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Automotive Dashboard

Welcome to the April 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 April 2016 results and YTD results.

Key Headlights – April 2016

- Vehicle sales were up 7.2% in April and up 3.8% CYTD
- Ten of the last twelve months sales nationally have been up compared to previous years' sales
- The Australian Capital Territory and New South Wales had the largest increase in sales up 15.6% and 11.9% respectively compared to April 2015
- Western Australia was the only state to decline in sales with a fall of 0.1%
- The SUV and passenger markets have risen 7.1% and 4.7% respectively
- The largest % falls in the Top 20 brands were Jeep (down 48.8%), Honda (down 17.7%) and Holden (down 5.1%) compared to April 2015
- The largest % increases in the Top 20 brands were BMW (up 58.0%), Ford (up 32.5%) and Kia (up 31.0%) compared to April 2015
- The Top 10 brands combined vehicle sales increased 8.6% while brands 11 to 20 combined vehicle sales increased 3.4% compared to April 2015
- Locally manufactured vehicles fell 3.6%
- Business buyers have risen 19.7% while private buyers fell 0.6% compared to April 2015
- Top three vehicles sold in April 2016 were Hyundai i30 (4,143 vehicles), Toyota Corolla (2,959 vehicles) and Ford Ranger 4x4 (2,534 vehicles)

Table 1 – Top 10 brand sales for April 2016 and CYTD

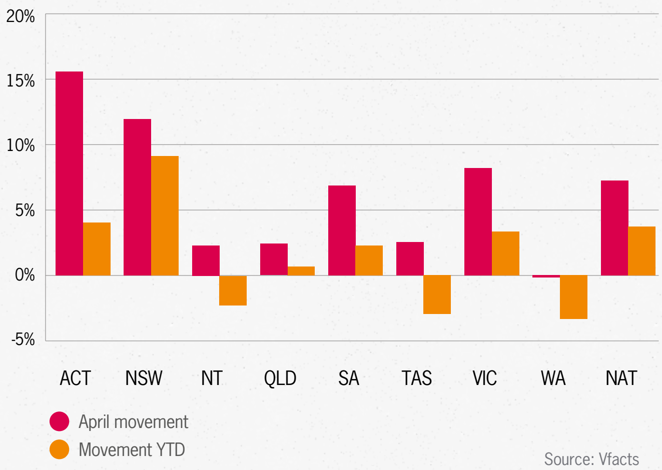
Brand		Month sales			CYTD sales		
Standing	Brand	Movement	April 2016	April 2015	Movement	2016	2015
1	Toyota	▲	16,567	15,299	▼	63,060	64,285
2	Mazda	▲	8,461	8,068	▲	38,910	36,348
3	Hyundai	▲	8,643	7,210	▲	33,045	30,823
4	Holden	▼	6,710	7,072	▼	29,229	31,853
5	Ford	▲	6,842	5,163	▲	25,483	21,565
6	Mitsubishi	▲	4,178	4,077	▲	22,385	20,706
7	Nissan	▼	4,044	4,188	▼	21,407	21,847
8	Volkswagen	▲	4,732	4,572	▼	19,311	19,383
9	Subaru	▲	3,156	3,052	▲	14,924	13,381
10	Mercedes-Benz	▲	3,303	2,654	▲	13,366	11,474

April results

New motor vehicle sales surged higher increasing 7.2% (5,915 vehicles) for April 2016 compared to April 2015, and are up 3.8% (13,649 vehicles) current year to-date. The month was the best April on record selling 87,571 new motor vehicles surpassing April 2013. Outlined in Figure 1 are the state based movements for April and CYTD. Figure 2 details the market share by state.

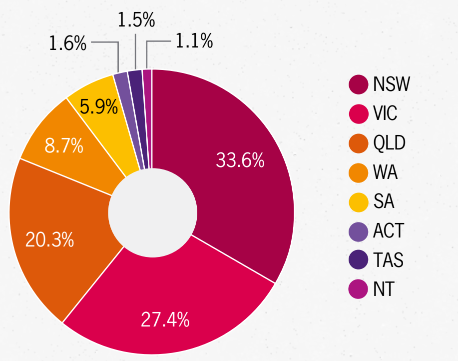
All state based sales were up for April 2016 other than Western Australia (down 0.1%). On a year-to-date basis the larger market share states of New South Wales (up 9.1%), Victoria (up 3.3%) and Queensland (up 0.7%) continue to show strong growth compared to record breaking 2015 sales.

