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# Automotive Dashboard

*Welcome to the February 2016 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 February 2016 results and YTD results.**

## Key Headlights – February 2016

- Vehicle sales were up 6.7% in February and up 4.8% CYTD
- Eleven of the last twelve months sales nationally have been up compared to 2015 sales
- New South Wales and Victoria had the largest increase in sales up 12.6% and 8.2% respectively compared to February 2015
- Tasmania and the Northern Territory had the largest decrease in sales with falls of 6.4% and 3.0% respectively
- The SUV market has risen 15.1% while the passenger market fell 3.0%
- The largest % falls in the Top 20 brands were Jeep (down 42.1%), Renault (down 12.7%) and Holden (down 6.0%) compared to February 2015
- The largest % increases in the Top 20 brands were Land Rover (up 64.2%), BMW (up 51.7%) and Ford (up 32.5%) compared to February 2015
- The Top 10 brands combined vehicle sales increased 4.7% whilst brands 11 to 20 combined vehicle sales increased 13.3% compared to February 2015
- Locally manufactured vehicles fell 14.5%
- Business and private buyers have risen 15.6% and 1.1% respectively compared to February 2015
- Top three vehicles sold in February were Toyota Corolla (3,455 vehicles), Mazda 3 (3,354 vehicles) and Hyundai i30 (2,461 vehicles).

**Table 1 –** Top 10 brand sales for February 2016 and CYTD

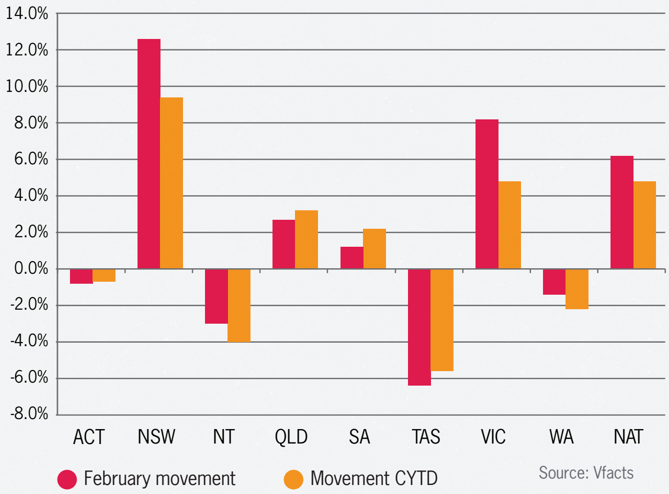
| Brand | | Month sales | | | CYTD sales | | |
|---|---|---|---|---|---|---|---|
| Standing | Brand | Movement | February 2016 | February 2015 | Movement | 2016 | 2015 |
| 1 | Toyota | ▼ | 16,191 | 16,243 | ▼ | 28,644 | 29,904 |
| 2 | Mazda | ▲ | 10,205 | 9,057 | ▲ | 20,221 | 18,063 |
| 3 | Hyundai | ▼ | 7,701 | 8,003 | ▼ | 14,702 | 14,904 |
| 4 | Holden | ▼ | 7,340 | 7,809 | ▼ | 14,164 | 16,210 |
| 5 | Ford | ▲ | 6,656 | 5,022 | ▲ | 12,160 | 10,379 |
| 6 | Mitsubishi | ▲ | 6,681 | 6,242 | ▲ | 11,688 | 10,322 |
| 7 | Nissan | ▲ | 5,989 | 5,984 | ▲ | 11,552 | 10,521 |
| 8 | Volkswagen | ▲ | 4,922 | 4,889 | ▼ | 9,263 | 9,286 |
| 9 | Subaru | ▲ | 3,538 | 3,223 | ▲ | 6,943 | 6,327 |
| 10 | Mercedes-Benz | ▲ | 3,236 | 2,744 | ▲ | 6,335 | 5,338 |

# February results

It has been a strong start to the year for new car sales with vehicle sales increasing 6.7% (6,019 vehicles) for February 2016 compared to February 2015, and are up 4.8% (8,276 vehicles) current year to-date. Outlined in Figure 1 are the state based movements for February and CYTD. Figure 2 details the market share by state.

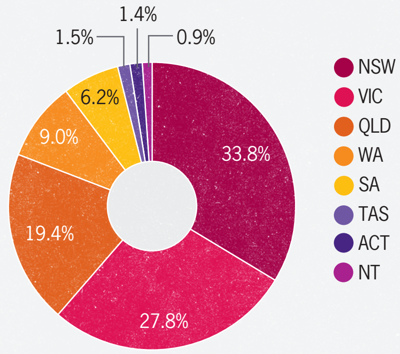
The larger market share states of New South Wales (up 12.6%) and Victoria (up 8.2%) have shown strong growth compared to February 2015 sales. New South Wales is up a staggering 9.4% compared to 2015 sales and is the only state to achieve positive growth consecutively for the past year to date.

