Covering the First Quarter, 2002 Volume 7, Number 2

Chicago Auto Outlook™

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Market Predicted to Decline This Year, But Sales Should Remain Strong

This issue of *Chicago Auto Outlook* contains a wealth of information on the area's automotive market. From brand sales performance to county market evaluations to economic data, it's all "inside." Following, is an **Executive Summary** of primary conclusions.

Chicago area new retail vehicle market predicted to decline by 6.0% this year

2002 should be another very good year for the area market. Sales are predicted to decline this year, but that follows the blistering sales pace set in 2000 and 2001. New retail registrations of cars and light trucks in the area are predicted to exceed 454,000 units, which would be the third highest sales figure on record.

Traditional Domestic brand market share in Chicago area slightly below U.S.

Traditional Domestic brand (the Big Three) market share in the area was 57.9% in the first quarter of this year, just below its 58.2% share in the U.S. market. European and Korean brand market share in the area exceeded U.S. (see graph below).

Light truck share of area market to increase again in 2002

New retail light truck registrations in the Chicago area are predicted to increase by 2.8% this year versus 2001. Light trucks are expected to account for 48.7% of the area new light vehicle market in 2002, up from 44.5% last year.

Area market posts a decline in registrations in first quarter of 2002

New retail car and light truck registrations in the Chicago area (compiled by The Polk Company) declined by 4.5% in the first quarter of this year versus 2001. Auto Outlook expects a small improvement in the third quarter (see Page 2).

Mini and Luxury SUV segments are big winners in Chicago area market

Strong consumer demand and a bevy of new products led to increasing market share for the Mini SUV and Luxury SUV segments in the area during the first quarter. Strong performers in these segments included the Honda CRV, Jeep Liberty, and Buick Rendezvous.

Jaguar, Land Rover, Hyundai, Infiniti, and Audi expected to have relatively large percentage sales gains in 2002

These five brands are expected to rank high in percentage increases in new retail registrations this year versus 2001 (see Pages 4-5 for projections for all makes).

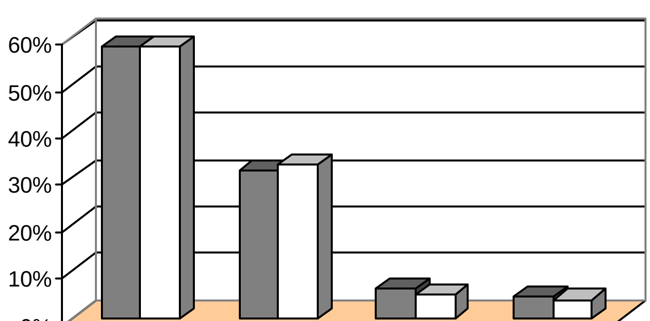
Chevrolet pulls ahead of Ford in first quarter of 2002

Market leader Chevrolet increased its lead over second place Ford in the Chicago area during the first quarter of this year. Dodge moved into fourth place (see Page 6).

(Continued on page 2)

CHICAGO AREA RETAIL LIGHT VEHICLE MARKET—AT A GLANCE

RETAIL MARKET SHARE—AREA VS. U.S. (First Quarter, 2002)



	Trad. Dom.	Japanese	European	Korean
Chicago	57.9%	31.5%	6.2%	4.4%
US	58.2%	32.9%	5.0%	3.9%

CHICAGO AREA NEW RETAIL LIGHT VEHICLE REGISTRATIONS

	2000	2001	Forecast 2002	% change '01 to '02
TOTAL	453,188	483,987	454,800	-6.0%
Car	261,576	270,882	235,696	-13.0%
Light Truck	191,612	213,105	219,104	2.8%
Traditional Domestic	281,826	288,973	263,767	-8.7%
Japanese	119,045	132,802	129,445	-2.5%
European	37,694	40,809	40,182	-1.5%
Korean	14,623	21,403	21,406	0.0%

Source for historical data: The Polk Company

Luxury Brands Lead the Way in First Quarter

(Continued from page 1)

Jaguar, Audi, Lexus and BMW post improvements in first quarter of 2002

Auto Outlook's exclusive brand performance ratings for the Chicago area market rank the top 30 selling brands in the area (see Page 7).

Luxury brands rank relatively high in Cook County market; Jeep, Chrysler and Saturn strong in Kane County

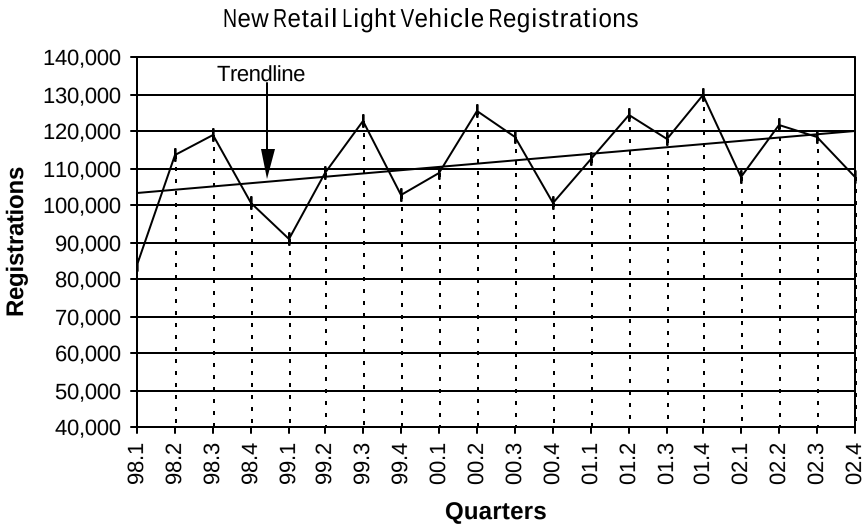
It's time again for our much anticipated review of county market share as a percent of U.S. Comprehensive rankings begin on Page 8.

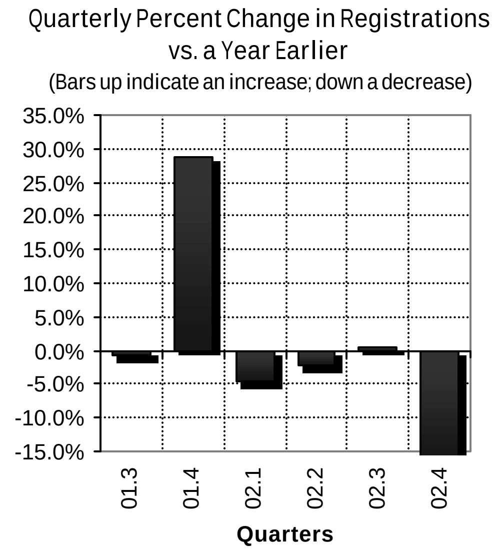
U.S. market improves in first quarter, while area market declines

New retail light vehicle registrations in the Chicago area declined by 4.5% in the first quarter (vs. a very strong performance a year earlier), while the U.S. market improved by 5.0% (see Page 12).

