

# Vermont Auto Outlook™

Comprehensive information on the Vermont new vehicle market

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**% Change In  
New Retail Market**  
Dec. '21 & Jan. '22 combined  
vs. Year Earlier



Light trucks

**-7.2%**



Cars

**-8.5%**

## 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>
Dec. '20 & Jan. '21	5,544	773	6,317
Dec. '21 & Jan. '22	5,147	707	5,854
<b>% change</b>	<b>-7.2%</b>	<b>-8.5%</b>	<b>-7.3%</b>

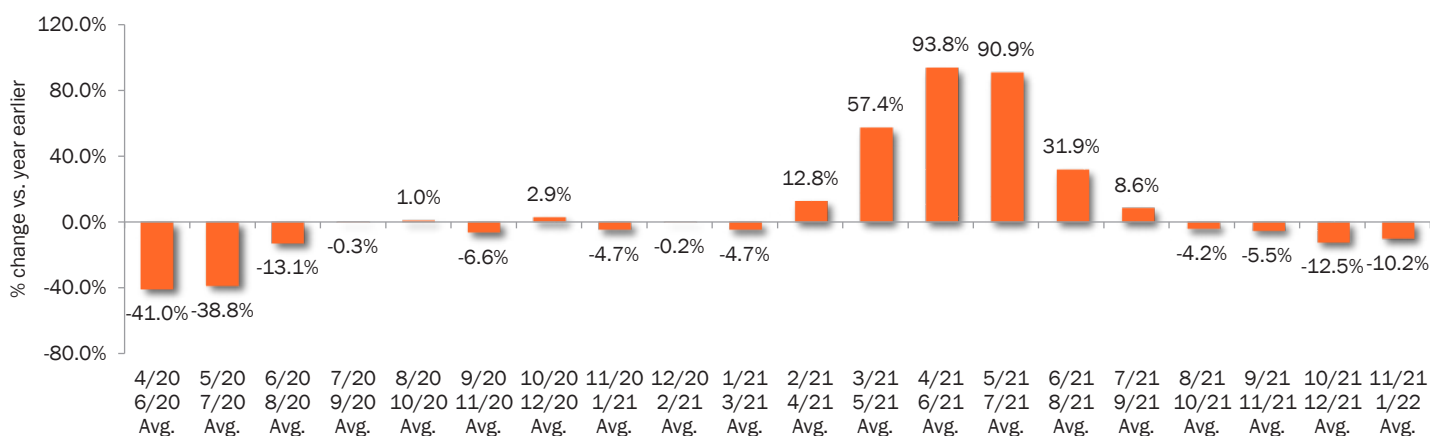
## QUICK FACTS

New retail light vehicle registrations in Vermont declined 7.3% during the past two months (December '21 and January '22 combined) versus the same period a year earlier. The drop off was milder than the estimated 15.1% drop in the Nation.

Light truck registrations increased for 14 of the top 15 selling brands in 2021 (see page 3).

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.

<b>Change in New Retail Light Vehicle Registrations</b>	<b>DOMESTIC BRANDS</b>	<b>EUROPEAN BRANDS</b>	<b>JAPANESE BRANDS</b>	<b>KOREAN BRANDS</b>
<b>Dec. '21 &amp; Jan. '22 vs. Year Earlier</b>	<b>DOWN 9.7%</b>	<b>UP 12.2%</b>	<b>DOWN 10.4%</b>	<b>UP 14.6%</b>

