

Chicago Auto Outlook

Covering the Chicago Area Automotive Market

Data thru February, 2007

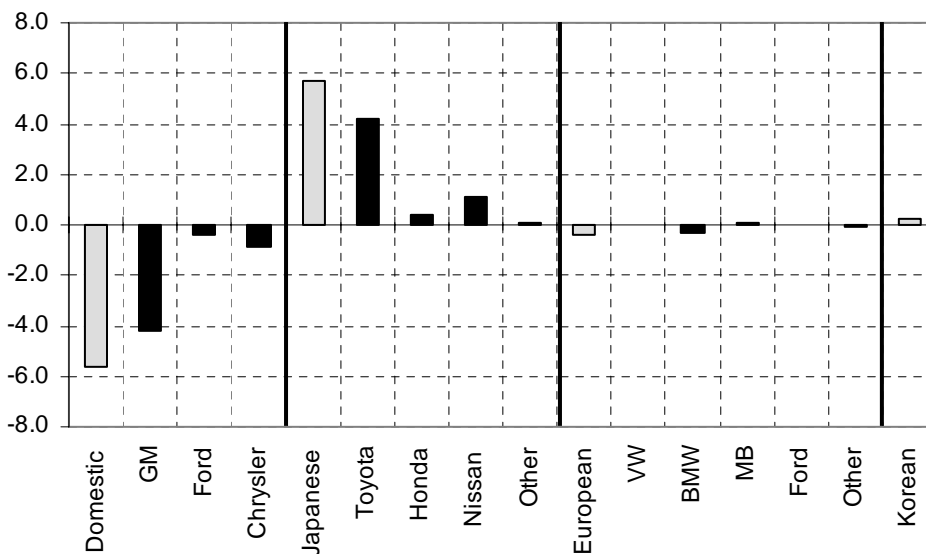
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Chicago
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Chicago Area New Retail Car and Light Truck Registrations

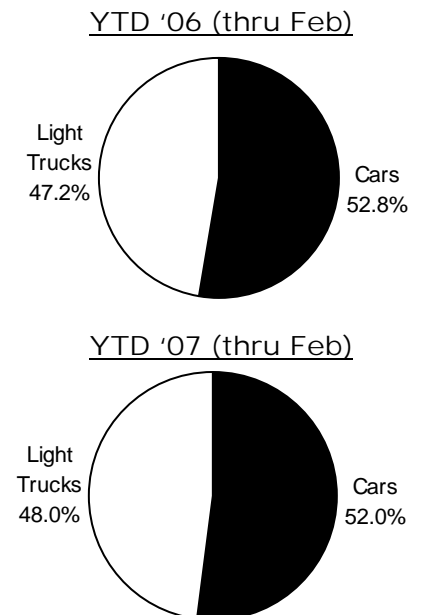
	Jan '07 and Feb '07 Combined			YTD (thru February)				YTD Market Share (%)		
	Chicago Area			Chicago Area			U.S.	Chicago Area		
	Previous	Recent	%chg.	2006	2007	%chg.	%chg.	2006	2007	Chg.
INDUSTRY TOTAL	47,673	42,564	-10.7%	47,673	42,564	-10.7%	-2.4%			
Cars	25,194	22,126	-12.2%	25,194	22,126	-12.2%	-5.7%	52.8	52.0	-0.8
Light Trucks	22,479	20,438	-9.1%	22,479	20,438	-9.1%	0.8%	47.2	48.0	0.8
Domestic Brands	20,845	16,211	-22.2%	20,845	16,211	-22.2%	-9.0%	43.7	38.1	-5.6
General Motors	11,282	8,281	-26.6%	11,282	8,281	-26.6%	-6.3%	23.7	19.5	-4.2
Ford Motor	4,976	4,244	-14.7%	4,976	4,244	-14.7%	-16.5%	10.4	10.0	-0.4
Chrysler	4,587	3,686	-19.6%	4,587	3,686	-19.6%	-4.3%	9.6	8.7	-0.9
Japanese	19,344	19,726	2.0%	19,344	19,726	2.0%	6.5%	40.6	46.3	5.7
Toyota Motor	7,457	8,431	13.1%	7,457	8,431	13.1%	10.9%	15.6	19.8	4.2
Honda	6,719	6,157	-8.4%	6,719	6,157	-8.4%	2.8%	14.1	14.5	0.4
Nissan	3,236	3,350	3.5%	3,236	3,350	3.5%	4.8%	6.8	7.9	1.1
Other	1,932	1,788	-7.5%	1,932	1,788	-7.5%	2.7%	4.1	4.2	0.1
European	5,490	4,735	-13.8%	5,490	4,735	-13.8%	3.8%	11.5	11.1	-0.4
Volkswagen	1,737	1,512	-13.0%	1,737	1,512	-13.0%	5.8%	3.6	3.6	0.0
BMW	1,632	1,315	-19.4%	1,632	1,315	-19.4%	4.9%	3.4	3.1	-0.3
Mercedes	892	864	-3.1%	892	864	-3.1%	15.2%	1.9	2.0	0.1
Ford	844	746	-11.6%	844	746	-11.6%	-8.2%	1.8	1.8	0.0
Other	385	298	-22.6%	385	298	-22.6%	-8.4%	0.8	0.7	-0.1
Korean	1,994	1,892	-5.1%	1,994	1,892	-5.1%	5.1%	4.2	4.4	0.2