Quarterly Industry Results and Forecast

Small Decline in First Quarter of '02 (vs. '01)





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Unforeseen events may affect the forecast projections presented in *Chicago Auto Outlook.* Consequently, Auto Outlook, Inc. is not responsible for management decisions based on the content of *Chicago Auto Outlook.*

Segment Watch

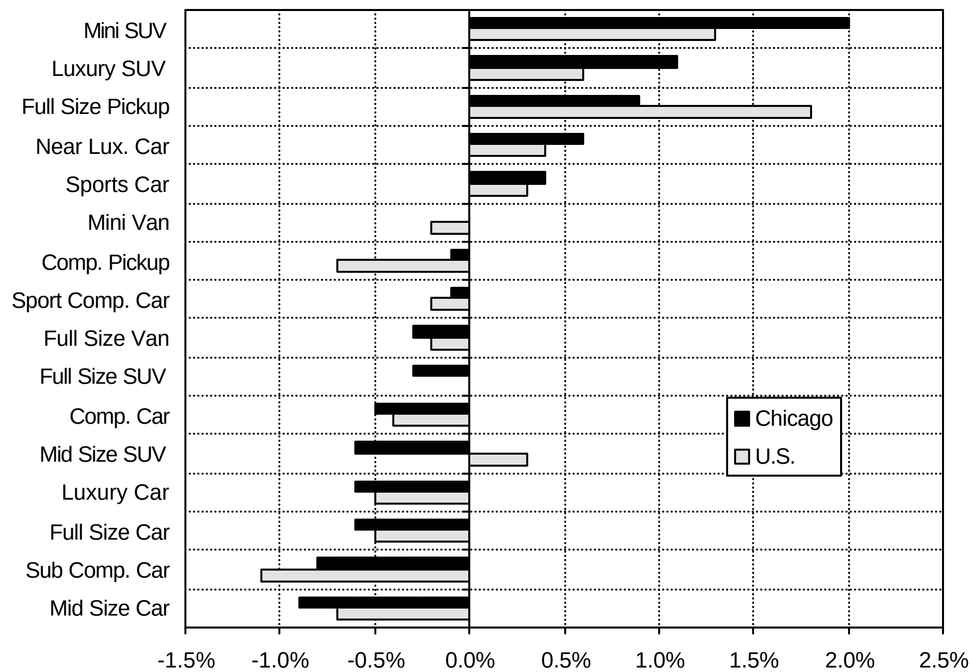
Mini SUV Segment Posts Largest Market Share Gain; Luxury SUV Also Strong

Segment Watch provides a great deal of information on the makeup of the Chicago area light vehicle market. The graph on the right shows the increase or decrease in market share during the first quarter of this year (versus 2001) for each of the 16 primary segments in both the area and U.S. markets. The table below shows the top five sellers in each segment during the first quarter of this year, and the percent change in new registrations versus 2001.

Observations: Buick Rendezvous reached second place in registrations as the Luxury SUV segment gained 1.1 market share points in the first quarter of this year. Lexus ES300 registrations more than doubled in the first quarter as it moved into second place in the Near Luxury Car segment. Chrysler Sebring registrations exceeded 1,000 units in the first quarter.

Source: The Polk Company.

Change in Retail Light Vehicle Market Share - First Quarter, '02 (vs. '01)



Top Five Selling Models in Each Segment
New Retail Registrations, First Quarter 2002 and Percent Change vs. 2001

CARS											
Sub Compact			**Compact**			**Sporty Compact**			**Mid Size**		
Model	**Regs.**	**% ch.**	**Model**	**Regs.**	**% ch.**	**Model**	**Regs.**	**% ch.**	**Model**	**Regs.**	**% ch.**
Chevrolet Cavalier	2391	3%	Chevrolet Malibu	1269	-7%	Mitsubishi Eclipse	473	-11%	Toyota Camry	2646	4%
Honda Civic	2065	-3%	Pontiac Grand Am	1245	-6%	Ford Mustang	430	-8%	Honda Accord	2175	-25%
Ford Focus	1469	-19%	Volkswagen Jetta	1174	-2%	Acura RSX	194	--	Nissan Altima	1408	41%
Saturn S	992	-38%	Chrysler Sebring	1055	30%	Chevrolet Camaro	189	24%	Chevrolet Impala	1402	14%
Toyota Corolla	910	-27%	Dodge Stratus	666	2%	Pontiac Firebird	185	23%	Ford Taurus	1303	-20%
Full Size			**Near Luxury**			**Luxury**			**Sports Car**		
Model	**Regs.**	**% ch.**	**Model**	**Regs.**	**% ch.**	**Model**	**Regs.**	**% ch.**	**Model**	**Regs.**	**% ch.**
Buick LeSabre	832	-26%	BMW 3-Series	844	-5%	Cadillac Deville	671	-8%	Chevrolet Corvette	285	0%
Mercury Gr. Marq.	454	-28%	Lexus ES300	813	105%	BMW 5-Series	407	9%	Lexus SC430	183	917%
Pontiac Bonneville	354	-7%	Acura TL	620	-12%	Audi A6	380	8%	Ford Thunderbird	133	--
Ford Crown Vic.	203	24%	Audi A4	551	56%	Mercedes E	310	-19%	Porsche 911	118	39%
Buick Park Ave.	159	-46%	Infiniti I35	446	5%	Cadillac Seville	307	-18%	Audi TT	112	8%
LIGHT TRUCKS											
Compact Pickup			**Full Size Pick Up**			**Mini Van**			**Full Size Van**		
Model	**Regs.**	**% ch.**	**Model**	**Regs.**	**% ch.**	**Model**	**Regs.**	**% ch.**	**Model**	**Regs.**	**% ch.**
Dodge Dakota	729	-12%	Ford F-Series	2181	11%	Dodge Caravan	2076	8%	Ford Econoline	825	-6%
Chevrolet S10	685	2%	Chevrolet Silverado	1810	-7%	Honda Odyssey	1421	20%	Chevrolet Express	817	-8%
Ford Ranger	579	-15%	Dodge Ram	1147	0%	Chrysler T & C	1217	5%	Dodge Ram Van	498	-36%
Toyota Tacoma	214	-10%	Chevrolet Avalanche	626	--	Toyota Sienna	993	12%	GMC Savanah	187	-21%
GMC Sonoma	145	7%	GMC Sierra	583	8%	Ford Windstar	855	-20%			
Mini SUV			**Mid Size SUV**			**Full Size SUV**			**Luxury SUV**		
Model	**Regs.**	**% ch.**	**Model**	**Regs.**	**% ch.**	**Model**	**Regs.**	**% ch.**	**Model**	**Regs.**	**% ch.**
Honda CRV	1579	54%	Ford Explorer	2450	1%	Chevrolet Tahoe	1120	10%	Lexus RX300	1060	-4%
Jeep Liberty	1382	--	Jeep Gr. Cher.	2406	10%	Chevrolet Suburban	802	10%	Buick Rendezvous	863	--
Ford Escape	1151	-16%	Chevrolet TrailBlaze	2017	--	Ford Expedition	665	-36%	Acura MDX	613	8%
Hyundai Santa Fe	897	65%	Dodge Durango	1071	-28%	Toyota Sequoia	430	2%	BMW X5	587	-2%
Toyota RAV4	706	-16%	Toyota Highlander	887	714%	GMC Yukon XL	220	--	Mercedes ML	452	-11%

CHICAGO AREA NEW RETAIL LIGHT VEHICLE REGISTRATIONS

History and Forecast

(Historical data obtained from The Polk Company)

