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Automotive Dashboard

Welcome to the June 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 June 2015 results and YTD results.

Key Headlights – June 2015

- Vehicle sales were up 6.4% in June and up 3.3% CYTD
- Four of the last six months sales nationally have been up compared to 2014 sales
- Tasmania and New South Wales had the largest increase in sales up 14.1% and 12.1% respectively compared to June 2014
- Western Australia and the Northern Territory had the largest decrease in sales with falls of 7.5% and 5.5% respectively.
- Passenger market rose 4.7% while the SUV market rose 14.7%
- The largest % falls in the Top 20 brands were Nissan (down 17.0%) and Ford (down 16.8%) compared to June 2014
- The largest % increases in the Top 20 brands were Honda (up 70.5%), Lexus (up 60.3%) and Renault (up 36.4%) compared to June 2014
- The Top 10 brands combined vehicle sales increased 5.2% whilst brands 11 to 20 combined vehicle sales increased 12.9%
- Locally manufactured vehicles fell 13.2%
- All buyer type categories being private, government, business and rental buyers increased for June 2015.
- Top three vehicles sold in June were Hyundai i30 (5,521 vehicles), Toyota Corolla (4,152 vehicles) and Mazda 3 (4,127 vehicles)

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

Brand		Month sales			CYTD sales		
Standing	Brand	Movement	June 2015	June 2014	Movement	2015	2014
1	Toyota	▲	21,501	20,808	▲	101,714	101,105
2	Mazda	▲	11,526	9,374	▲	56,591	51,910
3	Holden	▼	11,928	12,332	▼	51,737	56,773
4	Hyundai	▲	11,007	10,008	▲	50,099	49,597
5	Mitsubishi	▲	9,011	8,281	▲	35,866	32,676
6	Ford	▼	7,251	8,715	▼	34,810	42,242
7	Nissan	▼	6,636	7,992	▼	32,950	33,155
8	Volkswagen	▲	7,103	6,597	▲	32,020	28,571
9	Subaru	▲	4,502	3,851	▲	21,659	20,040
10	Honda	▲	5,311	3,115	▲	20,602	15,443
			95,776	91,073		438,048	431,512

June results

Vehicle sales increased 6.4% (7,542 vehicles) for June 2015 compared to June 2014, and are up 3.3% (18,477 vehicles) current year to-date. The strong growth in the half-year results is a reflection of affordability in the new car market. Outlined in Figure 1 are the state based movements for June and CYTD. Figure 2 details the market share by state.

Sales across the larger market share states showed strong growth with New South Wales (up 12.1%), Victoria (up 4.1%) and Queensland (up 10.7%). Western Australia had the largest fall of the month down 7.5% for June (937 vehicles) and down 8.4% CYTD (4,975 vehicles). All state based sales for the 2015 calendar year other than Western Australia and South Australia have risen compared to 2014.

Figure 1 – State based movements for June and CYTD

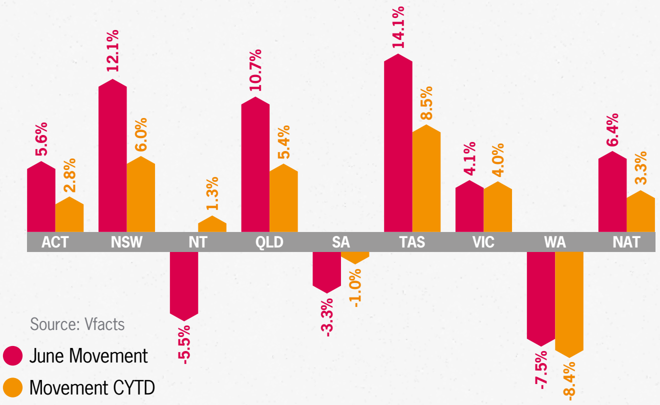


Figure 2 – Market share by state

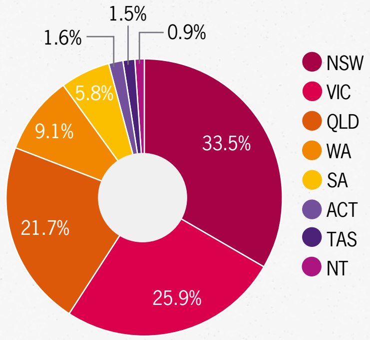


Table 2 – Sales figures July 2014 to June 2015 outlines the last twelve months' movements. Sales nationally have experienced negative growth in six of the last twelve months with the Western Australian market falling every month this past year-to-date. However nationally, four of the past six months in 2015 have been positive.

