

# Chicago Auto Outlook™

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Comprehensive information on the Chicagoland automotive market

## Quick Facts

New vehicle registrations increased 12.1% in December '11 vs. year earlier.

Area used vehicle market was up 6.2% in December of last year (vehicles seven years old or newer).

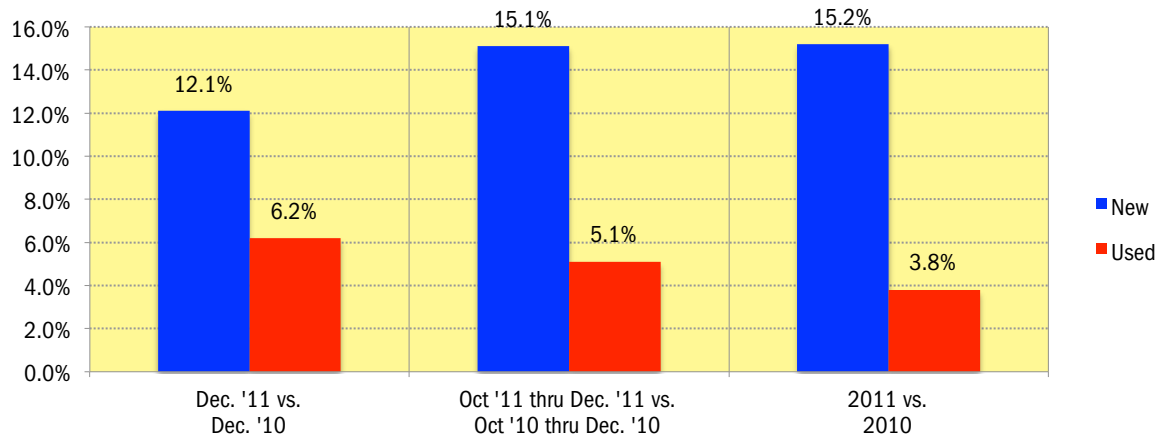
New vehicle registrations increased 15.2% from 2010 to 2011. U.S. market was up 14%.

Compact SUV new vehicle market share was up 1.3 share points in 2011.

One and seven year old used vehicle market share moved higher last year

Kia, Jeep, Chrysler, and Suzuki new retail registrations increased by more than 40% from 2010 to 2011.

**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)

	December					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	Dec-10	Dec-11	Percent Change	Dec-10	Dec-11	Percent Change
Total	24,746	27,751	12.1%	22,830	24,251	6.2%
Cars	12,451	13,498	8.4%	12,703	13,582	6.9%
Light Trucks	12,295	14,253	15.9%	10,127	10,669	5.4%
Japanese Brands	10,394	10,163	-2.2%	7,087	7,820	10.3%
Detroit Three Brands	9,224	11,121	20.6%	11,927	12,612	5.7%
European Brands	2,930	3,473	18.5%	2,804	2,560	-8.7%
Korean Brands	2,198	2,994	36.2%	1,012	1,259	24.4%
	Annual Totals					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	2010	2011	Percent Change	2010	2011	Percent Change
Total	251,471	289,768	15.2%	237,489	246,499	3.8%
Cars	132,195	149,591	13.2%	134,651	138,676	3.0%
Light Trucks	119,276	140,177	17.5%	102,838	107,823	4.8%
Japanese Brands	110,053	110,707	0.6%	74,618	77,849	4.3%
Detroit Three Brands	91,670	115,160	25.6%	124,272	128,633	3.5%
European Brands	27,322	32,491	18.9%	27,530	27,687	0.6%
Korean Brands	22,426	31,410	40.1%	11,069	12,330	11.4%

