

# Chicago Auto Outlook™

Published by Auto Outlook, Inc.

## Chicago Area Market Predicted to Decline Less than 2% in 2007

Economic growth came to a virtual standstill in the First Quarter of this year, but many economists expect that a solid rebound is in the works. The Fed has left interest rates unchanged for over 12 months, but the prospects of higher inflation could prompt a rate hike before the end of the year. Consumers are racking up record debt and not saving enough, but retail spending has held up relatively well. Auto manufacturers are serving up an impressive array of new products that could ignite new vehicle sales, but the market has been tracking above trend levels for most of this decade which could signal a cyclical decline in sales.

And it doesn't stop there! Toyota has been on a roll, racking up big market share gains, but some well publicized quality issues loom. New products from Hyundai and Kia have gotten favorable reviews from the automotive press, but the strong Korean won is evaporating some of their price competitiveness. And Detroit's Big Three have gained some traction with new products and could win needed concessions from the UAW this summer, but daunting financial and competitive challenges remain.

The obvious summary of these observations is that these times are uncertain and tumultuous for the new vehicle retailing industry. As a consequence, it is especially challenging to accurately plot the exact future course of the Chicago Area market.

We do believe, however, that there is enough evidence to predict the general direction in which the market will head over the next 12 to 18 months. Despite some uncertainties regarding the economic outlook, Chicago Area consumer affordability for new vehicles should remain strong for the foreseeable future. This should prevent any sharp and sustained decline. But there are simply too many things holding the market back to allow for any sharp increase in sales. As a result, the market is likely to languish during the rest of this year, posting somewhat sluggish results, while avoiding a significant decline.

The box on the right provides details on the forecast for the rest of this year, and our preliminary projections for 2008. Look for more details on 2008 in the next release of Auto Outlook.

### CHICAGO AREA MARKET SUMMARY

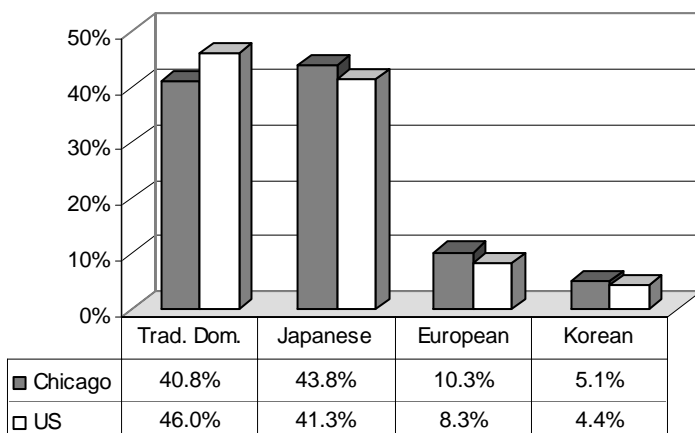
- ❑ New retail light vehicle registrations predicted to decrease 1.9% for all of this year versus 2006. 2.2% increase expected in 2008.
- ❑ Market declined 3.9% in the Second Quarter of this year versus year earlier (see page 2).
- ❑ Mid Size Crossover SUV segment posts big gains during first half of this year.
- ❑ This issue of *Auto Outlook* contains our most comprehensive review of brand sales performance in the area market (see pages 8 through 11).

### Reporting of Indiana Data On Hold

Due to processing delays at the Indiana Department of Motor Vehicles, new vehicle registration data is unavailable for the two Indiana counties (Lake and Porter) for July of last year thru June of this year. For this reason, all area registration figures cited in this issue include the six Illinois counties only. Data for the Indiana counties will be included as soon as it is available.

## CHICAGO AREA RETAIL LIGHT VEHICLE MARKET—AT A GLANCE

RETAIL MARKET SHARE—YTD '07 (thru June)



CHICAGO AREA NEW RETAIL LIGHT VEHICLE REGISTRATIONS

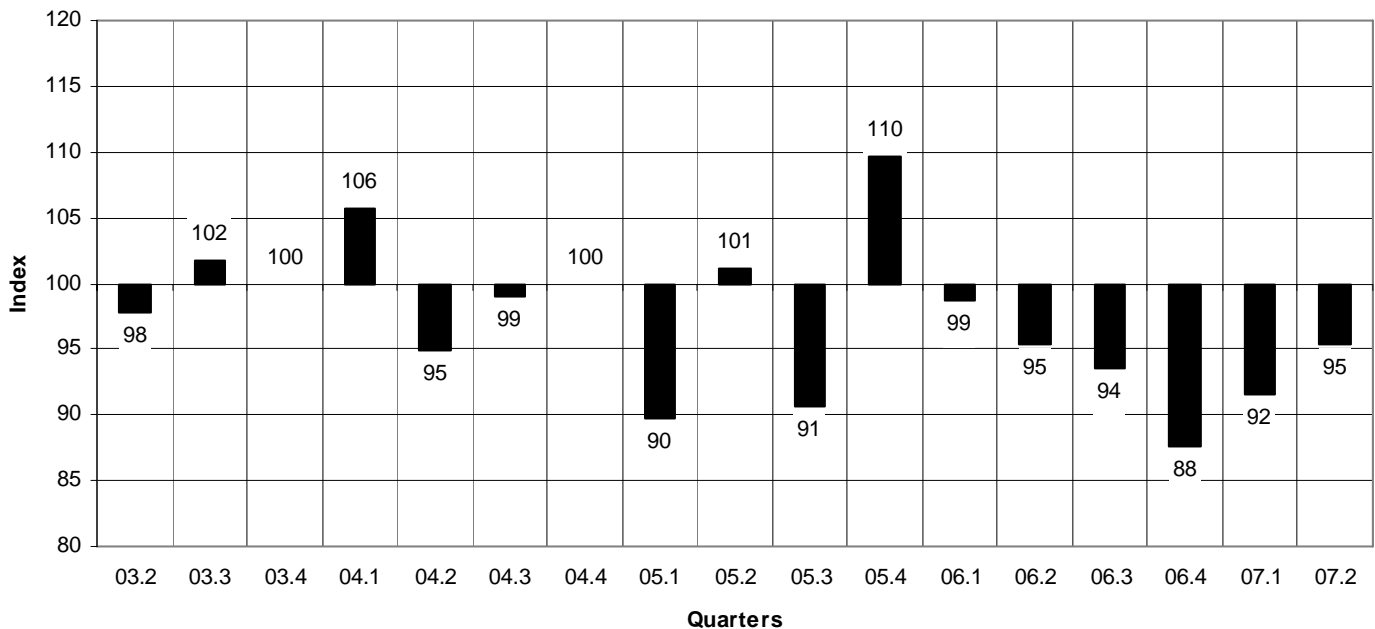
	2006	Forecast 2007	% Chg. '06 to '07	Mkt. Share 2007
TOTAL	309,761	303,946	-1.9%	0.0%
Car	174,247	167,170	-4.1%	55.0%
Light Truck	135,514	136,776	0.9%	45.0%
Traditional Domestic	132,344	121,783	-8.0%	40.1%
Japanese	130,830	135,431	3.5%	44.6%
European	32,293	32,067	-0.7%	10.6%
Korean	14,294	14,665	2.6%	4.8%

Source for historical data: AutoCount, an Experian Company

**Quarterly Industry Results and Forecast**

**Chicago Area Market Predicted to Improve Over Year Earlier Levels in Fourth Quarter**

**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 Fourth Quarter of 2005) 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	05.1	05.2	05.3	05.4	06.1	06.2	06.3	06.4	07.1	07.2	07.3	07.4
Actual registrations	64,214	91,979	90,210	84,600	71,460	82,330	87,435	68,536	65,484	79,138	87,212	72,112
% change from year earlier	-15.5%	10.9%	-4.3%	2.1%	11.3%	-10.5%	-3.1%	-19.0%	-8.4%	-3.9%	-0.3%	5.2%

New retail light vehicle registrations in the Chicago Area declined 3.9% in the Second Quarter of 2007 versus a year earlier. The Quarterly Market Performance Index stood at a rating of 95 in the Second Quarter, below the average rating of 100, but up from 92 in the First Quarter.

