

# Vermont Auto Outlook™

Comprehensive information on the Vermont new vehicle market

Sponsored by:



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



Light trucks

**+7.0%**



Cars

**-13.4%**

## Vermont New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '19 thru Feb.	4,977	1,165	6,142
YTD '20 thru Feb.	5,323	1,009	6,332
<b>% change</b>	<b>7.0%</b>	<b>-13.4%</b>	<b>3.1%</b>
Dec. '18 thru Feb. '19	7,588	1,781	9,369
Dec. '19 thru Feb. '20	7,593	1,448	9,041
<b>% change</b>	<b>0.1%</b>	<b>-18.7%</b>	<b>-3.5%</b>

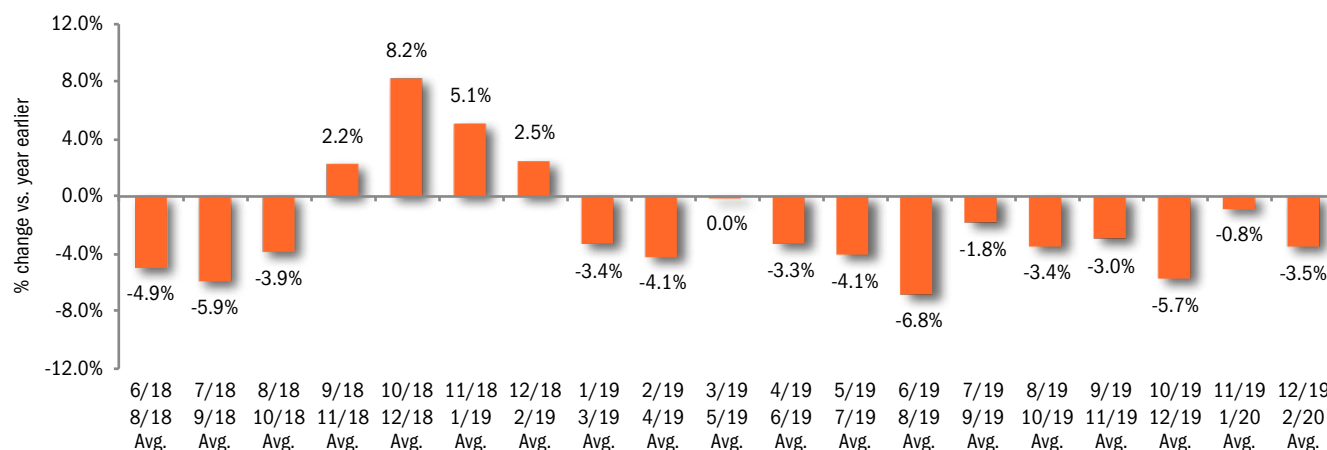
## QUICK FACTS

Sales figures presented in this release are thru February, and were largely unaffected by consequences resulting from the COVID-19 pandemic. Reports released in April will provide detailed tracking of how the state market has been impacted, and expectations for the ensuing market recovery.

The state market got off to a good start in '20. Vermont new vehicle market was up 3.1% during the first two months of '20 vs. '19.

