

Chicago Auto Outlook™

Comprehensive information on the Chicagoland automotive market

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**% Change In
New Retail Market:
YTD '22 thru May vs.
YTD '21**



Light trucks

-21.5%



Cars

-28.6%

Chicago Area New Retail Light Vehicle Registrations

	Light Trucks	Cars	Total
YTD '21 thru May	110,140	29,086	139,226
YTD '22 thru May	86,495	20,776	107,271
% change	-21.5%	-28.6%	-23.0%
May-21	22,891	6,451	29,342
May-22	17,261	4,012	21,273
% change	-24.6%	-37.8%	-27.5%

QUICK FACTS

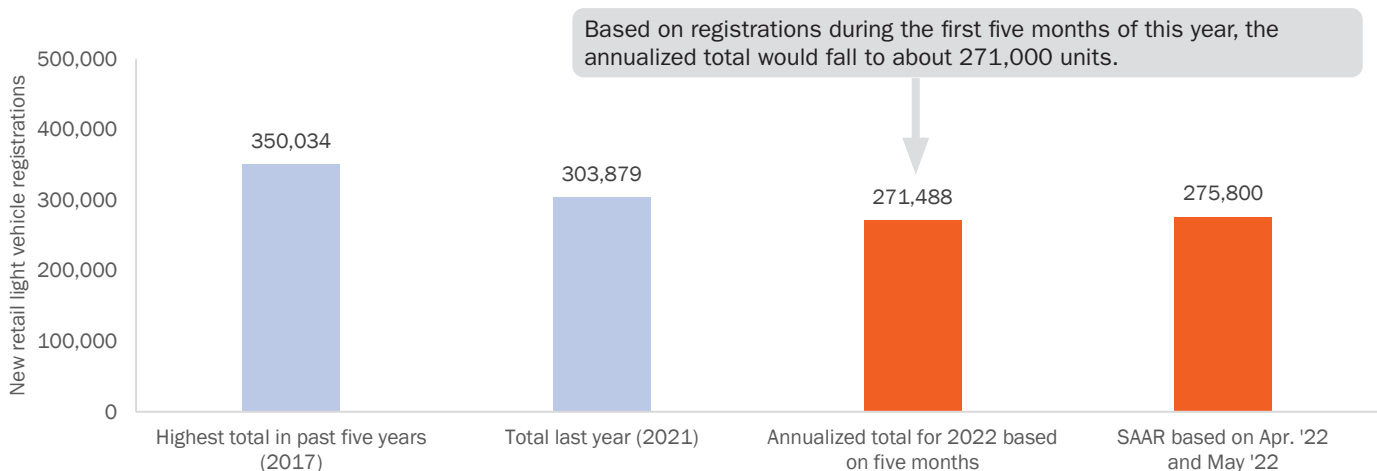
New retail light vehicle registrations in the Chicago Area declined 23.0% during the first five months of this year versus year earlier. U.S. market fell by an estimated 18.6%.

Limited inventories continue to be a factor, as the market declined 27.5% in May.

Registrations increased for five brands: Mitsubishi, Genesis, Tesla, Porsche, and BMW. (Among top 30 selling brands only.)

Data Source: AutoCount data from Experian.

Annual Trends in Area New Vehicle Market



Historical Data Source: AutoCount data from Experian.

Data Information

Data presented in Auto Outlook measures new retail vehicle registrations in the eight county area. Monthly recording of registrations occurs when vehicle title information is processed, which may differ from date of sale. Title recording can occasionally be subject to processing delays by governmental agencies. For this reason, the year-to-date figures will typically be more reflective of market results Data Source: AutoCount data from Experian.

