

Vermont Auto Outlook™

Comprehensive information on the Vermont new vehicle market

Sponsored by:



YTD thru April
% Change In
New Retail Market vs.
Year Earlier



Light trucks

+1.1%



Cars

-16.1%

Vermont New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '19 thru April	9,845	2,351	12,196
YTD '20 thru April	9,956	1,973	11,929
% change	1.1%	-16.1%	-2.2%
Mar. '19 & Apr. '19	4,844	1,181	6,025
Mar. '20 & Apr. '20	4,609	960	5,569
% change	-4.9%	-18.7%	-7.6%

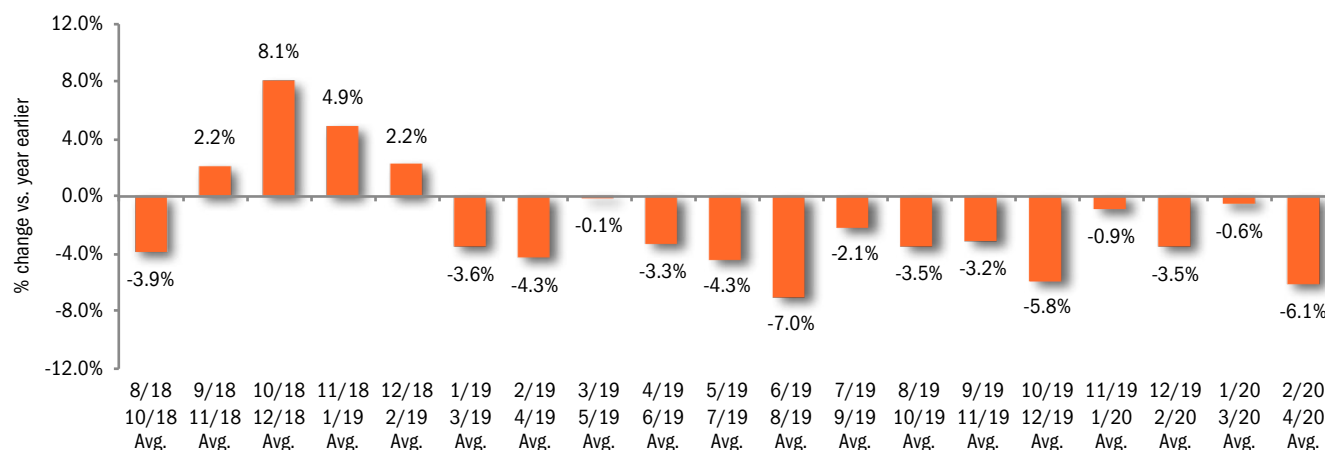
QUICK FACTS

New vehicle registrations in Vermont declined 7.6% during the past two months (March and April combined) versus the same period a year earlier. Year-to-date, the market was off by 2.2%.

Compilation of vehicle registration data typically lags actual sales at dealerships. As a result, the figures shown do not fully reflect the impact on new vehicle sales resulting from the COVID-19 pandemic.

Data Source: AutoCount data from Experian.

Percent Change in Three Month Moving Average of New Retail Registrations versus Same Period Year Earlier



The graph above provides a clear picture of the trending direction of the state market. It shows the year-over-year percent change in the three month moving average of new retail light vehicle registrations. The three month moving average is less erratic than monthly registrations, which can fluctuate due to such factors as the timing of manufacturer incentive programs, weather and title processing delays by governmental agencies. Data Source: AutoCount data from Experian.


Data Information


Data presented in Auto Outlook measures new retail vehicle registrations in Vermont. Monthly recording of registrations occurs when vehicle title information is processed, which may differ from date of sale. Title recording can occasionally be subject to processing delays by governmental agencies. For this reason, the year-to-date figures will typically be more reflective of market results. Data Source: AutoCount data from Experian.

