

Chicago Auto Outlook

Released by:
Chicago Automobile
Trade Association

Covering the Chicago Area Automotive Market

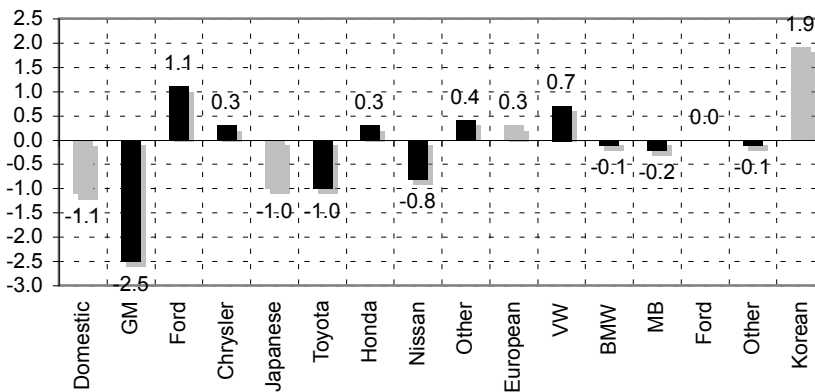
Data thru August, 2009

Chicago Area New Retail Car and Light Truck Registrations

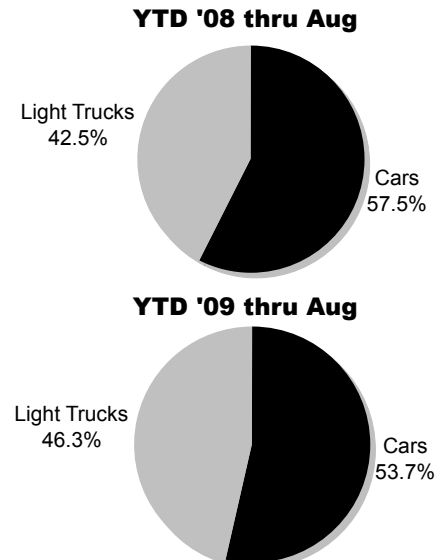
	July 09 and Aug 09 Combined			YTD thru Aug				YTD Market Share (%)		
	Chicago Area			Chicago Area			U.S.	Chicago Area		
	Previous	Current	% chg.	2008	2009	% chg.	% chg.	2008	2009	Chg.
Industry Total	52,467	44,127	-15.9%	207,266	140,595	-32.2%	-27.9%			
Cars	31,979	25,612	-19.9%	119,101	75,455	-36.6%	-26.0%	57.5	53.7	-3.8
Light Trucks	20,488	18,515	-9.6%	88,165	65,140	-26.1%	-30.0%	42.5	46.3	3.8
Domestic Brands	18,353	16,525	-10.0%	79,464	52,309	-34.2%	-32.5%	38.3	37.2	-1.1
General Motors	10,163	8,219	-19.1%	42,766	25,515	-40.3%	-35.0%	20.6	18.1	-2.5
Ford	4,680	5,329	13.9%	20,718	15,608	-24.7%	-23.6%	10.0	11.1	1.1
Chrysler	3,510	2,977	-15.2%	15,980	11,186	-30.0%	-39.3%	7.7	8.0	0.3
Japanese Brands	25,604	20,130	-21.4%	96,204	63,882	-33.6%	-27.3%	46.4	45.4	-1.0
Toyota	9,272	7,780	-16.1%	37,417	24,110	-35.6%	-29.0%	18.1	17.1	-1.0
Honda	8,688	6,779	-22.0%	31,731	21,932	-30.9%	-25.6%	15.3	15.6	0.3
Nissan	5,100	3,664	-28.2%	17,932	11,148	-37.8%	-27.7%	8.7	7.9	-0.8
Other	2,544	1,907	-25.0%	9,124	6,692	-26.7%	-24.3%	4.4	4.8	0.4
European Brands	5,473	4,074	-25.6%	21,193	14,695	-30.7%	-22.3%	10.2	10.5	0.3
Volkswagen	2,021	1,649	-18.4%	7,292	5,913	-18.9%	-10.1%	3.5	4.2	0.7
BMW	1,589	1,120	-29.5%	6,034	3,959	-34.4%	-26.3%	2.9	2.8	-0.1
Mercedes	1,044	688	-34.1%	4,097	2,525	-38.4%	-25.6%	2.0	1.8	-0.2
Ford	332	307	-7.5%	1,508	921	-38.9%	-25.1%	0.7	0.7	0.0
Other	487	310	-36.3%	2,262	1,377	-39.1%	-44.5%	1.1	1.0	-0.1
Korean Brands	3,037	3,398	11.9%	10,405	9,709	-6.7%	0.8%	5.0	6.9	1.9

