

Chicago Auto Outlook™

Comprehensive information on the Chicagoland automotive market

Publication
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by:



**% Change In
New Retail Market:
YTD '22 thru March vs.
YTD '21**



Light trucks

-17.8%



Cars

-22.8%

Chicago Area New Retail Light Vehicle Registrations

| | Light Trucks | Cars | Total |
|-------------------|---------------|---------------|---------------|
| YTD '21 thru Mar. | 58,027 | 14,559 | 72,586 |
| YTD '22 thru Mar. | 47,702 | 11,242 | 58,944 |
| % change | -17.8% | -22.8% | -18.8% |
| Mar-21 | 22,283 | 5,283 | 27,566 |
| Mar-22 | 18,094 | 4,127 | 22,221 |
| % change | -18.8% | -21.9% | -19.4% |

QUICK FACTS

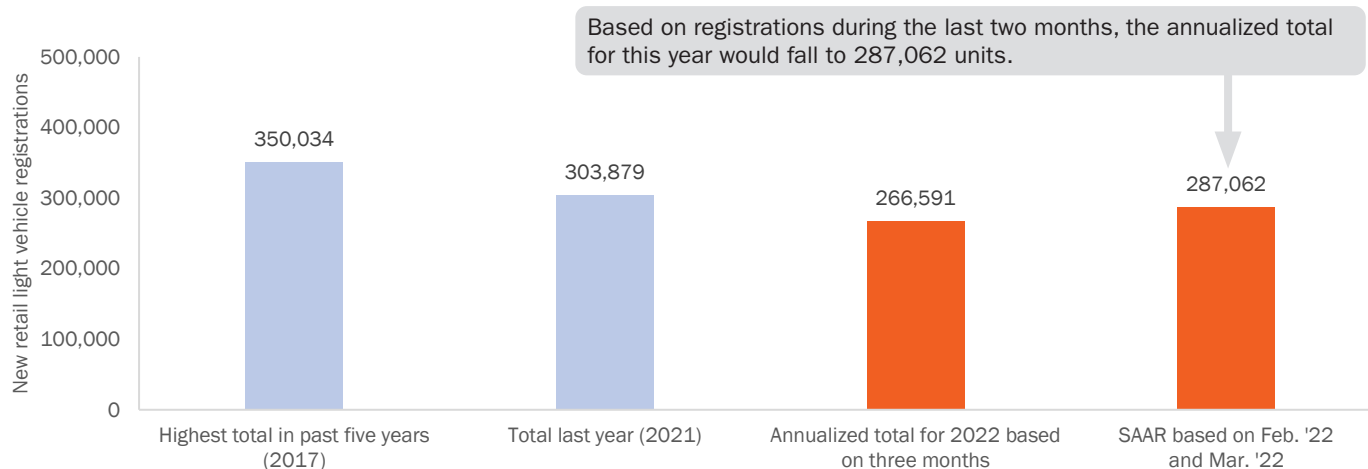
New retail light vehicle registrations in the Chicago Area declined 18.8% during the first three months of this year versus year earlier. U.S. market fell by an estimated 14.9%

The seasonally adjusted rate of registrations during February and March was 287,062, down about 6% from the annual total last year.

As show on page 5, used vehicle registrations declined by just 3.8% so far this year.

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 '22 thru March vs. Year Earlier

| | | | |
|---|---|---|--|
| DOMESTIC BRANDS | EUROPEAN BRANDS | JAPANESE BRANDS | KOREAN BRANDS |
|  DOWN 27.4% |  DOWN 15.0% |  DOWN 19.2% |  UP 7.4% |

