

Vermont Auto Outlook™

Comprehensive information on the Vermont new vehicle market

Sponsored by:



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



Light trucks

-10.2%



Cars

-24.7%

Vermont New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '19 thru Nov.	32,098	7,194	39,292
YTD '20 thru Nov.	28,818	5,415	34,233
% change	-10.2%	-24.7%	-12.9%
Oct. '19 & Nov. '19	6,534	1,278	7,812
Oct. '20 & Nov. '20	6,372	1,050	7,422
% change	-2.5%	-17.8%	-5.0%

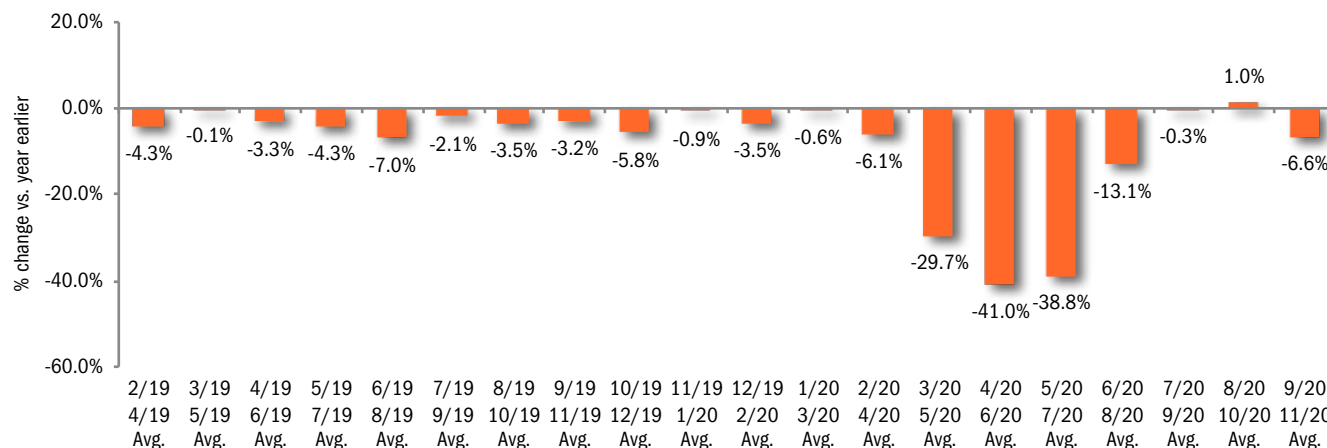
QUICK FACTS

New vehicle registrations in Vermont declined 12.9% during the first eleven months of 2020 versus the same period a year earlier. The drop was slightly better than the estimated 13.1% fall in the National market.

Two brands (Volkswagen and Kia) have posted increases in registrations so far this year. Chevrolet, Volvo, Jeep, and Mazda were down by less than 5%.

