# INSIGHTS <br> AutoDeal.com.ph | Philippine Automotive Industry Report Q1 2019 - Vol. VIII 



## CONTENTS



## Introduction \& Summary

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


## New Car Consumer Interest \& Leads

We explore all data on lead volumes, lead sources and consumer interest levels.

## New Car Sales \& Conversion

What are shoppers buying? How long is it taking them to buy? We showcase data related to sales volumes and conversion.

## New Car Dealer Talk

We put the spotlight on best-performing dealers and explore data related to dealership engagement levels.

## Used Car Insights

We look at the growing trend of used car inquiries and examine what consumers are looking for.

## Inside AutoDeal

What's new, what's next - we give you the lowdown on the progress of the Philippines no. 1 online automotive marketplace.

Important:

AutoDeal.com.ph (The SirQo Group Inc.) prepared all the content in this report to represent the general data about online marketing for the Philippine automotive industry. This data is given in summary, and as such, all information is to be used and interpreted at the reader's 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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## Going the Distance

As we sail through the first trimester of 2019, it's important to take note of an increased sense of optimism that appears to be emerging within the Philippine automotive industry; a stark comparison to the bleak outlook that we all experienced during the same period of time last year.


It's impossible to ignore that things however are changing; brands are reshuffling their priorities while others are reinventing themselves as an increased number of players enter the fray. Among several major events that unfolded during the first quarter, we've seen an all-new Kia brand get relaunched by Ayala Corp., which now handles the reigns as the official distributor in the country.

With this, comes the all-new Kia Soluto, a subcompact that like many of its competitors is trying to appeal to a new generation of first-time car buyers. The Soluto has to compete with a packed field of fresh new subcompacts, including the all-new Vios, Suzuki Dzire and Hyundai Reina. Moreover, it will find itself pit against a maturing second-hand market, where subcompact inventory and inquiries appear to be in abundance. It'll be interesting to see what sales and marketing strategies will be deployed, and which will ultimately prove to be effective in winning over the ever so important first-time car buyer.

As the standard of vehicles getting better, it's never been more important for brands and dealers to enhance the customers' ownership experiences - whether through servicing and maintenance or through customer lifecycle initiatives such as a streamlined trade-in process. These continue to be areas, that we, at AutoDeal, have shown an increased interest in over
the last twelve months, leading us to release the first version of our Car Servicing section in late 2018. This new section will join several new areas of expansion for AutoDeal in 2019; others of which are briefly hinted at throughout this Industry Insights Report.

Backing up these areas of expansion are increased audience figures and tracked sales transactions that are supported by our constantly evolving technology and commitment to delivering to Filipino consumers our promise of "Car Buying, Simplified."

This version of our Industry Insights Report is jam-packed with more information than ever before, based on data collected from almost 7 million website visits during the first quarter of 2019 alone. This data, together with the updates on our expanded vision for AutoDeal, will hopefully provide good testament for how we plan to continue to go the distance for our brand and dealer partners across the country.


Christopher L. Franks
AutoDeal Chief Operating Officer


## - 6.71\%

## 6,869,051 WEBSITE VISITS

By Car Buyers, Vehicle Owners, and Enthusiasts

- 13.69\%

80,820 QUOTES \& TEST DRIVES

Serviced to dealers from buyers inquiring on AutoDeal.com.ph

- 0.65\%


## 112,637

CONVERSATIONS
Back and forth messages between prospective car buyers and dealers

## Quck FACTS

Key take home points from our Q1 Report

Note: Data indicated is from the analysis of visitors accessing AutoDeal.com.ph from January 1, 2019 to March 31, 2019.

### 74.45\%

of AutoDeal.com.ph buyers shop for vehicles using their smartphones

## 50 Days

is the average time that it takes AutoDeal.com.ph buyers to purchase after their online inquiry

## P1.26M

is the average price of vehicles sold on AutoDeal.com.ph in Q1 2019

## 30 minutes

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

## NEW CAR CONSUMER INTEREST \& LEADS

# QUOTES, TEST-DRIVES \& INQUIRIES 

Total online car buying inquiries are up by $12 \%$ year on year, up by $13.66 \%$ from Q4 2018

Total AutoDeal Leads Serviced to Dealers (2017-2019)


