

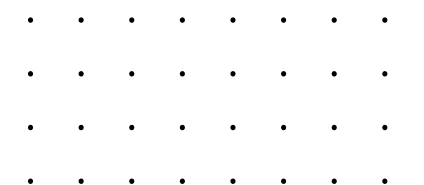
# 2021 *INDUSTRY INSIGHTS*

# 41



**AUTO**DEAL | **MOTO**DEAL

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

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Stay up to date with all of our key metrics.

### 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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# Patience is a virtue.

It's hard to believe that this is now the third Industry Insights report that the team and I have put together during the course of the COVID-19 pandemic. While many of us might feel like not a lot has changed, the opportunity to reflect on our previous work has enabled us to develop a unique perspective regarding specific operating metrics and how they can be interpreted as an indicator for market recovery.

Generally speaking, industry progress is measured in sales, and in days gone a precursor to estimating sales achievement might have involved measuring something as simple as showroom activity. Today, as brands and dealers diversify the manner in which they engage with customers online they're presented with fresh challenges regarding data interpretation. Candidly, the environment couldn't be more complex as automotive professionals can no longer make linear assumptions on basic quantifiable metrics—it's no longer about how many people are inquiring with you, but when they plan to buy or how many of your competitors they're also taking into consideration. The challenge requires a lot more abstract thinking.

In theory, the traditional showroom environment provided a much more condensed environment - prospects who made physical appointments at showrooms had a specific level of purchase urgency and a higher level of intent than the vast majority of online inquiries that dealers receive today.

The incumbent challenge for automotive companies today is not to reach the car-buying audience, but to stay engaged with them over a prolonged period of time, else scatter opportunities aimlessly to the wind.

Andreas Barchetti, the chair of the EURODA (European Opel/Vauxhall Dealer Association) explains the quandary that dealers find themselves in during an interview in the McKinsey & Company article entitled "Digitization in automotive retail in 2021 and beyond":

"In digital sales, the digital journey must adapt to the needs of the customer. The journey must be multidimensional and multichannel or omnichannel. This is a major challenge for dealers because it's easy to say, "We need to offer the perfect customer journey." But the perfect customer journey needs to offer each step on the communication channel the customer prefers, whether online or offline."

He further adds "The customer doesn't care who they buy the car from. They care about having your full attention. How can we give them our full attention? By anticipating what they desire. How can you anticipate that? Manage their data correctly and manage it in an easy and smooth way with GDPR."

Generating data and managing data are two inherently different things and it's a lot easier to generate customer data than it is to manage it over a prolonged period of time. In my eyes, too many brands are looking for the quick and easy way to make sales today, but are straight up bypassing strategies to develop sales over the long term in part due to the desperation that has been incited by the pandemic.

As purchase-related marketing metrics continue to bounce back, now is the perfect time to implement strategies that will help you invest in long-term sales success. Plant the seeds today, be patient—and reap the future rewards.



A stylized, handwritten signature in black ink, appearing to read 'C. Franks'.

**Christopher L. Franks**

AutoDeal Chief Operating Officer

# H1 2021 SUMMARY

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



**17,003,006**

WEBSITE VISITS

Across the AutoDeal Network  
(AutoDeal & MotoDeal)

▲ 26% YOY



**155,269**

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)

▲ 26% YOY



**13,089**

CONFIRMED PURCHASES

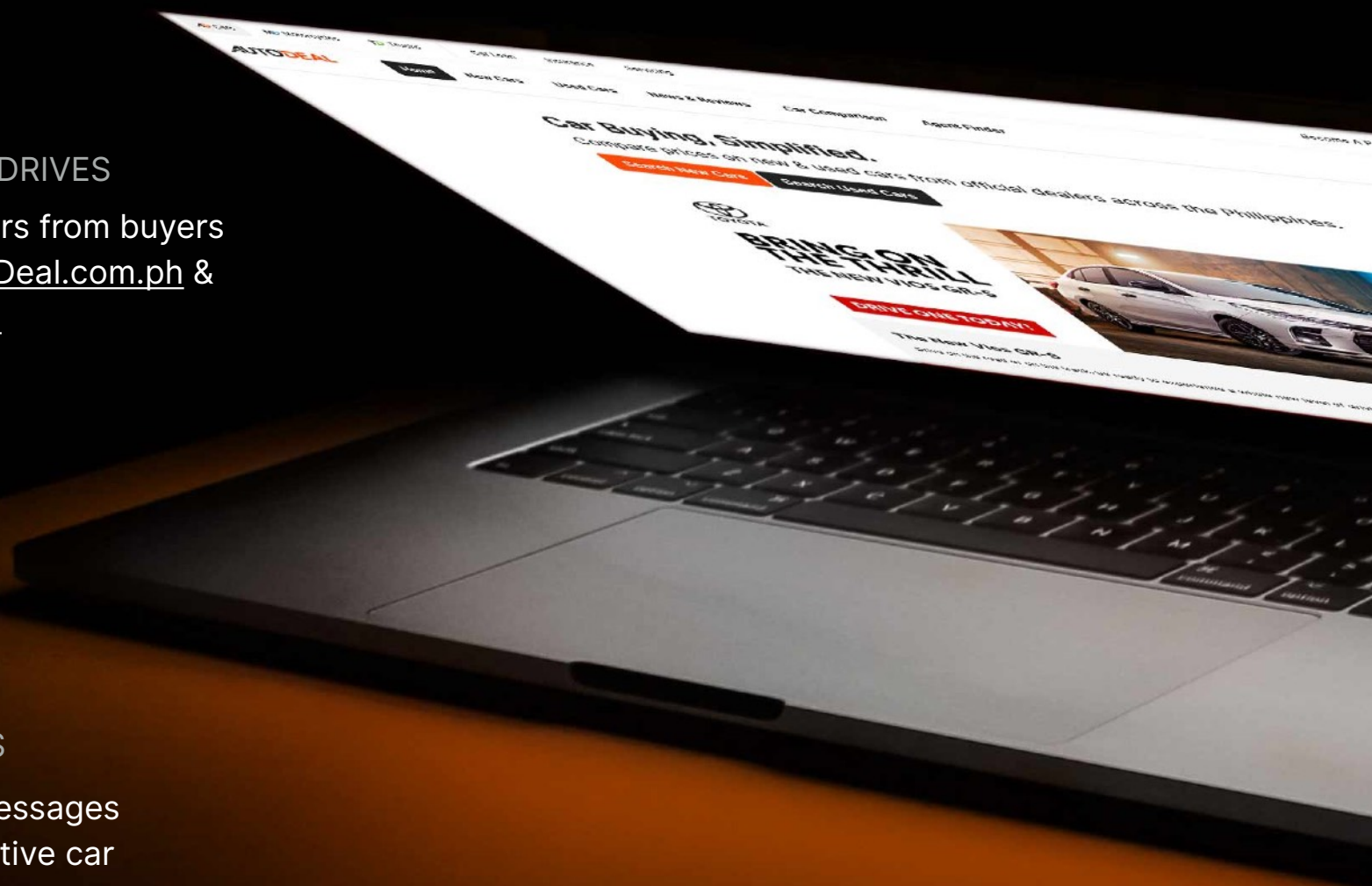
Tracked and confirmed from  
users who inquired via  
AutoDeal in H1 2021.



**280,629**

CONVERSATIONS

Back and forth messages  
between prospective car  
buyers and dealers.





## QUICK FACTS

Key take home points from our report



**81.69%**

Of [AutoDeal.com.ph](https://AutoDeal.com.ph) buyers shop for vehicles using their smartphone.



**62 Days**

The average time it takes an [AutoDeal.com.ph](https://AutoDeal.com.ph) buyer to purchase after their online inquiry.



