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Automotive Dashboard

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

Key Headlights – June 2016

- Vehicle sales were up 2.2% in June and up 3.4% current year-to-date (CYTD)
- Eleven of the last twelve months sales nationally have been up compared to previous year's sales
- Australian Capital Territory and Victoria had the largest increase in sales up 12.7% and 5.0% respectively compared to June 2015
- Tasmania and Victoria had the largest falls in sales up 6.8% and 6.6% respectively compared to June 2015
- The SUV market has risen 8.9% while the passenger market fell 4.5%
- The largest % falls in the Top 20 brands were Jeep (down 55.1%), Volkswagen (down 16.5%) and Lexus (down 14.9%) compared to June 2015
- The largest % increases in the Top 20 brands were Kia (up 41.0%), Land Rover (up 30.3%) and BMW (up 15.7%) compared to June 2015
- The Top 10 brands combined vehicle sales increased 4.4% while brands 11 to 20 combined vehicle sales fell 3.5% compared to June 2015
- Locally manufactured vehicles grew 2.0%
- Business buyers have risen 10.7% while private buyers fell 2.3% compared to June 2015
- Top three vehicles sold in June 2016 were Hyundai i30 (6,432 vehicles), Toyota Corolla (4,427 vehicles) and Mazda3 (4,112 vehicles)

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

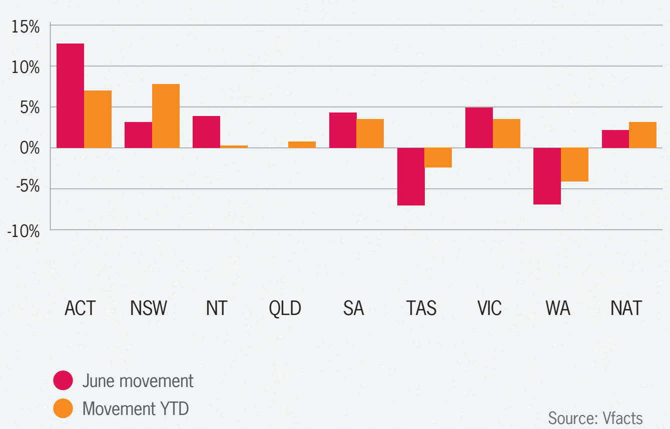
Brand		Month sales			CYTD sales		
Standing	Brand	Movement	June 2016	June 2015	Movement	2016	2015
1	Toyota	▲	22,083	21,501	▲	102,344	101,714
2	Mazda	▲	12,455	11,526	▲	60,973	56,591
3	Hyundai	▲	12,300	11,007	▲	54,350	50,099
4	Holden	▼	11,376	11,928	▼	48,010	51,737
5	Ford	▲	8,316	7,251	▲	40,383	34,810
6	Mitsubishi	▼	8,726	9,011	▲	37,265	35,866
7	Nissan	▲	6,781	6,636	▲	33,773	32,950
8	Volkswagen	▼	5,933	7,103	▼	29,809	32,020
9	Subaru	▲	5,135	4,502	▲	24,061	21,659
10	Kia	▲	5,170	3,666	▲	21,286	16,660

June results

It was a record month for new motor vehicle sales setting an industry record of 128,569 sales. June 2016 sales increasing 2.2% (2,719 vehicles) from June 2015, and are up 3.4% (19,713 vehicles) CYTD compared to a record breaking 2015 calendar year. Outlined in Figure 1 are the state based movements for June and CYTD. Figure 2 details the market share by state.

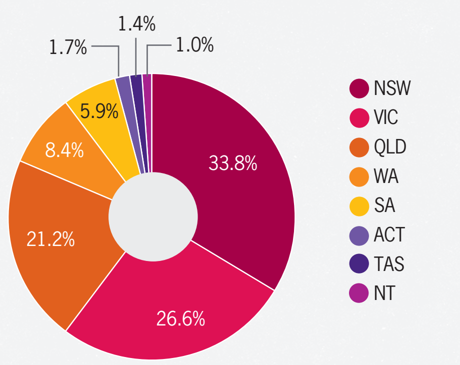
All state based sales were up for June 2016 other than Western Australia (down 6.6%) and Tasmania (down 6.8%). The Australian Capital Territory (up 12.7%) and Victoria (up 5.0%) recorded the largest state increases compared to June 2015.

