



Grant Thornton

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MARCH 2015

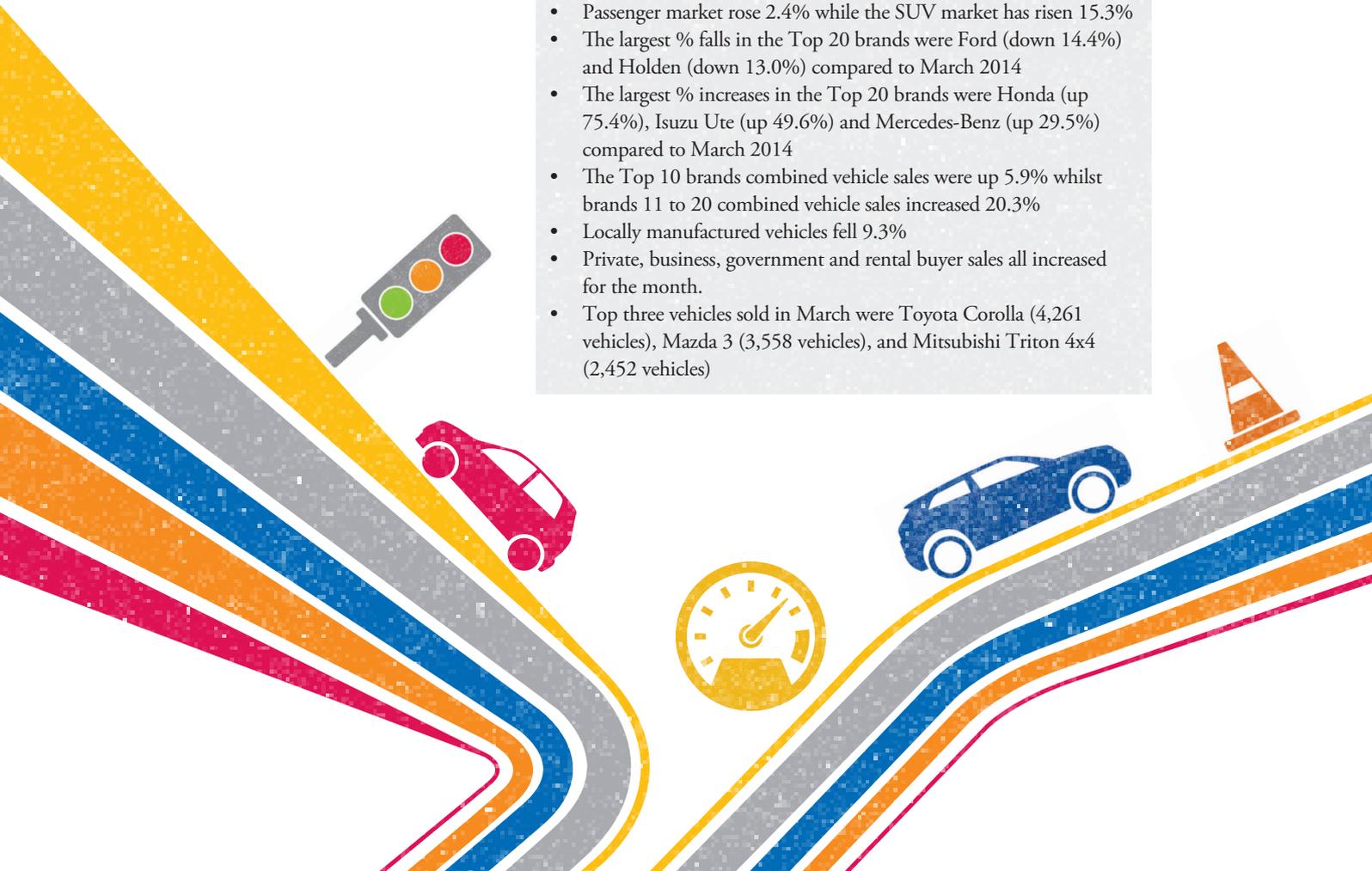
Automotive Dashboard

Welcome to the March 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 March results and YTD results.

