

Vermont Auto Outlook™

Comprehensive information on the Vermont new vehicle market

Sponsored by:



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



Light trucks

+30.7%



Cars

-2.8%

Vermont New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '20 thru May	11,352	2,217	13,569
YTD '21 thru May	14,841	2,155	16,996
% change	30.7%	-2.8%	25.3%
Apr. '20 & May '20	3,749	769	4,518
Apr. '21 & May '21	7,241	1,126	8,367
% change	93.1%	46.4%	85.2%

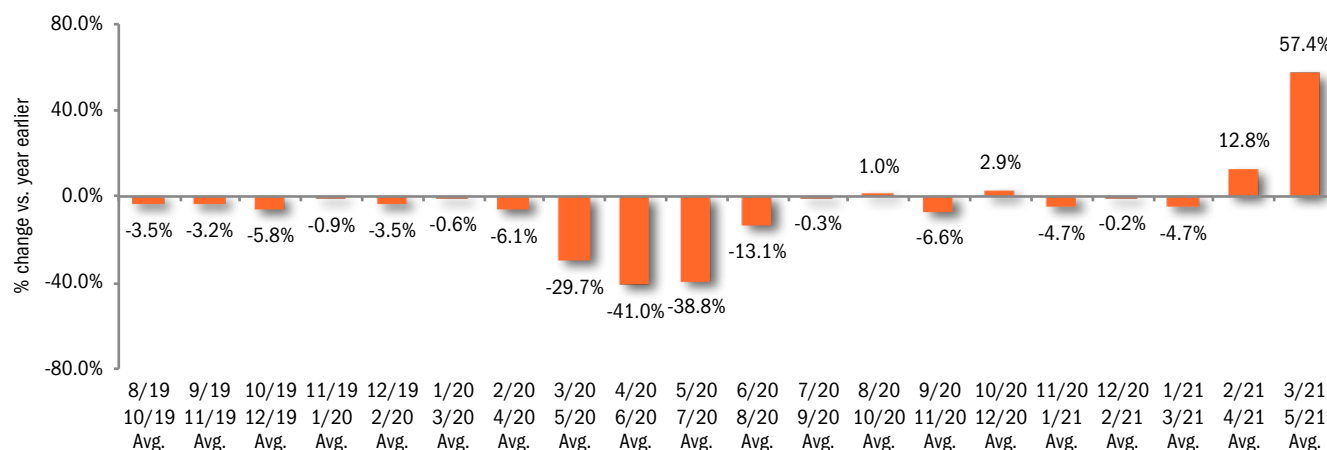
QUICK FACTS

New vehicle registrations in Vermont increased 25.3% in the first five months of this year versus a year earlier.

The market improved by 85.2% during the past two months (April and May combined) versus depressed year-earlier results. The market will also post a big increase in June.

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 2021 thru May vs.
YTD 2020**

