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Automotive Dashboard

Welcome to the May 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 May 2016 results and year-to-date (YTD) results.

Key Headlights – May 2016

- Vehicle sales were up 3.6% in May and up 3.8% current year-to-date (CYTD)
- Eleven of the last twelve months sales nationally have been up compared to previous year's sales
- South Australia and the Australian Capital Territory had the largest increase in sales up 9.6% and 8.9% respectively compared to May 2015
- Western Australia was the only state to decline in sales falling 5.0%
- The SUV market has risen 2.6% while the passenger market fell 4.0%
- The largest % falls in the Top 20 brands were Jeep (down 54.1%), Renault (down 29.5%) and Volkswagen (down 17.5%) compared to May 2015
- The largest % increases in the Top 20 brands were Kia (up 26.0%), Nissan (up 25.0%) and Mercedes-Benz (up 22.5%) compared to May 2015
- The Top 10 brands combined vehicle sales increased 5.7% while brands 11 to 20 combined vehicle sales fell 3.1% compared to May 2015
- Locally manufactured vehicles fell 6.9%
- Business buyers have risen 13.5% while private buyers fell 4.1% compared to May 2015
- Top three vehicles sold in May 2016 were Hyundai i30 (3,771 vehicles), Toyota Corolla (3,333 vehicles) and Mazda3 (3,243 vehicles)

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

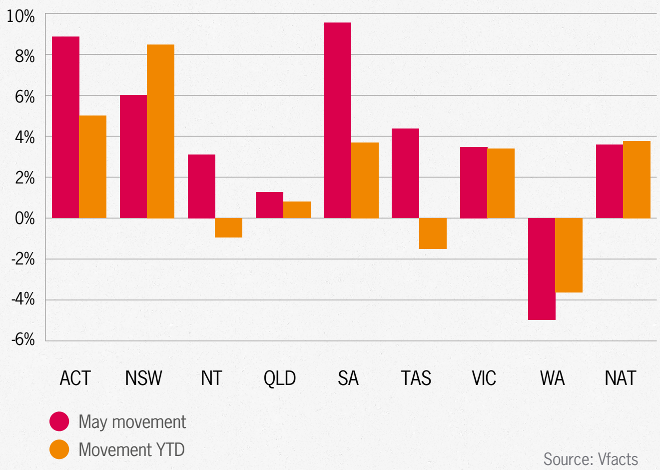
Brand		Month sales			CYTD sales		
Standing	Brand	Movement	May 2016	May 2015	Movement	2016	2015
1	Toyota	▲	17,201	15,928	▲	80,261	80,213
2	Mazda	▲	9,608	8,717	▲	48,518	45,065
3	Hyundai	▲	9,005	8,269	▲	42,050	39,092
4	Holden	▼	7,405	7,956	▼	36,634	39,809
5	Ford	▲	6,584	5,994	▲	32,067	27,559
6	Mitsubishi	▲	6,154	6,149	▲	28,539	26,855
7	Nissan	▲	5,585	4,467	▲	26,992	26,314
8	Volkswagen	▼	4,565	5,534	▼	23,876	24,917
9	Subaru	▲	4,002	3,776	▲	18,926	17,157
10	Mercedes-Benz	▲	3,373	2,754	▲	16,739	14,228

May results

New motor vehicle sales continue to grow increasing 3.6% (3,345 vehicles) for May 2016 compared to May 2015, and are up 3.8% (16,994 vehicles) CYTD. Outlined in Figure 1 are the state based movements for May and CYTD. Figure 2 details the market share by state.

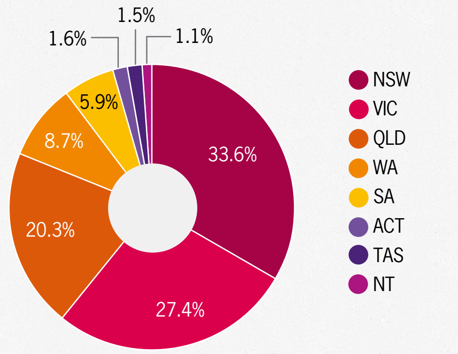
All state based sales were up for May 2016 other than Western Australia (down 5.0%). South Australia (up 9.6%), the Australian Capital Territory (up 8.9%) and New South Wales (up 6.0%) recorded the largest state increases compared to May 2015.

