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Automotive Dashboard

Welcome to the March 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 March 2016 results and YTD results.

Key Headlights – March 2016

- Vehicle sales were down 0.5% in March and up 2.8% CYTD
- Ten of the last twelve months sales nationally have been up compared to previous year's sales
- New South Wales and the Australian Capital Territory had the largest increase in sales up 6.5% and 3.6% respectively compared to March 2015
- Western Australia and Queensland had the largest decrease in sales with falls of 7.8% and 4.6% respectively
- The SUV market has risen 8.3% while the passenger market fell 9.4%
- The largest % falls in the Top 20 brands were Jeep (down 60.9%), Nissan (down 18.6%) and Honda (down 15.4%) compared to March 2015
- The largest % increases in the Top 20 brands were Land Rover (up 51.6%), Isuzu Ute (up 49.5%) and Subaru (up 20.6%) compared to March 2015
- Both the Top 10 brands combined vehicle sales and brands 11 to 20 combined vehicle sales remained steady compared to March 2015
- Locally manufactured vehicles fell 12.8%
- Business buyers have risen 9.1% while private buyers fell 6.3% compared to March 2015
- Top three vehicles sold in March were Hyundai i30 (4,198 vehicles), Toyota Corolla (3,612 vehicles) and Mazda 3 (3,145 vehicles)

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

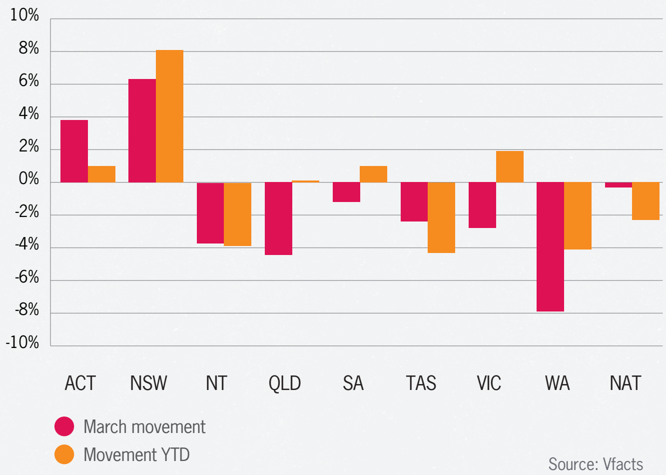
Brand		Month sales			CYTD sales		
Standing	Brand	Movement	March 2016	March 2015	Movement	2016	2015
1	Toyota	▼	17,849	19,082	▼	46,493	48,986
2	Mazda	▲	10,228	10,217	▲	30,449	28,280
3	Hyundai	▲	9,700	8,709	▲	24,402	23,613
4	Holden	▼	8,355	8,571	▼	22,519	24,781
5	Ford	▲	6,481	6,023	▲	18,641	16,402
6	Mitsubishi	▲	6,519	6,307	▲	18,207	16,629
7	Nissan	▼	5,811	7,138	▼	17,363	17,659
8	Volkswagen	▼	5,316	5,525	▼	14,579	14,811
9	Subaru	▲	4,825	4,002	▲	11,768	10,329
10	Mercedes-Benz	▲	3,728	3,482	▲	10,063	8,820

March results

New motor vehicle sales have returned to normality in March 2016 after surging sales in January and February. Sales remained steady falling 0.5% (542 vehicles) for March 2016 compared to March 2015, and are up 2.8% (7,734 vehicles) current year to-date. Outlined in Figure 1 are the state based movements for March and CYTD. Figure 2 details the market share by state.

