

Vermont Auto Outlook™

Comprehensive information on the Vermont new vehicle market

Sponsored by:



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



Light trucks

-20.2%



Cars

-34.1%

Vermont New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '19 thru June	16,360	3,919	20,279
YTD '20 thru June	13,058	2,583	15,641
% change	-20.2%	-34.1%	-22.9%
May '19 & June '19	6,515	1,568	8,083
May '20 & June '20	3,102	610	3,712
% change	-52.4%	-61.1%	-54.1%

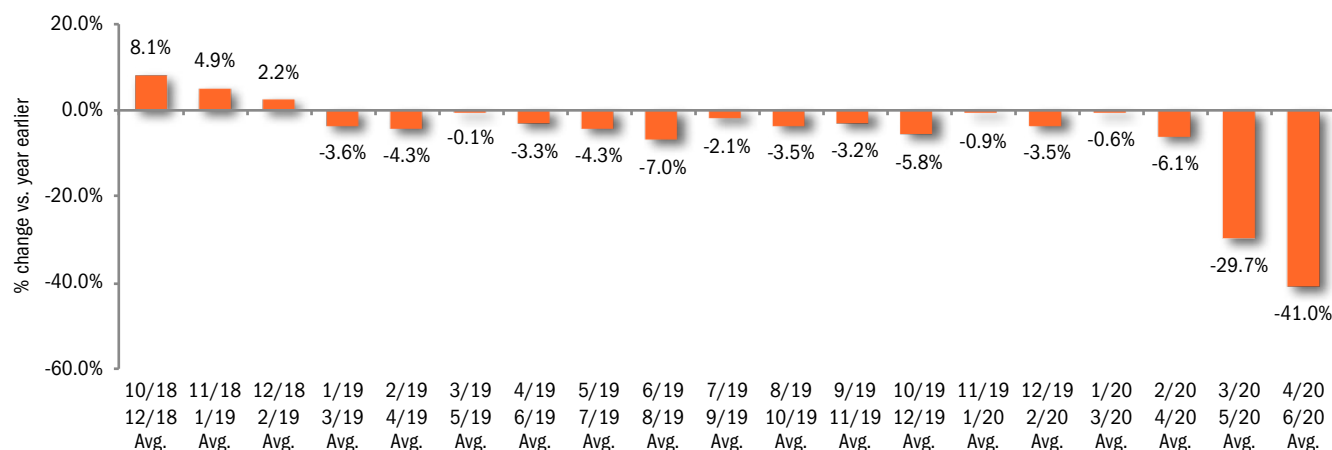
QUICK FACTS

New vehicle registrations in Vermont declined 22.9% during the first six months of 2020 versus the same period a year earlier. The drop was in line with the estimated 20.2% fall in the National market.

Estimated combined market share for hybrid and electric vehicles in the state was 6.6% so far this year, up from 5.5% in 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 June vs. YTD 2019

