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Vermont Auto Outlook™

Comprehensive information on the Vermont new vehicle market



Quick Facts

New retail light vehicle registrations increased 8.4% in January '15 vs. a year earlier.

The market increased 6% from 2013 to 2014.

Three month moving average of new retail light vehicle registrations increased by 6% in January of this year versus a year earlier.

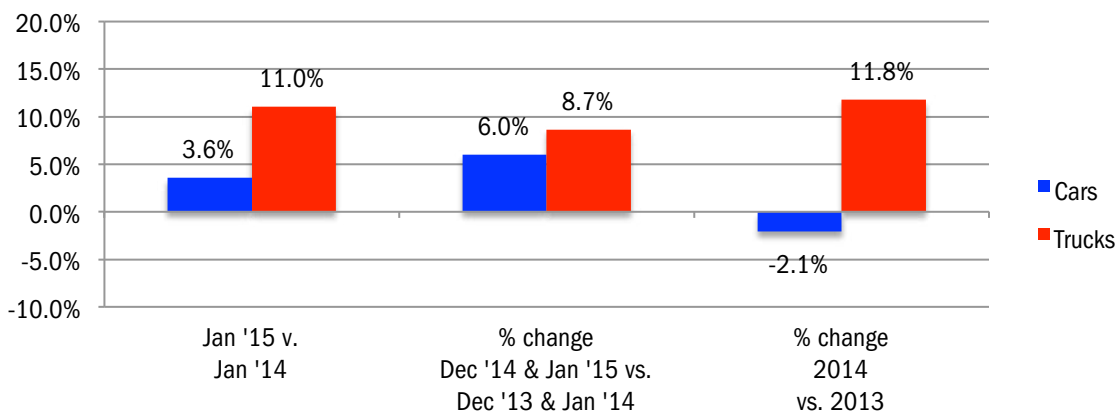
Mitsubishi, Buick, Ram, Jeep, and Audi registrations each increased more than 25% last year.

Hybrid and Plug-In Hybrid vehicle market share was 3.1% in January of this year, up from 2.8% a year earlier. Electric vehicle share was 0.1%.

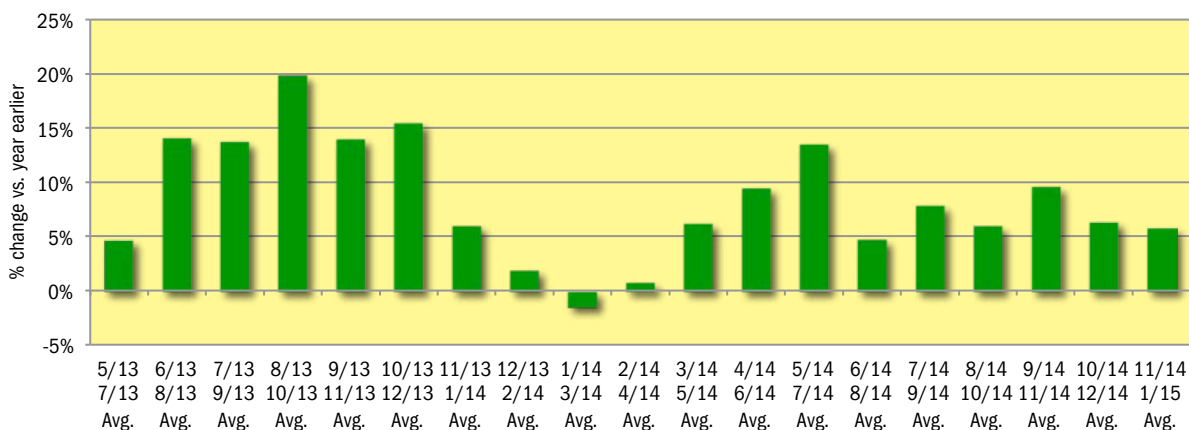
Vermont New Retail Car and Light Truck Registrations

