

Chicago Auto Outlook

Released by:
Chicago Automobile
Trade Association

Covering the Chicago Area Automotive Market

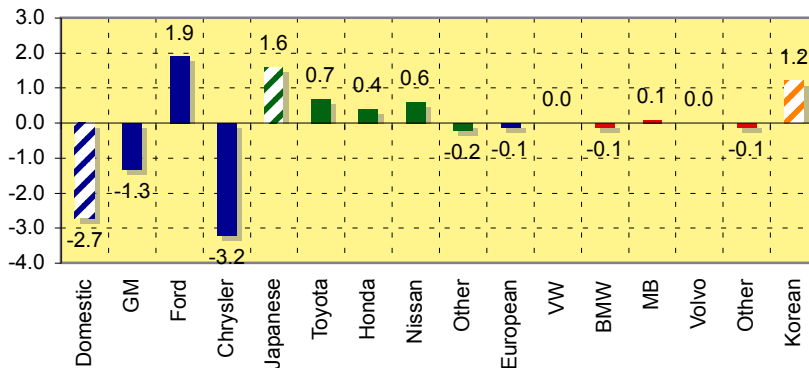
Data thru April 2010

Chicago Area New Retail Car and Light Truck Registrations

	Mar 10 and Apr 10 Combined			YTD thru Apr				YTD Market Share (%)		
	Chicago Area			Chicago Area			U.S.	Chicago Area		
	Previous	Current	% chg.	2009	2010	% chg.	% chg.	2009	2010	Chg.
Industry Total	33,189	37,349	12.5%	62,322	66,852	7.3%	16.7%			
Cars	17,045	19,519	14.5%	30,841	34,725	12.6%	18.6%	49.5	51.9	2.4
Light Trucks	16,144	17,830	10.4%	31,481	32,127	2.1%	14.6%	50.5	48.1	-2.4
Domestic Brands	12,989	13,111	0.9%	23,660	23,622	-0.2%	17.7%	38.0	35.3	-2.7
General Motors	6,290	6,073	-3.4%	11,716	11,666	-0.4%	14.0%	18.8	17.5	-1.3
Ford	3,505	4,785	36.5%	6,515	8,296	27.3%	34.2%	10.5	12.4	1.9
Chrysler	3,194	2,253	-29.5%	5,429	3,660	-32.6%	1.9%	8.7	5.5	-3.2
Japanese Brands	14,388	17,094	18.8%	27,743	30,790	11.0%	15.2%	44.5	46.1	1.6
Toyota	5,180	6,222	20.1%	10,406	11,659	12.0%	11.7%	16.7	17.4	0.7
Honda	4,969	5,670	14.1%	9,339	10,297	10.3%	11.5%	15.0	15.4	0.4
Nissan	2,535	3,288	29.7%	4,770	5,519	15.7%	31.6%	7.7	8.3	0.6
Other	1,704	1,914	12.3%	3,228	3,315	2.7%	11.1%	5.2	5.0	-0.2
European Brands	3,456	3,802	10.0%	6,782	7,203	6.2%	18.4%	10.9	10.8	-0.1
Volkswagen	1,363	1,583	16.1%	2,670	2,849	6.7%	37.9%	4.3	4.3	0.0
BMW	926	929	0.3%	1,814	1,868	3.0%	7.9%	2.9	2.8	-0.1
Mercedes	633	730	15.3%	1,222	1,418	16.0%	16.0%	2.0	2.1	0.1
Volvo	179	214	19.6%	363	397	9.4%	8.3%	0.6	0.6	0.0
Other	355	346	-2.5%	713	671	-5.9%	-3.3%	1.1	1.0	-0.1
Korean Brands	2,356	3,342	41.9%	4,137	5,237	26.6%	16.9%	6.6	7.8	1.2

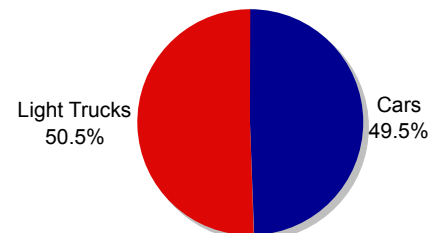
Brands included above: Big 3: GM (Buick, Cadillac, Chevrolet, GMC, Hummer, Pontiac, and Saturn), Ford (Ford, Lincoln, and Mercury), Chrysler (Chrysler, Dodge, and Jeep). Japanese: Toyota (Toyota, Lexus, and Scion), Honda (Honda and Acura), Nissan (Nissan and Infiniti), Other (Isuzu, Mazda, Mitsubishi,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

