

# Vermont Auto Outlook™

Comprehensive information on the Vermont new vehicle market

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



Light trucks

**-21.3%**



Cars

**-33.1%**

## Vermont New Retail Light Vehicle Registrations

	Light Trucks	Cars	Total
YTD '21 thru Aug.	25,273	3,950	29,223
YTD '22 thru Aug.	19,878	2,641	22,519
<b>% change</b>	<b>-21.3%</b>	<b>-33.1%</b>	<b>-22.9%</b>
July '21 & Aug. '21	6,680	1,143	7,823
July '22 & Aug. '22	4,631	566	5,197
<b>% change</b>	<b>-30.7%</b>	<b>-50.5%</b>	<b>-33.6%</b>

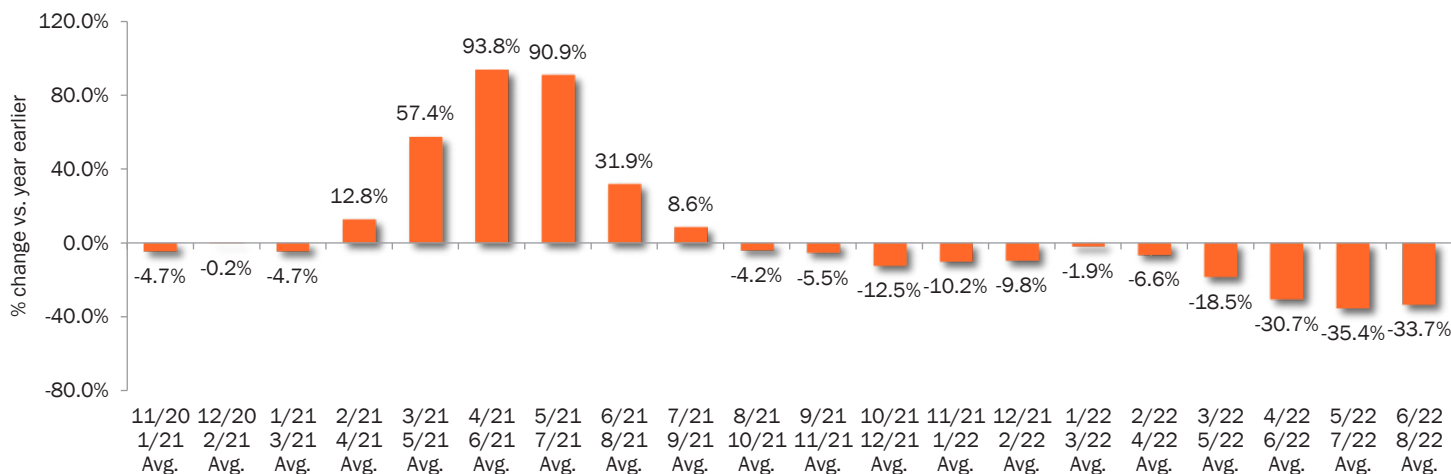
## QUICK FACTS

New retail light vehicle registrations in Vermont declined 22.9% during the first eight months of this year versus year earlier. The decline was slightly steeper than the estimated 18.4% drop in the Nation.

Electric vehicle market share increased to 3.6% thru August of this year, up from 2.8% in 2021. Hybrid powertrain cars and trucks accounted for 8.2% of the market so far this 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 '22 thru August vs. Year Earlier**

<b>DOMESTIC BRANDS</b>	<b>EUROPEAN BRANDS</b>	<b>JAPANESE BRANDS</b>	<b>KOREAN BRANDS</b>
 <b>DOWN 22.7%</b>	 <b>DOWN 19.3%</b>	 <b>DOWN 24.9%</b>	 <b>DOWN 12.8%</b>

