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Automotive Dashboard

Welcome to the September 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 September 2015 results and YTD results.

Key Headlights – September 2015

- Vehicle sales were up 6.8% in September and up 3.6% CYTD
- Seven of the last nine months sales nationally have been up compared to 2014 sales
- Tasmania and the Australian Capital Territory had the largest increase in sales up 20.5% and 13.7% respectively compared to September 2014
- Northern Territory and Western Australia had the largest decrease in sales with falls of 13.2% and 8.8% respectively.
- Both the Passenger market and SUV market have risen 2.0% and 23.1% respectively
- The largest % falls in the Top 20 brands were Jeep (down 26.8%), Toyota (down 7.2%) and Ford (down 6.5%) compared to September 2014
- The largest % increases in the Top 20 brands were Isuzu Ute (up 51.8%), Kia (up 44.7%) and Honda (up 32.0%) compared to September 2014
- The Top 10 brands combined vehicle sales increased 1.9% whilst brands 11 to 20 combined vehicle sales increased 14.4%
- Locally manufactured vehicles fell 2.2%
- Private and Business buyers have risen 7.6% and 10.5% respectively compared to September 2014
- Top three vehicles sold in September were Hyundai i30 (4,490 vehicles), Mazda 3 (3,588 vehicles) and Toyota Corolla (3,530 vehicles)

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

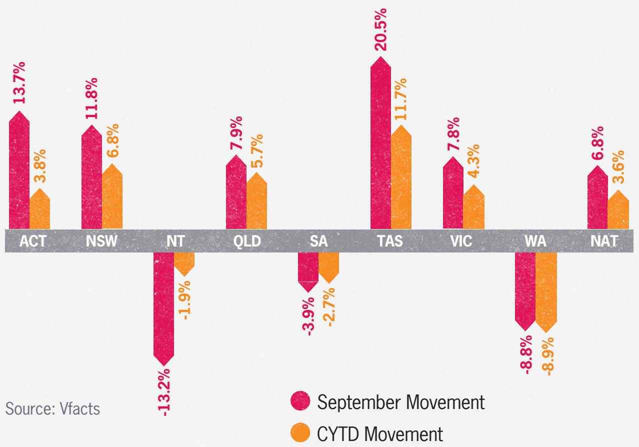
Brand		Month sales			CYTD sales		
Standing	Brand	Movement	September 2015	September 2014	Movement	2015	2014
1	Toyota	▼	16,594	17,880	▼	149,653	151,109
2	Mazda	▲	10,864	9,500	▲	85,977	76,987
3	Hyundai	▲	9,311	8,804	▲	77,426	75,353
4	Holden	▲	9,326	8,551	▼	76,828	82,949
5	Mitsubishi	▲	6,937	6,066	▲	53,566	49,017
6	Ford	▼	5,823	6,227	▼	51,734	61,587
7	Nissan	▼	5,242	5,484	▼	47,860	49,214
8	Volkswagen	▲	5,124	4,467	▲	46,846	41,095
9	Subaru	▲	3,621	3,204	▲	31,995	29,266
10	Honda	▲	3,595	2,723	▲	30,454	23,633

September results

Vehicle sales increased 6.8% (6,414 vehicles) for September 2015 compared to September 2014, and are up 3.6% (29,884 vehicles) current year to-date. Sales increased 11.8% (10,687 vehicles) from August 2015. Outlined in Figure 1 are the state based movements for September and CYTD. Figure 2 details the market share by state.

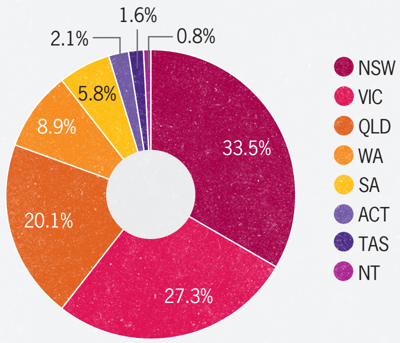
For the fourth consecutive month sales across the larger market share states of New South Wales (up 11.8%), Victoria (up 7.8%) and Queensland (up 7.9%) continue to show strong growth. While the South Australian and Western Australian markets continue to fall being down 3.9% and 8.8% respectively. All 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 September and CYTD



