

Chicago Auto Outlook

Covering the Chicago Area Automotive Market

Data thru August, 2006

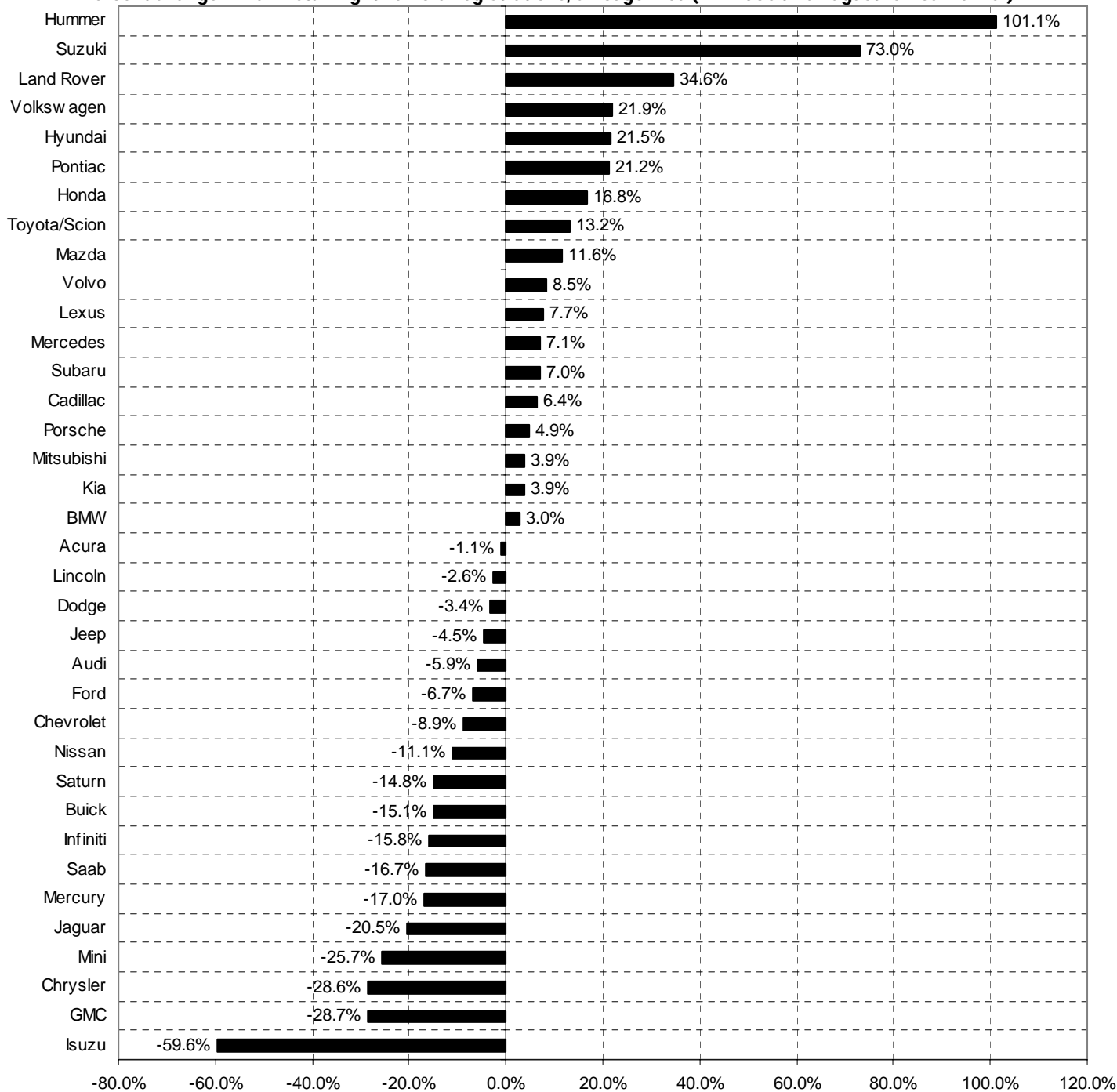
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Chicago
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Chicago Area New Retail Car and Light Truck Registrations

