

# Chicago Auto Outlook

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Chicago Automobile  
Trade Association

Covering the Chicago Area Automotive Market

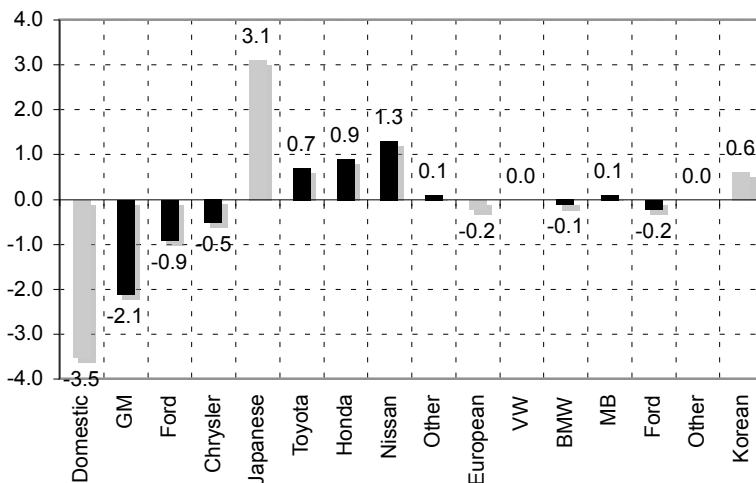
Data thru January, 2008

## Chicago Area New Retail Car and Light Truck Registrations

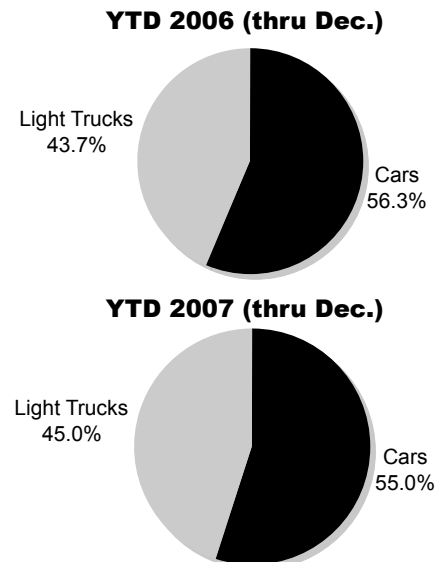
	Dec 07 and Jan 08 Combined			YTD (thru December)				YTD Market Share (%)		
	Chicago Area			Chicago Area			U.S.	Chicago Area		
	Previous	Current	% chg.	2006	2007	% chg.	% chg.	2006	2007	Chg.
Industry Total	44,505	44,706	0.5%	309,761	299,753	-3.2%	-2.5%			
Cars	23,780	23,811	0.1%	174,255	164,894	-5.4%	-3.0%	56.3	55.0	-1.3
Light Trucks	20,725	20,895	0.8%	135,506	134,859	-0.5%	-1.9%	43.7	45.0	1.3
Domestic Brands	17,318	18,011	4.0%	132,475	117,861	-11.0%	-7.1%	42.8	39.3	-3.5
General Motors	9,018	9,848	9.2%	69,478	60,963	-12.3%	-5.9%	22.4	20.3	-2.1
Ford	4,299	4,294	-0.1%	33,978	30,284	-10.9%	-12.1%	11.0	10.1	-0.9
Chrysler	4,001	3,869	-3.3%	29,019	26,614	-8.3%	-3.1%	9.4	8.9	-0.5
Japanese Brands	20,227	19,610	-3.1%	130,830	135,733	3.7%	3.3%	42.2	45.3	3.1
Toyota	8,617	8,001	-7.1%	54,959	55,266	0.6%	3.1%	17.7	18.4	0.7
Honda	6,306	6,441	2.1%	42,378	43,857	3.5%	2.8%	13.7	14.6	0.9
Nissan	3,418	3,377	-1.2%	20,715	24,054	16.1%	4.8%	6.7	8.0	1.3
Other	1,886	1,791	-5.0%	12,778	12,556	-1.7%	3.4%	4.1	4.2	0.1
European Brands	5,018	4,862	-3.1%	32,162	30,431	-5.4%	1.1%	10.4	10.2	-0.2
Volkswagen	1,592	1,480	-7.0%	10,336	9,976	-3.5%	-0.4%	3.3	3.3	0.0
BMW	1,352	1,407	4.1%	8,834	8,326	-5.8%	7.1%	2.9	2.8	-0.1
Mercedes	919	1,051	14.4%	5,444	5,569	2.3%	2.2%	1.8	1.9	0.1
Ford	840	624	-25.7%	5,299	4,579	-13.6%	-7.0%	1.7	1.5	-0.2
Other	315	300	-4.8%	2,249	1,981	-11.9%	-1.0%	0.7	0.7	0.0
Korean Brands	1,942	2,223	14.5%	14,294	15,728	10.0%	3.0%	4.6	5.2	0.6

