

Chicago Auto Outlook

Released by:
Chicago Automobile
Trade Association

Covering the Chicago Area Automotive Market

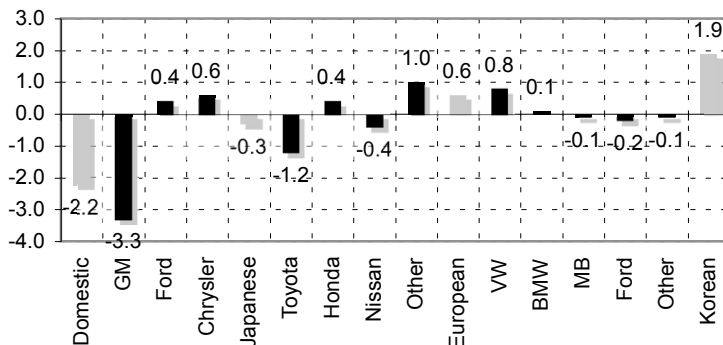
Data thru April, 2009

Chicago Area New Retail Car and Light Truck Registrations

	Mar 09 and Apr 09 Combined			YTD thru Apr				YTD Market Share (%)		
	Chicago Area			Chicago Area			U.S. % chg.	Chicago Area		
	Previous	Current	% chg.	2008	2009	% chg.		2008	2009	Chg.
Industry Total	49,900	33,189	-33.5%	99,951	62,322	-37.6%	-37.4%			
Cars	26,983	17,045	-36.8%	53,385	30,841	-42.2%	-35.6%	53.4	49.5	-3.9
Light Trucks	22,917	16,144	-29.6%	46,566	31,481	-32.4%	-39.2%	46.6	50.5	3.9
Domestic Brands	19,847	12,989	-34.6%	40,189	23,660	-41.1%	-43.7%	40.2	38.0	-2.2
General Motors	10,565	6,290	-40.5%	22,062	11,716	-46.9%	-44.9%	22.1	18.8	-3.3
Ford	5,206	3,505	-32.7%	10,073	6,515	-35.3%	-40.0%	10.1	10.5	0.4
Chrysler	4,076	3,194	-21.6%	8,054	5,429	-32.6%	-46.2%	8.1	8.7	0.6
Japanese Brands	22,642	14,388	-36.5%	44,770	27,743	-38.0%	-35.2%	44.8	44.5	-0.3
Toyota	8,798	5,180	-41.1%	17,892	10,406	-41.8%	-38.4%	17.9	16.7	-1.2
Honda	7,474	4,969	-33.5%	14,634	9,339	-36.2%	-31.9%	14.6	15.0	0.4
Nissan	4,204	2,535	-39.7%	8,094	4,770	-41.1%	-35.8%	8.1	7.7	-0.4
Other	2,166	1,704	-21.3%	4,150	3,228	-22.2%	-30.2%	4.2	5.2	1.0
European Brands	4,929	3,456	-29.9%	10,304	6,782	-34.2%	-28.2%	10.3	10.9	0.6
Volkswagen	1,681	1,363	-18.9%	3,458	2,670	-22.8%	-17.3%	3.5	4.3	0.8
BMW	1,368	926	-32.3%	2,797	1,814	-35.1%	-29.4%	2.8	2.9	0.1
Mercedes	967	633	-34.5%	2,052	1,222	-40.4%	-28.9%	2.1	2.0	-0.1
Ford	377	179	-52.5%	799	363	-54.6%	-40.5%	0.8	0.6	-0.2
Other	536	355	-33.8%	1,198	713	-40.5%	-40.8%	1.2	1.1	-0.1
Korean Brands	2,482	2,356	-5.1%	4,691	4,137	-11.8%	-3.7%	4.7	6.6	1.9

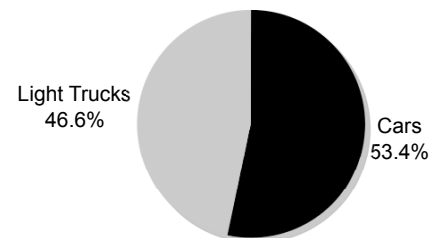
Brands included above: Big 3: GM (Buick, Cadillac, Chevrolet, GMC, Hummer, Pontiac, and Saturn), Ford (Ford, Lincoln, and Mercury), Chrysler (Chrysler, Dodge, and Jeep). Japanese: Toyota (Toyota, Lexus, and Scion), Honda (Honda and Acura), Nissan (Nissan and Infiniti), Other (Isuzu, Mazda, Mitsubishi,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

