

# Vermont Auto Outlook™

Comprehensive information on the Vermont new vehicle market

Sponsored by:



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



Light trucks

**-12.9%**



Cars

**-27.8%**

## Vermont New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '19 thru Aug.	21,919	5,180	27,099
YTD '20 thru Aug.	19,099	3,742	22,841
<b>% change</b>	<b>-12.9%</b>	<b>-27.8%</b>	<b>-15.7%</b>
July '19 & Aug. '19	5,559	1,261	6,820
July '20 & Aug. '20	6,041	1,159	7,200
<b>% change</b>	<b>8.7%</b>	<b>-8.1%</b>	<b>5.6%</b>

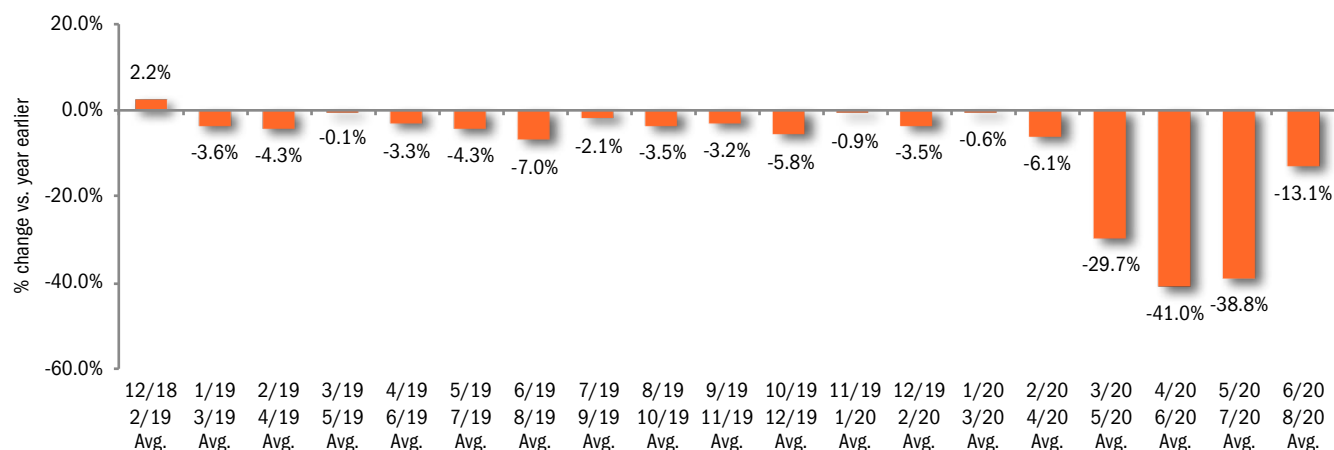
## QUICK FACTS

New vehicle registrations in Vermont declined 15.7% during the first eight months of 2020 versus the same period a year earlier. The drop was better than the estimated 19.8% fall in the National market.

The market has shown signs of improving. Registrations in July and August combined improved by 5.6% versus year earlier.

