

AUTO MARKET WATCH

EDITION 7

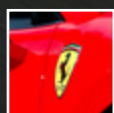
BORDERLESS BUYERS
Sales opportunities as
buyers extend their
purchase search

**CONTINUOUS
IMPROVEMENT**
John Elsworth on
unlocking dealership
performance



DEFYING MARKET TRENDS

Discover which passenger cars are bucking the trend to SUVs

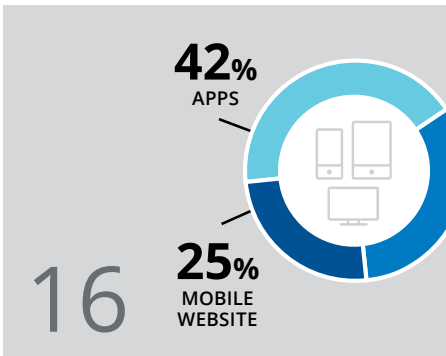


HOTTER THAN EVER

Ferrari pre-loved prices explode in year of brand's 70th birthday

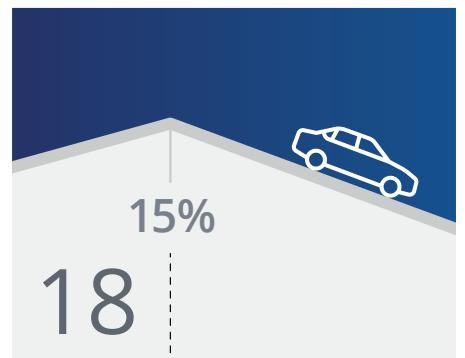
carsales

Edition 7 at a glance



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COVER: The Audi S3 is one of a number of small cars bucking the trend to SUVs. Turn to pg.5 for the full story.

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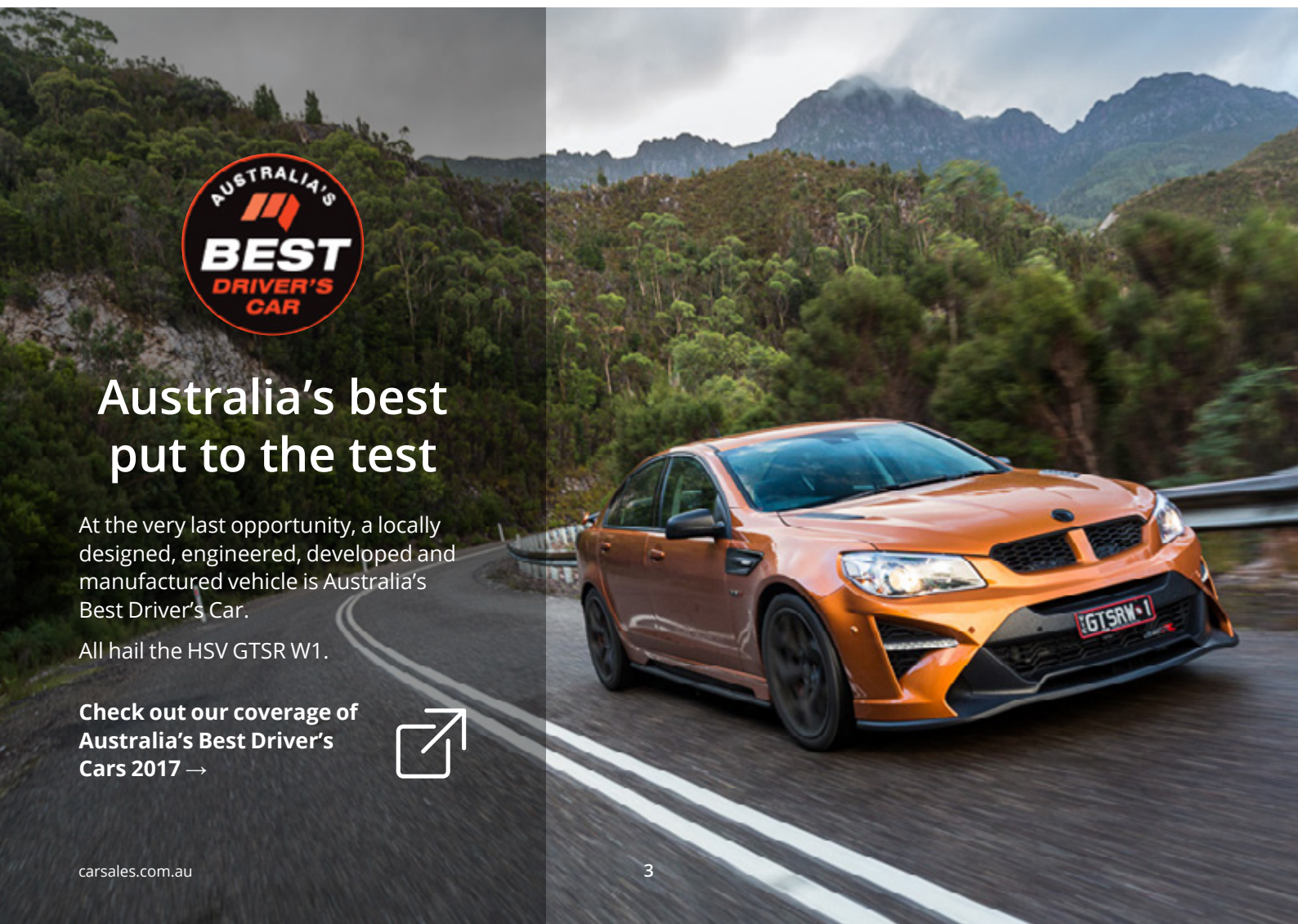


Australia's best put to the test

At the very last opportunity, a locally designed, engineered, developed and manufactured vehicle is Australia's Best Driver's Car.

All hail the HSV GTSR W1.

Check out our coverage of Australia's Best Driver's Cars 2017 →



Introduction

Welcome to the latest edition of carsales Auto Market Watch.

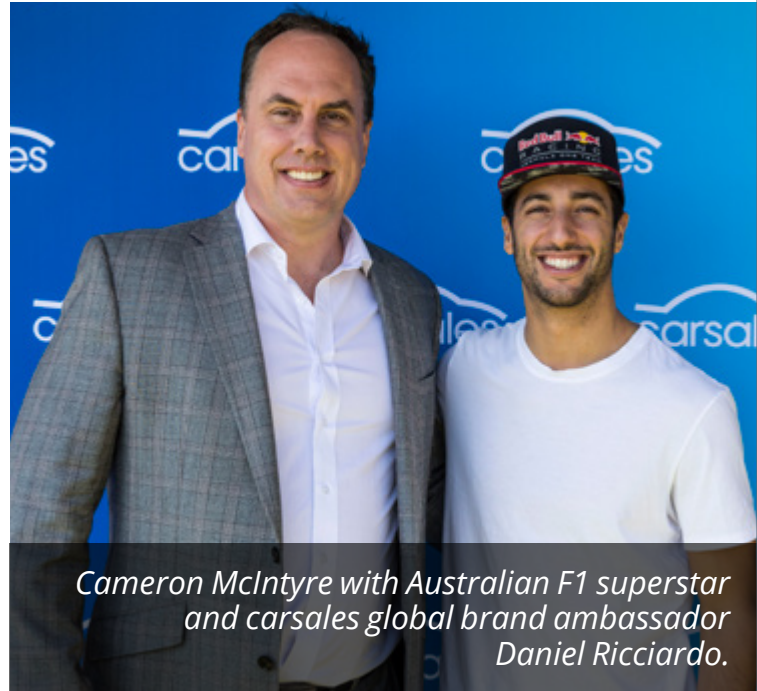
This is the first edition of this informative report since I became CEO of carsales following Greg Roebuck's retirement in March. We are now 100 days into the new era of the company but remain committed to the journey of making the selling of cars easier and more efficient.

I joined carsales over 10 years ago with the promise that no one ever gets bored in this industry and 10 years on that has remained spot on. The constant change of consumer behaviour, development of innovation and the need to find performance improvement have been major drivers of our businesses. Add to this the evolution of automotive mega trends such as self-driving cars and I can safely say things are going to continue to be different. At carsales we aim to do things differently and deliver real insights to our customers so they can all make better business decisions.

When anyone starts with carsales, we get them up in front of the whole company and ask them a few basic questions: what was your first car, what sports team do you support and why did you join carsales. I thought it only fair that I do the same here.

I was originally attracted to carsales by the enormous potential of this business and the capability of the people. This is as true today as it was then and I get the privilege to work with amazing people every single day. The most important thing for me is to enjoy the company of the people I work with and to have real passion for what I'm doing. Everything else has tended to take care of itself as a result.

My first car was a red 1977 Ford Escort GL. I loved it when I wasn't having to consistently roll start it. In terms of favourite team, I am a little more expansive than Greg was. Whereas Greg was rather one eyed to his beloved Richmond, I love to immerse myself in many sports so the exhaustive list would look



something like: North Melbourne Football Club, Melbourne Storm, Melbourne Renegades, Boston Celtics, New England Patriots and Toronto Maple Leafs.

