

# Chicago Auto Outlook

Covering the Chicago Area Automotive Market

Data thru July, 2007

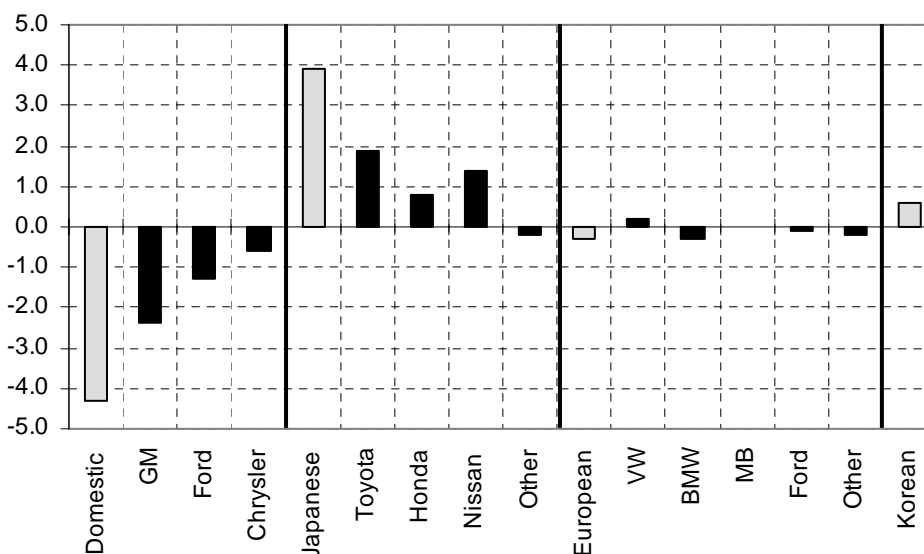
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## Chicago Area New Retail Car and Light Truck Registrations

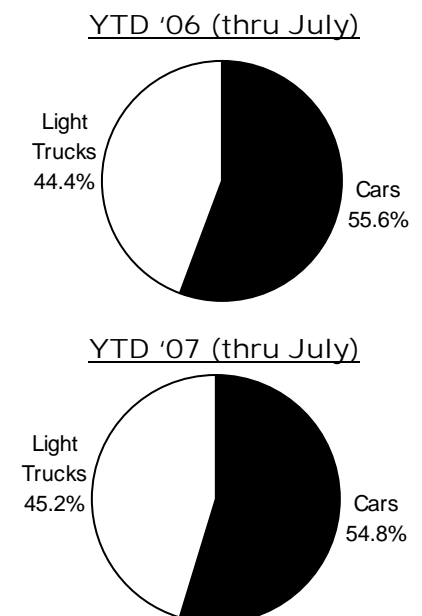
	June and July Combined			YTD (thru July)				YTD Market Share (%)		
	Chicago Area			Chicago Area			U.S.	Chicago Area		
	2006	2007	%chg.	2006	2007	%chg.	%chg.	2006	2007	Chg.
<b>INDUSTRY TOTAL</b>	58,407	56,010	-4.1%	180,327	168,139	-6.8%	-3.2%			
Cars	33,909	32,795	-3.3%	100,250	92,153	-8.1%	-4.1%	55.6	54.8	-0.8
Light Trucks	24,498	23,215	-5.2%	80,077	75,986	-5.1%	-2.2%	44.4	45.2	0.8
<b>Domestic Brands</b>	25,395	21,028	-17.2%	78,213	65,780	-15.9%	-8.7%	43.4	39.1	-4.3
General Motors	13,402	10,822	-19.3%	40,373	33,668	-16.6%	-9.4%	22.4	20.0	-2.4
Ford Motor	6,540	5,552	-15.1%	20,307	16,856	-17.0%	-12.5%	11.3	10.0	-1.3
Chrysler	5,453	4,654	-14.7%	17,533	15,256	-13.0%	-2.3%	9.7	9.1	-0.6
<b>Japanese</b>	24,310	25,694	5.7%	74,610	76,215	2.2%	4.2%	41.4	45.3	3.9
Toyota Motor	10,655	11,123	4.4%	30,891	32,025	3.7%	6.1%	17.1	19.0	1.9
Honda	7,533	7,887	4.7%	24,254	24,049	-0.8%	1.7%	13.5	14.3	0.8
Nissan	3,570	4,467	25.1%	11,797	13,212	12.0%	4.2%	6.5	7.9	1.4
Other	2,552	2,217	-13.1%	7,668	6,929	-9.6%	3.3%	4.3	4.1	-0.2
<b>European</b>	5,854	6,181	5.6%	19,258	17,469	-9.3%	0.4%	10.7	10.4	-0.3
Volkswagen	1,824	2,056	12.7%	5,964	5,801	-2.7%	0.7%	3.3	3.5	0.2
BMW	1,582	1,717	8.5%	5,555	4,721	-15.0%	6.5%	3.1	2.8	-0.3
Mercedes	1,029	1,065	3.5%	3,194	3,060	-4.2%	0.2%	1.8	1.8	0.0
Ford	1,009	977	-3.2%	3,184	2,824	-11.3%	-8.6%	1.8	1.7	-0.1
Other	410	366	-10.7%	1,361	1,063	-21.9%	-1.8%	0.8	0.6	-0.2
<b>Korean</b>	2,848	3,107	9.1%	8,246	8,675	5.2%	1.5%	4.6	5.2	0.6