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 August vs. YTD 2019**

**DOMESTIC BRANDS**  **DOWN 13.7%**

**EUROPEAN BRANDS**  **DOWN 7.5%**

**JAPANESE BRANDS**  **DOWN 19.3%**

**KOREAN BRANDS**  **DOWN 9.2%**

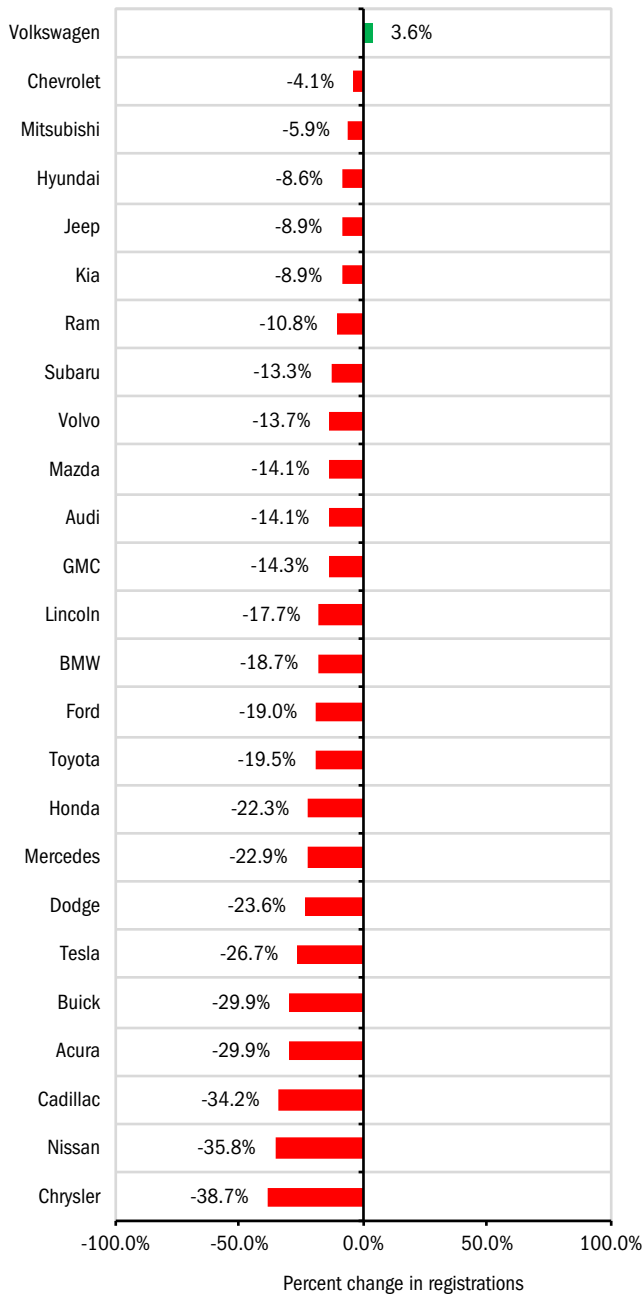
Vermont New Retail Car and Light Truck Registrations										
	Number of dealers	July and Aug. Combined			YTD thru Aug.			YTD Market Share (%)		
		2019	2020	% chg.	2019	2020	% chg.	2019	2020	Chg.
TOTAL	--	6,820	7,200	5.6%	27,099	22,841	-15.7%			
Cars	--	1,261	1,159	-8.1%	5,180	3,742	-27.8%	19.1	16.4	-2.7
Trucks	--	5,559	6,041	8.7%	21,919	19,099	-12.9%	80.9	83.6	2.7
Domestic Brands	--	2,930	3,098	5.7%	11,785	10,170	-13.7%	43.5	44.5	1.0
European Brands	--	430	605	40.7%	1,813	1,677	-7.5%	6.7	7.3	0.7
Japanese Brands	--	3,231	3,178	-1.6%	12,482	10,069	-19.3%	46.1	44.1	-2.0
Korean Brands	--	229	319	39.3%	1,019	925	-9.2%	3.8	4.0	0.3
Acura	1	27	32	18.5%	127	89	-29.9%	0.5	0.4	-0.1
Alfa Romeo	1	3	1	-66.7%	12	6	-50.0%	0.0	0.0	0.0
Audi	2	69	86	24.6%	304	261	-14.1%	1.1	1.1	0.0
BMW	1	30	45	50.0%	134	109	-18.7%	0.5	0.5	0.0
Buick	9	64	94	46.9%	395	277	-29.9%	1.5	1.2	-0.2
Cadillac	5	20	8	-60.0%	73	48	-34.2%	0.3	0.2	-0.1
Chevrolet	13	660	671	1.7%	2,520	2,416	-4.1%	9.3	10.6	1.3
Chrysler	10	18	15	-16.7%	75	46	-38.7%	0.3	0.2	-0.1
Dodge	9	40	51	27.5%	191	146	-23.6%	0.7	0.6	-0.1
FIAT	1	2	5	150.0%	13	11	-15.4%	0.0	0.0	0.0
Ford	16	964	1,001	3.8%	3,852	3,120	-19.0%	14.2	13.7	-0.6
Genesis	1	3	0	-100.0%	9	4	-55.6%	0.0	0.0	0.0
GMC	9	370	361	-2.4%	1,599	1,370	-14.3%	5.9	6.0	0.1
Honda	4	609	642	5.4%	2,267	1,762	-22.3%	8.4	7.7	-0.7
Hyundai	3	104	152	46.2%	395	361	-8.6%	1.5	1.6	0.1
Infiniti	0	2	2	0.0%	16	5	-68.8%	0.1	0.0	0.0
Jaguar	0	2	5	150.0%	12	7	-41.7%	0.0	0.0	0.0
Jeep	9	355	461	29.9%	1,430	1,303	-8.9%	5.3	5.7	0.4
Kia	3	122	167	36.9%	615	560	-8.9%	2.3	2.5	0.2
Land Rover	0	10	9	-10.0%	37	29	-21.6%	0.1	0.1	0.0
Lexus	0	14	18	28.6%	60	35	-41.7%	0.2	0.2	-0.1
Lincoln	4	18	10	-44.4%	62	51	-17.7%	0.2	0.2	0.0
Mazda	2	90	112	24.4%	320	275	-14.1%	1.2	1.2	0.0
Mercedes	1	26	40	53.8%	131	101	-22.9%	0.5	0.4	0.0
MINI	1	16	21	31.3%	52	32	-38.5%	0.2	0.1	-0.1
Mitsubishi	2	59	80	35.6%	272	256	-5.9%	1.0	1.1	0.1
Nissan	5	296	212	-28.4%	1,310	841	-35.8%	4.8	3.7	-1.2
Other	--	9	31	244.4%	49	108	120.4%	0.2	0.5	0.3
Porsche	0	6	10	66.7%	23	20	-13.0%	0.1	0.1	0.0
Ram	6	380	386	1.6%	1,444	1,288	-10.8%	5.3	5.6	0.3
Subaru	7	841	944	12.2%	3,563	3,090	-13.3%	13.1	13.5	0.4
Tesla	0	39	37	-5.1%	135	99	-26.7%	0.5	0.4	-0.1
Toyota	7	1,290	1,114	-13.6%	4,521	3,639	-19.5%	16.7	15.9	-0.8
Volkswagen	4	191	290	51.8%	825	855	3.6%	3.0	3.7	0.7
Volvo	2	71	87	22.5%	256	221	-13.7%	0.9	1.0	0.0