Figure 1 – State based movements for May and CYTD



Source: Vfacts

Figure 2 – Market share by state



Source: Vfacts

Table 2 – Sales figures June 2015 to May 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 YTD however the Western Australian market has inversely fallen every month this past YTD.

Table 2 – Sales figures June 2015 to May 2016

	JUN-15	JUL-15	AUG-15	SEP-15	OCT-15	NOV-15	DEC-15	JAN-16	FEB-16	MAR-16	APR-16	MAY-16
New South Wales	12.1	6.1	7.5	11.8	4.6	9.1	8.2	6.0	12.6	6.5	11.9	6.0
Victoria	4.1	4.6	1.8	7.8	3.7	4.3	3.7	1.0	8.2	-2.9	8.1	3.5
Queensland	10.7	5.3	5.9	7.9	7.4	14.5	-5.5	3.8	2.7	-4.6	2.4	1.3
South Australia	-3.3	-4.7	-9.4	-3.9	3.5	2.2	8.3	3.4	1.2	-1.4	6.8	9.6
Western Australia	-7.5	-12.7	-8.4	-8.8	-10.5	-1.7	-1.9	-3.0	-1.4	-7.8	-0.1	-5.0
National	6.4	2.7	2.9	6.8	3.4	6.9	2.9	2.7	6.7	-0.5	7.2	3.6

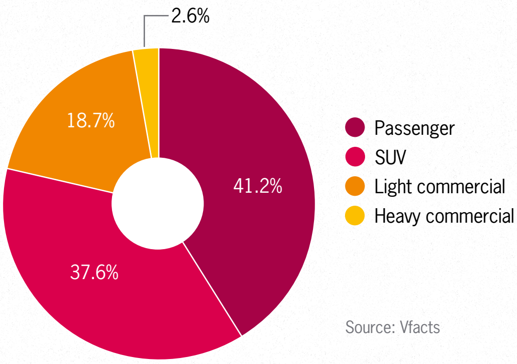
Source: Vfacts

Positive
Negative

Segmentation

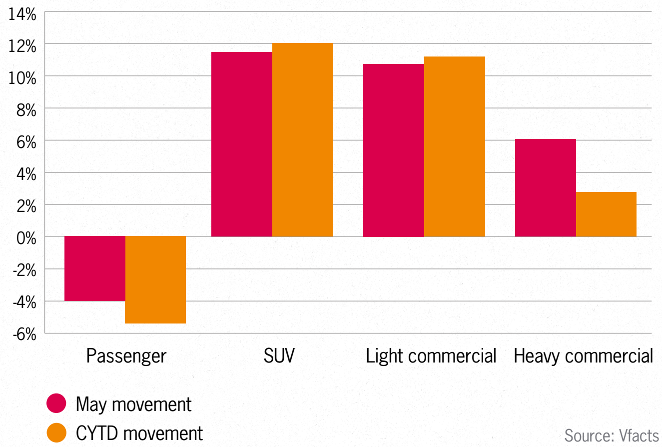
The market is broken into four key segments being passenger (42%), SUV (38%), light commercial (18%) and heavy commercial (2%) as shown in Figure 3. The movement in the key segments for May and CYTD are detailed in Figure 4. Although the passenger market is still the top selling segment it has lost a 4.0% market share from May 2015. The strong growth in more versatile SUV and light commercial vehicles has seen these segments grow 2.6% and 1.3% respectively from May 2015.