**Change in New Retail
Light Vehicle Registrations
YTD 2020 thru Apr. vs.
YTD 2019**

**DOMESTIC
BRANDS**
 **UP
2.2%**

**EUROPEAN
BRANDS**
 **DOWN
5.7%**

**JAPANESE
BRANDS**
 **DOWN
6.4%**

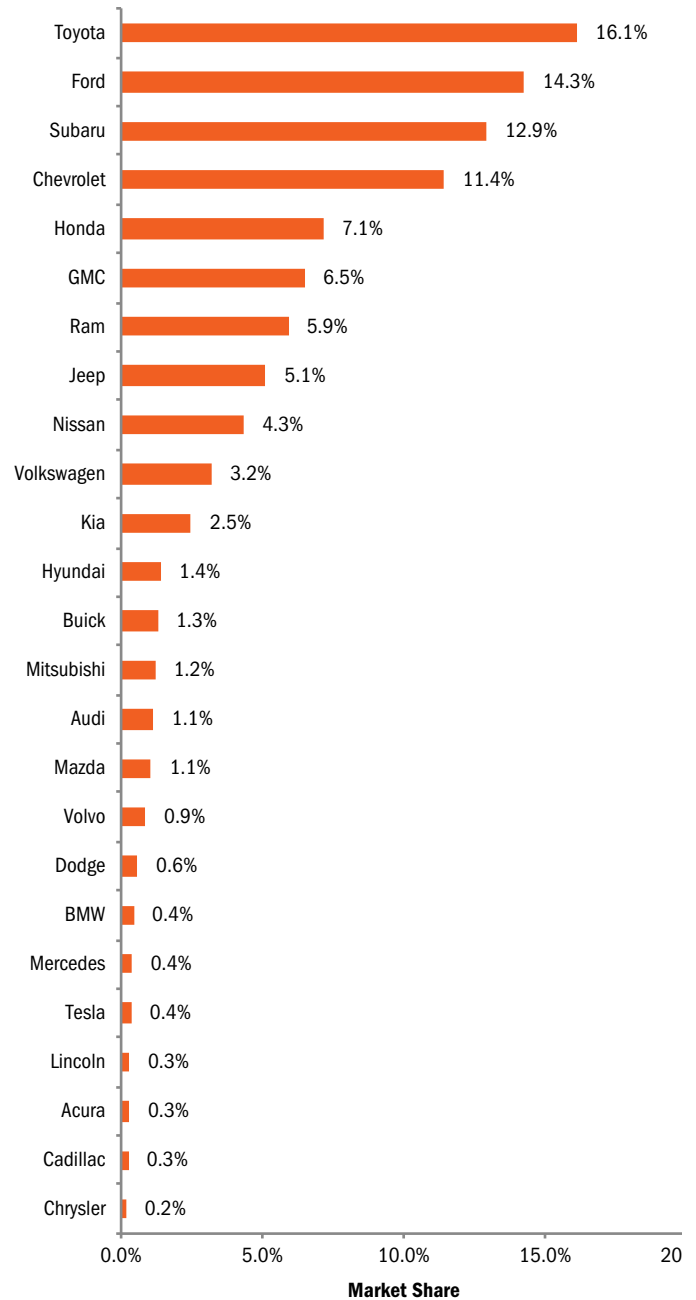
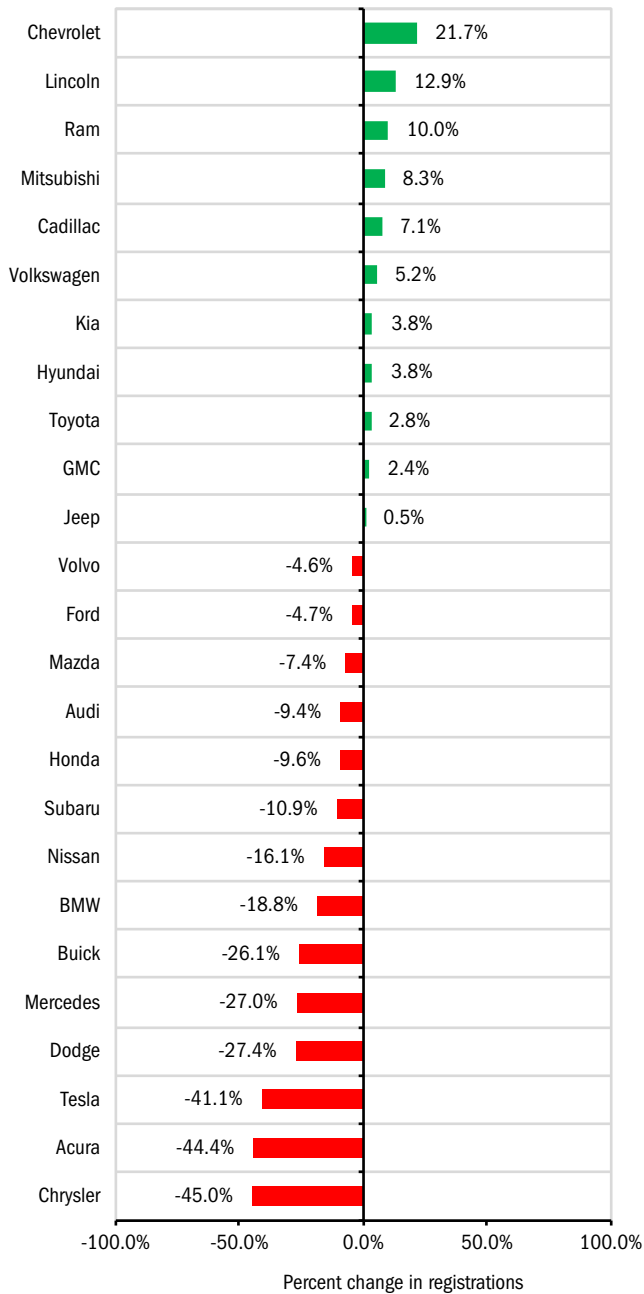
**KOREAN
BRANDS**
 **UP
3.6%**

