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Automotive Dashboard

Welcome to the December 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 December 2015 results and YTD results.

Key Headlights – December 2015

- Vehicle sales were up 2.9% in December and up 3.8% CYTD
- Ten of the last twelve months sales nationally have been up compared to 2014 sales
- Tasmania and South Australia had the largest increase in sales up 16.3% and 8.3% respectively compared to December 2014
- Northern Territory and Queensland had the largest decrease in sales with falls of 18.0% and 5.5% respectively
- The SUV market has risen 15.5% while the passenger market fell 1.9%
- The largest % falls in the Top 20 brands were Jeep (down 54.3%), Nissan (down 14.6%) and Lexus (down 13.8%) compared to December 2014
- The largest % increases in the Top 20 brands were Land Rover (up 62.6%), Kia (up 31.3%) and Mercedes-Benz (up 28.0%) compared to December 2014
- The Top 10 brands combined vehicle sales increased 4.4% whilst brands 11 to 20 combined vehicle sales remained steady compared to December 2014
- Locally manufactured vehicles increased 33.2%
- Business buyers have risen 13.7% while private buyers fell 5.0% compared to December 2014
- Top three vehicles sold in December were Toyota Camry (4 Cyl) (5,321 vehicles), Toyota Corolla (3,469 vehicles) and Mazda 3 (3,445 vehicles)

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

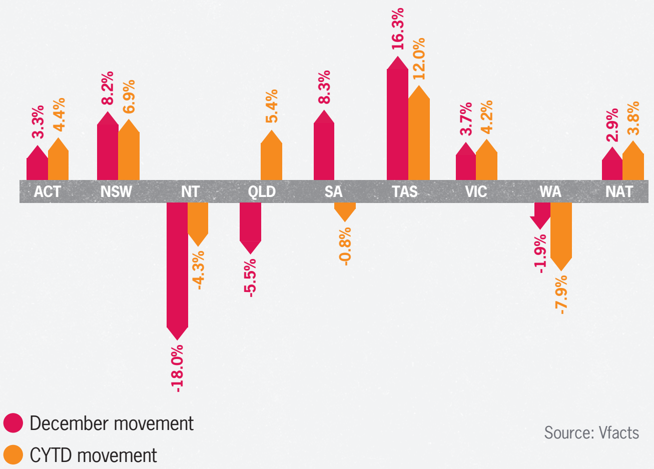
Brand		Month sales			CYTD sales		
Standing	Brand	Movement	December 2015	December 2014	Movement	2015	2014
1	Toyota	▲	21,217	19,015	▲	206,236	203,501
2	Mazda	▲	9,708	8,731	▲	114,024	100,704
3	Holden	▲	9,146	7,752	▼	102,951	106,092
4	Hyundai	▼	7,159	7,657	▲	102,004	100,011
5	Mitsubishi	▲	7,500	7,438	▲	71,743	68,637
6	Ford	▲	6,290	5,936	▼	70,454	79,703
7	Nissan	▼	5,012	5,869	▲	66,062	66,025
8	Volkswagen	▼	4,458	4,539	▲	60,225	54,801
9	Subaru	▲	3,609	3,431	▲	43,600	40,502
10	Honda	▼	3,318	3,758	▲	40,100	32,998

December results

Vehicle sales increased 2.9% (2,807 vehicles) for December 2015 compared to December 2014, and are up 3.8% (42,184 vehicles) current year to-date. A record breaking total of 1,155,408 new cars were sold in 2015, 1.7% higher than the previous record year in 2013. Outlined in Figure 1 are the state based movements for December and CYTD. Figure 2 details the market share by state.

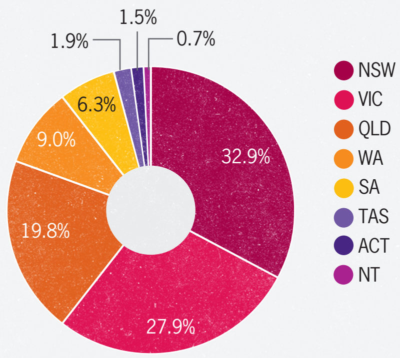
The larger market share states of New South Wales (up 8.2%) and Victoria (up 3.7%) showed strong growth compared to December 2014. These states have achieved positive growth in eleven of the past twelve months. On an annual basis, Australian Capital Territory, New South Wales, Queensland, Tasmania and Victoria all saw growth compared to 2014. While sales fell in Northern Territory, South Australia and Western Australia.

