

# Chicago Auto Outlook

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Chicago Automobile  
Trade Association

Covering the Chicago Area Automotive Market

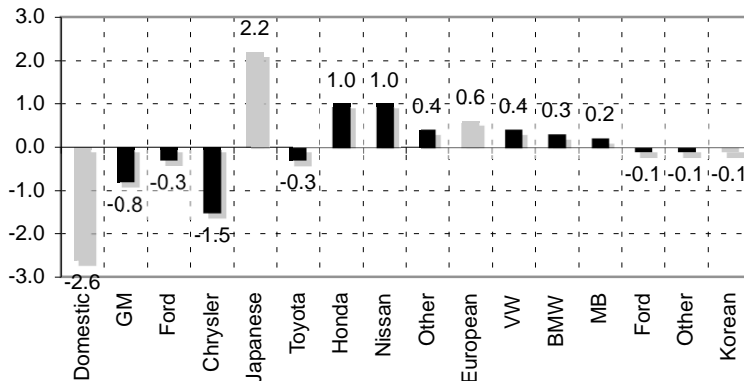
Data thru October, 2008

## Chicago Area New Retail Car and Light Truck Registrations

	Sept 08 and Oct 08 Combined			YTD (thru Oct)				YTD Market Share (%)		
	Chicago Area			Chicago Area			U.S.	Chicago Area		
	Previous	Current	% chg.	2007	2008	% chg.	% chg.	2007	2008	Chg.
Industry Total	59,217	48,791	-17.6%	277,883	256,057	-7.9%	-14.5%			
Cars	32,416	26,717	-17.6%	152,865	145,821	-4.6%	-6.1%	55.0	56.9	1.9
Light Trucks	26,801	22,074	-17.6%	125,018	110,236	-11.8%	-22.5%	45.0	43.1	-1.9
Domestic Brands	24,002	18,274	-23.9%	113,332	97,741	-13.8%	-21.0%	40.8	38.2	-2.6
General Motors	12,837	10,060	-21.6%	59,594	52,829	-11.4%	-20.3%	21.4	20.6	-0.8
Ford	5,863	4,776	-18.5%	28,565	25,494	-10.8%	-18.2%	10.3	10.0	-0.3
Chrysler	5,302	3,438	-35.2%	25,173	19,418	-22.9%	-25.9%	9.1	7.6	-1.5
Japanese Brands	26,676	22,929	-14.0%	123,172	119,133	-3.3%	-8.1%	44.3	46.5	2.2
Toyota	10,168	8,369	-17.7%	50,474	45,786	-9.3%	-11.5%	18.2	17.9	-0.3
Honda	9,211	7,519	-18.4%	39,648	39,250	-1.0%	-3.2%	14.3	15.3	1.0
Nissan	4,728	4,691	-0.8%	21,619	22,623	4.6%	-6.2%	7.8	8.8	1.0
Other	2,569	2,350	-8.5%	11,431	11,474	0.4%	-9.0%	4.1	4.5	0.4
European Brands	5,385	5,048	-6.3%	26,814	26,203	-2.3%	-5.2%	9.6	10.2	0.6
Volkswagen	1,776	1,841	3.7%	8,983	9,133	1.7%	-1.4%	3.2	3.6	0.4
BMW	1,440	1,443	0.2%	7,283	7,477	2.7%	-0.3%	2.6	2.9	0.3
Mercedes	1,001	908	-9.3%	4,703	4,754	1.1%	-5.3%	1.7	1.9	0.2
Ford	437	243	-44.4%	2,319	1,751	-24.5%	-28.5%	0.8	0.7	-0.1
Other	731	613	-16.1%	3,526	3,088	-12.4%	9.1%	1.3	1.2	-0.1
Korean Brands	3,147	2,533	-19.5%	14,528	12,938	-10.9%	-6.8%	5.2	5.1	-0.1

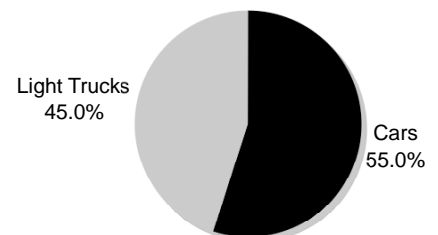
Brands included above: Big 3: GM (Buick, Cadillac, Chevrolet, GMC, Hummer, Pontiac, and Saturn), Ford (Ford, Lincoln, and Mercury), Chrysler (Chrysler, Dodge, and Jeep). Japanese: Toyota (Toyota, Lexus, and Scion), Honda (Honda and Acura), Nissan (Nissan and Infiniti), Other (Isuzu, Mazda, Mitsubishi,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

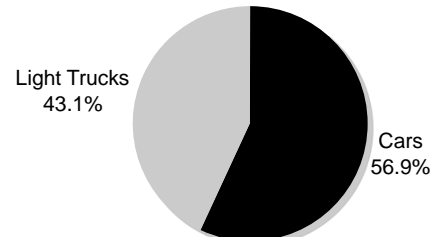


Car and Light Truck Market Share

YTD 2007 (thru Oct)



YTD 2008 (thru Oct)

