Grant Thornton
An instinct for growth™

JANUARY 2015

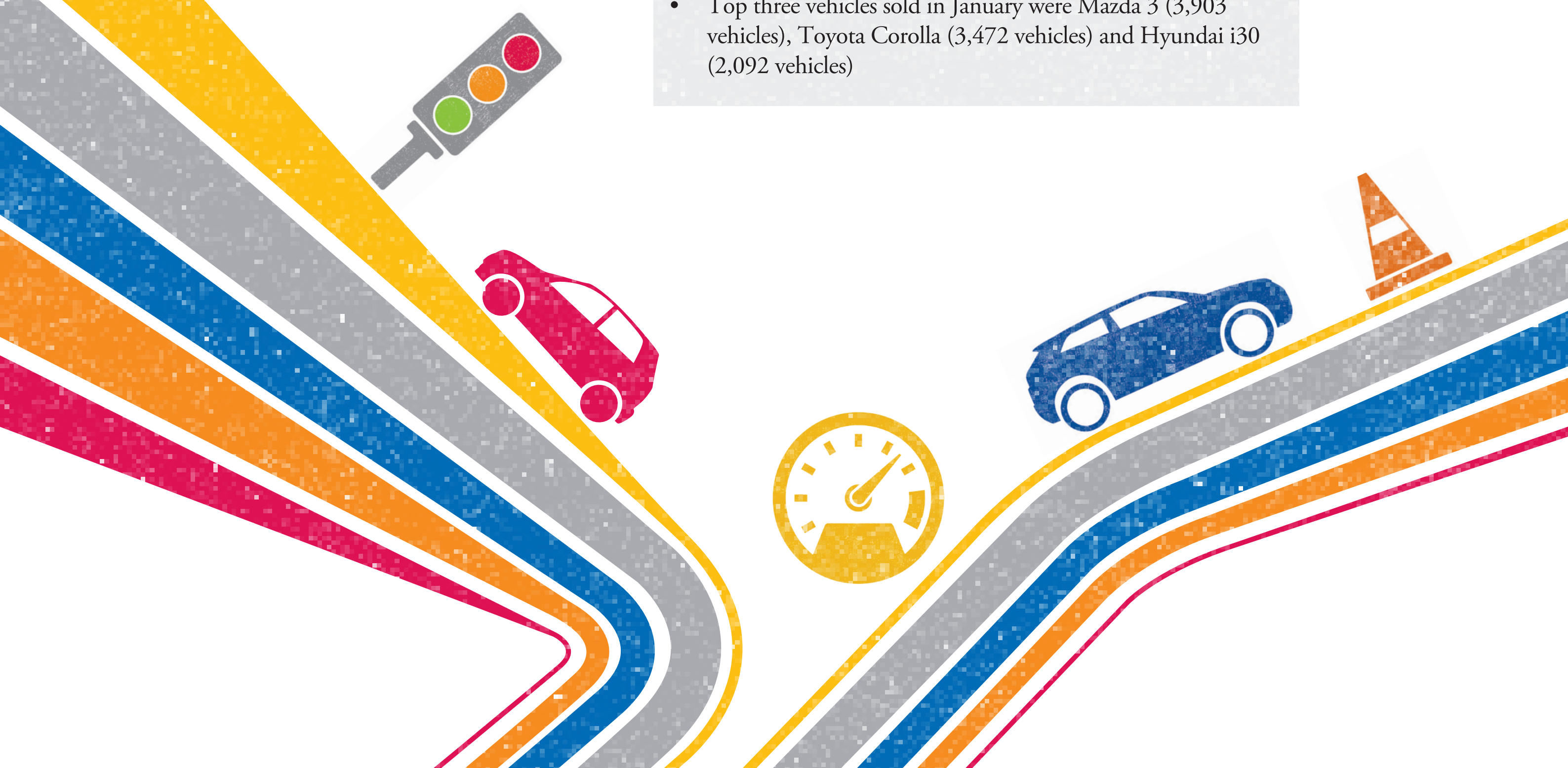
# Automotive Dashboard

*Welcome to the January 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 January results.**

