

Vermont Auto Outlook™

Comprehensive information on the Vermont new vehicle market

Sponsored by:



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



Light trucks

+8.1%



Cars

-23.5%

Vermont New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '20 thru Apr.	9,985	1,944	11,929
YTD '21 thru Apr.	10,790	1,487	12,277
% change	8.1%	-23.5%	2.9%
Mar. '20 & Apr. '20	4,622	947	5,569
Mar. '21 & Apr. '21	5,816	812	6,628
% change	25.8%	-14.3%	19.0%

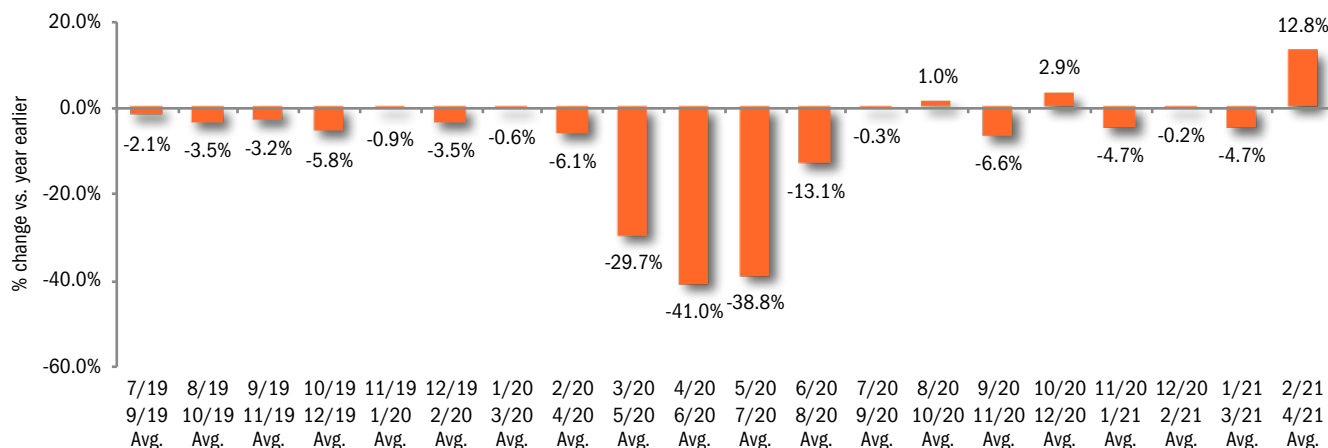
QUICK FACTS

New vehicle registrations in Vermont increased 2.9% in the first four months of this year versus a year earlier.

The market improved by 19% during the past two months (March and April combined) versus depressed year-earlier results. The market will also post a big increase in May.