Figure 1 – State based movements for December and CYTD



Source: Vfacts

Figure 2 – Market share by state



Source: Vfacts

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

Table 2 – Sales figures January 2015 - December 2015

	JAN-15	FEB-15	MAR-15	APR-15	MAY-15	JUN-15	JUL-15	AUG-15	SEP-15	OCT-15	NOV-15	DEC-15
New South Wales	-1.0	5.1	10.2	2.5	4.1	12.1	6.1	7.5	11.8	4.6	9.1	8.2
Victoria	4.3	5.7	8.5	5.0	-3.1	4.1	4.6	1.8	7.8	3.7	4.3	3.7
Queensland	-0.5	4.9	12.1	1.7	0.3	10.7	5.3	5.9	7.9	7.4	14.5	-5.5
South Australia	-0.8	6.1	-0.4	-1.1	-5.8	-3.3	-4.7	-9.4	-3.9	3.5	2.2	8.3
Western Australia	-7.0	-6.1	-2.9	-11.6	-15.8	-7.5	-12.7	-8.4	-8.8	-10.5	-1.7	-1.9
National	-0.2	4.2	8.0	1.2	-1.3	6.4	2.7	2.9	6.8	3.4	6.9	2.9

Source: Vfacts

Positive
Negative

Segmentation

The market is broken into four key segments being passenger (44%), SUV (36%), light commercial (17%) and heavy commercial (3%) as shown in Figure 3. The movement in the key segments for December and CYTD are detailed in Figure 4. It was another strong month for more versatile SUV vehicles. The SUV market has risen 15.5% compared to December 2014, and is up 15.9% CYTD. Although the passenger market fell 3.0% in 2015, the market still holds a 44.6% YTD market share, showing they are still a popular choice amongst buyers.

Figure 3 – Market segments

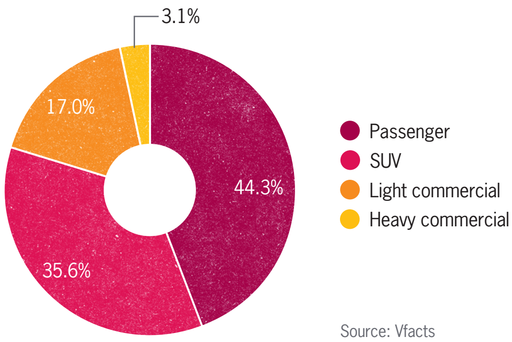
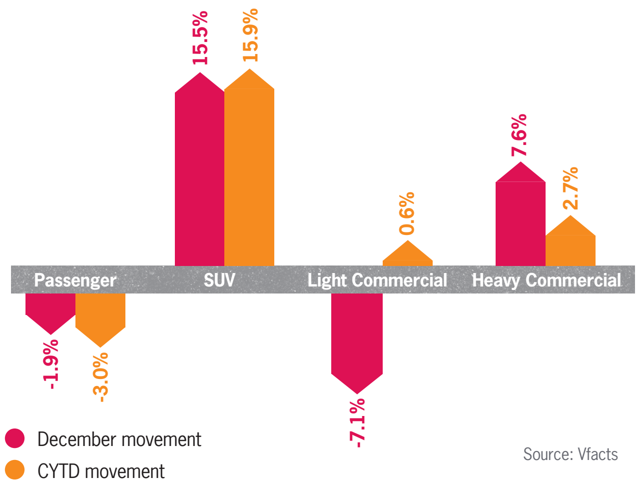


Figure 4 – Movements in key segments



Brand

Toyota lead the market on a CYTD basis with 17.8% market share followed by Mazda on 9.9% and Holden on 8.9% as detailed in Figure 5.

