

# Chicago Auto Outlook™

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Comprehensive information on the Chicagoland automotive market

## Quick Facts

New vehicle registrations increased 6.6% in June '10 vs. 2009. Used vehicle market off 10% (vehicles seven years old or newer).

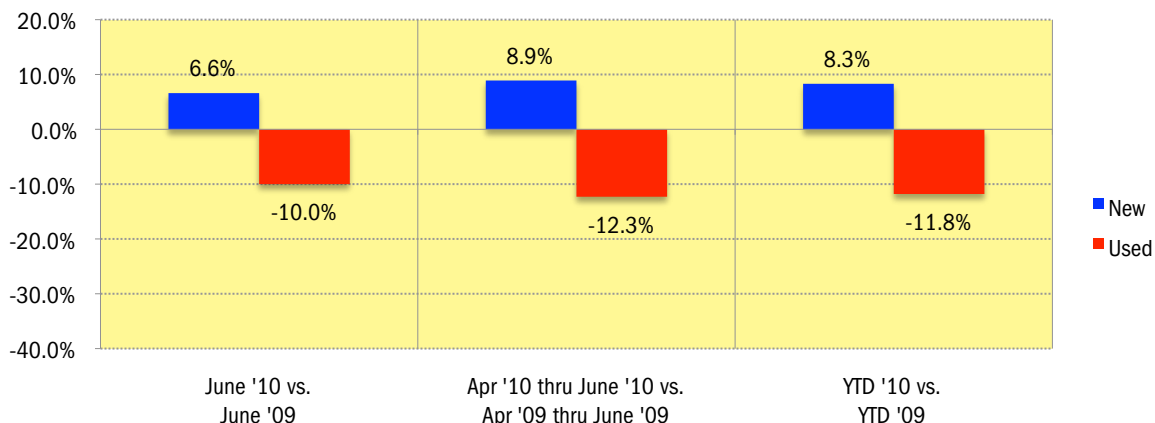
Retail used vehicle registrations declined 11.8% during the first six months of this year versus a year earlier. New vehicle market was up 8.3%.

Standard Mid Size Car new vehicle market share was up 2.3 share points during first six months of '10 versus a year earlier.

Three year old vehicle market share increased 1.9 share points from January thru June of this year versus the same period a year earlier.

Kia, Buick, and GMC new vehicle registrations each increased by more than 47% so far this year

**Percent Change in Chicago Area New and Used Retail Light Vehicle Registrations**  
(Used registrations only include vehicles seven years old or newer)



**Chicago Area New and Used Vehicle Markets Summary**  
(Used registrations only include vehicles seven years old or newer)

	Three Months (April thru June)						
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations			
	Apr '09 thru June '09	Apr '10 thru June '10	Percent Change	Apr '09 thru June '09	Apr '10 thru June '10	Percent Change	
Total	51,586	56,197	8.9%	65,003	57,039	-12.3%	
Cars	28,415	30,338	6.8%	35,166	32,550	-7.4%	
Light Trucks	23,171	25,859	11.6%	29,837	24,489	-17.9%	
Japanese Brands	23,910	25,590	7.0%	17,736	18,657	5.2%	
Detroit Three Brands	18,740	19,470	3.9%	37,173	28,905	-22.2%	
European Brands	5,601	5,963	6.5%	7,320	6,762	-7.6%	
Korean Brands	3,335	5,174	55.1%	2,774	2,715	-2.1%	
	Year to date thru June						
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations			
	YTD 2009	YTD 2010	Percent Change	YTD 2009	YTD 2010	Percent Change	
Total	96,468	104,477	8.3%	126,832	111,865	-11.8%	
Cars	49,838	55,238	10.8%	66,461	62,887	-5.4%	
Light Trucks	46,630	49,239	5.6%	60,371	48,978	-18.9%	
Japanese Brands	43,752	47,409	8.4%	33,905	34,990	3.2%	
Detroit Three Brands	35,784	36,969	3.3%	73,673	58,793	-20.2%	
European Brands	10,621	11,329	6.7%	14,267	12,772	-10.5%	
Korean Brands	6,311	8,770	39.0%	4,987	5,310	6.5%	

## Data Information

All data represents new and used vehicle retail registrations in the Chicago Area and excludes fleet and wholesale transactions. Used vehicle data only includes vehicles seven years old or newer and excludes private party transactions. 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. Green shaded areas in tables represent the top ten ranked brands.

