

Chicago Auto Outlook

Released by:
Chicago Automobile
Trade Association

Covering the Chicago Area Automotive Market

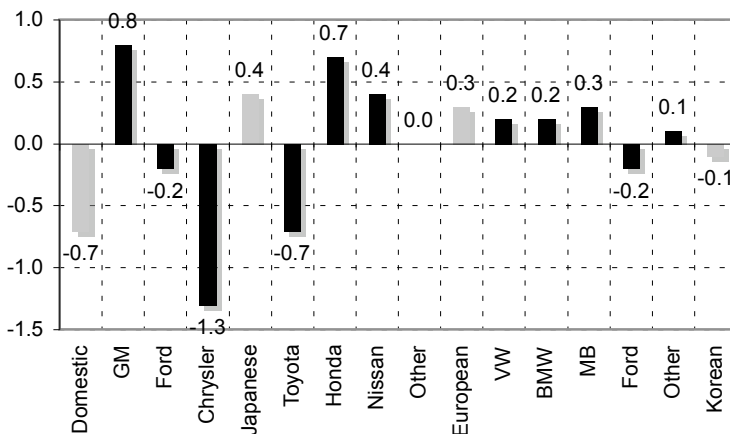
Data thru April, 2008

Chicago Area New Retail Car and Light Truck Registrations

	Mar 08 and Apr 08 Combined			YTD (thru April)				YTD Market Share (%)		
	Chicago Area			Chicago Area			U.S.	Chicago Area		
	Previous	Current	% chg.	2007	2008	% chg.	% chg.	2007	2008	Chg.
Industry Total	45,340	46,353	2.2%	87,904	93,485	6.3%	-7.4%			
Cars	23,766	25,129	5.7%	46,141	50,117	8.6%	-1.0%	52.5	53.6	1.1
Light Trucks	21,574	21,224	-1.6%	41,763	43,368	3.8%	-13.3%	47.5	46.4	-1.1
Domestic Brands	18,278	17,624	-3.6%	34,489	36,036	4.5%	-12.9%	39.2	38.5	-0.7
General Motors	9,482	9,328	-1.6%	17,763	19,674	10.8%	-12.2%	20.2	21.0	0.8
Ford	4,448	4,608	3.6%	8,692	9,048	4.1%	-9.6%	9.9	9.7	-0.2
Chrysler	4,348	3,688	-15.2%	8,034	7,314	-9.0%	-17.6%	9.1	7.8	-1.3
Japanese Brands	20,304	21,564	6.2%	40,030	42,910	7.2%	-1.6%	45.5	45.9	0.4
Toyota	8,307	8,381	0.9%	16,738	17,146	2.4%	-3.3%	19.0	18.3	-0.7
Honda	6,518	7,143	9.6%	12,675	14,073	11.0%	1.5%	14.4	15.1	0.7
Nissan	3,568	3,998	12.1%	6,918	7,735	11.8%	-1.3%	7.9	8.3	0.4
Other	1,911	2,042	6.9%	3,699	3,956	6.9%	-2.6%	4.2	4.2	0.0
European Brands	4,379	4,786	9.3%	9,115	10,023	10.0%	2.1%	10.4	10.7	0.3
Volkswagen	1,497	1,618	8.1%	3,009	3,351	11.4%	-0.3%	3.4	3.6	0.2
BMW	1,099	1,323	20.4%	2,414	2,693	11.6%	8.0%	2.7	2.9	0.2
Mercedes	750	876	16.8%	1,614	1,936	20.0%	1.3%	1.8	2.1	0.3
Ford	764	644	-15.7%	1,510	1,426	-5.6%	-12.0%	1.7	1.5	-0.2
Other	269	325	20.8%	568	617	8.6%	20.3%	0.6	0.7	0.1
Korean Brands	2,379	2,379	0.0%	4,270	4,516	5.8%	-4.1%	4.9	4.8	-0.1

