



Grant Thornton

An instinct for growth™

Automotive Dashboard

Welcome to the January 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 January 2016 results and YTD results.

Key Headlights – January 2016

- Vehicle sales were up 2.7% in January 2016 compared to January 2015
- Eleven of the last twelve months sales nationally have been up compared to previous year's sales
- New South Wales and Queensland had the largest increase in sales up 6.0% and 3.8% respectively compared to January 2015
- Northern Territory and Tasmania had the largest decrease in sales with falls of 5.4% and 4.8% respectively.
- The SUV market has risen 19.5% while the passenger market fell 11.5%
- The largest % falls in the Top 20 brands were Jeep (down 44.5%), Holden (down 18.8%) and Toyota (down 8.8%) compared to January 2015
- The largest % increases in the Top 20 brands were Land Rover (up 34.1%), Renault (up 31.5%) and Kia (up 29.0%) compared to January 2015
- The Top 10 brands combined vehicle sales increased 2.2% whilst brands 11 to 20 combined vehicle sales increased 7.0% compared to January 2015.
- Locally manufactured vehicles decreased 36.8%
- Business buyers have risen 14.4% while private buyers fell 5.1% compared to January 2015
- Top three vehicles sold in January were Mazda3 (3,722 vehicles), Toyota Corolla (2,758 vehicles) and Hyundai Tucson (2,065 vehicles).

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

Standing	Brand		Month sales			CYTD sales		
	Brand	Movement	January 2016	January 2015	Movement	2016	2015	
1	Toyota	▼	12,453	13,661	▼	12,453	13,661	
2	Mazda	▲	10,016	9,006	▲	10,016	9,006	
3	Hyundai	▲	7,001	6,901	▲	7,001	6,901	
4	Holden	▼	6,824	8,401	▼	6,824	8,401	
5	Nissan	▲	5,563	4,537	▲	5,563	4,537	
6	Ford	▲	5,504	5,357	▲	5,504	5,357	
7	Mitsubishi	▲	5,007	4,080	▲	5,007	4,080	
8	Volkswagen	▼	4,341	4,397	▼	4,341	4,397	
9	Subaru	▲	3,405	3,104	▲	3,405	3,104	
10	Kia	▲	3,116	2,416	▲	3,116	2,416	





January results

The 2016 calendar year has started in the same fashion as the record breaking sales in the 2015 calendar year. Vehicle sales increased 2.7% (2,257 vehicles) for January 2016 compared to January 2015. Outlined in Figure 1 are the state based movements for January. Figure 2 details the market share by state.

The larger market share states of New South Wales (up 6.0%), Victoria (up 1.0%) and Queensland (3.8%) showed strong growth compared to January 2015, with New South Wales showing positive growth for the past 12 months. Sales continue to fall in Western Australia down 3.0% compared to January 2015 and has shown negative growth the past 12 months.

Figure 1 – State based movements for January

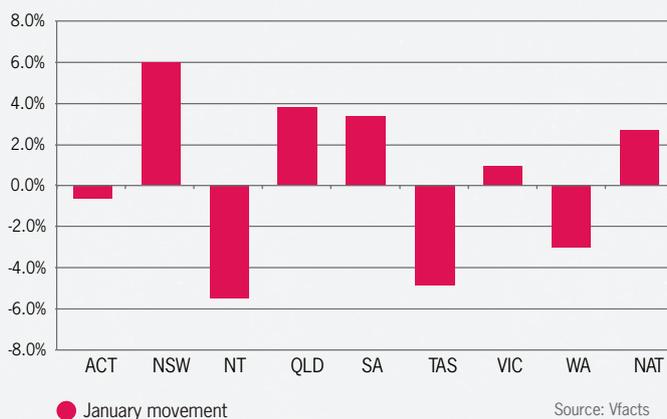


Figure 2 – Market share by state

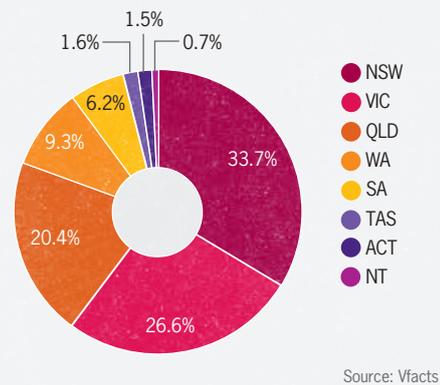


Table 2 – Sales figures February 2015 to January 2016 outlines the last twelve months’ movements. Sales nationally have experienced positive growth in eleven of the past twelve months, however the Western Australian market has fallen every month this past year-to-date.

