

Vermont Auto Outlook™

Comprehensive information on the Vermont new vehicle market

Sponsored by:



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



Light trucks

-17.3%



Cars

-31.2%

Vermont New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '19 thru July	19,158	4,569	23,727
YTD '20 thru July	15,842	3,143	18,985
% change	-17.3%	-31.2%	-20.0%
July, 2019	2,798	650	3,448
July, 2020	2,784	560	3,344
% change	-0.5%	-13.8%	-3.0%

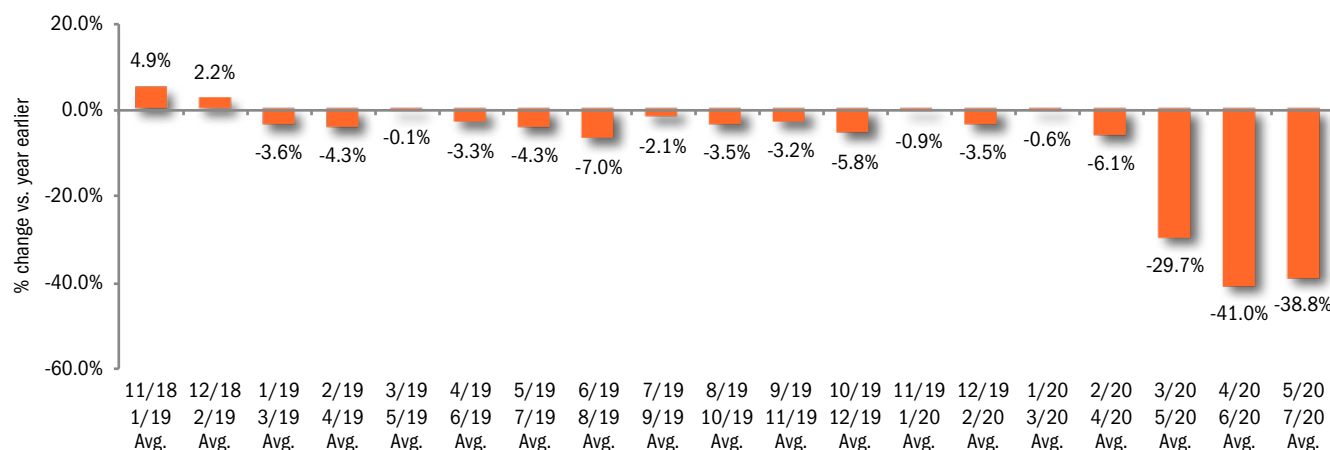
QUICK FACTS

New vehicle registrations in Vermont declined 20.0% during the first seven months of 2020 versus the same period a year earlier. The drop was in line with the estimated 20.1% fall in the National market.

The market has shown signs of stabilizing. July registrations fell by just 3.0% versus July of 2019.

