

# Chicago Auto Outlook

Released by:  
Chicago Automobile  
Trade Association

Covering the Chicago Area Automotive Market

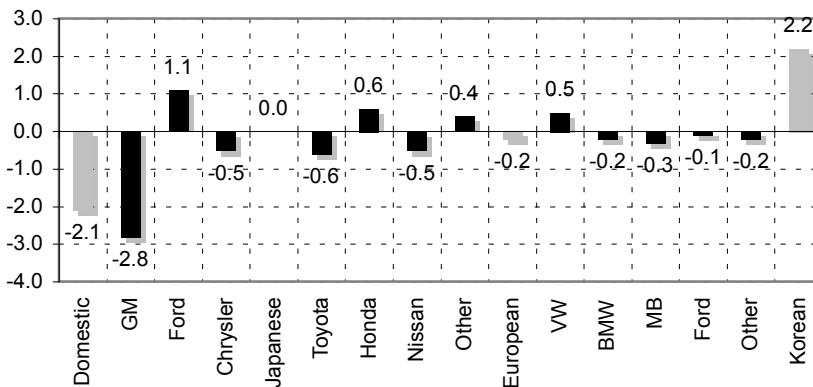
Data thru October, 2009

## Chicago Area New Retail Car and Light Truck Registrations

	Sep 09 and Oct 09 Combined			YTD thru Oct				YTD Market Share (%)		
	Chicago Area			Chicago Area			U.S.	Chicago Area		
	Previous	Current	% chg.	2008	2009	% chg.	% chg.	2008	2009	Chg.
Industry Total	48,791	44,322	-9.2%	256,057	184,917	-27.8%	-25.4%			
Cars	26,717	26,570	-0.6%	145,821	101,961	-30.1%	-23.4%	56.9	55.1	-1.8
Light Trucks	22,074	17,752	-19.6%	110,236	82,956	-24.7%	-27.7%	43.1	44.9	1.8
Domestic Brands	18,270	14,468	-20.8%	97,734	66,777	-31.7%	-30.7%	38.2	36.1	-2.1
General Motors	10,056	7,477	-25.6%	52,822	32,992	-37.5%	-33.4%	20.6	17.8	-2.8
Ford	4,776	4,963	3.9%	25,494	20,571	-19.3%	-20.3%	10.0	11.1	1.1
Chrysler	3,438	2,028	-41.0%	19,418	13,214	-31.9%	-38.9%	7.6	7.1	-0.5
Japanese Brands	22,929	22,111	-3.6%	119,133	85,993	-27.8%	-24.3%	46.5	46.5	0.0
Toyota	8,369	7,950	-5.0%	45,786	32,060	-30.0%	-25.5%	17.9	17.3	-0.6
Honda	7,519	7,545	0.3%	39,250	29,477	-24.9%	-23.4%	15.3	15.9	0.6
Nissan	4,691	4,216	-10.1%	22,623	15,364	-32.1%	-24.0%	8.8	8.3	-0.5
Other	2,350	2,400	2.1%	11,474	9,092	-20.8%	-22.2%	4.5	4.9	0.4
European Brands	5,059	3,970	-21.5%	26,252	18,665	-28.9%	-19.2%	10.3	10.1	-0.2
Volkswagen	1,841	1,685	-8.5%	9,133	7,598	-16.8%	-7.9%	3.6	4.1	0.5
BMW	1,443	1,014	-29.7%	7,477	4,973	-33.5%	-23.5%	2.9	2.7	-0.2
Mercedes	993	687	-30.8%	5,090	3,212	-36.9%	-21.6%	2.0	1.7	-0.3
Ford	243	249	2.5%	1,751	1,170	-33.2%	-20.4%	0.7	0.6	-0.1
Other	539	335	-37.8%	2,801	1,712	-38.9%	-43.2%	1.1	0.9	-0.2
Korean Brands	2,533	3,773	49.0%	12,938	13,482	4.2%	5.4%	5.1	7.3	2.2

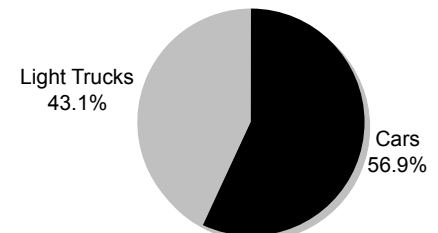
Brands included above: Big 3: GM (Buick, Cadillac, Chevrolet, GMC, Hummer, Pontiac, and Saturn), Ford (Ford, Lincoln, and Mercury), Chrysler (Chrysler, Dodge, and Jeep). Japanese: Toyota (Toyota, Lexus, and Scion), Honda (Honda and Acura), Nissan (Nissan and Infiniti), Other (Isuzu, Mazda, Mitsubishi,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