Source for Historical Data: AutoCount, an Experian Company.

**Chicago Auto Outlook**  
**Covering Second Quarter, 2007**

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**Data Source for Vehicle Registration Statistics Presented in Auto Outlook**

Exclusive source for new vehicle registration data presented in *Greater Philadelphia 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. AutoCount provides new and used vehicle registration data with specific make and model detail for customized geographies. Data is available on a timely basis directly over the Internet.

For more information on Auto Count, call 407.770.5900 or visit AutoCount's web site: [www.autocount.com](http://www.autocount.com)



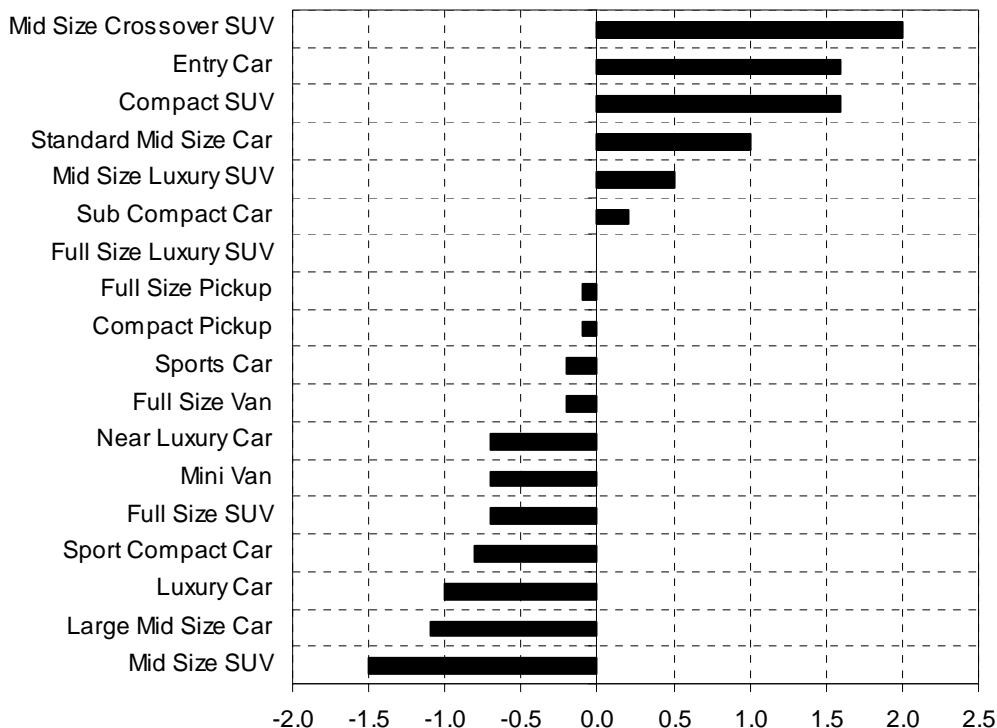
**Segment Watch**

**Mid Size Crossover SUV Segment Market Share Increased Two Points in First Half**

Without question, the automotive marketplace is becoming increasingly crowded. A steady stream of new products is regularly hitting the market, with many brands entering segments for the first time. All of this makes it increasingly difficult to identify which segments are hot and whether new models are making headway against established competitors. The information on this page provides the answers.

The graph to the right shows the change in area market share for 18 segments during the first half of this year versus the same period a year earlier. Segments at the top of the graph (Mid Size Crossover SUV and Entry Car) have gained market share, while those at the bottom (Mid Size SUV and Large Mid Size Car) have lost share. The table below shows the top sellers in each segment during the first six months of this year.

**Change in Segment Market Share-YTD '07 (thru June) vs. YTD '06**



**Top Selling Models in Each Segment - Chicago Area  
New Retail Registrations, YTD '07 (thru June) 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
Toyota Yaris	1144	25.3	Honda Civic	4503	18.0	Ford Mustang	980	40.2	Toyota Camry	5354	24.0
Nissan Versa	1113	24.6	Toyota Corolla	3495	14.0	Scion TC	830	34.0	Honda Accord	3834	17.2
Chevrolet Aveo	952	21.0	Toyota Prius	1773	7.1	Mitsubishi Eclipse	294	12.0	Nissan Altima	3009	13.5
Honda Fit	512	11.3	Ford Focus	1617	6.5	Hyundai Tiburon	194	8.0	Pontiac G6	2154	9.7
Hyundai Accent	335	7.4	Chevrolet Cobalt	1561	6.2	Pontiac GTO	129	5.3	Hyundai Sonata	1741	7.8
Large Mid Size			Near Luxury			Luxury			Sports Car		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Chevrolet Impala	2454	23.7	Lexus ES	1509	16.9	BMW 5-Series	783	14.1	Chevrolet Corvette	425	28.7
Buick Lucerne	1007	9.7	BMW 3-Series	1400	15.7	Lexus LS	578	10.4	Saturn Sky	174	11.7
Dodge Charger	982	9.5	Acura TL	1184	13.2	Cadillac DTS	489	8.8	Pontiac Solstice	158	10.7
Chrysler 300	937	9.0	Infiniti G35	995	11.1	Mercedes E-Class	438	7.9	Porsche 911	137	9.2
Toyota Avalon	930	9.0	Audi A4	692	7.7	Mercedes S-Class	437	7.9	Nissan 350 ZX	136	9.2
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
Chevrolet Colorado	492	20.5	Ford F-Series	2306	33.6	Honda Odyssey	3135	31.2	Chevrolet Express	935	46.0
Toyota Tacoma	491	20.4	Chevrolet Silverado	2080	30.3	Toyota Sienna	2056	20.4	Ford E-Series	744	36.6
Honda Ridgeline	445	18.5	Dodge Ram	841	12.2	Dodge Caravan	1573	15.6	GMC Savana	184	9.0
Ford Ranger	395	16.5	GMC Sierra	580	8.4	Chrysler T & C	1248	12.4			
Dodge Dakota	253	10.5	Chevrolet Avalanche	496	7.2	Nissan Quest	581	5.8			
Compact SUV			Mid Size SUV/Crossover SUV			Full Size SUV			Mid and Full Size Luxury SUV		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Honda CRV	3137	18.7	Honda Pilot	1943	11.2	Chevrolet Tahoe	1027	26.5	Lexus RX	2025	20.3
Toyota RAV4	2182	13.0	Toyota Highlander	1592	9.2	Chevrolet Suburban	569	14.7	Acura MDX	1213	12.2
Ford Escape	1917	11.4	Hyundai Santa Fe	1496	8.7	Ford Expedition	540	13.9	BMW X5	609	6.1
Chevrolet Equinox	1303	7.8	Nissan Murano	1377	8.0	GMC Yukon	424	10.9	Acura RDX	601	6.0
Saturn Vue	1217	7.3	Chevrolet TrailBlazer	1350	7.8	Nissan Armada	335	8.6	Cadillac Escalade	577	5.8

