

Chicago Auto Outlook™

Published by Auto Outlook, Inc.

Chicago Area Market Predicted to Decline Less Than 2% in 2006

It's definitely important to keep abreast of developments in the U.S. market, but in many cases, National trends are not reflective of what's occurring in the Chicago Area. That's where Auto Outlook comes in. On a quarterly basis, we keep you informed of current events, and forecast projections for the area new vehicle market. Following is a comprehensive characterization and evaluation of the area new vehicle market.

Predicted decline in area new retail light vehicle market this year to mirror U.S. Auto Outlook is predicting that new retail light vehicle registrations in the Chicago Area will decline 1.7% this year versus 2005, a smaller decline than our 2.8% projected drop in National registrations. We think total area registrations will exceed 346,000 units this year.

Area market starts 2006 on a positive note. Chicago Area new retail vehicle registrations increased 8.2% during the First Quarter of this year versus weak results a year earlier. U.S. registrations were up slightly (see page 12).

Light truck share declines in both the Chicago and U.S. markets during First Quarter. The light truck share of the area car and light truck retail market declined 3.1 market share points during the First Quarter of this year, steeper than the 1.7 point decline in the U.S. Light truck market share in the area trailed National levels (47.0% vs. 51.6%).

Domestic brand market share declined during the First Quarter in both the Chicago Area and U.S. markets. Big Three market share in the area fell 3.7 share points from the First Quarter of 2005 to the First Quarter of this year, to 43.9%. Domestic brands had a 48.6% share in the Nation, which was down two points versus a year earlier.

Subcompact Car and Mini Van segments relatively popular in area market. The Subcompact Car segment accounted for 17.2% of the area retail market in the First Quarter, much higher than its 15.1% share in the U.S. Mini Van share was 7.5% in the area versus 5.4% in the Nation.

Honda, Pontiac, Acura, Hyundai, Lexus, Volkswagen, and BMW are strong sellers in the area market. Those seven brands are at the top of the charts based on area sales results versus the U.S. (See page 7 for complete rankings.)

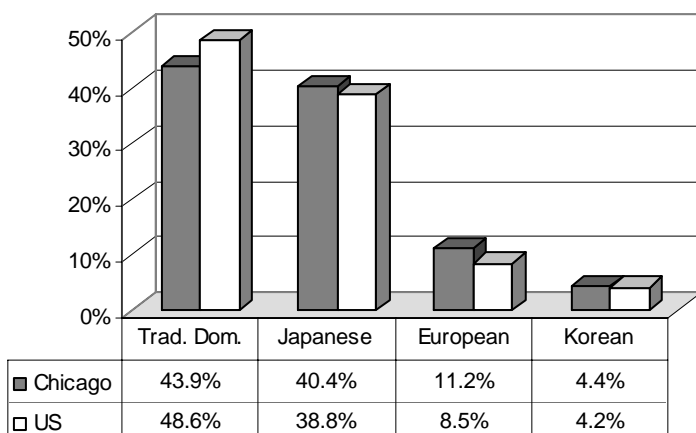
Honda CRV best selling Compact SUV in area; Toyota Camry leads among Standard Mid Size Cars. Honda CRV headed the list among Compact SUVs in the Chicago Area during the first three months of this year, while Toyota Camry was the Standard Mid Size Car leader. Honda Pilot was the best selling model in the Mid Size SUV segment.

Information on Data Source

Source for new vehicle registration data presented in *Chicago Auto Outlook* is AutoCount, an Experian Company. Figures include new vehicles registered in the six Illinois counties that were sold by Illinois dealerships, and new vehicles registered in the two Indiana counties that were sold by Indiana dealerships. For this reason, figures vary slightly from those presented in issues released prior to this year.

CHICAGO AREA RETAIL LIGHT VEHICLE MARKET—AT A GLANCE

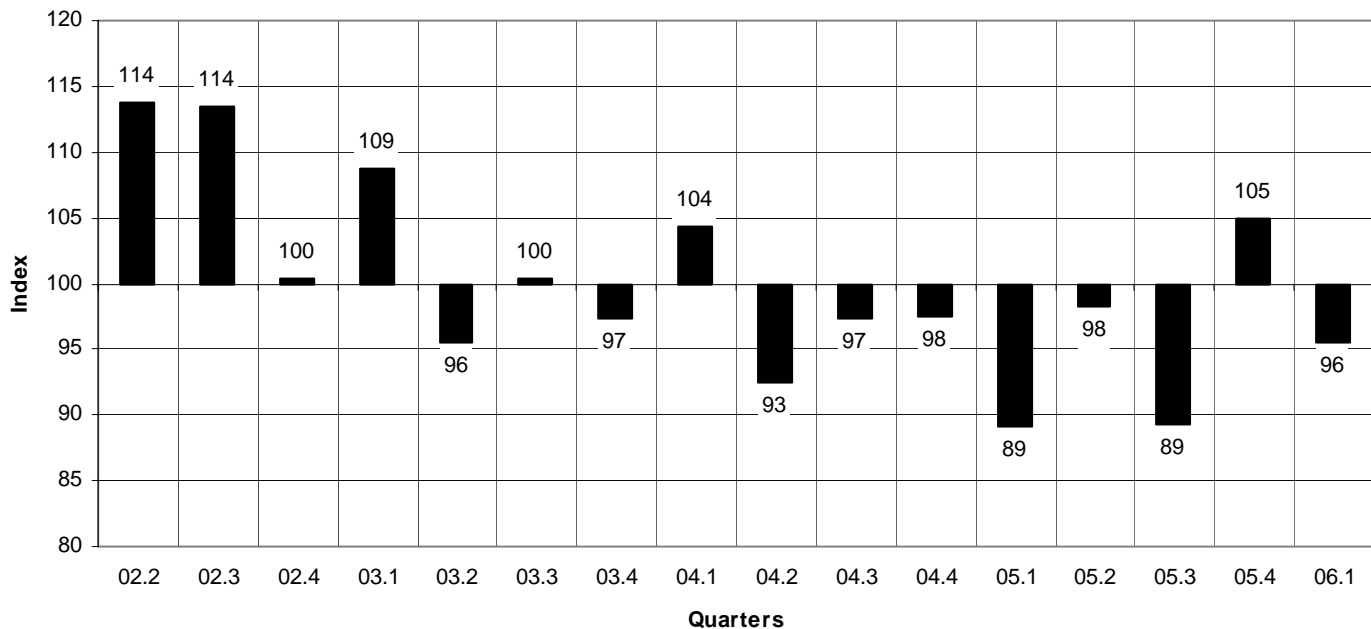
RETAIL MARKET SHARE—AREA VS. U.S., First Quarter 2006



CHICAGO AREA NEW RETAIL LIGHT VEHICLE REGISTRATIONS

	2005	Forecast 2006	% Chg. '05 to '06	Mkt. Share 2006
TOTAL	352,433	346,323	-1.7%	0.0%
Car	184,866	182,512	-1.3%	52.7%
Light Truck	167,567	163,811	-2.2%	47.3%
Traditional Domestic	168,074	161,074	-4.2%	46.5%
Japanese	134,731	135,859	0.8%	39.2%
European	34,799	34,114	-2.0%	9.9%
Korean	14,829	15,276	3.0%	4.4%

Source for historical data: AutoCount, an Experian Company

Quarterly Industry Results and Forecast**As Expected, Chicago Area Market Improves in First Quarter of '06 vs. Year Earlier****Chicago Area Quarterly Market Performance Index (100=average)**

The graph above shows the Chicago Area Quarterly Market Performance Index. The Index tracks the performance of the area new retail light vehicle market relative to the U.S. market. When the Index is above 100 (such as in the First Quarter of 2003) the area market had a better quarter than the U.S. Conversely, when the Index falls below 100, the area market was weaker.

