

# MEDIA RELEASE



5 November 2018

**FEDERAL CHAMBER  
OF AUTOMOTIVE  
INDUSTRIES**

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**EMBARGOED UNTIL NOON, 5 NOVEMBER 2018**

## SUV SALES SURGE IN SOFT OCTOBER MARKET

Overall national sales of Sport Utility Vehicles (SUVs) continued to climb in October, despite the overall vehicle market in Australia declining over the month, according to the latest data released today by the motor industry's statistical service, VFACTS.

National vehicle sales for October reached 90,718, down 5.3 per cent from October 2017. The overall market decline for the month was led by falling passenger car sales, at 27,802 or 23.6 per cent lower in October 2018 compared to October 2017.

Overall national SUV sales were 39,849, and the SUV segment now represents 43.9 per cent of the market in October 2018 and 38.5 per cent of the market year to date. Within the SUV segment the sales of medium SUVs holds the greatest volume with 18.1 per cent of the total market in October 2018. The sales of small SUVs increased by 14.1 per cent in October 2018 compared to October 2017 with this category now representing 12.6 per cent of the total market in October 2018.

Year-to-date sales across the market are currently at 971,723, which is a 1.3 per cent dip from the same period in 2017 – which was a record year.

Sales in October fell across all states and territories compared to October 2017, other than Tasmania, which held firm with a 0.3 per cent increase. The remaining states and territories fell as follows: New South Wales (-9.2%), Victoria (-4.2%), Queensland (-2.7%), Western Australia (-1.7%), South Australia (-5.1%), the ACT (-2.1%) and the Northern Territory (-4.7%).

The decline was again most pronounced in sales to private purchases, which were down by 12 per cent across all vehicle types for the month compared to October 2017. This included falls in passenger sales to private buyers of 24.1 per cent, whilst private SUVs sales were down by 3.2 per cent and light commercial sales down by 4.3 per cent. Year to date sales to private buyers are now down 6.6 per cent compared to the same period in 2017.

While business purchases overall were also down (-4.1%) on October 2017 sales, business purchases of SUVs increased by 13.3 per cent over October 2017 and light commercials increased by 3.4 per cent over the October 2017 sales numbers.

Government purchases were up 6.7 per cent in October 2018, with increases of 24.3 per cent in SUV purchases and 9.3 per cent in light commercials.

Tony Weber, the Chief Executive of the Federal Chamber of Automotive Industries, acknowledged the ongoing softening in sales as the market continues to adjust after record sales over recent years.

“Total sales so far in 2018 are a modest 1.3 per cent below the same number during the 2017 record year. This demonstrates that the market is broadly holding firm, despite evolving consumer preferences demonstrated through the shift from passenger vehicles to SUVs” Mr Weber said.

“Given the slowing housing market and the current drought, the overall result demonstrates the resilience of Australia’s competitive automotive market.”

The Toyota Hilux was the highest selling vehicle in October 2018 with sales of 4401, followed by the Ford Ranger (3511), the Toyota Corolla (2663), the Mazda 3 (2094) and the Hyundai i30 (2049).

Toyota led the market in sales volume for October with 19.6 per cent of the total market, followed by Mazda (9.0%), Hyundai (8.2%), Mitsubishi (6.9%) and Ford (5.9%).

#### Summary by Class:

Class	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	TOTAL
Passenger	31,860	34,490	36,120	27,533	32,786	41,561	28,547	30,940	30,487	27,802	0	0	322,126
SUV	37,889	39,800	45,525	36,159	42,973	56,162	36,625	41,271	41,420	39,849	0	0	417,673
Light Commercial	16,776	18,707	21,897	16,087	21,082	28,346	17,035	19,165	19,298	19,286	0	0	197,679
Heavy Commercial	2,026	3,002	3,446	3,151	3,913	4,231	3,344	3,845	3,506	3,781	0	0	34,245
<b>TOTAL</b>	<b>88,551</b>	<b>95,999</b>	<b>106,988</b>	<b>82,930</b>	<b>100,754</b>	<b>130,300</b>	<b>85,551</b>	<b>95,221</b>	<b>94,711</b>	<b>90,718</b>	<b>0</b>	<b>0</b>	<b>971,723</b>

#### Key Points:

- The October 2018 market of 90,718 new vehicle sales is a decrease of 5,045 vehicle sales or -5.3% on October 2017 (95,763) vehicle sales. October 2018 (26.4) had one more selling day than October 2017 (25.4), however this resulted in a decrease of 333.9 vehicle sales per day.
- The Passenger Vehicle Market is down by 8,594 vehicle sales (-23.6%) over the same month last year; the Sports Utility Market is up by 2,978 vehicle sales (8.1%); the Light Commercial Market is up by 199 vehicle sales (1.0%); and the Heavy Commercial Vehicle Market is up by 372 vehicle sales (10.9%) versus October 2017.
- Toyota was market leader in October, followed by Mazda and Hyundai. Toyota led Mazda with a margin of 9,639 vehicle sales and 10.6 market share points.