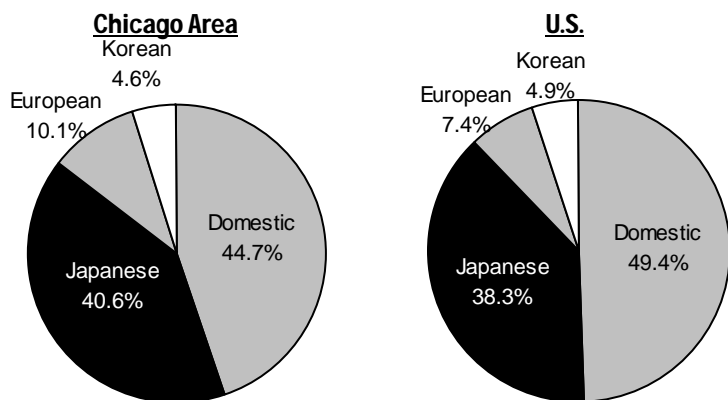
	July and August Combined			Year-to-date Totals				Year-to-date Market Share (%)		
	Chicago Area			Chicago Area			U.S.	Chicago Area		
	2005	2006	% chg.	2005	2006	% chg.	% chg.	Yr. Ago	Current	Chg.
MARKET SUMMARY										
TOTAL	61,285	61,101	-0.3%	224,069	224,517	0.2%	-4.3%			
Cars	30,430	34,979	14.9%	115,236	124,172	7.8%	3.3%	51.4	55.3	3.9
Light Trucks	30,855	26,122	-15.3%	108,833	100,345	-7.8%	-10.8%	48.6	44.7	-3.9
Domestic	32,431	27,651	-14.7%	109,090	100,272	-8.1%	-10.9%	48.7	44.7	-4.0
Japanese	21,298	24,769	16.3%	84,604	91,250	7.9%	5.0%	37.8	40.6	2.8
European	5,381	5,720	6.3%	21,561	22,646	5.0%	4.5%	9.6	10.1	0.5
Korean	2,175	2,961	36.1%	8,814	10,349	17.4%	4.0%	3.9	4.6	0.7
BRAND REGISTRATIONS										
Acura	1,275	1,361	6.7%	5,321	5,264	-1.1%	-7.8%	2.4	2.3	-0.1
Audi	472	482	2.1%	2,024	1,904	-5.9%	5.4%	0.9	0.8	-0.1
BMW	1,209	1,142	-5.5%	5,161	5,318	3.0%	4.7%	2.3	2.4	0.1
Buick	1,643	1,251	-23.9%	4,807	4,083	-15.1%	-18.1%	2.1	1.8	-0.3
Cadillac	1,217	1,081	-11.2%	4,126	4,390	6.4%	-9.9%	1.8	2.0	0.2
Chevrolet	9,593	8,259	-13.9%	30,367	27,668	-8.9%	-12.0%	13.6	12.3	-1.3
Chrysler	2,256	1,522	-32.5%	8,392	5,990	-28.6%	-9.4%	3.7	2.7	-1.0
Dodge	2,864	2,685	-6.3%	10,703	10,344	-3.4%	-9.8%	4.8	4.6	-0.2
Ford	6,263	5,513	-12.0%	22,967	21,429	-6.7%	-10.4%	10.2	9.5	-0.7
GMC	2,116	1,028	-51.4%	5,628	4,010	-28.7%	-24.2%	2.5	1.8	-0.7
Honda	5,429	6,778	24.8%	21,059	24,604	16.8%	7.5%	9.4	11.0	1.6
Hummer	218	215	-1.4%	438	881	101.1%	49.0%	0.2	0.4	0.2
Hyundai	1,648	2,456	49.0%	6,839	8,307	21.5%	4.8%	3.1	3.7	0.6
Infiniti	650	496	-23.7%	2,650	2,232	-15.8%	-15.5%	1.2	1.0	-0.2
Isuzu	43	18	-58.1%	213	86	-59.6%	-34.0%	0.1	0.0	-0.1
Jaguar	129	124	-3.9%	560	445	-20.5%	-30.7%	0.2	0.2	0.0
Jeep	1,461	1,224	-16.2%	5,373	5,131	-4.5%	-9.7%	2.4	2.3	-0.1
Kia	527	504	-4.4%	1,962	2,038	3.9%	2.7%	0.9	0.9	0.0
Land Rover	285	248	-13.0%	864	1,163	34.6%	9.3%	0.4	0.5	0.1
Lexus	1,624	1,795	10.5%	6,818	7,346	7.7%	6.1%	3.0	3.3	0.3
Lincoln	348	345	-0.9%	1,453	1,415	-2.6%	-2.2%	0.6	0.6	0.0
Mazda	819	1,018	24.3%	3,149	3,514	11.6%	3.9%	1.4	1.6	0.2
Mercedes	903	991	9.7%	3,477	3,723	7.1%	13.4%	1.6	1.7	0.1
Mercury	978	692	-29.2%	3,282	2,724	-17.0%	-9.8%	1.5	1.2	-0.3
Mini	275	257	-6.5%	1,407	1,045	-25.7%	-7.3%	0.6	0.5	-0.1
Mitsubishi	544	554	1.8%	2,083	2,164	3.9%	-8.3%	0.9	1.0	0.1
Nissan	3,245	3,091	-4.7%	13,543	12,039	-11.1%	-6.2%	6.0	5.4	-0.6
Other	84	88	4.8%	432	318	-26.4%	5.8%	0.2	0.1	-0.1
Pontiac	1,879	2,535	34.9%	6,733	8,163	21.2%	-5.0%	3.0	3.6	0.6
Porsche	140	177	26.4%	647	679	4.9%	11.7%	0.3	0.3	0.0
Saab	345	223	-35.4%	881	734	-16.7%	-18.6%	0.4	0.3	-0.1
Saturn	1,559	1,267	-18.7%	4,636	3,948	-14.8%	-0.7%	2.1	1.8	-0.3
Subaru	535	607	13.5%	2,139	2,288	7.0%	3.2%	1.0	1.0	0.0
Suzuki	160	335	109.4%	712	1,232	73.0%	30.2%	0.3	0.5	0.2
Toyota/Scion	6,975	8,716	25.0%	26,917	30,481	13.2%	11.8%	12.0	13.6	1.6
Volkswagen	1,073	1,380	28.6%	4,298	5,238	21.9%	14.7%	1.9	2.3	0.4
Volvo	501	643	28.3%	2,008	2,179	8.5%	-9.3%	0.9	1.0	0.1

The table above shows new retail light vehicle registrations in the Chicago Area for the following time periods: July and August (2005 and 2006) and year-to-date totals (thru August) for 2005 and 2006. 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.

Percent Change in New Retail Light Vehicle Registrations, Chicago Area (YTD 2006 thru August vs. Year Earlier)



New Vehicle Market Share—Chicago Area vs. U.S. (YTD '06 thru August)



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.

