

Chicago Auto Outlook™

Comprehensive information on the Chicagoland automotive market

Publication
Sponsored
by:



YTD thru October
% Change In
New Retail Market vs.
Year Earlier



Light trucks

+18.8%



Cars

+1.0%

Chicago Area New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '20 thru Oct.	172,077	56,259	228,336
YTD '21 thru Oct.	204,462	56,831	261,293
% change	18.8%	1.0%	14.4%
Oct-20	19,103	6,182	25,285
Oct-21	17,447	5,041	22,488
% change	-8.7%	-18.5%	-11.1%

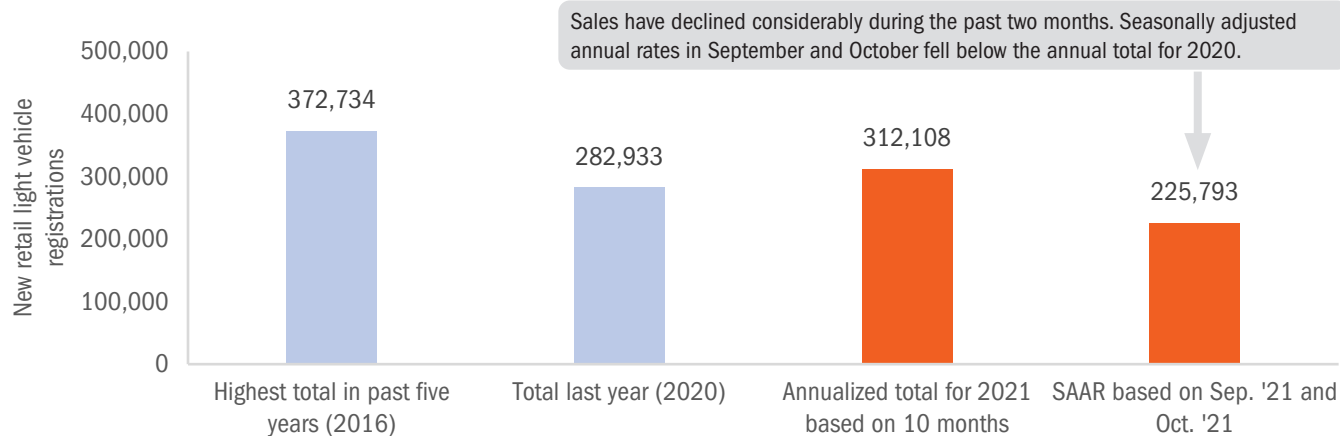
QUICK FACTS

New retail light vehicle registrations in the area increased 14.4% during the first ten months of this year vs. the same period a year earlier. U.S. market was up an estimated 10.3%.

Depleted inventories had a clear impact on October results, with new registrations declining 11.1% vs. year earlier. Used vehicle market fell by 5.4% in October.

Data Source: AutoCount data from Experian.

Annual Trends in Area New Vehicle Market




Historical Data Source: AutoCount data from Experian.


Data Information

Data presented in Auto Outlook measures new retail vehicle registrations in the eight county area. Monthly recording of registrations occurs when vehicle title information is processed, which may differ from date of sale. Title recording can occasionally be subject to processing delays by governmental agencies. For this reason, the year-to-date figures will typically be more reflective of market results Data Source: AutoCount data from Experian.