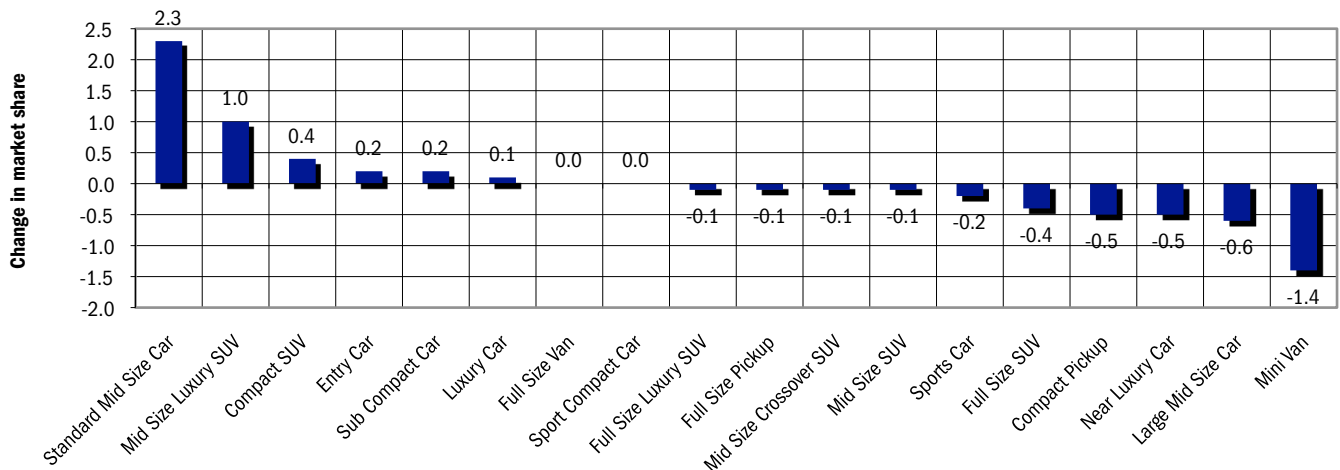
Data Source: AutoCount data from Experian Automotive.