**P1.19M**

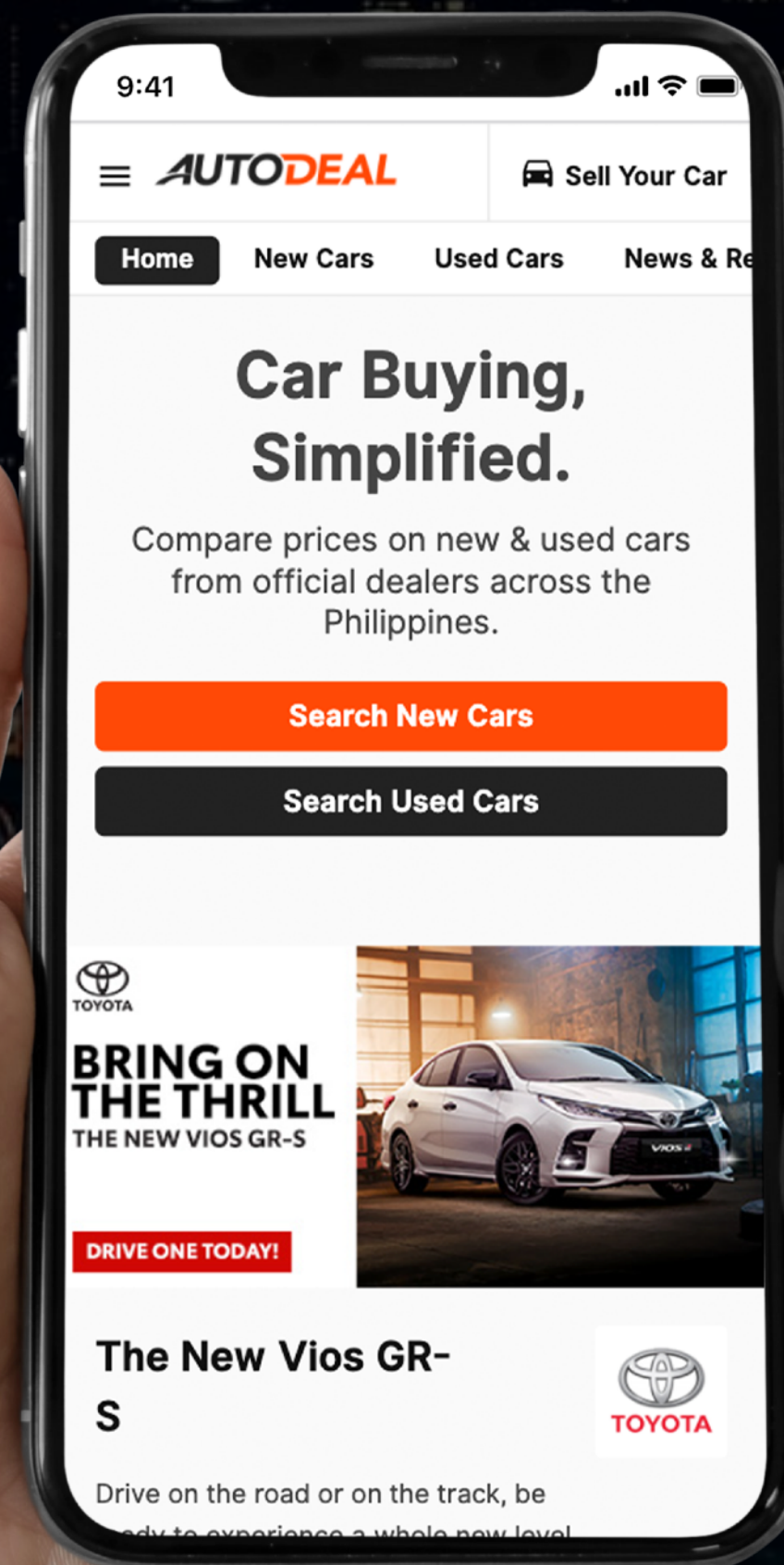
The Average price of vehicle sold on the [AutoDeal.com.ph](https://AutoDeal.com.ph) in H1 2021.



**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](https://AutoDeal.com.ph) from January 1 to June 30, 2021





# **CONSUMER INTEREST & LEADS**

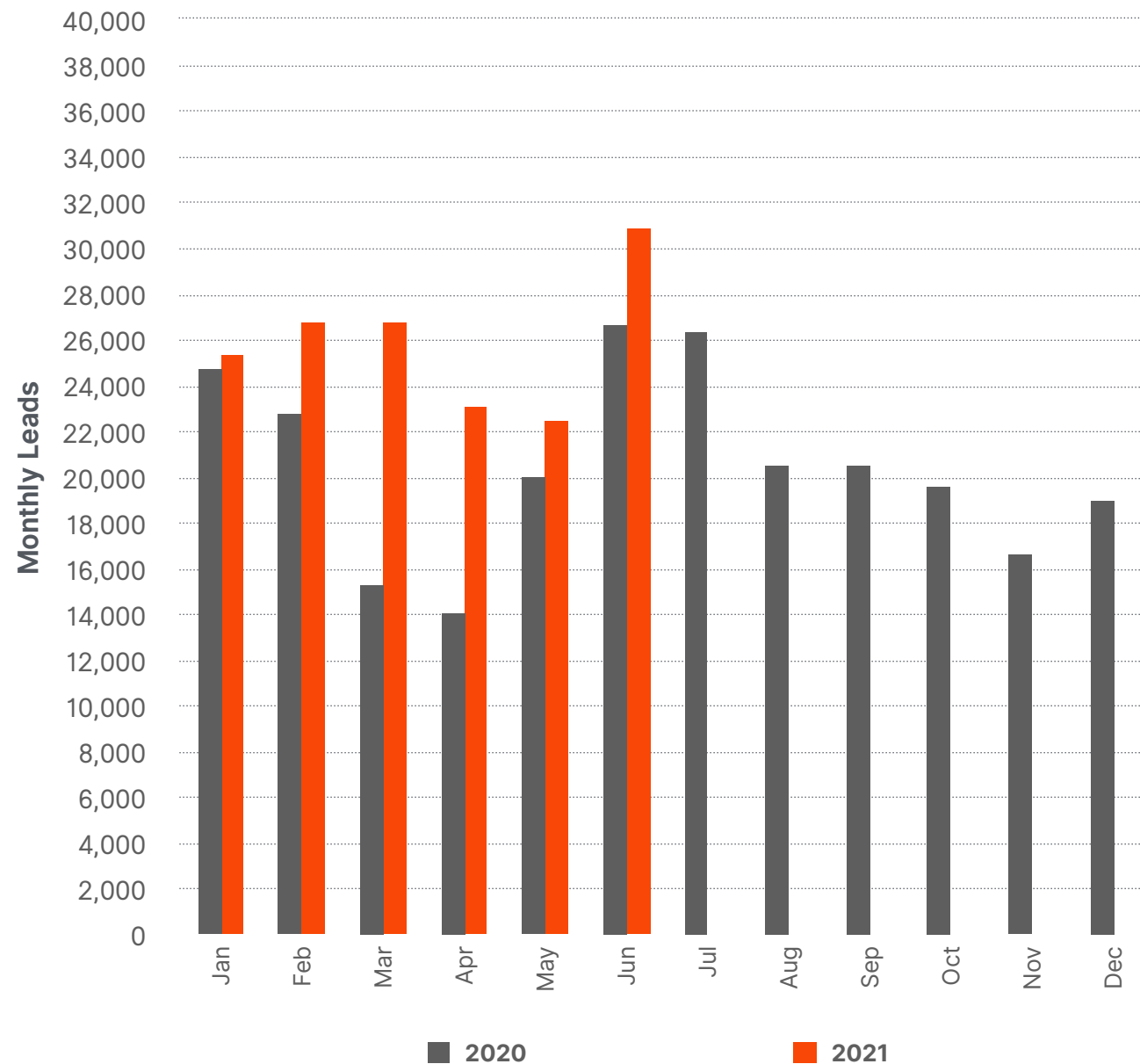
Quotes, Test-Drives & Inquiries | Leads by Market Segment | Inquiring & Buying Trends

