



AVID SALES UP BY 21% IN JUNE

“Following its winning streak in the first half of the year, AVID expects to keep its sales track upbeat towards the end of the year as we continue to differentiate our brands towards increased customer satisfaction with our excellent product and service offerings and customer engagement initiatives.”

Ms. Ma. Fe Perez-Agudo

President, Association of Vehicle Importers and Distributors

PERFORMANCE & DRIVERS

In June, the Association of Vehicle Importers and Distributors (AVID) registered total sales of 2,973 units, up by 21% from 2,447 units sold in the same month last year. This led to first semester growth of 17% or a total of 17,902 units, driven by the marked performance of both the Passenger Cars (PC) and Light Commercial Vehicles (LCV) segments.

The PC segment saw its sales grow by 22% year-on-year in June to a total of 1,515 units, boosted by sustained sales from Mini, CATS Motors and Hyundai. This led to first semester sales growth of 16% or a total of 9,061 units.

On the other hand, the LCV segment continues to be in full swing, reinforced by the stellar performance of Chevrolet with 128% growth in its LCV sales for the month of June. LCV sales in the first half of the year totaled 8,841 units, up by 18% from the same period last year.

OUTLOOK

Following slower-than-expected GDP growth in the first quarter, the Philippine economy is seen to enter the second half of the year with expectations of a possible full-year slowdown. With supply shock price pressures, the Bangko Sentral ng Pilipinas (BSP) may opt to increase interest rate in order to temper inflationary environment. However, the economy is seen to brace through a possible monetary tightening as consumer spending continues to be robust.

With demand still in place, the automotive industry is seen to be buoyant by year-end as prevalent brisk vehicle demand and captivating product offerings solidify to support growth.

OVERVIEW CHARTS

AVID Members	Sales Volume (in Units)	
	June 2013	June 2014
British United Automobiles, Inc.	14	21
CATS Motors, Inc.	42	33
Hyundai Asia Resources, Inc.	1,726	1,928
Motor Image Pilipinas, Inc.	260	265
PGA Cars, Inc.	26	18
Scandinavian Motors Corporation	8	7
The Covenant Car Company, Inc.	371	701
Total	2,447	2,973

