

# Chicago Auto Outlook

Covering the Chicago Area Automotive Market

Data thru May, 2007

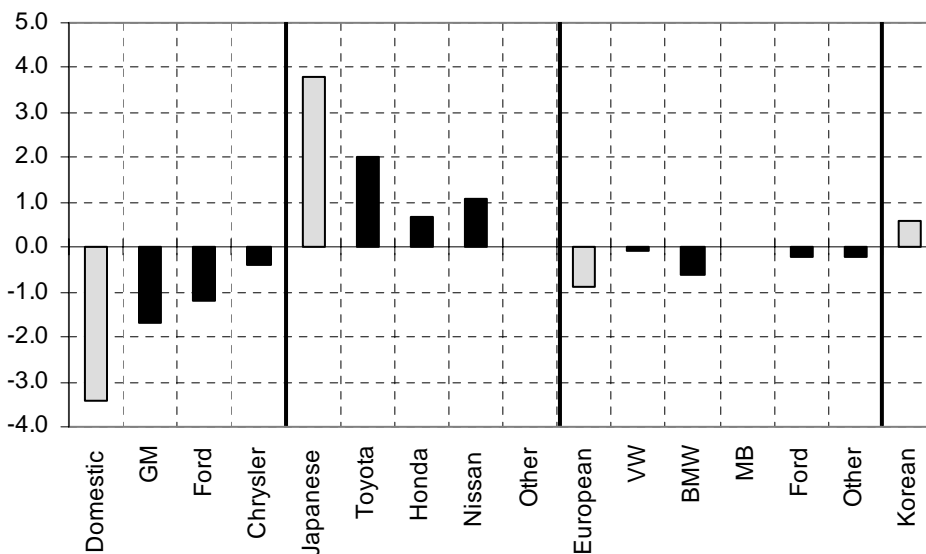
Released by:  
Chicago  
Automobile  
Trade Association

## Chicago Area New Retail Car and Light Truck Registrations

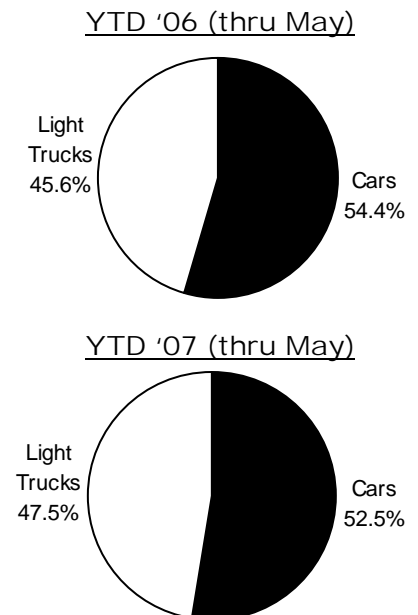
	April and May Combined			YTD (thru May)				YTD Market Share (%)		
	Chicago Area			Chicago Area			U.S.	Chicago Area		
	2006	2007	% chg.	2006	2007	% chg.	% chg.	2006	2007	Chg.
<b>INDUSTRY TOTAL</b>	50,460	46,645	-7.6%	121,920	112,129	-8.0%	-1.2%			
Cars	28,105	25,266	-10.1%	66,344	58,916	-11.2%	-2.8%	54.4	52.5	-1.9
Light Trucks	22,355	21,379	-4.4%	55,576	53,213	-4.3%	0.4%	45.6	47.5	1.9
<b>Domestic Brands</b>	22,183	19,258	-13.2%	52,818	44,752	-15.3%	-5.5%	43.3	39.9	-3.4
General Motors	10,971	9,698	-11.6%	26,971	22,846	-15.3%	-3.1%	22.1	20.4	-1.7
Ford Motor	6,261	4,865	-22.3%	13,767	11,304	-17.9%	-12.0%	11.3	10.1	-1.2
Chrysler	4,951	4,695	-5.2%	12,080	10,602	-12.2%	-1.5%	9.9	9.5	-0.4
<b>Japanese</b>	20,934	20,865	-0.3%	50,300	50,521	0.4%	4.9%	41.3	45.1	3.8
Toyota Motor	8,748	8,451	-3.4%	20,236	20,902	3.3%	8.5%	16.6	18.6	2.0
Honda	6,774	6,782	0.1%	16,721	16,162	-3.3%	1.8%	13.7	14.4	0.7
Nissan	3,251	3,699	13.8%	8,227	8,745	6.3%	1.5%	6.7	7.8	1.1
Other	2,161	1,933	-10.6%	5,116	4,712	-7.9%	4.5%	4.2	4.2	0.0
<b>European</b>	5,118	4,096	-20.0%	13,404	11,288	-15.8%	0.4%	11.0	10.1	-0.9
Volkswagen	1,507	1,410	-6.4%	4,140	3,745	-9.5%	1.0%	3.4	3.3	-0.1
BMW	1,548	1,042	-32.7%	3,973	3,004	-24.4%	4.2%	3.3	2.7	-0.6
Mercedes	841	716	-14.9%	2,165	1,995	-7.9%	4.8%	1.8	1.8	0.0
Ford	854	662	-22.5%	2,175	1,847	-15.1%	-8.8%	1.8	1.6	-0.2
Other	368	266	-27.7%	951	697	-26.7%	-6.9%	0.8	0.6	-0.2
<b>Korean</b>	2,225	2,426	9.0%	5,398	5,568	3.1%	2.2%	4.4	5.0	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 (May) vs. '06