Figure 1 – State based movements for June and CYTD



Source: Vfacts

Figure 2 – Market share by state



Source: Vfacts

Table 2 – Sales figures July 2015 to June 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 July 2015 to June 2016

	JUL-15	AUG-15	SEP-15	OCT-15	NOV-15	DEC-15	JAN-16	FEB-16	MAR-16	APR-16	MAY-16	JUN-16
New South Wales	6.1	7.5	11.8	4.6	9.1	8.2	6.0	12.6	6.5	11.9	6.0	3.2
Victoria	4.6	1.8	7.8	3.7	4.3	3.7	1.0	8.2	-2.9	8.1	3.5	5.0
Queensland	5.3	5.9	7.9	7.4	14.5	-5.5	3.8	2.7	-4.6	2.4	1.3	0.0
South Australia	-4.7	-9.4	-3.9	3.5	2.2	8.3	3.4	1.2	-1.4	6.8	9.6	4.5
Western Australia	-12.7	-8.4	-8.8	-10.5	-1.7	-1.9	-3.0	-1.4	-7.8	-0.1	-5.0	-6.6
National	2.7	2.9	6.8	3.4	6.9	2.9	2.7	6.7	-0.5	7.2	3.6	2.2

Source: Vfacts

Positive
Negative

Segmentation

The market is broken into four key segments being passenger (41%), SUV (37%), light commercial (19%) and heavy commercial (3%) as shown in Figure 3. The movement in the key segments for June and CYTD are detailed in Figure 4. The strong growth in more versatile SUV and light commercial vehicles has seen these segments grow 8.9% and 5.9% respectively from June 2015.

Figure 3 – Market segments

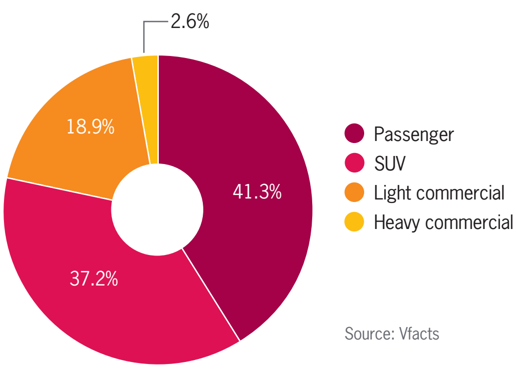
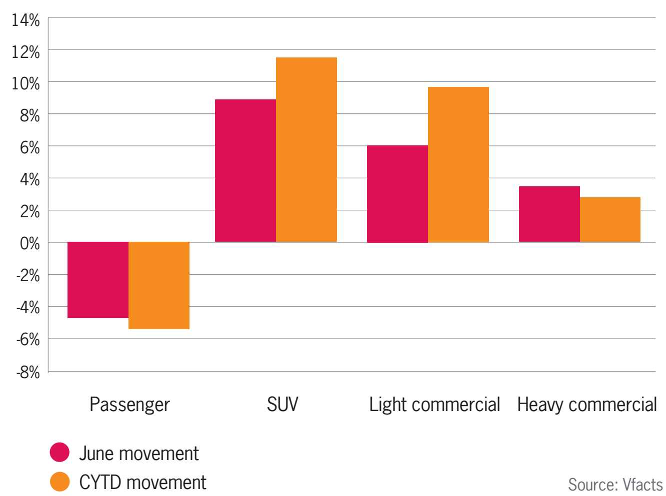


Figure 4 – Movements in key segments



Brand

Toyota lead the market on a CYTD basis with 17.1% market share followed by Mazda on 10.2% and Hyundai on 9.1% as detailed in Figure 5.

Figure 5 – Market share by brand – Top 10

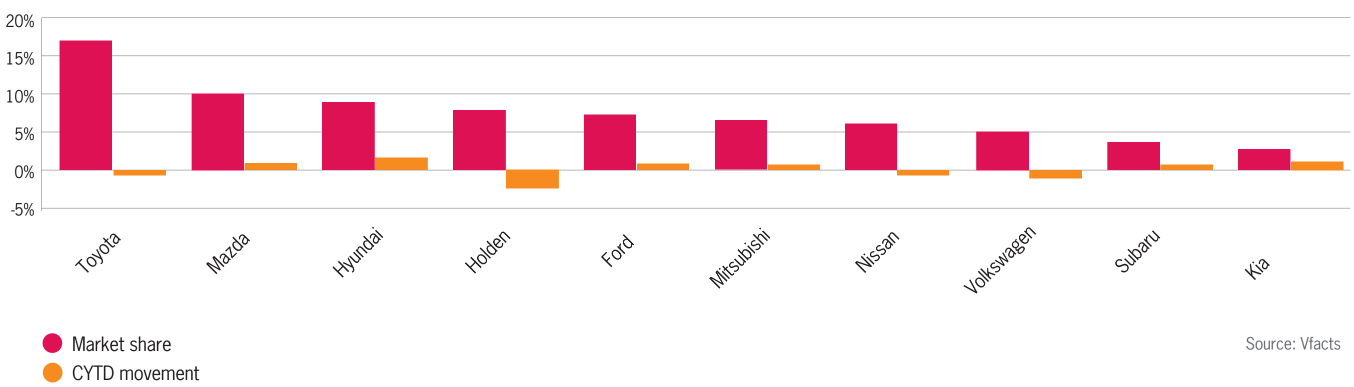
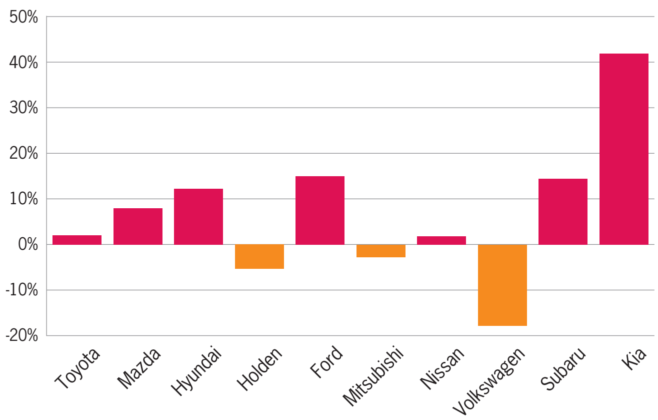


