

Chicago Auto Outlook

Released by:
Chicago Automobile
Trade Association

Covering the Chicago Area Automotive Market

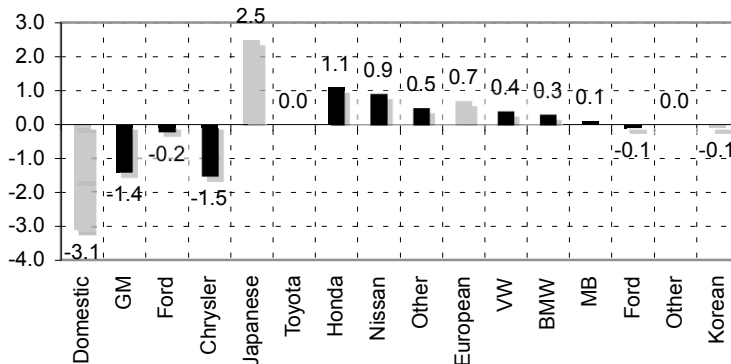
Data thru January, 2009

Chicago Area New Retail Car and Light Truck Registrations

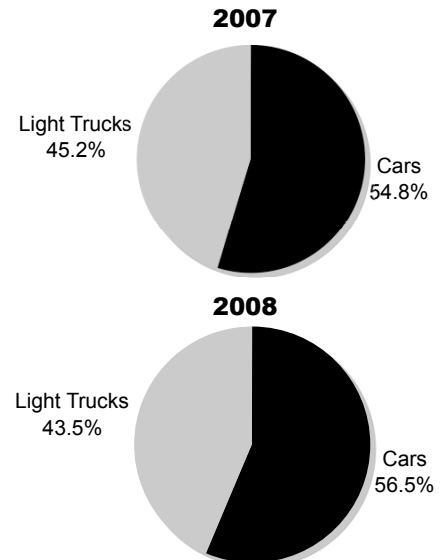
	Dec 08 and Jan 09 Combined			Annual Totals				YTD Market Share (%)		
	Chicago Area			Chicago Area			U.S.	Chicago Area		
	Previous	Current	% chg.	2007	2008	% chg.	% chg.	2007	2008	Chg.
Industry Total	47,531	32,162	-32.3%	321,796	287,250	-10.7%	-18.0%			
Cars	25,241	15,948	-36.8%	176,415	162,179	-8.1%	-10.7%	54.8	56.5	1.7
Light Trucks	22,290	16,214	-27.3%	145,381	125,071	-14.0%	-25.0%	45.2	43.5	-1.7
Domestic Brands	19,780	11,315	-42.8%	131,686	108,604	-17.5%	-23.7%	40.9	37.8	-3.1
General Motors	10,947	5,651	-48.4%	69,433	58,007	-16.5%	-22.6%	21.6	20.2	-1.4
Ford	4,634	3,418	-26.2%	33,233	28,950	-12.9%	-20.1%	10.3	10.1	-0.2
Chrysler	4,199	2,246	-46.5%	29,020	21,647	-25.4%	-30.0%	9.0	7.5	-1.5
Japanese Brands	20,418	15,196	-25.6%	142,213	134,263	-5.6%	-12.2%	44.2	46.7	2.5
Toyota	8,319	6,125	-26.4%	58,161	52,083	-10.5%	-15.4%	18.1	18.1	0.0
Honda	6,670	4,930	-26.1%	45,721	44,005	-3.8%	-7.9%	14.2	15.3	1.1
Nissan	3,552	2,498	-29.7%	25,125	25,097	-0.1%	-10.9%	7.8	8.7	0.9
Other	1,877	1,643	-12.5%	13,206	13,078	-1.0%	-11.5%	4.1	4.6	0.5
European Brands	5,028	3,907	-22.3%	31,336	29,878	-4.7%	-10.7%	9.7	10.4	0.7
Volkswagen	1,537	1,398	-9.0%	10,316	10,379	0.6%	-4.1%	3.2	3.6	0.4
BMW	1,471	1,135	-22.8%	8,614	8,555	-0.7%	-9.7%	2.7	3.0	0.3
Mercedes	1,085	645	-40.6%	5,723	5,363	-6.3%	-11.2%	1.8	1.9	0.1
Ford	336	221	-34.2%	2,595	1,943	-25.1%	-31.2%	0.8	0.7	-0.1
Other	599	508	-15.2%	4,088	3,638	-11.0%	3.8%	1.3	1.3	0.0
Korean Brands	2,305	1,744	-24.3%	16,561	14,505	-12.4%	-12.6%	5.1	5.0	-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 (Volvo), Other (Aston Martin, Ferrari, Jaguar, Land Rover, Lotus, Maserati, and Saab). Korean: Hyundai and Kia.

