



OVERDRIVE

AVID Sales Performance & Outlook

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AVID SALES SURGED BY 38% IN Q2 2015

“Robust auto sales amid a lower-than-expected Q1 GDP growth is a strong indication of solid consumer appetite. AVID welcomes this favorable trend as an opportunity to further expand its customer base and offer a first-class auto-buying experience”

Ms. Ma. Fe Perez-Agudo

President, Association of Vehicle Importers and Distributors

PERFORMANCE & DRIVERS

Association of Vehicle Importers and Distributors (AVID) saw its sales climb by 38% in the 2nd quarter, registering 12,178 units versus 8,849 in the same period last year. First semester performance grew 15% to 20,626 for the first six months of the year. The remarkable surge in unit sales reflects the collective effects of strong consumer uptake and AVID's incessant efforts in expanding avenues in which it engages its ever-evolving consumer base. Notably, AVID has welcomed Ford Group Philippines, the exclusive distributor of Ford vehicles in the country, into its fold as it continues to find ways of broadening its membership to advance its value contribution to the growth of the Philippine automotive industry.

The Passenger Car (PC) segment managed to garner a 27% growth or a total of 5,746 units in the second quarter on the back of Ford Group's sales inclusion. Otherwise, segment sales appear to be flat relative to same period in 2014. Similarly, the group's performance for the 1st semester registered a 10% growth to 9,072 units.

The Light Commercial Vehicle (LCV) segment's sales increased significantly by 48%, bringing the 2nd quarter sales tally to a total of 6,432 units compared to the 4,342 units sold in the same quarter in previous year. The group's sales expanded by 20% to a total of 10,673 units versus the 1st half of 2014. Again, considerable uptick in this segment is attributed mainly to incremental sales from new member Ford.

OUTLOOK

Despite lower-than-expected Q1 output, the Philippines remains well on its way toward pursuing its economic growth target of 7-8% as the government is expected to accelerate public spending and infrastructure development. Given this level of optimism and sound macroeconomic fundamentals, the country is also expected to remain as one of the star performers in the ASEAN region.

The automotive industry remains upbeat as it ushers in the motorization phase in the country. As such, the industry is poised for double-digit growth in the third quarter of 2015, year-on-year. AVID is expected to leverage on the rewards of a booming industry and a wide array of product offers in the succeeding months.

OVERVIEW CHARTS

AVID Members	Sales Volume (in Units)	
	Q2 2014	Q2 2015
Auto Nation Group, Inc.	158	299
British Bespoke Automobiles, Inc.	-	1
British United Automobiles, Inc.	47	45
Ford Group Philippines, Inc.	-	3522
Hyundai Asia Resources, Inc.	5,668	5325
Motor Image Pilipinas, Inc.	813	862
PGA Cars, Inc.	66	104
Scandinavian Motors Corporation	25	20
The Covenant Car Company, Inc.	2,072	2000
Total	8,849	12,178

*Ford Group Philippines, Inc. recently joined AVID in May 2015; FGPI figures represent sales for the months of May & June

AVID Sales (Q2 2015)