Top ten brands are shaded grey.

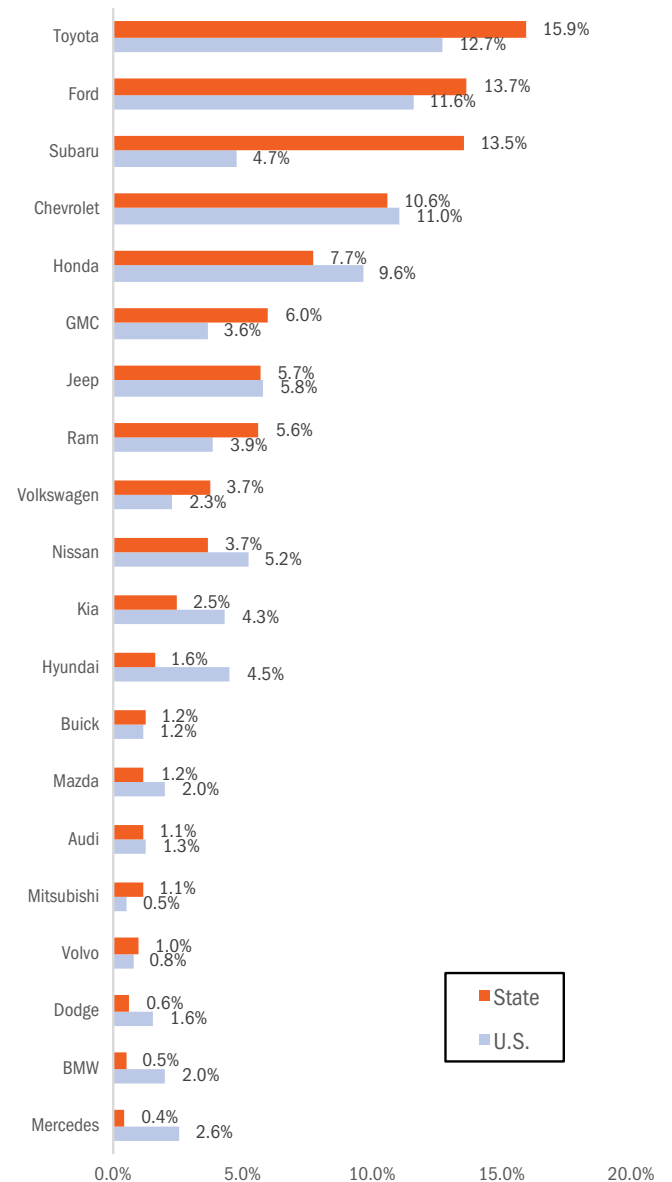
Source: AutoCount data from Experian

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



### Vermont and U.S. Market Share YTD 2020 thru August (Top 20 selling brands in state)



Registrations declined by less than 10% for Chevrolet, Mitsubishi, Hyundai, Jeep, and Kia. Volkswagen was up slightly.