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 Feb. vs.  
YTD 2019**

**DOMESTIC  
BRANDS**  
 **UP  
5.6%**

**EUROPEAN  
BRANDS**  
 **UP  
4.4%**

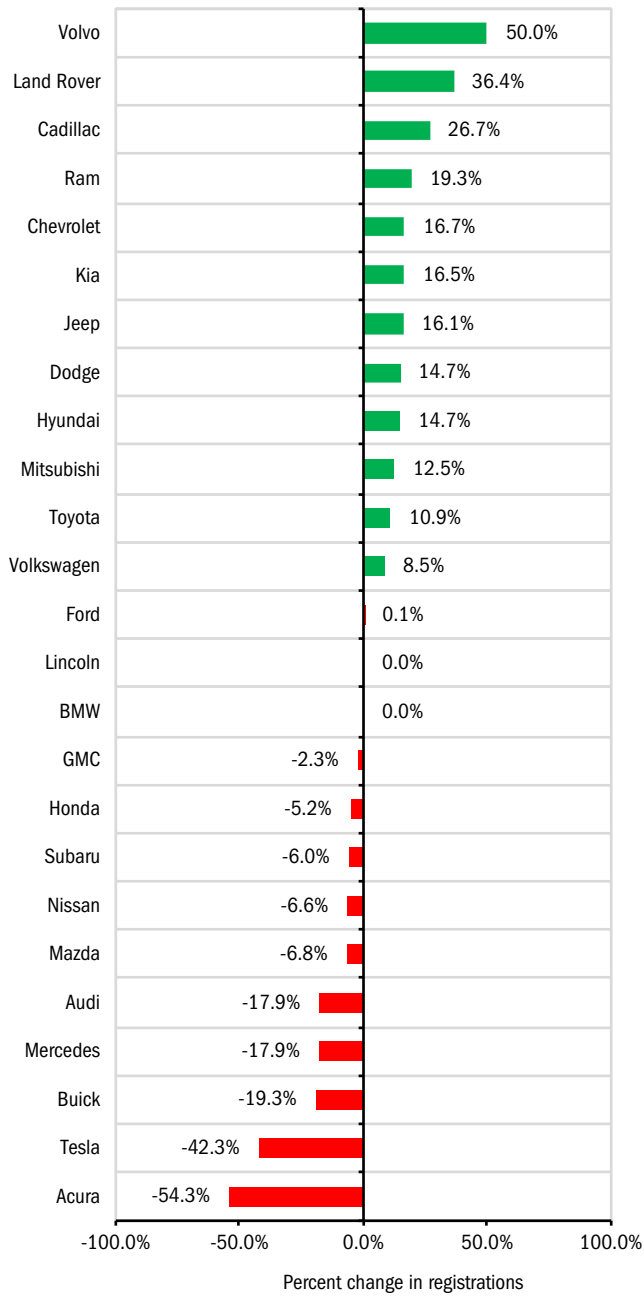
**JAPANESE  
BRANDS**  
 **DOWN  
0.7%**

