

Vermont Auto Outlook™

Comprehensive information on the Vermont new vehicle market

Sponsored by:



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



Light trucks

-7.2%



Cars

-32.0%

Vermont New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '20 thru Feb.	5,347	1,013	6,360
YTD '21 thru Feb.	4,960	689	5,649
% change	-7.2%	-32.0%	-11.2%
Dec. '19 thru Feb. '20	7,621	1,455	9,076
Dec. '20 thru Feb. '21	7,952	1,108	9,060
% change	4.3%	-23.8%	-0.2%

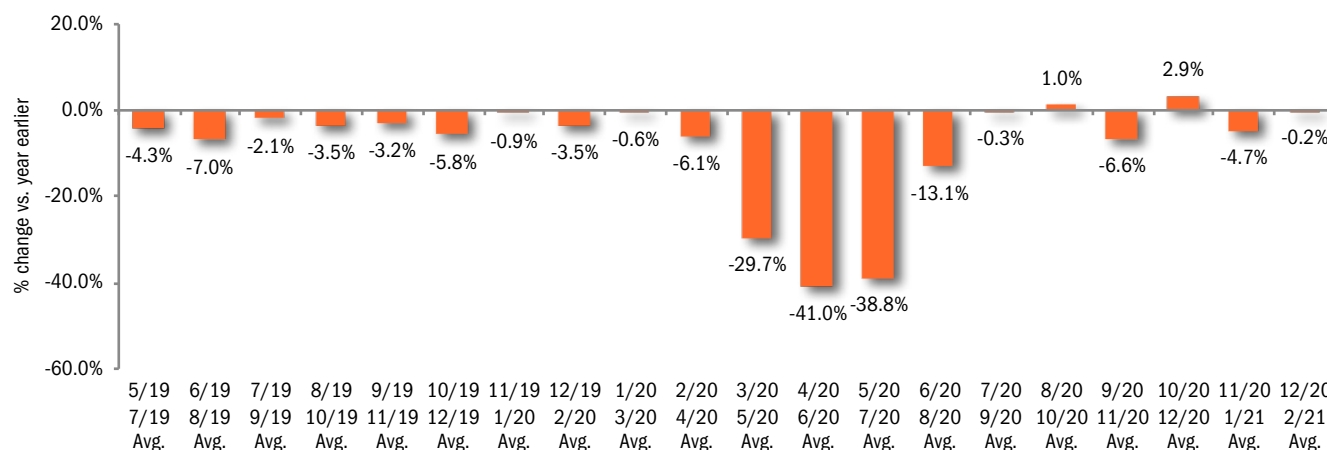
QUICK FACTS

New vehicle registrations in Vermont declined 11.2% in the first two months of this year versus a year earlier. Passenger car registrations tumbled 32%.

Toyota, Ford, Subaru, Chevrolet, and Honda were market share leaders in the state new vehicle market.