Summary Table	04.1	04.2	04.3	04.4	05.1	05.2	05.3	05.4	06.1	06.2	06.3	06.4
Actual registrations	81,505	88,604	100,724	88,260	69,375	97,900	96,561	88,597	75,047	92,008	93,156	86,112
% change from year earlier	-0.3%	-2.5%	-3.5%	2.0%	-14.9%	10.5%	-4.1%	0.4%	8.2%	-6.0%	-3.5%	-2.8%

As predicted, new retail light vehicle registrations in the Chicago Area increased in the First Quarter of this year versus a year earlier (up 8.2%). Most of the increase, however, was attributable to the market's lackluster performance in the First Quarter of 2005. Auto Outlook is predicting a year-over-year decline in each of the three remaining quarters this year. Source for Historical Data: AutoCount, an Experian Company..

Chicago Auto Outlook **Covering First Quarter, 2006**

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Data Source for Vehicle Registration Statistics Presented in Auto Outlook

Exclusive source for new vehicle registration data presented in *Chicago Auto Outlook* is AutoCount, an Experian Company. AutoCount specializes in providing detailed new and used vehicle sales and registration statistics for dealers, leading auctions, marketing/advertising companies, and auto finance institutions. Consider AutoCount as a source for sales data covering your local market. AutoCount provides new and used vehicle registration data with specific make and model detail for customized geographies. Data is available on a timely basis and is conveniently available directly over the Internet.

*For more information on Auto Count, call
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Segment Watch

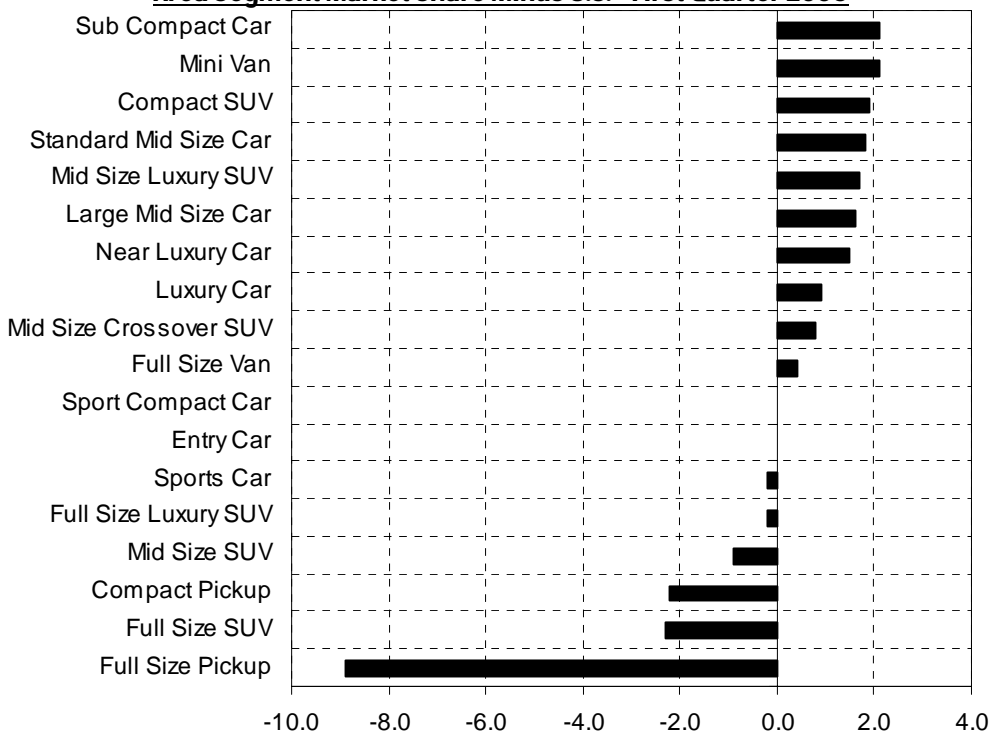
Sub Compact Car Segment Ranks Relatively High in Chicago Area

The information on this page provides information on the make-up of the Chicago Area light vehicle market during the First Quarter of this year. The graph on the right provides a snapshot of market segments that are popular (or unpopular) relative to the National standard. Segments at the top of the graph (Sub Compact Car, Mini Van, Compact SUV, and Standard Mid Size Car) have higher market shares in the Chicago Area than in the Nation, while those at the end (Full Size Pickup, Full Size SUV, and Compact Pickup) have lower market shares in the area.

The following table shows the top five sellers in the Chicago Area for each of the primary market segments during the first three months of this year.

Source: AutoCount, an Experian Company.

Area Segment Market Share Minus U.S. –First Quarter 2006



**Top Five Selling Models in Each Segment - Chicago Area
New Retail Registrations, YTD 2006 (thru March) and Market Share of Segment**

Cars											
Entry			Sub Compact			Sporty Compact			Standard Mid Size		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Chevrolet Aveo	310	42.8	Honda Civic	2710	22.3	Ford Mustang	617	39.2	Toyota Camry	1888	21.4
Scion xA	192	26.5	Toyota Corolla	1451	11.9	Scion tC	429	27.3	Pontiac G6	1168	13.3
Hyundai Accent	107	14.8	Chevrolet Cobalt	1025	8.4	Mitsubishi Eclipse	182	11.6	Nissan Altima	1107	12.6
Kia Rio	105	14.5	Volkswagen Jetta	742	6.1	Acura RSX	117	7.4	Honda Accord	1094	12.4
Suzuki Aerio	7	1.0	Ford Focus	739	6.1	Hyundai Tiburon	92	5.9	Hyundai Sonata	736	8.4
Large Mid Size			Near Luxury			Luxury			Sports Car		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Chrysler 300	907	15.8	Acura TL	825	18.5	BMW 5-Series	544	16.1	Chevrolet Corvette	227	33.8
Chevrolet Impala	904	15.7	BMW 3-Series	748	16.8	Cadillac DTS	425	12.6	Pontiac Solstice	126	18.8
Toyota Avalon	563	9.8	Audi A4	567	12.7	Mercedes E-Class	348	10.3	Nissan 350 ZX	57	8.5
Buick LaCrosse	445	7.7	Lexus ES330	450	10.1	Lexus GS	260	7.7	Porsche 911	52	7.7
Nissan Maxima	397	6.9	Cadillac CTS	379	8.5	Infiniti M	224	6.6	Mazda RX8	52	7.7
Light Trucks											
Compact Pickup			Full Size Pick Up			Mini Van			Full Size Van		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Honda Ridgeline	322	25.5	Ford F-Series	1387	39.3	Honda Odyssey	1636	30.7	Chevrolet Express	577	60.8
Toyota Tacoma	212	16.8	Chevrolet Silverado	924	26.2	Toyota Sienna	1051	19.7	Ford E-Series	220	23.2
Ford Ranger	203	16.1	Dodge Ram	387	11.0	Dodge Caravan	960	18.0	GMC Savana	143	15.1
Dodge Dakota	195	15.5	GMC Sierra	291	8.2	Chrysler T & C	616	11.6			
Chevrolet Colorado	171	13.6	Chevrolet Avalanche	194	5.5	Chevrolet Uplander	235	4.4			
Compact SUV			Mid Size SUV/Crossover SUV			Full Size SUV			Mid & Full Size Luxury SUV		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Honda CRV	981	13.5	Honda Pilot	1121	13.7	Chevrolet Tahoe	705	32.2	Lexus RX330	967	21.5
Ford Escape	858	11.8	Chevrolet TrailBlazer	833	10.1	GMC Yukon	470	21.5	Cadillac Escalade	395	8.8
Chevrolet Equinox	825	11.3	Jeep Grand Cherokee	823	10.0	Chevrolet Suburban	285	13.0	Acura MDX	360	8.0
Toyota RAV4	778	10.7	Ford Explorer	629	7.7	Hummer H3	259	11.8	Lexus GX470	339	7.5
Saturn Vue	603	8.3	Nissan Pathfinder	576	7.0	Ford Expedition	221	10.1	Land Rover Range	327	7.3