Change in New Retail Light Vehicle Registrations YTD 2021 thru Oct. vs. YTD 2020

DOMESTIC BRANDS
 **UP 3.8%**

EUROPEAN BRANDS
 **UP 20.8%**

JAPANESE BRANDS
 **UP 18.8%**

KOREAN BRANDS
 **UP 27.9%**

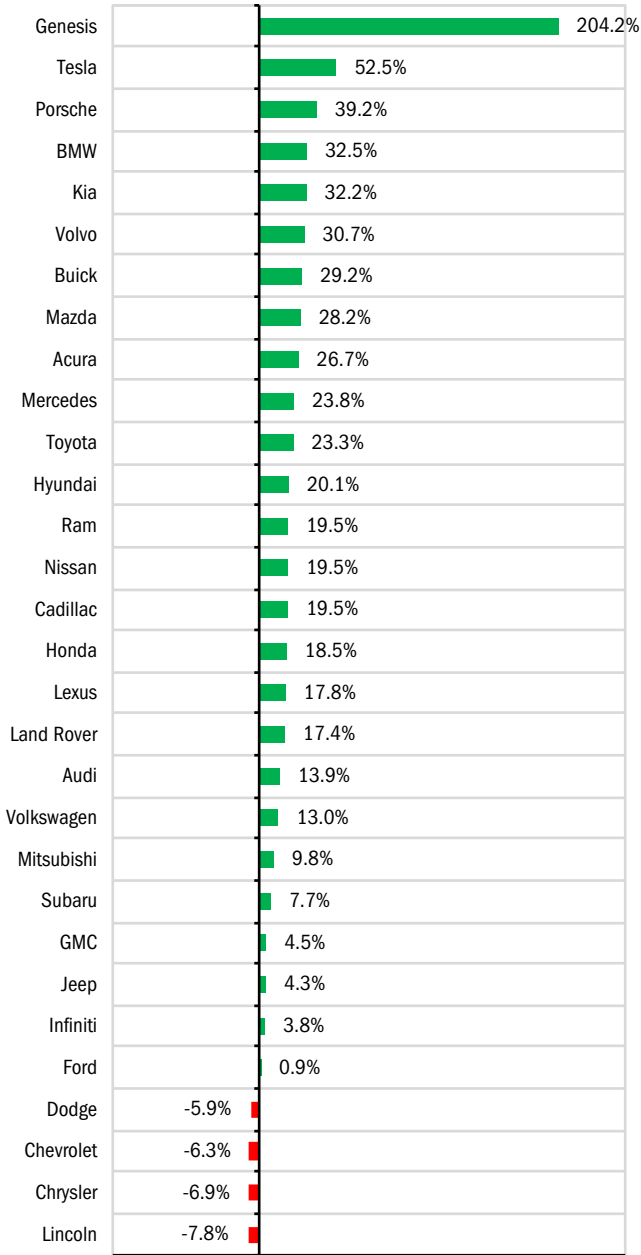
Chicago Area New Retail Car and Light Truck Registrations									
	Three Month Period Aug. '21 thru Oct. '21			YTD thru Oct.			YTD Market Share (%)		
	Yr. Ago	Current	% chg.	2020	2021	% chg.	2020	2021	Chg.
TOTAL	80,940	62,294	-23.0%	228,336	261,293	14.4%			
Cars	19,376	13,837	-28.6%	56,259	56,831	1.0%	24.6	21.7	-2.9
Trucks	61,564	48,457	-21.3%	172,077	204,462	18.8%	75.4	78.3	2.9
Domestic Brands	30,795	19,553	-36.5%	87,252	90,582	3.8%	38.2	34.7	-3.5
European Brands	10,003	8,572	-14.3%	29,310	35,414	20.8%	12.8	13.6	0.7
Japanese Brands	30,411	25,185	-17.2%	84,556	100,490	18.8%	37.0	38.5	1.4
Korean Brands	9,731	8,984	-7.7%	27,218	34,807	27.9%	11.9	13.3	1.4
Acura	1,653	1,447	-12.5%	4,600	5,828	26.7%	2.0	2.2	0.2
Alfa Romeo	101	111	9.9%	326	414	27.0%	0.1	0.2	0.0
Audi	1,311	851	-35.1%	3,961	4,511	13.9%	1.7	1.7	0.0
BMW	1,900	1,904	0.2%	5,497	7,281	32.5%	2.4	2.8	0.4
Buick	1,222	998	-18.3%	3,301	4,265	29.2%	1.4	1.6	0.2
Cadillac	788	563	-28.6%	2,480	2,963	19.5%	1.1	1.1	0.0
Chevrolet	8,725	4,179	-52.1%	25,196	23,611	-6.3%	11.0	9.0	-2.0
Chrysler	601	225	-62.6%	1,661	1,546	-6.9%	0.7	0.6	-0.1
Dodge	1,285	767	-40.3%	3,848	3,620	-5.9%	1.7	1.4	-0.3
FIAT	20	18	-10.0%	76	56	-26.3%	0.0	0.0	0.0
Ford	7,119	4,228	-40.6%	20,244	20,434	0.9%	8.9	7.8	-1.0
Genesis	107	416	288.8%	378	1,150	204.2%	0.2	0.4	0.3
GMC	1,823	1,029	-43.6%	5,626	5,879	4.5%	2.5	2.2	-0.2
Honda	8,846	7,083	-19.9%	24,548	29,085	18.5%	10.8	11.1	0.4
Hyundai	5,081	4,264	-16.1%	15,021	18,038	20.1%	6.6	6.9	0.3
Infiniti	335	246	-26.6%	1,143	1,186	3.8%	0.5	0.5	0.0
Jaguar	151	92	-39.1%	517	429	-17.0%	0.2	0.2	-0.1
Jeep	5,280	3,935	-25.5%	14,343	14,963	4.3%	6.3	5.7	-0.6
Kia	4,543	4,304	-5.3%	11,819	15,619	32.2%	5.2	6.0	0.8
Land Rover	607	434	-28.5%	1,803	2,116	17.4%	0.8	0.8	0.0
Lexus	1,696	1,601	-5.6%	4,734	5,577	17.8%	2.1	2.1	0.1
Lincoln	770	460	-40.3%	2,476	2,282	-7.8%	1.1	0.9	-0.2
Maserati	38	50	31.6%	124	136	9.7%	0.1	0.1	0.0
Mazda	2,016	1,839	-8.8%	5,301	6,795	28.2%	2.3	2.6	0.3
Mercedes	1,613	1,540	-4.5%	4,764	5,897	23.8%	2.1	2.3	0.2
MINI	206	125	-39.3%	490	537	9.6%	0.2	0.2	0.0
Mitsubishi	322	439	36.3%	1,123	1,233	9.8%	0.5	0.5	0.0
Nissan	3,965	3,253	-18.0%	11,064	13,219	19.5%	4.8	5.1	0.2
Other	288	223	-22.6%	847	812	-4.1%	0.4	0.3	-0.1
Porsche	392	456	16.3%	1,111	1,547	39.2%	0.5	0.6	0.1
Ram	1,490	1,208	-18.9%	3,942	4,712	19.5%	1.7	1.8	0.1
Subaru	3,585	2,944	-17.9%	10,574	11,386	7.7%	4.6	4.4	-0.3
Tesla	1,692	1,961	15.9%	4,135	6,307	52.5%	1.8	2.4	0.6
Toyota	7,751	6,181	-20.3%	20,790	25,625	23.3%	9.1	9.8	0.7
Volkswagen	2,874	2,155	-25.0%	8,209	9,274	13.0%	3.6	3.5	0.0
Volvo	744	765	2.8%	2,264	2,960	30.7%	1.0	1.1	0.1

