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# Vermont Auto Outlook™

Comprehensive information on the Vermont new vehicle market



## Quick Facts

The Vermont new retail light vehicle market declined 2.3% from 2017 to 2018. The U.S. market was off by less than 1%.

New retail car and light truck registrations in the state were off an estimated 2% in January of 2019 versus a year earlier.

Passenger car registrations declined an estimated 7.2% in January. Light trucks were off less than 1%.

The three month moving average declined slightly in January of 2019 vs. a year earlier.

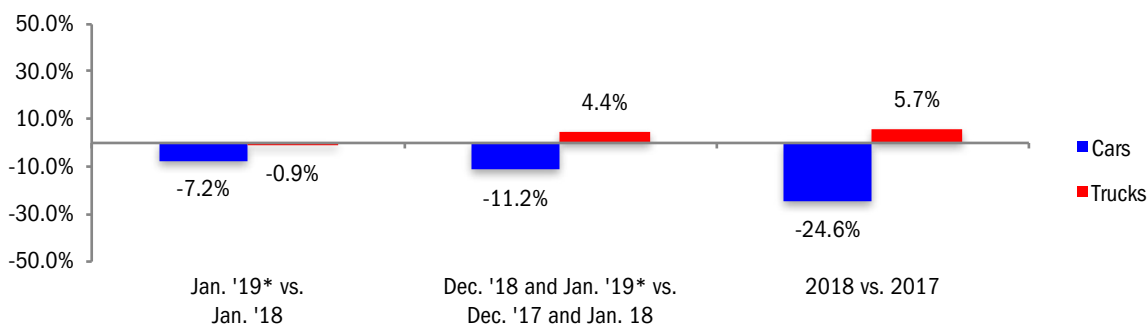
Toyota, Ford, Subaru, Chevrolet, and Honda were market share leaders in the state last year (see page 2).

Combined hybrid and electric vehicle market share in the state was 4% during all of 2018.

| Vermont New Retail Car and Light Truck Registrations |          |       |        |                                 |         |        |               |        |        |
|--|----------|-------|--------|---------------------------------|---------|--------|---------------|--------|--------|
|  | January* |       |        | Dec. '18 and Jan. '19* Combined |         |        | Annual Totals |        |        |
|  | 2018     | 2019* | % chg. | Previous                        | Current | % chg. | 2017          | 2018   | Chg.   |
| Industry Total                                       | 2,720    | 2,665 | -2.0%  | 5,870                           | 5,951   | 1.4%   | 42,548        | 41,584 | -2.3%  |
| Cars   | 503      | 467   | -7.2%  | 1,142                           | 1,014   | -11.2% | 11,180        | 8,426  | -24.6% |
| Light Trucks   | 2,217    | 2,198 | -0.9%  | 4,728                           | 4,937   | 4.4%   | 31,368        | 33,158 | 5.7%   |
| Detroit Three  | 1,138    | 1,166 | 2.5%   | 2,556                           | 2,796   | 9.4%   | 17,777        | 17,850 | 0.4%   |
| European   | 184      | 170   | -7.6%  | 449                             | 386     | -14.0% | 3,312         | 2,976  | -10.1% |
| Japanese   | 1,304    | 1,234 | -5.4%  | 2,683                           | 2,571   | -4.2%  | 19,839        | 19,239 | -3.0%  |
| Korean   | 94       | 95    | 1.1%   | 182                             | 198     | 8.8%   | 1,620         | 1,519  | -6.2%  |

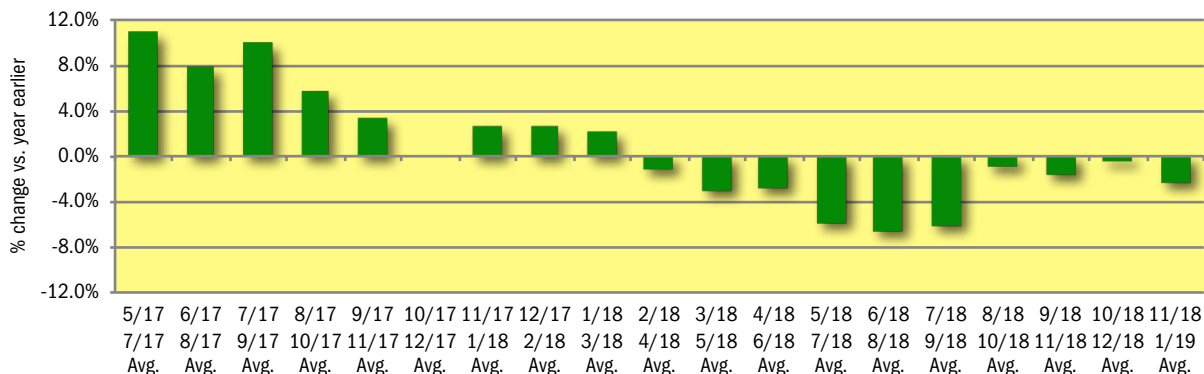
Source: IHS January 2019 figures were estimated by Auto Outlook.

