

THE PHILIPPINES' NO. 1 ONLINE
AUTOMOTIVE MARKETPLACE

Helping thousands of customers
compare vehicles, find promos
and connect with car dealers
every month.

20 FULL 20 INDUSTRY INSIGHTS



AUTODEAL

MOTODEAL

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A quick introduction to improving key performance metrics for the Philippines no.1. online automotive market place.

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2020 - A Year In Review

We review our overall annual statistics and provide a summarized analysis on the customer journey for top performing market segments in 2020.

Important:

AutoDeal.com.ph (The SirQo Group Inc.) prepared all the content in this report to represent the general data about online marketing in the Philippine automotive industry. This data is given in summary, and as such, all information is to be used and interpreted at the readers own risk. Any data represented in this report should not be considered as any form of advice or recommendation. The SirQo Group Inc. will not be held responsible for any damages or loss of business caused by the interpretation of this document.

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It's time to be different

It's been two weeks since the Chamber of Automotive Manufacturers of the Philippines Inc. (CAMPI) and the Association of Vehicle Importers and Distributors Inc. (AVID) confirmed what many had already been predicted - a 40% decline in total vehicle sales from 2019 to 2020.

As it does every year, the news caught headlines across the majority of the motoring and business publications with consumers reacting in a similar fashion to sports fans meticulously analyzing the end of season league standings. Unlike sports, however, these numbers only tell part of a story and I believe what would make far more fascinating reading would be to see the figures on everyone's end-of-year balance sheets.

For certain 2020 had an exorbitant financial impact on both brands and *especially* dealers. Decreased consumer activity and reduced sales combined with sustained operational costs and handsome discounts certainly left a substantial amount of red in company ledgers.

So what does that mean for 2021?

First and foremost, absolutely everybody is going to go out and deploy strategies to drive sales. It's a predictable reaction to a market downturn and given all of the news regarding COVID-19 vaccines, it's one that for the most part that makes sense. In a recent press announcement Toyota Motor Philippines claimed that they were targeting a 30% increase with a goal of 130,000 units by the end of 2021; a statement that from a mathematical standpoint certainly holds water.

However, Toyota's goal is still around 19.5% lower than what the market leader did in 2019, indicating that full recovery may still take quite a bit of time. Aside from that, there's a lot of hungry competitors in the game; in the shape and form of the age-old adversaries and fast-rising new entries like Geely. Can the industry, and most especially dealers continue to survive - let alone thrive without remodeling certain business operations? It's a question that is frequently on the lips of global industry analysts; with a resounding number firmly prompting immediate urgency to evolve.

As Andrew Dinsdale and Andrey Berdichevsky of Deloitte put it:-

"The future is now. The time to act is now. The focus needs to be placed on establishing experience platforms as well as on product platforms. The critical capabilities needed to build customer relationships and trust, which will be the currency of the future, must be developed today. We will likely see change and consolidation over the coming decades between now and the fully autonomous, shared future. But the existential threat is likely closer to home: the inability to build customer relationships and meet customer expectations. This is not just about technology projects to digitize and automate parts of the traditional automotive business and value chain. This is about getting closer to the customer through data, insights, and continuous improvements of the customer experience across channels." ¹

With the majority of commentary stating that recovery will be driven through the consumer by means of economic resurgence, we believe that the goal of "aiming to do better" must be supported by a mindset to do things differently and to provide more convenience for an increasingly valued customer.



A stylized, handwritten signature in black ink.

Christopher L. Franks

AutoDeal Chief Operating Officer

1. Andrew Dinsdale and Andrey Berdichevskiy (Deloitte), "The Future is now, transforming the customer automotive experience",



29,789,309

Website Visits

Across the AutoDeal Network (AutoDeal & MotoDeal)



141,987

Quotes & Test Drives

Serviced to dealers from buyers inquiring on [AutoDeal.com.ph](https://www.autodeal.com.ph) & [MotoDeal.com.ph](https://www.motodeal.com.ph)



25,042

Confirmed Purchases

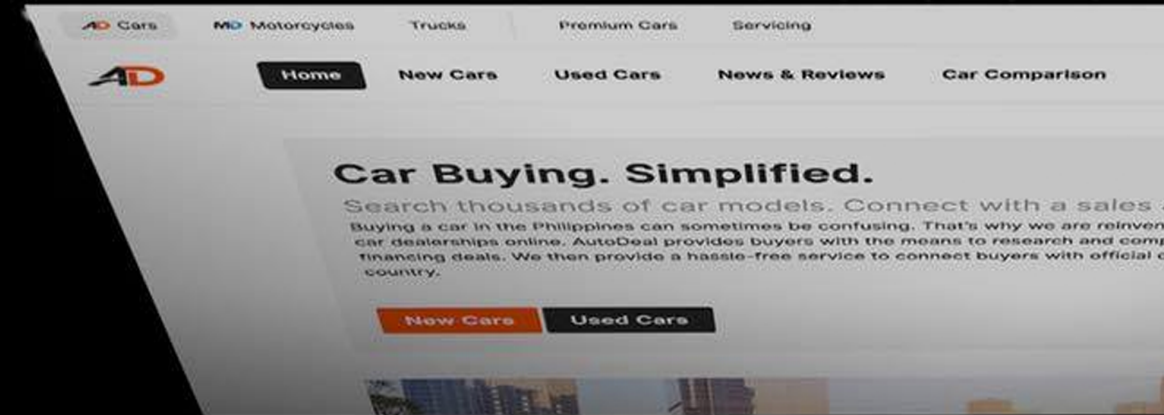
Tracked and confirmed from users who inquired via AutoDeal in 2020



397,384

Conversations

Back and forth messages between prospective car buyers and dealers.



AutoDeal is the no.1 online automotive marketplace in the Philippines.

QUICK FACTS

Key take home points from our report



81.60%

Of AutoDeal.com.ph buyers shop for vehicles using their smartphone



63 Days

The Average time it takes an AutoDeal.com.ph buyer to purchase after their online inquiry



P1.23M

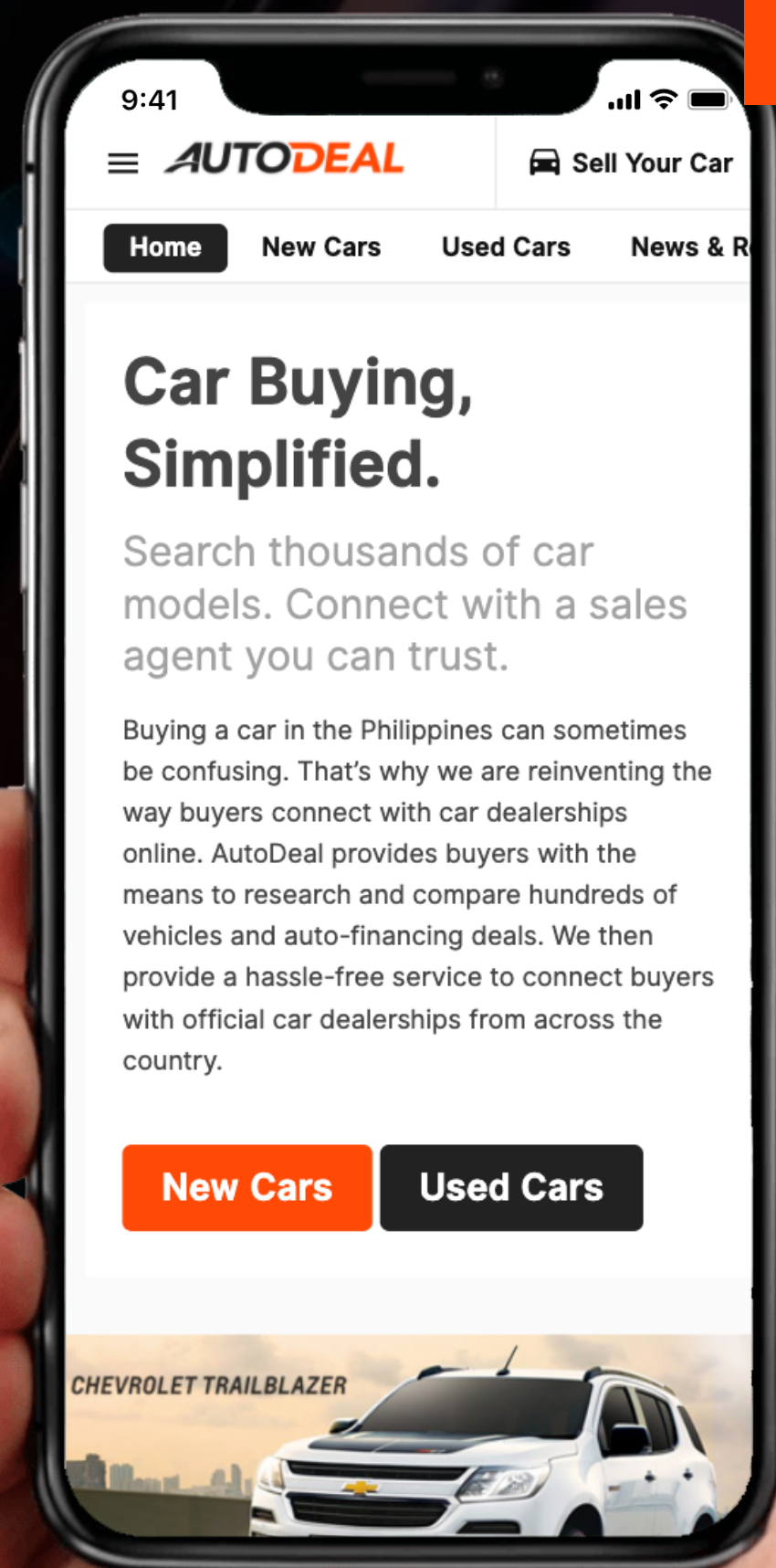
The Average price of vehicle sold on the AutoDeal.com.ph in 2020



38 minutes

The average industry response time of the top 50 fastest responding AutoDeal Partner Dealers

Note: Data indicated is from analysis of visitors accessing AutoDeal.com.ph from January 1 to December 31, 2020

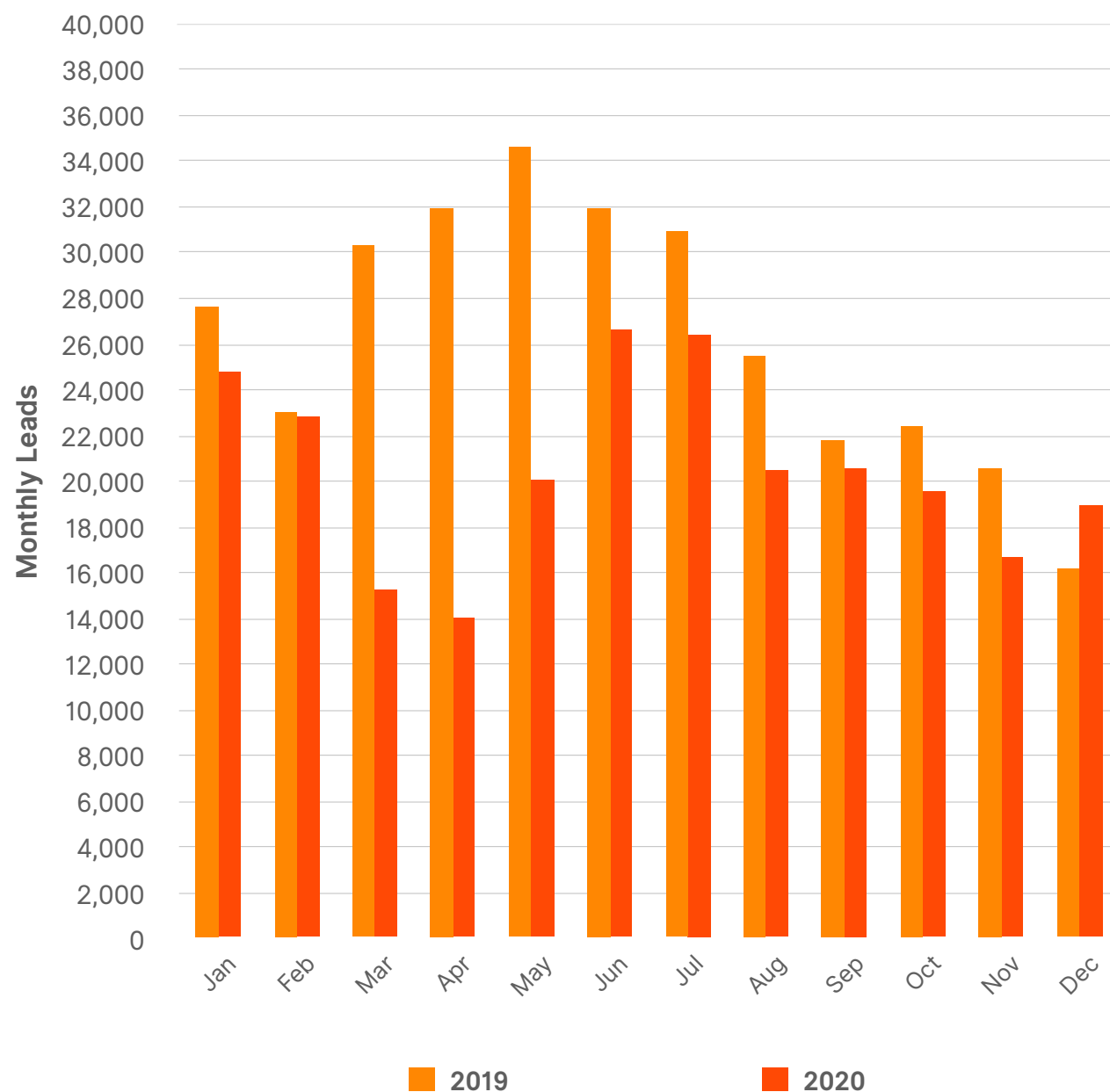


CONSUMER INTEREST & LEADS

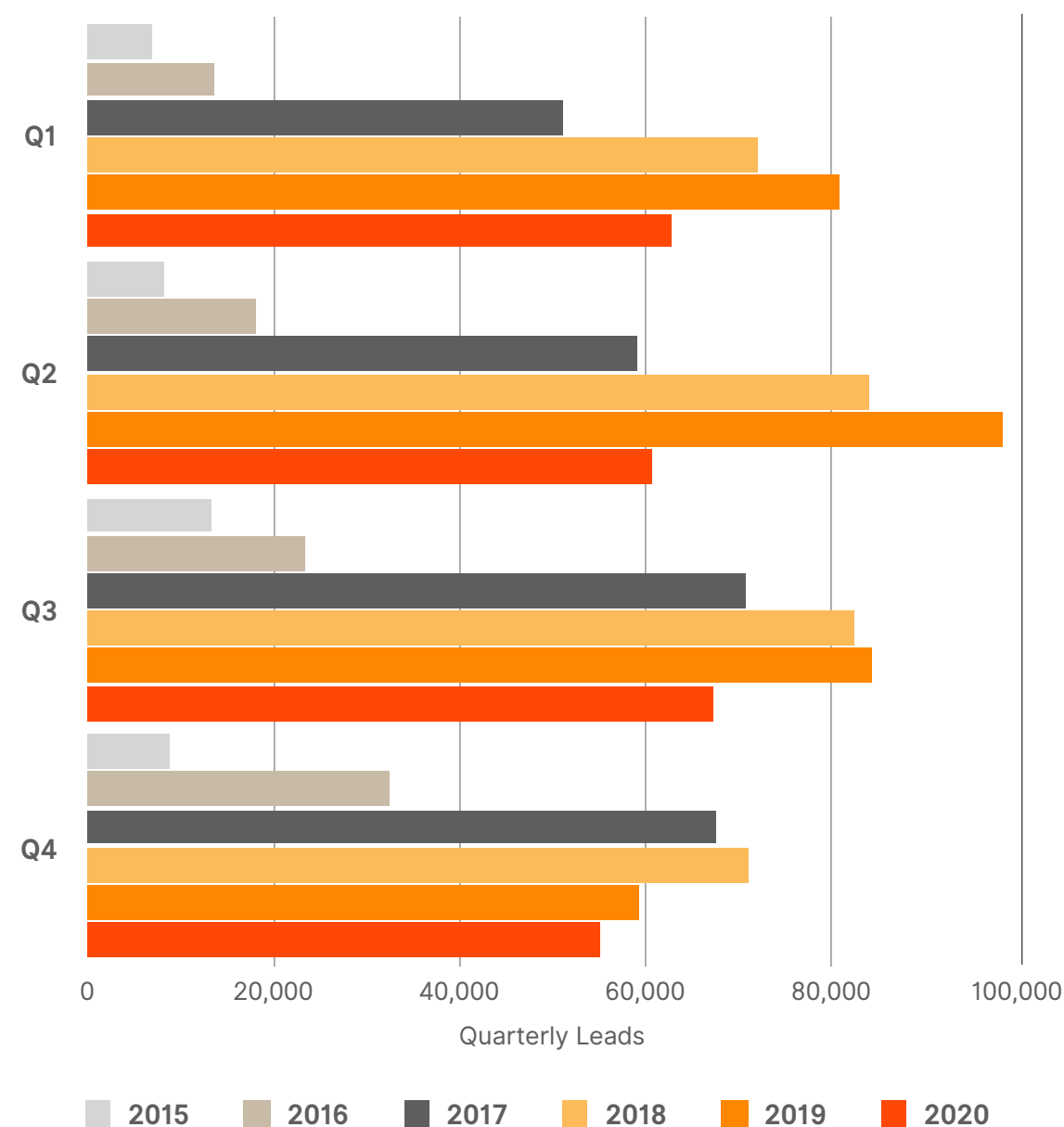
Quotes, Test-Drives & Inquiries | Leads by Market
Segment | Inquiring & Buying Trends | Leads by
Location | Leads by Device | Most Inquired for brands
| AutoDeal Top 40 | What's your favorite color

Quotes, Test-Drives & Inquiries

Total AutoDeal Leads Serviced to Dealers (2019 vs. 2020)

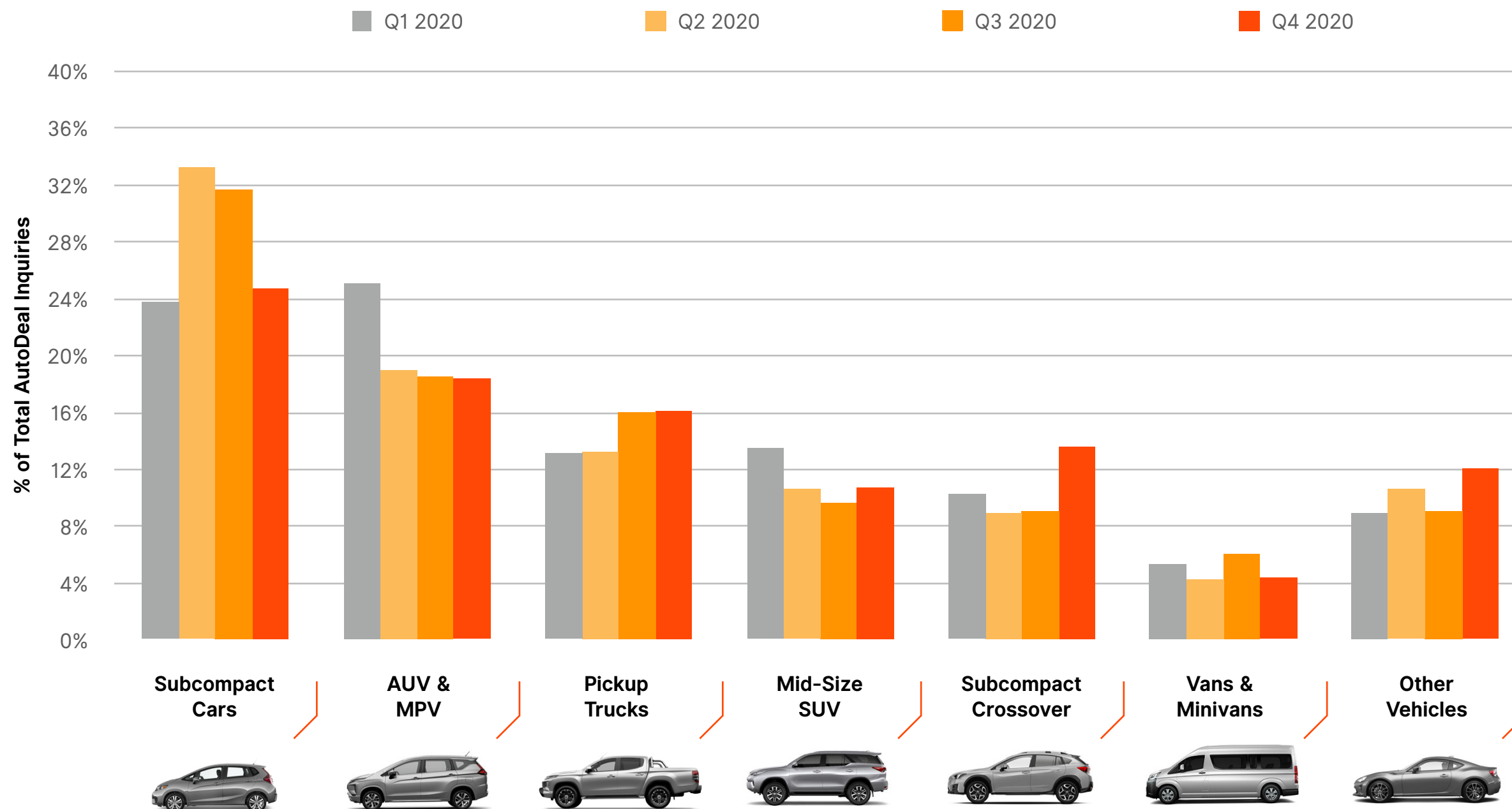


AutoDeal Leads (2015-2020)