## Data Information

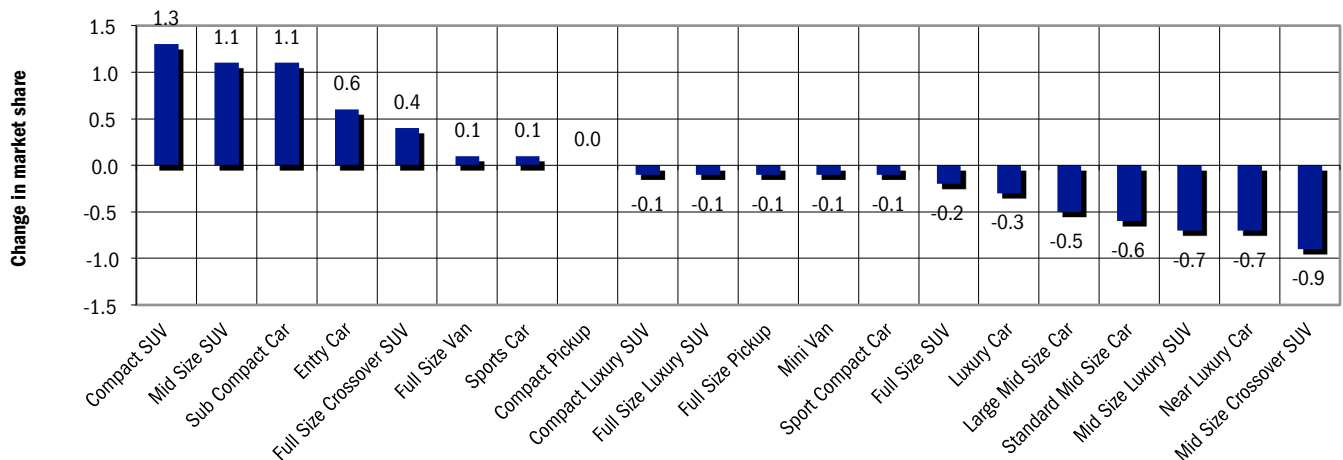
All data represents new and used vehicle retail registrations in the Chicago Area and excludes fleet and wholesale transactions. Used vehicle data only includes vehicles seven years old or newer and excludes private party transactions. Please keep in mind that monthly registration figures can occasionally 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															
	December				Three Month Period October thru December				Annual Totals				Annual 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	24,746	27,751	12.1%	13.5%	61,091	70,296	15.1%	9.2%	251,471	289,768	15.2%	14.0%		
Acura	532	506	-4.9%	12.8%	1,334	1,179	-11.6%	-2.7%	5,353	4,915	-8.2%	0.9%	2.1	1.7	-0.4
Audi	323	404	25.1%	33.5%	832	1,037	24.6%	22.5%	3,488	3,980	14.1%	15.8%	1.4	1.4	0.0
BMW	725	722	-0.4%	32.8%	1,587	1,735	9.3%	14.9%	5,906	6,859	16.1%	18.0%	2.3	2.4	0.1
Buick	532	443	-16.7%	-18.4%	1,388	1,363	-1.8%	-11.4%	5,218	6,175	18.3%	18.2%	2.1	2.1	0.0
Cadillac	559	460	-17.7%	-5.1%	1,380	1,234	-10.6%	-5.4%	4,930	5,239	6.3%	12.0%	2.0	1.8	-0.2
Chevrolet	2,605	3,078	18.2%	2.9%	6,406	7,739	20.8%	8.3%	26,506	34,044	28.4%	20.7%	10.5	11.7	1.2
Chrysler	260	499	91.9%	53.7%	647	1,282	98.1%	62.8%	3,014	4,602	52.7%	49.6%	1.2	1.6	0.4
Dodge (incl. Ram)	720	999	38.8%	10.2%	1,894	2,565	35.4%	18.7%	7,529	10,373	37.8%	28.4%	3.0	3.6	0.6
Fiat	0	34			0	139			0	288					
Ford	2,880	3,447	19.7%	7.6%	6,815	8,550	25.5%	11.9%	27,872	34,312	23.1%	17.6%	11.1	11.8	0.7
GMC	629	670	6.5%	-10.9%	1,523	1,817	19.3%	-1.2%	5,921	7,487	26.4%	19.8%	2.4	2.6	0.2
Honda	2,883	2,741	-4.9%	0.0%	7,256	7,004	-3.5%	-4.4%	31,509	30,798	-2.3%	-0.4%	12.5	10.6	-1.9
Hyundai	1,601	1,895	18.4%	38.0%	4,095	5,061	23.6%	28.0%	16,270	20,486	25.9%	34.1%	6.5	7.1	0.6