Change in New Retail Light Vehicle Registrations YTD '22 thru May vs. Year Earlier	DOMESTIC BRANDS  DOWN 28.7%	EUROPEAN BRANDS  DOWN 17.8%	JAPANESE BRANDS  DOWN 25.1%	KOREAN BRANDS  DOWN 4.2%
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Chicago Area New Retail Car and Light Truck Registrations									
	Three Month Period March '22 thru May '22			YTD thru May			YTD Market Share (%)		
	Yr. Ago	Current	% chg.	2021	2022	% chg.	2021	2022	Chg.
TOTAL	94,206	70,548	-25.1%	139,226	107,271	-23.0%			
Cars	19,810	13,661	-31.0%	29,086	20,776	-28.6%	20.9	19.4	-1.5
Trucks	74,396	56,887	-23.5%	110,140	86,495	-21.5%	79.1	80.6	1.5
Domestic Brands	34,787	24,426	-29.8%	52,404	37,385	-28.7%	37.6	34.9	-2.8
European Brands	12,339	9,802	-20.6%	18,570	15,266	-17.8%	13.3	14.2	0.9
Japanese Brands	35,682	25,628	-28.2%	51,579	38,655	-25.1%	37.0	36.0	-1.0
Korean Brands	11,398	10,692	-6.2%	16,673	15,965	-4.2%	12.0	14.9	2.9
Acura	2,027	1,286	-36.6%	2,849	1,880	-34.0%	2.0	1.8	-0.3
Alfa Romeo	136	90	-33.8%	201	142	-29.4%	0.1	0.1	0.0
Audi	1,711	1,185	-30.7%	2,585	1,681	-35.0%	1.9	1.6	-0.3
BMW	2,405	2,327	-3.2%	3,625	3,926	8.3%	2.6	3.7	1.1
Buick	1,527	631	-58.7%	2,170	892	-58.9%	1.6	0.8	-0.7
Cadillac	1,178	712	-39.6%	1,753	1,031	-41.2%	1.3	1.0	-0.3
Chevrolet	9,698	5,836	-39.8%	14,830	8,381	-43.5%	10.7	7.8	-2.8
Chrysler	708	391	-44.8%	1,109	694	-37.4%	0.8	0.6	-0.1
Dodge	1,477	674	-54.4%	2,052	1,015	-50.5%	1.5	0.9	-0.5
Ford	8,612	5,943	-31.0%	12,538	9,060	-27.7%	9.0	8.4	-0.6
Genesis	308	481	56.2%	448	694	54.9%	0.3	0.6	0.3
GMC	2,213	1,726	-22.0%	3,388	2,609	-23.0%	2.4	2.4	0.0
Honda	9,912	6,436	-35.1%	14,373	9,698	-32.5%	10.3	9.0	-1.3
Hyundai	6,194	5,587	-9.8%	8,991	8,531	-5.1%	6.5	8.0	1.5
Infiniti	443	332	-25.1%	664	500	-24.7%	0.5	0.5	0.0
Jaguar	176	80	-54.5%	235	112	-52.3%	0.2	0.1	-0.1
Jeep	5,293	4,579	-13.5%	8,000	7,000	-12.5%	5.7	6.5	0.8
Kia	4,896	4,624	-5.6%	7,234	6,740	-6.8%	5.2	6.3	1.1
Land Rover	832	409	-50.8%	1,265	686	-45.8%	0.9	0.6	-0.3
Lexus	1,845	1,446	-21.6%	2,727	2,133	-21.8%	2.0	2.0	0.0
Lincoln	916	706	-22.9%	1,355	1,029	-24.1%	1.0	1.0	0.0
Maserati	26	49	88.5%	50	71	42.0%	0.0	0.1	0.0
Mazda	2,253	2,262	0.4%	3,163	3,151	-0.4%	2.3	2.9	0.7
Mercedes	1,908	1,650	-13.5%	2,994	2,525	-15.7%	2.2	2.4	0.2
MINI	188	146	-22.3%	280	230	-17.9%	0.2	0.2	0.0
Mitsubishi	327	657	100.9%	435	854	96.3%	0.3	0.8	0.5
Nissan	4,769	3,408	-28.5%	6,846	5,292	-22.7%	4.9	4.9	0.0
Other	312	180	-42.3%	382	245	-35.9%	0.3	0.2	0.0
Porsche	456	646	41.7%	718	915	27.4%	0.5	0.9	0.3
Ram	1,689	1,172	-30.6%	2,585	1,922	-25.6%	1.9	1.8	-0.1
Subaru	4,289	3,255	-24.1%	6,173	5,181	-16.1%	4.4	4.8	0.4
Tesla	1,476	2,056	39.3%	2,624	3,752	43.0%	1.9	3.5	1.6
Toyota	9,595	6,448	-32.8%	14,108	9,848	-30.2%	10.1	9.2	-1.0
Volkswagen	3,477	2,354	-32.3%	5,001	3,651	-27.0%	3.6	3.4	-0.2
Volvo	934	784	-16.1%	1,475	1,200	-18.6%	1.1	1.1	0.1

Top ten are shaded yellow.