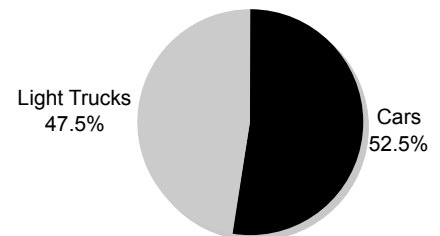
Brands included above: Big 3: GM (Buick, Cadillac, Chevrolet, GMC, Hummer, Pontiac, and Saturn), Ford (Ford, Lincoln, and Mercury), Chrysler (Chrysler, Dodge, and Jeep). Japanese: Toyota (Toyota, Lexus, and Scion), Honda (Honda and Acura), Nissan (Nissan and Infiniti), Other (Isuzu, Mazda, Mitsubishi,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

Change in Market Share - YTD '08 (April) vs. YTD '07

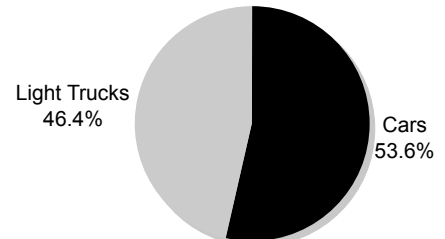


Car and Light Truck Market Share

YTD 2007 (thru Apr.)



YTD 2008 (thru Apr.)

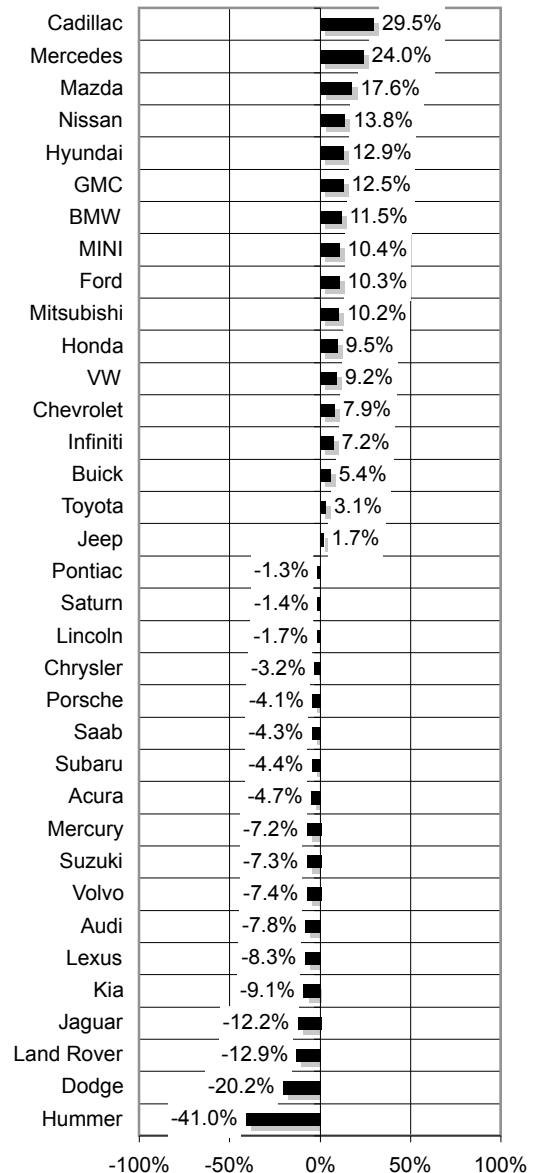


The table above shows new retail light vehicle registrations in the Chicago Area. Figures include new vehicles registered and sold in Illinois. **Please keep in mind that monthly registration figures can occasionally be subject to fluctuations, resulting in over or under estimation of actual results. This usually occurs due to processing delays by governmental agencies. There is a strong likelihood that January 2008 figures include delayed recording of registrations for vehicles that were sold in 2007, resulting in a higher percentage increase for ytd 08.** Source for area registrations: AutoCount, an Experian Company. U.S. sales: Automotive News.

