

Chicago Auto Outlook™

Used Vehicle Market Edition

Volume 4, Number 1

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RESULTS FOR THE CHICAGO AREA RETAIL USED LIGHT VEHICLE MARKET

Used Vehicle Market Holds Up Better than New As Recession Intensifies

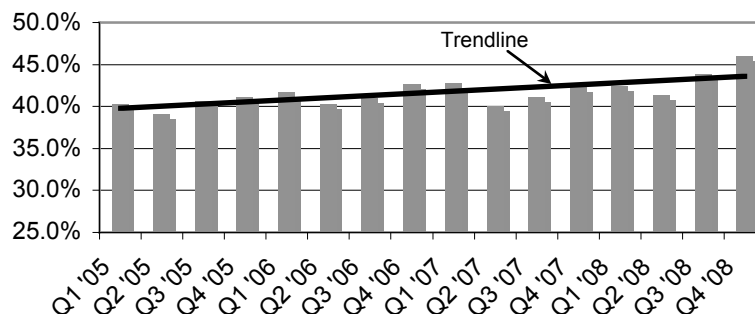
As shown on the graph below, the area used vehicle market is not headed in the right direction. Retail used light vehicle registrations declined 6.5% from 2007 to 2008, with market conditions deteriorating significantly in the second half of the year. Still, compared to slumping new vehicle sales, the used vehicle department represents a relative safe haven for dealers. New retail registrations declined by a much steeper 10.7% last year. And the trend continued in January of this year as well, when used registrations declined 17% compared to a significant 39% drop in the new vehicle market.

Auto Outlook believes that the area's used vehicle market will continue to hold up better than the new vehicle market for all of this year, and into 2010 as well. Rising unemployment, stagnant personal income, and deteriorating household wealth have combined to make vehicle cost the number one concern for shoppers. This will lead many would-be new vehicle buyers to purchase a used vehicle instead. In addition, the median age of vehicles on the road continues to move higher, and pent-up demand is reaching record-high levels, both strong indicators that many consumers will be entering the vehicle market over the next several years. Used vehicle registrations in the area are predicted to decline by less than 10% this year, with an increase likely in 2010.

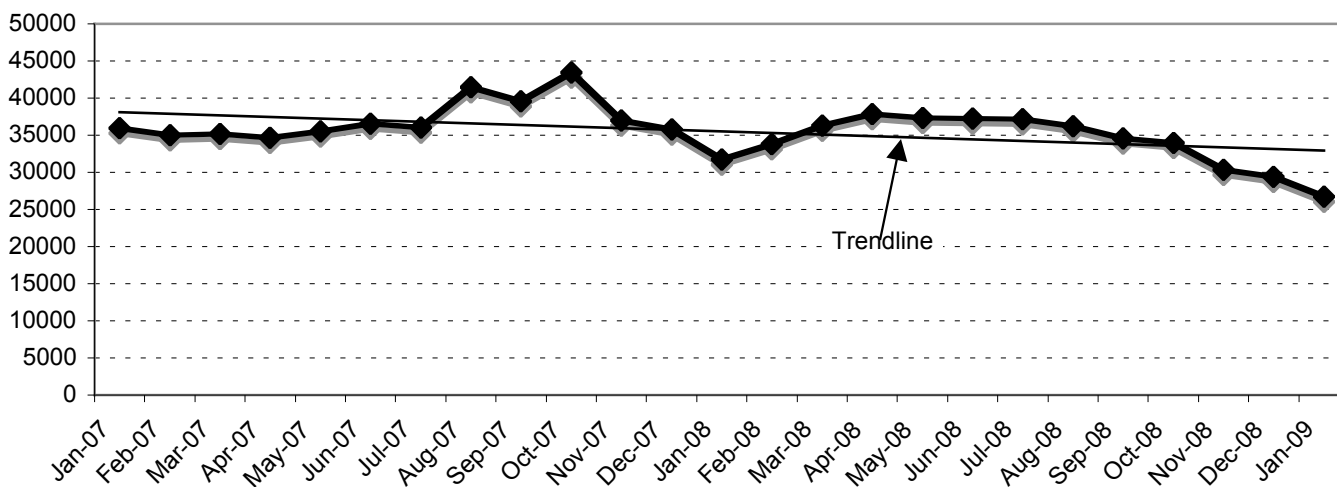
AREA RETAIL USED LIGHT VEHICLE REGISTRATIONS					
ANNUAL TOTALS					
	Registrations		% Change '07 TO '08	Market Share	
	2007	2008		2007	2008
TOTAL	441,093	412,556	-6.5%		
Cars	257,961	233,998	-9.3%	58.5%	56.7%
Light Trucks	183,132	178,558	-2.5%	41.5%	43.3%
Big Three	288,856	264,195	-8.5%	65.5%	64.0%
Japanese	100,272	97,866	-2.4%	22.7%	23.7%
European	39,576	38,845	-1.8%	9.0%	9.4%
Korean	12,389	11,650	-6.0%	2.8%	2.8%

Figures exclude private party transactions.

QUARTERLY LIGHT TRUCK SHARE OF USED VEHICLE MARKET



AREA RETAIL USED VEHICLE REGISTRATIONS-THREE MONTH MOVING AVERAGE (JAN '07 THRU JAN '09)



MARKET SHARE SCOREBOARD

Chevrolet and Ford Rank First and Second in Used Vehicle Market; Toyota New Vehicle Leader

The graph below presents a comparison of brand sales performance in the Chicago Area retail new and used vehicle markets for the top 20 selling used vehicle brands. For each brand, the graph presents retail used and new vehicle market share during 2008. Brands are ranked from top to bottom based on used vehicle market share. For many brands the variance in market share is significant, and is highly reflective of past and present market results. Ford's used vehicle market share, for instance, was 13.2%, compared to 8.6% for new vehicles. Largely as a result of recent gains in the new vehicle market, Toyota/Scion, Nissan, and Honda new vehicle market shares are well above their respective levels in the used vehicle market. Toyota/Scion's used vehicle market share, for instance, was 6% versus 15.2% on the new vehicle side.