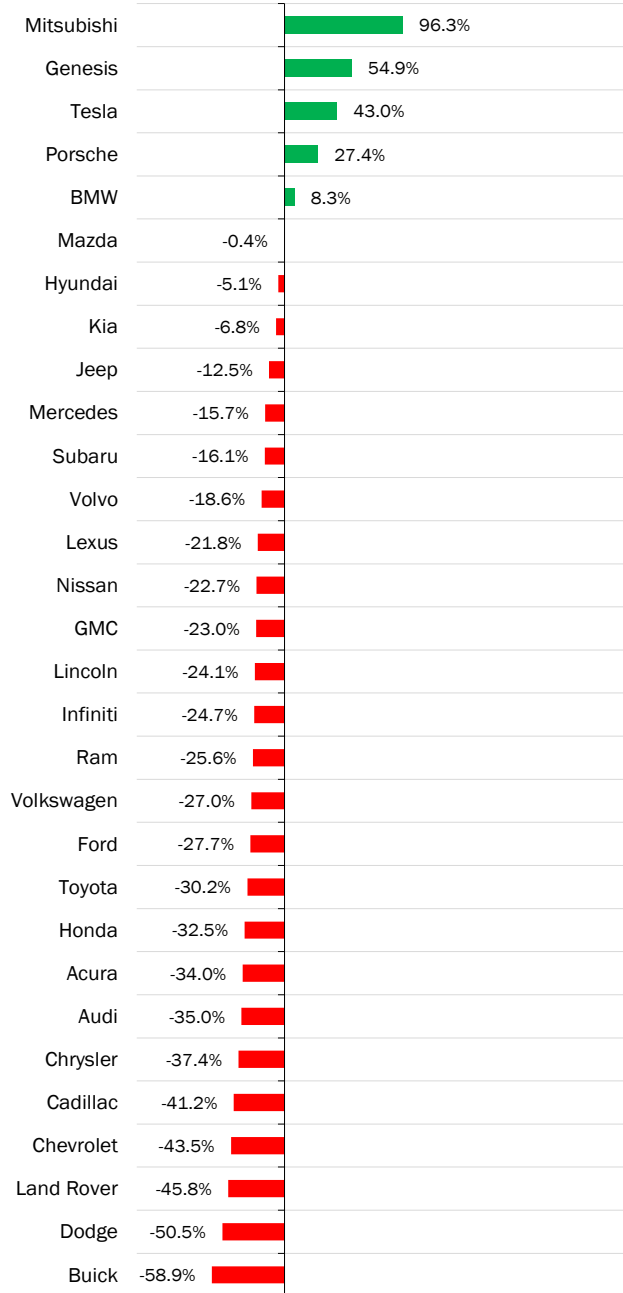
Source: AutoCount data from Experian

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BRAND RESULTS



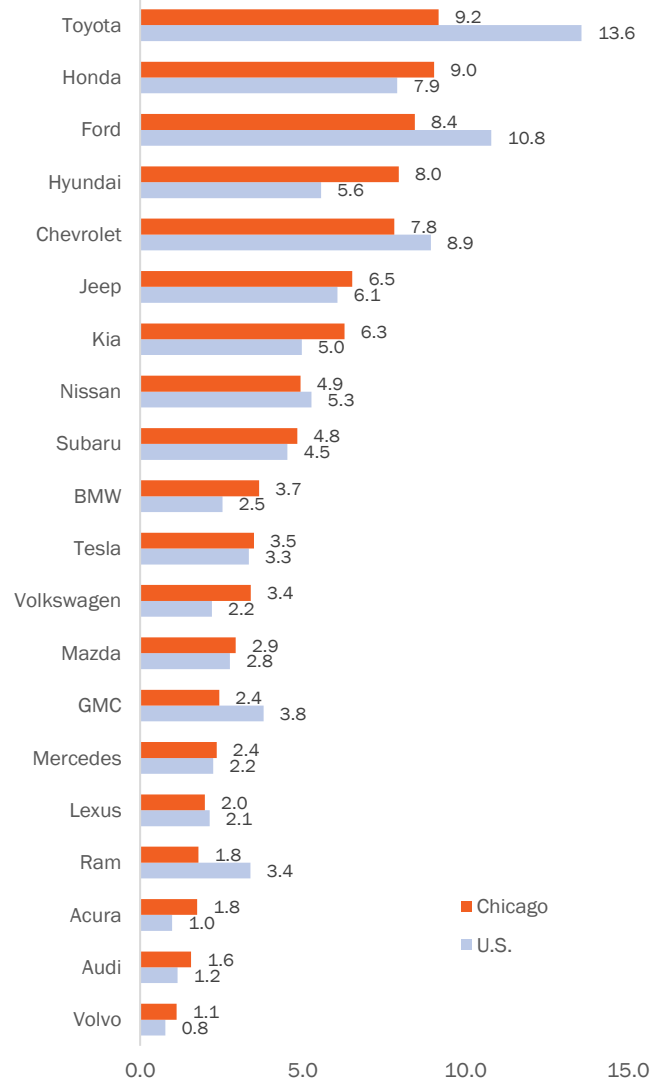
**Percent Change in Registrations
YTD '22 (May) vs. YTD '21
(Top 30 selling brands)**