Vermont New Retail Car and Light Truck Registrations										
	Number of dealers	Dec '21 and Jan '22 Combined			Annual Totals			Annual Market Share (%)		
		2020	2021	% chg.	2020	2021	% chg.	2020	2021	Chg.
TOTAL	--	6,317	5,854	-7.3%	37,644	43,001	14.2%			
Cars	--	773	707	-8.5%	5,723	5,627	-1.7%	15.2	13.1	-2.1
Trucks	--	5,544	5,147	-7.2%	31,921	37,374	17.1%	84.8	86.9	2.1
Domestic Brands	--	2,773	2,505	-9.7%	16,808	18,429	9.6%	44.6	42.9	-1.8
European Brands	--	501	562	12.2%	2,770	3,529	27.4%	7.4	8.2	0.8
Japanese Brands	--	2,796	2,504	-10.4%	16,510	19,001	15.1%	43.9	44.2	0.3
Korean Brands	--	247	283	14.6%	1,556	2,042	31.2%	4.1	4.7	0.6
Acura	1	32	26	-18.8%	167	198	18.6%	0.4	0.5	0.0
Alfa Romeo	0	1	1	0.0%	8	7	-12.5%	0.0	0.0	0.0
Audi	2	105	68	-35.2%	431	631	46.4%	1.1	1.5	0.3
BMW	1	38	50	31.6%	182	277	52.2%	0.5	0.6	0.2
Buick	7	66	46	-30.3%	482	544	12.9%	1.3	1.3	0.0
Cadillac	4	18	14	-22.2%	92	144	56.5%	0.2	0.3	0.1
Chevrolet	12	621	371	-40.3%	3,852	3,613	-6.2%	10.2	8.4	-1.8
Chrysler	9	15	12	-20.0%	87	115	32.2%	0.2	0.3	0.0
Dodge	9	22	39	77.3%	226	264	16.8%	0.6	0.6	0.0
Ford	12	839	949	13.1%	5,169	5,595	8.2%	13.7	13.0	-0.7
Genesis	0	1	7	600.0%	5	16	220.0%	0.0	0.0	0.0
GMC	8	374	253	-32.4%	2,251	2,328	3.4%	6.0	5.4	-0.6
Honda	6	502	405	-19.3%	2,949	3,422	16.0%	7.8	8.0	0.1
Hyundai	2	96	121	26.0%	596	840	40.9%	1.6	2.0	0.4
Infiniti	0	1	2	100.0%	12	12	0.0%	0.0	0.0	0.0
Jaguar	0	0	0		10	13	30.0%	0.0	0.0	0.0
Jeep	9	434	361	-16.8%	2,276	2,833	24.5%	6.0	6.6	0.5
Kia	2	150	155	3.3%	955	1,186	24.2%	2.5	2.8	0.2
Land Rover	0	19	7	-63.2%	51	94	84.3%	0.1	0.2	0.1
Lexus	0	14	14	0.0%	69	108	56.5%	0.2	0.3	0.1
Lincoln	2	10	5	-50.0%	74	70	-5.4%	0.2	0.2	0.0
Mazda	2	83	96	15.7%	487	811	66.5%	1.3	1.9	0.6
Mercedes	1	48	44	-8.3%	177	303	71.2%	0.5	0.7	0.2
MINI	1	15	20	33.3%	56	89	58.9%	0.1	0.2	0.1
Mitsubishi	2	56	66	17.9%	398	445	11.8%	1.1	1.0	0.0
Nissan	4	199	222	11.6%	1,265	1,447	14.4%	3.4	3.4	0.0
Other	--	13	6	-53.8%	161	70	-56.5%	0.4	0.2	-0.3
Porsche	0	5	12	140.0%	36	50	38.9%	0.1	0.1	0.0
Ram	8	328	358	9.1%	2,105	2,545	20.9%	5.6	5.9	0.3
Subaru	7	788	674	-14.5%	5,030	5,096	1.3%	13.4	11.9	-1.5
Tesla	0	46	97	110.9%	187	373	99.5%	0.5	0.9	0.4
Toyota	7	1,115	994	-10.9%	6,031	7,418	23.0%	16.0	17.3	1.2
Volkswagen	4	181	259	43.1%	1,348	1,482	9.9%	3.6	3.4	-0.1
Volvo	1	82	100	22.0%	419	562	34.1%	1.1	1.3	0.2