Vermont New Retail Car and Light Truck Registrations										
	Number of dealers	July '22 and Aug. '22 Combined			YTD thru August			Year to date Market Share (%)		
		2021	2022	% chg.	2021	2022	% chg.	2021	2022	Chg.
TOTAL	--	7,823	5,197	-33.6%	29,223	22,519	-22.9%			
Cars	--	1,143	566	-50.5%	3,950	2,641	-33.1%	13.5	11.7	-1.8
Trucks	--	6,680	4,631	-30.7%	25,273	19,878	-21.3%	86.5	88.3	1.8
Domestic Brands	--	3,212	2,234	-30.4%	12,613	9,748	-22.7%	43.2	43.3	0.1
European Brands	--	715	471	-34.1%	2,312	1,866	-19.3%	7.9	8.3	0.4
Japanese Brands	--	3,472	2,193	-36.8%	12,906	9,691	-24.9%	44.2	43.0	-1.1
Korean Brands	--	424	299	-29.5%	1,392	1,214	-12.8%	4.8	5.4	0.6
Acura	1	38	17	-55.3%	141	88	-37.6%	0.5	0.4	-0.1
Alfa Romeo	0	1	0	-100.0%	4	3	-25.0%	0.0	0.0	0.0
Audi	2	144	85	-41.0%	446	307	-31.2%	1.5	1.4	-0.2
BMW	1	52	40	-23.1%	177	164	-7.3%	0.6	0.7	0.1
Buick	7	124	46	-62.9%	395	188	-52.4%	1.4	0.8	-0.5
Cadillac	4	22	17	-22.7%	106	73	-31.1%	0.4	0.3	0.0
Chevrolet	12	627	465	-25.8%	2,611	1,777	-31.9%	8.9	7.9	-1.0
Chrysler	9	10	7	-30.0%	87	48	-44.8%	0.3	0.2	-0.1
Dodge	9	66	22	-66.7%	175	123	-29.7%	0.6	0.5	-0.1
Ford	11	788	779	-1.1%	3,559	3,433	-3.5%	12.2	15.2	3.1
Genesis	0	3	5	66.7%	8	16	100.0%	0.0	0.1	0.0
GMC	8	427	271	-36.5%	1,722	1,297	-24.7%	5.9	5.8	-0.1
Honda	6	678	276	-59.3%	2,381	1,351	-43.3%	8.1	6.0	-2.1
Hyundai	2	172	146	-15.1%	540	585	8.3%	1.8	2.6	0.7
Infiniti	0	5	2	-60.0%	11	8	-27.3%	0.0	0.0	0.0
Jaguar	0	2	2	0.0%	7	4	-42.9%	0.0	0.0	0.0
Jeep	9	527	357	-32.3%	1,975	1,438	-27.2%	6.8	6.4	-0.4
Kia	2	249	148	-40.6%	844	613	-27.4%	2.9	2.7	-0.2
Land Rover	0	19	8	-57.9%	67	36	-46.3%	0.2	0.2	-0.1
Lexus	0	21	7	-66.7%	70	43	-38.6%	0.2	0.2	0.0
Lincoln	2	18	8	-55.6%	51	32	-37.3%	0.2	0.1	0.0
Mazda	2	171	112	-34.5%	512	444	-13.3%	1.8	2.0	0.2
Mercedes	1	61	37	-39.3%	206	161	-21.8%	0.7	0.7	0.0
MINI	1	23	18	-21.7%	65	70	7.7%	0.2	0.3	0.1
Mitsubishi	2	92	40	-56.5%	275	289	5.1%	0.9	1.3	0.3
Nissan	4	313	107	-65.8%	984	670	-31.9%	3.4	3.0	-0.4
Other	--	15	10	-33.3%	46	25	-45.7%	0.2	0.1	0.0
Porsche	0	10	8	-20.0%	27	25	-7.4%	0.1	0.1	0.0
Ram	8	533	214	-59.8%	1,716	1,115	-35.0%	5.9	5.0	-0.9
Subaru	7	849	679	-20.0%	3,467	2,723	-21.5%	11.9	12.1	0.2
Tesla	0	68	48	-29.4%	212	224	5.7%	0.7	1.0	0.3
Toyota	7	1,295	945	-27.0%	5,038	4,054	-19.5%	17.2	18.0	0.8
Volkswagen	4	284	224	-21.1%	949	813	-14.3%	3.2	3.6	0.4
Volvo	1	116	47	-59.5%	349	279	-20.1%	1.2	1.2	0.0