**Figure 1 –** State based movements for February and CYTD




Source: Vfacts

**Figure 2 –** Market share by state




Source: Vfacts

Table 2 – Sales figures March 2015 to February 2016 outlines the last twelve months' movements. Sales nationally have experienced positive growth in eleven of the last twelve months. New South Wales has shown positive growth every month this past year-to-date however the Western Australian market has inversely fallen every month this past year-to-date.

**Table 2 –** Sales figures March 2015 to February 2016

| | MAR-15 | APR-15 | MAY-15 | JUN-15 | JUL-15 | AUG-15 | SEP-15 | OCT-15 | NOV-15 | DEC-15 | JAN-16 | FEB-16 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| New South Wales | 10.2 | 2.5 | 4.1 | 12.1 | 6.1 | 7.5 | 11.8 | 4.6 | 9.1 | 8.2 | 6.0 | 12.6 |
| Victoria | 8.5 | 5.0 | -3.1 | 4.1 | 4.6 | 1.8 | 7.8 | 3.7 | 4.3 | 3.7 | 1.0 | 8.2 |
| Queensland | 12.1 | 1.7 | 0.3 | 10.7 | 5.3 | 5.9 | 7.9 | 7.4 | 14.5 | -5.5 | 3.8 | 2.7 |
| South Australia | -0.4 | -1.1 | -5.8 | -3.3 | -4.7 | -9.4 | -3.9 | 3.5 | 2.2 | 8.3 | 3.4 | 1.2 |
| Western Australia | -2.9 | -11.6 | -15.8 | -7.5 | -12.7 | -8.4 | -8.8 | -10.5 | -1.7 | -1.9 | -3.0 | -1.4 |
| National | 8.0 | 1.2 | -1.3 | 6.4 | 2.7 | 2.9 | 6.8 | 3.4 | 6.9 | 2.9 | 2.7 | 6.7 |

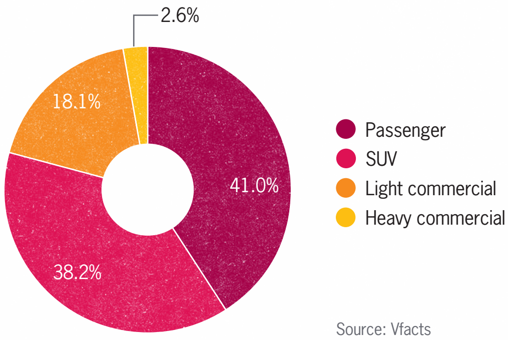
Source: Vfacts

- Positive
- Negative

## Segmentation

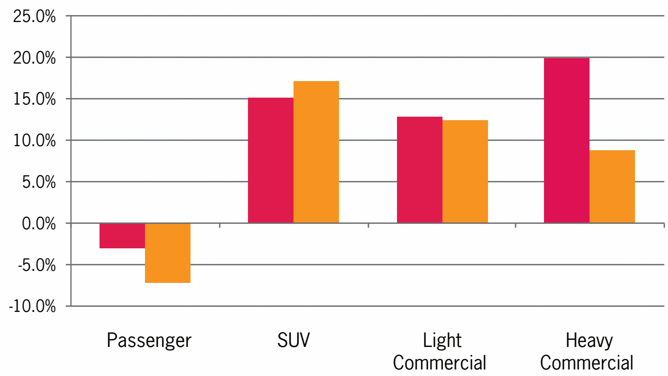
The market is broken into four key segments being passenger (41%), SUV (38%), light commercial (18%) and heavy commercial (3%) as shown in Figure 3. The movement in the key segments for February and CYTD are detailed in Figure 4. The growing trend continues for more versatile SUV vehicles, the segment has risen 15.1% compared to February 2015, and is up 17.1% CYTD. Although the passenger segment still holds a leading 41.4% market share, the SUV and light commercial vehicle segments have gained a 5.3% market share since the start of 2016.

