Grant Thornton

An instinct for growth™

Automotive Dashboard

Welcome to the November 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 November 2015 results and YTD results.

Key Headlights – November 2015

- Vehicle sales were up 6.9% in November and up 3.9% CYTD
- Ten of the last twelve months sales nationally have been up compared to 2014 sales
- Queensland and New South Wales had the largest increase in sales up 14.5% and 9.1% respectively compared to November 2014
- Northern Territory and Western Australia had the largest decrease in sales with falls of 12.7% and 1.7% respectively
- The SUV market has risen 16.2% while the passenger market fell 3.1%
- The largest % falls in the Top 20 brands were Jeep (down 44.7%), Mitsubishi (down 26.9%) and Mercedes-Benz (down 9.9%) compared to November 2014
- The largest % increases in the Top 20 brands were Land Rover (up 47.7%), Nissan (up 39.5%) and Kia (up 35.9%) compared to November 2014
- The Top 10 brands combined vehicle sales increased 8.3% whilst brands 11 to 20 combined vehicle sales increased 3.6%
- Locally manufactured vehicles increased 15.1%
- Business buyers have risen 4.6% while private buyers have also risen 9.8% compared to November 2014
- Top three vehicles sold in November were Toyota Corolla (3,430 vehicles), Mazda 3 (3,104 vehicles) and Toyota Camry (4 Cyl) (3,025 vehicles)

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

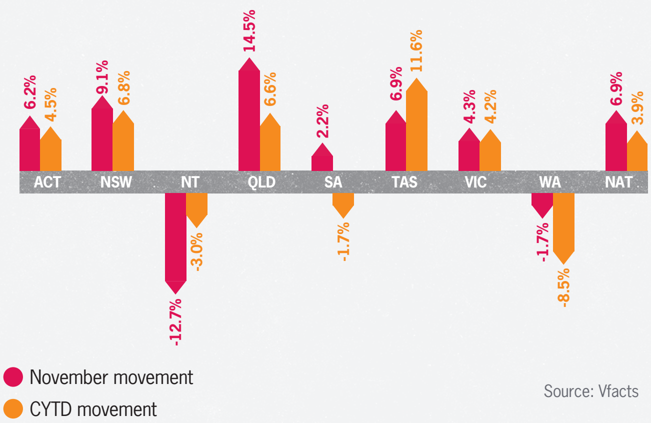
Brand		Month sales			CYTD sales		
Standing	Brand	Movement	November 2015	November 2014	Movement	2015	2014
1	Toyota	▲	18,402	15,995	▲	185,019	184,486
2	Mazda	▲	9,807	8,106	▲	104,316	91,973
3	Hyundai	▼	8,416	8,600	▲	94,845	92,354
4	Holden	▲	8,889	7,849	▼	93,805	98,340
5	Mitsubishi	▼	5,169	7,067	▲	64,243	61,199
6	Ford	▲	6,332	5,843	▼	64,164	73,767
7	Nissan	▲	7,229	5,183	▲	61,050	60,156
8	Volkswagen	▲	4,441	4,403	▲	55,767	50,262
9	Subaru	▲	3,884	3,802	▲	39,991	37,071
10	Honda	▲	3,067	2,981	▲	36,782	29,240

November results

Vehicle sales increased 6.9% (6,407 vehicles) for November 2015 compared to November 2014, and are up 3.9% (39,377 vehicles) current year to-date. November 2015 was the highest November sales on record, selling a staggering 98,639 new cars, tipping annual sales over the 1 million new car sales mark. Outlined in Figure 1 are the state based movements for November and CYTD. Figure 2 details the market share by state.

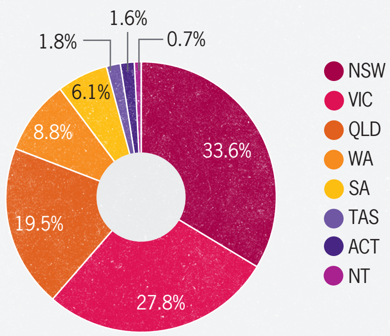
The larger market share states of New South Wales (up 9.1%), Victoria (up 4.3%) and Queensland (up 14.5%) showed strong growth compared to November 2014. These states have achieved positive growth in ten of the past eleven months. The Western Australian market continues to fall being down 1.7% compared to November 2014 and is down 8.5% CYTD. All state based sales for the 2015 calendar year other than Western Australia, South Australia and the Northern Territory have risen compared to 2014.