**KOREAN  
BRANDS**  
 **UP  
16.3%**

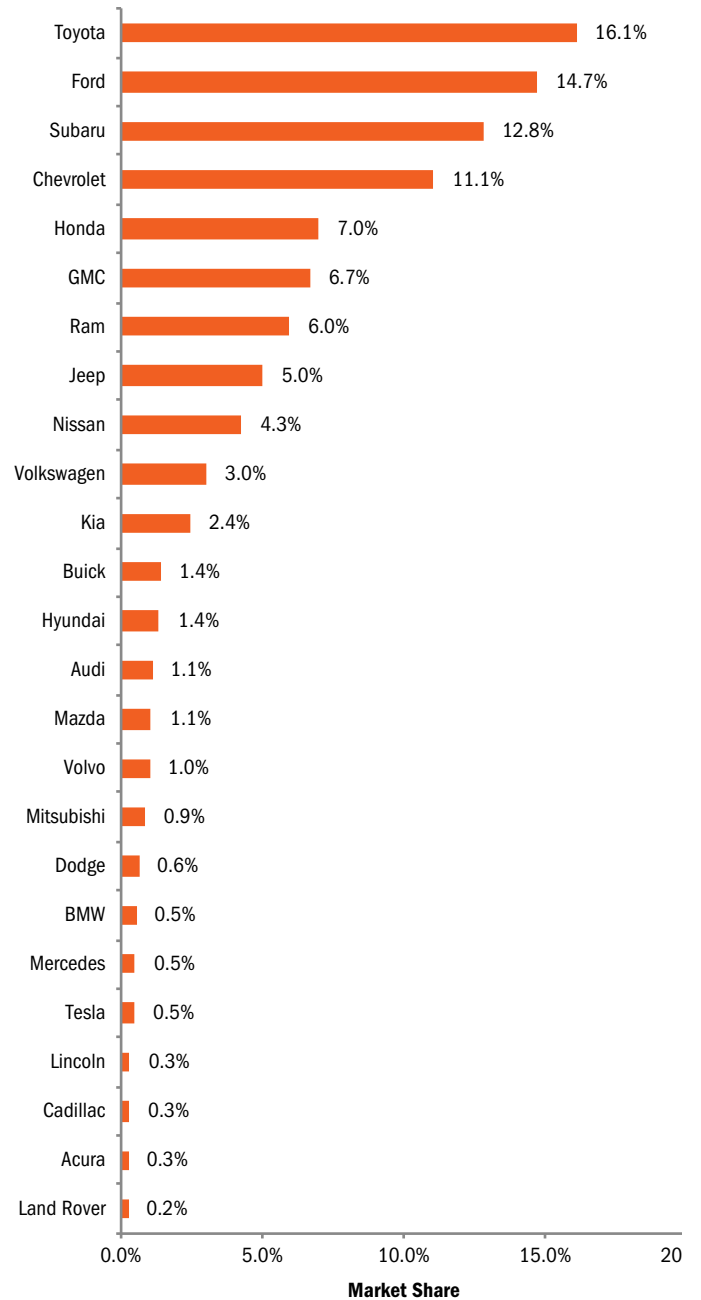
Vermont New Retail Car and Light Truck Registrations							
	Number of dealers	YTD thru February			YTD Market Share (%)		
		2019	2020	% chg.	2019	2020	Chg.
TOTAL	--	6,142	6,332	3.1%			
Cars	--	1,165	1,009	-13.4%	19.0	15.9	-3.0
Trucks	--	4,977	5,323	7.0%	81.0	84.1	3.0
Domestic Brands	--	2,802	2,958	5.6%	45.6	46.7	1.1
European Brands	--	411	429	4.4%	6.7	6.8	0.1
Japanese Brands	--	2,721	2,703	-0.7%	44.3	42.7	-1.6
Korean Brands	--	208	242	16.3%	3.4	3.8	0.4
Acura	1	35	16	-54.3%	0.6	0.3	-0.3
Alfa Romeo	1	3	2	-33.3%	0.0	0.0	0.0
Audi	2	84	69	-17.9%	1.4	1.1	-0.3
BMW	1	33	33	0.0%	0.5	0.5	0.0
Buick	9	109	88	-19.3%	1.8	1.4	-0.4
Cadillac	5	15	19	26.7%	0.2	0.3	0.1
Chevrolet	13	600	700	16.7%	9.8	11.1	1.3
Chrysler	10	19	11	-42.1%	0.3	0.2	-0.1
Dodge	9	34	39	14.7%	0.6	0.6	0.1
FIAT	1	3	1	-66.7%	0.0	0.0	0.0
Ford	16	930	931	0.1%	15.1	14.7	-0.4
Genesis	1	0	1		0.0	0.0	0.0
GMC	9	433	423	-2.3%	7.0	6.7	-0.4
Honda	4	466	442	-5.2%	7.6	7.0	-0.6
Hyundai	3	75	86	14.7%	1.2	1.4	0.1
Infiniti	0	4	2	-50.0%	0.1	0.0	0.0
Jaguar	0	4	2	-50.0%	0.1	0.0	0.0
Jeep	9	274	318	16.1%	4.5	5.0	0.6
Kia	3	133	155	16.5%	2.2	2.4	0.3
Land Rover	0	11	15	36.4%	0.2	0.2	0.1
Lexus	0	17	12	-29.4%	0.3	0.2	-0.1
Lincoln	4	20	20	0.0%	0.3	0.3	0.0
Mazda	2	73	68	-6.8%	1.2	1.1	-0.1
Mercedes	1	39	32	-17.9%	0.6	0.5	-0.1
MINI	1	7	3	-57.1%	0.1	0.0	-0.1
Mitsubishi	2	48	54	12.5%	0.8	0.9	0.1
Nissan	5	289	270	-6.6%	4.7	4.3	-0.4
Other	--	11	25	127.3%	0.2	0.4	0.2
Porsche	0	5	4	-20.0%	0.1	0.1	0.0
Ram	6	316	377	19.3%	5.1	6.0	0.8
Subaru	7	863	811	-6.0%	14.1	12.8	-1.2
Tesla	0	52	30	-42.3%	0.8	0.5	-0.4
Toyota	7	919	1,019	10.9%	15.0	16.1	1.1
Volkswagen	4	176	191	8.5%	2.9	3.0	0.2
Volvo	2	42	63	50.0%	0.7	1.0	0.3

Top ten brands are shaded grey.

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



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



**Registrations increased by more than 16% for Volvo, Land Rover, Cadillac, Ram, Chevrolet, Kia, and Jeep.**



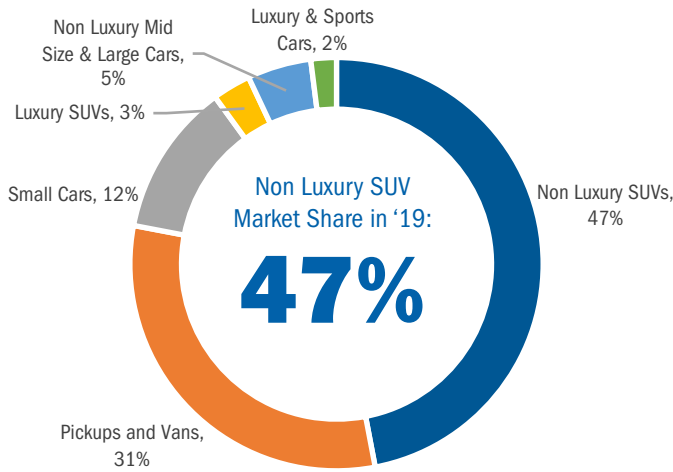
**Toyota, Ford, Subaru, Chevrolet, and Honda were market share leaders in Vermont**

Data Source: AutoCount data from Experian.