Top ten are shaded yellow.

Source: AutoCount data from Experian

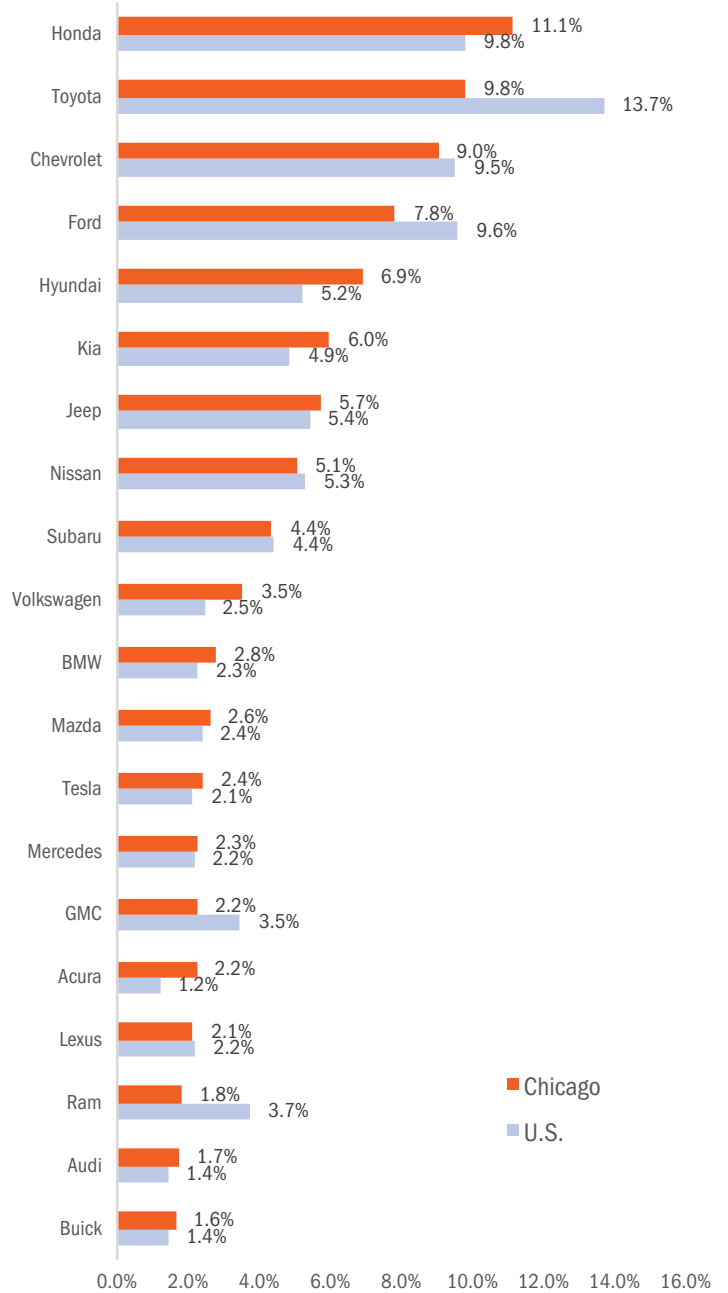
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**Percent Change in Brand Registrations
YTD 2021 thru October vs. YTD 2020
(Top 30 selling brands)**



Percent change in registrations

**Chicago Area and U.S. Market Share
YTD 2021 thru October
(Top 20 selling brands in area)**



Chicago
U.S.