## Key Headlights – January

- Vehicle sales were down -0.2% in January
- 10 of the last 12 months have been negative
- Northern Territory and Western Australia had the largest falls down 7.2% and 7.0% respectively
- Passenger market fell 4.3% while the SUV market has risen 6.9%
- The largest % falls in the Top 20 brands were Ford (down 21.3%), Lexus (down 9.8%) and Holden (down 5.3%)
- The largest % increases in the Top 20 brands were Isuzu Ute (up 57.4%), Suzuki (up 39.9%) and Renault (up 32.2%)
- The Top 10 brands combined vehicle sales were down 2.7% whilst brands 11 to 20 combined vehicle sales increased 16.2%
- Locally manufactured vehicles fell 2.8%
- Rental, business and government buyers fell 14.6%, 0.5% and 4.4% respectively, while private buyers increased 0.8%
- Top three vehicles sold in January were Mazda 3 (3,903 vehicles), Toyota Corolla (3,472 vehicles) and Hyundai i30 (2,092 vehicles)

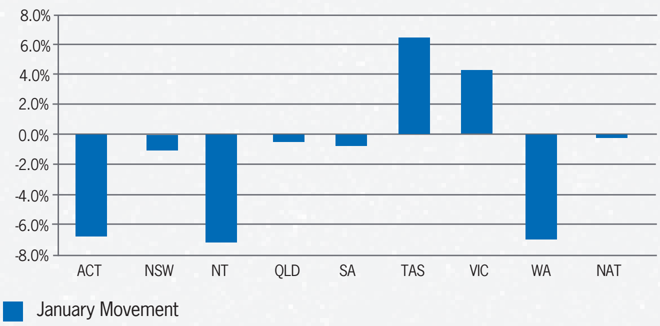


# January results

The 2015 year has started in the same fashion as the 2014 year started with vehicle sales dropping just 0.2% (169 vehicles) for January. With 2014 being the second strongest year in sales ever, the 2015 year appears to be optimistic. Outlined in Figure 1 are the state based movements for January. Figure 2 details the market share by state.

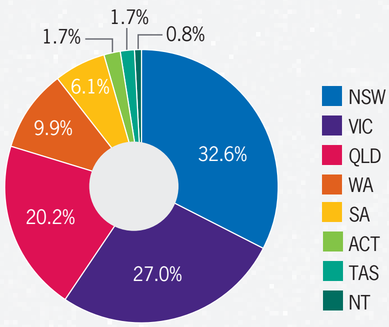
Tasmania and Victoria were the only states to see growth for the month of January up 6.6% and 4.3% respectively compared to January 2014. All other state-based sales decreased; most notably Northern Territory and Western Australia which were down 7.2% and 7.0% respectively. While the other major states of New South Wales, Queensland and South Australia remained steady with sales down one percent or less.

**Figure 1** - State based movements for January




Source: Vfacts

**Figure 2** - Market share by state




Source: Vfacts

Table 1 – Sales figures February 2014 to January 2015 outlines the last 12 months' movements. Sales nationally have experienced negative growth in 10 of the last 12 months with the Western Australian market falling every month over the 12 month period.

**Table 1** - Sales figures February 2014 - January 2015

| | FEB-14 | MAR-14 | APR-14 | MAY-14 | JUN-14 | JUL-14 | AUG-14 | SEP-14 | OCT-14 | NOV-14 | DEC-14 | JAN-15 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| New South Wales | 0.8 | 2.5 | -1.4 | 0.3 | 1.0 | 1.0 | -2.8 | 5.9 | 4.6 | -0.3 | 1.0 | -1.0 |
| Victoria | -4.1 | 3.8 | -8.3 | -0.7 | 2.2 | 2.2 | -4.1 | 0.9 | -1.5 | -4.6 | 1.8 | 4.3 |
| Queensland | -5.7 | -5.7 | -3.5 | -4.8 | -6.1 | -6.1 | -10.1 | 2.1 | -5.9 | -8.5 | 5.8 | -0.5 |
| South Australia | -2.4 | 8.8 | -9.0 | 0.1 | 7.6 | 7.6 | -2.0 | 4.3 | -1.8 | -5.3 | -3.5 | -0.8 |
| Western Australia | -12.0 | -9.3 | -9.4 | -6.5 | -2.7 | -2.7 | -10.2 | -2.7 | -7.5 | -9.6 | -11.1 | -7.0 |
| National | -3.8 | -0.1 | -5.2 | -2.3 | -0.4 | -0.4 | -5.5 | 2.5 | -1.5 | -4.8 | 0.1 | -0.2 |