Registrations increased for five brands: Mitsubishi, Genesis, Tesla, Porsche, and BMW.

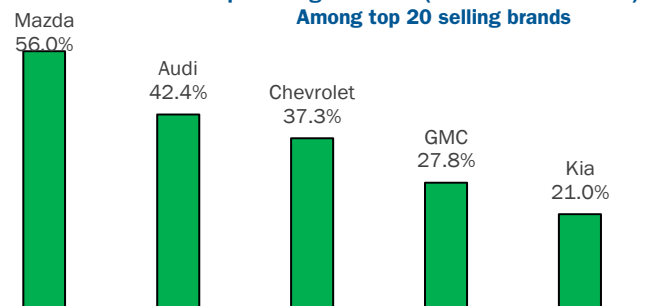


**Area and U.S. Market Share - YTD '22
(Top 20 selling brands in area)**



Brands On the Move

**Largest % increase in registrations
during past 3 months (Mar '22 thru May '22) vs.
preceding 3 months (Dec '21 thru Feb '22)
Among top 20 selling brands**



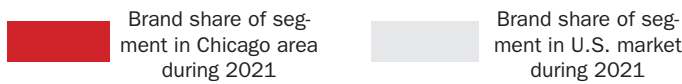
BRAND MARKET SHARE IN PRIMARY SEGMENTS



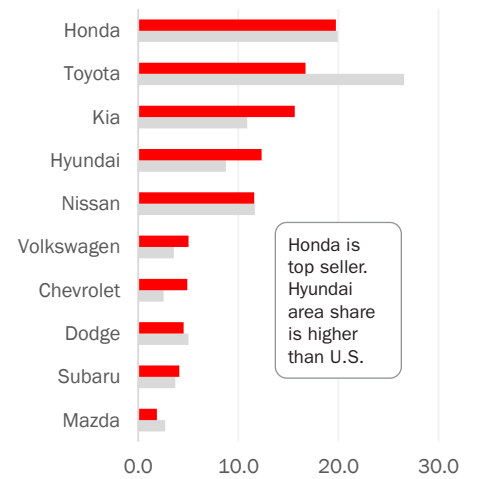
The seven graphs on this page show brand market share in seven key segments during the first five months of 2022 in both the Chicago Area and U.S. markets. Area percent share is depicted by the red bars, U.S. share is light gray. Top ten brands in each segment are ranked from top to bottom based on Chicago Area market share.

Segments were defined based on model classifications instead of overall brand positioning. For instance, Chevrolet appears on the Luxury and Sports cars graph because of the Corvette. Small SUVs consists of both Sub Compact and Compact Models. Email Auto Outlook (autooutlook@icloud.com) for market share information for Vans and Mini Vans.

