

Vermont Auto Outlook™

Comprehensive information on the Vermont new vehicle market

Sponsored by:



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



Light trucks

-10.2%



Cars

-24.7%

Vermont New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '19 thru Oct.	29,260	6,650	35,910
YTD '20 thru Oct.	26,284	5,005	31,289
% change	-10.2%	-24.7%	-12.9%
Sep. '19 & Oct. '19	7,341	1,470	8,811
Sep. '20 & Oct. '20	7,185	1,263	8,448
% change	-2.1%	-14.1%	-4.1%

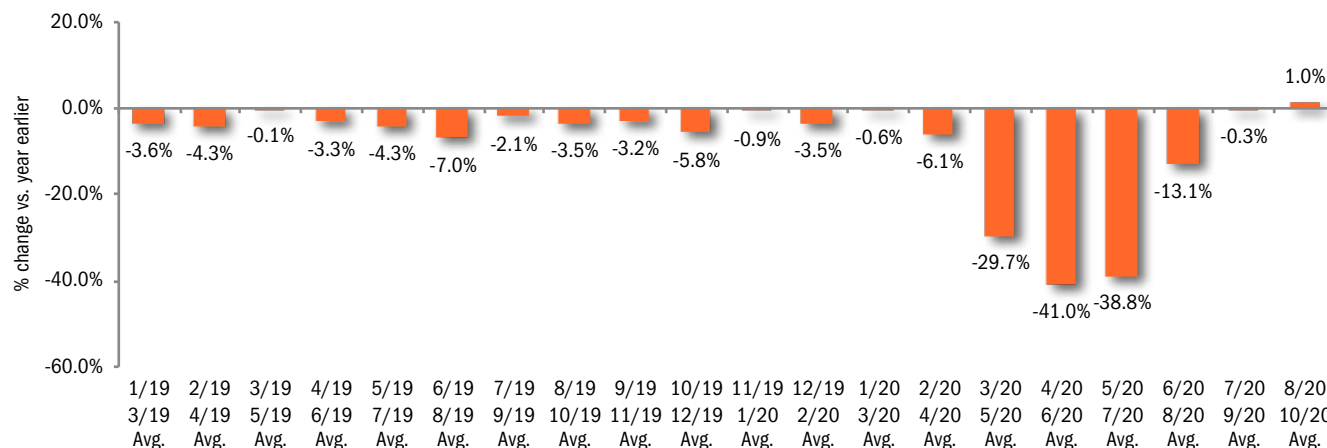
QUICK FACTS

New vehicle registrations in Vermont declined 12.9% during the first ten months of 2020 versus the same period a year earlier. The drop was slightly better than the estimated 14.1% fall in the National market.

The market has shown signs of stabilizing. As shown on the graph below, the three month moving average was essentially unchanged from year earlier levels during the past two months.

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 2020 thru Oct. vs. YTD 2019

