

# Chicago Auto Outlook

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Chicago Automobile  
Trade Association

Covering the Chicago Area Automotive Market

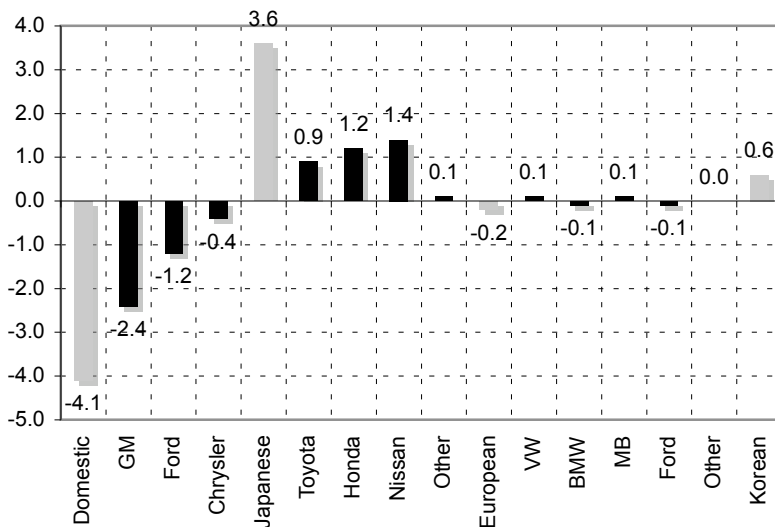
Data thru October, 2007

## Chicago Area New Retail Car and Light Truck Registrations

	September and October Combined			YTD (thru October)				YTD Market Share (%)		
	Chicago Area			Chicago Area			U.S.	Chicago Area		
	2006	2007	% chg.	2006	2007	% chg.	% chg.	2006	2007	Chg.
Industry Total	54,833	55,503	1.2%	269,724	258,727	-4.1%	-2.5%			
Cars	31,662	30,461	-3.8%	152,000	142,838	-6.0%	-3.8%	56.4	55.2	-1.2
Light Trucks	23,171	25,042	8.1%	117,724	115,889	-1.6%	-1.2%	43.6	44.8	1.2
Domestic Brands	22,446	21,749	-3.1%	116,399	101,275	-13.0%	-7.5%	43.2	39.1	-4.1
General Motors	11,686	11,374	-2.7%	61,070	52,251	-14.4%	-5.7%	22.6	20.2	-2.4
Ford	6,159	5,422	-12.0%	30,271	25,979	-14.2%	-13.3%	11.2	10.0	-1.2
Chrysler	4,601	4,953	7.7%	25,058	23,045	-8.0%	-3.5%	9.3	8.9	-0.4
Japanese Brands	24,268	25,508	5.1%	112,864	117,576	4.2%	4.0%	41.8	45.4	3.6
Toyota	10,855	9,665	-11.0%	47,437	47,948	1.1%	3.9%	17.6	18.5	0.9
Honda	7,387	8,872	20.1%	36,438	38,037	4.4%	2.9%	13.5	14.7	1.2
Nissan	3,876	4,523	16.7%	17,818	20,722	16.3%	5.5%	6.6	8.0	1.4
Other	2,150	2,448	13.9%	11,171	10,869	-2.7%	4.7%	4.1	4.2	0.1
European Brands	5,497	5,234	-4.8%	27,905	26,092	-6.5%	1.6%	10.3	10.1	-0.2
Volkswagen	1,875	1,716	-8.5%	8,882	8,694	-2.1%	0.4%	3.3	3.4	0.1
BMW	1,411	1,398	-0.9%	7,673	7,039	-8.3%	8.2%	2.8	2.7	-0.1
Mercedes	981	969	-1.2%	4,700	4,582	-2.5%	2.7%	1.7	1.8	0.1
Ford	890	787	-11.6%	4,669	4,077	-12.7%	-7.5%	1.7	1.6	-0.1
Other	340	364	7.1%	1,981	1,700	-14.2%	-0.8%	0.7	0.7	0.0
Korean Brands	2,622	3,012	14.9%	12,556	13,784	9.8%	2.2%	4.7	5.3	0.6

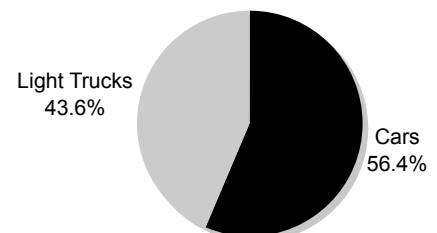
Brands included above: Big 3: GM (Buick, Cadillac, Chevrolet, GMC, Hummer, Pontiac, and Saturn), Ford (Ford, Lincoln, and Mercury), Chrysler (Chrysler, Dodge, and Jeep). Japanese: Toyota (Toyota, Lexus, and Scion), Honda (Honda and Acura), Nissan (Nissan and Infiniti), Other (Isuzu, Mazda, Mitsubishi, 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 (October) vs. YTD '06

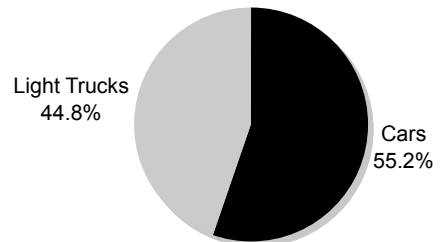


Car and Light Truck Market Share

YTD 2006 (thru Oct.)



YTD 2007 (thru Oct.)