Chicago Area Retail Car and Light Truck Registrations - History and Forecast										
	Registrations					Market Share				
	Units			Percent Change		Share (%)			Change	
	2005	2006	Forecast 2007	'05 to '06	'06 to '07	2005	2006	Forecast 2007	'05 to '06	'06 to '07
TOTAL	331,003	309,761	303,946	-6.4%	-1.9%					
Domestic Brands	153,287	132,344	121,783	-13.7%	-8.0%	46.3	42.7	40.1	-3.6	-2.6
Japanese Brands	129,660	130,830	135,431	0.9%	3.5%	39.2	42.2	44.6	3.0	2.4
European Brands	34,133	32,293	32,067	-5.4%	-0.7%	10.3	10.4	10.6	0.1	0.2
Korean Brands	13,923	14,294	14,665	2.7%	2.6%	4.2	4.6	4.8	0.4	0.2
Acura	8,179	7,856	7,773	-3.9%	-1.1%	2.5	2.5	2.6	0.0	0.1
Audi	3,146	2,773	2,953	-11.9%	6.5%	1.0	0.9	1.0	-0.1	0.1
BMW	7,977	7,350	7,178	-7.9%	-2.3%	2.4	2.4	2.4	0.0	0.0
Buick	6,187	5,546	4,461	-10.4%	-19.6%	1.9	1.8	1.5	-0.1	-0.3
Cadillac	6,077	5,975	5,134	-1.7%	-14.1%	1.8	1.9	1.7	0.1	-0.2
Chevrolet	42,345	36,604	33,477	-13.6%	-8.5%	12.8	11.8	11.0	-1.0	-0.8
Chrysler	11,490	7,955	7,130	-30.8%	-10.4%	3.5	2.6	2.3	-0.9	-0.3
Dodge	15,637	13,623	12,904	-12.9%	-5.3%	4.7	4.4	4.2	-0.3	-0.2
Ford	33,325	28,496	24,888	-14.5%	-12.7%	10.1	9.2	8.2	-0.9	-1.0
GMC	6,432	4,819	4,873	-25.1%	1.1%	1.9	1.6	1.6	-0.3	0.0
Honda	33,351	34,522	34,868	3.5%	1.0%	10.1	11.1	11.5	1.0	0.4
Hummer	991	1,194	936	20.5%	-21.6%	0.3	0.4	0.3	0.1	-0.1
Hyundai	11,080	11,498	11,527	3.8%	0.3%	3.3	3.7	3.8	0.4	0.1
Infiniti	4,088	3,182	3,295	-22.2%	3.6%	1.2	1.0	1.1	-0.2	0.1
Isuzu	260	119	98	-54.2%	-17.6%	0.1	0.0	0.0	-0.1	0.0
Jaguar	827	595	449	-28.1%	-24.5%	0.2	0.2	0.1	0.0	-0.1
Jeep	7,997	7,441	7,752	-7.0%	4.2%	2.4	2.4	2.6	0.0	0.2
Kia	2,843	2,796	3,138	-1.7%	12.2%	0.9	0.9	1.0	0.0	0.1
Land Rover	1,493	1,611	1,818	7.9%	12.8%	0.5	0.5	0.6	0.0	0.1
Lexus	10,453	10,587	11,040	1.3%	4.3%	3.2	3.4	3.6	0.2	0.2
Lincoln	2,158	1,978	2,211	-8.3%	11.8%	0.7	0.6	0.7	-0.1	0.1
Mazda	4,723	4,722	4,972	0.0%	5.3%	1.4	1.5	1.6	0.1	0.1
Mercedes	5,669	5,444	5,552	-4.0%	2.0%	1.7	1.8	1.8	0.1	0.0
Mercury	5,014	3,505	3,035	-30.1%	-13.4%	1.5	1.1	1.0	-0.4	-0.1
MINI	1,933	1,484	1,498	-23.2%	0.9%	0.6	0.5	0.5	-0.1	0.0
Mitsubishi	3,152	3,019	3,275	-4.2%	8.5%	1.0	1.0	1.1	0.0	0.1
Nissan	19,901	17,533	18,059	-11.9%	3.0%	6.0	5.7	5.9	-0.3	0.2
Pontiac	9,209	9,929	8,484	7.8%	-14.6%	2.8	3.2	2.8	0.4	-0.4
Porsche	947	898	832	-5.2%	-7.3%	0.3	0.3	0.3	0.0	0.0
Saab	1,334	1,021	845	-23.5%	-17.2%	0.4	0.3	0.3	-0.1	0.0
Saturn	6,425	5,279	6,498	-17.8%	23.1%	1.9	1.7	2.1	-0.2	0.4
Subaru	3,608	3,206	2,867	-11.1%	-10.6%	1.1	1.0	0.9	-0.1	-0.1
Suzuki	1,274	1,712	1,780	34.4%	4.0%	0.4	0.6	0.6	0.2	0.0
Toyota/Scion	40,671	44,372	47,404	9.1%	6.8%	12.3	14.3	15.6	2.0	1.3
Volkswagen	7,031	7,563	7,775	7.6%	2.8%	2.1	2.4	2.6	0.3	0.2
Volvo	3,233	3,093	2,720	-4.3%	-12.1%	1.0	1.0	0.9	0.0	-0.1
Others	543	461	447	-15.1%	-3.0%	0.2	0.1	0.1	-0.1	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.

**County Scoreboard**

**Will County Market Declines Less Than 1% During First Half of This Year**

The tables on this page provide a thorough summary of each of the Chicago Area's 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 six months of 2006 and 2007, 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

six Illinois counties. The top two counties in each category are shaded.

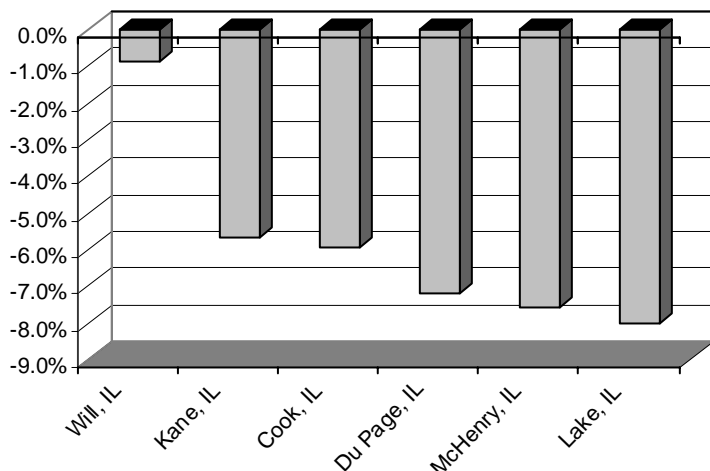
Note: As discussed on page 1, registration data for the two Indiana Counties was unavailable beginning in July of last year.

