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Automotive Dashboard

Welcome to the May 2015 Monthly Dashboard. Internationally, Grant Thornton member firms are leaders in the automotive supply chain and dealership advice, with specialist teams across the globe dedicated to this industry.

In this Dashboard, we preview May 2015 results and YTD results.

Key Headlights – May 2015

- Vehicle sales were down 1.3% in May and up 2.5% CYTD
- Three of the last five months sales nationally have been up compared to 2014 sales
- Northern Territory and New South Wales had the largest increase in sales up 17.0% and 4.1% respectively compared to May 2014
- Western Australia and South Australia had the largest decrease in sales with falls of 15.8% and 5.8% respectively
- Passenger market fell 7.3% while the SUV market rose 5.8%
- The largest % falls in the Top 20 brands were Nissan (down 28.9%) and Ford (down 13.8%) compared to May 2014
- The largest % increases in the Top 20 brands were Lexus (up 33.5%), BMW (up 29.1%) and Audi (up 22.6%) compared to May 2014
- The Top 10 brands combined vehicle sales fell 3.2% whilst brands 11 to 20 combined vehicle sales increased 10.3%
- Locally manufactured vehicles fell 13.1%
- All buyer type categories being private, government, business and rental buyers fell for May 2015
- Top three vehicles sold in May were Mazda 3 (2,876 vehicles), Toyota Corolla (2,688 vehicles) and Mitsubishi Triton 4x4 (2,262 vehicles)

Table 1 - Top 10 brand sales for May 2015 and CYTD

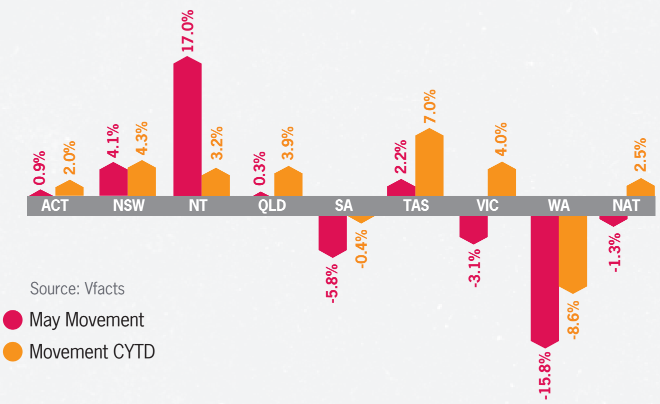
Brand		Month sales			CYTD sales		
Standing	Brand	Movement	May 2015	May 2014	Movement	2015	2014
1	Toyota	▼	15,928	17,246	▼	80,213	80,297
2	Mazda	▲	8,717	7,751	▲	45,065	42,536
3	Holden	▼	7,956	9,012	▼	39,809	44,441
4	Hyundai	▼	8,269	8,403	▼	39,092	39,589
5	Ford	▼	5,994	6,950	▼	27,559	33,527
6	Mitsubishi	▲	6,149	5,780	▲	26,855	24,395
7	Nissan	▼	4,467	6,281	▲	26,314	25,163
8	Volkswagen	▲	5,534	4,918	▲	24,917	21,974
9	Subaru	▲	3,776	3,302	▲	17,157	16,189
10	Honda	▲	3,086	2,539	▲	15,291	12,328
			69,876	72,182		342,272	340,439

May results

Vehicle sales fell 1.3% (1,235 vehicles) for May 2015 compared to May 2014, however sales are up 2.5% (10,935 vehicles) current year to-date. Outlined in Figure 1 are the state based movements for May and CYTD. Figure 2 details the market share by state.

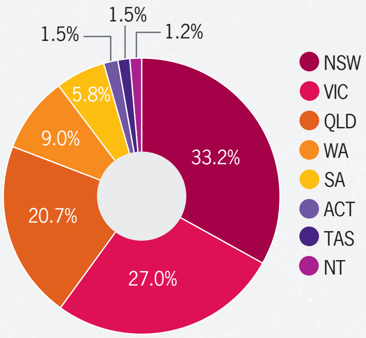
Sales across the larger market share states showed mixed results in May with New South Wales (up 4.1%), Victoria (down 3.1%) and Queensland (up 0.3%). Western Australia had the largest fall of the month down 15.8% for May (1,567 vehicles) and down 8.6% CYTD (4,308 vehicles). All state based sales for the 2015 calendar year other than Western Australia and South Australia have risen compared to 2014.