Change in Market Share - YTD '10 thru Apr vs. Year Earlier

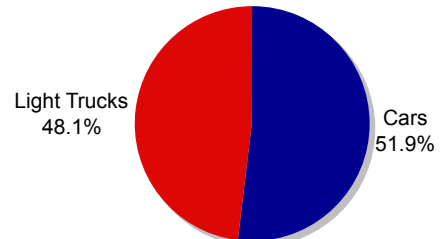


Car and Light Truck Market Share

YTD '09 thru Apr



YTD '10 thru Apr

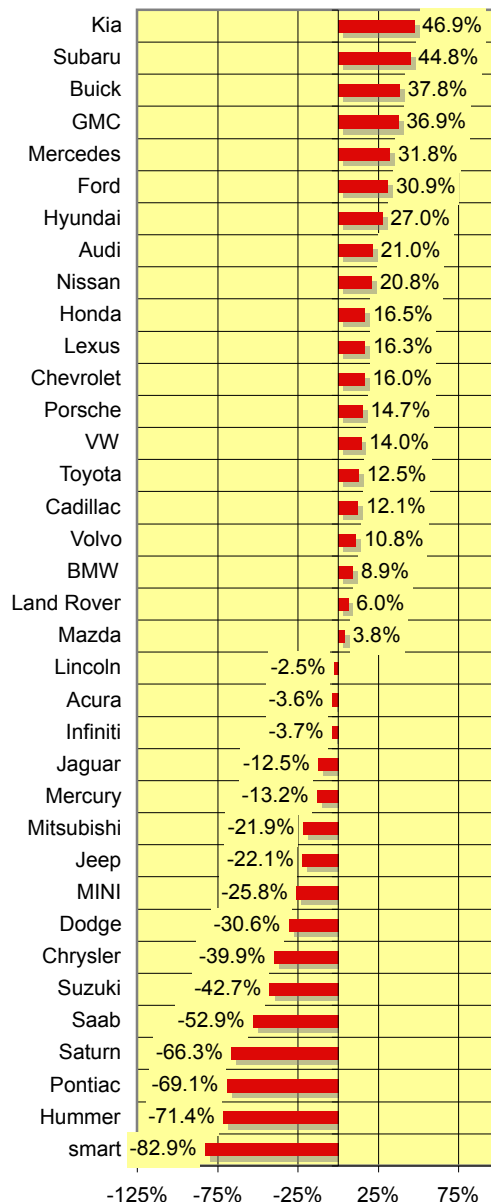


The table above shows new retail light vehicle registrations in the Chicago Area, consisting of six counties in Illinois and two in Indiana. Figures include new vehicles registered and sold in the six Illinois Counties, and the two Indiana Counties. **Please keep in mind that monthly registration figures can occasionally be subject to fluctuations 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. Note: U.S. data includes fleet sales.

**Area New Retail Car and Light Truck Registrations
(Six Month Average Nov 09 thru Apr 10 vs. Year Earlier)**

	Avg. Monthly Registrations			U.S. % chg.	Area Market Share		
	11/08 to 4/09	11/09 to 4/10	% chg.		Prev.	Recent	Chg.
TOTAL	15,586	17,188	10.3%	13.7%			
Acura	448	432	-3.6%	11.5%	2.9	2.5	-0.4
Audi	195	236	21.0%	24.5%	1.3	1.4	0.1
BMW	393	428	8.9%	8.4%	2.5	2.5	0.0
Buick	217	299	37.8%	42.1%	1.4	1.7	0.3
Cadillac	256	287	12.1%	20.3%	1.6	1.7	0.1
Chevrolet	1,584	1,837	16.0%	19.4%	10.2	10.7	0.5
Chrysler	283	170	-39.9%	1.2%	1.8	1.0	-0.8
Dodge	559	388	-30.6%	-5.0%	3.6	2.3	-1.3
Ford	1,412	1,848	30.9%	30.6%	9.1	10.8	1.7
GMC	290	397	36.9%	19.3%	1.9	2.3	0.4
Honda	1,901	2,215	16.5%	11.5%	12.2	12.9	0.7
Hummer	14	4	-71.4%	-75.4%	0.1	0.0	-0.1
Hyundai	740	940	27.0%	25.6%	4.7	5.5	0.8
Infiniti	189	182	-3.7%	9.9%	1.2	1.1	-0.1
Jaguar	24	21	-12.5%	0.1%	0.2	0.1	-0.1
Jeep	434	338	-22.1%	-5.1%	2.8	2.0	-0.8
Kia	211	310	46.9%	17.2%	1.4	1.8	0.4
Land Rover	84	89	6.0%	21.4%	0.5	0.5	0.0
Lexus	492	572	16.3%	19.9%	3.2	3.3	0.1
Lincoln	122	119	-2.5%	10.7%	0.8	0.7	-0.1
Mazda	292	303	3.8%	5.2%	1.9	1.8	-0.1
Mercedes	283	373	31.8%	20.8%	1.8	2.2	0.4
Mercury	129	112	-13.2%	11.8%	0.8	0.7	-0.1
MINI	89	66	-25.8%	-8.2%	0.6	0.4	-0.2
Mitsubishi	178	139	-21.9%	-9.4%	1.1	0.8	-0.3
Nissan	1,018	1,230	20.8%	30.1%	6.5	7.2	0.7
Pontiac	269	83	-69.1%	-79.5%	1.7	0.5	-1.2
Porsche	34	39	14.7%	3.9%	0.2	0.2	0.0
Saab	34	16	-52.9%	-62.5%	0.2	0.1	-0.1
Saturn	187	63	-66.3%	-68.4%	1.2	0.4	-0.8
smart	35	6	-82.9%	-65.8%	0.2	0.0	-0.2
Subaru	252	365	44.8%	36.9%	1.6	2.1	0.5
Suzuki	82	47	-42.7%	-55.1%	0.5	0.3	-0.2
Toyota/Scion	2,292	2,578	12.5%	13.1%	14.7	15.0	0.3
Volkswagen	458	522	14.0%	30.8%	2.9	3.0	0.1
Volvo	93	103	10.8%	8.8%	0.6	0.6	0.0
Other	15	33	120.0%	-10.5%	0.1	0.2	0.1

**Percent Change in Registrations
(Nov 09 thru Apr 10 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 (Nov '09 thru Apr '10) 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?

ANSWERS DRIVE RESULTS.

You need insights into your marketplace to make the best decisions to maximize profits. The AutoCount® Dealer Report analyzes full details on new and used competitive dealer market share, down to specific areas you define. You bring the questions. We'll bring the answers.



www.experianautomotive.com 888 211 5809