WHAT
NEW AND USED
CARS SELL WELL
IN MY MARKETS?

WHO ARE
MY TOP
COMPETITORS?
-BY MARKET AREA?

ANSWERS DRIVE RESULTS.

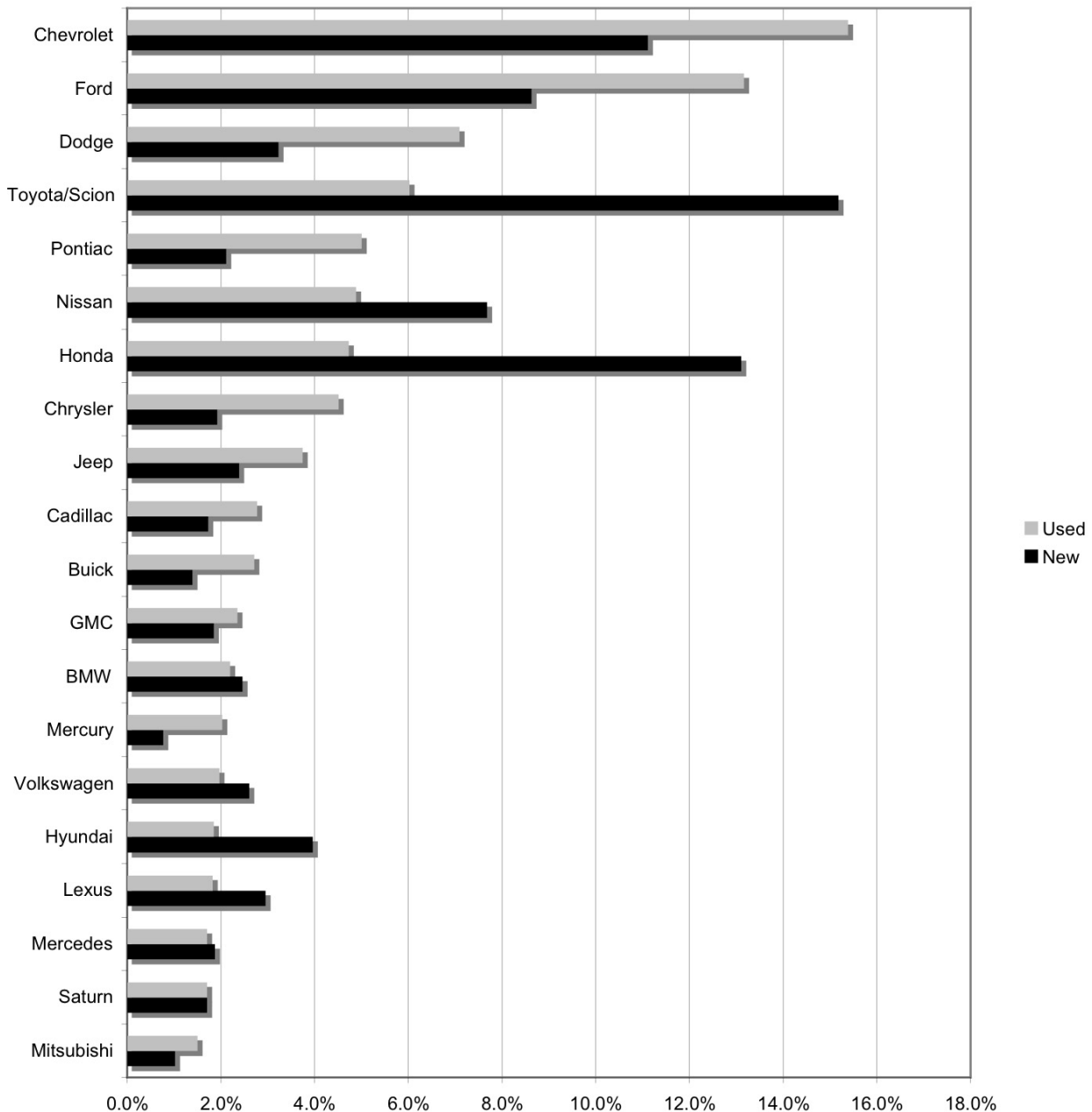
You need insights into your marketplace to make the best decisions to maximize profits. The AutoCount® Dealer Report analyzes full details on new and used competitive dealer market share, down to specific areas you define. You bring the questions. We'll bring the answers.



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AutoCount is the data provider for Auto Outlook.