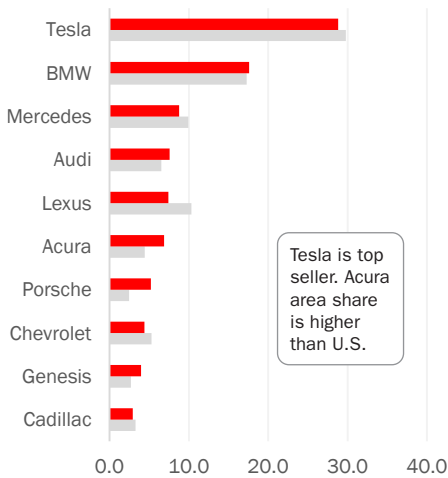
Legend for all graphs



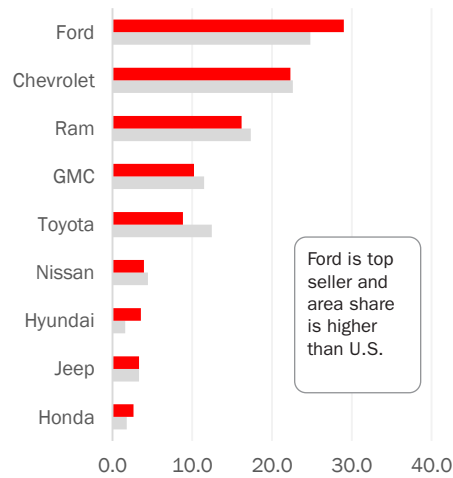
Non Luxury Cars



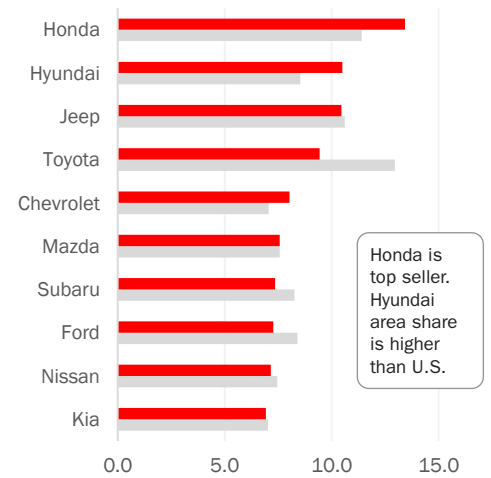
Luxury and Sports Cars



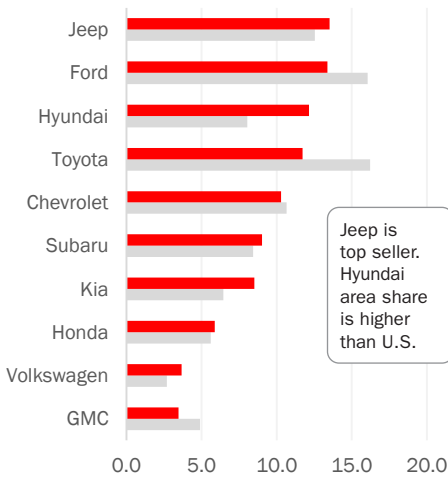
Pickups



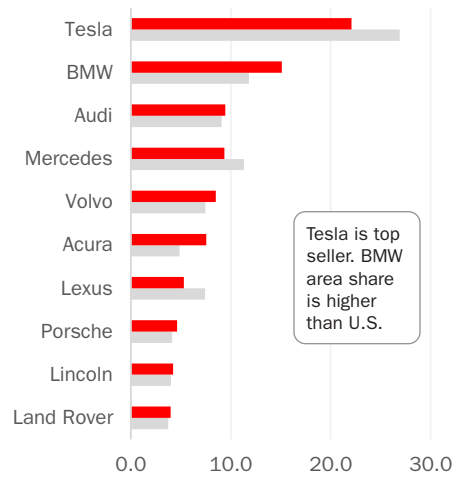
Small Non Luxury SUVs



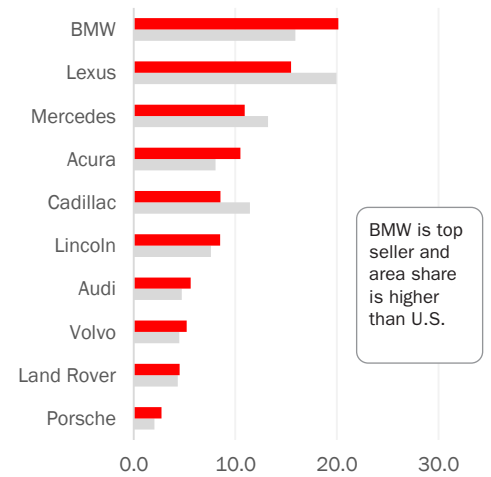
Mid and Full Size Non Luxury SUVs



Small Luxury SUVs



Mid and Full Size Luxury SUVs



Data Source: AutoCount data from Experian.