DOMESTIC BRANDS
 **DOWN 20.1%**

EUROPEAN BRANDS
 **DOWN 22.5%**

JAPANESE BRANDS
 **DOWN 25.5%**

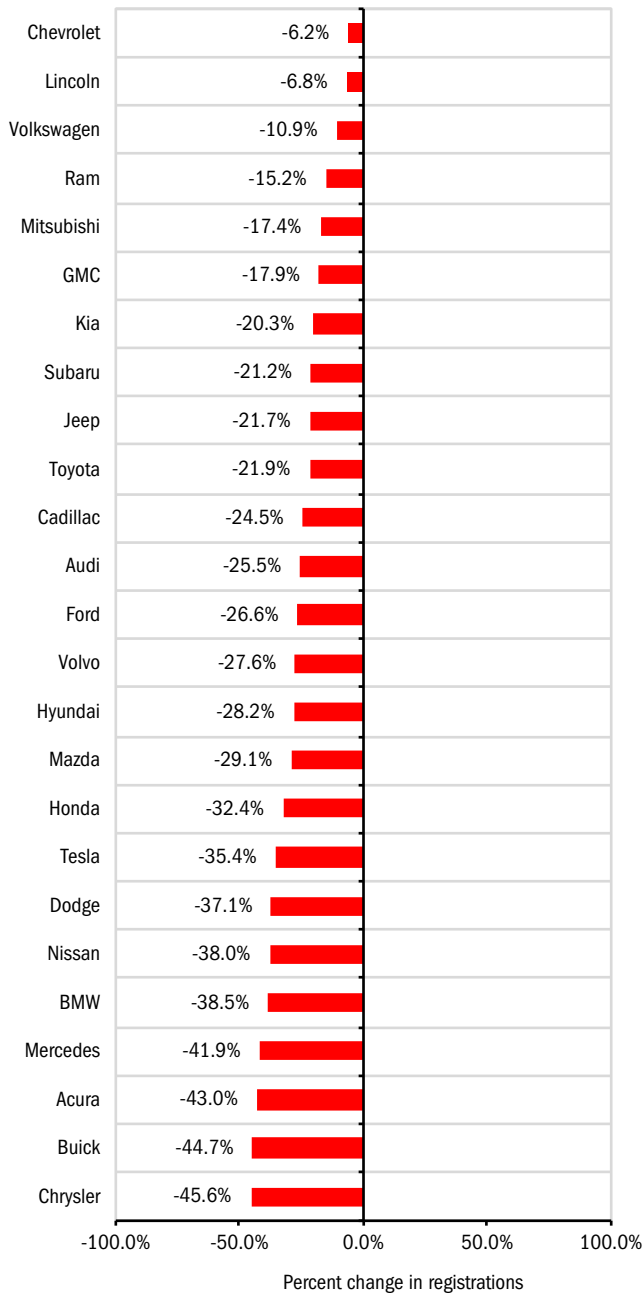
KOREAN BRANDS
 **DOWN 23.3%**

Vermont New Retail Car and Light Truck Registrations										
	Number of dealers	May and June Combined			YTD thru June			YTD Market Share (%)		
		2019	2020	% chg.	2019	2020	% chg.	2019	2020	Chg.
TOTAL	--	8,083	3,712	-54.1%	20,279	15,641	-22.9%			
Cars	--	1,568	610	-61.1%	3,919	2,583	-34.1%	19.3	16.5	-2.8
Trucks	--	6,515	3,102	-52.4%	16,360	13,058	-20.2%	80.7	83.5	2.8
Domestic Brands	--	3,471	1,569	-54.8%	8,855	7,072	-20.1%	43.7	45.2	1.5
European Brands	--	559	295	-47.2%	1,383	1,072	-22.5%	6.8	6.9	0.0
Japanese Brands	--	3,712	1,707	-54.0%	9,251	6,891	-25.5%	45.6	44.1	-1.6
Korean Brands	--	341	141	-58.7%	790	606	-23.3%	3.9	3.9	0.0
Acura	1	37	22	-40.5%	100	57	-43.0%	0.5	0.4	-0.1
Alfa Romeo	1	2	0	-100.0%	9	5	-44.4%	0.0	0.0	0.0
Audi	2	86	40	-53.5%	235	175	-25.5%	1.2	1.1	0.0
BMW	1	40	12	-70.0%	104	64	-38.5%	0.5	0.4	-0.1
Buick	9	124	30	-75.8%	331	183	-44.7%	1.6	1.2	-0.5
Cadillac	5	25	10	-60.0%	53	40	-24.5%	0.3	0.3	0.0
Chevrolet	13	741	383	-48.3%	1,860	1,745	-6.2%	9.2	11.2	2.0
Chrysler	10	17	9	-47.1%	57	31	-45.6%	0.3	0.2	-0.1
Dodge	9	56	26	-53.6%	151	95	-37.1%	0.7	0.6	-0.1
FIAT	1	3	1	-66.7%	11	6	-45.5%	0.1	0.0	0.0
Ford	16	1,105	419	-62.1%	2,888	2,119	-26.6%	14.2	13.5	-0.7
Genesis	1	3	2	-33.3%	6	4	-33.3%	0.0	0.0	0.0
GMC	9	474	236	-50.2%	1,229	1,009	-17.9%	6.1	6.5	0.4
Honda	4	716	268	-62.6%	1,658	1,120	-32.4%	8.2	7.2	-1.0
Hyundai	3	131	43	-67.2%	291	209	-28.2%	1.4	1.3	-0.1
Infiniti	0	4	0	-100.0%	14	3	-78.6%	0.1	0.0	0.0
Jaguar	0	3	0	-100.0%	10	2	-80.0%	0.0	0.0	0.0
Jeep	9	468	232	-50.4%	1,075	842	-21.7%	5.3	5.4	0.1
Kia	3	207	96	-53.6%	493	393	-20.3%	2.4	2.5	0.1
Land Rover	0	8	1	-87.5%	27	20	-25.9%	0.1	0.1	0.0
Lexus	0	17	2	-88.2%	46	17	-63.0%	0.2	0.1	-0.1
Lincoln	4	13	6	-53.8%	44	41	-6.8%	0.2	0.3	0.0
Mazda	2	94	37	-60.6%	230	163	-29.1%	1.1	1.0	-0.1
Mercedes	1	42	15	-64.3%	105	61	-41.9%	0.5	0.4	-0.1
MINI	1	19	4	-78.9%	36	11	-69.4%	0.2	0.1	-0.1
Mitsubishi	2	81	33	-59.3%	213	176	-17.4%	1.1	1.1	0.1
Nissan	5	398	112	-71.9%	1,014	629	-38.0%	5.0	4.0	-1.0
Other	--	13	30	130.8%	40	77	92.5%	0.2	0.5	0.3
Porsche	0	6	4	-33.3%	17	10	-41.2%	0.1	0.1	0.0
Ram	6	424	198	-53.3%	1,064	902	-15.2%	5.2	5.8	0.5
Subaru	7	993	605	-39.1%	2,722	2,146	-21.2%	13.4	13.7	0.3
Tesla	0	23	19	-17.4%	96	62	-35.4%	0.5	0.4	-0.1
Toyota	7	1,362	603	-55.7%	3,231	2,525	-21.9%	15.9	16.1	0.2
Volkswagen	4	271	183	-32.5%	634	565	-10.9%	3.1	3.6	0.5
Volvo	2	77	31	-59.7%	185	134	-27.6%	0.9	0.9	-0.1

