

Vermont Auto Outlook™

Comprehensive information on the Vermont new vehicle market

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



Light trucks

-12.2%



Cars

-26.2%

Vermont New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '19 thru Sep.	25,564	5,916	31,480
YTD '20 thru Sep.	22,446	4,365	26,811
% change	-12.2%	-26.2%	-14.8%
Aug. '19 & Sep. '19	6,406	1,347	7,753
Aug. '20 & Sep. '20	6,604	1,222	7,826
% change	3.1%	-9.3%	0.9%

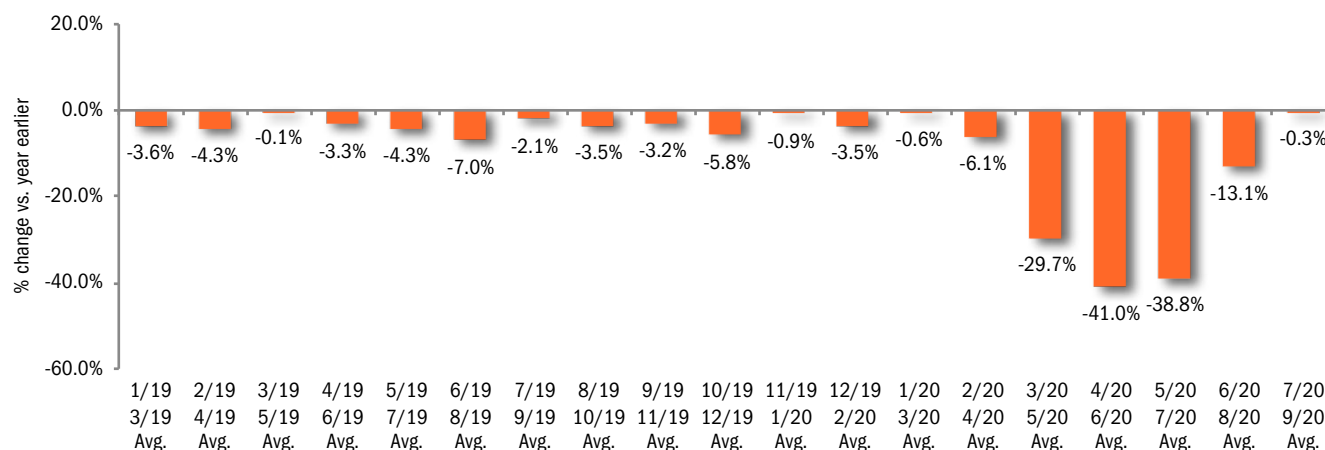
QUICK FACTS

New vehicle registrations in Vermont declined 14.8% during the first nine months of 2020 versus the same period a year earlier. The drop was better than the estimated 17.5% fall in the National market.

The market has shown signs of improving. Registrations in August and September combined were up slightly 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 2020 thru Sept. vs.
YTD 2019**

