

OVERDRIVE

AVID Sales Performance & Outlook

July 2012 Volume 1 No 11

AVID JUMPSTARTS Q3 WITH 27% GROWTH

Riding on the momentum of an upbeat business and economic landscape, AVID members, with their roster of sellable quality models have maintained highly competitive sales figures versus overall industry sales. Marked by sustained marketing efforts and excellent customer service, AVID expects to hit even better numbers for the remaining five months of 2012.+

Ms. Ma. Fe Perez-Agudo
President, Association of Vehicle Importers and Distributors

PERFORMANCE & DRIVERS

The Association of Vehicle Importers and Distributors (AVID) kicks off the third quarter with a 27% rise to 18,017 units from 14,195 units sold in the same period last year. This compares with the overall industry growth of 11%. In the same period, the Passenger Car (PC) segment boosted overall sales which grew by 52% to 10,906 units from 7,180 units sold last year.

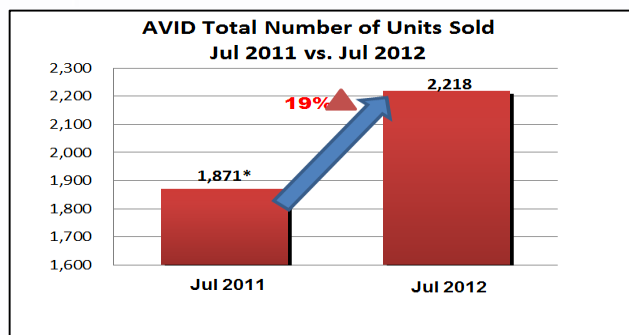
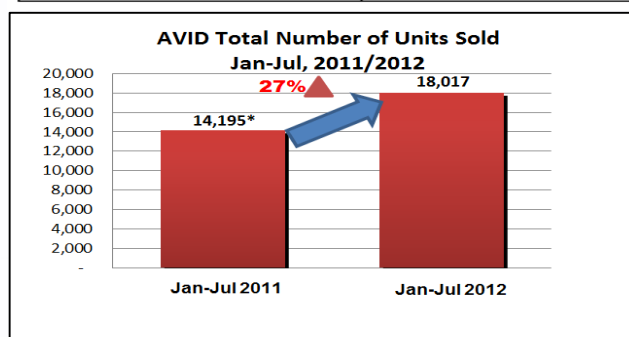
Strong sales of British United Automobiles, Inc., The Covenant Car Company, Inc. (TCCCI), and Hyundai Asia Resources, Inc. (HARI) increased total sales of AVID for the said period.

July alone registered a growth of 19% in aggregate sales of PCs and LCVs to 2,218 units from 1,871 units sold in the same month last year.

OUTLOOK

The Philippine economy will maintain its growth momentum despite the weakening global economy. GDP growth in the second quarter is forecasted to be at the 6-7% range while year-end growth is targeted at 5-6% in 2012. Overseas Filipino remittances registered a 5.5% growth in the first five months of the year while unemployment rate dropped to 6.9% in April. In addition, the Bangko Sentral ng Pilipinas (BSP) has reduced policy rates by 25 basis points to stimulate economic activity. Overnight Borrowing Rate now stands at 3.75% while Overnight Lending Rate is at 5.75%. This strategic move is expected to boost consumption and investment demand within the domestic economy.

AVID Members	Sales Volume (in units)
	Jul 2012
British United Automobiles, Inc.	10
CATS Motors	76
HARI	1,530
Scandinavian Motors	26
Motor Image Pilipinas, Inc.	188
TCCCI	388
Total	2,218
Jan-Jul 2012 Total	18,017



*Net of Motor Image Pilipinas, Inc. (joined AVID Dec 2011)

Indicator	2011	Current	2012f
GDP (%)	3.7	6.4 (Q1 '12)	4.8*
Inflation Ave (%)	4.7	3.1 (Jan-July)	3.5*
FX Ave (Peso-US\$)	43.3	41.9 (July)	42.0-45.0**
91-day T-bill Ave (%)	1.6	1.8 (Jan-July)	4.0**
Remittances (US\$ billion)	20.1	8.3 (Jan-May)	21.1**

*Average consensus forecast (BSP, WB, IMF, ADB)

**Government forecasts