Key Headlights – March 2015

- Vehicle sales were up 8.0% in March and up 4.2% CYTD
- Although 8 of the last 12 months have been negative, 3 of the last 4 months have been positive
- Queensland and Australian Capital Territory had the largest increase in sales up 12.1% and 10.5% respectively compared to March 2014
- Western Australia and South Australia were the only States to have negative growth with falls of 2.9% and 0.4% respectively.
- Passenger market rose 2.4% while the SUV market has risen 15.3%
- The largest % falls in the Top 20 brands were Ford (down 14.4%) and Holden (down 13.0%) compared to March 2014
- The largest % increases in the Top 20 brands were Honda (up 75.4%), Isuzu Ute (up 49.6%) and Mercedes-Benz (up 29.5%) compared to March 2014
- The Top 10 brands combined vehicle sales were up 5.9% whilst brands 11 to 20 combined vehicle sales increased 20.3%
- Locally manufactured vehicles fell 9.3%
- Private, business, government and rental buyer sales all increased for the month.
- Top three vehicles sold in March were Toyota Corolla (4,261 vehicles), Mazda 3 (3,558 vehicles), and Mitsubishi Triton 4x4 (2,452 vehicles)

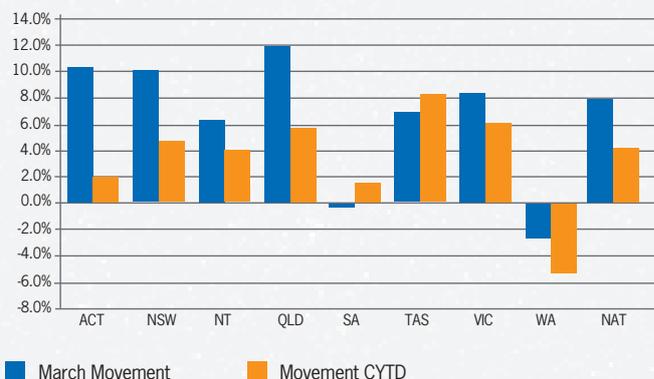


March results

Vehicle sales increased 8.0% (7,787 vehicles) for March 2015 compared to March 2014, and are now up 4.2% (11,224 vehicles) current year to-date. This has been the highest March sales market recorded, and continues the trend from the highest February sales market last month. With car affordability being the best it has been for the past 40 years this trend looks set to continue. Outlined in Figure 1 are the state based movements for March and CYTD. Figure 2 details the market share by state.

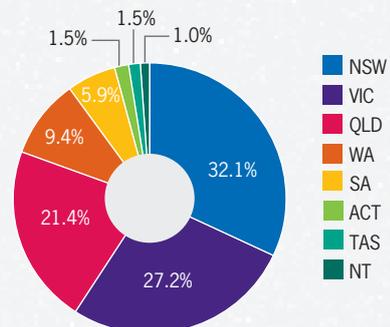
Sales across all states and territories have been strong for the month of March other than Western Australia (down 2.9%) and South Australia (down 0.4%). The larger market share states of New South Wales (up 10.2%), Victoria (up 8.5%) and Queensland (up 12.1%) have continued to increase in March.

Figure 1 - State based movements for March and CYTD



Source: Vfacts

Figure 2 - Market share by state



Source: Vfacts

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

Table 1 - Sales figures April 2014 – March 2015

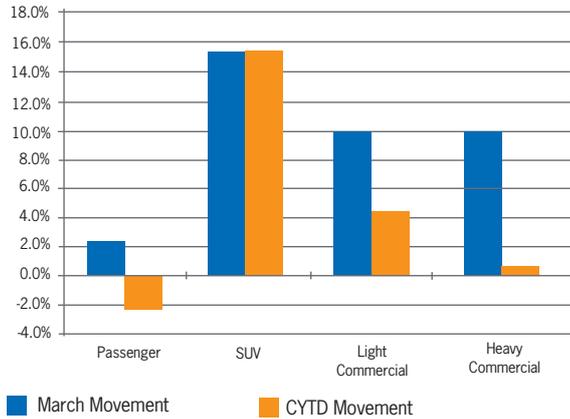
	APR-14	MAY-14	JUN-14	JUL-14	AUG-14	SEP-14	OCT-14	NOV-14	DEC-14	JAN-15	FEB-15	MAR-15
New South Wales	-1.4	0.3	1.0	1.0	-2.8	5.9	4.6	-0.3	1.0	-1.0	5.1	10.2
Victoria	-8.3	-0.7	2.2	2.2	-4.1	0.9	-1.5	-4.6	1.8	4.3	5.7	8.5
Queensland	-3.5	-4.8	-6.1	-6.1	-10.1	2.1	-5.9	-8.5	5.8	-0.5	4.9	12.1
South Australia	-9.0	0.1	7.6	7.6	-2.0	4.3	-1.8	-5.3	-3.5	-0.8	6.1	-0.4
Western Australia	-9.4	-6.5	-2.7	-2.7	-10.2	-2.7	-7.5	-9.6	-11.1	-7.0	-6.1	-2.9
National	-5.2	-2.3	-0.4	-0.4	-5.5	2.5	-1.5	-4.8	0.1	-0.2	4.2	8.0