**DOMESTIC
BRANDS**
 **DOWN
11.7%**

**EUROPEAN
BRANDS**
 **DOWN
5.3%**

**JAPANESE
BRANDS**
 **DOWN
19.8%**

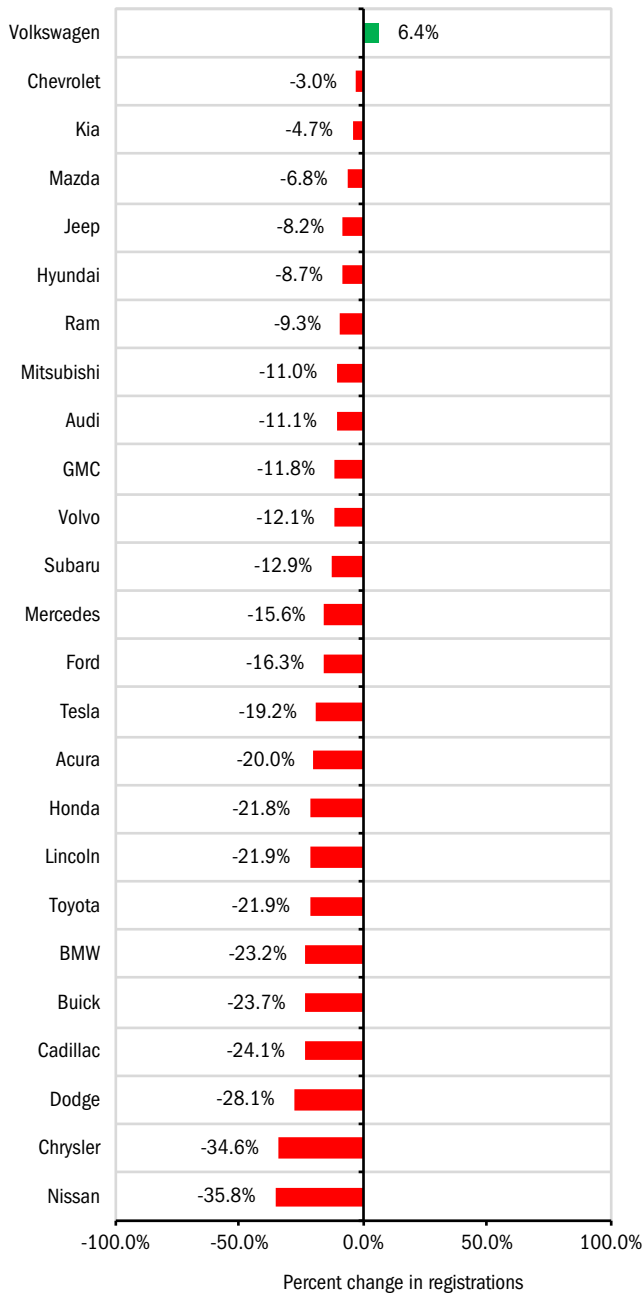
**KOREAN
BRANDS**
 **DOWN
6.6%**

Vermont New Retail Car and Light Truck Registrations										
	Number of dealers	Aug. and Sep. Combined			YTD thru Sep.			YTD Market Share (%)		
		2019	2020	% chg.	2019	2020	% chg.	2019	2020	Chg.
TOTAL	--	7,753	7,826	0.9%	31,480	26,811	-14.8%			
Cars	--	1,347	1,222	-9.3%	5,916	4,365	-26.2%	18.8	16.3	-2.5
Trucks	--	6,406	6,604	3.1%	25,564	22,446	-12.2%	81.2	83.7	2.5
Domestic Brands	--	3,330	3,522	5.8%	13,619	12,025	-11.7%	43.3	44.9	1.6
European Brands	--	489	618	26.4%	2,084	1,973	-5.3%	6.6	7.4	0.7
Japanese Brands	--	3,688	3,351	-9.1%	14,604	11,718	-19.8%	46.4	43.7	-2.7
Korean Brands	--	246	335	36.2%	1,173	1,095	-6.6%	3.7	4.1	0.4
Acura	1	28	43	53.6%	145	116	-20.0%	0.5	0.4	0.0
Alfa Romeo	1	3	0	-100.0%	14	6	-57.1%	0.0	0.0	0.0
Audi	2	79	100	26.6%	350	311	-11.1%	1.1	1.2	0.0
BMW	1	38	38	0.0%	155	119	-23.2%	0.5	0.4	0.0
Buick	9	89	131	47.2%	459	350	-23.7%	1.5	1.3	-0.2
Cadillac	5	15	16	6.7%	79	60	-24.1%	0.3	0.2	0.0
Chevrolet	13	683	746	9.2%	2,866	2,779	-3.0%	9.1	10.4	1.3
Chrysler	10	13	15	15.4%	81	53	-34.6%	0.3	0.2	-0.1
Dodge	9	54	45	-16.7%	224	161	-28.1%	0.7	0.6	-0.1
FIAT	1	0	1		13	11	-15.4%	0.0	0.0	0.0
Ford	16	1,110	1,134	2.2%	4,447	3,724	-16.3%	14.1	13.9	-0.2
Genesis	1	1	0	-100.0%	9	4	-55.6%	0.0	0.0	0.0
GMC	9	418	461	10.3%	1,838	1,621	-11.8%	5.8	6.0	0.2
Honda	4	689	689	0.0%	2,634	2,060	-21.8%	8.4	7.7	-0.7
Hyundai	3	104	138	32.7%	458	418	-8.7%	1.5	1.6	0.1
Infiniti	0	3	6	100.0%	17	9	-47.1%	0.1	0.0	0.0
Jaguar	0	2	3	50.0%	13	7	-46.2%	0.0	0.0	0.0
Jeep	9	476	498	4.6%	1,709	1,569	-8.2%	5.4	5.9	0.4
Kia	3	141	197	39.7%	706	673	-4.7%	2.2	2.5	0.3
Land Rover	0	11	8	-27.3%	42	32	-23.8%	0.1	0.1	0.0
Lexus	0	12	25	108.3%	63	45	-28.6%	0.2	0.2	0.0
Lincoln	4	17	13	-23.5%	73	57	-21.9%	0.2	0.2	0.0
Mazda	2	92	128	39.1%	366	341	-6.8%	1.2	1.3	0.1
Mercedes	1	24	41	70.8%	141	119	-15.6%	0.4	0.4	0.0
MINI	1	13	16	23.1%	58	35	-39.7%	0.2	0.1	-0.1
Mitsubishi	2	81	71	-12.3%	328	292	-11.0%	1.0	1.1	0.0
Nissan	5	335	233	-30.4%	1,510	969	-35.8%	4.8	3.6	-1.2
Other	--	17	23	35.3%	60	121	101.7%	0.2	0.5	0.3
Porsche	0	6	13	116.7%	26	26	0.0%	0.1	0.1	0.0
Ram	6	413	413	0.0%	1,680	1,523	-9.3%	5.3	5.7	0.3
Subaru	7	968	1,014	4.8%	4,150	3,614	-12.9%	13.2	13.5	0.3
Tesla	0	37	47	27.0%	151	122	-19.2%	0.5	0.5	0.0
Toyota	7	1,473	1,128	-23.4%	5,361	4,185	-21.9%	17.0	15.6	-1.4
Volkswagen	4	224	315	40.6%	956	1,017	6.4%	3.0	3.8	0.8
Volvo	2	84	77	-8.3%	298	262	-12.1%	0.9	1.0	0.0

