Chicago Auto Outlook

Released by:
Chicago Automobile Trade Association

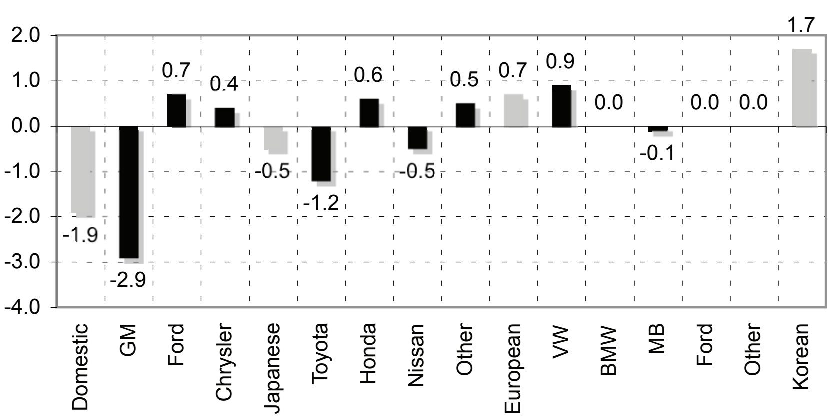
Covering the Chicago Area Automotive Market — Data thru July, 2009

Chicago Area New Retail Car and Light Truck Registrations

	June 09 and July 09 Combined			YTD thru July				YTD Market Share (%)		
	Chicago Area			Chicago Area			U.S.	Chicago Area		
	Previous	Current	% chg.	2008	2009	% chg.	% chg.	2008	2009	Chg.
Industry Total	56,967	39,020	-31.5%	183,213	118,012	-35.6%	-32.1%			
Cars	35,698	21,991	-38.4%	104,855	62,052	-40.8%	-31.9%	57.2	52.6	-4.6
Light Trucks	21,269	17,029	-19.9%	78,358	55,960	-28.6%	-32.3%	42.8	47.4	4.6
Domestic Brands	21,115	14,142	-33.0%	71,334	43,651	-38.8%	-35.8%	38.9	37.0	-1.9
General Motors	11,345	6,882	-39.3%	38,488	21,324	-44.6%	-37.5%	21.0	18.1	-2.9
Ford	5,557	4,385	-21.1%	18,492	12,700	-31.3%	-28.5%	10.1	10.8	0.7
Chrysler	4,213	2,875	-31.8%	14,354	9,627	-32.9%	-42.0%	7.8	8.2	0.4
Japanese Brands	27,182	18,080	-33.5%	84,334	53,676	-36.4%	-32.5%	46.0	45.5	-0.5
Toyota	10,358	6,641	-35.9%	33,163	19,973	-39.8%	-34.2%	18.1	16.9	-1.2
Honda	9,209	6,404	-30.5%	27,846	18,663	-33.0%	-31.1%	15.2	15.8	0.6
Nissan	5,004	3,350	-33.1%	15,389	9,339	-39.3%	-32.1%	8.4	7.9	-0.5
Other	2,611	1,685	-35.5%	7,936	5,701	-28.2%	-30.0%	4.3	4.8	0.5
European Brands	5,742	4,219	-26.5%	18,639	12,909	-30.7%	-25.0%	10.2	10.9	0.7
Volkswagen	2,043	1,784	-12.7%	6,363	5,229	-17.8%	-13.8%	3.5	4.4	0.9
BMW	1,710	1,117	-34.7%	5,248	3,448	-34.3%	-27.4%	2.9	2.9	0.0
Mercedes	1,049	662	-36.9%	3,619	2,196	-39.3%	-28.6%	2.0	1.9	-0.1
Ford	383	304	-20.6%	1,362	792	-41.9%	-28.7%	0.7	0.7	0.0
Other	557	352	-36.8%	2,047	1,244	-39.2%	-45.8%	1.1	1.1	0.0
Korean Brands	2,928	2,579	-11.9%	8,906	7,776	-12.7%	-6.7%	4.9	6.6	1.7

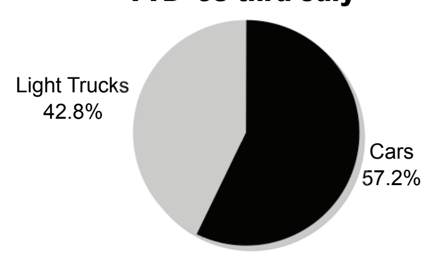
Brands included above: Big 3: GM (Buick, Cadillac, Chevrolet, GMC, Hummer, Pontiac, and Saturn), Ford (Ford, Lincoln, and Mercury), Chrysler (Chrysler, Dodge, and Jeep). Japanese: Toyota (Toyota, Lexus, and Scion), Honda (Honda and Acura), Nissan (Nissan and Infiniti), Other (Isuzu, Mazda, Mitsubishi,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