## LEADS BY MARKET SEGMENT

Based on AutoDeal inquiries for major vehicle categories


## INQUIRING \& BUYING TRENDS

There's an increasing number of buyers looking to purchase within 0-3 months
Inquiry to Sale Transaction Timeframe


3-6 MONTH 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 accomodated inquiries from 374 towns and cities in Q1 2019

## Metro Manila

### 33.45\%

| 1 | Quezon City | $7.77 \%$ | - |
| :--- | :--- | :--- | :--- |
| 2 | Manila | $4.27 \%$ | - |
| 3 | Makati City | $3.19 \%$ | - |
| 4 | Pasig City | $2.63 \%$ | - |
| 5 | Taguig City | $2.44 \%$ | $\Delta$ |
| 6 | Parañaque City | $2.15 \%$ | $\nabla$ |
| 7 | Caloocan City | $1.94 \%$ | - |
| 8 | Las Pinas City | $1.92 \%$ | - |
| 9 | Mandaluyong City | $1.62 \%$ | - |
| 10 | Marikina City | $1.18 \%$ | $\boldsymbol{A}$ |

## Visayas

9.58\%

| 1 | Cebu City | $1.50 \%$ | - |
| :--- | :--- | :--- | :--- |
| 2 | lloilo City | $1.14 \%$ | - |
| 3 | Bacolod City | $0.93 \%$ | - |
| 4 | Lapu-Lapu City | $0.56 \%$ | $\Delta$ |
| 5 | Tacloban City | $0.52 \%$ | $\Delta$ |
| 6 | Mandaue City | $0.47 \%$ | $\nabla$ |
| 7 | Tagbilaran City | $0.33 \%$ | $\Delta$ |
| 8 | Dumaguete City | $0.31 \%$ | $\nabla$ |
| 9 | Talisay City | $0.22 \%$ | - |
| 10 | Ormoc City | $0.17 \%$ | $\Delta$ |

## Luzon

### 44.46\%

| 1 | Imus City | $2.03 \%$ | $\Delta$ |
| :--- | :--- | :--- | :--- |
| 2 | Bacoor City | $2.00 \%$ | $\nabla$ |
| 3 | Dasmariñas City | $1.76 \%$ | $\Delta$ |
| 4 | Angeles City | $1.64 \%$ | $\nabla$ |
| 5 | Antipolo City | $1.61 \%$ | $\Delta$ |
| 6 | General Trias City | $1.36 \%$ | $\nabla$ |
| 7 | Santa Rosa City | $1.25 \%$ | $\Delta$ |
| 8 | Baguio City | $1.14 \%$ | $\Delta$ |
| 9 | San Fernando | $1.13 \%$ | $\nabla$ |
| 10 | Calamba City | $1.09 \%$ | $\nabla$ |

## Mindanao

### 12.51\%

\% of Total Leads

| 1 | Davao City | $3.00 \%$ | - |
| :--- | :--- | :--- | :--- |
| 2 | Cagayan De Oro | $1.73 \%$ | - |
| 3 | Gen. Santos City | $1.18 \%$ | - |
| 4 | Zamboanga City | $0.70 \%$ | - |
| 5 | Tagum City | $0.47 \%$ | - |
| 6 | Iligan City | $0.46 \%$ | - |
| 7 | Butuan City | $0.43 \%$ | - |
| 8 | Koronadal City | $0.35 \%$ | $\Delta$ |
| 9 | Pagadian City | $0.30 \%$ | $\Delta$ |
| 10 | Cotabato City | $0.29 \%$ | $\nabla$ |

## LUZON

In-depth lead volumes


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

## Top 20 Locations - Central Luzon



Top 20 Locations - Calabarzon


## LEADS BY DEVICE

Philippine car-buyers become even more accustomed to shop for vehicles on their smartphones
$\nabla 0.55 \%$
4.55\%
on tablets


- 0.05\%


### 74.45\%

on mobile devices

## MOST INQUIRED FOR BRANDS

Which brands were online consumers drawn to in Q1 2019?


