

Vermont Auto Outlook™

Comprehensive information on the Vermont new vehicle market

Sponsored by:



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



Light trucks

+31.8%



Cars

+7.6%

Vermont New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '20 thru Aug.	19,171	3,670	22,841
YTD '21 thru Aug.	25,273	3,950	29,223
% change	31.8%	7.6%	27.9%
July '20 & Aug. '20	6,071	1,129	7,200
July '21 & Aug. '21	6,680	1,143	7,823
% change	10.0%	1.2%	8.7%

QUICK FACTS

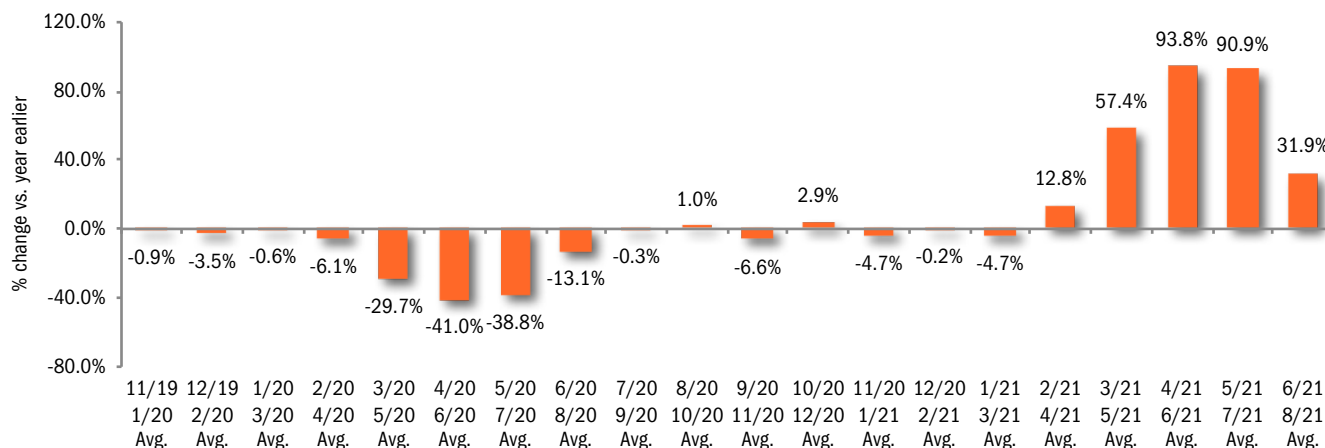
New vehicle registrations in Vermont increased 27.9% during the first eight months of this year versus a year earlier.

Depleted inventories had a big impact on August results, with new registrations declining by more than 10% vs. year earlier.

Ram Pickup overtook Ford F-Series as the best-selling vehicle in the state so far this 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 YTD 2021 thru August vs. YTD 2020