Source: AutoCount, an Experian Company

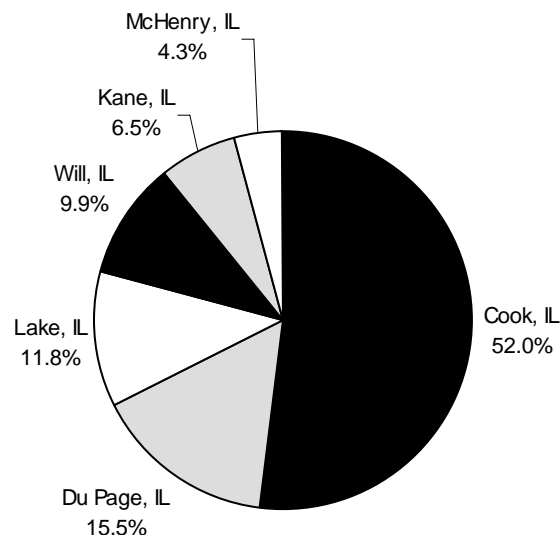
COUNTY BY COUNTY - PART 1								
	Registrations (ytd thru June)		Percent Change	Unit Change	Light Truck Market Share (%)			Change '06 to '07
	2006	2007	2006 to 2007	2006 to 2007	2006	2007		
	Cook, IL	79,992	75,250	-5.9%	-4,742	42.6	43.1	
Du Page, IL	24,080	22,345	-7.2%	-1,735	44.2	45.2	0.9	
Kane, IL	9,990	9,422	-5.7%	-568	48.7	49.7	1.0	
Lake, IL	18,538	17,050	-8.0%	-1,488	46.3	49.1	2.8	
McHenry, IL	6,706	6,199	-7.6%	-507	51.2	53.3	2.1	
Will, IL	14,484	14,356	-0.9%	-128	51.0	51.5	0.5	

COUNTY BY COUNTY - PART 2														
	Market Share Summary-Year To Date (thru June)													
	Domestic Brands			Top Ten Selling Brands in Area										
	YTD 2006	YTD 2007	Change '06 to '07	Toyota/Scion	Honda	Chevrolet	Ford	Nissan	Dodge	Hyundai	Lexus	Pontiac	Jeep	
Cook, IL	43.7	40.0	-3.7	15.6	11.5	10.4	8.3	6.9	4.7	3.9	3.6	2.9	2.4	
Du Page, IL	38.7	32.7	-6.0	16.6	12.9	8.4	7.4	6.7	2.4	3.9	4.9	2.3	2.1	
Kane, IL	44.1	40.7	-3.4	14.7	11.5	12.9	8.2	8.0	3.9	4.2	2.8	2.4	2.7	
Lake, IL	36.0	33.0	-3.0	16.3	12.2	9.9	6.1	5.1	3.3	2.7	5.1	1.8	3.2	
McHenry, IL	50.2	47.2	-3.0	12.8	13.2	12.6	10.6	6.2	5.4	5.0	2.1	3.2	3.8	
Will, IL	52.4	48.8	-3.6	11.8	11.6	13.1	11.1	6.1	4.8	5.1	2.5	2.9	3.0	

**Percent Change in Registrations – YTD '07 thru June vs. YTD '06**



**Share of Regional Market – YTD '07 (thru June)**



Competitive Analysis

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



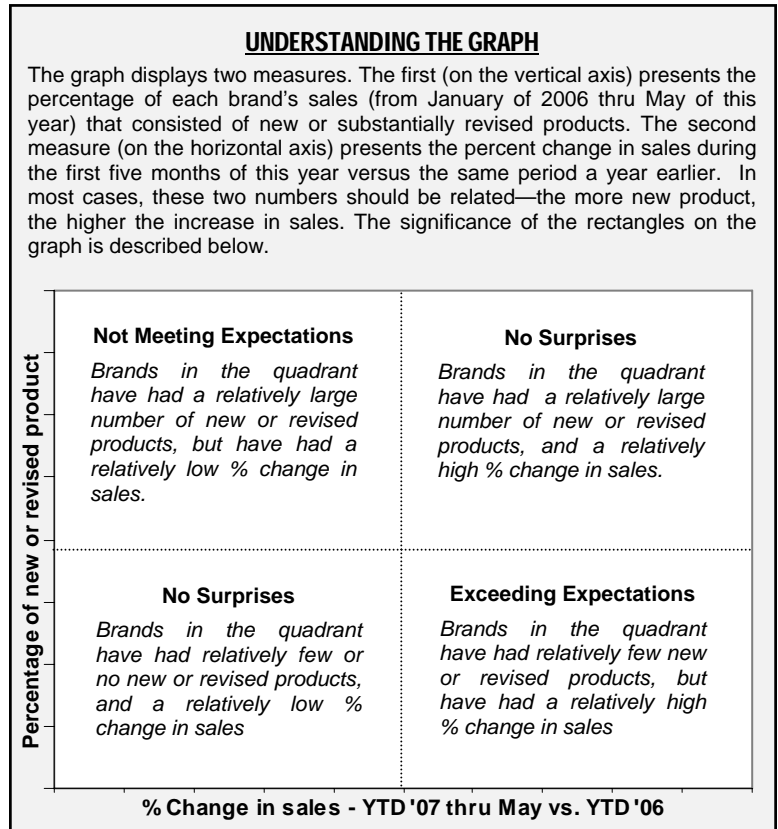
Manufacturers devote significant resources to develop new cars and trucks with the obvious intention of enhancing demand for their products. But despite their best intentions, there are no guarantees. Occasionally, consumers greet new products with a yawn, which can have major consequences for retailers,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

The short answer to this question is no, and an explanation for this can be

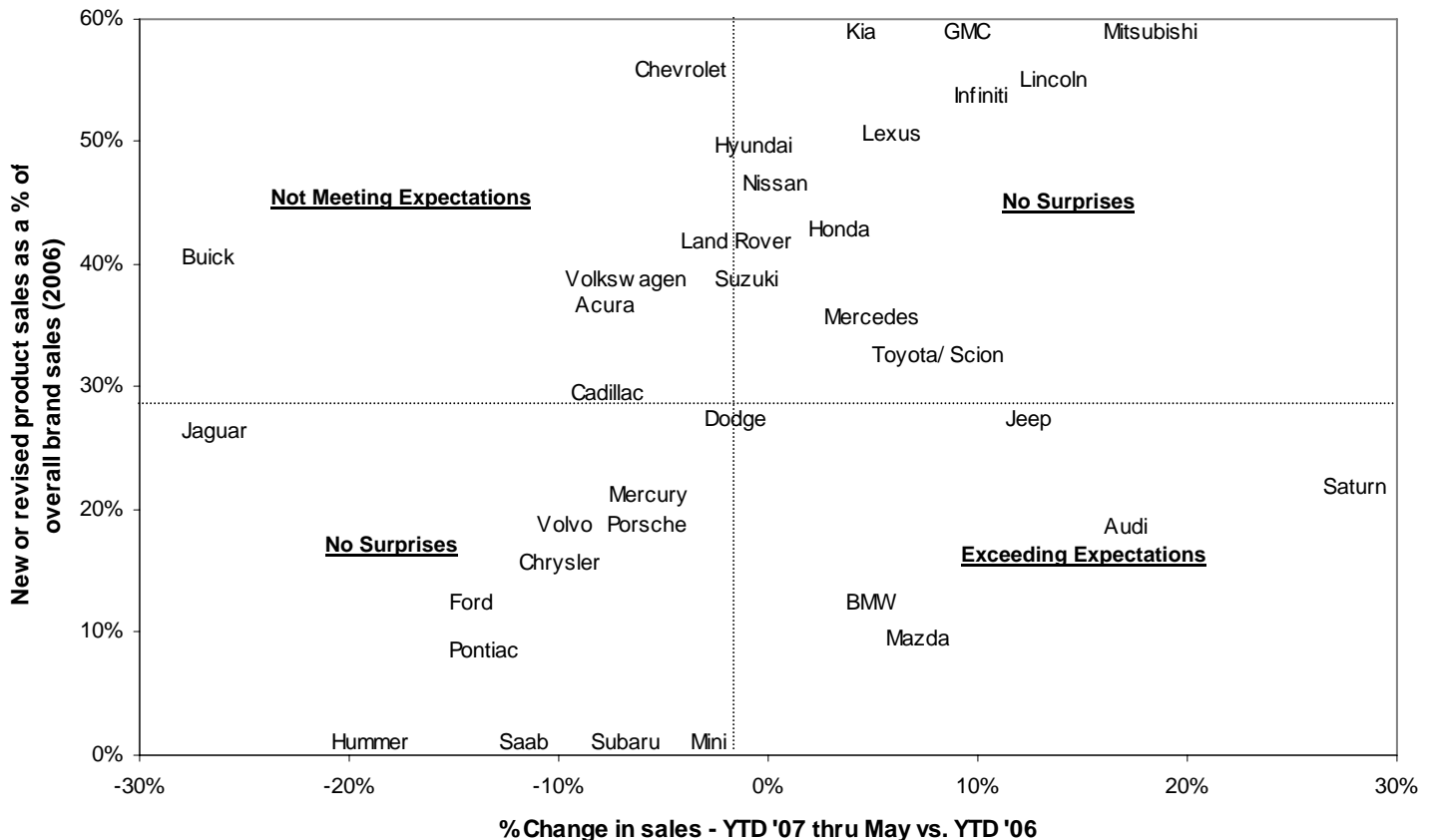
found below. The graph depicts the relationship between new product and improved sales. If a brand introduces a slew of new products, you would expect a resulting increase in sales. Conversely, if a brand offers little (or no) new product, you would expect market share to decline. As explained on the 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 7)*