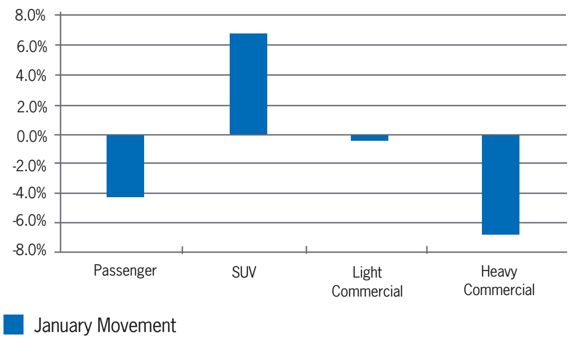
Positive Negative

Source: Vfacts

## Segmentation

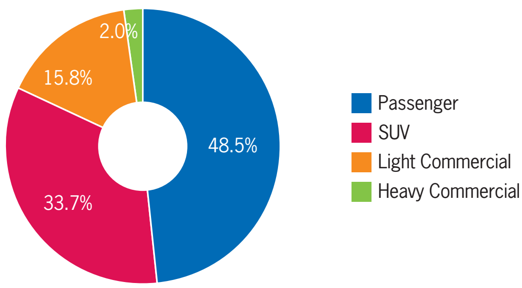
The market is broken into four key segments being passenger (48%), SUV (34%), light commercial (16%) and heavy commercial (2%) as shown in Figure 4. The movement in the key segments for January are detailed in Figure 3. The SUV vehicle market was up 6.9% for January, whilst the passenger vehicle, light commercial vehicle and heavy commercial vehicle markets were down 4.3%, 0.3% and 6.7% respectively.

### **Figure 3** - Movements in key segments




Source: Vfacts

### **Figure 4** - Market segments

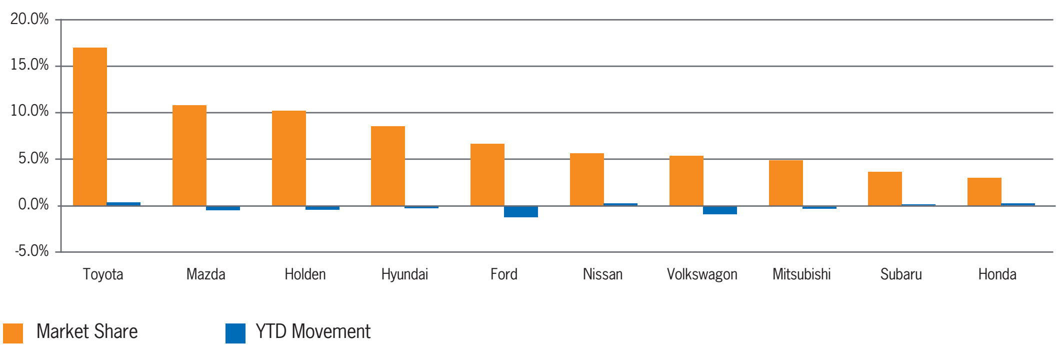



Source: Vfacts

## Brand

Toyota continues to lead the market with 16.6% market share followed by Mazda on 11.0% and Holden on 10.2% as detailed in Figure 5. The strong competition between Holden, Mazda and Hyundai will be fascinating in 2015 as all three battle it out for the prominent second position behind Toyota.