DOMESTIC BRANDS  **UP 24.0%**

EUROPEAN BRANDS  **UP 37.9%**

JAPANESE BRANDS  **UP 28.2%**

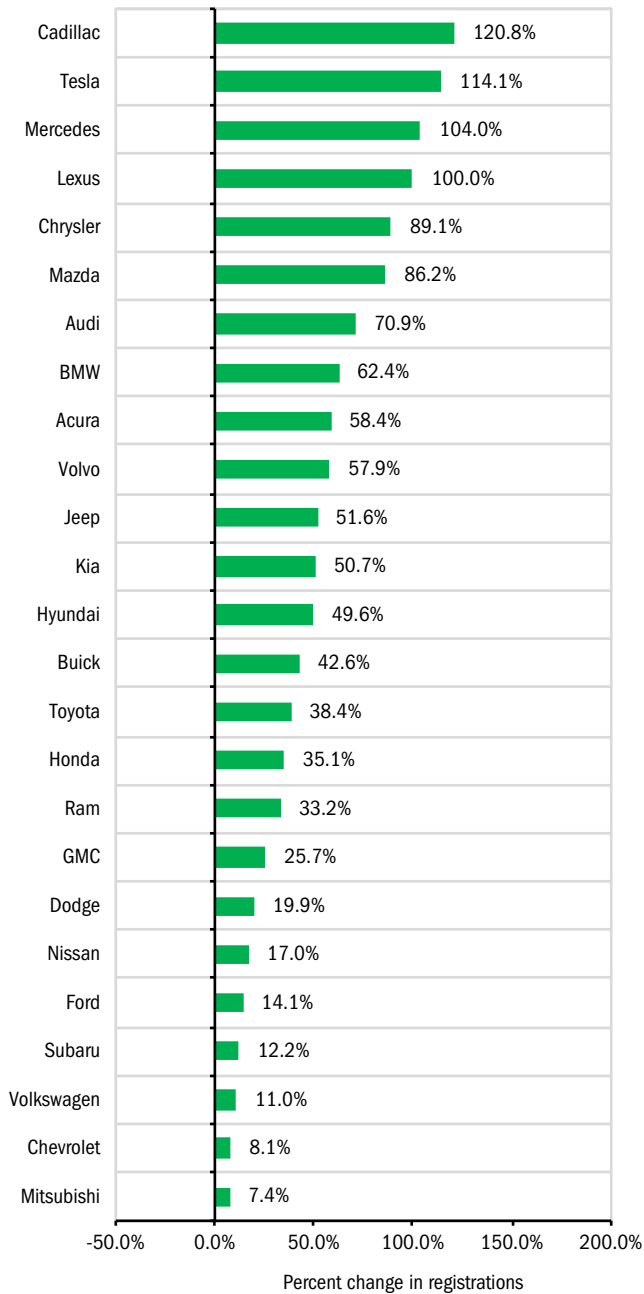
KOREAN BRANDS  **UP 50.5%**

Vermont New Retail Car and Light Truck Registrations										
	Number of dealers	July and Aug. Combined			YTD thru Aug.			YTD Market Share (%)		
		2020	2021	% chg.	2020	2021	% chg.	2020	2021	Chg.
TOTAL	--	7,200	7,823	8.7%	22,841	29,223	27.9%			
Cars	--	1,129	1,143	1.2%	3,670	3,950	7.6%	16.1	13.5	-2.6
Trucks	--	6,071	6,680	10.0%	19,171	25,273	31.8%	83.9	86.5	2.6
Domestic Brands	--	3,098	3,212	3.7%	10,170	12,613	24.0%	44.5	43.2	-1.4
European Brands	--	605	715	18.2%	1,677	2,312	37.9%	7.3	7.9	0.6
Japanese Brands	--	3,178	3,472	9.3%	10,069	12,906	28.2%	44.1	44.2	0.1
Korean Brands	--	319	424	32.9%	925	1,392	50.5%	4.0	4.8	0.7
Acura	1	32	38	18.8%	89	141	58.4%	0.4	0.5	0.1
Alfa Romeo	1	1	1	0.0%	6	4	-33.3%	0.0	0.0	0.0
Audi	2	86	144	67.4%	261	446	70.9%	1.1	1.5	0.4
BMW	1	45	52	15.6%	109	177	62.4%	0.5	0.6	0.1
Buick	9	94	124	31.9%	277	395	42.6%	1.2	1.4	0.1
Cadillac	5	8	22	175.0%	48	106	120.8%	0.2	0.4	0.2
Chevrolet	13	671	627	-6.6%	2,416	2,611	8.1%	10.6	8.9	-1.6
Chrysler	10	15	10	-33.3%	46	87	89.1%	0.2	0.3	0.1
Dodge	9	51	66	29.4%	146	175	19.9%	0.6	0.6	0.0
FIAT	1	5	0	-100.0%	11	6	-45.5%	0.0	0.0	0.0
Ford	16	1,001	788	-21.3%	3,120	3,559	14.1%	13.7	12.2	-1.5
Genesis	1	0	3		4	8	100.0%	0.0	0.0	0.0
GMC	9	361	427	18.3%	1,370	1,722	25.7%	6.0	5.9	-0.1
Honda	4	642	678	5.6%	1,762	2,381	35.1%	7.7	8.1	0.4
Hyundai	3	152	172	13.2%	361	540	49.6%	1.6	1.8	0.3
Infiniti	0	2	5	150.0%	5	11	120.0%	0.0	0.0	0.0
Jaguar	0	5	2	-60.0%	7	7	0.0%	0.0	0.0	0.0
Jeep	9	461	527	14.3%	1,303	1,975	51.6%	5.7	6.8	1.1
Kia	3	167	249	49.1%	560	844	50.7%	2.5	2.9	0.4
Land Rover	0	9	19	111.1%	29	67	131.0%	0.1	0.2	0.1
Lexus	0	18	21		35	70	100.0%	0.2	0.2	0.1
Lincoln	4	10	18	80.0%	51	51	0.0%	0.2	0.2	0.0
Mazda	2	112	171	52.7%	275	512	86.2%	1.2	1.8	0.5
Mercedes	1	40	61	52.5%	101	206	104.0%	0.4	0.7	0.3
MINI	1	21	23	9.5%	32	65	103.1%	0.1	0.2	0.1
Mitsubishi	2	80	92	15.0%	256	275	7.4%	1.1	0.9	-0.2
Nissan	5	212	313	47.6%	841	984	17.0%	3.7	3.4	-0.3
Other	--	31	15	-51.6%	108	40	-63.0%	0.5	0.1	-0.3
Porsche	0	10	10	0.0%	20	27	35.0%	0.1	0.1	0.0
Ram	6	386	533	38.1%	1,288	1,716	33.2%	5.6	5.9	0.2
Subaru	7	944	849	-10.1%	3,090	3,467	12.2%	13.5	11.9	-1.7
Tesla	0	37	68	83.8%	99	212	114.1%	0.4	0.7	0.3
Toyota	7	1,114	1,295	16.2%	3,639	5,038	38.4%	15.9	17.2	1.3
Volkswagen	4	290	284	-2.1%	855	949	11.0%	3.7	3.2	-0.5
Volvo	2	87	116	33.3%	221	349	57.9%	1.0	1.2	0.2

