

Chicago Auto Outlook

Released by:
Chicago Automobile
Trade Association

Covering the Chicago Area Automotive Market

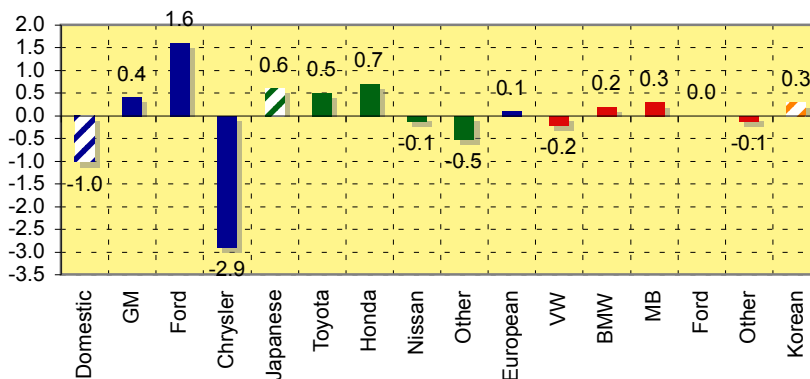
Data thru February 2010

Chicago Area New Retail Car and Light Truck Registrations

	Jan 10 and Feb 10 Combined			YTD thru Feb				YTD Market Share (%)		
	Chicago Area			Chicago Area			U.S.	Chicago Area		
	Previous	Current	% chg.	2009	2010	% chg.	% chg.	2009	2010	Chg.
Industry Total	29,133	29,503	1.3%	29,133	29,503	1.3%	9.9%			
Cars	13,797	15,204	10.2%	13,797	15,204	10.2%	17.4%	47.4	51.5	4.1
Light Trucks	15,336	14,299	-6.8%	15,336	14,299	-6.8%	2.3%	52.6	48.5	-4.1
Domestic Brands	10,671	10,511	-1.5%	10,671	10,511	-1.5%	16.0%	36.6	35.6	-1.0
General Motors	5,426	5,593	3.1%	5,426	5,593	3.1%	13.7%	18.6	19.0	0.4
Ford	3,010	3,511	16.6%	3,010	3,511	16.6%	34.3%	10.3	11.9	1.6
Chrysler	2,235	1,407	-37.0%	2,235	1,407	-37.0%	-3.2%	7.7	4.8	-2.9
Japanese Brands	13,355	13,696	2.6%	13,355	13,696	2.6%	1.2%	45.8	46.4	0.6
Toyota	5,226	5,437	4.0%	5,226	5,437	4.0%	-12.4%	17.9	18.4	0.5
Honda	4,370	4,627	5.9%	4,370	4,627	5.9%	3.9%	15.0	15.7	0.7
Nissan	2,235	2,231	-0.2%	2,235	2,231	-0.2%	22.8%	7.7	7.6	-0.1
Other	1,524	1,401	-8.1%	1,524	1,401	-8.1%	6.0%	5.2	4.7	-0.5
European Brands	3,326	3,401	2.3%	3,326	3,401	2.3%	19.4%	11.4	11.5	0.1
Volkswagen	1,307	1,266	-3.1%	1,307	1,266	-3.1%	36.6%	4.5	4.3	-0.2
BMW	888	939	5.7%	888	939	5.7%	10.8%	3.0	3.2	0.2
Mercedes	589	688	16.8%	589	688	16.8%	12.4%	2.0	2.3	0.3
Ford	184	183	-0.5%	184	183	-0.5%	25.6%	0.6	0.6	0.0
Other	358	325	-9.2%	358	325	-9.2%	-18.1%	1.2	1.1	-0.1
Korean Brands	1,781	1,895	6.4%	1,781	1,895	6.4%	11.5%	6.1	6.4	0.3

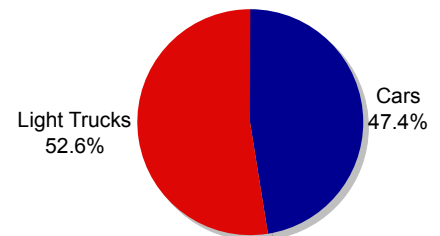
Brands included above: Big 3: GM (Buick, Cadillac, Chevrolet, GMC, Hummer, Pontiac, and Saturn), Ford (Ford, Lincoln, and Mercury), Chrysler (Chrysler, Dodge, and Jeep). Japanese: Toyota (Toyota, Lexus, and Scion), Honda (Honda and Acura), Nissan (Nissan and Infiniti), Other (Isuzu, Mazda, Mitsubishi, 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 '10 thru Feb vs. Year Earlier