Figure 1 – State based movements for April and CYTD



Source: Vfacts

Figure 2 – Market share by state



Source: Vfacts

Table 2 – Sales figures May 2015 to April 2016 outlines the last twelve months' movements. Sales nationally have experienced positive growth in ten 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 May 2015 to April 2016

	MAY-15	JUN-15	JUL-15	AUG-15	SEP-15	OCT-15	NOV-15	DEC-15	JAN-16	FEB-16	MAR-16	APR-16
New South Wales	4.1	12.1	6.1	7.5	11.8	4.6	9.1	8.2	6.0	12.6	6.5	11.9
Victoria	-3.1	4.1	4.6	1.8	7.8	3.7	4.3	3.7	1.0	8.2	-2.9	8.1
Queensland	0.3	10.7	5.3	5.9	7.9	7.4	14.5	-5.5	3.8	2.7	-4.6	2.4
South Australia	-5.8	-3.3	-4.7	-9.4	-3.9	3.5	2.2	8.3	3.4	1.2	-1.4	6.8
Western Australia	-15.8	-7.5	-12.7	-8.4	-8.8	-10.5	-1.7	-1.9	-3.0	-1.4	-7.8	-0.1
National	-1.3	6.4	2.7	2.9	6.8	3.4	6.9	2.9	2.7	6.7	-0.5	7.2

Source: Vfacts

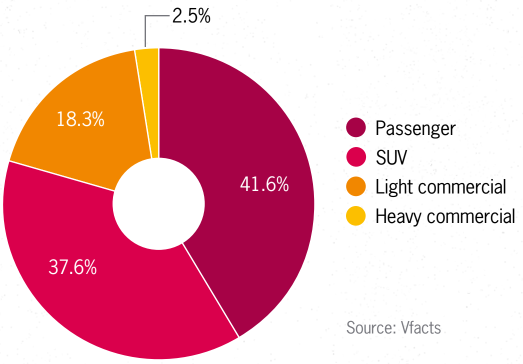
Positive

Negative

Segmentation

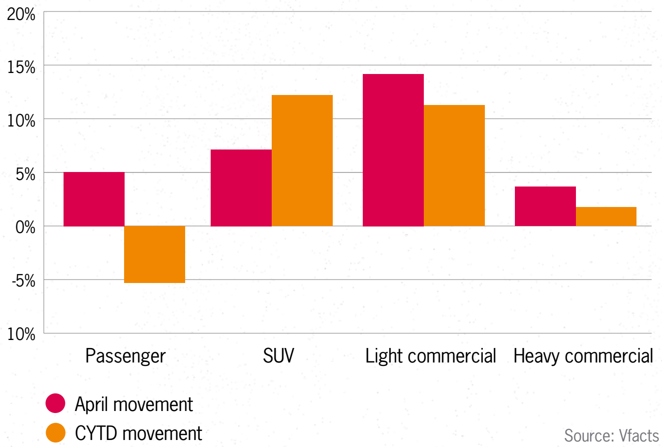
The market is broken into four key segments being passenger (42%), SUV (38%), light commercial (18%) and heavy commercial (2%) as shown in Figure 3. The movement in the key segments for April and CYTD are detailed in Figure 4. The growing trend continues for more versatile SUV and light commercial vehicles, these segments are up a combined 23.4% on 2015 sales.