**DOMESTIC
BRANDS**
 **UP
20.4%**

**EUROPEAN
BRANDS**
 **UP
37.5%**

**JAPANESE
BRANDS**
 **UP
27.2%**

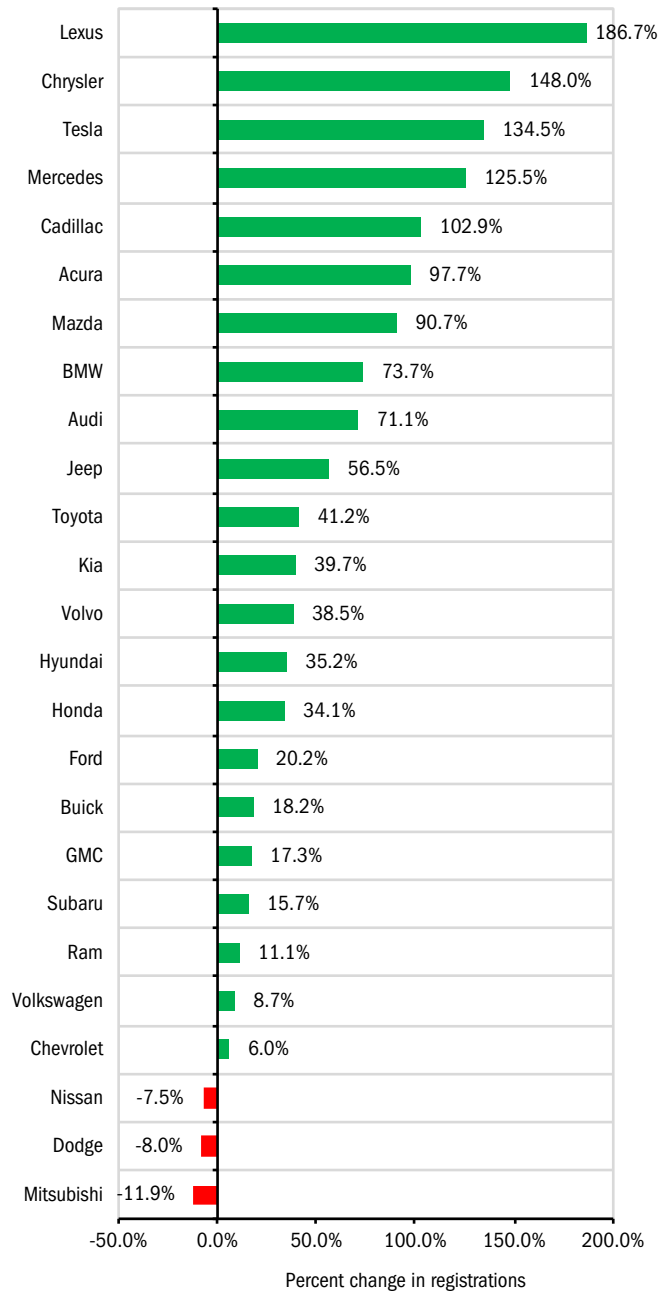
**KOREAN
BRANDS**
 **UP
38.4%**

Vermont New Retail Car and Light Truck Registrations										
	Number of dealers	Apr. and May Combined			YTD thru May			YTD Market Share (%)		
		2020	2021	% chg.	2020	2021	% chg.	2020	2021	Chg.
TOTAL	--	4,518	8,367	85.2%	13,569	16,996	25.3%			
Cars	--	769	1,126	46.4%	2,217	2,155	-2.8%	16.3	12.7	-3.7
Trucks	--	3,749	7,241	93.1%	11,352	14,841	30.7%	83.7	87.3	3.7
Domestic Brands	--	2,081	3,601	73.0%	6,226	7,498	20.4%	45.9	44.1	-1.8
European Brands	--	314	611	94.6%	922	1,268	37.5%	6.8	7.5	0.7
Japanese Brands	--	1,931	3,775	95.5%	5,880	7,481	27.2%	43.3	44.0	0.7
Korean Brands	--	192	380	97.9%	541	749	38.4%	4.0	4.4	0.4
Acura	1	17	54	217.6%	43	85	97.7%	0.3	0.5	0.2
Alfa Romeo	1	2	1	-50.0%	5	2	-60.0%	0.0	0.0	0.0
Audi	2	42	120	185.7%	152	260	71.1%	1.1	1.5	0.4
BMW	1	14	48	242.9%	57	99	73.7%	0.4	0.6	0.2
Buick	9	46	119	158.7%	170	201	18.2%	1.3	1.2	-0.1
Cadillac	5	10	36	260.0%	34	69	102.9%	0.3	0.4	0.2
Chevrolet	13	557	741	33.0%	1,538	1,630	6.0%	11.3	9.6	-1.7
Chrysler	10	8	40	400.0%	25	62	148.0%	0.2	0.4	0.2
Dodge	9	35	50	42.9%	88	81	-8.0%	0.6	0.5	-0.2
FIAT	1	2	3	50.0%	5	5	0.0%	0.0	0.0	0.0
Ford	16	599	1,132	89.0%	1,888	2,269	20.2%	13.9	13.4	-0.6
Genesis	1	1	3	200.0%	2	5	150.0%	0.0	0.0	0.0
GMC	9	271	475	75.3%	875	1,026	17.3%	6.4	6.0	-0.4
Honda	4	322	698	116.8%	956	1,282	34.1%	7.0	7.5	0.5
Hyundai	3	74	134	81.1%	196	265	35.2%	1.4	1.6	0.1
Infiniti	0	0	3		3	6	100.0%	0.0	0.0	0.0
Jaguar	0	0	1		2	3	50.0%	0.0	0.0	0.0
Jeep	9	256	554	116.4%	719	1,125	56.5%	5.3	6.6	1.3
Kia	3	117	243	107.7%	343	479	39.7%	2.5	2.8	0.3
Land Rover	0	3	11	266.7%	20	40	100.0%	0.1	0.2	0.1
Lexus	0	0	19		15	43	186.7%	0.1	0.3	0.1
Lincoln	4	12	7	-41.7%	39	24	-38.5%	0.3	0.1	-0.1
Mazda	2	36	135	275.0%	140	267	90.7%	1.0	1.6	0.5
Mercedes	1	16	51	218.8%	55	124	125.5%	0.4	0.7	0.3
MINI	1	4	21	425.0%	9	35	288.9%	0.1	0.2	0.1
Mitsubishi	2	47	78	66.0%	160	141	-11.9%	1.2	0.8	-0.3
Nissan	5	194	273	40.7%	576	533	-7.5%	4.2	3.1	-1.1
Other	--	20	10	-50.0%	55	17	-69.1%	0.4	0.1	-0.3
Porsche	0	5	9	80.0%	9	15	66.7%	0.1	0.1	0.0
Ram	6	269	397	47.6%	793	881	11.1%	5.8	5.2	-0.7
Subaru	7	631	1,069	69.4%	1,820	2,106	15.7%	13.4	12.4	-1.0
Tesla	0	18	49	172.2%	55	129	134.5%	0.4	0.8	0.4
Toyota	7	666	1,440	116.2%	2,130	3,007	41.2%	15.7	17.7	2.0
Volkswagen	4	187	263	40.6%	470	511	8.7%	3.5	3.0	-0.5
Volvo	2	37	80	116.2%	122	169	38.5%	0.9	1.0	0.1