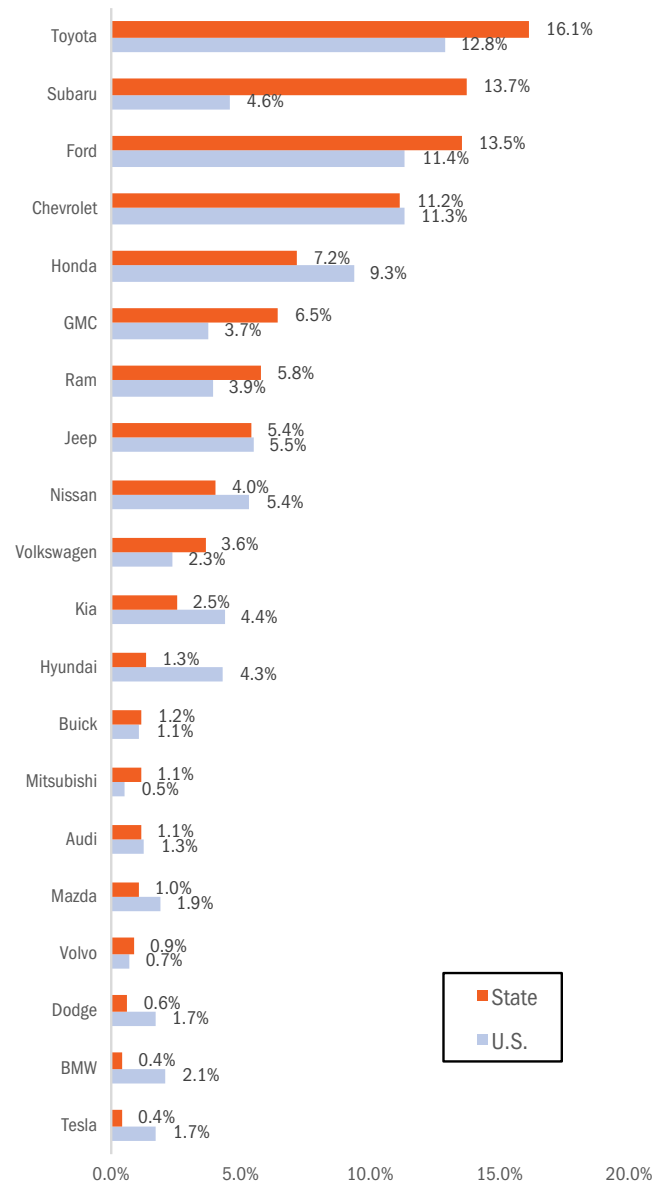
Top ten brands are shaded grey.

Source: AutoCount data from Experian

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



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



Registrations declined by less than 20% for Chevrolet, Lincoln, Volkswagen, Ram, Mitsubishi, and GMC.