| Chicago Area New Retail Car and Light Truck Registrations | | | | | | |
|---|---------------|--------|--------|----------------------|------|------|
| | YTD thru Mar. | | | YTD Market Share (%) | | |
| | 2021 | 2022 | % chg. | 2021 | 2022 | Chg. |
| TOTAL | 72,586 | 58,944 | -18.8% | | | |
| Cars | 14,559 | 11,242 | -22.8% | 20.1 | 19.1 | -1.0 |
| Trucks | 58,027 | 47,702 | -17.8% | 79.9 | 80.9 | 1.0 |
| Domestic Brands | 28,363 | 20,602 | -27.4% | 39.1 | 35.0 | -4.1 |
| European Brands | 9,763 | 8,294 | -15.0% | 13.5 | 14.1 | 0.6 |
| Japanese Brands | 26,196 | 21,173 | -19.2% | 36.1 | 35.9 | -0.2 |
| Korean Brands | 8,264 | 8,875 | 7.4% | 11.4 | 15.1 | 3.7 |
| Acura | 1,275 | 980 | -23.1% | 1.8 | 1.7 | -0.1 |
| Alfa Romeo | 109 | 66 | -39.4% | 0.2 | 0.1 | 0.0 |
| Audi | 1,338 | 938 | -29.9% | 1.8 | 1.6 | -0.3 |
| BMW | 1,953 | 2,232 | 14.3% | 2.7 | 3.8 | 1.1 |
| Buick | 1,071 | 448 | -58.2% | 1.5 | 0.8 | -0.7 |
| Cadillac | 923 | 535 | -42.0% | 1.3 | 0.9 | -0.4 |
| Chevrolet | 8,213 | 4,431 | -46.0% | 11.3 | 7.5 | -3.8 |
| Chrysler | 625 | 429 | -31.4% | 0.9 | 0.7 | -0.1 |
| Dodge | 936 | 562 | -40.0% | 1.3 | 1.0 | -0.3 |
| Ford | 6,517 | 4,871 | -25.3% | 9.0 | 8.3 | -0.7 |
| Genesis | 217 | 380 | 75.1% | 0.3 | 0.6 | 0.3 |
| GMC | 1,872 | 1,456 | -22.2% | 2.6 | 2.5 | -0.1 |
| Honda | 7,394 | 5,257 | -28.9% | 10.2 | 8.9 | -1.3 |
| Hyundai | 4,380 | 4,828 | 10.2% | 6.0 | 8.2 | 2.2 |
| Infiniti | 343 | 263 | -23.3% | 0.5 | 0.4 | 0.0 |
| Jaguar | 115 | 72 | -37.4% | 0.2 | 0.1 | 0.0 |
| Jeep | 4,345 | 3,973 | -8.6% | 6.0 | 6.7 | 0.8 |
| Kia | 3,667 | 3,667 | 0.0% | 5.1 | 6.2 | 1.2 |
| Land Rover | 660 | 412 | -37.6% | 0.9 | 0.7 | -0.2 |
| Lexus | 1,458 | 1,108 | -24.0% | 2.0 | 1.9 | -0.1 |
| Lincoln | 720 | 540 | -25.0% | 1.0 | 0.9 | -0.1 |
| Maserati | 32 | 35 | 9.4% | 0.0 | 0.1 | 0.0 |
| Mazda | 1,569 | 1,613 | 2.8% | 2.2 | 2.7 | 0.6 |
| Mercedes | 1,640 | 1,291 | -21.3% | 2.3 | 2.2 | -0.1 |
| MINI | 142 | 135 | -4.9% | 0.2 | 0.2 | 0.0 |
| Mitsubishi | 171 | 418 | 144.4% | 0.2 | 0.7 | 0.5 |
| Nissan | 3,507 | 2,972 | -15.3% | 4.8 | 5.0 | 0.2 |
| Other | 136 | 106 | -22.1% | 0.2 | 0.2 | 0.0 |
| Porsche | 387 | 406 | 4.9% | 0.5 | 0.7 | 0.2 |
| Ram | 1,456 | 1,161 | -20.3% | 2.0 | 2.0 | 0.0 |
| Subaru | 3,205 | 3,030 | -5.5% | 4.4 | 5.1 | 0.7 |
| Tesla | 1,685 | 2,196 | 30.3% | 2.3 | 3.7 | 1.4 |
| Toyota | 7,215 | 5,491 | -23.9% | 9.9 | 9.3 | -0.6 |
| Volkswagen | 2,465 | 1,999 | -18.9% | 3.4 | 3.4 | 0.0 |
| Volvo | 845 | 643 | -23.9% | 1.2 | 1.1 | -0.1 |