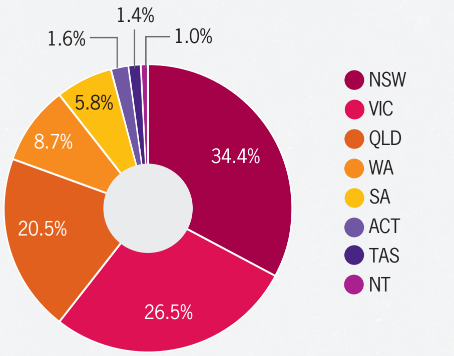
All state based sales were down for March 2016 other than New South Wales (up 6.5%) and the Australian Capital Territory (up 3.6%). On a year to-date basis, the larger market share states of New South Wales (up 8.3%), Victoria (up 1.9%) and Queensland (up 0.2%) are up on 2015 sales.

Figure 1 – State based movements for March



Source: Vfacts

Figure 2 – Market share by state



Source: Vfacts

Table 2 – Sales figures April 2015 to March 2016 outlines the last twelve months' movements. March 2016 was the first fall in sales nationally since May 2015, as 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 April 2015 to March 2016

	APR-15	MAY-15	JUN-15	JUL-15	AUG-15	SEP-15	OCT-15	NOV-15	DEC-15	JAN-16	FEB-16	MAR-16
New South Wales	2.5	4.1	12.1	6.1	7.5	11.8	4.6	9.1	8.2	6.0	12.6	6.5
Victoria	5.0	-3.1	4.1	4.6	1.8	7.8	3.7	4.3	3.7	1.0	8.2	-2.9
Queensland	1.7	0.3	10.7	5.3	5.9	7.9	7.4	14.5	-5.5	3.8	2.7	-4.6
South Australia	-1.1	-5.8	-3.3	-4.7	-9.4	-3.9	3.5	2.2	8.3	3.4	1.2	-1.4
Western Australia	-11.6	-15.8	-7.5	-12.7	-8.4	-8.8	-10.5	-1.7	-1.9	-3.0	-1.4	-7.8
National	1.2	-1.3	6.4	2.7	2.9	6.8	3.4	6.9	2.9	2.7	6.7	-0.5

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 March and CYTD are detailed in Figure 4. The growing trend continues for more versatile SUV vehicles, as the segment has risen 8.3% compared to March 2015, and is up 13.8% CYTD. It is also noted that the slight decline in sales nationally for March 2016 is almost entirely attributed to the passenger market segment.

Figure 3 – Market segments

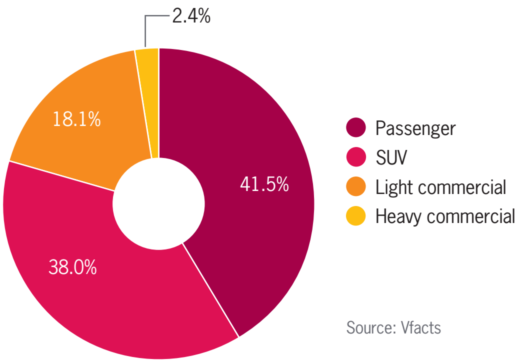
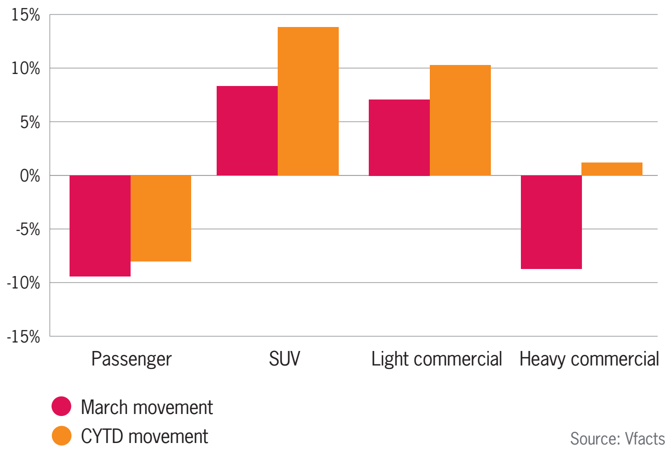


Figure 4 – Movements in key segments



Brand

Toyota lead the market on a CYTD basis with 16.3% market share followed by Mazda on 10.7% and Hyundai on 8.6% as detailed in Figure 5.