	ANNUAL TOTALS				% CHANGE		
				Forecast			Forecast
	1999	2000	2001	2002	99 to 00	00 to 01	00 to 02
TOTAL	425,000	453,188	483,987	**454,800**	6.6%	6.8%	**-6.0%**
Acura	3,653	4,894	7,055	**6,471**	34.0%	44.2%	**-8.3%**
Car	3,635	4,704	4,998	**4,195**	29.4%	6.3%	**-16.1%**
Truck	18	190	2,057	**2,276**	955.6%	982.6%	**10.6%**
Audi	3,677	3,329	3,735	**3,991**	-9.5%	12.2%	**6.9%**
BMW	4,526	6,560	8,668	**8,900**	44.9%	32.1%	**2.7%**
Car	4,526	5,498	6,469	**6,555**	21.5%	17.7%	**1.3%**
Truck	0	1,062	2,199	**2,345**	--	107.1%	**6.6%**
Buick	11,600	12,046	13,268	**11,790**	3.8%	10.1%	**-11.1%**
Car	11,600	12,046	11,929	**8,748**	3.8%	-1.0%	**-26.7%**
Truck	0	0	1,339	**3,042**	--	--	**127.2%**
Cadillac	5,764	6,672	7,219	**7,138**	15.8%	8.2%	**-1.1%**
Car	5,192	6,017	6,239	**5,709**	15.9%	3.7%	**-8.5%**
Truck	572	655	980	**1,429**	14.5%	49.6%	**45.8%**
Chevrolet	57,625	63,711	68,968	**68,484**	10.6%	8.3%	**-0.7%**
Car	25,387	28,722	29,891	**26,385**	13.1%	4.1%	**-11.7%**
Truck	32,238	34,989	39,077	**42,099**	8.5%	11.7%	**7.7%**
Chrysler	12,032	14,989	17,515	**16,192**	24.6%	16.9%	**-7.6%**
Car	9,235	6,545	7,619	**6,629**	-29.1%	16.4%	**-13.0%**
Truck	2,797	8,444	9,896	**9,563**	201.9%	17.2%	**-3.4%**
Daewoo	707	1,269	1,574	**779**	79.5%	24.0%	**-50.5%**
Dodge	39,209	36,374	34,176	**33,655**	-7.2%	-6.0%	**-1.5%**
Car	9,318	8,734	9,740	**9,030**	-6.3%	11.5%	**-7.3%**
Truck	29,891	27,640	24,436	**24,625**	-7.5%	-11.6%	**0.8%**
Eagle	0	0	0	**0**	--	--	**--**
Ferrari	36	47	52	**45**	30.6%	10.6%	**-13.5%**
Ford	61,279	62,659	64,164	**55,808**	2.3%	2.4%	**-13.0%**
Car	22,424	23,191	21,211	**16,951**	3.4%	-8.5%	**-20.1%**
Truck	38,855	39,468	42,953	**38,857**	1.6%	8.8%	**-9.5%**
GMC	8,013	8,752	10,612	**10,984**	9.2%	21.3%	**3.5%**
Honda	25,814	29,818	32,771	**31,877**	15.5%	9.9%	**-2.7%**
Car	19,554	20,531	22,711	**18,612**	5.0%	10.6%	**-18.0%**
Truck	6,260	9,287	10,060	**13,265**	48.4%	8.3%	**31.9%**
Hyundai	5,060	7,357	12,390	**13,566**	45.4%	68.4%	**9.5%**
Car	5,060	7,114	9,729	**10,033**	40.6%	36.8%	**3.1%**
Truck	0	243	2,661	**3,533**	--	995.1%	**32.8%**
Infiniti	3,063	3,897	3,894	**4,186**	27.2%	-0.1%	**7.5%**
Car	2,054	2,676	2,770	**3,181**	30.3%	3.5%	**14.8%**
Truck	1,009	1,221	1,124	**1,005**	21.0%	-7.9%	**-10.6%**
Isuzu	2,410	1,996	2,012	**1,367**	-17.2%	0.8%	**-32.1%**
Car	0	0	0	**0**	--	--	**--**
Truck	2,410	1,996	2,012	**1,367**	-17.2%	0.8%	**-32.1%**
Jaguar	1,050	1,463	1,501	**2,074**	39.3%	2.6%	**38.2%**
Jeep	17,460	15,460	17,516	**17,445**	-11.5%	13.3%	**-0.4%**
Kia	5,632	5,943	7,344	**6,972**	5.5%	23.6%	**-5.1%**
Car	3,146	3,314	4,699	**3,875**	5.3%	41.8%	**-17.5%**
Truck	2,486	2,629	2,645	**3,097**	5.8%	0.6%	**17.1%**
Land Rover	1,191	1,045	1,027	**1,405**	-12.3%	-1.7%	**36.8%**

CHICAGO AREA NEW RETAIL LIGHT VEHICLE REGISTRATIONS

History and Forecast

(Historical data obtained from The Polk Company)

	ANNUAL TOTALS				% CHANGE		
				Forecast			Forecast
	1999	2000	2001	2002	99 to 00	00 to 01	00 to 02
Lexus	7,321	8,736	9,776	**9,941**	19.3%	11.9%	**1.7%**
Car	3,642	3,881	5,243	**5,603**	6.6%	35.1%	**6.9%**
Truck	3,679	4,855	4,533	**4,338**	32.0%	-6.6%	**-4.3%**
Lincoln	5,225	5,984	5,070	**3,733**	14.5%	-15.3%	**-26.4%**
Car	3,912	4,757	4,046	**2,676**	21.6%	-14.9%	**-33.9%**
Truck	1,313	1,227	1,024	**1,057**	-6.5%	-16.5%	**3.2%**
Mazda	3,858	4,194	5,478	**4,466**	8.7%	30.6%	**-18.5%**
Car	3,334	2,906	3,241	**2,669**	-12.8%	11.5%	**-17.6%**
Truck	524	1,288	2,237	**1,797**	145.8%	73.7%	**-19.7%**
Mercedes	6,156	7,377	7,239	**7,003**	19.8%	-1.9%	**-3.3%**
Car	4,410	5,429	5,434	**5,230**	23.1%	0.1%	**-3.8%**
Truck	1,746	1,948	1,805	**1,773**	11.6%	-7.3%	**-1.8%**
Mercury	11,970	10,497	8,829	**5,933**	-12.3%	-15.9%	**-32.8%**
Car	8,839	8,044	6,623	**3,702**	-9.0%	-17.7%	**-44.1%**
Truck	3,131	2,453	2,206	**2,231**	-21.7%	-10.1%	**1.1%**
Mini	0	0	0	**467**	--	--	**--**
Mitsubishi	5,131	8,209	8,829	**9,021**	60.0%	7.6%	**2.2%**
Car	3,821	5,783	6,073	**6,128**	51.3%	5.0%	**0.9%**
Truck	1,310	2,426	2,756	**2,893**	85.2%	13.6%	**5.0%**
Nissan	15,328	17,722	17,926	**18,542**	15.6%	1.2%	**3.4%**
Car	10,356	10,942	11,312	**12,305**	5.7%	3.4%	**8.8%**
Truck	4,972	6,780	6,614	**6,237**	36.4%	-2.4%	**-5.7%**
Oldsmobile	10,766	9,184	8,714	**4,841**	-14.7%	-5.1%	**-44.4%**
Car	8,115	6,893	6,428	**3,274**	-15.1%	-6.7%	**-49.1%**
Truck	2,651	2,291	2,286	**1,567**	-13.6%	-0.2%	**-31.5%**
Plymouth	6,391	3,071	1,573	**76**	-51.9%	-48.8%	**-95.2%**
Car	2,613	1,921	1,508	**72**	-26.5%	-21.5%	**-95.2%**
Truck	3,778	1,150	65	**4**	-69.6%	-94.3%	**-93.8%**
Pontiac	20,048	21,613	20,574	**19,019**	7.8%	-4.8%	**-7.6%**
Car	18,178	19,711	18,030	**16,779**	8.4%	-8.5%	**-6.9%**
Truck	1,870	1,902	2,544	**2,240**	1.7%	33.8%	**-11.9%**
Porsche	657	742	803	**697**	12.9%	8.2%	**-13.2%**
Rolls	7	11	11	**10**	57.1%	0.0%	**-9.1%**
Saab	1,243	1,232	1,423	**1,180**	-0.9%	15.5%	**-17.1%**
Saturn	8,937	10,814	10,775	**8,669**	21.0%	-0.4%	**-19.5%**
Car	8,937	10,814	10,774	**7,228**	21.0%	-0.4%	**-32.9%**
Truck	0	0	1	**1,441**	--	--	**--**
Subaru	2,942	3,439	4,558	**4,817**	16.9%	32.5%	**5.7%**
Car	1,625	1,751	2,779	**2,641**	7.8%	58.7%	**-5.0%**
Truck	1,317	1,688	1,779	**2,176**	28.2%	5.4%	**22.3%**
Suzuki	1,646	1,498	1,697	**1,688**	-9.0%	13.3%	**-0.5%**
Car	317	384	336	**288**	21.1%	-12.5%	**-14.3%**
Truck	1,329	1,114	1,361	**1,400**	-16.2%	22.2%	**2.9%**
Toyota	30,734	34,642	38,806	**37,069**	12.7%	12.0%	**-4.5%**
Car	21,443	24,216	23,395	**21,218**	12.9%	-3.4%	**-9.3%**
Truck	9,291	10,426	15,411	**15,851**	12.2%	47.8%	**2.9%**
Volkswagen	13,925	12,354	12,331	**11,036**	-11.3%	-0.2%	**-10.5%**
Car	13,883	12,309	12,243	**10,929**	-11.3%	-0.5%	**-10.7%**
Truck	42	45	88	**107**	7.1%	95.6%	**21.6%**
Volvo	2,884	3,534	4,019	**3,374**	22.5%	13.7%	**-16.0%**
Other	30	54	95	**89**	80.0%	75.9%	**-6.3%**