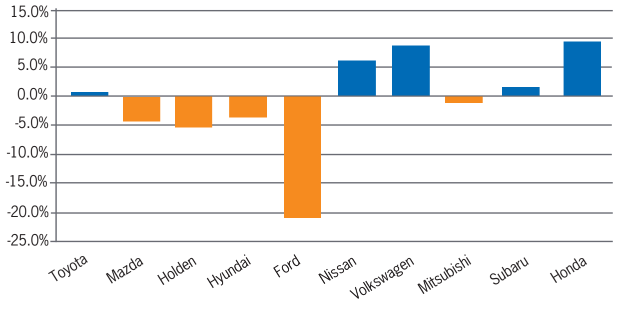
### **Figure 5** - Sales growth by brand - Top 10




Source: Vfacts

Figure 6 – January sales growth by brand – Top 10 demonstrates that five manufacturers have experienced an increase in sales. Toyota, Nissan, Volkswagen, Subaru and Honda have all gained market share in January, the biggest movers being Honda (up 9.4%) and Volkswagen (up 8.6%). While Ford and Holden had the biggest falls of 21.3% and 5.3% respectively.

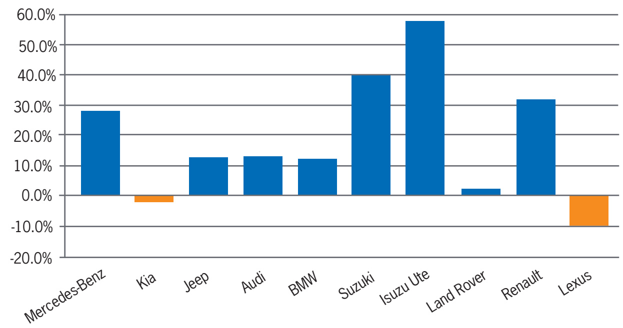
## **Figure 6** - January sales growth by brand – Top 10




Source: Vfacts

Whilst five of the Top 10 experienced increases, eight of the 10 brands in position 11 to 20 experienced growth, as shown in Figure 7 – January sales growth by brand – Top 11-20. Seven of these brands also experienced double-figure growth, most notably Isuzu Ute and Suzuki which were up 57.4% and 39.9% respectively.

## **Figure 7** - January sales growth by brand – Top 11 – 20

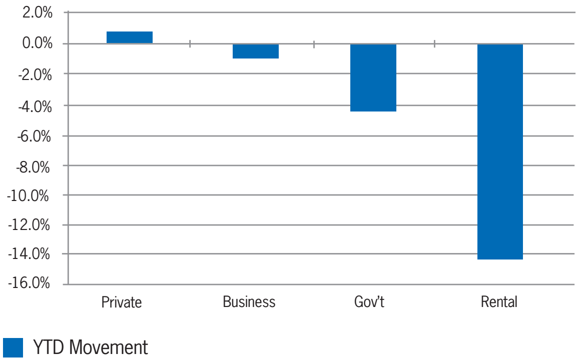



Source: Vfacts

## **Buyer profile**

The market is broken into four key segments being private, business, government and rental. The movement in the buyer profiles for January are detailed in Figure 8. There has been an increase in the private buyer market for the January month, while the rental profile decreased noticeably being down 14.6%.

