

# Chicago Auto Outlook

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Trade Association

Covering the Chicago Area Automotive Market

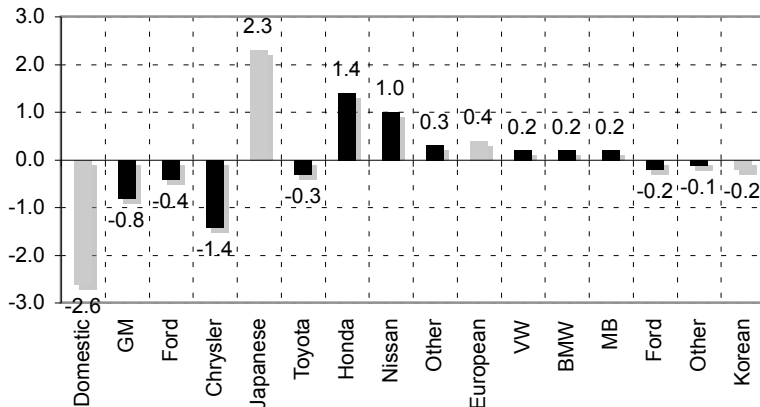
Data thru August, 2008

## Chicago Area New Retail Car and Light Truck Registrations

	July 08 and August 08 Combined			YTD (thru August)				YTD Market Share (%)		
	Chicago Area			Chicago Area			U.S.	Chicago Area		
	Previous	Current	% chg.	2007	2008	% chg.	% chg.	2007	2008	Chg.
Industry Total	62,651	52,467	-16.3%	218,666	207,266	-5.2%	-11.1%			
Cars	36,299	31,979	-11.9%	120,449	119,101	-1.1%	-2.3%	55.1	57.5	2.4
Light Trucks	26,352	20,488	-22.3%	98,217	88,165	-10.2%	-19.5%	44.9	42.5	-2.4
Domestic Brands	25,091	18,357	-26.8%	89,331	79,471	-11.0%	-18.7%	40.9	38.3	-2.6
General Motors	13,428	10,167	-24.3%	46,758	42,773	-8.5%	-17.9%	21.4	20.6	-0.8
Ford	6,624	4,680	-29.3%	22,702	20,718	-8.7%	-15.3%	10.4	10.0	-0.4
Chrysler	5,039	3,510	-30.3%	19,871	15,980	-19.6%	-24.2%	9.1	7.7	-1.4
Japanese Brands	27,919	25,604	-8.3%	96,496	96,204	-0.3%	-3.4%	44.1	46.4	2.3
Toyota	11,390	9,272	-18.6%	40,306	37,417	-7.2%	-7.8%	18.4	18.1	-0.3
Honda	8,808	8,688	-1.4%	30,437	31,731	4.3%	1.6%	13.9	15.3	1.4
Nissan	5,174	5,100	-1.4%	16,891	17,932	6.2%	1.0%	7.7	8.7	1.0
Other	2,547	2,544	-0.1%	8,862	9,124	3.0%	-4.6%	4.1	4.4	0.3
European Brands	6,060	5,464	-9.8%	21,429	21,155	-1.3%	-1.7%	9.8	10.2	0.4
Volkswagen	2,160	2,021	-6.4%	7,207	7,292	1.2%	-0.1%	3.3	3.5	0.2
BMW	1,594	1,589	-0.3%	5,843	6,034	3.3%	3.3%	2.7	2.9	0.2
Mercedes	1,008	957	-5.1%	3,702	3,846	3.9%	0.4%	1.7	1.9	0.2
Ford	514	332	-35.4%	1,882	1,508	-19.9%	-24.2%	0.9	0.7	-0.2
Other	784	565	-27.9%	2,795	2,475	-11.4%	12.4%	1.3	1.2	-0.1
Korean Brands	3,573	3,037	-15.0%	11,381	10,405	-8.6%	-1.8%	5.2	5.0	-0.2

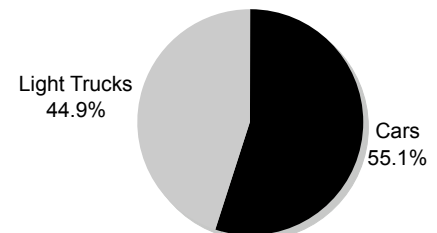
Brands included above: Big 3: GM (Buick, Cadillac, Chevrolet, GMC, Hummer, Pontiac, and Saturn), Ford (Ford, Lincoln, and Mercury), Chrysler (Chrysler, Dodge, and Jeep). Japanese: Toyota (Toyota, Lexus, and Scion), Honda (Honda and Acura), Nissan (Nissan and Infiniti), Other (Isuzu, Mazda, Mitsubishi, 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 '08 (August) vs. YTD '07