Figure 6 – June sales growth by brand – Top 10 demonstrates that seven brands experienced an increase in sales. Kia (up 41.0%) and Ford (up 14.7%) were biggest movers in the top 10.

In relation to the Top 10 brands, on a CYTD basis, eight brands have been able to increase market share compared to the 2015 calandar year. The Top 10 brands account for 75.6% of the total market share in 2016.

Figure 6 – June sales growth by brand – Top 10



Source: Vfacts

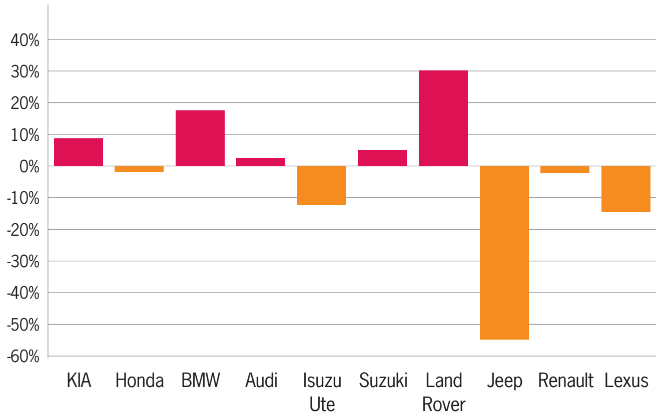
Figure 8 – CYTD sales movement by brand – Top 10

Source: Vfacts

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

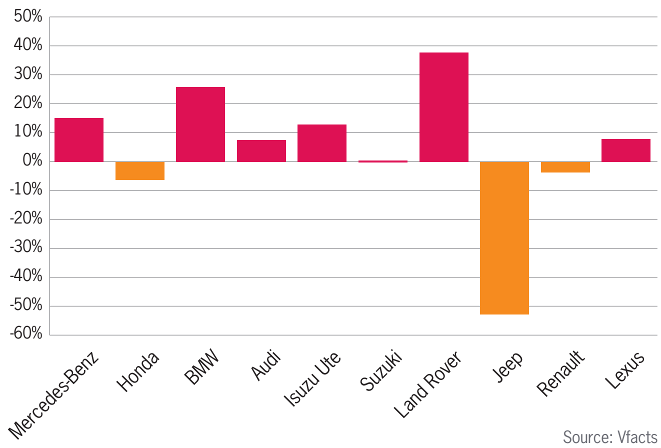
Figure 9 – CYTD sales movement by brand – Top 11-20, shows the seven manufacturers experiencing growing sales.

Figure 7 – June sales growth by brand – Top 11 – 20



Source: Vfacts

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



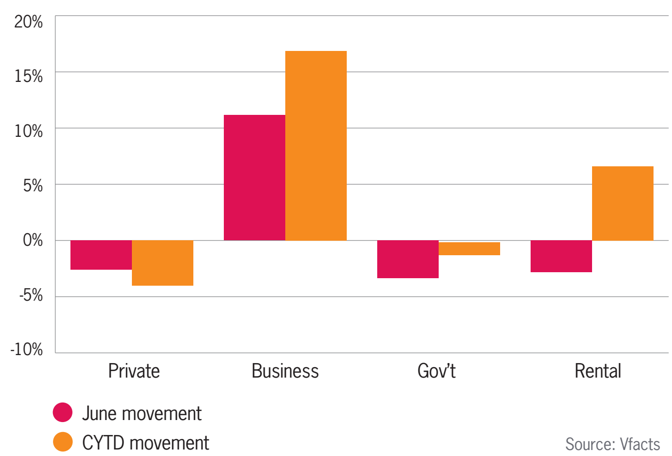
Source: Vfacts

Buyer profile

The market is broken into four key segments being private, business, government and rental. The movement in the buyer profiles for June and CYTD are detailed in Figure 10. Business buyers continue to grow, up 10.7% for June 2016 compared to June 2015 and up 15.8% CYTD.