Brands included above: Big 3: GM (Buick, Cadillac, Chevrolet, GMC, Hummer, Oldsmobile, 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), Ford (Aston Martin, Jaguar, Land Rover, and Volvo), Other (Ferrari, Lotus, Maserati, and Saab). Korean: Hyundai and Kia.

Change in Market Share—YTD '07 (Feb) vs. '06



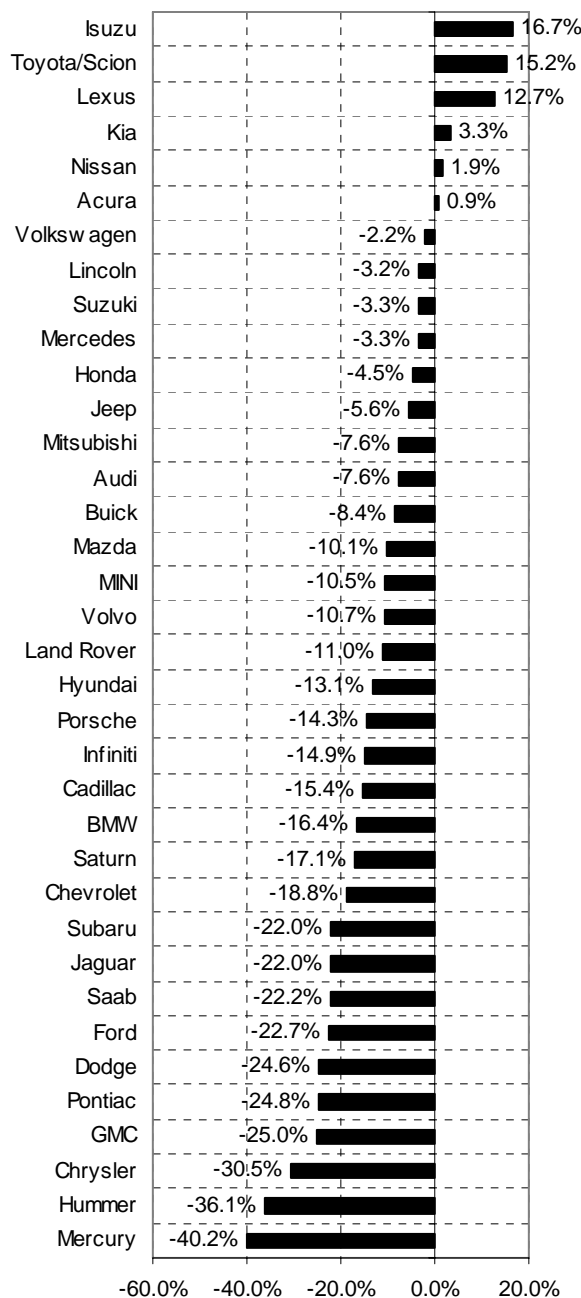
Area Car and Light Truck Market Share (YTD '06 and '07)



The table above shows new retail light vehicle registrations in the Chicago Area. Figures include new vehicles registered in the eight county Chicago Area that were sold by dealerships in Illinois and Indiana. Please keep in mind that monthly registration figures for area markets 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. The top 10 ranked brands in each percent change category are shaded gray. Data source for area registrations: AutoCount, an Experian Company. Source for U.S. data: Automotive News.

