

# Vermont Auto Outlook™

Comprehensive information on the Vermont new vehicle market

Sponsored by:



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



Light trucks

**+40.3%**



Cars

**+11.1%**

## Vermont New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '20 thru July	15,900	3,085	18,985
YTD '21 thru July	22,315	3,428	25,743
<b>% change</b>	<b>40.3%</b>	<b>11.1%</b>	<b>35.6%</b>
June '20 & July '20	4,548	868	5,416
June '21 & July '21	7,474	1,273	8,747
<b>% change</b>	<b>64.3%</b>	<b>46.7%</b>	<b>61.5%</b>

## QUICK FACTS

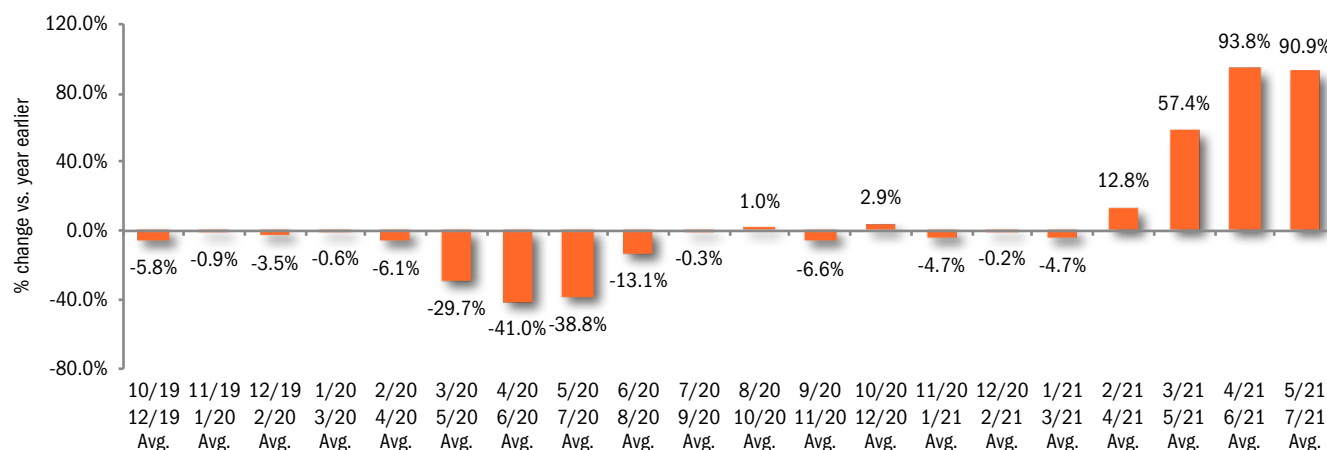
New vehicle registrations in Vermont increased 35.6% in the first seven months of this year versus a year earlier.

The large monthly percentage gains in registrations will be coming to an end over the next couple months as the market feels the impact of inventory shortages.

Electric vehicle market share increased to 2.7% during the first seven months of 2021.