Outlined below in Table 3 is the Top 10 vehicle sales for June 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 and Mitsubishi Triton all appear in the top 10 models.

Figure 10 – Buyer profile areas



Source: Vfacts

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

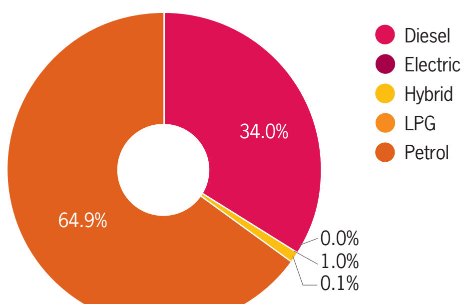
Model		Month sales			CYTD sales		
Standing	**Brand**	**Movement**	**June 2016**	**June 2015**	**Movement**	**2016**	**2015**
1	Hyundai i30	▲	6,432	5,521	▲	22,857	15,801
2	Toyota Corolla	▲	4,427	4,152	▼	20,544	21,750
3	Mazda3	▼	4,112	4,127	▼	20,088	20,427
4	Toyota Hilux 4X4	▲	3,385	2,862	▲	15,484	13,034
5	Ford Ranger 4X4	▲	3,477	2,647	▲	15,266	11,205
6	Holden Commodore	▲	3,054	2,772	▼	13,349	13,769
7	Mazda CX-5	▲	2,643	2,512	▲	12,593	12,489
8	Volkswagen Golf	▼	2,296	2,682	▼	10,893	11,829
9	Mitsubishi Triton 4X4	▼	2,533	2,982	▼	10,104	11,470
10	Toyota Camry (4 cyl)	▲	3,049	2,602	▼	9,905	10,426

Source: Vfacts

Fuel type

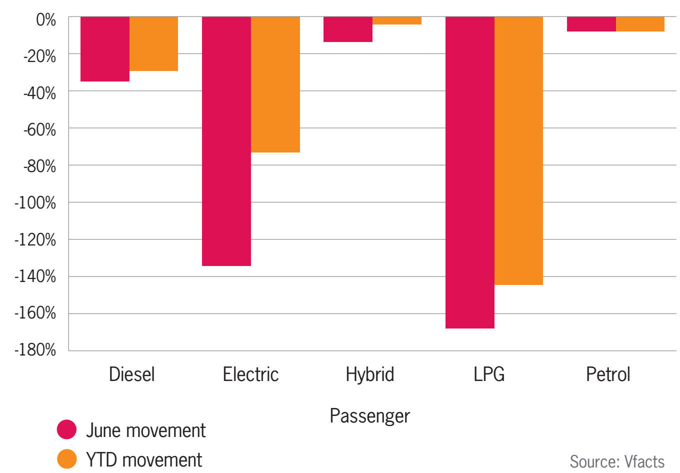
Focusing on the passenger and SUV segments, the market is broken into five fuel types being petrol (64.9%), diesel (34.0%), hybrid (1.0%), LPG (0.1%) and electric (0.0%) as shown in Figure 11. The movement in the key segments for June 2016 and CYTD are detailed in Figures 12 and 13.

Figure 11 – Fuel type



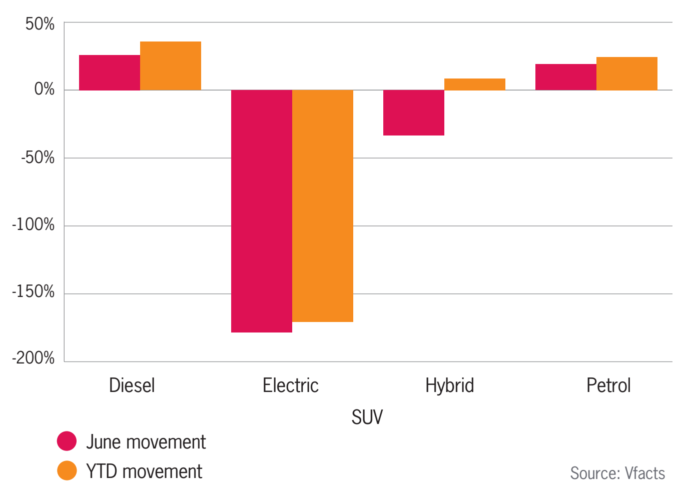
Source: Vfacts

Figure 12 – Movement in passenger segment fuel type



Source: Vfacts

Figure 13 – Movement in SUV segment fuel type



Source: Vfacts

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EPI.149.16