### Percent Change in Vermont New Retail Light Vehicle Registrations



Data Source: IHS Markit.

### Percent Change in Three Month Moving Average of New Retail Registrations versus Same Period Year Earlier



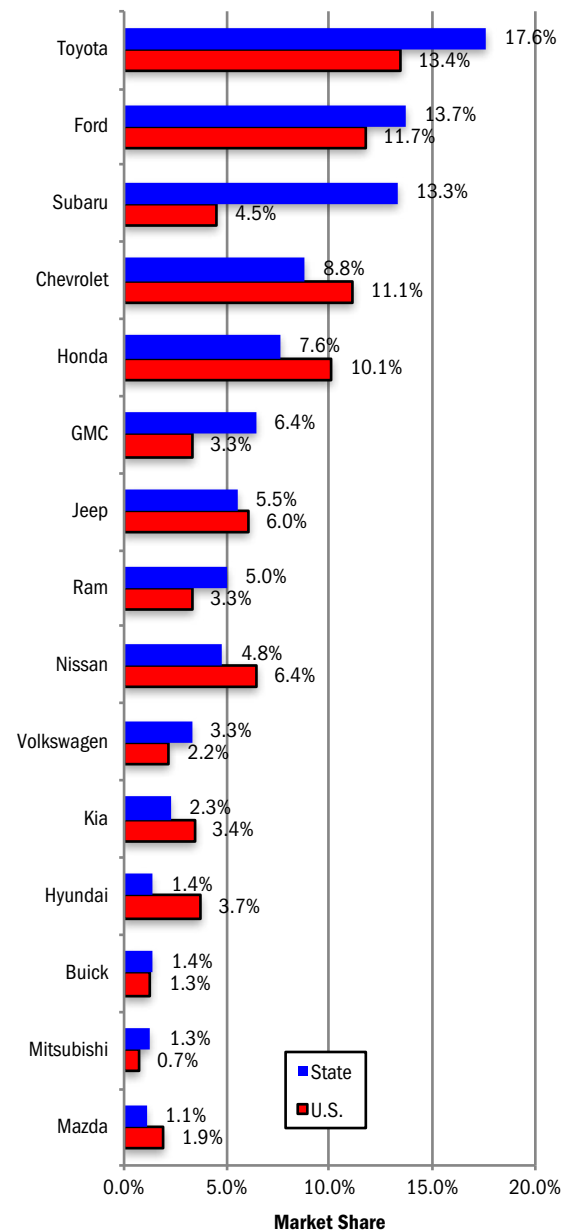
Data Source: IHS.

## Data Information

All data represents new retail registrations in Vermont and excludes fleet transactions. Please keep in mind that monthly registration figures can occasionally be subject to fluctuations, resulting in over or under estimation of actual results. This usually occurs due to processing delays by governmental agencies. For this reason, the year-to-date figures will typically be more reflective of market results.

