

# Chicago Auto Outlook™

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Comprehensive information on the Chicagoland automotive market

## Quick Facts

New vehicle registrations increased 11.2% in September '11 vs. year earlier.

Area used vehicle market was up 10.4% in September (vehicles seven years old or newer).

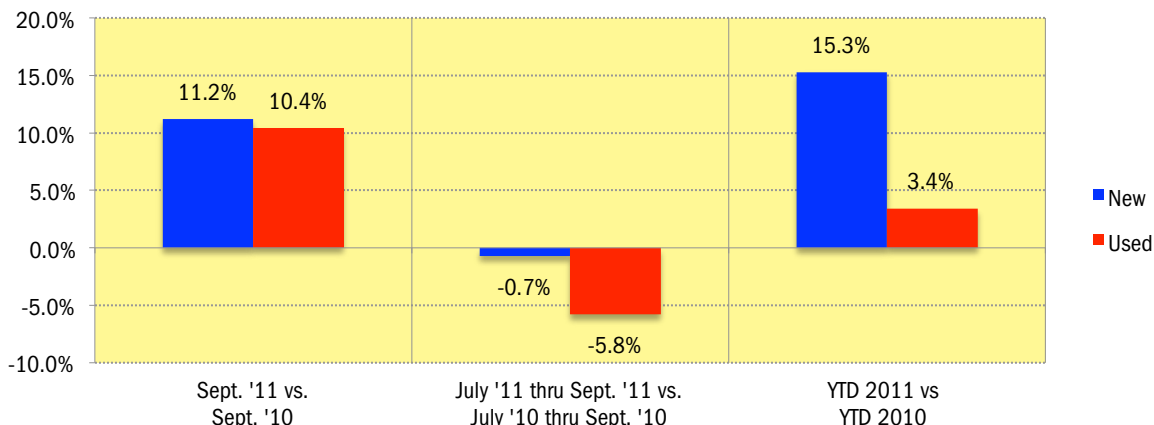
New vehicle registrations increased 15.3%, year-to-date 2011 vs. 2010 (thru September). U.S. market was up 16%.

Compact SUV and Sub Compact Car new vehicle market share were up 1.4 share points thru September of this year.

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

Kia, Suzuki, Jeep, Porsche, Mitsubishi, and Chrysler new retail registrations increased by more than 40% during the past nine months (January thru September 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)

	September					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	Sep-10	Sep-11	Percent Change	Sep-10	Sep-11	Percent Change
Total	28,046	31,197	11.2%	23,555	26,010	10.4%
Cars	15,035	15,924	5.9%	13,674	14,245	4.2%
Light Trucks	13,011	15,273	17.4%	9,881	11,765	19.1%
Japanese Brands	13,240	11,984	-9.5%	7,864	8,377	6.5%
Detroit Three Brands	9,309	12,400	33.2%	11,729	13,361	13.9%
European Brands	2,817	3,502	24.3%	2,855	2,979	4.3%
Korean Brands	2,680	3,311	23.5%	1,107	1,293	16.8%
	YTD thru September					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD '10 thru Sept.	YTD '11 thru Sept.	Percent Change	YTD '10 thru Sept.	YTD '11 thru Sept.	Percent Change
Total	190,380	219,472	15.3%	179,210	185,236	3.4%
Cars	100,812	114,783	13.9%	101,657	104,460	2.8%
Light Trucks	89,568	104,689	16.9%	77,553	80,776	4.2%
Japanese Brands	84,166	84,936	0.9%	56,314	58,184	3.3%
Detroit Three Brands	69,080	87,112	26.1%	93,941	96,717	3.0%
European Brands	20,365	23,890	17.3%	20,608	21,063	2.2%
Korean Brands	16,769	23,534	40.3%	8,347	9,272	11.1%

