

OVERDRIVE

AVID Sales Performance & Outlook

December 2012 Volume 1 No 11

AVID CAPS 2012 WITH 14% GROWTH

“Consumer confidence is heightened on the back of the remarkable expansion in the industry and service sectors, build-up of overseas Filipino remittances, and holiday and election spending. All these point to winning sales outlook in 2013 as each AVID member unveils more aggressive sales and marketing plans for the year.”

Ms. Ma. Fe Perez-Agudo

President, Association of Vehicle Importers and Distributors

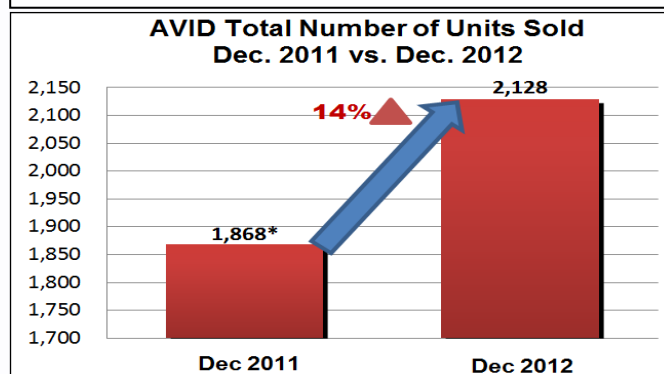
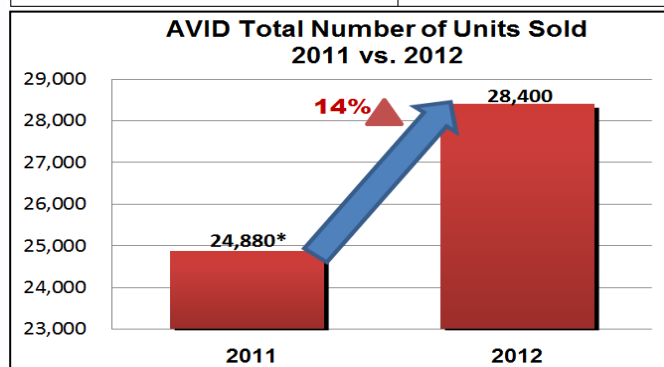
PERFORMANCE & DRIVERS

The Association of Vehicle Importers and Distributors (AVID) wraps up 2012 with a 14% rise in total sales, to 28,400 units sold in 2012 compared to the 24,880 units sold in the previous year. The 18% rise in the PC segment boosted overall sales with 16,284 units sold in 2012 compared to 13,806 units sold in 2011. Likewise, the Light Commercial Vehicle (LCV) segment posted positive sales with 9% growth, or 12,116 units sold in 2012 from 11,074 units sold in 2011. Leading the pack of gainers for said period are British United Automobiles, Inc. (MINI), The Covenant Car Company, Inc. (Chevrolet) and Hyundai Asia Resources, Inc., posting 23%, 20%, and 8% growth respectively.

OUTLOOK

Despite sustained global uncertainty in 2012, the Philippines has maintained a relatively stable macroeconomic environment with GDP forecast to settle at 6%, well within the growth target of 5-6%. Expectations of increased credit rating upgrade in 2013 should further boost sales outlook for the Philippine automotive industry this year.

AVID Members	Sales Volume (in units) Dec 2012
British United Automobiles, Inc.	10
CATS Motors	76
Hyundai Asia Resources, Inc.	1,505
Scandinavian Motors Corp.	18
Motor Image Pilipinas, Inc.	176
The Covenant Car Company Inc.	343
Total	2,128
Jan-Dec 2012 Total	28,400



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

Indicator	2011	Current	2012f
GDP (%)	3.7	7.1 (Q3 '12)	6.0*
Inflation Ave (%)	4.7	3.2 (Jan-Nov)	3.4*
FX Ave (Peso-US\$)	43.3	41.1 (December)	42.6**
91-day T-bill Ave (%)	1.6	1.3 (Jan-Nov)	1.5**
Remittances (US\$ billion)	20.1	17.4 (Jan-Oct)	21.1**

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

**Government forecasts