Table 2 – Sales figures February 2015 – January 2016

	FEB-15	MAR-15	APR-15	MAY-15	JUN-15	JUL-15	AUG-15	SEP-15	OCT-15	NOV-15	DEC-15	JAN-16
New South Wales	5.1	10.2	2.5	4.1	12.1	6.1	7.5	11.8	4.6	9.1	8.2	6.0
Victoria	5.7	8.5	5.0	-3.1	4.1	4.6	1.8	7.8	3.7	4.3	3.7	1.0
Queensland	4.9	12.1	1.7	0.3	10.7	5.3	5.9	7.9	7.4	14.5	-5.5	3.8
South Australia	6.1	-0.4	-1.1	-5.8	-3.3	-4.7	-9.4	-3.9	3.5	2.2	8.3	3.4
Western Australia	-6.1	-2.9	-11.6	-15.8	-7.5	-12.7	-8.4	-8.8	-10.5	-1.7	-1.9	-3.0
National	4.2	8.0	1.2	-1.3	6.4	2.7	2.9	6.8	3.4	6.9	2.9	2.7

- Positive
- Negative

Source: Vfacts



Segmentation

The market is broken into four key segments being passenger (42%), SUV (39%), light commercial (17%) and heavy commercial (2%) as shown in Figure 3. The movement in the key segments for January are detailed in Figure 4. The SUV and light commercial markets have risen 19.5% and 11.9% respectively compared to January 2015. This shows a continuing trend in Australia for more versatile vehicles.

Figure 3 – Market segments

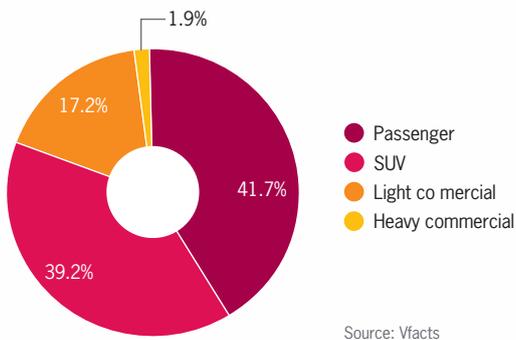
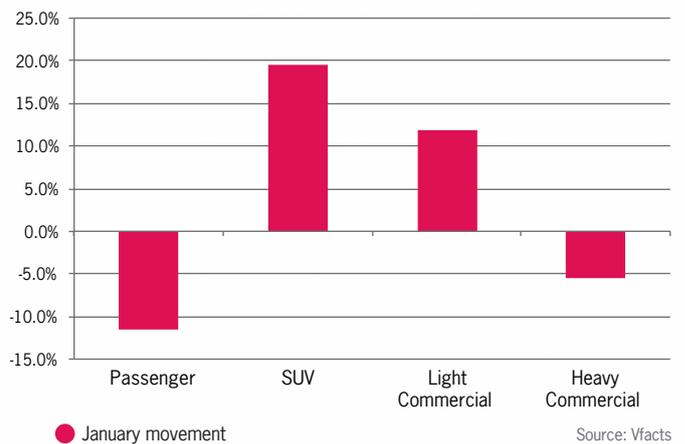


Figure 4 – Movements in key segments



Brand

Toyota lead the market with 14.8% market share followed by Mazda on 11.9% and Hyundai on 8.3% as detailed in Figure 5. Mazda is up almost 1% while Toyota has fallen almost 2% compared to January 2015.