Figure 5 – Market share by brand – Top 10

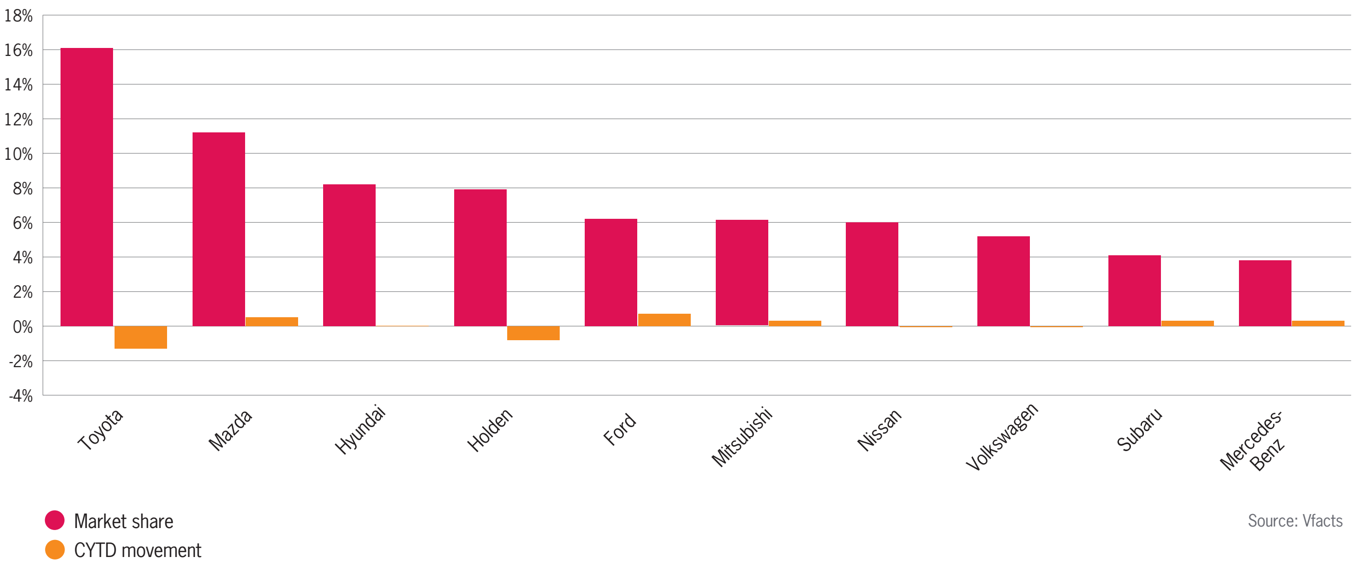
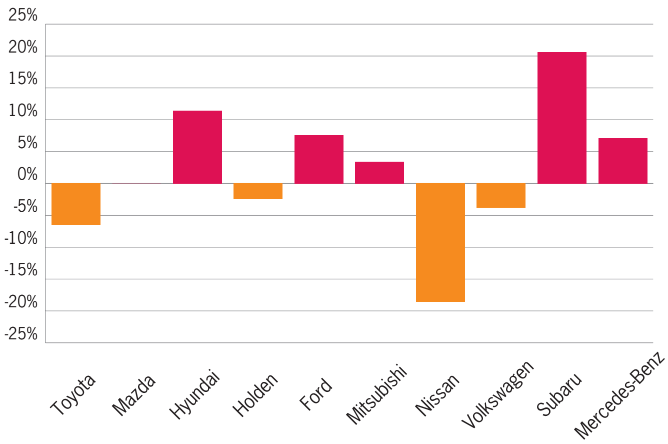


Figure 6 – March sales growth by brand – Top 10 demonstrates that six brands experienced an increase in sales. Subaru (up 20.6%) and Hyundai (up 11.4%) were the biggest movers in the top 10.