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 July vs.  
YTD 2020**

**DOMESTIC  
BRANDS**  
 **UP  
32.7%**

**EUROPEAN  
BRANDS**  
 **UP  
45.5%**

**JAPANESE  
BRANDS**  
 **UP  
35.0%**

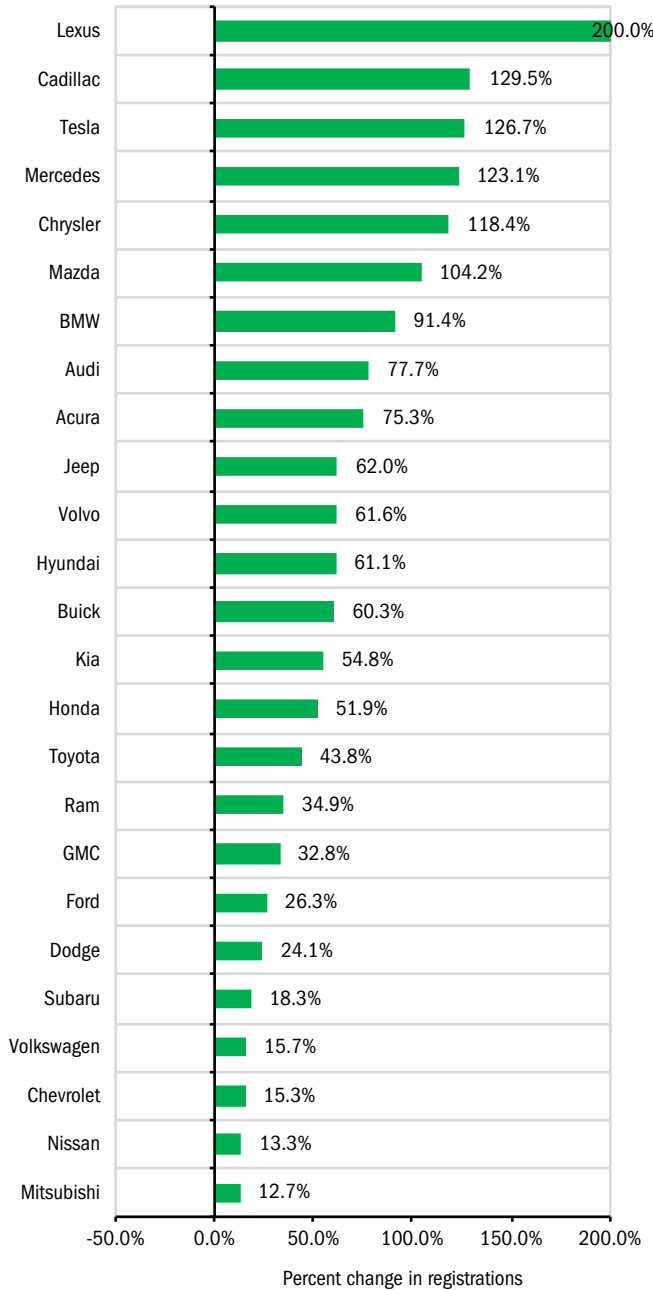
**KOREAN  
BRANDS**  
 **UP  
57.2%**

Vermont New Retail Car and Light Truck Registrations										
	Number of dealers	June and July Combined			YTD thru July			YTD Market Share (%)		
		2020	2021	% chg.	2020	2021	% chg.	2020	2021	Chg.
TOTAL	--	5,416	8,747	61.5%	18,985	25,743	35.6%			
Cars	--	868	1,273	46.7%	3,085	3,428	11.1%	16.2	13.3	-2.9
Trucks	--	4,548	7,474	64.3%	15,900	22,315	40.3%	83.8	86.7	2.9
Domestic Brands	--	2,277	3,785	66.2%	8,503	11,283	32.7%	44.8	43.8	-1.0
European Brands	--	433	704	62.6%	1,355	1,972	45.5%	7.1	7.7	0.5
Japanese Brands	--	2,487	3,812	53.3%	8,367	11,293	35.0%	44.1	43.9	-0.2
Korean Brands	--	219	446	103.7%	760	1,195	57.2%	4.0	4.6	0.6
Acura	1	30	43	43.3%	73	128	75.3%	0.4	0.5	0.1
Alfa Romeo	1	1	2	100.0%	6	4	-33.3%	0.0	0.0	0.0
Audi	2	59	115	94.9%	211	375	77.7%	1.1	1.5	0.3
BMW	1	24	56	133.3%	81	155	91.4%	0.4	0.6	0.2
Buick	9	49	150	206.1%	219	351	60.3%	1.2	1.4	0.2
Cadillac	5	10	32	220.0%	44	101	129.5%	0.2	0.4	0.2
Chevrolet	13	495	714	44.2%	2,033	2,344	15.3%	10.7	9.1	-1.6
Chrysler	10	13	21	61.5%	38	83	118.4%	0.2	0.3	0.1
Dodge	9	28	63	125.0%	116	144	24.1%	0.6	0.6	-0.1
FIAT	1	5	1	-80.0%	10	6	-40.0%	0.1	0.0	0.0
Ford	16	702	1,002	42.7%	2,590	3,271	26.3%	13.6	12.7	-0.9
Genesis	1	2	2	0.0%	4	7	75.0%	0.0	0.0	0.0
GMC	9	285	514	80.4%	1,160	1,540	32.8%	6.1	6.0	-0.1
Honda	4	415	800	92.8%	1,371	2,082	51.9%	7.2	8.1	0.9
Hyundai	3	84	186	121.4%	280	451	61.1%	1.5	1.8	0.3
Infiniti	0	0	4		3	10	233.3%	0.0	0.0	0.0
Jaguar	0	2	4	100.0%	4	7	75.0%	0.0	0.0	0.0
Jeep	9	352	610	73.3%	1,071	1,735	62.0%	5.6	6.7	1.1
Kia	3	133	258	94.0%	476	737	54.8%	2.5	2.9	0.4
Land Rover	0	4	18	350.0%	24	58	141.7%	0.1	0.2	0.1
Lexus	0	5	17		20	60	200.0%	0.1	0.2	0.1
Lincoln	4	5	19	280.0%	44	43	-2.3%	0.2	0.2	-0.1
Mazda	2	73	168	130.1%	213	435	104.2%	1.1	1.7	0.6
Mercedes	1	23	50	117.4%	78	174	123.1%	0.4	0.7	0.3
MINI	1	10	19	90.0%	19	54	184.2%	0.1	0.2	0.1
Mitsubishi	2	61	108	77.0%	221	249	12.7%	1.2	1.0	-0.2
Nissan	5	160	301	88.1%	736	834	13.3%	3.9	3.2	-0.6
Other	--	43	19	-55.8%	98	36	-63.3%	0.5	0.1	-0.4
Porsche	0	4	5	25.0%	13	20	53.8%	0.1	0.1	0.0
Ram	6	317	616	94.3%	1,110	1,497	34.9%	5.8	5.8	0.0
Subaru	7	780	969	24.2%	2,600	3,075	18.3%	13.7	11.9	-1.8
Tesla	0	20	41	105.0%	75	170	126.7%	0.4	0.7	0.3
Toyota	7	927	1,389	49.8%	3,057	4,396	43.8%	16.1	17.1	1.0
Volkswagen	4	232	301	29.7%	702	812	15.7%	3.7	3.2	-0.5
Volvo	2	63	130	106.3%	185	299	61.6%	1.0	1.2	0.2

