

# Vermont Auto Outlook™

Comprehensive information on the Vermont new vehicle market

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**% Change In  
New Retail Market from  
2020 to 2021**



Light trucks

**+17.1%**



Cars

**-1.7%**

## Vermont New Retail Light Vehicle Registrations

	Light Trucks	Cars	Total
2020 Annual	31,921	5,723	37,644
2021 Annual	37,374	5,627	43,001
<b>% change</b>	<b>17.1%</b>	<b>-1.7%</b>	<b>14.2%</b>
Nov. '20 & Dec. '20	5,540	815	6,355
Nov. '21 & Dec. '21	4,847	628	5,475
<b>% change</b>	<b>-12.5%</b>	<b>-22.9%</b>	<b>-13.8%</b>

## QUICK FACTS

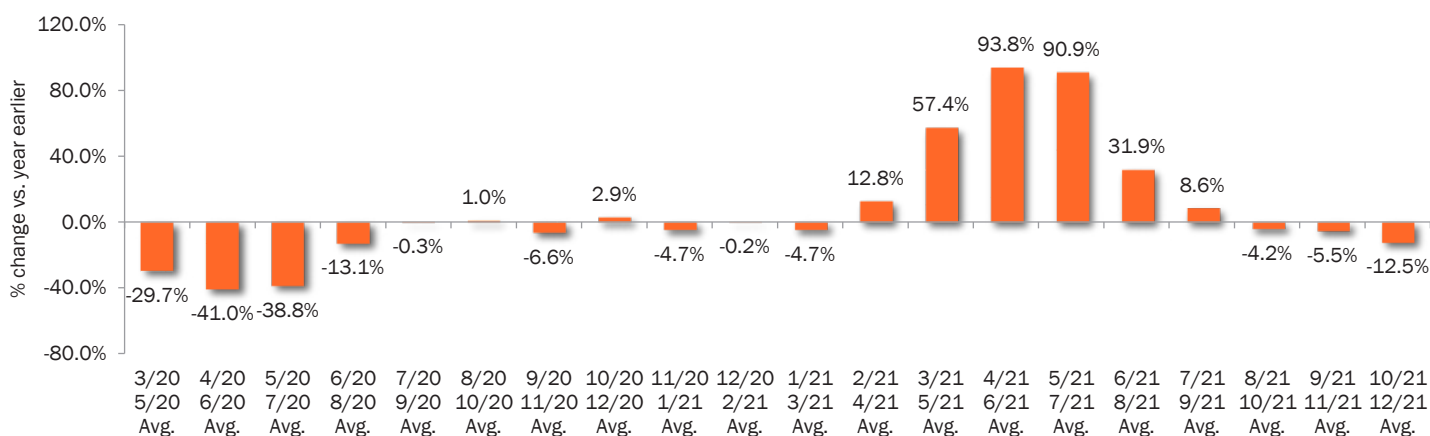
New retail light vehicle registrations in Vermont increased 14.2% last year. U.S. market was up an estimated 5.1%.

State new vehicle registrations improved 25% from January thru September of last year vs. year earlier, and then declined 13% in the Fourth Quarter as supplies tightened.

The market is predicted to increase slightly this year, with a significant improvement likely in 2023.

