

Vermont Auto Outlook™

Comprehensive information on the Vermont new vehicle market

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



Light trucks
NO CHANGE



Cars
-28.9%

Vermont New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '20 thru Mar.	7,603	1,448	9,051
YTD '21 thru Mar.	7,600	1,029	8,629
% change	0.0%	-28.9%	-4.7%
Feb. '20 & Mar. '20	4,535	894	5,429
Feb. '21 & Mar. '21	5,055	668	5,723
% change	11.5%	-25.3%	5.4%

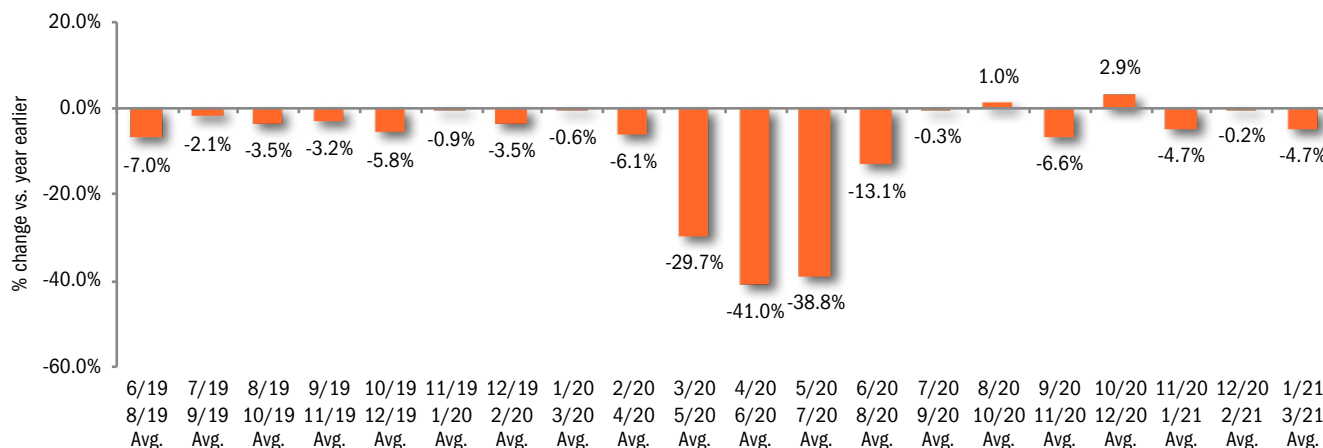
QUICK FACTS

New vehicle registrations in Vermont declined 4.7% in the first three months of this year versus a year earlier. Light truck registrations were flat.

Tesla, Mercedes, Land Rover, Lexus, Cadillac, Audi, and Mazda posted the largest increases in new registrations in the First Quarter of this year compared to 2020.

