Chicago Auto Outlook

Covering the Chicago Area Automotive Market — **Data thru January 2010**

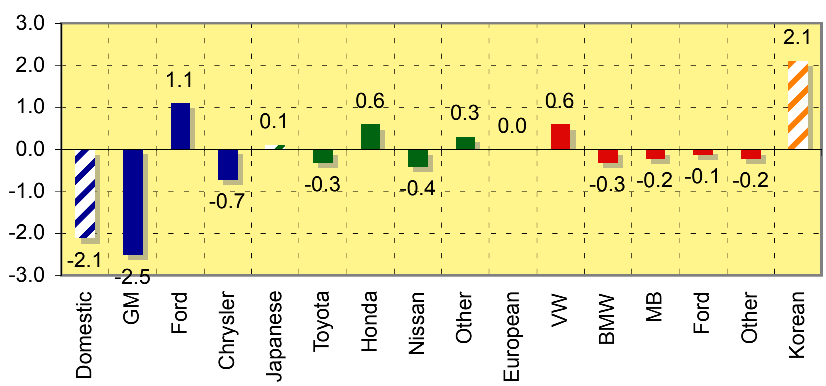
Released by: Chicago Automobile Trade Association

Chicago Area New Retail Car and Light Truck Registrations

	Dec 09 and Jan 10 Combined			YTD thru Dec				YTD Market Share (%)		
	Chicago Area			Chicago Area			U.S.	Chicago Area		
	Previous	Current	% chg.	2008	2009	% chg.	% chg.	2008	2009	Chg.
Industry Total	32,162	36,546	13.6%	287,250	221,191	-23.0%	-21.3%			
Cars	15,948	18,577	16.5%	162,179	120,666	-25.6%	-19.2%	56.5	54.6	-1.9
Light Trucks	16,214	17,969	10.8%	125,071	100,525	-19.6%	-23.6%	43.5	45.4	1.9
Domestic Brands	11,315	12,369	9.3%	108,604	78,940	-27.3%	-26.8%	37.8	35.7	-2.1
General Motors	5,651	6,449	14.1%	58,007	39,252	-32.3%	-29.7%	20.2	17.7	-2.5
Ford	3,418	4,241	24.1%	28,950	24,753	-14.5%	-15.3%	10.1	11.2	1.1
Chrysler	2,246	1,679	-25.2%	21,647	14,935	-31.0%	-35.9%	7.5	6.8	-0.7
Japanese Brands	15,196	17,760	16.9%	134,263	103,590	-22.8%	-19.6%	46.7	46.8	0.1
Toyota	6,125	7,411	21.0%	52,083	39,300	-24.5%	-20.2%	18.1	17.8	-0.3
Honda	4,930	5,809	17.8%	44,005	35,059	-20.3%	-19.5%	15.3	15.9	0.6
Nissan	2,498	2,758	10.4%	25,097	18,316	-27.0%	-19.1%	8.7	8.3	-0.4
Other	1,643	1,782	8.5%	13,078	10,915	-16.5%	-19.0%	4.6	4.9	0.3
European Brands	3,907	4,236	8.4%	29,878	22,914	-23.3%	-15.7%	10.4	10.4	0.0
Volkswagen	1,398	1,645	17.7%	10,379	9,295	-10.4%	-4.7%	3.6	4.2	0.6
BMW	1,135	1,097	-3.3%	8,555	6,064	-29.1%	-20.1%	3.0	2.7	-0.3
Mercedes	722	873	20.9%	5,777	4,070	-29.5%	-17.8%	2.0	1.8	-0.2
Ford	221	229	3.6%	1,943	1,389	-28.5%	-15.5%	0.7	0.6	-0.1
Other	431	392	-9.0%	3,224	2,096	-35.0%	-41.4%	1.1	0.9	-0.2
Korean Brands	1,744	2,181	25.1%	14,505	15,747	8.6%	8.9%	5.0	7.1	2.1

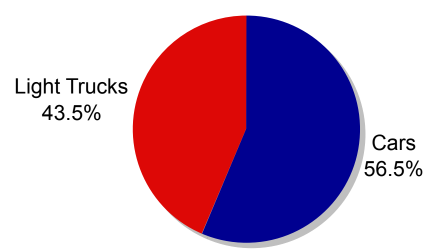
Brands included above: Big 3: GM (Buick, Cadillac, Chevrolet, GMC, Hummer, Pontiac, and Saturn), Ford (Ford, Lincoln, and Mercury), Chrysler (Chrysler, Dodge, and Jeep). Japanese: Toyota (Toyota, Lexus, and Scion), Honda (Honda and Acura), Nissan (Nissan and Infiniti), Other (Isuzu, Mazda, Mitsubishi,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