Leads by Market Segment

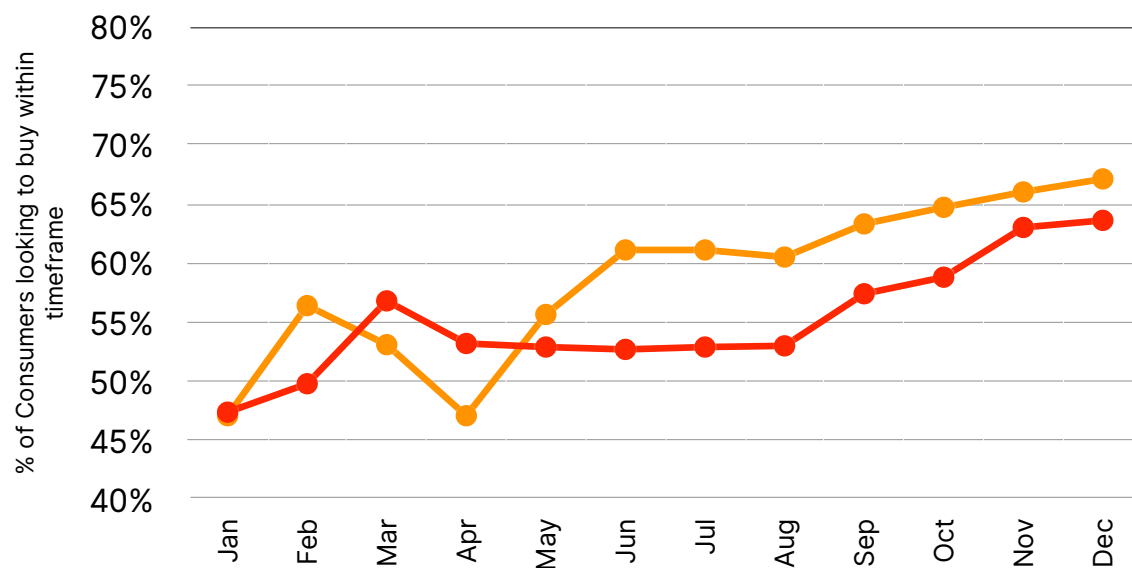
Based on AutoDeal inquiries for major vehicle categories



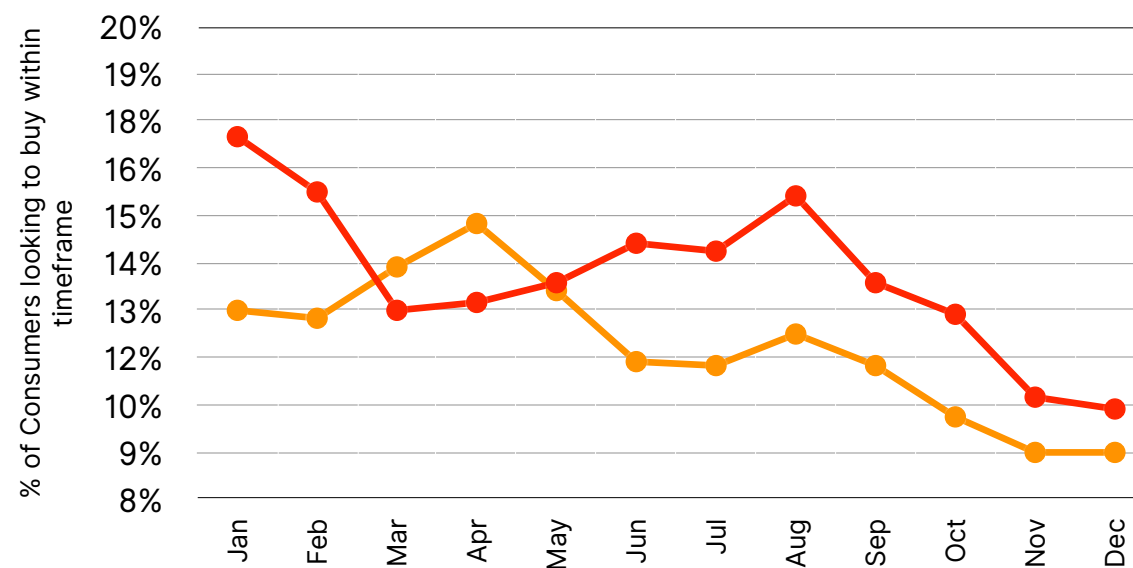
Inquiring & Buying Trends

How soon are consumers looking to buy?

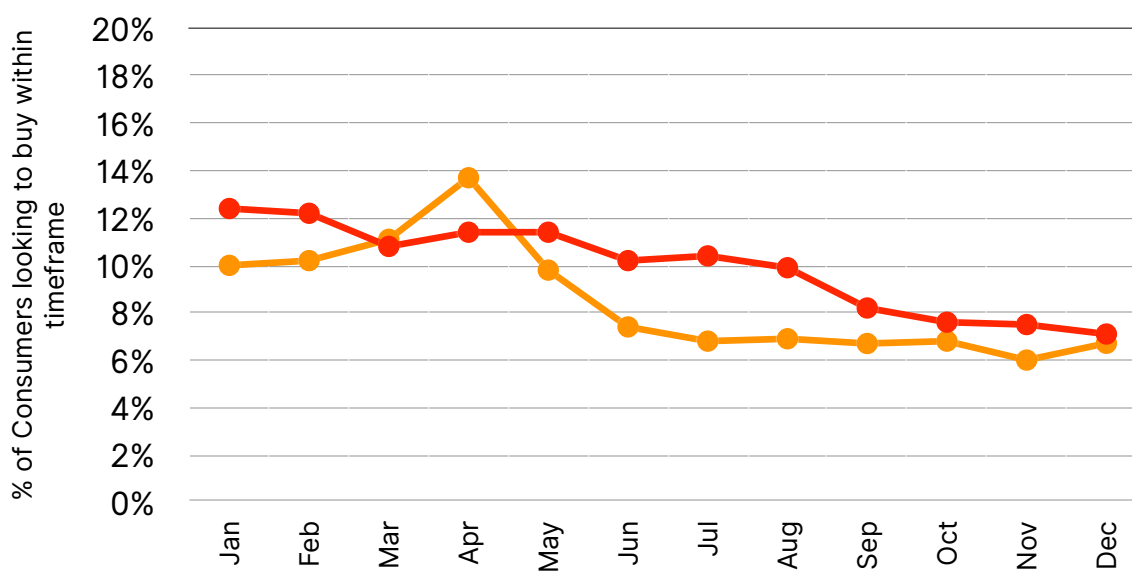
0-3 Month Buying Period



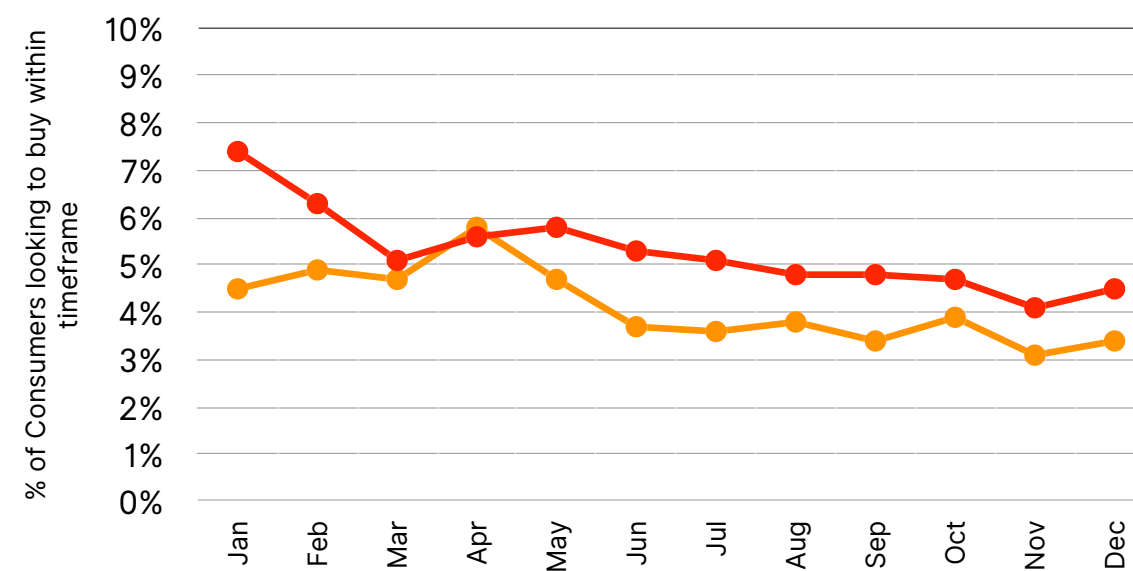
3-6 Month Buying Period



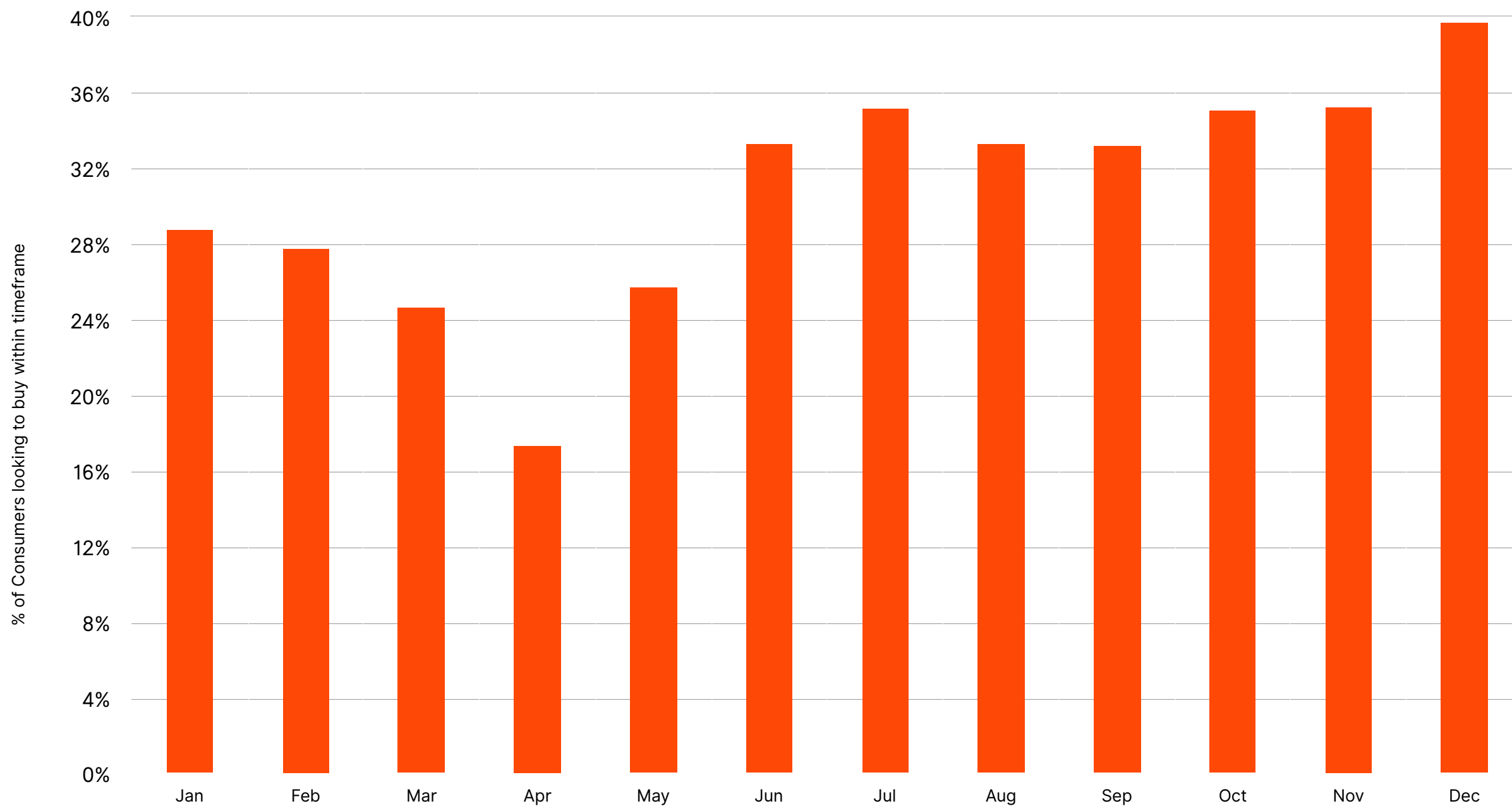
6-12 Months Buying Period



1-2 Year Buying Period



Looking to Purchase within 30 Days from Inquiry



Data Source:

This data is derived from the indicated buying time submitted on all AutoDeal inquiries.

Leads by Location

AutoDeal accommodated inquiries from **1,397** towns or cities in **2020**

Metro Manila

32.45%

% of Total Leads

1	Quezon City	7.21%	-
2	Manila	3.89%	-
3	Makati City	3.09%	-
4	Pasig City	2.61%	-
5	Taguig City	2.33%	-
6	Caloocan City	2.19%	-
7	Las Piñas City	1.89%	▲
8	Parañaque City	1.87%	▼
9	Mandaluyong City	1.62%	-
10	Muntinlupa City	1.46%	-

Luzon ▲

48.34%

% of Total Leads

1	Bacoor City	1.82%	▲
2	Imus City	1.82%	▼
3	Dasmariñas City	1.71%	-
4	Antipolo City	1.58%	-
5	General Trias City	1.51%	-
6	Angeles City	1.35%	-
7	Calamba City	1.34%	-
8	Santa Rosa City	1.21%	-
9	San Fernando City	1.12%	-
10	Baguio City	1.01%	-

Visayas

7.89%

% of Total Leads

1	Cebu City	1.23%	-
2	Iloilo City	1.12%	-
3	Bacolod City	0.85%	-
4	Tacloban City	0.45%	-
5	Lapu-Lapu City	0.37%	-
6	Mandaue City	0.32%	-
7	Dumaguete City	0.24%	-
8	Tagbilaran City	0.23%	-
9	Roxas City	0.18%	-
10	Talisay City	0.16%	-

Mindanao ▲

11.32%

% of Total Leads

1	Davao City	2.39%	-
2	Cagayan De Oro City	1.58%	-
3	General Santos City	0.84%	-
4	Zamboanga City	0.63%	-
5	Iligan City	0.47%	-
6	Butuan City	0.44%	-
7	Cotabato City	0.35%	-
8	Tagum City	0.32%	-
9	Koronadal City	0.29%	▲
10	Pagadian City	0.28%	▼

Data Source:

Based on leads (quotes, inquiries, test drives) generated on AutoDeal.com.ph.

LUZON

In depth Lead Volumes

METRO MANILA
32.45%

ILOCOS
3.47%

CAGAYAN VALLEY
2.25%

CAR
1.42%

CENTRAL LUZON
13.43%

CALABARZON
25.16%

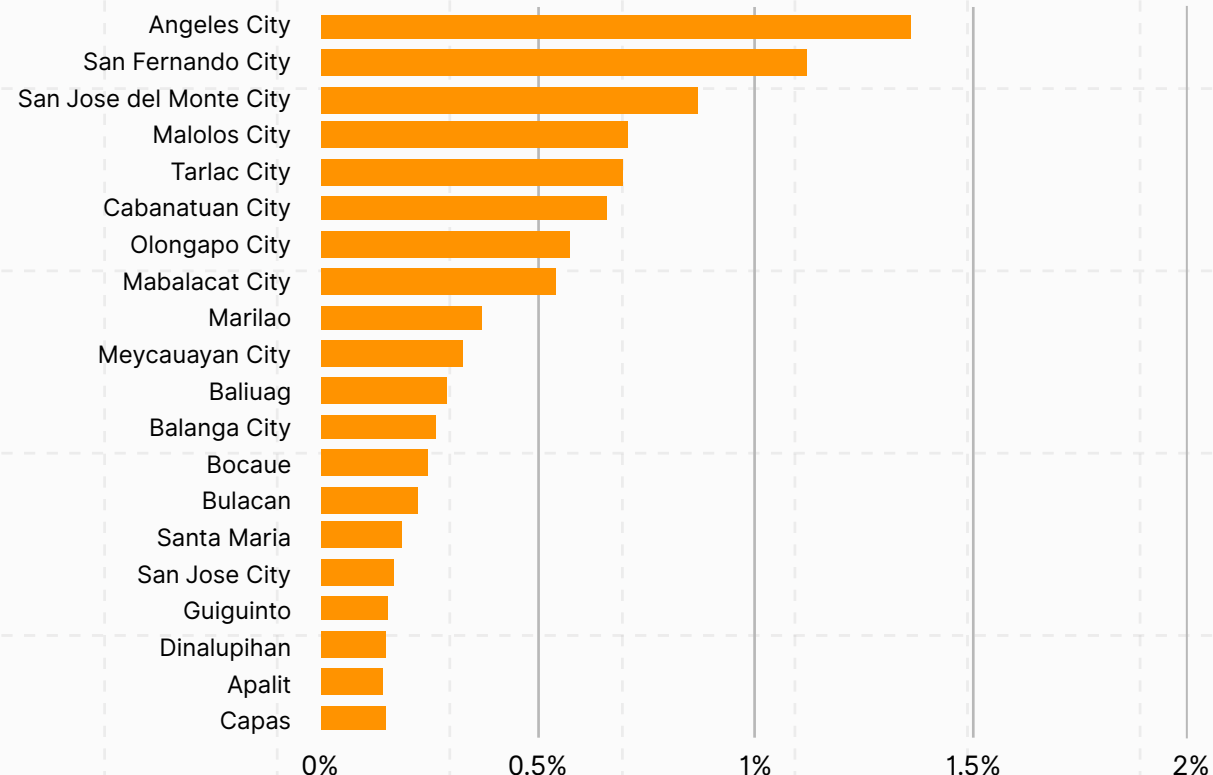
BICOL
1.02%

MIMAROPA
0.8%

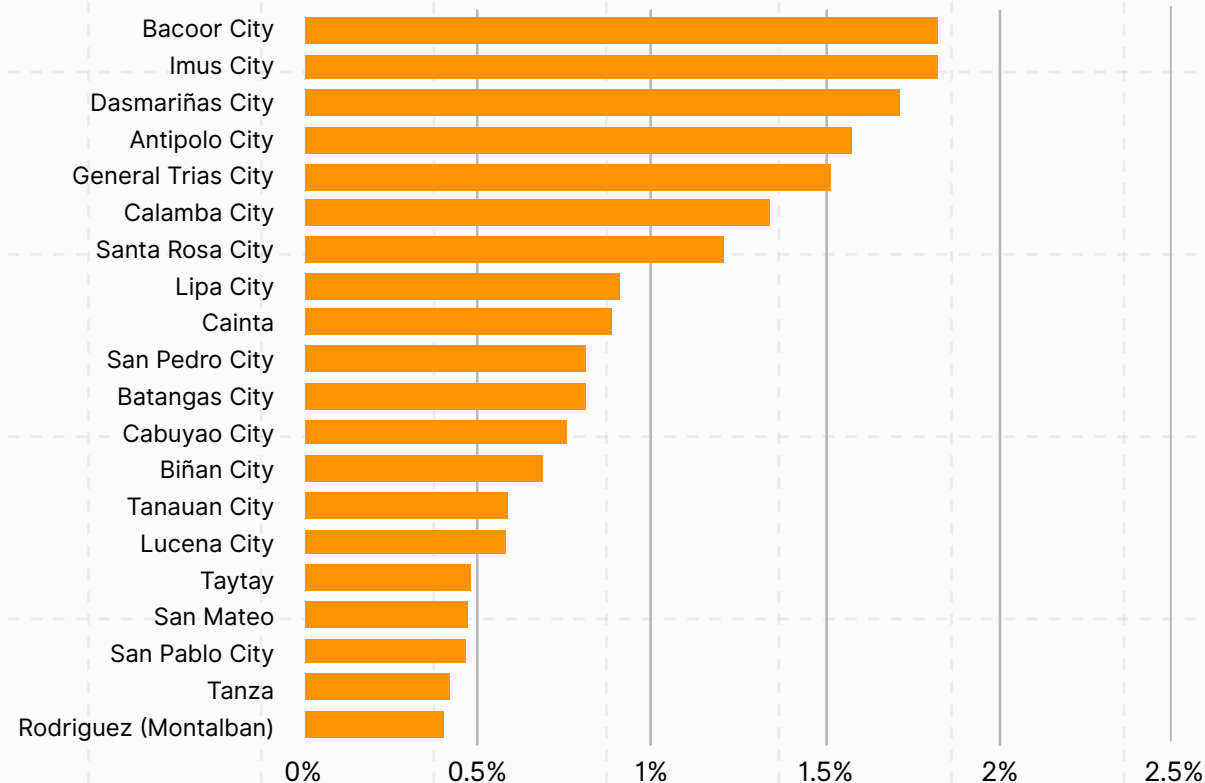
Data Source:

Based on leads
(quotes, inquiries, test
drives) generated on
AutoDeal.com.ph.