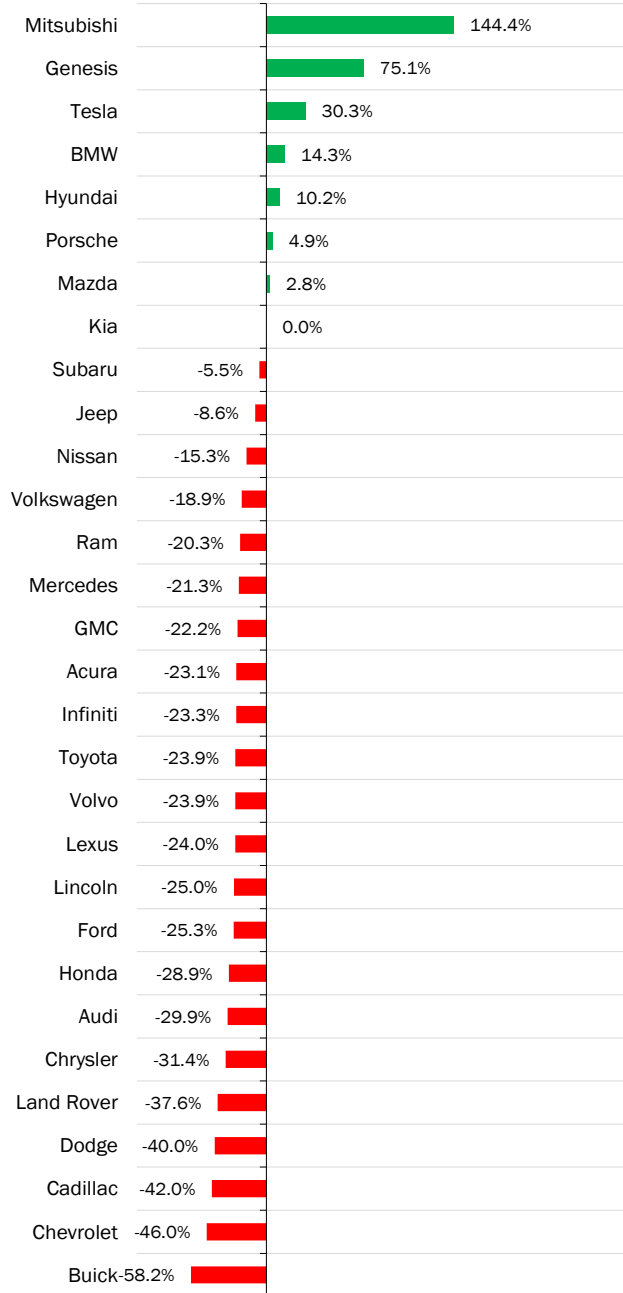
Top ten are shaded yellow. Source: AutoCount data from Experian

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BRAND RESULTS



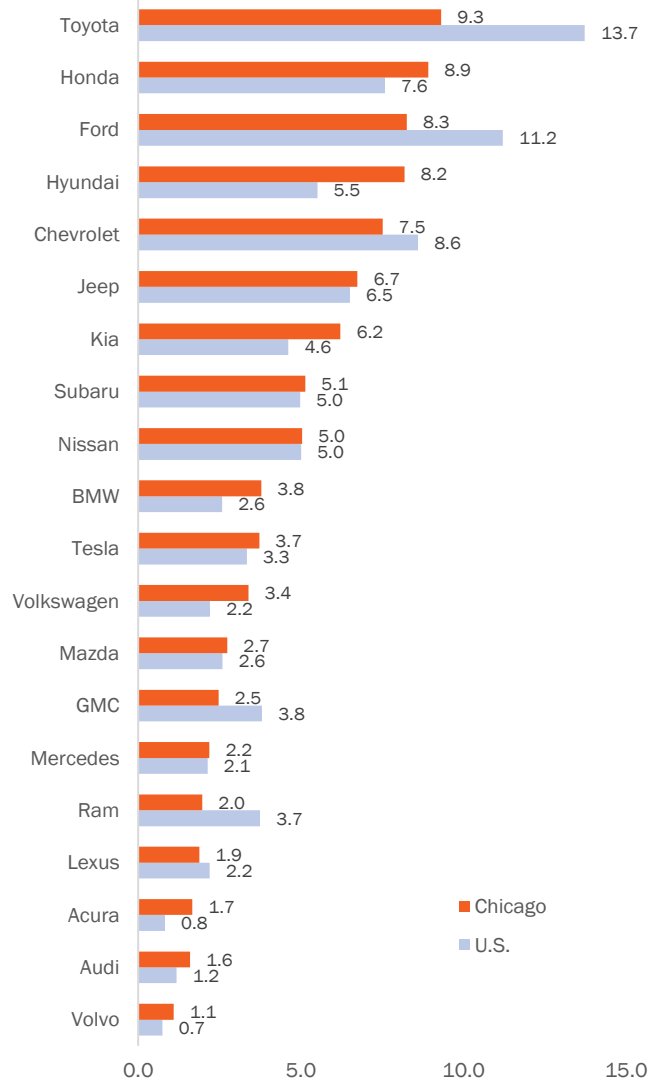
**Percent Change in Registrations
YTD '22 (Mar.) vs. YTD '21
(Top 30 selling brands)**



Registrations increased for seven brands: Mitsubishi, Genesis, Tesla, BMW, Hyundai, Porsche, and Mazda.

