

Chicago Auto Outlook

Released by:
Chicago Automobile
Trade Association

Covering the Chicago Area Automotive Market

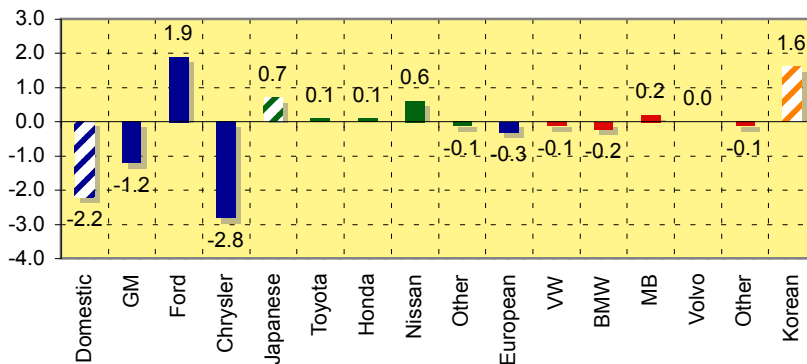
Data thru May 2010

Chicago Area New Retail Car and Light Truck Registrations

	Apr 10 and May 10 Combined			YTD thru May				YTD Market Share (%)		
	Chicago Area			Chicago Area			U.S.	Chicago Area		
	Previous	Current	% chg.	2009	2010	% chg.	% chg.	2009	2010	Chg.
Industry Total	34,110	37,563	10.1%	78,992	85,843	8.7%	17.3%			
Cars	18,635	20,103	7.9%	40,042	45,005	12.4%	18.1%	50.7	52.4	1.7
Light Trucks	15,475	17,460	12.8%	38,950	40,838	4.8%	16.4%	49.3	47.6	-1.7
Domestic Brands	12,465	12,757	2.3%	29,509	30,256	2.5%	18.8%	37.4	35.2	-2.2
General Motors	5,879	5,692	-3.2%	14,442	14,707	1.8%	14.9%	18.3	17.1	-1.2
Ford	3,729	4,671	25.3%	8,315	10,624	27.8%	31.4%	10.5	12.4	1.9
Chrysler	2,857	2,394	-16.2%	6,752	4,925	-27.1%	7.9%	8.5	5.7	-2.8
Japanese Brands	15,754	17,478	10.9%	35,596	39,297	10.4%	15.4%	45.1	45.8	0.7
Toyota	5,669	6,492	14.5%	13,332	14,596	9.5%	10.5%	16.9	17.0	0.1
Honda	5,802	5,927	2.2%	12,259	13,396	9.3%	13.2%	15.5	15.6	0.1
Nissan	2,566	3,202	24.8%	5,989	7,024	17.3%	29.8%	7.6	8.2	0.6
Other	1,717	1,857	8.2%	4,016	4,281	6.6%	14.6%	5.1	5.0	-0.1
European Brands	3,670	3,850	4.9%	8,690	9,216	6.1%	16.1%	11.0	10.7	-0.3
Volkswagen	1,478	1,628	10.1%	3,445	3,701	7.4%	33.7%	4.4	4.3	-0.1
BMW	961	951	-1.0%	2,331	2,380	2.1%	5.0%	3.0	2.8	-0.2
Mercedes	625	730	16.8%	1,534	1,795	17.0%	17.3%	1.9	2.1	0.2
Volvo	215	210	-2.3%	488	514	5.3%	2.2%	0.6	0.6	0.0
Other	391	331	-15.3%	892	826	-7.4%	-4.5%	1.1	1.0	-0.1
Korean Brands	2,221	3,478	56.6%	5,197	7,074	36.1%	19.3%	6.6	8.2	1.6

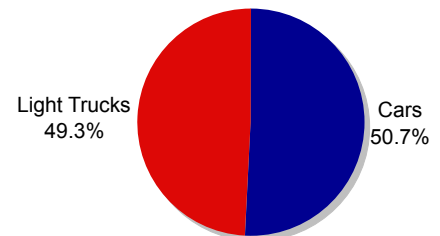
Brands included above: Big 3: GM (Buick, Cadillac, Chevrolet, GMC, Hummer, Pontiac, and Saturn), Ford (Ford, Lincoln, and Mercury), Chrysler (Chrysler, Dodge, and Jeep). Japanese: Toyota (Toyota, Lexus, and Scion), Honda (Honda and Acura), Nissan (Nissan and Infiniti), Other (Isuzu, Mazda, Mitsubishi,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

