

Chicago Auto Outlook

Covering the Chicago Area Automotive Market

Data thru January, 2007

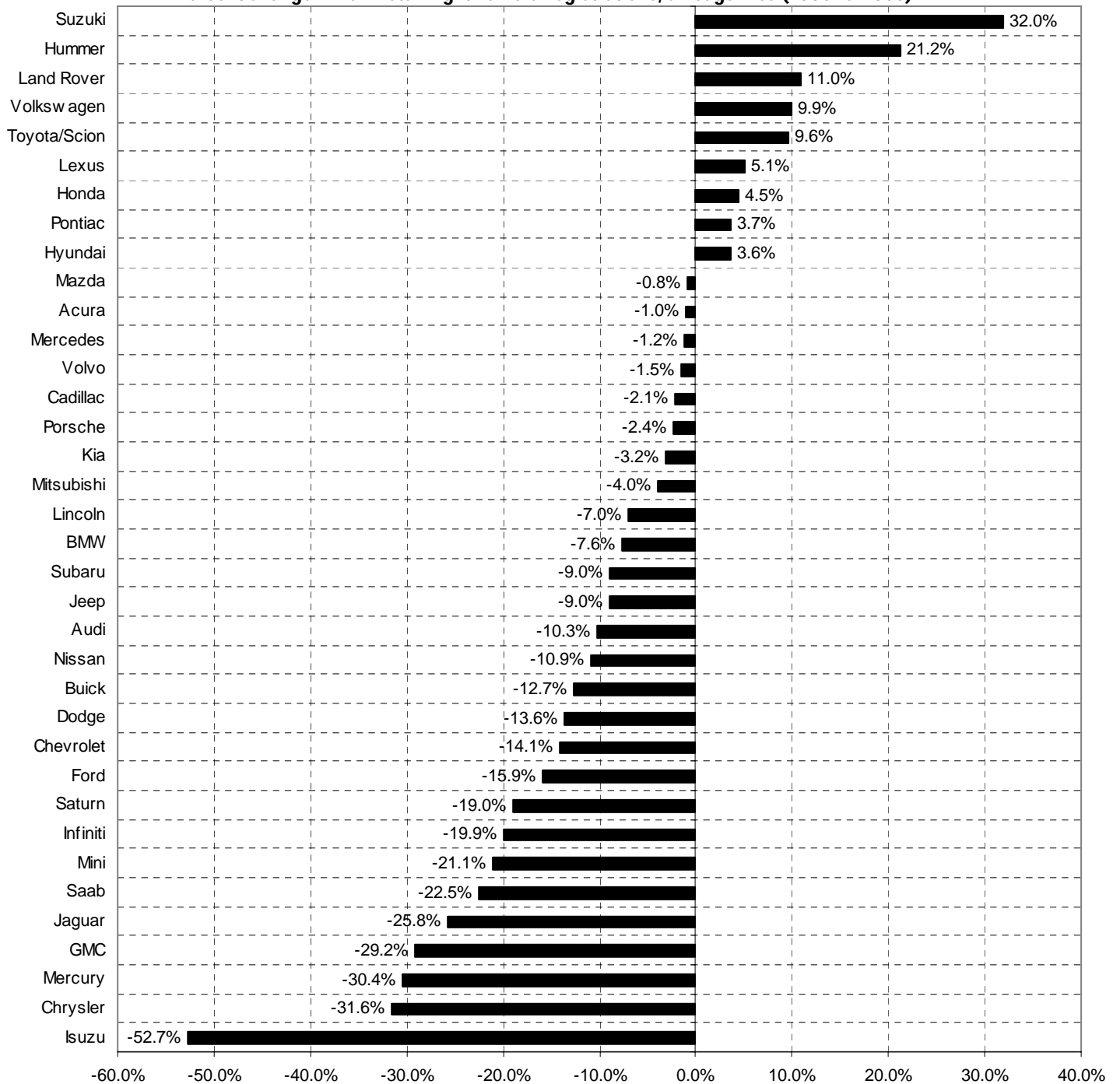
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Chicago
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Chicago Area New Retail Car and Light Truck Registrations