Leads by Location | Leads by Device | Most Inquired for brands | AutoDeal Top 40

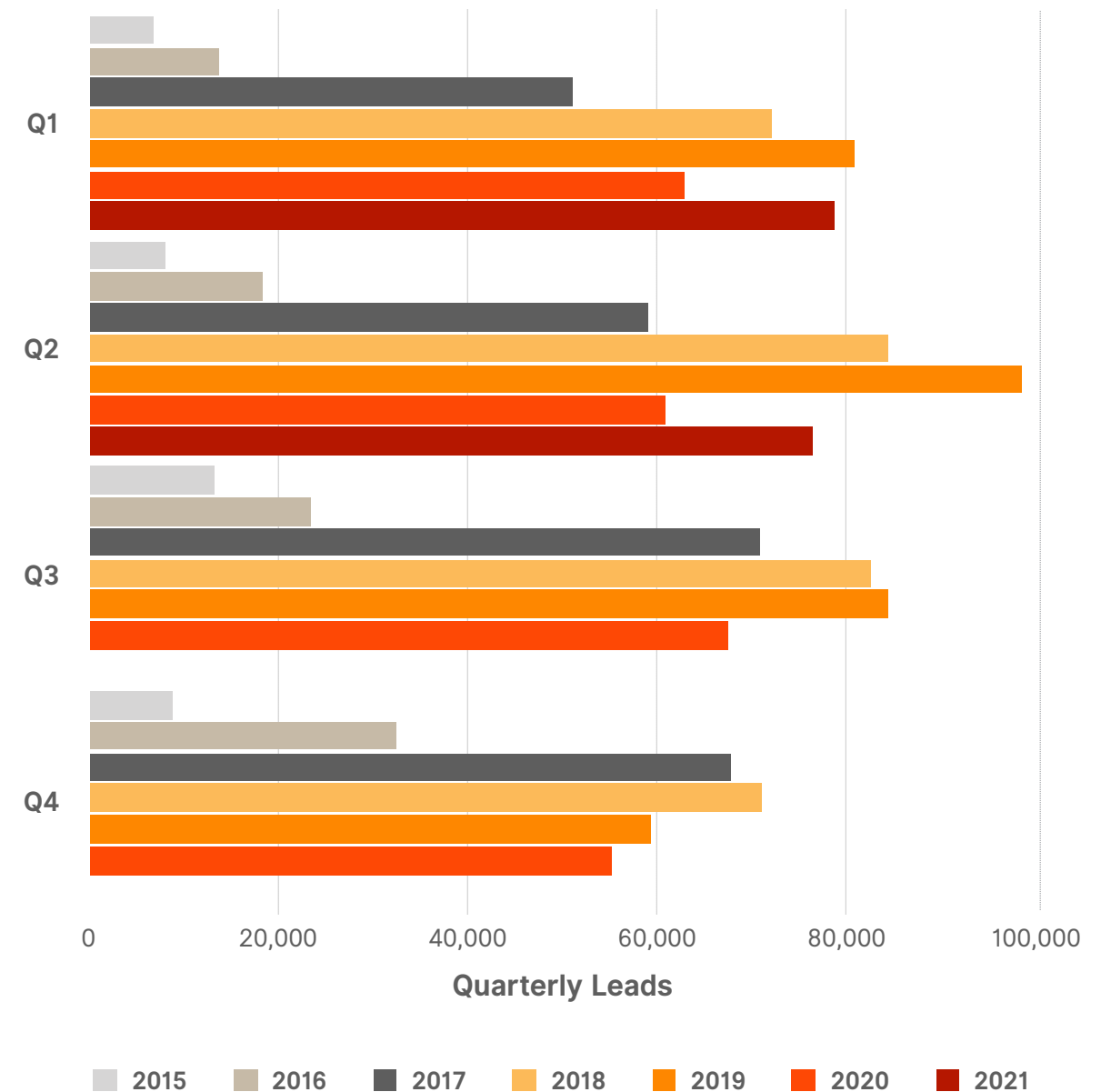


# Quotes, Test-Drives & Inquiries

**Total AutoDeal Leads Serviced to Dealers (2020 vs. 2021)**

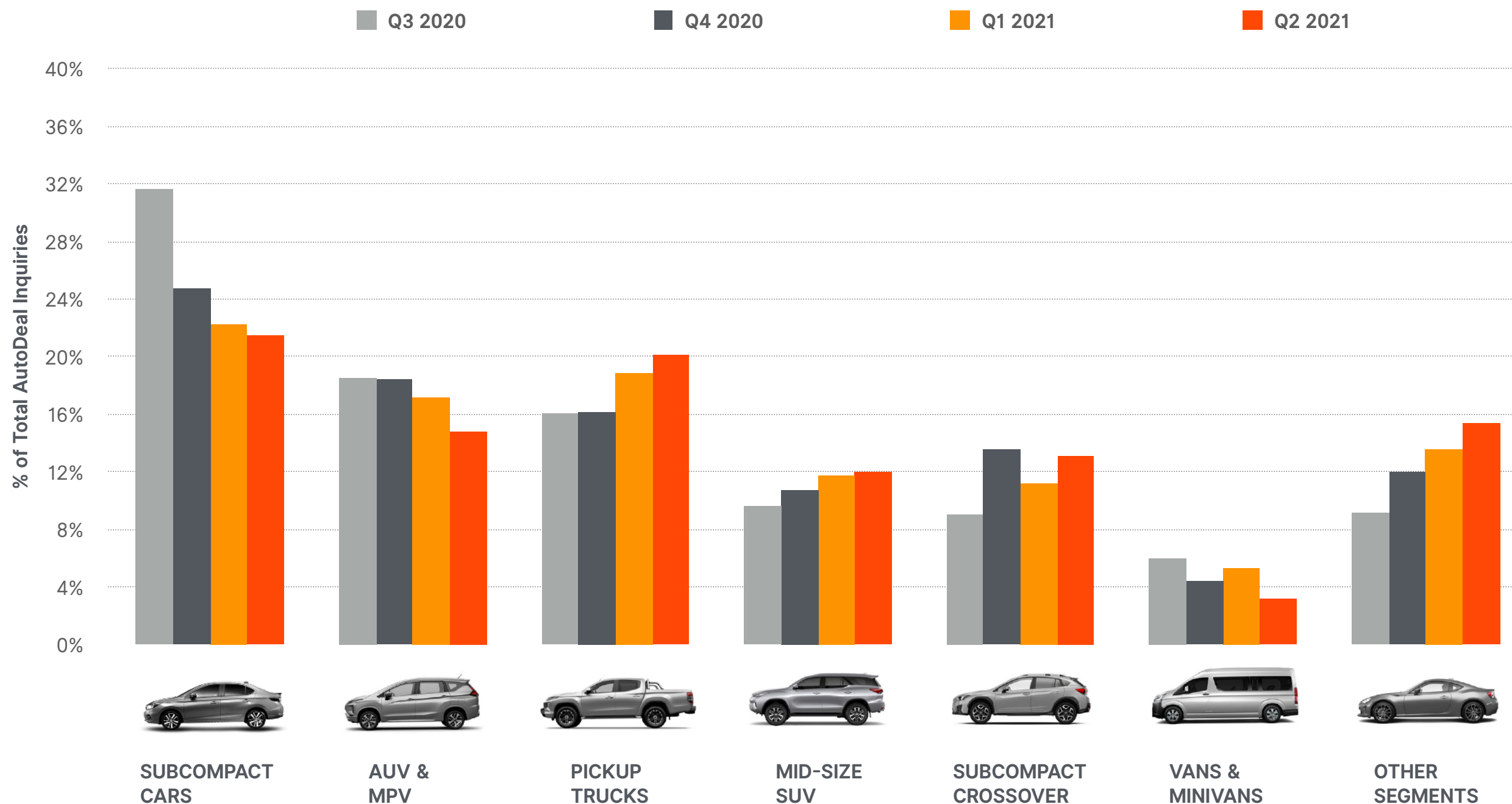


**AutoDeal Leads (2015-2020)**



# Leads by Market Segment

Based on AutoDeal inquiries for major vehicle categories

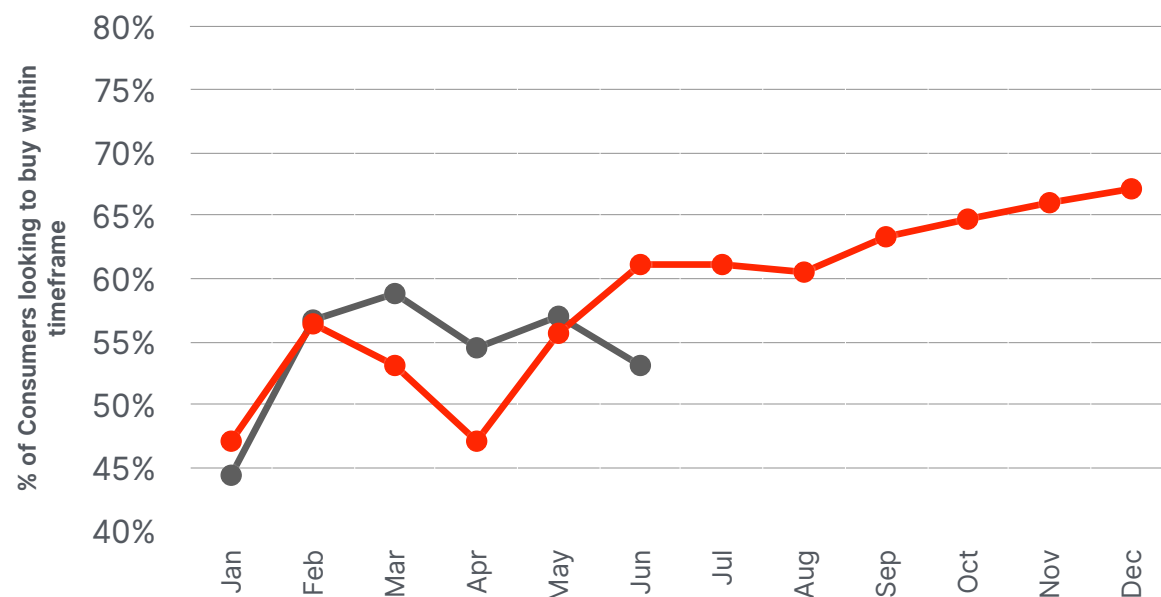




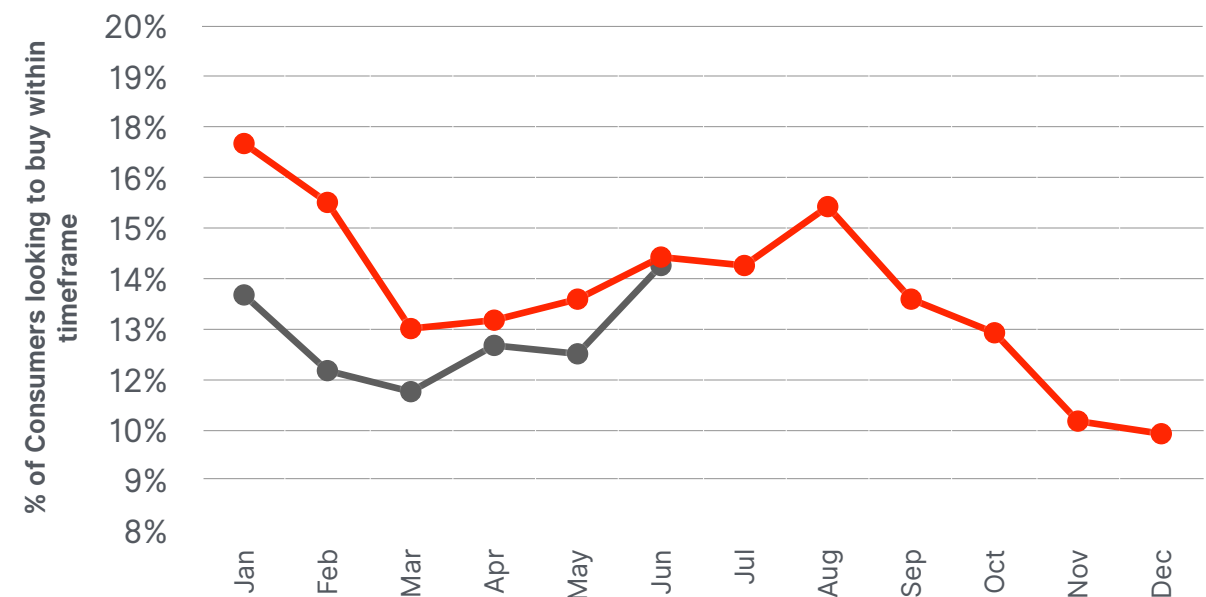
# Inquiring & Buying Trends

% of Overall Prospects based on stated buying time at inquiry

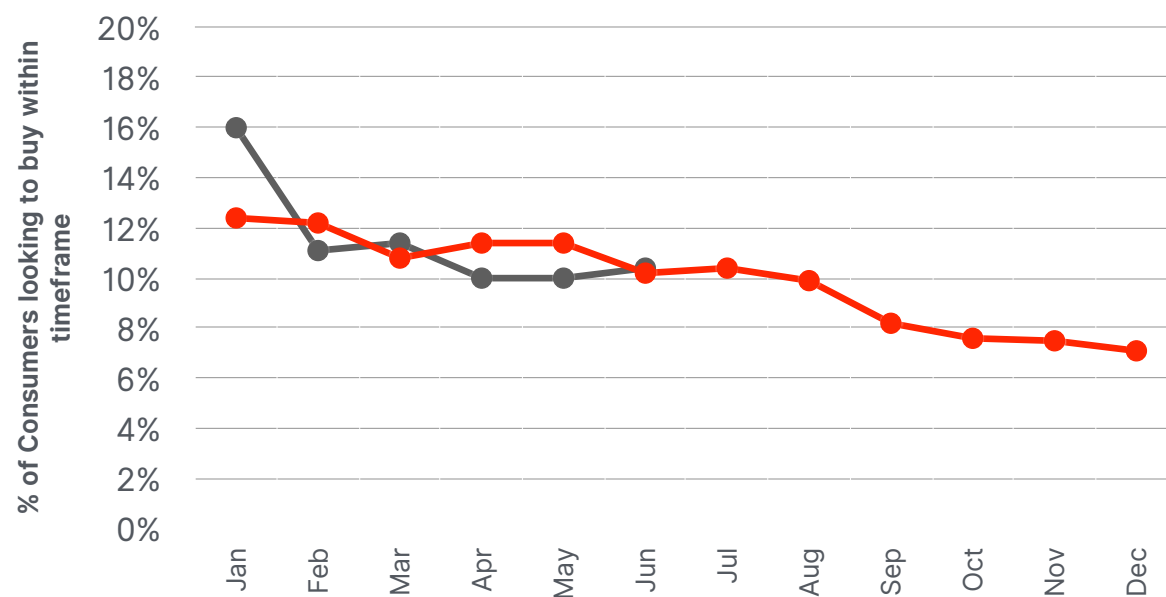
**0-3 Month Buying Period**



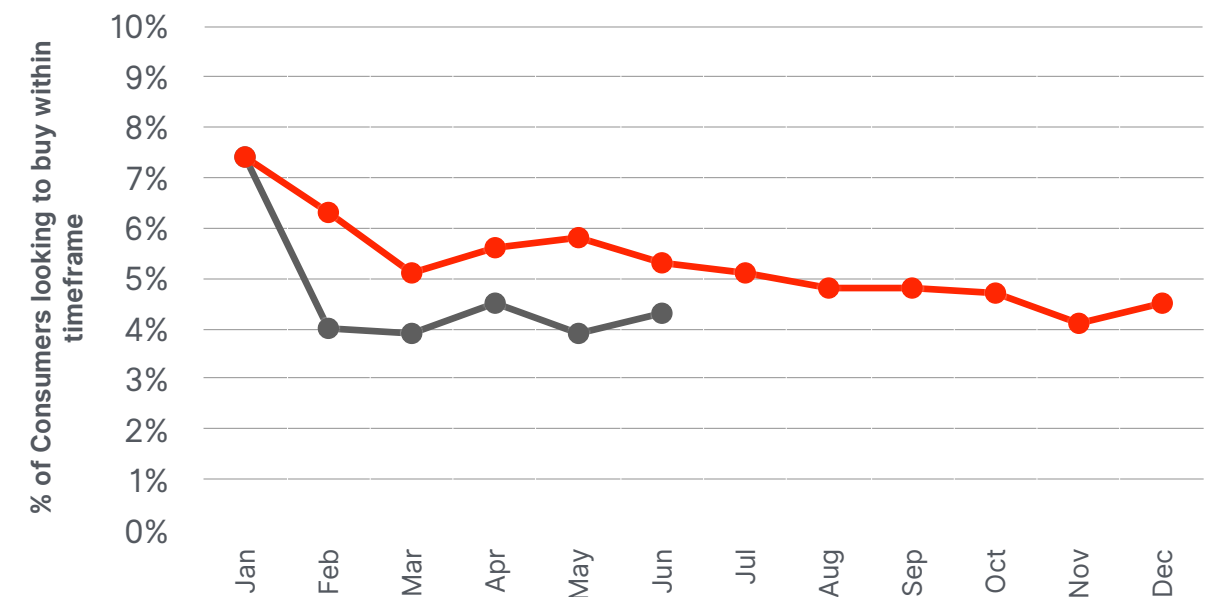