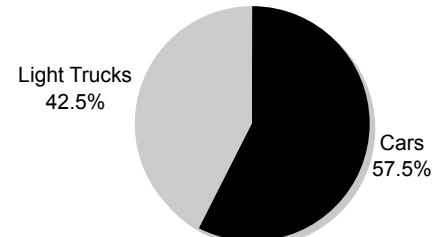


### Car and Light Truck Market Share

#### YTD 2007 (thru August)



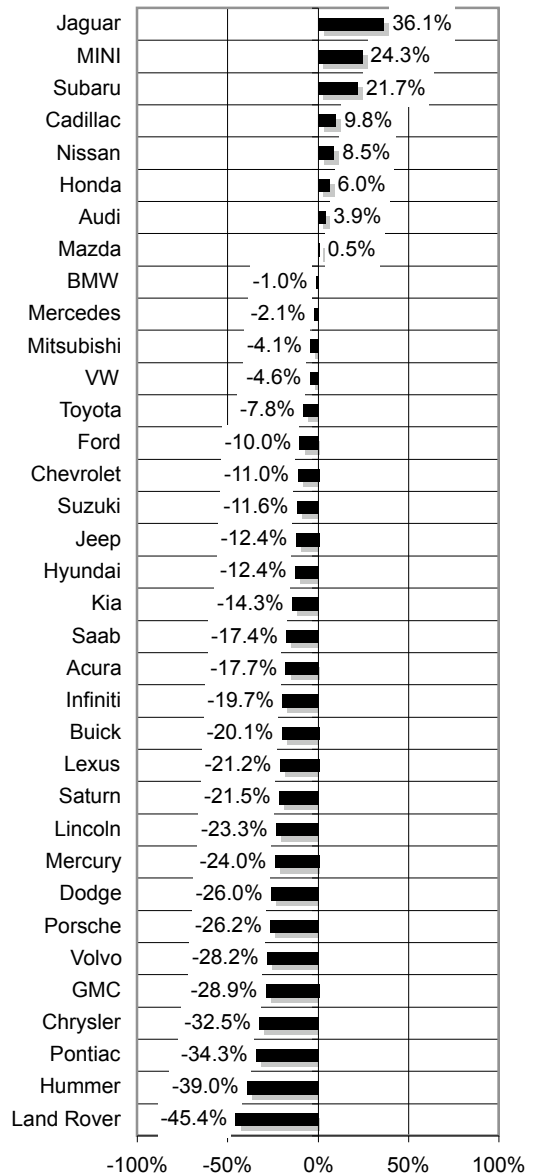
#### YTD 2008 (thru August)



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 (March 08 thru August 08 vs. Year Earlier)							
	Avg. Monthly Registrations			U.S. % chg.	Area Market Share		
	3/07 to 8/07	3/08 to 8/08	% chg.		Prev.	Recent	Chg.
TOTAL	28,877	26,203	-9.3%	-12.8%			
Acura	659	542	-17.7%	-14.8%	2.3	2.1	-0.2
Audi	246	256	3.9%	-3.8%	0.9	1.0	0.1
BMW	639	632	-1.0%	-5.1%	2.2	2.4	0.2
Buick	414	331	-20.1%	-25.8%	1.4	1.3	-0.1
Cadillac	396	434	9.8%	-17.6%	1.4	1.7	0.3
Chevrolet	3,251	2,893	-11.0%	-20.2%	11.3	11.0	-0.3
Chrysler	727	491	-32.5%	-37.6%	2.5	1.9	-0.6
Dodge	1,173	868	-26.0%	-22.2%	4.1	3.3	-0.8
Ford	2,529	2,276	-10.0%	-17.5%	8.8	8.7	-0.1
GMC	599	426	-28.9%	-24.7%	2.1	1.6	-0.5
Honda	3,351	3,553	6.0%	3.7%	11.6	13.6	2.0
Hummer	66	40	-39.0%	-53.3%	0.2	0.2	0.0
Hyundai	1,222	1,071	-12.4%	-1.0%	4.2	4.1	-0.1
Infiniti	310	249	-19.7%	-2.2%	1.1	1.0	-0.1
Jaguar	42	57	36.1%	8.5%	0.1	0.2	0.1
Jeep	733	642	-12.4%	-28.0%	2.5	2.5	0.0
Kia	344	295	-14.3%	3.4%	1.2	1.1	-0.1
Land Rover	140	77	-45.4%	-41.0%	0.5	0.3	-0.2
Lexus	942	742	-21.2%	-16.2%	3.3	2.8	-0.5
Lincoln	213	163	-23.3%	-20.2%	0.7	0.6	-0.1
Mazda	511	514	0.5%	-4.6%	1.8	2.0	0.2
Mercedes	470	460	-2.1%	-1.4%	1.6	1.8	0.2
Mercury	267	203	-24.0%	-23.5%	0.9	0.8	-0.1
MINI	109	135	24.3%	34.4%	0.4	0.5	0.1
Mitsubishi	271	260	-4.1%	-24.4%	0.9	1.0	0.1
Nissan	1,927	2,091	8.5%	2.8%	6.7	8.0	1.3
Pontiac	867	570	-34.3%	-20.8%	3.0	2.2	-0.8
Porsche	78	58	-26.2%	-18.1%	0.3	0.2	-0.1
Saab	57	47	-17.4%	-35.3%	0.2	0.2	0.0
Saturn	607	477	-21.5%	-16.1%	2.1	1.8	-0.3
Subaru	230	280	21.7%	8.1%	0.8	1.1	0.3
Suzuki	149	132	-11.6%	-5.3%	0.5	0.5	0.0
Toyota/Scion	4,314	3,978	-7.8%	-8.2%	14.9	15.2	0.3
Volkswagen	695	664	-4.6%	3.3%	2.4	2.5	0.1
Volvo	252	181	-28.2%	-28.1%	0.9	0.7	-0.2
Other	78	117	51.2%	126.9%	0.3	0.4	0.1

Percent Change in Registrations  
(March 08 thru August 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 (Mar 08 thru Aug 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).