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 Mar. vs.
YTD 2020**

**DOMESTIC
BRANDS**
 **DOWN
6.0%**

**EUROPEAN
BRANDS**
 **UP
8.1%**

**JAPANESE
BRANDS**
 **DOWN
6.2%**

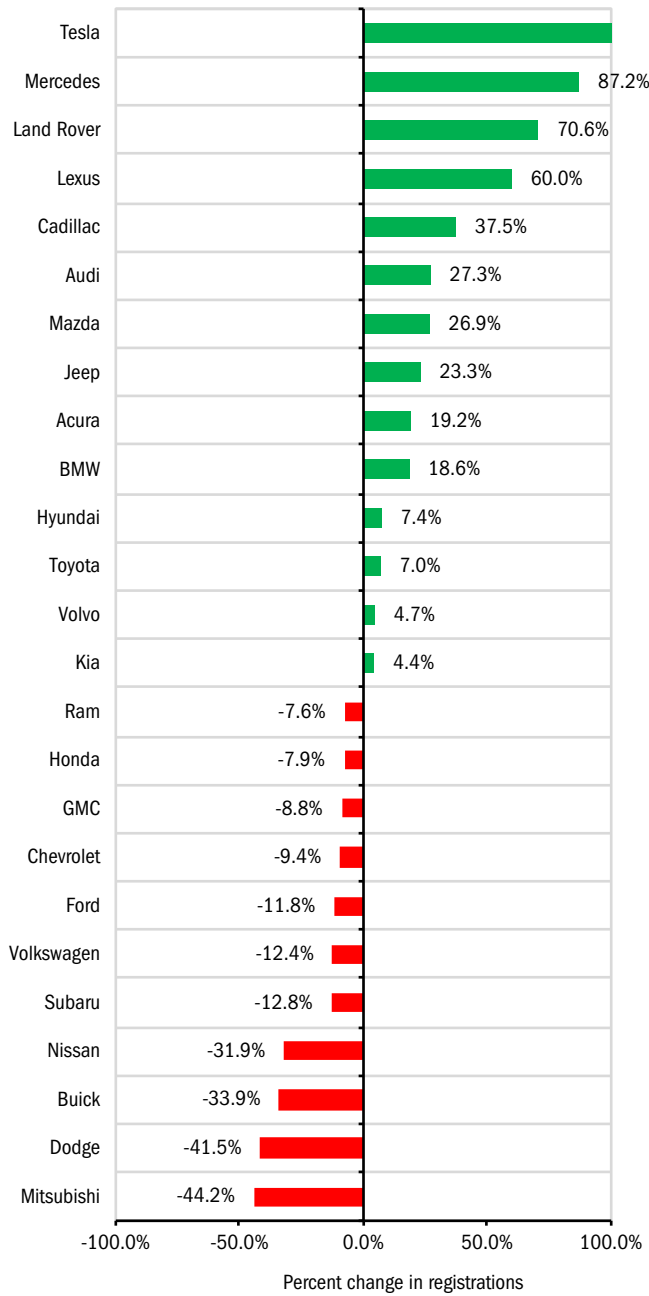
**KOREAN
BRANDS**
 **UP
5.7%**

Vermont New Retail Car and Light Truck Registrations										
	Number of dealers	Feb. and Mar. Combined			YTD thru Mar.			YTD Market Share (%)		
		2020	2021	% chg.	2020	2021	% chg.	2020	2021	Chg.
TOTAL	--	5,429	5,723	5.4%	9,051	8,629	-4.7%			
Cars	--	894	668	-25.3%	1,448	1,029	-28.9%	16.0	11.9	-4.1
Trucks	--	4,535	5,055	11.5%	7,603	7,600	0.0%	84.0	88.1	4.1
Domestic Brands	--	2,452	2,640	7.7%	4,145	3,897	-6.0%	45.8	45.2	-0.6
European Brands	--	347	408	17.6%	608	657	8.1%	6.7	7.6	0.9
Japanese Brands	--	2,411	2,428	0.7%	3,949	3,706	-6.2%	43.6	42.9	-0.7
Korean Brands	--	219	247	12.8%	349	369	5.7%	3.9	4.3	0.4
Acura	1	16	19	18.8%	26	31	19.2%	0.3	0.4	0.1
Alfa Romeo	1	2	0	-100.0%	3	1	-66.7%	0.0	0.0	0.0
Audi	2	69	85	23.2%	110	140	27.3%	1.2	1.6	0.4
BMW	1	25	31	24.0%	43	51	18.6%	0.5	0.6	0.1
Buick	9	78	56	-28.2%	124	82	-33.9%	1.4	1.0	-0.4
Cadillac	5	9	25	177.8%	24	33	37.5%	0.3	0.4	0.1
Chevrolet	13	596	616	3.4%	981	889	-9.4%	10.8	10.3	-0.5
Chrysler	10	10	20	100.0%	17	22	29.4%	0.2	0.3	0.1
Dodge	9	37	26	-29.7%	53	31	-41.5%	0.6	0.4	-0.2
FIAT	1	3	1	-66.7%	3	2	-33.3%	0.0	0.0	0.0
Ford	16	738	752	1.9%	1,289	1,137	-11.8%	14.2	13.2	-1.1
Genesis	1	1	2	100.0%	1	2	100.0%	0.0	0.0	0.0
GMC	9	362	369	1.9%	604	551	-8.8%	6.7	6.4	-0.3
Honda	4	372	364	-2.2%	634	584	-7.9%	7.0	6.8	-0.2
Hyundai	3	75	82	9.3%	122	131	7.4%	1.3	1.5	0.2
Infiniti	0	1	2	100.0%	3	3	0.0%	0.0	0.0	0.0
Jaguar	0	1	2	100.0%	2	2	0.0%	0.0	0.0	0.0
Jeep	9	280	385	37.5%	463	571	23.3%	5.1	6.6	1.5
Kia	3	143	163	14.0%	226	236	4.4%	2.5	2.7	0.2
Land Rover	0	8	17	112.5%	17	29	70.6%	0.2	0.3	0.1
Lexus	0	10	14	40.0%	15	24	60.0%	0.2	0.3	0.1
Lincoln	4	20	14	-30.0%	27	17	-37.0%	0.3	0.2	-0.1
Mazda	2	63	96	52.4%	104	132	26.9%	1.1	1.5	0.4
Mercedes	1	17	42	147.1%	39	73	87.2%	0.4	0.8	0.4
MINI	1	3	8	166.7%	5	14	180.0%	0.1	0.2	0.1
Mitsubishi	2	70	40	-42.9%	113	63	-44.2%	1.2	0.7	-0.5
Nissan	5	248	156	-37.1%	382	260	-31.9%	4.2	3.0	-1.2
Other	--	21	3	-85.7%	35	7	-80.0%	0.4	0.1	-0.3
Porsche	0	1	2	100.0%	4	6	50.0%	0.0	0.1	0.0
Ram	6	302	325	7.6%	524	484	-7.6%	5.8	5.6	-0.2
Subaru	7	726	684	-5.8%	1,189	1,037	-12.8%	13.1	12.0	-1.1
Tesla	0	19	52	173.7%	37	80	116.2%	0.4	0.9	0.5
Toyota	7	892	1,051	17.8%	1,464	1,567	7.0%	16.2	18.2	2.0
Volkswagen	4	166	159	-4.2%	283	248	-12.4%	3.1	2.9	-0.3
Volvo	2	45	60	33.3%	85	89	4.7%	0.9	1.0	0.1

