



AVID SALES UP BY 37% IN SEPTEMBER

“The popularity of AVID’s vehicles across various segments has given the group its 9th straight month of positive growth, which further signals solid sales performance heading towards the year-end Christmas season.”

Ms. Ma. Fe Perez-Agudo

President, Association of Vehicle Importers and Distributors

PERFORMANCE & DRIVERS

The Association of Vehicle Importers and Distributors (AVID), expanded by 37% year-on-year (YoY) in September ending the month with 3,043 units sold. Exceptional growth was seen in both the Passenger Car (PC) and Light Commercial Vehicle (LCV) segments.

Leading the way was the Passenger Car segment, which posted a strong 38% YoY increase in sales to 1,703 units. Year-to-date, the group’s PC sales jumped by 19% to 14,050 units against its September 2013 sales. Strong growth was fueled by top performers Hyundai, Subaru, and Volvo in the PC segment.

On the LCV front, sales reached 1,340 units in September, translating to 35% gain versus only 997 units that were sold in September last year. Chevrolet continues to spearhead the segment, commanding sales growth of 84%. The LCV category continued to impress with its YTD sales tally of 12,963 units, up by 18%.

Together with the solid charge of the PC and LCV segments, the group managed to grow by 19% for the first nine months of the year with a total of 27,013 units sold.

OUTLOOK

Investment influx to the Philippines remains strong, placing the country in a strong position in the international scene. Despite of the robust money supply condition and cost-push inflationary pressures, the government expects these factors to temper down in the near term.

Strong consumer confidence and bright economic prospects continue to be healthy for the automotive industry for the remainder of this year.

OVERVIEW CHARTS

AVID Members	Sales Volume (in Units)	
	Sept 2013	Sept 2014
British United Automobiles, Inc.	20	13
CATS Motors, Inc.	76	104
Hyundai Asia Resources, Inc.	1,507	2,017
Motor Image Pilipinas, Inc.	210	304
PGA Cars, Inc.	28	32
Scandinavian Motors Corporation	7	8
The Covenant Car Company, Inc.	379	565
Total	2,227	3,043