Chicago Area New Retail Car and Light Truck Registrations - History and Forecast										
	Registrations					Market Share				
	Units			Percent Change		Share (%)			Change	
	2004	2005	Forecast 2006	'04 to '05	'05 to '06	2004	2005	Forecast 2006	'04 to '05	'05 to '06
TOTAL	359,093	352,433	346,323	-1.9%	-1.7%					
Domesitc Brands	173,572	168,074	161,074	-3.2%	-4.2%	48.3	47.7	46.5	-0.6	-1.2
Japanese Brands	132,041	134,731	135,859	2.0%	0.8%	36.8	38.2	39.2	1.4	1.0
European Brands	37,110	34,799	34,114	-6.2%	-2.0%	10.3	9.9	9.9	-0.4	0.0
Korean Brands	16,370	14,829	15,276	-9.4%	3.0%	4.6	4.2	4.4	-0.4	0.2
Acura	7,925	8,185	8,065	3.3%	-1.5%	2.2	2.3	2.3	0.1	0.0
Audi	2,805	3,205	3,673	14.3%	14.6%	0.8	0.9	1.1	0.1	0.2
BMW	8,014	8,311	8,129	3.7%	-2.2%	2.2	2.4	2.3	0.2	-0.1
Buick	6,874	6,851	6,142	-0.3%	-10.3%	1.9	1.9	1.8	0.0	-0.1
Cadillac	6,582	6,453	6,439	-2.0%	-0.2%	1.8	1.8	1.9	0.0	0.1
Chevrolet	48,321	46,299	43,446	-4.2%	-6.2%	13.5	13.1	12.5	-0.4	-0.6
Chrysler	11,558	12,440	11,748	7.6%	-5.6%	3.2	3.5	3.4	0.3	-0.1
Dodge	17,815	16,877	16,638	-5.3%	-1.4%	5.0	4.8	4.8	-0.2	0.0
Ford	38,156	36,511	34,734	-4.3%	-4.9%	10.6	10.4	10.0	-0.2	-0.4
GMC	8,460	7,880	7,113	-6.9%	-9.7%	2.4	2.2	2.1	-0.2	-0.1
Honda	34,067	34,848	35,538	2.3%	2.0%	9.5	9.9	10.3	0.4	0.4
Hummer	530	1,059	1,263	99.8%	19.3%	0.1	0.3	0.4	0.2	0.1
Hyundai	11,786	11,681	12,068	-0.9%	3.3%	3.3	3.3	3.5	0.0	0.2
Infiniti	4,416	4,096	3,735	-7.2%	-8.8%	1.2	1.2	1.1	0.0	-0.1
Isuzu	607	260	211	-57.2%	-18.8%	0.2	0.1	0.1	-0.1	0.0
Jaguar	1,368	828	512	-39.5%	-38.2%	0.4	0.2	0.1	-0.2	-0.1
Jeep	8,531	8,630	9,434	1.2%	9.3%	2.4	2.4	2.7	0.0	0.3
Kia	4,584	3,148	3,208	-31.3%	1.9%	1.3	0.9	0.9	-0.4	0.0
Land Rover	1,133	1,495	1,544	32.0%	3.3%	0.3	0.4	0.4	0.1	0.0
Lexus	10,480	10,562	11,347	0.8%	7.4%	2.9	3.0	3.3	0.1	0.3
Lincoln	2,941	2,220	2,261	-24.5%	1.8%	0.8	0.6	0.7	-0.2	0.1
Mazda	5,419	5,024	5,167	-7.3%	2.8%	1.5	1.4	1.5	-0.1	0.1
Mercedes	6,188	5,685	5,624	-8.1%	-1.1%	1.7	1.6	1.6	-0.1	0.0
Mercury	5,327	5,405	4,679	1.5%	-13.4%	1.5	1.5	1.4	0.0	-0.1
Mini	1,262	1,939	1,826	53.6%	-5.8%	0.4	0.6	0.5	0.2	-0.1
Mitsubishi	4,419	3,318	2,629	-24.9%	-20.8%	1.2	0.9	0.8	-0.3	-0.1
Nissan	20,226	20,662	19,669	2.2%	-4.8%	5.6	5.9	5.7	0.3	-0.2
Pontiac	10,979	10,514	10,068	-4.2%	-4.2%	3.1	3.0	2.9	-0.1	-0.1
Porsche	978	948	957	-3.1%	0.9%	0.3	0.3	0.3	0.0	0.0
Saab	1,222	1,365	1,211	11.7%	-11.3%	0.3	0.4	0.3	0.1	-0.1
Saturn	7,498	6,935	7,109	-7.5%	2.5%	2.1	2.0	2.1	-0.1	0.1
Subaru	3,272	3,682	3,358	12.5%	-8.8%	0.9	1.0	1.0	0.1	0.0
Suzuki	1,773	1,364	1,716	-23.1%	25.8%	0.5	0.4	0.5	-0.1	0.1
Toyota/Scion	39,437	42,730	44,424	8.4%	4.0%	11.0	12.1	12.8	1.1	0.7
Volkswagen	9,077	7,203	7,414	-20.6%	2.9%	2.5	2.0	2.1	-0.5	0.1
Volvo	4,322	3,243	2,660	-25.0%	-18.0%	1.2	0.9	0.8	-0.3	-0.1
Others	741	577	564	-22.1%	-2.3%	0.2	0.2	0.2	0.0	0.0

Historical Data Source: AutoCount, an Experian Company

Forecast Projections: Auto Outlook

The table above presents Auto Outlook's forecast for new retail light vehicle registrations in the Chicago Area. Projections are based on a detailed analysis of competitive dynamics in the new vehicle market, including consumer tastes, new vehicle product plans, and manufacturers' sales targets. As with any forecast, please keep in mind that the projections are subject to some uncertainty. This is especially true in today's hotly competitive automotive market, where market fortunes can change abruptly.