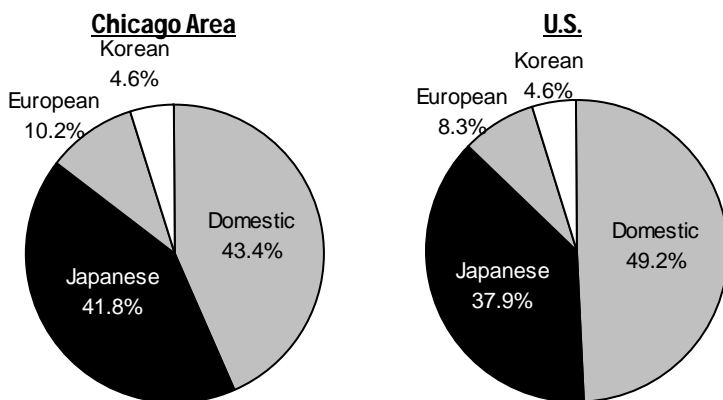
	Dec '06 and Jan '07 Combined			Annual Totals				Annual Market Share (%)		
	Chicago Area			Chicago Area			U.S.	Chicago Area		
	Previous	Recent	% chg.	2005	2006	% chg.	% chg.	2005	2006	Chg.
MARKET SUMMARY										
TOTAL	51,322	47,289	-7.9%	352,433	329,144	-6.6%	-2.6%			
Cars	27,265	25,196	-7.6%	185,027	184,590	-0.2%	2.1%	52.5	56.1	3.6
Light Trucks	24,057	22,093	-8.2%	167,406	144,554	-13.7%	-6.7%	47.5	43.9	-3.6
Domestic	22,367	18,402	-17.7%	168,297	142,782	-15.2%	-8.1%	47.8	43.4	-4.4
Japanese	20,870	21,492	3.0%	134,731	137,670	2.2%	5.4%	38.2	41.8	3.6
European	5,965	5,332	-10.6%	34,561	33,528	-3.0%	3.0%	9.8	10.2	0.4
Korean	2,120	2,063	-2.7%	14,844	15,164	2.2%	2.6%	4.2	4.6	0.4
BRAND REGISTRATIONS										
Acura	1,402	1,331	-5.1%	8,185	8,100	-1.0%	-4.0%	2.3	2.5	0.2
Audi	584	533	-8.7%	3,205	2,874	-10.3%	8.5%	0.9	0.9	0.0
BMW	1,558	1,245	-20.1%	8,311	7,678	-7.6%	3.1%	2.4	2.3	-0.1
Buick	872	796	-8.7%	6,851	5,978	-12.7%	-14.7%	1.9	1.8	-0.1
Cadillac	1,109	878	-20.8%	6,453	6,315	-2.1%	-3.4%	1.8	1.9	0.1
Chevrolet	6,132	4,992	-18.6%	46,299	39,749	-14.1%	-9.6%	13.1	12.1	-1.0
Chrysler	1,418	1,127	-20.5%	12,440	8,503	-31.6%	-6.8%	3.5	2.6	-0.9
Dodge	2,301	1,864	-19.0%	16,877	14,585	-13.6%	-8.6%	4.8	4.4	-0.4
Ford	4,386	3,738	-14.8%	36,511	30,691	-15.9%	-8.3%	10.4	9.3	-1.1
GMC	1,026	811	-21.0%	7,880	5,582	-29.2%	-15.1%	2.2	1.7	-0.5
Honda	5,949	5,369	-9.7%	34,848	36,415	4.5%	4.4%	9.9	11.1	1.2
Hummer	272	155	-43.0%	1,059	1,283	21.2%	26.1%	0.3	0.4	0.1
Hyundai	1,690	1,518	-10.2%	11,681	12,106	3.6%	0.1%	3.3	3.7	0.4
Infiniti	673	580	-13.8%	4,096	3,282	-19.9%	-11.2%	1.2	1.0	-0.2
Isuzu	28	30	7.1%	260	123	-52.7%	-29.3%	0.1	0.0	-0.1
Jaguar	99	101	2.0%	828	614	-25.8%	-32.0%	0.2	0.2	0.0
Jeep	1,269	1,260	-0.7%	8,630	7,857	-9.0%	-3.5%	2.4	2.4	0.0
Kia	428	545	27.3%	3,148	3,048	-3.2%	6.7%	0.9	0.9	0.0
Land Rover	382	342	-10.5%	1,495	1,660	11.0%	3.5%	0.4	0.5	0.1
Lexus	1,868	1,844	-1.3%	10,562	11,101	5.1%	6.5%	3.0	3.4	0.4
Lincoln	339	368	8.6%	2,220	2,065	-7.0%	-2.2%	0.6	0.6	0.0
Mazda	715	703	-1.7%	5,024	4,982	-0.8%	4.0%	1.4	1.5	0.1
Mercedes	970	977	0.7%	5,685	5,615	-1.2%	10.6%	1.6	1.7	0.1
Mercury	609	462	-24.1%	5,405	3,761	-30.4%	-7.7%	1.5	1.1	-0.4
Mini	272	191	-29.8%	1,939	1,530	-21.1%	-4.0%	0.6	0.5	-0.1
Mitsubishi	548	448	-18.2%	3,318	3,184	-4.0%	-4.4%	0.9	1.0	0.1
Nissan	2,754	3,052	10.8%	20,662	18,405	-10.9%	-4.5%	5.9	5.6	-0.3
Other	110	58	-47.3%	577	481	-16.6%	10.9%	0.2	0.1	-0.1
Pontiac	1,723	1,034	-40.0%	10,514	10,898	3.7%	-6.3%	3.0	3.3	0.3
Porsche	133	134	0.8%	948	925	-2.4%	7.2%	0.3	0.3	0.0
Saab	172	166	-3.5%	1,365	1,058	-22.5%	-5.2%	0.4	0.3	-0.1
Saturn	887	894	0.8%	6,935	5,616	-19.0%	6.0%	2.0	1.7	-0.3
Subaru	701	570	-18.7%	3,682	3,350	-9.0%	2.4%	1.0	1.0	0.0
Suzuki	294	253	-13.9%	1,364	1,800	32.0%	23.0%	0.4	0.5	0.1
Toyota/Scion	5,938	7,313	23.2%	42,730	46,818	9.6%	13.4%	12.1	14.2	2.1
Volkswagen	1,235	1,158	-6.2%	7,203	7,917	9.9%	4.9%	2.0	2.4	0.4
Volvo	476	449	-5.7%	3,243	3,195	-1.5%	-6.3%	0.9	1.0	0.1

The table above shows new retail light vehicle registrations in the Chicago Area for the following time periods: December 2006 and January 2007 combined (and the same period a year earlier), and annual totals 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 (2006 vs. 2005)



New Vehicle Market Share—Chicago Area vs. U.S. (2006)



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.