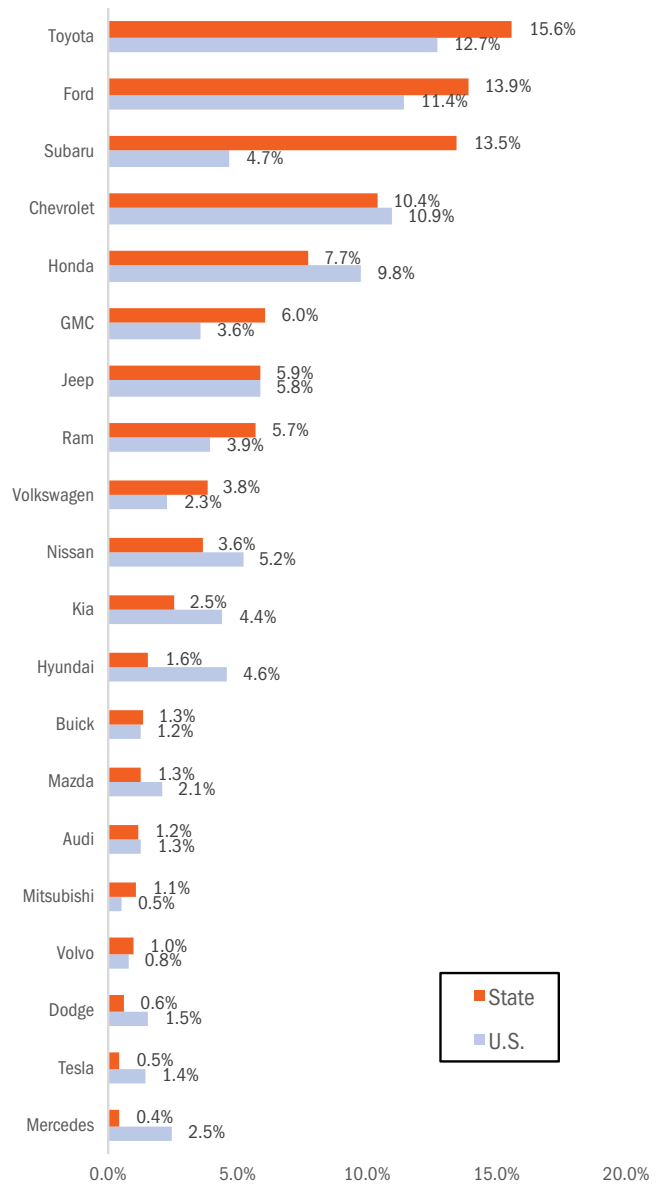
Top ten brands are shaded grey.

Source: AutoCount data from Experian

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



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



Registrations declined by less than 10% for Chevrolet, Kia, Mazda, Jeep, Hyundai, and Ram. Volkswagen was up slightly.



