Automotive Dashboard

Welcome to the July 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 July 2015 results and YTD results.

Key Headlights – July 2015

- Vehicle sales were up 2.7% in July and up 3.2% CYTD
- Five of the last seven months sales nationally have been up compared to 2014 sales
- Tasmania and New South Wales had the largest increase in sales up 11.0% and 6.1% respectively compared to July 2014
- Western Australia and the Northern Territory had the largest decrease in sales with falls of 12.7% and 8.4% respectively
- Passenger market fell 4.7% while the SUV market has risen 13.4%
- The largest % falls in the Top 20 brands were Jeep (down 26.4%), Holden (down 12.2%) and Nissan (down 9.4%) compared to July 2014
- The largest % increases in the Top 20 brands were Lexus (up 75.5%), Renault (up 32.0%) and Volkswagen (up 23.0%) compared to July 2014
- The Top 10 brands combined vehicle sales increased 2.0% whilst brands 11 to 20 combined vehicle sales increased 10.1%
- Locally manufactured vehicles fell 8.4%
- Private buyers have risen 6.2%, while rental buyers fell 24.9% compared to July 2014
- Top three vehicles sold in July were Toyota Corolla (3,573 vehicles), Mazda 3 (2,825 vehicles) and Hyundai i30 (2,750 vehicles)

Table 1 – Top 10 brand sales for July 2015 and CYTD

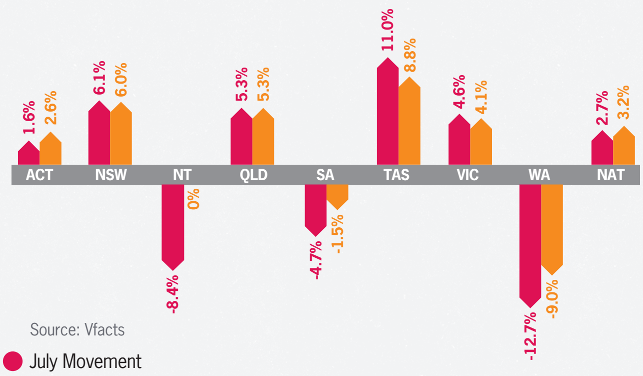
Brand		Month sales			CYTD sales		
Standing	Brand	Movement	July 2015	July 2014	Movement	2015	2014
1	Toyota	▲	16,840	16,486	▲	118,554	117,591
2	Mazda	▲	9,356	8,048	▲	65,947	59,958
3	Holden	▼	7,895	8,990	▼	59,632	65,763
4	Hyundai	▲	8,511	8,351	▲	58,610	57,948
5	Mitsubishi	▲	5,189	5,042	▲	41,055	37,718
6	Ford	▼	5,747	6,210	▼	40,557	48,452
7	Nissan	▼	4,937	5,451	▼	37,887	38,606
8	Volkswagen	▲	4,908	3,991	▲	36,928	32,562
9	Subaru	▲	3,354	3,121	▲	25,013	23,161
10	Honda	▲	3,047	2,708	▲	23,649	18,151

July results

Vehicle sales increased 2.7% (2,443 vehicles) for July 2015 compared to July 2014, and are up 3.2% (20,920 vehicles) current year to-date. There were a total of 92,308 sales for July 2015 making it the largest July on record. Outlined in Figure 1 are the state based movements for July and CYTD. Figure 2 details the market share by state.

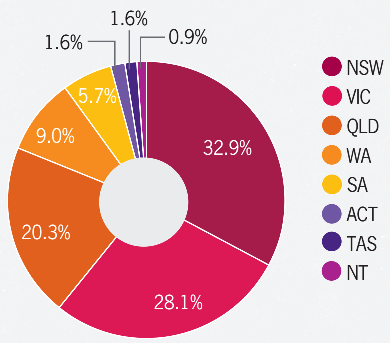
Sales across the larger market share states once again showed strong growth with New South Wales (up 6.1%), Victoria (up 4.6%) and Queensland (up 5.3%). Western Australia had the largest fall of the month down 12.7% for July (1,215 vehicles) and down 9.0% CYTD (6,190 vehicles). All state based sales for the 2015 calendar year other than Western Australia and South Australia have risen compared to 2014.