We seek to deliver you more and more data and insights in Auto Market Watch and continue to build on the great reception it has had. One of the things we can help car dealers and manufacturers is by providing more and more insight into the car buying journey and we will do this in future issues.

I hope you enjoy this issue.

Kind regards,

Cameron McIntyre

CEO & Managing Director
carsales.com Ltd

A handwritten signature in black ink, appearing to be "Cameron McIntyre".

BUCKING THE TREND



The Aussie market may be heading down the SUV route, but there are passenger car models that are bucking the trend.

By Mike Sinclair, *Editor-in-Chief, carsales.com ltd*

If you're a student of trends or VFACTS, you'd be forgiven for believing that every Aussie will be driving an SUV or dual-cab before long. That's the logical conclusion from the data the new car registration report is spewing out each month – not to mention the proliferation of new high-riding models debuting at overseas motor shows and destined for our shores.

But carsales.com.au's own new and near-new car data reveals there are some passenger car models that are bucking the trend... Cars that we continue to be interested in – despite the clamour of off-road glamour...

Large Passenger Cars

Owning one of these was once as Aussie as football, meat pies – yes, that was a rehashed Chevrolet ad but you get the idea. The arena that's worn much of the brunt of the flight to SUVs, large passenger cars is undergoing systemic change – in a large part due to the demise of local production.

VFACTS clearly shows passenger car sales overall are in significant decline but large cars are, for want of less dramatic terms, about to go into freefall.

As we head towards the closure of Holden's local production facilities in October, however, interest in Commodore (and especially its sporting variants) remains remarkably strong and as such the car's sales are stable and its share (inevitably) increasing.

Falcon too continues to attract a decent share of new car leads on carsales.com.au – even though it's been out of production for more than six months.



Volkswagen Golf



The only brands smiling in the medium segment are again prestige players and chiefly – yes, you guessed it, **Mercedes-Benz**.

Consulting our rolling 12 months figures (April 2016–April 2017), reveals some other ‘interesting’ top performers... In the prestige marketplace, Mercedes-Benz E-Class’ slice of this shrinking four-door pudding is on the increase, in part thanks to the runout of the last generation and the arrival of the new generation W213 E-Class. It’s the entry-level E200 that’s attracting carsales consumers’ clicks.

Light Passenger Cars

At the other end of the passenger car spectrum, three models are going against the flow – in another shrinking segment.

Hyundai Accent, Volkswagen Polo and Honda Jazz are all growing their share of sales based on our rolling 12 month metric, but even more their share of leads.

In the case of the Accent, Hyundai has been aggressive as it seeks to grab i20 buyers with what is in effect, a car that’s almost the next class size up.

VW’s Polo is growing sales during a period where many observers would suggest VW’s brand has taken a battering. Could this be off the back of the



continued stellar performance (in terms of carsales’ audience addition) to its big brother Golf?

Jazz is simply Honda’s quiet achiever.

Medium Passenger Cars

Hardly a happy hunting ground for any brand Down Under, this segment is dominated by the ‘push’ of Toyota Camry. All those cars built in Altona have to go somewhere.

In effect a fleet model here, Camry’s ‘share of voice’ via carsales, consumers is more a whisper than a bellow.

It doesn’t matter what model small car buyers end up **buying**, they start **looking** at Volkswagen’s ubiquitous hatch.



Hyundai Accent



Audi S3

VW's Polo is growing sales during a period where many observers would suggest VW's brand has taken a battering.

Although registrations and run rate have grown, popularity onsite at carsales.com.au (a good proxy for private consumer interest) has more than halved and leads are barely a third of what they were.

The only brands smiling in the medium segment are again prestige players and chiefly – yes, you guessed it, Mercedes-Benz again. Via the extensive range of C-Class models (but mainly C200 and C250), sales have increased and their share almost doubled over the April 2016–April 2017 period.

Small Passenger Cars

In the last five years the Small Car segment has lost almost 20 per cent of its volume. What was a 255,000 unit segment five years ago is currently at a run-rate that suggests less than 210,000 will be registered in 2017.

Nevertheless it remains the toughest battleground as many brands battle for the Australia private buyer dollar.

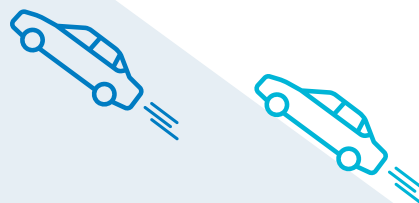
Small cars is where it's at and it's the place where Golf continues to confound us all. It seems it doesn't

matter what model small car buyers end up BUYING, they start LOOKING at Volkswagen's ubiquitous hatch.

Sure, that's an exaggeration but Golf's market share has rebounded in the last 12 months. And already the leader in terms of views and leads, even those stats have increased.

The other positive mover of late is Hyundai's i30, while Toyota's Corolla, in spite of grabbing good rego numbers, is heading the other way in terms of private consumer visibility.

Special mention here too for Kia Cerato, and at the top-end of the segment, Audi's A3... There's serious consumer momentum, at least in terms of research, for this disparate pairing.



Interest in Commodore (and especially its sporting variants) **remains remarkably strong** and as such the car's sales are stable and its share (inevitably) increasing.

Buyer enquiry analysis - 12 month comparison

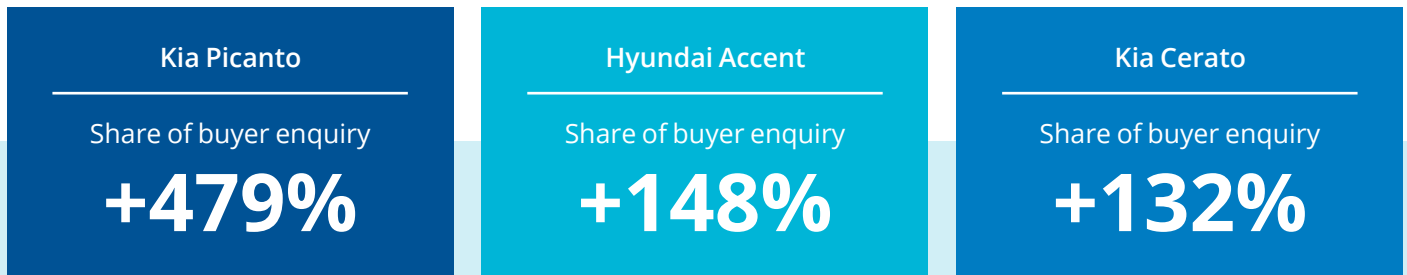
How do 2016's most popular models fare today?

New models, runout deals, marketing campaigns and stock levels are just a few of the factors that can affect a model's share of enquiry on carsales.

In the following analysis, we examine how 2016's most enquired-on models are comparing 12 months on.

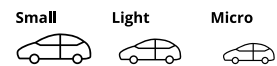
Small, light and micro cars

Small, light and micro cars from Kia and Hyundai captured a much greater share of buyer enquiry on carsales over the past 12 months.

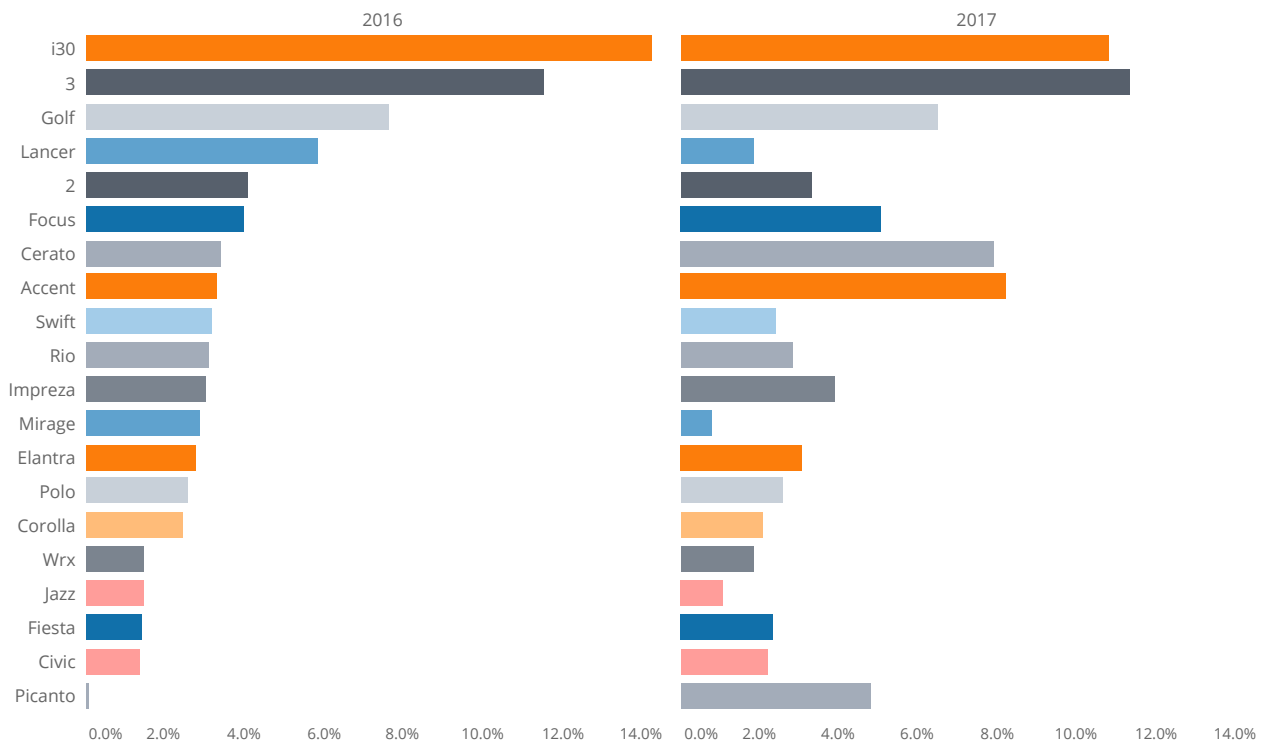


 [Click to explore this interactive report.](#)

Click to Filter by VFACTS Segment



Top 20 new small cars by enquiry in April 2016: How do they fare now?