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

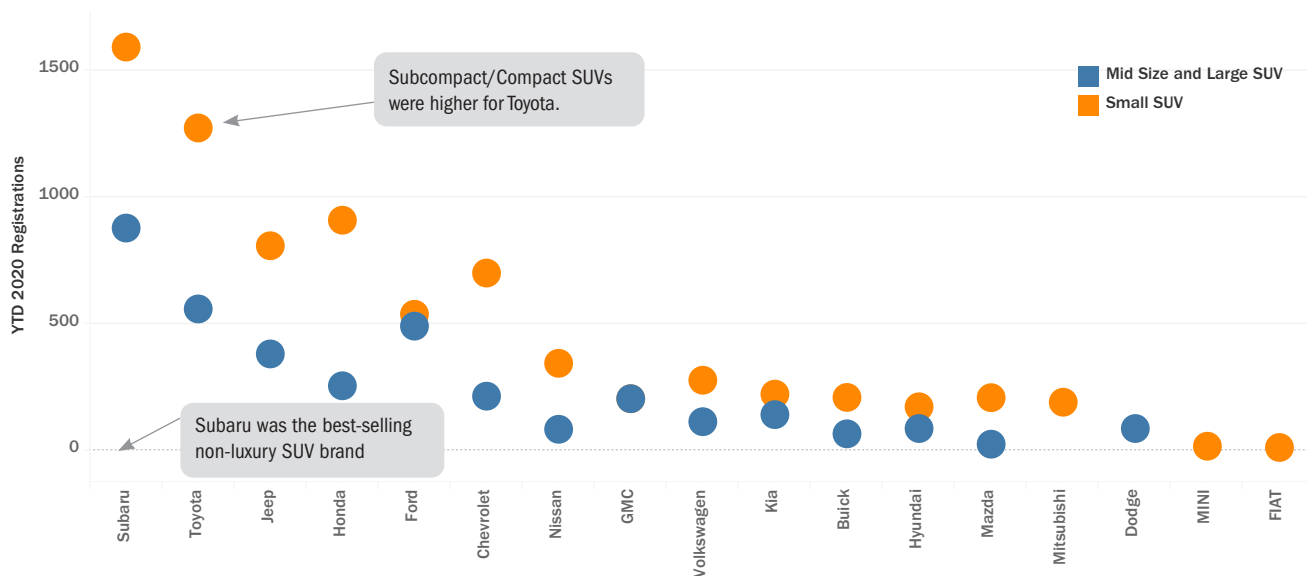
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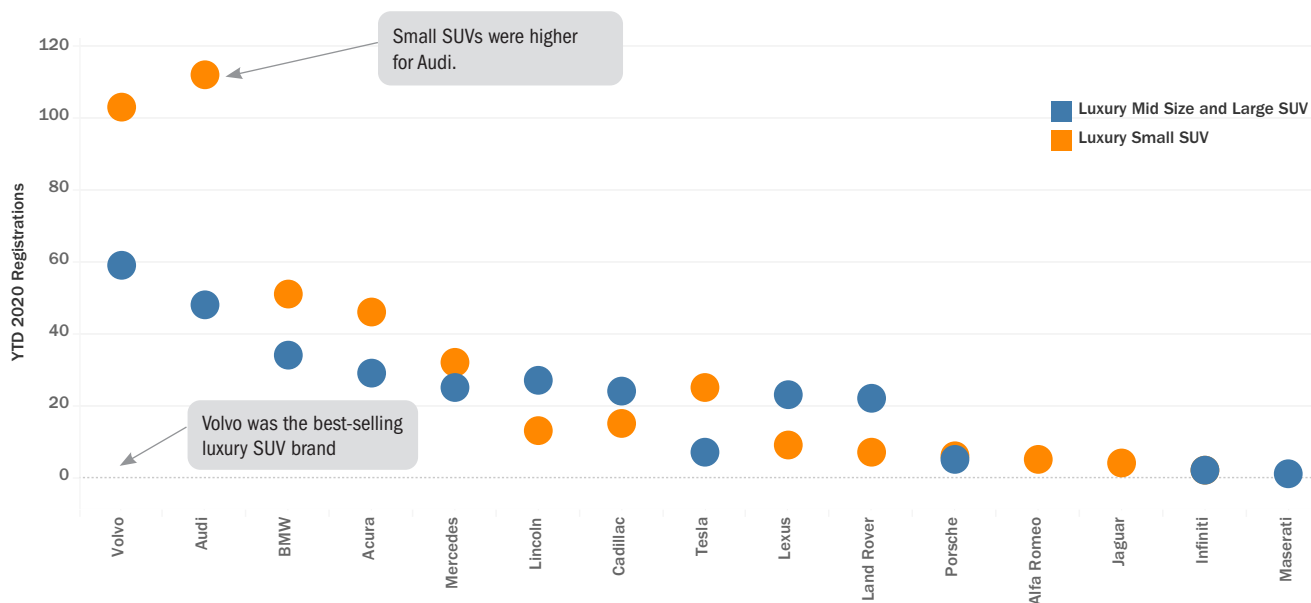
SUV CLOSE-UP

The two graphs below show new retail light vehicle registrations for Non Luxury and Luxury SUV brands. Each graph shows Small SUV registrations and Mid Size and Large registrations. Brands are positioned from left to right based on total registrations. Each circle corresponds to brand registrations for Small SUVs (orange circle) and Mid Size and Large SUVs (blue circle). Note: Small SUVs consist of subcompact and compact models.

New Retail Light Vehicle Registrations in Non Luxury SUV Segments - YTD 2020 thru August



New Retail Light Vehicle Registrations in Luxury SUV Segments - YTD 2020 thru August



Data Source: AutoCount data from Experian.

Note: Small SUVs consist of subcompact and compact models.