Brand Forecast

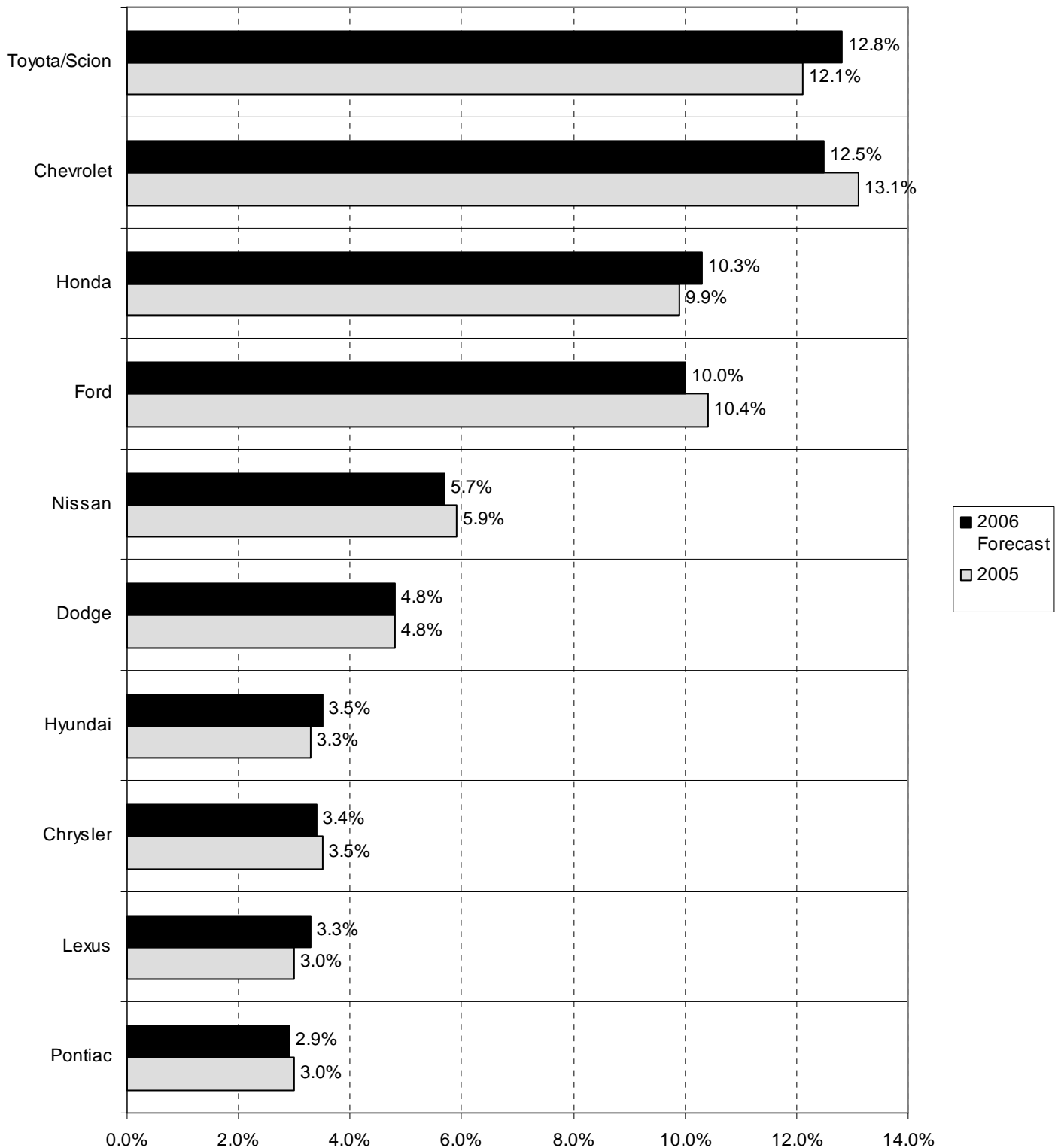
2006 Market Share Forecast for Top 10 Selling Brands in Area

The graph below shows new retail light vehicle market share during 2005 and Auto Outlook's forecast for 2006. The graph includes the top 10 brands based on projected registra-

tions for 2006. Toyota/Scion is expected to have the largest market share gain this year due to the introduction of the all-new FJ Cruiser SUV and Yaris Sub Compact, as well as

significant redesigns for Camry and Tundra. Significant increases in market share are definitely hard to attain in the hotly contested area market.

Chicago Area New Retail Light Vehicle Market Share for Top 10 Brands—2005 (actual) and 2006 Forecast



CHICAGO AREA BRAND SCOREBOARD

COMPREHENSIVE REVIEW OF BRAND SALES PERFORMANCE IN THE AREA AUTOMOTIVE MARKET



First Quarter, 2006 Sales Performance

The table below presents a well-rounded picture of brand sales performance during the First Quarter of this year. Two primary measures are displayed and rated. The first, entitled "Longer Term Sales Results," represents the percent change in new retail light vehicle registrations from the First Quarter of 2005 to the First Quarter of this year. 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 Results," represents the percent change in registrations from

the Fourth Quarter of 2005 to the First Quarter of this year. 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 sales results.

Brand	Longer Term Results 1st Qtr. 2005 to 1st Qtr. 2006				Shorter Term Results 4th Qtr. 2005 to 1st Qtr. 2006				Combined Rating (10 is high)
	1Q '05 regs.	1Q '06 regs.	% ch '05 to '06	Rating (5 is high)	4Q '05 regs.	1Q '06 regs.	% Change	Rating (5 is high)	
Land Rover	292	504	72.6%	5	456	504	10.5%	5	10
Volkswagen	1,473	1,922	30.5%	5	2,170	1,922	-11.4%	4	9
Lexus	2,104	2,570	22.1%	4	2,580	2,570	-0.4%	5	9
Jeep	1,731	1,976	14.2%	4	2,093	1,976	-5.6%	5	9
Mercedes	1,042	1,325	27.2%	5	1,570	1,325	-15.6%	3	8
Honda	6,734	8,395	24.7%	5	9,987	8,395	-15.9%	3	8
Cadillac	1,274	1,568	23.1%	4	1,669	1,568	-6.1%	4	8
BMW	1,716	2,086	21.6%	4	2,313	2,086	-9.8%	4	8
Buick	1,295	1,332	2.9%	3	1,246	1,332	6.9%	5	8
Pontiac	2,014	2,392	18.8%	4	2,745	2,392	-12.9%	3	7
Acura	1,751	1,887	7.8%	3	2,086	1,887	-9.5%	4	7
Audi	720	760	5.6%	3	854	760	-11.0%	4	7
Hyundai	1,966	2,635	34.0%	5	3,257	2,635	-19.1%	1	6
Subaru	644	824	28.0%	5	1,156	824	-28.7%	1	6
Kia	559	686	22.7%	4	842	686	-18.5%	2	6
Infiniti	825	922	11.8%	3	1,053	922	-12.4%	3	6
Lincoln	503	504	0.2%	2	538	504	-6.3%	4	6
GMC	1,591	1,457	-8.4%	1	1,427	1,457	2.1%	5	6
Mini	492	393	-20.1%	1	391	393	0.5%	5	6
Toyota/Scion	8,205	9,334	13.8%	3	11,282	9,334	-17.3%	2	5
Nissan	4,228	4,195	-0.8%	2	4,897	4,195	-14.3%	3	5
Mazda	964	1,071	11.1%	3	1,329	1,071	-19.4%	1	4
Dodge	3,395	3,439	1.3%	2	4,160	3,439	-17.3%	2	4
Mitsubishi	727	732	0.7%	2	878	732	-16.6%	2	4
Chevrolet	9,169	9,019	-1.6%	2	10,881	9,019	-17.1%	2	4
Saturn	1,382	1,294	-6.4%	1	1,526	1,294	-15.2%	3	4
Ford	6,916	6,661	-3.7%	2	8,642	6,661	-22.9%	1	3
Volvo	774	694	-10.3%	1	836	694	-17.0%	2	3
Mercury	995	838	-15.8%	1	1,340	838	-37.5%	1	2
Chrysler	2,611	2,104	-19.4%	1	2,598	2,104	-19.0%	1	2