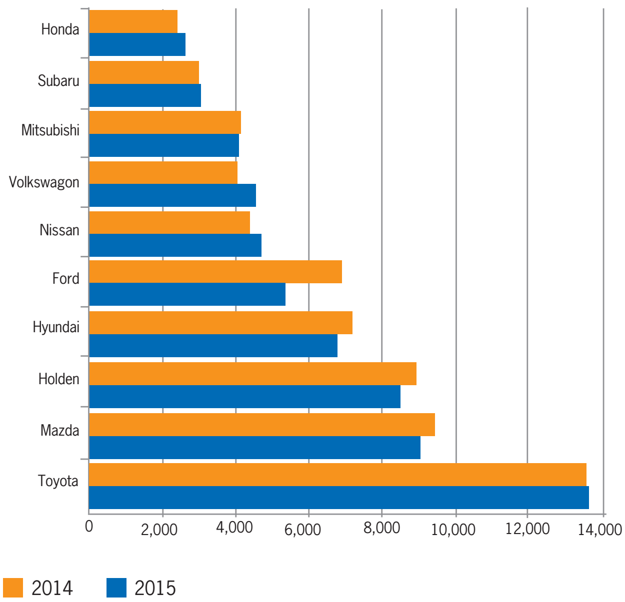
## **Figure 8** – Buyer profile areas



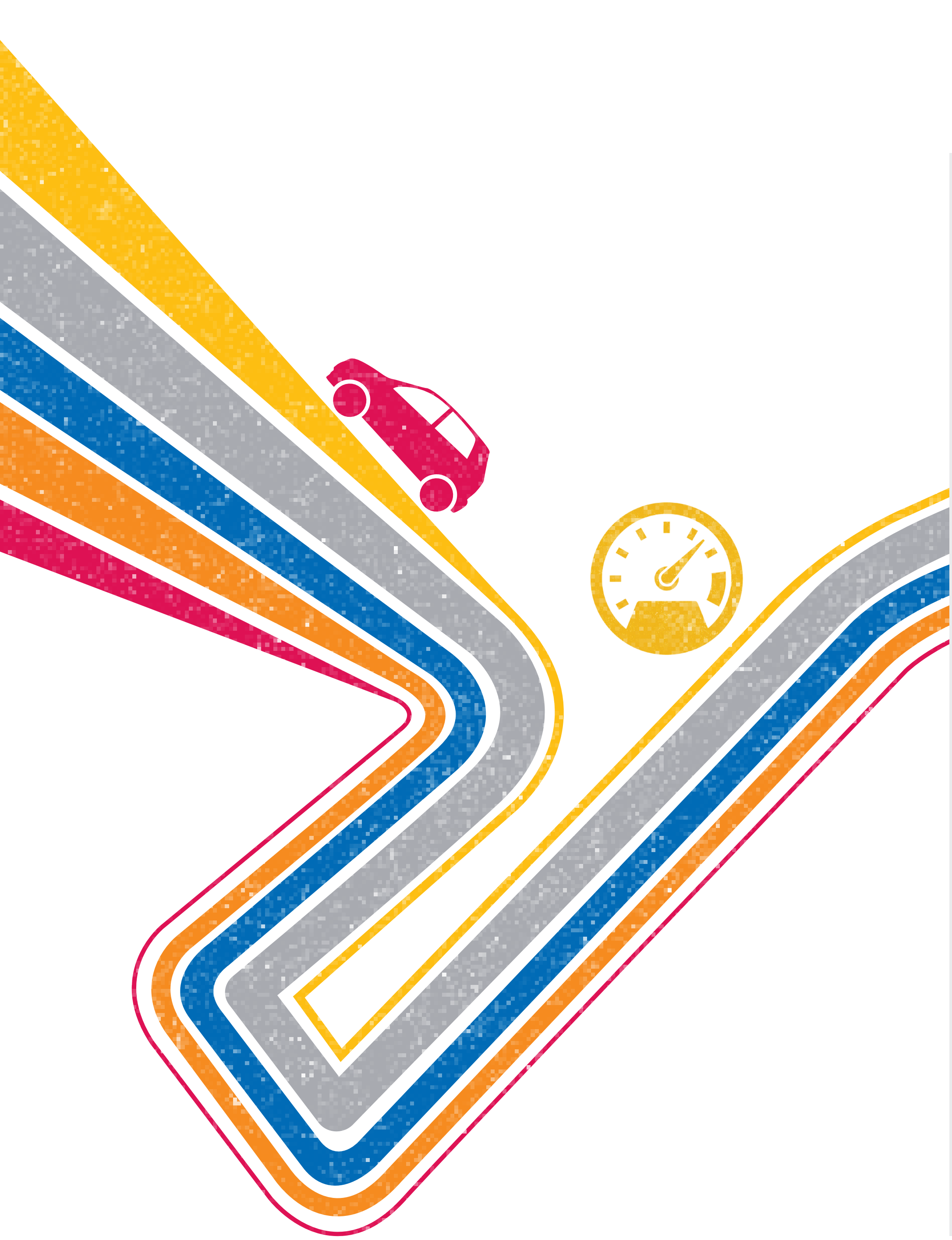

Source: Vfacts

Outlined below in Figure 9 is the Top 10 vehicle sales for January 2015.

## **Figure 9** – Comparison of the Top 10 retail sales for 2014 and 2015




Source: Vfacts



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