New Vehicle Market Brand Registrations

Chicago New Retail Car and Light Truck Registrations

	June				Three Month Period Apr '10 thru June '10				YTD thru June				YTD Market Share (%)		
	Chicago Area			U.S.	Chicago Area			U.S.	Chicago Area			Chicago Area			
	2009	2010	% chg.	% chg.	Yr. Ago	Current	% chg.	% chg.	2009	2010	% chg.	% chg.	2009	2010	Chg.
TOTAL	17,476	18,634	6.6%	14.4%	51,586	56,197	8.9%	17.8%	96,468	104,477	8.3%	16.8%			
Acura	348	409	17.5%	30.9%	1,100	1,350	22.7%	25.5%	2,547	2,394	-6.0%	19.6%	2.6	2.3	-0.3
Audi	225	259	15.1%	14.3%	721	774	7.4%	23.1%	1,300	1,456	12.0%	28.0%	1.3	1.4	0.1
BMW	395	469	18.7%	14.6%	1,123	1,236	10.1%	6.8%	2,296	2,498	8.8%	7.6%	2.4	2.4	0.0
Buick	214	370	72.9%	52.7%	685	1,016	48.3%	42.0%	1,316	1,954	48.5%	48.3%	1.4	1.9	0.5
Cadillac	171	281	64.3%	39.1%	597	880	47.4%	42.7%	1,394	1,703	22.2%	33.3%	1.4	1.6	0.2
Chevrolet	1,699	2,098	23.5%	33.3%	5,225	5,712	9.3%	27.4%	9,951	11,273	13.3%	31.6%	10.3	10.8	0.5
Chrysler	402	280	-30.3%	30.1%	1,061	763	-28.1%	39.8%	1,873	1,247	-33.4%	21.1%	1.9	1.2	-0.7
Dodge	607	534	-12.0%	42.0%	1,890	1,637	-13.4%	37.7%	3,566	2,682	-24.8%	11.8%	3.7	2.6	-1.1
Ford	1,692	2,032	20.1%	16.3%	4,853	6,272	29.2%	23.5%	8,732	11,548	32.2%	30.4%	9.1	11.1	2.0
GMC	239	406	69.9%	50.2%	748	1,202	60.7%	32.3%	1,643	2,421	47.4%	31.2%	1.7	2.3	0.6
Honda	2,546	2,456	-3.5%	4.0%	7,596	7,442	-2.0%	11.3%	12,606	13,867	10.0%	11.1%	13.1	13.3	0.2
Hummer	6	7	16.7%	-71.9%	25	14	-44.0%	-32.8%	73	28	-61.6%	-52.7%	0.1	0.0	-0.1
Hyundai	866	1,252	44.6%	35.0%	2,592	3,897	50.3%	32.6%	4,895	6,540	33.6%	25.0%	5.1	6.3	1.2
Infiniti	126	230	82.5%	31.7%	454	651	43.4%	33.1%	992	1,244	25.4%	23.0%	1.0	1.2	0.2
Jaguar	27	33	22.2%	72.9%	98	77	-21.4%	2.7%	154	129	-16.2%	1.6%	0.2	0.1	-0.1
Jeep	448	431	-3.8%	24.8%	1,363	1,239	-9.1%	9.4%	2,770	2,241	-19.1%	5.2%	2.9	2.1	-0.8
Kia	248	444	79.0%	18.9%	743	1,277	71.9%	18.9%	1,416	2,230	57.5%	15.4%	1.5	2.1	0.6
Land Rover	60	94	56.7%	43.9%	211	270	28.0%	32.9%	468	507	8.3%	24.2%	0.5	0.5	0.0
Lexus	496	461	-7.1%	2.7%	1,400	1,455	3.9%	20.7%	2,948	3,161	7.2%	19.3%	3.1	3.0	-0.1
Lincoln	93	141	51.6%	-11.5%	372	347	-6.7%	-1.5%	704	705	0.1%	7.5%	0.7	0.7	0.0
Mazda	309	342	10.7%	32.8%	1,014	1,044	3.0%	28.3%	1,843	1,906	3.4%	15.3%	1.9	1.8	-0.1
Mercedes	276	391	41.7%	25.3%	833	1,107	32.9%	25.7%	1,648	2,160	31.1%	25.7%	1.7	2.1	0.4
Mercury	179	121	-32.4%	26.2%	468	346	-26.1%	9.1%	843	665	-21.1%	14.0%	0.9	0.6	-0.3
MINI	113	106	-6.2%	1.1%	346	290	-16.2%	-1.2%	543	457	-15.8%	0.3%	0.6	0.4	-0.2
Mitsubishi	175	176	0.6%	-3.8%	521	472	-9.4%	1.9%	990	871	-12.0%	0.1%	1.0	0.8	-0.2
Nissan	1,369	1,316	-3.9%	8.2%	3,607	4,097	13.6%	21.4%	6,492	7,326	12.8%	27.1%	6.7	7.0	0.3
Pontiac	325	5	-98.5%	-99.5%	883	10	-98.9%	-99.3%	1,756	273	-84.5%	-99.0%	1.8	0.3	-1.5
Porsche	52	36	-30.8%	137.4%	148	124	-16.2%	21.7%	234	231	-1.3%	13.7%	0.2	0.2	0.0
Saab	26	1	-96.2%	-72.3%	77	4	-94.8%	-75.3%	152	74	-51.3%	-75.0%	0.2	0.1	-0.1
Saturn	196	0	-100.0%	-98.2%	560	12	-97.9%	-97.6%	1,150	118	-89.7%	-84.9%	1.2	0.1	-1.1
smart	27	4	-85.2%	-48.3%	95	18	-81.1%	-46.2%	189	30	-84.1%	-60.9%	0.2	0.0	-0.2
Subaru	242	342	41.3%	16.0%	799	1,125	40.8%	32.2%	1,563	2,156	37.9%	35.0%	1.6	2.1	0.5
Suzuki	42	43	2.4%	-5.3%	148	114	-23.0%	-19.1%	379	239	-36.9%	-48.5%	0.4	0.2	-0.2
Toyota/Scion	2,502	2,337	-6.6%	7.4%	7,267	7,835	7.8%	11.1%	13,382	14,233	6.4%	8.6%	13.9	13.6	-0.3
Volkswagen	594	577	-2.9%	10.6%	1,576	1,690	7.2%	23.4%	2,964	3,081	3.9%	29.9%	3.1	2.9	-0.2
Volvo	126	130	3.2%	-29.1%	341	340	-0.3%	-17.1%	614	644	4.9%	-5.2%	0.6	0.6	0.0
Other	15	20	33.3%	-7.9%	46	58	26.1%	14.2%	82	185	125.6%	10.5%	0.1	0.2	0.1

