5%	2,065	2,738	32.6%	33.3%	1.8	1.9	0.1
Chevrolet	2,338	3,767	61.1%	6.5%	6,277	9,295	48.1%	13.3%	12,395	17,457	40.8%	27.6%	10.8	12.1	1.3
Chrysler	306	452	47.7%	39.2%	839	1,034	23.2%	28.1%	1,377	1,949	41.5%	41.3%	1.2	1.4	0.2
Dodge (incl. Ram)	629	1,104	75.5%	7.4%	1,892	2,655	40.3%	13.3%	3,122	4,880	56.3%	34.7%	2.7	3.4	0.7
Fiat	0	11			0	14			0	14					
Ford	2,215	3,765	70.0%	11.2%	6,897	9,399	36.3%	12.1%	12,837	17,092	33.1%	22.8%	11.2	11.9	0.7
GMC	452	776	71.7%	2.0%	1,322	1,810	36.9%	9.7%	2,731	3,827	40.1%	28.5%	2.4	2.7	0.3
Honda	2,564	3,082	20.2%	-10.5%	7,779	8,943	15.0%	0.1%	14,551	16,706	14.8%	12.0%	12.7	11.6	-1.1
Hyundai	1,321	2,691	103.7%	29.3%	4,102	6,100	48.7%	29.7%	6,943	10,063	44.9%	43.9%	6.1	7.0	0.9
Infiniti	238	225	-5.5%	-11.3%	690	716	3.8%	-2.9%	1,389	1,524	9.7%	15.9%	1.2	1.1	-0.1
Jaguar	33	29	-12.1%	6.0%	83	82	-1.2%	15.4%	142	160	12.7%	16.2%	0.1	0.1	0.0
Jeep	470	1,181	151.3%	57.1%	1,388	2,552	83.9%	48.2%	2,561	4,530	76.9%	58.7%	2.2	3.1	0.9