Vermont New Retail Car and Light Truck Registrations										
	Number of dealers	March and April Combined			YTD thru April			YTD Market Share (%)		
		2019	2020	% chg.	2019	2020	% chg.	2019	2020	Chg.
TOTAL	--	6,025	5,569	-7.6%	12,196	11,929	-2.2%			
Cars	--	1,181	960	-18.7%	2,351	1,973	-16.1%	19.3	16.5	-2.7
Trucks	--	4,844	4,609	-4.9%	9,845	9,956	1.1%	80.7	83.5	2.7
Domestic Brands	--	2,579	2,542	-1.4%	5,384	5,503	2.2%	44.1	46.1	2.0
European Brands	--	411	348	-15.3%	824	777	-5.7%	6.8	6.5	-0.2
Japanese Brands	--	2,794	2,456	-12.1%	5,539	5,184	-6.4%	45.4	43.5	-2.0
Korean Brands	--	241	223	-7.5%	449	465	3.6%	3.7	3.9	0.2
Acura	1	28	19	-32.1%	63	35	-44.4%	0.5	0.3	-0.2
Alfa Romeo	1	4	3	-25.0%	7	5	-28.6%	0.1	0.0	0.0
Audi	2	65	66	1.5%	149	135	-9.4%	1.2	1.1	-0.1
BMW	1	30	19	-36.7%	64	52	-18.8%	0.5	0.4	-0.1
Buick	9	98	65	-33.7%	207	153	-26.1%	1.7	1.3	-0.4
Cadillac	5	13	11	-15.4%	28	30	7.1%	0.2	0.3	0.0
Chevrolet	13	519	662	27.6%	1,119	1,362	21.7%	9.2	11.4	2.2
Chrysler	10	21	11	-47.6%	40	22	-45.0%	0.3	0.2	-0.1
Dodge	9	61	29	-52.5%	95	69	-27.4%	0.8	0.6	-0.2
FIAT	1	5	4	-20.0%	8	5	-37.5%	0.1	0.0	0.0
Ford	16	851	769	-9.6%	1,783	1,700	-4.7%	14.6	14.3	-0.4
Genesis	1	3	1	-66.7%	3	2	-33.3%	0.0	0.0	0.0
GMC	9	322	350	8.7%	755	773	2.4%	6.2	6.5	0.3
Honda	4	475	410	-13.7%	942	852	-9.6%	7.7	7.1	-0.6
Hyundai	3	85	80	-5.9%	160	166	3.8%	1.3	1.4	0.1
Infiniti	0	6	1	-83.3%	10	3	-70.0%	0.1	0.0	-0.1
Jaguar	0	3	0	-100.0%	7	2	-71.4%	0.1	0.0	0.0
Jeep	9	333	291	-12.6%	607	610	0.5%	5.0	5.1	0.1
Kia	3	153	142	-7.2%	286	297	3.8%	2.3	2.5	0.1
Land Rover	0	8	4	-50.0%	19	19	0.0%	0.2	0.2	0.0
Lexus	0	12	3	-75.0%	29	15	-48.3%	0.2	0.1	-0.1
Lincoln	4	11	15	36.4%	31	35	12.9%	0.3	0.3	0.0
Mazda	2	63	57	-9.5%	136	126	-7.4%	1.1	1.1	-0.1
Mercedes	1	23	14	-39.1%	63	46	-27.0%	0.5	0.4	-0.1
MINI	1	10	4	-60.0%	17	7	-58.8%	0.1	0.1	-0.1
Mitsubishi	2	62	68	9.7%	132	143	8.3%	1.1	1.2	0.1
Nissan	5	327	247	-24.5%	616	517	-16.1%	5.1	4.3	-0.7
Other	--	16	21	31.3%	27	47	74.1%	0.2	0.4	0.2
Porsche	0	6	2	-66.7%	11	6	-45.5%	0.1	0.1	0.0
Ram	6	323	326	0.9%	640	704	10.0%	5.2	5.9	0.7
Subaru	7	866	729	-15.8%	1,729	1,541	-10.9%	14.2	12.9	-1.3
Tesla	0	21	13	-38.1%	73	43	-41.1%	0.6	0.4	-0.2
Toyota	7	949	902	-5.0%	1,869	1,922	2.8%	15.3	16.1	0.8
Volkswagen	4	187	191	2.1%	363	382	5.2%	3.0	3.2	0.2
Volvo	2	66	40	-39.4%	108	103	-4.6%	0.9	0.9	0.0