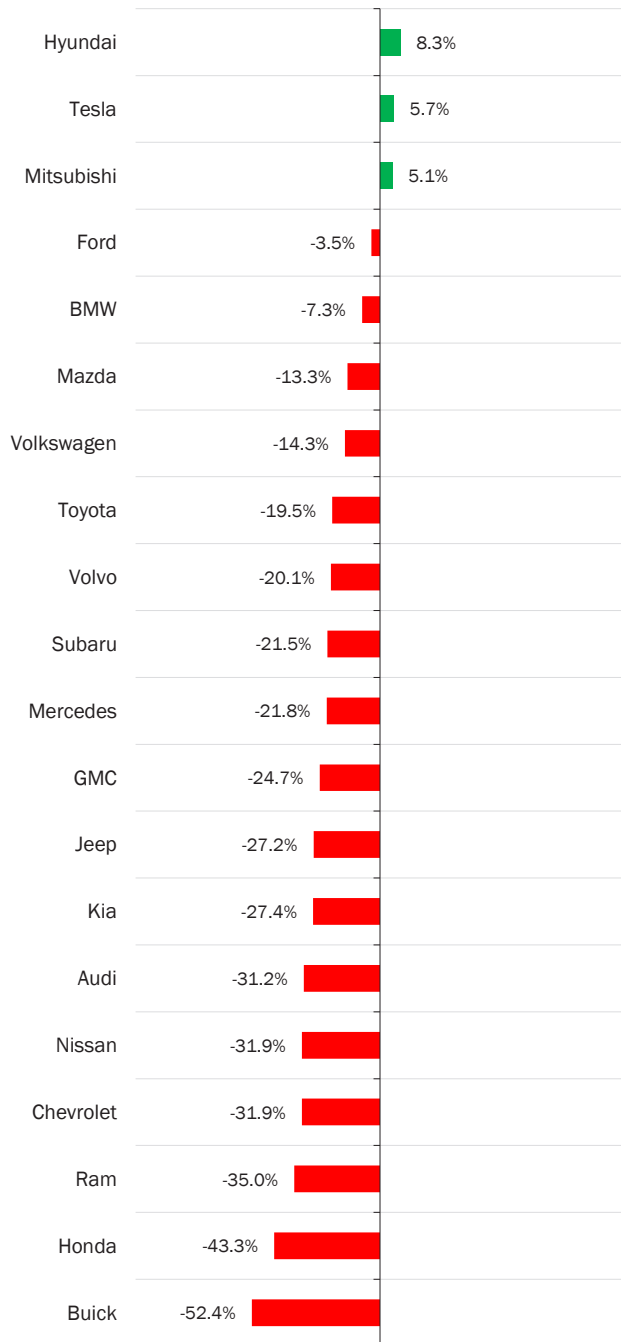
Top ten brands are shaded grey.