## Data Information

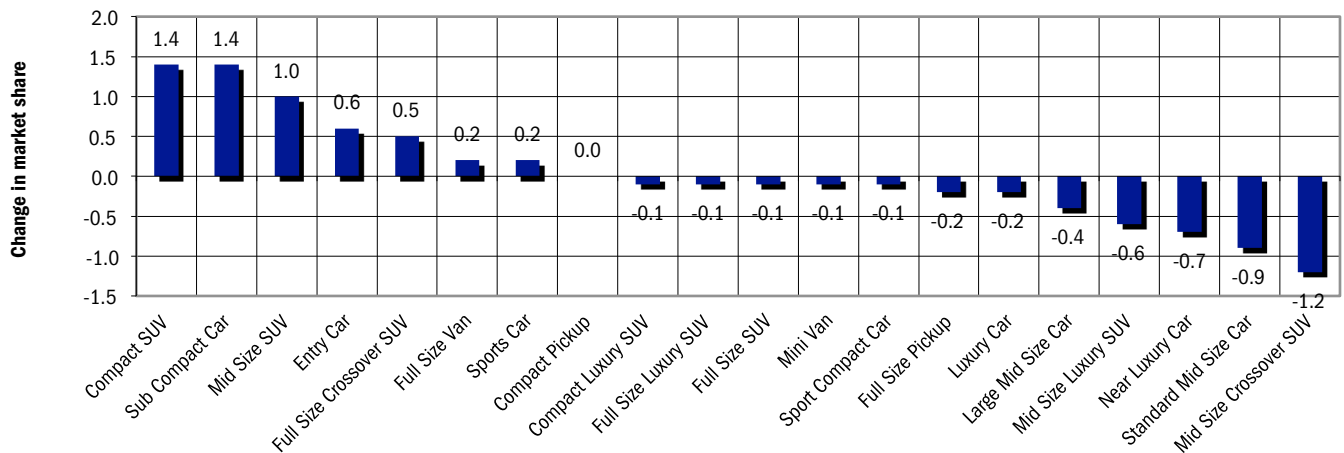
All data represents new and used vehicle retail registrations in the Chicago Area and excludes fleet and wholesale transactions. Used vehicle data only includes vehicles seven years old or newer and excludes private party transactions. Please keep in mind that monthly registration figures can occasionally 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															
	September				Three Month Period July thru September				YTD thru September				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	28,046	31,197	11.2%	13.4%	76,087	75,519	-0.7%	4.6%	190,380	219,472	15.3%	16.0%		
Acura	622	427	-31.4%	-8.3%	1,563	1,132	-27.6%	-16.5%	4,019	3,736	-7.0%	3.2%	2.1	1.7	-0.4
Audi	395	509	28.9%	37.3%	977	1,079	10.4%	19.1%	2,656	2,943	10.8%	15.2%	1.4	1.3	-0.1
BMW	547	707	29.3%	32.6%	1,683	1,777	5.6%	17.7%	4,319	5,124	18.6%	20.9%	2.3	2.3	0.0
Buick	620	697	12.4%	18.0%	1,713	1,646	-3.9%	9.1%	3,830	4,812	25.6%	29.3%	2.0	2.2	0.2
Cadillac	477	503	5.5%	16.8%	1,485	1,267	-14.7%	-3.6%	3,550	4,005	12.8%	20.0%	1.9	1.8	-0.1
Chevrolet	2,581	3,662	41.9%	21.1%	7,705	8,848	14.8%	11.6%	20,100	26,305	30.9%	24.3%	10.6	12.0	1.4
Chrysler	311	583	87.5%	55.1%	990	1,371	38.5%	45.2%	2,367	3,320	40.3%	45.2%	1.2	1.5	0.3
Dodge (incl. Ram)	833	1,240	48.9%	28.3%	2,513	2,928	16.5%	19.1%	5,635	7,808	38.6%	31.4%	3.0	3.6	0.6
Fiat	0	72			0	135			0	149					
Ford	2,881	3,439	19.4%	21.1%	8,220	8,670	5.5%	9.3%	21,057	25,762	22.3%	20.0%	11.1	11.7	0.6
GMC	509	715	40.5%	23.4%	1,667	1,843	10.6%	16.1%	4,398	5,670	28.9%	26.6%	2.3	2.6	0.3
Honda	3,942	3,085	-21.7%	-12.0%	9,702	7,029	-27.6%	-21.2%	24,253	23,794	-1.9%	1.5%	12.7	10.8	-1.9
Hyundai	1,934	2,034	5.2%	29.5%	5,232	5,362	2.5%	21.7%	12,175	15,425	26.7%	36.9%	6.4	7.0	0.6