Figure 1 - State based movements for May and CYTD



Source: Vfacts

Figure 2 - Market share by state



Source: Vfacts

Table 2 – Sales figures June 2014 to May 2015 outlines the last twelve months' movements. Sales nationally have experienced negative growth in seven of the last twelve months with the Western Australian market continuing to fall every month this past year-to-date. However, nationally three of the past five months in 2015 have been positive.

Table 2 - Sales figures June 2014 – May 2015

	JUN-14	JUL-14	AUG-14	SEP-14	OCT-14	NOV-14	DEC-14	JAN-15	FEB-15	MAR-15	APR-15	MAY-15
New South Wales	1.0	1.0	-2.8	5.9	4.6	-0.3	1.0	-1.0	5.1	10.2	2.5	4.1
Victoria	2.2	2.2	-4.1	0.9	-1.5	-4.6	1.8	4.3	5.7	8.5	5.0	-3.1
Queensland	-6.1	-6.1	-10.1	2.1	-5.9	-8.5	5.8	-0.5	4.9	12.1	1.7	0.3
South Australia	7.6	7.6	-2.0	4.3	-1.8	-5.3	-3.5	-0.8	6.1	-0.4	-1.1	-5.8
Western Australia	-2.7	-2.7	-10.2	-2.7	-7.5	-9.6	-11.1	-7.0	-6.1	-2.9	-11.6	-15.8
National	-0.4	-0.4	-5.5	2.5	-1.5	-4.8	0.1	-0.2	4.2	8.0	1.2	-1.3

Positive

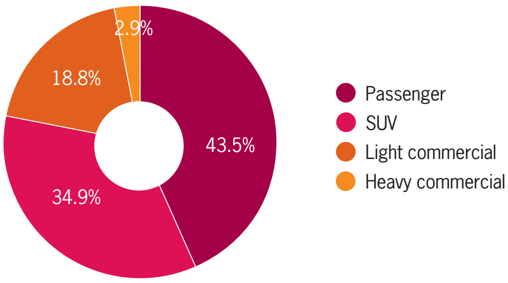
Negative

Source: Vfacts

Segmentation

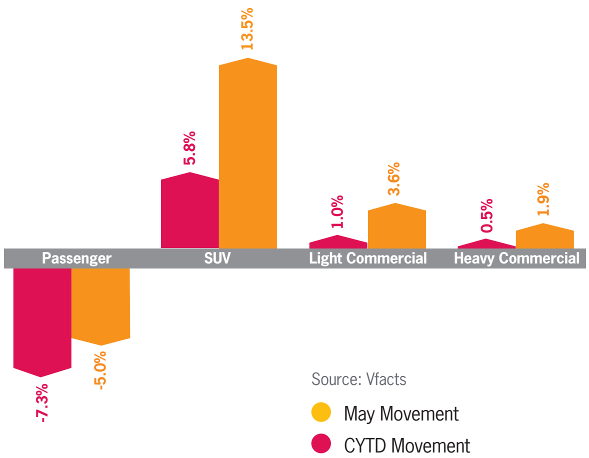
The market is broken into four key segments being passenger (43%), SUV (35%), light commercial (19%) and heavy commercial (3%) as shown in Figure 4. The movement in the key segments for May and CYTD are detailed in Figure 3. There has been a strong swing in segmentation in 2015 from Passenger vehicles to more versatile SUVs and Light Commercial Vehicles. The SUV and Light Commercial Markets have risen 13.5% and 3.6% respectively compared to 2014, while the passenger market has fallen 5.0%.