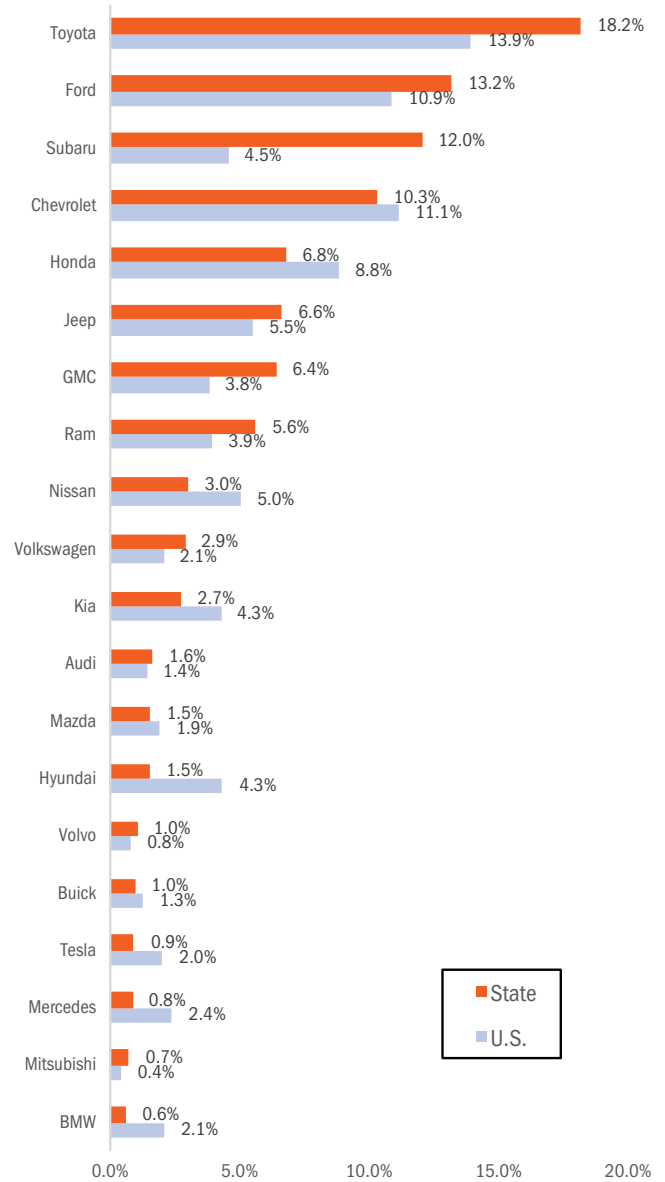
Top ten brands are shaded grey.