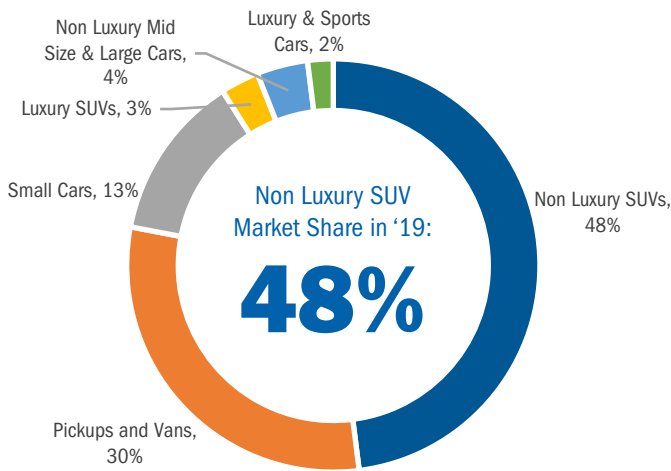
Toyota, Ford, Subaru, Chevrolet, and Honda were market share leaders in Vermont

Data Source: AutoCount data from Experian.

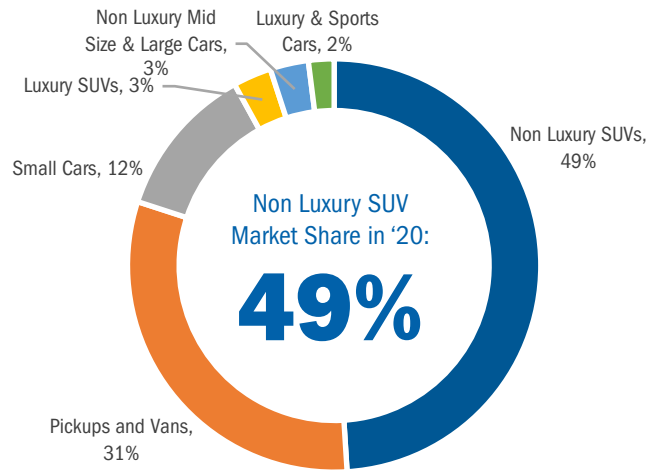
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VEHICLE SEGMENTS

**Segment Market Shares
YTD 2019 thru September**



**Segment Market Shares
YTD 2020 thru September**

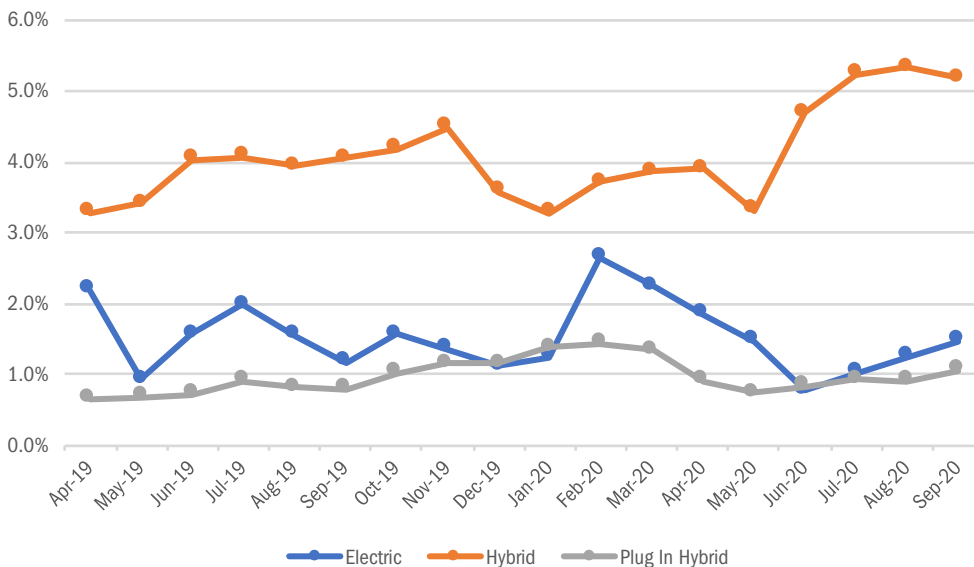


Data Source: AutoCount data from Experian.

The two graphs above show market shares for primary segments during the first nine 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 Sept.)**

	YTD '19	YTD '20	
Hybrid	3.7%	4.4%	↑
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.