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

## AUTODEAL

## —— $\begin{aligned} & \text { Most inquired for } \\ & \text { nameplates in Q1 } 2019\end{aligned}$

Toyota Rush Mitsubishi Xpander Toyota Innova Toyota Vios Toyota Hilux Toyota Hiace Toyota Wigo Suzuki Ertiga Toyota Fortuner Toyota Avanza Nissan Navara Ford Ranger Nissan Terra Honda City Ford Ranger Raptor Isuzu mu-X Montero Sport Ford Everest
Hyundai Accent Sedan
Mitsubishi Strada
Mitsubishi Mirage Ford EcoSport
Mitsubishi Mirage G4 Suzuki Vitara Honda BR-V Hyundai Reina Nissan NV350 Urvan Suzuki Swift Suzuki Jimny Honda CR-V Honda Civic Mitsubishi L300 Honda Mobilio Hyundai Eon Honda Jazz Suzuki Celerio Isuzu D-Max Suzuki APV Isuzu N -Series Nissan Almera

0.0\%
$0.5 \%$
$1.0 \% \quad 1.5 \%$
2.0\%
2.5\%
3.0\%


[^0]
## MANAGE ALL YOUR LEADS WITH AUTODEAL ENTERPRISE

## Digital Lead Integration

Manage your website and social media leads through your AutoDeal Lead Management System. Track lead progress and sales conversion by your different digital lead services.

## Event Registration \& Event Analytics

Use AutoDeal's Enterprise technology for event registration and tracking of customers who attend your real-world marketing exhibits and mall displays. Use our analytics feature to discover which events generate the most ROI.

## Contact Center

Keep in contact and up-sell to your prospective buyers using AutoDeal's cost-effect contact center solution. Use our proven model to help push more buyers into your pipeline while at the same providing vital statistics on customer satisfaction.

AUTODEAL
ENTERPRISE

ANNIE SANTOS
Head of Business Development annie@autodeal.com.ph T: 0917-816-8941

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## Contem Analysics

Contact Us

NEW CAR SALES \& CONVERSION

## 

Top Selling Nameplates on the AutoDeal Platform for Q1 2019


## NEW CAR CONVERSION TIMELINE

AutoDeal customers, on average, take 50 days to purchase after their initial inquiry


Data for these charts and illustrations are derived from transaction data generated on the AutoDeal platform which compares a customer's original inquiry date with the date in which a sale is declared completed. The first chart showcases the change in average (mean) transaction time for AutoDeal buyers while the diagram to the right shows the average lead to sale conversion timeline for some of our most popular market segments. From this data, a trend of faster transaction times is occurring, with the majority of online consumers now taking 50 days to complete a purchase after their initial inquiry.
*Based on 3,167 sales tracked in AutoDeal's Lead Management System from January 1 to March 31, 2019.

## NEW CAR SALES BY SEGMENT

Transaction proportions of vehicles sold on AutoDeal.com.ph

## Are consumers looking for more car for their cash?

The trends of what consumers are purchasing on AutoDeal have continued to change since the introduction of increased excise tax at the beginning of 2018. Some of the most notable changes in recent months, continue to be the increased traction for midsize (or lifestyle) pickups like the Nissan Navara and Ford Ranger which continue to be a stern favorite among the digital car buying populace*. So much so, in fact, that the volume of purchases for light pickups actually surpassed the number of confirmed transactions made for subcompact cars on the AutoDeal platform in Q1 2019. With fresh entries to this segment, like the Kia Soluto, Hyundai Reina and Suzuki Dzire, it will be interesting to see how the tables could possibly turn as a result of much broader purchase options in due course.


Suzuki Dzire, Kia Soluto,
Hyundai Reina

The popular midsize SUV segment now seems to have stabilized itself following the 2017 season of panic buying. However, nothing can be more alarming than the considerable drop in transactions for subcompact crossovers which really took a nosedive by the middle of 2018, especially after the introduction of vehicles like the Toyota Rush and Mitsubishi Xpander, which now offer consumers a 7-seat option at a similar price. Is this the beginning of a major consumer shift or will new the abundance of new entries to this segment help to push stronger results in the months to come?
*Confirmed transactions account for confirmed purchases remitted by dealers or customers through the AutoDeal platform.

## \% Proportion of AutoDeal Generated Sales Tracked



Note: This graph shows the breakdown of sales transactions recorded through the AutoDeal platform from 2017 to Q1 2019.

## NEW CAR SALES BY SRP

In light of higher prices, consumer spends are increasing



Average Price of Vehicle Sold on AutoDeal (2016-2019)

## 1,600,000

1,400,000

1,200,000

1,000,000

800,000

600,000

400,000

200,000

0

| Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | Q1 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 2016 | 2016 | 2016 | 2016 | 2017 | 2017 | 2017 | 2017 | 2018 | 2018 | 2018 | 2018 | 2019 |

## P1,259,545

Average price of vehicle sold on AutoDeal during Q1 2019

Data Source: Based on confirmed sales generated on AutoDeal.com.ph.