TOP 20 LOCATIONS - CENTRAL LUZON



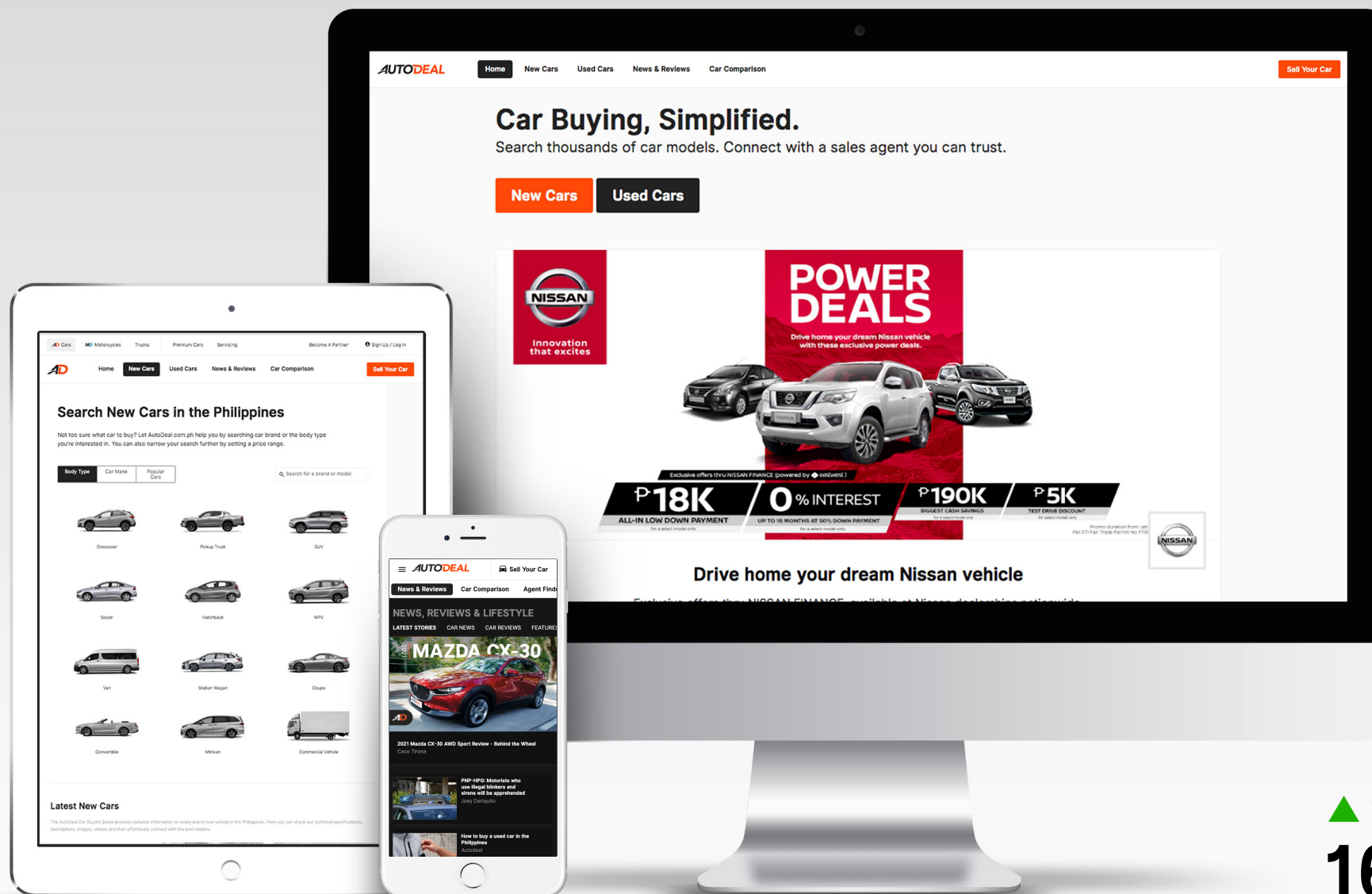
TOP 20 LOCATIONS - CALABARZON



2020 Leads by Device

Inquiries made via mobile devices continue to rise

▼ 0.25%
2.70%
On Tablets



▲ 1.05%
16.49%
On Desktop & Laptops

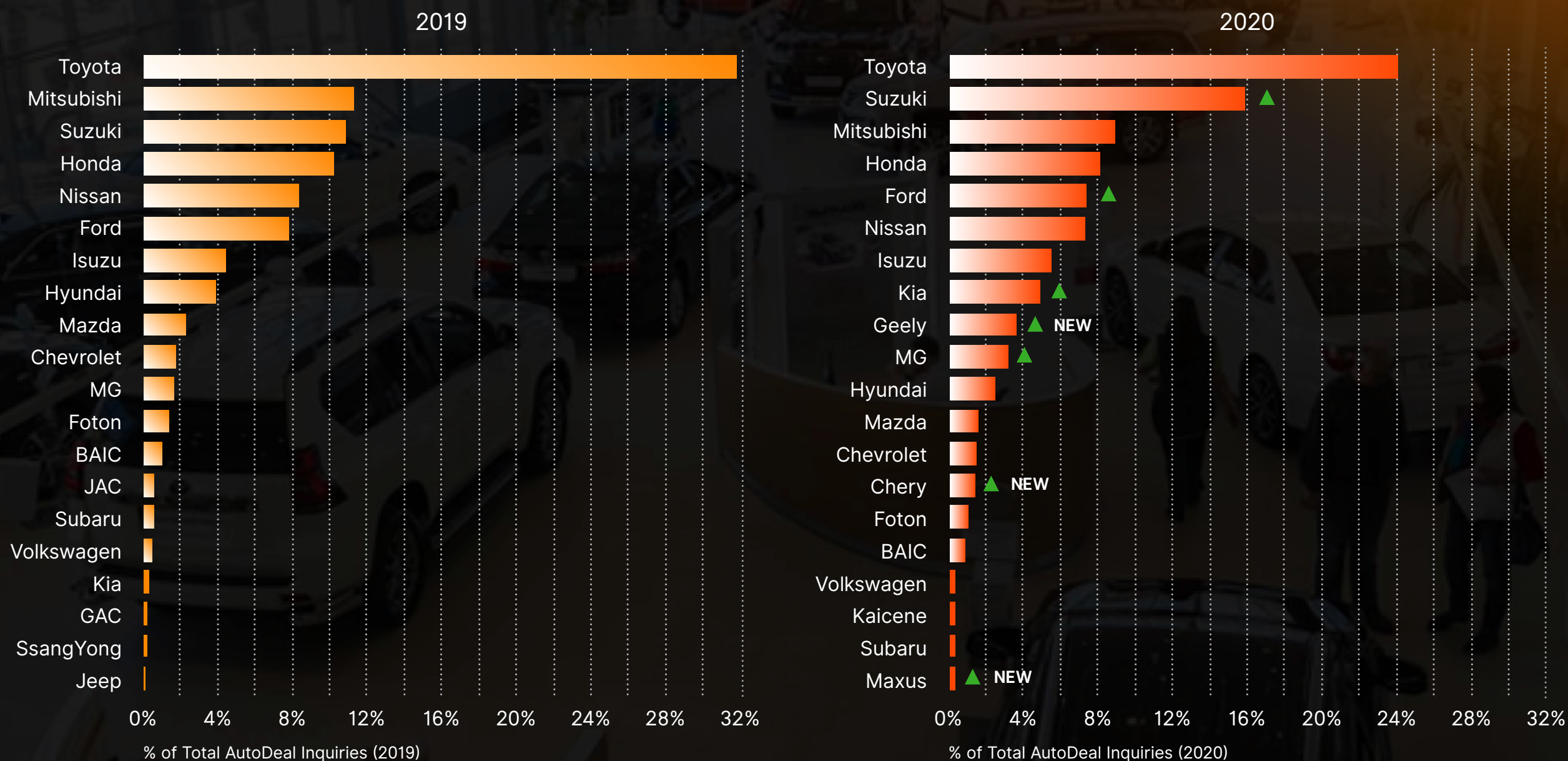
▲ 0.21%
81.81%
On Mobile Devices

Data Source:

Based on leads (quotes, inquiries, test-drives) generated on AutoDeal.com.ph.

Most Inquired for Brands

How do the most popular brands of 2020 compare to 2019?

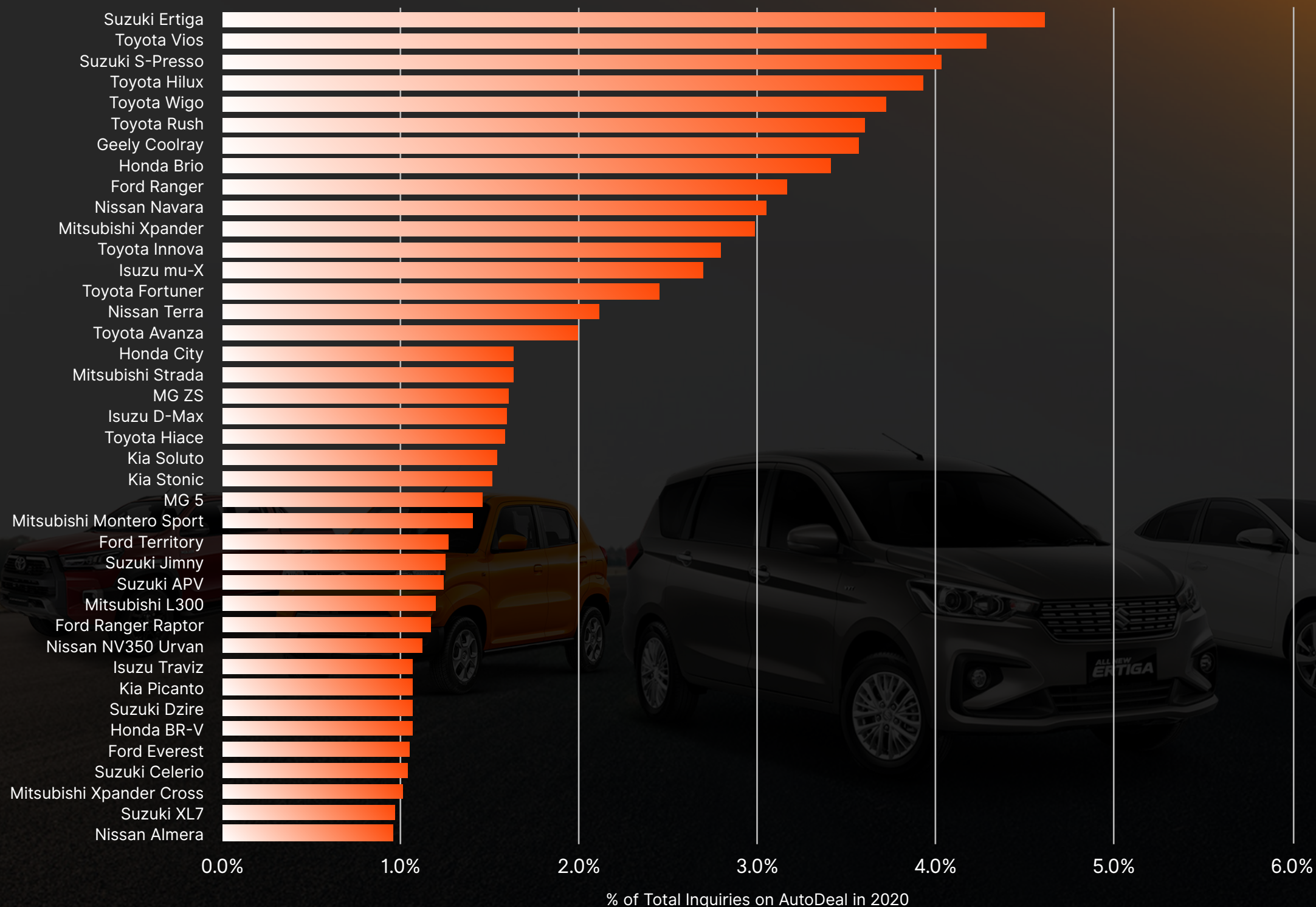


Data Source:

Based on leads (quotes, inquiries, test drives) generated on AutoDeal.com.ph.

AutoDeal: Top 40

Top 40 most inquired for nameplates in 2020

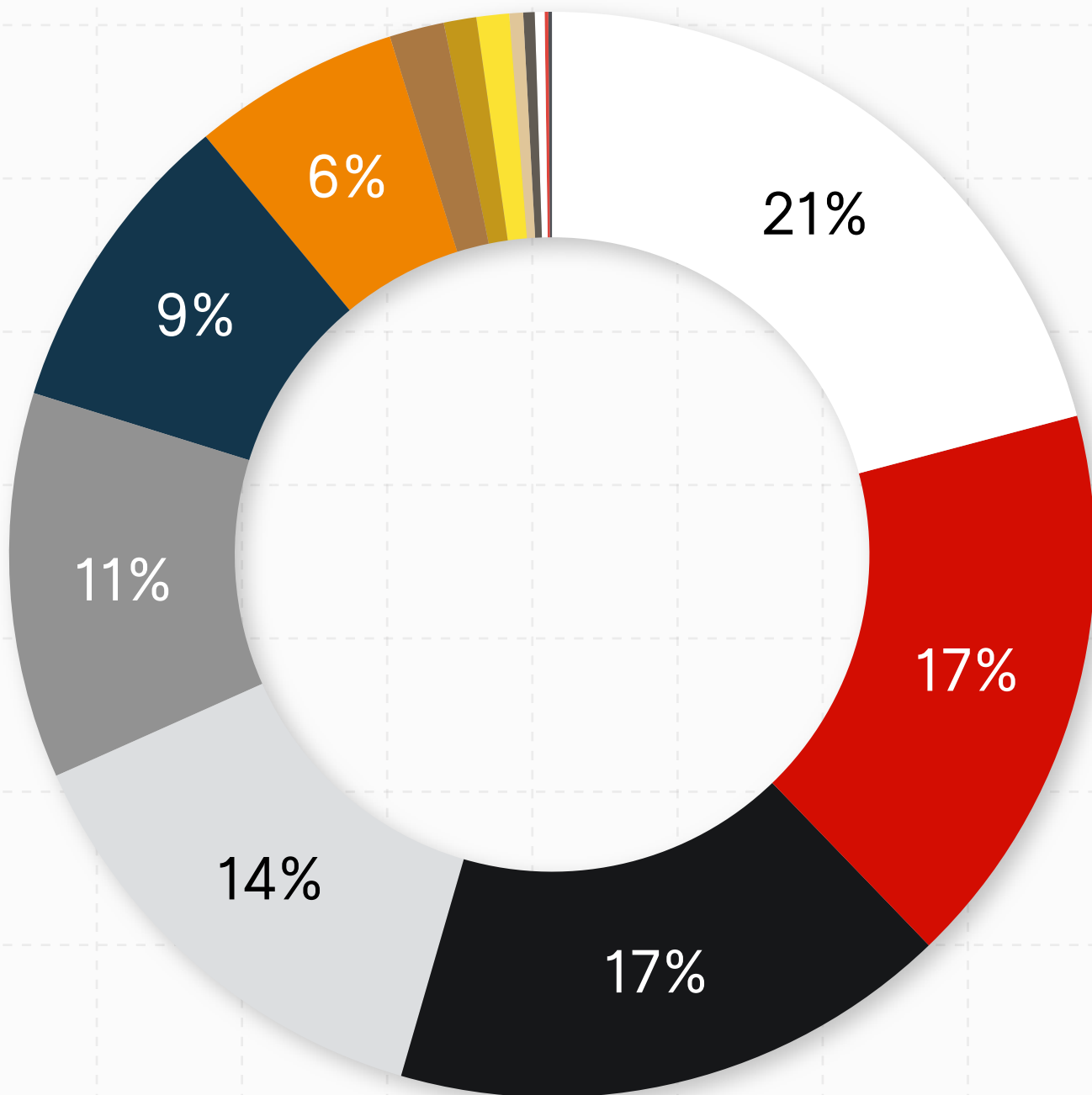
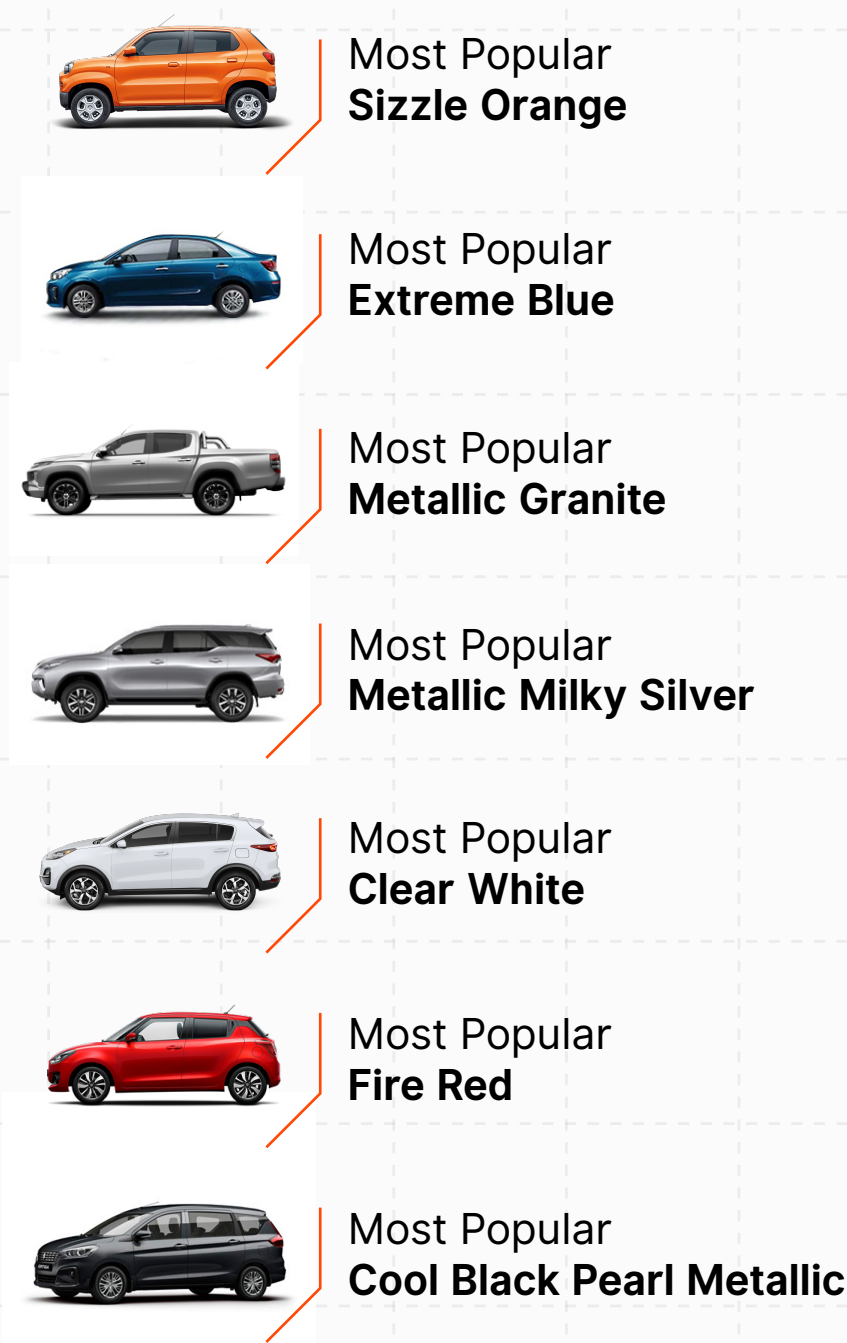


Data Source:

Based on leads
(quotes, inquiries,
test-drives)
generated on
AutoDeal.com.ph.

What's your Favorite Color?

Most requested vehicle colors in 2020



Note: Data Based on the colors requested by prospective customers through AutoDeal inquiries in 2020

SALES & CONVERSION

2020 Top Selling New Vehicle | New Car
Conversation Timeline | New Car Sales by
Segment | New Car Sales by SRP

2020 TOP SELLING NEW VEHICLE

Top Selling
nameplates on the
AutoDeal Platform
in 2020

Data Source:

Data Based on leads reported as sold by AutoDeal Partner
Dealers between January 1 to December 31, 2020.

Subcompact Car



TOYOTA Vios



TOYOTA Wigo



HONDA Brio

Subcompact Crossover



MG ZS



FORD Ecosport



GEELY Coolray

Mid-Size SUV



MITSUBISHI
Montero Sport



NISSAN Terra



FORD Everest

MPV



MITSUBISHI
Xpander



SUZUKI Ertiga



TOYOTA Rush

2020 TOP SELLING NEW VEHICLE

Top Selling
nameplates on the
AutoDeal Platform
in 2020

Data Source:

Data Based on leads reported as sold by AutoDeal Partner
Dealers between January 1 to December 31, 2020.