Source: Vfacts

Figure 2 – Market share by state



Source: Vfacts

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

Table 2 – Sales figures October 2014 - September 2015

	OCT-14	NOV-14	DEC-14	JAN-15	FEB-15	MAR-15	APR-15	MAY-15	JUN-15	JUL-15	AUG-15	SEP-15
New South Wales	4.6	-0.3	1.0	-1.0	5.1	10.2	2.5	4.1	12.1	6.1	7.5	11.8
Victoria	-1.5	-4.6	1.8	4.3	5.7	8.5	5.0	-3.1	4.1	4.6	1.8	7.8
Queensland	-5.9	-8.5	5.8	-0.5	4.9	12.1	1.7	0.3	10.7	5.3	5.9	7.9
South Australia	-1.8	-5.3	-3.5	-0.8	6.1	-0.4	-1.1	-5.8	-3.3	-4.7	-9.4	-3.9
Western Australia	-7.5	-9.6	-11.1	-7.0	-6.1	-2.9	-11.6	-15.8	-7.5	-12.7	-8.4	-8.8
National	-1.5	-4.8	0.1	-0.2	4.2	8.0	1.2	-1.3	6.4	2.7	2.9	6.8

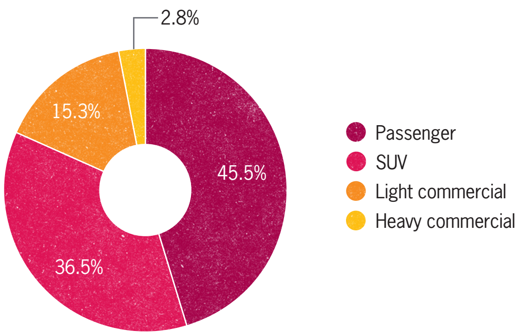
Positive
Negative

Source: Vfacts

Segmentation

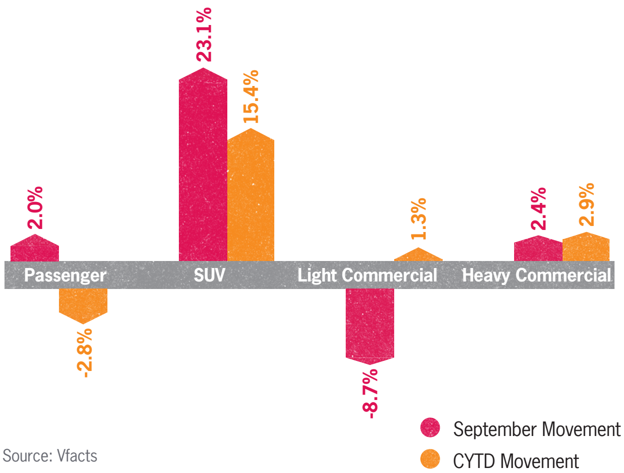
The market is broken into four key segments being passenger (45%), SUV (37%), light commercial (15%) and heavy commercial (3%) as shown in Figure 3. The movement in the key segments for September and CYTD are detailed in Figure 4. The SUV market's impressive growth continues, up 23.1% (6,929 vehicles) from September 2014 and up 15.4% (40,311 vehicles) CYTD. While there has been a strong swing towards more versatile vehicles the passenger market has rallied back up 2.0% for the month compared to September 2014.