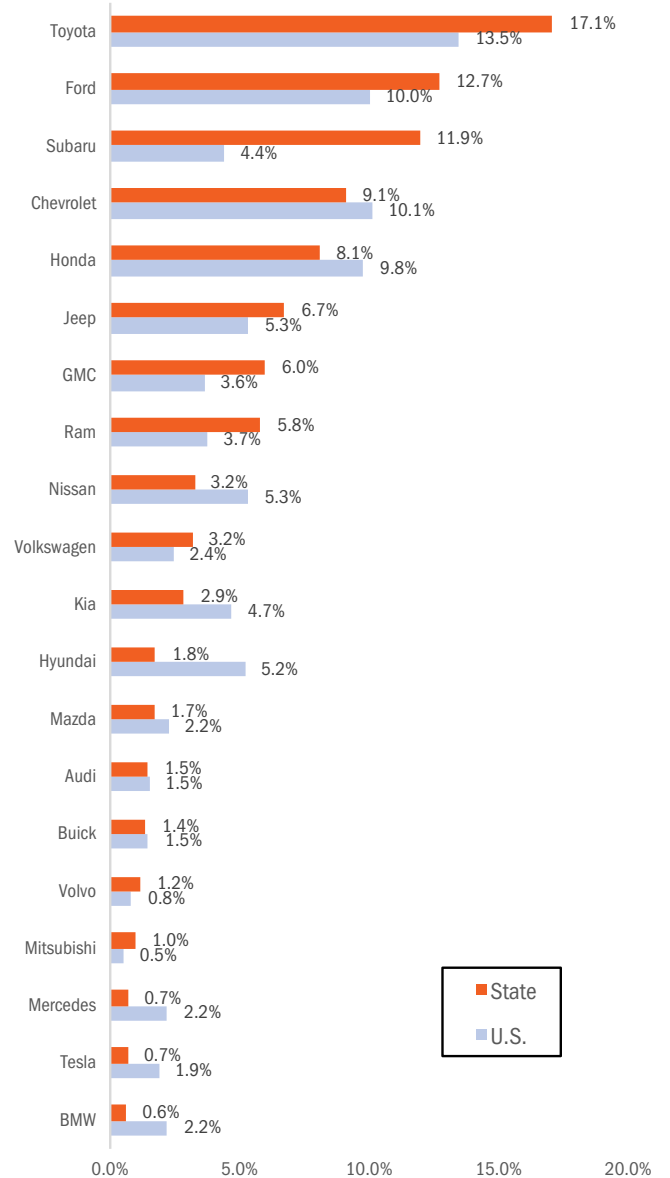
Top ten brands are shaded grey.