# DEALS ON 2 WHEELS Coming Soon. 



## DEALER TALK

## INDUSTRY RESPONSE TIME

AutoDeal continues to pioneer online customer service standards

Average Industry Response Time (All Dealers)


Response Time of Top 50 Responding Dealers


## TOP 10 <br> Fastest Responding Dealers (Q1 2019)



SUBARU, Cagayan De Oro
2 minutes

FORD, Zamboanga
3 minutes


CHEVROLET, Isabela
5 minutes


MAZDA, Greenhills
6 minutes

FORD, Balintawak
8 minutes


SUBARU, Cebu
12 minutes


FORD, General Santos
13 minutes

FORD, Cagayan De Oro
13 minutes

SUZUKI, Commonwealth
15 minutes

CHEVROLET, Quezon Avenue
15 minutes

## TOP DEALERS

In terms of Lead-to-Sales Conversion

|  | October 2018 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Note: Sales conversion is recorded and presented as it stands on April 1, 2019. Conversion is based on the date in which the lead was generated.

## TOP SALES AGENTS

AutoDeal Agents with the best Lead-to-Sale conversion

|  | October 2018 |  | November 2018 |  |  | December 2018 |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 8 | Alma Baniqued Dagupan | 67\% |  | Regina De Ramos Cavite | 26\% | $3$ | Regina De Ramos Cavite | 31\% |
| Send | Don Sison Subic | 40\% | Seral | Kathrina Torres Malolos | 20\% | (V) | Meg Agustin Marikina | 29\% |
| $3$ | Regina De Ramos Cavite | 25\% | $8$ | Harold Pedernales <br> North EDSA | 17\% | Send | Mai Valencia <br> Alabang | 27\% |
|  | June Agravante Pili | 25\% | (end | Rodolfo Bulan <br> Zamboanga | 14\% | $\underset{\text { cuevoure }}{5}$ | Rutchell Sumaylo Cagayan De Oro | 20\% |
| $\xrightarrow[\text { cueventer }]{\square}$ | Jorge Narte Iloilo | 17\% | $\underset{\text { chevoner }}{ }$ | John Michael Ferrer Dagupan | 11\% | $t$ | Allen Tanteo <br> Las Piñas | 22\% |
|  | January 2019 |  | February 2019 |  |  | March 2019 |  |  |
| Sond | Glenn Ecleo Subic | 33\% | $3$ | Karla Pasion Tarlac | 67\% | nssmes | Roval Buñag CamSur | 20\% |
| vissmen | Annabelle Ortega Isabela | 30\% | $8$ | Russell Padilla Dagupan | 50\% |  | Kevin Villegas Pasig | 14\% |
| $\xrightarrow[r n]{\square}$ | John Michael Ferrer Dagupan | 18\% | $\underbrace{}_{\text {TOYOTA }}$ | Swanson Quimbo Jr. Tacloban | 40\% | $t$ | JB Gonzales Malolos | 13\% |
| Serad | Kathrina Torres Malolos | 15\% | $\xrightarrow[\text { cheventer }]{\square}$ | Chester Bugnot Tarlac | 25\% |  | Decerie Robredo Lipa | 11\% |
| nssom | Shad Rebuta Matina | 12\% | $\frac{8}{\text { TOYOTA }}$ | Cindy Nido Calamba | 20\% | $\frac{8}{\text { TOYOTA }}$ | Karen Cancio Global City | 11\% |

[^1]\[

\square $$
\begin{aligned}
& 2018 \\
& \text { AUTODEAL AWARDS }
\end{aligned}
$$
\]



## MAZDA PHILIPPINES Online Customer Service Award

The jewel in the AutoDeal Awards crown this year fell to Mazda Philippines, which outshined all brands in terms of dealership response time and sales conversion on the AutoDeal platform for the duration of 2018. Mazda's commitment to providing the very best in online customer service was recognized during their recent Dealer Awards, where Mazda CEO Steven Tan was presented the coveted AutoDeal Online Customer Service Award trophy.