Figure 3 – Market segments



Source: Vfacts

Figure 4 – Movements in key segments

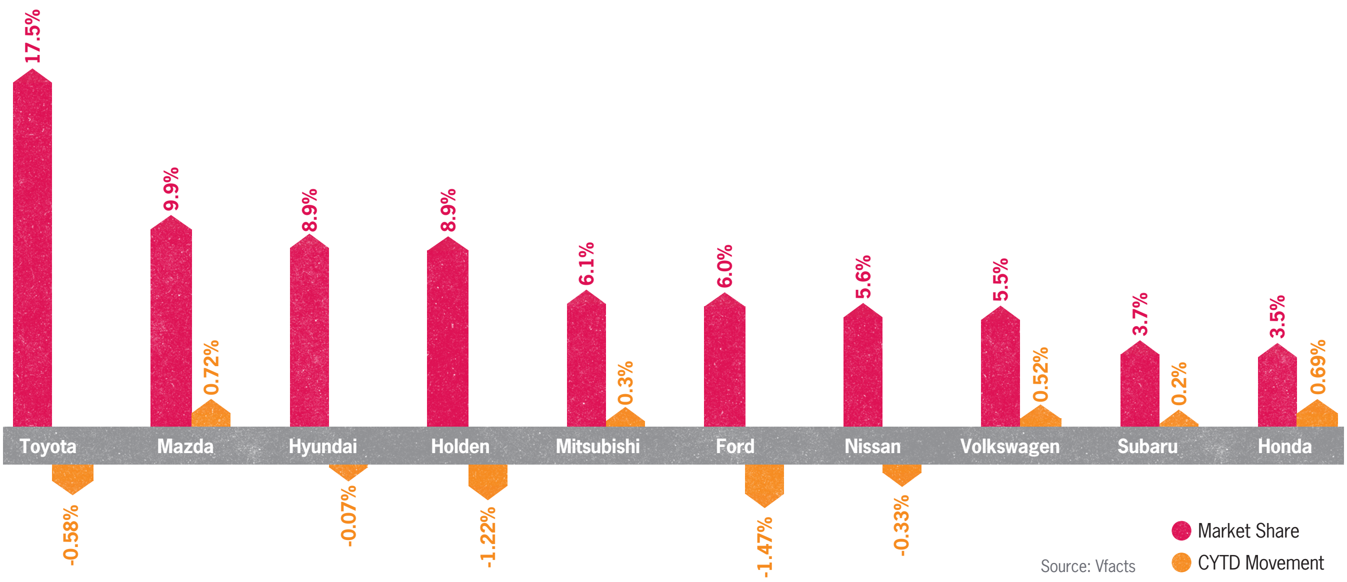


Source: Vfacts

Brand

Toyota lead the market with 17.3% market share followed by Mazda on 10.0% and Hyundai on 9.0% as detailed in Figure 5.

Figure 5 – Market share by brand – Top 10

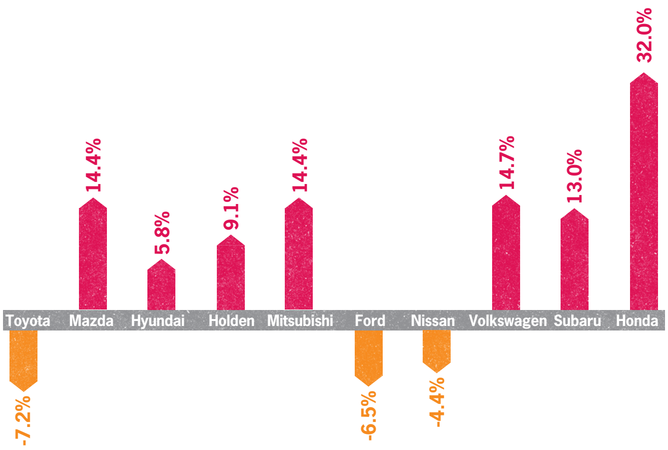


Source: Vfacts

Figure 6 – September sales growth by brand – Top 10 demonstrates that seven brands experienced an increase in sales. Honda (up 32.0%) and Volkswagen (up 14.7%) were biggest movers in the top 10. While Toyota and Ford had the biggest falls of 7.2% and 6.5% respectively.

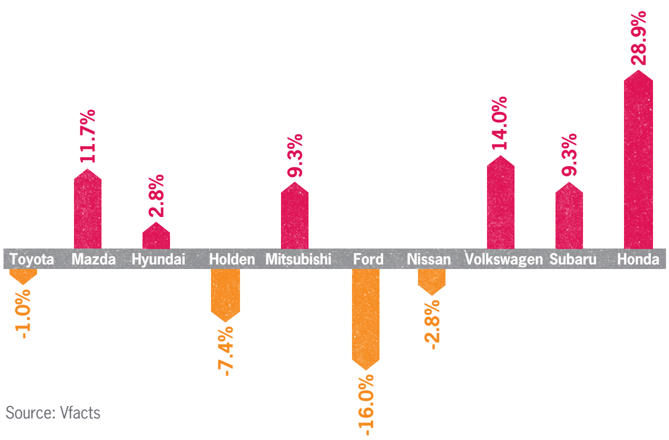
In relation to the Top 10 brands, on a CYTD basis, six brands have been able to increase market share compared to the 2014 calandar year. With the Top 10 brands currently accounting for 75.6% of the total market share, 2015 sales appear to be optimistic.