AREA USED AND NEW VEHICLE MARKET SHARE-2008



IDENTIFYING HOT POCKETS OF AREA USED VEHICLE MARKET

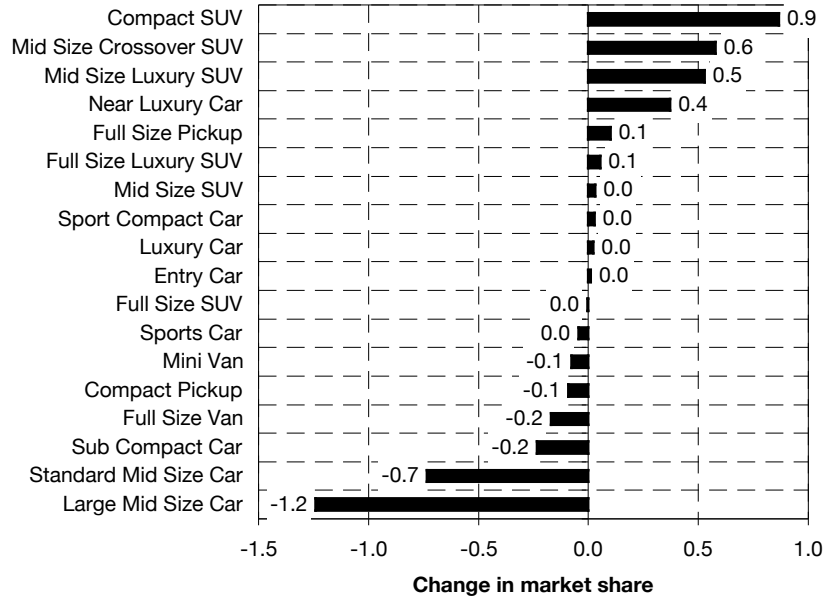
Compact SUV Segment Market Share Increases 0.9 Points in 2008

The graphs on this page provide a view of the changing composition of the Chicago Area used vehicle market. The graph on the right shows the change in market share for 18 primary segments from 2008 to 2009. For segments at the top of the graph, used vehicle market share increased last year. Relatively strong new vehicle sales over the past several years helped the Compact and Mid Size Crossover SUV segments to post gains in the Used Vehicle market.

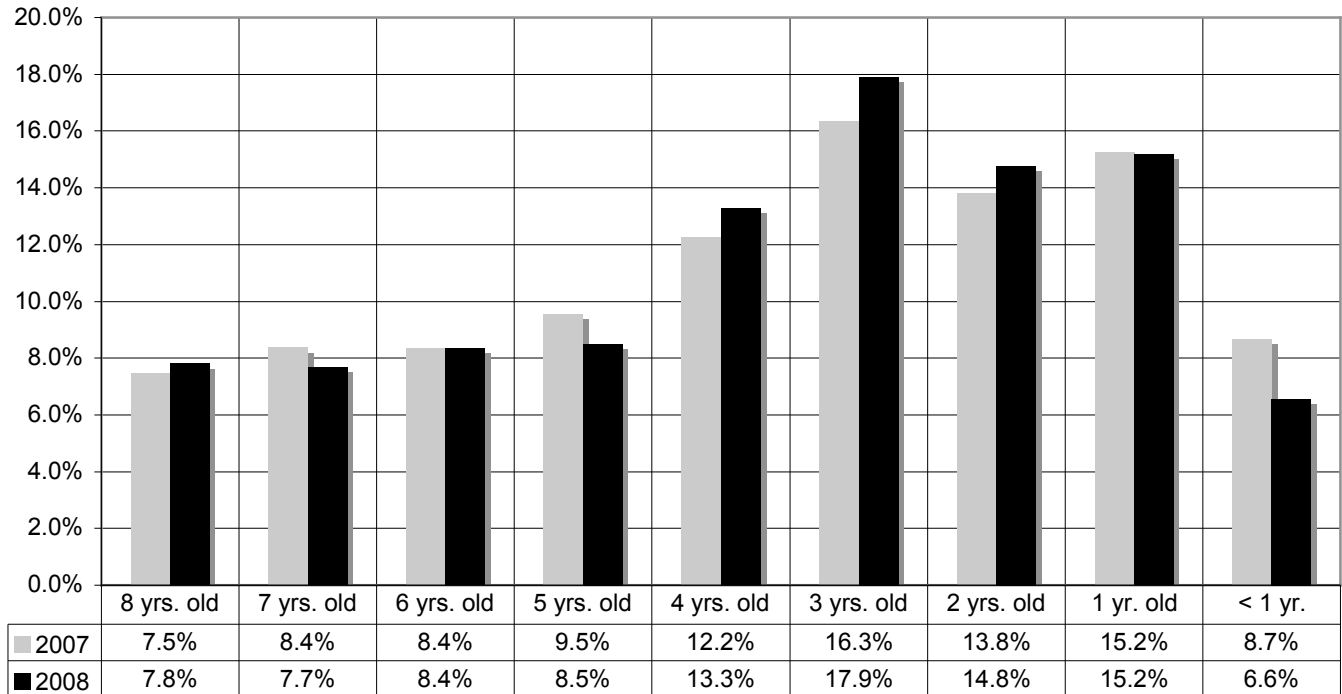
Two, three, and four year old vehicles accounted for a larger share of the market, with collective market share increasing from 42.3% in 2007 to 46.0% last year.

Source: Autocount data from Experian Automotive.

**CHANGE IN AREA USED VEHICLE SEGMENT MARKET SHARE
2008 VS. 2007**



**CHICAGO AREA USED VEHICLE MARKET SHARE BY AGE OF VEHICLE, 2008 VS. 2007
ONLY INCLUDES VEHICLES 8 YEARS OLD OR NEWER**



Source: AutoCount, an Experian Company. Only includes retail used vehicle sales at new vehicle franchised and independent used vehicle dealers.

