

Vermont Auto Outlook™

Comprehensive information on the Vermont new vehicle market

Sponsored by:



Dec '20 and Jan '21
% Change In
New Retail Market vs.
Year Earlier



Light trucks

+3.7%



Cars

-21.7%

Vermont New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
2019 Annual	34,372	7,636	42,008
2020 Annual	31,810	5,834	37,644
% change	-7.5%	-23.6%	-10.4%
Dec. '19 & Jan. '20	5,333	1,005	6,338
Dec. '20 & Jan. '21	5,530	787	6,317
% change	3.7%	-21.7%	-0.3%

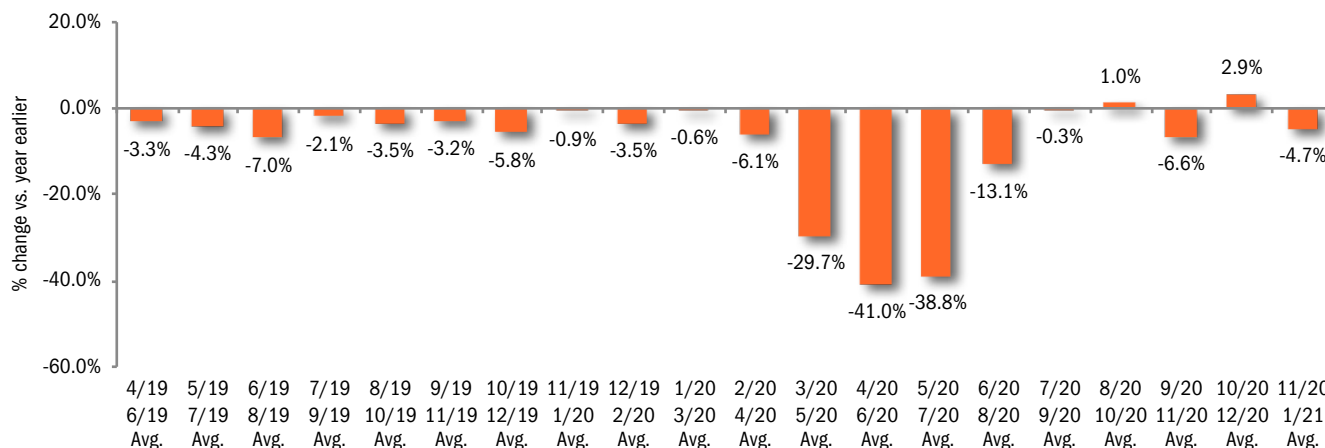
QUICK FACTS

New vehicle registrations in Vermont were essentially unchanged during the past two months combined (December of 2020 and January of 2021) versus the same period a year earlier

As shown on the graph below, the market stabilized during the second half of 2020 following sharp declines at the start of the pandemic in the spring of last 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**
Dec '20 % Jan '21 combined
vs. Year Earlier