Figure 3 – Market segments



Source: Vfacts

Figure 4 – Movements in key segments

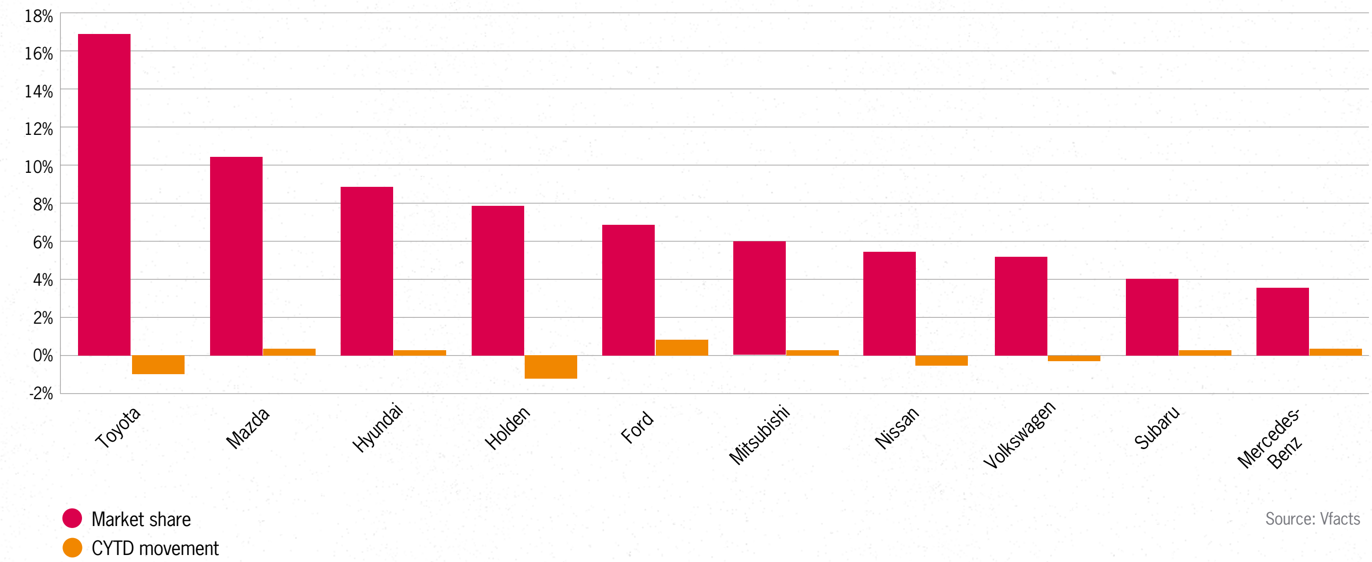


Source: Vfacts

Brand

Toyota lead the market on a CYTD basis with 16.9% market share followed by Mazda on 10.4% and Hyundai on 8.9% as detailed in Figure 5.

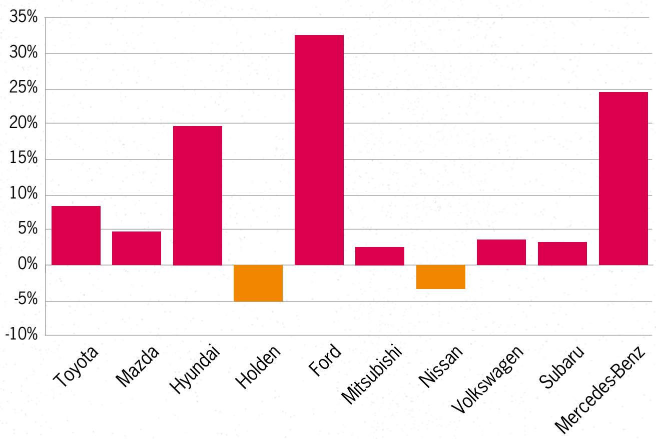
Figure 5 – Market share by brand – Top 10



Source: Vfacts

Figure 6 – April sales growth by brand – Top 10 demonstrates that eight brands experienced an increase in sales. Ford (up 32.5%) and Mercedes-Benz (up 24.5%) were biggest movers in the top 10.

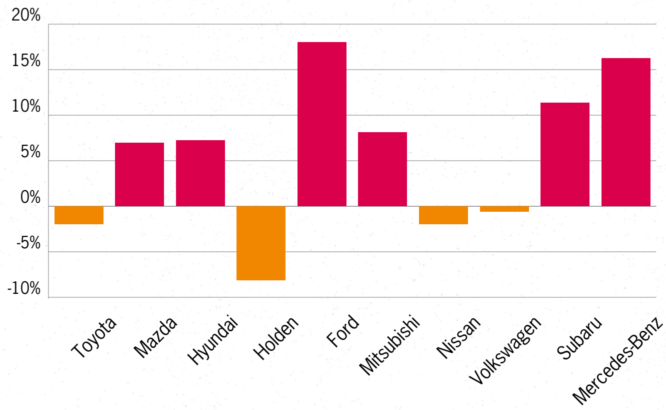
Figure 6 – April sales growth by brand – Top 10



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 2015 calendar year. The Top 10 brands account for 75.4% of the total market share in 2016.