## FORD GLOBAL CITY

Agent of the Year
Beating over 2,000 sales agents from more than 300 partner dealers across the Philippines, Jennifer Asebias from Ford Global City of the AutoHub Group is the overall winner of the 2018 AutoDeal Sales Agent of the Year Award. Good customer service, Commendable 6.11\% lead-to-sale conversion rate, a perfect five-star review, and a 15-minute average reply speed were her winning factors. She received AutoDeal trophy and 4D3N Trip to Taiwan for two.

## FIVE STARS

Here are some of our favorite buyer reviews of Q1 2019


## JORGE NARTE

Chevrolet, Iloilo



RICHELLE BARTE
Hyundai, Las Piñas


Very nice human being, so accommodating and friendly, I highly recommend her services because everything about her is always on point. She attended to us non stop until we left with the unit. Big thank you po! Very sweet to my daughter just so you know my daughter kept asking about you since we left last night. Thanks again and God bless.

Consistency at its best! One of the most sincere Sales Agent there is. I appreciate the effort and patience of Jorge Narte (Chevrolet lloilo) for guiding me through the end of the deal until my chevy was released. Therefore, I would highly recommend Jorge to my family and friends to purchase a chevy vehicle. 2 Thumbs up!

## Arvin Marc Orap-Orap

purchased a Chevrolet Sail 1.5 LT


## EM GUAB



Miss Em was very friendly, professional and patient. She took care of all my needs during our transaction. She was very patient even I had delays purchasing my vehicle. Even we only met personally on the day itself when I was about to take out the car, she was very hands-on updating me with the status and providing me with all necessary details for my vehicle purchase. I highly recommend Miss Em. Thank you very much and keep up the great work. Honda Cars Kalookan Inc. must be very proud of you, you are such an asset to your company. Good luck on your future sales :)

## Chester Ramilio

purchased a Honda BR-V 1.5 S CVT

JAMES SY
Toyota Quezon Ave.
TOYOTA

## FIND YOUR AUTODEAL CUSTOMER REVIEWS

1. Log in to your AutoDeal Dashboard.
2. Click on the Sales Agents tab in the left sidebar menu.
3. Click on Reviews

Dealers on our Pro \& Elite Subscriptions may Publish customer testimonials to AutoDeal. These will appear in your Promo Pages and on your Dealership Profile Page. Highlighting these positive customer experiences will enable you to attract more buyers.


KATE CABANELA Honda Cars, Pasig


HONDA

Very professional and accommodating agent. Quick to respond in my inquiries, understands her client's needs and gives advice on how you can get the best value for your money. She was willing to go the extra mile to make the transaction fast and was able to release the car in just 1 week (from the time I posted in AutoDeal). It has been a very pleasant buying experience that she was able to close the deal via calls and SMS only; I just met her in person on the day of the car release. Kudos to Kate for a job well done! I will definitely recommend you to all of my colleagues :)

Allan Danos<br>purchased a Honda BR-V 1.5 V Navi CVT

## Mark as sold in the AutoDeal for agents app.

Customers will receive the opportunity to rate sales agents every time a sale is confirmed using the mark as sold function in the AutoDeal For Agents mobile application or in our web-based dealer or agent dashboards. No


## MORE LEADS ARE UP FOR GRABS <br> Put your brand or dealership in the spotlight with

 AutoDeal's new advertising offerings.- FEATURED DEALER REVIEWS - Share your customergenerated reviews in areas of high exposure throughout the AutoDeal website to showcase your commitment to customer service and to entice buyers to transact with your dealership.
- DEALER MEDIA - Low cost and highly effective digital display, eDMS, content, and video offerings designed and costed specifically for dealers.
- MORE HEROES - Our new hero offerings provide brands with the ability to generate a high degree of exposure to consumers shopping in particular vehicle segments.


## Partner with us.



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## USED CAR DEALER INDUSTRY RESPONSE TIME

AutoDeal continues to pioneer online customer service standards in the used car industry.

## TOP 10

Fastest Responding Dealers (Q1 2019)

Dealer
Response Time

1 Jay Angeles
9 minutes

2 RL Cars
18 minutes

3 Central Auto Exchange
37 minutes

4 Toyota Certified Pre-Owned, Balintawak

57 minutes

5 SamCars Trading
116 minutes

6 Automoton
122 minutes

7 Park n Sell B - Harold
263 minutes

8 PMB Cars
269 minutes

9 Ascentcars Auto Center
269 minutes

10 Siena Motors
331 minutes

## USED CARS IN DEMAND

What kind of vehicles are used car buyers looking for?