Infiniti	308	306	-0.6%	5.0%	838	692	-17.4%	-15.9%	2,227	2,216	-0.5%	4.6%	1.2	1.0	-0.2
Jaguar	51	21	-58.8%	-2.9%	142	61	-57.0%	-20.2%	284	221	-22.2%	1.5%	0.1	0.1	0.0
Jeep	746	1,327	77.9%	57.7%	2,127	3,078	44.7%	47.9%	4,688	7,608	62.3%	57.1%	2.5	3.5	1.0
Kia	746	1,277	71.2%	47.8%	1,945	3,124	60.6%	47.4%	4,592	8,109	76.6%	65.7%	2.4	3.7	1.3
Land Rover	111	112	0.9%	32.0%	288	303	5.2%	17.8%	883	904	2.4%	17.6%	0.5	0.4	-0.1
Lexus	709	600	-15.4%	7.4%	1,782	1,327	-25.5%	-10.8%	5,057	4,431	-12.4%	-7.8%	2.7	2.0	-0.7
Lincoln	184	223	21.2%	27.8%	485	540	11.3%	15.8%	1,413	1,602	13.4%	9.1%	0.7	0.7	0.0
Mazda	630	753	19.5%	21.6%	1,604	1,643	2.4%	4.4%	3,889	4,118	5.9%	2.8%	2.0	1.9	-0.1
Mercedes	490	587	19.8%	14.4%	1,301	1,431	10.0%	16.4%	3,556	3,997	12.4%	13.7%	1.9	1.8	-0.1
MINI	131	133	1.5%	-9.1%	370	371	0.3%	-2.9%	844	1,046	23.9%	33.2%	0.4	0.5	0.1
Mitsubishi	341	489	43.4%	46.8%	897	1,123	25.2%	28.2%	2,103	2,967	41.1%	36.5%	1.1	1.4	0.3
Nissan	2,121	2,376	12.0%	15.5%	5,644	5,491	-2.7%	7.1%	13,355	15,360	15.0%	15.4%	7.0	7.0	0.0
Porsche	64	76	18.8%	27.1%	187	213	13.9%	20.5%	448	650	45.1%	37.8%	0.2	0.3	0.1
Saab	13	14	7.7%	-4.8%	36	35	-2.8%	1.7%	136	196	44.1%	45.1%	0.1	0.1	0.0
smart	10	8	-20.0%	0.0%	32	12	-62.5%	-34.6%	65	44	-32.3%	-28.7%	0.0	0.0	0.0
Subaru	702	654	-6.8%	-5.6%	1,833	1,711	-6.7%	-3.3%	4,482	4,773	6.5%	12.0%	2.4	2.2	-0.2
Suzuki	73	104	42.5%	14.7%	159	282	77.4%	24.1%	418	685	63.9%	21.8%	0.2	0.3	0.1
Toyota/Scion	3,789	3,190	-15.8%	-9.6%	9,613	7,734	-19.5%	-15.7%	24,331	22,852	-6.1%	-3.0%	12.8	10.4	-2.4
Volkswagen	811	1,018	25.5%	30.7%	2,297	2,605	13.4%	20.2%	5,841	6,953	19.0%	24.6%	3.1	3.2	0.1
Volvo	183	203	10.9%	35.4%	444	538	21.2%	25.8%	1,191	1,442	21.1%	27.6%	0.6	0.7	0.1
Other	181	53	-70.7%	-82.4%	613	118	-80.8%	-85.3%	2,218	445	-79.9%	-80.5%	1.2	0.2	-1.0