Source: AutoCount data from Experian

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



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



**Registrations increased by more than 100% for Lexus, Cadillac, Tesla, Mercedes, Chrysler, and Mazda**



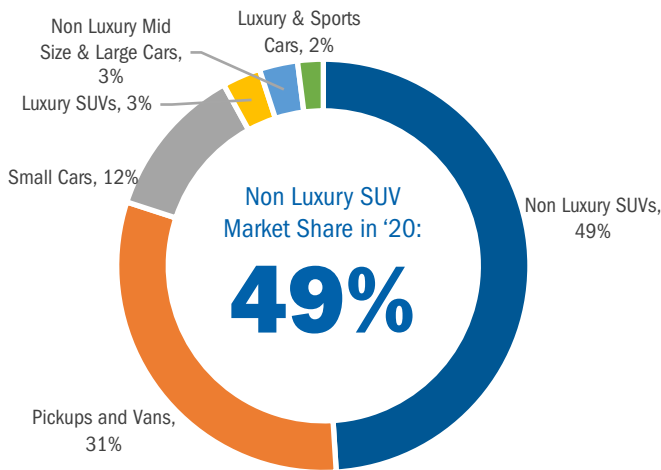
**Toyota, Ford, Subaru, Chevrolet, and Honda were market share leaders in Vermont**

Data Source: AutoCount data from Experian.

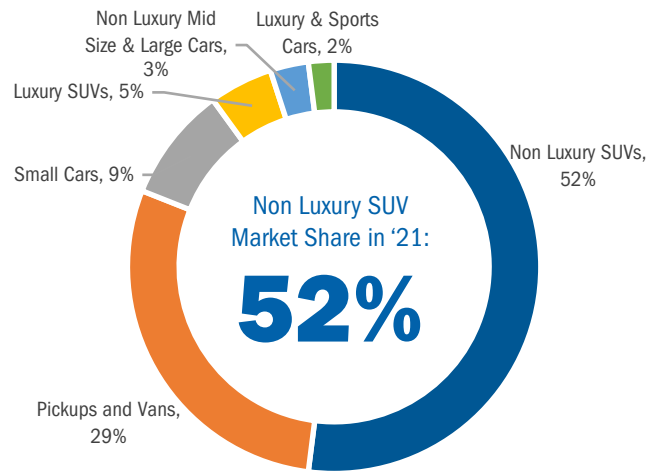
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**VEHICLE SEGMENTS**

**Segment Market Shares  
YTD 2020 thru July**



**Segment Market Shares  
YTD 2021 thru July**

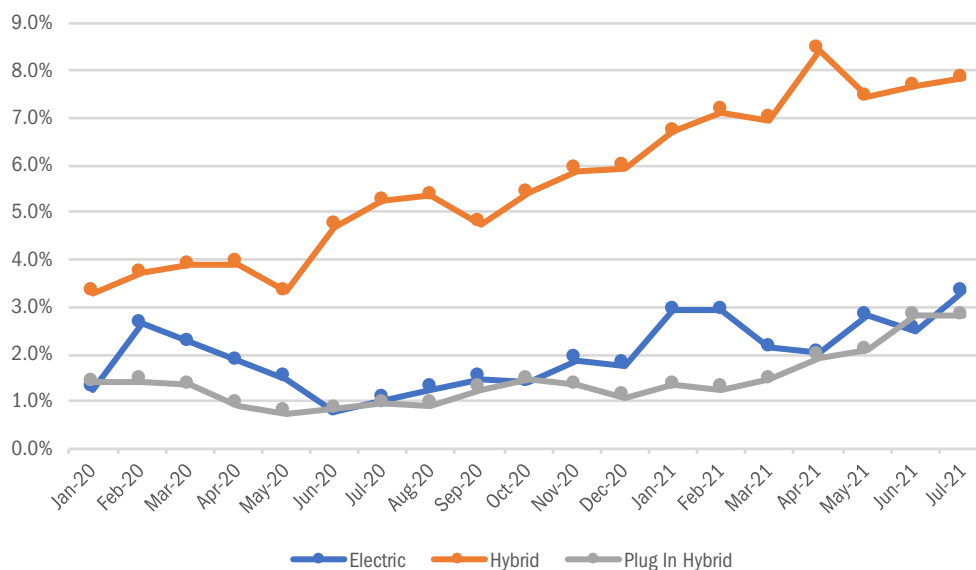


Data Source: AutoCount data from Experian.

The two graphs above show market shares for primary segments during the first seven 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 July)**

	YTD '20	YTD '21	
Hybrid	4.0%	7.5%	↑
Electric	1.6%	2.7%	↑
Plug In Hybrid	1.1%	2.1%	↑

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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