

Vermont Auto Outlook™

Comprehensive information on the Vermont new vehicle market

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Annual
% Change In
New Retail Market:
2019 to 2020



Light trucks

-7.5%



Cars

-23.6%

Vermont New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
2019 Annual	34,372	7,636	42,008
2020 Annual	31,810	5,834	37,644
% change	-7.5%	-23.6%	-10.4%
Nov. '19 & Dec. '19	5,112	986	6,098
Nov. '20 & Dec. '20	5,526	829	6,355
% change	8.1%	-15.9%	4.2%

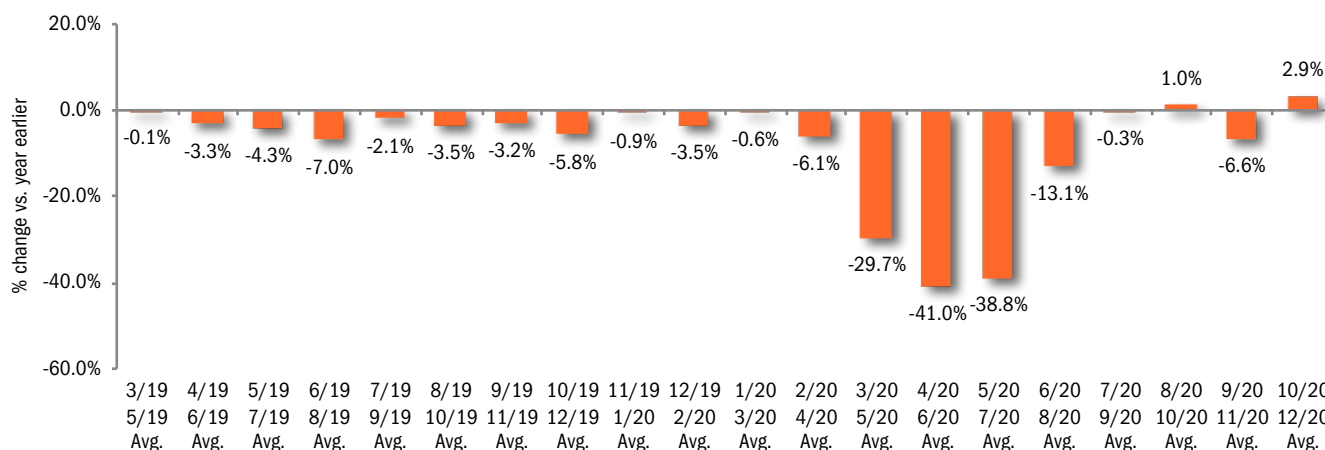
QUICK FACTS

New vehicle registrations in Vermont declined 10.4% from 2019 to 2020. The drop was slightly better than the estimated 12% fall in the National market.

As shown on the graph below, the market has stabilized during the second half of 2020 following sharp declines at the start of the pandemic in the spring of last year.

