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Automotive Dashboard

Welcome to the April 2015 Monthly Dashboard. Internationally, Grant Thornton member firms are leaders in automotive supply chain and dealership advice, with specialist teams across the globe dedicated to this industry.

In this Dashboard, we preview April results and YTD results.

Key Headlights – April 2015

- Vehicle sales were up 1.2% in April and up 3.5% CYTD
- 4 of the last 5 months sales nationally have been up compared to 2014 sales
- Tasmania and Victoria had the largest increase in sales up 8.3% and 5.0% respectively compared to April 2014
- Western Australia and Northern Territory had the largest decrease in sales with falls of 11.6% and 11.4% respectively
- Passenger market fell 10.3% while the SUV market has risen 17.0%
- The largest % falls in the Top 20 brands were Ford (down 19.9%) and Holden (down 11.7%) compared to April 2014
- The largest % increases in the Top 20 brands were Renault (up 44.7%), Lexus (up 29.8%) and Suzuki (up 28.5%) compared to April 2014
- The Top 10 brands combined vehicle sales have remained steady whilst brands 11 to 20 combined vehicle sales increased 11.7%
- Locally manufactured vehicles fell 13.9%
- Private and government buyer sales increase for the month, while business and rental buyers fell
- Top three vehicles sold in April were Toyota Corolla (3,238 vehicles), Mazda 3 (2,365 vehicles), and Hyundai i30 (2,298 vehicles)

Table 1 - Top 10 brand sales for April 2015 and CYTD

Brand		Month sales			CYTD sales		
Standing	Brand	Movement	April 2015	March 2015	Movement	2015	2014
1	Toyota	▼	15,299	19,082	▲	64,285	63,051
2	Mazda	▼	8,068	10,217	▲	36,348	34,785
3	Holden	▼	7,072	8,709	▼	31,853	35,429
4	Hyundai	▼	7,210	8,571	▼	30,823	31,186
5	Nissan	▼	4,188	7,138	▲	21,847	18,882
6	Ford	▼	5,163	6,023	▼	21,565	26,577
7	Mitsubishi	▼	4,077	6,307	▲	20,706	18,615
8	Volkswagen	▼	4,572	5,525	▲	19,383	17,056
9	Subaru	▼	3,052	4,042	▲	13,381	12,887
10	Honda	▼	2,559	4,002	▲	12,205	9,789
			61,260	79,616		272,396	268,257

April results

Vehicle sales increased 1.2% (946 vehicles) for April 2015 compared to April 2014, and are now up 3.5% (12,170 vehicles) current year to-date. After record sales in first quarter of 2015, April continues this trend with new vehicle sales continuing to rise. Outlined in Figure 1 are the state based movements for April and CYTD. Figure 2 details the market share by state.

Sales across the larger market share states of New South Wales (up 2.5%), Victoria (up 5.0%) and Queensland (up 1.7%) have continued to increase in April. While Western Australia and the Northern Territory had the largest falls of the month down 11.6% and 11.4% respectively.

Figure 1 - State based movements for April and CYTD

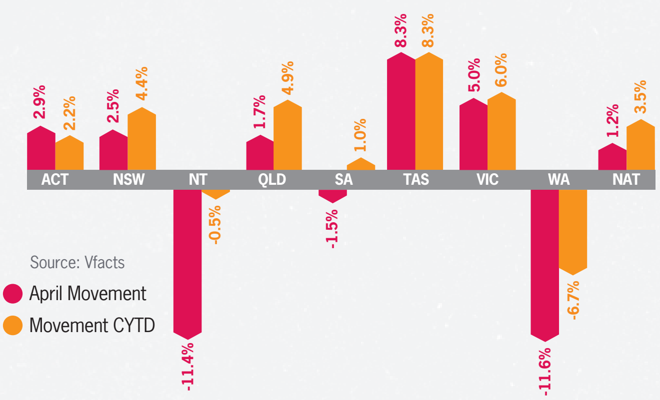
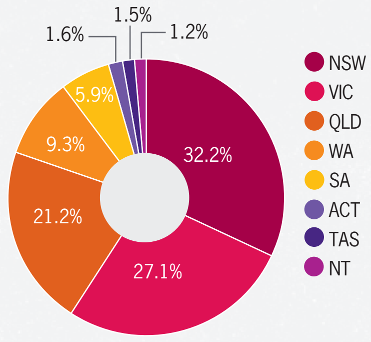


Figure 2 - Market share by state



Source: Vfacts

Table 1 – Sales figures May 2014 to April 2015 outlines the last twelve months' movements. Sales nationally have experienced negative growth in seven of the last twelve months with the Western Australian market falling every month this past year-to-date. However, three of the past four months in 2015 have been positive and this trend is expected to continue.