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 Apr. vs.
YTD 2020**

**DOMESTIC
BRANDS**
 **DOWN
0.9%**

**EUROPEAN
BRANDS**
 **UP
16.7%**

**JAPANESE
BRANDS**
 **UP
4.1%**

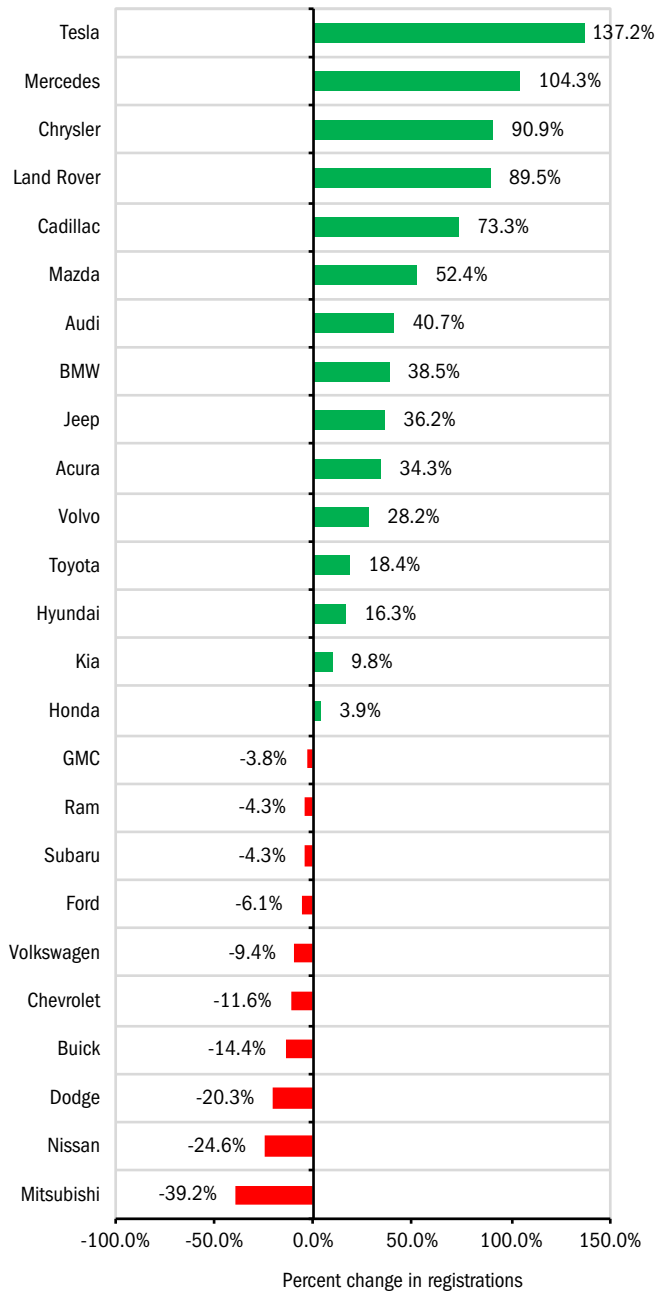
**KOREAN
BRANDS**
 **UP
12.3%**

Vermont New Retail Car and Light Truck Registrations										
	Number of dealers	Mar. and Apr. Combined			YTD thru Apr.			YTD Market Share (%)		
		2020	2021	% chg.	2020	2021	% chg.	2020	2021	Chg.
TOTAL	--	5,569	6,628	19.0%	11,929	12,277	2.9%			
Cars	--	947	812	-14.3%	1,944	1,487	-23.5%	16.3	12.1	-4.2
Trucks	--	4,622	5,816	25.8%	9,985	10,790	8.1%	83.7	87.9	4.2
Domestic Brands	--	2,542	2,936	15.5%	5,503	5,452	-0.9%	46.1	44.4	-1.7
European Brands	--	348	479	37.6%	777	907	16.7%	6.5	7.4	0.9
Japanese Brands	--	2,456	2,936	19.5%	5,184	5,396	4.1%	43.5	44.0	0.5
Korean Brands	--	223	277	24.2%	465	522	12.3%	3.9	4.3	0.4
Acura	1	19	27	42.1%	35	47	34.3%	0.3	0.4	0.1
Alfa Romeo	1	3	0	-100.0%	5	1	-80.0%	0.0	0.0	0.0
Audi	2	66	97	47.0%	135	190	40.7%	1.1	1.5	0.4
BMW	1	19	38	100.0%	52	72	38.5%	0.4	0.6	0.2
Buick	9	65	86	32.3%	153	131	-14.4%	1.3	1.1	-0.2
Cadillac	5	11	31	181.8%	30	52	73.3%	0.3	0.4	0.2
Chevrolet	13	662	599	-9.5%	1,362	1,204	-11.6%	11.4	9.8	-1.6
Chrysler	10	11	35	218.2%	22	42	90.9%	0.2	0.3	0.2
Dodge	9	29	43	48.3%	69	55	-20.3%	0.6	0.4	-0.1
FIAT	1	4	2	-50.0%	5	3	-40.0%	0.0	0.0	0.0
Ford	16	769	862	12.1%	1,700	1,597	-6.1%	14.3	13.0	-1.2
Genesis	1	1	1	0.0%	2	3	50.0%	0.0	0.0	0.0
GMC	9	350	382	9.1%	773	744	-3.8%	6.5	6.1	-0.4
Honda	4	410	493	20.2%	852	885	3.9%	7.1	7.2	0.1
Hyundai	3	80	105	31.3%	166	193	16.3%	1.4	1.6	0.2
Infiniti	0	1	3	200.0%	3	5	66.7%	0.0	0.0	0.0
Jaguar	0	0	2		2	2	0.0%	0.0	0.0	0.0
Jeep	9	291	486	67.0%	610	831	36.2%	5.1	6.8	1.7
Kia	3	142	171	20.4%	297	326	9.8%	2.5	2.7	0.2
Land Rover	0	4	16	300.0%	19	36	89.5%	0.2	0.3	0.1
Lexus	0	3	19	533.3%	15	35	133.3%	0.1	0.3	0.2
Lincoln	4	15	11	-26.7%	35	19	-45.7%	0.3	0.2	-0.1
Mazda	2	57	102	78.9%	126	192	52.4%	1.1	1.6	0.5
Mercedes	1	14	41	192.9%	46	94	104.3%	0.4	0.8	0.4
MINI	1	4	11	175.0%	7	19	171.4%	0.1	0.2	0.1
Mitsubishi	2	68	47	-30.9%	143	87	-39.2%	1.2	0.7	-0.5
Nissan	5	247	219	-11.3%	517	390	-24.6%	4.3	3.2	-1.2
Other	--	21	2	-90.5%	47	9	-80.9%	0.4	0.1	-0.3
Porsche	0	2	5	150.0%	6	10	66.7%	0.1	0.1	0.0
Ram	6	326	362	11.0%	704	674	-4.3%	5.9	5.5	-0.4
Subaru	7	729	804	10.3%	1,541	1,474	-4.3%	12.9	12.0	-0.9
Tesla	0	13	38	192.3%	43	102	137.2%	0.4	0.8	0.5
Toyota	7	902	1,221	35.4%	1,922	2,275	18.4%	16.1	18.5	2.4
Volkswagen	4	191	200	4.7%	382	346	-9.4%	3.2	2.8	-0.4
Volvo	2	40	67	67.5%	103	132	28.2%	0.9	1.1	0.2