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  
2021 vs. 2020**

**DOMESTIC  
BRANDS**  
 **UP  
9.6%**

**EUROPEAN  
BRANDS**  
 **UP  
27.4%**

**JAPANESE  
BRANDS**  
 **UP  
15.1%**

**KOREAN  
BRANDS**  
 **UP  
31.2%**

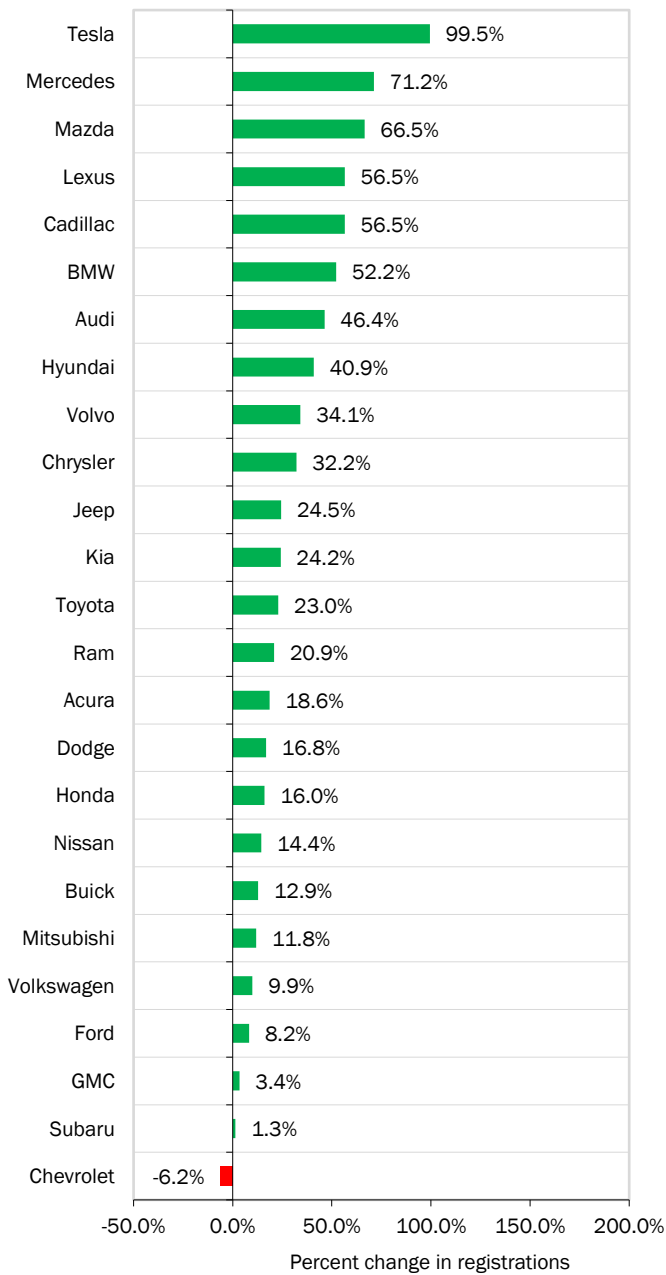
Vermont New Retail Car and Light Truck Registrations										
	Number of dealers	Nov. and Dec. Combined			Annual Totals			Annual Market Share (%)		
		2020	2021	% chg.	2020	2021	% chg.	2020	2021	Chg.
TOTAL	--	6,355	5,475	-13.8%	37,644	43,001	14.2%			
Cars	--	815	628	-22.9%	5,723	5,627	-1.7%	15.2	13.1	-2.1
Trucks	--	5,540	4,847	-12.5%	31,921	37,374	17.1%	84.8	86.9	2.1
Domestic Brands	--	2,788	2,374	-14.8%	16,808	18,429	9.6%	44.6	42.9	-1.8
European Brands	--	462	565	22.3%	2,770	3,529	27.4%	7.4	8.2	0.8
Japanese Brands	--	2,834	2,273	-19.8%	16,510	19,001	15.1%	43.9	44.2	0.3
Korean Brands	--	271	263	-3.0%	1,556	2,042	31.2%	4.1	4.7	0.6
Acura	1	35	23	-34.3%	167	198	18.6%	0.4	0.5	0.0
Alfa Romeo	1	1	2		8	7	-12.5%	0.0	0.0	0.0
Audi	2	82	66	-19.5%	431	631	46.4%	1.1	1.5	0.3
BMW	1	38	46	21.1%	182	277	52.2%	0.5	0.6	0.2
Buick	9	61	68	11.5%	482	544	12.9%	1.3	1.3	0.0
Cadillac	5	18	14	-22.2%	92	144	56.5%	0.2	0.3	0.1
Chevrolet	13	658	362	-45.0%	3,852	3,613	-6.2%	10.2	8.4	-1.8
Chrysler	10	25	13	-48.0%	87	115	32.2%	0.2	0.3	0.0
Dodge	9	32	30	-6.3%	226	264	16.8%	0.6	0.6	0.0
FIAT	1	1	0	-100.0%	16	7	-56.3%	0.0	0.0	0.0
Ford	16	834	972	16.5%	5,169	5,595	8.2%	13.7	13.0	-0.7
Genesis	1	1	4	300.0%	5	16	220.0%	0.0	0.0	0.0
GMC	9	357	209	-41.5%	2,251	2,328	3.4%	6.0	5.4	-0.6
Honda	4	524	390	-25.6%	2,949	3,422	16.0%	7.8	8.0	0.1
Hyundai	3	105	116	10.5%	596	840	40.9%	1.6	2.0	0.4
Infiniti	0	2	1	-50.0%	12	12	0.0%	0.0	0.0	0.0
Jaguar	0	1	4	300.0%	10	13	30.0%	0.0	0.0	0.0
Jeep	9	447	304	-32.0%	2,276	2,833	24.5%	6.0	6.6	0.5
Kia	3	165	143	-13.3%	955	1,186	24.2%	2.5	2.8	0.2
Land Rover	0	12	11	-8.3%	51	94	84.3%	0.1	0.2	0.1
Lexus	0	17	20	17.6%	69	108	56.5%	0.2	0.3	0.1
Lincoln	4	10	11	10.0%	74	70	-5.4%	0.2	0.2	0.0
Mazda	2	84	104	23.8%	487	811	66.5%	1.3	1.9	0.6
Mercedes	1	32	39	21.9%	177	303	71.2%	0.5	0.7	0.2
MINI	1	13	11	-15.4%	56	89	58.9%	0.1	0.2	0.1
Mitsubishi	2	63	58	-7.9%	398	445	11.8%	1.1	1.0	0.0
Nissan	5	169	216	27.8%	1,265	1,447	14.4%	3.4	3.4	0.0
Other	--	11	7	-36.4%	145	63	-56.6%	0.4	0.1	-0.2
Porsche	0	4	10	150.0%	36	50	38.9%	0.1	0.1	0.0
Ram	6	307	315	2.6%	2,105	2,545	20.9%	5.6	5.9	0.3
Subaru	7	825	584	-29.2%	5,030	5,096	1.3%	13.4	11.9	-1.5
Tesla	0	39	76	94.9%	187	373	99.5%	0.5	0.9	0.4
Toyota	7	1,110	871	-21.5%	6,031	7,418	23.0%	16.0	17.3	1.2
Volkswagen	4	179	276	54.2%	1,348	1,482	9.9%	3.6	3.4	-0.1
Volvo	2	93	99	6.5%	419	562	34.1%	1.1	1.3	0.2