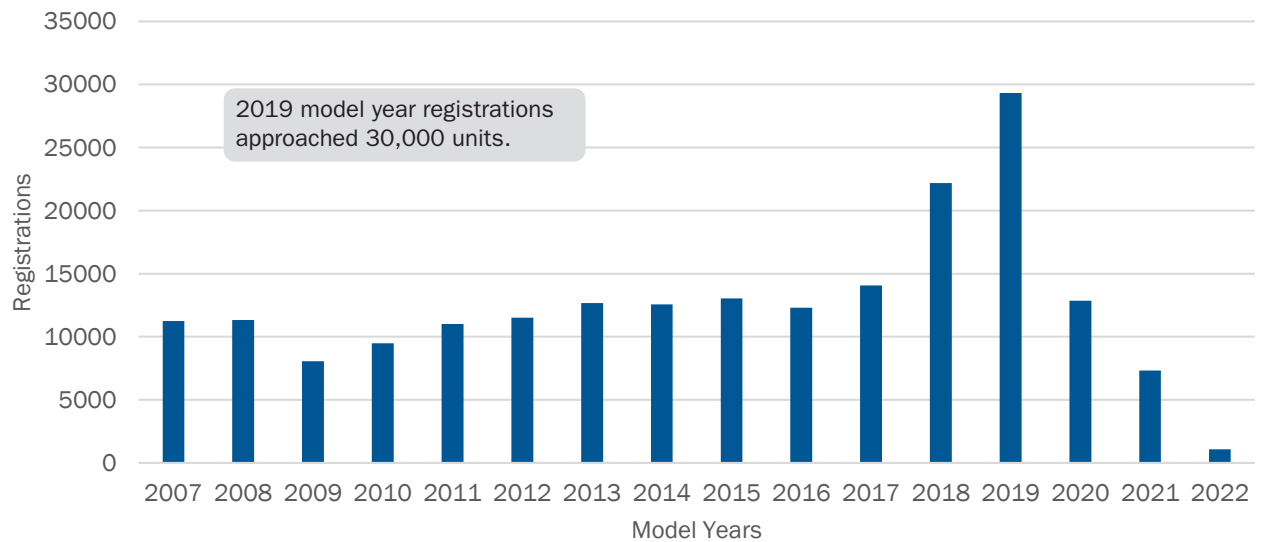
USED VEHICLE MARKET

Chicago Area Used Car and Light Truck Registrations (only includes vehicles 7 years old or newer)						
	YTD thru May			YTD Market Share		
	2021	2022	% chg.	2021	2022	Chg.
TOTAL	137,189	112,205	-18.2%			
Cars	52,023	39,527	-24.0%	37.9	35.2	-2.7
Trucks	85,166	72,678	-14.7%	62.1	64.8	2.7
Acura	2,257	1,871	-17.1%	1.6	1.7	0.0
Alfa Romeo	264	305	15.5%	0.2	0.3	0.1
Audi	3,307	2,483	-24.9%	2.4	2.2	-0.2
BMW	3,621	3,480	-3.9%	2.6	3.1	0.5
Buick	2,326	1,615	-30.6%	1.7	1.4	-0.3
Cadillac	2,115	1,797	-15.0%	1.5	1.6	0.1
Chevrolet	17,643	13,580	-23.0%	12.9	12.1	-0.8
Chrysler	2,042	1,421	-30.4%	1.5	1.3	-0.2
Dodge	4,542	3,080	-32.2%	3.3	2.7	-0.6
FIAT	150	120	-20.0%	0.1	0.1	0.0
Ford	14,592	11,850	-18.8%	10.6	10.6	-0.1
Genesis	273	242	-11.4%	0.2	0.2	0.0
GMC	3,793	3,132	-17.4%	2.8	2.8	0.0
Honda	8,664	8,063	-6.9%	6.3	7.2	0.9
Hyundai	6,187	5,268	-14.9%	4.5	4.7	0.2
Infiniti	2,129	1,692	-20.5%	1.6	1.5	0.0
Jaguar	429	353	-17.7%	0.3	0.3	0.0
Jeep	9,839	7,891	-19.8%	7.2	7.0	-0.1
Kia	4,529	4,418	-2.5%	3.3	3.9	0.6
Land Rover	1,061	1,052	-0.8%	0.8	0.9	0.2
Lexus	3,126	2,491	-20.3%	2.3	2.2	-0.1
Lincoln	1,424	1,191	-16.4%	1.0	1.1	0.0
Mazda	2,279	1,734	-23.9%	1.7	1.5	-0.1
Mercedes	3,538	3,325	-6.0%	2.6	3.0	0.4
MINI	323	264	-18.3%	0.2	0.2	0.0
Mitsubishi	1,048	865	-17.5%	0.8	0.8	0.0
Nissan	12,381	8,707	-29.7%	9.0	7.8	-1.3
Other	335	336	0.3%	0.2	0.3	0.1
Porsche	643	575	-10.6%	0.5	0.5	0.0
Ram	2,411	2,388	-1.0%	1.8	2.1	0.4
Subaru	3,279	2,507	-23.5%	2.4	2.2	-0.2
Tesla	451	621	37.7%	0.3	0.6	0.2
Toyota	11,022	9,189	-16.6%	8.0	8.2	0.2
Volkswagen	4,246	3,490	-17.8%	3.1	3.1	0.0
Volvo	920	809	-12.1%	0.7	0.7	0.1