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 75.2% of the total market share in 2016.

Figure 6 – March sales growth by brand – Top 10



Source: Vfacts

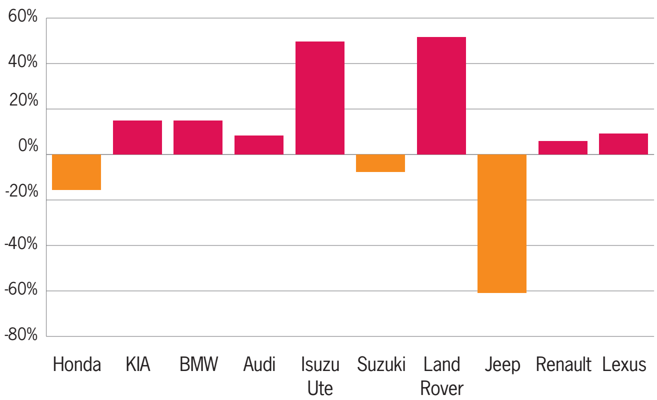
Figure 8 – CYTD sales movement by brand – Top 10

Source: Vfacts

Seven brands in position 11 to 20 were able to experience growth for March 2016 as shown in Figure 7.

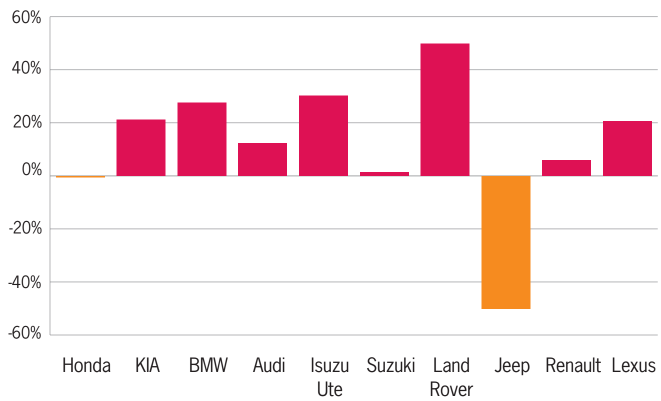
Figure 9 shows the significant increase in vehicle sales with eight manufacturers experiencing growing sales.

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



Source: Vfacts

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

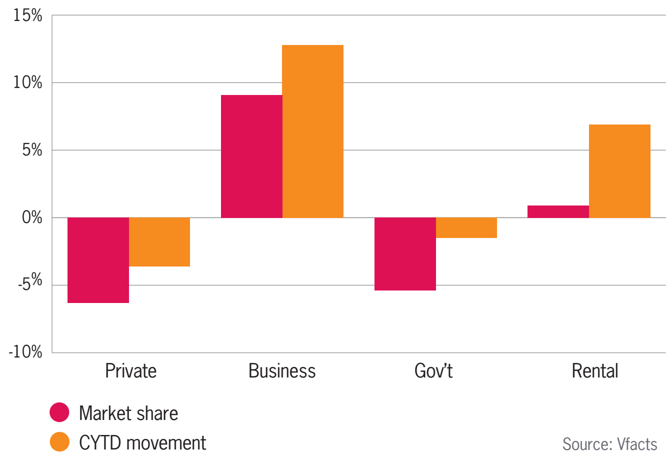


Source: Vfacts

Buyer profile

The market is broken into four key segments being private, business, government and rental. The movement in the buyer profiles for March and CYTD are detailed in Figure 10. Business buyers (up 9.1%) and rental buyers (up 0.9%) have risen compared to March 2015, while rental and private buyers fell for the month.