Figure 5 – Market share by brand – Top 10

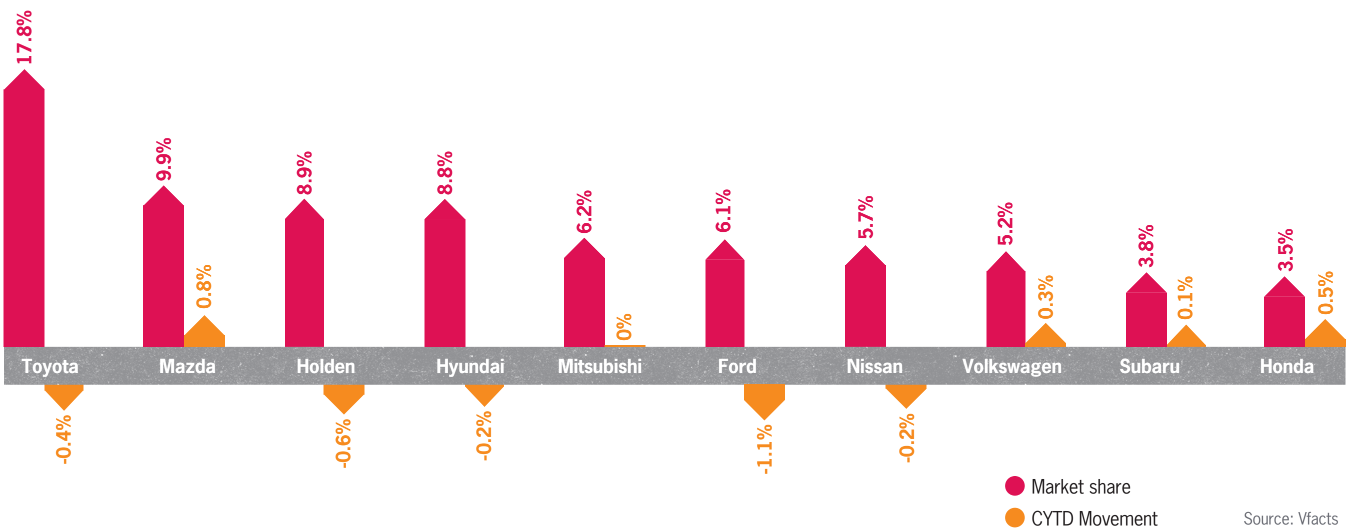
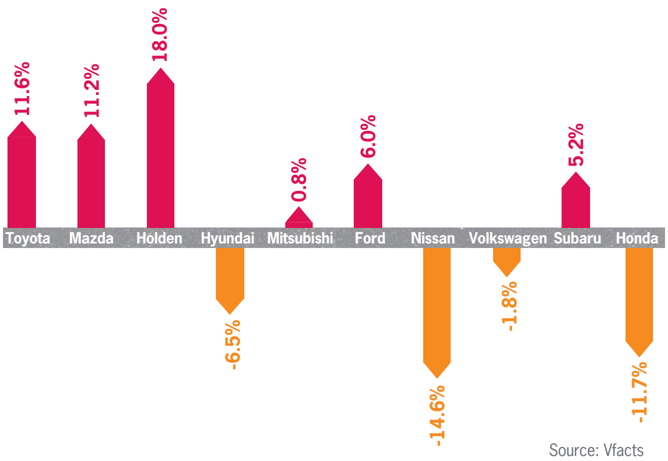


Figure 6 – December sales growth by brand – Top 10 demonstrates that six brands experienced an increase in sales. Holden (up 18.0%) and Toyota (up 11.6%) were biggest movers in the top 10.

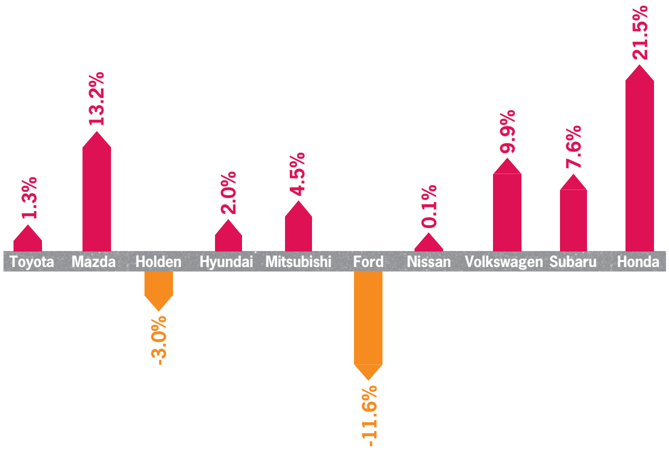
In relation to the Top 10 brands, on a CYTD basis, eight brands have been able to increase market share compared to the 2014 calandar year. The Top 10 brands accounted for 75.9% of the total market share for 2015.

Figure 6 – December sales growth by brand – Top 10



Source: Vfacts

Figure 8 – CYTD sales movement by brand – Top 10

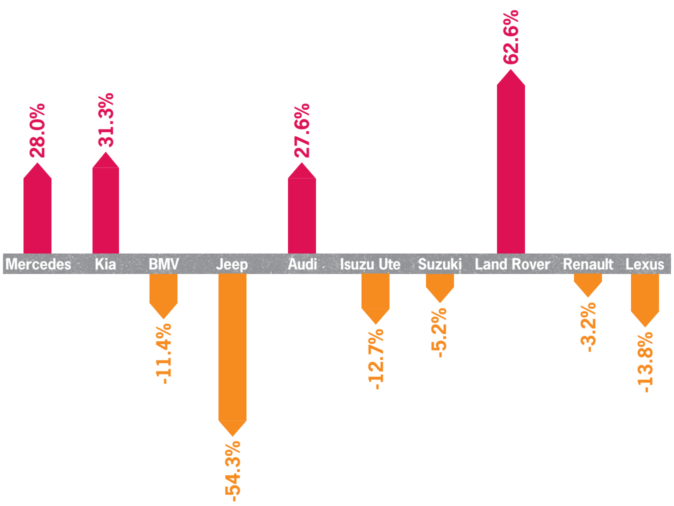


Source: Vfacts

Only four brands in position 11 to 20 were able to experience growth for December 2015 as shown in Figure 7 – December sales growth by brand – Top 11-20.