Used Car Inquiries by market segment \& vehicle age


Most Inquired for Used Car Brands
Toyota Mitsubishi Ford
Honda Hyundai Nissan Suzuki Mazda Chevrolet Kia Isuzu BMW Mercedes Volvo Peugeot Mini Audi
Chrysler
Porsche


Note: As tracked through the AutoDeal Lead Management System

Most Inquired for Model Years


## USED CARS IN DEMAND

What kind of vehicles are used car buyers looking for?
Most Inquired for Used Cars on AutoDeal (Q1 2019)


## INSIDE AUTODEAL



## AUTODEAL PROFILE

We are the no. 1 automotive marketplace in the Philippines

|  | Total Visits | Unique Visits | Pageviews | Bounce Rate | Pages Per Session |
| ---: | :---: | :---: | :---: | :---: | :---: |
| JANUARY | $2,359,895$ | $1,250,681$ | $8,116,440$ | $14.59 \%$ | 3.44 |
| FEBRUARY | $2,213,676$ | $1,186,317$ | $7,537,307$ | $16.88 \%$ | 3.4 |
| MARCH | $2,295,480$ | $1,243,345$ | $7,810,671$ | $13.97 \%$ | 3.4 |
| TOTAL | $\mathbf{6 , 8 6 9 , 0 5 1}$ | $\mathbf{3 , 6 8 0 , 3 4 3}$ | $\mathbf{2 3 , 4 6 4 , 4 1 8}$ | $\mathbf{1 5 \%}$ | $\mathbf{3 . 4 2}$ |

AutoDeal.com.ph Web Traffic (2018-2019)


## We're multi-platform



541K
Facebook Likes

8.5K

Instagram Followers

3.13K

Twitter Followers


72K
YouTube Subscribers


174K
E-mail Subscribers

## GENDER

AgE RANGE


# 5ロOD D 

Most Read Reviews of Q1 2019


2018 NISSAN TERRA
Published January 23, 2019
(19,020
Views


10,521
Views


1,000
Social Shares

$4: 23$
Average Read Time


9,839
Views
507
Social Shares
$3: 57$
Average Read Time

2019 BAIC M60 LUXURY
Published January 10, 2019


7,596
Views
566
Social Shares
$4: 23$
Average Read Time

## 2019 SSANGYONG TIVOLI PREMIUM SPORT

(1)

SSANGYONG

Published January 11, 2019

(1)


7,340
Views
382
Social Shares
$3: 35$
Average Read Time

## AUTODEAL VIDEO

Now the no. 1 automotive YouTube channel in the Philippines

## AutoDeal YouTube Subscribers

100,000
90,000
80,000

80,000
70,000
60,000
50,000
40,000
30,000
20,000
10,000


# TOP 5 

Note: Click the images to view videos.

Most Viewed Videos of Q1 2019

1
2019 NISSAN TERRA VL
Behind The Wheel \| Published February 9, 2019

(O) \begin{tabular}{l}
137,823 <br>
Views

 

1,900 <br>
Likes
\end{tabular} ( 446

2019 TOYOTA HIACE
Launch | Published February 19, 2019


3
2019 SUZUKI ERTIGA
Media Drive | Published February 27, 2019 suzukı

| (O) | 106,340 |
| ---: | :--- |
| Views |  |
| (1) | 567 |
| Likes |  |
| ( | 139 |
| Comments |  |



BAIC BJ2O 1.5 LUXURY CVT
Unboxing | Published January 10, 2019
BRIC

21,209
Views




[^2]

## AUTODEAL

## THE PHILIPPINES' NO. 1 ONLINE AUTOMOTIVE MARKETPLACE

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

## AutoDeal.com.ph

10 Jupiter Street Bel-Air
Makati City, Philippines

## For OEM and Partnerships

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[^0]:    Data Source: Based on leads (quotes, inquiries, test drives) generated on AutoDeal.com.ph.

[^1]:    Note: Sales conversion is recorded and presented as it stands on April 1, 2019. Conversion is based on the date in which the lead was generated.

[^2]:    Note: Data is reflected from AutoDeal YouTube channel as of March 31, 2019.