Kia	491	1,347	174.3%	71.4%	1,424	3,046	113.9%	69.1%	2,647	4,985	88.3%	73.5%	2.3	3.5	1.2
Land Rover	112	123	9.8%	6.5%	322	321	-0.3%	6.5%	595	601	1.0%	15.5%	0.5	0.4	-0.1
Lexus	476	423	-11.1%	-32.8%	1,500	1,478	-1.5%	-17.5%	3,275	3,105	-5.2%	-7.5%	2.9	2.2	-0.7
Lincoln	165	207	25.5%	2.7%	460	580	26.1%	0.9%	928	1,062	14.4%	3.9%	0.8	0.7	-0.1
Mazda	410	533	30.0%	-8.8%	1,271	1,366	7.5%	-7.9%	2,285	2,475	8.3%	-0.3%	2.0	1.7	-0.3
Mercedes	403	543	34.7%	10.2%	1,141	1,385	21.4%	3.8%	2,255	2,566	13.8%	10.8%	2.0	1.8	-0.2
MINI	107	177	65.4%	63.7%	298	439	47.3%	64.6%	474	675	42.4%	55.4%	0.4	0.5	0.1
Mitsubishi	245	406	65.7%	37.4%	648	1,015	56.6%	33.6%	1,206	1,844	52.9%	39.5%	1.1	1.3	0.2
Nissan	1,391	1,699	22.1%	-9.5%	4,313	5,108	18.4%	3.0%	7,711	9,869	28.0%	16.6%	6.7	6.9	0.2
Porsche	43	96	123.3%	48.4%	141	247	75.2%	49.3%	261	438	67.8%	46.2%	0.2	0.3	0.1
Saab	3	15	400.0%	123.3%	12	44	266.7%	178.9%	100	161	61.0%	61.7%	0.1	0.1	0.0
smart	4	5	25.0%	-21.3%	18	21	16.7%	-21.7%	33	32	-3.0%	-26.6%	0.0	0.0	0.0
