

Vermont Auto Outlook™

Comprehensive information on the Vermont new vehicle market

Sponsored by:



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



Light trucks

+41.9%



Cars

+10.5%

Vermont New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '20 thru June	13,100	2,541	15,641
YTD '21 thru June	18,593	2,807	21,400
% change	41.9%	10.5%	36.8%
May '20 & June '20	3,115	597	3,712
May '21 & June '21	7,803	1,320	9,123
% change	150.5%	121.1%	145.8%

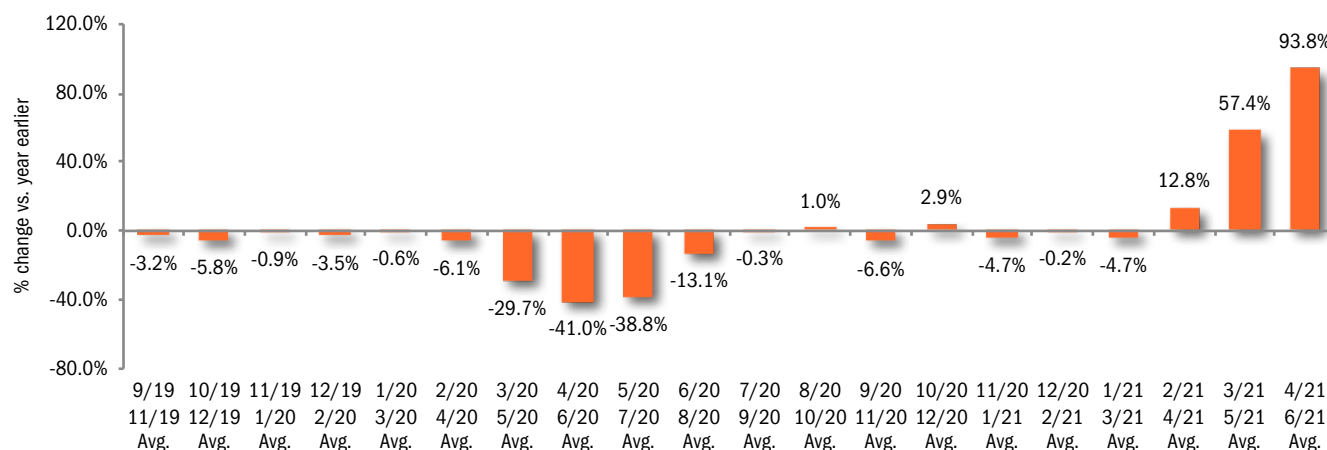
QUICK FACTS

New vehicle registrations in Vermont increased 36.8% in the first six months of this year versus a year earlier.

The market improved by 145.8% during the past two months (May and June combined) versus depressed year-earlier results. Year-over-year increases will be harder to come by during the second half of the 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 YTD 2021 thru June vs. YTD 2020