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 Feb. vs.
YTD 2020**

**DOMESTIC
BRANDS**
 **DOWN
15.0%**

**EUROPEAN
BRANDS**
 **DOWN
0.2%**

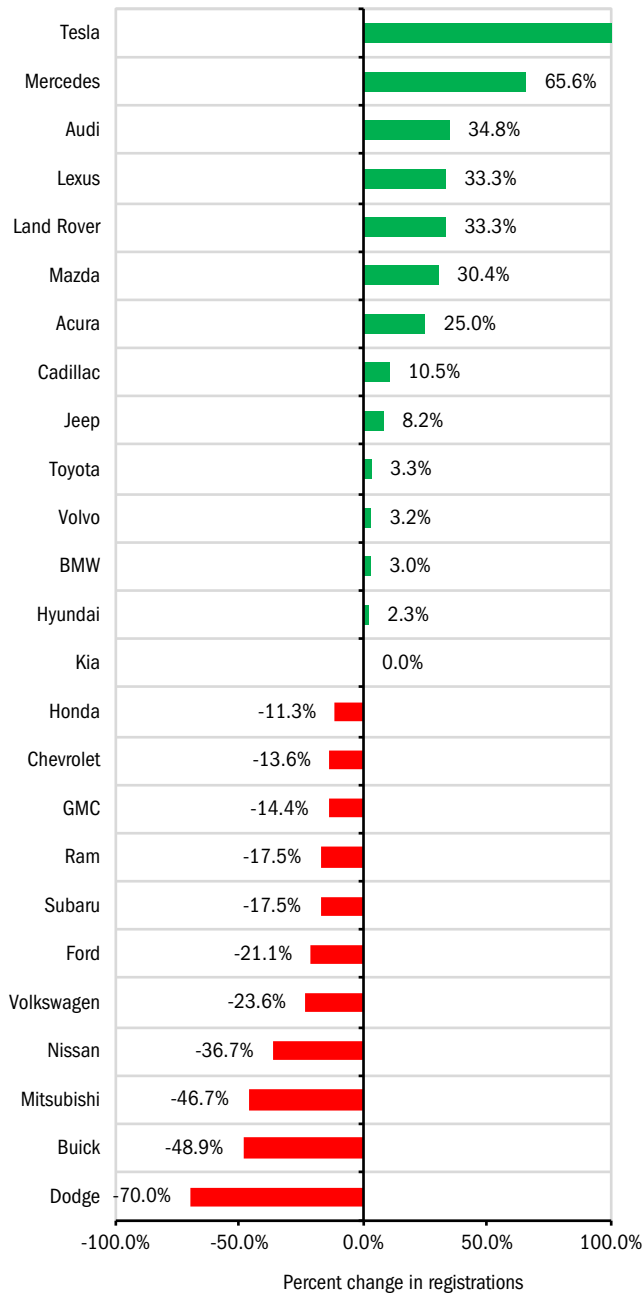
**JAPANESE
BRANDS**
 **DOWN
9.8%**

**KOREAN
BRANDS**
 **UP
1.2%**

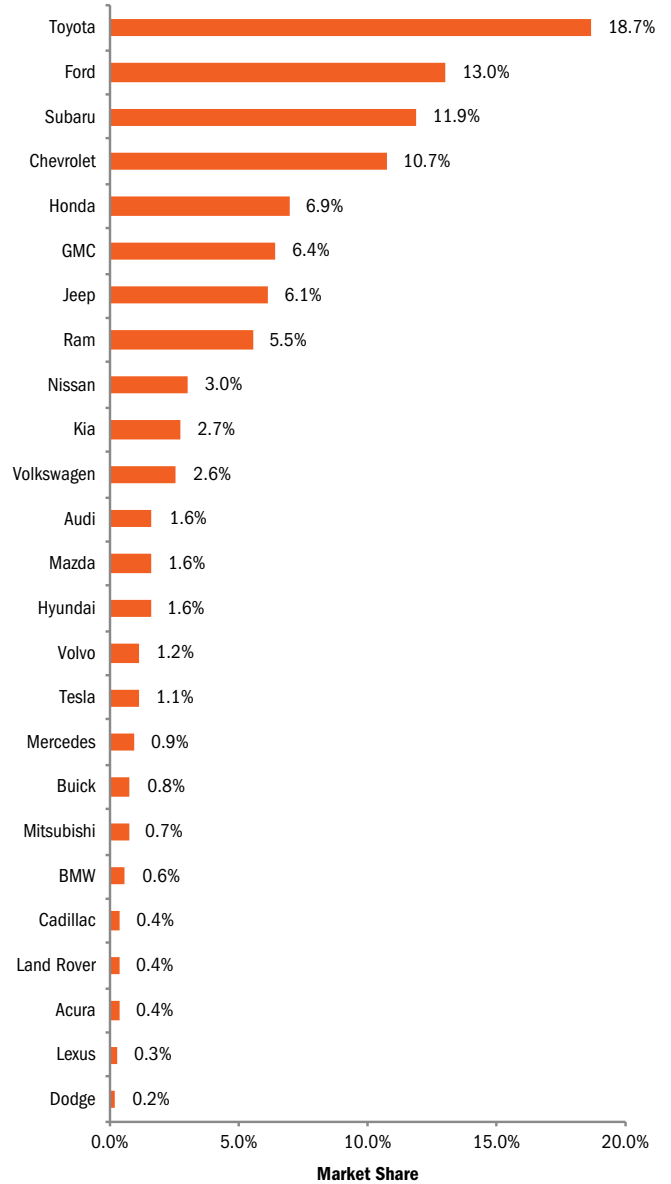
Vermont New Retail Car and Light Truck Registrations							
	Number of dealers	YTD thru Feb.			YTD Market Share (%)		
		2020	2021	% chg.	2020	2021	Chg.
TOTAL	--	6,360	5,649	-11.2%			
Cars	--	1,013	689	-32.0%	15.9	12.2	-3.7
Trucks	--	5,347	4,960	-7.2%	84.1	87.8	3.7
Domestic Brands	--	2,961	2,516	-15.0%	46.6	44.5	-2.0
European Brands	--	429	428	-0.2%	6.7	7.6	0.8
Japanese Brands	--	2,728	2,460	-9.8%	42.9	43.5	0.7
Korean Brands	--	242	245	1.2%	3.8	4.3	0.5
Acura	1	16	20	25.0%	0.3	0.4	0.1
Alfa Romeo	1	2	1	-50.0%	0.0	0.0	0.0
Audi	2	69	93	34.8%	1.1	1.6	0.6
BMW	1	33	34	3.0%	0.5	0.6	0.1
Buick	9	88	45	-48.9%	1.4	0.8	-0.6
Cadillac	5	19	21	10.5%	0.3	0.4	0.1
Chevrolet	13	700	605	-13.6%	11.0	10.7	-0.3
Chrysler	10	11	7	-36.4%	0.2	0.1	0.0
Dodge	9	40	12	-70.0%	0.6	0.2	-0.4
FIAT	1	1	1	0.0%	0.0	0.0	0.0
