

# Vermont Auto Outlook™

Comprehensive information on the Vermont new vehicle market

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**% Change In  
New Retail Market:  
YTD '22 thru March  
vs. YTD '21**



Light trucks

**-1.6%**



Cars

**-4.5%**

## Vermont New Retail Light Vehicle Registrations

	Light Trucks	Cars	Total
YTD '21 thru Mar.	7,600	1,029	8,629
YTD '22 thru Mar.	7,482	983	8,465
<b>% change</b>	<b>-1.6%</b>	<b>-4.5%</b>	<b>-1.9%</b>
Feb. '21 & Mar. '21	5,055	668	5,723
Feb. '22 & Mar. '22	4,985	640	5,625
<b>% change</b>	<b>-1.4%</b>	<b>-4.2%</b>	<b>-1.7%</b>

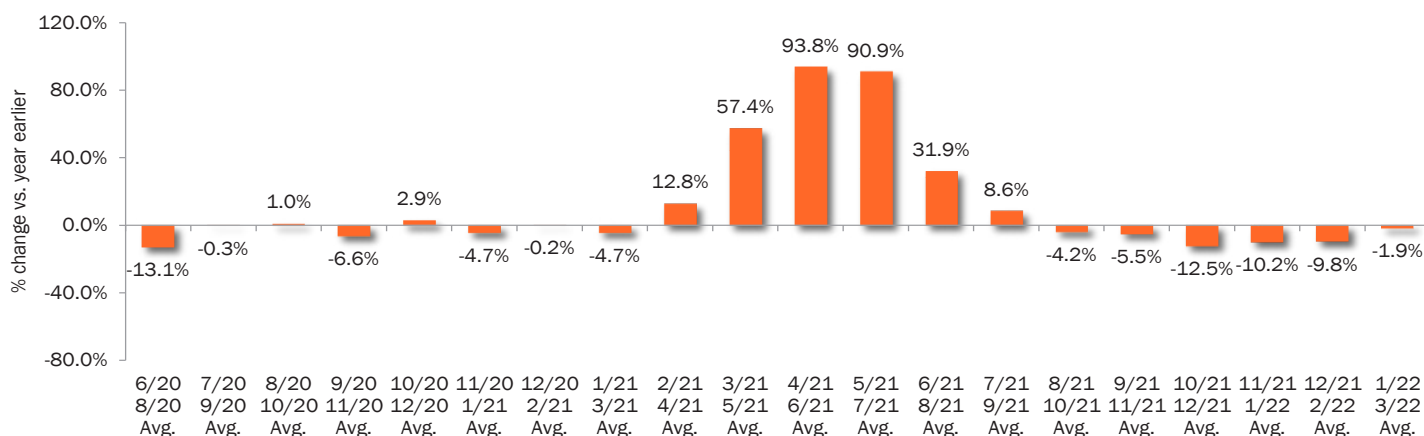
## QUICK FACTS

New retail light vehicle registrations in Vermont declined 1.9% during the first three months of this year versus year earlier. The decline was less than the estimated 14.9% drop in the Nation.

Combined market share for electric (BEV) and plug in hybrids (PHEVs) increased to 6.1% in the First Quarter of 2022, up from 4.0% from a year earlier

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 '22 thru March vs. Year Earlier**