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 Nov. vs.
YTD 2019**

**DOMESTIC
BRANDS**
 **DOWN
9.1%**

**EUROPEAN
BRANDS**
 **DOWN
5.1%**

**JAPANESE
BRANDS**
 **DOWN
18.3%**

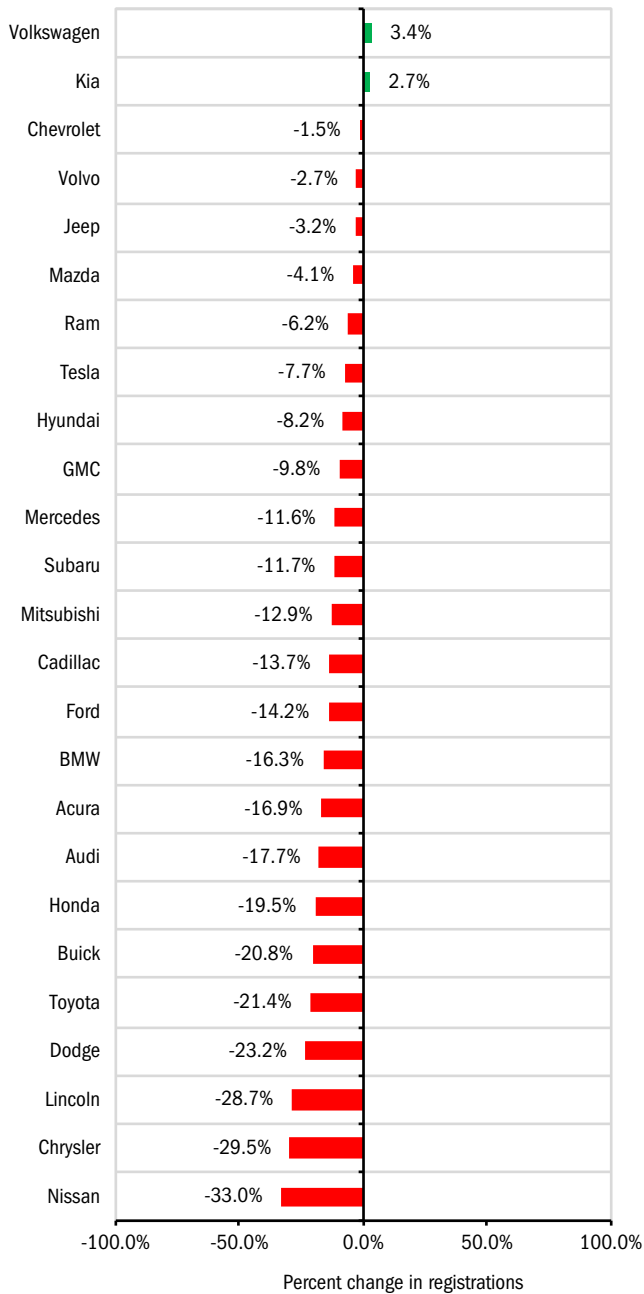
**KOREAN
BRANDS**
 **DOWN
2.1%**

Vermont New Retail Car and Light Truck Registrations										
	Number of dealers	Oct. and Nov. Combined			YTD thru Nov.			YTD Market Share (%)		
		2019	2020	% chg.	2019	2020	% chg.	2019	2020	Chg.
TOTAL	--	7,812	7,422	-5.0%	39,292	34,233	-12.9%			
Cars	--	1,278	1,050	-17.8%	7,194	5,415	-24.7%	18.3	15.8	-2.5
Trucks	--	6,534	6,372	-2.5%	32,098	28,818	-10.2%	81.7	84.2	2.5
Domestic Brands	--	3,197	3,267	2.2%	16,816	15,292	-9.1%	42.8	44.7	1.9
European Brands	--	569	545	-4.2%	2,653	2,518	-5.1%	6.8	7.4	0.6
Japanese Brands	--	3,757	3,274	-12.9%	18,361	14,992	-18.3%	46.7	43.8	-2.9
Korean Brands	--	289	336	16.3%	1,462	1,431	-2.1%	3.7	4.2	0.5
Acura	1	32	31	-3.1%	177	147	-16.9%	0.5	0.4	0.0
Alfa Romeo	1	3	2	-33.3%	17	8	-52.9%	0.0	0.0	0.0
Audi	2	113	70	-38.1%	463	381	-17.7%	1.2	1.1	-0.1
BMW	1	41	45	9.8%	196	164	-16.3%	0.5	0.5	0.0
Buick	9	99	92	-7.1%	558	442	-20.8%	1.4	1.3	-0.1
Cadillac	5	16	22	37.5%	95	82	-13.7%	0.2	0.2	0.0
Chevrolet	13	692	725	4.8%	3,558	3,504	-1.5%	9.1	10.2	1.2
Chrysler	10	24	21	-12.5%	105	74	-29.5%	0.3	0.2	-0.1
Dodge	9	48	48	0.0%	272	209	-23.2%	0.7	0.6	-0.1
FIAT	1	3	5	66.7%	16	16	0.0%	0.0	0.0	0.0
Ford	16	1,048	991	-5.4%	5,495	4,715	-14.2%	14.0	13.8	-0.2
Genesis	1	0	0		9	4	-55.6%	0.0	0.0	0.0
GMC	9	445	438	-1.6%	2,283	2,059	-9.8%	5.8	6.0	0.2
Honda	4	679	607	-10.6%	3,313	2,667	-19.5%	8.4	7.8	-0.6
Hyundai	3	140	131	-6.4%	598	549	-8.2%	1.5	1.6	0.1
Infiniti	0	4	3	-25.0%	21	12	-42.9%	0.1	0.0	0.0
Jaguar	0	3	3	0.0%	16	10	-37.5%	0.0	0.0	0.0
Jeep	9	387	459	18.6%	2,096	2,028	-3.2%	5.3	5.9	0.6
Kia	3	149	205	37.6%	855	878	2.7%	2.2	2.6	0.4
Land Rover	0	9	12	33.3%	51	44	-13.7%	0.1	0.1	0.0
Lexus	0	12	20	66.7%	75	65	-13.3%	0.2	0.2	0.0
Lincoln	4	21	10	-52.4%	94	67	-28.7%	0.2	0.2	0.0
Mazda	2	93	99	6.5%	459	440	-4.1%	1.2	1.3	0.1
Mercedes	1	40	41	2.5%	181	160	-11.6%	0.5	0.5	0.0
MINI	1	7	12	71.4%	65	47	-27.7%	0.2	0.1	0.0
Mitsubishi	2	91	73	-19.8%	419	365	-12.9%	1.1	1.1	0.0
Nissan	5	237	201	-15.2%	1,747	1,170	-33.0%	4.4	3.4	-1.0
Other	--	14	16	14.3%	74	137	85.1%	0.2	0.4	0.2
Porsche	0	6	9	50.0%	32	35	9.4%	0.1	0.1	0.0
Ram	6	384	413	7.6%	2,064	1,936	-6.2%	5.3	5.7	0.4
Subaru	7	1,056	981	-7.1%	5,206	4,595	-11.7%	13.2	13.4	0.2
Tesla	0	32	47	46.9%	183	169	-7.7%	0.5	0.5	0.0
Toyota	7	1,547	1,247	-19.4%	6,908	5,432	-21.4%	17.6	15.9	-1.7
Volkswagen	4	259	239	-7.7%	1,215	1,256	3.4%	3.1	3.7	0.6
Volvo	2	78	104	33.3%	376	366	-2.7%	1.0	1.1	0.1

