

# Vermont Auto Outlook™

Comprehensive information on the Vermont new vehicle market

Sponsored by:



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



Light trucks

**+28.8%**



Cars

**+5.3%**

## Vermont New Retail Light Vehicle Registrations

	Light Trucks	Cars	TOTAL
YTD '20 thru Sep.	22,530	4,281	26,811
YTD '21 thru Sep.	29,016	4,509	33,525
<b>% change</b>	<b>28.8%</b>	<b>5.3%</b>	<b>25.0%</b>
Aug. '20 & Sep. '20	6,630	1,196	7,826
Aug. '21 & Sep. '21	6,701	1,081	7,782
<b>% change</b>	<b>1.1%</b>	<b>-9.6%</b>	<b>-0.6%</b>

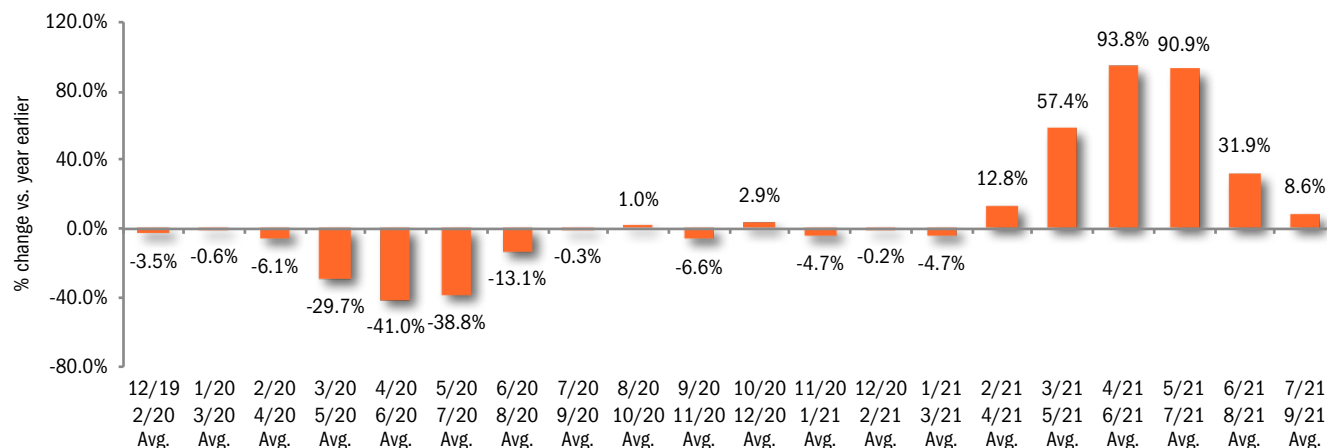
## QUICK FACTS

New vehicle registrations in Vermont increased 25% during the first nine months of this year versus a year earlier.

As noted below, measurement of new vehicle registrations lags the timing of new vehicle sales. As a result, the decline in new vehicle sales that has occurred during the past few months will be primarily reflected in registrations for the remainder of the year.