Market Trends

Raising the Bar—What it Takes for New Products to Be Successful on the Sales Charts

Over the past several years, we have commented frequently on the ultra-competitive nature of the automotive market. And as clearly demonstrated at the 2002 Chicago Auto Show, the manufacturers continue to "serve up" a seemingly endless array of impressive new and redesigned products.

The unavoidable consequence of this intense competition is that the requirements for achieving sales success in the marketplace have become increasingly stringent. Nowadays, it takes the well coordinated blending of product development strategies and marketing initiatives (and in some cases, a little luck) to "hit a home run" on the sales charts.

Below is a sampling of what we see as the evolving baseline criteria for new products to be successful in the marketplace. For each criteria, we also list recent new product introductions (or redesigns) that have utilized the strategy.

- *Target the growing segments.* This is a pretty obvious one, which has been demonstrated by the burgeoning product count in just about every SUV segment. Examples of new (or redesigned) products that have had sales success by landing in "high demand segments" include the Ford Escape (which was a hit despite early quality issues), the Buick Rendezvous, Acura MDX, Toyota Highlander, and Chevrolet TrailBlazer, just to name a few. In some cases, however, hitting the right segment isn't enough (the Isuzu Axiom, for example). In today's market, other pieces of the puzzle need to be in place. Read on.

- *Price. Price. Price.* Perhaps nothing grabs the attention of the automotive consumer more than aggressive pricing. And it's a formula that works in all market segments. Examples include: just about every Hyundai and Kia, the Acura TL, and Chevrolet Cavalier (with $3,000 rebates).

- *Offer products that meet consumer wants, not just needs.* A new product that is just competitive is simply not good enough these days. It takes more. Frequently, this means leading consumers to **want** to purchase a product, instead of simply needing it. Examples of products that offer a little extra substance and style, include the Nissan Altima, Volkswagen Passat, BMW 3-Series, Cadillac Escalade, Chrysler PT Cruiser, and Lexus ES300.

- *Brand recognition.* Some brands have such a strong reputation that they can sneeze and consumers will stand in line. Typically, these stellar reputations are earned, and do not come easily. Examples include: Toyota, Honda, and BMW.

- *Get the message out.* In today's market, it is imperative that competitive product be matched with effective marketing that gets through the media clutter and connects with consumers. Mitsubishi is a perfect example. With a competitive, but certainly not industry-leading product line, Mitsubishi is setting sales records primarily due to an upbeat marketing campaign that hits home with its demographic target.

Bottom line: Many manufacturers tout future sales and market share gains that will result from a steady stream of new products that are ready to hit the market. But we would advise "look a little deeper." New products, by themselves, are not likely to "get the job done." Scrutinize these pronouncements based on the criteria mentioned above. If these pieces are not in place, then there's a good chance that these new product launches will not get off the ground.

Chicago Area Top Ten Scoreboard

Chevrolet Pulls Away from Ford

FOURTH QUARTER, 2001			FIRST QUARTER, 2002			*change in*
Rank	Make	Market Share	**Rank**	Make	Market Share	*mkt. share*
1	Chevrolet	15.3%	**1**	Chevrolet	15.4%	*0.1%*
2	Ford	14.4%	**2**	Ford	12.1%	*-2.3%*
3	Toyota	7.8%	**3**	Toyota	7.9%	*0.1%*
4	Honda	6.2%	**4**	Dodge	7.2%	*1.0%*
5	Dodge	6.2%	**5**	Honda	6.9%	*0.7%*
6	Pontiac	4.3%	**6**	Nissan	4.0%	*0.5%*
7	Jeep	3.7%	**7**	Jeep	4.0%	*0.3%*
8	Nissan	3.5%	**8**	Chrysler	3.8%	*0.6%*
9	Buick	3.4%	**9**	Pontiac	3.6%	*-0.7%*
10	Chrysler	3.2%	**10**	Hyundai	2.8%	*0.0%*

The table on the left shows the Top 10 sellers in the Chicago area light vehicle market during the fourth quarter of last year and the first quarter of this year. Ford lost 2.3 market share points and fell further behind first place Chevrolet. Dodge gained one market share point and overtook Honda for fourth place

Source: The Polk Company.

CHICAGO AREA BRAND SCOREBOARD

WINNERS AND LOSERS IN THE AREA DURING THE PAST YEAR

Jaguar, Audi, and Lexus Top the List; Jeep and Chevrolet also Strong

The table below presents a well-rounded picture of those brands that are definitely “on the way up” in the area’s new vehicle market, and those that are lagging. Two primary measures are displayed and rated. The first, entitled “Longer Term Sales Growth,” represents the percent change in new retail light vehicle registrations during the first quarter of this year versus 2001. Brands are then rated (from highest to lowest), using a 1 to 5 scale. Brands having the highest increases in registrations receive a 5 rating, and those with the largest decreases get a 1 rating. The second measure, “Shorter Term Sales Growth,” represents the percent change in sales from the fourth quarter of last year to the first quarter of this year. The brands are also ranked and rated on a 1 to 5 scale.

The last column in the table is the sum of the ratings for Longer Term and Shorter Term growth. Jaguar, Audi, and Lexus each received the highest possible combined rating of 10. BMW received a 9, while Hyundai, Volkswagen, Jeep, and Mercedes each received 8’s.