Source: AutoCount data from Experian

**BRAND RESULTS**



**Percent Change in Registrations  
YTD '22 (August) vs. YTD '21  
(Top 20 selling brands)**

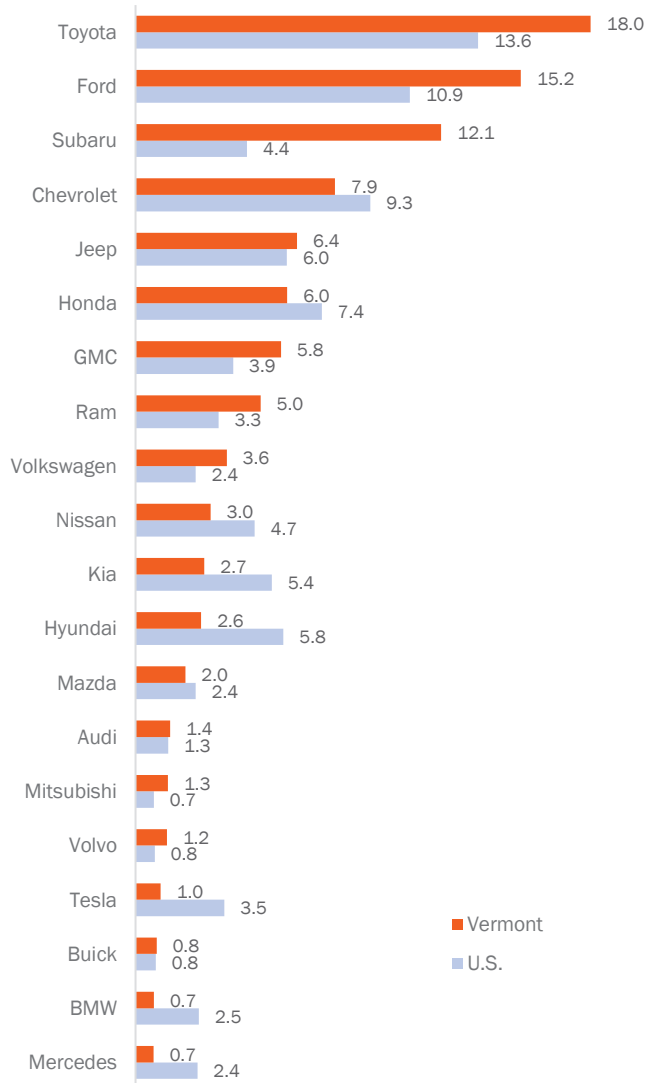


Registrations increased for Hyundai, Tesla, and Mitsubishi. Ford, BMW, Mazda, and Volkswagen fell by less than 15%.

Data Source: AutoCount data from Experian. U.S. figures estimated by Auto Outlook.