Change in Market Share - 2008 vs. 2007



Car and Light Truck Market Share

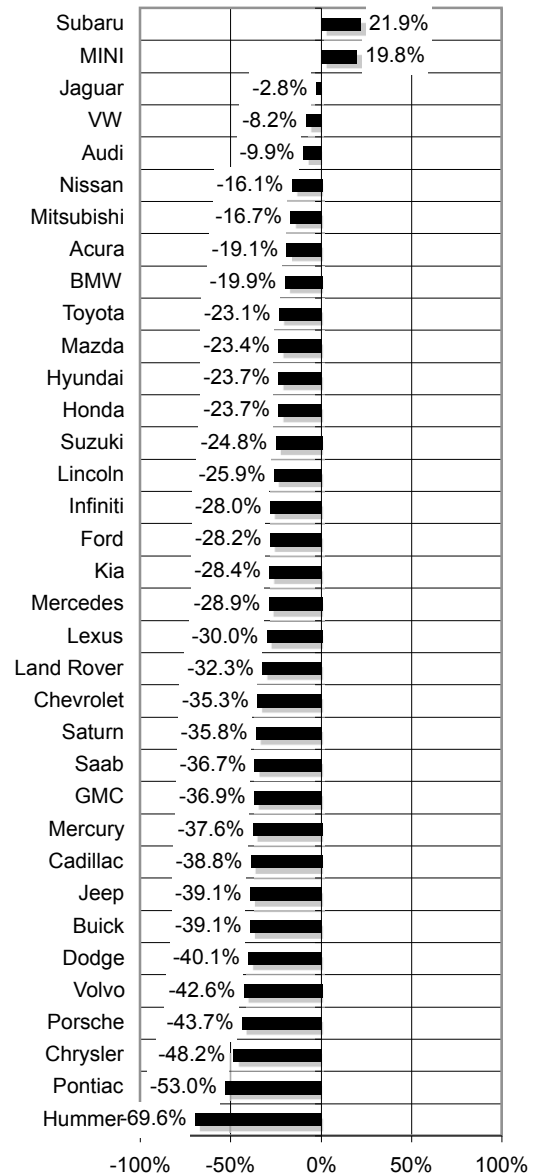


The table above shows new retail light vehicle registrations in the Chicago Area, consisting of six counties in Illinois and two in Indiana. Figures include new vehicles registered and sold in the six Illinois Counties, and the two Indiana Counties. Please keep in mind that monthly registration figures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

	Avg. Monthly Registrations			U.S. % chg.	Area Market Share		
	8/07 to 1/08	8/08 to 1/09	% chg.		Prev.	Recent	Chg.
TOTAL	27,646	19,930	-27.9%	-30.3%			
Acura	596	482	-19.1%	-27.8%	2.2	2.4	0.2
Audi	233	210	-9.9%	-13.7%	0.8	1.1	0.3
BMW	652	522	-19.9%	-37.9%	2.4	2.6	0.2
Buick	445	271	-39.1%	-31.3%	1.6	1.4	-0.2
Cadillac	554	339	-38.8%	-40.6%	2.0	1.7	-0.3
Chevrolet	3,204	2,072	-35.3%	-28.8%	11.6	10.4	-1.2
Chrysler	654	339	-48.2%	-53.1%	2.4	1.7	-0.7
Dodge	1,040	623	-40.1%	-37.5%	3.8	3.1	-0.7
Ford	2,370	1,702	-28.2%	-31.4%	8.6	8.5	-0.1
GMC	604	381	-36.9%	-32.0%	2.2	1.9	-0.3
Honda	3,443	2,626	-23.7%	-23.7%	12.5	13.2	0.7
Hummer	69	21	-69.6%	-60.5%	0.2	0.1	-0.1
Hyundai	1,108	845	-23.7%	-25.9%	4.0	4.2	0.2
Infiniti	318	229	-28.0%	-21.4%	1.2	1.1	-0.1
Jaguar	36	35	-2.8%	-17.1%	0.1	0.2	0.1
Jeep	708	431	-39.1%	-43.5%	2.6	2.2	-0.4
Kia	331	237	-28.4%	-24.6%	1.2	1.2	0.0
Land Rover	127	86	-32.3%	-48.3%	0.5	0.4	-0.1
Lexus	870	609	-30.0%	-28.5%	3.1	3.1	0.0
Lincoln	205	152	-25.9%	-16.7%	0.7	0.8	0.1
Mazda	513	393	-23.4%	-25.2%	1.9	2.0	0.1
Mercedes	530	377	-28.9%	-29.2%	1.9	1.9	0.0
Mercury	242	151	-37.6%	-39.4%	0.9	0.8	-0.1
MINI	96	115	19.8%	15.5%	0.3	0.6	0.3
Mitsubishi	270	225	-16.7%	-30.7%	1.0	1.1	0.1
Nissan	1,890	1,585	-16.1%	-26.3%	6.8	8.0	1.2
Pontiac	715	336	-53.0%	-44.0%	2.6	1.7	-0.9
Porsche	71	40	-43.7%	-41.5%	0.3	0.2	-0.1
Saab	79	50	-36.7%	-42.2%	0.3	0.3	0.0
Saturn	472	303	-35.8%	-32.1%	1.7	1.5	-0.2
Subaru	219	267	21.9%	-3.6%	0.8	1.3	0.5
Suzuki	137	103	-24.8%	-44.5%	0.5	0.5	0.0
Toyota/Scion	3,922	3,015	-23.1%	-27.3%	14.2	15.1	0.9
Volkswagen	633	581	-8.2%	-9.5%	2.3	2.9	0.6
Volvo	202	116	-42.6%	-51.5%	0.7	0.6	-0.1
Other	88	62	-29.5%	28.2%	0.3	0.3	0.0

**Percent Change in Registrations
(Aug 08 thru Jan 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 (Aug 08 thru Jan 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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