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

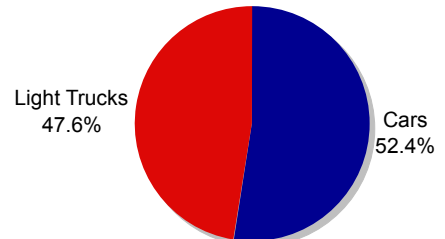


Car and Light Truck Market Share

YTD '09 thru May



YTD '10 thru May

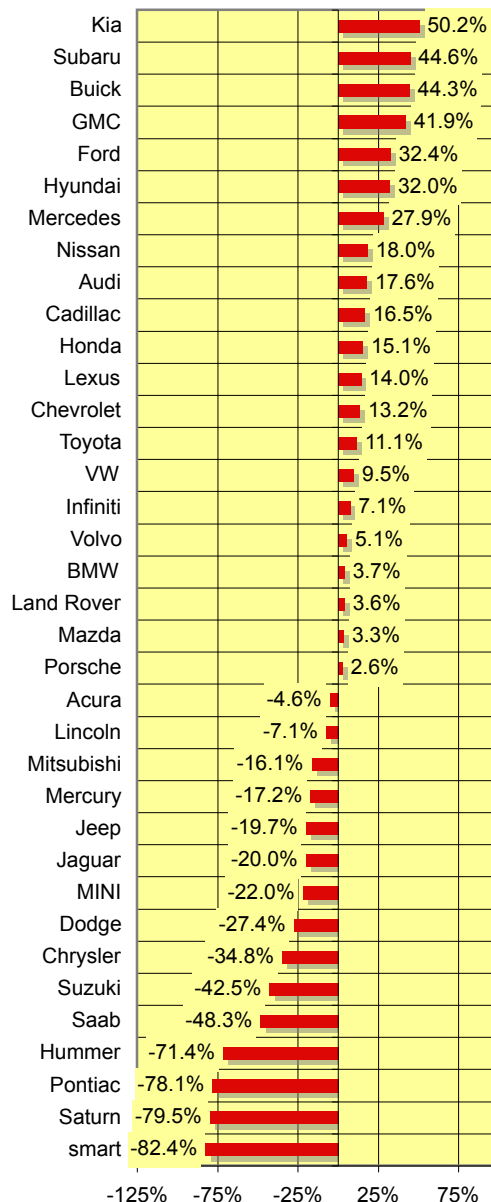


The table above shows new retail light vehicle registrations in the Chicago Area, consisting of six counties in Illinois and two in Indiana. Figures include new vehicles registered and sold in the six Illinois Counties, and the two Indiana Counties. **Please keep in mind that monthly registration figures 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 Dec 09 thru May 10 vs. Year Earlier)**

	Avg. Monthly Registrations			U.S. % chg.	Area Market Share		
	12/08 to 5/09	12/09 to 5/10	% chg.		Prev.	Recent	Chg.
TOTAL	15,935	17,483	9.7%	16.9%			
Acura	436	416	-4.6%	13.8%	2.7	2.4	-0.3
Audi	210	247	17.6%	28.5%	1.3	1.4	0.1
BMW	401	416	3.7%	7.1%	2.5	2.4	-0.1
Buick	219	316	44.3%	45.5%	1.4	1.8	0.4
Cadillac	249	290	16.5%	27.0%	1.6	1.7	0.1
Chevrolet	1,642	1,859	13.2%	24.1%	10.3	10.6	0.3
Chrysler	296	193	-34.8%	14.0%	1.9	1.1	-0.8
Dodge	580	421	-27.4%	5.6%	3.6	2.4	-1.2
Ford	1,434	1,898	32.4%	34.6%	9.0	10.9	1.9
GMC	284	403	41.9%	22.7%	1.8	2.3	0.5
Honda	2,014	2,319	15.1%	15.3%	12.6	13.3	0.7
Hummer	14	4	-71.4%	-59.5%	0.1	0.0	-0.1
Hyundai	781	1,031	32.0%	24.9%	4.9	5.9	1.0
Infiniti	184	197	7.1%	19.0%	1.2	1.1	-0.1
Jaguar	25	20	-20.0%	-7.5%	0.2	0.1	-0.1
Jeep	447	359	-19.7%	-0.1%	2.8	2.1	-0.7
Kia	227	341	50.2%	17.8%	1.4	2.0	0.6
Land Rover	83	86	3.6%	26.6%	0.5	0.5	0.0
Lexus	492	561	14.0%	22.9%	3.1	3.2	0.1
Lincoln	126	117	-7.1%	12.4%	0.8	0.7	-0.1
Mazda	306	316	3.3%	10.6%	1.9	1.8	-0.1
Mercedes	287	367	27.9%	22.1%	1.8	2.1	0.3
Mercury	134	111	-17.2%	10.4%	0.8	0.6	-0.2
MINI	91	71	-22.0%	-0.3%	0.6	0.4	-0.2
Mitsubishi	168	141	-16.1%	-0.1%	1.1	0.8	-0.3
Nissan	1,035	1,221	18.0%	28.9%	6.5	7.0	0.5
Pontiac	279	61	-78.1%	-88.7%	1.8	0.3	-1.5
Porsche	38	39	2.6%	0.4%	0.2	0.2	0.0
Saab	29	15	-48.3%	-65.5%	0.2	0.1	-0.1
Saturn	190	39	-79.5%	-76.1%	1.2	0.2	-1.0
smart	34	6	-82.4%	-62.9%	0.2	0.0	-0.2
Subaru	258	373	44.6%	38.6%	1.6	2.1	0.5
Suzuki	73	42	-42.5%	-52.3%	0.5	0.2	-0.3
Toyota/Scion	2,280	2,532	11.1%	13.3%	14.3	14.5	0.2
Volkswagen	476	521	9.5%	31.2%	3.0	3.0	0.0
Volvo	99	104	5.1%	4.3%	0.6	0.6	0.0
Other	16	33	106.3%	-3.3%	0.1	0.2	0.1

**Percent Change in Registrations
(Dec 09 thru May 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 (Dec '09 thru May '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?

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