| Vermont New Retail Car and Light Truck Registrations |              |                             |       |        |                                |      |        |
|--|--------------|-----------------------------|-------|--------|--------------------------------|------|--------|
| Brand  | # of dealers | Registrations Annual Totals |       |        | Market Share (%) Annual Totals |      |        |
|  |              | 2017                        | 2018  | % chg. | 2017                           | 2018 | Change |
|  |              | Acura                       | 1     | 163    | 172                            | 6%   | 0.4    |
| Alfa Romeo   | 1            | 21                          | 22    | 5%     | 0.0                            | 0.1  | 0.1    |
| Audi   | 2            | 495                         | 476   | -4%    | 1.2                            | 1.1  | -0.1   |
| BMW  | 1            | 321                         | 277   | -14%   | 0.8                            | 0.7  | -0.1   |
| Buick  | 9            | 692                         | 573   | -17%   | 1.6                            | 1.4  | -0.2   |
| Cadillac   | 5            | 84                          | 92    | 10%    | 0.2                            | 0.2  | 0.0    |
| Chevrolet  | 13           | 4,193                       | 3,680 | -12%   | 9.9                            | 8.8  | -1.1   |
| Chrysler   | 10           | 170                         | 129   | -24%   | 0.4                            | 0.3  | -0.1   |
| Dodge  | 9            | 416                         | 334   | -20%   | 1.0                            | 0.8  | -0.2   |
| Fiat   | 1            | 62                          | 17    | -73%   | 0.1                            | 0.0  | -0.1   |
| Ford   | 16           | 5,366                       | 5,688 | 6%     | 12.6                           | 13.7 | 1.1    |
| Genesis  | 1            | 2                           | 3     |        | 0.0                            | 0.0  | 0.0    |
| GMC  | 9            | 3,037                       | 2,680 | -12%   | 7.1                            | 6.4  | -0.7   |
| Honda  | 4            | 3,383                       | 3,176 | -6%    | 8.0                            | 7.6  | -0.4   |
| Hyundai  | 3            | 636                         | 574   | -10%   | 1.5                            | 1.4  | -0.1   |
| Infiniti   | 0            | 25                          | 18    | -28%   | 0.1                            | 0.0  | -0.1   |
| Jaguar   | 0            | 16                          | 11    | -31%   | 0.0                            | 0.0  | 0.0    |
| Jeep   | 9            | 1,969                       | 2,290 | 16%    | 4.6                            | 5.5  | 0.9    |
| Kia  | 3            | 982                         | 942   | -4%    | 2.3                            | 2.3  | 0.0    |
| Land Rover   | 0            | 43                          | 61    | 42%    | 0.1                            | 0.1  | 0.0    |
| Lexus  | 0            | 78                          | 66    | -15%   | 0.2                            | 0.2  | 0.0    |
| Lincoln  | 4            | 126                         | 93    | -26%   | 0.3                            | 0.2  | -0.1   |
| Maserati   | 0            | 3                           | 2     | -33%   | 0.0                            | 0.0  | 0.0    |
| Mazda  | 2            | 546                         | 442   | -19%   | 1.3                            | 1.1  | -0.2   |
| Mercedes   | 1            | 230                         | 205   | -11%   | 0.5                            | 0.5  | 0.0    |
| MINI   | 1            | 185                         | 136   | -26%   | 0.4                            | 0.3  | -0.1   |
| Mitsubishi   | 2            | 521                         | 522   | 0%     | 1.2                            | 1.3  | 0.1    |
| Nissan   | 5            | 1,965                       | 1,994 | 1%     | 4.6                            | 4.8  | 0.2    |
| Porsche  | 0            | 31                          | 28    | -10%   | 0.1                            | 0.1  | 0.0    |
| Ram  | 6            | 1,676                       | 2,089 | 25%    | 3.9                            | 5.0  | 1.1    |
| Subaru   | 7            | 5,483                       | 5,522 | 1%     | 12.9                           | 13.3 | 0.4    |
| Tesla  | 0            | 31                          | 194   | 526%   | 0.1                            | 0.5  | 0.4    |
| Toyota/Scion   | 7            | 7,674                       | 7,326 | -5%    | 18.0                           | 17.6 | -0.4   |
| Volkswagen   | 4            | 1,568                       | 1,364 | -13%   | 3.7                            | 3.3  | -0.4   |
| Volvo  | 2            | 329                         | 373   | 13%    | 0.8                            | 0.9  | 0.1    |
| Others   | -            | 26                          | 13    | -50%   | 0.1                            | 0.0  | -0.1   |

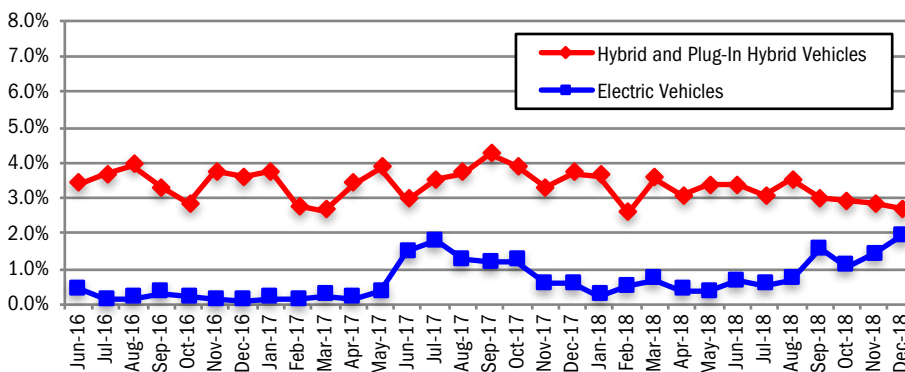
Vermont and U.S. Market Share Top 15 selling brands - 2018



Data Source: IHS.

\*Dec. 2018 figures estimated by Auto Outlook.

Alternative Powertrain Market Share (includes hybrids and electrics)



Data Source: IHS Markit.

Vermont Auto Outlook

Published for:  
 Vermont Vehicle and Automotive Distributors Association  
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Published by:  
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