**3-6 Month Buying Period**



**6-12 Months Buying Period**



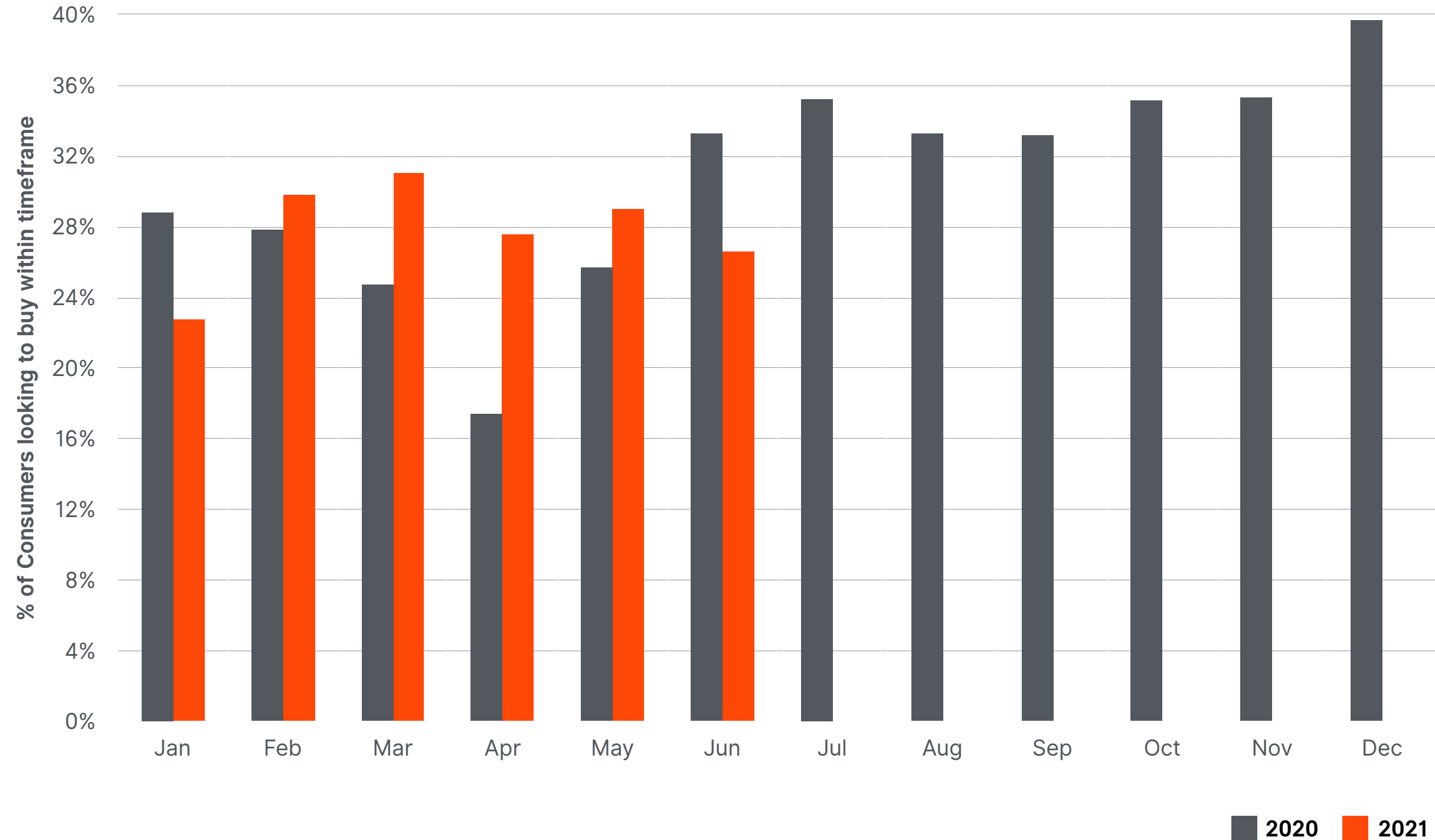
**1-2 Year Buying Period**



**Data Source:** This data is derived from the indicated buying time submitted on all AutoDeal inquiries.

● 2020 ● 2021

**% of Prospects 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 **1,301** towns or cities in **H1 2021**

## Metro Manila

**26.44%**

% of Total Leads

1	Quezon City	6.21%	-
2	Manila	3.22%	-
3	Makati City	2.24%	-
4	Pasig City	1.96%	-
5	Caloocan City	1.82%	▲
6	Taguig City	1.72%	▼
7	Las Piñas City	1.71%	-
8	Parañaque City	1.69%	-
9	Mandaluyong City	1.33%	-
10	Marikina City	1.05%	-