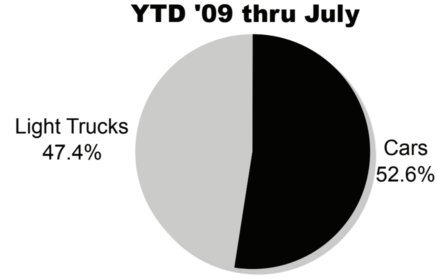


Car and Light Truck Market Share

YTD '08 thru July



YTD '09 thru July

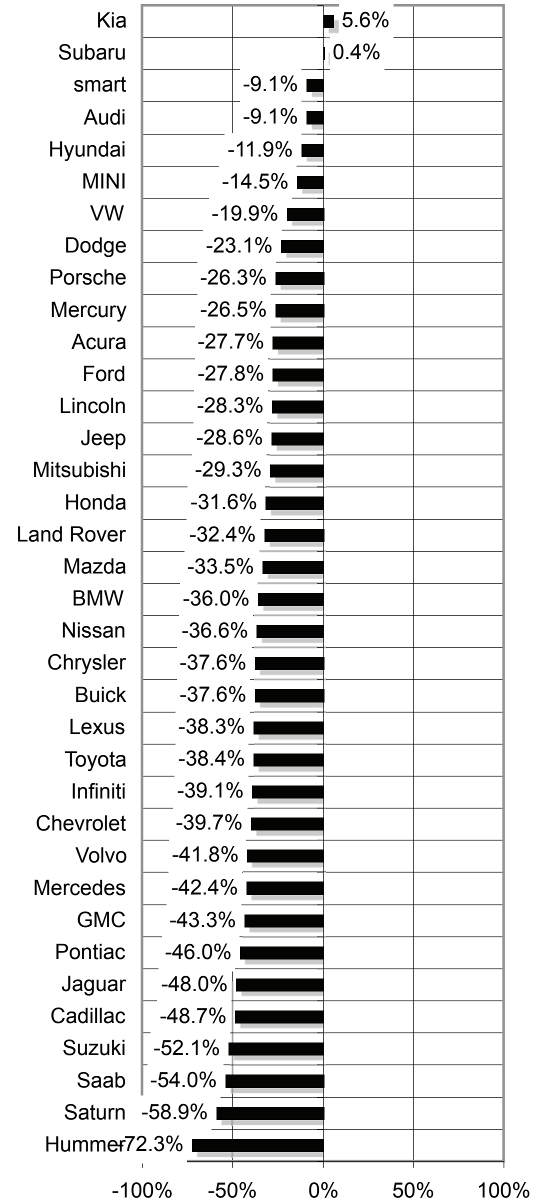


IMPORTANT NOTE REGARDING JULY REGISTRATION DATA AND CARS PROGRAM: The CARS (i.e., cash for clunkers program) resulted in a surge of new vehicle sales at the end of July. Due to processing delays that are typical during high volume sales periods, many of the vehicles sold in the final days of July will likely be included as August registrations. For this reason, the two month (June and July) registration figures presented above likely underestimate the actual number of new vehicles sold at dealerships. Data source: AutoCount data from Experian Automotive.

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

	Avg. Monthly Registrations			U.S.	Area Market Share		
	2/08 to 7/08	2/09 to 7/09	% chg.	% chg.	Prev.	Recent	Chg.
TOTAL	25,777	17,078	-33.7%	-31.4%			
Acura	581	420	-27.7%	-34.8%	2.3	2.5	0.2
Audi	254	231	-9.1%	-12.9%	1.0	1.4	0.4
BMW	606	388	-36.0%	-30.7%	2.4	2.3	-0.1
Buick	372	232	-37.6%	-30.8%	1.4	1.4	0.0
Cadillac	456	234	-48.7%	-46.8%	1.8	1.4	-0.4
Chevrolet	2,972	1,793	-39.7%	-32.3%	11.5	10.5	-1.0
Chrysler	529	330	-37.6%	-50.9%	2.1	1.9	-0.2
Dodge	818	629	-23.1%	-37.6%	3.2	3.7	0.5
Ford	2,200	1,589	-27.8%	-26.6%	8.5	9.3	0.8
GMC	494	280	-43.3%	-35.7%	1.9	1.6	-0.3
Honda	3,326	2,276	-31.6%	-31.1%	12.9	13.3	0.4
Hummer	47	13	-72.3%	-61.5%	0.2	0.1	-0.1
Hyundai	1,001	882	-11.9%	-9.8%	3.9	5.2	1.3
Infiniti	276	168	-39.1%	-38.5%	1.1	1.0	-0.1
Jaguar	50	26	-48.0%	-33.4%	0.2	0.2	0.0
Jeep	657	469	-28.6%	-34.1%	2.5	2.7	0.2
Kia	252	266	5.6%	-5.9%	1.0	1.6	0.6
Land Rover	108	73	-32.4%	-21.7%	0.4	0.4	0.0
Lexus	776	479	-38.3%	-32.3%	3.0	2.8	-0.2
Lincoln	166	119	-28.3%	-28.5%	0.6	0.7	0.1
Mazda	475	316	-33.5%	-32.6%	1.8	1.9	0.1
Mercedes	490	282	-42.4%	-25.3%	1.9	1.7	-0.2
Mercury	200	147	-26.5%	-31.9%	0.8	0.9	0.1
MINI	117	100	-14.5%	-18.4%	0.5	0.6	0.1
Mitsubishi	242	171	-29.3%	-52.8%	0.9	1.0	0.1
Nissan	1,882	1,193	-36.6%	-31.6%	7.3	7.0	-0.3
Pontiac	619	334	-46.0%	-34.4%	2.4	2.0	-0.4
Porsche	57	42	-26.3%	-38.9%	0.2	0.2	0.0
Saab	50	23	-54.0%	-59.4%	0.2	0.1	-0.1
Saturn	472	194	-58.9%	-59.2%	1.8	1.1	-0.7
smart	33	30	-9.1%	-38.4%	0.1	0.2	0.1
Subaru	268	269	0.4%	3.9%	1.0	1.6	0.6
Suzuki	121	58	-52.1%	-61.1%	0.5	0.3	-0.2
Toyota/Scion	3,861	2,379	-38.4%	-34.9%	15.0	13.9	-1.1
Volkswagen	648	519	-19.9%	-13.7%	2.5	3.0	0.5
Volvo	194	113	-41.8%	-23.1%	0.8	0.7	-0.1
Other	110	14	-87.3%	-56.3%	0.4	0.1	-0.3

Percent Change in Registrations
(Feb 09 thru July 09 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 (Feb '09 thru July '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).

Experian Automotive is the data provider for Auto Outlook