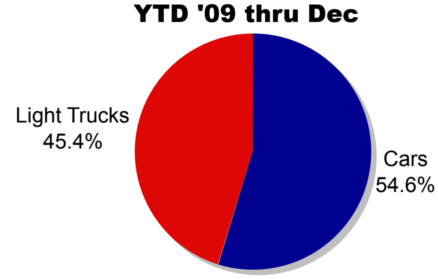


Car and Light Truck Market Share

YTD '08 thru Dec



YTD '09 thru Dec

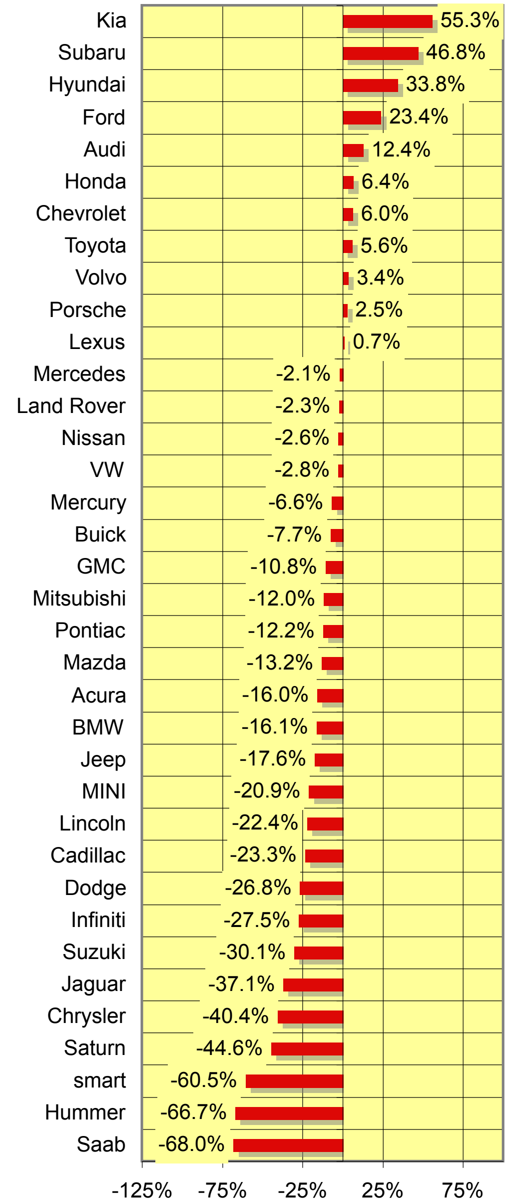


The table above shows new retail light vehicle registrations in the Chicago Area, consisting of six counties in Illinois and two in Indiana. Figures include new vehicles registered and sold in the six Illinois Counties, and the two Indiana Counties. **Please keep in mind that monthly registration figures 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 Aug 09 thru Jan 10 vs. Year Earlier)

	Avg. Monthly Registrations				Area Market Share		
	8/08 to 1/09	8/09 to 1/10	% chg.	U.S. % chg.	Prev.	Recent	Chg.
TOTAL	19,930	20,112	0.9%	-0.5%			
Acura	482	405	-16.0%	-13.8%	2.4	2.0	-0.4
Audi	210	236	12.4%	10.6%	1.1	1.2	0.1
BMW	522	438	-16.1%	-5.9%	2.6	2.2	-0.4
Buick	271	250	-7.7%	-7.8%	1.4	1.2	-0.2
Cadillac	339	260	-23.3%	-7.6%	1.7	1.3	-0.4
Chevrolet	2,072	2,196	6.0%	-6.0%	10.4	10.9	0.5
Chrysler	339	202	-40.4%	-30.7%	1.7	1.0	-0.7
Dodge	623	456	-26.8%	-20.6%	3.1	2.3	-0.8
Ford	1,702	2,101	23.4%	14.6%	8.5	10.4	1.9
GMC	381	340	-10.8%	-17.0%	1.9	1.7	-0.2
Honda	2,626	2,794	6.4%	3.7%	13.2	13.9	0.7
Hummer	21	7	-66.7%	-78.3%	0.1	0.0	-0.1
Hyundai	845	1,131	33.8%	39.4%	4.2	5.6	1.4
Infiniti	229	166	-27.5%	-13.7%	1.1	0.8	-0.3
Jaguar	35	22	-37.1%	8.0%	0.2	0.1	-0.1
Jeep	431	355	-17.6%	-17.2%	2.2	1.8	-0.4
Kia	237	368	55.3%	32.4%	1.2	1.8	0.6
Land Rover	86	84	-2.3%	9.6%	0.4	0.4	0.0
Lexus	609	613	0.7%	6.0%	3.1	3.0	-0.1
Lincoln	152	118	-22.4%	-10.8%	0.8	0.6	-0.2
Mazda	393	341	-13.2%	0.2%	2.0	1.7	-0.3
Mercedes	377	369	-2.1%	9.4%	1.9	1.8	-0.1
Mercury	151	141	-6.6%	-0.8%	0.8	0.7	-0.1
MINI	115	91	-20.9%	-9.4%	0.6	0.5	-0.1
Mitsubishi	225	198	-12.0%	-30.2%	1.1	1.0	-0.1
Nissan	1,585	1,543	-2.6%	9.5%	8.0	7.7	-0.3
Pontiac	336	295	-12.2%	-31.0%	1.7	1.5	-0.2
Porsche	40	41	2.5%	8.4%	0.2	0.2	0.0
Saab	50	16	-68.0%	-60.7%	0.3	0.1	-0.2
Saturn	303	168	-44.6%	-67.1%	1.5	0.8	-0.7
smart	38	15	-60.5%	-53.8%	0.2	0.1	-0.1
Subaru	267	392	46.8%	30.8%	1.3	1.9	0.6
Suzuki	103	72	-30.1%	-38.7%	0.5	0.4	-0.1
Toyota/Scion	3,015	3,184	5.6%	2.5%	15.1	15.8	0.7
Volkswagen	581	565	-2.8%	14.0%	2.9	2.8	-0.1
Volvo	116	120	3.4%	18.9%	0.6	0.6	0.0
Other	24	22	-8.3%	-46.3%	0.1	0.1	0.0

Percent Change in Registrations
(Aug 09 thru Jan 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 (Aug '09 thru Jan '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).

Experian Automotive is the data provider for Auto Outlook