Registrations increased by more than 30% for Genesis, Tesla, Porsche, BMW, Kia, and Volvo.



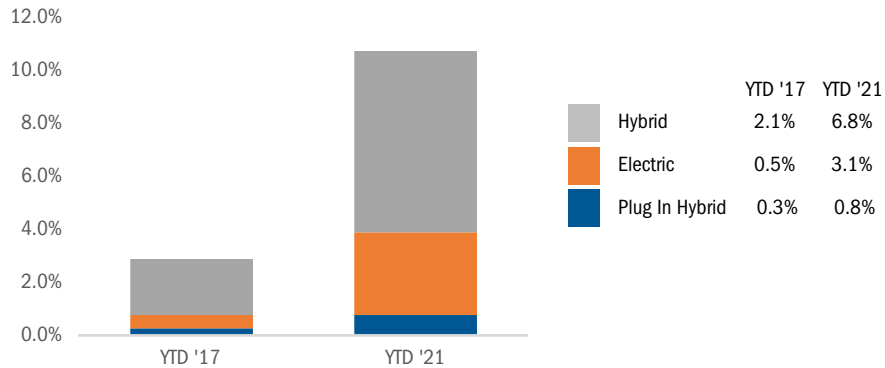
Honda, Toyota, Chevrolet, Ford, and Hyundai were market share leaders in the Chicago Area

Three Long Term Trends in Chicago Area New Vehicle Market

Trend...	The numbers...	Primary conclusion...
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Estimated Alternative Powertrain Share*-YTD '17 and '21, thru Oct.

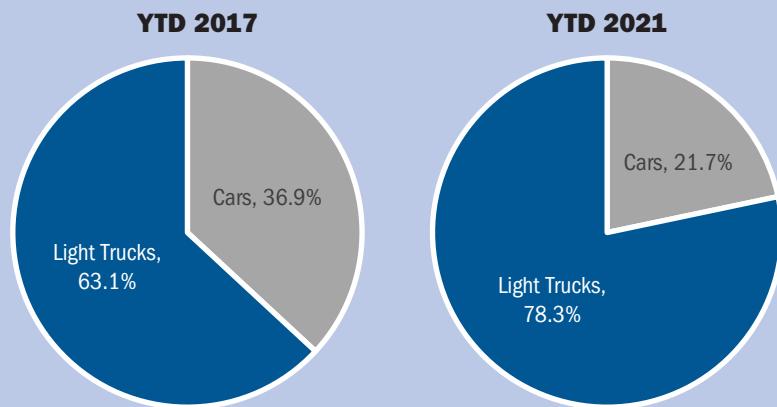
Alternative Powertrains



Hybrid vehicle market share in the area has increased by 4.7 share points during the past four years. Electric vehicle share was up 2.6 points.

Light Truck and Passenger Car Share - YTD '17 and '21, thru Oct.

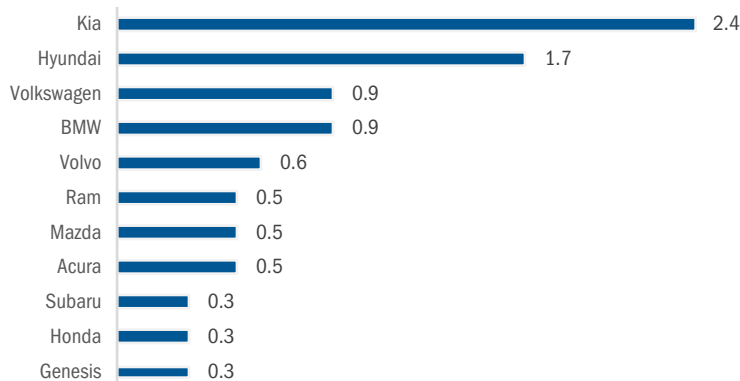
Light Trucks



Light truck market share increased to 78.3% during the first ten months of 2021, up 15.2 points from 2017.

Brands with Largest Market Share Increases - YTD '17 to YTD '21

New Vehicle Brands



Five brands had market share increases of 0.6 of a point or higher: Kia, Hyundai, Volkswagen, BMW, and Volvo.

Data Source: AutoCount data from Experian. *Registrations by powertrain for vehicles equipped with multiple engine types were estimated by Auto Outlook. The estimates are based on model registrations compiled by Experian, and engine installation rates collected from other sources. The graph above showing largest market share increases excludes Tesla, since the Model 3 was introduced during 2017.