Table 2 – Sales figures July 2014 – June 2015

	JUL-14	AUG-14	SEP-14	OCT-14	NOV-14	DEC-14	JAN-15	FEB-15	MAR-15	APR-15	MAY-15	JUN-15
New South Wales	1.0	-2.8	5.9	4.6	-0.3	1.0	-1.0	5.1	10.2	2.5	4.1	12.1
Victoria	2.2	-4.1	0.9	-1.5	-4.6	1.8	4.3	5.7	8.5	5.0	-3.1	4.1
Queensland	-6.1	-10.1	2.1	-5.9	-8.5	5.8	-0.5	4.9	12.1	1.7	0.3	10.7
South Australia	7.6	-2.0	4.3	-1.8	-5.3	-3.5	-0.8	6.1	-0.4	-1.1	-5.8	-3.3
Western Australia	-2.7	-10.2	-2.7	-7.5	-9.6	-11.1	-7.0	-6.1	-2.9	-11.6	-15.8	-7.5
National	-0.4	-5.5	2.5	-1.5	-4.8	0.1	-0.2	4.2	8.0	1.2	-1.3	6.4

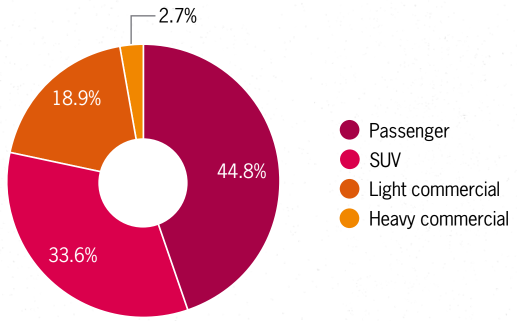
Positive
Negative

Source: Vfacts

Segmentation

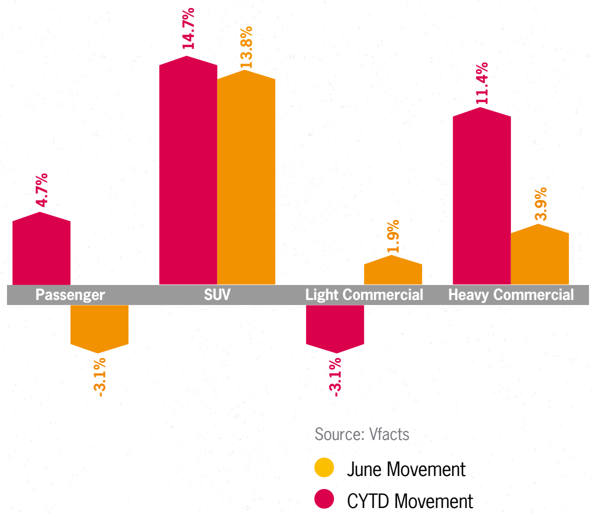
The market is broken into four key segments being passenger (45%), SUV (33%), light commercial (19%) and heavy commercial (3%) as shown in Figure 3. The movement in the key segments for June and CYTD are detailed in Figure 4. The SUV segment saw its highest growth of the year up 14.7% from June 2014, while the passenger market also rose 4.7%.