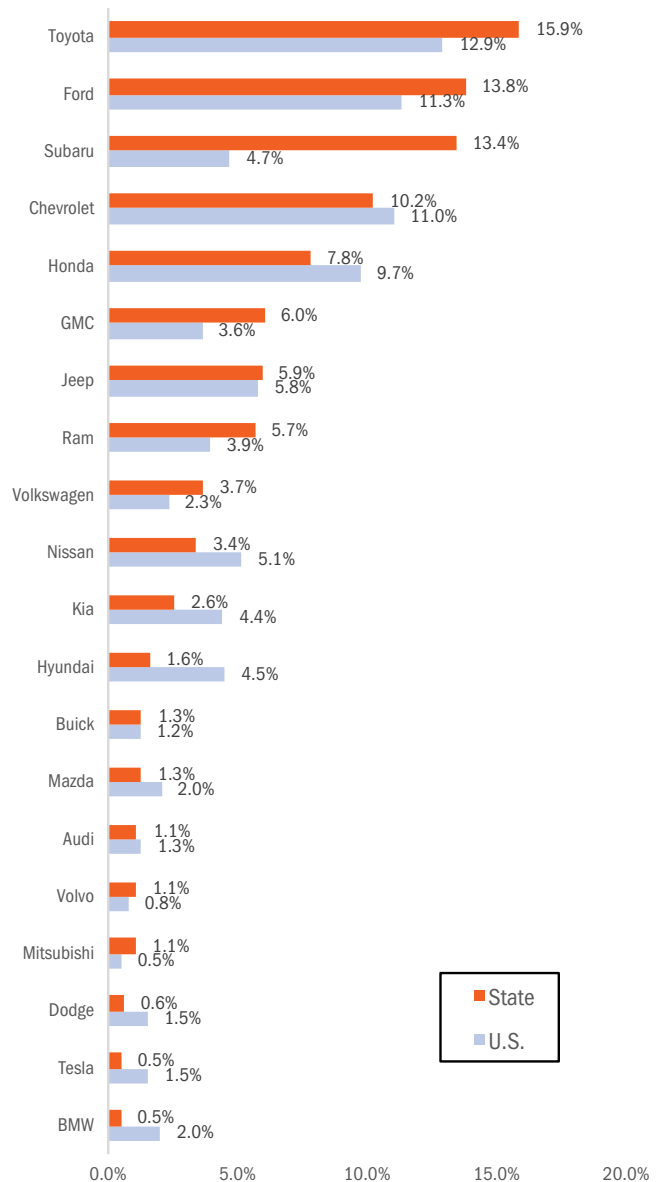
Top ten brands are shaded grey.

Source: AutoCount data from Experian

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



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



Registrations declined by less than 5% for Chevrolet, Volvo, Jeep, and Mazda. VW and Kia were up slightly.