**DOMESTIC
BRANDS**
 **DOWN**
4.4%

**EUROPEAN
BRANDS**
 **UP**
13.9%

**JAPANESE
BRANDS**
 **UP**
1.5%

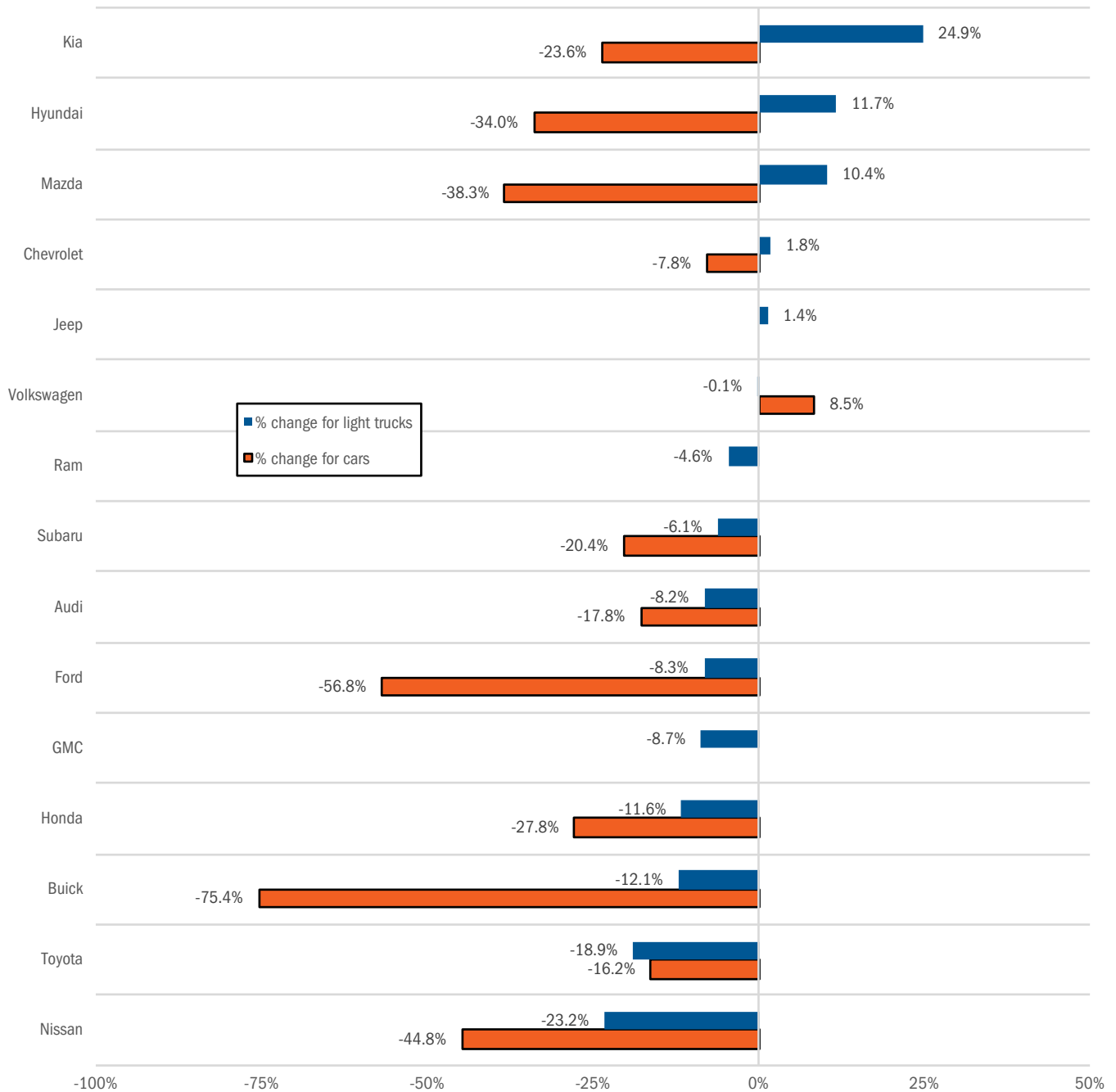
**KOREAN
BRANDS**
 **UP**
2.5%

Vermont New Retail Car and Light Truck Registrations										
	Number of dealers	Dec. and Jan. Combined			Annual Total			Annual Market Share (%)		
		2019	2020	% chg.	2019	2020	% chg.	2019	2020	Chg.
TOTAL	--	6,338	6,317	-0.3%	42,008	37,644	-10.4%			
Cars	--	1,005	787	-21.7%	7,636	5,834	-23.6%	18.2	15.5	-2.7
Trucks	--	5,333	5,530	3.7%	34,372	31,810	-7.5%	81.8	84.5	2.7
Domestic Brands	--	2,902	2,773	-4.4%	18,025	16,808	-6.8%	42.9	44.6	1.7
European Brands	--	440	501	13.9%	2,832	2,770	-2.2%	6.7	7.4	0.6
Japanese Brands	--	2,755	2,796	1.5%	19,578	16,510	-15.7%	46.6	43.9	-2.7
Korean Brands	--	241	247	2.5%	1,573	1,556	-1.1%	3.7	4.1	0.4
Acura	1	21	32	52.4%	188	167	-11.2%	0.4	0.4	0.0
Alfa Romeo	1	2	1	-50.0%	18	8	-55.6%	0.0	0.0	0.0
Audi	2	69	105	52.2%	491	431	-12.2%	1.2	1.1	0.0
BMW	1	30	38	26.7%	208	182	-12.5%	0.5	0.5	0.0
Buick	9	76	66	-13.2%	588	482	-18.0%	1.4	1.3	-0.1
Cadillac	5	22	18	-18.2%	102	92	-9.8%	0.2	0.2	0.0
Chevrolet	13	665	621	-6.6%	3,838	3,852	0.4%	9.1	10.2	1.1
Chrysler	10	14	15	7.1%	112	87	-22.3%	0.3	0.2	0.0
Dodge	9	28	22	-21.4%	284	226	-20.4%	0.7	0.6	-0.1
FIAT	1	1	1	0.0%	17	16	-5.9%	0.0	0.0	0.0
Ford	16	936	839	-10.4%	5,880	5,169	-12.1%	14.0	13.7	-0.3