Positive Negative

Segmentation

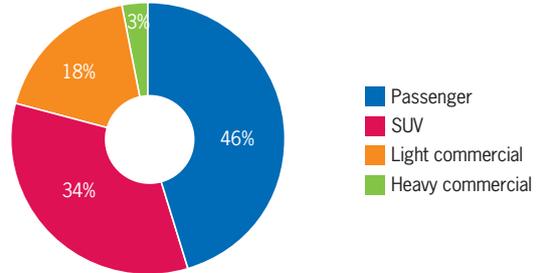
The market is broken into four key segments being passenger (46%), SUV (34%), light commercial (18%) and heavy commercial (3%) as shown in Figure 4. The movement in the key segments for March and CYTD are detailed in Figure 3. More versatile vehicles such as SUVs and light commercial vehicles continue to be popular, SUV and light commercial vehicle sales have increased 15.3% and 10.1% respectively in March 2015 compared to the same time last year.

Figure 3 - Movements in key segments



Source: Vfacts

Figure 4 - Market segments

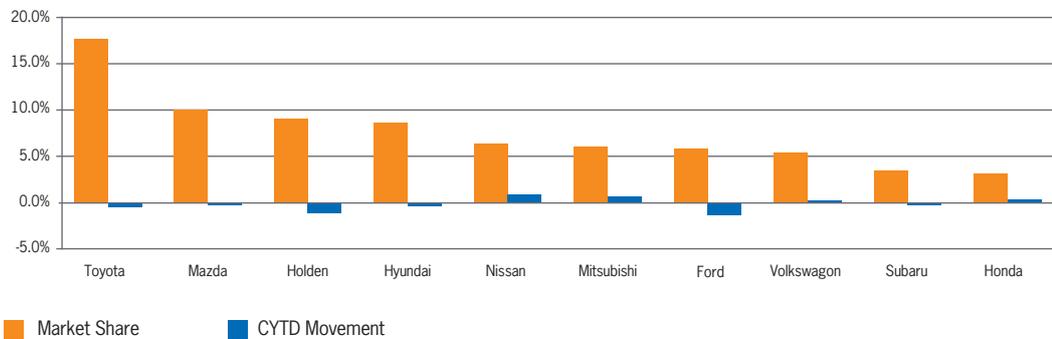


Source: Vfacts

Brand

Toyota lead the market with 17.6% market share followed by Mazda on 10.2% and Holden on 8.9% as detailed in Figure 5.

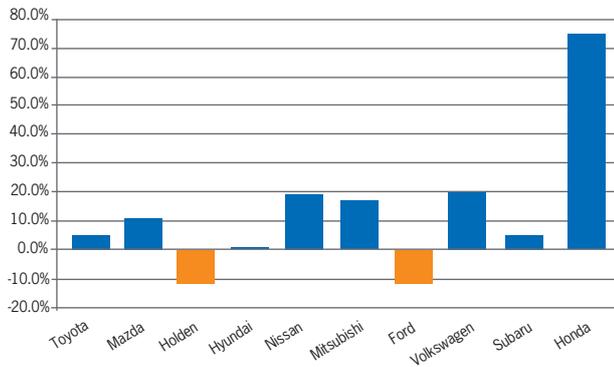
Figure 5 - Market share by brand – Top 10



Source: Vfacts

Figure 6 – March sales growth by brand – Top 10 demonstrates that only two manufacturers have experienced a decrease in sales. Honda (up 75.4%), Volkswagen (up 19.8%) and Nissan (up 18.7%) were the biggest movers in the top 10. While Ford and Holden had the biggest falls of 14.4% and 13.0% respectively.