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
2020 vs. 2019**

**DOMESTIC
BRANDS**
 **DOWN
6.8%**

**EUROPEAN
BRANDS**
 **DOWN
2.2%**

**JAPANESE
BRANDS**
 **DOWN
15.7%**

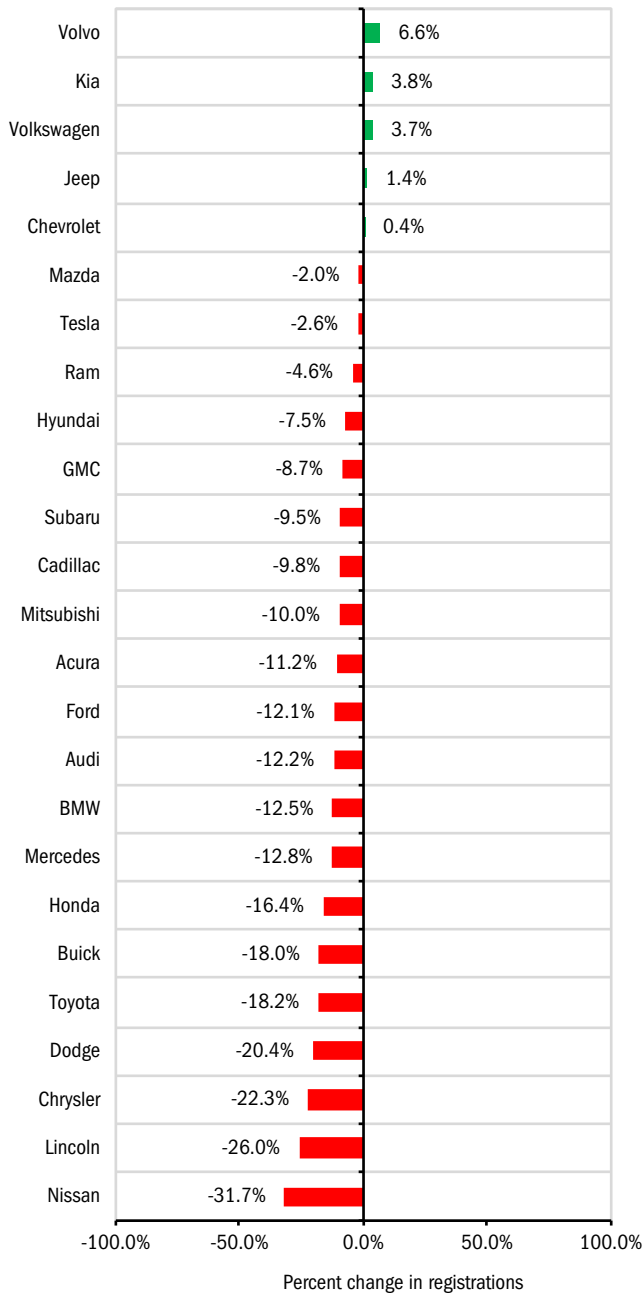
**KOREAN
BRANDS**
 **DOWN
1.1%**

Vermont New Retail Car and Light Truck Registrations										
	Number of dealers	Nov. and Dec. Combined			Annual Total			Annual Market Share (%)		
		2019	2020	% chg.	2019	2020	% chg.	2019	2020	Chg.
TOTAL	--	6,098	6,355	4.2%	42,008	37,644	-10.4%			
Cars	--	986	829	-15.9%	7,636	5,834	-23.6%	18.2	15.5	-2.7
Trucks	--	5,112	5,526	8.1%	34,372	31,810	-7.5%	81.8	84.5	2.7
Domestic Brands	--	2,591	2,788	7.6%	18,025	16,808	-6.8%	42.9	44.6	1.7
European Brands	--	437	462	5.7%	2,832	2,770	-2.2%	6.7	7.4	0.6
Japanese Brands	--	2,851	2,834	-0.6%	19,578	16,510	-15.7%	46.6	43.9	-2.7
Korean Brands	--	219	271	23.7%	1,573	1,556	-1.1%	3.7	4.1	0.4
Acura	1	26	35	34.6%	188	167	-11.2%	0.4	0.4	0.0
Alfa Romeo	1	2	1	-50.0%	18	8	-55.6%	0.0	0.0	0.0
Audi	2	74	82	10.8%	491	431	-12.2%	1.2	1.1	0.0
BMW	1	26	38	46.2%	208	182	-12.5%	0.5	0.5	0.0
Buick	9	74	61	-17.6%	588	482	-18.0%	1.4	1.3	-0.1
Cadillac	5	18	18	0.0%	102	92	-9.8%	0.2	0.2	0.0
Chevrolet	13	585	658	12.5%	3,838	3,852	0.4%	9.1	10.2	1.1
Chrysler	10	18	25	38.9%	112	87	-22.3%	0.3	0.2	0.0
Dodge	9	26	32	23.1%	284	226	-20.4%	0.7	0.6	-0.1
FIAT	1	3	1	-66.7%	17	16	-5.9%	0.0	0.0	0.0
Ford	16	843	834	-1.1%	5,880	5,169	-12.1%	14.0	13.7	-0.3
Genesis	1	0	1		9	5	-44.4%	0.0	0.0	0.0
GMC	9	370	357	-3.5%	2,465	2,251	-8.7%	5.9	6.0	0.1
Honda	4	523	524	0.2%	3,527	2,949	-16.4%	8.4	7.8	-0.6
Hyundai	3	104	105	1.0%	644	596	-7.5%	1.5	1.6	0.1
Infiniti	0	1	2	100.0%	21	12	-42.9%	0.0	0.0	0.0
Jaguar	0	2	1	-50.0%	16	10	-37.5%	0.0	0.0	0.0
Jeep	9	304	447	47.0%	2,244	2,276	1.4%	5.3	6.0	0.7
Kia	3	115	165	43.5%	920	955	3.8%	2.2	2.5	0.3
Land Rover	0	13	12	-7.7%	58	51	-12.1%	0.1	0.1	0.0
Lexus	0	9	17	88.9%	81	69	-14.8%	0.2	0.2	0.0
Lincoln	4	14	10	-28.6%	100	74	-26.0%	0.2	0.2	0.0
Mazda	2	85	84	-1.2%	497	487	-2.0%	1.2	1.3	0.1
Mercedes	1	44	32	-27.3%	203	177	-12.8%	0.5	0.5	0.0
MINI	1	6	13	116.7%	68	56	-17.6%	0.2	0.1	0.0
Mitsubishi	2	58	63	8.6%	442	398	-10.0%	1.1	1.1	0.0
Nissan	5	218	169	-22.5%	1,853	1,265	-31.7%	4.4	3.4	-1.1
Other	--	13	11	-15.4%	81	145	79.0%	0.2	0.4	0.2
Porsche	0	3	4	33.3%	32	36	12.5%	0.1	0.1	0.0
Ram	6	319	307	-3.8%	2,207	2,105	-4.6%	5.3	5.6	0.3
Subaru	7	785	825	5.1%	5,558	5,030	-9.5%	13.2	13.4	0.1
Tesla	0	19	39	105.3%	192	187	-2.6%	0.5	0.5	0.0
Toyota	7	1,141	1,110	-2.7%	7,371	6,031	-18.2%	17.5	16.0	-1.5
Volkswagen	4	200	179	-10.5%	1,300	1,348	3.7%	3.1	3.6	0.5
Volvo	2	57	93	63.2%	393	419	6.6%	0.9	1.1	0.2