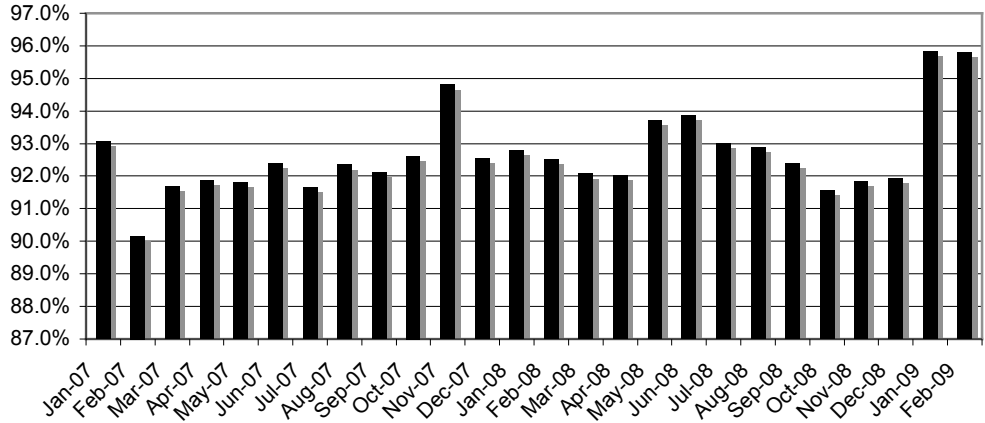
USED VEHICLE MARKET TRENDS

Emerging Trends in the Used Vehicle Market

Trend #1 - Transaction Prices Move Closer to Asking Prices at End of 2008

Following a decline from June through October of '08, used vehicle transaction prices as a % of asking prices increased in early '09. Two factors contributed to the increase: First, wholesale prices declined sharply during the Fourth Quarter of '08, giving dealers increased pricing power. Second, many dealers were forced to heavily discount small cars during the second half of the year when gas prices fell sharply. As small car inventories declined, supply was better aligned with demand.

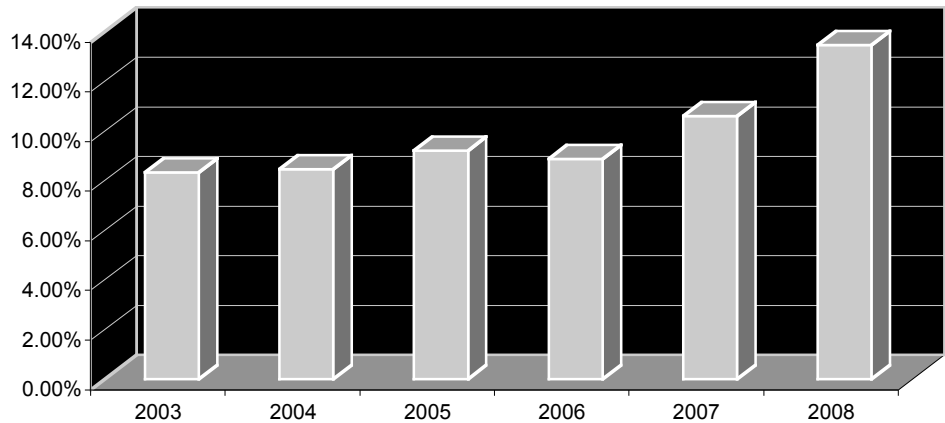
USED VEHICLE TRANSACTION PRICES AS A % OF ASKING (FRANCHISED DEALERS)



Trend #2 - New Vehicle Purchase Intenders Shifting to Certified Pre-Owned

The onset of recession, rising unemployment, stagnant incomes, and declining wealth have led many shoppers to consider the purchase of a certified pre-owned (CPO) vehicle instead of a new one. And as shown on the graph to the right, this purchase transition from new to CPO is occurring with increased frequency. According to survey data compiled by CNW Research, 10.6% of CPO buyers in 2007 had initially intended to purchase a new vehicle, with the percentage increasing to 13.5% in 2008.

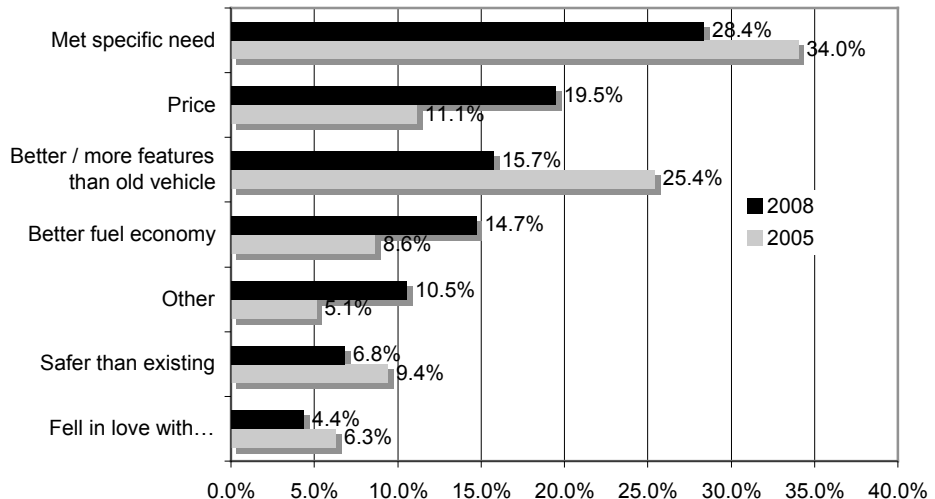
% OF CERTIFIED PRE-OWNED PURCHASERS WHO INTENDED TO BUY NEW



Trend #3 - Vehicle Price Increases in Importance Among Used Vehicle Shoppers

As discussed above, vehicle shoppers are increasingly shifting their purchase intentions away from new to certified pre-owned. And as demonstrated on the graph to the right, the primary reason for the shift is undoubtedly lower prices. Based on consumer survey data, CNW Research reports that in 2005, 11.1% of used vehicle buyers cited price as the primary reason for selecting their vehicle, with the percentage increasing to 19.5% in 2008.