Pickup Truck



FORD Ranger



NISSAN Navara



MITSUBISHI Strada

Compact Car



MAZDA 3



HONDA Civic



TOYOTA Altis

Compact Crossover



FORD Territory



HONDA CR-V



MAZDA CX-5

Van



NISSAN Urvan



TOYOTA Hiace

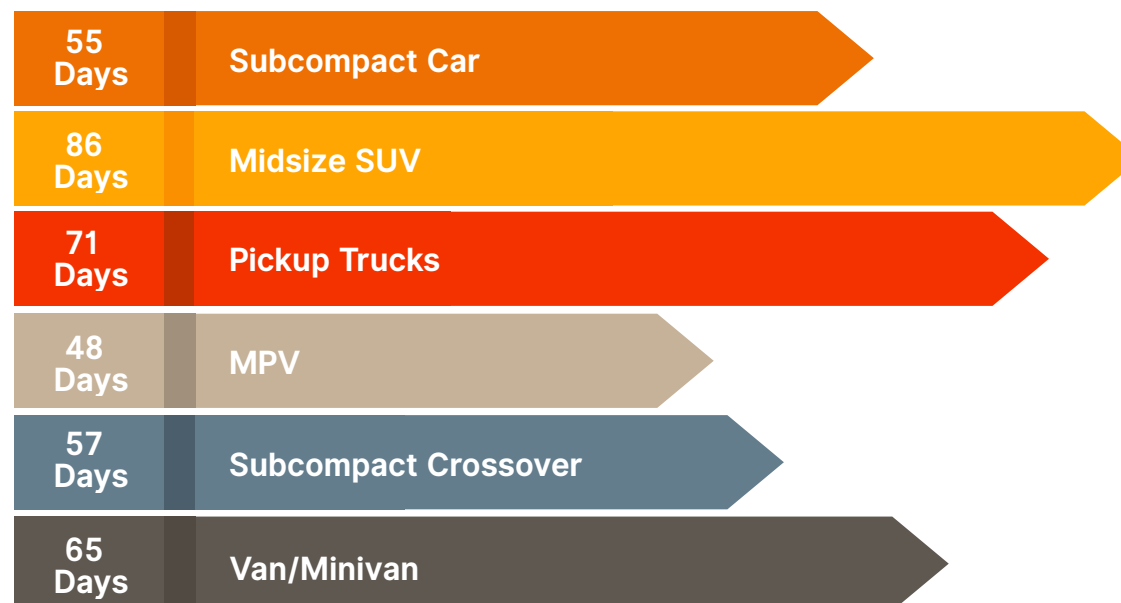
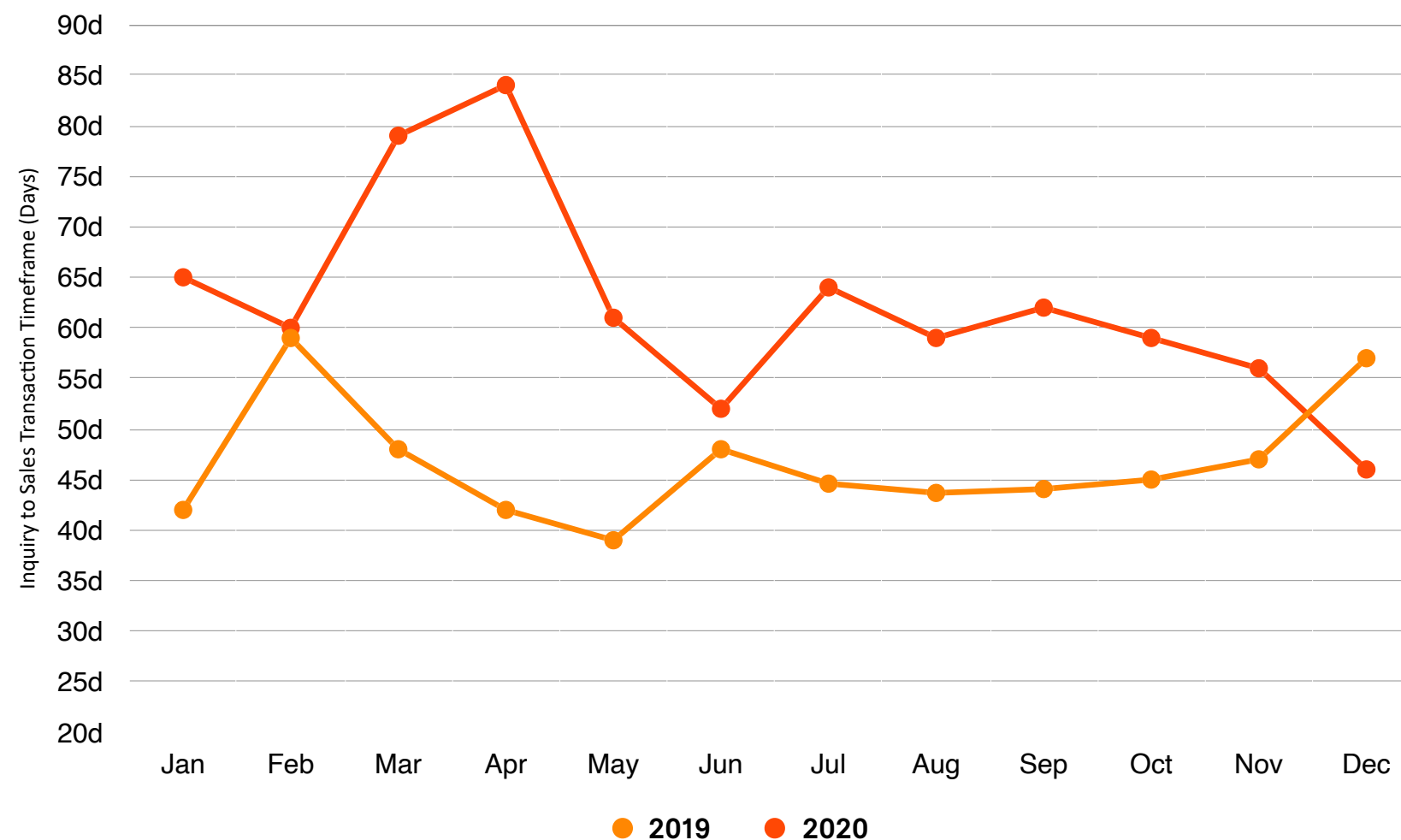


FOTON Gratour

New Car Conversion Timeline

AutoDeal customers, on average take **62 days** to purchase after their initial inquiry

Mean average lead to sale conversion for sales reported by AutoDeal Partner Dealers.

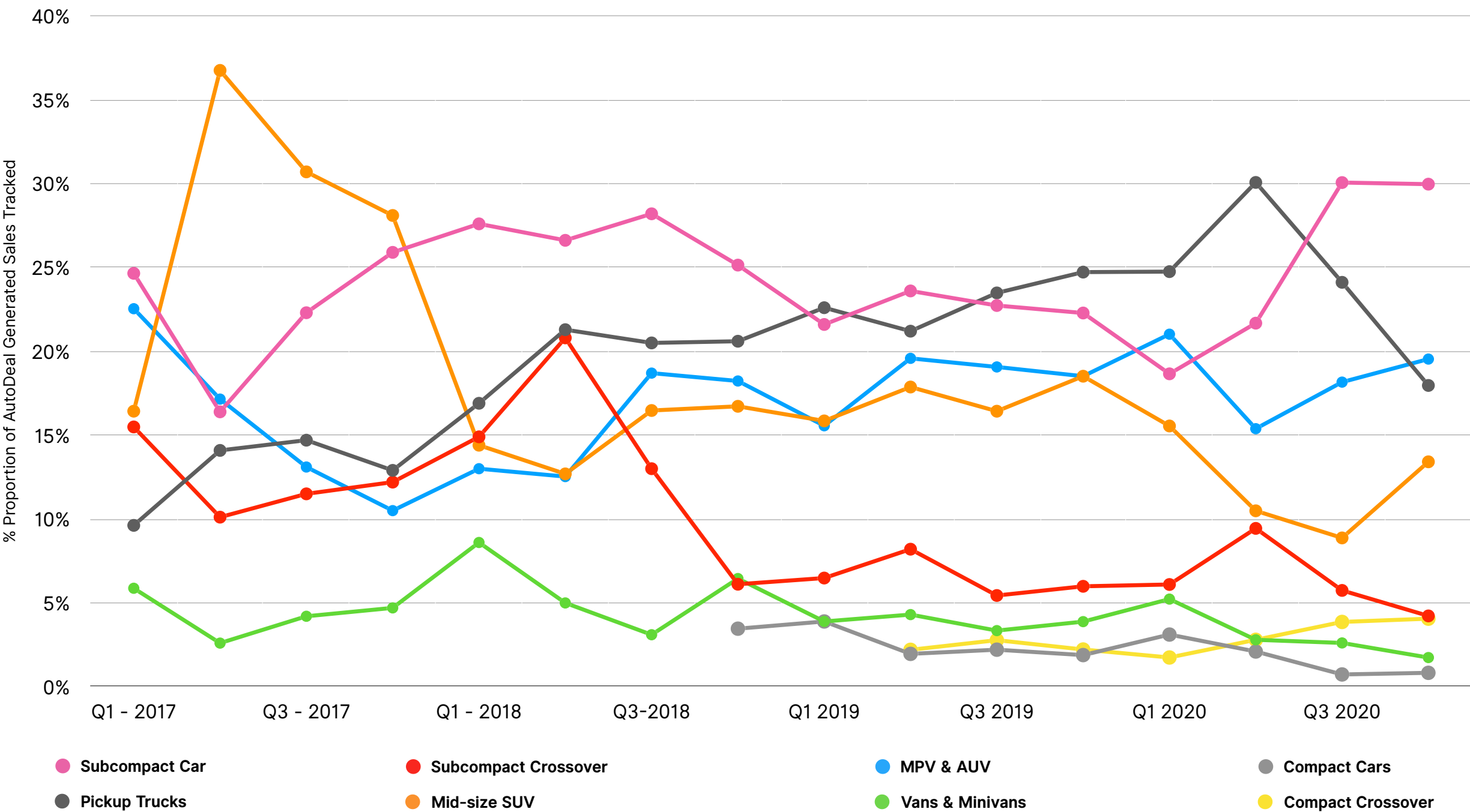


These charts indicate the time that is taken for a customer to complete a final sales transaction after they submit and online inquiry via AutoDeal.com.ph. The chart to the left indicates the average (mean) time taken for customers to complete a transaction whereas the diagram to the right indicates the average lead to conversion, by popular market segment. From this data, we see clear indication that the majority of online consumers take **62 days to complete a purchase** after their initial inquiry. That's 16 days longer than what they did in 2019!

*Based on sales tracked in AutoDeal's Lead Management System from January 1, 2020 - June 30, 2020

New Car Sales by Segment

Transaction proportions of vehicles sold on AutoDeal.com.ph*

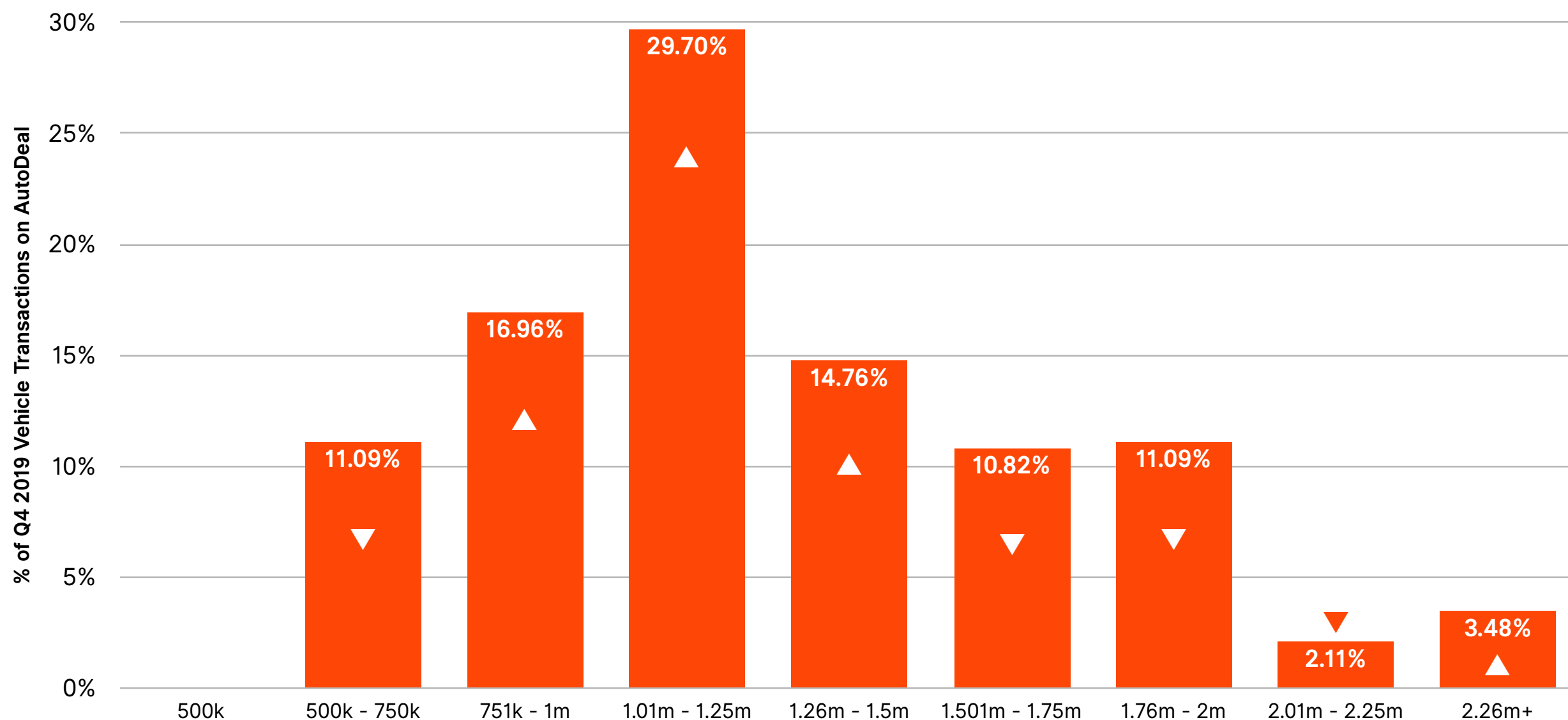


Note: This graph shows the breakdown of sales transactions recorded through the AutoDeal platform from 2017 to Q3 2019.

New Car Sales by SRP

Despite higher interest in entry-level products; average final transaction prices continue to grow

2020 AutoDeal Vehicle Transactions by Price Range



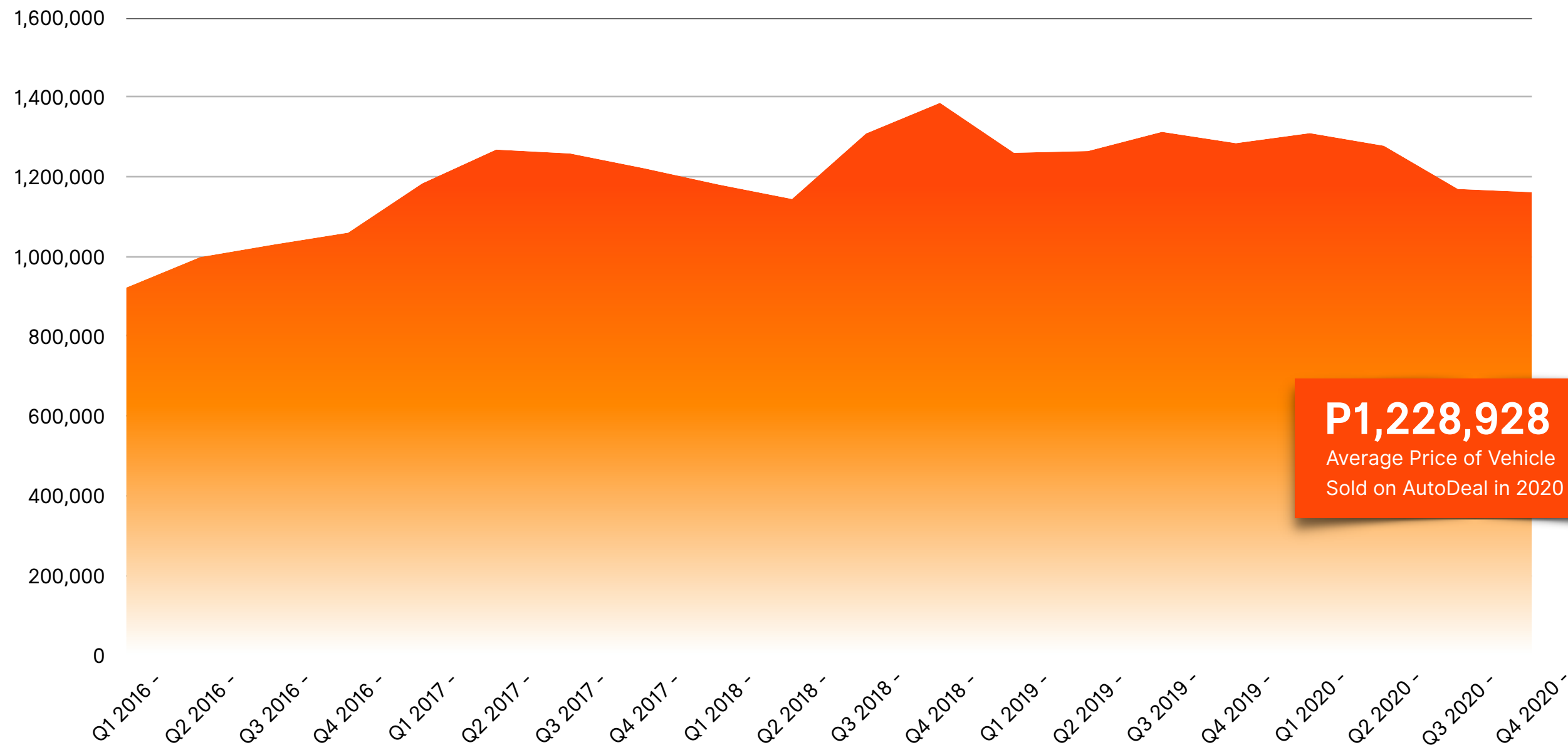
Data Source:

Based on confirmed sales generated on AutoDeal.com.ph.

