

# VFACTS MEDIA RELEASE & INDUSTRY SUMMARY

January 2019



## **SALES DOWN IN CHALLENGING 2018 ENVIRONMENT**

New vehicle sales declined over a challenging 2018, according to results released today by the motor industry's statistical service, VFACTS.

National vehicle sales for December fell by 14.9 per cent from the corresponding month in 2017 to 87,528 vehicles, which took sales for the year to 1,153,111 vehicles.

The Federal Chamber of Automotive Industries (FCAI) Chief Executive Tony Weber acknowledged the lower result in 2018, which represents a reduction of three per cent from the 2017 record sales year.

"New vehicle sales results in 2018 reflect a challenging climate across the Australian economy including a slowing housing market, tightening of money lending and the drought" Mr Weber said.

Mr Weber also highlighted 2018 as a year of continuing adjustment for motoring consumers, with the year seeing a further shift to SUV sales at the expense of passenger vehicles.

"Australian consumers continue to value the comfort, flexibility and utility of SUVs, which collectively accounted for 43 per cent of the market in 2018. We predicted this trend to continue last year, and this has certainly been the case" Mr Weber said.

In addition to the rise of SUV sales, sales of light commercial vehicles continued to climb, with the Toyota HiLux again the number one selling vehicle in 2018 across all categories with 51,705 sales.

The HiLux was followed by the Ford Ranger, again number two in the market with 42,144 sales, followed by the Toyota Corolla (35,320), the Mazda 3 (31,065) and the Hyundai i30 (28,188).

Across the brands, Toyota again led the market in 2018 with 18.8 per cent market share, followed by Mazda (9.7 per cent), Hyundai (8.2 per cent), Mitsubishi (7.4 per cent) and Ford (6 per cent).

### **Key Points:**

- The December 2018 market of 87,528 new vehicle sales is a decrease of 15,292 vehicle sales or -14.9% on December 2017 (102,820) vehicle sales. December 2018 (24) had the same number of selling days as December 2017 and this resulted in a decrease of 637.2 vehicle sales per day.
- The Passenger Vehicle Market is down by 9,648 vehicle sales (-26.3%) over the same month last year; the Sports Utility Market is down by 2,848 vehicle sales (-7.0%); the Light Commercial Market is down by 2,772 vehicle sales (-12.5%); and the Heavy Commercial Vehicle Market is down by 24 vehicle sales (0.7%) versus December 2017.
- Toyota was market leader in December, followed by Mazda and Mitsubishi. Toyota led Mazda with a margin of 7,862 vehicle sales and 9.0 market share points.

## SALES RESULTS

Source: VFACTS

Report for the Month of		Year to Date		Year to Date		Month	
Dec 2018 YTD		Dec-18		Dec-17		Dec-18	
Standings	Marque	Volume	Share	Volume	Share	Volume	Share
1	▲ Toyota	217,061	18.8%	216,566	18.2%	15,991	18.3%
2	▼ Mazda	111,280	9.7%	116,349	9.8%	8,129	9.3%
3	▼ Hyundai	94,187	8.2%	97,013	8.2%	5,766	6.6%
4	▲ Mitsubishi	84,944	7.4%	80,654	6.8%	7,306	8.3%
5	▼ Ford	69,081	6.0%	78,161	6.6%	5,230	6.0%
6	▼ Holden	60,751	5.3%	90,306	7.6%	4,822	5.5%
7	▲ Kia	58,815	5.1%	54,737	4.6%	4,214	4.8%
8	▲ Nissan	57,699	5.0%	56,594	4.8%	4,534	5.2%
9	▼ Volkswagen	56,620	4.9%	58,004	4.9%	4,291	4.9%
10	▲ Honda	51,525	4.5%	46,783	3.9%	4,189	4.8%

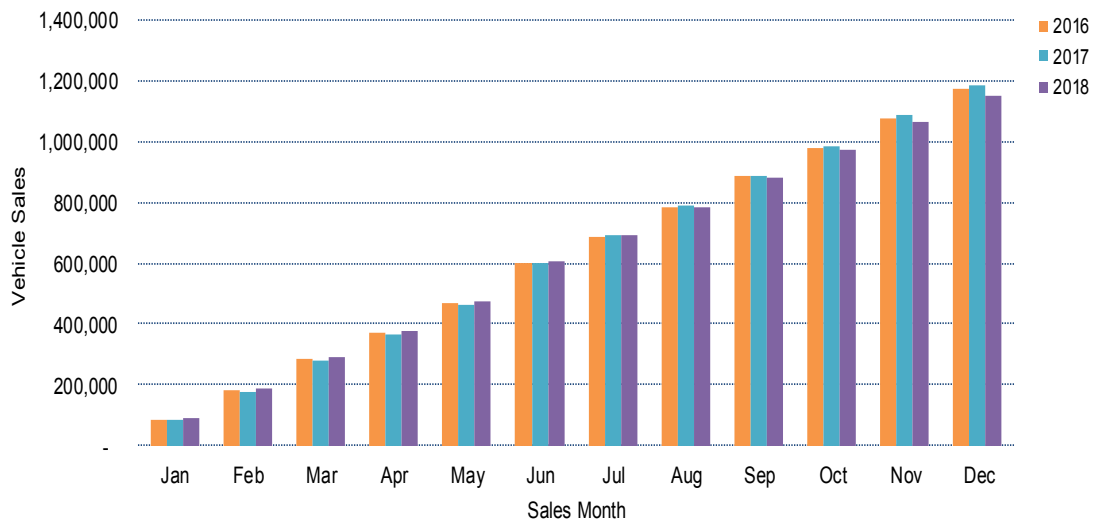
### Top 10 individual models (by sales volume):

Rank	Vehicle	Dec-18	Dec-17	% diff
1.	Toyota Hi-Lux	3871	3949	-2.0%
2.	Ford Ranger	3365	3458	-2.7%
3.	Toyota Corolla	2311	2641	-12.5%
4.	Mazda3	2285	2807	-18.6%
5.	Isuzu Ute D-Max	2184	2053	6.4%
6.	Mitsubishi Triton	2000	2645	-24.4%
7.	Mazda CX-5	1990	2113	-5.8%
8.	Hyundai i30	1772	1467	20.8%
9.	Toyota RAV4	1729	1823	-5.2%
10.	Toyota Landcruiser	1690	1782	-5.2%

### State/Territory results (by sales volume):

State/Territory	Dec-18	Dec-17	% diff
AUSTRALIAN CAPITAL TERRITORY	1,348	1,498	-10.0
NEW SOUTH WALES	26,498	33,014	-19.7
NORTHERN TERRITORY	627	710	-11.7
QUEENSLAND	17,753	19,543	-9.2
SOUTH AUSTRALIA	6,508	6,611	-1.6
TASMANIA	1,719	2,166	-20.6
VICTORIA	25,734	31,336	-17.9
WESTERN AUSTRALIA	7,341	7,942	-7.6
<b>Total</b>	<b>87,528</b>	<b>102,820</b>	<b>-14.9</b>

Total Vehicle Sales - Year to Date



VFACTS monthly vehicle sales data is available at midday on the 3rd working day after the end of every month. Select data and media releases on the sales results are available at [www.fcmai.com.au](http://www.fcmai.com.au)

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