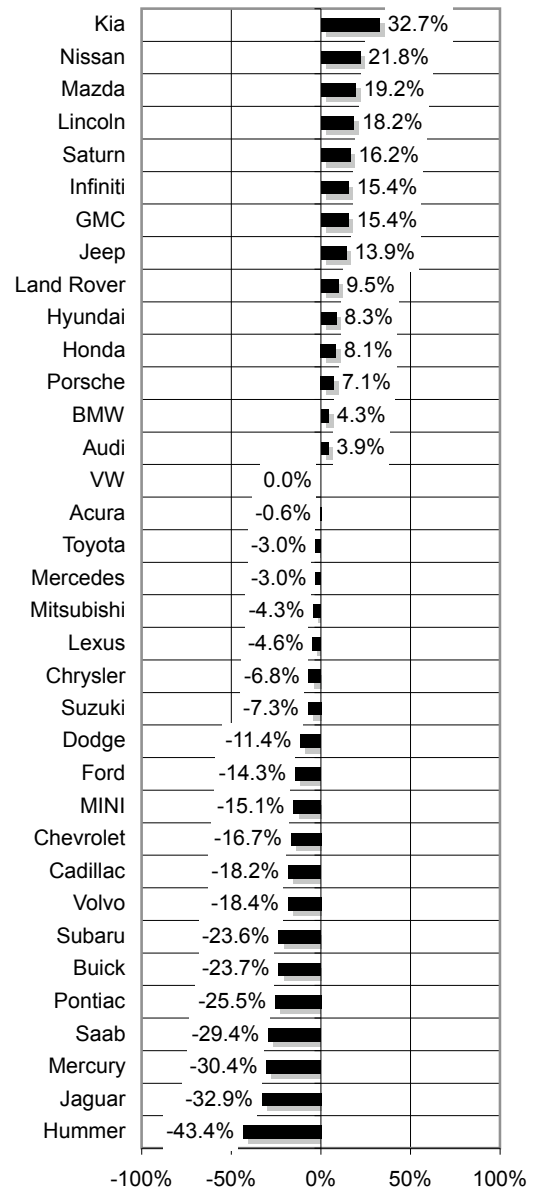


The table above shows new retail light vehicle registrations in the Chicago Area. Figures include new vehicles registered and sold in Illinois. **Please keep in mind that monthly registration figures can occasionally be subject to fluctuations, resulting in over or under estimation of actual results. 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 (May '07 thru Oct. 07 vs. Year Earlier)**

	Avg. Monthly Registrations			U.S. % chg.	Area Market Share		
	5/06 to 10/06	5/07 to 10/07	% chg.		Prev.	Recent	Chg.
<b>TOTAL</b>	29,436	28,471	-3.3%	-2.2%			
Acura	681	677	-0.6%	-9.2%	2.3	2.4	0.1
Audi	236	245	3.9%	7.0%	0.8	0.9	0.1
BMW	629	657	4.3%	11.0%	2.1	2.3	0.2
Buick	526	402	-23.7%	-18.6%	1.8	1.4	-0.4
Cadillac	533	436	-18.2%	-4.8%	1.8	1.5	-0.3
Chevrolet	3,562	2,966	-16.7%	-5.9%	12.1	10.4	-1.7
Chrysler	724	674	-6.8%	-8.4%	2.5	2.4	-0.1
Dodge	1,262	1,118	-11.4%	-3.9%	4.3	3.9	-0.4
Ford	2,828	2,423	-14.3%	-15.1%	9.6	8.5	-1.1
GMC	439	506	15.4%	6.4%	1.5	1.8	0.3
Honda	3,283	3,550	8.1%	5.5%	11.2	12.5	1.3
Hummer	107	61	-43.4%	-19.7%	0.4	0.2	-0.2
Hyundai	1,150	1,245	8.3%	1.1%	3.9	4.4	0.5
Infiniti	274	316	15.4%	4.1%	0.9	1.1	0.2
Jaguar	61	41	-32.9%	-31.5%	0.2	0.1	-0.1
Jeep	624	710	13.9%	1.1%	2.1	2.5	0.4
Kia	257	341	32.7%	5.5%	0.9	1.2	0.3
Land Rover	131	143	9.5%	15.1%	0.4	0.5	0.1
Lexus	981	936	-4.6%	2.9%	3.3	3.3	0.0
Lincoln	180	213	18.2%	20.2%	0.6	0.7	0.1
Mazda	456	544	19.2%	8.7%	1.5	1.9	0.4
Mercedes	510	495	-3.0%	0.9%	1.7	1.7	0.0
Mercury	352	245	-30.4%	-8.4%	1.2	0.9	-0.3
MINI	135	114	-15.1%	15.7%	0.5	0.4	-0.1
Mitsubishi	292	280	-4.3%	13.6%	1.0	1.0	0.0
Nissan	1,629	1,984	21.8%	9.9%	5.5	7.0	1.5
Pontiac	1,029	767	-25.5%	-10.4%	3.5	2.7	-0.8
Porsche	80	86	7.1%	9.7%	0.3	0.3	0.0
Saab	98	69	-29.4%	-4.0%	0.3	0.2	-0.1
Saturn	495	575	16.2%	5.3%	1.7	2.0	0.3
Subaru	287	219	-23.6%	-6.1%	1.0	0.8	-0.2
Suzuki	159	148	-7.3%	3.2%	0.5	0.5	0.0
Toyota/Scion	4,397	4,265	-3.0%	2.1%	14.9	15.0	0.1
Volkswagen	703	703	0.0%	-1.1%	2.4	2.5	0.1
Volvo	299	244	-18.4%	-10.6%	1.0	0.9	-0.1
Other	51	75	46.3%	5.8%	0.2	0.3	0.1

**Percent Change in Registrations  
(May thru Oct '07 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 (May thru October '07) 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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