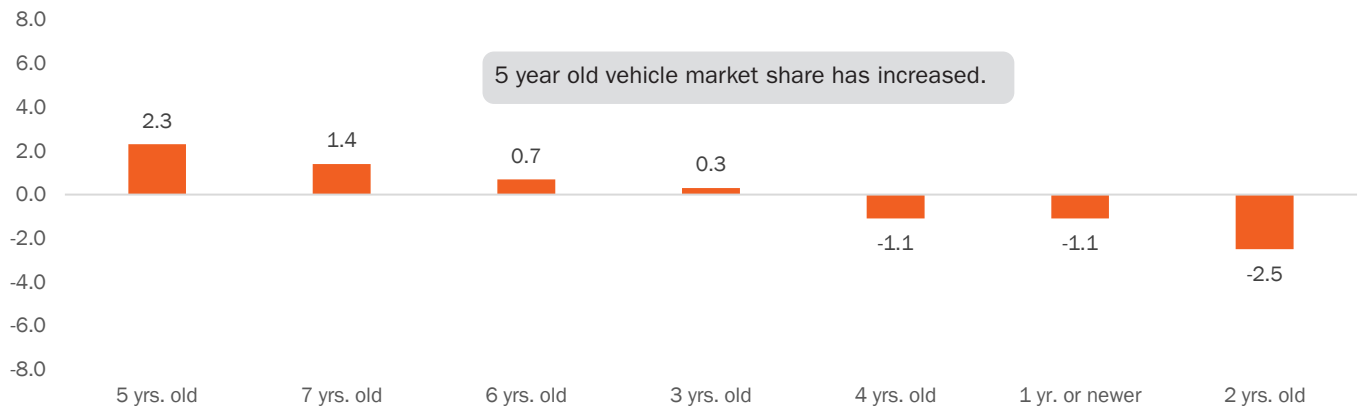
Data Source: AutoCount data from Experian.

USED VEHICLE MARKET TRENDS

Area Used Vehicle Registrations by Model Year - YTD '22 thru May



Change in Used Vehicle Market Share by Age of Vehicle - YTD '22 thru May vs. YTD '21