## Luzon

**44.91%**

% of Total Leads

1	Imus City	1.58%	▲
2	Dasmariñas City	1.53%	▲
3	Bacoor City	1.44%	▼
4	General Trias City	1.39%	▲
5	Antipolo City	1.35%	-
6	Angeles City	1.26%	-
7	Santa Rosa City	1.18%	▲
8	Calamba City	1.13%	▼
9	San Fernando City	0.98%	-
10	Baguio City	0.97%	-

## Visayas

**8.41%** ▲

% of Total Leads

1	Cebu City	1.04%	-
2	Iloilo City	1.03%	-
3	Bacolod City	0.83%	-
4	Tacloban City	0.55%	-
5	Lapu-Lapu City	0.39%	-
6	Mandaue City	0.34%	-
7	Dumaguete City	0.32%	-
8	Tagbilaran City	0.28%	-
9	Talisay City	0.21%	▲
10	Ormoc City	0.18%	▲

## Mindanao

**13.71%** ▲

% of Total Leads

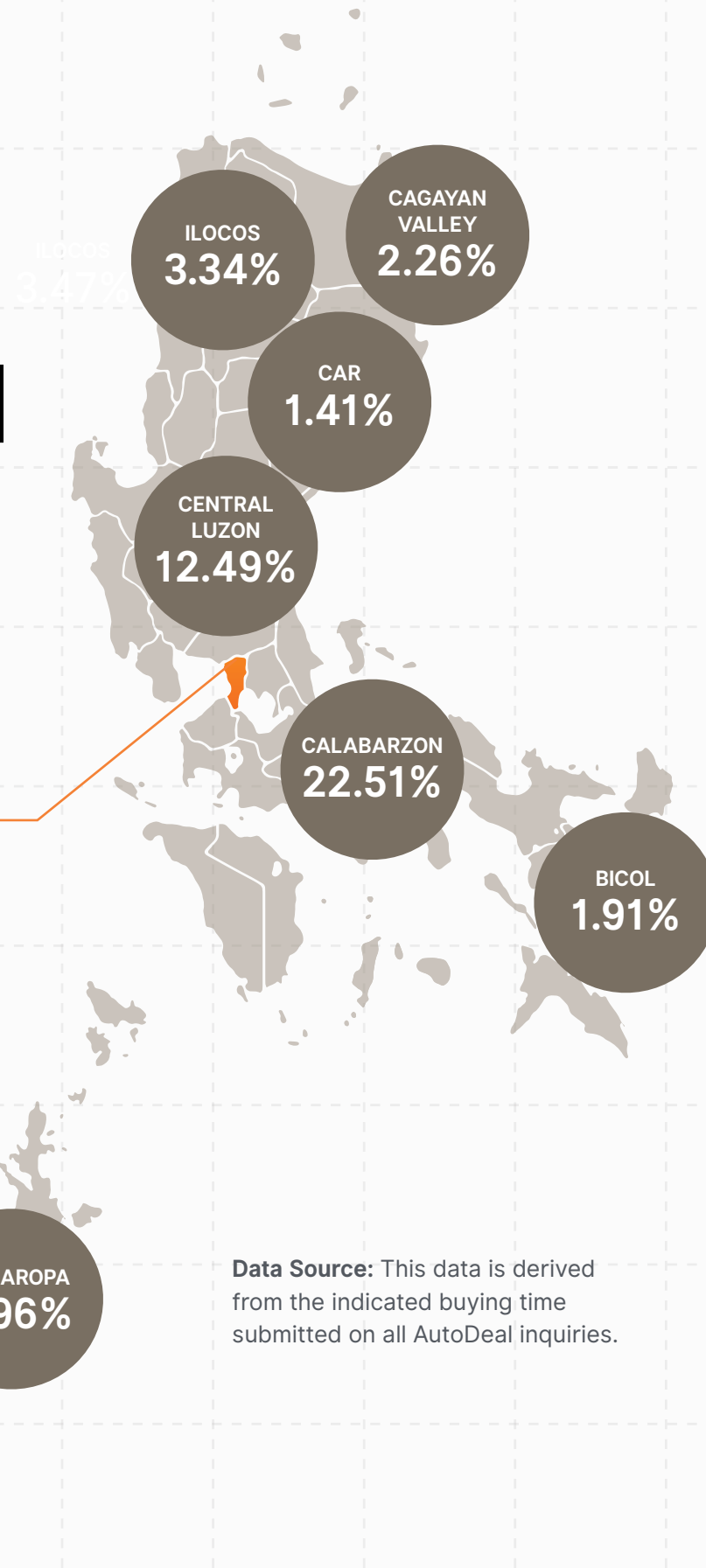
1	Davao City	2.81%	-
2	Cagayan De Oro City	1.78%	-
3	General Santos City	0.97%	-
4	Zamboanga City	0.66%	-
5	Iligan City	0.59%	-
6	Butuan City	0.57%	-
7	Cotabato City	0.48%	-
8	Tagum City	0.39%	-
9	Koronadal City	0.34%	▲
10	Pagadian City	0.30%	▼

**Data Source:** Based on leads (quotes, inquiries, test-drives) generated on AutoDeal.com.ph. (6.53% of prospects no longer stated their geo location due to new rulings regarding location on the platform.)