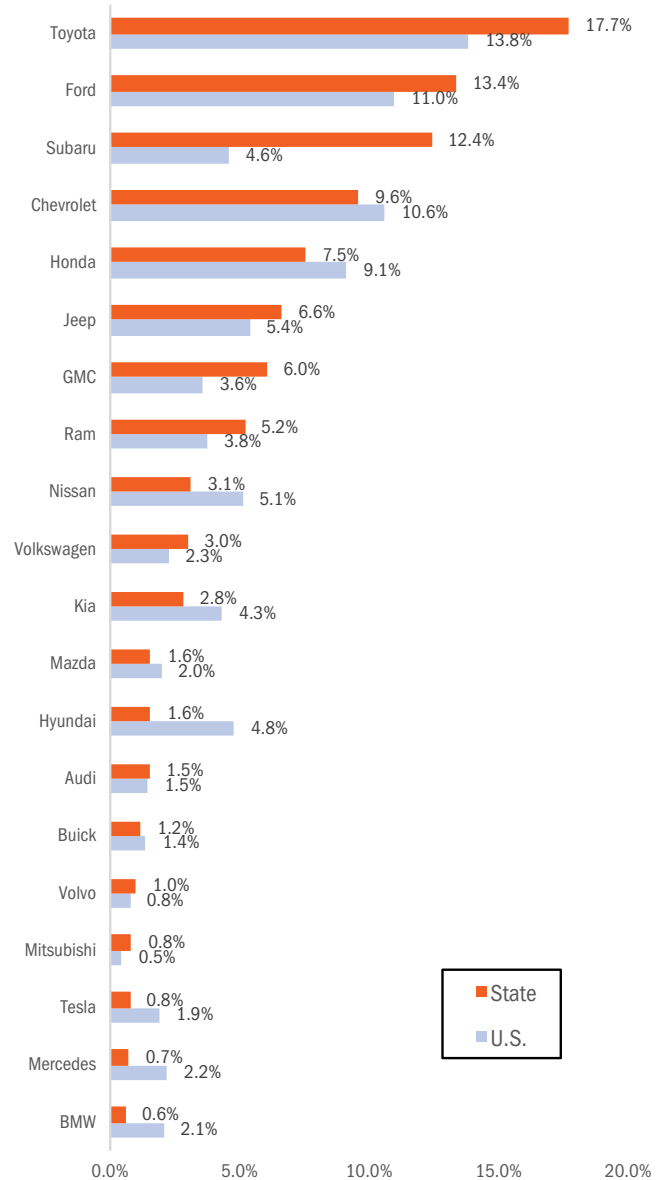
Top ten brands are shaded grey.

Source: AutoCount data from Experian

**Percent Change in Brand Registrations
YTD 2021 thru May vs. YTD 2020
(Top 25 selling brands)**



**Vermont Market Share
YTD 2021 thru May
(Top 25 selling brands in state)**



Registrations increased by more than 90% for Lexus, Chrysler, Tesla, Mercedes, Cadillac, Acura, and Mazda