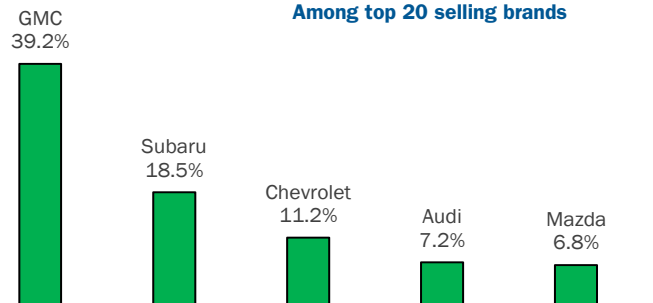


**Area and U.S. Market Share - YTD '22
(Top 20 selling brands in area)**



Brands On the Move

**Largest % increase in registrations
during past 3 months (Jan '22 thru Mar '22) vs.
preceding 3 months (Oct '21 thru Dec '21)
Among top 20 selling brands**



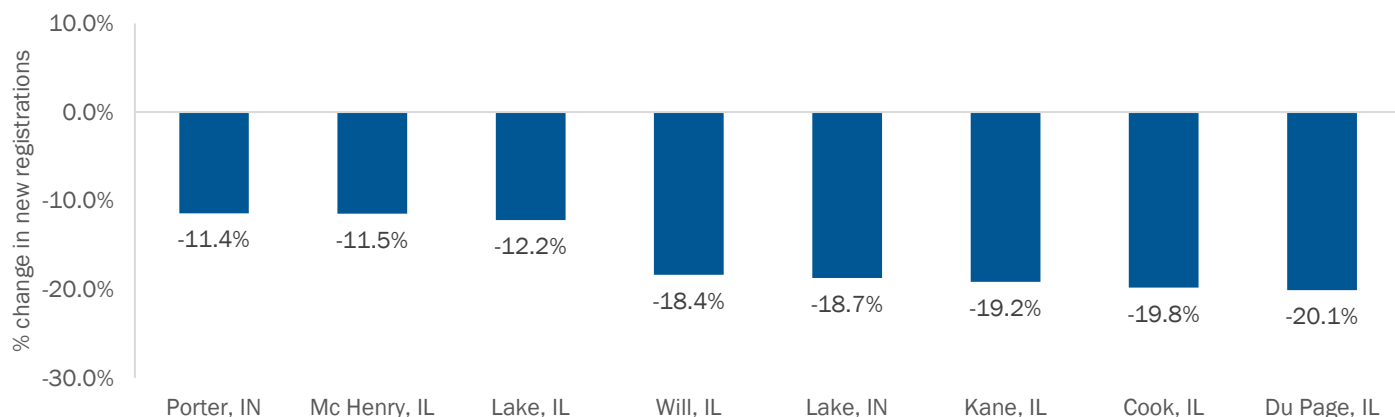
Data Source: AutoCount data from Experian. U.S. figures estimated by Auto Outlook.

COUNTY NEW VEHICLE MARKETS

| COUNTY MARKETS - PART 1 | | | | | | | |
|-------------------------|----------------|---------|-----------------------------------|--------------------------------|------------------------------|---------|--------|
| | YTD thru March | | Percent Change 2021 to 2022 | Unit Change 2021 to 2022 | Light Truck Market Share (%) | | |
| | YTD '21 | YTD '22 | | | YTD '21 | YTD '22 | Change |
| Cook, IL | 36,726 | 29,447 | -19.8% | -7279 | 79.0 | 80.8 | 1.7 |
| Du Page, IL | 10,925 | 8,729 | -20.1% | -2196 | 80.0 | 79.8 | -0.3 |
| Kane, IL | 4,960 | 4,010 | -19.2% | -950 | 81.3 | 81.7 | 0.4 |
| Lake, IL | 4,276 | 3,754 | -12.2% | -522 | 81.4 | 80.6 | -0.8 |
| Mc Henry, IL | 1,213 | 1,074 | -11.5% | -139 | 84.8 | 83.6 | -1.2 |
| Will, IL | 8,234 | 6,722 | -18.4% | -1512 | 80.5 | 80.8 | 0.3 |
| Lake, IN | 4,520 | 3,674 | -18.7% | -846 | 81.5 | 83.3 | 1.8 |
| Porter, IN | 1,732 | 1,534 | -11.4% | -198 | 83.3 | 87.5 | 4.3 |