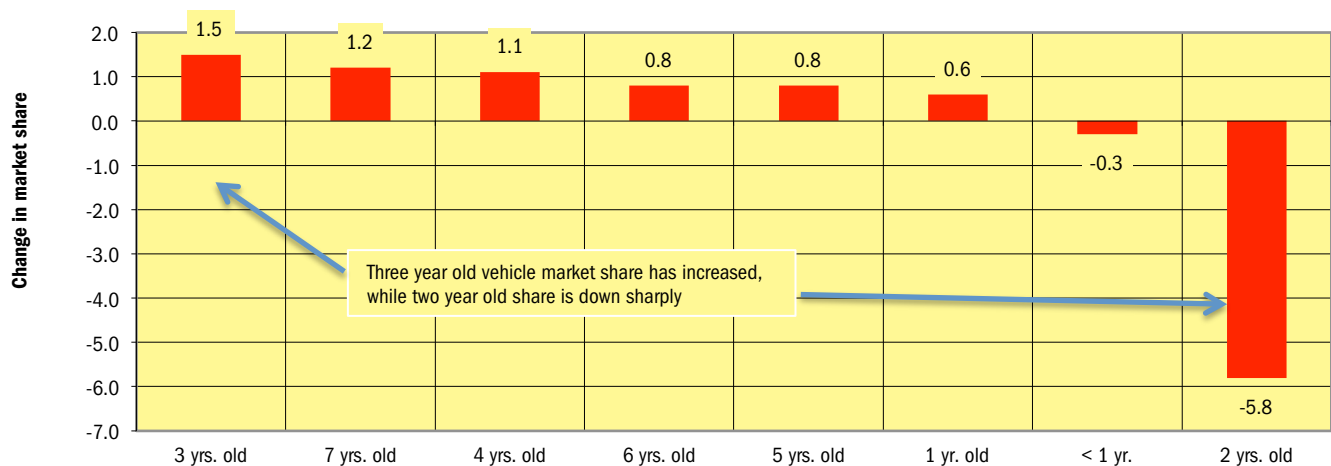
Change in Area Segment Market Share - YTD 2011 thru September vs. YTD 2010