CHICAGO AREA BRAND SCOREBOARD (continued)



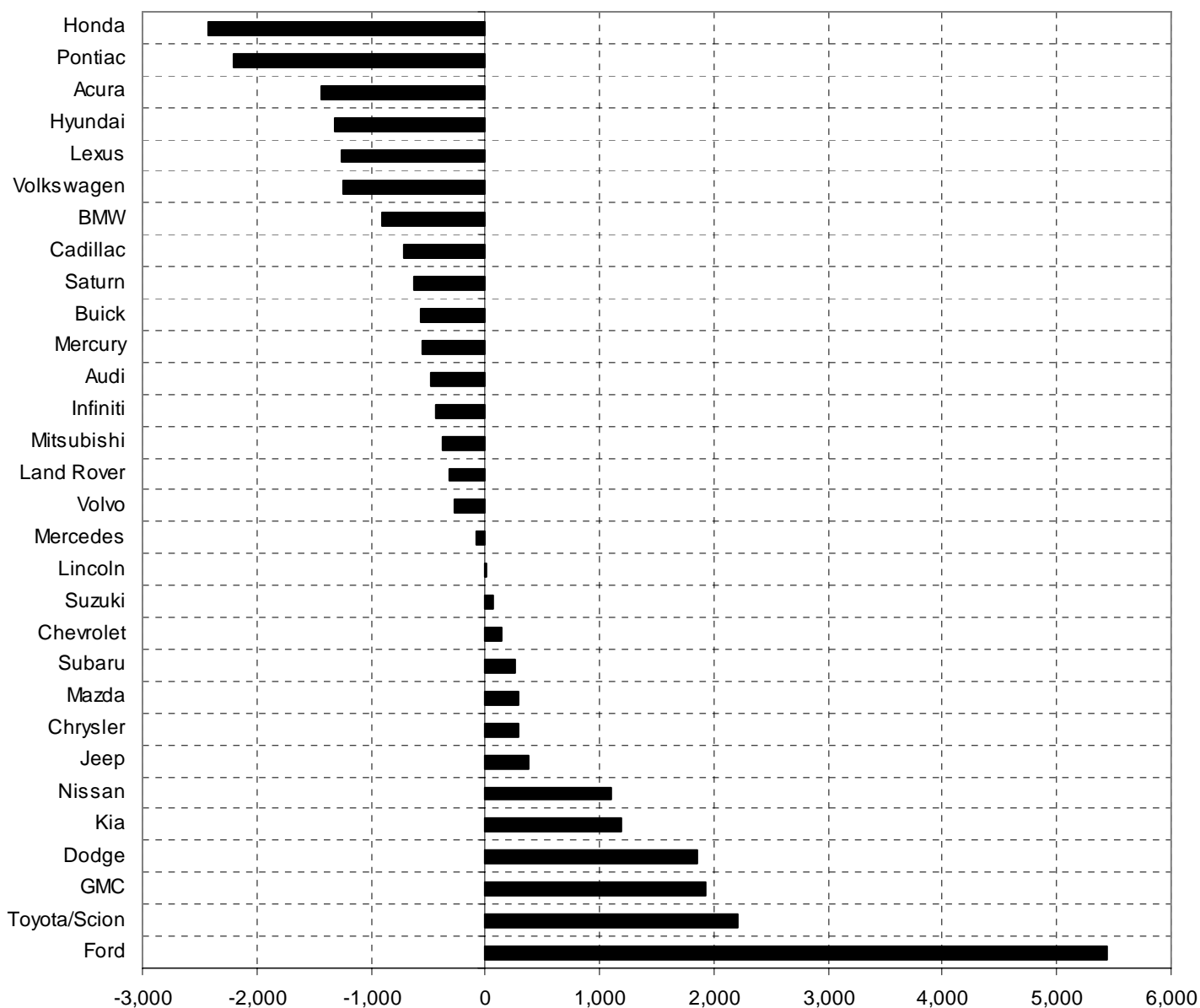
Unit Sales Potential Based on National Market Share

The graph below provides an indicator of brands that are popular in the Chicago Area (relative to the National standard), and those that are not. Here's how it works: For the top 30 selling brands in the area, each brand's share of the U.S. market is multiplied by retail registrations in the area during October of 2005 thru

March of this year. This yields a "target" for the Chicago Area market. Actual registrations are subtracted from this target to arrive at the Unit Potential estimate. Brands at the bottom of the graph (i.e., Ford and Toyota/Scion) have a high unit potential in the area, meaning that registrations would need to increase

by a significant number for area market share to equal National. Brands at the top of the graph (Honda, Pontiac, Acura, and Hyundai) have a "significant negative potential," indicating that they are strong sellers in the area. Registrations would have to decline in order for area market share to equal National.

Chicago Area Retail Market Potential—based on registrations for Oct. '05 thru Mar. '06
(Increase or decrease in registrations required for brand to equal National market share in the area)



Competitive Analysis

Getting the "Bang" for the New Product "Buck"



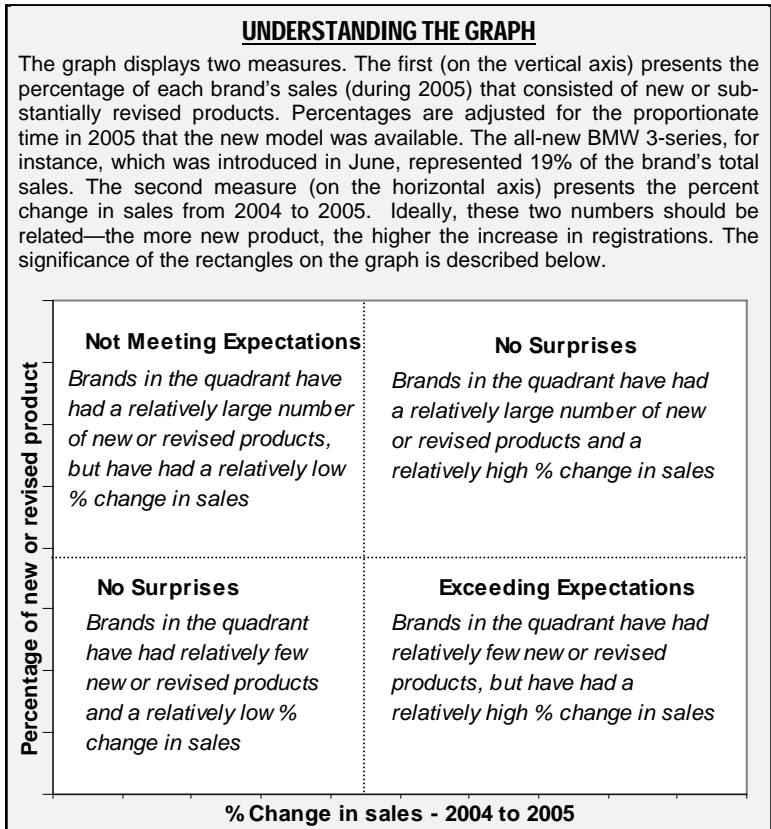
Manufacturers devote significant resources to develop new cars and trucks with the obvious intention of enhancing demand for their products. But despite their best intentions, there are no guarantees. Occasionally, consumers greet new products with a yawn, which can have major consequences for retailers, and can say a lot about a brand's strategic position in the market. The analysis addresses this issue by asking: **Does new product automatically translate into positive sales results in the marketplace?**

