



OVERDRIVE

AVID Sales Performance & Outlook

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AVID RALLIES IN APRIL WITH 16% GROWTH

“With AVID’s positive stretch since the start of the year, the group’s prevalent strength will carry-on on the back of our captivating offerings and strong pursuit for customer excellence”

Ms. Ma. Fe Perez-Agudo

President, Association of Vehicle Importers and Distributors

PERFORMANCE & DRIVERS

With the re-ignited consumer appetite for cars, the Association of Vehicle Importers and Distributors (AVID) saw its sales climbed to 16% for the month of April to a total of 2,657 units from year-ago levels of 2,293 units. Year-to-date, the group sales racked up to a total of 11,712 units, reflecting a robust 14% growth in sales from comparable period last year.

The Light Commercial Vehicle (LCV) segment continued to perform remarkably well with 28% growth from 1,106 units in April last year to 1,412 units this year. Contributing to the LCV charge was remarkable growth posted by LCVs of CATS Motors, Subaru and Chevrolet. With another stellar month, LCVs sales tally totaled 5,909 units for past four months, reflecting 16% growth in sales.

Sales for the Passenger Car (PC) segment jumped by 5% in April to 1,245 units from the 1,187 units sold April of last year, majority of which was contributed by the positive PC sales performance of Hyundai, Chevrolet and CATS. PC segment grew by 12% to 5,803 units year-to-date.

OUTLOOK

Backed by good governance and strong macro fundamentals, the Philippine economy marked another feat as Standard and Poor’s upgraded the country a notch above investment grade. As investor sentiments is expected to take-off following this credit rating milestone, Philippines is projected to reach its growth target of 6.5 to 7.5 percent by year-end.

With the Philippine economy’s rosy outlook, Filipinos appetite for new cars is expected to surge ahead propelling sustained growth in the industry. By year-end, the automotive industry will continue to perform in full force and projected to reach double-digit growth in sales.

OVERVIEW CHARTS

AVID Members	Sales Volume (in Units)	
	April 2013	April 2014
British United Automobiles, Inc.	18	13
CATS Motors, Inc.	34	61
Hyundai Asia Resources, Inc.	1,607	1,646
Motor Image Pilipinas, Inc.	242	237
PGA Cars, Inc.	26	22
Scandinavian Motors Corporation	12	7
The Covenant Car Company, Inc.	354	671
Total	2,293	2,657