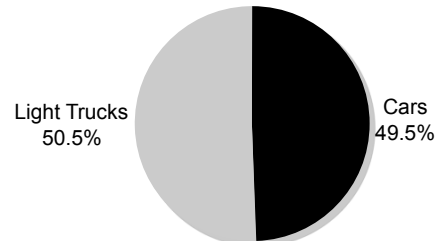


Car and Light Truck Market Share

YTD '08 thru Apr



YTD '09 thru Apr

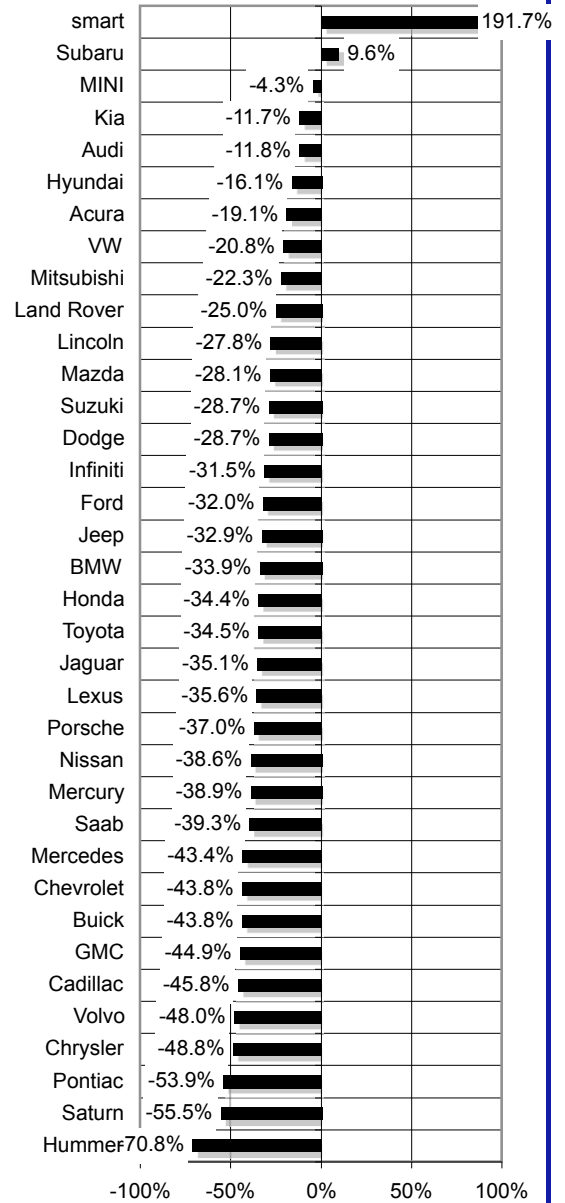


The table above shows new retail light vehicle registrations in the Chicago Area, consisting of six counties in Illinois and two in Indiana. Figures include new vehicles registered and sold in the six Illinois Counties, and the two Indiana Counties. Please keep in mind that monthly registration figures 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 Nov 08 thru Apr 09 vs. Year Earlier)**

	Avg. Monthly Registrations			U.S. % chg.	Area Market Share		
	11/07 to 4/08	11/08 to 4/09	% chg.		Prev.	Recent	Chg.
TOTAL	23,977	15,586	-35.0%	-36.9%			
Acura	554	448	-19.1%	-35.9%	2.3	2.9	0.6
Audi	221	195	-11.8%	-18.7%	0.9	1.3	0.4
BMW	595	393	-33.9%	-34.1%	2.5	2.5	0.0
Buick	386	217	-43.8%	-41.3%	1.6	1.4	-0.2
Cadillac	472	256	-45.8%	-45.6%	2.0	1.6	-0.4
Chevrolet	2,817	1,584	-43.8%	-38.8%	11.7	10.2	-1.5
Chrysler	553	283	-48.8%	-58.9%	2.3	1.8	-0.5
Dodge	784	559	-28.7%	-44.5%	3.3	3.6	0.3
Ford	2,077	1,412	-32.0%	-37.3%	8.7	9.1	0.4
GMC	526	290	-44.9%	-41.8%	2.2	1.9	-0.3
Honda	2,897	1,901	-34.4%	-31.9%	12.1	12.2	0.1
Hummer	48	14	-70.8%	-64.6%	0.2	0.1	-0.1
Hyundai	882	740	-16.1%	-18.7%	3.7	4.7	1.0
Infiniti	276	189	-31.5%	-36.4%	1.2	1.2	0.0
Jaguar	37	24	-35.1%	-28.3%	0.2	0.2	0.0
Jeep	647	434	-32.9%	-42.6%	2.7	2.8	0.1
Kia	239	211	-11.7%	-15.2%	1.0	1.4	0.4
Land Rover	112	84	-25.0%	-37.9%	0.5	0.5	0.0
Lexus	764	492	-35.6%	-35.8%	3.2	3.2	0.0
Lincoln	169	122	-27.8%	-27.0%	0.7	0.8	0.1
Mazda	406	292	-28.1%	-30.6%	1.7	1.9	0.2
Mercedes	500	283	-43.4%	-31.7%	2.1	1.8	-0.3
Mercury	211	129	-38.9%	-40.2%	0.9	0.8	-0.1
MINI	93	89	-4.3%	-6.2%	0.4	0.6	0.2
Mitsubishi	229	178	-22.3%	-45.0%	1.0	1.1	0.1
Nissan	1,657	1,018	-38.6%	-35.8%	6.9	6.5	-0.4
Pontiac	583	269	-53.9%	-47.4%	2.4	1.7	-0.7
Porsche	54	34	-37.0%	-32.1%	0.2	0.2	0.0
Saab	56	34	-39.3%	-54.3%	0.2	0.2	0.0
Saturn	420	187	-55.5%	-51.4%	1.8	1.2	-0.6
smart	12	35	191.7%	31.1%	0.1	0.2	0.1
Subaru	230	252	9.6%	-3.4%	1.0	1.6	0.6
Suzuki	115	82	-28.7%	-50.4%	0.5	0.5	0.0
Toyota/Scion	3,500	2,292	-34.5%	-37.6%	14.6	14.7	0.1
Volkswagen	578	458	-20.8%	-16.6%	2.4	2.9	0.5
Volvo	179	93	-48.0%	-46.5%	0.7	0.6	-0.1
Other	103	15	-85.4%	-50.5%	0.4	0.1	-0.3

**Percent Change in Registrations
Nov 08 thru Apr 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 (Nov 08 thru Apr 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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