



Grant Thornton

An instinct for growth™

FEBRUARY 2015

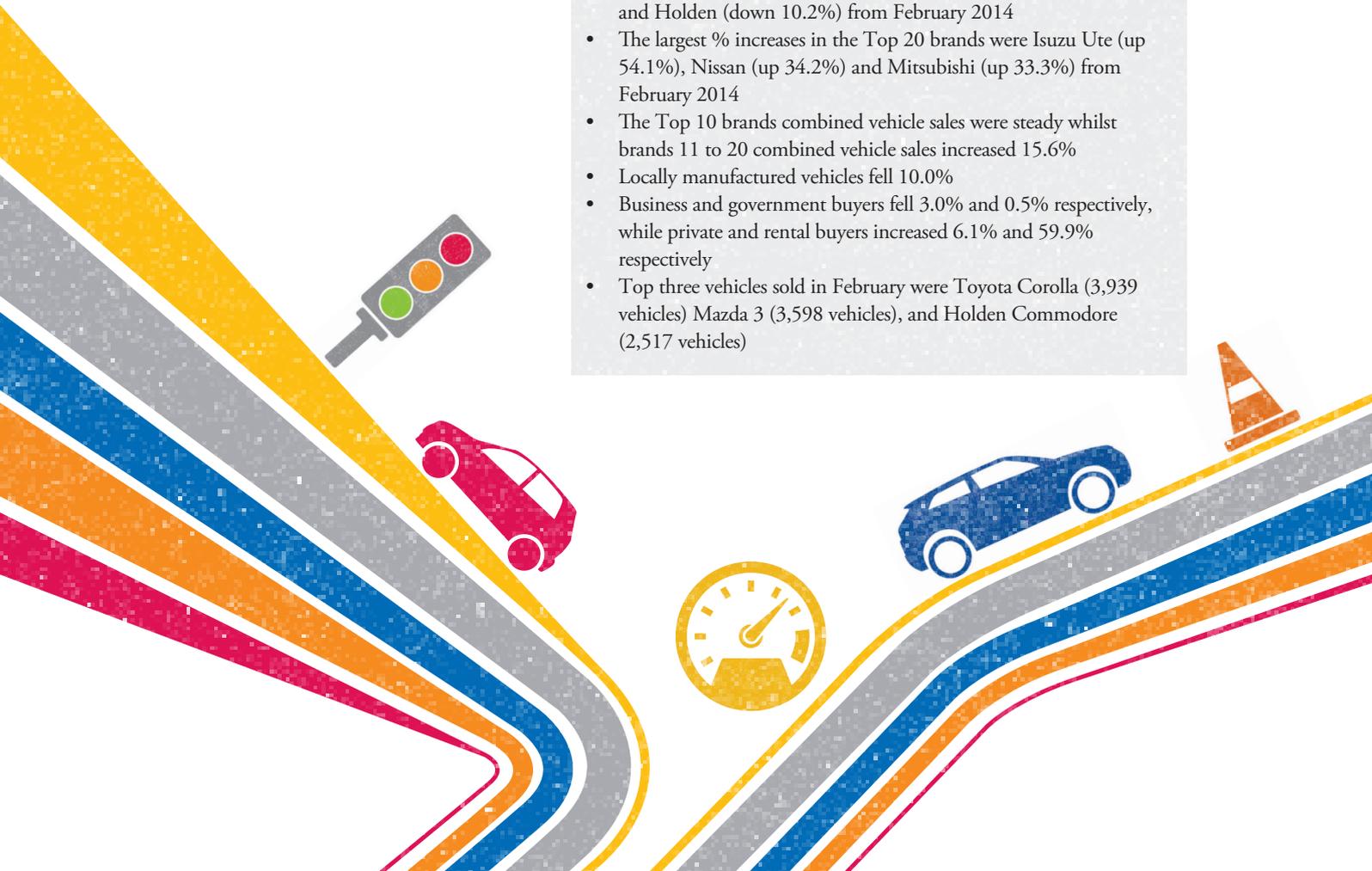
Automotive Dashboard

Welcome to the February 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 February results and YTD results.