	January			Dec '14 and Jan '15 combined			Annual Totals		
	2014	2015	% chg.	Prev.	Curr.	% chg.	2013	2014	Chg.
Industry Total	2,896	3,140	8.4%	5,704	6,144	7.7%	39,397	41,777	6.0%
Cars	1,011	1,047	3.6%	2,006	2,126	6.0%	16,320	15,982	-2.1%
Light Trucks	1,885	2,093	11.0%	3,698	4,018	8.7%	23,077	25,795	11.8%
Detroit Three	1,221	1,306	7.0%	2,343	2,467	5.3%	15,631	16,455	5.3%
European	220	257	16.8%	458	521	13.8%	3,121	3,173	1.7%
Japanese	1,330	1,446	8.7%	2,651	2,895	9.2%	18,492	19,773	6.9%
Korean	125	131	4.8%	252	261	3.6%	2,153	2,376	10.4%

Percent Change in Vermont New Retail Light Vehicle Registrations



Percent Change in Three Month Moving Average of New Retail Registrations versus Same Period Year Earlier



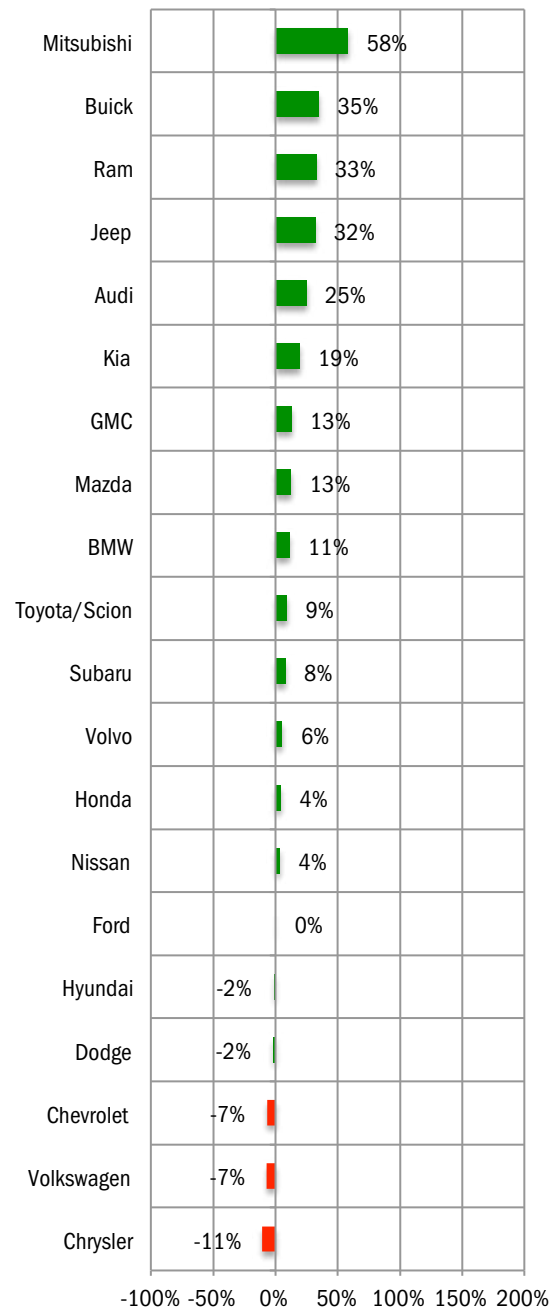
Data Information

All data represents new vehicle retail registrations in Vermont and excludes fleet and wholesale transactions. Monthly recording of registrations occurs when the vehicles titles are processed. Please keep in mind that monthly registration figures can occasionally be subject to fluctuations, resulting in over or under estimation of actual results. This usually occurs due 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 Automotive.