PRIMARY REASON CITED FOR SELECTING A USED VEHICLE



Data Source: CNW Research

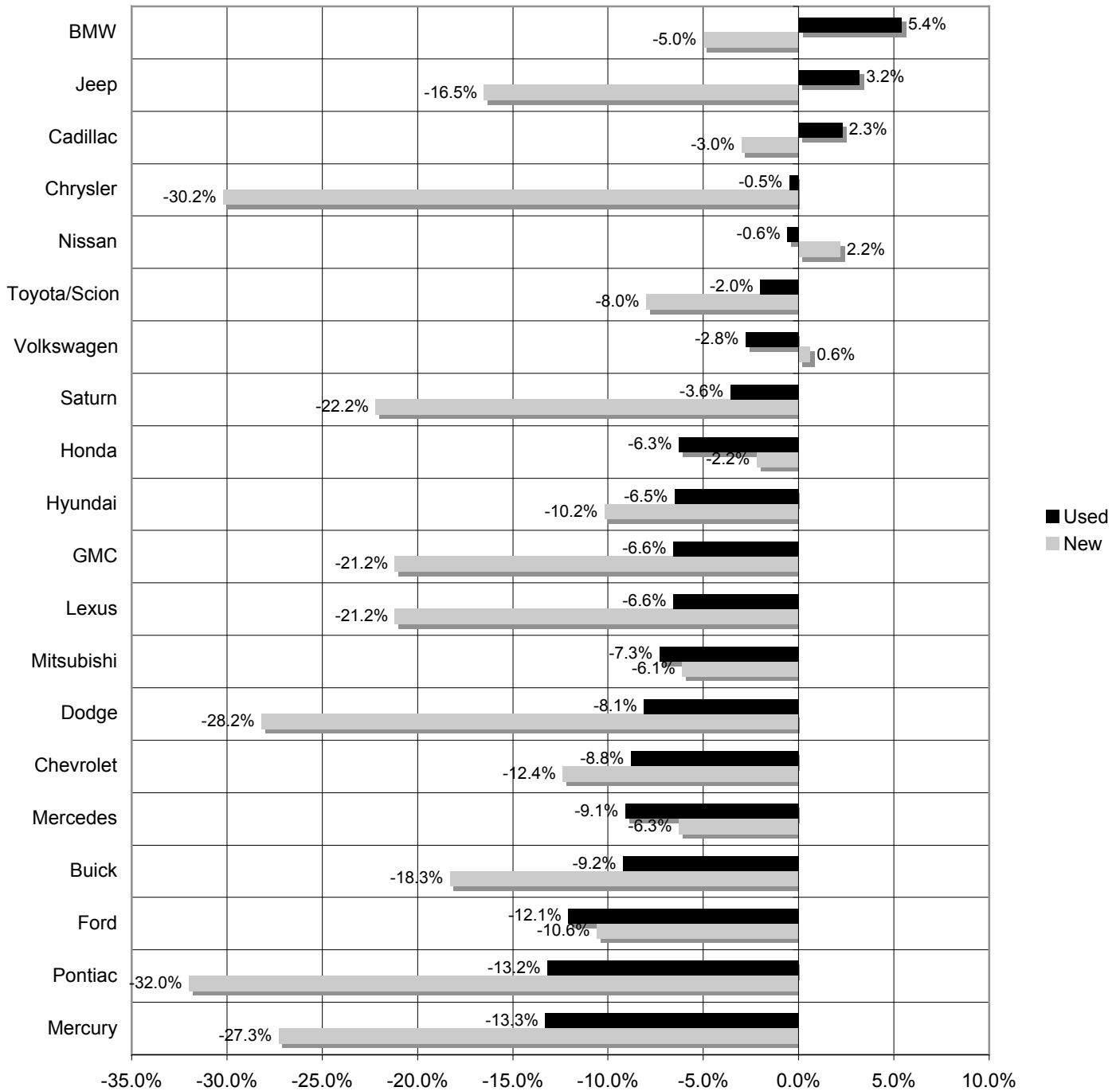
BRAND SCOREBOARD

No Brands Record Increases in Both New and Used Vehicle Markets During 2008

2008 has been a challenging year in the Chicago Area vehicle market. And as shown on the graph below, of the top 20 selling used vehicle brands, no brands managed to post an increase in both the new and used vehicle markets. Cadillac retail used vehicle registrations increased by 2.3%, while new registrations fell a relatively slim 3.0%.

Source: AutoCount data from Experian Automotive.

PERCENT CHANGE IN USED AND NEW RETAIL LIGHT VEHICLE REGISTRATIONS - 2008 VS. 2007



Source: AutoCount, an Experian Company. Only includes retail used vehicle sales at new vehicle franchised and independent used vehicle dealers.

ANALYSIS OF COUNTY USED VEHICLE MARKETS

County Market Declines Range from 4.3% to 7.9%

The table and graph on this page provide detailed information on specific county retail used vehicle markets in the Chicago Area. The table below shows retail used vehicle registrations

