


Vermont Auto Outlook™

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Comprehensive information on the Vermont new vehicle market

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



Light trucks

+23.3%



Cars

+1.9%

Vermont New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '20 thru Oct.	26,381	4,908	31,289
YTD '21 thru Oct.	32,527	4,999	37,526
% change	23.3%	1.9%	19.9%
Sep. '20 & Oct. '20	7,210	1,238	8,448
Sep. '21 & Oct. '21	7,254	1,049	8,303
% change	0.6%	-15.3%	-1.7%

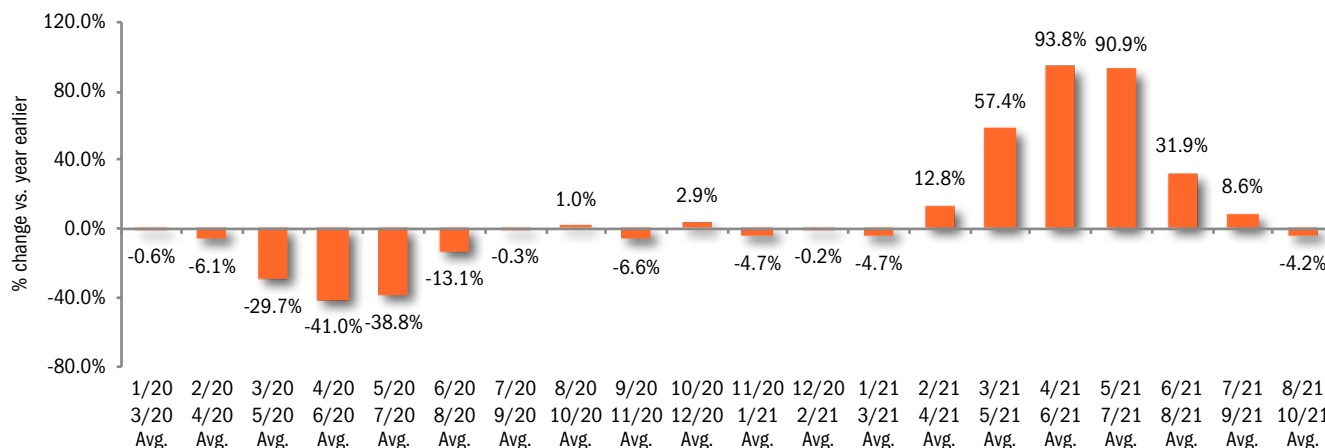
QUICK FACTS

New vehicle registrations in Vermont were up 19.9% during the first ten months of this year versus a year earlier, higher than the estimated 10.3% increase in the Nation.

As shown on the graph below, the market has moved lower during the past few months due to depleted inventories. Registrations for the remainder of the year could fall as much as 20% versus 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 2021 thru Oct. vs.
YTD 2020**