Figure 3 - Market segments



Source: Vfacts

Figure 4 - Movements in key segments

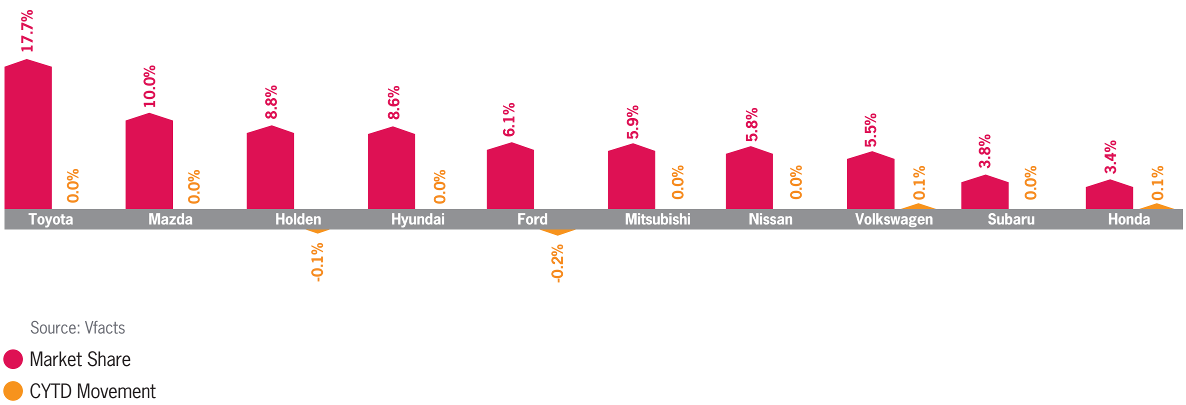


Source: Vfacts

Brand

Toyota lead the market with 17.7% market share followed by Mazda on 10.0% and Holden on 8.8% as detailed in Figure 5.
There is strong competition between Ford, Mitsubishi, Nissan and Volkswagen (Spots 5 to 8) with these four brands within just 0.6% market share of each other.

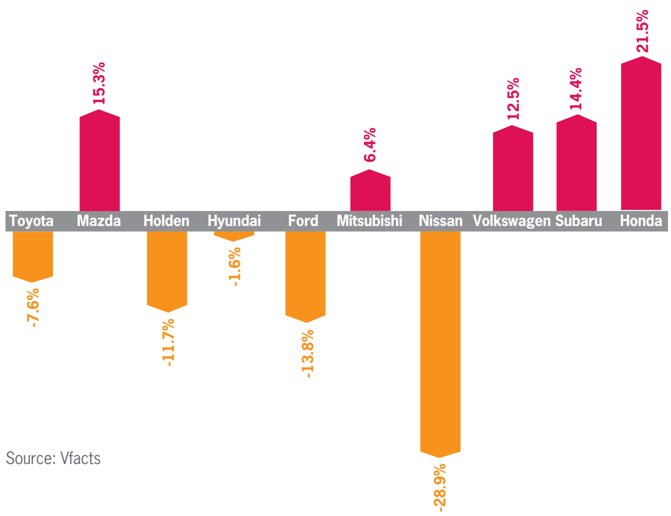
Figure 5 - Market share by brand – Top 10



Source: Vfacts

Figure 6 – May sales growth by brand – Top 10 demonstrates that five brands experienced an increase in sales. Honda (up 21.5%) and Subaru (up 14.4%) were biggest movers in the top 10. While Nissan and Ford had the biggest falls of 28.9% and 13.8% respectively.

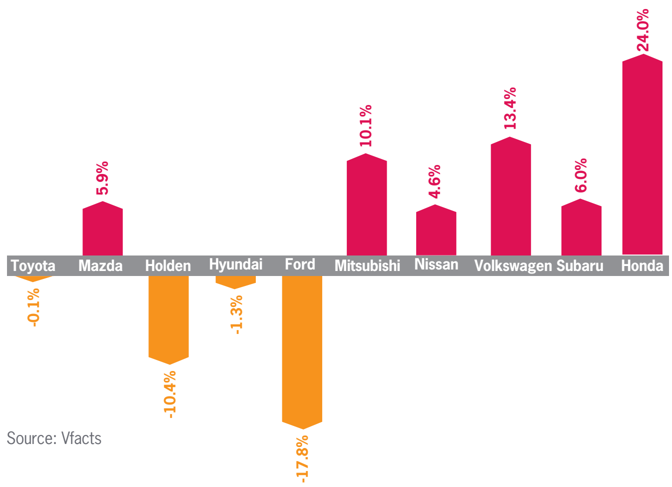
Figure 6 - May sales growth by brand – Top 10



Source: Vfacts

In relation to the Top 10 brands, on a CYTD basis, six brands have been able to increase market share compared to the 2014 calandar year. With the Top 10 brands currently accounting for 75.6% of the total market share 2015 sales appear to be optimistic.