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

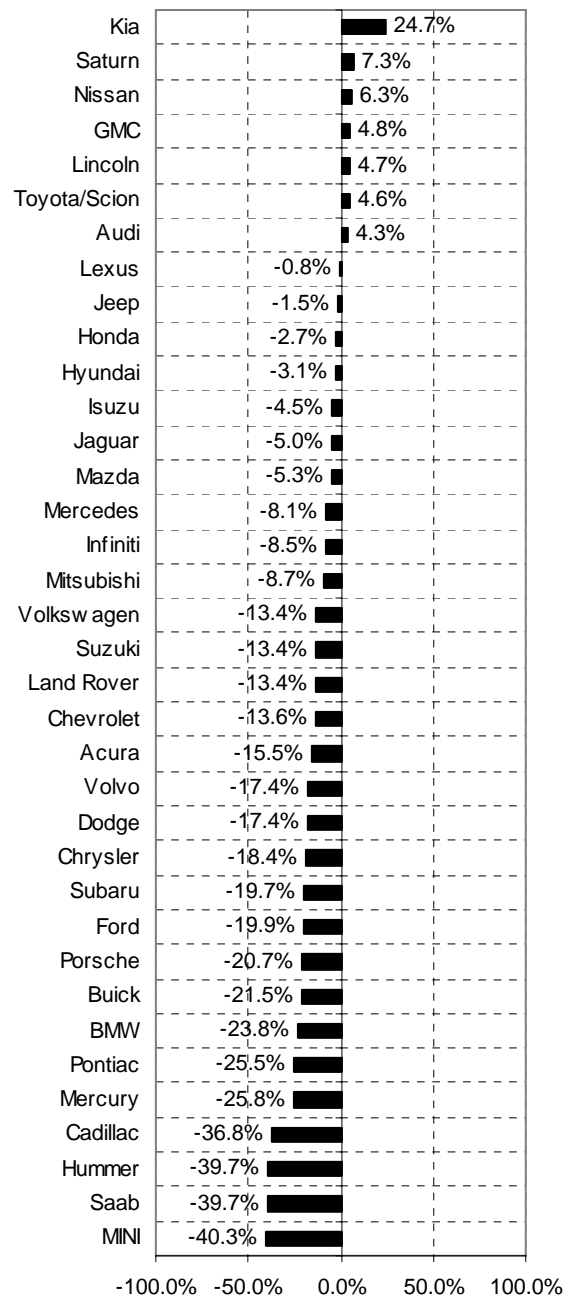


The table above shows new retail light vehicle registrations in the six Illinois Counties (Cook, Du Page, Kane, Lake, McHenry, and Will.) Due to significant processing delays by the Indiana Department of Motor Vehicles, data for Indiana Counties is excluded. Figures include new vehicles registered in 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 Avg. (Dec '06 thru May '07 vs. Year Earlier)