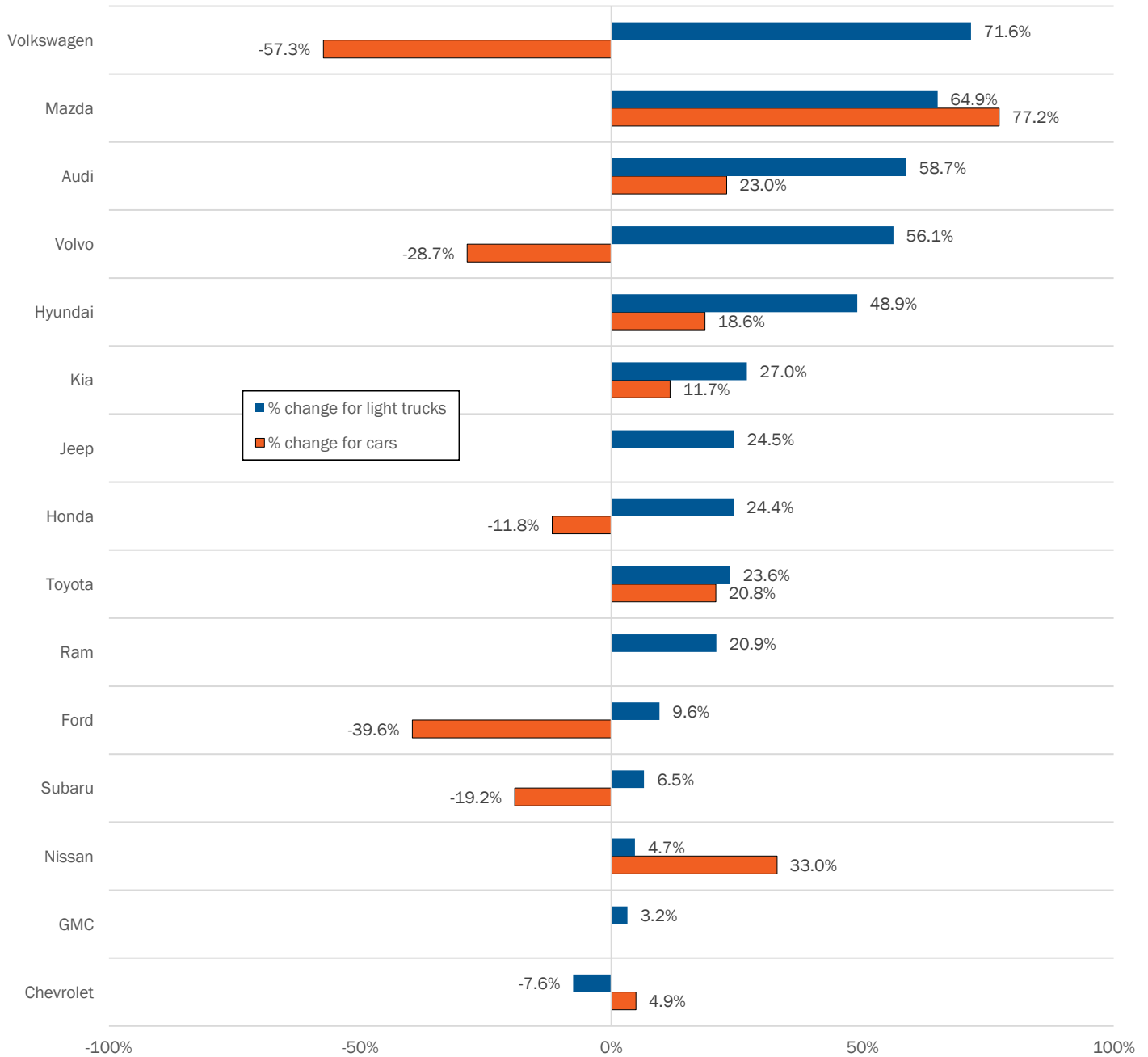
Top ten brands are shaded grey.

Source: AutoCount data from Experian

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**CHANGE IN LIGHT TRUCK AND CAR REGISTRATIONS**

**Percent Change in New Retail Car and Light Truck Registrations for Top 15 Selling Brands 2021 vs. 2020**



Data Source: AutoCount data from Experian.