Genesis	1	0	1		9	5	-44.4%	0.0	0.0	0.0
GMC	9	424	374	-11.8%	2,465	2,251	-8.7%	5.9	6.0	0.1
Honda	4	476	502	5.5%	3,527	2,949	-16.4%	8.4	7.8	-0.6
Hyundai	3	93	96	3.2%	644	596	-7.5%	1.5	1.6	0.1
Infiniti	0	2	1	-50.0%	21	12	-42.9%	0.0	0.0	0.0
Jaguar	0	1	0	-100.0%	16	10	-37.5%	0.0	0.0	0.0
Jeep	9	331	434	31.1%	2,244	2,276	1.4%	5.3	6.0	0.7
Kia	3	148	150	1.4%	920	955	3.8%	2.2	2.5	0.3
Land Rover	0	16	19	18.8%	58	51	-12.1%	0.1	0.1	0.0
Lexus	0	11	14	27.3%	81	69	-14.8%	0.2	0.2	0.0
Lincoln	4	13	10	-23.1%	100	74	-26.0%	0.2	0.2	0.0
Mazda	2	79	83	5.1%	497	487	-2.0%	1.2	1.3	0.1
Mercedes	1	44	48	9.1%	203	177	-12.8%	0.5	0.5	0.0
MINI	1	5	15	200.0%	68	56	-17.6%	0.2	0.1	0.0
Mitsubishi	2	66	56	-15.2%	442	398	-10.0%	1.1	1.1	0.0
Nissan	5	240	199	-17.1%	1,853	1,265	-31.7%	4.4	3.4	-1.1
Other	--	21	12	-42.9%	81	145	79.0%	0.2	0.4	0.2
Porsche	0	3	5	66.7%	32	36	12.5%	0.1	0.1	0.0
Ram	6	365	328	-10.1%	2,207	2,105	-4.6%	5.3	5.6	0.3
Subaru	7	815	788	-3.3%	5,558	5,030	-9.5%	13.2	13.4	0.1
Tesla	0	27	46	70.4%	192	187	-2.6%	0.5	0.5	0.0
Toyota	7	1,035	1,115	7.7%	7,371	6,031	-18.2%	17.5	16.0	-1.5
Volkswagen	4	202	181	-10.4%	1,300	1,348	3.7%	3.1	3.6	0.5
Volvo	2	57	82	43.9%	393	419	6.6%	0.9	1.1	0.2

Top ten brands are shaded grey.

Source: AutoCount data from Experian

Percent Change in New Retail Car and Light Truck Registrations for Top 15 Selling Brands 2020 vs. 2019