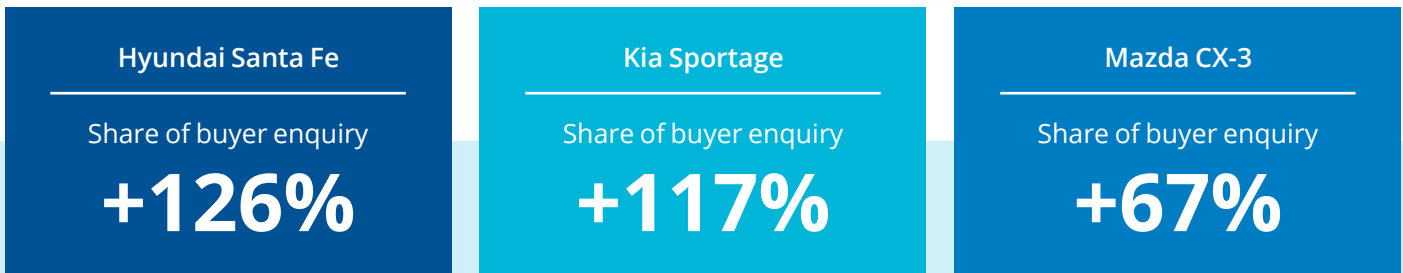


“Sales of medium-sized SUVs were particularly strong in March 2017, up 18.3% on the same month last year. That’s a very strong indicator of the vehicle size, versatility and value for money that appeals to a lot of Australian families.”

—FAI chief executive Tony Weber

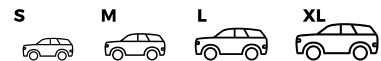
SUVs

Big improvers that captured a greater share of buyer enquiries on carsales over the past year include Hyundai’s Santa Fe and Kia’s Sportage, while Mazda’s CX-3 and CX-5 also proved popular.

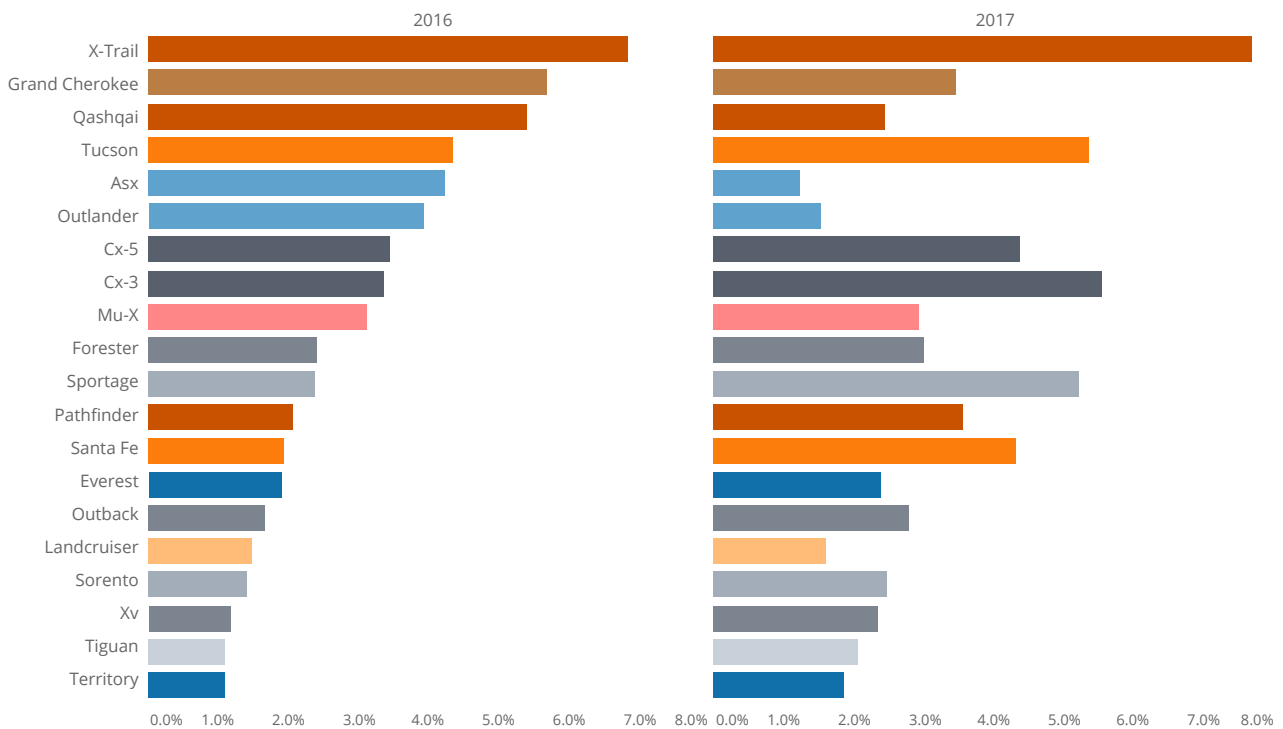


 [Click to explore this interactive report.](#)

Click to Filter by VFACTS Segment



Top 20 new SUVs by enquiry in April 2016: How do they fare now?



JOHN ELSWORTH ON UNLOCKING DEALERSHIP PERFORMANCE GAINS

Running a modern car dealership is not an easy task. Managing the sales and marketing of multiple brands, liaising with a variety of different OEMs and navigating a wave of unprecedented technological and buyer behaviour transformation – the day-to-day and long-term management of dealerships is perhaps as complex as it has ever been.

By David Toscano

With over 25 years of experience successfully leading sales and marketing strategies at Holden and Hyundai, John Elsworth is as well placed as any to understand challenges facing Australian dealers.

Speaking with Auto Market Watch, Elsworth shed light on key areas and initiatives that Dealer Principals could target in order to transform limitations into advantages and capitalise on opportunities.

Fostering cross-departmental collaboration

Breaking down traditional internal silos for greater efficiency and profitability is a challenge many Dealer Principals face. With OEMs pushing for new customer-centric facilities, Elsworth sees a tremendous opportunity for Dealer Principals to establish a more collaborative environment that improves communication and teamwork.

“There’s still a very departmental approach to most dealers and how they’re run,” Elsworth explained. “Some of that is changing, because of the way a lot of facilities are built these days with service departments and showrooms now linked. That has created a more unified atmosphere within dealerships. There’s less “us and them” type of thing when you’ve got that facility changed to break down those walls.”


Customer-first mentality

“The ones that are really successful are the ones who can solve the customer’s issue the quickest,” said Elsworth.

A silo-less and cohesive environment also assists Dealer Principals in rolling out a customer-first approach across all touchpoints.



John Elsworth was central to Sales, Marketing and Aftersales successes at Holden and Hyundai



“The ones that are really successful are the ones who can **solve the customer’s issue the quickest.**”

According to Elsworth, this is even more critical in light of increased legal powers for consumers.

“Consumer law has changed and the power now really resides with the customer. And if you don’t fix their issues quickly, it just ends up in protracted legal issues and no one wins. Dealers today are starting to work out that time is value and arguing with customers takes time.”

Consistent customer experiences

Elsworth also notes the need for Dealer Principals to deliver a showroom experience that aligns with the online touchpoints, as consumers are now likely to enter a dealership having undertaken significant research.

“People now feel comfortable shopping at home and getting their shortlist at home and online. And once they visit a dealer, it’s a very narrow list of cars they’ve got to look at - so by and large a lot of them have made their decision.”

Meeting customer expectations

Elsworth highlights the need for dealers to match other retail industries and give consumers greater transparency in sales transactions.

“Beyond the sale, they (consumers) expect pretty transparent information about delivery times and when their car will be available. You buy something online today, the online tracking systems tell you when it’s going to be at your door within the minute.”

Greater brand activation

With the next generation of vehicles packing more and more technology, Elsworth thinks it’s vital that

Dealer Principals expand strategies that involve activating in high-traffic public spaces.

“You’ve just got to get bums in seats, taking more cars to shopping centres or other places where people are. I think you’ll find in sales and marketing activities that start to grow (will be) taking cars to people rather than waiting for them to come to a dealer.”