New Car Sales by SRP

Despite higher interest in entry-level products; average final transaction prices continue to grow

Average Price of Vehicle Sold on AutoDeal (2016 - 2020)



P1,228,928

Average Price of Vehicle
Sold on AutoDeal in 2020

NEW CAR DEALER

DEALER

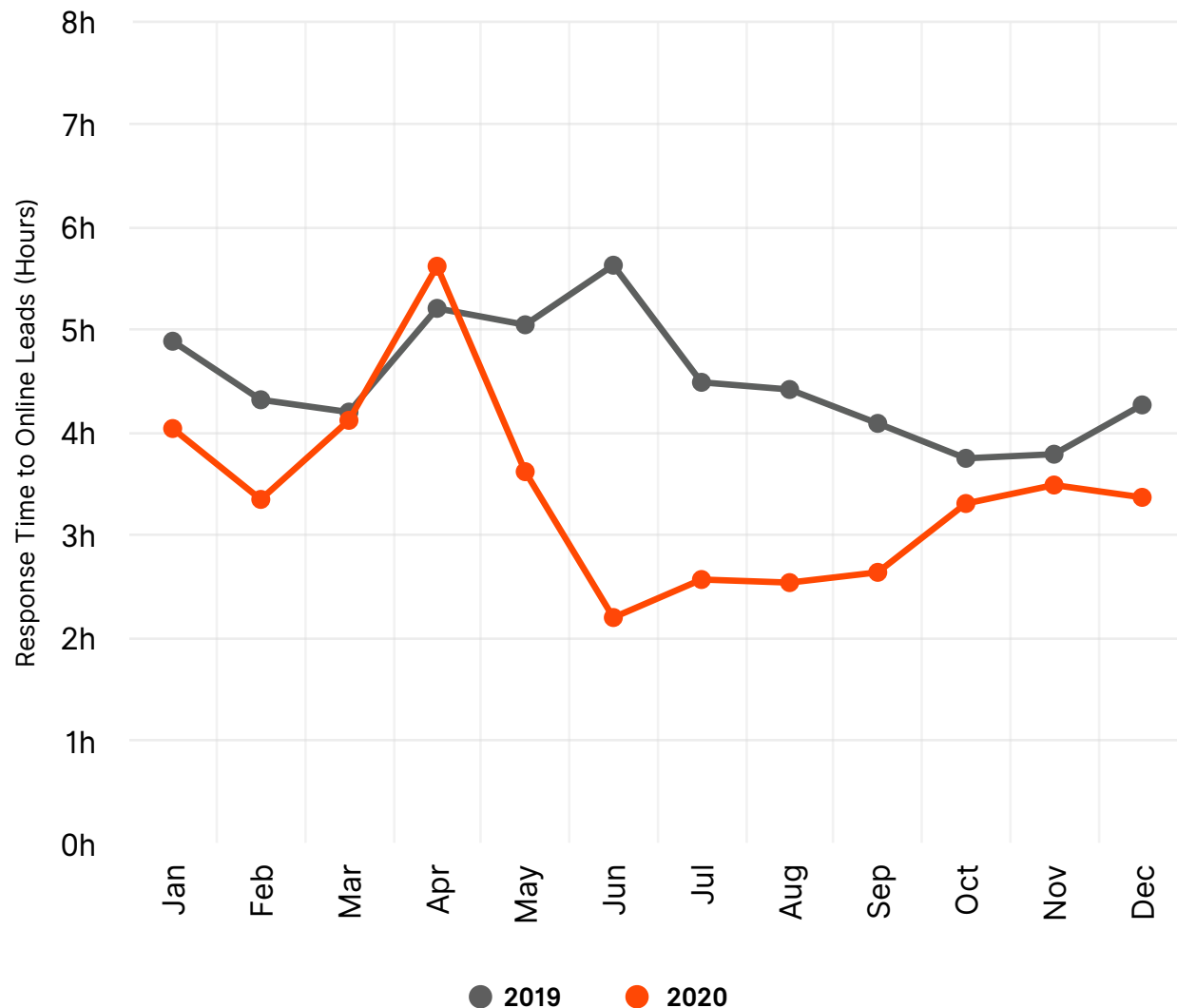
TALK

New Car Dealer Industry Response Time | 5 Stars (Here
are some of our favorite agent reviews of 2020)

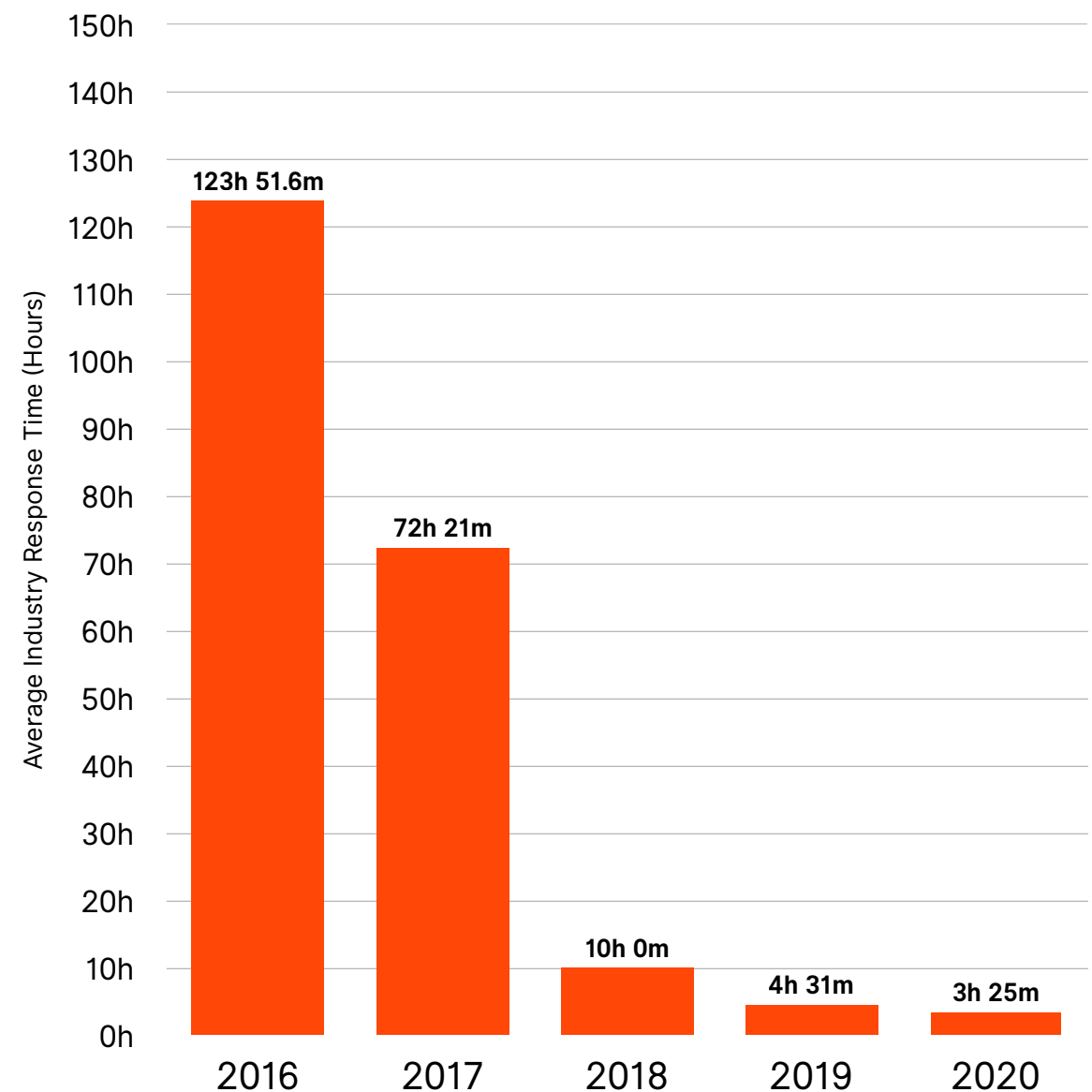
New Car Dealer Industry Response Time

Dealers responded to customers **66 minutes** faster on average in 2020 compared to 2019

Average Industry Response Time (All Dealers)



Average Industry Response Time (2016-2019)



*As tracked through the AutoDeal Lead-Management System

5 stars

Here are some of our favorite agent reviews of 2020



Alexis Joy Victorino
Mitsubishi Motors, Marcos Highway



Alex was very attentive and responded quickly to my inquiries (even in the evenings and on the weekends). She's very easy to deal with and was straightforward with what's asked for her. I appreciate how smooth the transaction was and recommended her to future Mitsubishi clients. Thanks Alex!

Jeff G

purchased a Mitsubishi Strada GLS 4x2 AT



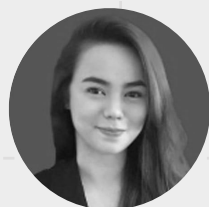
Ferdz Del Rosario
Toyota, Sta. Rosa Laguna



He's very helpful and attends to all your necessary inquiries. Definitely recommended agent on this type of business, and very approachable. Now i'm having my first car and he helped me a lot in achieving this personal goal of mine, not only for myself but for my whole family. Thank you so much for your great help.

Karen Bedruz

purchased a Toyota Vios 1.3 XLE CVT



Dana Sandiko
Toyota, Manila Bay



Ms. Dana has been very accommodating. She patiently explained everything and we are now enjoying our new Vios XE CVT. We have no regrets about the unit we purchased especially the features of the car. Thank you Ms.Dana and Toyota Manila Bay.

Josefino Calamlam
purchased a Toyota Vios 1.3 XE CVT



Kathrina Lim
Ford, Libis



Kat is a great agent! She assisted us at every step of our purchase. Sa viewing at test drive pa lang she already provided a good service. Then, very fast to respond and attend to our needs until now na nasa amin na kung car. Kapag may tanong ako nag-rerespond padin siya. Very fast din and approval at releasing with her. Then, she explained everything in detail and helped us understand everything about the car and the process. Highly recommended agent!

Jon De Chavez
purchased a Ford Territory 1.5 EcoBoost Trend CVT



Jyn Florentino
Honda Cars, Cebu



Excellent. Jyn Florentino Assisted me every step of the way. I communicated with her via chat and sometimes i called, and each time she gave an update regarding the process and what's next. I'm from Dumaguete City while the dealer is in Cebu, so she also walked me through the process of paying, signing the documents, and even getting it shipped. I had no hassle, all i did was pay, sign the docs, and wait for the car to arrive at the port. Thank you Honda Cars, Cebu, and thank you Jyn.

Anton Gabila
purchased a Honda Brio 1.2 S MT



Sheng Espera
Chevrolet, Iloilo
★★★★★



She's very supportive, find means to create positive results in her job; professionally friendly, keep customer service on top of many challenges; patient, respectful and understanding, one of the most important qualities of a customer service/sales agent... thanks to her effort and assistance in making this purchase a reality.

Joepet Noble
purchased a Chevrolet Trailblazer 2.8 4x4 Z71 AT



Ruby Cenas Delgado
Ford Otis, Manila
★★★★★



Ruby Cenas Delgado made our experience of buying a Ford Territory Trend, smooth and abosolutely painless. She was very quick in sending us the initial quotation and was very effective in making sure that we have the unit, with our preferred color, available for us. The whole process was very fast. Ruby was with us all throughout the process. Ruby embodies the overall customer-orientation of the dealership (Ford Otis Manila). Everyone we dealt in the dealership throughout this process exude every positive and helpful attitude! Thank you, Ruby for the great support! Thanks to the great team of the dealership, Ford Otis Manila! Thank you, AutoDeal, for the effective network of great people!

Samuel Falsis
purchased a Ford Territory 1.5 EcoBoost Trend CVT



Christian Joves
Mitsubishi Motors, Carmona
★★★★★



He is probably the youngest agent we've met yet he is very excellent in this line of work. At first we had this doubt about him but we were wrong. He is very much accommodating and very honest. He explains to us everything we needed to know. He is very funny also. Despite of him being young, i can say that he is an amazing agent and i would highly recommend him. Thanks to him we had an amazing experience and probably if we would get another unit we will get it again from him. Please extend my regards to Christian. Thank you.

Michael Mahinay
purchased a Mitsubishi L300 with FB Body (Dual AC)



Redel Deloroso
Mitsubishi Motors, Manila Bay



I'm a first time owner of a brand new car. I heard a lot of bad experience in other sales agents for not being transparent on selling a car, especially on the hidden charges. Sir Redel is highly recommended sales agent he is very accommodating and helpful. He was able to assist me on my bank approval in less than a week. I feel at peace in transacting my first car. He is very true/transparent in our deal. He has a lot of experience and expertise in his field of work, again! I thank Sir Redel for fast and flexible deal.

Jun Aseo

purchased a Mitsubishi Strada GLS 4x2 AT



Faith Lim
Ford Global City



Satisfied client. Unlike other agents i've met, Ms.Faith is not a typical sales agent. She does not insist, Does not only give advices, but also options for you to choose from that would soothe your financial capabilities. Proactive, presentable/ organize that she makes sure her client understands the process, pros and cons and very accommodating even after sales. A good business dealer attitude. From her name, Faith, a car sales agent that can be your confidante for a first time new car owner like me who had doubts in making decisions. I highly commend this young sales agent for a job well done.

Chyl Lora

purchased a Ford Ranger 2.2 XLS 4x2 MT

USED CAR

WHAT ARE USED CAR BUYERS SHOPPING FOR?

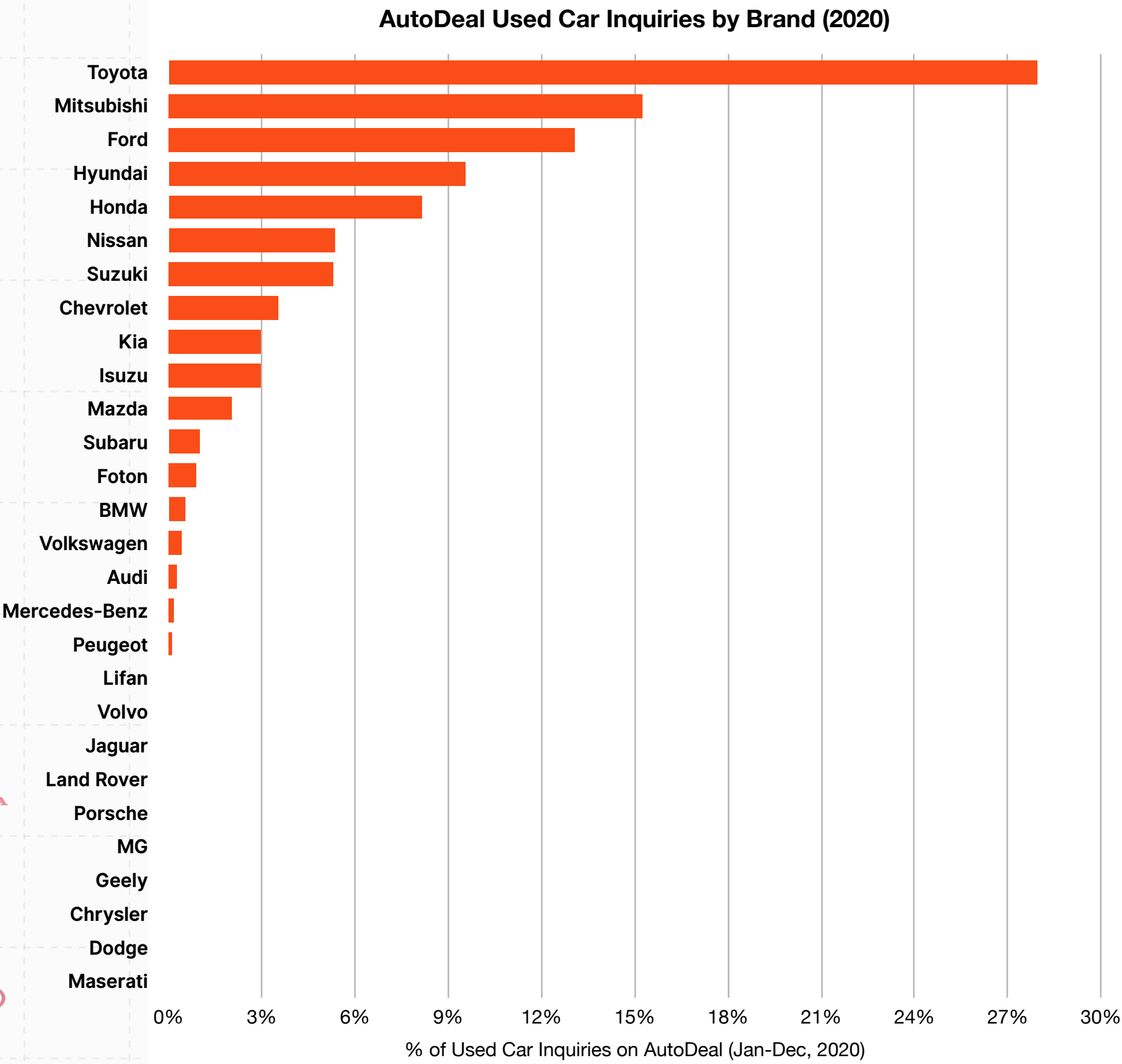
AutoDeal Used Car Inquiries by Vehicle Model Year (2020)

Used Car Searches by Price Range on AutoDeal.com.ph (2020)

Used Car Inquiries by Vehicle Segment on AutoDeal (2020)

Used Car Inquiries by Market-Segment & Model Year

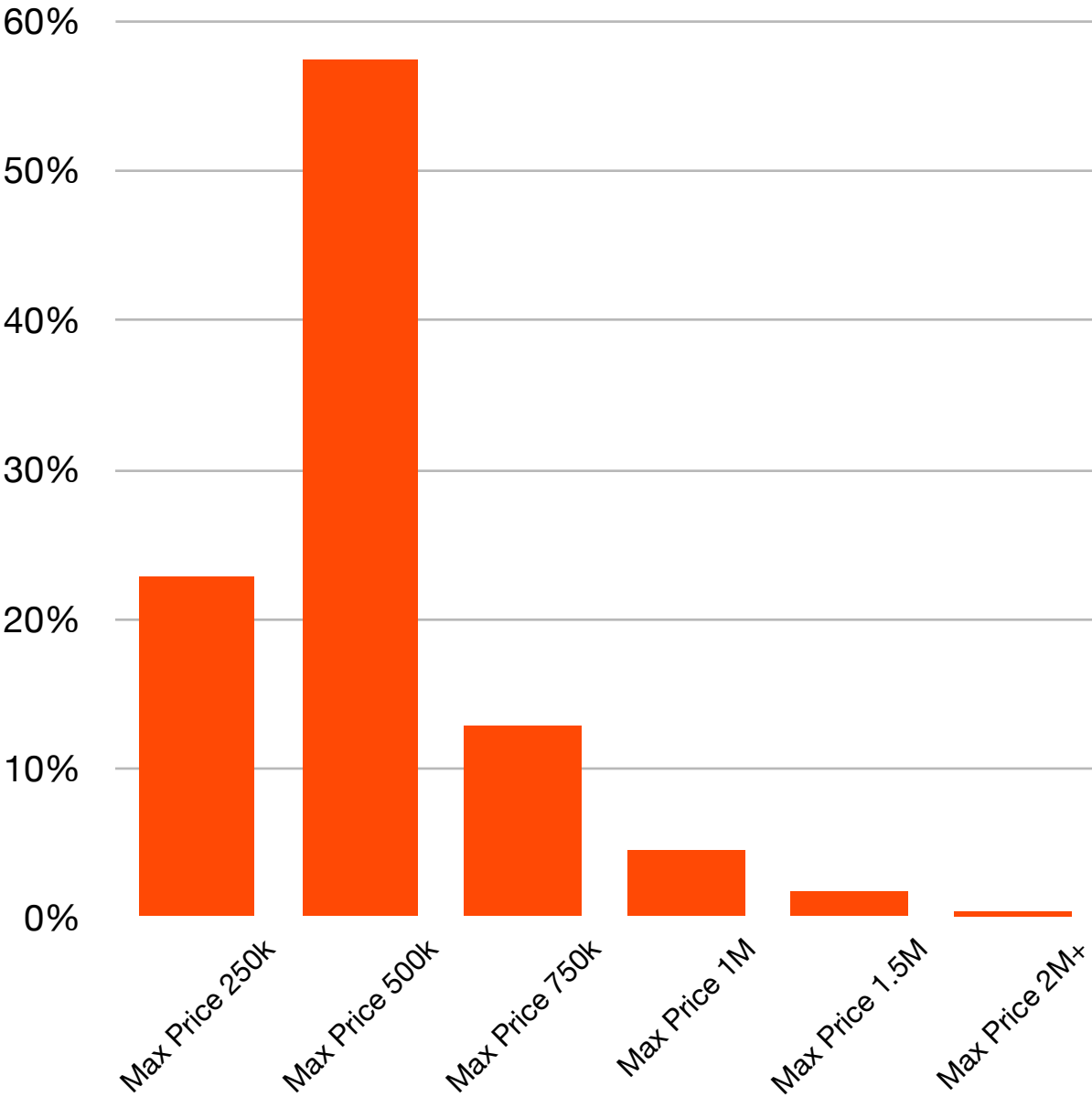
What are used car buyers shopping for?