Figure 1 – State based movements for July and CYTD



Source: Vfacts

Figure 2 – Market share by state



Source: Vfacts

Table 2 – Sales figures August 2014 to July 2015 outlines the last twelve months' movements. Sales nationally have experienced positive growth in five of the last seven months, however the Western Australian market has fallen every month this past year-to-date.

Table 2 – Sales figures August 2014 – July 2015

	AUG-14	SEP-14	OCT-14	NOV-14	DEC-14	JAN-15	FEB-15	MAR-15	APR-15	MAY-15	JUN-15	JUL-15
New South Wales	-2.8	5.9	4.6	-0.3	1.0	-1.0	5.1	10.2	2.5	4.1	12.1	6.1
Victoria	-4.1	0.9	-1.5	-4.6	1.8	4.3	5.7	8.5	5.0	-3.1	4.1	4.6
Queensland	-10.1	2.1	-5.9	-8.5	5.8	-0.5	4.9	12.1	1.7	0.3	10.7	5.3
South Australia	-2.0	4.3	-1.8	-5.3	-3.5	-0.8	6.1	-0.4	-1.1	-5.8	-3.3	-4.7
Western Australia	-10.2	-2.7	-7.5	-9.6	-11.1	-7.0	-6.1	-2.9	-11.6	-15.8	-7.5	-12.7
National	-5.5	2.5	-1.5	-4.8	0.1	-0.2	4.2	8.0	1.2	-1.3	6.4	2.7

Positive

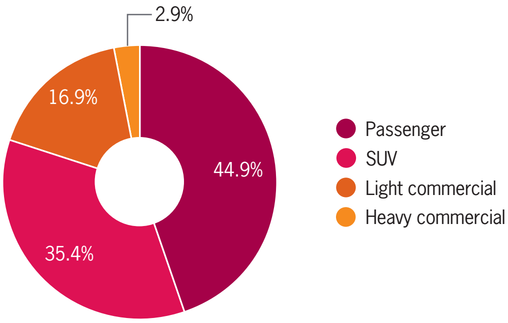
Negative

Source: Vfacts

Segmentation

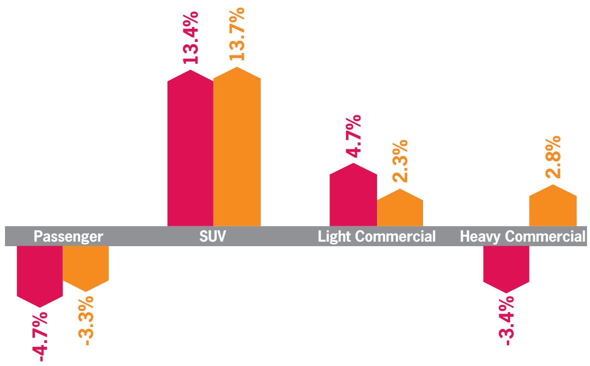
The market is broken into four key segments being passenger (45%), SUV (35%), light commercial (17%) and heavy commercial (3%) as shown in Figure 3. The movement in the key segments for July and CYTD are detailed in Figure 4. The SUV market has risen a staggering 13.4% from July 2014. Previously the passenger segment accounted for over 60% of the market, now a strong swing towards more versatile vehicles has seen the SUV and Light Commercial segments account for 52% of the market.