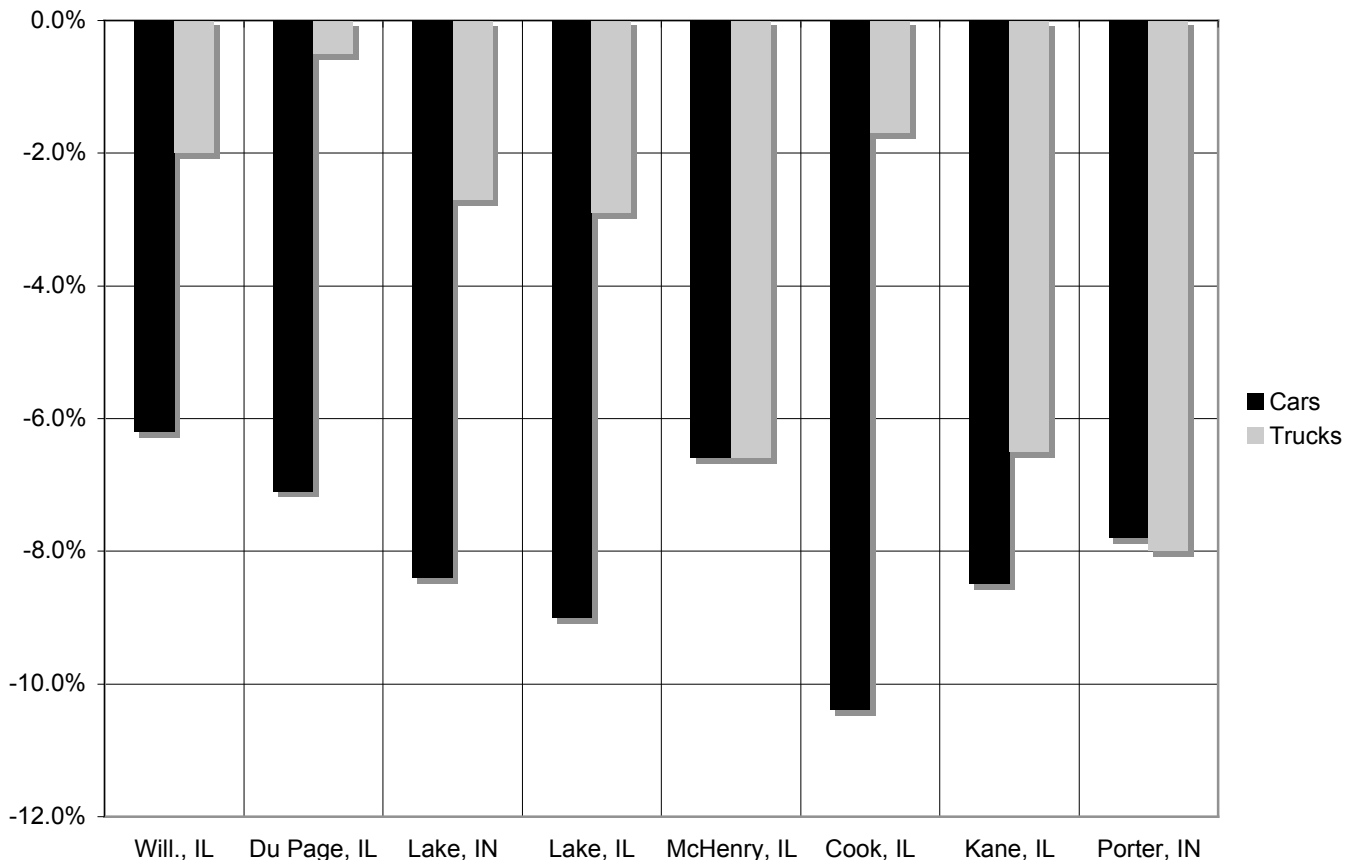
by county for all used vehicles, cars, and light trucks.

Industry used vehicle registrations declined in each of the eight county

markets from 2007 to 2008. On a percentage change basis, the light truck market outperformed the car market in six of the eight markets.

Retail Used Vehicle Registrations Annual Totals									
County	All Used Vehicles			Cars			Light Trucks		
	YTD '07	YTD '08	% change	YTD '07	YTD '08	% change	YTD '07	YTD '08	% change
Cook, IL	246,348	228,929	-7.1%	150,887	135,122	-10.4%	95,461	93,807	-1.7%
Du Page, IL	45,153	43,168	-4.4%	26,423	24,535	-7.1%	18,730	18,633	-0.5%
Kane, IL	27,057	25,017	-7.5%	13,993	12,801	-8.5%	13,064	12,216	-6.5%
Lake, IL	35,759	33,558	-6.2%	19,109	17,392	-9.0%	16,650	16,166	-2.9%
McHenry, IL	16,131	15,072	-6.6%	7,987	7,463	-6.6%	8,144	7,609	-6.6%
Will., IL	34,219	32,754	-4.3%	18,760	17,606	-6.2%	15,459	15,148	-2.0%
Lake, IN	27,666	25,987	-6.1%	16,258	14,889	-8.4%	11,408	11,098	-2.7%
Porter, IN	8,760	8,071	-7.9%	4,544	4,190	-7.8%	4,216	3,881	-8.0%
TOTAL	441,093	412,556	-6.5%	257,961	233,998	-9.3%	183,132	178,558	-2.5%

PERCENT CHANGE IN RETAIL USED VEHICLE REGISTRATIONS - 2008 vs. 2007



Source: AutoCount, an Experian Company. Only includes retail used vehicle sales at new vehicle franchised and independent used vehicle dealers.