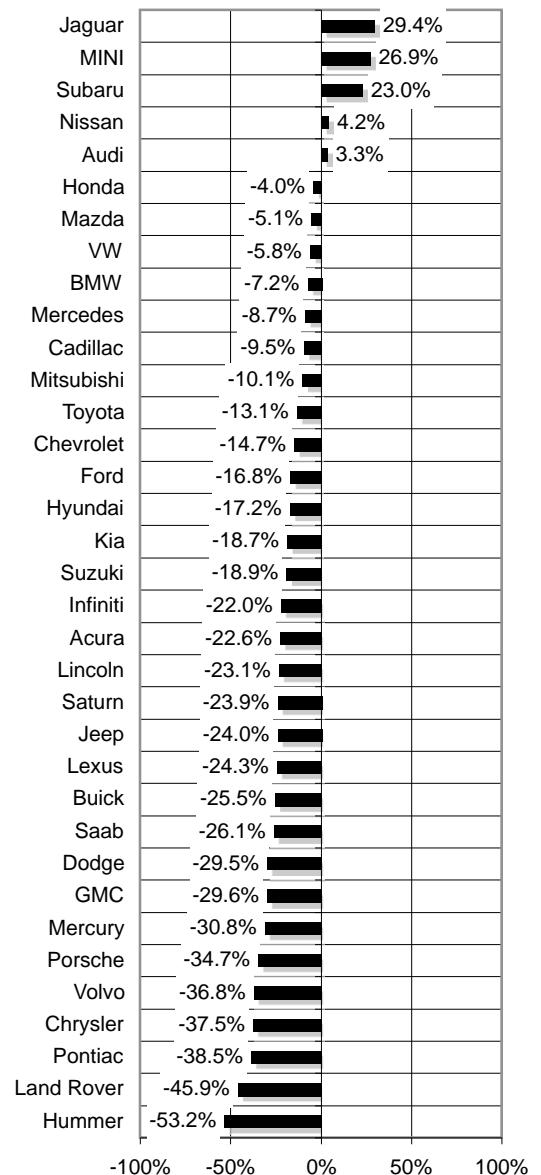


The table above shows new retail light vehicle registrations in the Chicago Area, consisting of six counties in Illinois and two in Indiana. Figures include new vehicles registered and sold in the six Illinois Counties, and the two Indiana Counties. Please keep in mind that monthly registration figures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

	Avg. Monthly Registrations			U.S. % chg.	Area Market Share		
	5/07 to 10/07	5/08 to 10/08	% chg.		Prev.	Recent	Chg.
TOTAL	30,493	26,018	-14.7%	-18.9%			
Acura	681	527	-22.6%	-17.0%	2.2	2.0	-0.2
Audi	252	260	3.3%	-3.8%	0.8	1.0	0.2
BMW	683	634	-7.2%	-11.5%	2.2	2.4	0.2
Buick	450	335	-25.5%	-30.8%	1.5	1.3	-0.2
Cadillac	474	429	-9.5%	-30.6%	1.6	1.6	0.0
Chevrolet	3,372	2,876	-14.7%	-22.0%	11.1	11.1	0.0
Chrysler	737	461	-37.5%	-42.5%	2.4	1.8	-0.6
Dodge	1,217	858	-29.5%	-24.6%	4.0	3.3	-0.7
Ford	2,656	2,209	-16.8%	-23.5%	8.7	8.5	-0.2
GMC	620	437	-29.6%	-30.1%	2.0	1.7	-0.3
Honda	3,724	3,576	-4.0%	-4.6%	12.2	13.7	1.5
Hummer	74	35	-53.2%	-60.3%	0.2	0.1	-0.1
Hyundai	1,293	1,070	-17.2%	-8.7%	4.2	4.1	-0.1
Infiniti	318	248	-22.0%	-10.2%	1.0	1.0	0.0
Jaguar	43	55	29.4%	-4.9%	0.1	0.2	0.1
Jeep	757	576	-24.0%	-35.8%	2.5	2.2	-0.3
Kia	374	304	-18.7%	-7.8%	1.2	1.2	0.0
Land Rover	144	78	-45.9%	-45.3%	0.5	0.3	-0.2
Lexus	961	727	-24.3%	-23.3%	3.1	2.8	-0.3
Lincoln	224	172	-23.1%	-21.8%	0.7	0.7	0.0
Mazda	574	545	-5.1%	-13.3%	1.9	2.1	0.2
Mercedes	507	463	-8.7%	-9.4%	1.7	1.8	0.1
Mercury	273	189	-30.8%	-30.7%	0.9	0.7	-0.2
MINI	115	146	26.9%	34.1%	0.4	0.6	0.2
Mitsubishi	293	264	-10.1%	-27.7%	1.0	1.0	0.0
Nissan	2,086	2,173	4.2%	-9.2%	6.8	8.4	1.6
Pontiac	867	534	-38.5%	-27.5%	2.8	2.1	-0.7
Porsche	86	56	-34.7%	-28.1%	0.3	0.2	-0.1
Saab	70	52	-26.1%	-37.9%	0.2	0.2	0.0
Saturn	617	470	-23.9%	-21.3%	2.0	1.8	-0.2
Subaru	229	281	23.0%	2.3%	0.7	1.1	0.4
Suzuki	155	126	-18.9%	-18.7%	0.5	0.5	0.0
Toyota/Scion	4,513	3,922	-13.1%	-15.4%	14.8	15.1	0.3
Volkswagen	728	686	-5.8%	-1.3%	2.4	2.6	0.2
Volvo	251	159	-36.8%	-40.7%	0.8	0.6	-0.2
Other	77	89	15.4%	102.5%	0.3	0.3	0.0

Percent Change in Registrations  
(May 08 thru Oct 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 (May 08 thru Oct 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).