**NEW PRODUCT PERCENTAGE (new or revised products as a percent of U.S. sales) VS. PERCENT CHANGE IN SALES (YTD '07 THRU MAY VS. YTD '06)**



**Competitive Analysis**

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



*(Continued from page 6)*

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). Audi’s sales for instance, increased 17% during the first five months of this year versus the same period a year earlier, while the Q7 was the only new or significantly revised product.

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 was the weakest performer in this quadrant. Although the Lucerne represents a key new product for Buick, it replaced both LeSabre and Park Avenue. Buick sales volumes have also been impacted by fewer fleet sales and the elimination of the Rendezvous, Buick sales will be given a boost during the second half of this year, however, as the new Enclave is introduced.

Whether a brand has, or has not, met expectations (based on new product), can tell a lot about its 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 marketing message

has reached an attentive audience. Another reason could simply be that the brand enjoys an extremely strong competitive position, and can sustain market share when the new product pipeline slows (BMW, for example).

When new product does **not** result in sales success, it can also send a message. Acura sales have declined so far this year, despite the 2006 introductions of the all-new RDX and redesigned MDX. Strong sales of the previous generation MDX have made it difficult for sales of the new model to increase significantly, but sluggish results for the TL, RL, and TSX have also put a damper on Acura sales.

**Market Tracker**

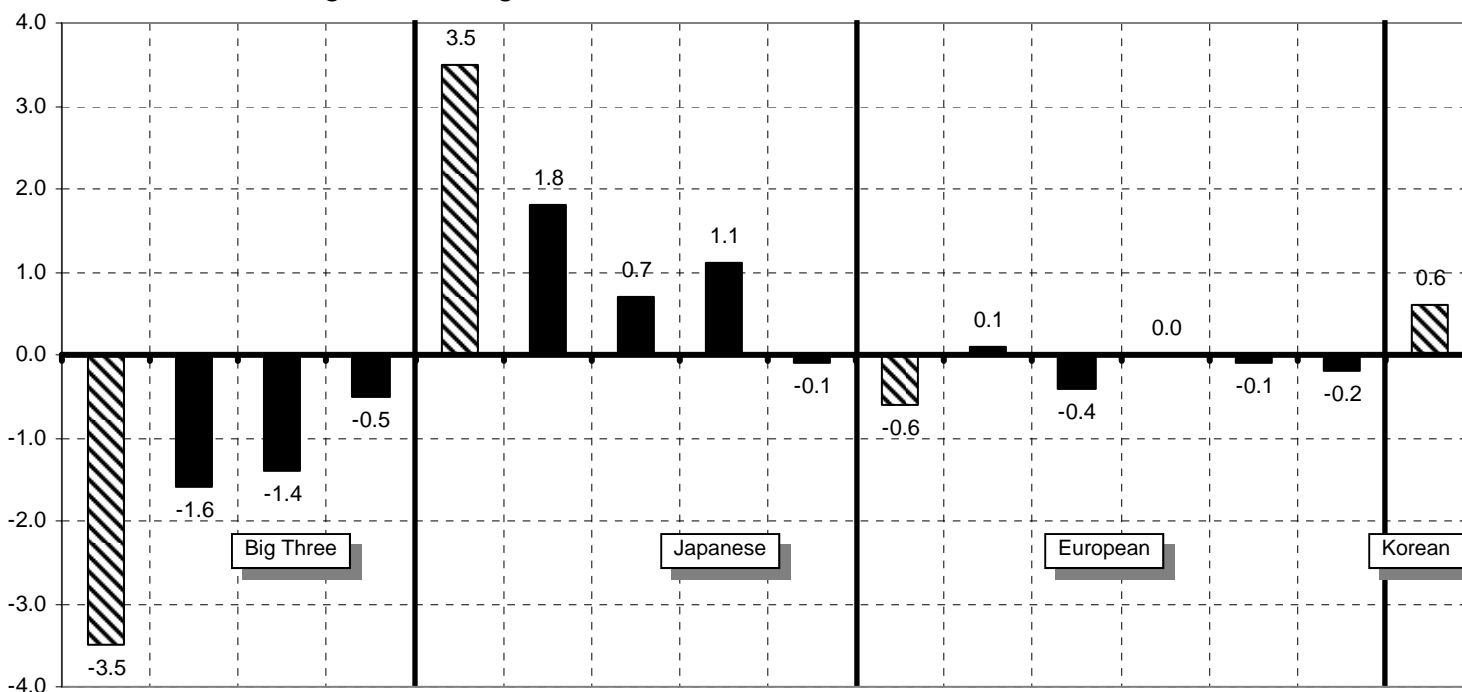
**Japanese Brand Market Share Increases 3.5 Share Points During First Half of 2007**

The competitive challenges faced by the Traditional Big Three have been well publicized, and their market share losses have been adequately documented. And as shown on the graph below, Big Three market share

in the Chicago Area continued to move lower during the first six months of this year versus the same period a year earlier, falling 3.5 points. We believe, however, that the market share slide will ease later this

year, and perhaps even off in 2008. The abundance of new product offerings and renewed emphasis on retail market results should help the Big Three regain at least some traction versus their import rivals.

**Change in Retail Light Vehicle Market Share - YTD '07 (thru June) vs. YTD '06**



**Brands included above: Big 3:** GM (Buick, Cadillac, Chevrolet, GMC, Hummer, 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.