Brands included above: Big 3: GM (Buick, Cadillac, Chevrolet, GMC, Hummer, Pontiac, and Saturn), Ford (Ford, Lincoln, and Mercury), Chrysler (Chrysler, Dodge, and Jeep). Japanese: Toyota (Toyota, Lexus, and Scion), Honda (Honda and Acura), Nissan (Nissan and Infiniti), Other (Isuzu, Mazda, Mitsubishi, Subaru, and Suzuki). European: VW (Audi, Bentley, and Volkswagen), BMW (BMW, Rolls Royce, and Mini), MB (Mercedes Benz), Ford (Volvo), Other (Aston Martin, Ferrari, Jaguar, Land Rover, Lotus, Maserati, and Saab). Korean: Hyundai and Kia.

Change in Market Share - YTD '09 thru Aug vs. Year Earlier



Car and Light Truck Market Share

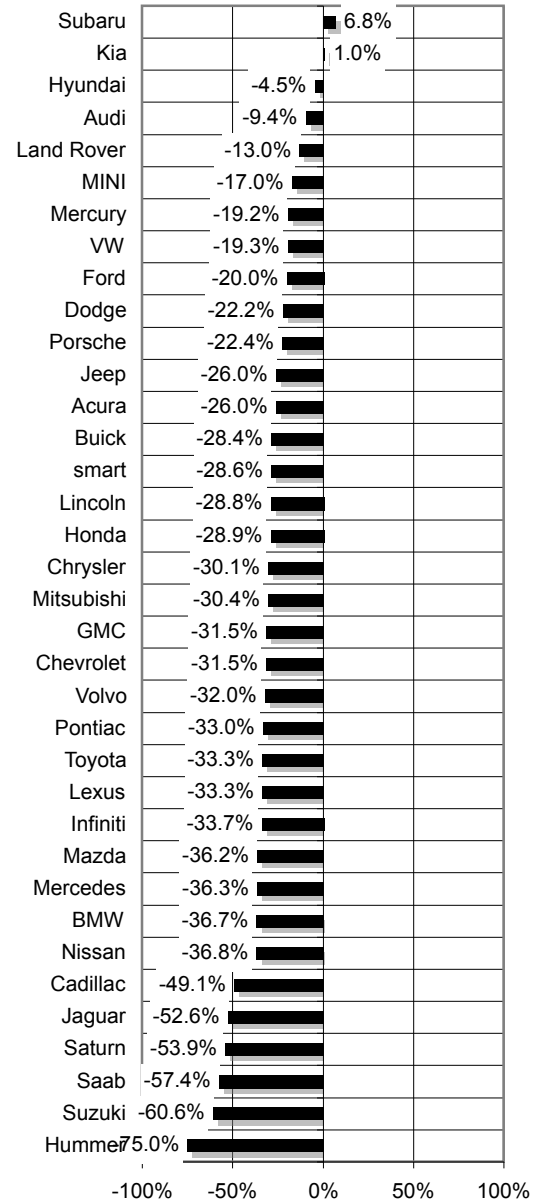


The table above shows new retail light vehicle registrations in the Chicago Area, consisting of six counties in Illinois and two in Indiana. Figures include new vehicles registered and sold in the six Illinois Counties, and the two Indiana Counties. **Please keep in mind that monthly registration figures 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.** Source for area registrations: AutoCount, an Experian Company. U.S. sales: Automotive News.