Top ten brands are shaded grey.

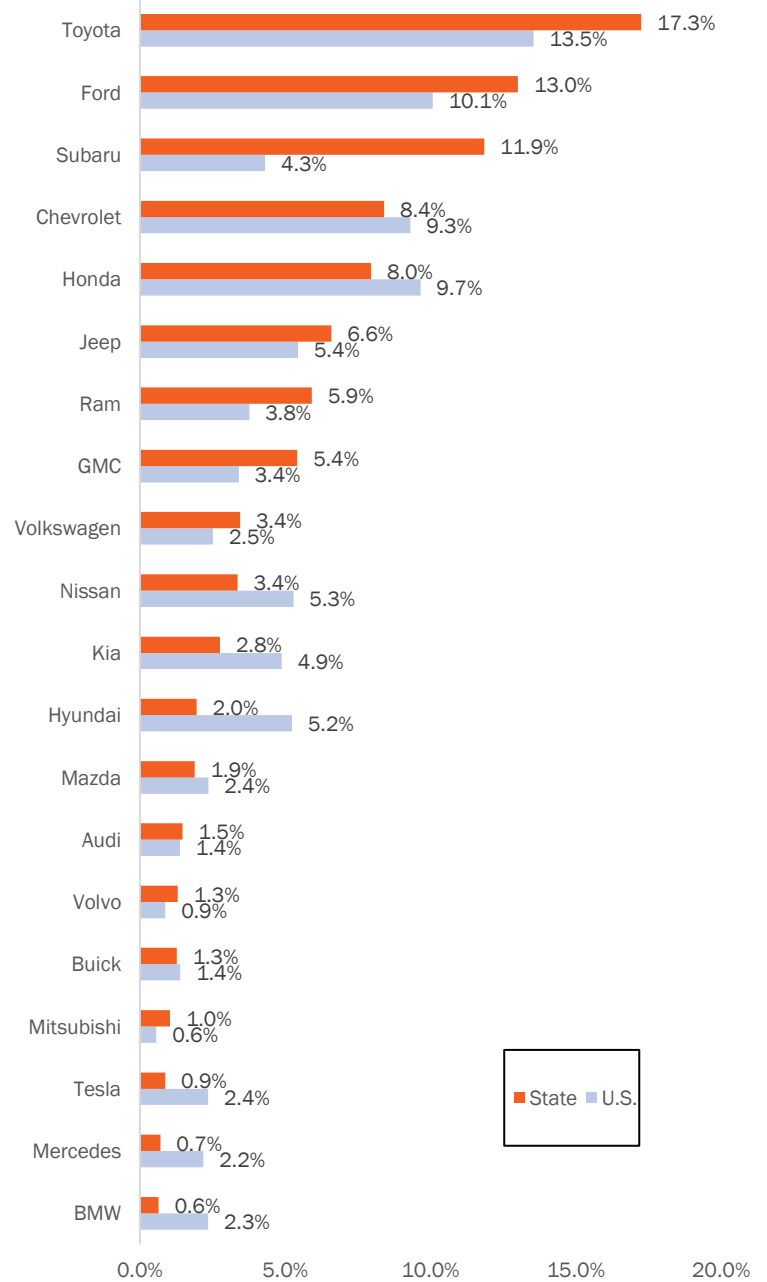
Source: AutoCount data from Experian

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### Percent Change in Brand Registrations 2021 vs. 2020 (Top 25 selling brands)