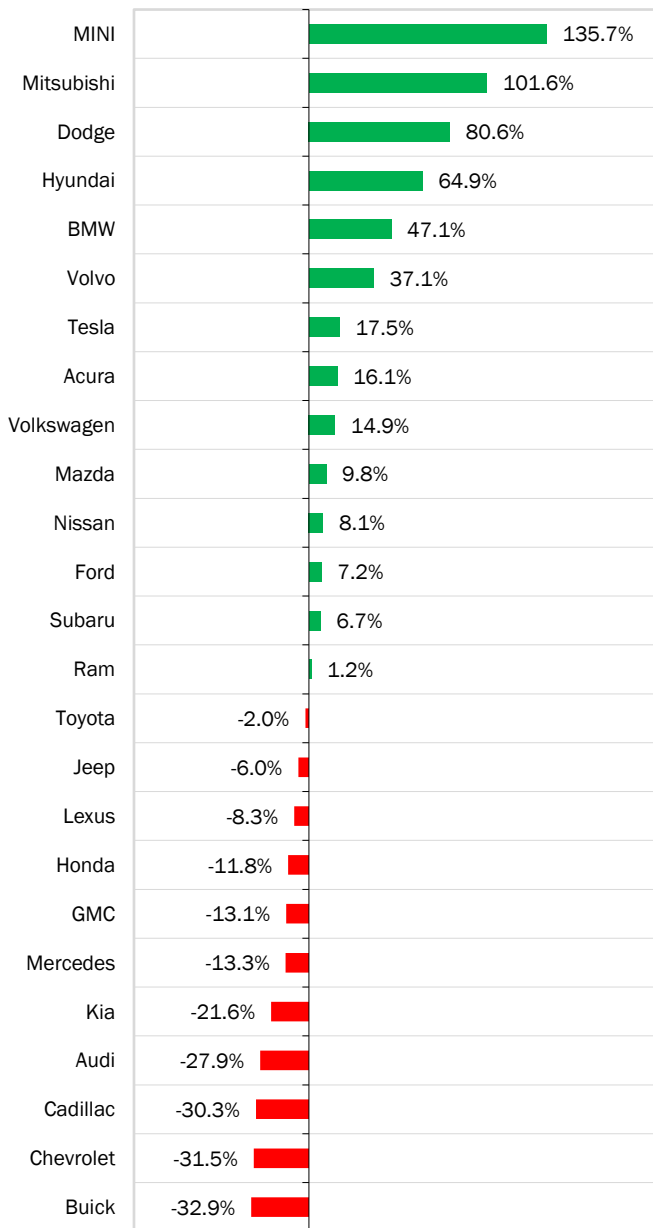
<b>DOMESTIC BRANDS</b>	<b>EUROPEAN BRANDS</b>	<b>JAPANESE BRANDS</b>	<b>KOREAN BRANDS</b>
 <b>DOWN 8.1%</b>	 <b>UP 6.8%</b>	 <b>UP 1.8%</b>	 <b>UP 10.0%</b>

Vermont New Retail Car and Light Truck Registrations							
	Number of dealers	YTD thru Mar.			YTD Market Share (%)		
		2021	2022	% chg.	2021	2022	Chg.
TOTAL	--	8,629	8,465	-1.9%			
Cars	--	1,029	983	-4.5%	11.9	11.6	-0.3
Trucks	--	7,600	7,482	-1.6%	88.1	88.4	0.3
Domestic Brands	--	3,897	3,583	-8.1%	45.2	42.3	-2.8
European Brands	--	657	702	6.8%	7.6	8.3	0.7
Japanese Brands	--	3,706	3,774	1.8%	42.9	44.6	1.6
Korean Brands	--	369	406	10.0%	4.3	4.8	0.5
Acura	1	31	36	16.1%	0.4	0.4	0.1
Alfa Romeo	0	1	2	100.0%	0.0	0.0	0.0
Audi	2	140	101	-27.9%	1.6	1.2	-0.4
BMW	1	51	75	47.1%	0.6	0.9	0.3
Buick	7	82	55	-32.9%	1.0	0.6	-0.3
Cadillac	4	33	23	-30.3%	0.4	0.3	-0.1
Chevrolet	12	889	609	-31.5%	10.3	7.2	-3.1
Chrysler	9	22	14	-36.4%	0.3	0.2	-0.1
Dodge	9	31	56	80.6%	0.4	0.7	0.3
Ford	11	1,137	1,219	7.2%	13.2	14.4	1.2
Genesis	0	2	5	150.0%	0.0	0.1	0.0
GMC	8	551	479	-13.1%	6.4	5.7	-0.7
Honda	6	584	515	-11.8%	6.8	6.1	-0.7
Hyundai	2	131	216	64.9%	1.5	2.6	1.0
Infiniti	0	3	3	0.0%	0.0	0.0	0.0
Jaguar	0	2	1	-50.0%	0.0	0.0	0.0
Jeep	9	571	537	-6.0%	6.6	6.3	-0.3
Kia	2	236	185	-21.6%	2.7	2.2	-0.5
Land Rover	0	29	12	-58.6%	0.3	0.1	-0.2
Lexus	0	24	22	-8.3%	0.3	0.3	0.0
Lincoln	2	17	7	-58.8%	0.2	0.1	-0.1
Mazda	2	132	145	9.8%	1.5	1.7	0.2
Mercedes	1	75	65	-13.3%	0.9	0.8	-0.1
MINI	1	14	33	135.7%	0.2	0.4	0.2
Mitsubishi	2	63	127	101.6%	0.7	1.5	0.8
Nissan	4	260	281	8.1%	3.0	3.3	0.3
Other	--	7	4	-42.9%	0.1	0.0	0.0
Porsche	0	6	5	-16.7%	0.1	0.1	0.0
Ram	8	484	490	1.2%	5.6	5.8	0.2
Subaru	7	1,037	1,106	6.7%	12.0	13.1	1.0
Tesla	0	80	94	17.5%	0.9	1.1	0.2
Toyota	7	1,567	1,536	-2.0%	18.2	18.1	0.0
Volkswagen	4	248	285	14.9%	2.9	3.4	0.5
Volvo	1	89	122	37.1%	1.0	1.4	0.4