Subaru	439	504	14.8%	-1.1%	1,368	1,505	10.0%	5.7%	2,649	3,062	15.6%	16.3%	2.3	2.1	-0.2
Suzuki	54	96	77.8%	20.6%	128	248	93.8%	11.1%	259	404	56.0%	17.0%	0.2	0.3	0.1
Toyota/Scion	2,398	2,783	16.1%	-20.8%	8,072	7,839	-2.9%	-14.0%	14,718	15,118	2.7%	1.9%	12.9	10.5	-2.4
Volkswagen	658	1,023	55.5%	30.5%	1,965	2,352	19.7%	24.1%	3,544	4,348	22.7%	24.6%	3.1	3.0	-0.1
Volvo	154	181	17.5%	38.9%	384	525	36.7%	34.5%	747	904	21.0%	25.3%	0.7	0.6	-0.1
Other	197	59	-70.1%	-86.1%	587	134	-77.2%	-81.7%	1,605	327	-79.6%	-79.3%	1.4	0.2	-1.2

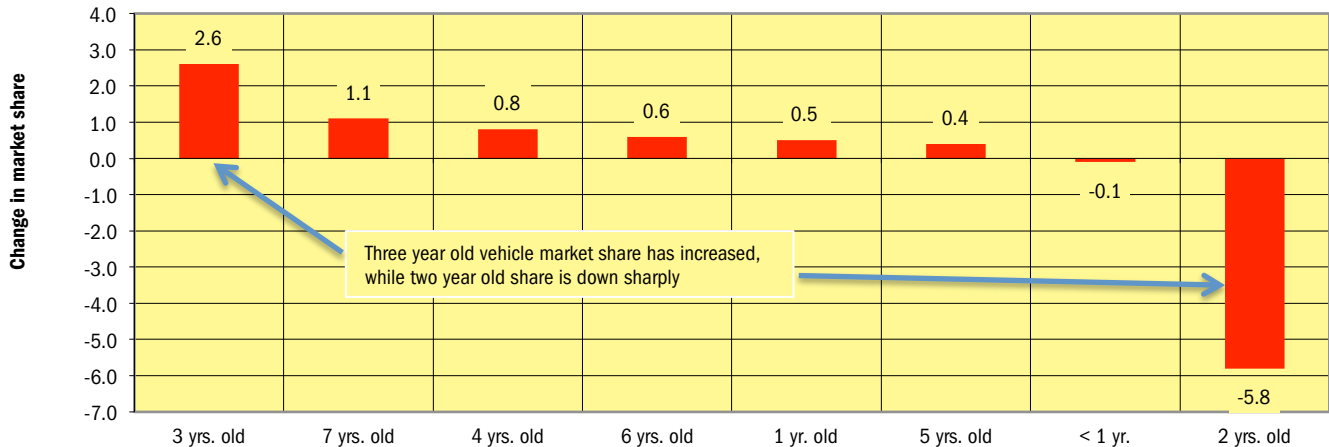
Change in Area Segment Market Share - YTD 2011 thru June vs. YTD 2010



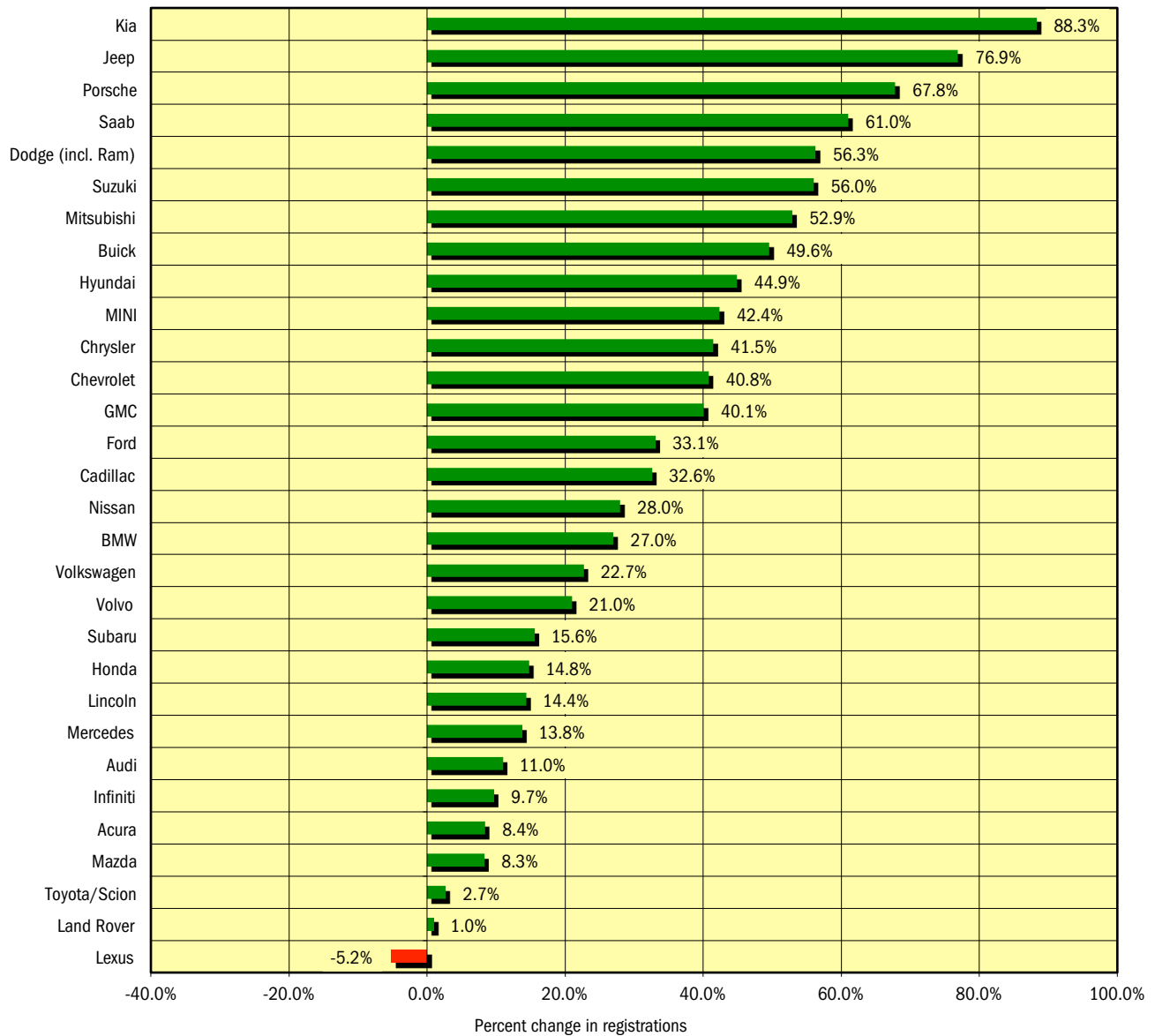
Used Vehicle Market Brand Registrations (only includes vehicles seven years old or newer)

Chicago Area Used Retail Car and Light Truck Registrations												
	June			Three Month Period April thru June			YTD thru June			YTD Market Share (%)		
	2010	2011	% chg.	2010	2011	% chg.	2010	2011	% chg.	2010	2011	Chg.