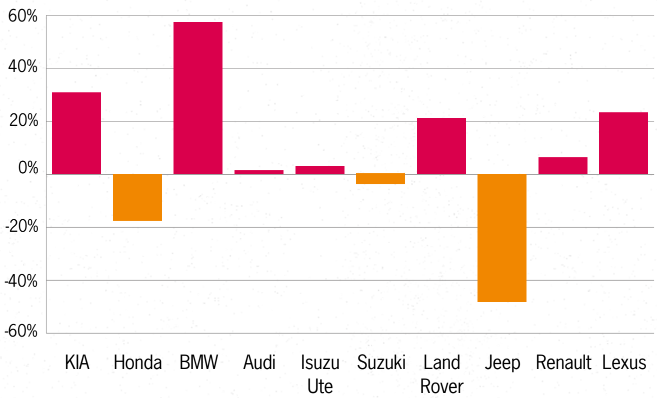
Figure 8 – CYTD sales movement by brand – Top 10



Source: Vfacts

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

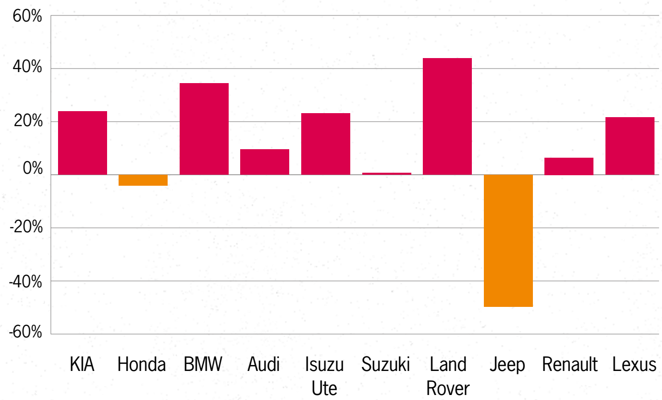
Figure 7 – April sales growth by brand – Top 11-20



Source: Vfacts

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

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



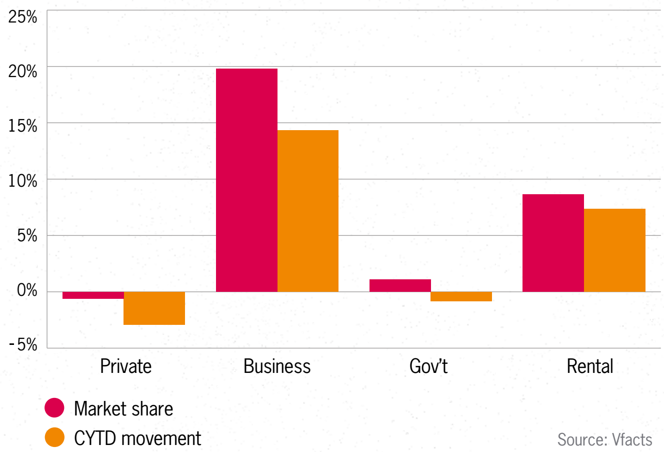
Source: Vfacts

Buyer profile

The market is broken into four key segments being private, business, government and rental. The movement in the buyer profiles for April and CYTD are detailed in Figure 10. Business buyers (up 19.7%) and rental buyers (up 8.7%) have risen compared to April 2015, while the private and government segments remained steady.

Outlined below in Table 3 is the Top 10 vehicle sales for April 2016 and CYTD by model. The growth of light commercial vehicles in 2016 has seen the likes of the Toyota Hilux, Ford Ranger and Mitsubishi Triton all appear in the top 10 models.