ANALYSIS OF COUNTY USED VEHICLE MARKETS

Top Selling Used Vehicles in Chicago Area Counties

Top 25 Selling Models in Chicago Area Counties									
Used Retail Registrations, Annual Totals and Share of Market									
Includes all vehicle ages									
Rank	Cook, IL			Du Page, IL			Kane, IL		
	Model	Regs.	%	Model	Regs.	%	Model	Regs.	%
1	Ford Explorer	5040	2.3	Toyota Camry	930	2.2	Ford Explorer	686	2.8
2	Jeep Grand Cherokee	4803	2.1	Ford Explorer	902	2.1	Ford F-Series	651	2.7
3	Dodge Caravan	4527	2.0	Honda Accord	881	2.1	Jeep Grand Cherokee	635	2.6
4	Chevrolet Impala	4376	2.0	Jeep Grand Cherokee	860	2.0	Dodge Caravan	467	1.9
5	Toyota Camry	4358	1.9	Pontiac G6	725	1.7	Pontiac G6	442	1.8
6	Ford Taurus	4188	1.9	Ford F-Series	721	1.7	Chevrolet TrailBlazer	440	1.8
7	Pontiac Grand Prix	4166	1.9	Honda Civic	720	1.7	Chevrolet Silverado	423	1.7
8	Pontiac G6	3931	1.8	Nissan Altima	631	1.5	Chrysler T & C	419	1.7
9	Chevrolet Malibu	3892	1.7	Chevrolet TrailBlazer	630	1.5	Chevrolet Cobalt	414	1.7
10	Honda Accord	3860	1.7	Ford Taurus	625	1.5	Ford Taurus	412	1.7
11	Chevrolet Cobalt	3736	1.7	Dodge Caravan	625	1.5	Honda Accord	404	1.6
12	Nissan Altima	3694	1.7	Ford Focus	573	1.4	Chevrolet Impala	384	1.6
13	Chevrolet TrailBlazer	3486	1.6	Toyota Corolla	566	1.3	Toyota Camry	379	1.5
14	Chrysler T & C	3149	1.4	Chevrolet Cobalt	566	1.3	Ford Focus	352	1.4
15	Ford Focus	3106	1.4	BMW 3-Series	558	1.3	Honda Civic	350	1.4
16	Honda Civic	3104	1.4	Chevrolet Malibu	544	1.3	Nissan Altima	346	1.4
17	Toyota Corolla	3053	1.4	Chrysler T & C	541	1.3	Chevrolet Malibu	326	1.3
18	Ford F-Series	2870	1.3	Pontiac Grand Prix	536	1.3	Pontiac Grand Prix	313	1.3
19	Cadillac DTS	2585	1.2	Chevrolet Impala	512	1.2	Saturn Ion	300	1.2
20	Ford Freestar	2343	1.0	Chevrolet Silverado	507	1.2	Ford Expedition	297	1.2
21	Nissan Maxima	2097	0.9	Volkswagen Jetta	455	1.1	Chevrolet Blazer	286	1.2
22	Saturn Ion	2052	0.9	Ford Escape	431	1.0	GMC Envoy	274	1.1
23	Chevrolet Blazer	2016	0.9	Saturn Ion	422	1.0	Volkswagen Jetta	272	1.1
24	GMC Envoy	2006	0.9	Ford E-Series	386	0.9	Ford Freestar	267	1.1
25	Chrysler 300	1994	0.9	Ford Mustang	372	0.9	Dodge Ram	263	1.1
Rank	Lake, IL			McHenry, IL			Will, IL		
	Model	Regs.	%	Model	Regs.	%	Model	Regs.	%
1	Jeep Grand Cherokee	925	2.8	Ford F-Series	498	3.4	Ford F-Series	842	2.6
2	Ford Explorer	663	2.0	Jeep Grand Cherokee	453	3.1	Ford Explorer	779	2.4
3	Ford F-Series	641	2.0	Ford Explorer	376	2.6	Pontiac G6	664	2.1
4	Toyota Camry	640	2.0	Chevrolet Silverado	348	2.4	Chevrolet Cobalt	645	2.0
5	Honda Accord	591	1.8	Pontiac G6	290	2.0	Jeep Grand Cherokee	628	2.0
6	Dodge Caravan	588	1.8	Ford Taurus	290	2.0	Pontiac Grand Prix	609	1.9
7	Chevrolet TrailBlazer	576	1.8	Chevrolet Cobalt	284	1.9	Chevrolet Silverado	602	1.9
8	Chevrolet Silverado	569	1.7	Chevrolet TrailBlazer	274	1.9	Chevrolet TrailBlazer	564	1.8
9	Pontiac G6	540	1.6	Dodge Caravan	250	1.7	Dodge Caravan	532	1.7
10	Honda Civic	518	1.6	Honda Accord	243	1.6	Ford Taurus	522	1.6
11	Chevrolet Cobalt	492	1.5	Chrysler T & C	243	1.6	Chevrolet Impala	506	1.6
12	Chevrolet Malibu	467	1.4	Ford Focus	239	1.6	Chevrolet Malibu	492	1.5
13	Nissan Altima	451	1.4	Chevrolet Malibu	212	1.4	Ford Focus	457	1.4
14	Chrysler T & C	443	1.4	Pontiac Grand Prix	202	1.4	Honda Accord	454	1.4
15	Chevrolet Impala	430	1.3	Dodge Ram	202	1.4	Toyota Camry	445	1.4
16	Toyota Corolla	421	1.3	Honda Civic	198	1.3	Chrysler T & C	421	1.3
17	Ford Taurus	408	1.2	Ford Escape	194	1.3	GMC Envoy	406	1.3
18	BMW 3-Series	379	1.2	Ford Mustang	187	1.3	Saturn Ion	405	1.3
19	Dodge Ram	355	1.1	Toyota Camry	182	1.2	Dodge Ram	399	1.2
20	Pontiac Grand Prix	352	1.1	Chevrolet Impala	165	1.1	Honda Civic	394	1.2
21	Ford Focus	350	1.1	Ford Expedition	161	1.1	Ford Mustang	378	1.2
22	GMC Envoy	338	1.0	Jeep Liberty	154	1.0	Nissan Altima	367	1.1
23	Volkswagen Jetta	329	1.0	Chrysler Sebring	154	1.0	Ford Freestar	300	0.9
24	Chevrolet Tahoe	321	1.0	Nissan Altima	150	1.0	Chrysler 300	295	0.9
25	Jeep Liberty	316	1.0	Ford Freestar	149	1.0	Ford Escape	292	0.9