Infiniti	338	222	-34.3%	7.2%	773	557	-27.9%	-3.9%	3,000	2,773	-7.6%	1.8%	1.2	1.0	-0.2
Jaguar	26	19	-26.9%	0.9%	71	59	-16.9%	-7.1%	355	280	-21.1%	-1.8%	0.1	0.1	0.0
Jeep	722	1,340	85.6%	63.3%	1,778	2,999	68.7%	51.9%	6,466	10,607	64.0%	55.9%	2.6	3.7	1.1
Kia	597	1,099	84.1%	55.1%	1,562	2,815	80.2%	40.3%	6,154	10,924	77.5%	58.2%	2.4	3.8	1.4
Land Rover	123	153	24.4%	52.1%	289	350	21.1%	35.7%	1,172	1,254	7.0%	21.6%	0.5	0.4	-0.1
Lexus	650	645	-0.8%	20.1%	1,707	1,422	-16.7%	-2.3%	6,764	5,853	-13.5%	-7.4%	2.7	2.0	-0.7
Lincoln	201	178	-11.4%	-14.7%	448	484	8.0%	-7.3%	1,861	2,086	12.1%	4.7%	0.7	0.7	0.0
Mazda	413	511	23.7%	14.6%	1,171	1,351	15.4%	2.1%	5,060	5,469	8.1%	1.7%	2.0	1.9	-0.1
Mercedes	569	648	13.9%	74.9%	1,379	1,540	11.7%	34.5%	4,935	5,537	12.2%	18.4%	2.0	1.9	-0.1
MINI	100	115	15.0%	42.7%	252	375	48.8%	30.6%	1,096	1,421	29.7%	31.4%	0.4	0.5	0.1
Mitsubishi	260	259	-0.4%	23.7%	621	832	34.0%	18.8%	2,724	3,799	39.5%	30.4%	1.1	1.3	0.2
Nissan	1,776	1,909	7.5%	14.4%	4,390	5,077	15.6%	14.2%	17,745	20,437	15.2%	15.6%	7.1	7.1	0.0
Porsche	76	80	5.3%	8.6%	166	207	24.7%	-1.9%	614	857	39.6%	24.3%	0.2	0.3	0.1
Saab	15	7	-53.3%	-56.0%	45	29	-35.6%	-48.0%	181	225	24.3%	13.0%	0.1	0.1	0.0
smart	5	5	0.0%	55.4%	16	14	-12.5%	15.9%	81	58	-28.4%	-21.9%	0.0	0.0	0.0
Subaru	565	622	10.1%	-9.3%	1,438	1,599	11.2%	-7.4%	5,920	6,372	7.6%	7.3%	2.4	2.2	-0.2
Suzuki	63	66	4.8%	-5.3%	181	205	13.3%	3.5%	599	890	48.6%	17.6%	0.2	0.3	0.1
Toyota/Scion	2,914	2,680	-8.0%	4.2%	7,016	6,543	-6.7%	-6.5%	31,347	29,395	-6.2%	-4.2%	12.5	10.1	-2.4
Volkswagen	815	1,111	36.3%	51.5%	1,945	2,658	36.7%	33.1%	7,786	9,611	23.4%	25.7%	3.1	3.3	0.2
Volvo	134	147	9.7%	17.4%	333	394	18.3%	18.1%	1,524	1,836	20.5%	24.5%	0.6	0.6	0.0
Other	135	37	-72.6%	-70.4%	353	81	-77.1%	-78.2%	2,571	526	-79.5%	-79.8%	1.0	0.2	-0.8