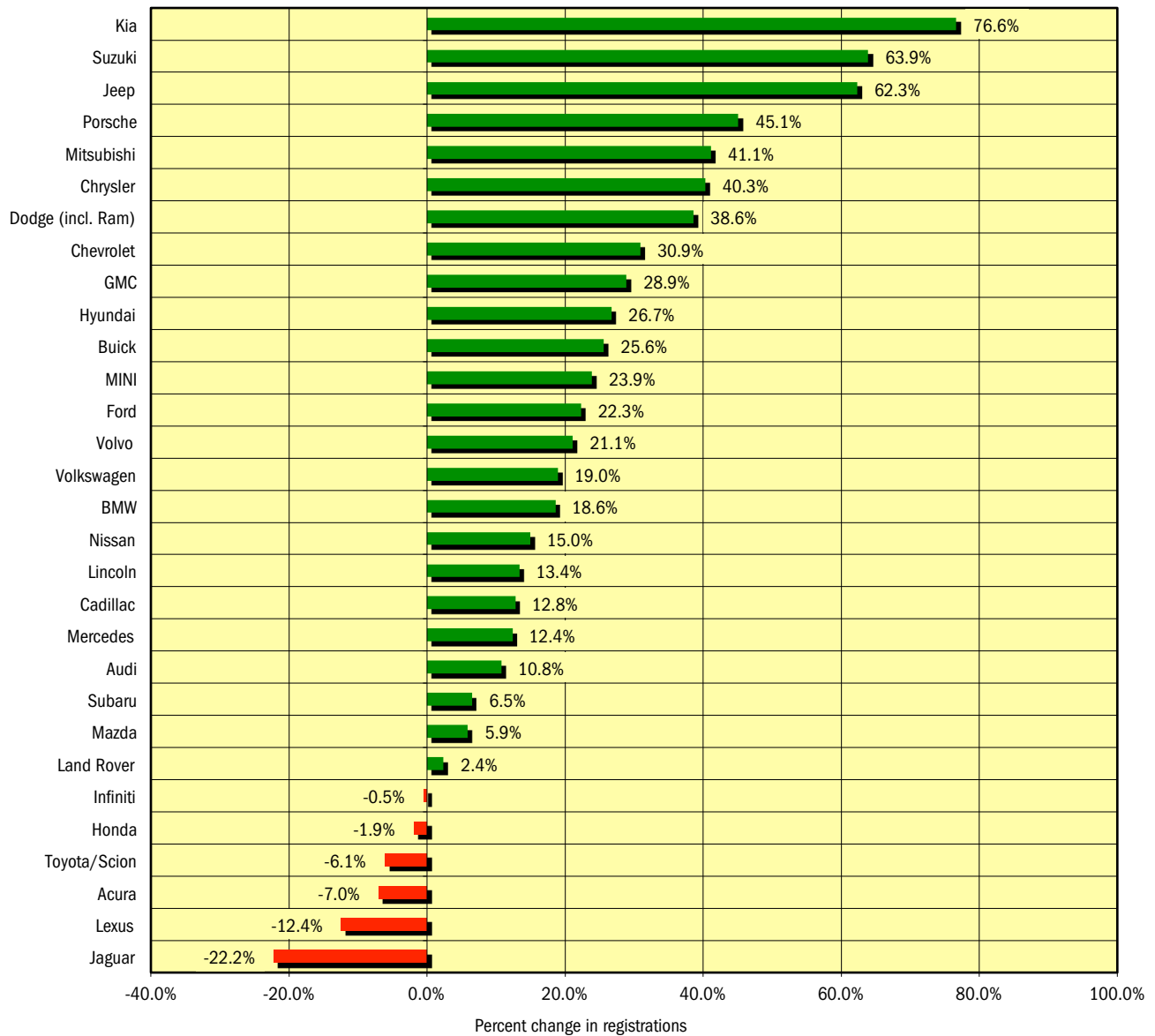
**Used Vehicle Market Brand Registrations (only includes vehicles seven years old or newer)**