DOMESTIC BRANDS
 **DOWN 9.2%**

EUROPEAN BRANDS
 **DOWN 3.6%**

JAPANESE BRANDS
 **DOWN 18.2%**

KOREAN BRANDS
 **DOWN 5.1%**

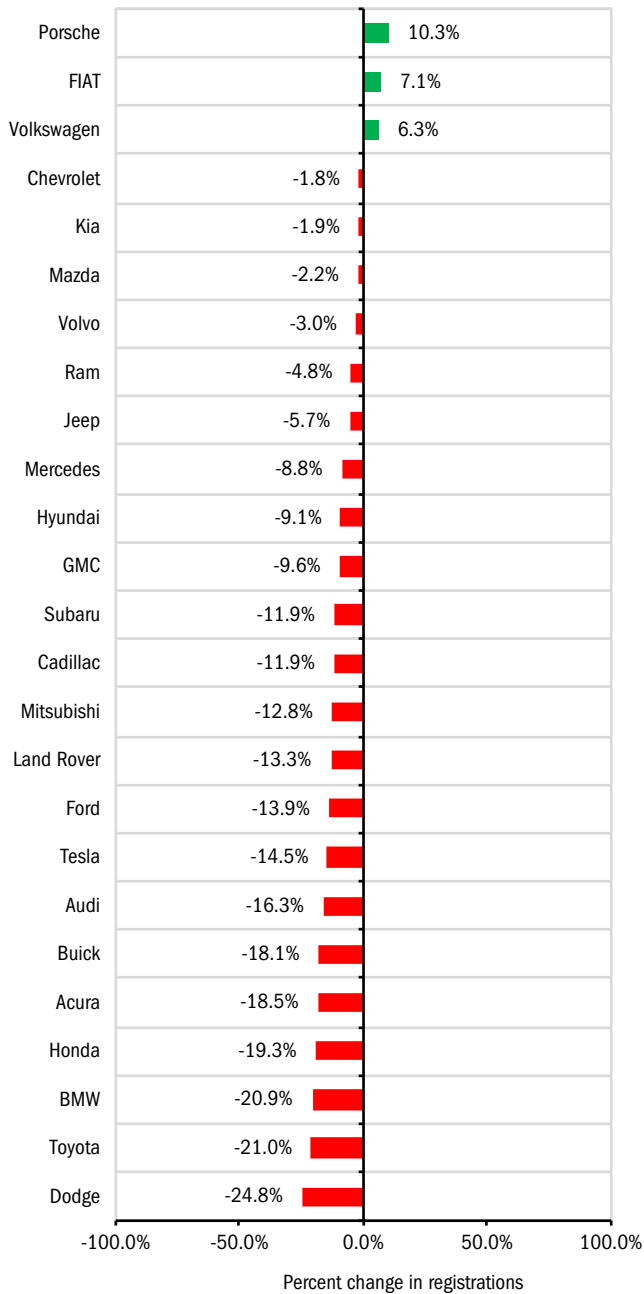
Vermont New Retail Car and Light Truck Registrations										
	Number of dealers	Sep. and Oct. Combined			YTD thru Oct.			YTD Market Share (%)		
		2019	2020	% chg.	2019	2020	% chg.	2019	2020	Chg.
TOTAL	--	8,811	8,448	-4.1%	35,910	31,289	-12.9%			
Cars	--	1,470	1,263	-14.1%	6,650	5,005	-24.7%	18.5	16.0	-2.5
Trucks	--	7,341	7,185	-2.1%	29,260	26,284	-10.2%	81.5	84.0	2.5
Domestic Brands	--	3,649	3,850	5.5%	15,434	14,020	-9.2%	43.0	44.8	1.8
European Brands	--	582	631	8.4%	2,395	2,308	-3.6%	6.7	7.4	0.7
Japanese Brands	--	4,245	3,607	-15.0%	16,727	13,676	-18.2%	46.6	43.7	-2.9
Korean Brands	--	335	360	7.5%	1,354	1,285	-5.1%	3.8	4.1	0.3
Acura	1	35	43	22.9%	162	132	-18.5%	0.5	0.4	0.0
Alfa Romeo	1	4	1	-75.0%	16	7	-56.3%	0.0	0.0	0.0
Audi	2	113	88	-22.1%	417	349	-16.3%	1.2	1.1	0.0
BMW	1	48	35	-27.1%	182	144	-20.9%	0.5	0.5	0.0
Buick	9	119	144	21.0%	514	421	-18.1%	1.4	1.3	-0.1
Cadillac	5	11	26	136.4%	84	74	-11.9%	0.2	0.2	0.0
Chevrolet	13	733	778	6.1%	3,253	3,194	-1.8%	9.1	10.2	1.1
Chrysler	10	19	16	-15.8%	94	62	-34.0%	0.3	0.2	-0.1
Dodge	9	67	48	-28.4%	258	194	-24.8%	0.7	0.6	-0.1
FIAT	1	1	4	300.0%	14	15	7.1%	0.0	0.0	0.0
Ford	16	1,185	1,215	2.5%	5,037	4,335	-13.9%	14.0	13.9	-0.2
Genesis	1	0	0		9	4	-55.6%	0.0	0.0	0.0
GMC	9	496	524	5.6%	2,095	1,894	-9.6%	5.8	6.1	0.2
Honda	4	737	663	-10.0%	3,004	2,425	-19.3%	8.4	7.8	-0.6
Hyundai	3	145	130	-10.3%	540	491	-9.1%	1.5	1.6	0.1
Infiniti	0	4	5	25.0%	20	10	-50.0%	0.1	0.0	0.0
Jaguar	0	2	2	0.0%	14	9	-35.7%	0.0	0.0	0.0
Jeep	9	510	526	3.1%	1,940	1,829	-5.7%	5.4	5.8	0.4
Kia	3	190	230	21.1%	805	790	-1.9%	2.2	2.5	0.3
Land Rover	0	8	10	25.0%	45	39	-13.3%	0.1	0.1	0.0
Lexus	0	12	17	41.7%	72	52	-27.8%	0.2	0.2	0.0
Lincoln	4	24	13	-45.8%	86	64	-25.6%	0.2	0.2	0.0
Mazda	2	92	128	39.1%	412	403	-2.2%	1.1	1.3	0.1
Mercedes	1	28	44	57.1%	159	145	-8.8%	0.4	0.5	0.0
MINI	1	10	11	10.0%	62	43	-30.6%	0.2	0.1	0.0
Mitsubishi	2	112	79	-29.5%	384	335	-12.8%	1.1	1.1	0.0
Nissan	5	325	255	-21.5%	1,635	1,096	-33.0%	4.6	3.5	-1.1
Other	--	19	26	36.8%	68	134	97.1%	0.2	0.4	0.2
Porsche	0	6	12	100.0%	29	32	10.3%	0.1	0.1	0.0
Ram	6	444	510	14.9%	1,888	1,798	-4.8%	5.3	5.7	0.5
Subaru	7	1,210	1,115	-7.9%	4,773	4,205	-11.9%	13.3	13.4	0.1
Tesla	0	38	49	28.9%	173	148	-14.5%	0.5	0.5	0.0
Toyota	7	1,709	1,282	-25.0%	6,230	4,921	-21.0%	17.3	15.7	-1.6
Volkswagen	4	275	314	14.2%	1,100	1,169	6.3%	3.1	3.7	0.7
Volvo	2	80	105	31.3%	336	326	-3.0%	0.9	1.0	0.1