Figure 5 – Market share by brand – Top 10

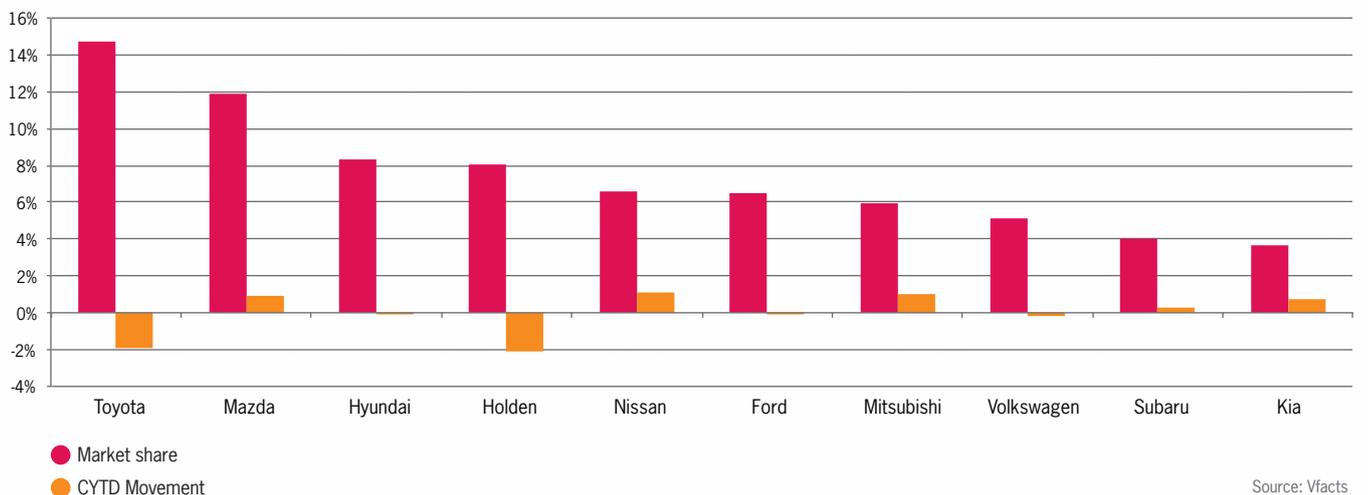




Figure 6 – January sales growth by brand – Top 10 demonstrates that seven brands experienced an increase in sales. Kia (up 29.0%), Mitsubishi (up 22.7%) and Nissan (up 22.6%) were biggest movers in the top 10.

Figure 6 – December sales growth by brand – Top 10



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

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



Source: Vfacts

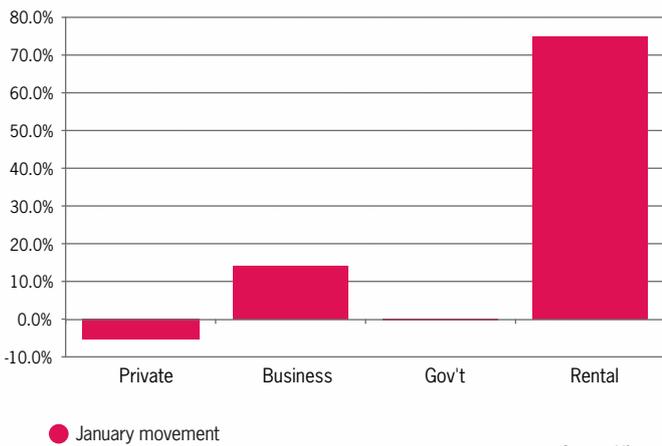
Source: Vfacts



Buyer profile

The market is broken into four key segments being private, business, government and rental. The movement in the buyer profiles for January 2016 are detailed in Figure 10. Rental and business buyers have risen compared to January 2015, government sales have remained steady, while private buyers were the only profile to fall for the month.

Figure 10 – Buyer profile areas



Source: Vfacts

Outlined below in Table 3 is the Top 10 vehicle sales for January 2016 and CYTD by model.

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

Model		Month sales			CYTD sales		
Standing	Brand	Movement	January 2016	January 2015	Movement	2016	2015
1	Mazda3	▼	3,722	3,903	▼	3,722	3,903
2	Toyota Corolla	▼	2,758	3,472	▼	2,758	3,472
3	Hyundai Tucson	▲	2,065	0	▲	2,065	0
4	Ford Ranger 4x4	▲	1,978	1,470	▲	1,978	1,470
5	Hyundai i30	▼	1,852	2,092	▼	1,852	2,092
6	Mazda CX-5	▲	1,750	1,699	▲	1,750	1,699
7	Toyota Hilux 4x4	▲	1,665	1,648	▲	1,665	1,648
8	Volkswagen Golf	▲	1,606	1,538	▲	1,606	1,538
9	Nissan Navara 4x4	▲	1,487	1,025	▲	1,487	1,025
10	Holden Colorado 4x4	▲	1,476	1,314	▲	1,476	1,314



For more information about Grant Thornton's Automotive Dealerships Services, contact:

National

Graham Killer, National Head
of Automotive Dealerships
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

Melbourne

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

Brisbane

Graham Killer, National Head
of Automotive Dealerships
T +61 7 3222 0384
E graham.killer@au.gt.com

Perth

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

Cairns

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

Sydney

Ben Matthews, Partner
T +61 2 9286 5732
E ben.matthews@au.gt.com



www.granthornton.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.

EPI.091.16