## SALES RESULTS

Source: VFACTS

Report for the Month of		Year to Date		Year to Date		Month	
Oct 2018 YTD		Oct-18		Oct-17		Oct-18	
Standings	Marque	Volume	Share	Volume	Share	Volume	Share
1	▲ Toyota	182,799	18.8%	180,681	18.3%	17,811	19.6%
2	▼ Mazda	94,246	9.7%	97,917	9.9%	8,172	9.0%
3	▼ Hyundai	80,552	8.3%	82,050	8.3%	7,432	8.2%
4	▲ Mitsubishi	70,685	7.3%	64,957	6.6%	6,217	6.9%
5	▼ Ford	58,332	6.0%	66,250	6.7%	5,362	5.9%
6	▼ Holden	50,804	5.2%	70,172	7.1%	5,256	5.8%
7	▲ Kia	49,957	5.1%	46,425	4.7%	4,583	5.1%
8	▲ Nissan	47,835	4.9%	46,936	4.8%	4,241	4.7%
9	▲ Volkswagen	47,616	4.9%	47,504	4.8%	4,835	5.3%
10	▲ Honda	43,604	4.5%	37,311	3.8%	3,067	3.4%

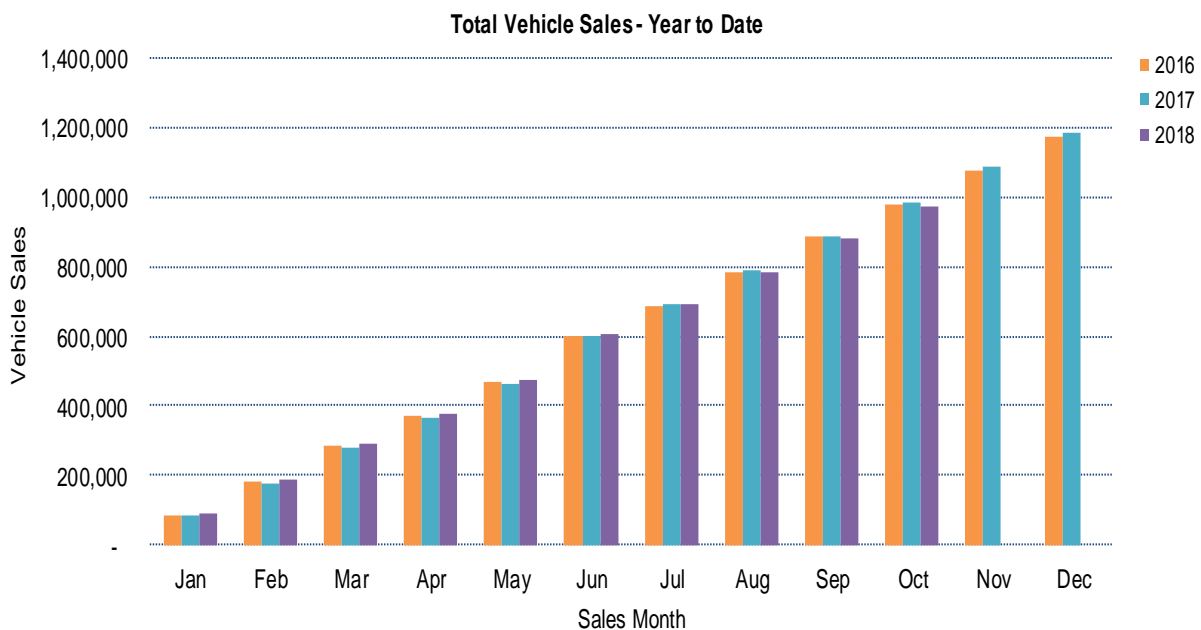
### Top 10 individual models (by sales volume):

Rank	Vehicle	Oct-18	Oct-17	% diff
1.	Toyota Hi-Lux	4401	3812	15.5%
2.	Ford Ranger	3511	3074	14.2%
3.	Toyota Corolla	2663	3088	-13.8%
4.	Mazda3	2094	1962	6.7%
5.	Hyundai i30	2049	3983	-48.6%
6.	Mazda CX-5	2000	2173	-8.0%
7.	Toyota Landcruiser	1970	2019	-2.4%
8.	Subaru Forester	1792	987	81.6%
9.	Mitsubishi ASX	1739	1542	12.8%
10.	Mitsubishi Triton	1650	1857	-11.1%

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

State/Territory	Oct-18	Oct-17	% diff
AUSTRALIAN CAPITAL TERRITORY	1,418	1,448	-2.1
NEW SOUTH WALES	28,575	31,454	-9.2
NORTHERN TERRITORY	709	744	-4.7
QUEENSLAND	17,375	17,860	-2.7
SOUTH AUSTRALIA	5,533	5,831	-5.1
TASMANIA	1,876	1,870	0.3
VICTORIA	26,914	28,098	-4.2
WESTERN AUSTRALIA	8,318	8,458	-1.7
<b>Total</b>	<b>90,718</b>	<b>95,763</b>	<b>-5.3</b>

### Total Vehicle Sales – Year to Date:



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

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