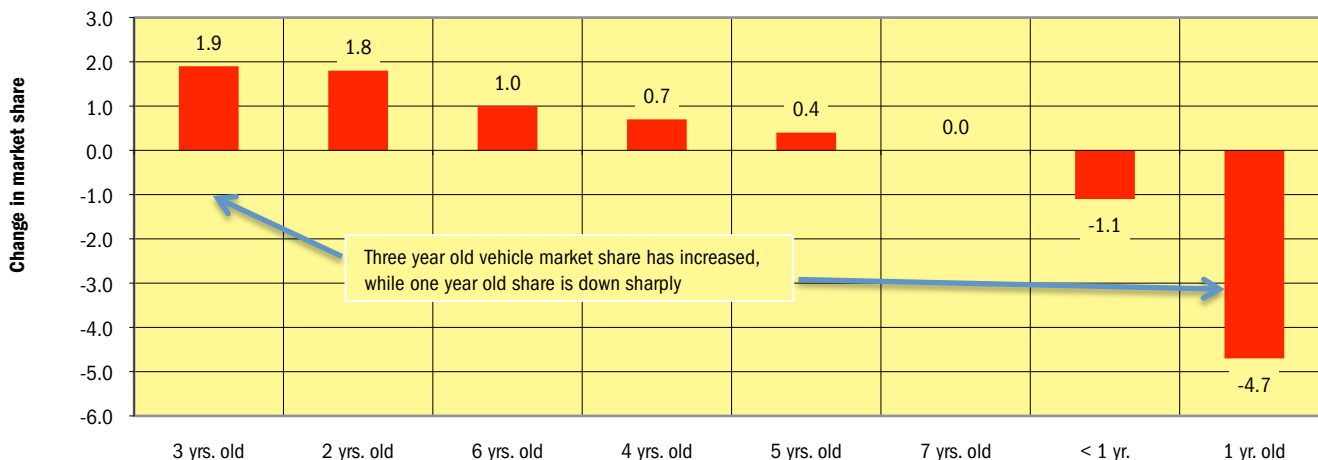
Change in Area Segment Market Share - YTD 2010 thru June vs. YTD 2009