Figure 10 – Buyer profile areas



Source: Vfacts

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

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

Model		Month sales			CYTD sales		
Standing	**Brand**	**Movement**	**March 2016**	**March 2015**	**Movement**	**2016**	**2015**
1	Mazda3	▼	3,145	3,558	▼	10,221	11,059
2	Toyota Corolla	▼	3,612	4,261	▼	9,825	11,672
3	Hyundai i30	▲	4.198	2,098	▲	8,511	6,316
4	Toyota Hilux 4x4	▲	2,886	2,341	▲	6,911	6,057
5	Ford Ranger 4x4	▲	2,485	1,882	▲	6,638	4,932
6	Mazda CX-5	▼	2,252	2,344	▲	6,158	6,128
7	Holden Commodore	▲	2,559	2,436	▼	6,132	6,737
8	Mitsubishi Triton 4x4	▼	2,303	2,452	▲	5,191	4,947
9	Hyundai Tucson	▲	1,269	0	▲	5,183	0
10	Volkswagen Golf	▼	1,782	2,084	▼	5,033	5,357

Source: Vfacts

Fuel type

Focusing on the passenger and SUV segments, the market is broken into five fuel types being petrol (65.3%), diesel (33.6%), hybrid (1.0%), LPG (0.1%) and electric (0.0%) as shown in Figure 11. The movement in the key segments for March 2016 and CYTD are detailed in Figures 12 and 13.

Figure 11 – Fuel type

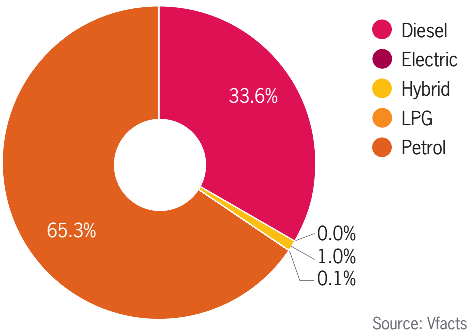


Figure 12 – Movement in passenger segment fuel type

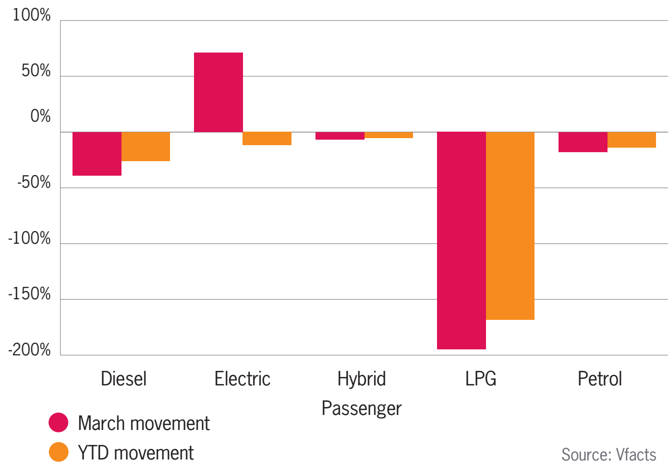
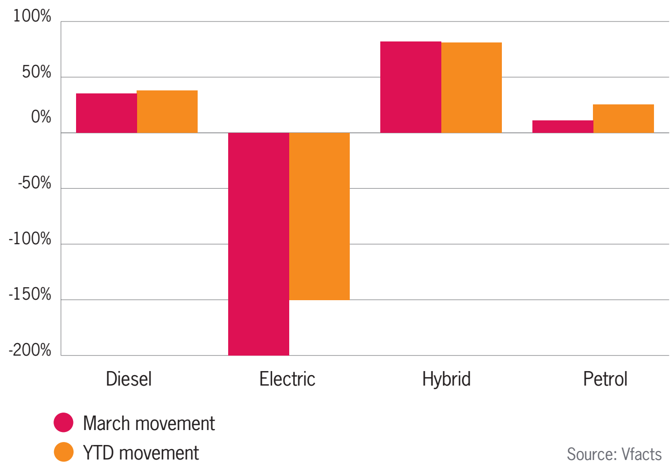


Figure 13 – Movement in SUV segment fuel type



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