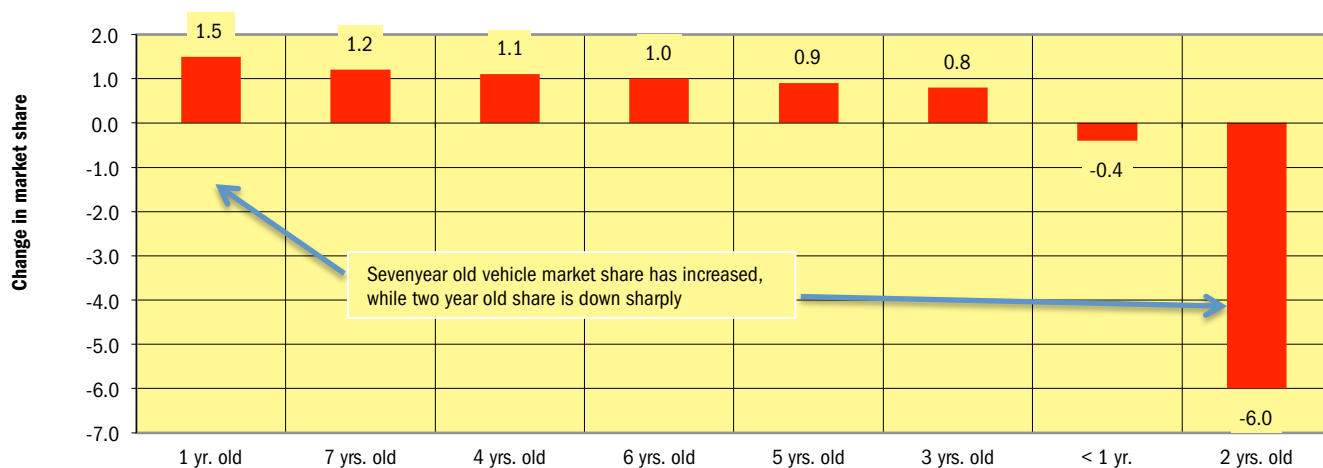
Change in Area Segment Market Share - 2011 vs. 2010