**Area New Retail Car and Light Truck Registrations
Six Month Average (Nov 07 thru Apr 08 vs. Year Earlier)**

	Avg. Monthly Registrations			U.S. % chg.	Area Market Share		
	11/06 to 4/07	11/07 to 4/08	% chg.		Prev.	Recent	Chg.
TOTAL	21,324	22,419	5.1%	-5.7%			
Acura	578	551	-4.7%	-14.8%	2.7	2.5	-0.2
Audi	235	217	-7.8%	-8.7%	1.1	1.0	-0.1
BMW	512	571	11.5%	3.6%	2.4	2.5	0.1
Buick	328	346	5.4%	-13.8%	1.5	1.5	0.0
Cadillac	341	442	29.5%	-4.0%	1.6	2.0	0.4
Chevrolet	2,338	2,523	7.9%	-11.3%	11.0	11.3	0.3
Chrysler	525	508	-3.2%	-19.4%	2.5	2.3	-0.2
Dodge	884	705	-20.2%	-9.3%	4.1	3.1	-1.0
Ford	1,710	1,886	10.3%	-7.0%	8.0	8.4	0.4
GMC	377	424	12.5%	-6.4%	1.8	1.9	0.1
Honda	2,524	2,765	9.5%	4.2%	11.8	12.3	0.5
Hummer	62	37	-41.0%	-28.2%	0.3	0.2	-0.1
Hyundai	756	854	12.9%	1.8%	3.5	3.8	0.3
Infiniti	255	274	7.2%	-1.0%	1.2	1.2	0.0
Jaguar	40	35	-12.2%	-6.9%	0.2	0.2	0.0
Jeep	591	601	1.7%	-9.4%	2.8	2.7	-0.1
Kia	246	223	-9.1%	-3.5%	1.2	1.0	-0.2
Land Rover	128	112	-12.9%	-16.7%	0.6	0.5	-0.1
Lexus	814	746	-8.3%	-8.7%	3.8	3.3	-0.5
Lincoln	157	154	-1.7%	-16.7%	0.7	0.7	0.0
Mazda	330	387	17.6%	4.3%	1.5	1.7	0.2
Mercedes	393	487	24.0%	0.7%	1.8	2.2	0.4
Mercury	200	185	-7.2%	-14.4%	0.9	0.8	-0.1
MINI	84	92	10.4%	25.3%	0.4	0.4	0.0
Mitsubishi	202	222	10.2%	-20.7%	0.9	1.0	0.1
Nissan	1,381	1,571	13.8%	-0.3%	6.5	7.0	0.5
Pontiac	516	509	-1.3%	-7.1%	2.4	2.3	-0.1
Porsche	56	54	-4.1%	-9.1%	0.3	0.2	-0.1
Saab	58	55	-4.3%	-19.0%	0.3	0.2	-0.1
Saturn	394	389	-1.4%	-15.0%	1.8	1.7	-0.1
Subaru	225	215	-4.4%	-2.1%	1.1	1.0	-0.1
Suzuki	116	108	-7.3%	-2.4%	0.5	0.5	0.0
Toyota/Scion	3,230	3,331	3.1%	-1.5%	15.1	14.9	-0.2
Volkswagen	509	556	9.2%	1.7%	2.4	2.5	0.1
Volvo	189	175	-7.4%	-6.2%	0.9	0.8	-0.1
Other	43	110	156.8%	81.2%	0.2	0.5	0.3

**Percent Change in Registrations
Nov 07 thru Apr 08 vs. Year Earlier)**



WHO ARE MY TOP COMPETITORS? -BY MARKET AREA?

WHAT NEW AND USED CARS SELL WELL IN MY MARKETS?

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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 (Nov 07 thru Apr 08) 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).