**DOMESTIC
BRANDS**
 **UP
14.5%**

**EUROPEAN
BRANDS**
 **UP
28.4%**

**JAPANESE
BRANDS**
 **UP
22.3%**

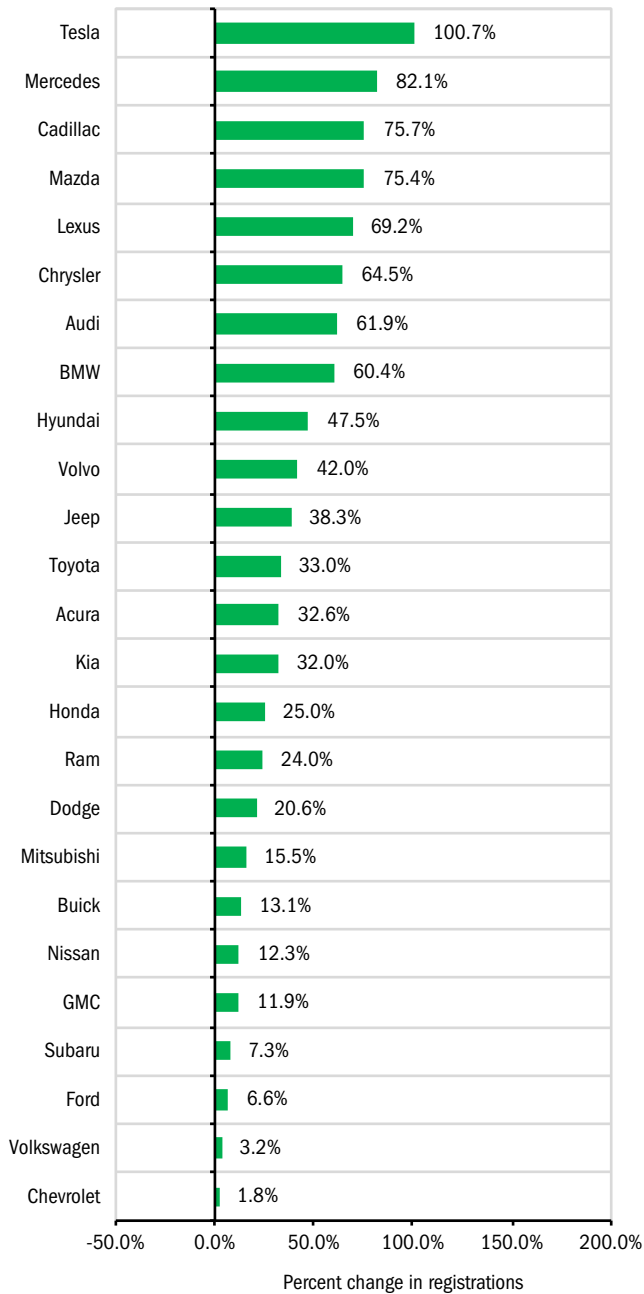
**KOREAN
BRANDS**
 **UP
38.4%**

Vermont New Retail Car and Light Truck Registrations										
	Number of dealers	Sep. and Oct. Combined			YTD thru Oct.			YTD Market Share (%)		
		2020	2021	% chg.	2020	2021	% chg.	2020	2021	Chg.
TOTAL	--	8,448	8,303	-1.7%	31,289	37,526	19.9%			
Cars	--	1,238	1,049	-15.3%	4,908	4,999	1.9%	15.7	13.3	-2.4
Trucks	--	7,210	7,254	0.6%	26,381	32,527	23.3%	84.3	86.7	2.4
Domestic Brands	--	3,850	3,442	-10.6%	14,020	16,055	14.5%	44.8	42.8	-2.0
European Brands	--	631	652	3.3%	2,308	2,964	28.4%	7.4	7.9	0.5
Japanese Brands	--	3,607	3,822	6.0%	13,676	16,728	22.3%	43.7	44.6	0.9
Korean Brands	--	360	387	7.5%	1,285	1,779	38.4%	4.1	4.7	0.6
Acura	1	43	34	-20.9%	132	175	32.6%	0.4	0.5	0.0
Alfa Romeo	1	1	1		7	5	-28.6%	0.0	0.0	0.0
Audi	2	88	119	35.2%	349	565	61.9%	1.1	1.5	0.4
BMW	1	35	54	54.3%	144	231	60.4%	0.5	0.6	0.2
Buick	9	144	81	-43.8%	421	476	13.1%	1.3	1.3	-0.1
Cadillac	5	26	24	-7.7%	74	130	75.7%	0.2	0.3	0.1
Chevrolet	13	778	640	-17.7%	3,194	3,251	1.8%	10.2	8.7	-1.5
Chrysler	10	16	15	-6.3%	62	102	64.5%	0.2	0.3	0.1
Dodge	9	48	59	22.9%	194	234	20.6%	0.6	0.6	0.0
FIAT	1	4	1	-75.0%	15	7	-53.3%	0.0	0.0	0.0
Ford	16	1,215	1,064	-12.4%	4,335	4,623	6.6%	13.9	12.3	-1.5
Genesis	1	0	4		4	12	200.0%	0.0	0.0	0.0
GMC	9	524	397	-24.2%	1,894	2,119	11.9%	6.1	5.6	-0.4
Honda	4	663	651	-1.8%	2,425	3,032	25.0%	7.8	8.1	0.3
Hyundai	3	130	184	41.5%	491	724	47.5%	1.6	1.9	0.4
Infiniti	0	5	0	-100.0%	10	11	10.0%	0.0	0.0	0.0
Jaguar	0	2	2	0.0%	9	9	0.0%	0.0	0.0	0.0
Jeep	9	526	554	5.3%	1,829	2,529	38.3%	5.8	6.7	0.9
Kia	3	230	199	-13.5%	790	1,043	32.0%	2.5	2.8	0.3
Land Rover	0	10	16	60.0%	39	83	112.8%	0.1	0.2	0.1
Lexus	0	17	18	5.9%	52	88	69.2%	0.2	0.2	0.1
Lincoln	4	13	8	-38.5%	64	59	-7.8%	0.2	0.2	0.0
Mazda	2	128	195	52.3%	403	707	75.4%	1.3	1.9	0.6
Mercedes	1	44	58	31.8%	145	264	82.1%	0.5	0.7	0.2
MINI	1	11	13	18.2%	43	78	81.4%	0.1	0.2	0.1
Mitsubishi	2	79	112	41.8%	335	387	15.5%	1.1	1.0	0.0
Nissan	5	255	247	-3.1%	1,096	1,231	12.3%	3.5	3.3	-0.2
Other	--	26	16	-38.5%	134	56	-58.2%	0.4	0.1	-0.3
Porsche	0	12	13	8.3%	32	40	25.0%	0.1	0.1	0.0
Ram	6	510	514	0.8%	1,798	2,230	24.0%	5.7	5.9	0.2
Subaru	7	1,115	1,045	-6.3%	4,205	4,512	7.3%	13.4	12.0	-1.4
Tesla	0	49	85	73.5%	148	297	100.7%	0.5	0.8	0.3
Toyota	7	1,282	1,509	17.7%	4,921	6,547	33.0%	15.7	17.4	1.7
Volkswagen	4	314	257	-18.2%	1,169	1,206	3.2%	3.7	3.2	-0.5
Volvo	2	105	114	8.6%	326	463	42.0%	1.0	1.2	0.2