Targeting elite service talent

From a hiring perspective, Elsworth advises dealerships to target the best customer-focused talent – regardless of their level of exposure or experience to automotive retailing.

“There’s a few smart dealers out there that, from a sales point of view and a Service Advisor point of view, won’t just target people who’ve had five and ten years’ experience. Actually, a lot of the great dealers are not interested in those people because they’ve worked out that a lot of those people have probably got some pretty bad habits in the industry.

The best dealers will actively target service-oriented industries, whether it is hotels or hotel chains. We’ve got one who even targets Telstra and Optus stores because they’re just targeting the right age profile, so someone who isn’t into bad sales habits but someone who’s developed, in their first or their formative years of their career, a really solid customer-oriented approach to the way they sell.

If they have a positive experience in a five star hotel, they’ll ask that person if they’ve ever thought about working in the car industry. You might have to ask 20 or 30 times and you get one, but those young kids that are coming through those industries, are absolutely first class people and the more we get into dealerships, I think the better the industry will be.”

“Dealers will need to beef up their **business development area** and **customer attention.**”

OEMs supporting development

On the subject of fostering top-tier talent, Elsworth believes there is scope for Australian OEMs to revisit successful past initiatives.

“OEMs supporting really great talent into a dealership - I mean that, that type of approach was done 20, 30 years ago. It is really successful and some of the most successful dealers today were helped into the industry by OEMs.

The industry probably needs to revisit that and try and work out how you get the best talent into dealerships. It's no different to the HECS-style arrangement where the government funds you into university studies and you pay it back.”

New opportunities and skills

With significant change on the horizon - including new ownership models, autonomous software and complex engine technology - Elsworth envisages that dealers will need to centre their human resource investment in two key areas; Business Development and Service Technicians.

“Dealers will need to beef up their Business Development area and customer attention. So as leasing becomes more prevalent, how they're actively marketing to those customers. That is probably an area that will grow as the leasing side of a dealer's business grows.

There's no doubt electric vehicles will grow in numbers, but we have quite an old car park in Australia that needs to be maintained and virtually all of it features a combustion engine. So that's a real challenge in the two streams of technical assistance that's required to manage those very different things, electric cars and hydrogen cars and what we know today as internal combustion cars.”

“If they have a **positive experience** in a five star hotel, they'll ask that person if they've ever thought about **working in the car industry.**”



Elsworth encourages dealers to target the best talent from service-oriented industries

Discover how CPO programs in Australia are a win-win situation for consumers and OEMs alike.

THE RISE OF CPO

Certified Pre-Owned Programs in Australia 2017

Executive summary

Comparing the current penetration of Certified Pre-Owned (CPO) vehicles in Australia, which is just 3.7% of dealer cars listed online, to comparable figures in the US where CPO vehicles account for 15% or more of stock, it's clear that there is huge potential for CPO vehicles in the Australian market.

Data confirms that CPO programs provide a win-win for consumers and original manufacturers (OEMs). Consumers like the certainty vehicles offer, enabling them to buy a car that's in good condition and protected under a good price. OEMs benefit from the wealth of customer data CPO programs bring and the opportunity to keep consumers within their ecosystem. Additionally, a 2015 Brand Effect Study confirms that consumers who participate in CPO programs see an increase in consumer loyalty compared to non-CPO dealers.

For consumers, CPO programs provide clear benefits. Penetration in markets can be driven by the number of certified vehicles in the Australian market. As the space for new car sales shrinks, there is a large opportunity for OEMs to present for consumers in 2017 and beyond.

who don't know what a CPO program is yet, because it's not readily available to them. Further, certified programs in Australia haven't always been executed well, causing some OEMs to question their role or even cancel them, which has hindered progress.

But growth is inevitable. It stands to reason that as the number of OEMs offering CPO programs increases, and manufacturers promote their programs and the benefits to consumers and dealers, that awareness will also grow, driving an increase in demand, and fuelling the rise of the CPO sector.

Background

In the past few years Certified Pre-Owned vehicles have become increasingly popular in Australia due to their appeal with consumers looking to buy a used car in like-new condition, with the peace of mind that a factory warranty provides.

However, the CPO sector is still in its infancy in Australia when compared to markets like the US, where sales of manufacturer CPO vehicles reached a new high in 2016, on the back of six consecutive years of growth, accounting for almost 25% of dealer sales.*

Using the wealth of data available to us from carsales customer surveys, leads and feedback, we wanted to test some widely held assumptions to better understand the CPO segment, and the opportunity it presents for OEMs in 2017 and beyond.

Key Takeouts:

CPO programs present an ideal opportunity to attract new consumers to OEM brands. They deliver a buying experience similar to a new car purchase, helping to deliver a strong brand experience, and can have a profound influence on future new car sales as consumers enter, and stay within, the brand family.

CPO programs allow OEMs to capture valuable lifecycle data which can be used to market to your customers more effectively, and to keep them within your ecosystem, with the aim of putting them in a brand new car when the time is right for them.

Consumers who know what a CPO vehicle is like have a higher perception of dealers who offer them, but more education is required to ensure mass market awareness.

Promotion of CPO programs within the relevant context of carsales is proven to drive a significant increase in awareness amongst in-market consumers, and positively shift the key brand funnel metrics of favourability, consideration and recommendation.

Click here to read →





WHITEPAPER RESEARCH

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Borderless car buyers

Opportunities for dealers as buyers extend their search interstate.

It's no secret that buyers are more discerning than ever before, and it seems to they're prepared to go to further lengths to purchase *the one*.

One of the effects of digitising and mobilising much of the search process is that buyers are now more willing and comfortable to make enquiries on interstate stock – whether it's a special effort for the perfect car or a saving that's just too good to pass up.

This evolution in buyer behaviour and blurring of market areas opens up significant opportunities and has implications for the way dealers advertise their stock.

Below are just a few key insights on interstate leads on carsales. For more, dive into our interactive state-by-state analysis on the following page.



Hot tip: Capture buyers prepared to purchase sight unseen

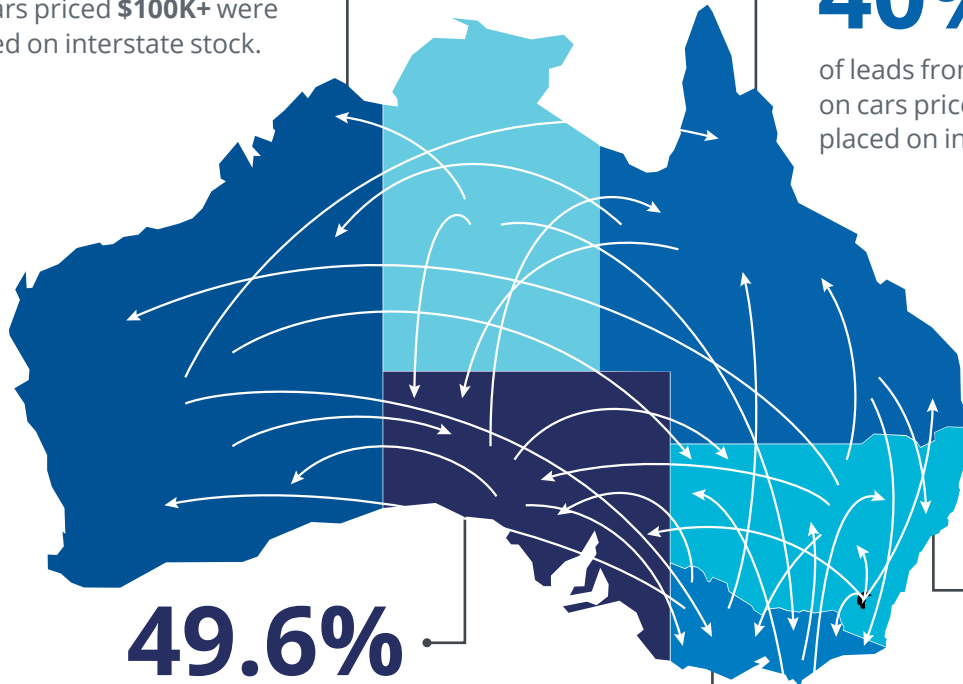
Attaching professionally-produced photography to your online listings not only delivers the transparency for buyers to enquire on interstate stock, but greater confidence to purchase sight unseen.

64.9%

of leads from customers in **WA** on cars priced **\$100K+** were placed on interstate stock.

40%

of leads from customers in **QLD** on cars priced **\$50K-\$75K** were placed on interstate stock.



49.6%

of leads from customers in **SA** on cars priced **\$40K-\$50K** were placed on interstate stock.

32.3%

of leads from customers in **NSW** on cars priced **\$50K-\$75K** were placed on interstate stock.

38.1%

of leads from customers in **VIC** on cars priced **\$100K+** were placed on interstate stock.