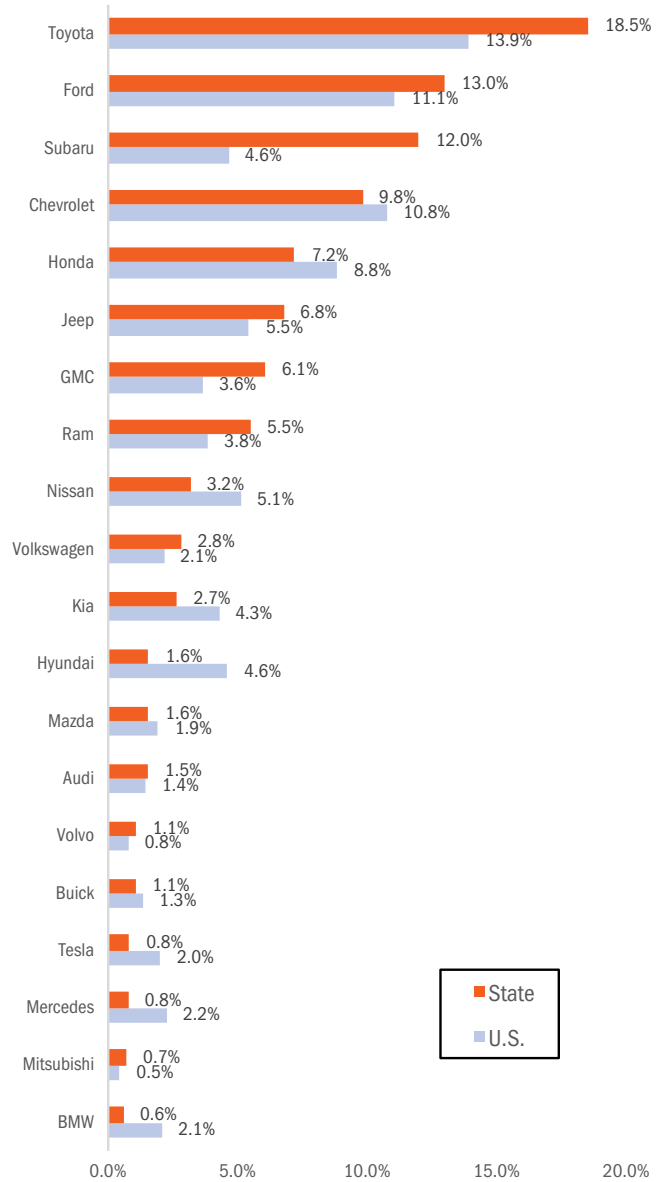
Top ten brands are shaded grey.