Area New Retail Car and Light Truck Registrations Six Month Average (Sep '06 thru Feb '07 vs. Year Earlier)							
	Average Monthly Regs.			U.S. %chg.	Area Market Share		
	Previous 6 Months	Recent 6 Months	%chg.		Prev.	Recent	Chg.
TOTAL	29,737	26,829	-9.8%	0.2%			
Acura	699	705	0.9%	1.6%	2.4	2.6	0.2
Audi	291	269	-7.6%	15.2%	1.0	1.0	0.0
BMW	764	639	-16.4%	2.1%	2.6	2.4	-0.2
Buick	491	450	-8.4%	-13.6%	1.7	1.7	0.0
Cadillac	564	477	-15.4%	5.4%	1.9	1.8	-0.1
Chevrolet	3,682	2,989	-18.8%	-3.8%	12.4	11.1	-1.3
Chrysler	898	624	-30.5%	-6.1%	3.0	2.3	-0.7
Dodge	1,412	1,065	-24.6%	-4.3%	4.7	4.0	-0.7
Ford	2,987	2,308	-22.7%	-8.2%	10.0	8.6	-1.4
GMC	553	415	-25.0%	13.0%	1.9	1.5	-0.4
Honda	3,243	3,098	-4.5%	-0.2%	10.9	11.5	0.6
Hummer	147	94	-36.1%	-8.8%	0.5	0.4	-0.1
Hyundai	1,079	938	-13.1%	-7.9%	3.6	3.5	-0.1
Infiniti	343	292	-14.9%	0.7%	1.2	1.1	-0.1
Isuzu	12	14	16.7%	-19.8%	0.0	0.1	0.1
Jaguar	59	46	-22.0%	-31.4%	0.2	0.2	0.0
Jeep	744	702	-5.6%	8.8%	2.5	2.6	0.1
Kia	273	282	3.3%	16.8%	0.9	1.1	0.2
Land Rover	163	145	-11.0%	-6.0%	0.5	0.5	0.0
Lexus	920	1,037	12.7%	7.7%	3.1	3.9	0.8
Lincoln	186	180	-3.2%	0.8%	0.6	0.7	0.1
Mazda	424	381	-10.1%	2.4%	1.4	1.4	0.0
Mercedes	523	506	-3.3%	8.4%	1.8	1.9	0.1
Mercury	445	266	-40.2%	-3.7%	1.5	1.0	-0.5
MINI	133	119	-10.5%	-0.7%	0.4	0.4	0.0
Mitsubishi	291	269	-7.6%	10.5%	1.0	1.0	0.0
Nissan	1,653	1,684	1.9%	1.0%	5.6	6.3	0.7
Other	41	37	-9.8%	21.4%	0.1	0.1	0.0
Pontiac	891	670	-24.8%	-14.9%	3.0	2.5	-0.5
Porsche	77	66	-14.3%	-7.6%	0.3	0.2	-0.1
Saab	108	84	-22.2%	24.3%	0.4	0.3	-0.1
Saturn	526	436	-17.1%	19.8%	1.8	1.6	-0.2
Subaru	350	273	-22.0%	-0.5%	1.2	1.0	-0.2
Suzuki	151	146	-3.3%	6.9%	0.5	0.5	0.0
Toyota/Scion	3,642	4,196	15.2%	15.1%	12.2	15.6	3.4
Volkswagen	691	676	-2.2%	-8.1%	2.3	2.5	0.2
Volvo	281	251	-10.7%	-1.0%	0.9	0.9	0.0

Percent Change in Area Registrations
(Sep '06 thru Feb '07 vs. Year Earlier)



Explanation and Notes

The table above shows combined new car and light truck registrations for all major brands in the Chicago Area. Average monthly registrations are shown for the most recent six month period (September '06 thru February '07) 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 regarding this report, please contact CATA (630-495-2282) or Auto Outlook (800-206-0102).

Exclusive source for new vehicle registration data is AutoCount, an Experian Company. AutoCount specializes in providing detailed new and used vehicle sales and registration statistics. For more information on AutoCount, call 407.770.5900 or visit their web site: www.autocount.com.