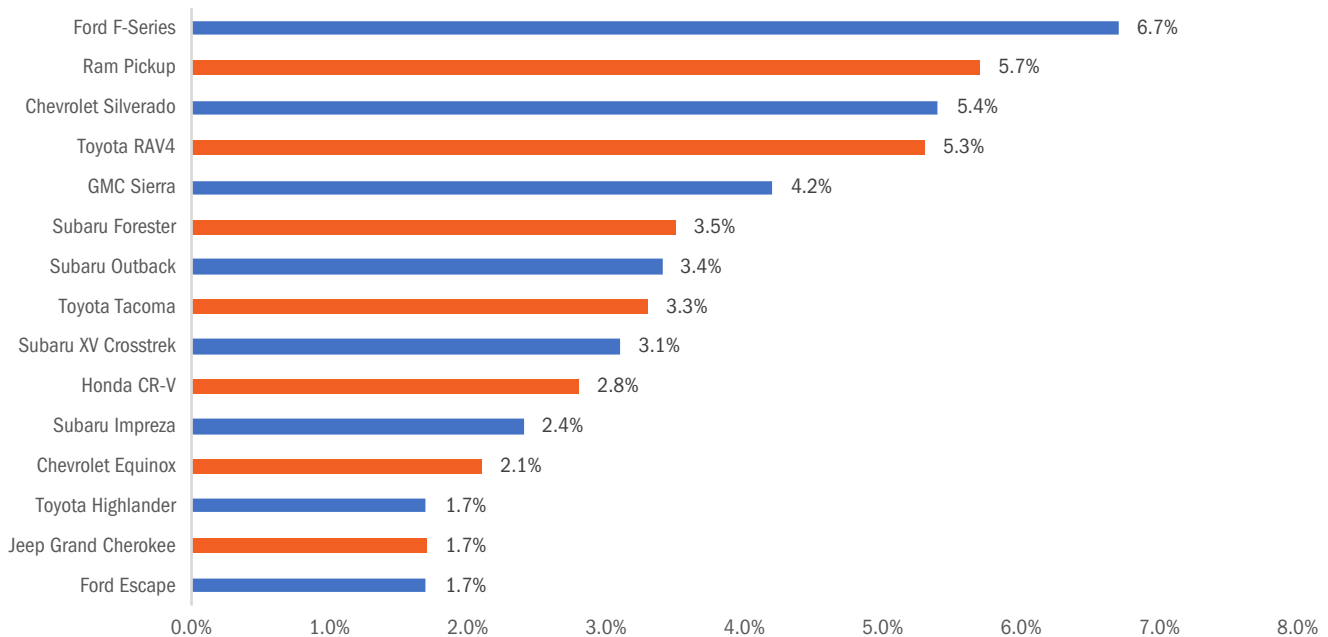
Toyota, Subaru, Ford, Chevrolet, and Honda were market share leaders in Vermont

Data Source: AutoCount data from Experian.

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TOP SELLING MODELS

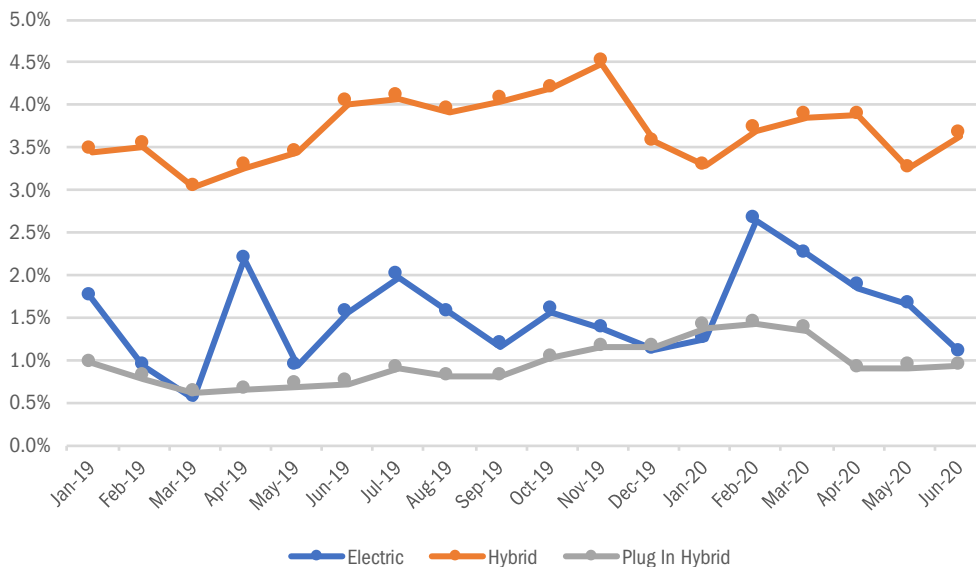
Market Share for Top 15 Selling Models in Vermont New Vehicle Market - YTD 2020 thru June



Data Source: AutoCount data from Experian.

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 June)

	YTD '19	YTD '20	
Hybrid	3.5%	3.6%	↑
Electric	1.3%	1.8%	↑
Plug In Hybrid	0.7%	1.2%	↑

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.

**Vermont
Auto Outlook**

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