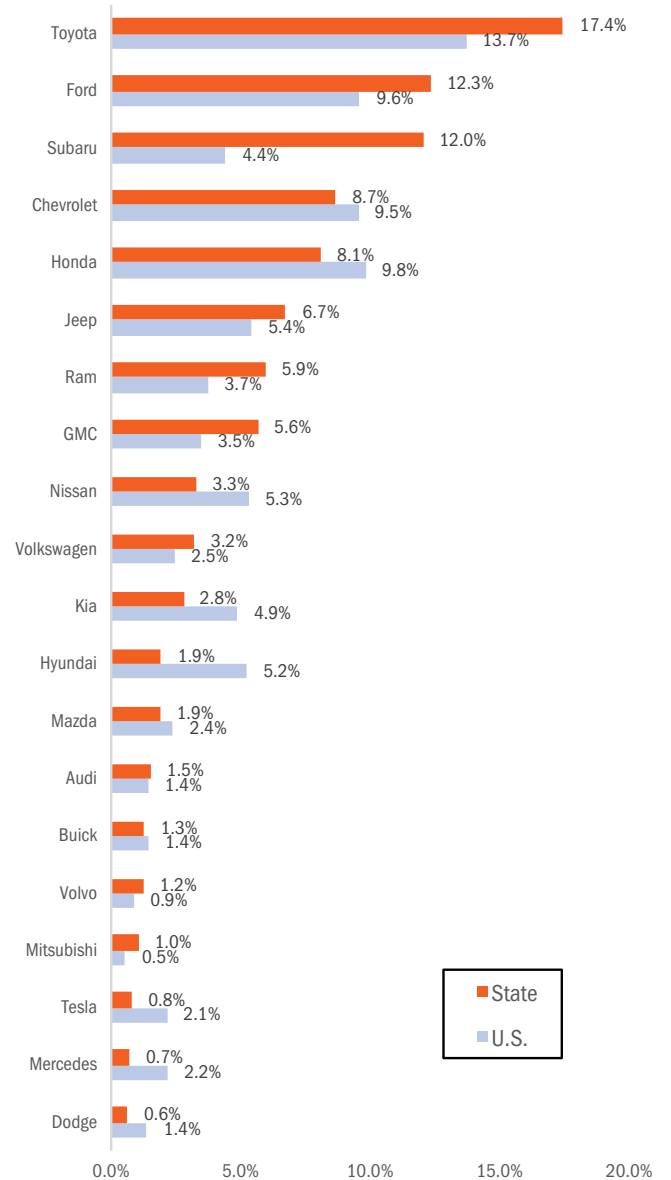
Top ten brands are shaded grey.

Source: AutoCount data from Experian

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



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



Registrations increased by more than 60% for Tesla, Mercedes, Cadillac, Mazda, Lexus, Chrysler, Audi, and BMW