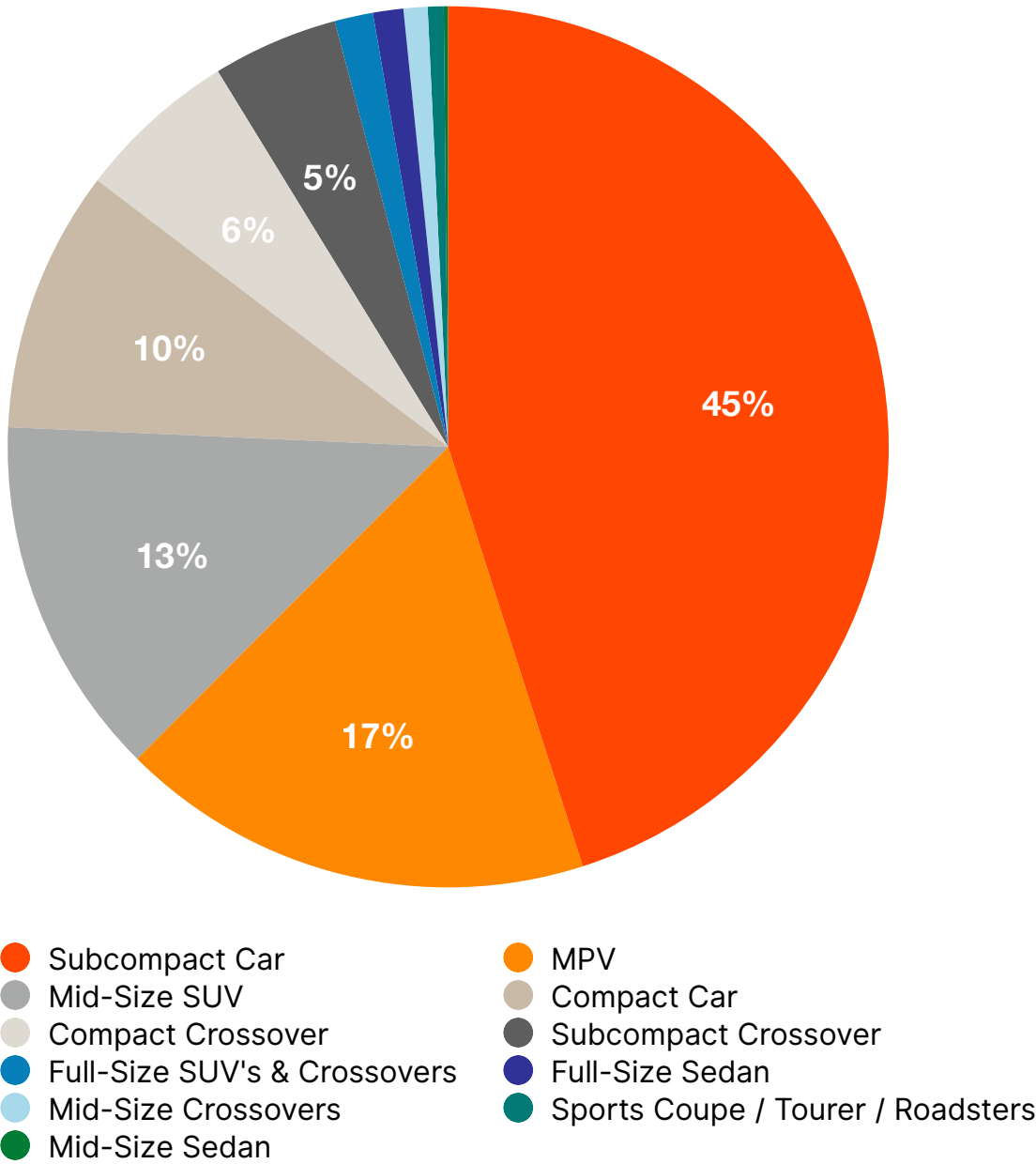
AutoDeal Used Car Inquiries by Vehicle Model Year (2020)



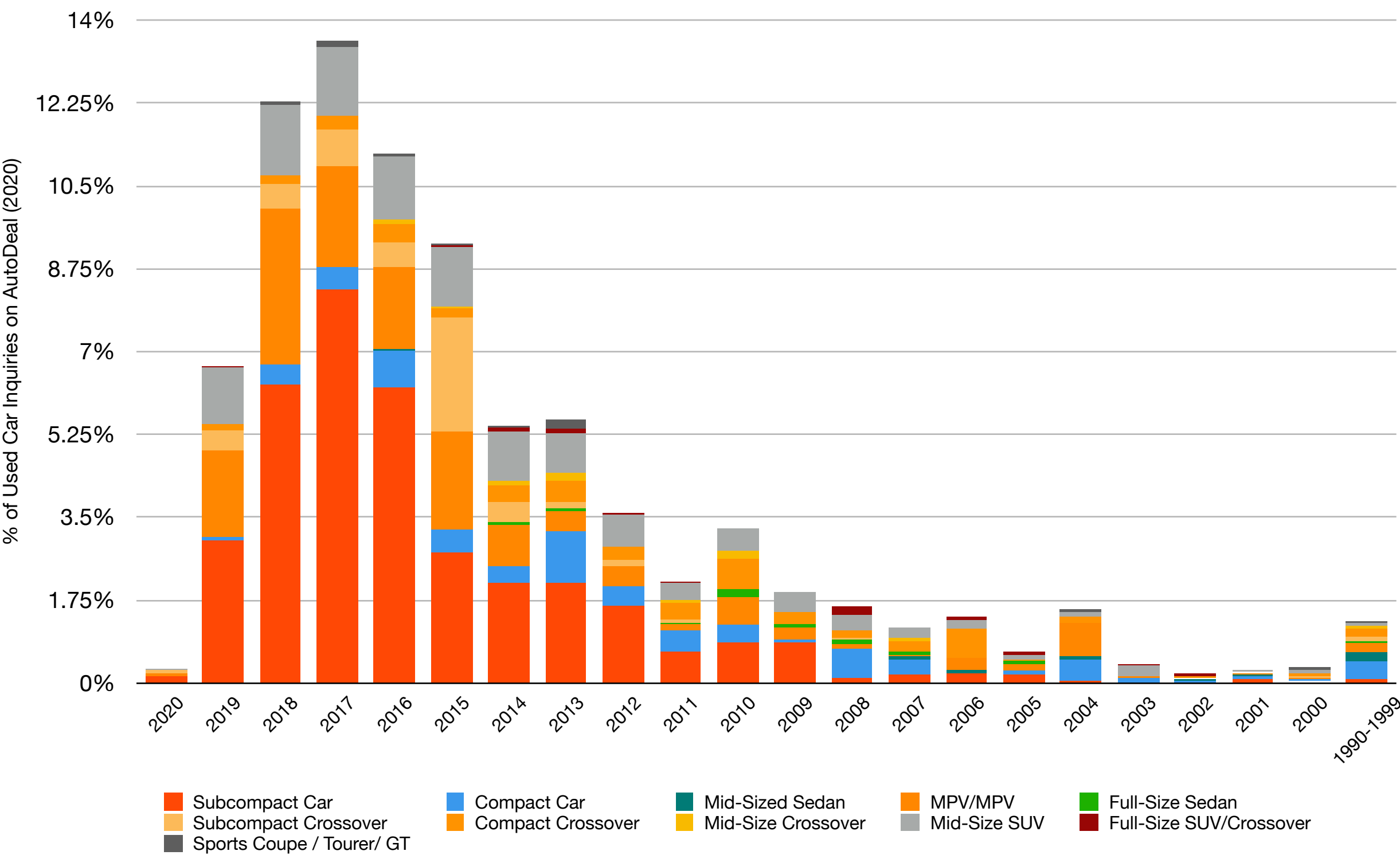
Used Car Searches by Price Range on AutoDeal.com.ph



Used Car Inquiries by Vehicle Segment on AutoDeal



Used Car Inquiries by Market-Segment & Model Year





MOTO DEAL

Motorcycle Buying, Simplified.

MOTODEAL

Join the Philippines no.1 online automotive marketplace.



14.7K

Facebook Likes

773,802

Monthly Visits



2.0K

E-Mail Subscribers

525,389

Monthly Unique



21.4K

YouTube Subscribers

2,475,641

Monthly Pageviews

00:02:20

Ave. Visit Duration



1,707

Instagram Followers

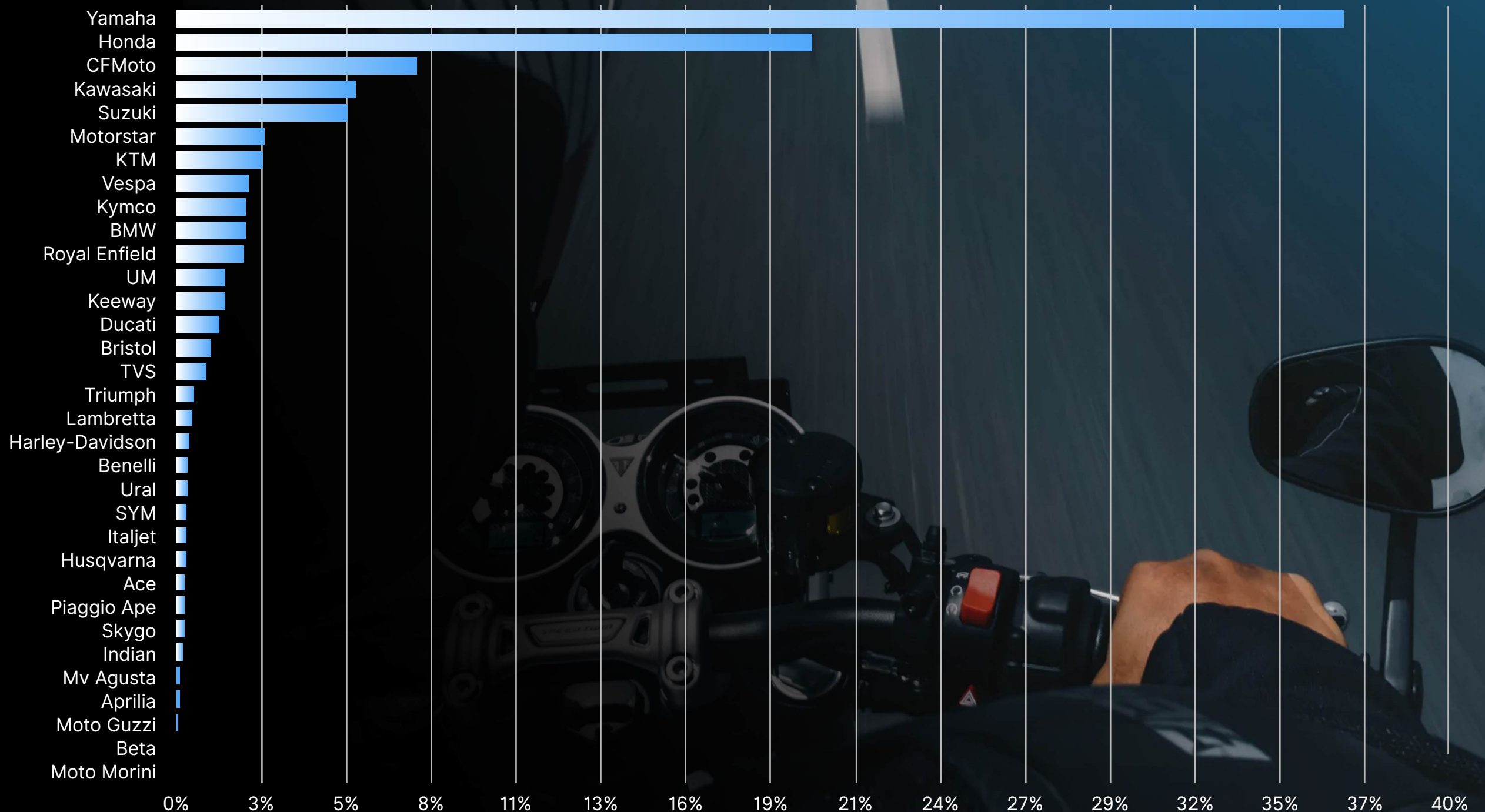
47.35%

Bounce Rate



Most Inquired for Brands

Which brands were online consumers drawn to in 2020?



% of Total MotoDeal Inquiries (Q1 2020)

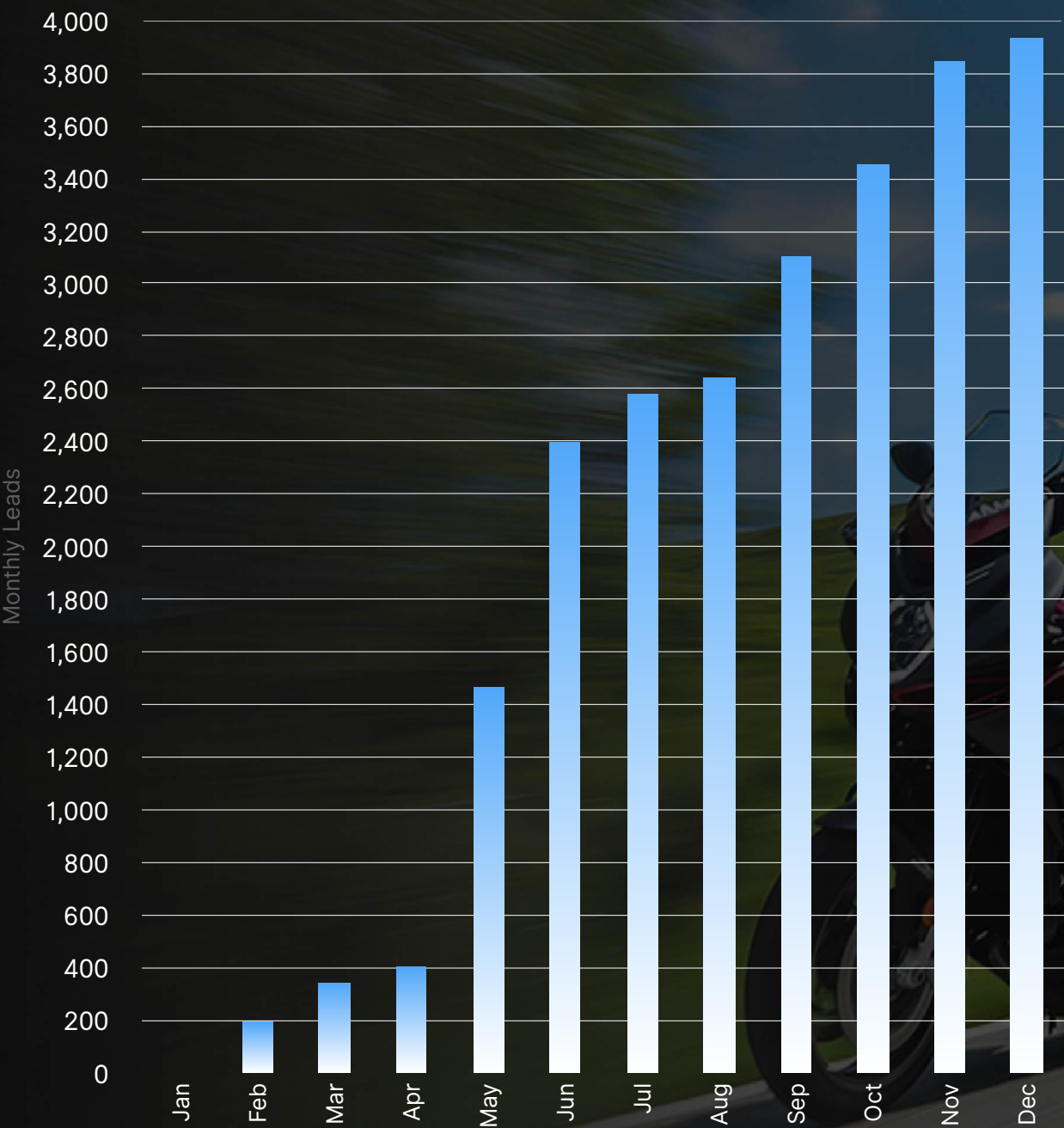


Kawasaki

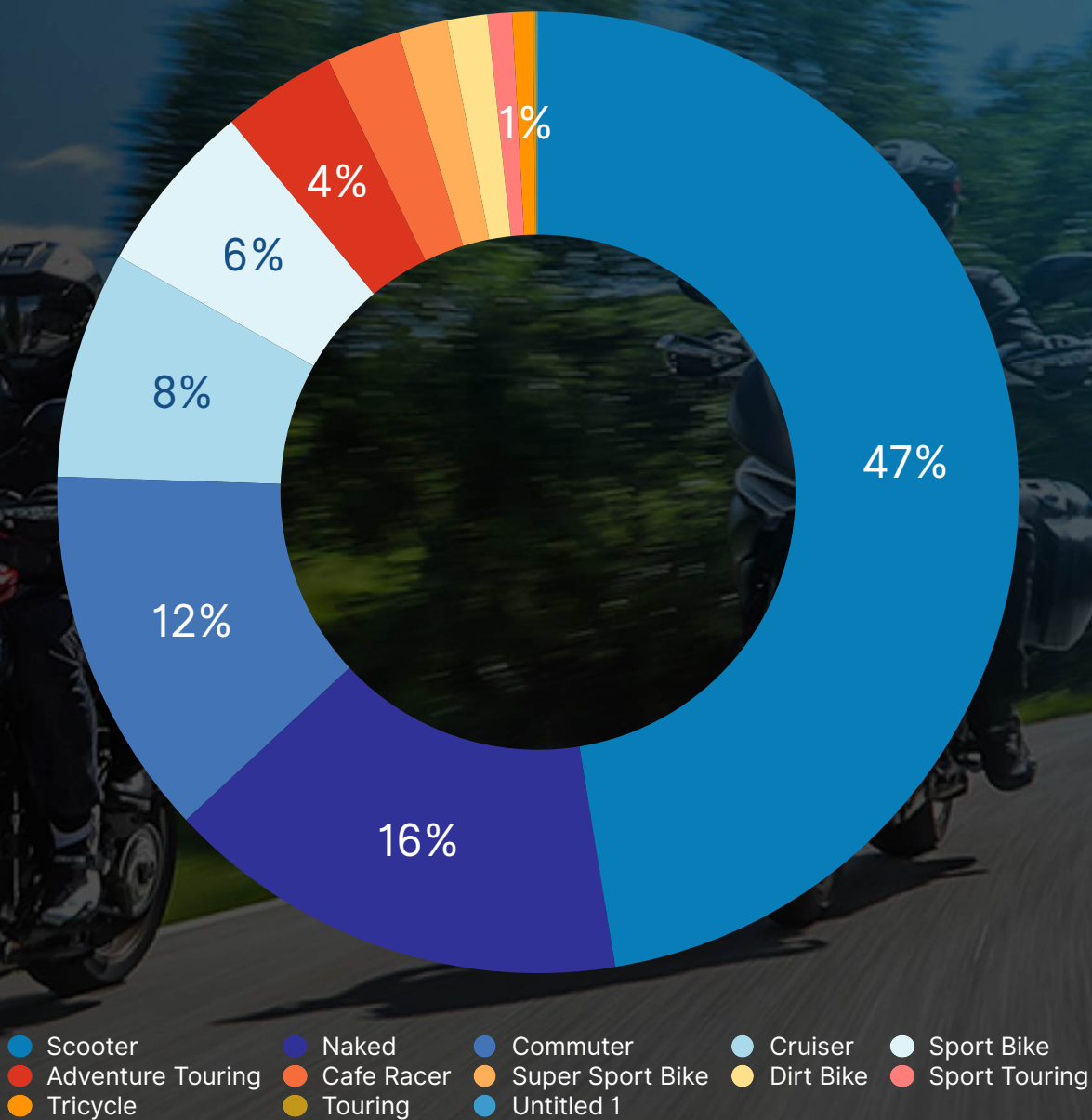


Motorcycle Quotes & Inquiries

Total MotoDeal Inquiries Generated



MotoDeal Inquiries by motorcycle body type

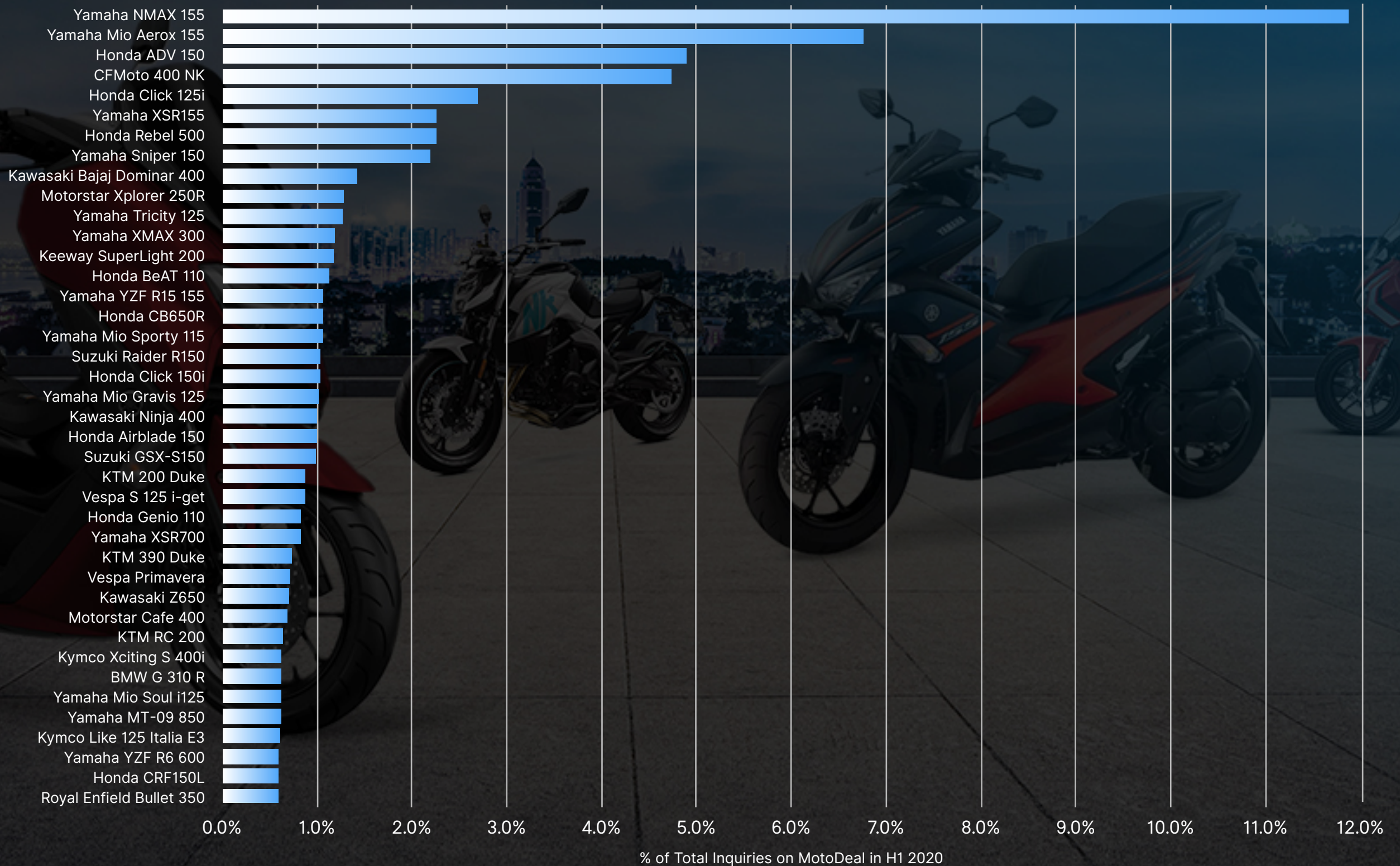


Data Source:

Based on leads (quotes, inquiries, test-drives) generated on MotoDeal.com.ph

MotoDeal: Top 40

Top 40 most inquired for nameplates in 2020



20 FULL INDUSTRY
20 INSIGHTS

INSIDE AUTODEAL

[AutoDeal Group Profile](#) | [AutoDeal Video](#) | [Top 5 Most viewed videos of 2020 AutoDeal & MotoDeal](#) | [MotoDeal Video](#)



AutoDeal Group Profile

We are the no.1 automotive marketplace in the Philippines

AUTODEAL**MOTO**DEAL

January	2,956,768	-	2,956,768
February	2,406,372	32,616	2,438,988
March	2,073,071	72,859	2,145,930
April	1,761,763	78,788	1,840,551
May	1,951,266	209,470	2,160,736
June	2,391,967	316,649	2,708,616
July	2,241,217	352,546	2,593,763
August	1,959,823	373,301	2,333,124
September	1,931,577	542,539	2,474,116
October	2,060,392	628,519	2,688,911
November	2,170,470	672,313	2,842,783
December	1,988,700	616,323	2,605,023
Total:	25,893,386	3,895,923	29,789,309



Instagram
Followers

20.1K**1.64k**

YouTube
Subscribers

235K**19.4K**

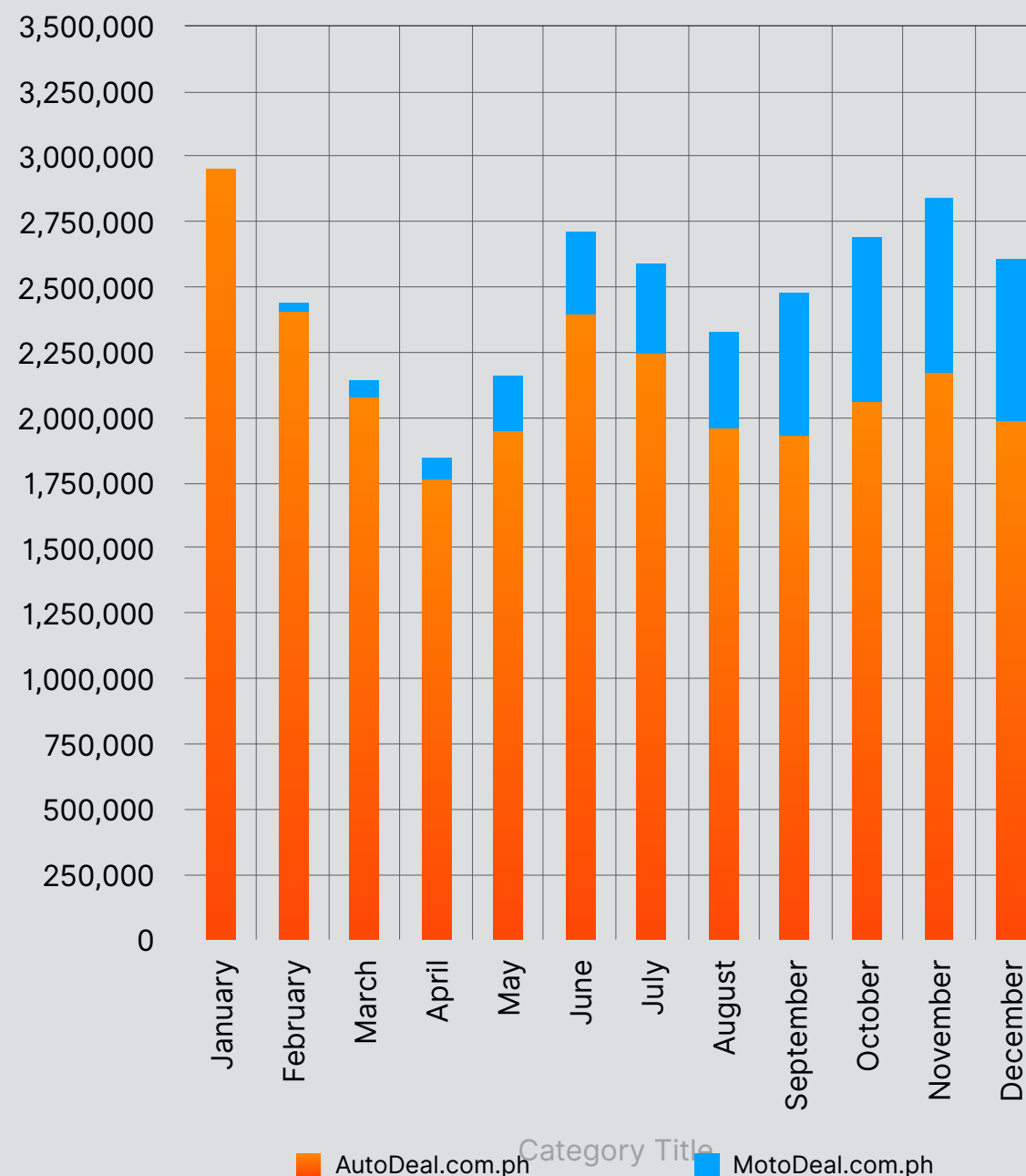
Facebook
Followers

609K**14K**

E-Mail
Subscribers

210K

AutoDeal Group Web Traffic 2020

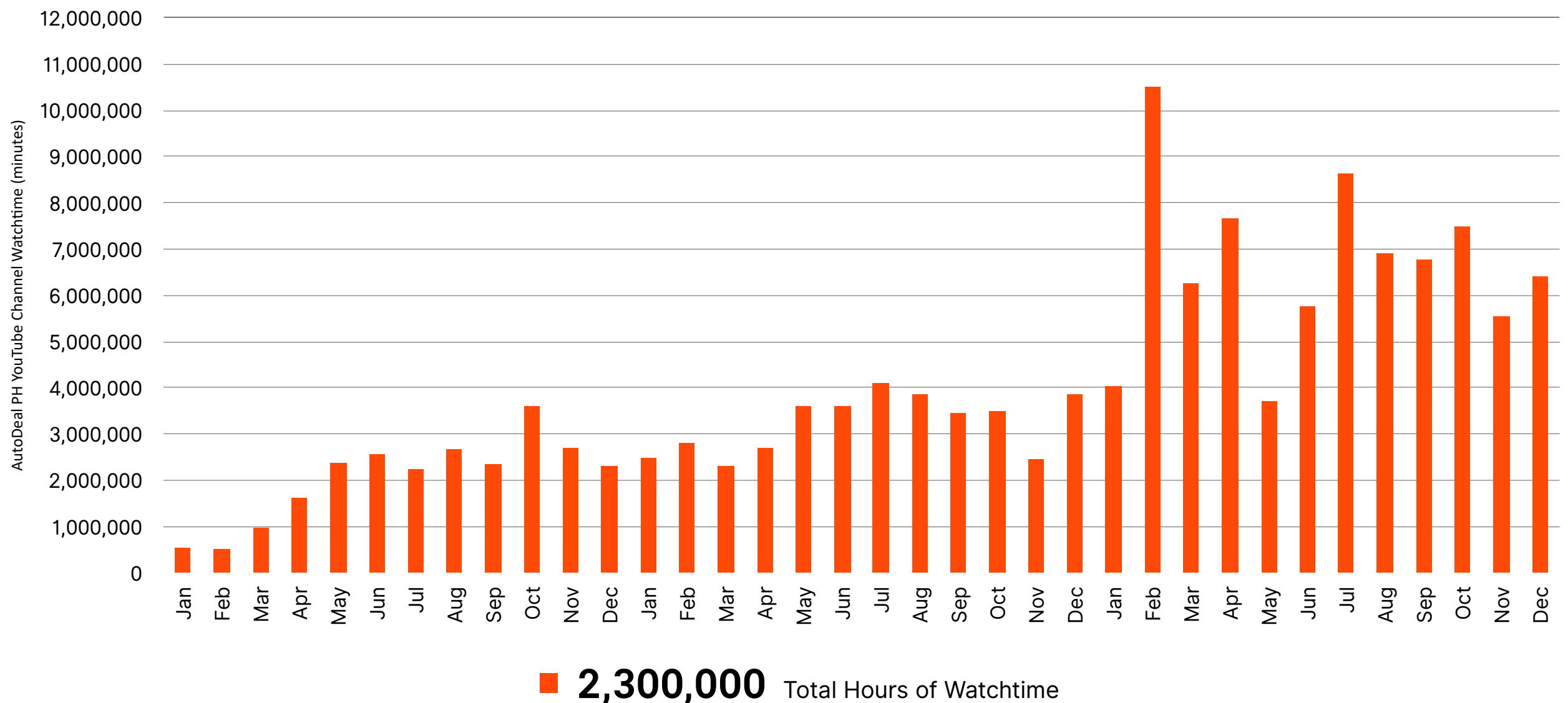


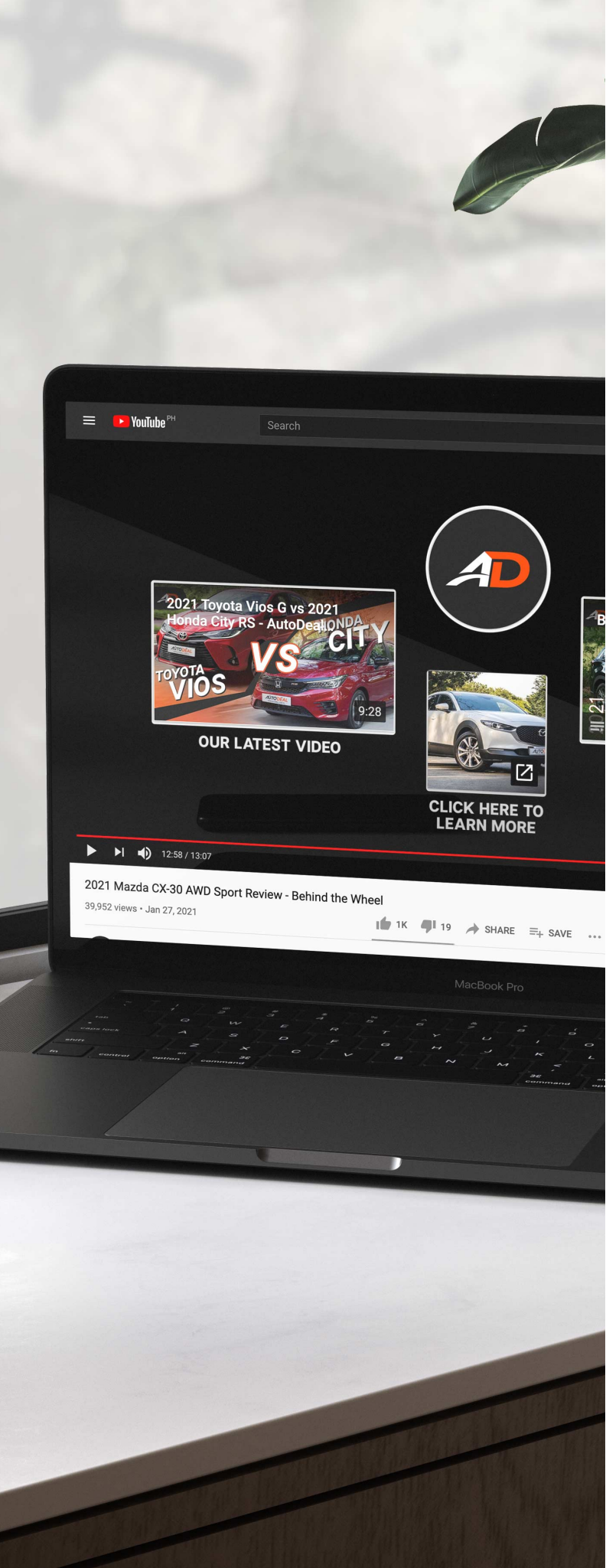


AutoDeal Video

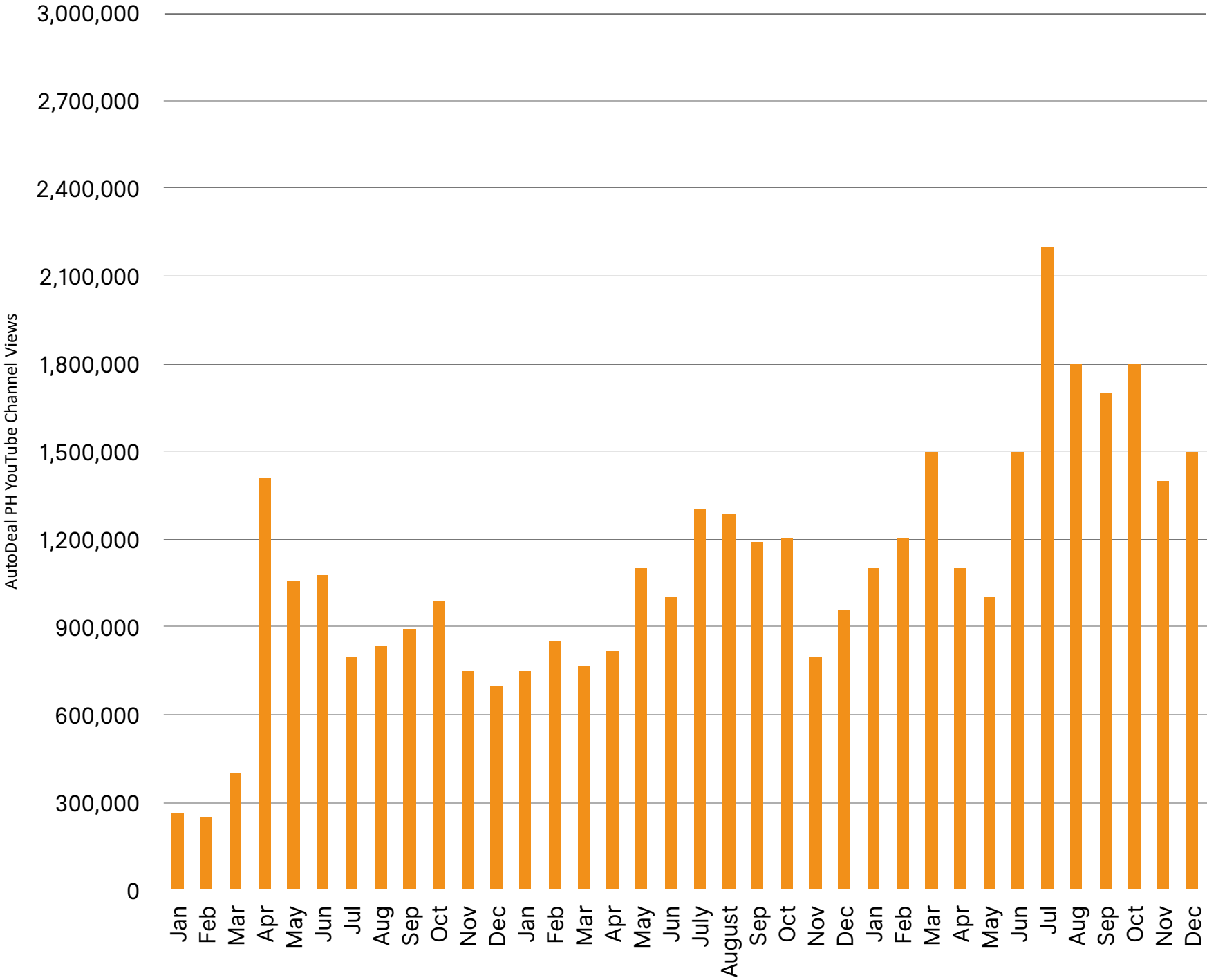
Now the no.1. automotive YouTube Channel in the Philippines