Figure 3 – Market segments



Source: Vfacts

Figure 4 – Movements in key segments

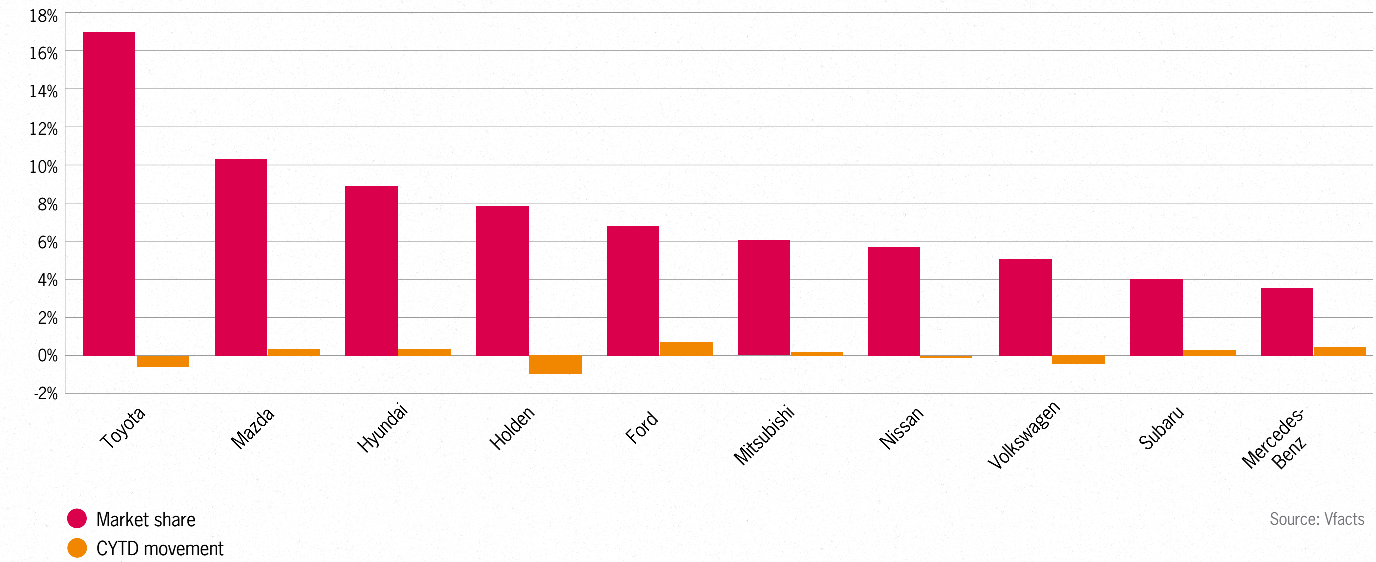


Source: Vfacts

Brand

Toyota lead the market on a CYTD basis with 17.1% market share followed by Mazda on 10.3% and Hyundai on 9.0% as detailed in Figure 5.

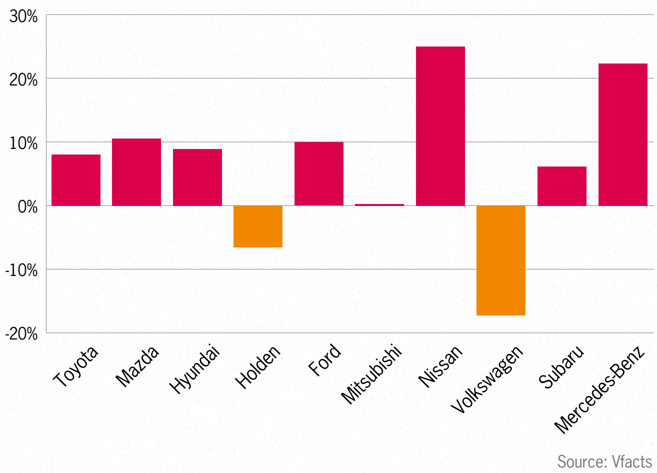
Figure 5 – Market share by brand – Top 10



Source: Vfacts

Figure 6 – May sales growth by brand – Top 10 demonstrates that eight brands experienced an increase in sales. Nissan (up 25.0%) and Mercedes-Benz (up 22.5%) were biggest movers in the top 10.

Figure 6 – May sales growth by brand – Top 10



In relation to the Top 10 brands, on a CYTD basis, eight brands increased market share compared to the 2015 calendar year. The Top 10 brands account for 75.5% of the total market share in 2016.