Figure 1 – State based movements for November and CYTD



Source: Vfacts

Figure 2 – Market share by state



Source: Vfacts

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

Table 2 – Sales figures December 2014 - November 2015

	DEC-14	JAN-15	FEB-15	MAR-15	APR-15	MAY-15	JUN-15	JUL-15	AUG-15	SEP-15	OCT-15	NOV-15
New South Wales	1.0	-1.0	5.1	10.2	2.5	4.1	12.1	6.1	7.5	11.8	4.6	9.1
Victoria	1.8	4.3	5.7	8.5	5.0	-3.1	4.1	4.6	1.8	7.8	3.7	4.3
Queensland	5.8	-0.5	4.9	12.1	1.7	0.3	10.7	5.3	5.9	7.9	7.4	14.5
South Australia	-3.5	-0.8	6.1	-0.4	-1.1	-5.8	-3.3	-4.7	-9.4	-3.9	3.5	2.2
Western Australia	-11.1	-7.0	-6.1	-2.9	-11.6	-15.8	-7.5	-12.7	-8.4	-8.8	-10.5	-1.7
National	0.1	-0.2	4.2	8.0	1.2	-1.3	6.4	2.7	2.9	6.8	3.4	6.9

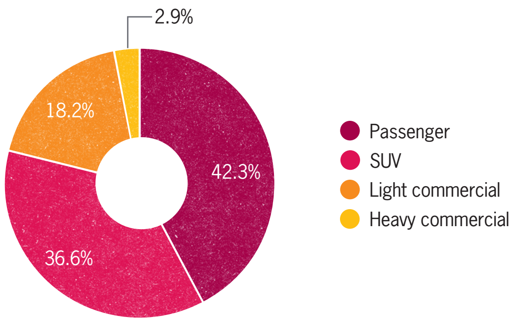
Source: Vfacts

Positive
Negative

Segmentation

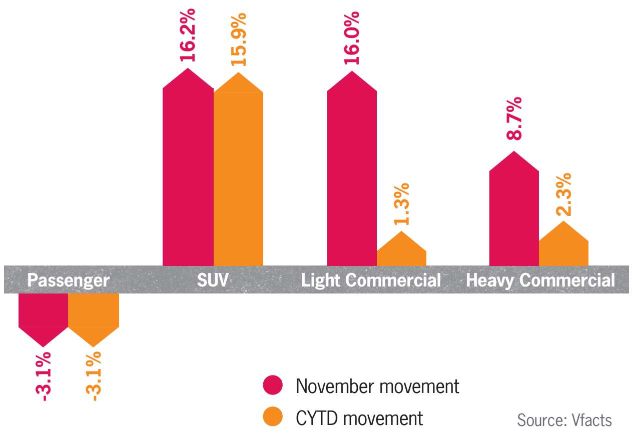
The market is broken into four key segments being passenger (42%), SUV (37%), light commercial (18%) and heavy commercial (3%) as shown in Figure 3. The movement in the key segments for November and CYTD are detailed in Figure 4. It was another strong month for more versatile SUV and Light Commercial vehicles. The SUV and Light Commercial markets have risen 16.2% and 16.0% respectively compared to November 2014, and are up 15.9% and 1.3% respectively CYTD. Although the passenger market fell 3.1% compared to November 2014, 44% of passenger vehicle sales were small passenger vehicles showing they are still a popular choice amongst buyers.