The answer to this question can be found below. The graph depicts the

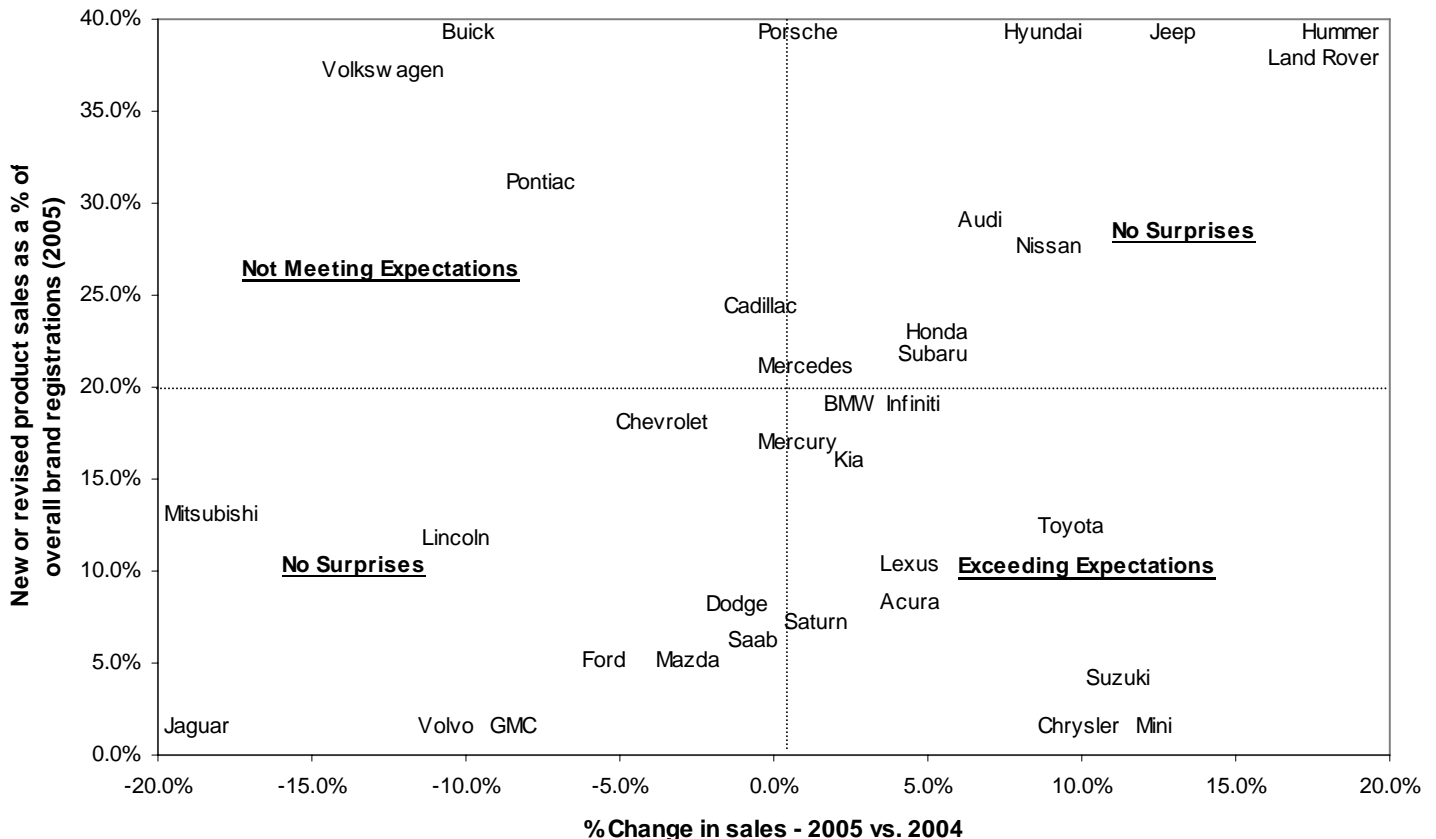
relationship between new product and improved sales. If a brand introduces a slew of new products, you would expect a resulting increase in sales. Conversely, if a brand offers little (or no) new products, you would expect market share to decline. As explained on the right, the four "quadrants" on the graph depict these relationships.

As expected, a majority of brands are positioned in the upper right (high percentage of new product and hefty sales increases) and lower left (low percentage of new product and below average sales increases).

(Continued on page 9)



NEW PRODUCT PERCENTAGE (new or revised products as a percent of U.S. sales) VS. PERCENT CHANGE IN SALES (2004 to 2005)



Competitive Analysis

Getting the “Bang” for the New Product “Buck” (continued)



(Continued from page 8)

The interesting stories are for brands in the lower right and upper left. The lower right rectangle consists of brands that have exceeded expectations (sales have increased above the industry average despite a below average percentage of new product). Chrysler sales, for instance, were up 10% last year, with no new products on the market. Continued strong sales of the two-year-old 300, and the Town and Country contributed to the gains.

Brands in the upper left quadrant have (for one reason or another) not met expectations. Despite a relative

abundance of new product, sales increases have been below average. Buick, for instance, introduced the new LaCrosse (and Lucerne late in the year), but had a 9% decline in sales.

Whether a brand has, or has not, met expectations (based on new product), can tell a lot about a brand’s competitive position in the marketplace. If a brand has been able to post hefty sales increases with little or no new product, it could mean the brand has been able to get its marketing message to an attentive audience. Another reason could simply be that the brand enjoys an extremely strong competi-

tive position, and can sustain market share when the new product pipeline slows (i.e., Acura and Toyota).

When new product does **not** result in sales success, it can also send a message. Clearly, one possible reason is that the new product “hasn’t set the market on fire.” But there could be other reasons. Even if the new product is fine, a brand may have trouble “moving the new metal” if it faces formidable, established competition from brands that have earned a loyal following (i.e., Pontiac G6 competing against Camry and Accord).