BEST SELLERS BY SEGMENT

The table below shows the top five selling models during the first ten months of this year 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: Tesla Model 3
- 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 Retail Light Vehicle Registrations (YTD 2021 thru October)

Cars											
Subcompact			Compact			Sports/Pony Cars			Mid Size		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Chevrolet Spark	600	21.6	Honda Civic	4631	22.9	Dodge Challenger	793	41.2	Toyota Camry	3399	20.5
Nissan Versa	519	18.7	Toyota Corolla	3206	15.9	Ford Mustang	533	27.7	Honda Accord	3375	20.3
Kia Rio	471	16.9	Kia Forte	2575	12.7	Chevrolet Camaro	282	14.6	Hyundai Sonata	2176	13.1
Chevrolet Bolt	376	13.5	Nissan Sentra	2549	12.6	Mazda MX5	125	6.5	Kia K5/Optima	2071	12.5
Hyundai Accent	320	11.5	Hyundai Elantra	2486	12.3	Toyota Supra	118	6.1	Ford Fusion	1748	10.5
Large			Entry Luxury			Near Luxury			Luxury and High End Sports Cars		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Dodge Charger	806	49.4	Acura ILX	431	41.7	Tesla Model 3	2345	28.4	BMW 5-Series	573	14.5
Toyota Avalon	336	20.6	BMW 2-Series	243	23.5	Acura TLX/TL	968	11.7	Chevrolet Corvette	536	13.6
Chrysler 300	219	13.4	Mercedes A-Class	185	17.9	BMW 3-Series	808	9.8	Mercedes E-Class	336	8.5
Nissan Maxima	207	12.7	Mercedes CLA-Class	113	10.9	Lexus ES	759	9.2	Tesla Model S	329	8.3
Chevrolet Impala	45	2.8	Audi A3	52	5.0	Mercedes C-Class	395	4.8	Audi A6	216	5.5
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
Toyota Tacoma	1686	32.1	Ford F-Series	4890	30.5	Honda Odyssey	2402	37.1	Ford Transit Connect	1578	39.1
Jeep Gladiator	917	17.4	Chevrolet Silverado	4354	27.2	Toyota Sienna	1930	29.8	Ram Promaster	840	20.8
Ford Ranger	756	14.4	Ram Pickup	3872	24.2	Chrysler Pacifica	1229	19.0	Mercedes Sprinter	686	17.0
Chevrolet Colorado	754	14.3	GMC Sierra	2203	13.8	Kia Carnival	495	7.6	Nissan NV	371	9.2
Honda Ridgeline	515	9.8	Toyota Tundra	574	3.6	Dodge Caravan	212	3.3	Chevrolet Express	306	7.6
Subcompact SUV			Compact SUV			Mid Size SUV			Large SUV		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Honda HR-V	3268	12.5	Honda CR-V	9412	16.8	Jeep Grand Cherokee	4170	8.9	Chevrolet Tahoe	1130	24.0
Chevrolet TrailBlazer	2770	10.6	Toyota RAV4	6753	12.1	Toyota Highlander	4011	8.5	Jeep Grand Cherokee L	1081	22.9
Subaru Crosstrek	2396	9.2	Chevrolet Equinox	4683	8.4	Hyundai Santa Fe	3168	6.7	Ford Expedition	666	14.1
Buick Encore	2279	8.7	Hyundai Tucson	4598	8.2	Honda Pilot	3055	6.5	Chevrolet Suburban	589	12.5
Hyundai Kona	2034	7.8	Nissan Rogue	4019	7.2	Ford Explorer	2928	6.2	GMC Yukon	560	11.9
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
Volvo XC40	755	21.7	Tesla Model Y	3494	21.8	Lexus RX	2180	15.1	BMW X7	648	18.9
Audi Q3	736	21.1	Acura RDX	2398	15.0	Acura MDX	2000	13.9	Cadillac Escalade	596	17.4
BMW X1	501	14.4	BMW X3	1674	10.5	BMW X5	1496	10.4	Cadillac XT6	548	16.0
Mercedes GLB-Class	485	13.9	Audi Q5	1483	9.3	Mercedes GLE-Class	1153	8.0	Mercedes GLS-Class	451	13.2
Lexus UX	409	11.7	Lexus NX	1236	7.7	Volvo XC90	1062	7.4	Lincoln Navigator	377	11.0

