

Chicago Auto Outlook

Released by:
Chicago Automobile
Trade Association

Covering the Chicago Area Automotive Market

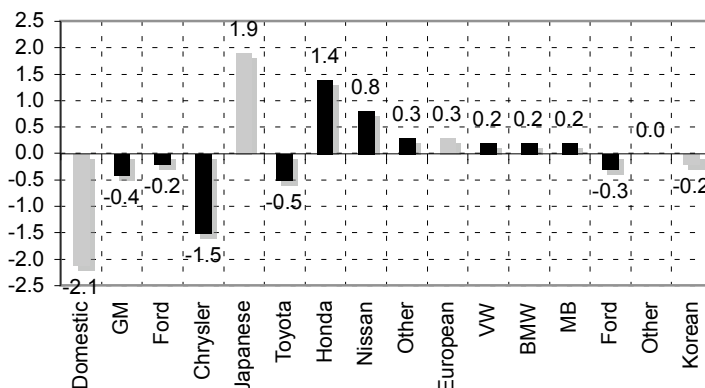
Data thru July, 2008

Chicago Area New Retail Car and Light Truck Registrations

	June 08 and July 08 Combined			YTD (thru July)				YTD Market Share (%)		
	Chicago Area			Chicago Area			U.S.	Chicago Area		
	Previous	Current	% chg.	2007	2008	% chg.	% chg.	2007	2008	Chg.
Industry Total	60,154	56,967	-5.3%	181,475	183,213	1.0%	-10.4%			
Cars	35,125	35,698	1.6%	99,038	104,855	5.9%	-1.4%	54.6	57.2	2.6
Light Trucks	25,029	21,269	-15.0%	82,437	78,358	-4.9%	-19.1%	45.4	42.8	-2.6
Domestic Brands	23,728	21,119	-11.0%	74,362	71,341	-4.1%	-17.8%	41.0	38.9	-2.1
General Motors	12,453	11,349	-8.9%	38,818	38,495	-0.8%	-17.5%	21.4	21.0	-0.4
Ford	6,153	5,557	-9.7%	18,725	18,492	-1.2%	-13.9%	10.3	10.1	-0.2
Chrysler	5,122	4,213	-17.7%	16,819	14,354	-14.7%	-22.8%	9.3	7.8	-1.5
Japanese Brands	26,823	27,182	1.3%	79,952	84,334	5.5%	-3.2%	44.1	46.0	1.9
Toyota	11,654	10,358	-11.1%	33,756	33,163	-1.8%	-7.6%	18.6	18.1	-0.5
Honda	8,194	9,209	12.4%	25,118	27,846	10.9%	3.2%	13.8	15.2	1.4
Nissan	4,643	5,004	7.8%	13,776	15,389	11.7%	-0.9%	7.6	8.4	0.8
Other	2,332	2,611	12.0%	7,302	7,936	8.7%	-4.0%	4.0	4.3	0.3
European Brands	6,308	5,741	-9.0%	17,970	18,631	3.7%	-0.4%	9.9	10.2	0.3
Volkswagen	2,108	2,043	-3.1%	5,989	6,363	6.2%	0.2%	3.3	3.5	0.2
BMW	1,768	1,710	-3.3%	4,892	5,248	7.3%	3.5%	2.7	2.9	0.2
Mercedes	1,077	969	-10.0%	3,139	3,398	8.3%	2.3%	1.7	1.9	0.2
Ford	989	651	-34.2%	2,886	2,436	-15.6%	-20.3%	1.6	1.3	-0.3
Other	366	368	0.5%	1,064	1,186	11.5%	14.7%	0.6	0.6	0.0
Korean Brands	3,289	2,928	-11.0%	9,184	8,906	-3.0%	-0.8%	5.1	4.9	-0.2

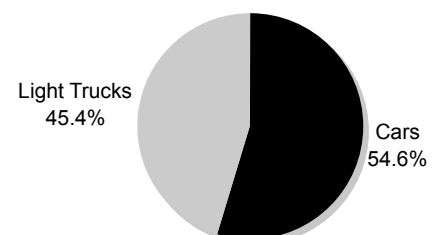
Brands included above: Big 3: GM (Buick, Cadillac, Chevrolet, GMC, Hummer, Pontiac, and Saturn), Ford (Ford, Lincoln, and Mercury), Chrysler (Chrysler, Dodge, and Jeep). Japanese: Toyota (Toyota, Lexus, and Scion), Honda (Honda and Acura), Nissan (Nissan and Infiniti), Other (Isuzu, Mazda, Mitsubishi,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

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

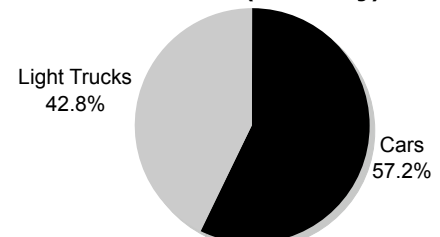


Car and Light Truck Market Share

YTD 2007 (thru July)



YTD 2008 (thru July)