| COUNTY MARKETS - PART 2 | | | | | | | | | | | | | |
|---------------------------------------|-----------------|-------------|----------------------|---|-------|------|---------|-------|------|-----|--------|--------|-----|
| Market Share Summary - YTD thru March | | | | | | | | | | | | | |
| | Domestic Brands | | | Top Ten Selling Brands in Area-YTD 2022 | | | | | | | | | |
| | YTD 2021 | YTD 2022 | Change '21 to '22 | Toyota | Honda | Ford | Hyundai | Chevy | Jeep | Kia | Subaru | Nissan | BMW |
| Cook, IL | 34.6 | 30.8 | -3.8 | 10.3 | 8.8 | 7.0 | 8.7 | 6.4 | 6.8 | 6.1 | 5.5 | 5.5 | 3.7 |
| Du Page, IL | 35.0 | 32.1 | -2.9 | 9.0 | 9.0 | 7.9 | 8.7 | 5.8 | 5.5 | 5.9 | 4.9 | 4.4 | 4.8 |
| Kane, IL | 41.7 | 36.8 | -4.9 | 8.6 | 9.7 | 9.5 | 9.5 | 7.5 | 8.0 | 6.1 | 4.9 | 6.7 | 2.5 |
| Lake, IL | 50.6 | 46.7 | -3.9 | 8.8 | 10.5 | 6.3 | 5.6 | 7.8 | 6.4 | 4.5 | 3.8 | 3.1 | 6.7 |
| Mc Henry, IL | 59.7 | 59.4 | -0.3 | 4.8 | 10.3 | 13.0 | 7.4 | 13.5 | 7.0 | 3.9 | 4.1 | 1.9 | 3.2 |
| Will, IL | 46.7 | 40.3 | -6.4 | 8.6 | 7.5 | 9.7 | 9.1 | 9.8 | 6.6 | 8.8 | 4.1 | 4.2 | 3.1 |
| Lake, IN | 51.0 | 46.9 | -4.1 | 7.2 | 10.5 | 12.7 | 4.6 | 13.1 | 7.1 | 5.9 | 4.7 | 5.0 | 2.9 |
| Porter, IN | 54.8 | 51.2 | -3.6 | 6.9 | 5.7 | 16.0 | 3.6 | 10.9 | 9.7 | 5.9 | 8.6 | 5.2 | 1.4 |

Percent Change in County New Retail Light Vehicle Registrations
YTD 2022 thru March vs. YTD 2021



Data Source: AutoCount data from Experian. Some figures estimated by Auto Outlook.