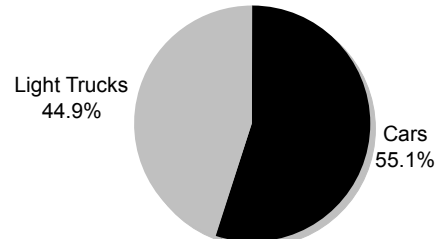


Car and Light Truck Market Share

YTD '08 thru Oct



YTD '09 thru Oct

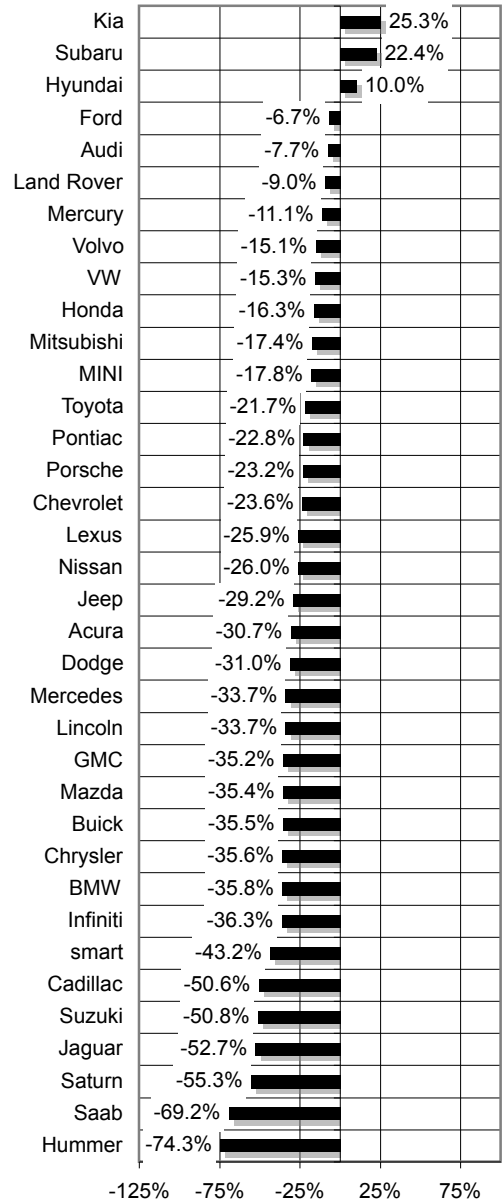


The table above shows new retail light vehicle registrations in the Chicago Area, consisting of six counties in Illinois and two in Indiana. Figures include new vehicles registered and sold in the six Illinois Counties, and the two Indiana Counties. **Please keep in mind that monthly registration figures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

	Avg. Monthly Registrations			U.S. % chg.	Area Market Share		
	5/08 to 10/08	5/09 to 10/09	%		Prev.	Recent	Chg.
TOTAL	26,018	20,433	-21.5%	-16.9%			
Acura	527	365	-30.7%	-29.6%	2.0	1.8	-0.2
Audi	260	240	-7.7%	-2.0%	1.0	1.2	0.2
BMW	634	407	-35.8%	-21.8%	2.4	2.0	-0.4
Buick	335	216	-35.5%	-26.0%	1.3	1.1	-0.2
Cadillac	429	212	-50.6%	-32.7%	1.6	1.0	-0.6
Chevrolet	2,876	2,197	-23.6%	-19.7%	11.1	10.8	-0.3
Chrysler	461	297	-35.6%	-41.5%	1.8	1.5	-0.3
Dodge	858	592	-31.0%	-31.7%	3.3	2.9	-0.4
Ford	2,209	2,061	-6.7%	-3.1%	8.5	10.1	1.6
GMC	437	283	-35.2%	-29.5%	1.7	1.4	-0.3
Honda	3,576	2,992	-16.3%	-16.9%	13.7	14.6	0.9
Hummer	35	9	-74.3%	-61.4%	0.1	0.0	-0.1
Hyundai	1,070	1,177	10.0%	8.7%	4.1	5.8	1.7
Infiniti	248	158	-36.3%	-26.0%	1.0	0.8	-0.2
Jaguar	55	26	-52.7%	-28.1%	0.2	0.1	-0.1
Jeep	576	408	-29.2%	-25.2%	2.2	2.0	-0.2
Kia	304	381	25.3%	14.6%	1.2	1.9	0.7
Land Rover	78	71	-9.0%	-9.1%	0.3	0.3	0.0
Lexus	727	539	-25.9%	-13.8%	2.8	2.6	-0.2
Lincoln	172	114	-33.7%	-20.3%	0.7	0.6	-0.1
Mazda	545	352	-35.4%	-19.2%	2.1	1.7	-0.4
Mercedes	463	307	-33.7%	-13.6%	1.8	1.5	-0.3
Mercury	189	168	-11.1%	-13.3%	0.7	0.8	0.1
MINI	146	120	-17.8%	-11.0%	0.6	0.6	0.0
Mitsubishi	264	218	-17.4%	-43.9%	1.0	1.1	0.1
Nissan	2,173	1,608	-26.0%	-14.5%	8.4	7.9	-0.5
Pontiac	534	412	-22.8%	-22.2%	2.1	2.0	-0.1
Porsche	56	43	-23.2%	-28.7%	0.2	0.2	0.0
Saab	52	16	-69.2%	-68.0%	0.2	0.1	-0.1
Saturn	470	210	-55.3%	-64.1%	1.8	1.0	-0.8
smart	44	25	-43.2%	-45.1%	0.2	0.1	-0.1
Subaru	281	344	22.4%	20.5%	1.1	1.7	0.6
Suzuki	126	62	-50.8%	-58.0%	0.5	0.3	-0.2
Toyota/Scion	3,922	3,070	-21.7%	-17.1%	15.1	15.0	-0.1
Volkswagen	686	581	-15.3%	-2.4%	2.6	2.8	0.2
Volvo	159	135	-15.1%	7.0%	0.6	0.7	0.1
Other	45	19	-57.8%	-52.3%	0.2	0.1	-0.1

**Percent Change in Registrations  
(May 09 thru Oct 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 (May '09 thru Oct '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).

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

**WHAT NEW AND USED CARS SELL WELL IN MY MARKETS?**

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