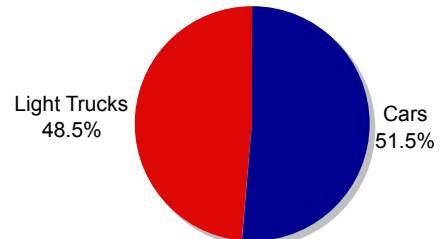


Car and Light Truck Market Share

YTD '09 thru Feb



YTD '10 thru Feb

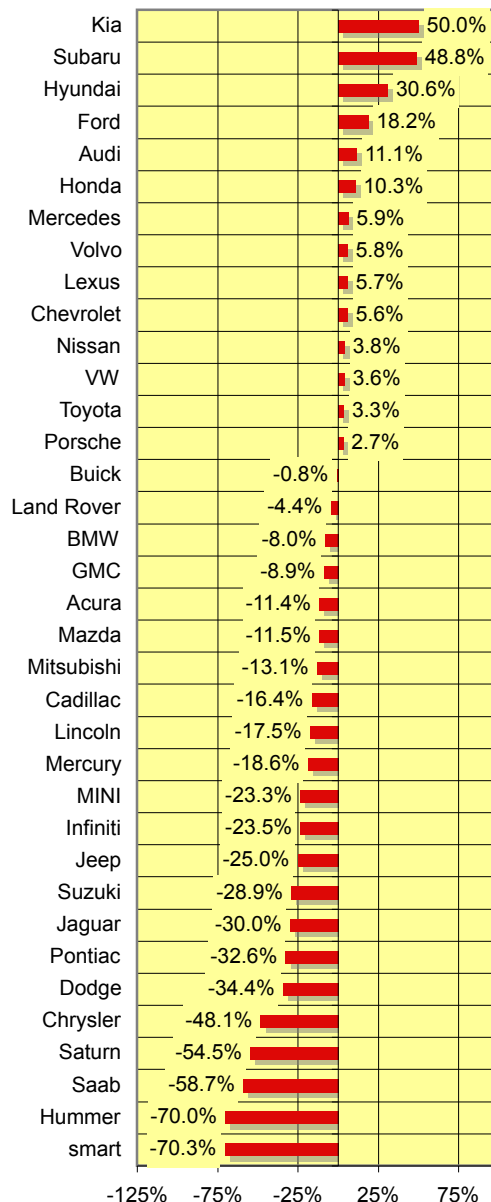


The table above shows new retail light vehicle registrations in the Chicago Area, consisting of six counties in Illinois and two in Indiana. Figures include new vehicles registered and sold in the six Illinois Counties, and the two Indiana Counties. **Please keep in mind that monthly registration figures 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. Note: U.S. data includes fleet sales.

**Area New Retail Car and Light Truck Registrations
(Six Month Average Sep 09 thru Feb 10 vs. Year Earlier)**

	Avg. Monthly Registrations			U.S. % chg.	Area Market Share		
	9/08 to 2/09	9/09 to 2/10	%		Prev.	Recent	Chg.
TOTAL	18,186	18,350	0.9%	1.0%			
Acura	464	411	-11.4%	-3.3%	2.6	2.2	-0.4
Audi	207	230	11.1%	10.9%	1.1	1.3	0.2
BMW	465	428	-8.0%	2.3%	2.6	2.3	-0.3
Buick	260	258	-0.8%	14.0%	1.4	1.4	0.0
Cadillac	318	266	-16.4%	9.3%	1.7	1.4	-0.3
Chevrolet	1,897	2,003	5.6%	-0.7%	10.4	10.9	0.5
Chrysler	320	166	-48.1%	-26.7%	1.8	0.9	-0.9
Dodge	573	376	-34.4%	-19.2%	3.2	2.0	-1.2
Ford	1,586	1,874	18.2%	17.6%	8.7	10.2	1.5
GMC	370	337	-8.9%	-3.5%	2.0	1.8	-0.2
Honda	2,310	2,548	10.3%	1.5%	12.7	13.9	1.2
Hummer	20	6	-70.0%	-80.8%	0.1	0.0	-0.1
Hyundai	762	995	30.6%	31.2%	4.2	5.4	1.2
Infiniti	217	166	-23.5%	-6.1%	1.2	0.9	-0.3
Jaguar	30	21	-30.0%	26.9%	0.2	0.1	-0.1
Jeep	424	318	-25.0%	-15.2%	2.3	1.7	-0.6
Kia	218	327	50.0%	21.0%	1.2	1.8	0.6
Land Rover	91	87	-4.4%	6.5%	0.5	0.5	0.0
Lexus	565	597	5.7%	14.1%	3.1	3.3	0.2
Lincoln	143	118	-17.5%	-1.0%	0.8	0.6	-0.2
Mazda	356	315	-11.5%	-2.0%	2.0	1.7	-0.3
Mercedes	341	361	5.9%	12.7%	1.9	2.0	0.1
Mercury	145	118	-18.6%	1.0%	0.8	0.6	-0.2
MINI	103	79	-23.3%	-11.7%	0.6	0.4	-0.2
Mitsubishi	206	179	-13.1%	-28.7%	1.1	1.0	-0.1
Nissan	1,350	1,401	3.8%	16.4%	7.4	7.6	0.2
Pontiac	316	213	-32.6%	-56.9%	1.7	1.2	-0.5
Porsche	37	38	2.7%	7.2%	0.2	0.2	0.0
Saab	46	19	-58.7%	-61.8%	0.3	0.1	-0.2
Saturn	264	120	-54.5%	-69.1%	1.5	0.7	-0.8
smart	37	11	-70.3%	-67.6%	0.2	0.1	-0.1
Subaru	250	372	48.8%	27.3%	1.4	2.0	0.6
Suzuki	97	69	-28.9%	-51.6%	0.5	0.4	-0.1
Toyota/Scion	2,751	2,841	3.3%	-1.6%	15.1	15.5	0.4
Volkswagen	526	545	3.6%	17.4%	2.9	3.0	0.1
Volvo	103	109	5.8%	20.5%	0.6	0.6	0.0
Other	20	32	60.0%	-42.8%	0.1	0.2	0.1

**Percent Change in Registrations
(Sep 09 thru Feb 10 vs. Year Earlier)**



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 (Sep '09 thru Feb '10) 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).

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

WHAT NEW AND USED CARS SELL WELL IN MY MARKETS?

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.



www.experianautomotive.com 888 211 5809