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 July vs. YTD 2019

DOMESTIC BRANDS
 **DOWN 17.4%**

EUROPEAN BRANDS
 **DOWN 15.0%**

JAPANESE BRANDS
 **DOWN 23.4%**

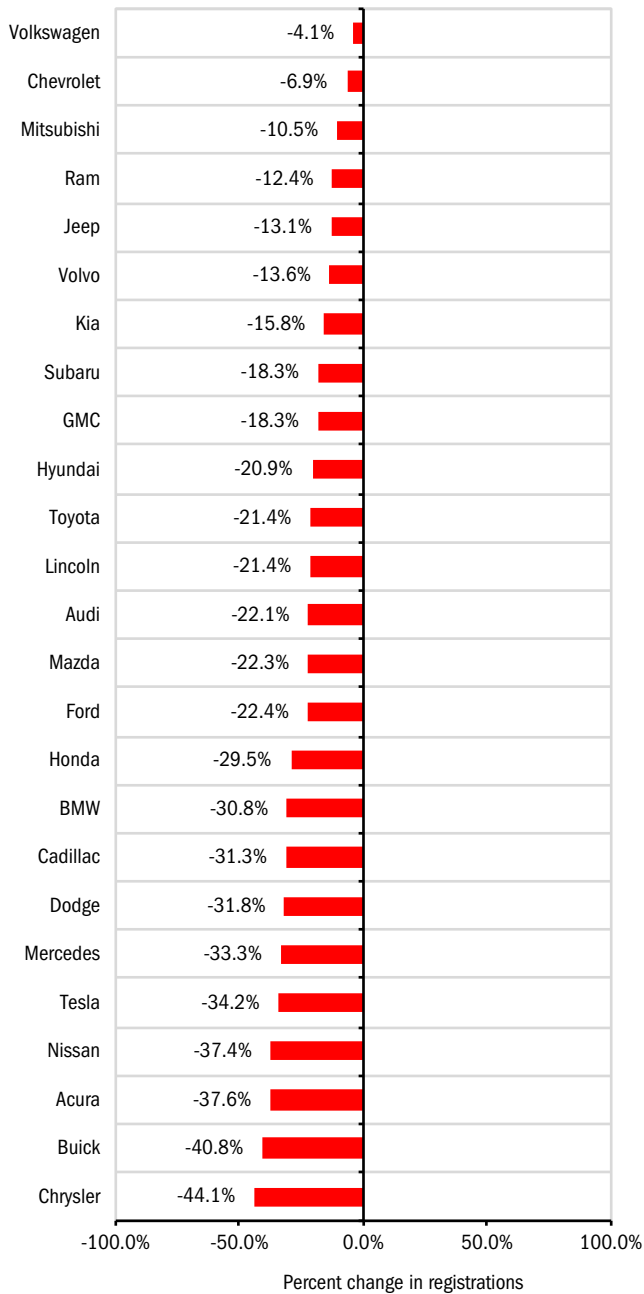
KOREAN BRANDS
 **DOWN 18.0%**

Vermont New Retail Car and Light Truck Registrations										
	Number of dealers	June and July Combined			YTD thru July			YTD Market Share (%)		
		2019	2020	% chg.	2019	2020	% chg.	2019	2020	Chg.
TOTAL	--	7,306	5,416	-25.9%	23,727	18,985	-20.0%			
Cars	--	1,420	891	-37.3%	4,569	3,143	-31.2%	19.3	16.6	-2.7
Trucks	--	5,886	4,525	-23.1%	19,158	15,842	-17.3%	80.7	83.4	2.7
Domestic Brands	--	3,068	2,277	-25.8%	10,289	8,503	-17.4%	43.4	44.8	1.4
European Brands	--	465	433	-6.9%	1,595	1,355	-15.0%	6.7	7.1	0.4
Japanese Brands	--	3,485	2,487	-28.6%	10,916	8,367	-23.4%	46.0	44.1	-1.9
Korean Brands	--	288	219	-24.0%	927	760	-18.0%	3.9	4.0	0.1
Acura	1	36	30	-16.7%	117	73	-37.6%	0.5	0.4	-0.1
Alfa Romeo	1	2	1	-50.0%	11	6	-45.5%	0.0	0.0	0.0
Audi	2	74	59	-20.3%	271	211	-22.1%	1.1	1.1	0.0
BMW	1	31	24	-22.6%	117	81	-30.8%	0.5	0.4	-0.1
Buick	9	87	49	-43.7%	370	219	-40.8%	1.6	1.2	-0.4
Cadillac	5	25	10	-60.0%	64	44	-31.3%	0.3	0.2	0.0
Chevrolet	13	672	495	-26.3%	2,183	2,033	-6.9%	9.2	10.7	1.5
Chrysler	10	16	13	-18.8%	68	38	-44.1%	0.3	0.2	-0.1
Dodge	9	52	28	-46.2%	170	116	-31.8%	0.7	0.6	-0.1
FIAT	1	3	5	66.7%	13	10	-23.1%	0.1	0.1	0.0
Ford	16	998	702	-29.7%	3,337	2,590	-22.4%	14.1	13.6	-0.4
Genesis	1	3	2	-33.3%	8	4	-50.0%	0.0	0.0	0.0
GMC	9	382	285	-25.4%	1,420	1,160	-18.3%	6.0	6.1	0.1
Honda	4	650	415	-36.2%	1,945	1,371	-29.5%	8.2	7.2	-1.0
Hyundai	3	131	84	-35.9%	354	280	-20.9%	1.5	1.5	0.0
Infiniti	0	3	0	-100.0%	14	3	-78.6%	0.1	0.0	0.0
Jaguar	0	3	2	-33.3%	11	4	-63.6%	0.0	0.0	0.0
Jeep	9	377	352	-6.6%	1,233	1,071	-13.1%	5.2	5.6	0.4
Kia	3	154	133	-13.6%	565	476	-15.8%	2.4	2.5	0.1
Land Rover	0	9	4	-55.6%	31	24	-22.6%	0.1	0.1	0.0
Lexus	0	13	5	-61.5%	51	20	-60.8%	0.2	0.1	-0.1
Lincoln	4	21	5	-76.2%	56	44	-21.4%	0.2	0.2	0.0
Mazda	2	80	73	-8.8%	274	213	-22.3%	1.2	1.1	0.0
Mercedes	1	33	23	-30.3%	117	78	-33.3%	0.5	0.4	-0.1
MINI	1	19	10	-47.4%	45	19	-57.8%	0.2	0.1	-0.1
Mitsubishi	2	81	61	-24.7%	247	221	-10.5%	1.0	1.2	0.1
Nissan	5	362	160	-55.8%	1,175	736	-37.4%	5.0	3.9	-1.1
Other	--	9	43	377.8%	43	98	127.9%	0.2	0.5	0.3
Porsche	0	6	4	-33.3%	20	13	-35.0%	0.1	0.1	0.0
Ram	6	407	317	-22.1%	1,267	1,110	-12.4%	5.3	5.8	0.5
Subaru	7	937	780	-16.8%	3,182	2,600	-18.3%	13.4	13.7	0.3
Tesla	0	31	20	-35.5%	114	75	-34.2%	0.5	0.4	-0.1
Toyota	7	1,318	927	-29.7%	3,888	3,057	-21.4%	16.4	16.1	-0.3
Volkswagen	4	218	232	6.4%	732	702	-4.1%	3.1	3.7	0.6
Volvo	2	63	63	0.0%	214	185	-13.6%	0.9	1.0	0.1