Top ten brands are shaded grey.

**Percent Change in Brand Registrations
YTD 2020 thru April vs. YTD 2019
(Top 25 selling brands)**

**Vermont Market Share
YTD 2020 thru April
(Top 25 selling brands in state)**



Registrations increased by more than 5% for Chevrolet, Lincoln, Ram, Mitsubishi, Cadillac, and Volkswagen.



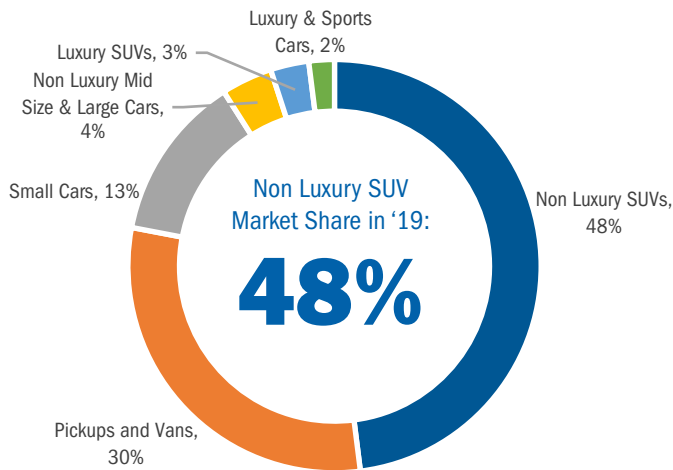
Toyota, Ford, Subaru, Chevrolet, and Honda were market share leaders in Vermont

Data Source: AutoCount data from Experian.