### Figure 3 – Market segments




Source: Vfacts

### Figure 4 – Movements in key segments

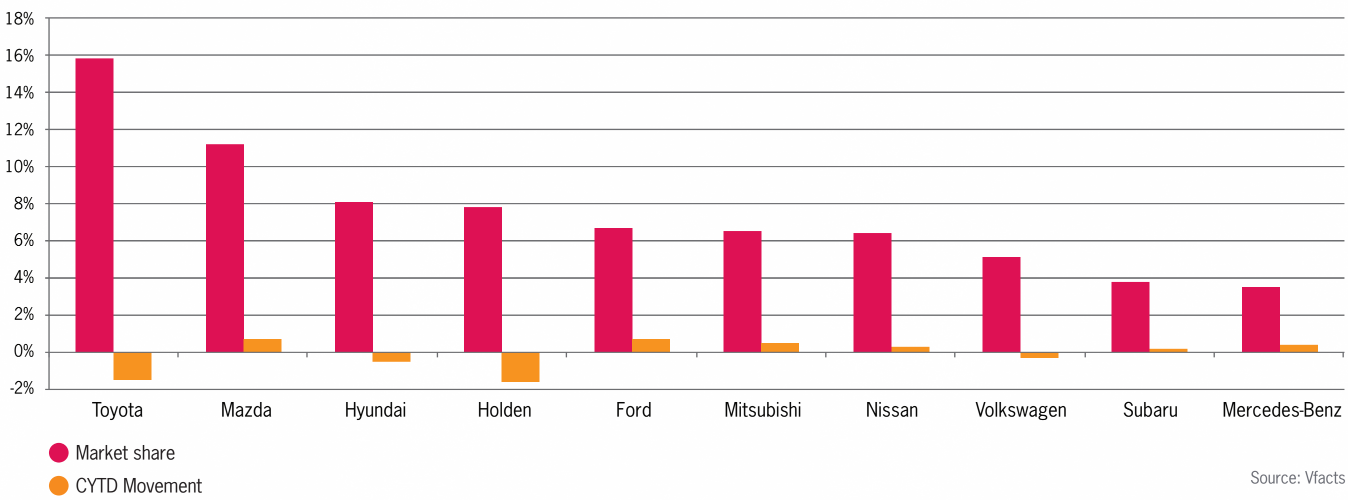



Source: Vfacts

## Brand

Toyota lead the market on a CYTD basis with 15.8% market share followed by Mazda on 11.2% and Hyundai on 8.1% as detailed in Figure 5.

### Figure 5 – Market share by brand – Top 10

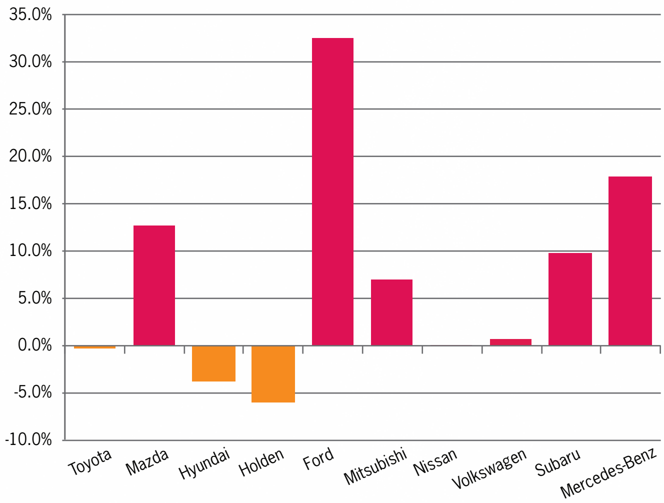



Source: Vfacts

Figure 6 – February sales growth by brand – Top 10 demonstrates that seven brands experienced an increase in sales. Ford (up 32.5%) and Mercedes-Benz (up 17.9%) were biggest movers in the top 10.

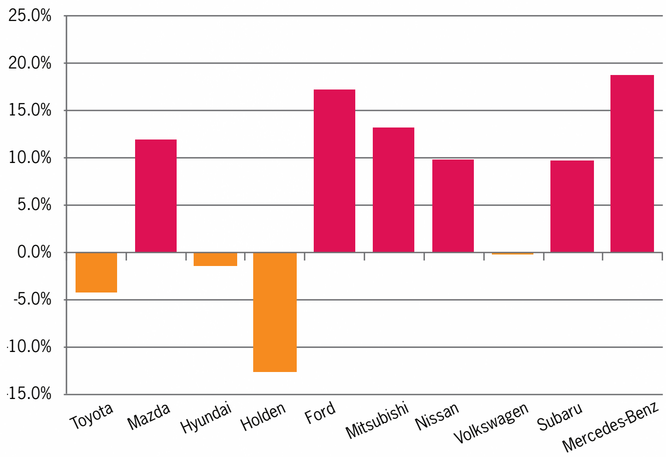
In relation to the Top 10 brands, on a CYTD basis, six brands have been able to increase market share compared to the 2015 calandar year. The Top 10 brands account for 75.0% of the total market share in 2016.