Top ten brands are shaded grey.

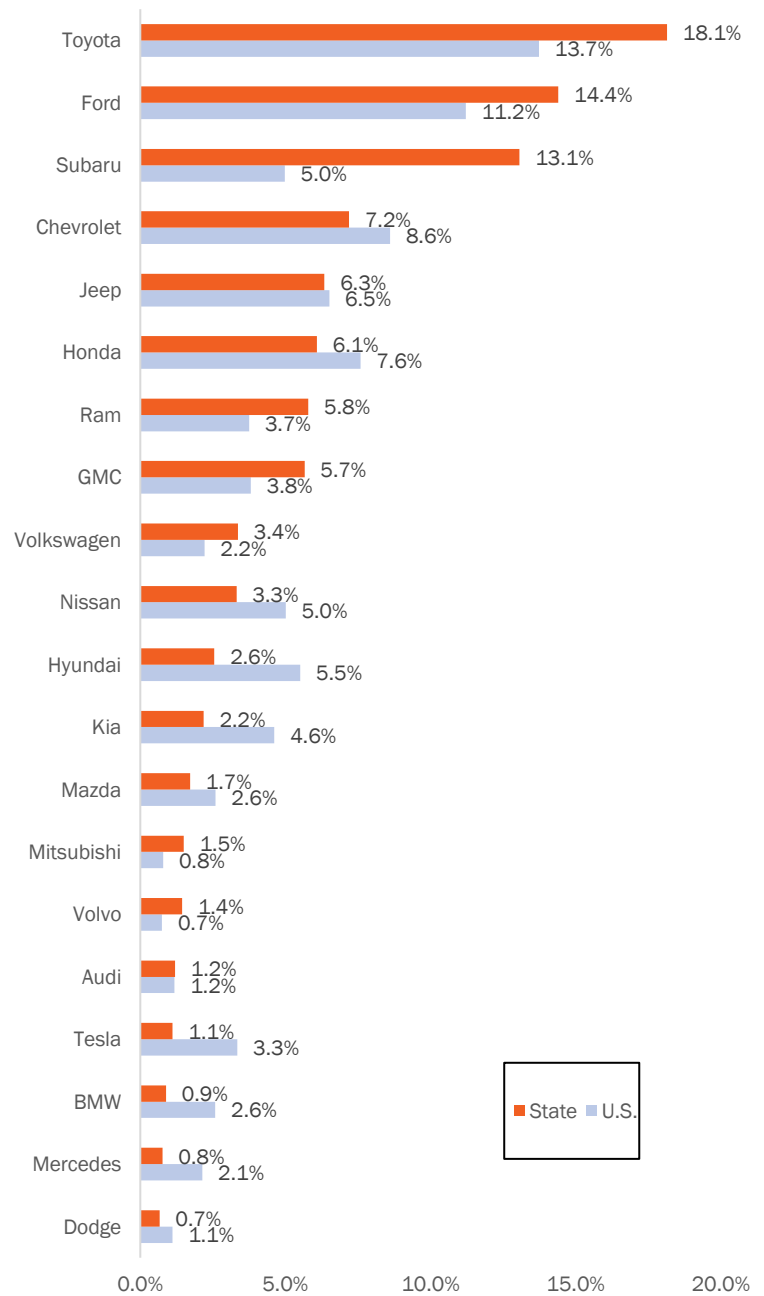
Source: AutoCount data from Experian

### Percent Change in Brand Registrations YTD '22 thru March vs. YTD '21 (Top 25 selling brands)



Percent change in registrations

### Vermont Market Share YTD '22 thru March (Top 25 selling brands in state)



State U.S.



