



# OVERDRIVE

AVID Sales Performance & Outlook

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## AVID SALES UP BY 18% AS OF FEBRUARY

“Sparked by unified drive of providing quality brand innovations, we at AVID remain committed to deliver value-rich experiences through premium customer service and pioneering world-class products”

**Ms. Ma. Fe Perez-Agudo**

President, Association of Vehicle Importers and Distributors

### PERFORMANCE & DRIVERS

With the entry of new exciting models, the Association of Vehicle Importers and Distributors (AVID) managed to grow its sales by 18% as of February or 5,866 units from 4,963 units in the same period last year.

In February alone, sales rose by 14% to 2,675 units, spearheaded by the Passenger Car segment which grew by 26% year-on-year to 1,311 units. Hyundai led the charge, registering 41% growth as sales for Eon and Grand i10 stayed buoyant in February.

On the Light Commercial Vehicle front, laudable performance from Chevrolet, Subaru and Mini contributed to the segment's healthy sales of 1,364 units in February, 5% higher than the 1,295 units posted same month last year.

### OUTLOOK

Equipped with healthy demographics, solid macro fundamentals and investor grade rating, the Philippine economy posted an above-target growth of 7.2% last year. The Philippine government expects that the prevailing growth trajectory remains stable this year and will likely hit the target of 6.5 to 7.5 percent on the back of vibrant investment environment, accelerated government spending and robust domestic consumption.

As the prospects for the economy remain rosy, the automotive industry will continue to enjoy brisk consumer demand and flexible financing packages that will favor the association's growth expectations this year.

### OVERVIEW CHARTS

AVID Members	Sales Volume (in Units)	
	Feb 2013	Feb 2014
British United Automobiles, Inc.	22	21
CATS Motors, Inc.	117	128
Hyundai Asia Resources, Inc.	3,624	3,953
Motor Image Pilipinas, Inc.	341	437
PGA Cars, Inc.	75	54
Scandinavian Motors Corporation	24	25
The Covenant Car Company, Inc.	760	1,248
<b>Total</b>	<b>4,963</b>	<b>5,866</b>