Figure 3 – Market segments



Source: Vfacts

Figure 4 – Movements in key segments

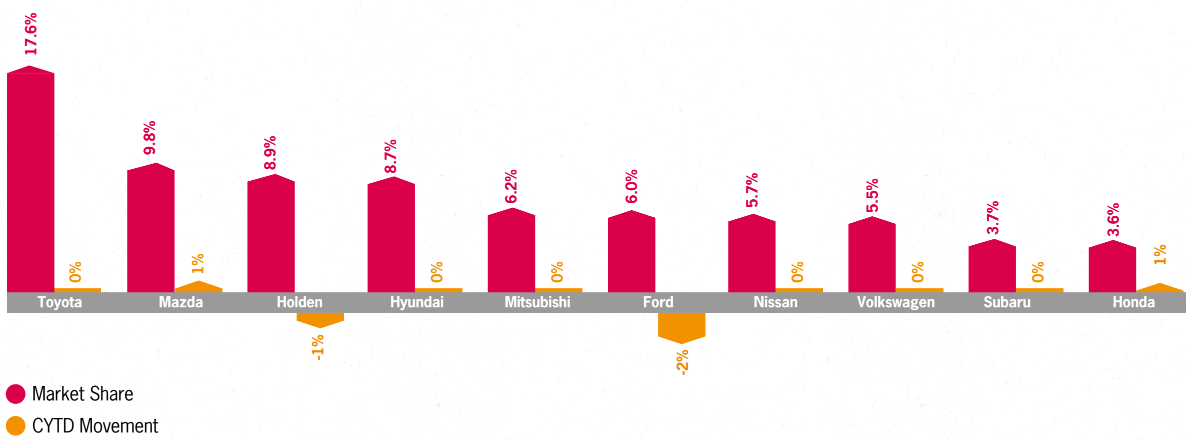


Source: Vfacts

Brand

Toyota lead the market with 17.6% market share followed by Mazda on 9.8% and Holden on 8.9% as detailed in Figure 5. Strong sales for June has seen Mitsubishi take fifth position from Ford, while just 0.7% market share divides Mitsubishi, Ford, Nissan and Volkswagen (Spots 5 to 8). Honda has also had strong sales for the 2015 CYTD , being up 0.3% market share since January 2015.

Figure 5 – Market share by brand – Top 10

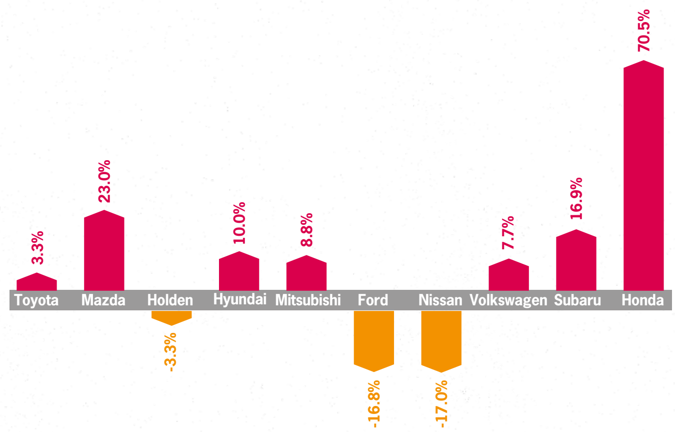


Source: Vfacts

Figure 6 – June sales growth by brand – Top 10 demonstrates that seven brands experienced an increase in sales. Honda (up 70.5%) and Mazda (up 23.0%) were biggest movers in the top 10. While Nissan and Ford had the biggest falls of 17.0% and 16.8% respectively.

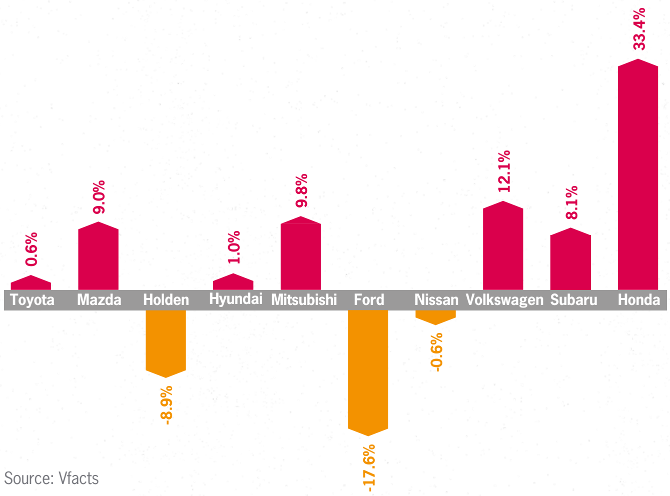
In relation to the Top 10 brands, on a CYTD basis, seven brands have been able to increase market share compared to the 2014 calandar year. With the Top 10 brands currently accounting for 75.7% of the total market share 2015 sales appear to be optimistic.