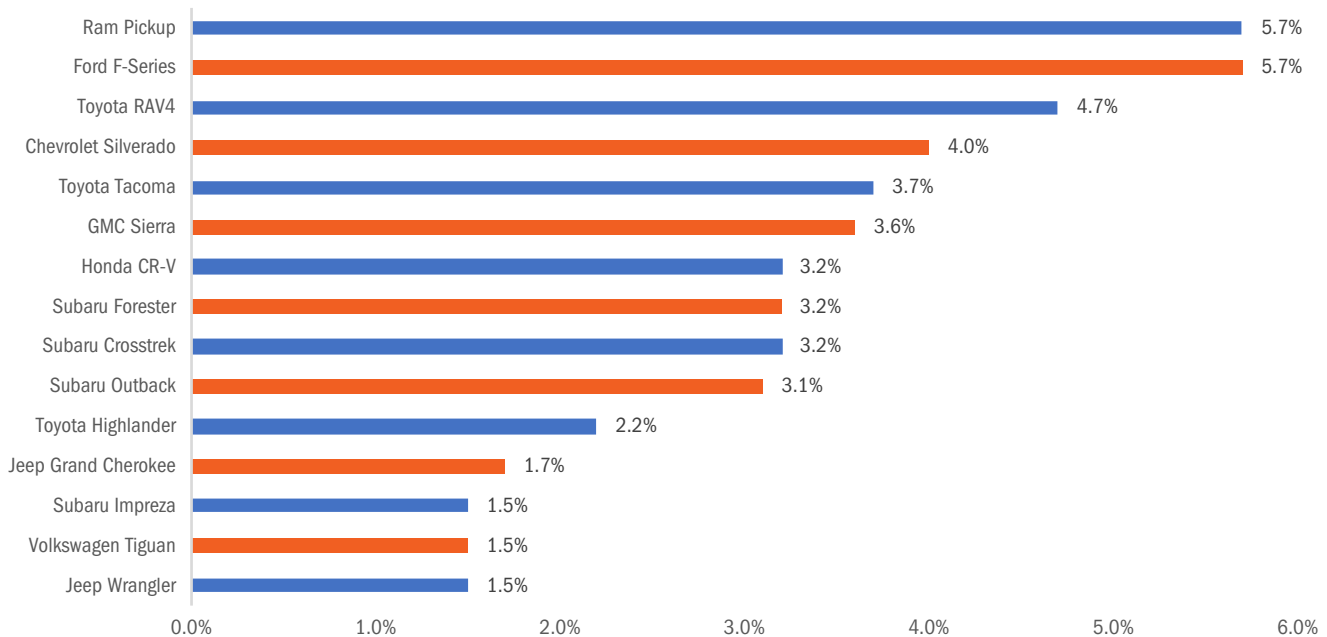
Toyota, Ford, Subaru, Chevrolet, and Honda were market share leaders in Vermont

Data Source: AutoCount data from Experian.

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TOP SELLING MODELS

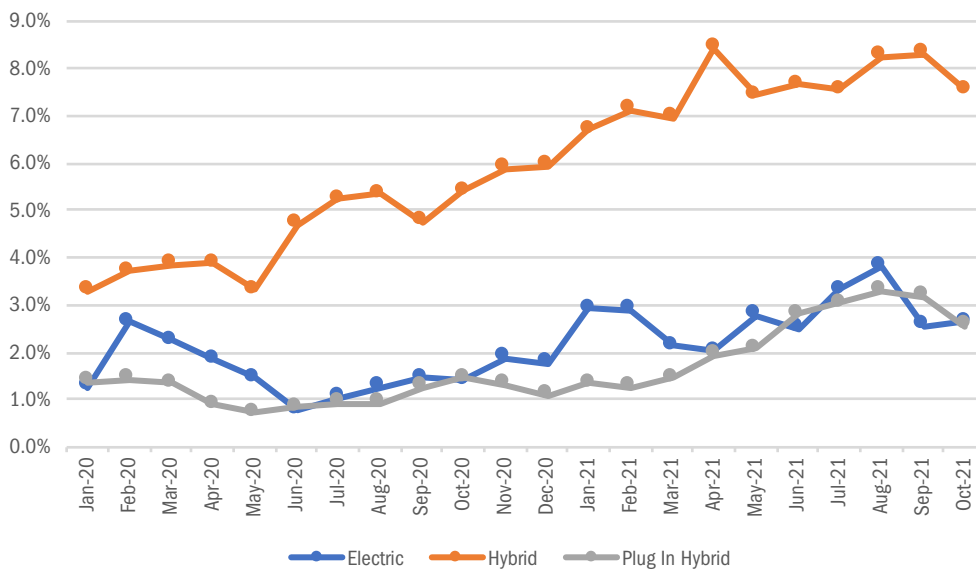
Market Share for Top 15 Selling Models in Vermont New Vehicle Market - YTD 2021 thru October



Data Source: AutoCount data from Experian.

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 October)

	YTD '20	YTD '21	
Hybrid	4.5%	7.6%	↑
Electric	1.5%	2.8%	↑
Plug In Hybrid	1.2%	2.4%	↑

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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Published for: Vermont Vehicle and Automotive Distributors Association
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Published by: Auto Outlook, Inc.
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