Figure 8 – CYTD sales movement by brand – Top 10

Six brands in position 11 to 20 experienced growth for May 2016 as shown in Figure 7 – May sales growth by brand – Top 11-20.

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

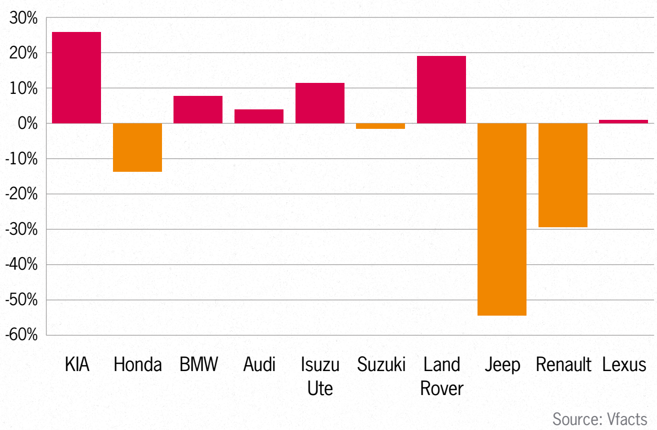
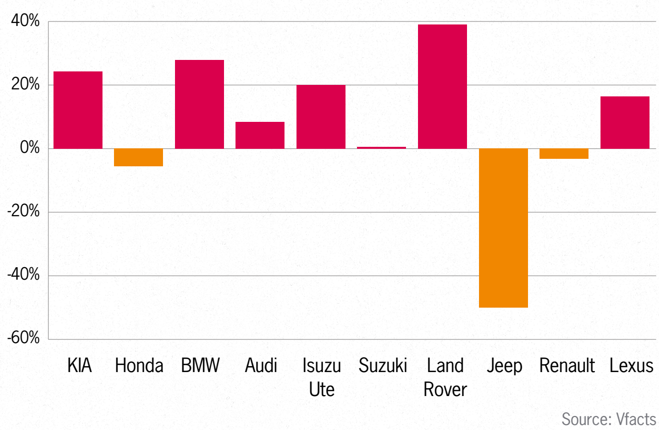


Figure 9 – CYTD sales movement by brand – Top 11-20, shows the six manufacturers experiencing growing sales.

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

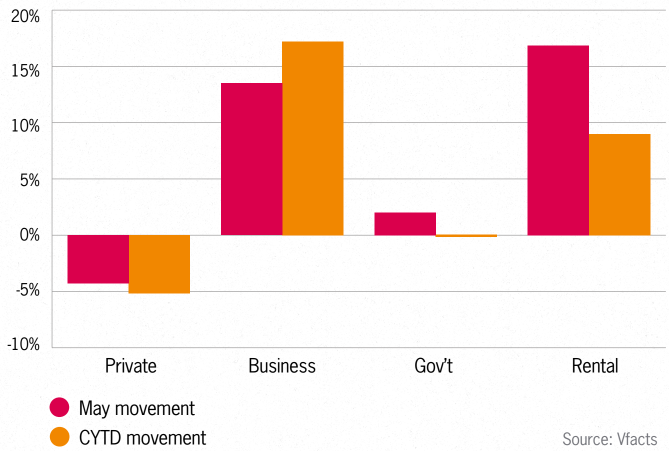


Buyer profile

The market is broken into four key segments being private, business, government and rental. The movement in the buyer profiles for May and CYTD are detailed in Figure 10. Business buyers (up 13.5%) rental buyers (up 16.8%) and government buyers (up 2.1%) have risen compared to May 2015, while private buyers have fallen 4.1%.

Outlined below in Table 3 is the Top 10 vehicle sales for May 2016 and CYTD by model. The growth of SUV and light commercial vehicles in 2016 has seen the likes of the Toyota Hilux, Ford Ranger, Mazda CX-5, Hyundai Tucson and the Toyota Rav4 all appear in the top 10 models.