Market Tracker

Domestic Brands Lose 3.7 Market Share Points During First Quarter of 2006

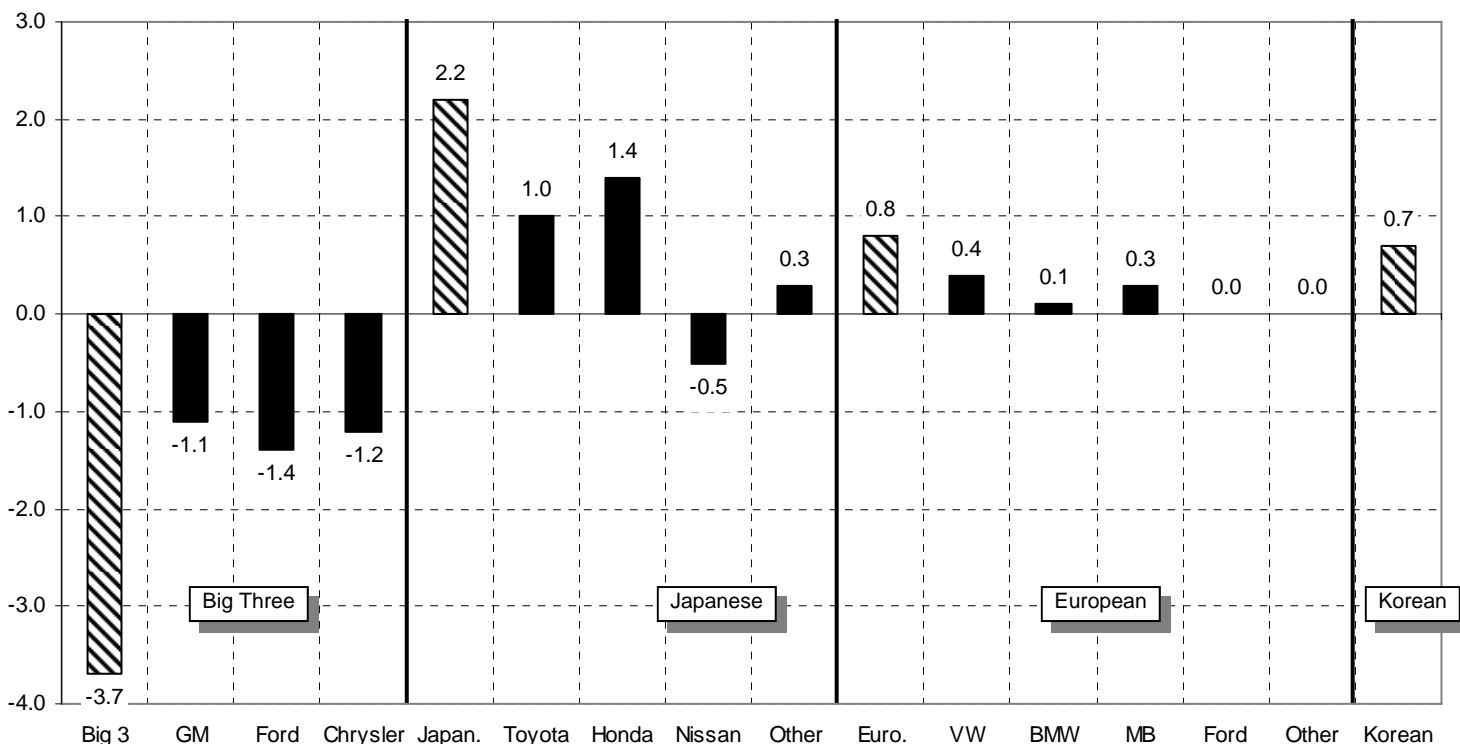
The graph below tracks the changing composition of the area market. As shown on the graph, the Big Three (consisting of “traditional domestic” brands) lost 3.7 market share points from the first half to the second half of last year. GM, Ford, and Chrysler

each lost more than one share point. (Big Three does not include import brands owned by GM and Ford, such as Volvo and Saab.) Japanese brand market share increased 2.2 points, with Honda (including Acura) up 1.4. VW and Mercedes market share in-

creased, while Korean brands (Hyundai and Kia combined) had a 0.7 market share point increase.

Source: AutoCount, an Experian Company.

Change in Retail Light Vehicle Market Share - First Quarter 2006 vs. Year Earlier



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, and Maserati). **Korean:** Daewoo, Hyundai and Kia.

Head-to-Head

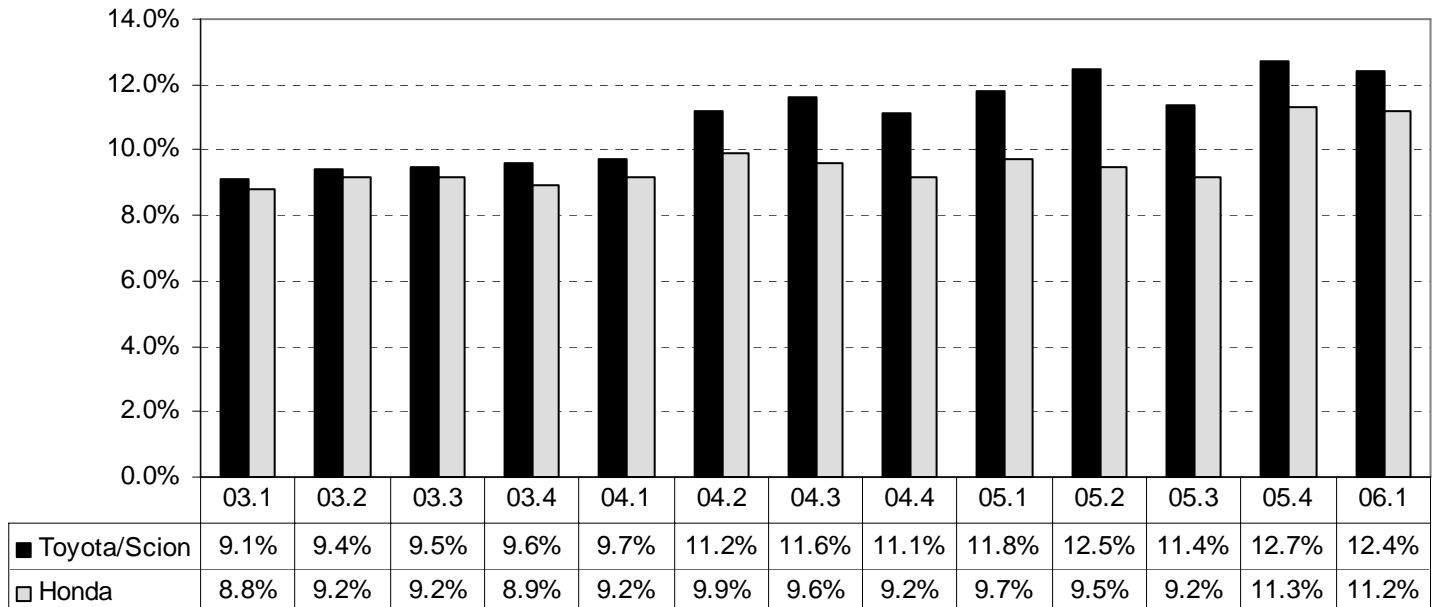
Toyota Maintains Lead Over Honda in Chicago Area Market

The automotive market is a competitive boiling pot where, increasingly, brands find themselves up against unfamiliar foes (Hyundai Azera and Lexus E330, for example.) But there are still traditional, head-to-head battles that take place: two brands that have competing products in many segments, and where success or failure can be measured against each other. In the Chicago Area market, one such battle is Toyota versus Honda. The

graph below compares Toyota and Honda market share from the First Quarter of 2003 through the First Quarter of this year. Toyota's market share exceeded Honda in each of the 13 quarters. The table on the right provides a glimpse of market performance for key models. Shown is each model's share of segment registrations in both the area and U.S., and the area share as a percent of U.S.

First Quarter 2006 Segment Market Shares - Area vs. U.S.			
	Area mkt. share	U.S. mkt. share	Area as a % of U.S.
Sub Compact Car			
Civic	22.3%	23.0%	97.0%
Corolla (incl. Matrix)	11.9%	13.1%	90.8%
Standard Mid Size Car			
Accord	12.4%	14.3%	86.7%
Camry	21.4%	25.9%	82.6%
Mid Size Crossover SUV			
Pilot	34.1%	31.8%	107.2%
Highlander	15.6%	17.8%	87.6%
Mini Van			
Odyssey	30.7%	25.2%	121.8%
Sienna	19.7%	20.8%	94.7%

Toyota and Honda Quarterly New Retail Light Vehicle Market Share in the Chicago Area



Chicago Area Top Ten Scoreboard

Lexus Moves Into Eighth Place in Chicago Area Market

FOURTH QUARTER, 2005			FIRST QUARTER, 2006			change in mkt. share
Rank	Make	Market Share	Rank	Make	Market Share	
1	Toyota/Scion	12.7%	1	Toyota/Scion	12.4%	-0.3%
1	Chevrolet	12.3%	2	Chevrolet	12.0%	-0.3%
3	Honda	11.3%	3	Honda	11.2%	-0.1%
4	Ford	9.8%	4	Ford	8.9%	-0.9%
5	Nissan	5.5%	5	Nissan	5.6%	0.1%
6	Dodge	4.7%	6	Dodge	4.6%	-0.1%
7	Hyundai	3.7%	7	Hyundai	3.5%	-0.2%
8	Pontiac	3.1%	8	Lexus	3.4%	0.5%
9	Chrysler	2.9%	9	Pontiac	3.2%	0.1%
10	Lexus	2.9%	10	Chrysler	2.8%	-0.1%

This table shows the Top 10 sellers in the Chicago Area retail light vehicle market during the Fourth Quarter of last year and the First Quarter of this year. Lexus market share increased 0.5 point in the First Quarter of this year, as it moved into eighth place.