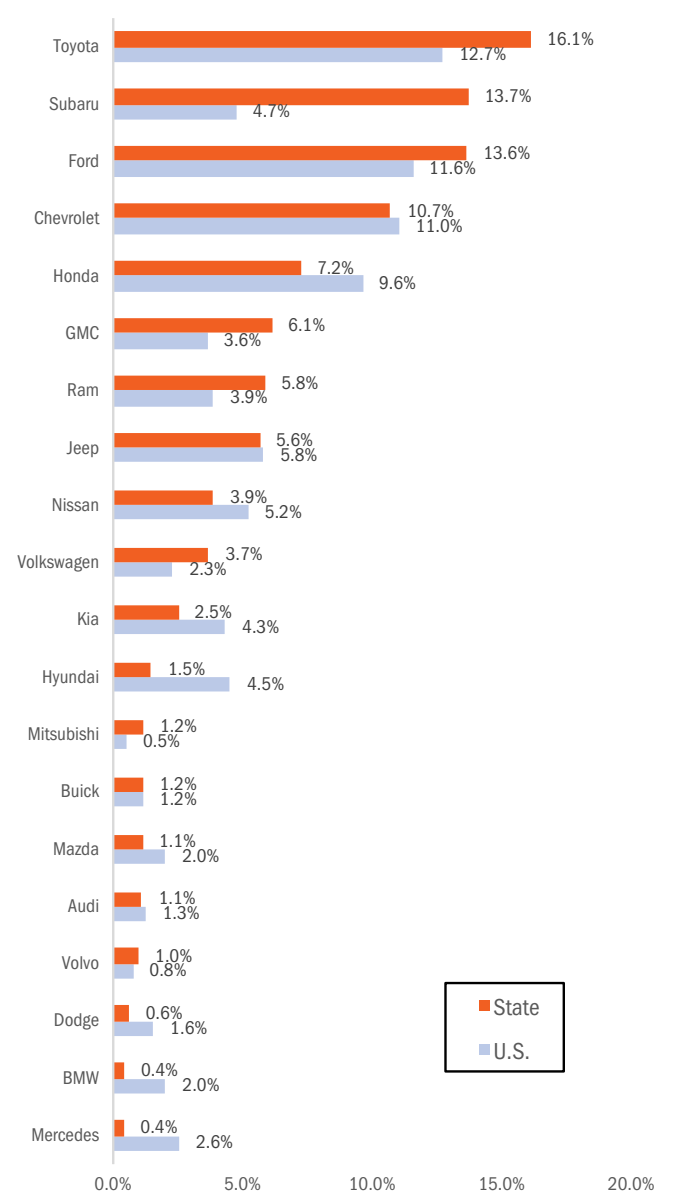
Top ten brands are shaded grey.

Source: AutoCount data from Experian

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



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



Registrations declined by less than 15% for Volkswagen, Chevrolet, Mitsubishi, Ram, Jeep, and Volvo.