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 (July) vs. '06



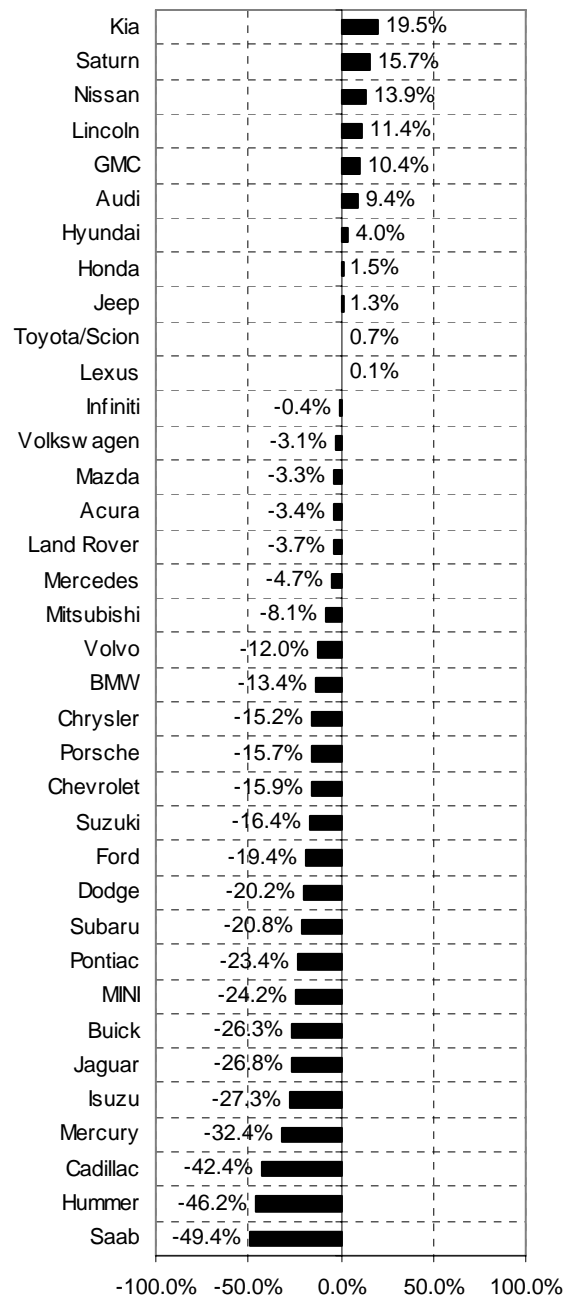
Area Car and Light Truck Market Share (YTD '06 and '07)