Figure 3 – Market segments



Source: Vfacts

Figure 4 – Movements in key segments



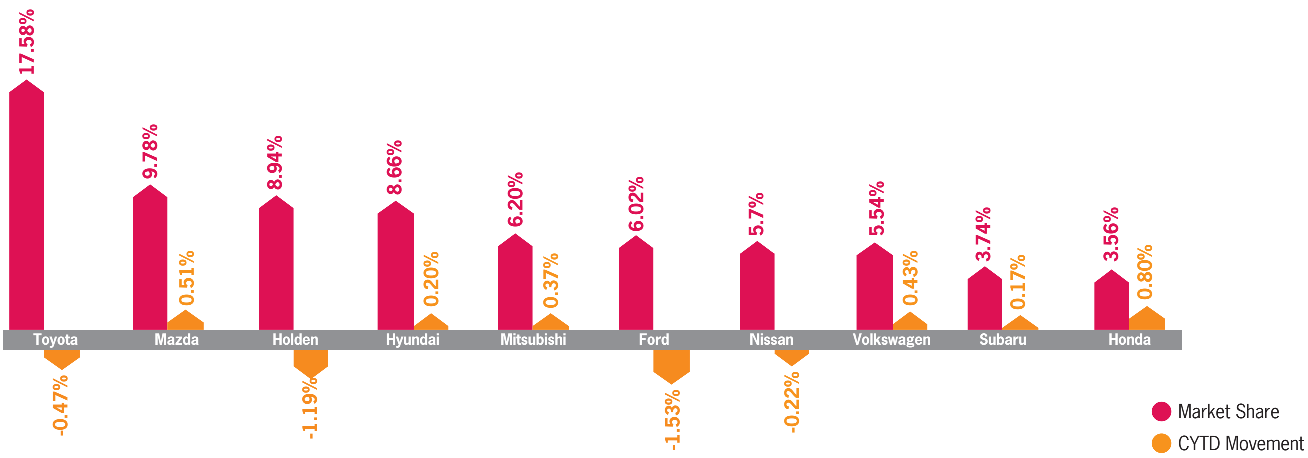
Source: Vfacts

July Movement
CYTD Movement

Brand

Toyota lead the market with 17.7% market share followed by Mazda on 9.8% and Holden on 8.9% as detailed in Figure 5. The largest % rises in the Top 10 brands for the CYTD are Honda (up 0.73%), and Mazda (up 0.61%), while Ford and Holden have the largest % falls of 1.41% and 1.23% respectively.

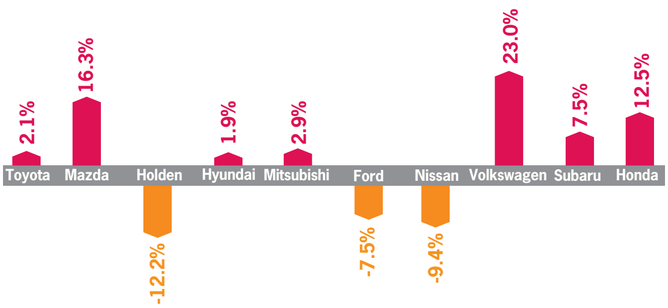
Figure 5 – Market share by brand – Top 10



Source: Vfacts

Figure 6 – July sales growth by brand – Top 10 demonstrates that seven brands experienced an increase in sales. Volkswagen (up 23.0%) and Mazda (up 16.3%) were biggest movers in the top 10. While Holden and Nissan had the biggest falls of 12.2% and 9.4% respectively.

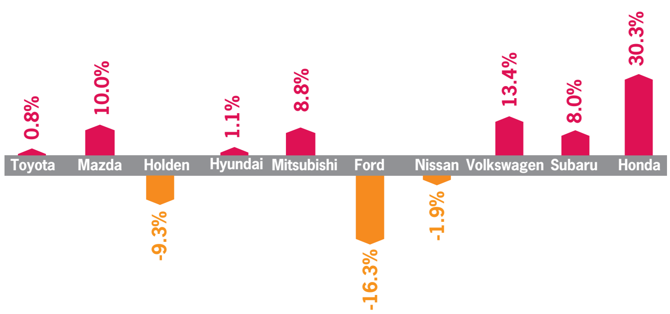
Figure 6 – July sales growth by brand – Top 10



Source: Vfacts

In relation to the Top 10 brands, on a CYTD basis, seven brands have been able to increase market share compared to the 2014 calandar year. With the Top 10 brands currently accounting for 75.7% of the total market share, 2015 sales have been at record volumes in four of the past seven months.