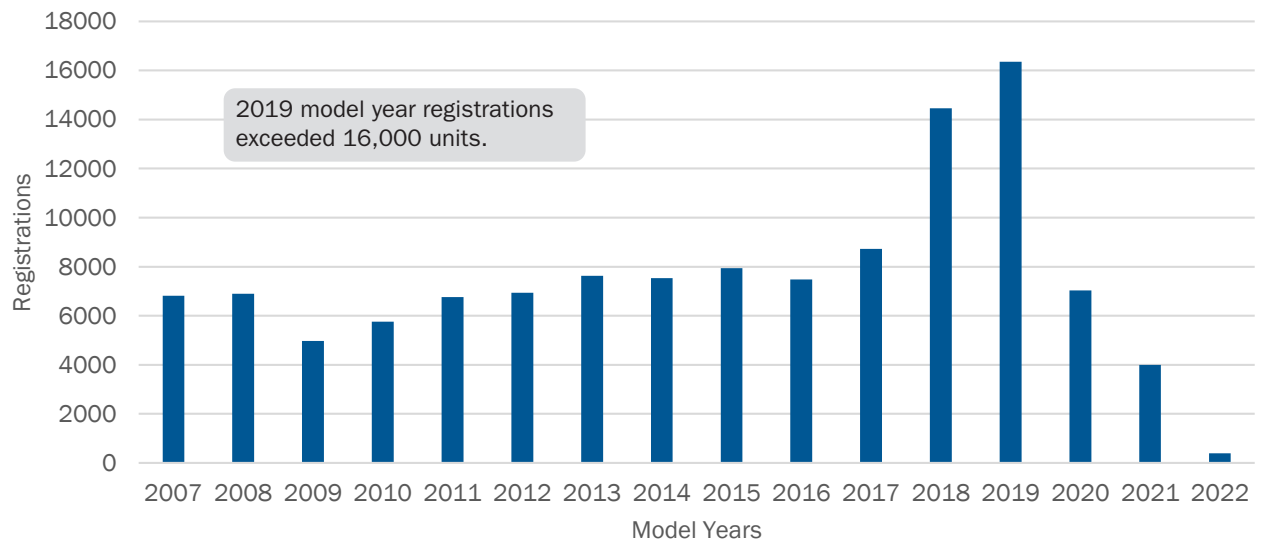
USED VEHICLE MARKET

| Chicago Area Used Car and Light Truck Registrations (only includes vehicles 7 years old or newer) | | | | | | |
|---|----------------|--------|--------|------------------|------|------|
| | YTD thru March | | | YTD Market Share | | |
| | 2021 | 2022 | % chg. | 2021 | 2022 | Chg. |
| TOTAL | 69,000 | 66,388 | -3.8% | | | |
| Cars | 25,828 | 23,232 | -10.1% | 37.4 | 35.0 | -2.4 |
| Trucks | 43,172 | 43,156 | 0.0% | 62.6 | 65.0 | 2.4 |
| Acura | 1,152 | 1,133 | -1.6% | 1.7 | 1.7 | 0.0 |
| Alfa Romeo | 122 | 169 | 38.5% | 0.2 | 0.3 | 0.1 |
| Audi | 1,677 | 1,468 | -12.5% | 2.4 | 2.2 | -0.2 |
| BMW | 1,714 | 2,069 | 20.7% | 2.5 | 3.1 | 0.6 |
| Buick | 1,189 | 995 | -16.3% | 1.7 | 1.5 | -0.2 |
| Cadillac | 1,099 | 1,070 | -2.6% | 1.6 | 1.6 | 0.0 |
| Chevrolet | 8,863 | 7,954 | -10.3% | 12.8 | 12.0 | -0.9 |
| Chrysler | 961 | 836 | -13.0% | 1.4 | 1.3 | -0.1 |
| Dodge | 2,266 | 1,813 | -20.0% | 3.3 | 2.7 | -0.6 |
| FIAT | 75 | 70 | -6.7% | 0.1 | 0.1 | 0.0 |
| Ford | 7,202 | 7,136 | -0.9% | 10.4 | 10.7 | 0.3 |
| Genesis | 131 | 154 | 17.6% | 0.2 | 0.2 | 0.0 |
| GMC | 1,924 | 1,904 | -1.0% | 2.8 | 2.9 | 0.1 |
| Honda | 4,337 | 4,604 | 6.2% | 6.3 | 6.9 | 0.6 |
| Hyundai | 3,160 | 3,169 | 0.3% | 4.6 | 4.8 | 0.2 |
| Infiniti | 1,105 | 976 | -11.7% | 1.6 | 1.5 | -0.1 |
| Jaguar | 214 | 191 | -10.7% | 0.3 | 0.3 | 0.0 |
| Jeep | 4,879 | 4,775 | -2.1% | 7.1 | 7.2 | 0.1 |
| Kia | 2,258 | 2,583 | 14.4% | 3.3 | 3.9 | 0.6 |
| Land Rover | 533 | 616 | 15.6% | 0.8 | 0.9 | 0.2 |
| Lexus | 1,593 | 1,441 | -9.5% | 2.3 | 2.2 | -0.1 |
| Lincoln | 745 | 743 | -0.3% | 1.1 | 1.1 | 0.0 |
| Mazda | 1,125 | 1,031 | -8.4% | 1.6 | 1.6 | -0.1 |
| Mercedes | 1,706 | 2,064 | 21.0% | 2.5 | 3.1 | 0.6 |
| MINI | 143 | 153 | 7.0% | 0.2 | 0.2 | 0.0 |
| Mitsubishi | 556 | 506 | -9.0% | 0.8 | 0.8 | 0.0 |
| Nissan | 6,326 | 5,178 | -18.1% | 9.2 | 7.8 | -1.4 |
| Other | 167 | 183 | 9.6% | 0.2 | 0.3 | 0.0 |
| Porsche | 331 | 339 | 2.4% | 0.5 | 0.5 | 0.0 |
| Ram | 1,273 | 1,394 | 9.5% | 1.8 | 2.1 | 0.3 |
| Subaru | 1,710 | 1,461 | -14.6% | 2.5 | 2.2 | -0.3 |
| Tesla | 224 | 293 | 30.8% | 0.3 | 0.4 | 0.1 |
| Toyota | 5,719 | 5,295 | -7.4% | 8.3 | 8.0 | -0.3 |
| Volkswagen | 2,023 | 2,139 | 5.7% | 2.9 | 3.2 | 0.3 |
| Volvo | 498 | 483 | -3.0% | 0.7 | 0.7 | 0.0 |