### **Figure 6 –** February sales growth by brand – Top 10




Source: Vfacts

### **Figure 8 –** CYTD sales movement by brand – Top 10

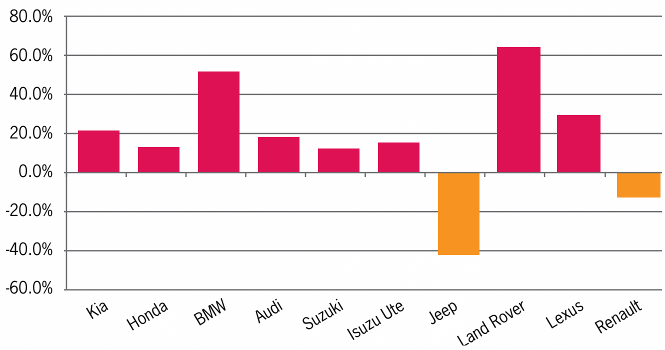



Source: Vfacts

Eight brands in position 11 to 20 were able to experience growth for February 2016 as shown in Figure 7 – February sales growth by brand – Top 11-20.

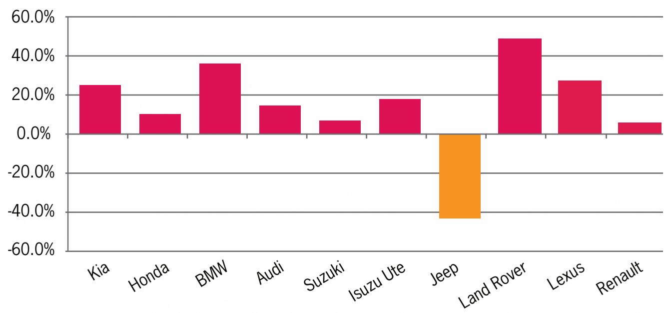
Figure 9 – CYTD sales movement by brand – Top 11-20, shows the significant increase in vehicle sales with nine manufacturers experiencing growing sales.

### **Figure 7 –** February sales growth by brand – Top 11-20




Source: Vfacts

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

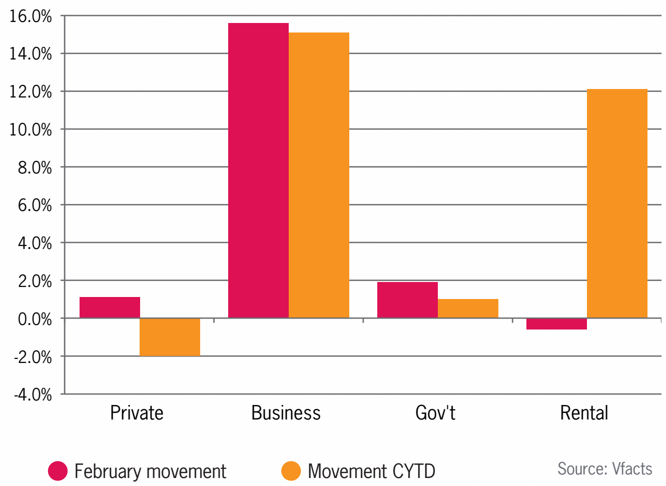



Source: Vfacts

## Buyer profile

The market is broken into four key segments being private, business, government and rental. The movement in the buyer profiles for February and CYTD are detailed in Figure 10. Private, business and government buyers have risen respectively compared to February 2015, while rental buyers were to only profile to fall for the month. On a CYTD basis, all profiles other than the private segment have risen in 2016 compared to 2015.

### **Figure 10 –** Buyer profile areas




Outlined below in Table 3 is the Top 10 vehicle sales for February 2016 and CYTD by model.

### **Table 3 –** Top 10 model sales for February 2016 and CYTD

| Model | | Month sales | | | CYTD sales | | |
|---|---|---|---|---|---|---|---|
| **Standing** | **Brand** | **Movement** | **February 2016** | **February 2015** | **Movement** | **2016** | **2015** |
| **1** | Mazda3 | ▼ | 3,354 | 3,598 | ▼ | 7,076 | 7,501 |
| **2** | Toyota Corolla | ▼ | 3,455 | 3,939 | ▼ | 6,213 | 7,411 |
| **3** | Hyundai i30 | ▲ | 2,461 | 2,126 | ▲ | 4,313 | 4,218 |
| **4** | Ford Ranger 4x4 | ▲ | 2,175 | 1,580 | ▲ | 4,153 | 3,050 |
| **5** | Toyota Hilux 4X4 | ▲ | 2,360 | 2,068 | ▲ | 4,025 | 3,716 |
| **6** | Hyundai Tucson | ▲ | 1,849 | 0 | ▲ | 3,914 | 0 |
| **7** | Mazda CX-5 | ▲ | 2,156 | 2,085 | ▲ | 3,906 | 3,784 |
| **8** | Holden Commodore | ▼ | 2,331 | 2,517 | ▼ | 3,573 | 4,301 |
| **9** | Volkswagen Golf | ▼ | 1,645 | 1,735 | ▼ | 3,251 | 3,273 |
| **10** | Mitsubishi ASX | ▲ | 1,621 | 1,451 | ▲ | 3,014 | 2,320 |

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