Registrations increased by more than 37% for MINI, Mitsubishi, Dodge, Hyundai, BMW, and Volvo



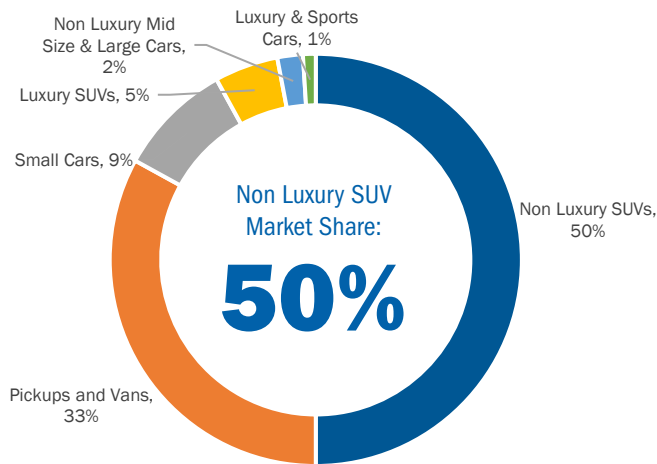
Toyota, Ford, Subaru, Chevrolet, and Jeep were market share leaders in Vermont

Data Source: AutoCount data from Experian.

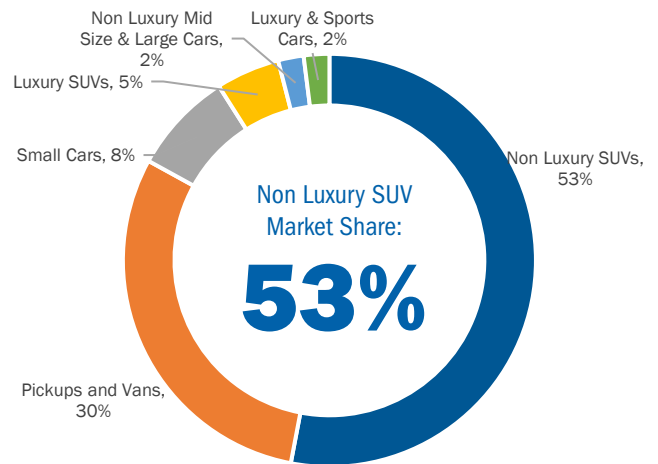
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**VEHICLE SEGMENTS**

**Segment Market Shares  
YTD 2021 thru March**



**Segment Market Shares  
YTD 2022 thru March**

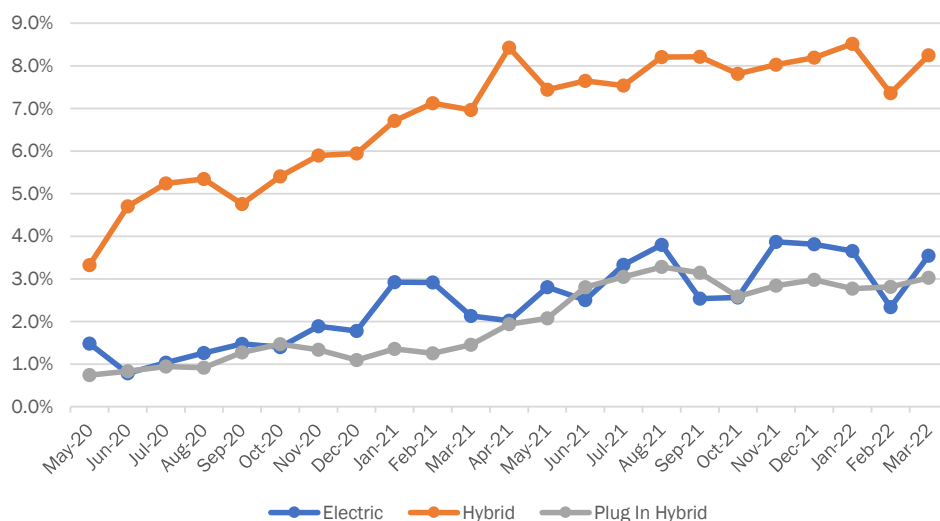


Data Source: AutoCount data from Experian.

The two graphs above show market shares for primary segments during the first three months of 2021 and 2022.

**HYBRID AND ELECTRIC VEHICLES**

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



**Market Share by Engine Type  
(YTD '22 thru March)**

	YTD '21	YTD '22	
Hybrid	6.9%	8.1%	↑
Electric (BEV)	2.6%	3.2%	↑
Plug In Hybrid (PHEV)	1.4%	2.9%	↑

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.