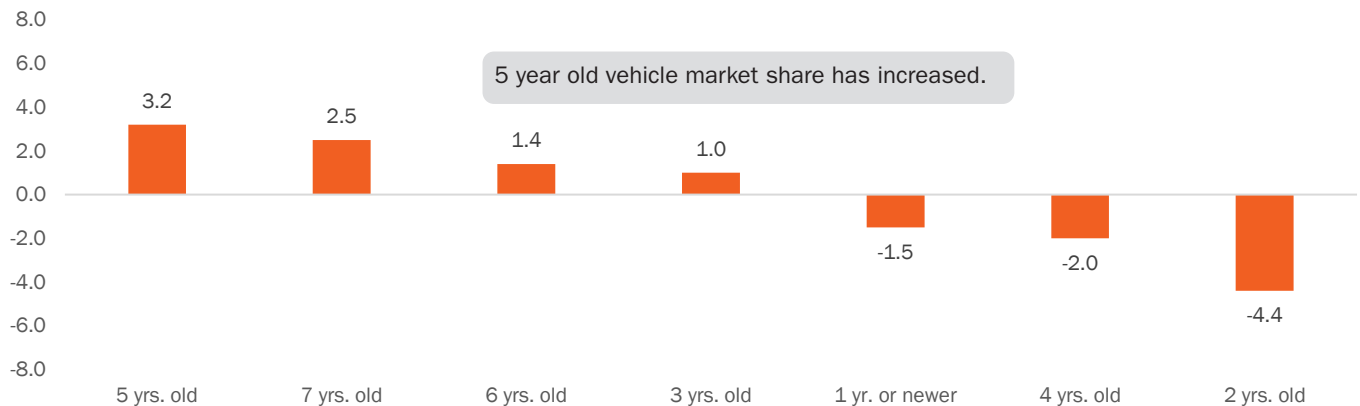
Data Source: AutoCount data from Experian.

USED VEHICLE MARKET TRENDS

Area Used Vehicle Registrations by Model Year - YTD '22 thru March



Change in Used Vehicle Market Share by Age of Vehicle - YTD '22 thru Mar. vs. YTD '21