The table above shows new retail light vehicle registrations in the six Illinois Counties (Cook, Du Page, Kane, Lake, McHenry, and Will.) Due to significant processing delays by the Indiana Department of Motor Vehicles, data for Indiana Counties is excluded. Figures include new vehicles registered in the counties that were sold by dealerships in Illinois. 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. 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 (Feb '07 thru Jul '07 vs. Year Earlier)							
	Average Monthly Regs.			U.S. %chg.	Area Market Share		
	Previous 6 Months	Recent 6 Months	%chg.		Prev.	Recent	Chg.
TOTAL	25,773	23,901	-7.3%	-3.0%			
Acura	617	596	-3.4%	-7.6%	2.4	2.5	0.1
Audi	213	233	9.4%	12.2%	0.8	1.0	0.2
BMW	641	555	-13.4%	8.0%	2.5	2.3	-0.2
Buick	437	322	-26.3%	-27.9%	1.7	1.3	-0.4
Cadillac	505	291	-42.4%	-11.9%	2.0	1.2	-0.8
Chevrolet	3,007	2,530	-15.9%	-9.6%	11.7	10.6	-1.1
Chrysler	705	598	-15.2%	-8.7%	2.7	2.5	-0.2
Dodge	1,215	969	-20.2%	-4.7%	4.7	4.1	-0.6
Ford	2,466	1,988	-19.4%	-12.8%	9.6	8.3	-1.3
GMC	383	423	10.4%	2.0%	1.5	1.8	0.3
Honda	2,784	2,825	1.5%	2.9%	10.8	11.8	1.0
Hummer	91	49	-46.2%	-18.9%	0.4	0.2	-0.2
Hyundai	962	1,000	4.0%	0.5%	3.7	4.2	0.5
Infiniti	264	263	-0.4%	6.6%	1.0	1.1	0.1
Isuzu	11	8	-27.3%	-18.2%	0.0	0.0	0.0
Jaguar	56	41	-26.8%	-31.9%	0.2	0.2	0.0
Jeep	611	619	1.3%	11.2%	2.4	2.6	0.2
Kia	231	276	19.5%	2.4%	0.9	1.2	0.3
Land Rover	136	131	-3.7%	4.0%	0.5	0.5	0.0
Lexus	861	862	0.1%	4.5%	3.3	3.6	0.3
Lincoln	166	185	11.4%	13.9%	0.6	0.8	0.2
Mazda	420	406	-3.3%	7.3%	1.6	1.7	0.1
Mercedes	447	426	-4.7%	-3.5%	1.7	1.8	0.1
Mercury	324	219	-32.4%	-11.1%	1.3	0.9	-0.4
MINI	128	97	-24.2%	5.6%	0.5	0.4	-0.1
Mitsubishi	248	228	-8.1%	16.2%	1.0	1.0	0.0
Nissan	1,411	1,607	13.9%	3.1%	5.5	6.7	1.2
Other	33	45	36.4%	7.2%	0.1	0.2	0.1
Pontiac	879	673	-23.4%	-12.5%	3.4	2.8	-0.6
Porsche	83	70	-15.7%	-2.5%	0.3	0.3	0.0
Saab	83	42	-49.4%	-6.6%	0.3	0.2	-0.1
Saturn	452	523	15.7%	21.3%	1.8	2.2	0.4
Subaru	264	209	-20.8%	-8.8%	1.0	0.9	-0.1
Suzuki	152	127	-16.4%	-0.9%	0.6	0.5	-0.1
Toyota/Scion	3,624	3,651	0.7%	5.9%	14.1	15.3	1.2
Volkswagen	612	593	-3.1%	-3.7%	2.4	2.5	0.1
Volvo	251	221	-12.0%	-8.3%	1.0	0.9	-0.1

Percent Change in Area Registrations  
(Feb thru July '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 (February '07 thru July '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.