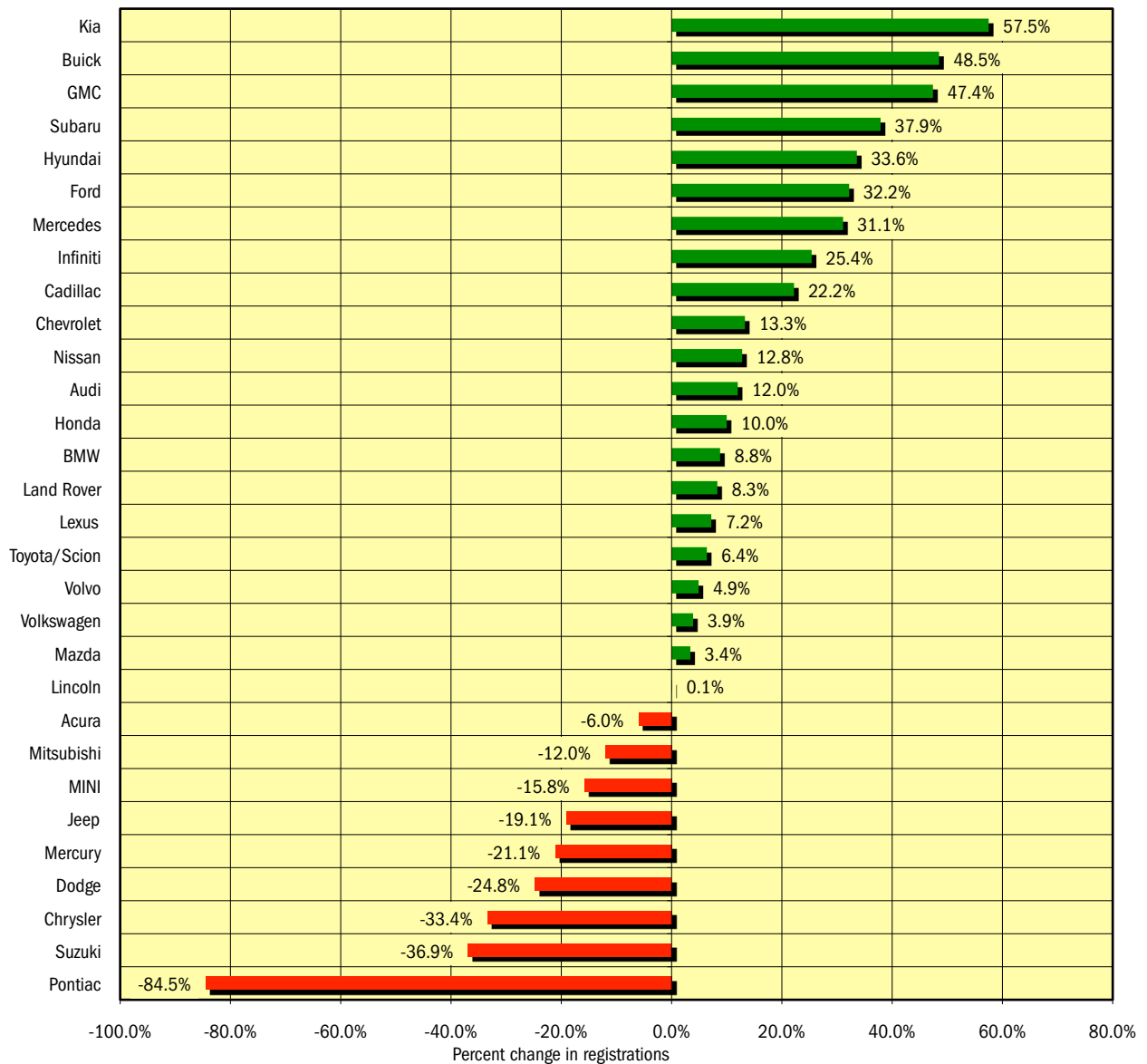
**Used Vehicle Market Brand Registrations (only includes vehicles seven years old or newer)**