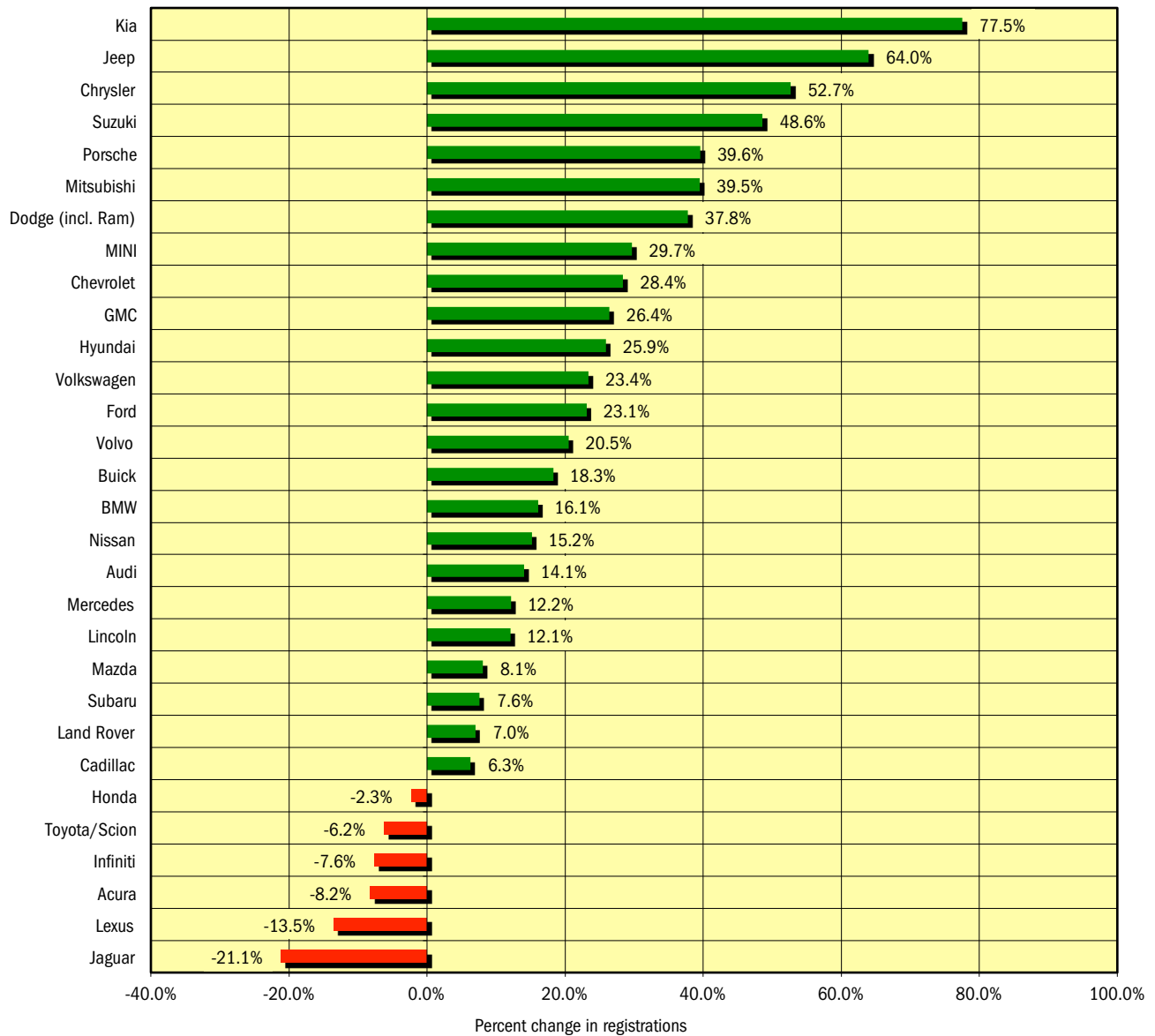
**Used Vehicle Market Brand Registrations (only includes vehicles seven years old or newer)**