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 Sept. vs.  
YTD 2020**

**DOMESTIC  
BRANDS**  
 **UP  
19.6%**

**EUROPEAN  
BRANDS**  
 **UP  
33.5%**

**JAPANESE  
BRANDS**  
 **UP  
27.3%**

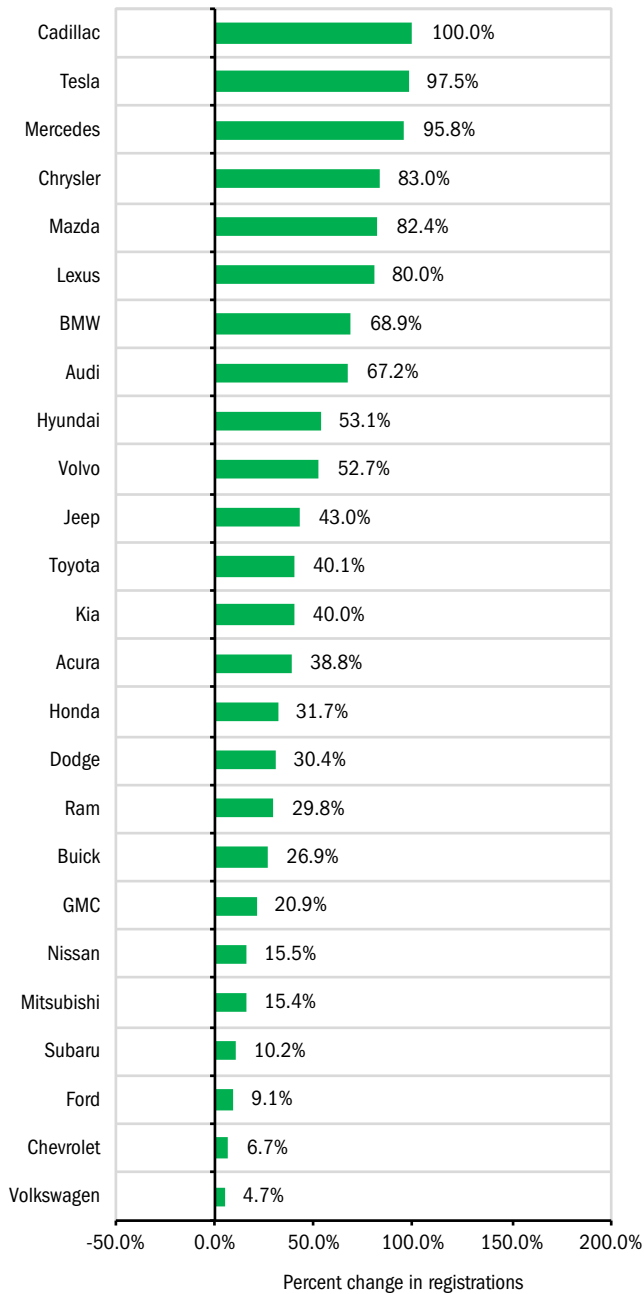
**KOREAN  
BRANDS**  
 **UP  
45.3%**

Vermont New Retail Car and Light Truck Registrations										
	Number of dealers	Aug. and Sep. Combined			YTD thru Sep.			YTD Market Share (%)		
		2020	2021	% chg.	2020	2021	% chg.	2020	2021	Chg.
TOTAL	--	7,826	7,782	-0.6%	26,811	33,525	25.0%			
Cars	--	1,196	1,081	-9.6%	4,281	4,509	5.3%	16.0	13.4	-2.5
Trucks	--	6,630	6,701	1.1%	22,530	29,016	28.8%	84.0	86.6	2.5
Domestic Brands	--	3,522	3,096	-12.1%	12,025	14,379	19.6%	44.9	42.9	-2.0
European Brands	--	618	662	7.1%	1,973	2,634	33.5%	7.4	7.9	0.5
Japanese Brands	--	3,351	3,628	8.3%	11,718	14,921	27.3%	43.7	44.5	0.8
Korean Brands	--	335	396	18.2%	1,095	1,591	45.3%	4.1	4.7	0.7
Acura	1	43	33	-23.3%	116	161	38.8%	0.4	0.5	0.0
Alfa Romeo	1	0	0		6	4	-33.3%	0.0	0.0	0.0
Audi	2	100	145	45.0%	311	520	67.2%	1.2	1.6	0.4
BMW	1	38	46	21.1%	119	201	68.9%	0.4	0.6	0.2
Buick	9	131	93	-29.0%	350	444	26.9%	1.3	1.3	0.0
Cadillac	5	16	19	18.8%	60	120	100.0%	0.2	0.4	0.1
Chevrolet	13	746	621	-16.8%	2,779	2,965	6.7%	10.4	8.8	-1.5
Chrysler	10	15	14	-6.7%	53	97	83.0%	0.2	0.3	0.1
Dodge	9	45	66	46.7%	161	210	30.4%	0.6	0.6	0.0
FIAT	1	1	0	-100.0%	11	6	-45.5%	0.0	0.0	0.0
Ford	16	1,134	792	-30.2%	3,724	4,063	9.1%	13.9	12.1	-1.8
Genesis	1	0	2		4	9	125.0%	0.0	0.0	0.0
GMC	9	461	419	-9.1%	1,621	1,959	20.9%	6.0	5.8	-0.2
Honda	4	689	630	-8.6%	2,060	2,712	31.7%	7.7	8.1	0.4
Hyundai	3	138	189	37.0%	418	640	53.1%	1.6	1.9	0.3
Infiniti	0	6	1	-83.3%	9	11	22.2%	0.0	0.0	0.0
Jaguar	0	3	2	-33.3%	7	9	28.6%	0.0	0.0	0.0
Jeep	9	498	508	2.0%	1,569	2,243	43.0%	5.9	6.7	0.8
Kia	3	197	205	4.1%	673	942	40.0%	2.5	2.8	0.3
Land Rover	0	8	16	100.0%	32	74	131.3%	0.1	0.2	0.1
Lexus	0	25	21	-16.0%	45	81	80.0%	0.2	0.2	0.1
Lincoln	4	13	13	0.0%	57	56	-1.8%	0.2	0.2	0.0
Mazda	2	128	187	46.1%	341	622	82.4%	1.3	1.9	0.6
Mercedes	1	41	59	43.9%	119	233	95.8%	0.4	0.7	0.3
MINI	1	16	18	12.5%	35	72	105.7%	0.1	0.2	0.1
Mitsubishi	2	71	88	23.9%	292	337	15.4%	1.1	1.0	-0.1
Nissan	5	233	285	22.3%	969	1,119	15.5%	3.6	3.3	-0.3
Other	--	23	11	-52.2%	121	47	-61.2%	0.5	0.1	-0.3
Porsche	0	13	18	38.5%	26	38	46.2%	0.1	0.1	0.0
Ram	6	413	480	16.2%	1,523	1,977	29.8%	5.7	5.9	0.2
Subaru	7	1,014	908	-10.5%	3,614	3,983	10.2%	13.5	11.9	-1.6
Tesla	0	47	71	51.1%	122	241	97.5%	0.5	0.7	0.3
Toyota	7	1,128	1,468	30.1%	4,185	5,864	40.1%	15.6	17.5	1.9
Volkswagen	4	315	253	-19.7%	1,017	1,065	4.7%	3.8	3.2	-0.6
Volvo	2	77	101	31.2%	262	400	52.7%	1.0	1.2	0.2