	Longer Term Sales Growth 1st Qtr. 2001 to 1st Qtr. 2002				Shorter Term Sales Growth 4th Qtr. 2001 to 1st Qtr. 2002				Combined Rating (10 is high)
Brand	1Q '01 sales	1Q '02 sales	% ch '01 to '02	Rating (5 is high)	4Q '01 sales	1Q '02 sales	% change	(5 is high)	
Jaguar	291	626	115.1%	5	499	626	25.5%	5	10
Audi	844	1082	28.2%	5	1006	1082	7.6%	5	10
Lexus	2413	2680	11.1%	5	2685	2680	-0.2%	5	10
BMW	2100	2120	1.0%	4	2364	2120	-10.3%	5	9
Hyundai	2330	2963	27.2%	5	4090	2963	-27.6%	3	8
Volkswagen	2556	2780	8.8%	5	3658	2780	-24.0%	3	8
Jeep	4063	4268	5.0%	4	5475	4268	-22.0%	4	8
Mercedes	1880	1821	-3.1%	3	2068	1821	-11.9%	5	8
Chevrolet	15916	16537	3.9%	4	22771	16537	-27.4%	3	7
Toyota	8457	8522	0.8%	4	11588	8522	-26.5%	3	7
Nissan	4336	4344	0.2%	3	5155	4344	-15.7%	4	7
Honda	7485	7450	-0.5%	3	9275	7450	-19.7%	4	7
Buick	2646	2826	6.8%	5	5022	2826	-43.7%	1	6
GMC	2442	2557	4.7%	4	3596	2557	-28.9%	2	6
Mazda	1198	1178	-1.7%	3	1600	1178	-26.4%	3	6
Subaru	1009	982	-2.7%	3	1339	982	-26.7%	3	6
Acura	1726	1670	-3.2%	2	2054	1670	-18.7%	4	6
Infiniti	909	854	-6.1%	2	1116	854	-23.5%	4	6
Chrysler	4461	4131	-7.4%	1	4803	4131	-14.0%	5	6
Kia	1418	1507	6.3%	4	2618	1507	-42.4%	1	5
Dodge	8441	7698	-8.8%	1	9135	7698	-15.7%	4	5
Cadillac	1520	1523	0.2%	3	2538	1523	-40.0%	1	4
Volvo	859	815	-5.1%	2	1163	815	-29.9%	2	4
Mitsubishi	2098	1953	-6.9%	2	2753	1953	-29.1%	2	4
Ford	14041	13015	-7.3%	2	21415	13015	-39.2%	2	4
Pontiac	4153	3861	-7.0%	2	6438	3861	-40.0%	1	3
Saturn	2390	2033	-14.9%	1	2970	2033	-31.5%	2	3
Lincoln	1294	844	-34.8%	1	1334	844	-36.7%	2	3
Mercury	1949	1489	-23.6%	1	2982	1489	-50.1%	1	2
Oldsmobile	2685	1259	-53.1%	1	2201	1259	-42.8%	1	2

County Market Analysis

County Market Share as a Percent of National Market Share - First Quarter, 2002

The following tables are an excellent snapshot of the competitive position of the top 30 retail brands (as ranked by U.S retail registrations during the first quarter of this year) in the eight county Chicago area market.

The tables show three numbers for each brand in each county. The first is the brand's share of county new retail light vehicle registrations (combined cars and light trucks) during the first quarter of 2002. The second number is U.S. retail market share over the same period. The third is county market share as a percent of U.S.

Brands at the top of the tables have a much higher market share in the county than in the Nation. Those at the end have a much lower market share in the county than in the Nation. And those brands that are rated 100% have the same market share in the county as in the Nation. Dotted horizontal lines denote those brands that are above and below National market share in each county.

Why are some brands at the top of the list and others at the bottom? Here are a few possible explanations:

- *Consumer preferences.* Demographics obviously has an influence on vehicle sales. Luxury brands tend to rank much higher in counties with relatively high income levels. For example, in DuPage county, the top five brands are luxury nameplates.
- *Strong performing dealers.* Clearly, strong performing dealers can provide a significant boost to a brand's sales in county markets.
- *Under-representation.* Brands could be at the end of the list due to inadequate retailer representation, but might represent an excellent opportunity for a retailer interested in adding a franchise.

As mentioned above, this analysis only includes brands that ranked in the top 30 in U.S retail registrations during the first quarter. The following brands were not in the top 30: Isuzu, Land Rover, Suzuki, Saab, Daewoo, and Porsche. If you would like to know the county rankings for any of these brands, or if you would like additional information about any of these tables, please call Auto Outlook at 800-206-0102.

Source: The Polk Company.

COOK COUNTY					DUPAGE COUNTY					KANE COUNTY				
		Market Share		County as			Market Share		County as			Market Share		County as
Rank	Brand	County	U.S.	a % of U.S.	Rank	Brand	County	U.S.	a % of U.S.	Rank	Brand	County	U.S.	a % of U.S.
1	Infiniti	0.8	0.5	165.6	1	Infiniti	1.0	0.5	203.0	1	Jeep	4.6	2.8	162.3
2	Lexus	2.7	1.7	159.6	2	Acura	2.4	1.3	189.0	2	Chrysler	4.8	3.1	155.5
3	Audi	1.0	0.6	157.0	3	Audi	1.1	0.6	175.9	3	Saturn	2.3	1.5	152.4
4	Pontiac	3.7	2.5	149.0	4	Lexus	2.8	1.7	161.0	4	Mitsubishi	2.8	1.9	144.1
5	Cadillac	1.5	1.1	146.0	5	Cadillac	1.7	1.1	160.5	5	Oldsmobile	1.1	0.8	139.0
6	Buick	2.7	2.0	135.4	6	Buick	3.0	2.0	147.2	6	Infiniti	0.7	0.5	133.8
7	Hyundai	3.2	2.3	134.8	7	Mercedes	2.1	1.5	135.2	7	Pontiac	3.3	2.5	131.6
8	Jeep	3.8	2.8	133.6	8	BMW	2.2	1.7	134.3	8	Hyundai	3.1	2.3	130.0
9	Oldsmobile	1.0	0.8	132.6	9	Jeep	3.7	2.8	131.8	9	Audi	0.7	0.6	117.0
10	BMW	2.2	1.7	131.5	10	Chrysler	4.1	3.1	131.0	10	Buick	2.4	2.0	116.9
11	Saturn	2.0	1.5	129.2	11	Mercury	1.5	1.2	129.8	11	Dodge	8.1	7.0	115.6
12	Jaguar	0.6	0.5	127.2	12	Hyundai	2.9	2.3	123.0	12	Chevrolet	18.8	16.7	112.3
13	Volkswagen	2.9	2.4	122.6	13	Mitsubishi	2.4	1.9	122.7	13	Cadillac	1.2	1.1	111.7
14	Mercury	1.4	1.2	121.3	14	Pontiac	2.9	2.5	117.3	14	Acura	1.4	1.3	110.5
15	Mercedes	1.8	1.5	119.2	15	Volkswagen	2.7	2.4	116.5	15	Volvo	0.8	0.7	102.0
16	Chrysler	3.6	3.1	116.6	16	Honda	8.3	7.2	114.9	16	Lexus	1.7	1.7	101.6
17	Volvo	0.9	0.7	116.0	17	Jaguar	0.6	0.5	114.6	17	Lincoln	0.7	0.7	99.2
18	Acura	1.5	1.3	115.7	18	Oldsmobile	0.9	0.8	114.0	18	Honda	7.2	7.2	99.2
19	Lincoln	0.8	0.7	108.6	19	Saturn	1.6	1.5	105.7	19	Ford	13.6	16.0	85.2
20	Dodge	7.6	7.0	107.6	20	Volvo	0.8	0.7	101.8	20	Nissan	3.7	4.5	83.5
21	Nissan	4.5	4.5	101.0	21	Lincoln	0.7	0.7	98.0	21	Mercury	0.9	1.2	80.2
22	Honda	7.3	7.2	100.7	22	Nissan	4.4	4.5	97.4	22	BMW	1.3	1.7	79.8
23	Kia	1.4	1.4	97.8	23	Dodge	6.3	7.0	89.0	23	Jaguar	0.4	0.5	79.5
24	Subaru	1.1	1.2	92.4	24	Chevrolet	14.5	16.7	86.7	24	GMC	2.7	3.6	76.1
25	Chevrolet	15.2	16.7	91.1	25	Toyota	8.6	10.0	86.0	25	Subaru	0.9	1.2	75.2
26	Mitsubishi	1.7	1.9	88.2	26	Kia	1.1	1.4	77.8	26	Kia	1.0	1.4	67.8
27	Toyota	8.8	10.0	88.0	27	Mazda	1.1	1.4	76.7	27	Toyota	6.8	10.0	67.3
28	Mazda	1.0	1.4	73.2	28	Ford	11.9	16.0	74.5	28	Volkswagen	1.5	2.4	63.0
29	Ford	11.4	16.0	71.1	29	Subaru	0.8	1.2	66.2	29	Mercedes	0.8	1.5	54.4
30	GMC	1.8	3.6	48.7	30	GMC	2.0	3.6	55.9	30	Mazda	0.7	1.4	50.7