### Vermont Market Share 2021 (Top 25 selling brands in state)



Registrations increased by more than 40% for Tesla, Mercedes, Mazda, Lexus, Cadillac, BMW, Audi, and Hyundai

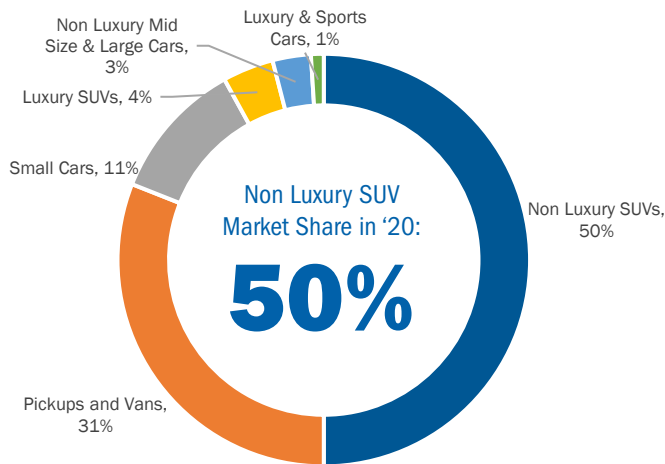


Toyota, Ford, Subaru, Chevrolet, and Honda were market share leaders in Vermont

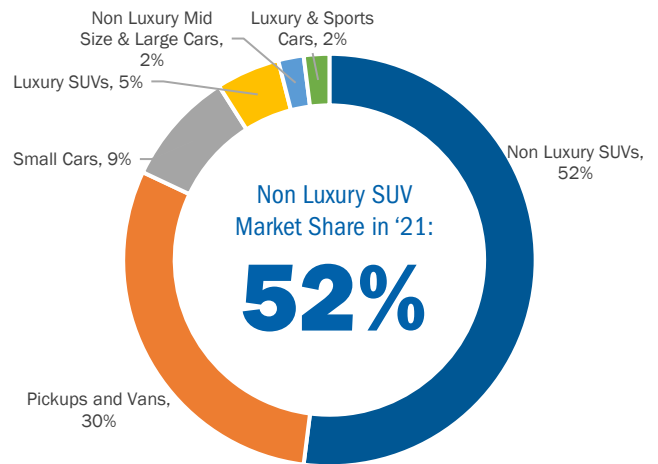
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**VEHICLE SEGMENTS**

**Segment Market Shares 2020**



**Segment Market Shares 2021**

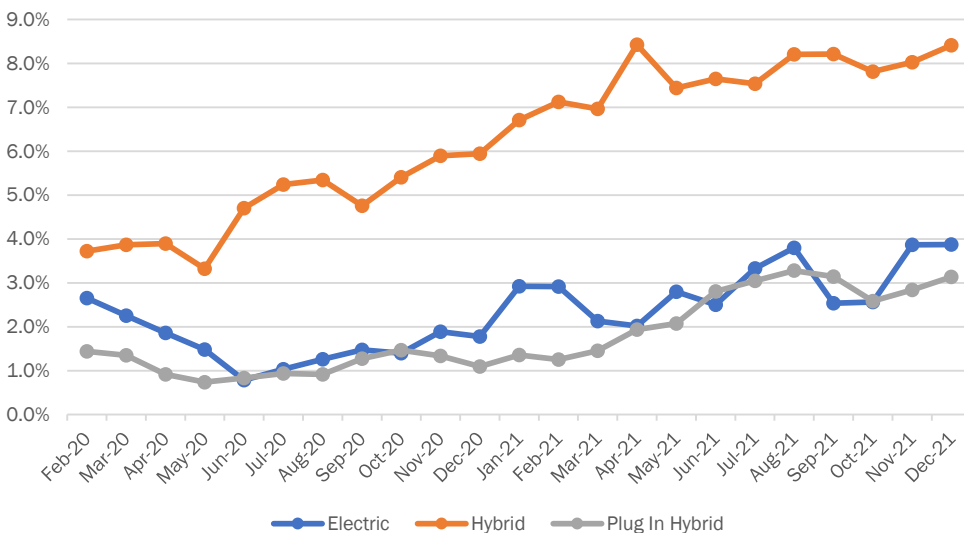


Data Source: AutoCount data from Experian.

The two graphs above show market shares for primary segments in 2020 and 2021.

**HYBRID AND ELECTRIC VEHICLES**

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



**Annual Share by Engine Type (2020 and 2021)**

	2020	2021	
Hybrid	4.7%	7.7%	↑
Electric	1.6%	2.9%	↑
Plug In Hybrid	1.2%	2.5%	↑

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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