TOTAL	19,229	25,056	30.3%	57,485	64,330	11.9%	112,147	122,045	8.8%			
Acura	346	496	43.4%	1,078	1,186	10.0%	1,989	2,286	14.9%	1.8	1.9	0.1
Audi	233	373	60.1%	664	970	46.1%	1,305	1,727	32.3%	1.2	1.4	0.2
BMW	592	684	15.5%	1,706	1,722	0.9%	3,231	3,305	2.3%	2.9	2.7	-0.2
Buick	254	404	59.1%	870	1,053	21.0%	1,770	2,007	13.4%	1.6	1.6	0.0
Cadillac	431	565	31.1%	1,430	1,509	5.5%	2,780	2,915	4.9%	2.5	2.4	-0.1
Chevrolet	2,604	3,686	41.6%	7,686	9,331	21.4%	15,270	17,763	16.3%	13.6	14.6	1.0
Chrysler	767	1,047	36.5%	2,409	2,774	15.2%	5,000	5,402	8.0%	4.5	4.4	-0.1
Dodge (incl. Ram)	1,058	1,455	37.5%	3,378	3,874	14.7%	6,918	7,574	9.5%	6.2	6.2	0.0
Ford	2,055	2,526	22.9%	6,280	6,491	3.4%	12,489	12,513	0.2%	11.1	10.3	-0.8
GMC	337	520	54.3%	1,075	1,434	33.4%	2,167	2,686	24.0%	1.9	2.2	0.3
Honda	1,270	1,636	28.8%	3,531	4,257	20.6%	6,498	7,870	21.1%	5.8	6.4	0.6
Hummer	80	96	20.0%	262	246	-6.1%	535	454	-15.1%	0.5	0.4	-0.1
Hyundai	568	994	75.0%	1,697	2,420	42.6%	3,392	4,271	25.9%	3.0	3.5	0.5
Infiniti	269	391	45.4%	905	931	2.9%	1,745	1,718	-1.5%	1.6	1.4	-0.2
Jaguar	74	76	2.7%	173	165	-4.6%	306	276	-9.8%	0.3	0.2	-0.1
Jeep	692	922	33.2%	1,925	2,165	12.5%	3,844	4,273	11.2%	3.4	3.5	0.1
Kia	324	364	12.3%	948	928	-2.1%	1,849	1,767	-4.4%	1.6	1.4	-0.2
Land Rover	108	106	-1.9%	283	276	-2.5%	620	548	-11.6%	0.6	0.4	-0.2
Lexus	541	601	11.1%	1,560	1,566	0.4%	3,049	3,115	2.2%	2.7	2.6	-0.1
Lincoln	222	238	7.2%	624	592	-5.1%	1,251	1,199	-4.2%	1.1	1.0	-0.1
Mazda	320	392	22.5%	960	1,016	5.8%	1,976	2,022	2.3%	1.8	1.7	-0.1
Mercedes	467	572	22.5%	1,390	1,418	2.0%	2,518	2,695	7.0%	2.2	2.2	0.0
Mercury	227	271	19.4%	679	710	4.6%	1,352	1,361	0.7%	1.2	1.1	-0.1
MINI	47	86	83.0%	122	213	74.6%	238	377	58.4%	0.2	0.3	0.1
Mitsubishi	268	313	16.8%	798	782	-2.0%	1,506	1,431	-5.0%	1.3	1.2	-0.1
Nissan	1,247	1,707	36.9%	3,870	4,526	17.0%	7,522	8,238	9.5%	6.7	6.7	0.0
Pontiac	708	824	16.4%	2,076	2,173	4.7%	4,236	4,144	-2.2%	3.8	3.4	-0.4
Porsche	64	98	53.1%	168	241	43.5%	294	415	41.2%	0.3	0.3	0.0
Saab	74	58	-21.6%	220	156	-29.1%	462	301	-34.8%	0.4	0.2	-0.2
Saturn	304	367	20.7%	885	929	5.0%	1,639	1,832	11.8%	1.5	1.5	0.0
Subaru	135	187	38.5%	404	478	18.3%	776	983	26.7%	0.7	0.8	0.1
Suzuki	90	81	-10.0%	263	225	-14.4%	505	411	-18.6%	0.5	0.3	-0.2
Toyota/Scion	1,691	2,001	18.3%	5,030	5,321	5.8%	9,109	10,033	10.1%	8.1	8.2	0.1
Volkswagen	548	693	26.5%	1,516	1,741	14.8%	2,778	3,163	13.9%	2.5	2.6	0.1
Volvo	158	171	8.2%	436	394	-9.6%	880	735	-16.5%	0.8	0.6	-0.2
Other	56	55	-1.8%	184	117	-36.4%	348	235	-32.5%	0.3	0.2	-0.1

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



**New Vehicle Market Percent Change in Brand Registrations
YTD 2011 (thru June) 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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