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

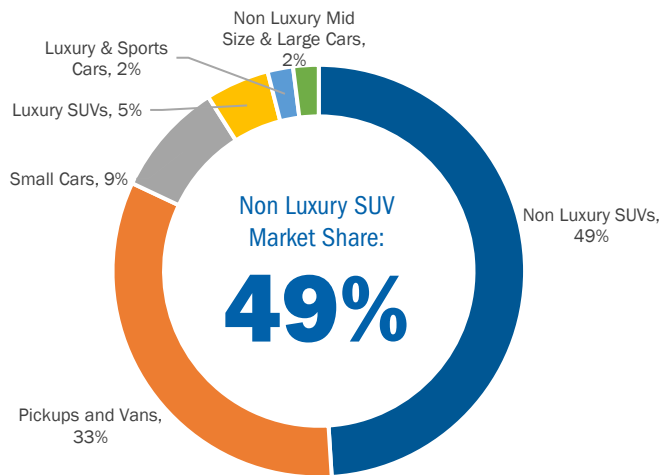


**Light truck registrations increased for 14 of the top 15 brands**

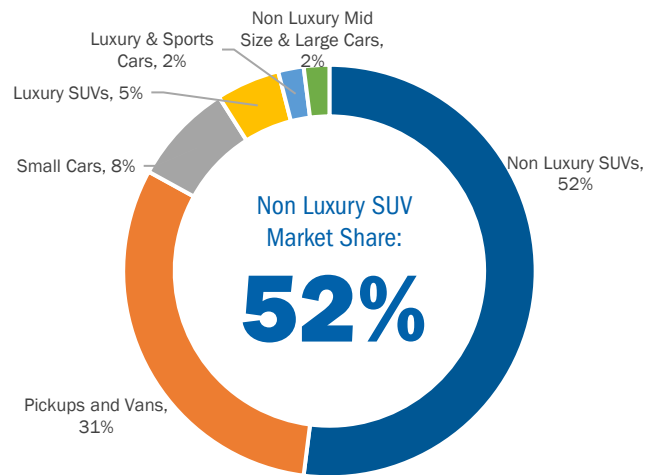
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**VEHICLE SEGMENTS**

**Segment Market Shares  
January 2021**



**Segment Market Shares  
January 2022**

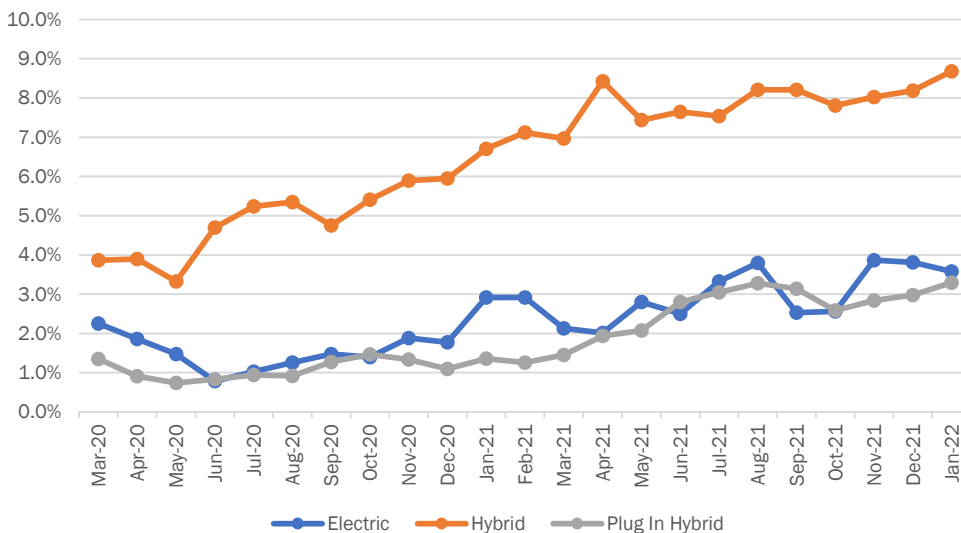


Data Source: AutoCount data from Experian.

The two graphs above show market shares for primary segments in January of 2021 and 2022.

**HYBRID AND ELECTRIC VEHICLES**

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



**Market Share by Engine Type  
(January of 2021 and 2022)**

	Jan '21	Jan '22	
Hybrid	6.7%	8.7%	↑
Electric	2.9%	3.6%	↑
Plug In Hybrid	1.4%	3.3%	↑

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.