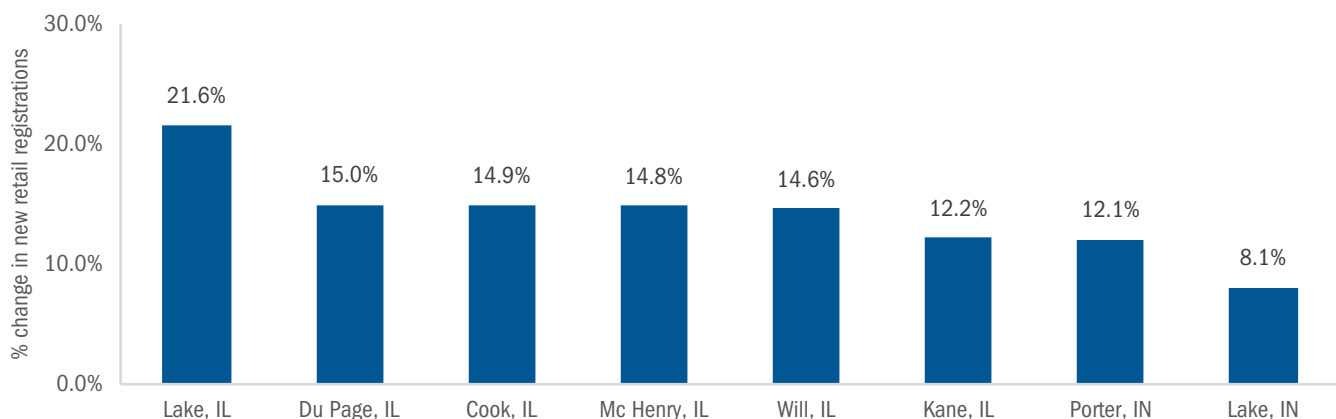
Data Source: AutoCount data from Experian.

COUNTY NEW VEHICLE MARKETS

COUNTY MARKETS - PART 1							
	YTD thru October		Percent Change	Unit Change	Light Truck Market Share (%)		
	2020	2021	2020 to 2021	2020 to 2021	2020	2021	Change
Cook, IL	120,755	138,797	14.9%	18042	73.9	77.8	3.9
Du Page, IL	34,019	39,115	15.0%	5096	75.8	78.5	2.7
Kane, IL	16,379	18,373	12.2%	1994	76.4	78.3	1.9
Lake, IL	8,515	10,350	21.6%	1835	75.5	78.2	2.7
Mc Henry, IL	2,669	3,065	14.8%	396	84.6	82.8	-1.8
Will, IL	25,378	29,080	14.6%	3702	76.9	78.2	1.3
Lake, IN	15,001	16,215	8.1%	1214	77.7	79.0	1.3
Porter, IN	5,620	6,298	12.1%	678	82.2	82.6	0.4

COUNTY MARKETS - PART 2													
Market Share Summary - YTD thru October													
	Domestic Brands			Top Ten Selling Brands in Area-YTD 2021									
	YTD 2020	YTD 2021	Change '20 to '21	Honda	Toyota	Chev.	Ford	Hyundai	Kia	Jeep	Nissan	Subaru	Volkswagen
Cook, IL	34.2	30.7	-3.4	11.0	10.4	8.0	6.5	7.1	6.0	5.6	5.7	4.6	3.7
Du Page, IL	33.6	31.2	-2.5	11.6	10.1	6.7	7.4	7.1	5.1	5.0	4.2	4.2	3.7
Kane, IL	39.7	37.4	-2.3	11.4	9.2	9.7	8.3	8.4	6.1	7.0	5.7	4.6	3.0
Lake, IL	48.2	41.0	-7.3	14.4	10.4	11.6	8.1	3.9	3.6	4.8	3.1	3.2	4.2
Mc Henry, IL	69.0	59.3	-9.7	7.9	9.6	18.9	12.0	4.8	2.0	10.6	1.5	2.5	1.0
Will, IL	45.6	41.0	-4.6	10.2	8.1	11.3	9.9	8.0	7.7	5.5	4.1	3.7	3.4
Lake, IN	51.2	45.5	-5.6	12.1	7.8	14.1	11.9	5.2	6.8	5.9	4.2	3.5	3.4
Porter, IN	55.7	50.1	-5.6	7.9	8.1	11.5	15.1	2.4	7.1	9.3	5.3	7.7	1.9