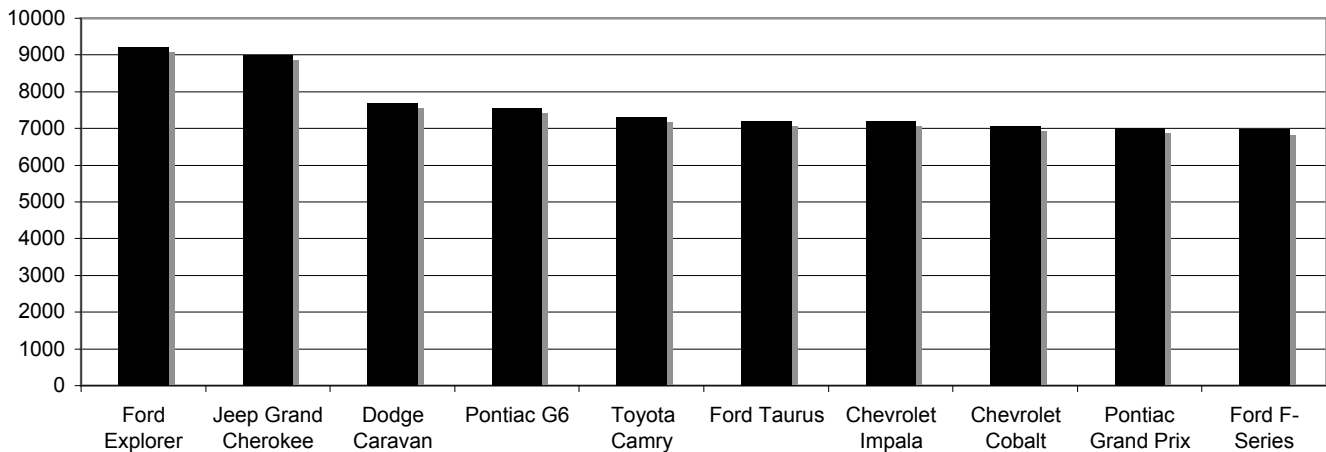
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ANALYSIS OF COUNTY USED VEHICLE MARKETS

Top Selling Used Vehicles in Chicago Area Counties (continued)

Top 25 Selling Models in Chicago Area Counties Used Retail Registrations, Annual Totals and Share of Market Includes all vehicle ages							
Rank	Lake, IN		Porter, IN		Chicago Area Total		
	Model	Regs. %	Model	Regs. %	Model	Regs. %	
1	Pontiac G6	727 2.9	Pontiac G6	217 2.7	Ford Explorer	9212 2.3	
2	Chevrolet Cobalt	719 2.8	Chevrolet Silverado	215 2.7	Jeep Grand Cherokee	8998 2.2	
3	Pontiac Grand Prix	653 2.6	Ford F-Series	209 2.6	Dodge Caravan	7697 1.9	
4	Chevrolet Impala	653 2.6	Chevrolet Cobalt	198 2.5	Pontiac G6	7536 1.9	
5	Ford Taurus	590 2.3	Pontiac Grand Prix	195 2.5	Toyota Camry	7319 1.8	
6	Ford Explorer	586 2.3	Dodge Ram	194 2.4	Ford Taurus	7199 1.8	
7	Chevrolet Silverado	546 2.1	Ford Explorer	180 2.3	Chevrolet Impala	7187 1.8	
8	Jeep Grand Cherokee	533 2.1	Dodge Caravan	180 2.3	Chevrolet Cobalt	7054 1.8	
9	Ford F-Series	528 2.1	Ford Focus	178 2.2	Pontiac Grand Prix	7026 1.7	
10	Dodge Caravan	528 2.1	Ford Taurus	164 2.1	Ford F-Series	6960 1.7	
11	Chevrolet Malibu	489 1.9	Jeep Grand Cherokee	161 2.0	Honda Accord	6746 1.7	
12	Ford Focus	466 1.8	Chevrolet Impala	161 2.0	Chevrolet TrailBlazer	6577 1.6	
13	Chevrolet TrailBlazer	453 1.8	Chevrolet TrailBlazer	154 1.9	Chevrolet Malibu	6564 1.6	
14	Saturn Ion	397 1.6	Chevrolet Malibu	142 1.8	Nissan Altima	5923 1.5	
15	Chrysler T & C	391 1.5	Chrysler T & C	141 1.8	Chrysler T & C	5748 1.4	
16	Dodge Ram	375 1.5	Chrysler PT Cruiser	135 1.7	Ford Focus	5721 1.4	
17	Buick Lesabre	375 1.5	Jeep Liberty	115 1.5	Honda Civic	5539 1.4	
18	Chevrolet Blazer	358 1.4	Saturn Ion	111 1.4	Chevrolet Silverado	4948 1.2	
19	GMC Envoy	336 1.3	Dodge Dakota	106 1.3	Toyota Corolla	4932 1.2	
20	Cadillac DTS	330 1.3	Dodge Durango	105 1.3	Saturn Ion	4139 1.0	
21	Toyota Camry	312 1.2	Ford Mustang	104 1.3	Ford Freestar	4052 1.0	
22	Ford Freestar	285 1.1	Ford Ranger	97 1.2	Cadillac DTS	4008 1.0	
23	Chrysler Sebring	278 1.1	Chrysler Sebring	97 1.2	GMC Envoy	3903 1.0	
24	Chevrolet Monte Carlo	277 1.1	GMC Sierra	90 1.1	Chevrolet Blazer	3765 0.9	
25	Dodge Durango	276 1.1	Chevrolet Colorado	89 1.1	Volkswagen Jetta	3505 0.9	

TOP 10 SELLING MODELS IN AREA RETAIL USED MARKET-2008



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