AutoDeal YouTube Monthly Watchtime

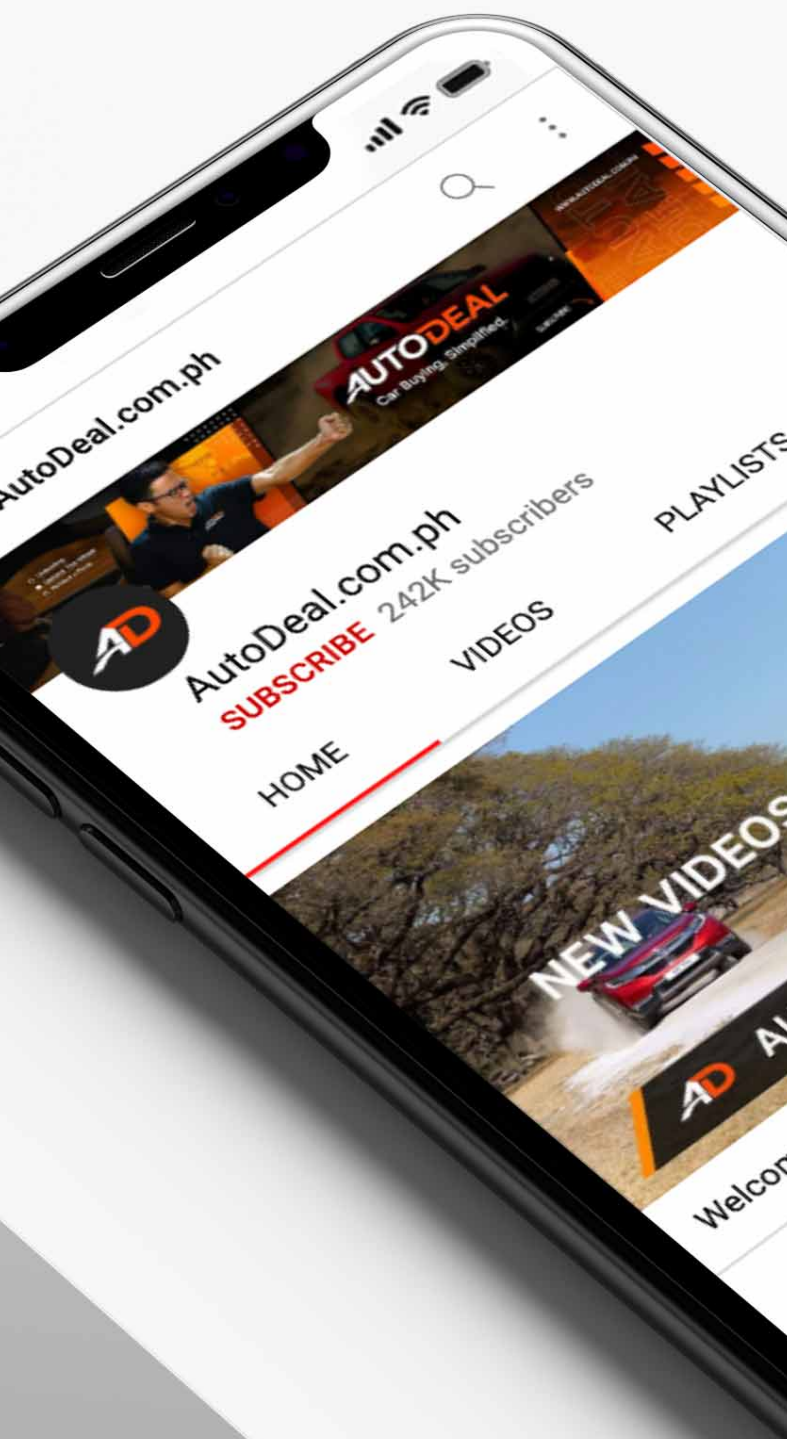




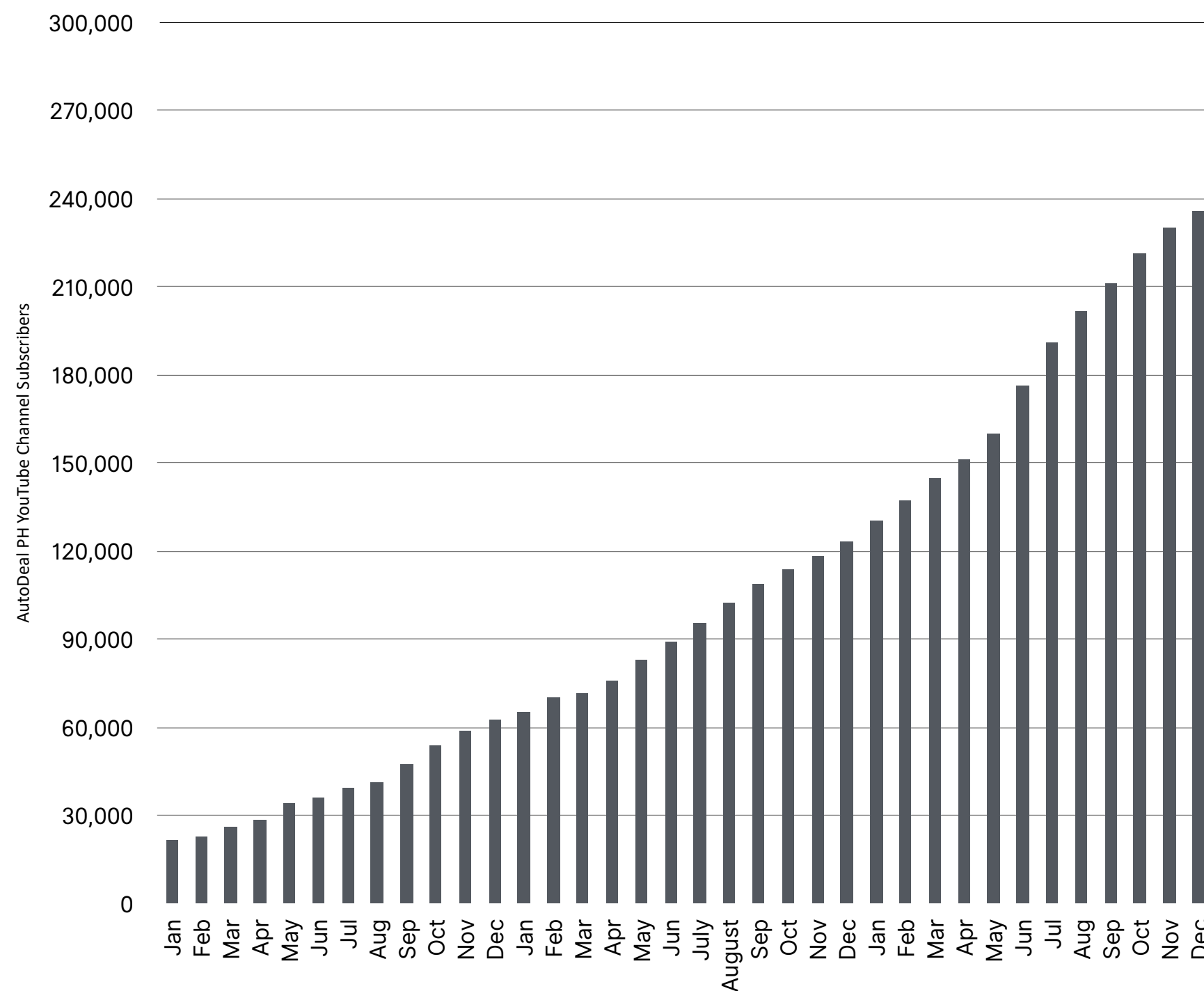
AutoDeal YouTube Monthly Views



41,600,000 Total Lifetime Video Views



AutoDeal YouTube Monthly Views



■ **236,000** Total Subscribers

TOP

5

Most viewed videos of 2020



1 2020 SUZUKI S-PRESSO

Behind the Wheel | Published 7th July, 2020



627,231
views



7,200
Likes



847
Comments



2 2020 TOYOTA HIACE SUPER GRANDIA ELITE & IS GL GRAND TOURER

Behind the Wheel | Published 4th March, 2020



614,683
views



5,900
Likes



371
Comments



4 2020 SUZUKI XL7

Behind the Wheel | Published 14th July, 2020



407,272
views



5,800
Likes



544
Comments



3 2020 GEELY COOLRAY

Behind the Wheel | Published 31st Jan, 2020



523,827
views



4,700
Likes



858
Comments



5 2021 FORD TERRITORY

Behind the Wheel | Published 28th Sep, 2020



394,736
views



5,400
Likes



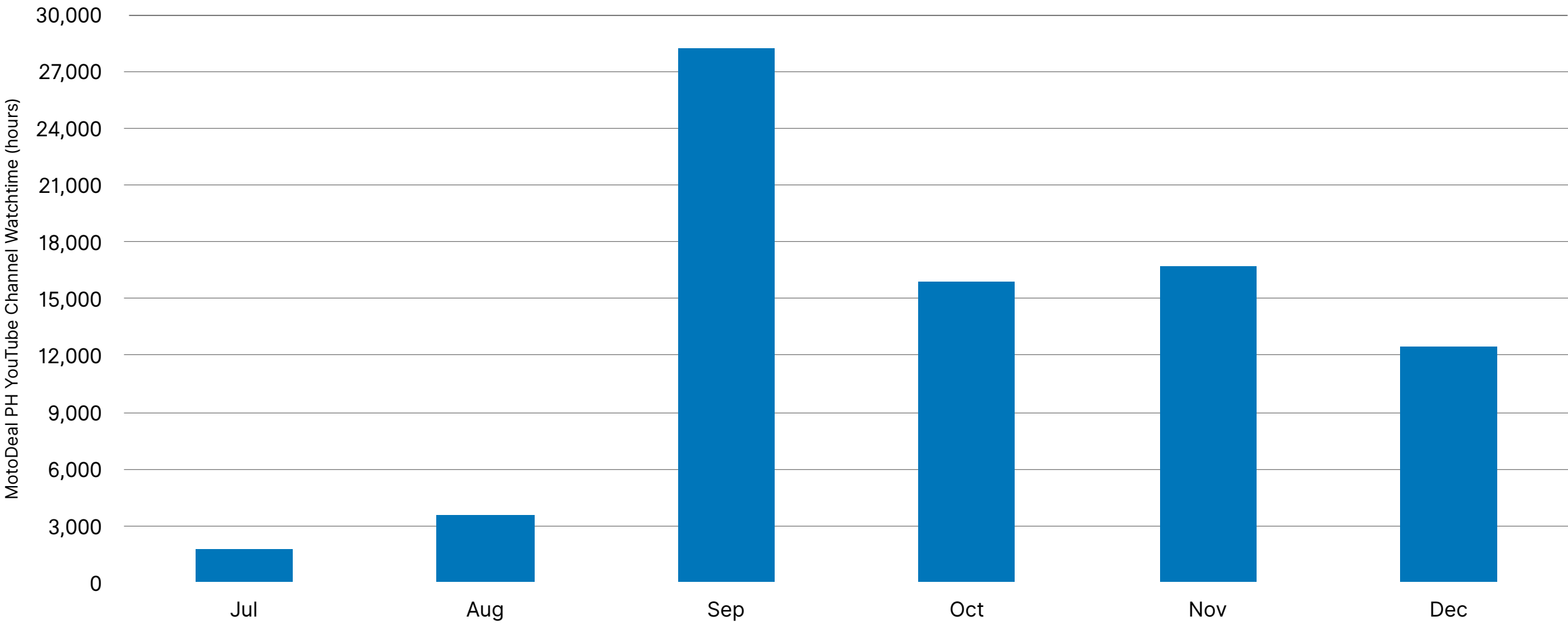
883
Comments

Note: Video statistics are based on data from January 1, 2020 to December 31, 2020

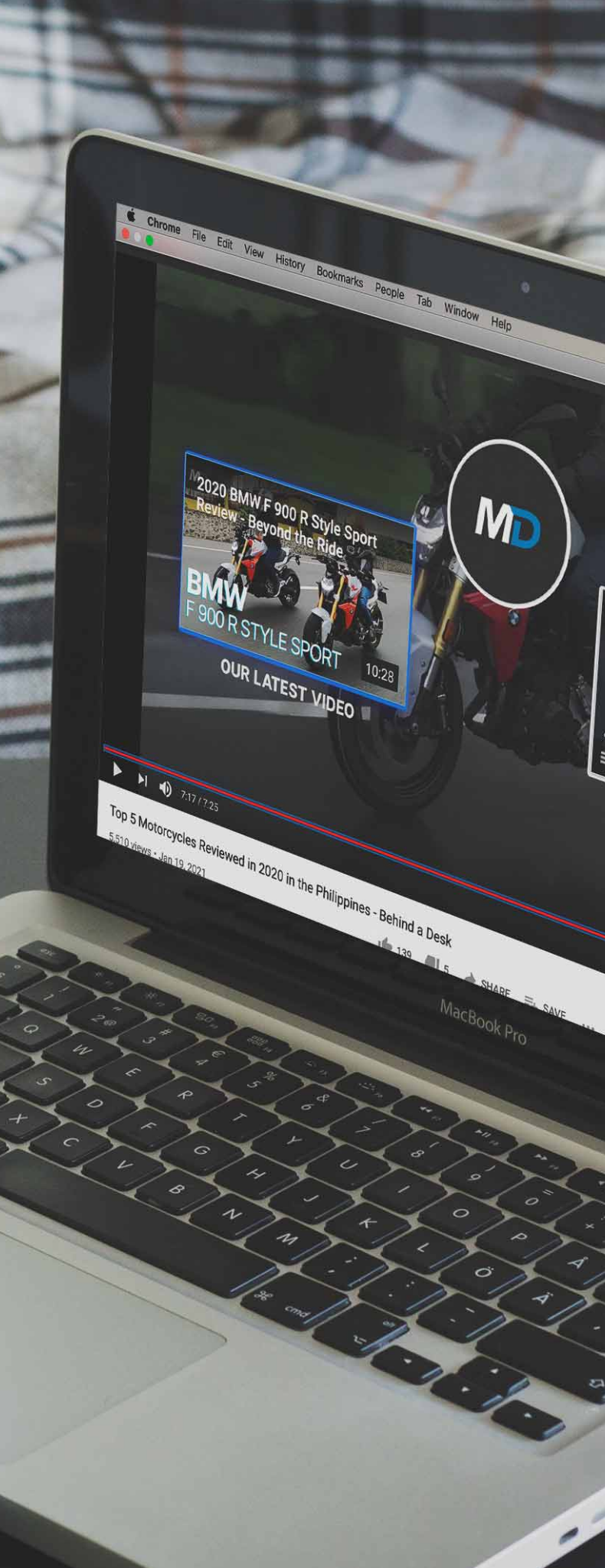


MotoDeal Video

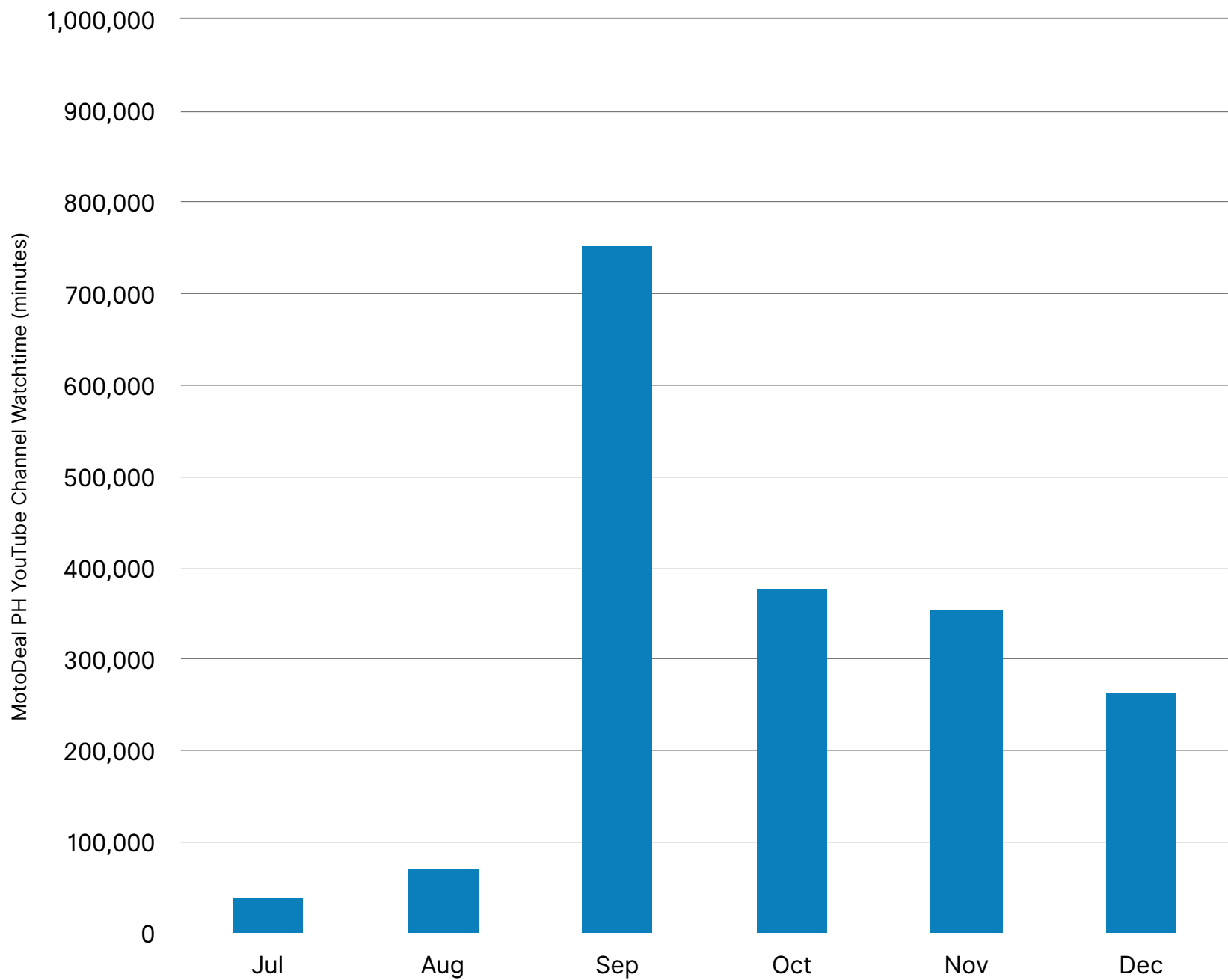
AutoDeal YouTube Monthly Watchtime



■ 2,100,000 Total Lifetime Video Views

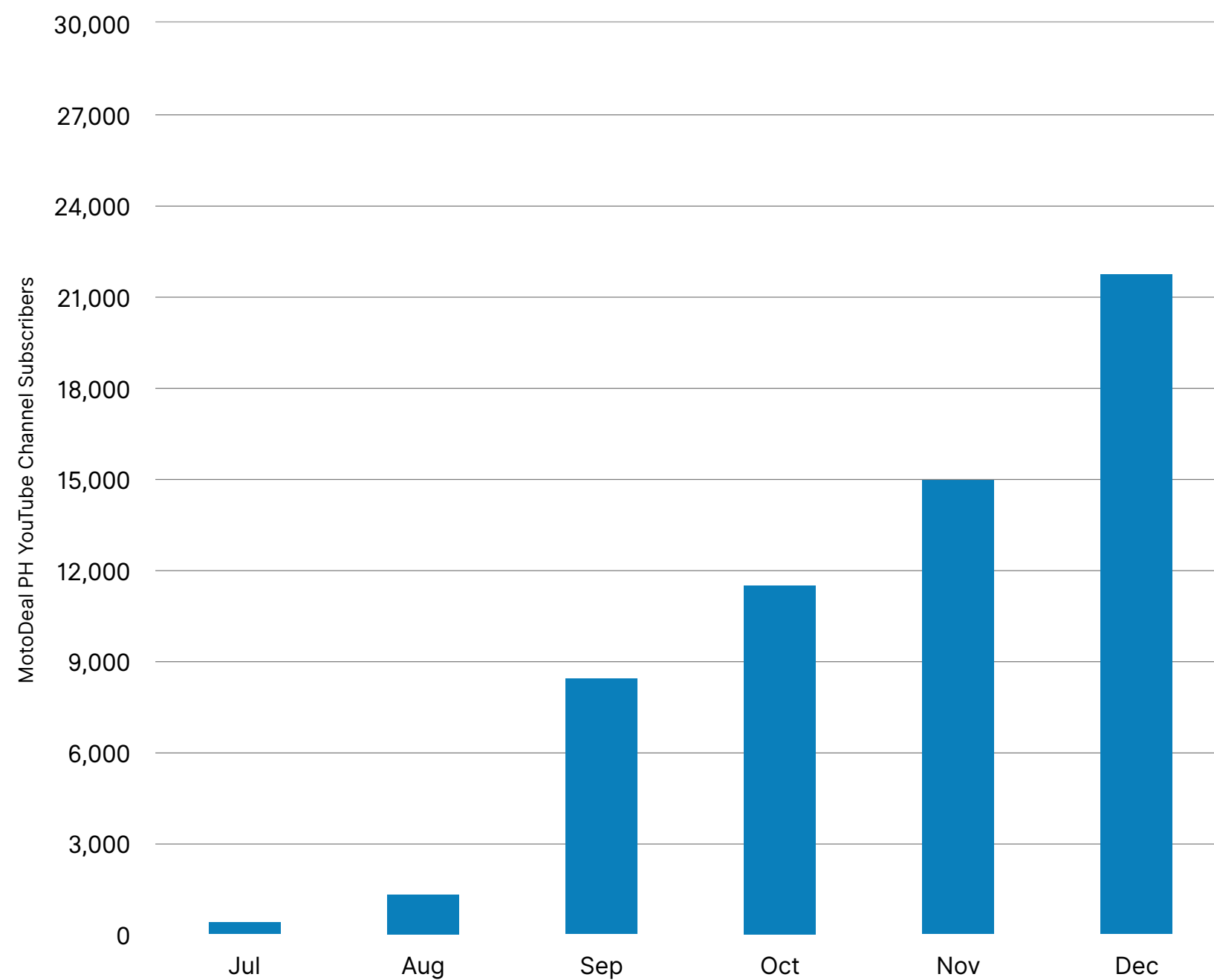


MotoDeal YouTube Monthly Views

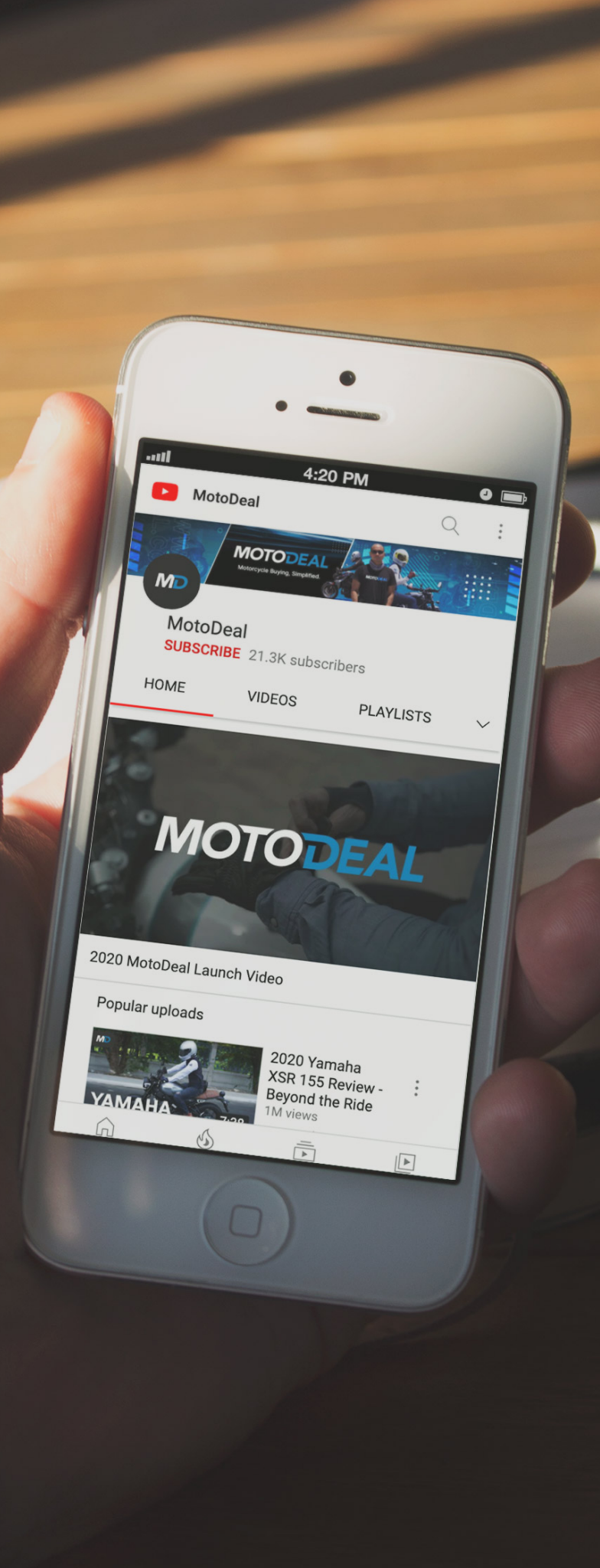


■ 91,000 Total Hours of Watchtime

MotoDeal YouTube Subscribers



■ **21,747** Total Subscribers



TOP

5

Most
viewed
videos
of 2020



1 2020 YAMAHA XSR 155

Beyond the Ride | Published 9th Sep, 2020



992,615
views



7,200
Likes



847
Comments



4 2020 HONDA ADV

Beyond the Ride | Published 29th August, 2020



104,158
views



1,400
Likes



95
Comments



5 2021 YAMAHA NMAX LAUNCHES
IN PHILIPPINES

Beyond a Desk | Published 11th September, 2020



88,232
views



1,100
Likes



90
Comments



2 2019 VESPA GTS 300 SUPER SPORT

Beyond the Ride | Published 4th March, 2020



155,941
views



1,600
Likes



106
Comments



3 2020 TRIUMPH BONNEVILLE
BOBBER BLACK

Beyond the Ride | Published 25th August, 2020



159,744
views



1,700
Likes



111
Comments

Note:

Video statistics are based on data from January 1, 2020 to December 31, 2020



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car dealers every month.

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