**Percent Change in County New Retail Light Vehicle Registrations
YTD 2021 thru October vs. YTD 2020**



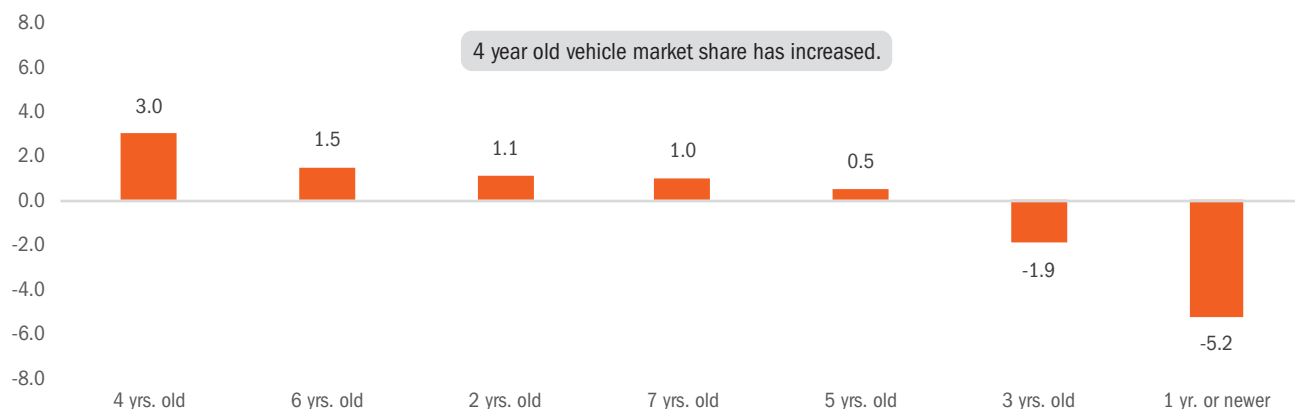
Data Source: AutoCount data from Experian.

USED VEHICLE MARKET

Chicago Area Used Car and Light Truck Registrations (only includes vehicles 7 years old or newer)						
	YTD thru Oct.			YTD Market Share		
	2020	2021	% chg.	2020	2021	Chg.
TOTAL	243,652	267,031	9.6%			
Acura	3,355	4,502	34.2%	1.4	1.7	0.3
Alfa Romeo	305	576	88.9%	0.1	0.2	0.1
Audi	5,484	6,407	16.8%	2.3	2.4	0.1
BMW	6,126	7,184	17.3%	2.5	2.7	0.2
Buick	4,361	4,524	3.7%	1.8	1.7	-0.1
Cadillac	3,989	4,124	3.4%	1.6	1.5	-0.1
Chevrolet	31,084	33,590	8.1%	12.8	12.6	-0.2
Chrysler	3,670	3,885	5.9%	1.5	1.5	-0.1
Dodge	8,841	8,713	-1.4%	3.6	3.3	-0.4
FIAT	353	307	-13.0%	0.1	0.1	0.0
Ford	27,914	28,063	0.5%	11.5	10.5	-0.9
Genesis	462	478	3.5%	0.2	0.2	0.0
GMC	6,726	7,276	8.2%	2.8	2.7	0.0
Honda	14,370	17,664	22.9%	5.9	6.6	0.7
Hyundai	12,974	12,076	-6.9%	5.3	4.5	-0.8
Infiniti	3,903	4,128	5.8%	1.6	1.5	-0.1
Jaguar	885	941	6.3%	0.4	0.4	0.0
Jeep	15,496	19,815	27.9%	6.4	7.4	1.1
Kia	8,893	9,030	1.5%	3.6	3.4	-0.3
Land Rover	1,733	2,189	26.3%	0.7	0.8	0.1
Lexus	5,301	6,118	15.4%	2.2	2.3	0.1
Lincoln	2,679	2,721	1.6%	1.1	1.0	-0.1
Mazda	3,670	4,391	19.6%	1.5	1.6	0.1
Mercedes	6,434	7,363	14.4%	2.6	2.8	0.1
MINI	640	651	1.7%	0.3	0.2	0.0
Mitsubishi	1,607	2,059	28.1%	0.7	0.8	0.1
Nissan	23,125	23,197	0.3%	9.5	8.7	-0.8
Other	624	715	14.6%	0.3	0.3	0.0
Porsche	1,193	1,302	9.1%	0.5	0.5	0.0
Ram	4,218	4,818	14.2%	1.7	1.8	0.1
Subaru	5,066	6,476	27.8%	2.1	2.4	0.3
Tesla	457	728	59.3%	0.2	0.3	0.1
Toyota	18,659	21,015	12.6%	7.7	7.9	0.2
Volkswagen	7,624	8,213	7.7%	3.1	3.1	-0.1
Volvo	1,431	1,792	25.2%	0.6	0.7	0.1

Data Source: AutoCount data from Experian.