Source: AutoCount data from Experian

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



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



Registrations increased by more than 26% for Tesla, Mercedes, Land Rover, Lexus, Cadillac, Audi, and Mazda



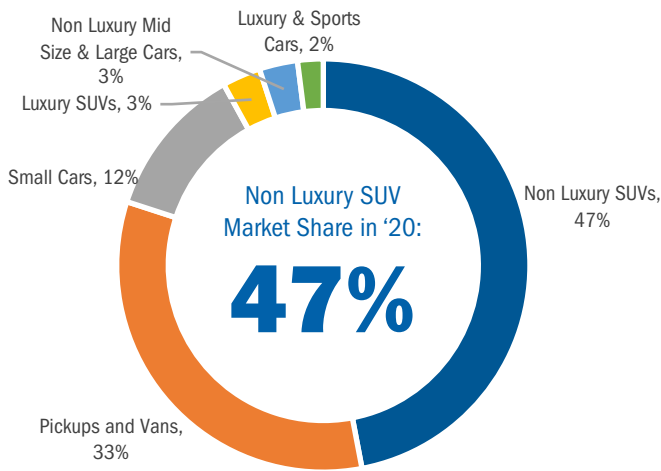
Toyota, Ford, Subaru, Chevrolet, and Honda were market share leaders in Vermont

Data Source: AutoCount data from Experian.

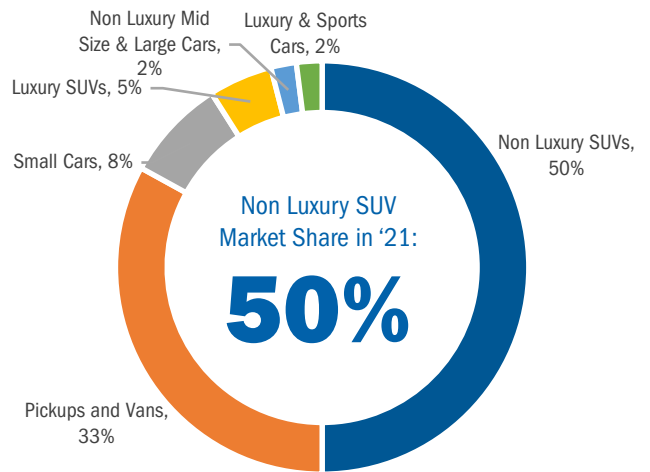
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VEHICLE SEGMENTS

**Segment Market Shares
YTD 2020 thru March**



**Segment Market Shares
YTD 2021 thru March**

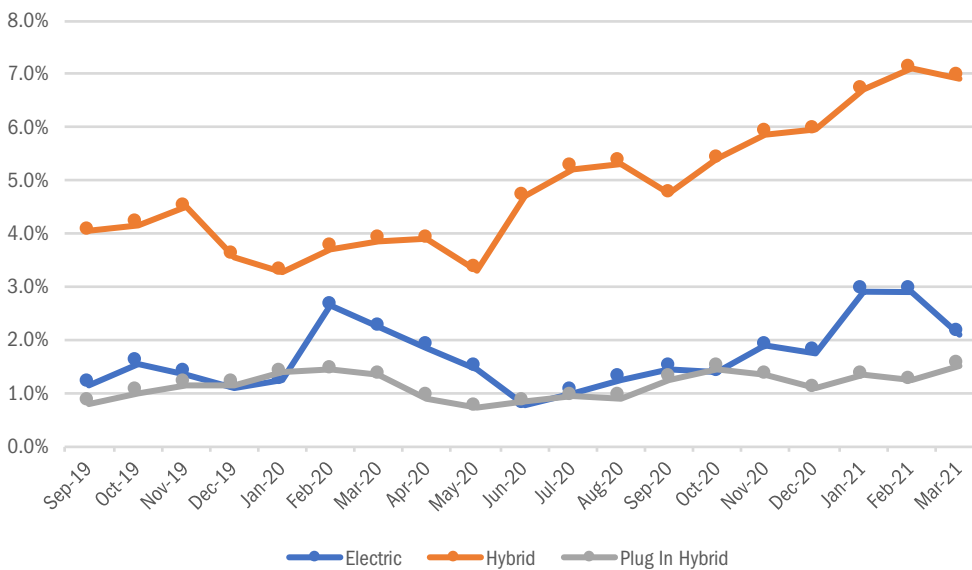


Data Source: AutoCount data from Experian.

The two graphs above show market shares for primary segments during the first three 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 March)**

	YTD '20	YTD '21	
Hybrid	3.5%	6.7%	↑
Electric	1.9%	2.9%	↑
Plug In Hybrid	1.4%	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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