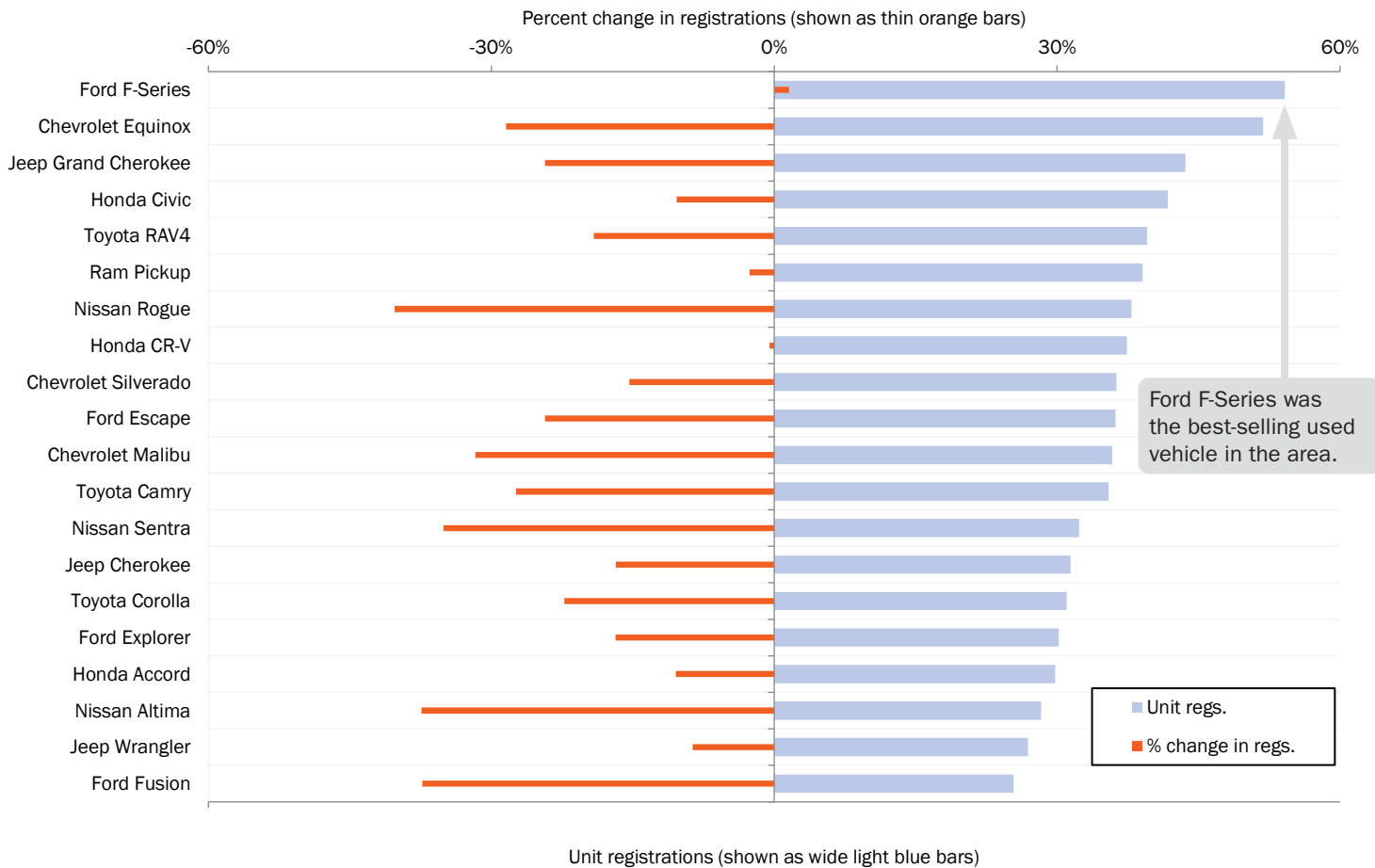
Brand Market Share by Vehicle Age - YTD '22 thru May

2021 Model Year or newer		2020 Model Year		2019 Model Year		2018 Model Year	
Toyota	16.0%	Chevrolet	12.5%	Chevrolet	10.9%	Ford	13.0%
Chevrolet	9.7%	Toyota	10.1%	Honda	9.7%	Chevrolet	11.2%
Honda	6.9%	Ford	9.8%	Nissan	8.3%	Jeep	8.5%
Ford	6.6%	Nissan	8.2%	Ford	8.0%	Honda	7.0%
Kia	6.3%	Honda	6.7%	Toyota	7.7%	Toyota	6.9%
2017 Model Year		2016 Model Year		2015 Model Year		7 yrs or newer total	
Chevrolet	13.2%	Chevrolet	13.9%	Chevrolet	14.5%	Chevrolet	12.1%
Ford	12.7%	Ford	12.7%	Ford	11.1%	Ford	10.6%
Nissan	9.2%	Nissan	7.8%	Nissan	8.5%	Toyota	8.2%
Toyota	7.1%	Toyota	6.9%	Jeep	8.1%	Nissan	7.8%
Jeep	6.4%	Honda	6.7%	Toyota	7.0%	Honda	7.2%

Data Source: AutoCount data from Experian.

TOP SELLING USED VEHICLES

**Registrations (YTD '22 thru May) and Percent Change (YTD '22 thru May vs. Year Earlier)
Top 20 Selling Models in Used Vehicle Market (6 years old or newer)**



The thick light blue bars on the graph show unit registrations (bottom axis), and the orange bars show the percent change (top axis).
Data Source: AutoCount data from Experian.

Chicago Auto Outlook

Published for:
Chicago Automobile Trade Association
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Oakbrook Terrace, IL 60181-4810
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