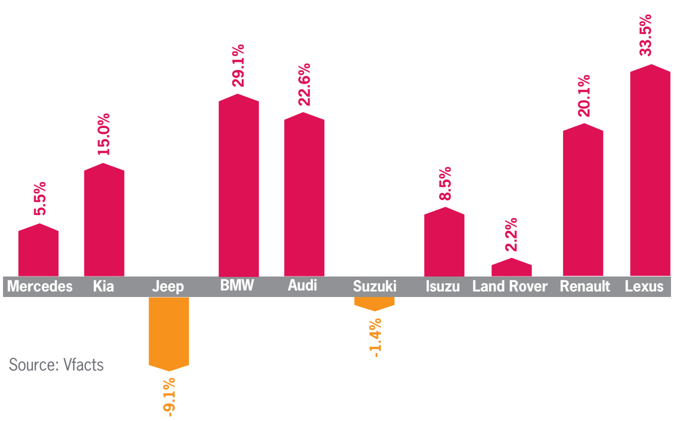
Figure 8 - CYTD sales movement by brand – Top 10



Source: Vfacts

Whilst six of the Top 10 experienced increases, eight brands in position 11 to 20 experienced growth as shown in Figure 7 – May sales growth by brand – Top 11-20.

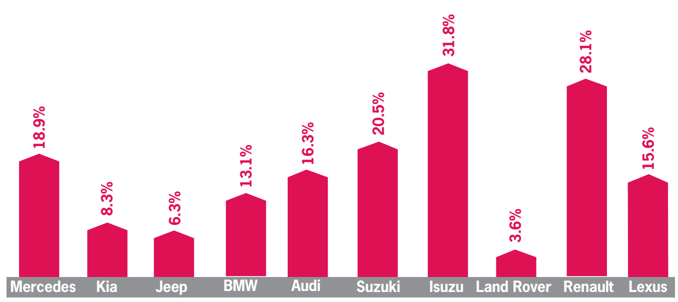
Figure 7 - May sales growth by brand – Top 11 – 20



Source: Vfacts

Figure 9 – CYTD sales movement by brand – Top 11-20, shows the significant increase in vehicle sales with all manufacturers experiencing growing sales.

Figure 9 – CYTD sales movement by brand – Top 11-20

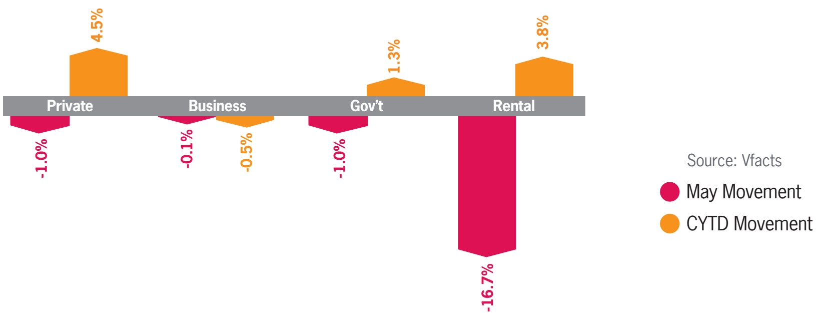


Source: Vfacts

Buyer profile

The market is broken into four key buyer segments being private, business, government and rental. The movement in the buyer profiles for May and CYTD are detailed in Figure 10. All buyer profiles fell for the month of May compared to the same time last year. On a CYTD basis Private, Government and Rental buyers are up 4.5%, 1.3% and 3.8% respectively, while the Business profile has fallen 0.5%.

Figure 10 – Buyer profile areas



Outlined below in Table 3 is the Top 10 vehicle sales for May 2015 and CYTD by model.

Table 3 – Top 10 model sales for May 2015 and CYTD

Brand		Month sales			CYTD sales		
Standing	**Brand**	**Movement**	**May 2015**	**May 2014**	**Movement**	**2015**	**2014**
1	Toyota Corolla	▼	2,688	3,871	▲	17,598	17,518
2	Mazda3	▼	2,876	3,291	▼	16,300	18,465
3	Holden Commodore	▼	2,217	2,648	▼	10,997	13,199
4	Hyundai i30	▼	1,666	2,553	▼	10,280	12,449
5	Mazda CX-5	▼	2,177	2,427	▼	10,172	10,602
6	Toyota Hilux 4X4	▲	1,981	1,715	▲	9,977	8,795
7	Volkswagen Golf	▼	2,093	2,301	▲	9,147	8,263
8	Ford Ranger 4X4	▲	1,916	1,734	▲	8,558	7,791
9	Toyota Camry (4 cyl)	▲	2,262	1,959	▲	8,488	5,722
10	Mitsubishi Triton 4X4	▼	1,464	1,522	▲	7,824	7,740
			21,340	24,021		109,341	110,544

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