DOMESTIC BRANDS  **UP 32.9%**

EUROPEAN BRANDS  **UP 49.0%**

JAPANESE BRANDS  **UP 36.9%**

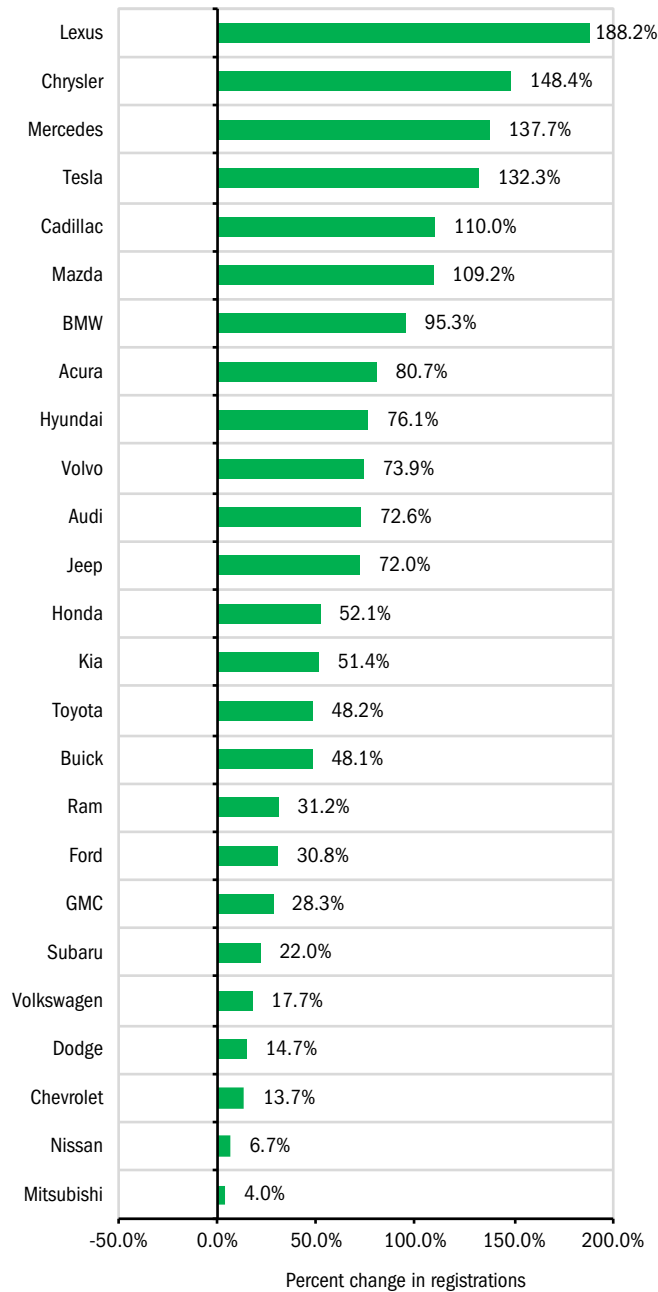
KOREAN BRANDS  **UP 59.7%**

Vermont New Retail Car and Light Truck Registrations										
	Number of dealers	May and June Combined			YTD thru June			YTD Market Share (%)		
		2020	2021	% chg.	2020	2021	% chg.	2020	2021	Chg.
TOTAL	--	3,712	9,123	145.8%	15,641	21,400	36.8%			
Cars	--	597	1,320	121.1%	2,541	2,807	10.5%	16.2	13.1	-3.1
Trucks	--	3,115	7,803	150.5%	13,100	18,593	41.9%	83.8	86.9	3.1
Domestic Brands	--	1,569	3,949	151.7%	7,072	9,401	32.9%	45.2	43.9	-1.3
European Brands	--	295	690	133.9%	1,072	1,597	49.0%	6.9	7.5	0.6
Japanese Brands	--	1,707	4,038	136.6%	6,891	9,434	36.9%	44.1	44.1	0.0
Korean Brands	--	141	446	216.3%	606	968	59.7%	3.9	4.5	0.6
Acura	1	22	56	154.5%	57	103	80.7%	0.4	0.5	0.1
Alfa Romeo	1	0	2		5	3	-40.0%	0.0	0.0	0.0
Audi	2	40	112	180.0%	175	302	72.6%	1.1	1.4	0.3
BMW	1	12	53	341.7%	64	125	95.3%	0.4	0.6	0.2
Buick	9	30	140	366.7%	183	271	48.1%	1.2	1.3	0.1
Cadillac	5	10	32	220.0%	40	84	110.0%	0.3	0.4	0.1
Chevrolet	13	383	780	103.7%	1,745	1,984	13.7%	11.2	9.3	-1.9
Chrysler	10	9	35	288.9%	31	77	148.4%	0.2	0.4	0.2
Dodge	9	26	54	107.7%	95	109	14.7%	0.6	0.5	-0.1
FIAT	1	1	3	200.0%	6	6	0.0%	0.0	0.0	0.0
Ford	16	419	1,174	180.2%	2,119	2,771	30.8%	13.5	12.9	-0.6
Genesis	1	2	2	0.0%	4	5	25.0%	0.0	0.0	0.0
GMC	9	236	551	133.5%	1,009	1,295	28.3%	6.5	6.1	-0.4
Honda	4	268	818	205.2%	1,120	1,703	52.1%	7.2	8.0	0.8
Hyundai	3	43	175	307.0%	209	368	76.1%	1.3	1.7	0.4
Infiniti	0	0	1		3	6	100.0%	0.0	0.0	0.0
Jaguar	0	0	3		2	5	150.0%	0.0	0.0	0.0
Jeep	9	232	617	165.9%	842	1,448	72.0%	5.4	6.8	1.4
Kia	3	96	269	180.2%	393	595	51.4%	2.5	2.8	0.3
Land Rover	0	1	12	1100.0%	20	48	140.0%	0.1	0.2	0.1
Lexus	0	2	14	600.0%	17	49	188.2%	0.1	0.2	0.1
Lincoln	4	6	14	133.3%	41	33	-19.5%	0.3	0.2	-0.1
Mazda	2	37	149	302.7%	163	341	109.2%	1.0	1.6	0.6
Mercedes	1	15	51	240.0%	61	145	137.7%	0.4	0.7	0.3
MINI	1	4	23	475.0%	11	42	281.8%	0.1	0.2	0.1
Mitsubishi	2	33	96	190.9%	176	183	4.0%	1.1	0.9	-0.3
Nissan	5	112	281	150.9%	629	671	6.7%	4.0	3.1	-0.9
Other	--	30	16	-46.7%	77	25	-67.5%	0.5	0.1	-0.4
Porsche	0	4	7	75.0%	10	17	70.0%	0.1	0.1	0.0
Ram	6	198	509	157.1%	902	1,183	31.2%	5.8	5.5	-0.2
Subaru	7	605	1,144	89.1%	2,146	2,618	22.0%	13.7	12.2	-1.5
Tesla	0	19	42	121.1%	62	144	132.3%	0.4	0.7	0.3
Toyota	7	603	1,468	143.4%	2,525	3,743	48.2%	16.1	17.5	1.3
Volkswagen	4	183	319	74.3%	565	665	17.7%	3.6	3.1	-0.5
Volvo	2	31	101	225.8%	134	233	73.9%	0.9	1.1	0.2