Figure 10 – Buyer profile areas



Source: Vfacts

Table 3 – Top 10 model sales for April 2016 and CYTD

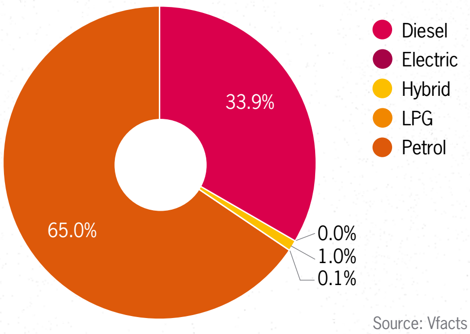
Model		Month sales			CYTD sales		
Standing	**Brand**	**Movement**	**April 2016**	**April 2015**	**Movement**	**2016**	**2015**
1	Toyota Corolla	▼	2,959	3,238	▼	12,784	14,910
2	Mazda3	▲	2,512	2,365	▼	12,733	13,424
3	Hyundai i30	▲	4,143	2,298	▲	12,654	8,614
4	Toyota Hilux 4X4	▲	2,452	1,938	▲	9,363	7,995
5	Ford Ranger 4X4	▲	2,534	1,710	▲	9,172	6,642
6	Holden Commodore	▼	1,908	2,043	▼	8,040	8,780
7	Mazda CX-5	▼	1,675	1,868	▼	7,833	7,996
8	Volkswagen Golf	▲	1,811	1,697	▼	6,844	7,054
9	Hyundai Tucson (2015)	▲	1,302	0	▲	6,485	0
10	Mitsubishi Triton 4X4	▼	1,121	1,279	▲	6,312	6,226

Source: Vfacts

Fuel type

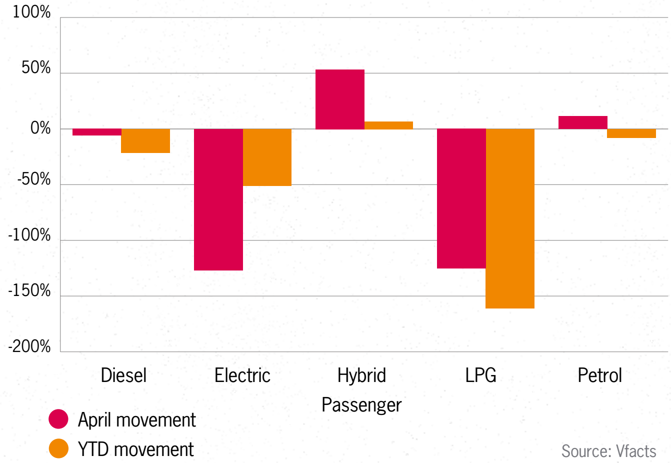
Focusing on the passenger and SUV segments, the market is broken into five fuel types being petrol (65.0%), diesel (33.9%), hybrid (1.0%), LPG (0.1%) and electric (0.0%) as shown in Figure 11. The movement in the key segments for April 2016 and CYTD are detailed in Figures 12 and 13.

Figure 11 – Fuel type



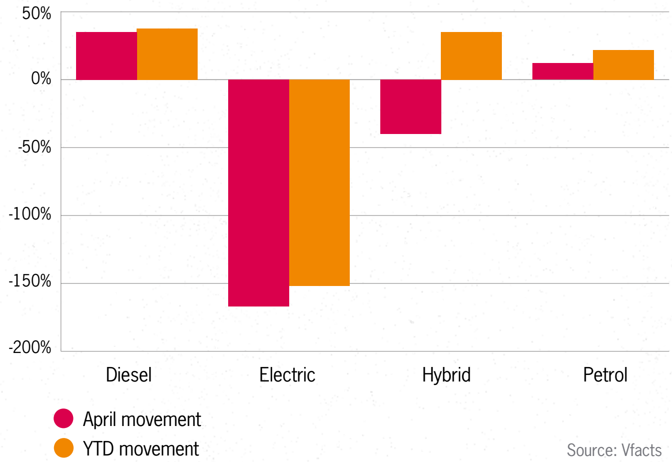
Source: Vfacts

Figure 12 – Movement in passenger segment fuel type



Source: Vfacts

Figure 13 – Movement in SUV segment fuel type



Source: Vfacts

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