



OVERDRIVE

AVID Sales Performance & Outlook

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AVID SALES UP BY 18%

“Together with AVID’s commitment of offering top-class products and services to its customers and solidified consensus of promoting level-playing field in the automotive industry, the group reaped fruits of its efforts with sustained growth in November.”

Ms. Ma. Fe Perez-Agudo

President, Association of Vehicle Importers and Distributors

PERFORMANCE & DRIVERS

The Association of Vehicle Importers and Distributors (AVID) registered 18% growth for the first 11 months of the year to 32,878 units. In November, AVID saw its sales up by 9% year-on-year to a total of 2,764 units. The group’s sustained sales pace was driven by the double-digit growth of the Light Commercial Vehicle (LCV) segment.

The LCV segment posted a solid 13% year-on-year growth in November with 1,388 units compared to the 1,230 units sold in November 2013. Chevrolet led the over-all charge in the LCV segment with 92% increase in sales. Positive November sales brought the year-to-date sales tally of the segment to 15,797 units or 16% higher than the same period last year.

Passenger Cars, on the other hand, marked modest growth in November with 6% growth to 1,376 units sold. Year-to-date, PC segment registered a solid 19% increase in sales to 17,081 units sold. Hyundai continues to be the top contributor of the segment with sales of 14,962 units for the first 11 months of the year.

OUTLOOK

The Philippine GDP’s slight downturn in growth in the third quarter has not shaken the government’s confidence. The government believes that the lower-end of the GDP target growth for 2014 can still be achieved. Furthermore, government officials said that the country’s GDP will be able to pick up steam next year and will grow 7-8% anchored on strong macroeconomic fundamentals, efficient financial management, and rising revenue collections.

With the economy remaining on solid ground, AVID is confident that the automotive industry will end the year on another sales milestone.

OVERVIEW CHARTS

AVID Members	Sales Volume (in Units)	
	Nov 2013	Nov 2014
British United Automobiles, Inc.	6	no data
CATS Motors, Inc.	61	63
Hyundai Asia Resources, Inc.	1,712	1,730
Motor Image Pilipinas, Inc.	261	307
PGA Cars, Inc.	30	42
Scandinavian Motors Corporation	10	10
The Covenant Car Company, Inc.	454	612
Total	2,534	2,764