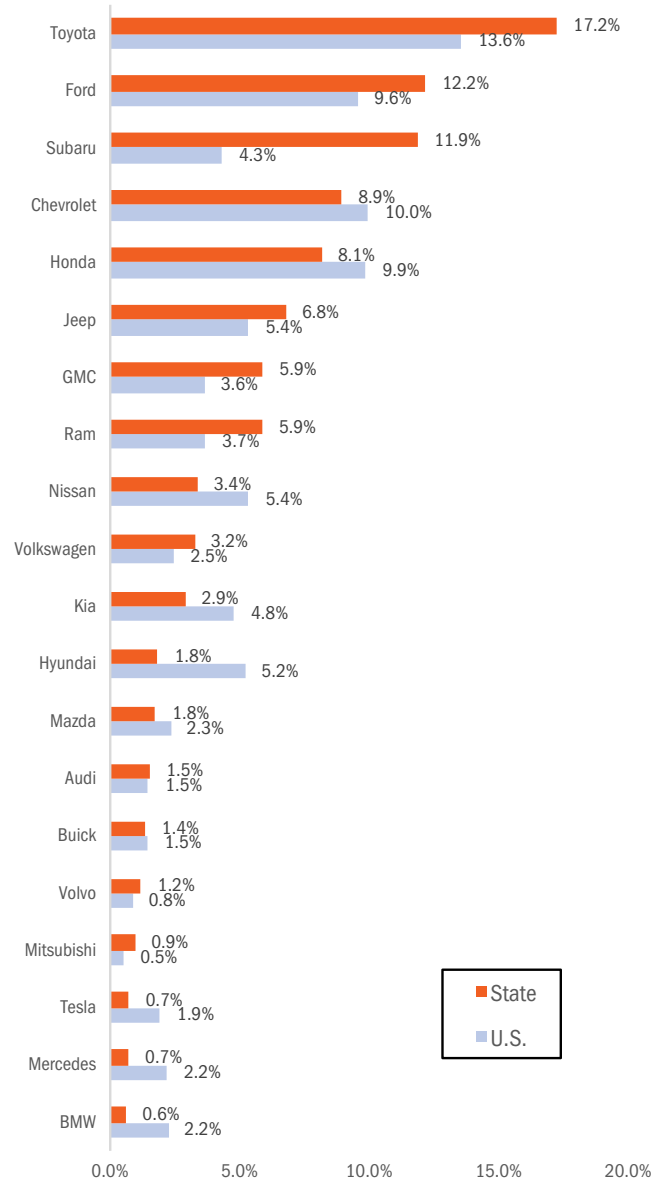
Top ten brands are shaded grey.

Source: AutoCount data from Experian

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



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



Registrations increased by more than 70% for Cadillac, Tesla, Mercedes, Lexus, Chrysler, Mazda, and Audi