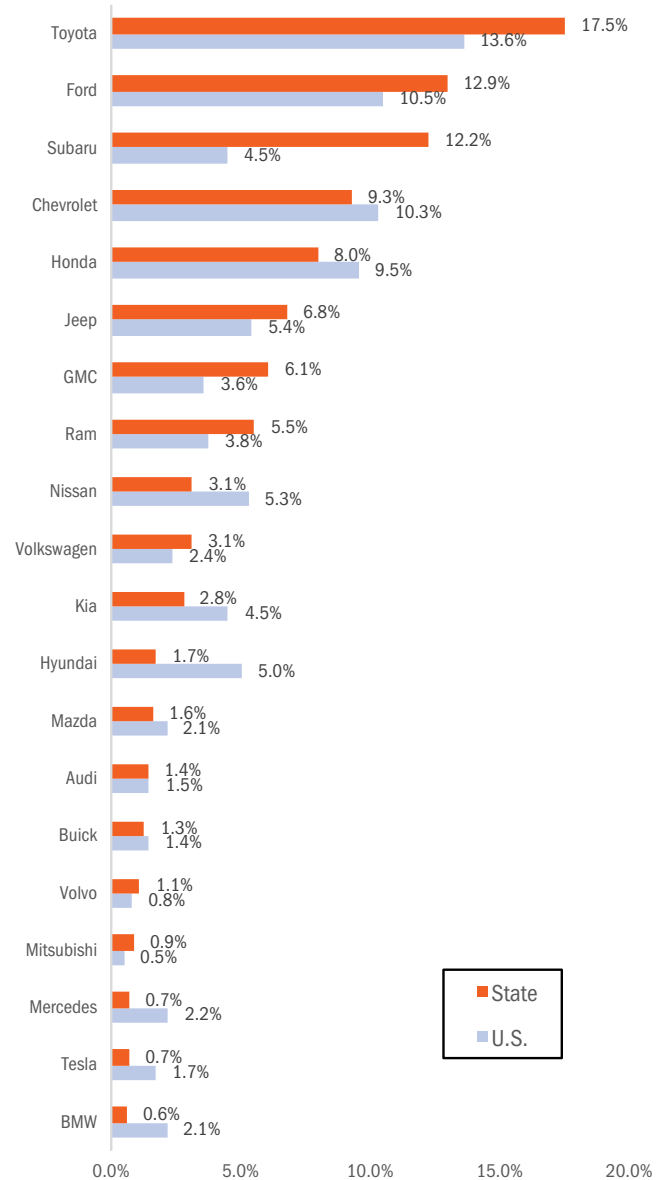
Top ten brands are shaded grey.

Source: AutoCount data from Experian

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



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



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



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

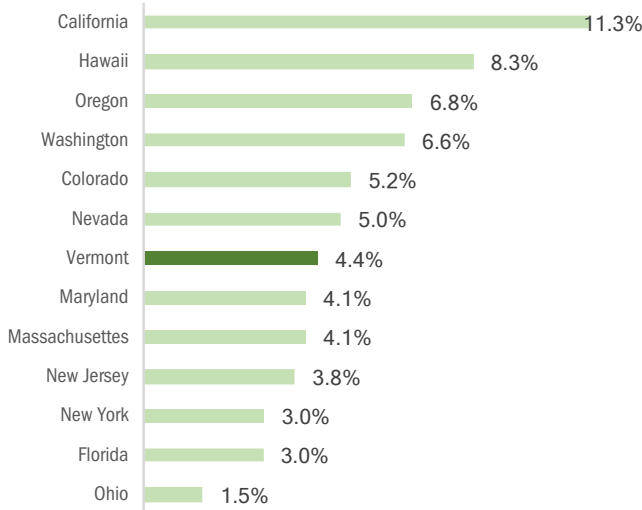
Data Source: AutoCount data from Experian.