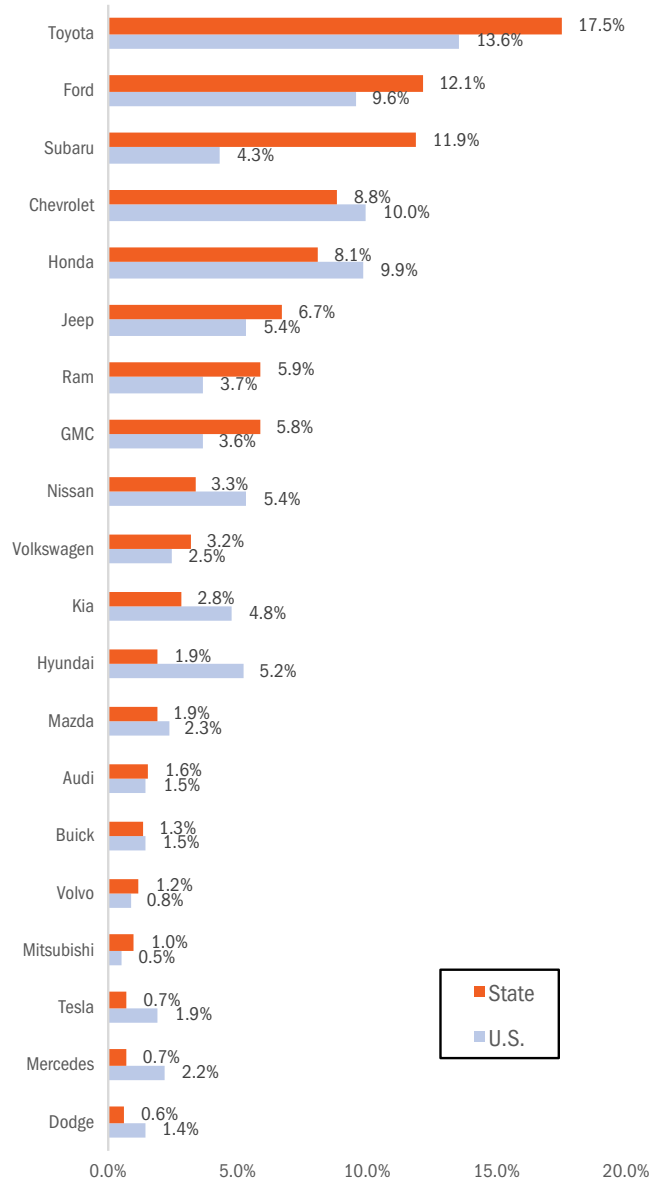
Top ten brands are shaded grey.