61.2%

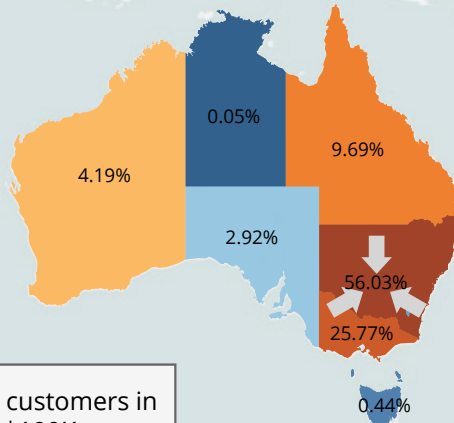
of leads from customers in **TAS** on cars priced **\$30K-\$40K** were placed on interstate stock.

Interstate Leads



Select a State: NSW

Select a Price Band: 8: \$100K+



43.9% of leads from customers in NSW on cars priced \$100K+ were placed on interstate stock

State-by-state analysis of interstate leads on carsales



Select a state and toggle between different price bands.



Get in touch with your **Performance Manager** for ideas on how to best capitalise on the opportunity of interstate buyers.

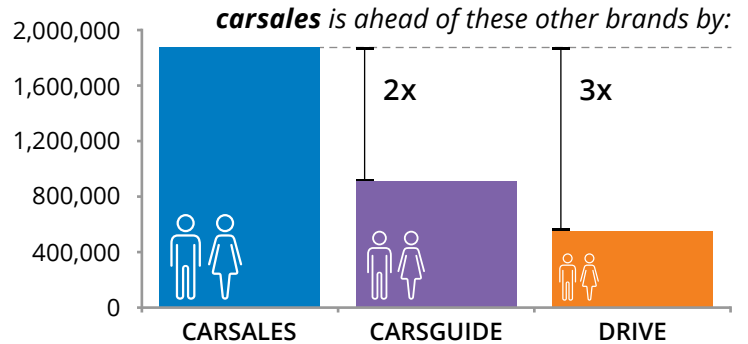
THE AUTO MARKET LANDSCAPE

carsales remains Australia's #1 auto classified website

AVERAGE UNIQUE AUDIENCE (UNDUPLICATED, ACROSS DEVICES)¹

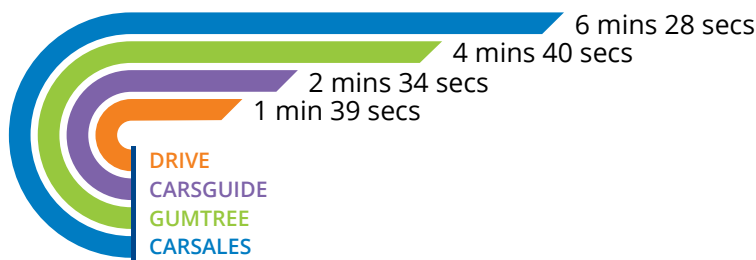
Over the January–April period, carsales' 1.845m Unique Audience average was more than double that of carsGuide and more than three times larger than Drive.

Nielsen's Unique Audience metric is the industry currency for unduplicated, cross-device measurement for smartphone, tablet and desktop.



Note: Gumtree Automotive are no longer reported in Nielsen Digital Ratings Monthly.

AVERAGE SESSION DURATION²

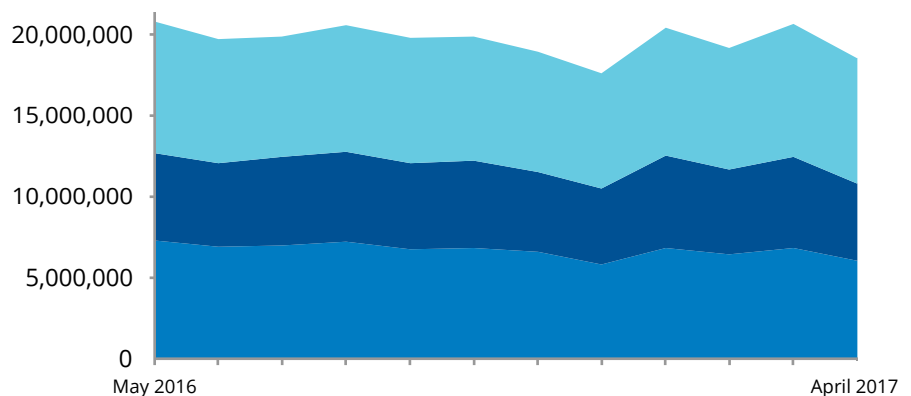
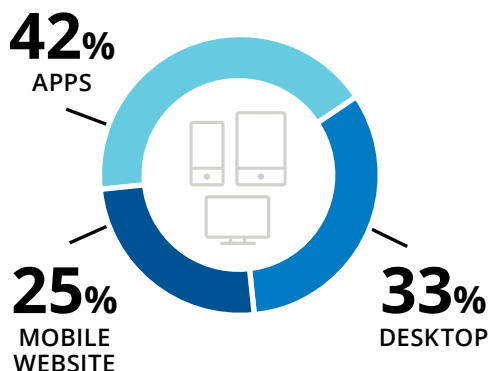


carsales is well ahead in this important measure of buyer engagement. The average session duration on carsales is more than twice as long as Drive and over three times longer than carsGuide over the January–April period.

VISITS BY CHANNEL TO CARSALES.COM.AU³

carsales' iOS and Android applications were the most popular channel for consumers to browse stock on Australia's number 1 auto classifieds website over the past 12 months.

- carsales Apps (iPhone, Android, iPad, Windows)
- carsales Mobile Website
- carsales Desktop



Sources: 1. Nielsen Digital Ratings, January–April 2017 average. 2. Nielsen Market Intelligence, January–April 2017 average. 3. carsales internal data (Webtrends) May 2016–April 2017.

CARSALES APP PERFORMANCE - MAY 2017⁴

Australian consumers rely on carsales' iOS and Android apps to browse the latest stock and find their next purchase.



iOS APP

760.5K
MONTHLY
ACTIVE USERS

130.2K
DAILY
ACTIVE USERS

99.9%
CRASH-FREE
USERS

336.8K
TOTAL
SESSIONS

4:50m
TIME IN APP
PER USER



ANDROID APP

276.5K
MONTHLY
ACTIVE USERS

48.2K
DAILY
ACTIVE USERS

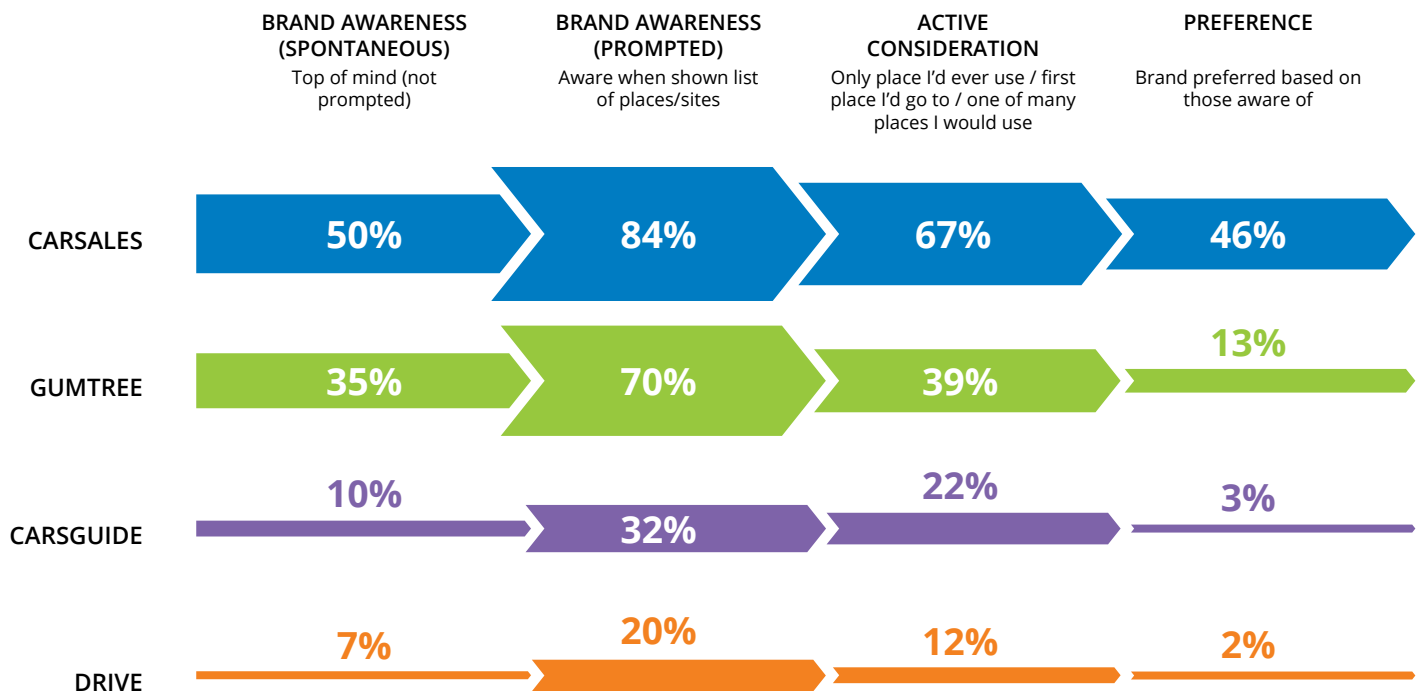
99.5%
CRASH-FREE
USERS

141.9K
TOTAL
SESSIONS

4:01m
TIME IN APP
PER USER

BRAND HEALTH SCORECARD (AUTO-INTENDERS AND WIDE MARKET)⁵

carsales continues to be the most preferred online auto classifieds website for Australian consumers, with a clear lead over Gumtree, carsGuide and Drive across Brand Awareness, Active Consideration and Preference metrics.