Chicago Area Used Retail Car and Light Truck Registrations												
	December			Three Month Period October thru December			Annual Totals			YTD Market Share (%)		
	2010	2011	% chg.	2010	2011	% chg.	2010	2011	% chg.	2010	2011	Chg.
TOTAL	22,830	24,251	6.2%	58,279	61,263	5.1%	237,489	246,499	3.8%			
Acura	443	422	-4.7%	1,117	1,005	-10.0%	4,401	4,408	0.2%	1.9	1.8	-0.1
Audi	278	321	15.5%	700	859	22.7%	2,879	3,597	24.9%	1.2	1.5	0.3
BMW	678	579	-14.6%	1,693	1,512	-10.7%	6,724	6,520	-3.0%	2.8	2.6	-0.2
Buick	372	427	14.8%	1,013	1,034	2.1%	3,841	4,028	4.9%	1.6	1.6	0.0
Cadillac	603	560	-7.1%	1,524	1,412	-7.3%	5,937	5,923	-0.2%	2.5	2.4	-0.1
Chevrolet	3,199	3,599	12.5%	8,139	9,343	14.8%	32,658	36,230	10.9%	13.8	14.7	0.9
Chrysler	971	969	-0.2%	2,475	2,371	-4.2%	10,274	10,268	-0.1%	4.3	4.2	-0.1
Dodge (incl. Ram)	1,466	1,541	5.1%	3,700	3,788	2.4%	14,440	15,073	4.4%	6.1	6.1	0.0
Ford	2,378	2,554	7.4%	5,929	6,327	6.7%	25,297	25,194	-0.4%	10.7	10.2	-0.5
GMC	464	547	17.9%	1,177	1,387	17.8%	4,654	5,489	17.9%	2.0	2.2	0.2
Honda	1,327	1,548	16.7%	3,525	3,702	5.0%	14,459	15,452	6.9%	6.1	6.3	0.2
Hummer	85	69	-18.8%	238	201	-15.5%	1,071	913	-14.8%	0.5	0.4	-0.1
Hyundai	712	886	24.4%	1,875	2,149	14.6%	7,344	8,702	18.5%	3.1	3.5	0.4
Infiniti	391	366	-6.4%	965	938	-2.8%	3,714	3,618	-2.6%	1.6	1.5	-0.1
Jaguar	69	54	-21.7%	171	149	-12.9%	687	606	-11.8%	0.3	0.2	-0.1
Jeep	789	1,029	30.4%	2,055	2,465	20.0%	8,379	9,292	10.9%	3.5	3.8	0.3
Kia	300	373	24.3%	847	909	7.3%	3,725	3,628	-2.6%	1.6	1.5	-0.1
Land Rover	138	134	-2.9%	335	288	-14.0%	1,262	1,104	-12.5%	0.5	0.4	-0.1
Lexus	590	595	0.8%	1,529	1,447	-5.4%	6,471	6,206	-4.1%	2.7	2.5	-0.2
Lincoln	227	240	5.7%	563	591	5.0%	2,464	2,421	-1.7%	1.0	1.0	0.0
Mazda	426	388	-8.9%	1,044	1,005	-3.7%	4,218	3,977	-5.7%	1.8	1.6	-0.2
Mercedes	586	499	-14.8%	1,363	1,323	-2.9%	5,398	5,406	0.1%	2.3	2.2	-0.1
Mercury	275	234	-14.9%	666	642	-3.6%	2,755	2,677	-2.8%	1.2	1.1	-0.1
MINI	71	62	-12.7%	159	161	1.3%	558	712	27.6%	0.2	0.3	0.1
Mitsubishi	276	296	7.2%	717	743	3.6%	3,125	2,966	-5.1%	1.3	1.2	-0.1
Nissan	1,519	1,934	27.3%	3,926	5,011	27.6%	15,810	17,958	13.6%	6.7	7.3	0.6
Pontiac	726	577	-20.5%	1,922	1,596	-17.0%	8,675	7,611	-12.3%	3.7	3.1	-0.6
Porsche	72	81	12.5%	160	209	30.6%	634	843	33.0%	0.3	0.3	0.0
Saab	76	43	-43.4%	193	115	-40.4%	863	557	-35.5%	0.4	0.2	-0.2
Saturn	337	252	-25.2%	861	726	-15.7%	3,504	3,383	-3.5%	1.5	1.4	-0.1
Subaru	208	234	12.5%	489	516	5.5%	1,769	1,974	11.6%	0.7	0.8	0.1
Suzuki	89	88	-1.1%	226	204	-9.7%	949	826	-13.0%	0.4	0.3	-0.1
Toyota/Scion	1,809	1,943	7.4%	4,740	5,083	7.2%	19,592	20,391	4.1%	8.2	8.3	0.1
Volkswagen	656	602	-8.2%	1,644	1,542	-6.2%	6,371	6,464	1.5%	2.7	2.6	-0.1
Volvo	157	166	5.7%	434	407	-6.2%	1,894	1,611	-14.9%	0.8	0.7	-0.1
Other	67	39	-41.8%	165	103	-37.6%	693	471	-32.0%	0.3	0.2	-0.1

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



**New Vehicle Market Percent Change in Brand Registrations  
2011 vs. 2010  
(Top 30 selling brands)**



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**WHAT NEW AND USED CARS SELL WELL IN MY MARKETS?**

**WHO ARE MY TOP COMPETITORS? -BY MARKET AREA?**

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