Chicago Area Used Retail Car and Light Truck Registrations												
	June			Three Month Period Apr '10 and June '10			YTD thru June			YTD Market Share (%)		
	2009	2010	% chg.	Yr. Ago	Current	% chg.	2009	2010	% chg.	2009	2010	Chg.
TOTAL	21,061	18,959	-10.0%	65,003	57,039	-12.3%	126,832	111,865	-11.8%			
Acura	315	344	9.2%	1,056	1,073	1.6%	2,058	1,984	-3.6%	1.6	1.8	0.2
Audi	312	234	-25.0%	962	676	-29.7%	1,797	1,315	-26.8%	1.4	1.2	-0.2
BMW	559	588	5.2%	1,659	1,693	2.0%	3,430	3,219	-6.2%	2.7	2.9	0.2
Buick	375	254	-32.3%	1,163	884	-24.0%	2,271	1,784	-21.4%	1.8	1.6	-0.2
Cadillac	519	408	-21.4%	1,638	1,391	-15.1%	3,424	2,742	-19.9%	2.7	2.5	-0.2
Chevrolet	2,966	2,546	-14.2%	9,216	7,546	-18.1%	18,546	15,131	-18.4%	14.6	13.5	-1.1
Chrysler	1,119	684	-38.9%	3,472	2,240	-35.5%	6,502	4,860	-25.3%	5.1	4.3	-0.8
Dodge	1,394	992	-28.8%	4,456	3,239	-27.3%	8,848	6,798	-23.2%	7.0	6.1	-0.9
Ford	2,384	2,058	-13.7%	7,356	6,296	-14.4%	14,535	12,552	-13.6%	11.5	11.2	-0.3
GMC	405	355	-12.3%	1,283	1,134	-11.6%	2,605	2,225	-14.6%	2.1	2.0	-0.1
Honda	1,177	1,331	13.1%	3,307	3,654	10.5%	6,146	6,627	7.8%	4.8	5.9	1.1
Hummer	91	70	-23.1%	270	238	-11.9%	548	511	-6.8%	0.4	0.5	0.1
Hyundai	617	583	-5.5%	1,815	1,761	-3.0%	3,266	3,455	5.8%	2.6	3.1	0.5
Infiniti	284	268	-5.6%	888	901	1.5%	1,826	1,740	-4.7%	1.4	1.6	0.2
Jaguar	69	72	4.3%	243	170	-30.0%	418	303	-27.5%	0.3	0.3	0.0
Jeep	859	658	-23.4%	2,768	1,870	-32.4%	5,767	3,823	-33.7%	4.5	3.4	-1.1
Kia	326	327	0.3%	956	954	-0.2%	1,715	1,855	8.2%	1.4	1.7	0.3
Land Rover	130	108	-16.9%	327	283	-13.5%	634	620	-2.2%	0.5	0.6	0.1
Lexus	541	547	1.1%	1,604	1,574	-1.9%	2,960	3,063	3.5%	2.3	2.7	0.4
Lincoln	187	220	17.6%	599	616	2.8%	1,217	1,245	2.3%	1.0	1.1	0.1
Mazda	342	321	-6.1%	1,005	982	-2.3%	1,888	1,997	5.8%	1.5	1.8	0.3
Mercedes	422	471	11.6%	1,370	1,405	2.6%	2,728	2,534	-7.1%	2.2	2.3	0.1
Mercury	299	222	-25.8%	945	671	-29.0%	1,792	1,345	-24.9%	1.4	1.2	-0.2
MINI	39	46	17.9%	114	121	6.1%	180	237	31.7%	0.1	0.2	0.1
Mitsubishi	317	261	-17.7%	1,026	787	-23.3%	1,898	1,497	-21.1%	1.5	1.3	-0.2
Nissan	1,065	1,254	17.7%	3,432	3,895	13.5%	6,813	7,553	10.9%	5.4	6.8	1.4
Pontiac	872	609	-30.2%	2,748	1,879	-31.6%	5,236	4,045	-22.7%	4.1	3.6	-0.5
Porsche	62	65	4.8%	180	169	-6.1%	317	295	-6.9%	0.2	0.3	0.1
Saab	93	74	-20.4%	269	219	-18.6%	559	461	-17.5%	0.4	0.4	0.0
Saturn	391	273	-30.2%	1,074	822	-23.5%	2,002	1,579	-21.1%	1.6	1.4	-0.2
Subaru	135	139	3.0%	386	417	8.0%	798	789	-1.1%	0.6	0.7	0.1
Suzuki	122	85	-30.3%	515	261	-49.3%	902	502	-44.3%	0.7	0.4	-0.3
Toyota/Scion	1,440	1,730	20.1%	4,449	5,086	14.3%	8,492	9,180	8.1%	6.7	8.2	1.5
Volkswagen	565	550	-2.7%	1,585	1,520	-4.1%	2,967	2,782	-6.2%	2.3	2.5	0.2
Volvo	172	161	-6.4%	546	436	-20.1%	1,133	881	-22.2%	0.9	0.8	-0.1
Other	96	51	-46.9%	321	176	-45.2%	614	336	-45.3%	0.5	0.3	-0.2

**Change in Used Vehicle Market Share by Age of Vehicle  
January 2010 thru June 2010 vs. Year Earlier**



**New Vehicle Market Percent Change in Brand Registrations  
YTD 2010 thru June vs. Year Earlier  
(Top 30 selling brands)**



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**WHO ARE MY TOP COMPETITORS? -BY MARKET AREA?**

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