Table 1 - Sales figures April 2014 – March 2015

	MAY-14	JUN-14	JUL-14	AUG-14	SEP-14	OCT-14	NOV-14	DEC-14	JAN-15	FEB-15	MAR-15	APR-15
New South Wales	0.3	1.0	1.0	-2.8	5.9	4.6	-0.3	1.0	-1.0	5.1	10.2	2.5
Victoria	-0.7	2.2	2.2	-4.1	0.9	-1.5	-4.6	1.8	4.3	5.7	8.5	5.0
Queensland	-4.8	-6.1	-6.1	-10.1	2.1	-5.9	-8.5	5.8	-0.5	4.9	12.1	1.7
South Australia	0.1	7.6	7.6	-2.0	4.3	-1.8	-5.3	-3.5	-0.8	6.1	-0.4	-1.1
Western Australia	-6.5	-2.7	-2.7	-10.2	-2.7	-7.5	-9.6	-11.1	-7.0	-6.1	-2.9	-11.6
National	-2.3	-0.4	-0.4	-5.5	2.5	-1.5	-4.8	0.1	-0.2	4.2	8.0	1.2

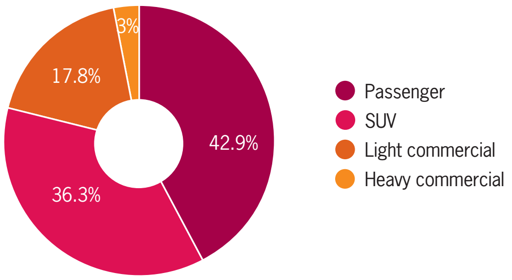
Positive
Negative

Source: Vfacts

Segmentation

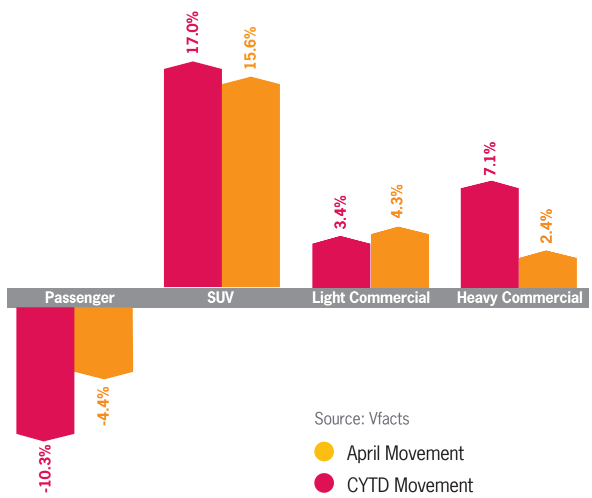
The market is broken into four key segments being passenger (43%), SUV (36%), light commercial (18%) and heavy commercial (3%) as shown in Figure 3. The movement in the key segments for April and CYTD are detailed in Figure 4. There has been a strong swing in segmentation in 2015 from Passenger vehicles to more versatile SUVs and Light Commercial Vehicles. The SUV and Light Commercial Markets have gained 2.6% and 2.0% market share from January 2015, while the passenger market has fallen 5.6%