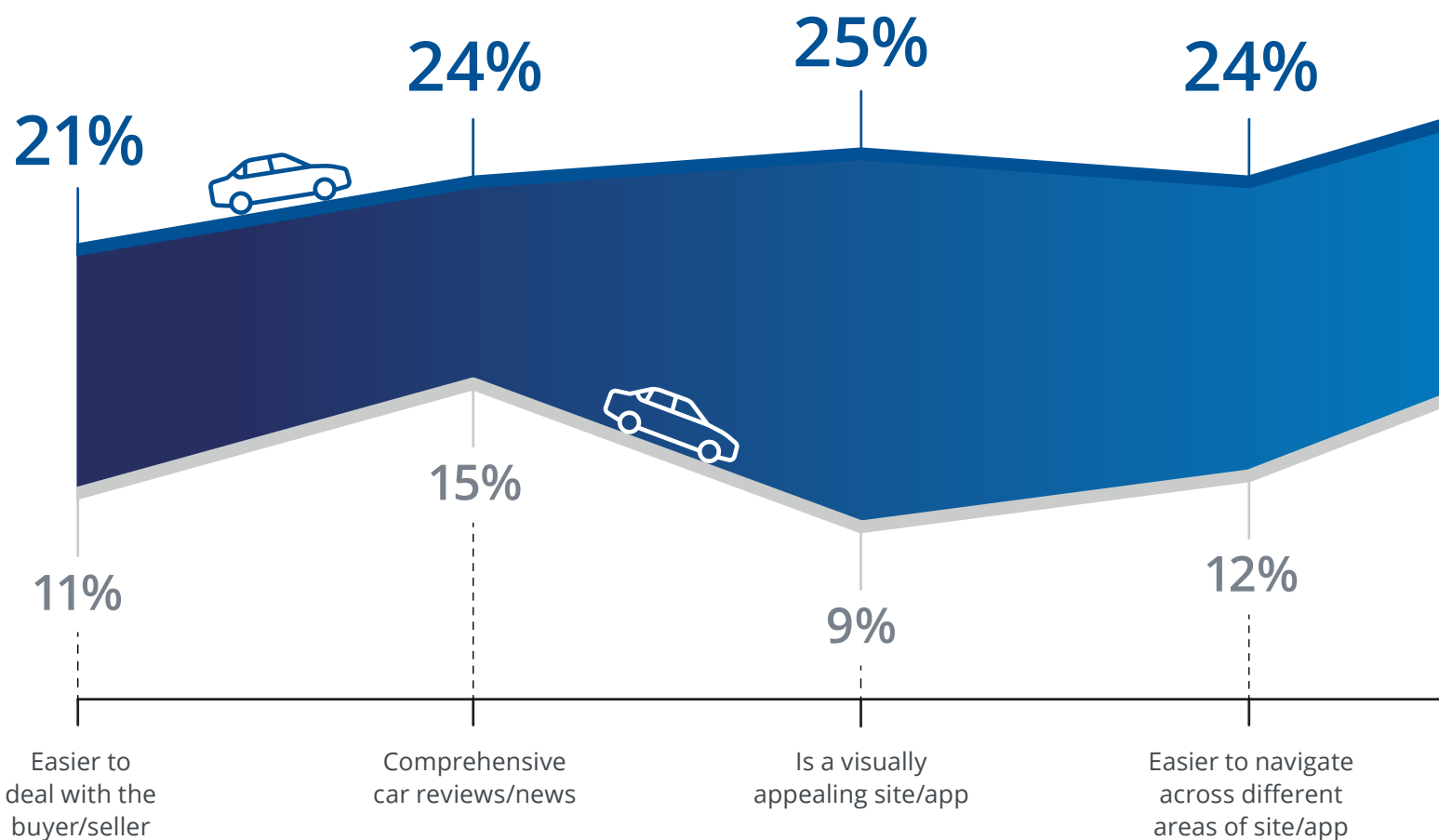
4. Fabric app development platform, May 2017. 5. Nature Research, research commissioned by carsales, February 2017.

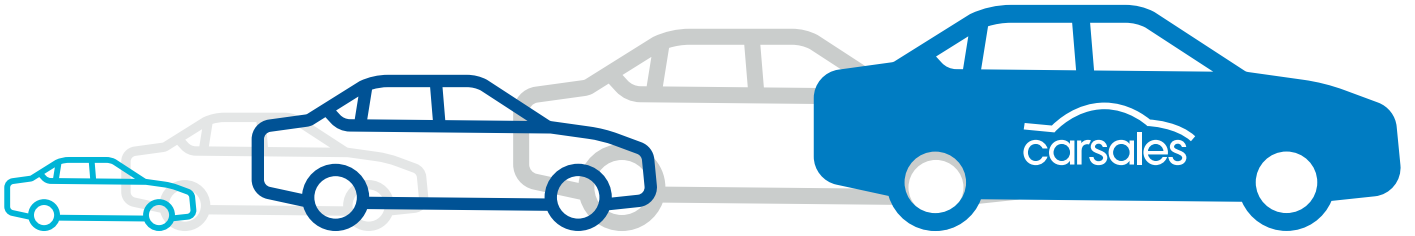


Consumer sentiment for auto classified websites

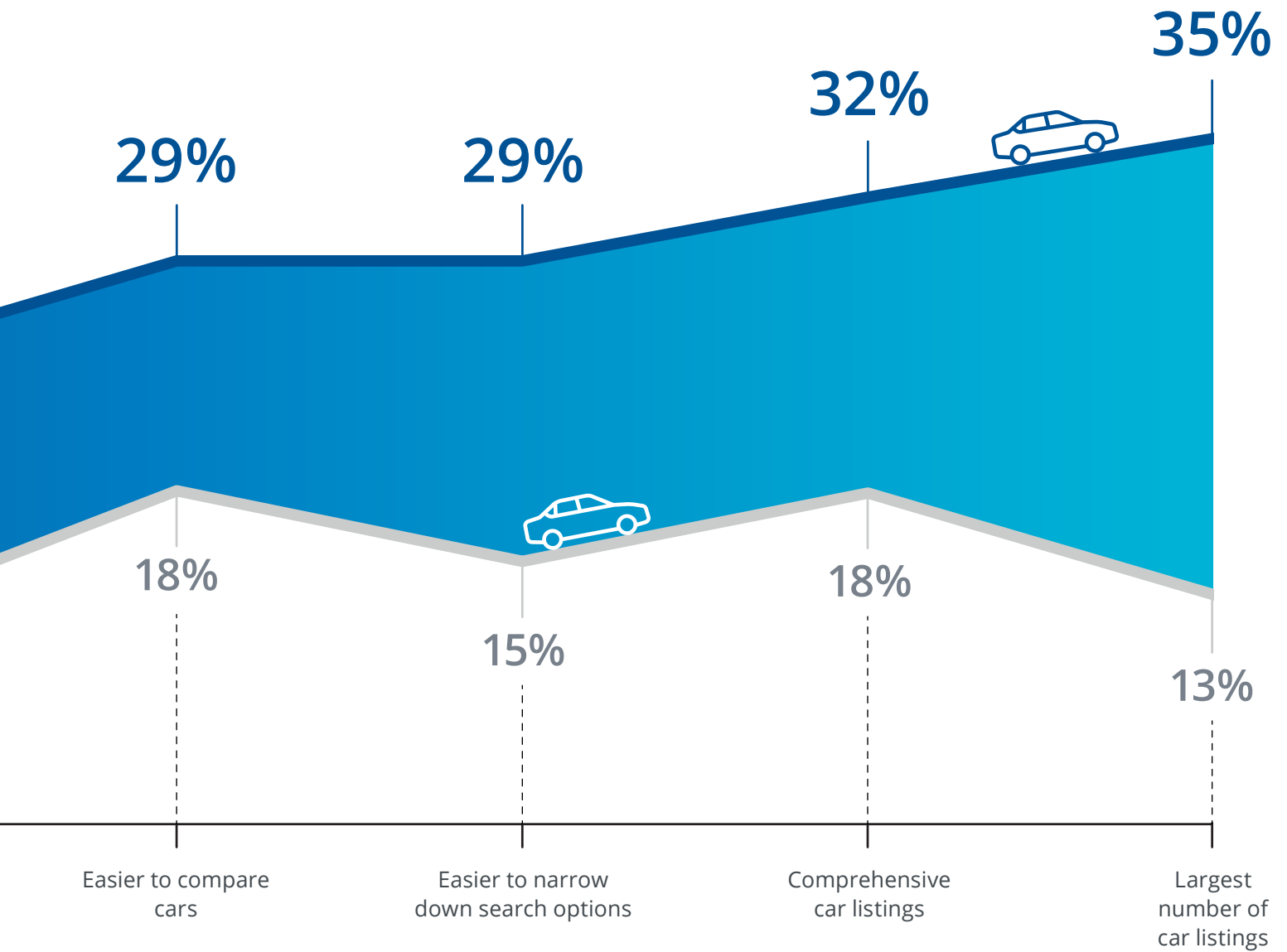
We asked Australian consumers a few questions about where they like to shop for their next car. When it comes to the key brand perception statements below, it's clear consumers prefer carsales.