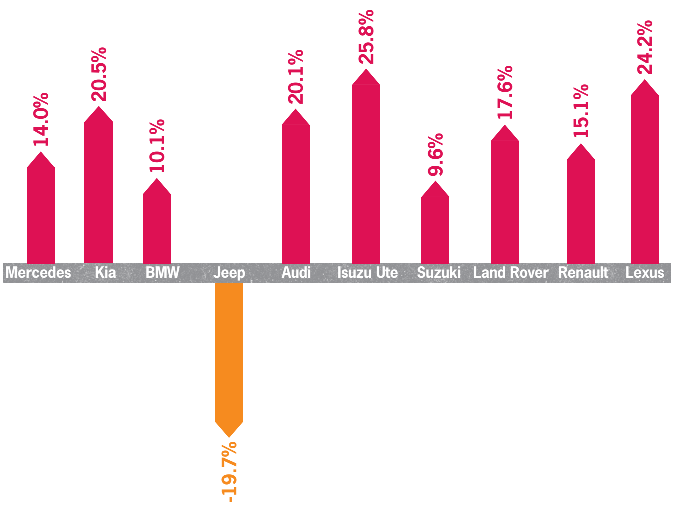
Figure 9 – CYTD sales movement by brand – Top 11-20, shows the significant increase in vehicle sales with nine manufacturers experiencing growing sales.

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



Source: Vfacts

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

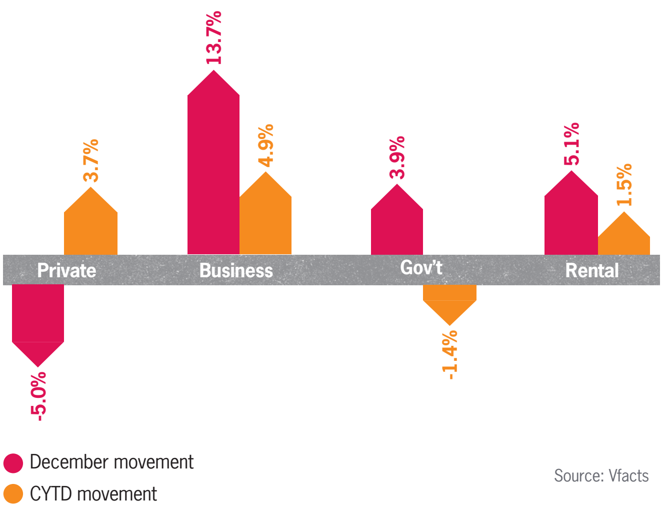


Source: Vfacts

Buyer profile

The market is broken into four key segments being private, business, government and rental. The movement in the buyer profiles for December and CYTD are detailed in Figure 10. Rental, business and government buyers have risen respectively compared to December 2014, while private buyers were to only profile to fall for the month. On a CYTD basis, all profiles other than the government segment have risen in 2015 compared to 2014.

Figure 10 – Buyer profile areas



Source: Vfacts

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

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

Model		Month sales			CYTD sales		
Standing	Brand	Movement	December 2015	December 2014	Movement	2015	2014
1	Toyota Corolla	▼	3,469	3,546	▼	42,073	43,735
2	Mazda3	▼	3,445	3,803	▼	38,644	43,313
3	Hyundai i30	▼	1,999	2,828	▲	32,306	31,505
4	Holden Commodore	▲	2,622	2,009	▼	27,770	30,203
5	Toyota Camry (4 Cyl)	▲	5,321	2,374	▲	27,654	22,044
6	Toyota Hilux 4X4	▼	2,328	2,435	▼	25,939	27,319
7	Mazda CX-5	▲	1,917	1,717	▲	25,136	21,571
8	Ford Ranger 4x3	▲	2,317	1,636	▲	23,436	20,674
9	Volkswagen Golf	▲	1,609	1,437	▲	22,092	19,178
10	Mitsubishi Triton 4X4	▼	1,786	3,162	▲	20,795	19,990

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