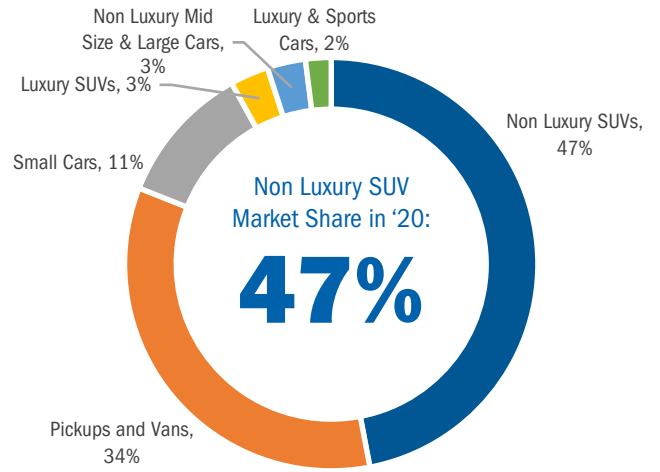
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**VEHICLE SEGMENTS**

**Segment Market Shares  
YTD 2019 thru February**



**Segment Market Shares  
YTD 2020 thru February**

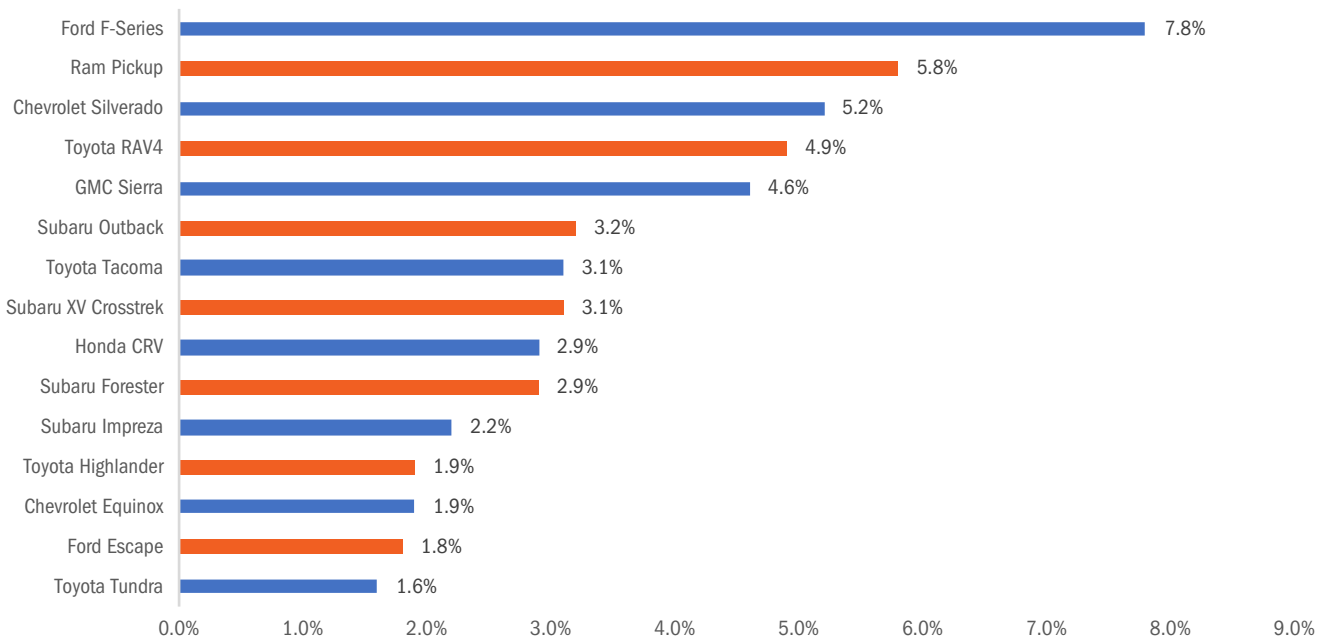


Data Source: AutoCount data from Experian.

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

**TOP SELLING MODELS**

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



Data Source: AutoCount data from Experian.