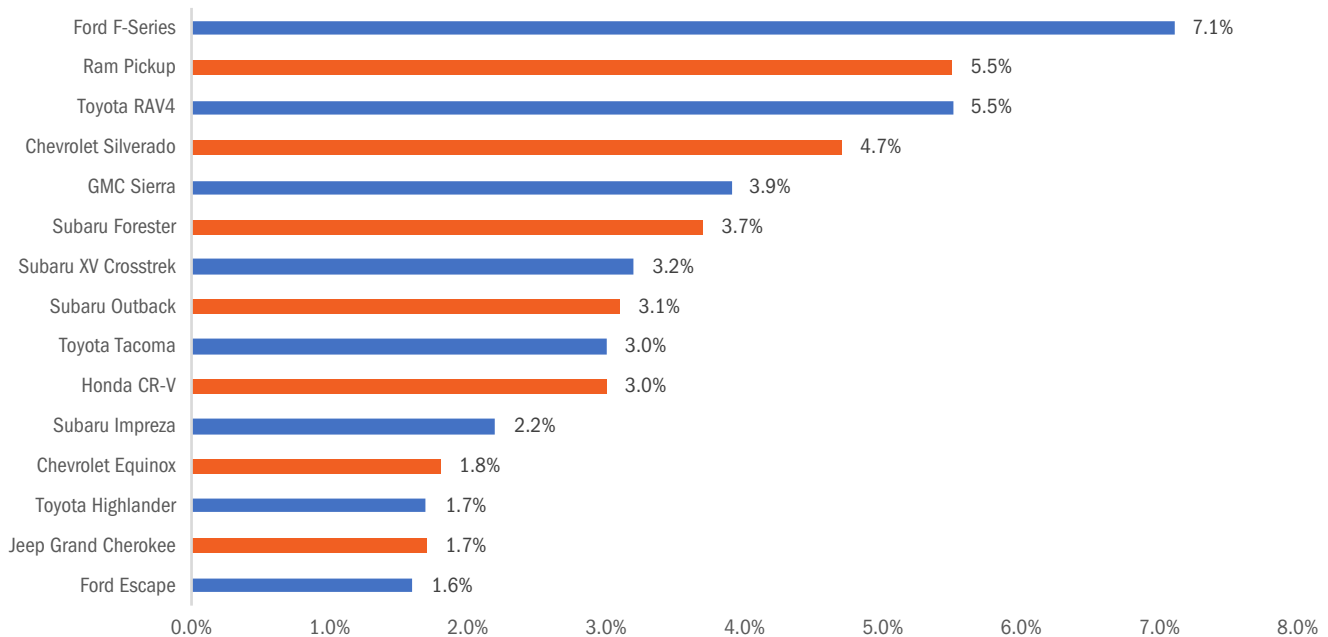
Toyota, Ford, Subaru, Chevrolet, and Honda were market share leaders in Vermont

Data Source: AutoCount data from Experian.

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TOP SELLING MODELS

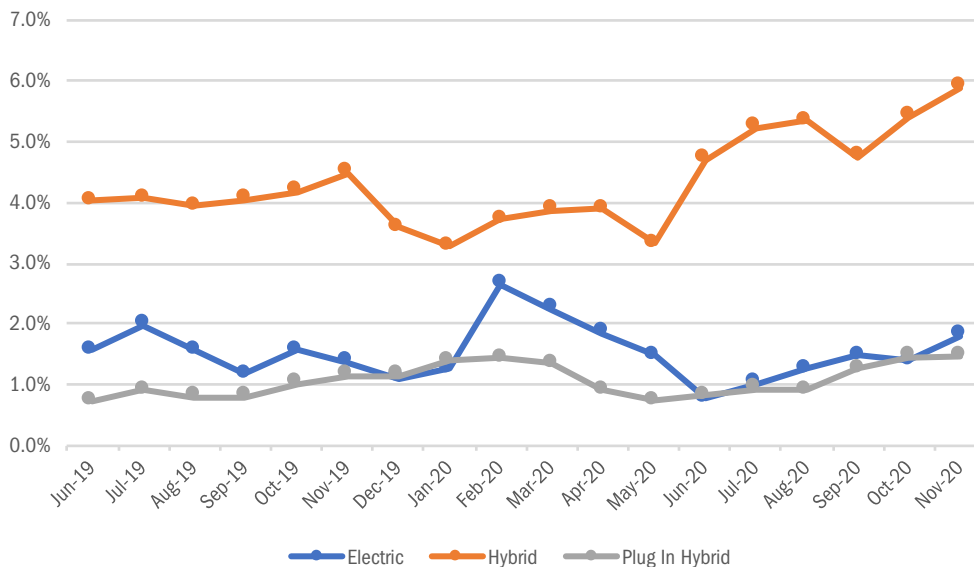
Market Share for Top 15 Selling Models in Vermont New Vehicle Market - YTD 2020 thru November



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 Nov.)

	YTD '19	YTD '20	
Hybrid	3.8%	4.6%	↑
Electric	1.4%	1.5%	↑
Plug In Hybrid	0.8%	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. 4Q '20 includes Oct. and Nov.

**Vermont
Auto Outlook**

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