County Market Analysis

County Market Share as a Percent of National Market Share - (continued)

LAKE COUNTY, IL				
		Market Share		County as
Rank	Brand	County	U.S.	a % of U.S.
1	Audi	2.4	0.6	393.3
2	Infiniti	1.2	0.5	234.8
3	Lexus	3.7	1.7	217.1
4	Acura	2.6	1.3	209.3
5	BMW	3.1	1.7	188.3
6	Mercedes	2.6	1.5	171.6
7	Volkswagen	4.0	2.4	170.0
8	Jeep	4.8	2.8	168.7
9	Jaguar	0.7	0.5	145.2
10	Cadillac	1.5	1.1	145.0
11	Volvo	1.1	0.7	143.0
12	Oldsmobile	1.0	0.8	128.5
13	Mazda	1.8	1.4	123.5
14	Lincoln	0.9	0.7	121.4
15	Pontiac	2.9	2.5	116.4
16	Mercury	1.3	1.2	112.9
17	Saturn	1.7	1.5	111.8
18	Chrysler	3.4	3.1	109.9
19	Buick	2.1	2.0	103.5
20	Honda	6.8	7.2	93.9
21	Toyota	9.4	10.0	93.3
22	GMC	3.1	3.6	84.9
23	Nissan	3.7	4.5	83.3
24	Chevrolet	13.9	16.7	82.9
25	Kia	1.2	1.4	81.9
26	Subaru	0.9	1.2	79.5
27	Mitsubishi	1.4	1.9	73.9
28	Dodge	4.9	7.0	70.1
29	Hyundai	1.6	2.3	67.6
30	Ford	10.2	16.0	63.8

MCHENRY COUNTY				
		Market Share		County as
Rank	Brand	County	U.S.	a % of U.S.
1	Pontiac	5.3	2.5	211.3
2	Oldsmobile	1.4	0.8	176.8
3	Jeep	4.8	2.8	168.0
4	Kia	2.2	1.4	154.1
5	Chrysler	4.5	3.1	146.0
6	Infiniti	0.7	0.5	141.0
7	Dodge	8.7	7.0	124.0
8	Chevrolet	20.5	16.7	122.6
9	Saturn	1.8	1.5	120.8
10	Mitsubishi	2.3	1.9	118.6
11	Subaru	1.3	1.2	108.9
12	Buick	2.2	2.0	108.2
13	Honda	7.6	7.2	105.1
14	Lincoln	0.7	0.7	94.7
15	Audi	0.6	0.6	92.2
16	Mercury	1.0	1.2	89.9
17	Ford	13.1	16.0	81.8
18	Lexus	1.4	1.7	79.6
19	BMW	1.3	1.7	75.7
20	Cadillac	0.8	1.1	75.4
21	Hyundai	1.8	2.3	74.8
22	Volkswagen	1.8	2.4	74.6
23	Nissan	2.9	4.5	64.6
24	Toyota	6.3	10.0	62.9
25	GMC	2.2	3.6	61.5
26	Mazda	0.8	1.4	57.6
27	Volvo	0.4	0.7	55.2
28	Mercedes	0.8	1.5	53.9
29	Jaguar	0.3	0.5	53.6
30	Acura	0.7	1.3	52.4

WILL COUNTY				
		Market Share		County as
Rank	Brand	County	U.S.	a % of U.S.
1	Oldsmobile	1.6	0.8	202.8
2	Pontiac	3.8	2.5	150.8
3	Hyundai	3.5	2.3	148.1
4	Mercury	1.7	1.2	141.9
5	Chrysler	4.3	3.1	139.6
6	Jeep	3.7	2.8	132.1
7	Dodge	8.9	7.0	127.1
8	Saturn	1.9	1.5	126.8
9	Buick	2.5	2.0	124.5
10	Mitsubishi	2.3	1.9	119.3
11	Chevrolet	19.4	16.7	116.1
12	Cadillac	1.2	1.1	110.6
13	Lincoln	0.8	0.7	106.1
14	Kia	1.5	1.4	105.9
15	Lexus	1.8	1.7	104.5
16	Mazda	1.5	1.4	101.9
17	GMC	3.5	3.6	97.0
18	Infiniti	0.5	0.5	96.7
19	Ford	15.0	16.0	94.1
20	Jaguar	0.5	0.5	92.6
21	Acura	1.0	1.3	80.6
22	Mercedes	1.1	1.5	75.2
23	Honda	5.2	7.2	71.8
24	Nissan	3.2	4.5	70.9
25	Audi	0.4	0.6	68.8
26	Volkswagen	1.6	2.4	68.3
27	BMW	1.0	1.7	61.3
28	Volvo	0.4	0.7	55.6
29	Toyota	5.6	10.0	55.3
30	Subaru	0.6	1.2	49.4

LAKE COUNTY, IN				
		Market Share		County as
Rank	Brand	County	U.S.	a % of U.S.
1	Oldsmobile	2.8	0.8	352.2
2	Kia	3.2	1.4	229.8
3	Pontiac	5.3	2.5	213.9
4	Jeep	5.1	2.8	178.5
5	Buick	3.2	2.0	158.8
6	Chrysler	4.9	3.1	157.4
7	Saturn	2.3	1.5	148.8
8	GMC	5.1	3.6	142.5
9	Mercury	1.6	1.2	139.3
10	Ford	19.6	16.0	122.8
11	Dodge	8.2	7.0	116.5
12	Lincoln	0.8	0.7	112.6
13	Cadillac	1.1	1.1	103.0
14	Chevrolet	15.2	16.7	91.2
15	Nissan	3.4	4.5	76.8
16	Jaguar	0.4	0.5	74.9
17	Hyundai	1.6	2.3	68.4
18	Mercedes	1.0	1.5	66.5
19	Honda	4.8	7.2	66.4
20	Mitsubishi	1.1	1.9	56.7
21	Mazda	0.7	1.4	52.3
22	Volvo	0.4	0.7	51.4
23	Lexus	0.9	1.7	51.2
24	Audi	0.3	0.6	49.5
25	Toyota	4.4	10.0	43.8
26	Volkswagen	0.9	2.4	39.8
27	BMW	0.7	1.7	39.2
28	Acura	0.4	1.3	33.3
29	Infiniti	0.2	0.5	30.5
30	Subaru	0.3	1.2	22.8

PORTER COUNTY, IN				
		Market Share		County as
Rank	Brand	County	U.S.	a % of U.S.
1	Oldsmobile	2.6	0.8	325.8
2	GMC	7.9	3.6	219.6
3	Pontiac	5.2	2.5	207.7
4	Buick	3.5	2.0	171.5
5	Saturn	2.5	1.5	164.5
6	Chrysler	5.0	3.1	160.1
7	Jeep	4.5	2.8	157.7
8	Mercury	1.7	1.2	142.3
9	Kia	1.9	1.4	132.3
10	Jaguar	0.7	0.5	128.0
11	Ford	18.4	16.0	115.2
12	Dodge	7.9	7.0	113.1
13	Lincoln	0.8	0.7	101.0
14	Chevrolet	14.0	16.7	84.0
15	Honda	5.9	7.2	81.4
16	Hyundai	1.9	2.3	81.4
17	Nissan	3.2	4.5	71.8
18	Subaru	0.8	1.2	64.3
19	Mazda	0.9	1.4	59.9
20	Volkswagen	1.4	2.4	59.8
21	Lexus	1.0	1.7	55.6
22	Mitsubishi	1.0	1.9	52.3
23	Cadillac	0.6	1.1	52.3
24	BMW	0.9	1.7	51.6
25	Infiniti	0.3	0.5	50.2
26	Toyota	4.5	10.0	45.1
27	Acura	0.5	1.3	35.9
28	Volvo	0.3	0.7	33.8
29	Mercedes	0.5	1.5	33.0
30	Audi	0.2	0.6	32.5