## LUZON

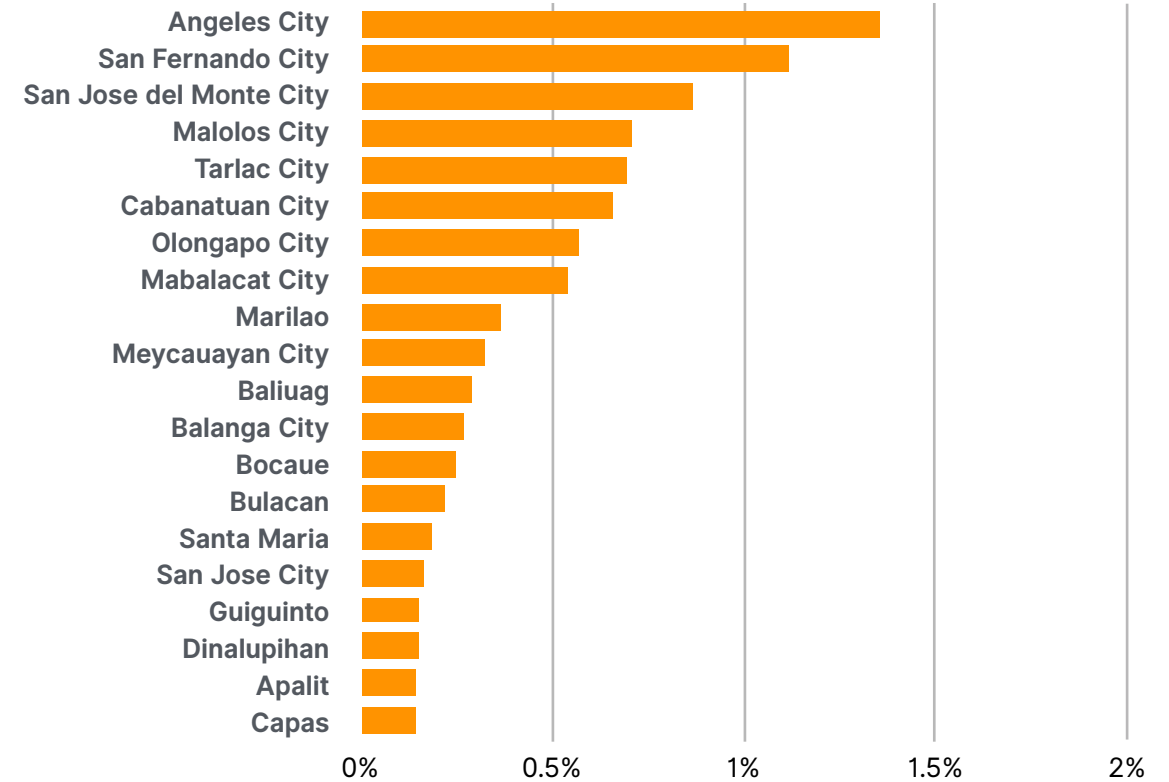
In depth Lead Volumes

METRO MANILA  
26.44%

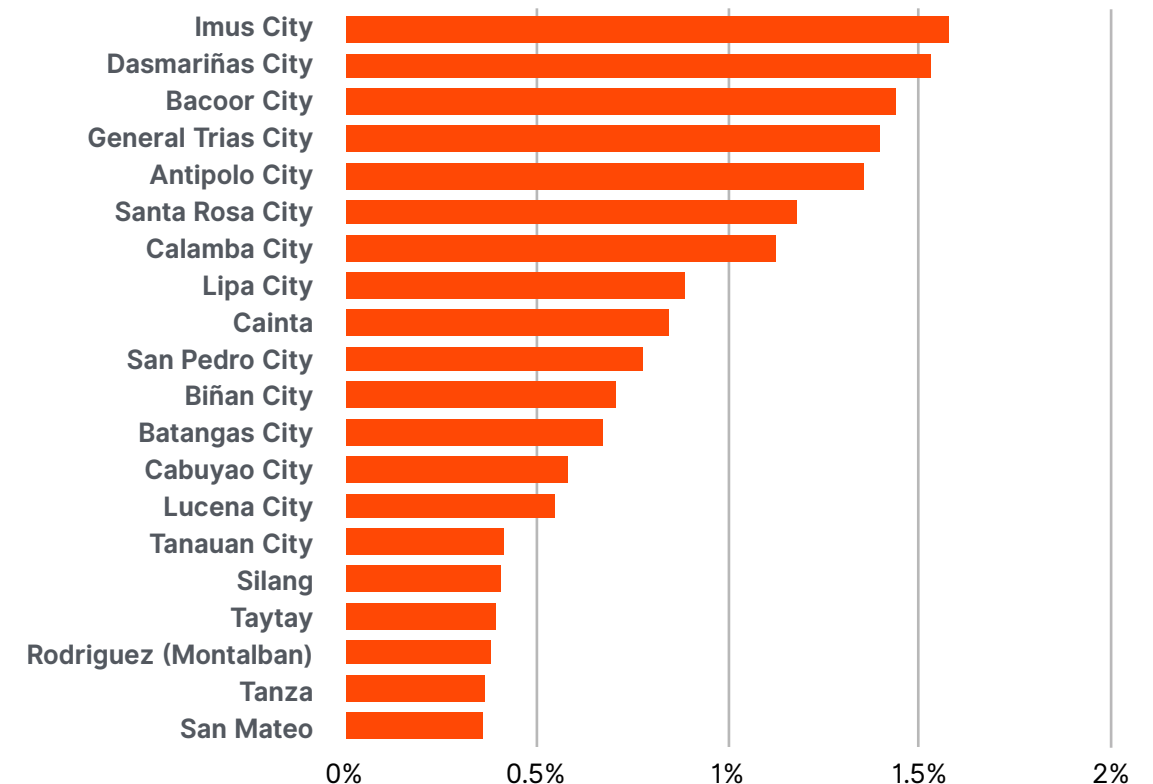


**Data Source:** This data is derived from the indicated buying time submitted on all AutoDeal inquiries.

### TOP 20 LOCATIONS - CENTRAL LUZON

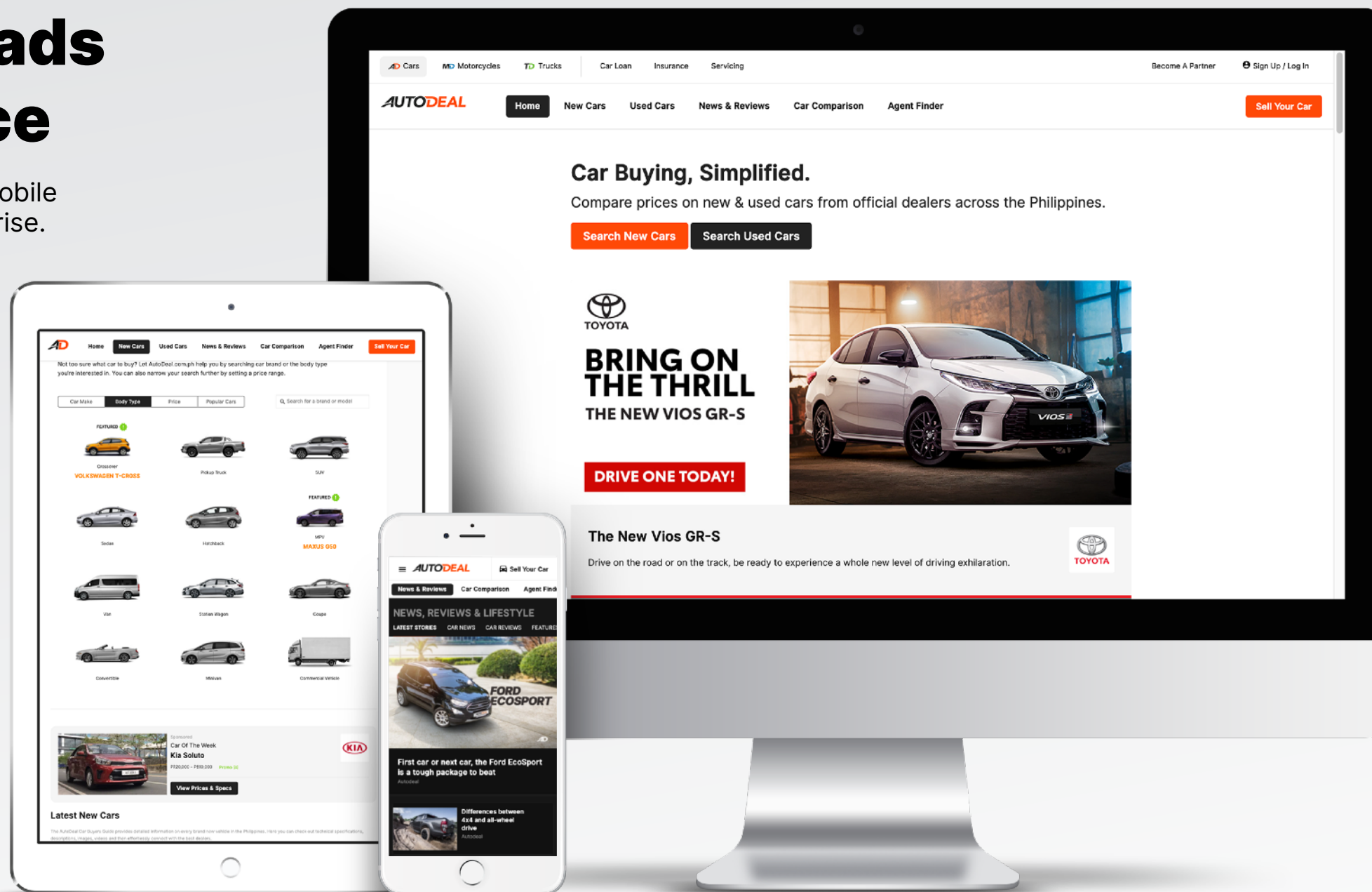


### TOP 20 LOCATIONS - CALABARZON



## 2021 Leads by Device

Inquiries made via mobile devices continue to rise.