Chicago Area Used Retail Car and Light Truck Registrations												
	September			Three Month Period July thru September			YTD thru September			YTD Market Share (%)		
	2010	2011	% chg.	2010	2011	% chg.	2010	2011	% chg.	2010	2011	Chg.
TOTAL	23,555	26,010	10.4%	67,063	63,191	-5.8%	179,210	185,236	3.4%			
Acura	485	465	-4.1%	1,295	1,117	-13.7%	3,284	3,403	3.6%	1.8	1.8	0.0
Audi	299	424	41.8%	874	1,011	15.7%	2,179	2,738	25.7%	1.2	1.5	0.3
BMW	672	682	1.5%	1,800	1,703	-5.4%	5,031	5,008	-0.5%	2.8	2.7	-0.1
Buick	392	408	4.1%	1,058	987	-6.7%	2,828	2,994	5.9%	1.6	1.6	0.0
Cadillac	588	574	-2.4%	1,633	1,596	-2.3%	4,413	4,511	2.2%	2.5	2.4	-0.1
Chevrolet	3,153	3,860	22.4%	9,249	9,124	-1.4%	24,519	26,887	9.7%	13.7	14.5	0.8
Chrysler	892	1,000	12.1%	2,799	2,495	-10.9%	7,799	7,897	1.3%	4.4	4.3	-0.1
Dodge (incl. Ram)	1,266	1,443	14.0%	3,822	3,711	-2.9%	10,740	11,285	5.1%	6.0	6.1	0.1
Ford	2,281	2,684	17.7%	6,879	6,354	-7.6%	19,368	18,867	-2.6%	10.8	10.2	-0.6
GMC	439	564	28.5%	1,310	1,416	8.1%	3,477	4,102	18.0%	1.9	2.2	0.3
Honda	1,676	1,537	-8.3%	4,436	3,880	-12.5%	10,934	11,750	7.5%	6.1	6.3	0.2
Hummer	80	107	33.8%	298	258	-13.4%	833	712	-14.5%	0.5	0.4	-0.1
Hyundai	762	914	19.9%	2,077	2,282	9.9%	5,469	6,553	19.8%	3.1	3.5	0.4
Infiniti	383	400	4.4%	1,004	962	-4.2%	2,749	2,680	-2.5%	1.5	1.4	-0.1
Jaguar	72	74	2.8%	210	181	-13.8%	516	457	-11.4%	0.3	0.2	-0.1
Jeep	893	1,057	18.4%	2,480	2,554	3.0%	6,324	6,827	8.0%	3.5	3.7	0.2
Kia	345	379	9.9%	1,029	952	-7.5%	2,878	2,719	-5.5%	1.6	1.5	-0.1
Land Rover	114	119	4.4%	307	268	-12.7%	927	816	-12.0%	0.5	0.4	-0.1
Lexus	711	682	-4.1%	1,893	1,644	-13.2%	4,942	4,759	-3.7%	2.8	2.6	-0.2
Lincoln	208	248	19.2%	650	631	-2.9%	1,901	1,830	-3.7%	1.1	1.0	-0.1
Mazda	430	402	-6.5%	1,198	950	-20.7%	3,174	2,972	-6.4%	1.8	1.6	-0.2
Mercedes	536	587	9.5%	1,517	1,388	-8.5%	4,035	4,083	1.2%	2.3	2.2	-0.1
Mercury	273	282	3.3%	737	674	-8.5%	2,089	2,035	-2.6%	1.2	1.1	-0.1
MINI	67	63	-6.0%	161	174	8.1%	399	551	38.1%	0.2	0.3	0.1
Mitsubishi	297	331	11.4%	902	792	-12.2%	2,408	2,223	-7.7%	1.3	1.2	-0.1
Nissan	1,570	2,005	27.7%	4,362	4,709	8.0%	11,884	12,947	8.9%	6.6	7.0	0.4
Pontiac	876	767	-12.4%	2,517	1,871	-25.7%	6,753	6,015	-10.9%	3.8	3.2	-0.6
Porsche	53	92	73.6%	180	219	21.7%	474	634	33.8%	0.3	0.3	0.0
Saab	72	63	-12.5%	208	141	-32.2%	670	442	-34.0%	0.4	0.2	-0.2
Saturn	363	356	-1.9%	1,004	825	-17.8%	2,643	2,657	0.5%	1.5	1.4	-0.1
Subaru	172	191	11.0%	504	475	-5.8%	1,280	1,458	13.9%	0.7	0.8	0.1
Suzuki	81	81	0.0%	218	211	-3.2%	723	622	-14.0%	0.4	0.3	-0.1
Toyota/Scion	2,047	2,274	11.1%	5,743	5,275	-8.1%	14,852	15,308	3.1%	8.3	8.3	0.0
Volkswagen	729	664	-8.9%	1,949	1,759	-9.7%	4,727	4,922	4.1%	2.6	2.7	0.1
Volvo	218	180	-17.4%	580	469	-19.1%	1,460	1,204	-17.5%	0.8	0.6	-0.2
Other	60	51	-15.0%	180	133	-26.1%	528	368	-30.3%	0.3	0.2	-0.1

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



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