CHICAGO METRO AREA				
		Market Share		Area as
Rank	Brand	County	U.S.	a % of U.S.
1	Audi	1.0	0.6	165.9
2	Infiniti	0.8	0.5	161.6
3	Oldsmobile	1.2	0.8	151.7
4	Lexus	2.5	1.7	147.9
5	Pontiac	3.7	2.5	146.9
6	Jeep	4.0	2.8	142.7
7	Cadillac	1.4	1.1	136.5
8	Buick	2.7	2.0	132.5
9	Saturn	1.9	1.5	126.1
10	Chrysler	3.9	3.1	126.0
11	Acura	1.6	1.3	125.5
12	BMW	2.0	1.7	121.3
13	Mercury	1.4	1.2	121.1
14	Hyundai	2.8	2.3	119.7
15	Jaguar	0.6	0.5	116.3
16	Mercedes	1.7	1.5	113.3
17	Volkswagen	2.6	2.4	112.0
18	Lincoln	0.8	0.7	107.2
19	Volvo	0.8	0.7	104.0
20	Dodge	7.3	7.0	103.9
21	Kia	1.4	1.4	101.7
22	Honda	7.1	7.2	97.8
23	Mitsubishi	1.9	1.9	96.3
24	Chevrolet	15.7	16.7	93.9
25	Nissan	4.1	4.5	91.9
26	Toyota	8.1	10.0	80.5
27	Subaru	0.9	1.2	79.4
28	Mazda	1.1	1.4	78.3
29	Ford	12.3	16.0	77.3
30	GMC	2.4	3.6	67.5

Segment Close-Up

Honda CRV Moves to Top of Chicago Area Mini SUV Segment

Boosted by a steady stream of new products, frequent redesigns of existing models, and ever-increasing consumer demand, the Mini SUV segment has easily been the fastest growing segment in the Chicago area automotive market over the past few years. In 1999, Mini SUVs accounted for 3.4% of the total retail light vehicle market in the area, with the share more than doubling to 8.0% in the first quarter of this year.

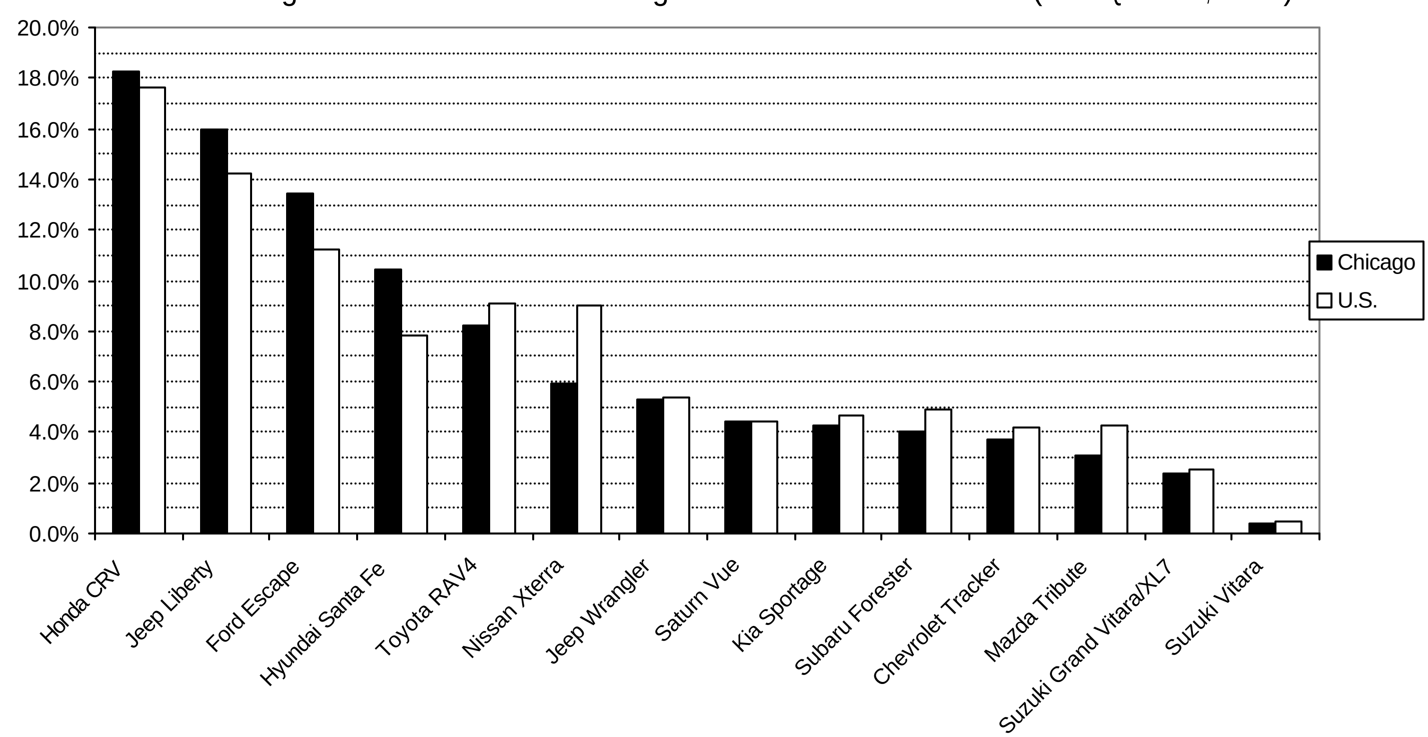
The table on the right depicts the models that are on the rise in the area Mini Size SUV segment, and those that have lost ground over the past year. The graph below compares market share for Mini SUV models in the Chicago area and U.S. markets during the first quarter of 2002. Observations follow.

- A late-2001 redesign catapulted Honda CRV to the top of the segment in the first quarter of this year. CRV registrations were up by 54.2% in the first quarter (vs. 2001), and market share increased by 2.9 points. The all-new Jeep Liberty was second with a 16.0% share.
- Similar to sports cars, Mini SUV sales are highly dependent on redesign schedules. New and redesigned products are popular, while carryover models quickly "grow long in the tooth." Evidence: the Ford Escape, which was the leader in last year's first quarter with a 20.6% share, lost 7.2 share points in this year's first quarter as new models were introduced. (Lower Escape inventories also contributed to the decline.)
- Registrations of the Hyundai Santa Fe increased by 65.2% and market share increased by 2.2 points.
- Strong sellers in the area (relative to U.S.) in the first quarter: Hyundai Santa Fe, Ford Escape, Jeep Liberty, and Honda CRV.