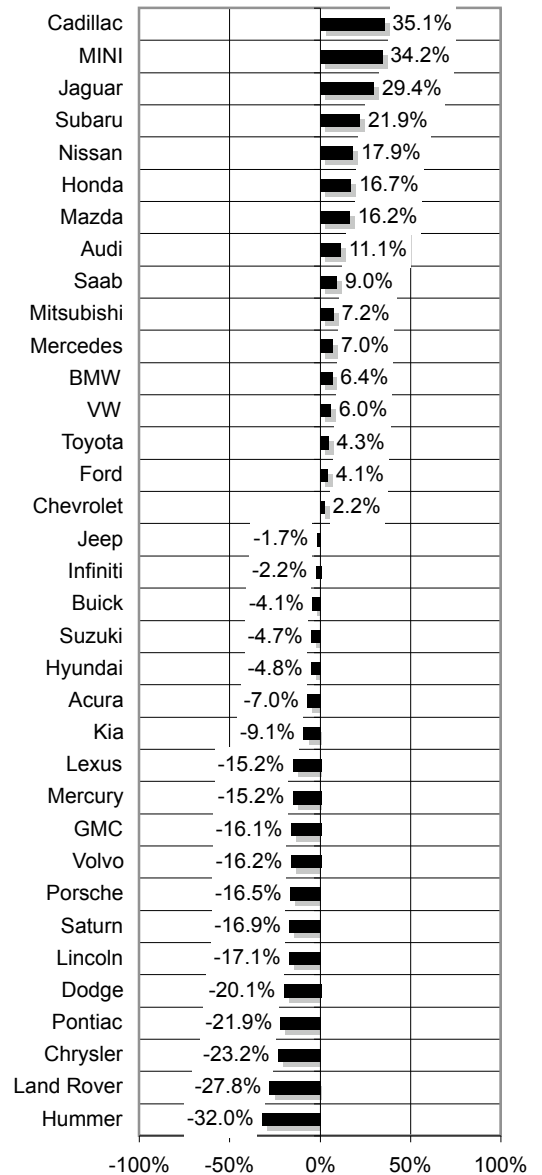


The table above shows new retail light vehicle registrations in the Chicago Area, consisting of six counties in Illinois and two in Indiana. Figures include new vehicles registered and sold in the six Illinois Counties, and the two Indiana Counties. Please keep in mind that monthly registration figures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

	Avg. Monthly Registrations			U.S. % chg.	Area Market Share		
	2/07 to 7/07	2/08 to 7/08	% chg.		Prev.	Recent	Chg.
TOTAL	25,848	26,277	1.7%	-11.3%			
Acura	599	558	-7.0%	-14.4%	2.3	2.1	-0.2
Audi	238	264	11.1%	-2.2%	0.9	1.0	0.1
BMW	579	616	6.4%	-5.5%	2.2	2.3	0.1
Buick	371	356	-4.1%	-27.8%	1.4	1.4	0.0
Cadillac	322	435	35.1%	-14.2%	1.2	1.7	0.5
Chevrolet	2,921	2,984	2.2%	-19.0%	11.3	11.4	0.1
Chrysler	662	509	-23.2%	-32.0%	2.6	1.9	-0.7
Dodge	1,072	856	-20.1%	-20.8%	4.1	3.3	-0.8
Ford	2,220	2,311	4.1%	-14.2%	8.6	8.8	0.2
GMC	538	451	-16.1%	-25.4%	2.1	1.7	-0.4
Honda	2,980	3,478	16.7%	6.2%	11.5	13.2	1.7
Hummer	62	42	-32.0%	-46.5%	0.2	0.2	0.0
Hyundai	1,048	998	-4.8%	-0.8%	4.1	3.8	-0.3
Infiniti	265	259	-2.2%	-2.9%	1.0	1.0	0.0
Jaguar	43	55	29.4%	11.5%	0.2	0.2	0.0
Jeep	671	660	-1.7%	-23.3%	2.6	2.5	-0.1
Kia	304	276	-9.1%	3.6%	1.2	1.1	-0.1
Land Rover	132	96	-27.8%	-33.6%	0.5	0.4	-0.1
Lexus	899	763	-15.2%	-16.1%	3.5	2.9	-0.6
Lincoln	195	162	-17.1%	-20.6%	0.8	0.6	-0.2
Mazda	433	503	16.2%	-3.1%	1.7	1.9	0.2
Mercedes	437	467	7.0%	1.6%	1.7	1.8	0.1
Mercury	249	211	-15.2%	-22.2%	1.0	0.8	-0.2
MINI	98	131	34.2%	33.2%	0.4	0.5	0.1
Mitsubishi	238	255	7.2%	-21.1%	0.9	1.0	0.1
Nissan	1,687	1,989	17.9%	0.5%	6.5	7.6	1.1
Pontiac	780	609	-21.9%	-14.5%	3.0	2.3	-0.7
Porsche	70	58	-16.5%	-13.7%	0.3	0.2	-0.1
Saab	43	46	9.0%	-31.1%	0.2	0.2	0.0
Saturn	570	473	-16.9%	-21.0%	2.2	1.8	-0.4
Subaru	220	268	21.9%	5.9%	0.9	1.0	0.1
Suzuki	134	128	-4.7%	0.0%	0.5	0.5	0.0
Toyota/Scion	3,874	4,040	4.3%	-7.2%	15.0	15.4	0.4
Volkswagen	615	652	6.0%	3.1%	2.4	2.5	0.1
Volvo	228	191	-16.2%	-22.1%	0.9	0.7	-0.2
Other	55	127	133.6%	124.5%	0.2	0.5	0.3

**Percent Change in Registrations
Feb 08 thru July 08 vs. Year Earlier)**



WHO ARE MY TOP COMPETITORS? -BY MARKET AREA?

WHAT NEW AND USED CARS SELL WELL IN MY MARKETS?

ANSWERS DRIVE RESULTS.

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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 (Feb 08 thru July 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).