Passenger car registrations declined for 11 of the 12 brands that sell cars



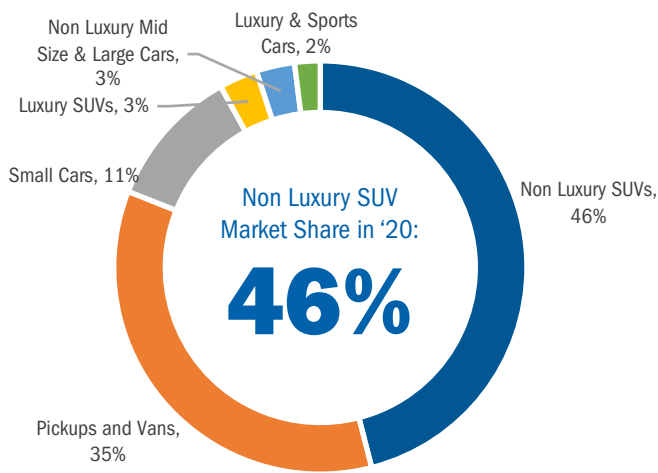
Light truck registrations increased for 5 of the top 15 brands

Data Source: AutoCount data from Experian.

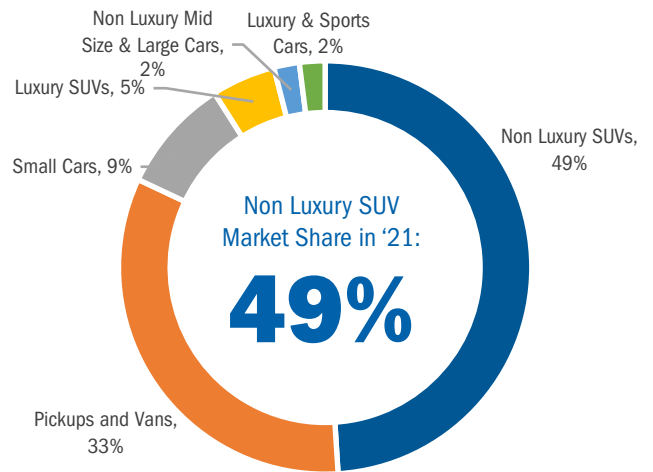
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VEHICLE SEGMENTS

**Segment Market Shares
January 2020**



**Segment Market Shares
January 2021**

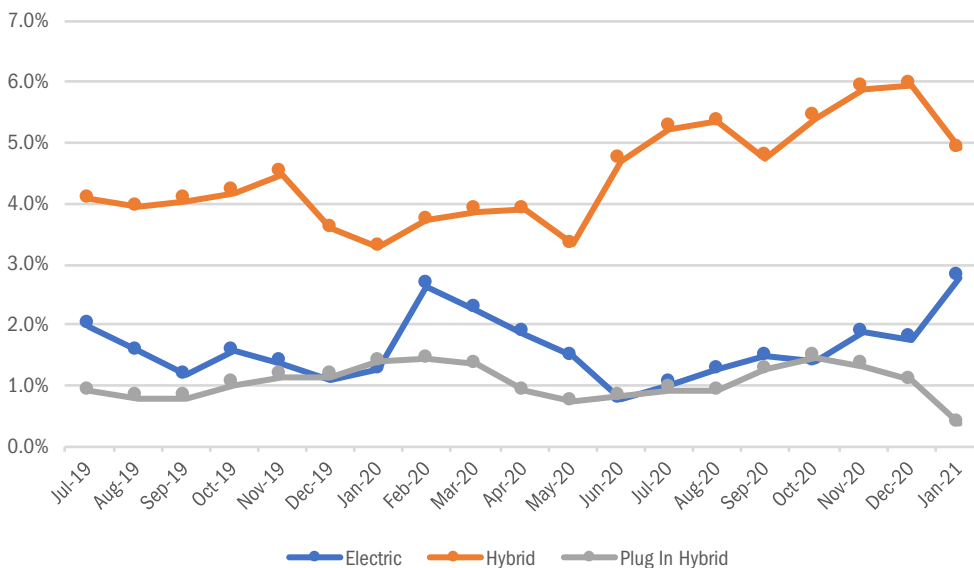


Data Source: AutoCount data from Experian.

The two graphs above show market shares for primary segments during January of 2020 and 2021.

HYBRID AND ELECTRIC VEHICLES

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



**Annual Share by Engine Type
(2019 and 2020)**

	2019	2020	
Hybrid	3.8%	4.7%	↑
Electric	1.4%	1.6%	↑
Plug In Hybrid	0.9%	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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