Ford	16	931	735	-21.1%	14.6	13.0	-1.6
Genesis	1	1	2	100.0%	0.0	0.0	0.0
GMC	9	423	362	-14.4%	6.7	6.4	-0.2
Honda	4	442	392	-11.3%	6.9	6.9	0.0
Hyundai	3	86	88	2.3%	1.4	1.6	0.2
Infiniti	0	2	2	0.0%	0.0	0.0	0.0
Jaguar	0	2	0	-100.0%	0.0	0.0	0.0
Jeep	9	319	345	8.2%	5.0	6.1	1.1
Kia	3	155	155	0.0%	2.4	2.7	0.3
Land Rover	0	15	20	33.3%	0.2	0.4	0.1
Lexus	0	12	16	33.3%	0.2	0.3	0.1
Lincoln	4	20	8	-60.0%	0.3	0.1	-0.2
Mazda	2	69	90	30.4%	1.1	1.6	0.5
Mercedes	1	32	53	65.6%	0.5	0.9	0.4
MINI	1	3	8	166.7%	0.0	0.1	0.1
Mitsubishi	2	75	40	-46.7%	1.2	0.7	-0.5
Nissan	5	270	171	-36.7%	4.2	3.0	-1.2
Other	--	26	7	-73.1%	0.4	0.1	-0.3
Porsche	0	4	5	25.0%	0.1	0.1	0.0
Ram	6	378	312	-17.5%	5.9	5.5	-0.4
Subaru	7	812	670	-17.5%	12.8	11.9	-0.9
Tesla	0	30	64	113.3%	0.5	1.1	0.7
Toyota	7	1,020	1,054	3.3%	16.0	18.7	2.6
Volkswagen	4	191	146	-23.6%	3.0	2.6	-0.4
Volvo	2	63	65	3.2%	1.0	1.2	0.2

Top ten brands are shaded grey.

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



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



Registrations increased by more than 25% for Tesla, Mercedes, Audi, Lexus, Land Rover, Mazda, and Acura.