Figure 3 – Market segments



Source: Vfacts

Figure 4 – Movements in key segments

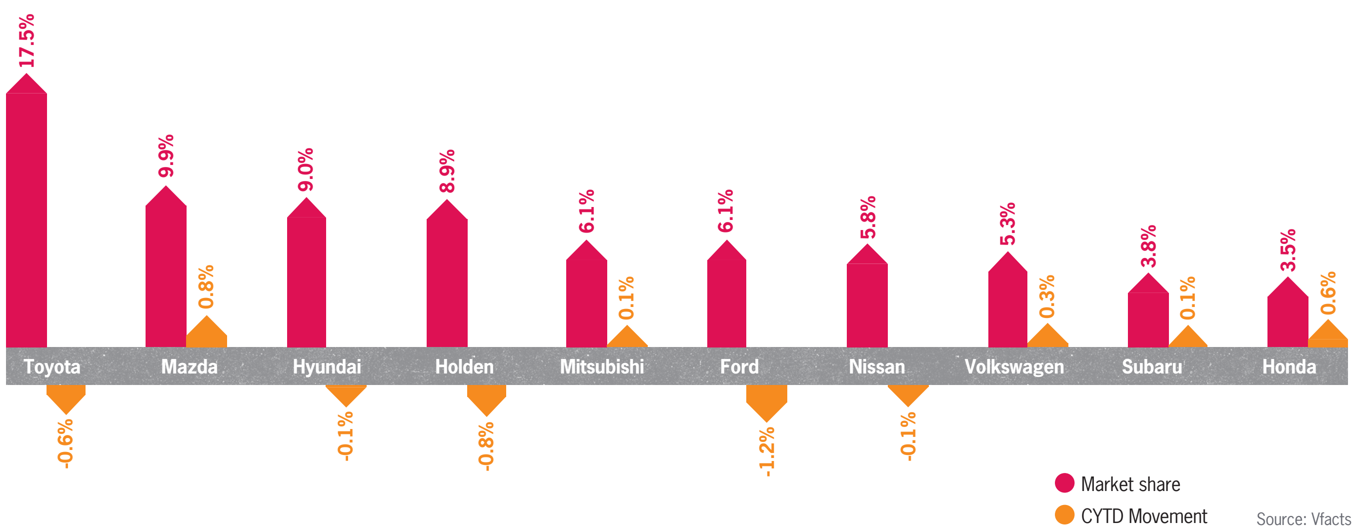


Source: Vfacts

Brand

Toyota lead the market on a CYTD basis with 17.5% market share followed by Mazda on 9.9% and Hyundai on 9.0% as detailed in Figure 5.

Figure 5 – Market share by brand – Top 10

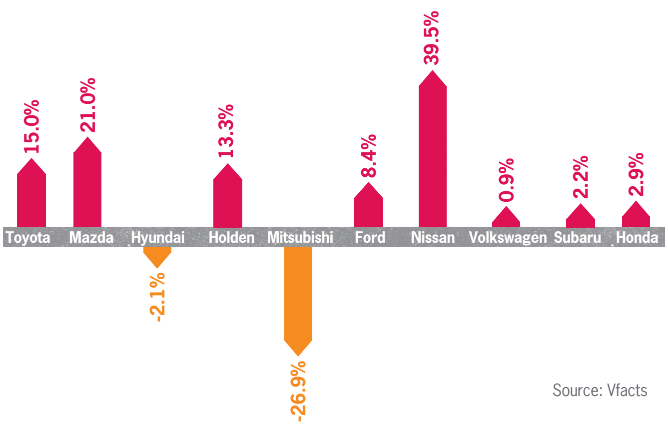


Source: Vfacts

Figure 6 – November sales growth by brand – Top 10 demonstrates that eight brands experienced an increase in sales. Nissan (up 39.5%) and Mazda (up 21.0%) were biggest movers in the top 10. Mitsubishi and Hyundai were the only brands to fall, down 26.9% and 2.1% respectively.

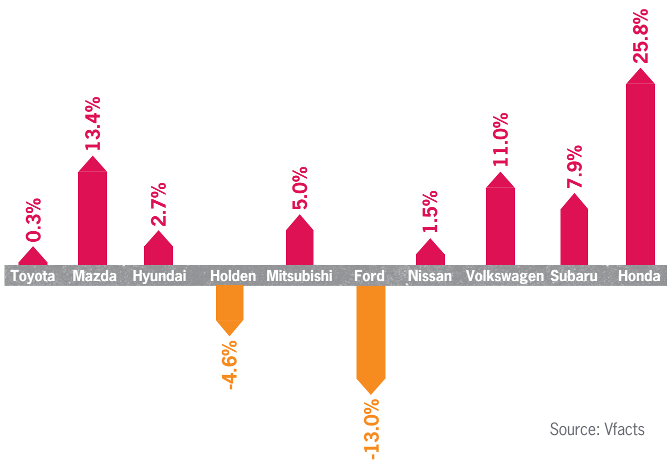
In relation to the Top 10 brands, on a CYTD basis, eight brands have been able to increase market share compared to the 2014 calendar year. With the Top 10 brands currently accounting for 75.8% of the total market share, 2015 sales appear to be approaching record results.

Figure 6 – November sales growth by brand – Top 10



Source: Vfacts

Figure 8 – CYTD sales movement by brand – Top 10

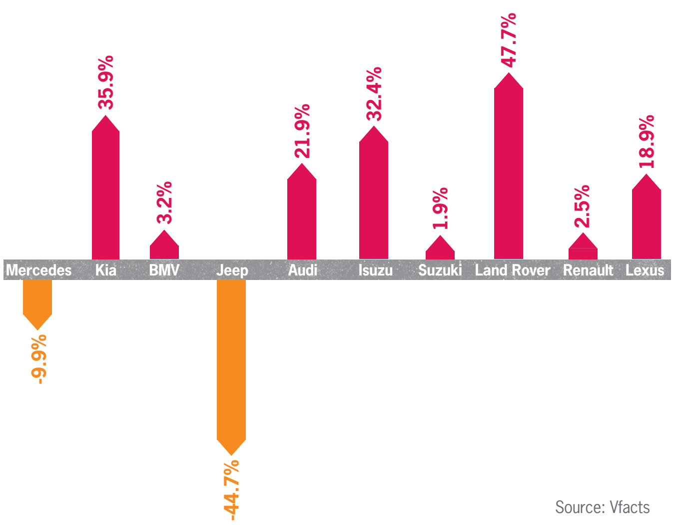


Source: Vfacts

Like the top 10, eight brands in position 11 to 20 experienced growth as shown in Figure 7 – November sales growth by brand – Top 11-20.