Figure 3 - Market segments



Source: Vfacts

Figure 4 - Movements in key segments

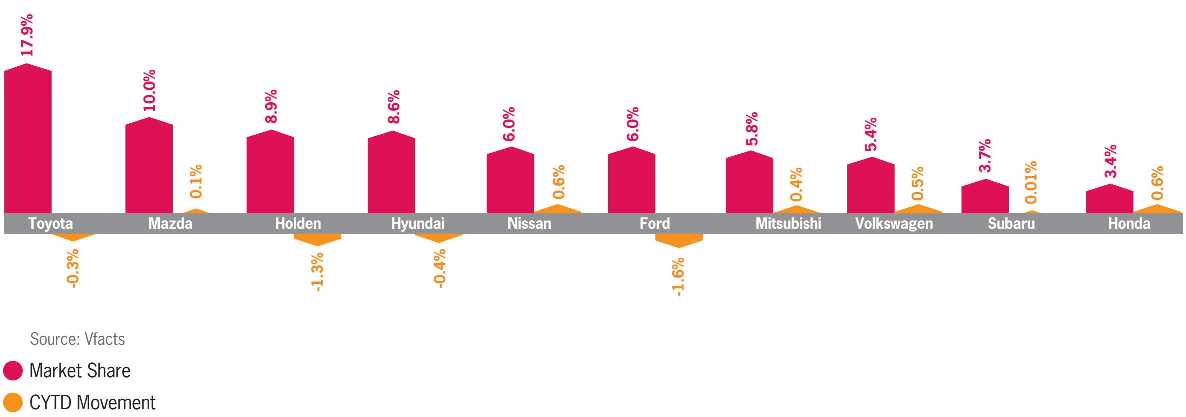


Source: Vfacts

Brand

Toyota lead the market with 17.9% market share followed by Mazda on 10.1% and Holden on 8.9% as detailed in Figure 5.

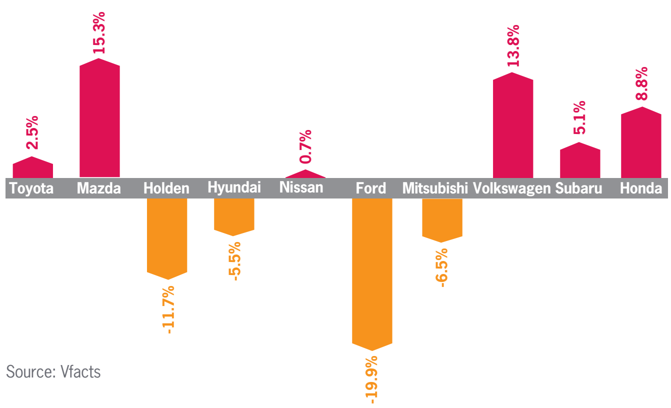
Figure 5 - Market share by brand – Top 10



Source: Vfacts

Figure 6 – April sales growth by brand – Top 10 demonstrates that six brands experienced an increase in sales. Mazda (up 15.3%), Volkswagen (up 13.8%) and Honda (up 8.8%) were biggest movers in the top 10. While Ford and Holden had the biggest falls of 19.9% and 11.7% respectively.

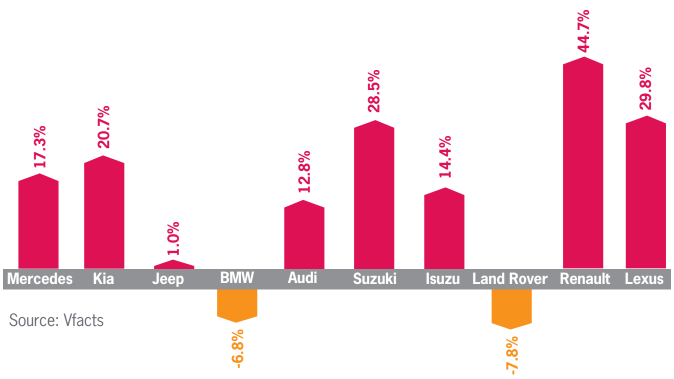
Figure 6 - April sales growth by brand – Top 10



Source: Vfacts

Whilst six of the Top 10 experienced increases, eight brands in position 11 to 20 experienced growth as shown in Figure 7 – April sales growth by brand – Top 11-20.