	Average Monthly Regs.			U.S. %chg.	Area Market Share		
	Previous 6 Months	Recent 6 Months	%chg.		Prev.	Recent	Chg.
TOTAL	24,159	21,980	-9.0%	-1.6%			
Acura	647	547	-15.5%	-6.0%	2.7	2.5	-0.2
Audi	222	232	4.3%	20.7%	0.9	1.1	0.2
BMW	678	517	-23.8%	7.3%	2.8	2.4	-0.4
Buick	410	322	-21.5%	-27.3%	1.7	1.5	-0.2
Cadillac	501	317	-36.8%	-5.9%	2.1	1.4	-0.7
Chevrolet	2,785	2,407	-13.6%	-5.6%	11.5	11.0	-0.5
Chrysler	676	552	-18.4%	-7.1%	2.8	2.5	-0.3
Dodge	1,122	926	-17.4%	-0.9%	4.6	4.2	-0.4
Ford	2,245	1,798	-19.9%	-13.9%	9.3	8.2	-1.1
GMC	381	399	4.8%	4.1%	1.6	1.8	0.2
Honda	2,683	2,610	-2.7%	2.5%	11.1	11.9	0.8
Hummer	104	63	-39.7%	-17.8%	0.4	0.3	-0.1
Hyundai	840	814	-3.1%	-3.4%	3.5	3.7	0.2
Infiniti	288	263	-8.5%	8.0%	1.2	1.2	0.0
Isuzu	11	11	-4.5%	-22.3%	0.0	0.0	0.0
Jaguar	47	44	-5.0%	-27.9%	0.2	0.2	0.0
Jeep	608	599	-1.5%	6.4%	2.5	2.7	0.2
Kia	215	268	24.7%	14.7%	0.9	1.2	0.3
Land Rover	153	132	-13.4%	-4.8%	0.6	0.6	0.0
Lexus	821	815	-0.8%	6.5%	3.4	3.7	0.3
Lincoln	166	174	4.7%	9.9%	0.7	0.8	0.1
Mazda	370	351	-5.3%	7.9%	1.5	1.6	0.1
Mercedes	437	401	-8.1%	1.1%	1.8	1.8	0.0
Mercury	285	211	-25.8%	-4.8%	1.2	1.0	-0.2
MINI	125	75	-40.3%	-1.2%	0.5	0.3	-0.2
Mitsubishi	238	217	-8.7%	15.9%	1.0	1.0	0.0
Nissan	1,348	1,432	6.3%	0.5%	5.6	6.5	0.9
Other	38	32	-15.0%	13.3%	0.2	0.1	-0.1
Pontiac	769	573	-25.5%	-12.4%	3.2	2.6	-0.6
Porsche	75	60	-20.7%	-6.2%	0.3	0.3	0.0
Saab	83	50	-39.7%	-5.7%	0.3	0.2	-0.1
Saturn	407	436	7.3%	31.4%	1.7	2.0	0.3
Subaru	280	225	-19.7%	-3.9%	1.2	1.0	-0.2
Suzuki	138	119	-13.4%	0.7%	0.6	0.5	-0.1
Toyota/Scion	3,136	3,280	4.6%	9.5%	13.0	14.9	1.9
Volkswagen	597	517	-13.4%	-8.4%	2.5	2.3	-0.2
Volvo	235	194	-17.4%	-7.9%	1.0	0.9	-0.1

Percent Change in Area Registrations  
(Dec '06 thru May '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 (December '06 thru May '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.