● carsales ● carsGuide





● carsales ● carsGuide



HOTTER THAN EVER



Maranello's finest match East Coast real estate for appreciation.

By Andrea Matthews

Membership of the Ferrari owner's club is as exclusive as ever, but if you're planning on snagging a pre-loved bargain to get yourself through the club doors, then you will need deep pockets, as prices for used models are continuing to climb.

In Ferrari's 70th anniversary year, even the values of some later model vehicles are already exceeding original sale prices.

April's Auto Italia car show in Canberra saw around 100 classic and [modern Ferrari models](#) join cars from fellow Italian marques in a celebration of Italy's motoring at its finest.

Speaking at the event, President of the National Ferrari Club of Australia, Michael Rensch, who lists four Ferraris (and one Brock Commodore) among his vehicle collection, said collectors were clamouring for the last of the naturally aspirated V8s.

"Vehicles like the 458 Speciale, with less than 50 in Australia, are really sought after because everyone's decided they want a normally aspirated engine because they sound better," Rensch revealed. "These were about \$600,000 new, plus options, and they're trading now for probably \$100,000-\$200,000 more."

Simon, a Ferrari enthusiast and club member, travelled from Sydney to Western Australia to buy his red 458 Speciale, which he found listed at [carsales.com.au](#) last year. Already a California T owner, he refers to his 458 Speciale as a legalised go-kart on the road.

"If you want to drive from Sydney to Melbourne for the Grand Prix, then the California T is great because it's a quieter car," Simon explained. "But if you want to go for a blast for a couple of hours then the Speciale is fantastic. You can feel the car, and you feel the road and you feel the tyres – you have total feeling and control of the car."

While there are none currently listed for sale, if you're lucky enough to spot a Ferrari 458 Speciale listed on carsales and have the money to buy one,

In Ferrari's 70th anniversary year, even the values of some later model vehicles are already exceeding original sale prices.





then it's looking like a pretty sound purchase. Simon's car has already increased in value since he bought it seven months ago in October 2016.

While older vehicles are more affordable, they too are appreciating in value. A convertible Ferrari 355 – powered by a 3.5-litre V8 and now 20 years old - was just shy of \$300,000 when new but can now be found for around \$150,000-\$170,000. Michael Rensch says that five years ago you could have bought one for \$100,000.

"If you bought one today and ran it for five years, you'd probably still get back what you paid for it," Michael said.

Even the flat-12 Ferrari Testarossa is making a comeback. Only ten years ago dealerships were struggling to shift these 1980s icons but now they're moving up in value and range from the high \$200,000s up to almost \$400,000 for a good example.

Only ten years ago dealerships were struggling to shift these 1980s icons.



Australia's fastest, most-powerful home-grown vehicle has a used price tag to match. Read more →



The controversial listing that went global!
Limited-edition Porsche 911 model at three times the new car sale price. Read more →



Simon's car has already increased in value since he bought it seven months ago in October 2016.

Money won't buy you everything, however. Unless you're part of the Ferrari family and meet the requirements of its complex buyer algorithm, you can't just put your money down and buy the [next hot Ferrari collectible](#).

Buyers need to show brand loyalty before they can be considered for selection just to join a waiting list. The allocation for this year's 70th anniversary celebration 812 Superfast model was effectively sold out before the car was even announced. To get on the list you needed to have put your hand up months ago and met Ferrari's exacting demands for buyers.

With such tight restrictions on volume and sales, it's no surprise Ferrari models continue to be sought after in the brand's 70th anniversary year. For investors looking for a purchase which is far more engaging than the property market, it is looking very much like the best day to buy a Ferrari was yesterday.

Q1 2017 new car sales review

JAN

Total sales figure for the month was 84,910 for the month, 0.6% up on January 2016, when the sales figures jumped by 2.7% from 2015.

FEB

For the first time in history SUVs overtook monthly passenger car sales. Of the 89,025 vehicles sold in February, 35,497 were SUVs and 34,740 were passenger cars.

MAR

The best ever March result was recorded, with 105,410 vehicles sold in Australia last month, 898 more than in March 2016.

Check out key sales scoreboards at quarter time:

Ford Ranger 4x4 VS Toyota HiLux 4x4

8,022 TO 7,459

Toyota Corolla VS Mazda 3

9,909 TO 9,655

Mazda CX-5 VS Hyundai Tucson

5,973 TO 5,430

Mazda CX-3 VS Mitsubishi ASX

4,555 TO 3,599

Mazda 2 VS Toyota Yaris

3,097 TO 2,798

Toyota Kluger VS Mazda CX-9

2,445 TO 2,314

Mercedes-Benz C-Class VS BMW 3 Series

2,146 TO 723

Ford Mustang VS Toyota 86

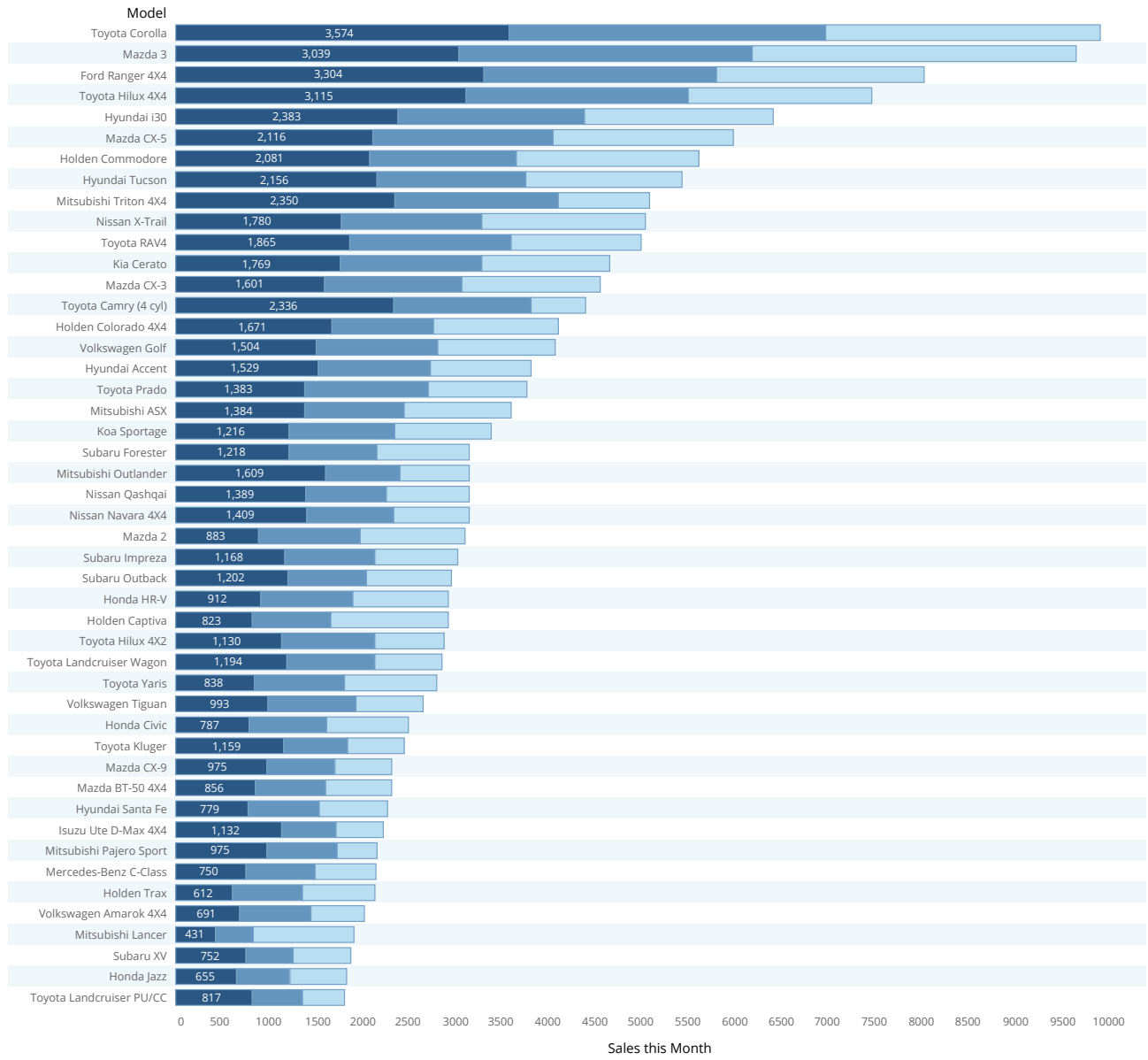
1,782 TO 525

Top 50 cumulative sales by model

 [Click to expand our January-March 2017 sales report.](#)



Top 50 cumulative sales by model January - March 2017



SUVs jump over passenger cars

“For the first three months of 2017 the SUV segment is now the dominant sector, whereas this time last year passenger cars led the market by around 10,000 sales.”