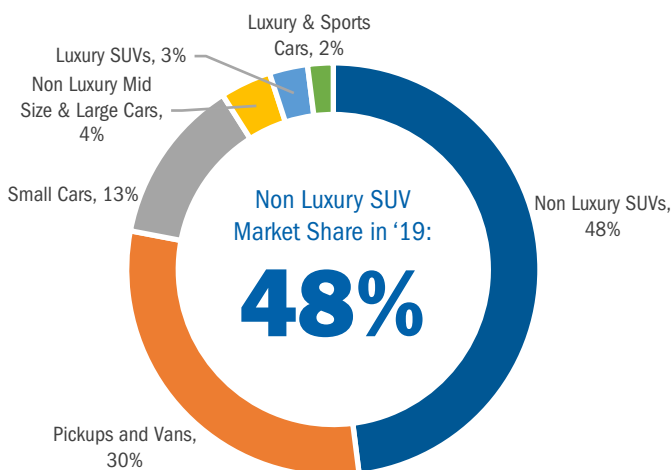
Toyota, Subaru, Ford, Chevrolet, and Honda were market share leaders in Vermont

Data Source: AutoCount data from Experian.

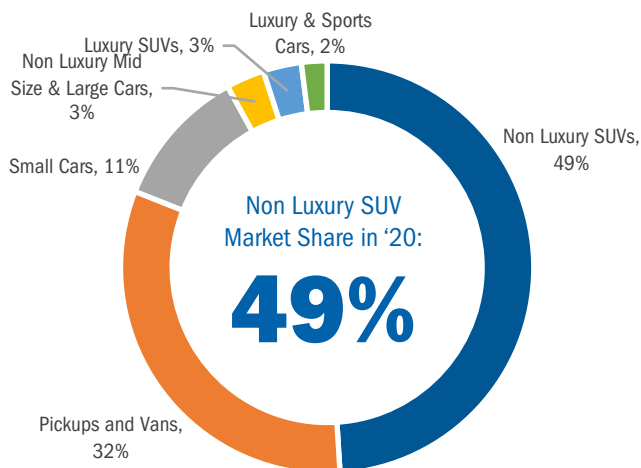
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VEHICLE SEGMENTS - THREE YEAR TREND

**Segment Market Shares
YTD 2019 thru July**



**Segment Market Shares
YTD 2020 thru July**

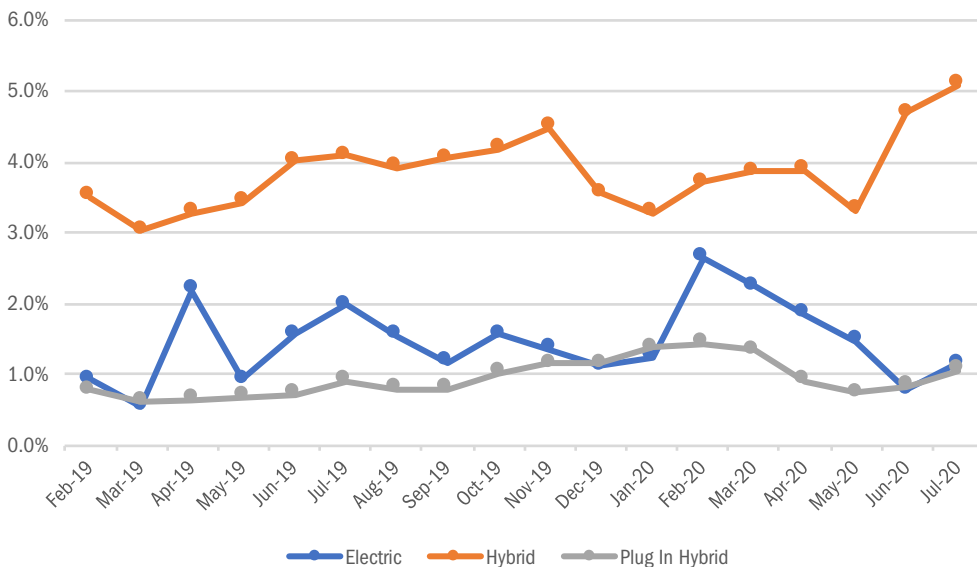


Data Source: AutoCount data from Experian.

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

HYBRID AND ELECTRIC VEHICLES

**Estimated Monthly Alternative Powertrain Market Share
(includes hybrid and electric vehicles)**



**Year To Date Share by Engine Type
(2019 and 2020, thru July)**

	YTD '19	YTD '20	
Hybrid	3.6%	4.0%	↑
Electric	1.4%	1.6%	↑
Plug In Hybrid	0.8%	1.1%	↑

The graph above shows estimated hybrid powertrain and electric vehicle market share in the state. Registrations by powertrain for vehicles equipped with multiple engine types were estimated by Auto Outlook. The estimates are based on model registrations compiled by Experian, and engine installation rates collected from other sources. 3Q '20 includes July only