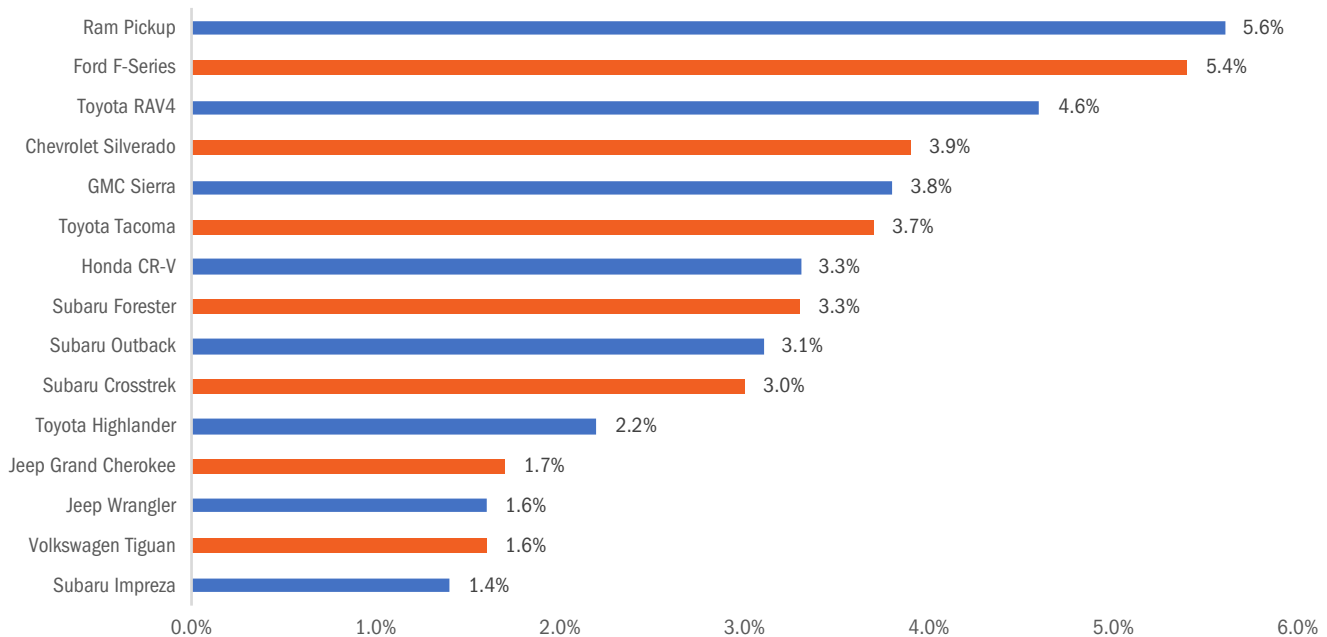
Toyota, Ford, Subaru, Chevrolet, and Honda were market share leaders in Vermont

Data Source: AutoCount data from Experian.

Attribution notice: Any material quoted must be attributed to Vermont Auto Outlook, published by Auto Outlook, Inc. on behalf of the Vermont Vehicle and Automotive Distributors Association. Data source must also be shown as "Data Source: AutoCount Data from Experian." Please contact the association with any questions or comments regarding the publication.

TOP SELLING MODELS

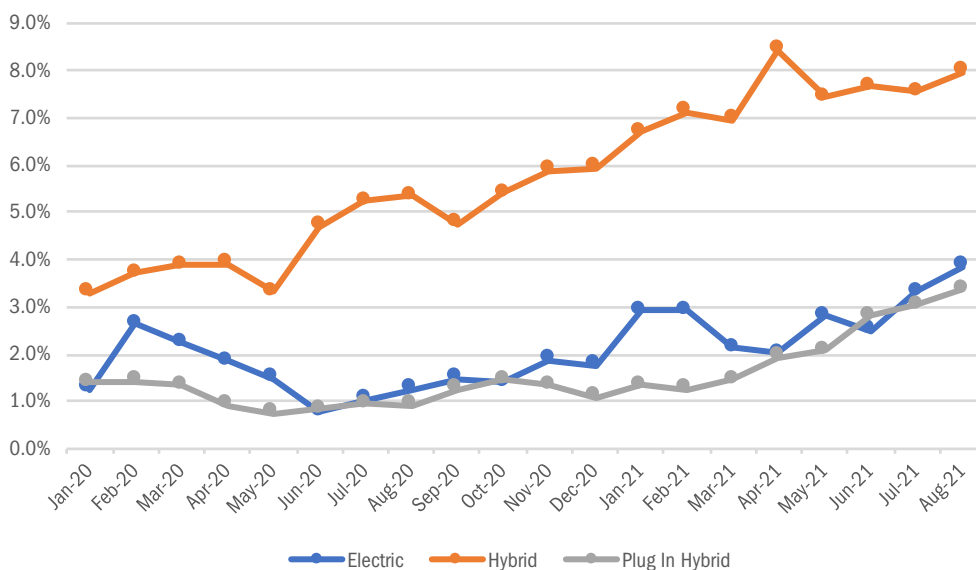
Market Share for Top 15 Selling Models in Vermont New Vehicle Market - YTD 2021 thru August



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 August)

	YTD '20	YTD '21	
Hybrid	4.2%	7.5%	↑
Electric	1.6%	2.8%	↑
Plug In Hybrid	1.1%	2.3%	↑

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

Copyright Auto Outlook, Inc., September 2021

Published for: Vermont Vehicle and Automotive Distributors Association
 1284 US Route 302-Berlin, Suite 2
 Barre, VT 05641
 Phone: 802-461-2655
 www.vermontada.org

Published by: Auto Outlook, Inc.
 PO Box 390
 Exton, PA 19341
 Email: autooutlook@icloud.com