Key Headlights – February 2015

- Vehicle sales were up 4.2% in February and up 2.0% CYTD
- Although nine of the last 12 months have been negative, two of the last three months have been positive
- Tasmania and Australian Capital Territory had the largest increase in sales up 11.6% and 10.9% respectively from February 2014
- WA was the only State to have negative growth with a fall of 6.1%
- Passenger market fell 6.6% while the SUV market has risen 23.8%
- The largest % falls in the Top 20 brands were Ford (down 20.1%) and Holden (down 10.2%) from February 2014
- The largest % increases in the Top 20 brands were Isuzu Ute (up 54.1%), Nissan (up 34.2%) and Mitsubishi (up 33.3%) from February 2014
- The Top 10 brands combined vehicle sales were steady whilst brands 11 to 20 combined vehicle sales increased 15.6%
- Locally manufactured vehicles fell 10.0%
- Business and government buyers fell 3.0% and 0.5% respectively, while private and rental buyers increased 6.1% and 59.9% respectively
- Top three vehicles sold in February were Toyota Corolla (3,939 vehicles) Mazda 3 (3,598 vehicles), and Holden Commodore (2,517 vehicles)



February results

Vehicle sales increased 4.2% (3,606 vehicles) for February 2015 compared to February 2014, and are now up 2.0% (3,437 vehicles) current year to-date. This has been the highest February sales on record in Australia, selling a staggering 90,424 new cars. Outlined in Figure 1 are the state based movements for February and CYTD. Figure 2 details the market share by state.

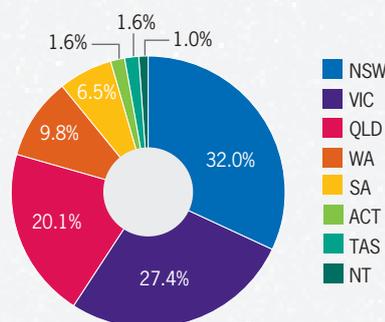
There were strong sales across all states and territories for the month of February other than Western Australia who continues to fall, down 6.1% in February and down 6.5% CYTD. The larger market share states of New South Wales (up 5.1%), Victoria (up 5.7%) and Queensland (up 4.9%) have helped national sales to increase in February.

Figure 1 - State based movements for February and CYTD



Source: Vfacts

Figure 2 - Market share by state



Source: Vfacts

Table 1 – Sales figures March 2014 to February 2015 outlines the last twelve months' movements. Sales nationally have experienced negative growth in nine of the last twelve months with the Western Australian market falling every month in the past 12 months. However, as we expected, sales growth has been achieved in two of the last three months. This trend is expected to continue.

Table 1 - Sales figures March 2014 – February 2015

	MAR-14	APR-14	MAY-14	JUN-14	JUL-14	AUG-14	SEP-14	OCT-14	NOV-14	DEC-14	JAN-15	FEB-15
New South Wales	2.5	-1.4	0.3	1.0	1.0	-2.8	5.9	4.6	-0.3	1.0	-1.0	5.1
Victoria	3.8	-8.3	-0.7	2.2	2.2	-4.1	0.9	-1.5	-4.6	1.8	4.3	5.7
Queensland	-5.7	-3.5	-4.8	-6.1	-6.1	-10.1	2.1	-5.9	-8.5	5.8	-0.5	4.9
South Australia	8.8	-9.0	0.1	7.6	7.6	-2.0	4.3	-1.8	-5.3	-3.5	-0.8	6.1
Western Australia	-9.3	-9.4	-6.5	-2.7	-2.7	-10.2	-2.7	-7.5	-9.6	-11.1	-7.0	-6.1
National	-0.1	-5.2	-2.3	-0.4	-0.4	-5.5	2.5	-1.5	-4.8	0.1	-0.2	4.2

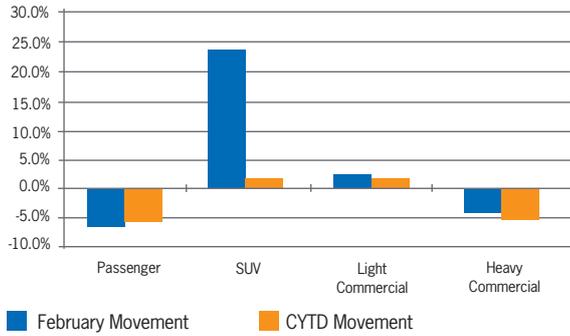
Positive Negative

Source: Vfacts

Segmentation

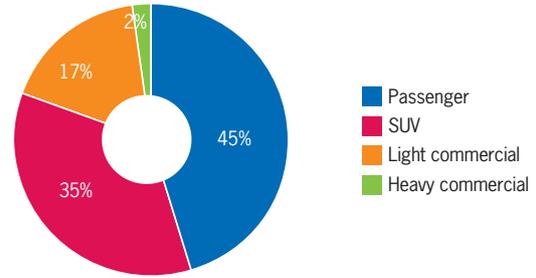
The market is broken into four key segments being passenger (45%), SUV (35%), light commercial (17%) and heavy commercial (2%) as shown in Figure 4. The movement in the key segments for February and CYTD are detailed in Figure 3. February has seen a strong move for more versatile vehicles such as SUVs and light commercial vehicles. SUV sales have increased 23.8% in February 2015 compared to the same time last year.