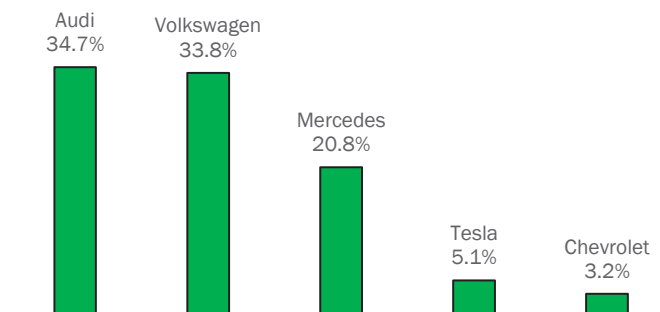


**State and U.S. Market Share - YTD '22  
(Top 20 selling brands in state)**



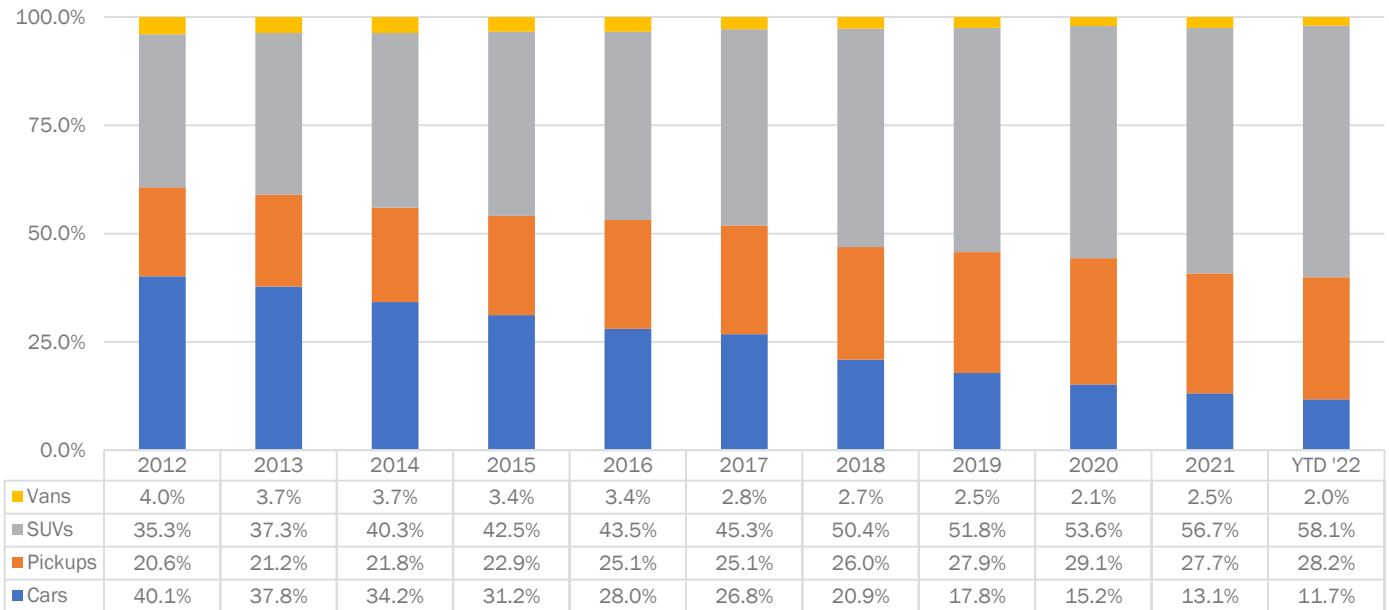
**Brands On the Move**

Largest % increase in registrations during past 3 months (June '22 thru Aug '22) vs. preceding 3 months (Mar '22 thru May '22) Among top 20 selling brands



**LONG TERM SEGMENT MARKET SHARES**

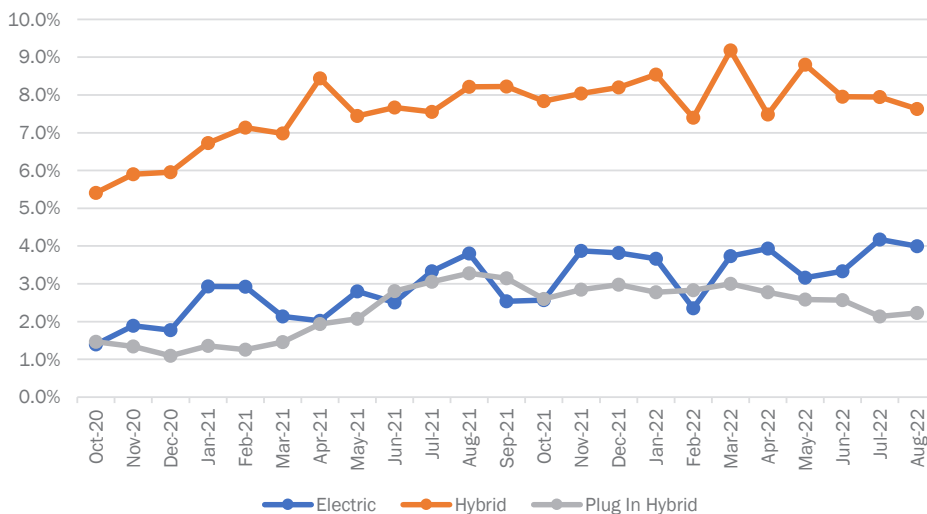
**Share of Vermont New Retail Light Vehicle Market - 2012 thru 2021, YTD 2022 thru August**



SUV market share in Vermont has increased from 35.3% in 2012 to 58.1% during the first eight months of this year. Passenger car share fell from 40.1% to 11.7% during the same period, a decline of 28.4 share points. Data Source: AutoCount data from Experian.

**HYBRID AND ELECTRIC VEHICLES**

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



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

	YTD '21	YTD '22	
Hybrid	7.6%	8.2%	↑
Electric (BEV)	2.8%	3.6%	↑
Plug In Hybrid (PHEV)	2.2%	2.6%	↑

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.