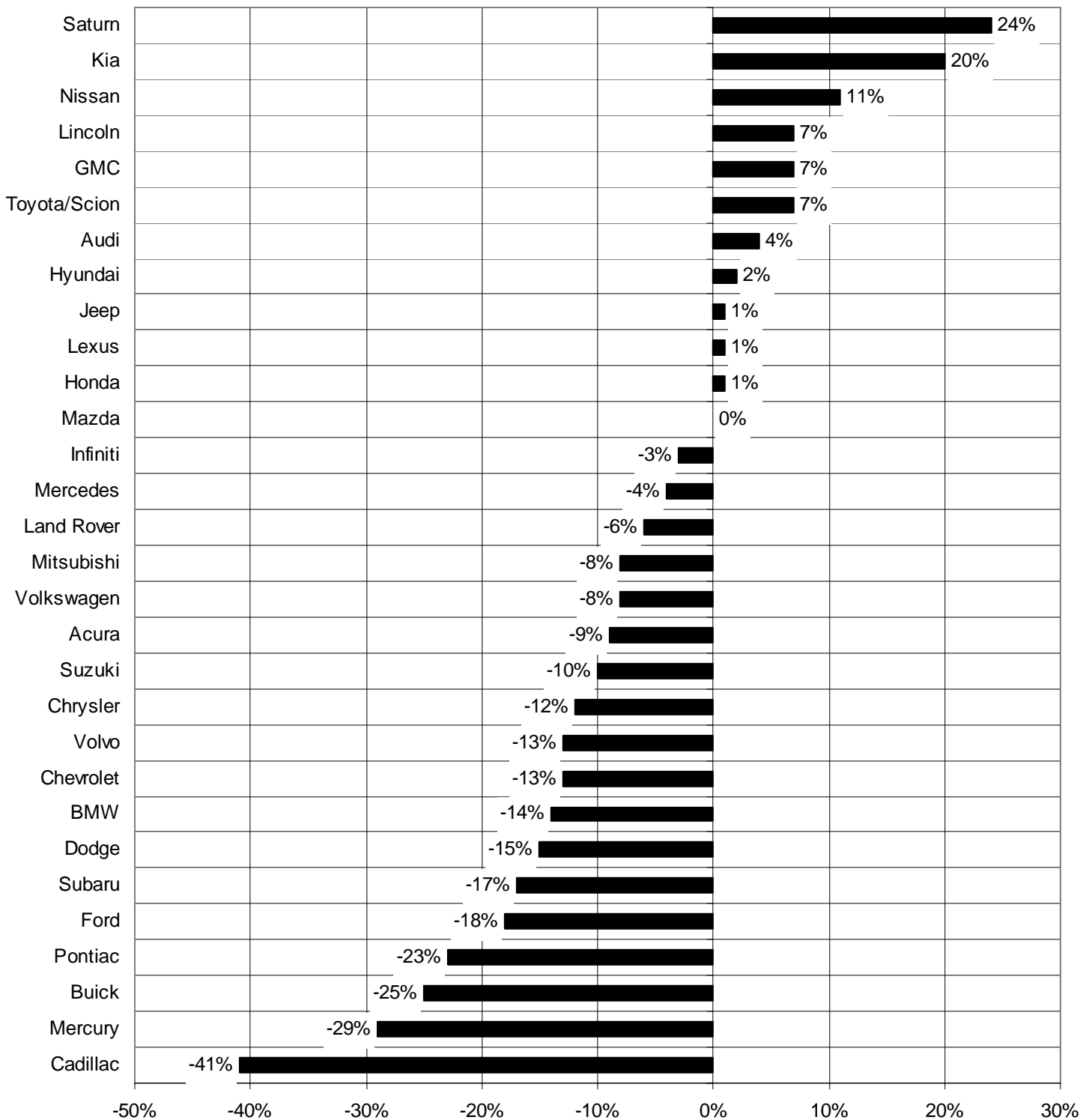
# CHICAGO AREA BRAND SCOREBOARD



## PART ONE: MID-YEAR REPORT CARD

The following four pages present a comprehensive review of brand sales performance in the Chicago Area market. The graph below shows the percent change in new retail light vehicle registrations during the first half of this year versus the same period a year earlier for the top 30 selling brands in the area. Saturn, Kia, Nissan, Lincoln, GMC, and Toyota/Scion had the largest percentage increases. Source: AutoCount, an Experian Company