**Area New Retail Car and Light Truck Registrations
(Six Month Average Mar 09 thru Aug 09 vs. Year Earlier)**

	Avg. Monthly Registrations			U.S. % chg.	Area Market Share		
	3/08 to 8/08	3/09 to 8/09	%		Prev.	Recent	Chg.
TOTAL	26,203	18,577	-29.1%	-24.5%			
Acura	542	401	-26.0%	-34.0%	2.1	2.2	0.1
Audi	256	232	-9.4%	-6.0%	1.0	1.2	0.2
BMW	632	400	-36.7%	-28.6%	2.4	2.2	-0.2
Buick	331	237	-28.4%	-32.3%	1.3	1.3	0.0
Cadillac	434	221	-49.1%	-47.5%	1.7	1.2	-0.5
Chevrolet	2,893	1,983	-31.5%	-24.0%	11.0	10.7	-0.3
Chrysler	491	343	-30.1%	-44.3%	1.9	1.8	-0.1
Dodge	868	675	-22.2%	-34.2%	3.3	3.6	0.3
Ford	2,276	1,820	-20.0%	-16.1%	8.7	9.8	1.1
GMC	426	292	-31.5%	-35.0%	1.6	1.6	0.0
Honda	3,553	2,527	-28.9%	-22.6%	13.6	13.6	0.0
Hummer	40	10	-75.0%	-60.2%	0.2	0.1	-0.1
Hyundai	1,071	1,023	-4.5%	-1.8%	4.1	5.5	1.4
Infiniti	249	165	-33.7%	-37.3%	1.0	0.9	-0.1
Jaguar	57	27	-52.6%	-36.3%	0.2	0.1	-0.1
Jeep	642	475	-26.0%	-30.9%	2.5	2.6	0.1
Kia	295	298	1.0%	3.2%	1.1	1.6	0.5
Land Rover	77	67	-13.0%	-14.6%	0.3	0.4	0.1
Lexus	742	495	-33.3%	-29.3%	2.8	2.7	-0.1
Lincoln	163	116	-28.8%	-28.0%	0.6	0.6	0.0
Mazda	514	328	-36.2%	-26.1%	2.0	1.8	-0.2
Mercedes	460	293	-36.3%	-22.9%	1.8	1.6	-0.2
Mercury	203	164	-19.2%	-25.1%	0.8	0.9	0.1
MINI	135	112	-17.0%	-14.4%	0.5	0.6	0.1
Mitsubishi	260	181	-30.4%	-48.7%	1.0	1.0	0.0
Nissan	2,091	1,321	-36.8%	-24.6%	8.0	7.1	-0.9
Pontiac	570	382	-33.0%	-24.4%	2.2	2.1	-0.1
Porsche	58	45	-22.4%	-37.6%	0.2	0.2	0.0
Saab	47	20	-57.4%	-60.5%	0.2	0.1	-0.1
Saturn	477	220	-53.9%	-59.4%	1.8	1.2	-0.6
smart	42	30	-28.6%	-34.1%	0.2	0.2	0.0
Subaru	280	299	6.8%	12.8%	1.1	1.6	0.5
Suzuki	132	52	-60.6%	-55.0%	0.5	0.3	-0.2
Toyota/Scion	3,978	2,652	-33.3%	-26.9%	15.2	14.3	-0.9
Volkswagen	664	536	-19.3%	-8.9%	2.5	2.9	0.4
Volvo	181	123	-32.0%	-11.6%	0.7	0.7	0.0
Other	75	17	-77.3%	-56.5%	0.3	0.1	-0.2

**Percent Change in Registrations
(Mar 09 thru Aug 09 vs. Year Earlier)**



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

WHAT NEW AND USED CARS SELL WELL IN MY MARKETS?

ANSWERS DRIVE RESULTS.

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Explanation and Notes

The table above shows combined new car and light truck registrations for all major brands in the area. Average monthly registrations are shown for the most recent six month period (Mar '09 thru Aug '09) and the same period a year earlier. The six month average trend provides a clearer picture of brand sales performance than individual monthly registrations, which are subject to significant volatility. The table also shows the percent change in U.S. new vehicle sales during the same time span, and area market share during the most recent six month period. The top ten brands in each percent change category are shaded green. The graph shows the percent change in area registrations during the most recent six month period versus a year earlier (the fourth column in the table). Brands are ranked from highest to lowest percentage change.

This report is sponsored by the Chicago Automobile Trade Association and produced by Auto Outlook. For questions or comments, please contact CATA (630-495-2282) or Auto Outlook (800-206-0102).