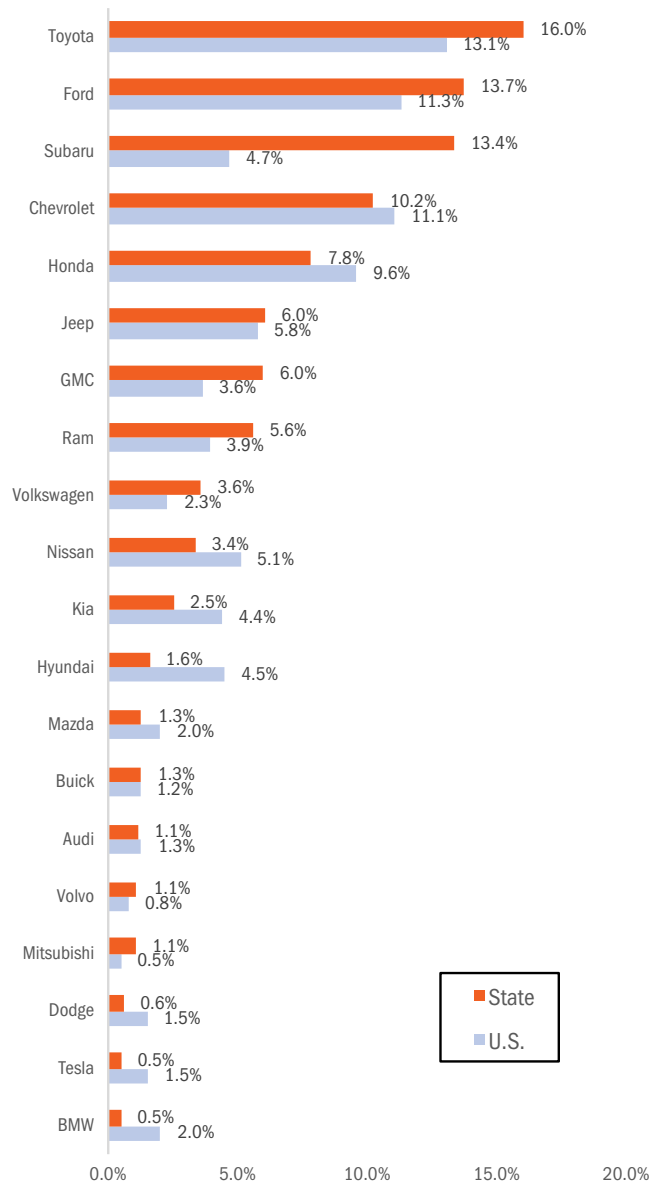
Top ten brands are shaded grey.

Source: AutoCount data from Experian

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



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



Registrations increased slightly for Volvo, Kia, Volkswagen, Jeep, and Chevrolet.