Figure 6 – June sales movement by brand – Top 10



Source: Vfacts

Figure 8 – CYTD sales movement by brand – Top 10

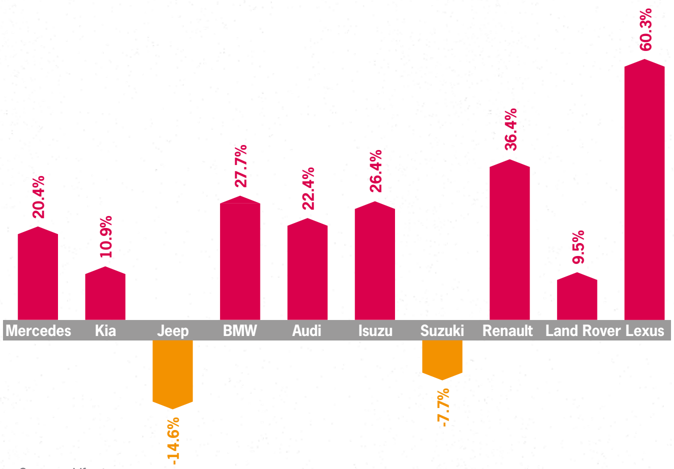


Source: Vfacts

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

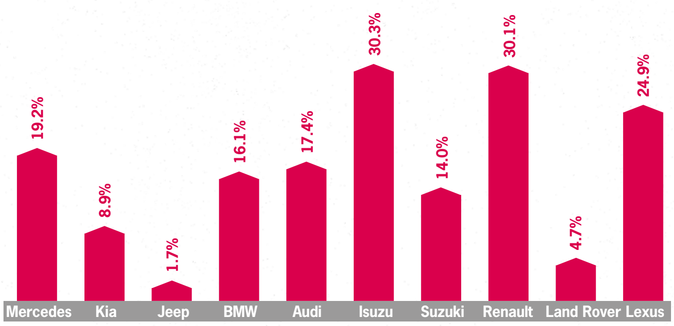
Figure 9 – CYTD sales movement by brand – Top 11-20, shows the significant increase in vehicle sales with all manufacturers experiencing growing sales.

Figure 7 – June sales movement by brand – Top 11-20



Source: Vfacts

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

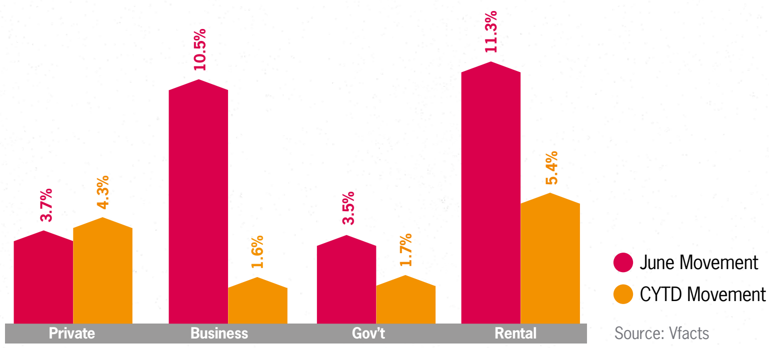


Source: Vfacts

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. All buyer profiles increased for the month of June compared to the same time last year. This is also the case on a CYTD basis, most noticeably the Private and Rental segments up 4.3% and 5.4% respectively.

Figure 10 – Buyer profile areas



Source: Vfacts

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

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

Brand		Month sales			CYTD sales		
Standing	**Brand**	**Movement**	**June 2015**	**June 2014**	**Movement**	**2015**	**2014**
1	Toyota Corolla	▼	4,152	4,648	▼	21,750	22,166
2	Mazda3	▲	4,127	4,059	▼	20,427	22,524
3	Hyundai i30	▲	5,521	3,243	▲	15,801	15,692
4	Holden Commodore	▼	2,772	3,156	▼	13,769	16,355
5	Toyota Hilux 4X4	▼	2,862	3,141	▼	13,034	13,743
6	Mazda CX-5	▲	2,512	2,211	▲	12,489	11,006
7	Volkswagen Golf	▲	2,682	2,261	▲	11,829	10,524
8	Mitsubishi Triton 4X4	▼	2,982	3,725	▲	11,470	9,447
9	Ford Ranger 4x4	▲	2,647	2,554	▲	11,205	10,345
10	Toyota Camry (4 Cyl)	▲	2,602	2,378	▲	10,426	10,118
			32,859	31,376		142,200	141,920

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