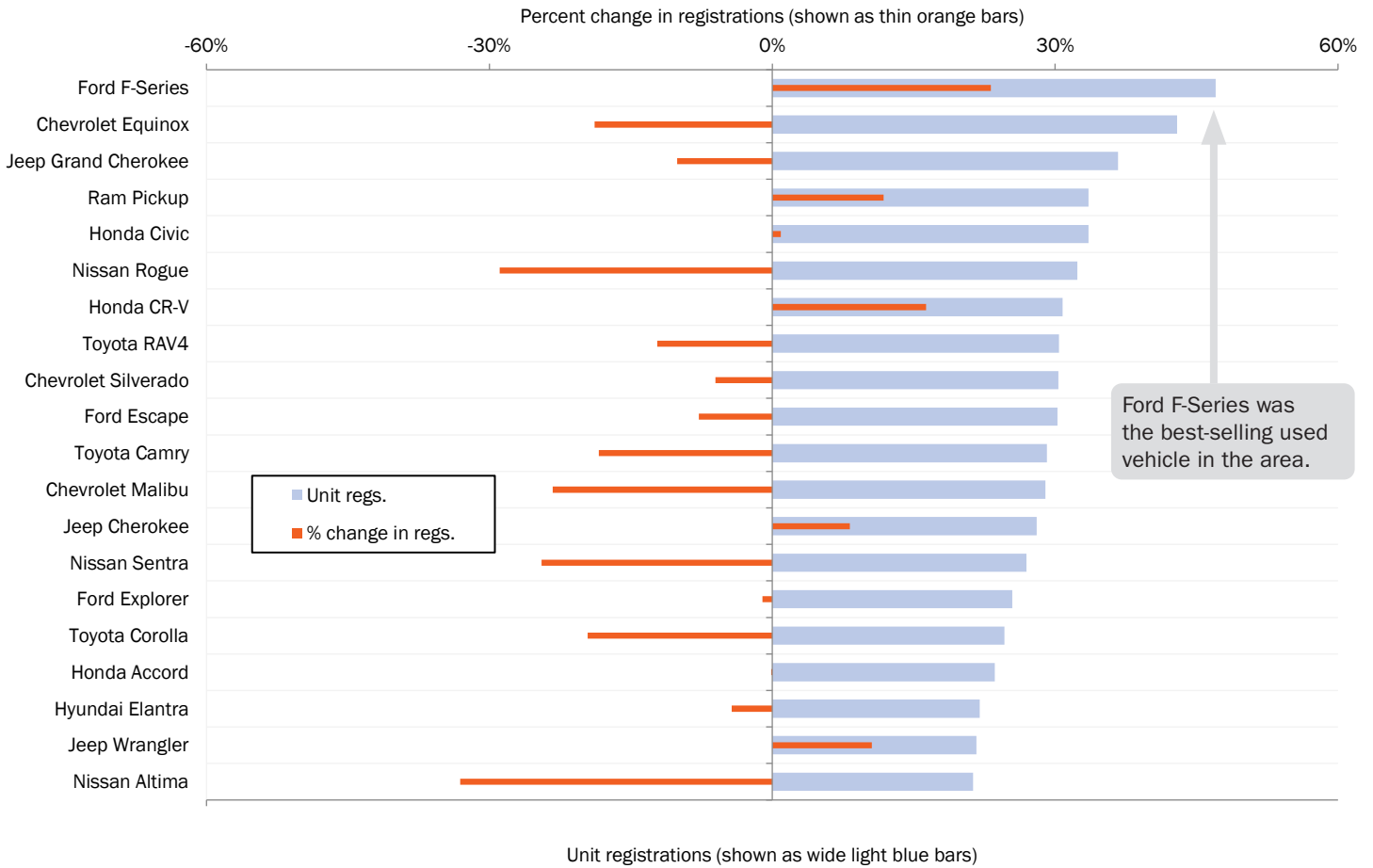
Brand Market Share by Vehicle Age - YTD '22 thru March

| 2021 Model Year or newer | | 2020 Model Year | | 2019 Model Year | | 2018 Model Year | |
|--------------------------|-------|-----------------|-------|-----------------|-------|----------------------|-------|
| Toyota | 16.2% | Chevrolet | 12.0% | Chevrolet | 11.3% | Ford | 13.0% |
| Chevrolet | 9.8% | Ford | 10.0% | Honda | 8.9% | Chevrolet | 10.8% |
| Kia | 6.4% | Toyota | 10.0% | Nissan | 8.4% | Jeep | 8.4% |
| Ford | 6.3% | Nissan | 7.9% | Ford | 8.1% | Honda | 7.1% |
| Honda | 5.9% | Honda | 6.7% | Toyota | 7.4% | Nissan | 6.8% |
| 2017 Model Year | | 2016 Model Year | | 2015 Model Year | | 7 yrs or newer total | |
| Chevrolet | 13.0% | Chevrolet | 13.4% | Chevrolet | 14.3% | Chevrolet | 12.0% |
| Ford | 12.7% | Ford | 12.6% | Ford | 11.3% | Ford | 10.7% |
| Nissan | 9.3% | Nissan | 7.5% | Nissan | 8.6% | Toyota | 8.0% |
| Toyota | 7.0% | Honda | 7.2% | Jeep | 8.3% | Nissan | 7.8% |
| Jeep | 6.5% | Jeep | 7.0% | Toyota | 7.3% | Jeep | 7.2% |

Data Source: AutoCount data from Experian.

TOP SELLING USED VEHICLES

**Registrations (YTD '22 thru March) and Percent Change (YTD '22 thru Mar. vs. Year Earlier)
Top 20 Selling Models in Used Vehicle Market (6 years old or newer)**



The thick light blue bars on the graph show unit registrations (bottom axis), and the orange bars show the percent change (top axis). Data Source: AutoCount data from Experian.

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