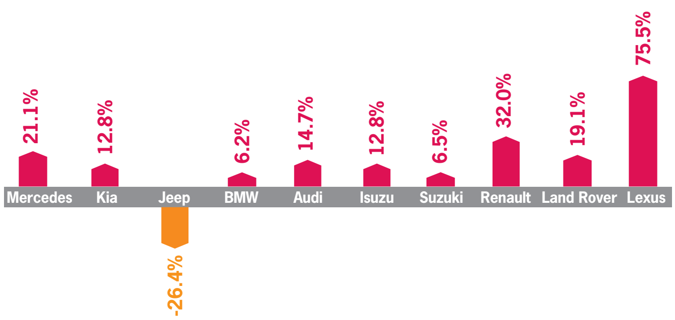
Figure 8 – CYTD sales movement by brand – Top 10



Source: Vfacts

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

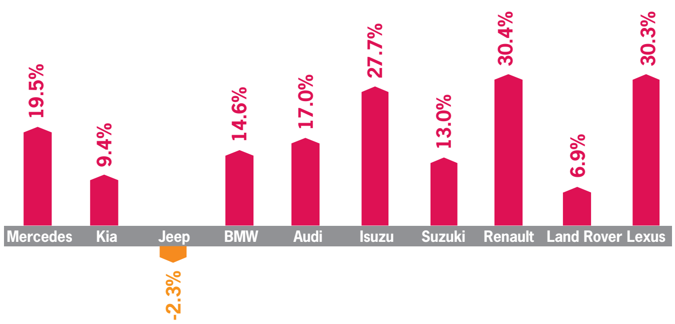
Figure 7 – July sales growth by brand – Top 11 – 20



Source: Vfacts

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

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



Source: Vfacts

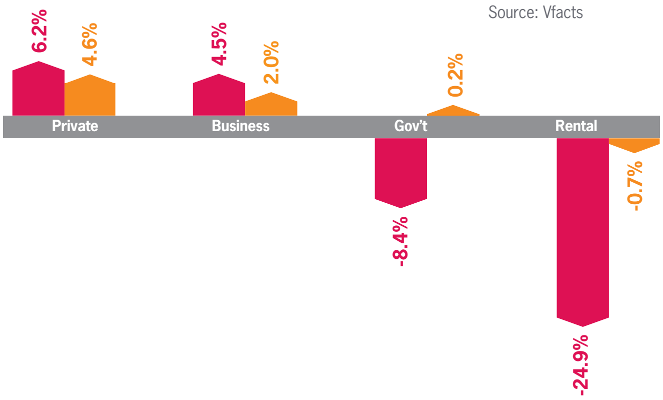
Buyer profile

The market is broken into four key segments being private, business, government and rental. The movement in the buyer profiles for July and CYTD are detailed in Figure 10. Private and business buyers have risen 6.2% and 4.5% respectively compared to July 2014, while rental buyers fell a staggering 24.9%.

Figure 10 – Buyer profile areas

July Movement
CYTD Movement

Source: Vfacts



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

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

Brand		Month sales			CYTD sales		
Standing	Brand	Movement	July 2015	July 2014	Movement	2015	2014
1	Toyota Corolla	▼	3,573	3,800	▼	25,323	25,966
2	Mazda3	▼	2,825	3,421	▼	23,252	25,945
3	Hyundai i30	▲	2,750	2,434	▲	18,551	18,126
4	Holden Commodore	▼	2,030	2,469	▼	15,799	18,824
5	Toyota Hilux 4X4	▼	1,988	2,356	▼	15,022	16,099
6	Mazda CX-5	▲	2,223	1,895	▲	14,712	12,901
7	Volkswagen Golf	▲	1,675	1,352	▲	13,504	11,876
8	Mitsubishi Triton 4X4	▲	1,926	878	▲	13,396	10,325
9	Ford Ranger 4x4	▲	1,616	1,498	▲	12,821	11,843
10	Toyota Camry (4 Cyl)	▲	2,124	1,805	▲	12,550	11,923

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