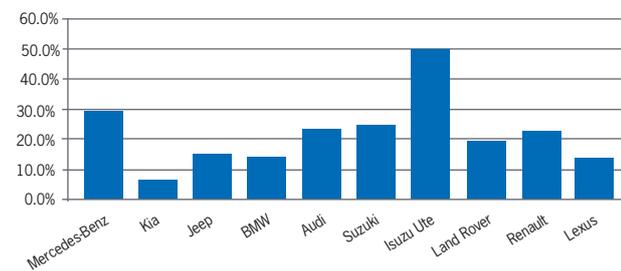
Figure 6 - March sales growth by brand – Top 10



Source: Vfacts

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

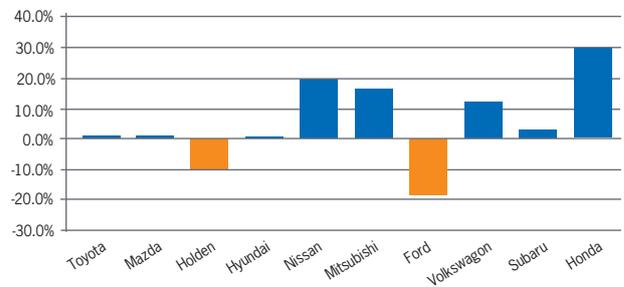
Figure 7 - March sales growth by brand – Top 11 – 20



Source: Vfacts

In relation to the Top 10 brands, on a CYTD basis, eight brands have been able to increase market share compared to the 2014 calendar year. With the Top 10 brands currently accounting for 76.1% of the total market share 2015 sales appear to be optimistic.

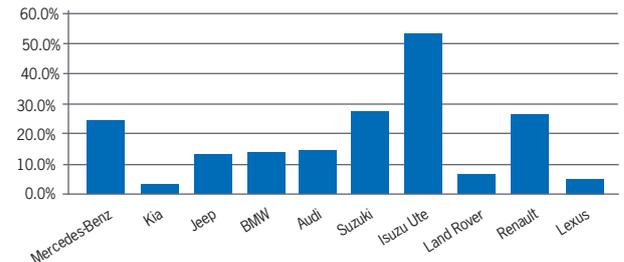
Figure 8 – CYTD sales movement by brand – Top 10



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

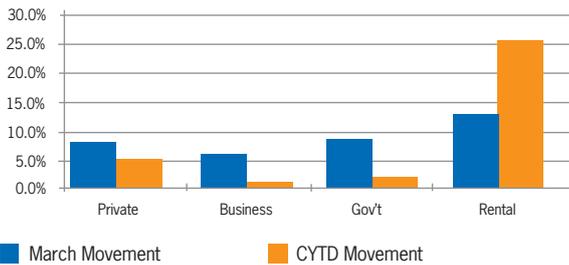


Source: Vfacts

Buyer profile

The market is broken into four key segments being private, business, government and rental. The movement in the buyer profiles for March and CYTD are detailed in Figure 10. All key segments have increased for the March month and are currently all positive on a CYTD basis. The rental market continues to thrive being up 13.1% for March and 25.9% CYTD.

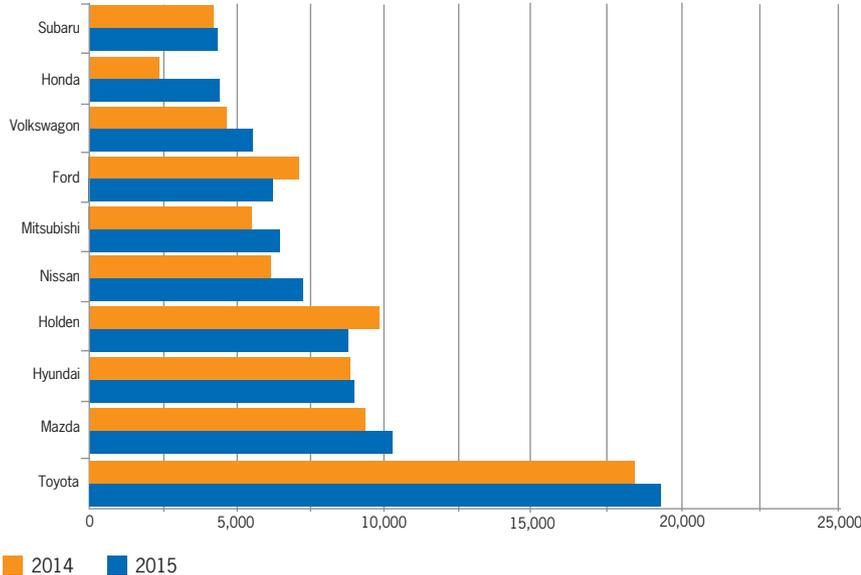
Figure 10 – Buyer profile areas



Source: Vfacts

Outlined below in Figure 11 is the Top 10 vehicle sales for March 2015

Figure 11 – Comparison of the Top 10 retail sales for 2014 and 2015



Source: Vfacts



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