Figure 3 - Movements in key segments



Source: Vfacts

Figure 4 - Market segments

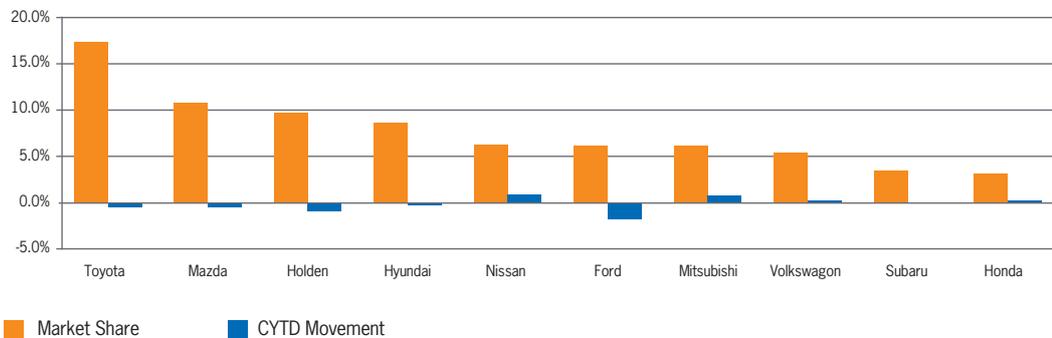


Source: Vfacts

Brand

Toyota lead the market with 17.3% market share followed by Mazda on 10.5% and Holden on 9.4% as detailed in Figure 5. Mazda have started the year strong against its key competitors, selling 1,014 more vehicles than Holden and 3,628 more vehicles than Hyundai on a CYTD basis. Ford has fallen to 6th spot after a 20.1% fall in sales compared to corresponding period in 2014.

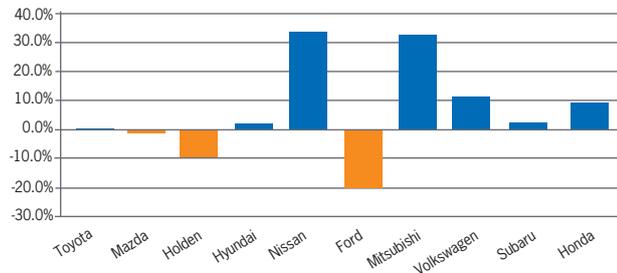
Figure 5 - Market share by brand – Top 10



Source: Vfacts

Figure 6 – February sales growth by brand – Top 10 demonstrates that only three manufacturers have experienced a decrease in sales. Nissan (up 34.2%), Mitsubishi (up 33.3%) and Volkswagen (up 11.7%) were biggest movers in the Top 10, while Ford and Holden had the biggest falls of 20.1% and 10.2% respectively.

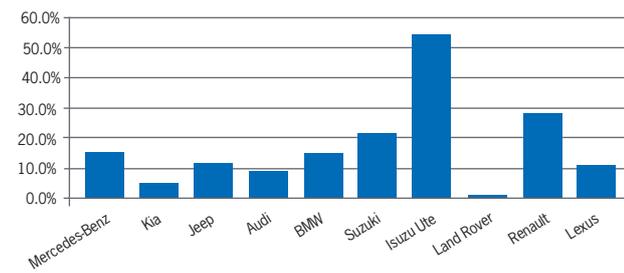
Figure 6 - February sales growth by brand – Top 10



Source: Vfacts

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

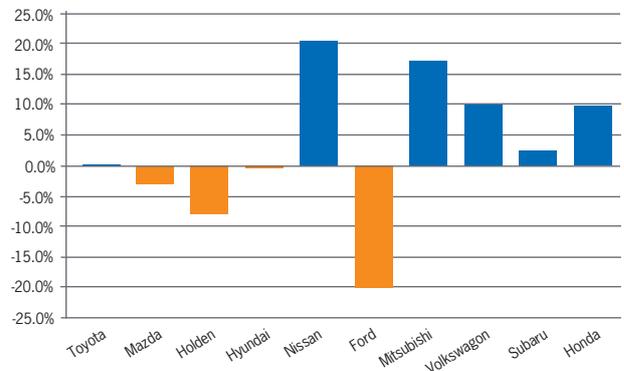
Figure 7 - February sales growth by brand – Top 11 – 20



Source: Vfacts

In relation to the Top 10 brands, on a CYTD basis, six brands have been able to increase market share compared to the 2014 calendar year. This is an optimistic outlook as the Top 10 brands account for 76% of the total market share.