**2.34%**  
On Tablets

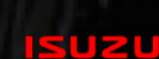
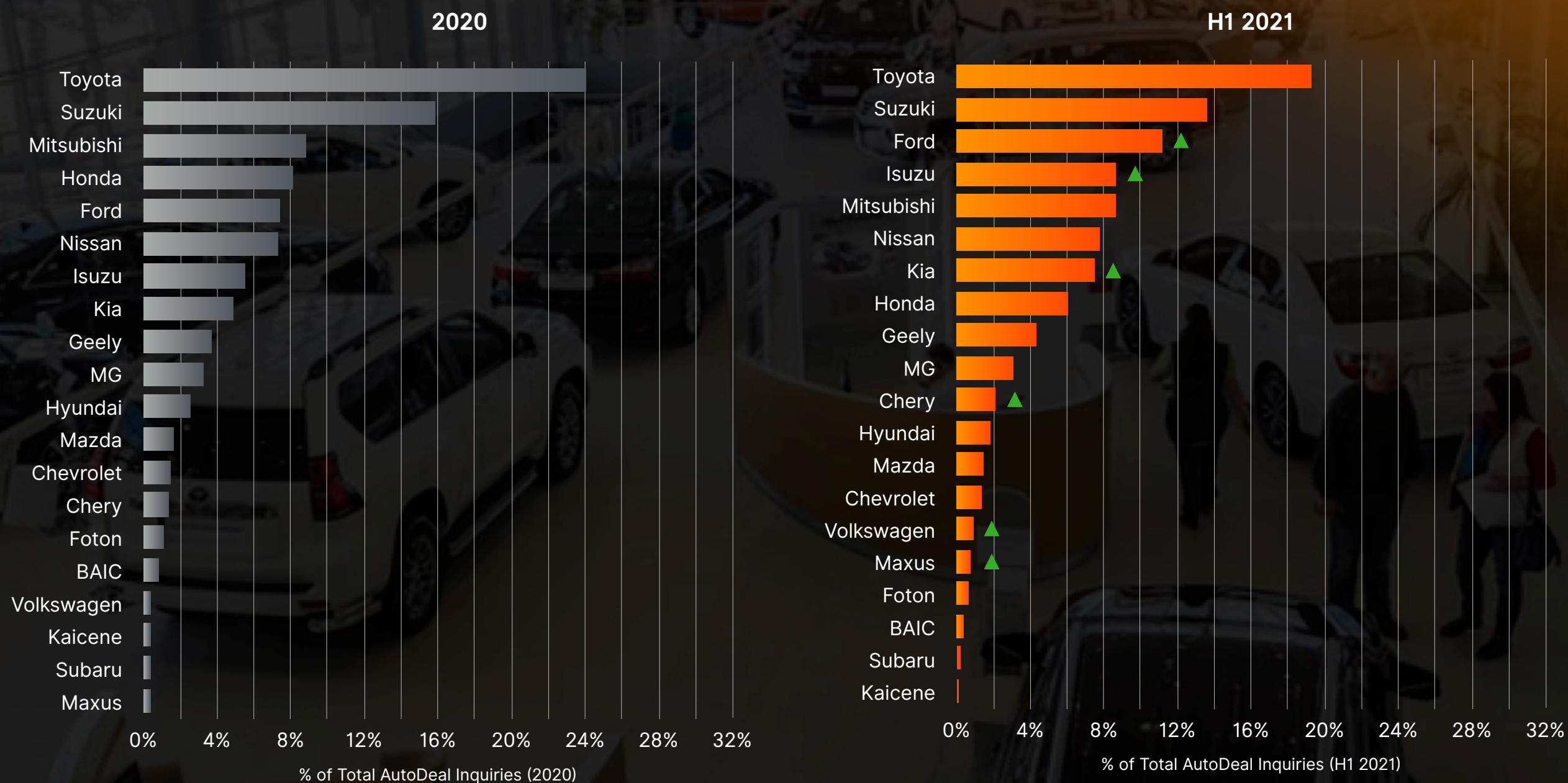
**81.69%**  
On Mobile Devices

**15.97%**  
On Desktop & Laptops



## Most Inquired for Brands

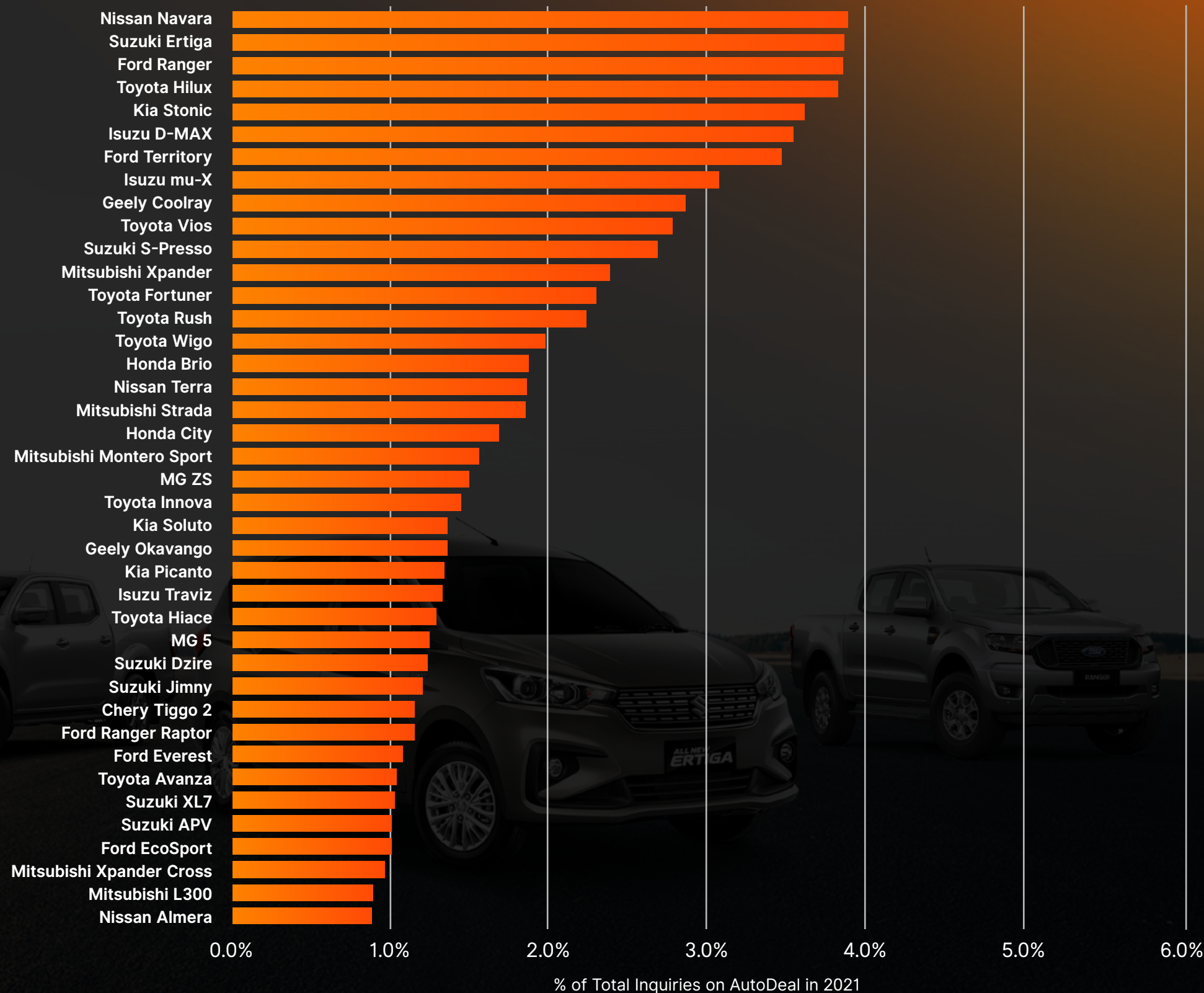
How do the most popular brands of 2020 compare to **H1 2021**?