Figure 10 – Buyer profile areas



Source: Vfacts

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

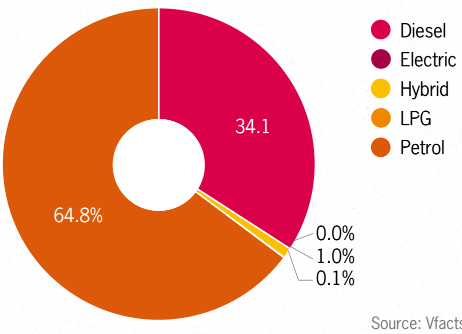
Model		Month sales			CYTD sales		
Standing	**Brand**	**Movement**	**May 2016**	**May 2015**	**Movement**	**2016**	**2015**
1	Hyundai i30	▲	3,771	1,666	▲	16,425	10,280
2	Toyota Corolla	▲	3,333	2,688	▼	16,117	17,598
3	Mazda3	▲	3,243	2,876	▼	15,976	16,300
4	Toyota Hilux 4X4	▲	2,736	2,177	▲	12,099	10,172
5	Ford Ranger 4X4	▲	2,617	1,916	▲	11,789	8,558
6	Holden Commodore	▲	2,255	2,217	▼	10,295	10,997
7	Mazda CX-5	▲	2,117	1,981	▼	9,950	9,977
8	Volkswagen Golf	▼	1,753	2,093	▼	8,597	9,147
9	Hyundai Tucson (2015)	▲	1,643	0	▲	8,128	0
10	Toyota RAV4	▲	1,695	1,633	▲	7,640	7,411

Source: Vfacts

Fuel type

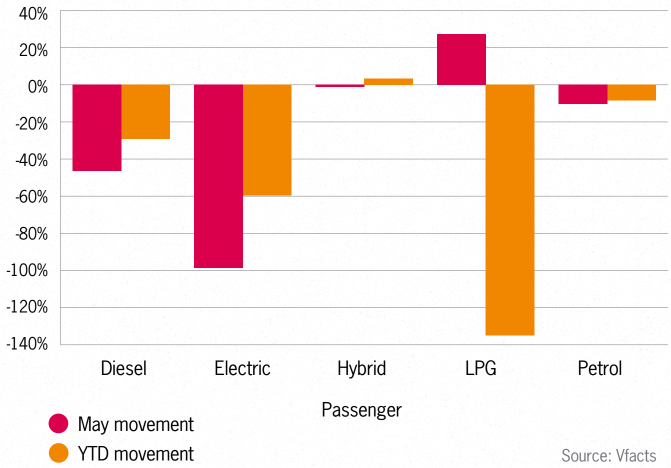
Focusing on the passenger and SUV segments, the market is broken into five fuel types being petrol (64.8%), diesel (34.1%), hybrid (1.0%), LPG (0.1%) and electric (0.0%) as shown in Figure 11. The movement in the key segments for May 2016 and CYTD are detailed in Figures 12 and 13.

Figure 11 – Fuel type



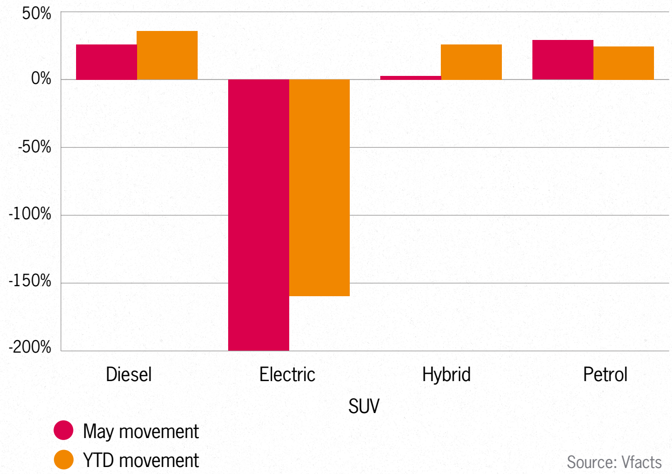
Source: Vfacts

Figure 12 – Movement in passenger segment fuel type



Source: Vfacts

Figure 13 – Movement in SUV segment fuel type



Source: Vfacts

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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