Source: AutoCount data from Experian

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



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



Registrations increased by more than 40% for Tesla, Mercedes, Chrysler, Land Rover, Cadillac, Mazda, and Audi



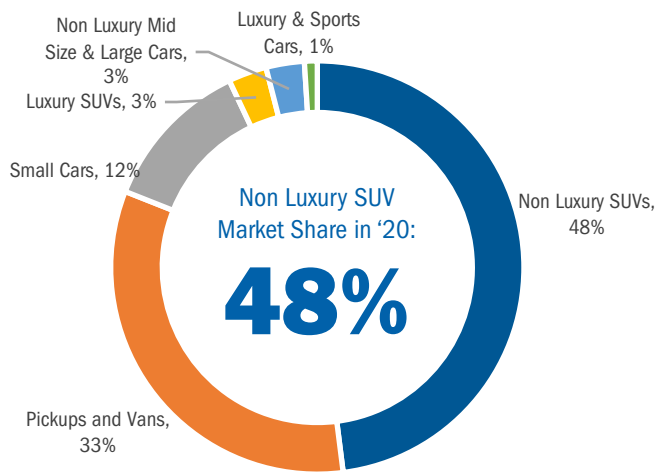
Toyota, Ford, Subaru, Chevrolet, and Honda were market share leaders in Vermont

Data Source: AutoCount data from Experian.

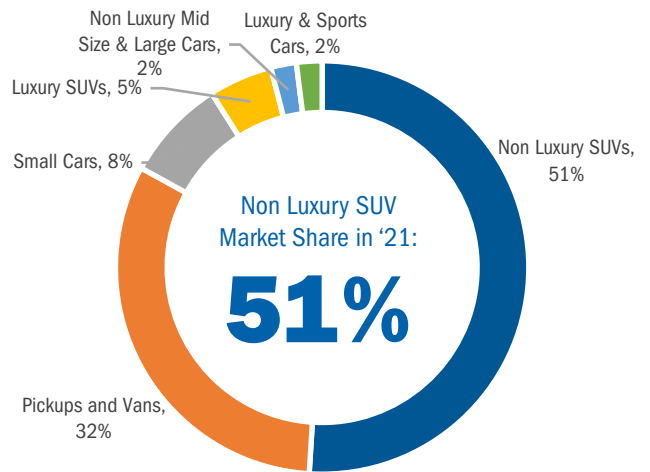
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VEHICLE SEGMENTS

**Segment Market Shares
YTD 2020 thru April**



**Segment Market Shares
YTD 2021 thru April**

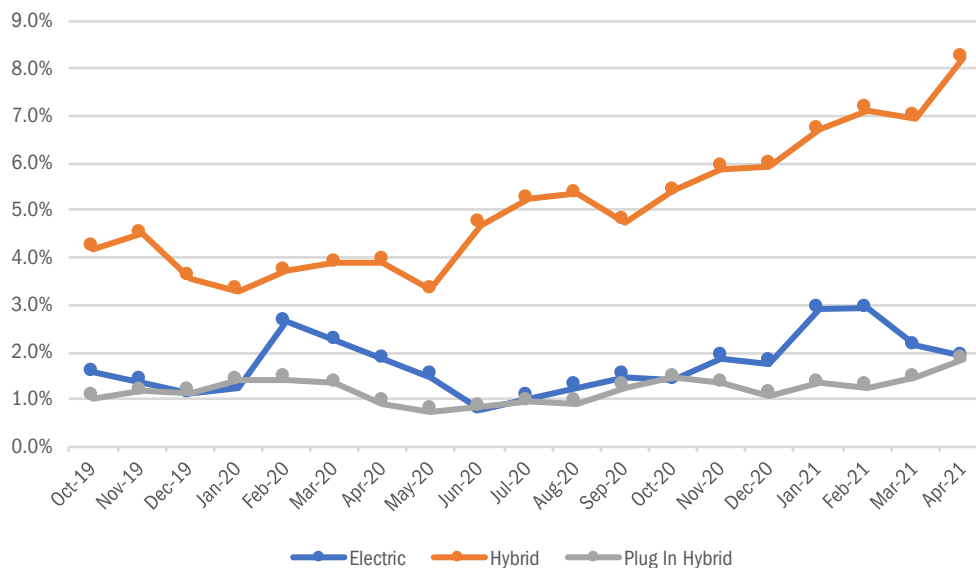


Data Source: AutoCount data from Experian.

The two graphs above show market shares for primary segments during the first four months of 2020 and 2021.

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 April)**

	YTD '20	YTD '21	
Hybrid	3.7%	7.3%	↑
Electric	1.9%	2.4%	↑
Plug In Hybrid	1.3%	1.5%	↑

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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