**Percent Change in New Retail Registrations (YTD 2007 versus YTD 2006, thru June)**



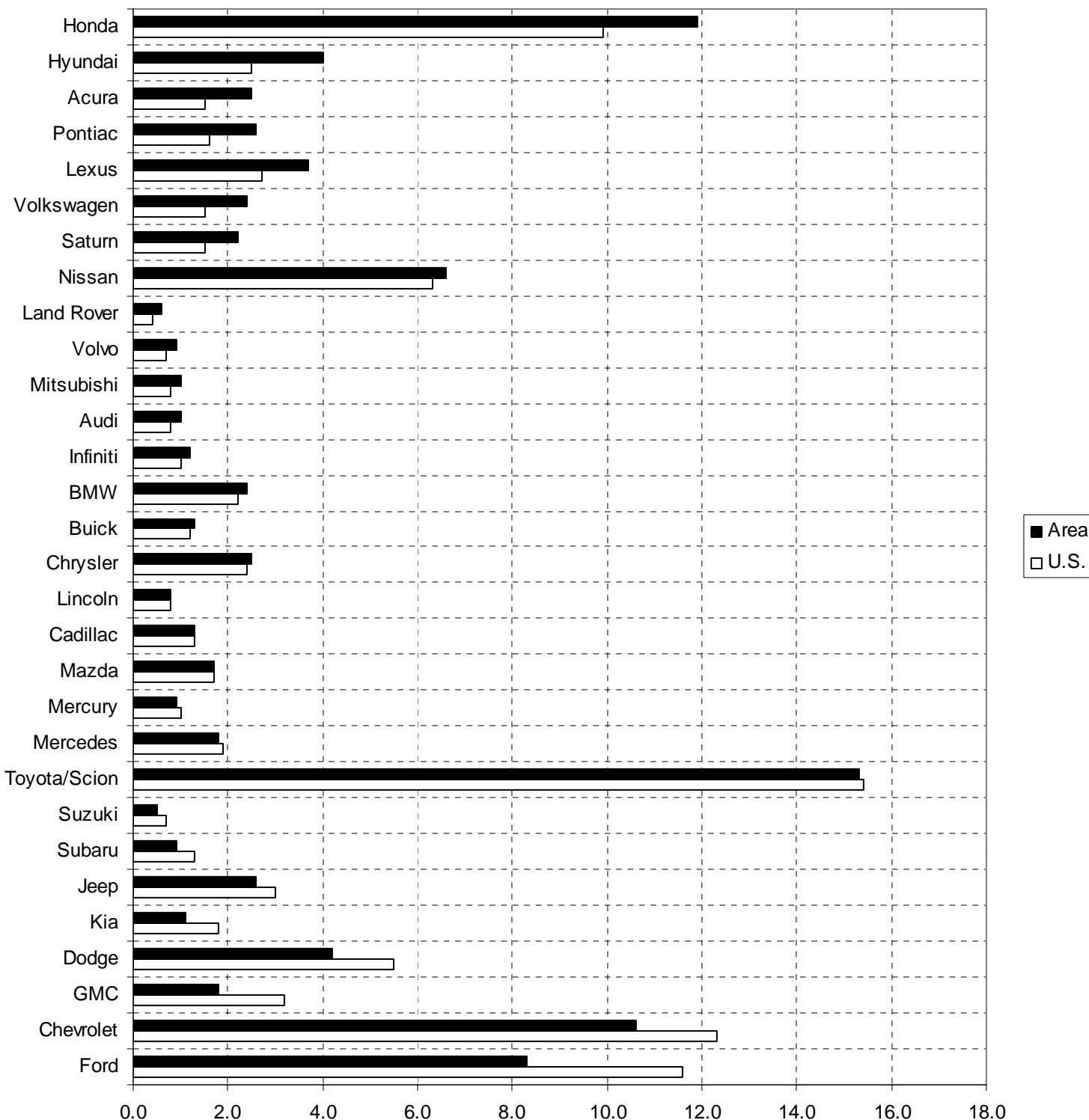
# CHICAGO AREA BRAND SCOREBOARD



## PART TWO: MARKET SHARE COMPARISON (AREA VS. U.S.)

Part Two of *Brand Scoreboard* shows new retail market share in both the Chicago Area and U.S. markets for the top 30 selling brands in the area during the first six months of this year. Brands are positioned on the graph from top to bottom based on area market share minus U.S. For instance, Honda is at the top of the graph with an area market share of 11.9% versus 9.9% in the U.S., the highest spread of any brand. Source: AutoCount, an Experian Company

**New Retail Light Vehicle Market Share, Chicago Area vs. U.S. (YTD 2007 thru June)**

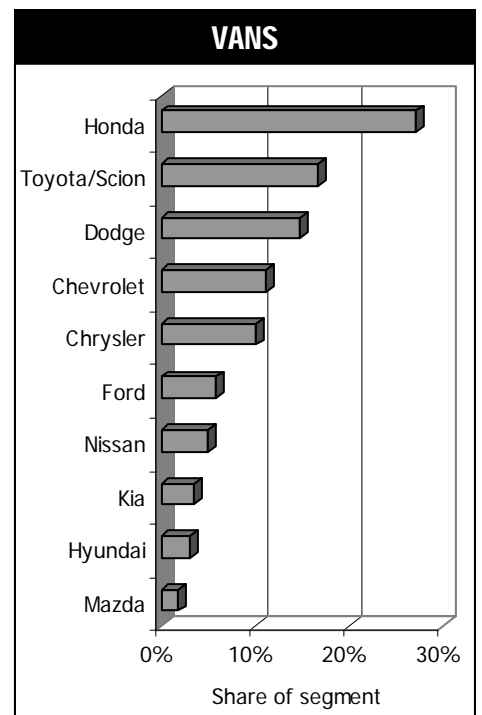
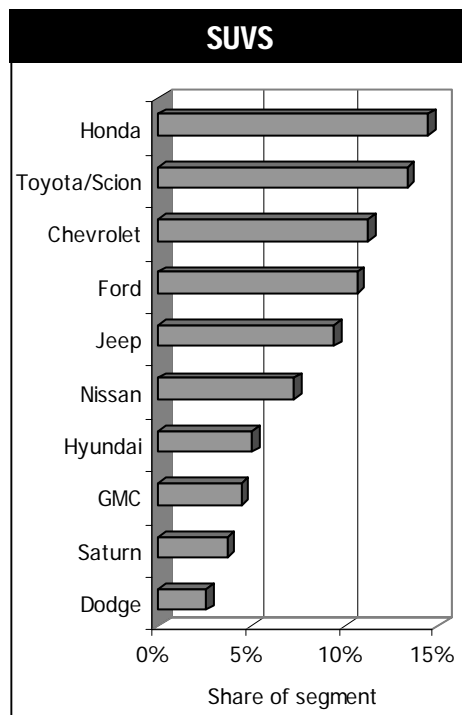
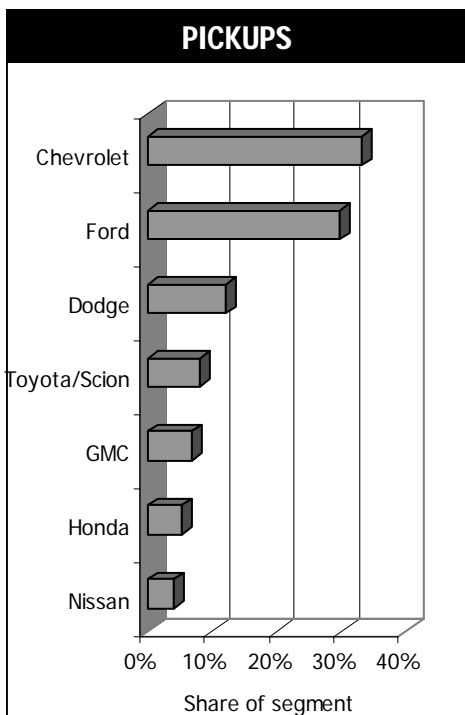
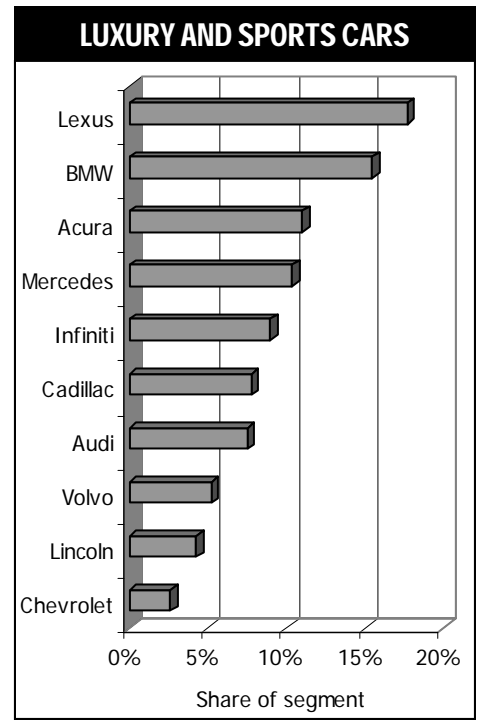
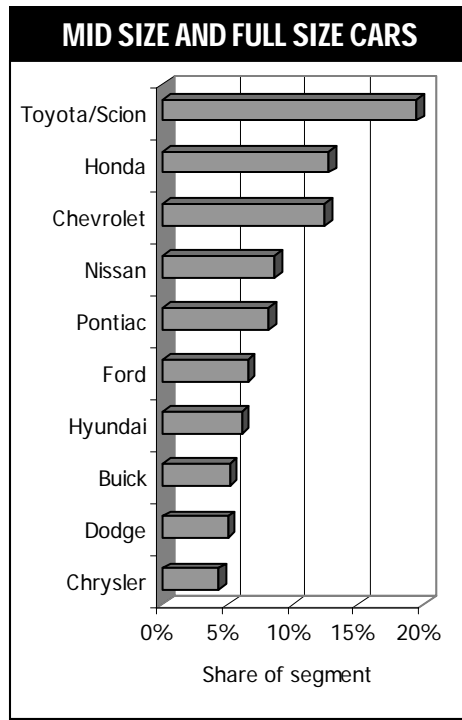
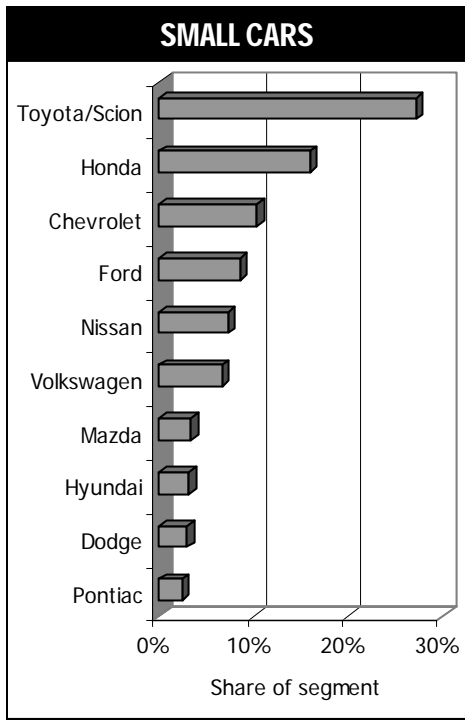