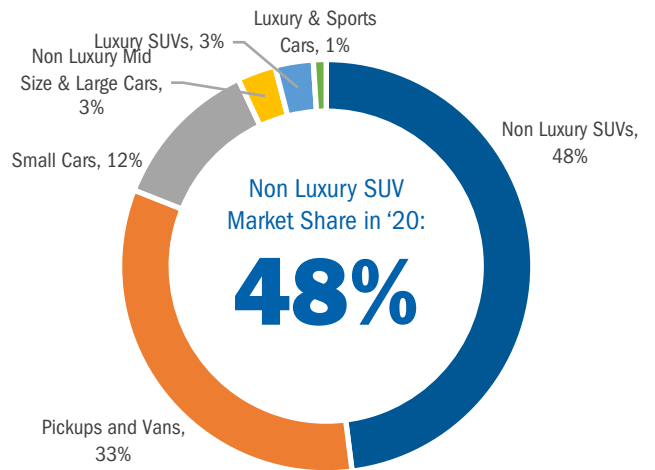
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VEHICLE SEGMENTS

**Segment Market Shares
YTD 2019 thru April**



**Segment Market Shares
YTD 2020 thru April**

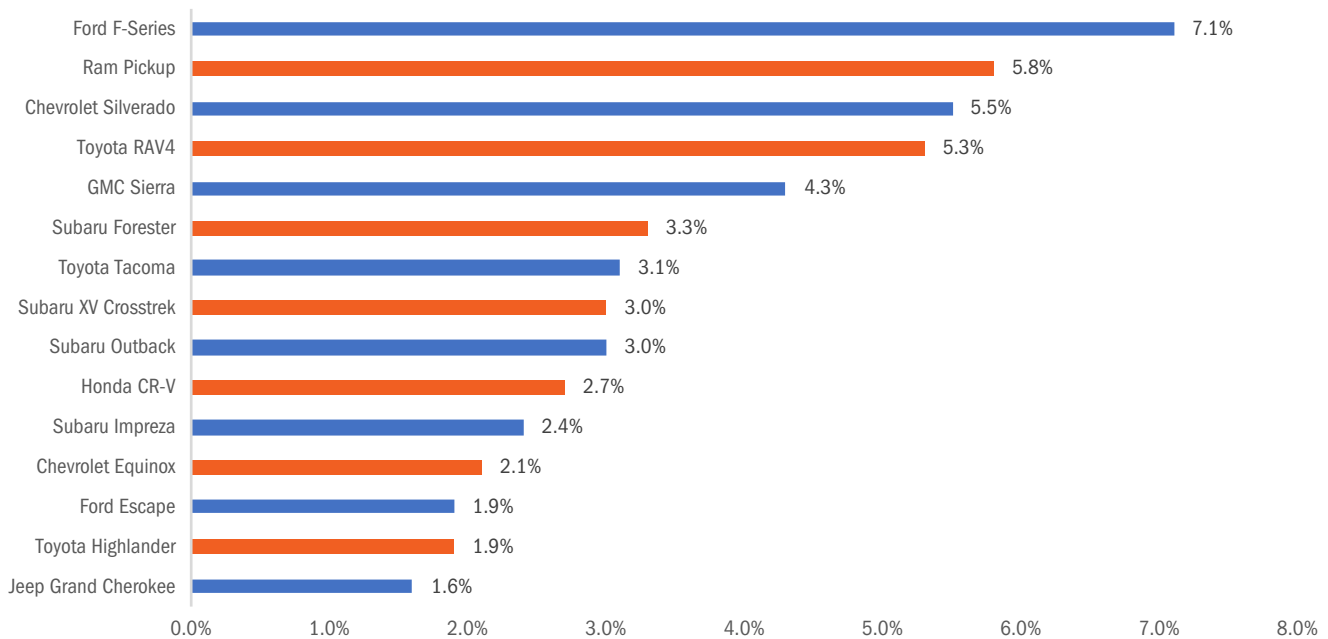


Data Source: AutoCount data from Experian.

The two graphs above show market shares for primary segments during the first four months of 2019 and 2020.

TOP SELLING MODELS

Market Share for Top 15 Selling Models in Vermont New Vehicle Market - YTD 2020 thru April



Data Source: AutoCount data from Experian.