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 '07 (December) vs. YTD '06



Car and Light Truck Market Share

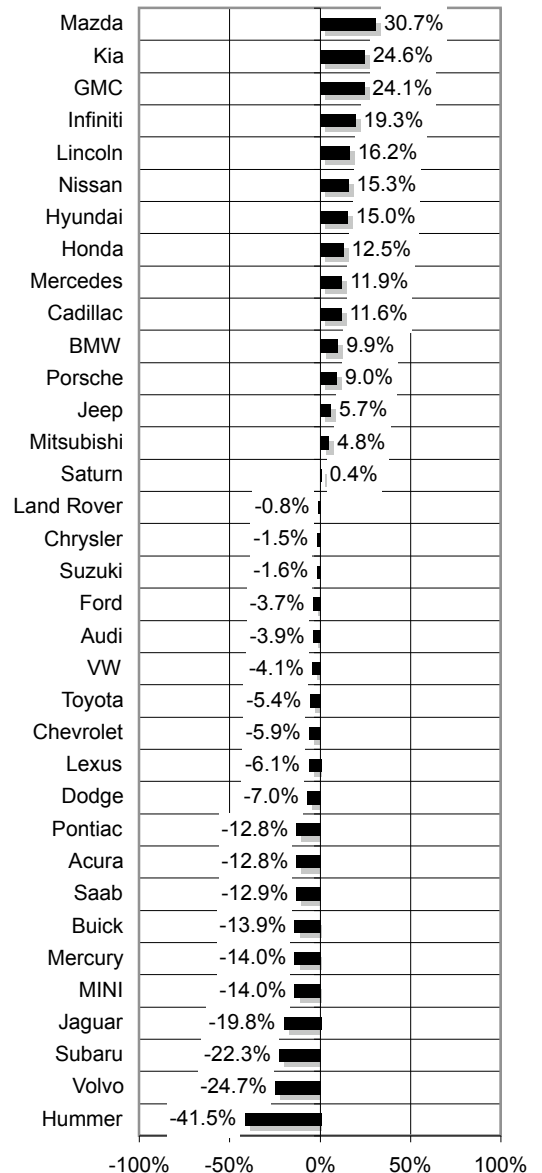


The table above shows new retail light vehicle registrations in the Chicago Area. Figures include new vehicles registered and sold in Illinois. **Please keep in mind that monthly registration figures can occasionally be subject to fluctuations, resulting in over or under estimation of actual results. This usually occurs due to processing delays by governmental agencies. For this reason, the year-to-date figures will typically be more reflective of market results.** Source for state registrations: AutoCount, an Experian Company. U.S. sales: Automotive News.

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

	Avg. Monthly Registrations			U.S. % chg.	Area Market Share		
	8/06 to 1/07	8/07 to 1/08	% chg.		Prev.	Recent	Chg.
TOTAL	25,699	25,927	0.9%	-1.6%			
Acura	680	593	-12.8%	-14.4%	2.6	2.3	-0.3
Audi	237	228	-3.9%	-4.0%	0.9	0.9	0.0
BMW	571	627	9.9%	11.4%	2.2	2.4	0.2
Buick	472	406	-13.9%	-11.8%	1.8	1.6	-0.2
Cadillac	466	520	11.6%	3.1%	1.8	2.0	0.2
Chevrolet	3,020	2,843	-5.9%	0.4%	11.8	11.0	-0.8
Chrysler	614	605	-1.5%	-12.1%	2.4	2.3	-0.1
Dodge	1,028	956	-7.0%	-0.7%	4.0	3.7	-0.3
Ford	2,275	2,191	-3.7%	-11.5%	8.9	8.5	-0.4
GMC	407	505	24.1%	12.6%	1.6	1.9	0.3
Honda	2,929	3,293	12.5%	6.4%	11.4	12.7	1.3
Hummer	97	57	-41.5%	-24.3%	0.4	0.2	-0.2
Hyundai	933	1,073	15.0%	3.1%	3.6	4.1	0.5
Infiniti	265	316	19.3%	1.1%	1.0	1.2	0.2
Jaguar	43	34	-19.8%	-19.9%	0.2	0.1	-0.1
Jeep	629	665	5.7%	-7.4%	2.4	2.6	0.2
Kia	246	306	24.6%	1.3%	1.0	1.2	0.2
Land Rover	127	126	-0.8%	2.2%	0.5	0.5	0.0
Lexus	910	854	-6.1%	-2.8%	3.5	3.3	-0.2
Lincoln	166	192	16.2%	0.5%	0.6	0.7	0.1
Mazda	375	490	30.7%	14.3%	1.5	1.9	0.4
Mercedes	459	514	11.9%	4.9%	1.8	2.0	0.2
Mercury	255	220	-14.0%	-5.2%	1.0	0.8	-0.2
MINI	111	95	-14.0%	13.4%	0.4	0.4	0.0
Mitsubishi	248	260	4.8%	-6.0%	1.0	1.0	0.0
Nissan	1,554	1,792	15.3%	3.9%	6.0	6.9	0.9
Pontiac	730	636	-12.8%	-7.3%	2.8	2.5	-0.3
Porsche	65	71	9.0%	5.1%	0.3	0.3	0.0
Saab	91	79	-12.9%	-18.0%	0.4	0.3	-0.1
Saturn	439	441	0.4%	-4.1%	1.7	1.7	0.0
Subaru	264	205	-22.3%	-5.0%	1.0	0.8	-0.2
Suzuki	132	130	-1.6%	-1.4%	0.5	0.5	0.0
Toyota/Scion	3,927	3,715	-5.4%	-1.0%	15.3	14.3	-1.0
Volkswagen	633	607	-4.1%	-2.3%	2.5	2.3	-0.2
Volvo	260	196	-24.7%	-6.1%	1.0	0.8	-0.2
Other	46	87	90.1%	37.1%	0.2	0.3	0.1

**Percent Change in Registrations  
Aug 07 thru Jan 08 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 (Aug 07 thru Jan 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).

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

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

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