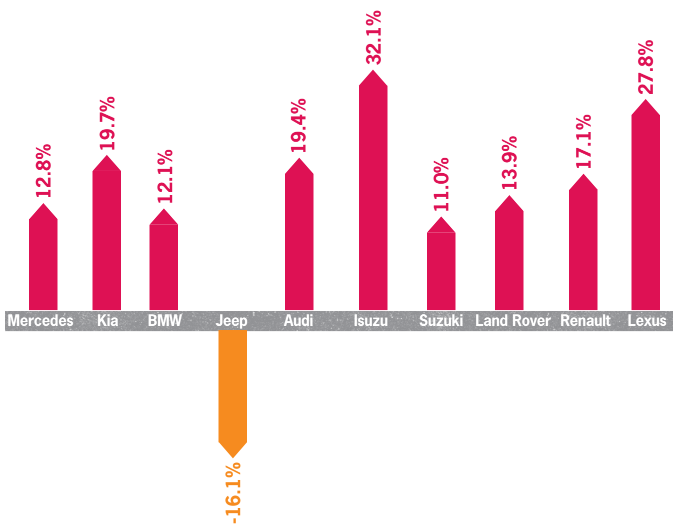
Figure 9 – CYTD sales movement by brand – Top 11-20, shows the significant increase in vehicle sales with nine manufacturers experiencing growing sales.

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



Source: Vfacts

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

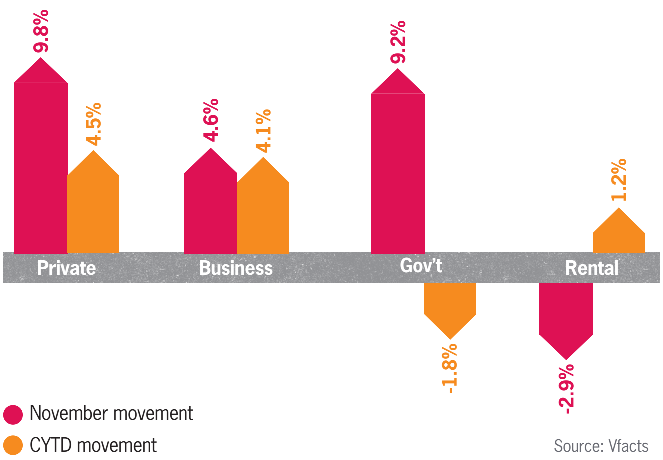


Source: Vfacts

Buyer profile

The market is broken into four key segments being private, business, government and rental. The movement in the buyer profiles for November and CYTD are detailed in Figure 10. Private, business and government buyers have risen respectively compared to November 2014, while rental buyers were to only profile to fall for the month.

Figure 10 – Buyer profile areas



Source: Vfacts

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

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

Model		Month sales			CYTD sales		
Standing	Brand	Movement	November 2015	November 2014	Movement	2015	2014
1	Toyota Corolla	▲	3,430	3,264	▼	38,604	40,189
2	Mazda3	▼	3,104	3,499	▼	35,199	39,510
3	Hyundai i30	▼	2,499	2,886	▲	30,307	28,677
4	Holden Commodore	▲	2,614	2,200	▼	25,148	28,194
5	Toyota Hilux 4X4	▲	2,531	2,036	▼	23,611	24,884
6	Mazda CX-6	▲	2,169	1,617	▲	23,219	19,854
7	Toyota Camry (4 Cyl)	▲	3,025	1,981	▲	22,333	19,670
8	Ford Ranger 4x3	▲	2,437	1,625	▲	21,119	19,038
9	Volkswagen Golf	▲	1,640	1,584	▲	20,483	17,741
10	Mitsubishi Triton 4X4	▼	1,071	1,905	▲	19,009	16,828

For more information about Grant Thornton's Automotive Dealerships Services, contact:

National
Graham Killer, National Head of Automotive Dealerships
T +61 7 3222 0384
E graham.killer@au.gt.com

Adelaide
Dale Ryan, Partner
T +61 8 8372 6535
E dale.ryan@au.gt.com

Brisbane
Graham Killer, National Head of Automotive Dealerships
T +61 7 3222 0384
E graham.killer@au.gt.com

Cairns
Gerry Mier, Partner
T +61 7 4046 8888
E gerry.mier@au.gt.com

Melbourne
Matthew Hingeley, Partner
T +61 3 8320 2168
E matthew.hingeley@au.gt.com

Perth
Kim Hayman, Partner
T +61 8 9480 2096
E kim.hayman@au.gt.com

Sydney
Ben Matthews, Partner
T +61 2 9286 5732
E ben.matthews@au.gt.com

Grant Thornton
An instinct for growth™

www.grantthornton.com.au