Top ten brands are shaded grey.

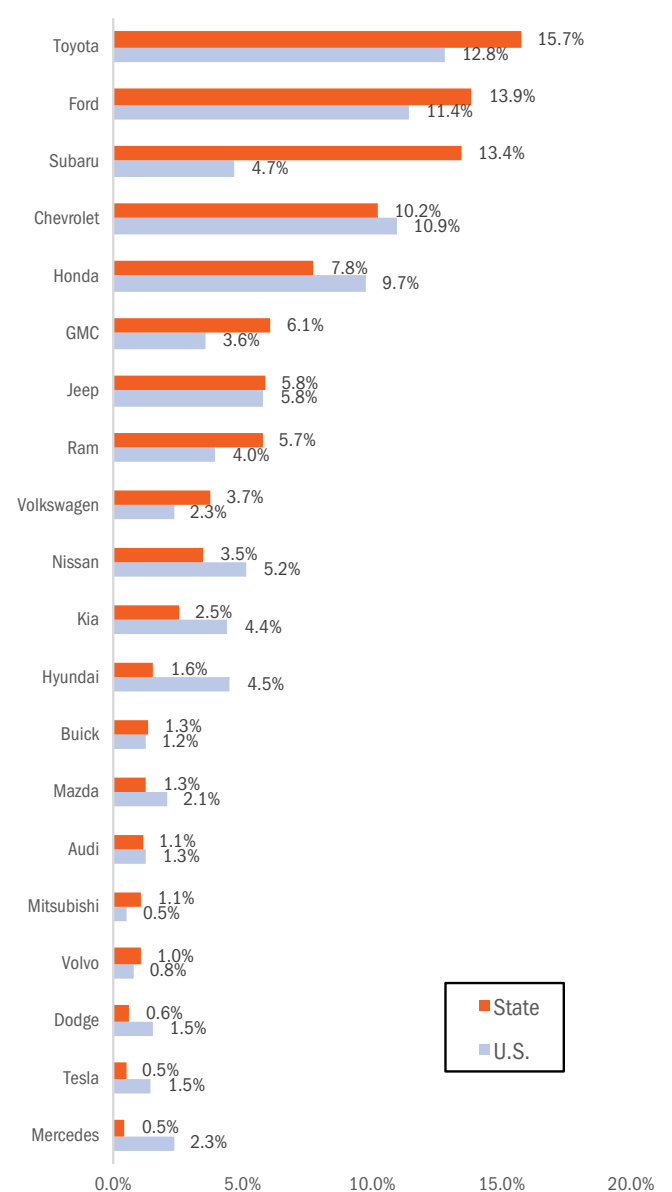
Source: AutoCount data from Experian

At Auto Outlook, we strive to provide accurate analyses based upon the data available to us. Auto Outlook can make no representation or warranty with respect to the accuracy or completeness of the data we provide or the projections that we make based upon such data. Auto Outlook expressly disclaims any such warranties, and undue reliance should not be placed on any analysis. Auto Outlook undertakes no obligation to revise any forecasts or analyses, whether as a result of any new data, the occurrence of future events, or otherwise.

**Percent Change in Brand Registrations
YTD 2020 thru October vs. YTD 2019
(Top 25 selling brands)**



**Vermont and U.S. Market Share
YTD 2020 thru October
(Top 20 selling brands in state)**



Registrations increased or declined by less than 5% for Porsche, FIAT, Volkswagen, Chevrolet, Kia, Mazda, Volvo, and Ram.