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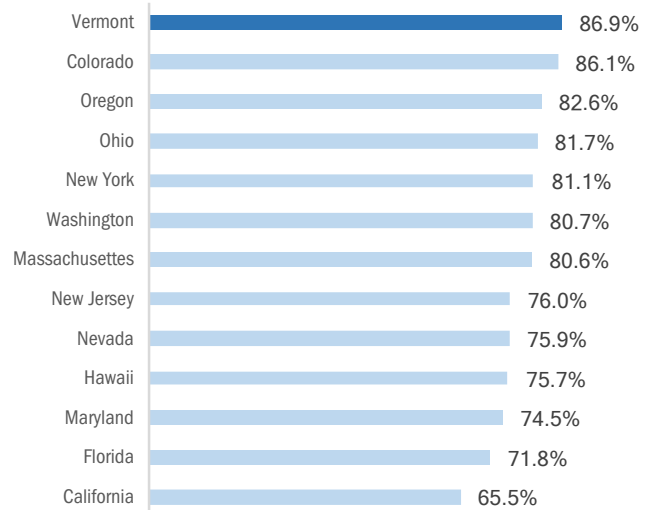
COMPARISON OF SELECTED STATE MARKETS

The graphs below compare three primary indicators for selected state markets: combined market share for electric and plug in hybrid models, light truck market share, and market shares for the top five selling brands in the state. Vermont was ranked seventh out of the 13 markets for electric/plug in hybrid market share, and first for light truck share.

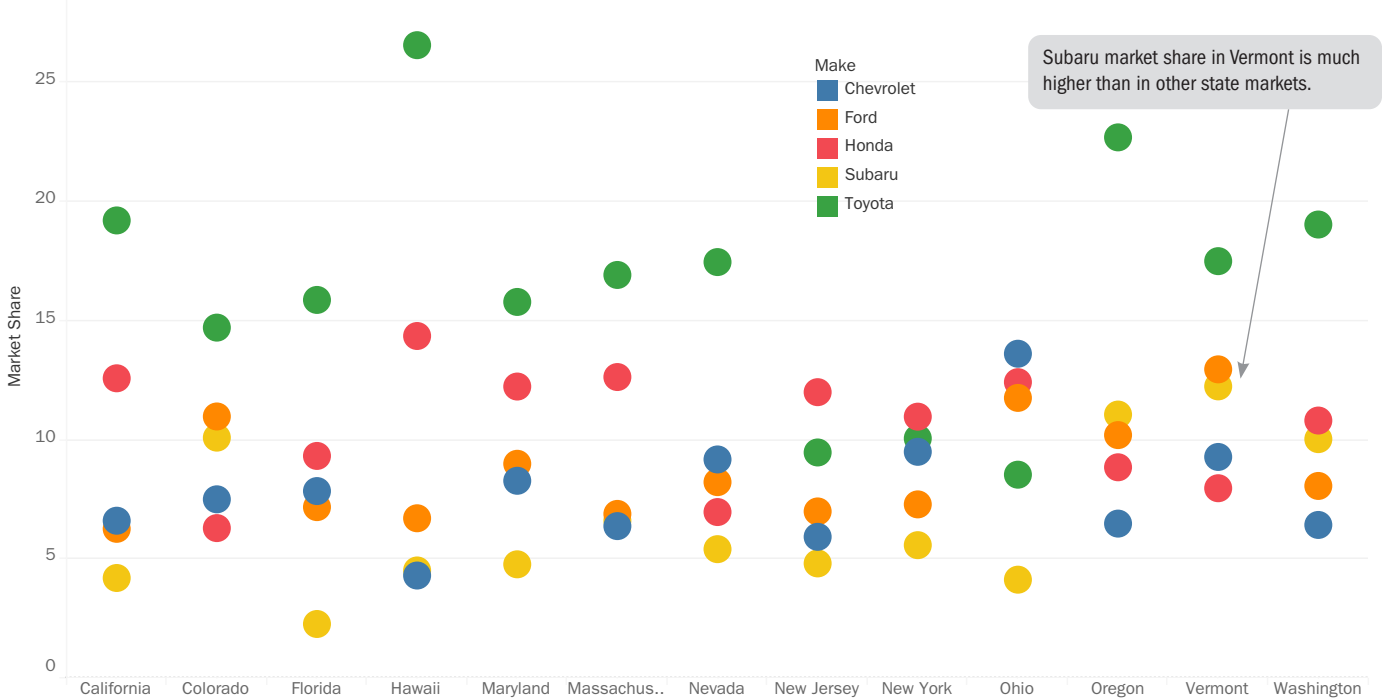
Estimated Electric and Plug In Hybrid Vehicle Market Share YTD 2021 thru June



Light Truck Market Share YTD 2021 thru June



Brand Market Share for Top Five Selling Brands in Vermont - YTD 2021 thru June



The graph above shows market share for the top five selling brands in Vermont. Each colored circle corresponds to market share for a specific brand, as depicted in the legend at the top of the graph. Some circles overlap for brand market shares that are almost identical. Data Source: AutoCount data from Experian.