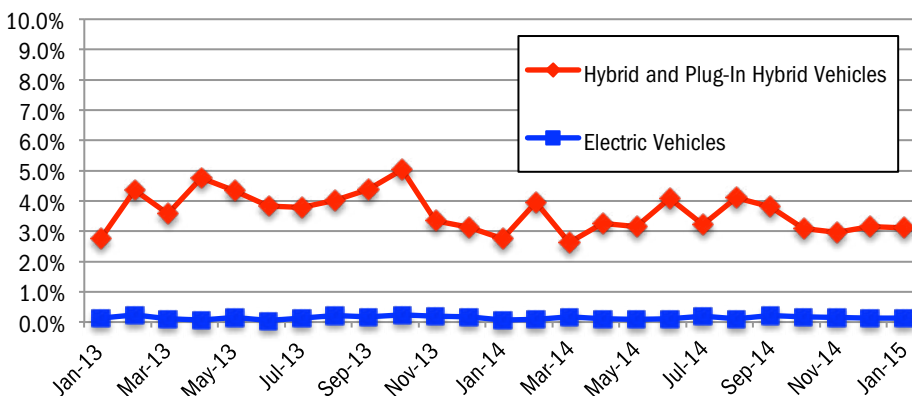
**Vermont New Retail
Car and Light Truck Registrations**

Brand	# of dealers	Registrations Annual Totals			Market Share (%) Annual Totals		
		2013	2014	% change	2013	2014	Change
Acura	1	218	218	0%	0.6	0.5	0.0
Audi	2	448	560	25%	1.1	1.3	0.2
BMW	1	355	395	11%	0.9	0.9	0.0
Buick	9	382	516	35%	1.0	1.2	0.3
Cadillac	5	189	140	-26%	0.5	0.3	-0.1
Chevrolet	13	3,846	3,584	-7%	9.8	8.6	-1.2
Chrysler	10	445	398	-11%	1.1	1.0	-0.2
Dodge	9	968	948	-2%	2.5	2.3	-0.2
Fiat	1	71	57	-20%	0.2	0.1	0.0
Ford	16	4,890	4,913	0%	12.4	11.8	-0.7
GMC	9	2,504	2,828	13%	6.4	6.8	0.4
Honda	4	3,538	3,693	4%	9.0	8.8	-0.1
Hyundai	3	927	913	-2%	2.4	2.2	-0.2
Infiniti	0	32	28	-13%	0.1	0.1	0.0
Jaguar	0	4	5	25%	0.0	0.0	0.0
Jeep	9	1,350	1,785	32%	3.4	4.3	0.8
Kia	3	1,226	1,463	19%	3.1	3.5	0.4
Land Rover	0	44	29	-34%	0.1	0.1	0.0
Lexus	0	91	67	-26%	0.2	0.2	-0.1
Lincoln	4	98	98	0%	0.2	0.2	0.0
Mazda	2	468	527	13%	1.2	1.3	0.1
Mercedes	1	220	236	7%	0.6	0.6	0.0
MINI	1	262	230	-12%	0.7	0.6	-0.1
Mitsubishi	2	293	464	58%	0.7	1.1	0.4
Nissan	5	1,752	1,815	4%	4.4	4.3	-0.1
Porsche	0	21	40	90%	0.1	0.1	0.0
Ram	6	907	1,206	33%	2.3	2.9	0.6
smart	0	8	12	50%	0.0	0.0	0.0
Subaru	7	4,878	5,272	8%	12.4	12.6	0.2
Tesla	0	10	8		0.0	0.0	0.0
Toyota/Scion	7	7,015	7,665	9%	17.8	18.3	0.5
Volkswagen	4	1,302	1,212	-7%	3.3	2.9	-0.4
Volvo	2	324	342	6%	0.8	0.8	0.0
Others	--	311	110	-65%	0.8	0.3	-0.5

**Percent Change in Brand Registrations
2014 vs. 2013**



Alternative Powertrain Market Share (includes hybrids and electric)



Vermont Auto Outlook

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