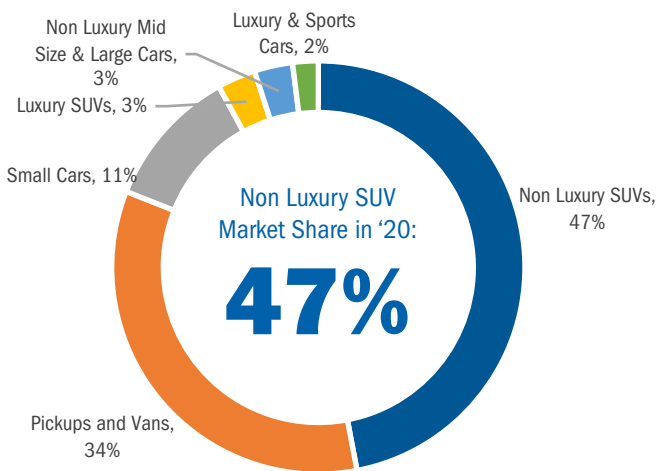
Toyota, Ford, Subaru, Chevrolet, and Honda were market share leaders in Vermont

Data Source: AutoCount data from Experian.

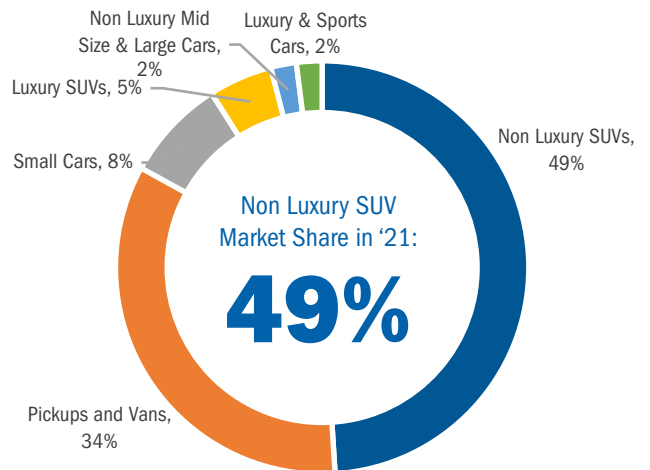
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VEHICLE SEGMENTS

**Segment Market Shares
YTD 2020 thru February**



**Segment Market Shares
YTD 2021 thru February**

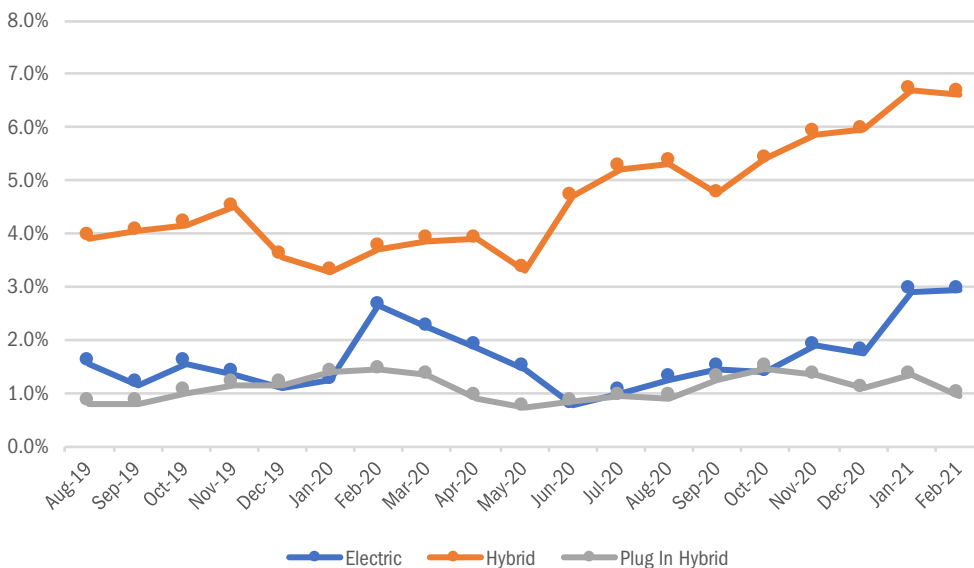


Data Source: AutoCount data from Experian.

The two graphs above show market shares for primary segments during the first two 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 Feb.)**

	YTD '20	YTD '21	
Hybrid	3.5%	6.7%	↑
Electric	1.9%	2.9%	↑
Plug In Hybrid	1.4%	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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