Source: AutoCount, an Experian Company.

County Scoreboard

Cook County New Retail Light Vehicle Registrations Increase 12.5% in First Quarter of 2006

The tables on this page provide a thorough summary of each of the Chicago Area's eight county retail light vehicle markets. 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 three months of 2005 and 2006, as well as the percent change and unit change over the period. Light truck market share is also shown

Part 2 presents market share data for Domestic Brands, and the top ten selling car and light truck brands in the

area. The top three ranked counties in each category are shaded.

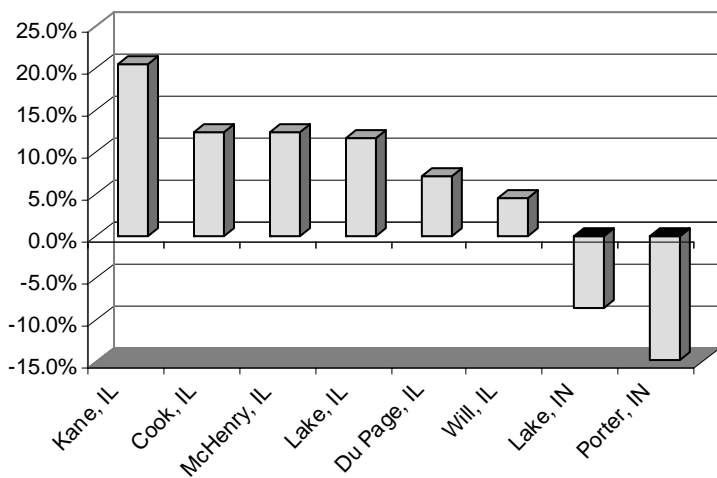
Registrations increased by more than 10% over relatively weak year-earlier results in Kane, Cook, McHenry, and Lake, IL counties.

Source: AutoCount and Experian Company

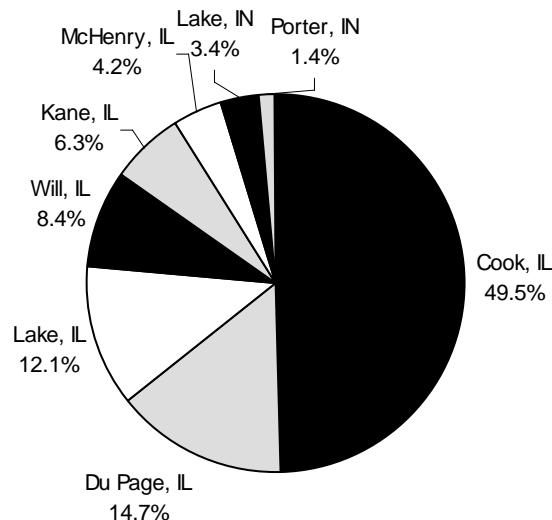
COUNTY BY COUNTY - PART 1							
	Registrations (YTD, thru March)		Percent Change	Unit Change	Light Truck Market Share (%)		
	2005	2006	2005 to 2006	2005 to 2006	YTD 2005	YTD 2006	Change '05 to '06
Cook, IL	32,998	37,115	12.5%	4,117	46.1	44.1	-2.0
Du Page, IL	10,306	11,051	7.2%	745	50.5	46.5	-4.0
Kane, IL	3,924	4,732	20.6%	808	53.6	52.5	-1.1
Lake, IL	8,159	9,109	11.6%	950	52.7	48.4	-4.3
McHenry, IL	2,824	3,178	12.5%	354	59.0	53.2	-5.8
Will, IL	6,003	6,275	4.5%	272	56.5	53.1	-3.4
Lake, IN	2,816	2,570	-8.7%	-246	54.5	51.7	-2.8
Porter, IN	1,195	1,017	-14.9%	-178	61.2	55.9	-5.3

COUNTY BY COUNTY - PART 2														
	Market Share Summary-YTD 2006 (thru March)													
	Domestic Brands			Top Ten Selling Brands in Area										
	YTD 2005	YTD 2006	Change '05 to '06	Toyota/Scion	Chev.	Honda	Ford	Nissan	Dodge	Hyund.	Lexus	Pontiac	Chry.	
Cook, IL	45.6	43.1	-2.5	13.0	12.0	11.0	8.1	5.9	4.5	3.6	3.4	3.3	2.6	
Du Page, IL	40.4	39.0	-1.4	13.0	9.0	12.5	9.8	5.5	3.7	3.6	4.6	2.8	2.6	
Kane, IL	48.1	44.8	-3.3	12.5	13.1	11.2	9.6	7.5	5.0	3.9	2.1	2.6	3.0	
Lake, IL	40.2	36.4	-3.8	12.4	9.6	11.5	6.3	4.5	4.3	2.7	4.5	2.5	2.6	
McHenry, IL	54.2	51.5	-2.7	11.0	14.8	11.4	10.9	5.4	6.5	3.8	1.6	3.1	4.6	
Will, IL	57.8	52.1	-5.7	10.1	14.6	10.4	12.4	5.4	5.5	4.3	2.5	3.1	3.2	
Lake, IN	72.5	65.7	-6.8	9.2	21.0	9.3	12.3	3.5	5.2	2.5	2.3	6.0	2.9	
Porter, IN	70.0	64.0	-6.0	10.6	15.4	9.3	12.0	4.9	6.3	2.1	1.3	6.4	4.2	





Percent Change in Registrations – YTD '04 (thru March) vs. YTD '03



Share of Regional Market – YTD '04 (thru March)



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

	Area Market	U.S. Market
 Market Growth % change in registrations First Quarter 2006 vs. First Quarter 2005	8.2%	1.1%
 Car Market Share Car share of industry retail light vehicle registrations - First Quarter 2006	53.0%	48.4%
 Domestic Brand Market Share Domestic brand share of industry retail light vehicle registrations - First Quarter 2006	43.9%	48.6%
 Top Selling Retail Brands <i>Top selling light vehicle brands and market share - First Quarter 2006</i>		
First	Toyota/Scion 12.4%	Toyota/Scion 13.8%
Second	Chevrolet 12.0%	Ford 13.1%
Third	Honda 11.2%	Chevrolet 12.5%
Fourth	Ford 8.9%	Honda 9.6%
Fifth	Nissan 5.6%	Nissan 6.0%
Sixth	Dodge 4.6%	Dodge 5.4%
Seventh	Hyundai 3.5%	GMC 3.2%
Eighth	Lexus 3.4%	Chrysler 3.1%
Ninth	Pontiac 3.2%	Jeep 2.8%
Tenth	Chrysler 2.8%	Hyundai 2.6%

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