# CHICAGO AREA BRAND SCOREBOARD



## PART THREE: SEGMENT LEADERS

The graphs below show new retail light vehicle market share in the Chicago Area for the top 10 selling brands in six primary market segments. Market share figures are for the first six months of 2007. (Note: Pickup segment only includes six brands.) These graphs provide an informative view of brand competitiveness based on the type of vehicle. (Small cars includes Entry Car, Sub Compact, and Sport Compact.) Source: AutoCount, an Experian Company.



# CHICAGO AREA BRAND SCOREBOARD

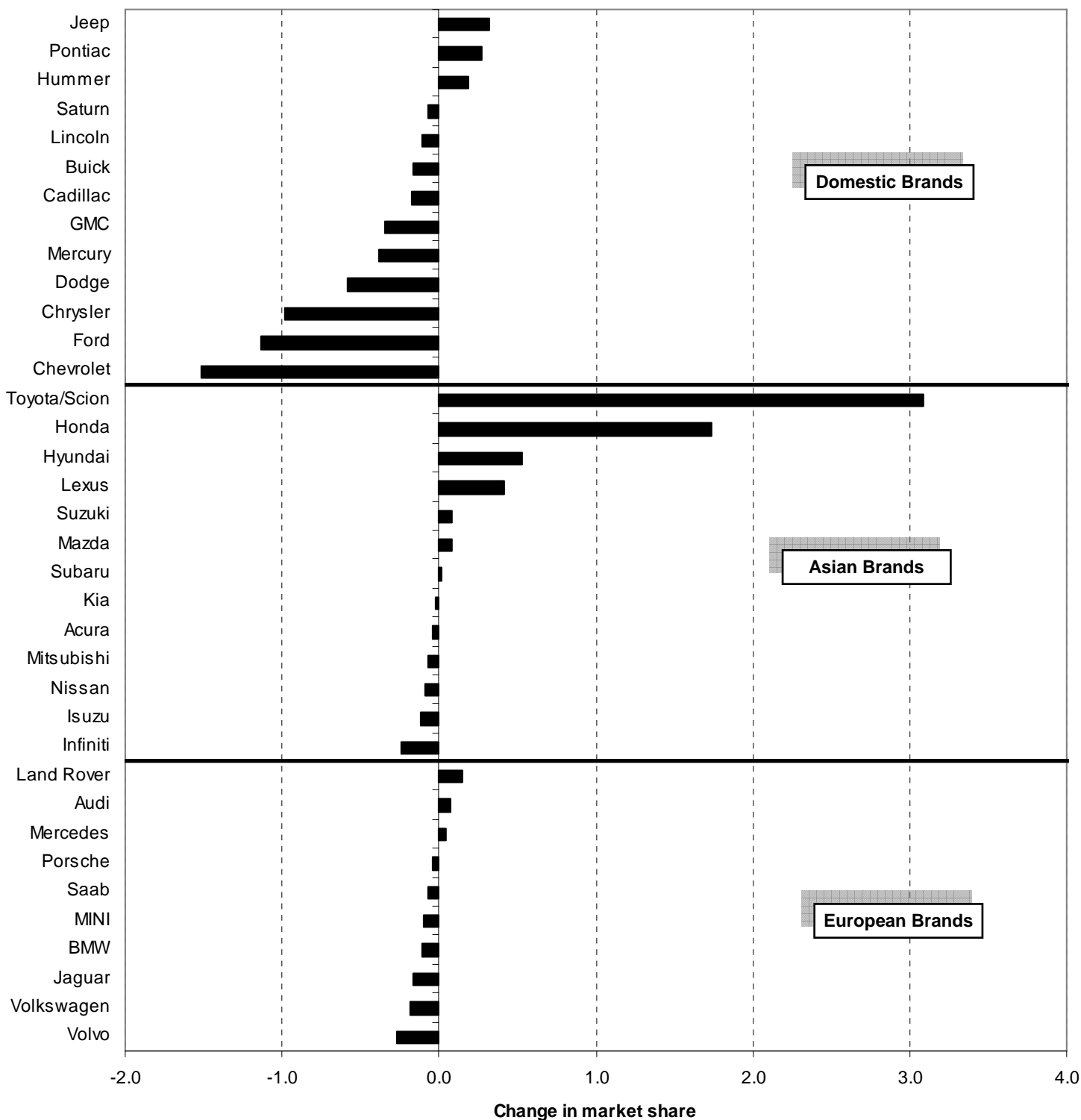


## PART FOUR: LONG TERM MARKET SHARE TRENDS





The graph below shows the change in new retail light vehicle market share over a two year period (July 2006 thru June of 2007 versus July of 2004 thru June of 2005). Brands are organized based on primary segments (Domestic, Asian, and European). This makes it easy to see how each brand stacks up versus its primary competitors.

Source: AutoCount, an Experian Company.

**Change in New Retail Light Vehicle Market Share (July '06 thru June '07 vs. July '04 thru June '05)**



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

	Area Market	U.S. Market
 <b>Market Growth</b> % change in registrations YTD '07 thru June vs. YTD '06	<b>-6.0%</b>	<b>-1.5%</b>
 <b>Car Market Share</b> Car share of industry retail light vehicle registrations - YTD '07	<b>54.2%</b>	<b>49.2%</b>
 <b>Domestic Brand Market Share</b> Domestic brand share of industry retail light vehicle registrations - YTD '07	<b>40.4%</b>	<b>46.0%</b>
 <b>Top Selling Retail Brands</b> <i>Top selling light vehicle brands and            market share - YTD 2007</i>		
First	<b>Toyota</b> <b>15.6%</b>	<b>Toyota/Scion</b> <b>15.6%</b>
Second	<b>Honda</b> <b>11.9%</b>	<b>Chevrolet</b> <b>12.4%</b>
Third	<b>Chevrolet</b> <b>10.4%</b>	<b>Ford</b> <b>11.7%</b>
Fourth	<b>Ford</b> <b>8.4%</b>	<b>Honda</b> <b>10.1%</b>
Fifth	<b>Nissan</b> <b>6.8%</b>	<b>Nissan</b> <b>6.1%</b>
Sixth	<b>Dodge</b> <b>4.3%</b>	<b>Dodge</b> <b>5.6%</b>
Seventh	<b>Hyundai</b> <b>4.3%</b>	<b>GMC</b> <b>3.2%</b>
Eighth	<b>Lexus</b> <b>3.4%</b>	<b>Jeep</b> <b>3.0%</b>
Ninth	<b>Pontiac</b> <b>2.7%</b>	<b>Hyundai</b> <b>2.8%</b>
Tenth	<b>Chrysler</b> <b>2.6%</b>	<b>Chrysler</b> <b>2.6%</b>

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