Source: AutoCount data from Experian

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



### Vermont Market Share YTD 2021 thru September (Top 25 selling brands in state)



Registrations increased by more than 80% for Cadillac, Tesla, Mercedes, Chrysler, Mazda, and Lexus



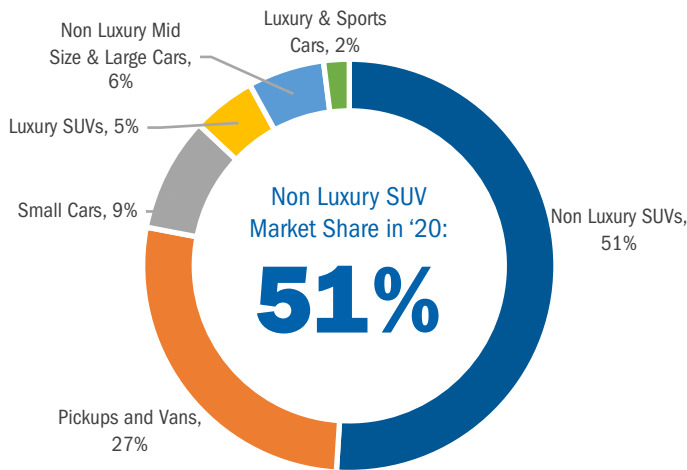
Toyota, Ford, Subaru, Chevrolet, and Honda were market share leaders in Vermont

Data Source: AutoCount data from Experian.

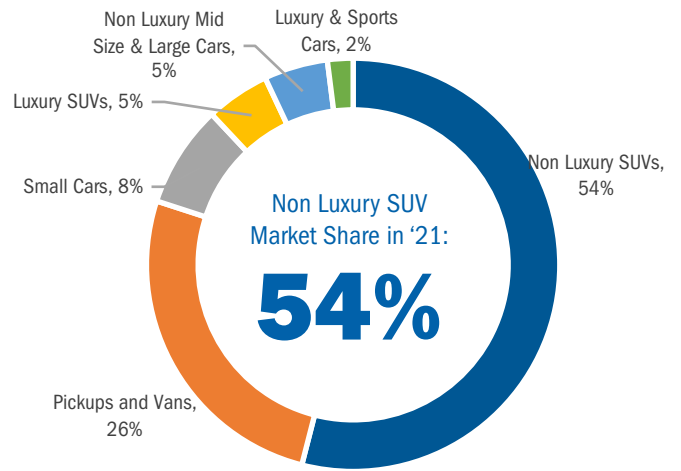
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**VEHICLE SEGMENTS**

**Segment Market Shares  
YTD 2020 thru September**



**Segment Market Shares  
YTD 2021 thru September**

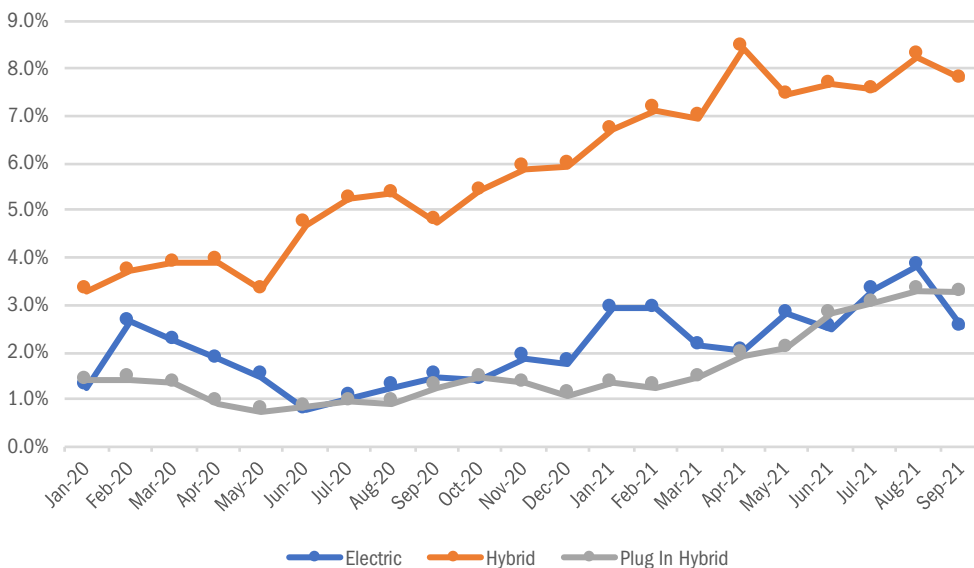


Data Source: AutoCount data from Experian.

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

	YTD '20	YTD '21	
Hybrid	4.3%	7.6%	↑
Electric	1.5%	2.8%	↑
Plug In Hybrid	1.1%	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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