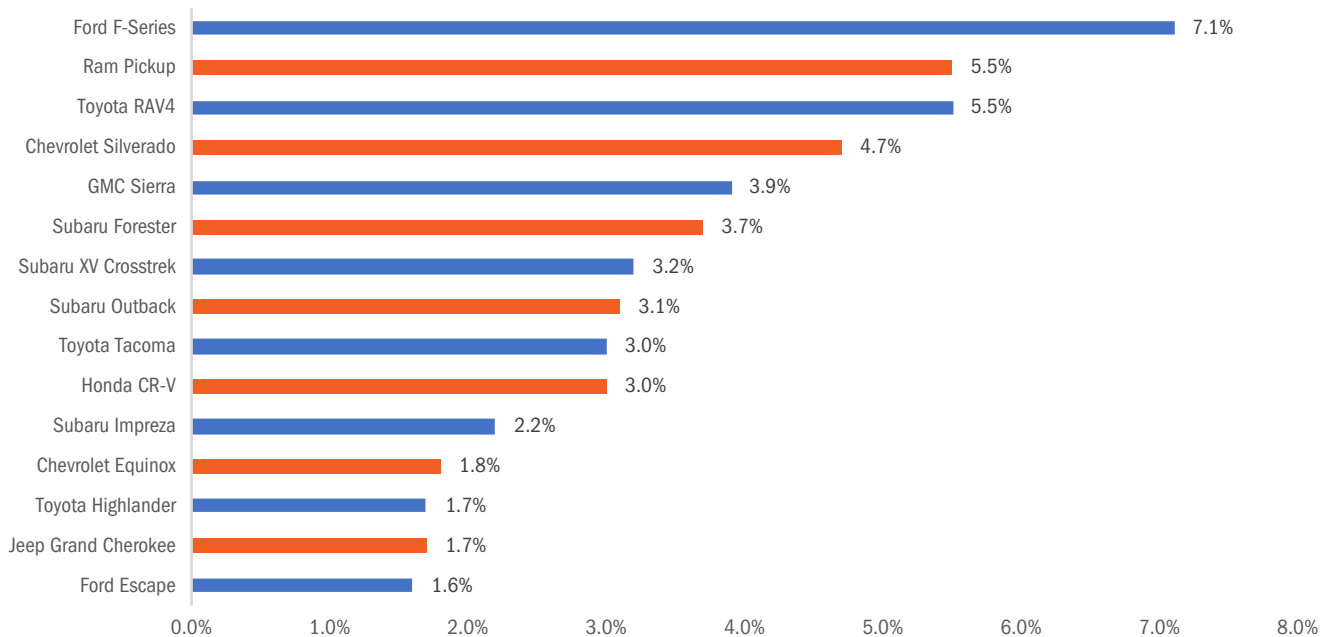
Toyota, Ford, Subaru, Chevrolet, and Honda were market share leaders in Vermont

Data Source: AutoCount data from Experian.

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TOP SELLING MODELS

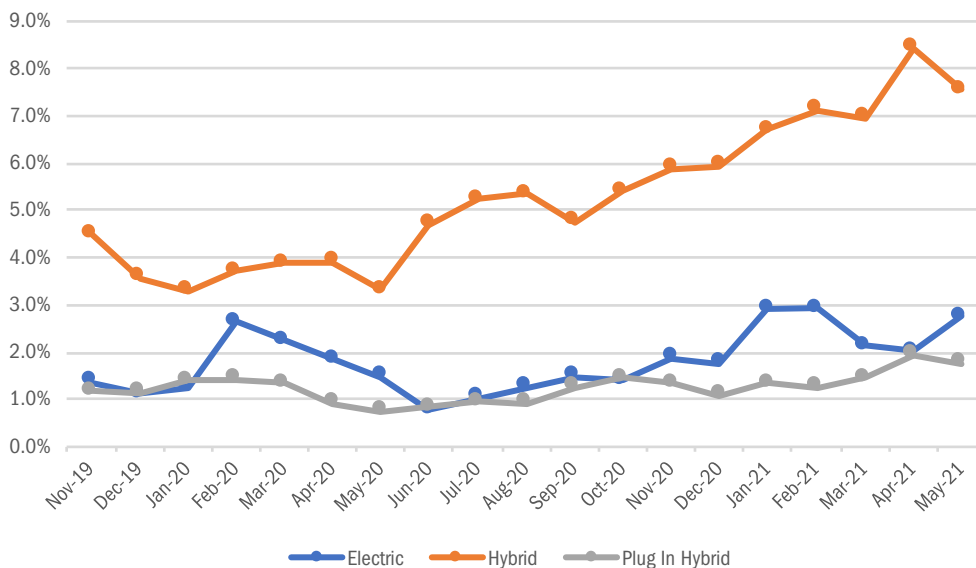
Market Share for Top 15 Selling Models in Vermont New Vehicle Market - YTD 2021 thru May



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 (2020 and 2021, thru May)

	YTD '20	YTD '21	
Hybrid	3.7%	7.4%	↑
Electric	1.9%	2.5%	↑
Plug In Hybrid	1.3%	1.6%	↑

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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