—FCAI chief executive Tony Weber.

Source: FCAI VFACTS January-March 2017.

World update

We take a look at what's making news across the global automotive industry.

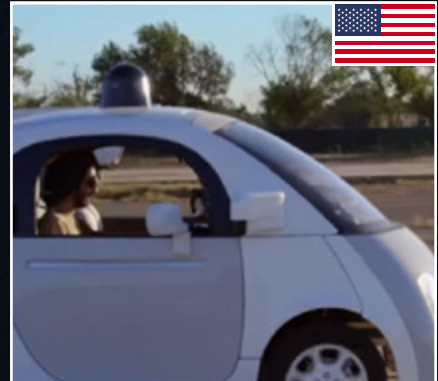
 Click on an image to read the story.



Germany falls out of love with Diesel →
Sales plummeting all over Europe in post-Dieselgate collapse.



India goes electric →
Electric vehicles only by 2030 for the world's second-most populous country.



Google gets dirty →
Google snares 490 hectares of Nevada desert and gets neighbourly with Tesla.



BMW wages war on 'electro smog' →
Munich's research and innovations boffins warn against unlimited electro-magnetic radiation.



Too much Peugeot success →
Three managers booted after oversubscribed German marketing push.



WHO says tyre noise is a killer →
European legislators are targeting noise when the rubber meets the road.



Volkswagen to build electric cars in China →
The world's largest EV market has finally bent its rules to allow the Volkswagen Group to build its own electric cars.



UK introduces new income-based speeding fines →
Harsher type of proportional fine based on income to come into effect Monday.



World's most popular cars named →
Nissan climbs into top three, but Ford F-Series dominates.

Australia's hottest used cars

Discover the most in-demand used cars based on available supply.

Buyer preference for SUVs and commercial vehicles is a clear trend in the used market, with these body styles occupying the top 10 spots in the latest LiveMarket supply and demand analysis.

Dealer-friendly insights at your fingertips

With LiveMarket, you're empowered to instantly identify trends in fast moving stock, high volume stock and market supply. Plus compare your performance to your competition via views to lead ratio, price difference, stock mix and more KPIs.

[Register your interest in LiveMarket](#) →

Identify which vehicles have the highest sales rate relative to current listings on the market. The lower the days supply, the faster a vehicle is likely to sell.

37
DAYS

- **Hyundai Accent:**
2011, \$11,085
- **Holden Colorado:**
2015, \$39,007
- **Suzuki Grand Vitara:**
2007, \$10,996
- **Land Rover Discovery 4:**
2011, \$47,322

33
DAYS

- **Toyota Hiace:**
2009, \$20,908

30
DAYS

- **Renault Koleos:**
2014, \$19,749

27
DAYS

- **Toyota FJ Cruiser:**
2013, \$38,303

25
DAYS

- **Mitsubishi Challenger:**
2011, \$21,802

35
DAYS

- **Hyundai iLoad:**
2013, \$25,821

31
DAYS

- **Mitsubishi ASX:**
2012, \$16,033
- **Mitsubishi ASX:**
2014, \$20,167
- **Isuzu D-Max:**
2013, \$31,534

23
DAYS

- **Holden Trax:**
2013, \$16,953

Source: carsales LiveMarket actionable market intelligence data, May 2017. Vehicles 2005–2015, minimum \$15,000 price, minimum 40,000kms travelled, minimum of 50 sales over the previous 60 days.

Tips, tricks and advice

Help your customers make an informed purchase decision and grow loyalty by educating them on the benefits of different automotive technologies.

 *Click on an image to read the story.*



Transmission types explained →

Have you ever wondered what the difference between a dual-clutch and robotised manual transmission is? We take a look at the six most common transmissions available today and explain them in layman's terms.



FWD, RWD or AWD: Fast or furious? →

The recipe for fun: take three \$50k hot hatches and a rallysprint course and mix thoroughly.



Sport mode explained →

Transforming the slow-shifting automatic transmission into something more athletic.



What's the difference between 4WD and AWD? →

Four-wheel drive is not all-wheel drive. Here's why.

Top 10: News stories

Discover the most popular news stories read on **motoring.com.au** in Q1 2017.



Click on an image to read the story.



1

GM caught testing Cadillacs in Australia →



2

Kia Stinger GT to attract import duty →



3

Mercedes-Benz X-Class ute hits Oz →



4

Ford Ranger FX4 ute revealed →



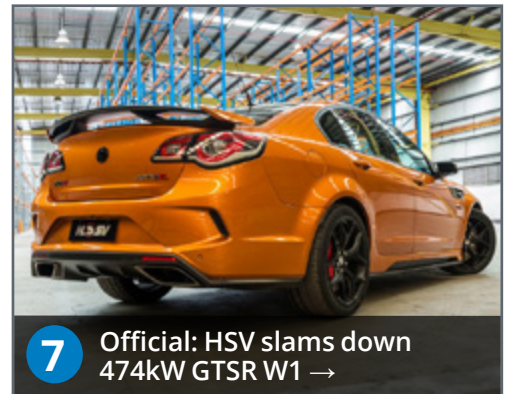
5

Mazda pioneers spark-less ultra-high compression petrol engine →



6

SPY PICS: HSV GTS-R W1 →



7

Official: HSV slams down 474kW GTSR W1 →



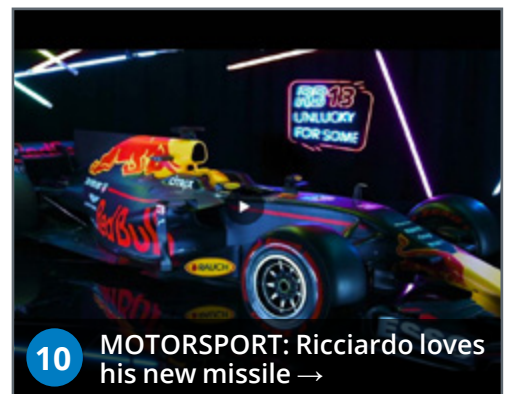
8

Range Rover Velar officially unveiled →



9

SPY PICS: HSV GTS-R W1 →



10

MOTORSPORT: Ricciardo loves his new missile →

Top 10: Reviews

Discover the most popular reviews stories read on **motoring.com.au** in Q1 2017.



Click on an image to read the review.



1

Honda Civic hatch 2017 Review →



2 HSV GTSR W1 2017 Review →



3 Ford Escape 2017 Review →



4 Hyundai i30 2017 Review →



5 Mazda 3 2017 Review →



6 Land Rover Discovery Sport 2017 Review →



7 Mazda CX-9 2017 Review →



8 Isuzu D-MAX and MU-X 2017 Review →



9 Mitsubishi ASX 2017 Review →



10 Holden Commodore Motorsport Edition 2017 Review →

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Top 10: Videos

Check out the most popular videos watched on motoring.com.au in Q1 2017.



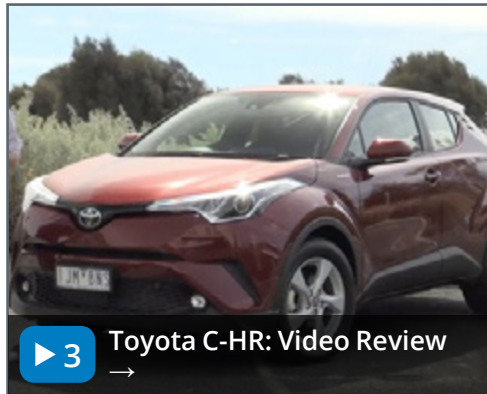
Click on an image to watch the video.



HSV GTSR W1 steals the show



Homegrown Holden Commodore farewell editions: Video Review →



Toyota C-HR: Video Review →



Kia Stinger GT up close and personal →



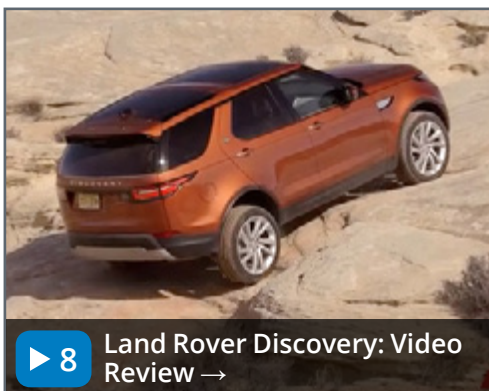
Ford Ranger FX4: Video Review →



Isuzu D-MAX and MU-X: Video Review →



Mazda CX-5: Video Review →



Land Rover Discovery: Video Review →



Tickford Mustang Ecoboost & GT Video Review →



GENEVA MOTOR SHOW: Range Rover Velar →

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