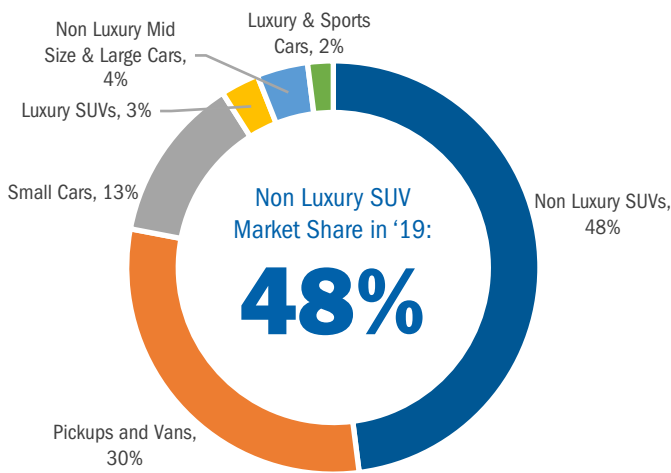
Toyota, Ford, Subaru, Chevrolet, and Honda were market share leaders in Vermont

Data Source: AutoCount data from Experian.

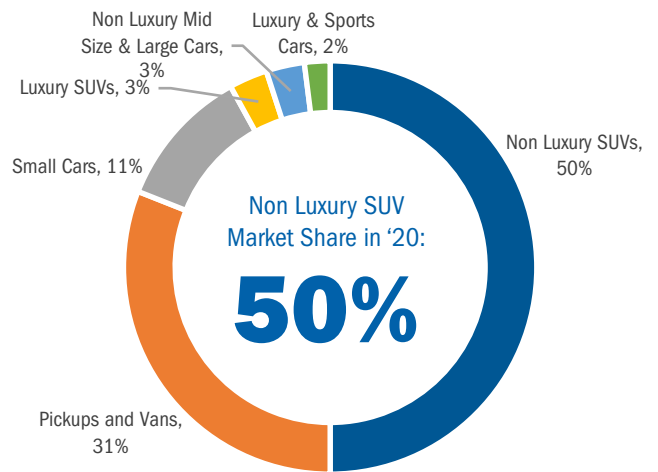
Attribution notice: Any material quoted must be attributed to Vermont Auto Outlook, published by Auto Outlook, Inc. on behalf of the Vermont Vehicle and Automotive Distributors Association. Data source must also be shown as "Data Source: AutoCount Data from Experian." Please contact the association with any questions or comments regarding the publication.

VEHICLE SEGMENTS

**Segment Market Shares
YTD 2019 thru October**



**Segment Market Shares
YTD 2020 thru October**

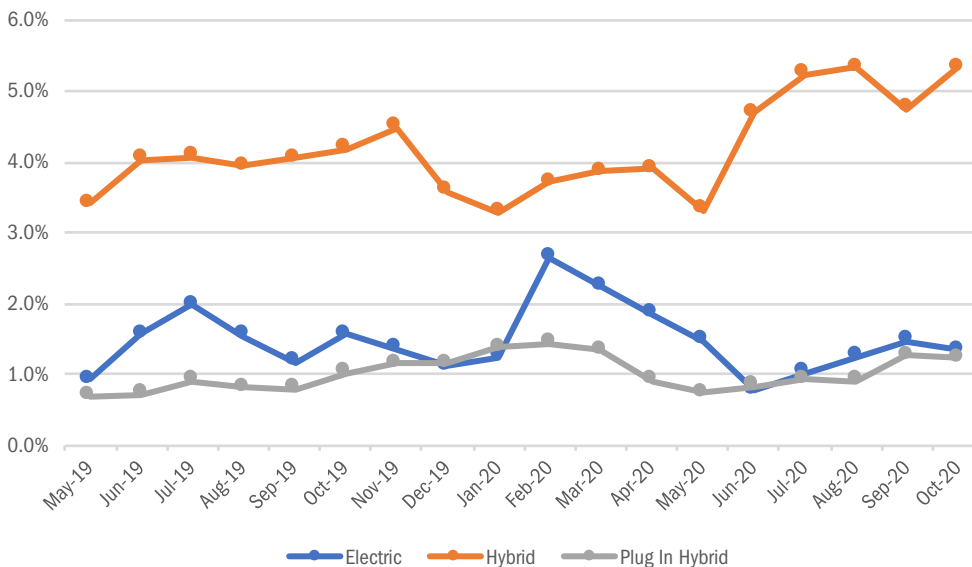


Data Source: AutoCount data from Experian.

The two graphs above show market shares for primary segments during the first ten months of 2019 and 2020.

HYBRID AND ELECTRIC VEHICLES

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



**Year To Date Share by Engine Type
(2019 and 2020, thru Oct.)**

	YTD '19	YTD '20	
Hybrid	3.7%	4.5%	↑
Electric	1.4%	1.5%	↑
Plug In Hybrid	0.8%	1.1%	↑

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**

Copyright Auto Outlook, Inc., November 2020

Published for: Vermont Vehicle and Automotive Distributors Association
1284 US Route 302-Berlin, Suite 2
Barre, VT 05641
Phone: 802-461-2655
www.vermontada.org

Published by: Auto Outlook, Inc.
PO Box 390
Exton, PA 19341
Email: autooutlook@icloud.com