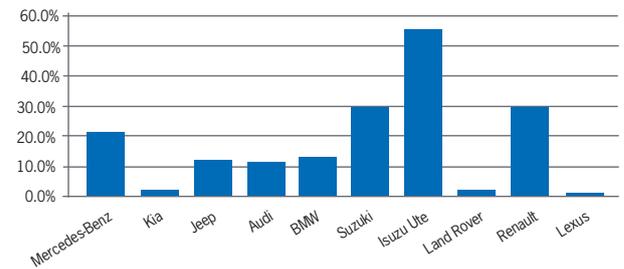
Figure 8 – CYTD sales movement by brand – Top 10



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

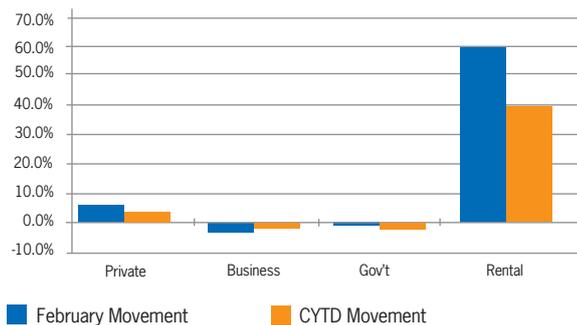


Source: Vfacts

Buyer profile

The market is broken into four key segments being private, business, government and rental. The movement in the buyer profiles for February and CYTD are detailed in Figure 10. There has been an increase in the private buyer market for the February month, while the business profile continues to decrease, being down 3.0% for February and 1.9% CYTD. Business sales fell 6.6% in CY14 which was solely responsible for the fall in the market in 2014.

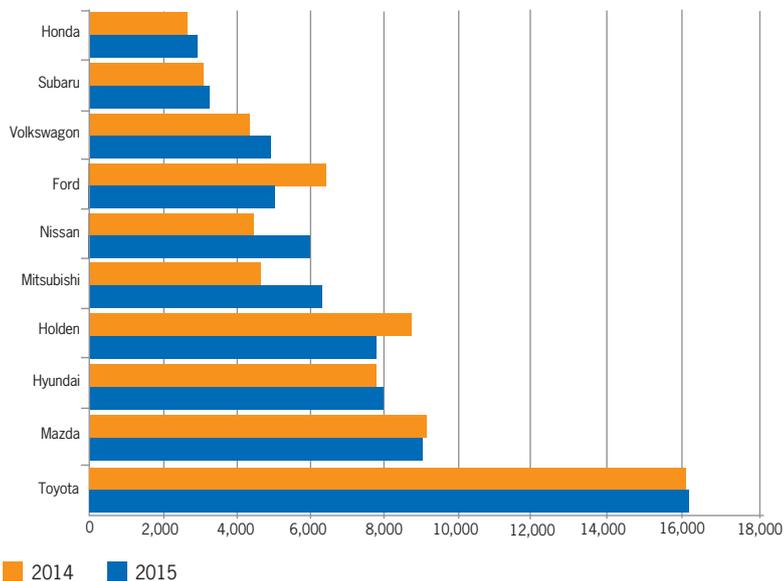
Figure 10 – Buyer profile areas



Source: Vfacts

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

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



Source: Vfacts



For more information about Grant Thornton's automotive and automotive dealerships services, contact:

National

Graham Killer

National Head of Motor Dealer Services
T +61 7 3222 0384
E graham.killer@au.gt.com

Adelaide

Dale Ryan

Partner
T +61 8 8372 6535
E dale.ryan@au.gt.com

Brisbane

Graham Killer

National Head of Motor Dealer Services
T +61 7 3222 0384
E graham.killer@au.gt.com

Cairns

Gerry Mier

Partner
T +61 7 4046 8888
E gerry.mier@au.gt.com

Melbourne

Matthew Hingeley

Partner
T +61 3 8320 2168
E matthew.hingeley@au.gt.com

Perth

Kim Hayman

Partner
T +61 8 9480 2096
E kim.hayman@au.gt.com

Sydney

Greg Keith

Partner
T +61 2 9286 5739
E greg.keith@au.gt.com



www.grantthornton.com.au

"Grant Thornton" refers to the brand under which the Grant Thornton member firms provide assurance, tax and advisory services to their clients and/or refers to one or more member firms, as the context requires. Grant Thornton Australia Ltd is a member firm of Grant Thornton International Ltd (GTIL). GTIL and the member firms are not a worldwide partnership. GTIL and each member firm is a separate legal entity. Services are delivered by the member firms. GTIL does not provide services to clients. GTIL and its member firms are not agents of, and do not obligate one another and are not liable for one another's acts or omissions. In the Australian context only, the use of the term "Grant Thornton" may refer to Grant Thornton Australia Limited ABN 41 127 556 389 and its Australian subsidiaries and related entities. GTIL is not an Australian related entity to Grant Thornton Australia Limited. Liability limited by a scheme approved under Professional Standards Legislation. Liability is limited in those States where a current scheme applies.