Figure 6 – September sales growth by brand – Top 10



Source: Vfacts

Figure 8 – CYTD sales movement by brand – Top 10

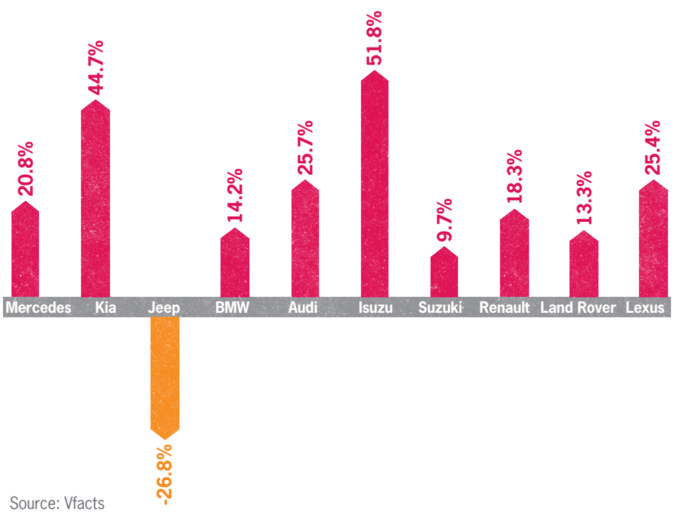


Source: Vfacts

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

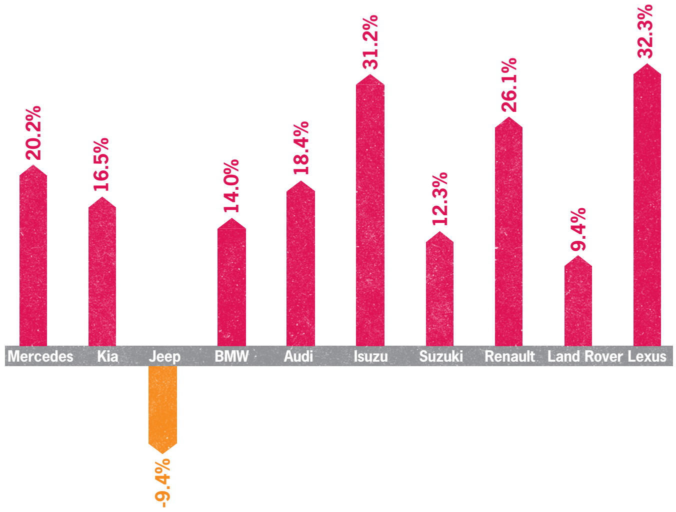
Figure 9 – CYTD sales movement by brand – Top 11-20, shows the significant increase in vehicle sales with nine manufacturers experiencing growing sales.

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



Source: Vfacts

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

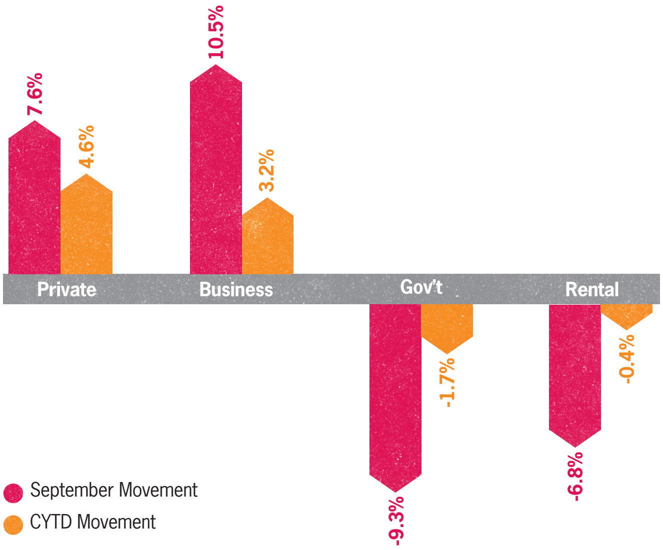


Source: Vfacts

Buyer profile

The market is broken into four key segments being private, business, government and rental. The movement in the buyer profiles for September and CYTD are detailed in Figure 10. Private and business buyers have risen 7.6% and 10.5% respectively compared to September 2014, while rental and government buyers fell 6.8% and 9.3% respectively.

Figure 10 – Buyer profile areas



Source: Vfacts

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

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

Model		Month sales			CYTD sales		
Standing	**Brand**	**Movement**	**September 2015**	**September 2014**	**Movement**	**2015**	**2014**
1	Toyota Corolla	▼	3,530	3,893	▼	31,903	33,106
2	Mazda3	▼	3,588	4,014	▼	29,513	33,083
3	Hyundai i30	▲	4,490	2,539	▲	25,139	23,316
4	Holden Commodore	▼	2,348	2,616	▼	20,291	23,784
5	Mazda CX-5	▲	2,321	2,093	▲	19,013	16,643
6	Toyota Hilux 4X4	▼	1,783	2,395	▼	18,479	20,551
7	Toyota Camry (4 Cyl)	▲	2,522	2,173	▲	17,167	15,781
8	Volkswagen Golf	▲	1,931	1,259	▲	17,138	14,402
9	Mitsubishi Triton 4X4	▼	1,636	1,662	▲	16,741	13,500
10	Ford Ranger 4x4	▲	2,038	1,934	▲	16,599	15,473

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

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www.grantthornton.com.au