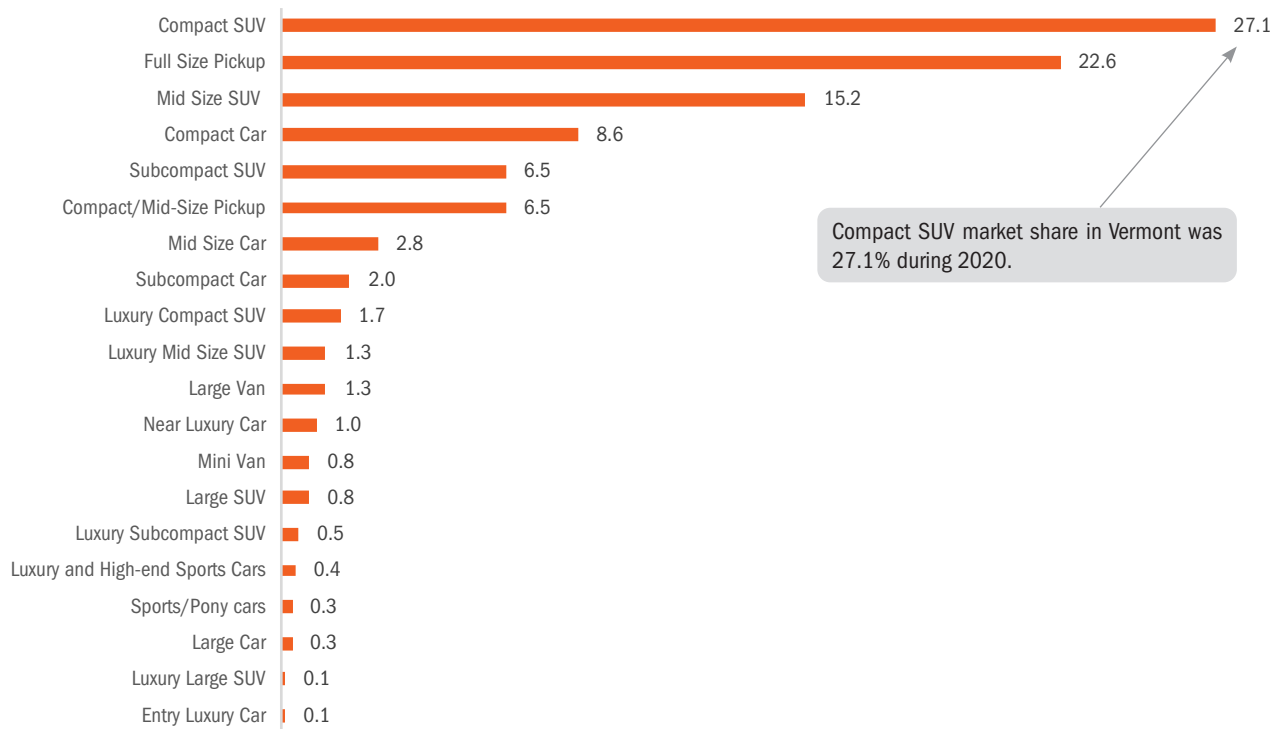
Toyota, Ford, Subaru, Chevrolet, and Honda were market share leaders in Vermont

Data Source: AutoCount data from Experian.

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SEGMENTS

Segment Market Shares in Vermont - 2020

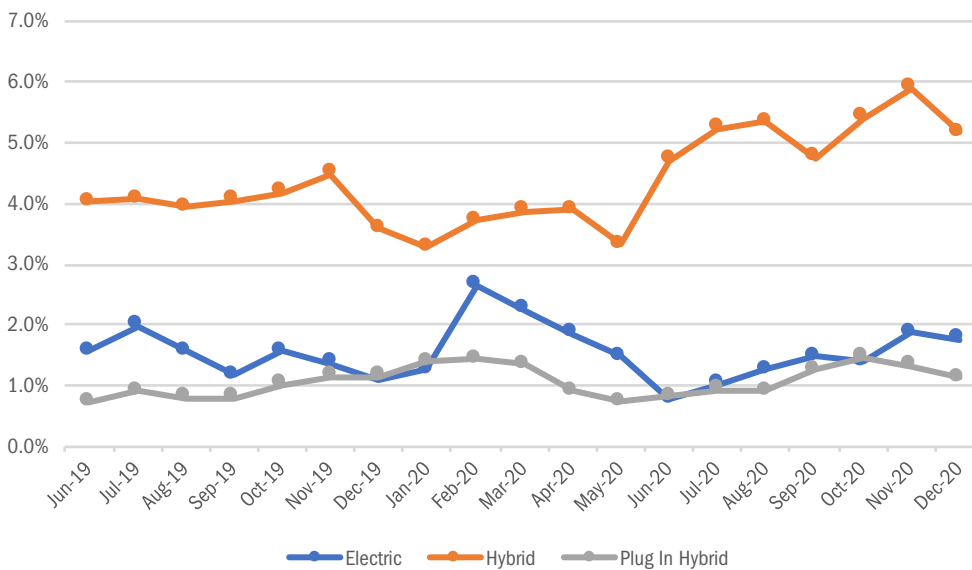


Compact SUV market share in Vermont was 27.1% during 2020.

Data Source: AutoCount data from Experian.

HYBRID AND ELECTRIC VEHICLES

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



Annual Share by Engine Type (2019 and 2020, thru Nov.)

	2019	2020	
Hybrid	3.8%	4.7%	↑
Electric	1.4%	1.6%	↑
Plug In Hybrid	0.9%	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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