Winners and Losers - 2001 to 2002 (First Quarter)

	New retail registrations			Market Share (%)		
Model	**2001**	**2002**	**% change**	**2001**	**2002**	**change**
Jeep Liberty	0	1,382	--	0.0	16.0	16.0
Saturn Vue	0	378	--	0.0	4.4	4.4
Honda CRV	1,024	1,579	54.2%	15.4	18.3	2.9
Hyundai Santa Fe	543	897	65.2%	8.2	10.4	2.2
Suzuki Vitara	47	32	-31.9%	0.7	0.4	-0.3
Suzuki Grand Vitara/XL7	217	211	-2.8%	3.3	2.4	-0.9
Chevrolet Tracker	347	316	-8.9%	5.2	3.7	-1.5
Mazda Tribute	317	266	-16.1%	4.8	3.1	-1.7
Jeep Wrangler	480	457	-4.8%	7.2	5.3	-1.9
Kia Sportage	425	373	-12.2%	6.4	4.3	-2.1
Nissan Xterra	550	508	-7.6%	8.3	5.9	-2.4
Subaru Forester	468	347	-25.9%	7.0	4.0	-3.0
Toyota RAV4	839	706	-15.9%	12.6	8.2	-4.4
Ford Escape	1,368	1,151	-15.9%	20.6	13.4	-7.2

Mini SUV Segment Market Share—Chicago Area Retail Market vs. U.S. (First Quarter, 2002)



Source: The Polk Company

County Scoreboard

Kane County Market Posts Largest Percentage Increase in First Quarter of 2002

The tables on this page provide a thorough summary of the retail light vehicle markets for each of the eight counties that comprise the Chicago area. This unique county-level information provides a valuable perspective on local market performance, and a barometer to evaluate the performance of your dealership.

Part 1 (below) shows new retail light vehicle registrations during the first quarters of 2000, 2001, and 2002. Percentage change, reflecting the **relative** growth or contraction of county markets, is shown in the middle of the table. Unit change, reflecting the **absolute** growth or contraction of county markets, is shown in the last three columns. Part 2 presents market share data for light trucks, Domestic brands, and the top five selling car and light truck brands in the area. The top ranked county in each category is shaded.

Source: The Polk Company

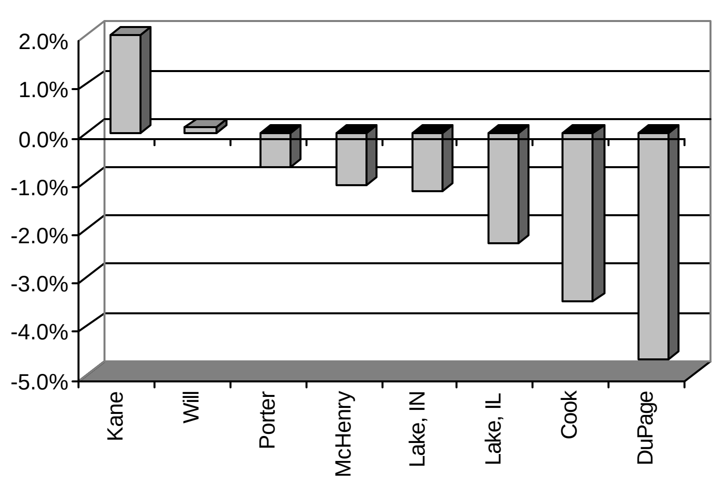
COUNTY BY COUNTY - PART 1

	Registrations (First Quarter)			Percent Change			Unit Change		
	2000	2001	2002	2000 to 2001	2001 to 2002	2000 to 2002	2000 to 2001	2001 to 2002	2000 to 2002
Cook	55,093	55,494	53,541	0.7%	-3.5%	-2.8%	401	-1,953	-1,552
DuPage	16,565	16,792	15,998	1.4%	-4.7%	-3.4%	227	-794	-567
Kane	5,616	5,631	5,741	0.3%	2.0%	2.2%	15	110	125
Lake, IL	12,026	12,024	11,751	0.0%	-2.3%	-2.3%	-2	-273	-275
McHenry	4,187	4,524	4,476	8.0%	-1.1%	6.9%	337	-48	289
Will	8,226	8,561	8,568	4.1%	0.1%	4.2%	335	7	342
Lake, IN	4,907	5,340	5,278	8.8%	-1.2%	7.6%	433	-62	371
Porter	1,927	2,013	1,999	4.5%	-0.7%	3.7%	86	-14	72

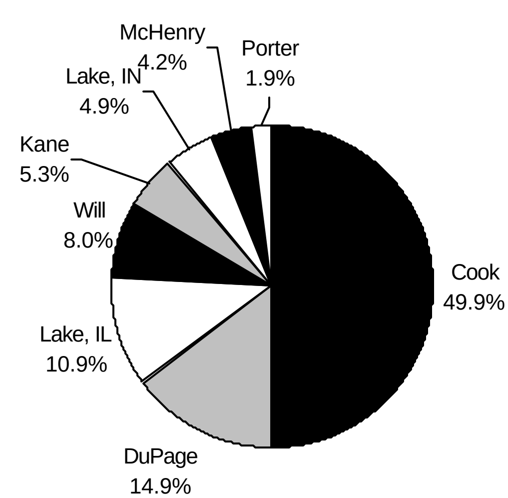
COUNTY BY COUNTY - PART 2

	Market Share Summary				Brand Market Share - Top Five Chicago Area Retail Brands, 1st Qtr. '02									
	Light Truck		Domestic Brand		Cars					Light Trucks				
	1st Qtr. 2002	Change from '01	1st Qtr. 2002	Change from '00	Chev.	Toyota	Honda	Ford	Pont.	Chev.	Ford	Dodge	Jeep	Toyota
Cook	45.0	2.7	55.6	-2.0	12.3	9.1	7.9	7.2	6.0	18.2	16.0	11.0	8.3	8.2
DuPage	48.6	1.9	53.9	-2.9	10.3	8.3	9.0	7.1	4.9	18.4	16.6	9.4	7.6	8.7
Kane	54.7	1.7	63.8	-2.4	13.2	7.0	8.8	8.4	6.2	22.9	17.6	11.2	8.3	6.4
Lake, IL	51.3	2.0	50.5	-2.7	8.0	9.4	7.5	5.3	4.7	18.8	14.3	7.5	9.1	8.9
McHenry	58.2	2.3	65.7	-4.6	13.8	6.8	10.7	6.1	10.2	24.6	17.6	12.2	8.0	5.8
Will	55.2	3.0	67.6	-1.8	14.9	6.9	6.4	9.3	7.0	22.6	19.3	12.4	6.7	4.3
Lake, IN	51.3	1.7	74.7	-3.5	13.1	5.6	5.4	12.8	9.8	17.0	25.8	10.8	9.8	3.2
Porter	56.7	2.9	74.0	-3.0	12.1	5.5	7.0	13.0	10.4	15.4	22.3	11.3	7.9	3.7

Percent Change in Registrations – First Quarter, '02 (vs. '01)



Share of Area Market – First Quarter, 2002



NEW RETAIL LIGHT VEHICLE MARKET COMPARISON: CHICAGO AREA VS. U.S.

	Area Market		U.S. Market	
Market Growth % change in registrations First Quarter, 2002 vs. First Quarter, 2001	**-4.5%**		**5.0%**	
Car Market Share Car share of industry retail light vehicle registrations - First Quarter, 2002	**51.3%**		**44.5%**	
Domestic Brand Market Share Domestic brand share of industry retail light vehicle registrations - First Quarter, 2002	**57.9%**		**58.2%**	
Top Selling Retail Brands *Top selling light vehicle brands and market share - First Quarter, 2002*				
First	**Chevrolet**	**15.4%**	**Ford**	**18.7%**
Second	**Ford**	**12.1%**	**Chevrolet**	**14.4%**
Third	**Toyota**	**7.9%**	**Toyota**	**8.9%**
Fourth	**Dodge**	**7.2%**	**Dodge**	**7.9%**
Fifth	**Honda**	**6.9%**	**Honda**	**7.0%**
Sixth	**Nissan**	**4.0%**	**Nissan**	**4.3%**
Seventh	**Jeep**	**4.0%**	**Jeep**	**3.2%**
Eighth	**Chrysler**	**3.8%**	**GMC**	**3.0%**
Ninth	**Pontiac**	**3.6%**	**Pontiac**	**3.0%**
Tenth	**Hyundai**	**2.8%**	**Chrysler**	**2.5%**

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