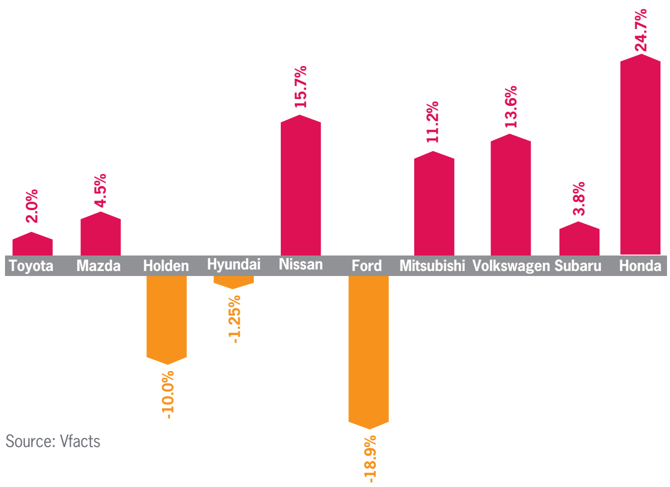
Figure 7 - April sales growth by brand – Top 11 – 20



Source: Vfacts

In relation to the Top 10 brands, on a CYTD basis, seven brands have been able to increase market share compared to the 2014 calandar year. With the Top 10 brands currently accounting for 75.8% of the total market share 2015 sales appear to be optimistic.

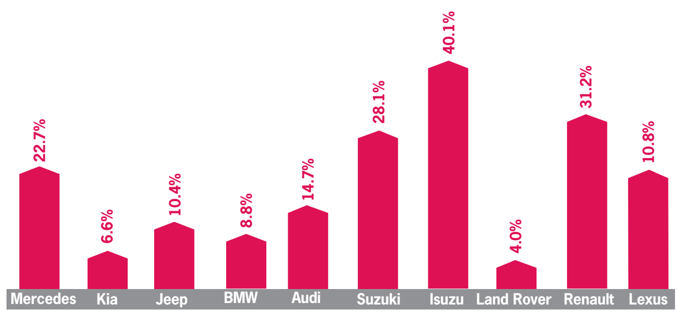
Figure 8 - CYTD sales movement by brand – Top 10



Source: Vfacts

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

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

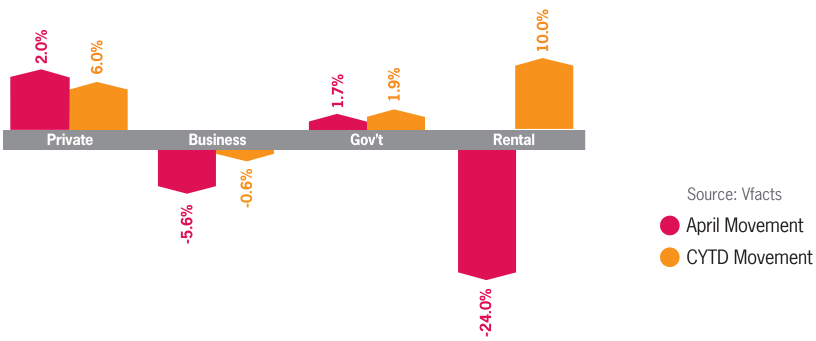


Source: Vfacts

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. Private and Government buyers continue to rise being up for the month and on a CYTD basis. While Business and Rental buyers fell 5.6% and 24.0% for the month, respectively.

Figure 10 – Buyer profile areas



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

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

Brand		Month sales			CYTD sales		
Standing	Brand	Movement	April 2015	March 2015	Movement	2015	2014
1	Toyota Corolla	▼	3,238	4,261	▲	14,910	13,647
2	Mazda3	▼	2,365	3,558	▼	13,424	15,174
3	Holden Commodore	▼	2,043	2,436	▼	8,780	10,551
4	Hyundai i30	▲	2,298	2,098	▼	8,614	9,896
5	Mazda CX-5	▼	1,868	2,344	▲	7,996	7,080
6	Toyota Hilux 4X4	▼	1,938	2,341	▼	7,995	8,175
7	Volkswagen Golf	▼	1,697	2,084	▲	7,054	5,962
8	Ford Ranger 4X4	▼	1,710	1,882	▲	6,642	6,057
9	Toyota Camry (4 cyl)	▼	1,141	2,319	▲	6,360	6,218
10	Mitsubishi Triton 4X4	▼	1,279	2,452	▲	6,226	3,763
			19,577	25,775		88,001	86,523

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