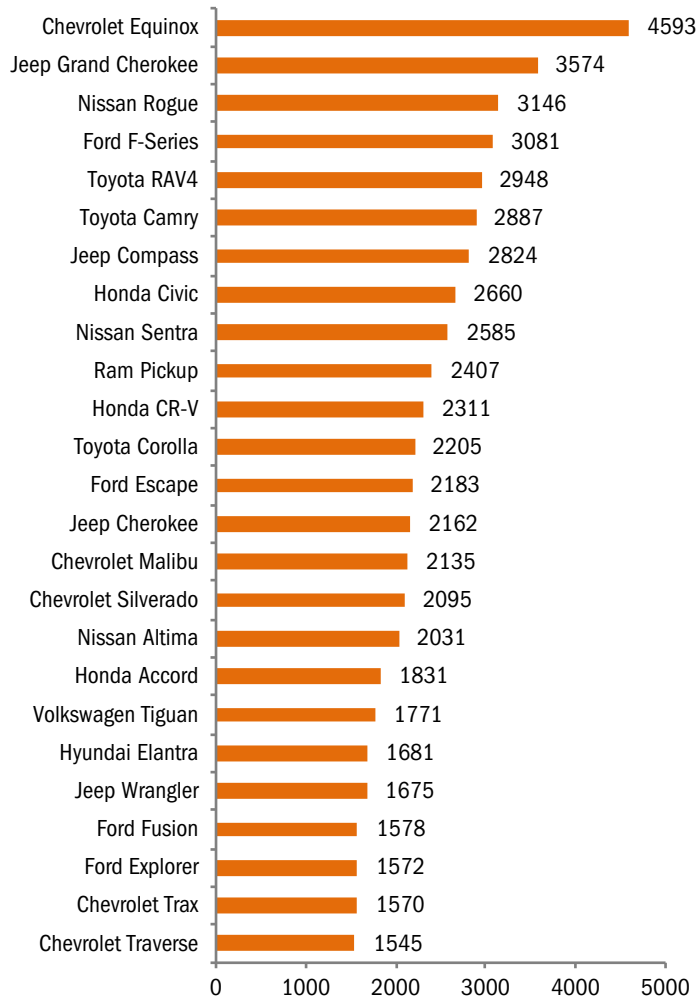
Change in Used Vehicle Market Share by Age of Vehicle - YTD 2021 thru October vs. Year Earlier



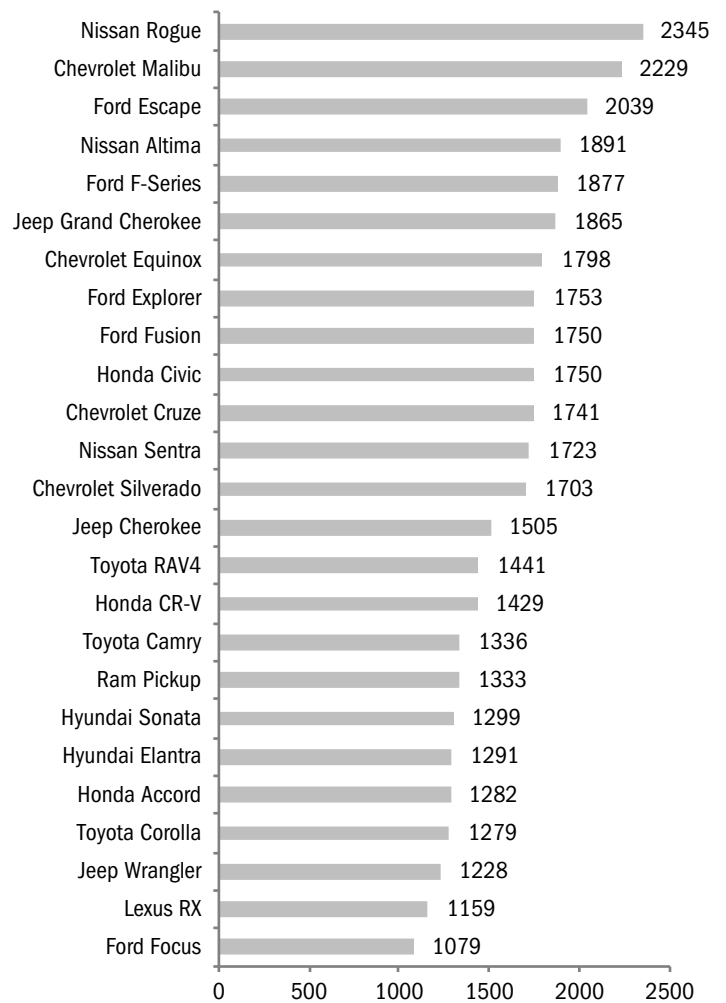
Data Source: AutoCount data from Experian.

TOP SELLING USED VEHICLES

**Top 25 Sellers - Vehicles 3 years old or newer
YTD 2021 thru October**



**Top 25 Sellers - Vehicles 4 to 6 years old
YTD 2021 thru October**



Data Source: AutoCount data from Experian.

Chicago Auto Outlook

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PO Box 390
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Phone: 610-640-1233
Email: autooutlook@icloud.com

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