## AutoDeal: Top 40

Top 40 most  
inquired  
nameplates in  
H1 2021



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

# ***SALES & CONVERSION***

2020 Top Selling New Vehicles | New Car Conversation Timeline

New Car Sales by Segment | New Car Sales by SRP



# 2021 TOP SELLING NEW VEHICLES

Top Selling Nameplates on the  
AutoDeal Platform in **H1 2021**

**Data Source:** Data Based on leads reported as sold by  
AutoDeal Partner Dealers between January 1 to June 30, 2021.

## Mid-Size SUV



**MITSUBISHI**  
Montero Sport



**TOYOTA**  
Fortuner



**NISSAN**  
Terra

## Subcompact Cars



**TOYOTA** Vios



**TOYOTA** Wigo



**MITSUBISHI**  
Mirage G4

## Subcompact Crossover



**KIA** STONIC



**MG** ZS



**FORD** Ecosport



## MPV



MITSUBISHI Xpander



SUZUKI Ertiga



TOYOTA Rush

## Commercial Vehicle



MITSUBISHI L300



ISUZU Traviz



SUZUKI Carry

## Pickup Truck



FORD Ranger



NISSAN Navara



TOYOTA Hilux

## Compact Car



HONDA Civic



MAZDA3



TOYOTA Altis

## Compact Crossover



FORD Territory



MAZDA CX-5



KIA Seltos

## Van



TOYOTA Hiace



NISSAN Urvan



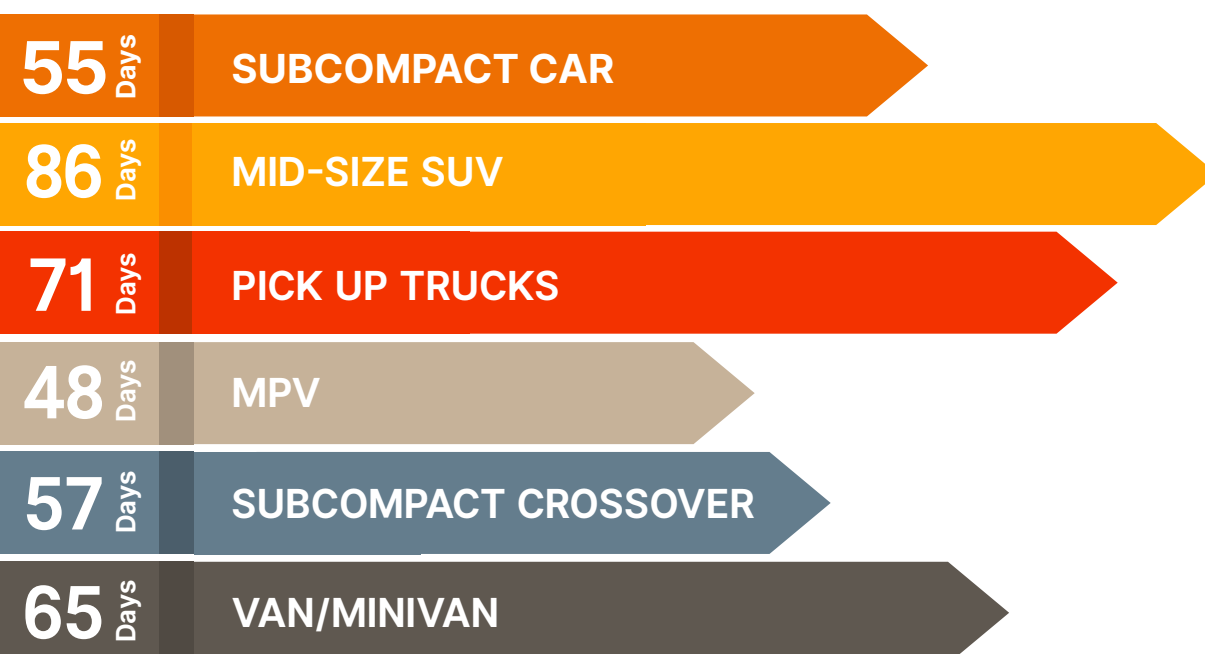
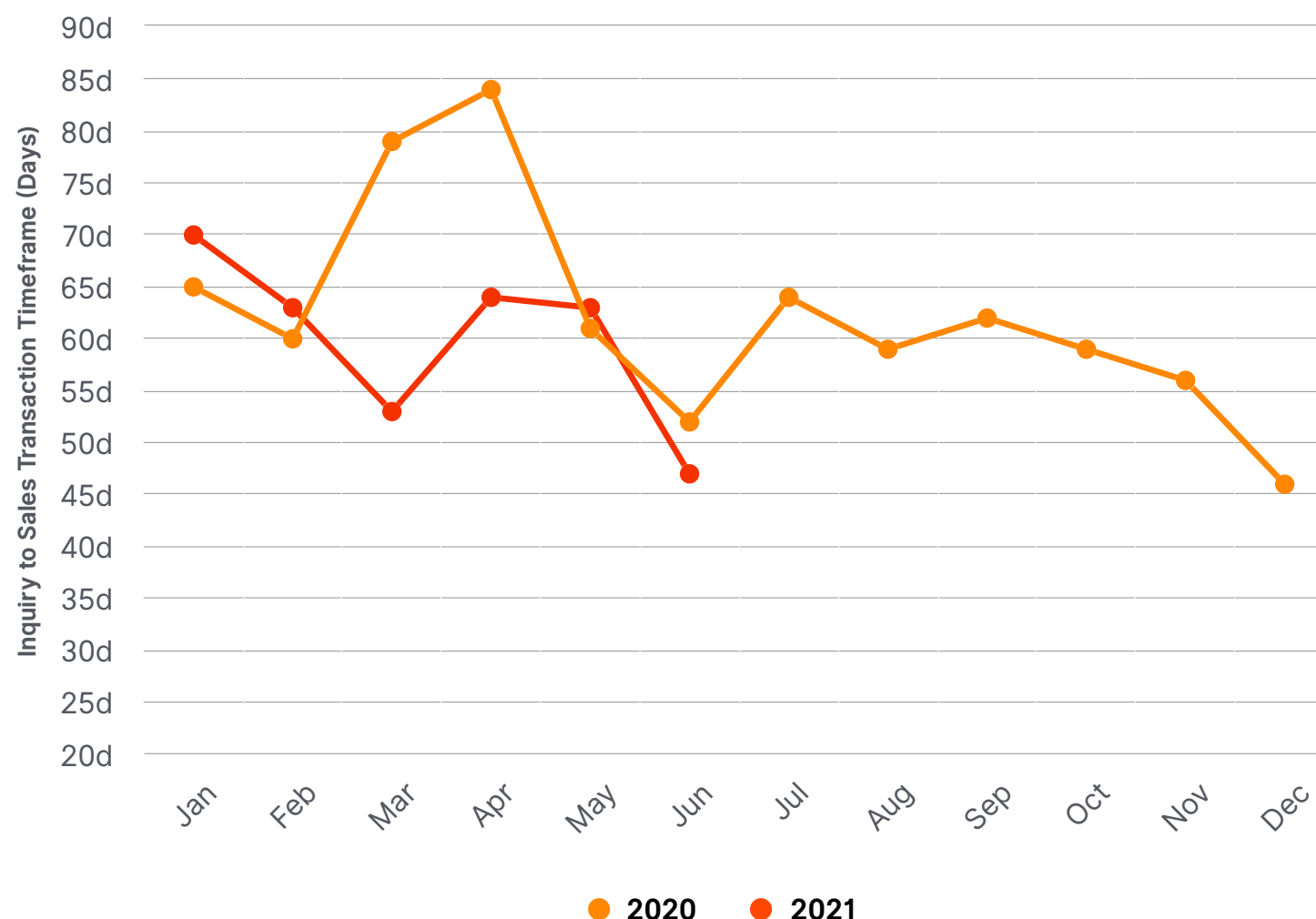
FOTON Gratour



# 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.

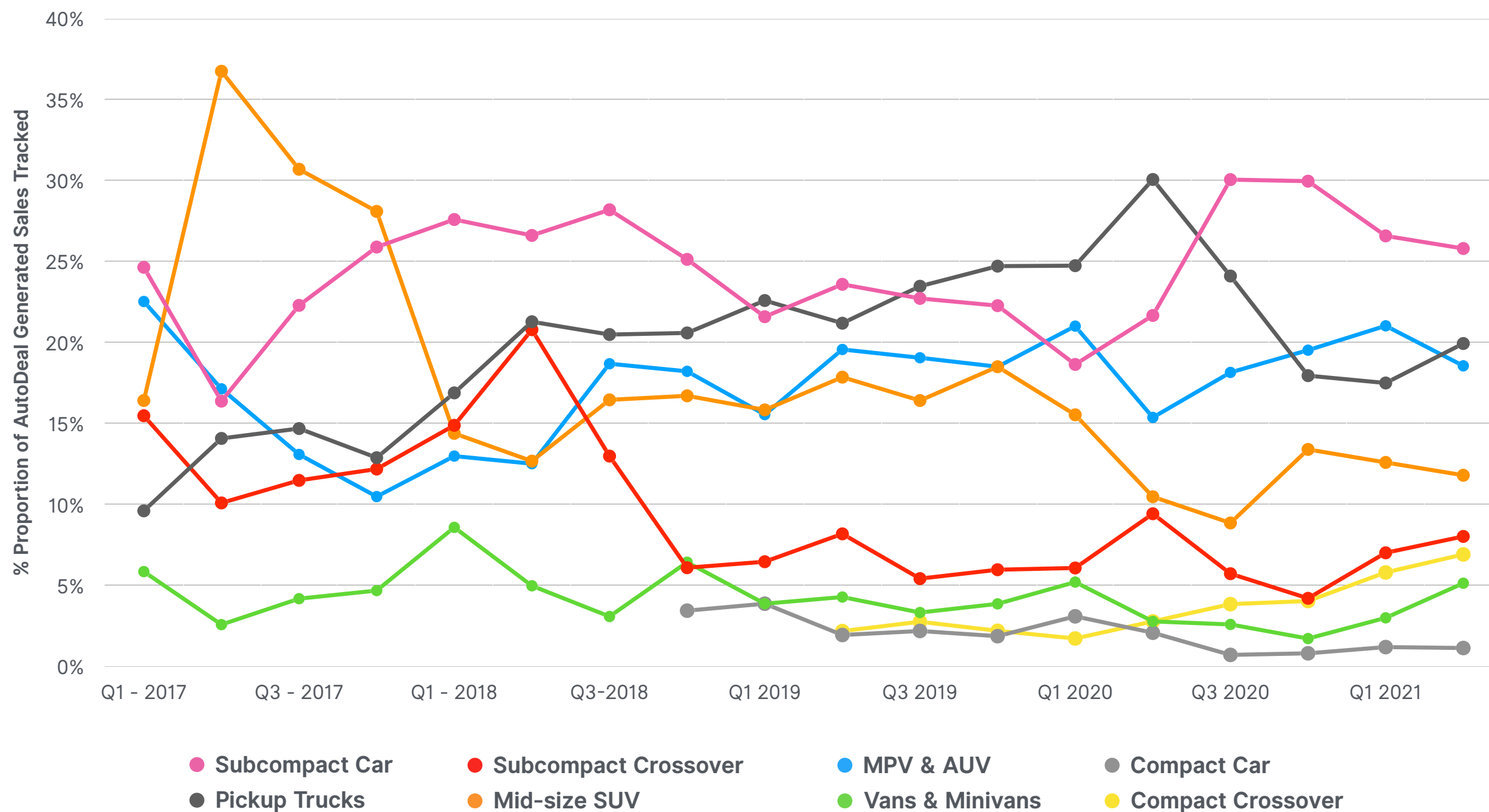


These charts indicate the time that is taken for a customer to complete a final sales transaction after they submit an online inquiry via [AutoDeal.com.ph](https://AutoDeal.com.ph). The chart to the left indicates the average (mean) time taken for customers to complete a transaction whereas the diagram 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 2020!

*\*Based on sales tracked in AutoDeal's Lead Management System from January 1, 2020 - June 30, 2021*

# New Car Sales by Segment

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

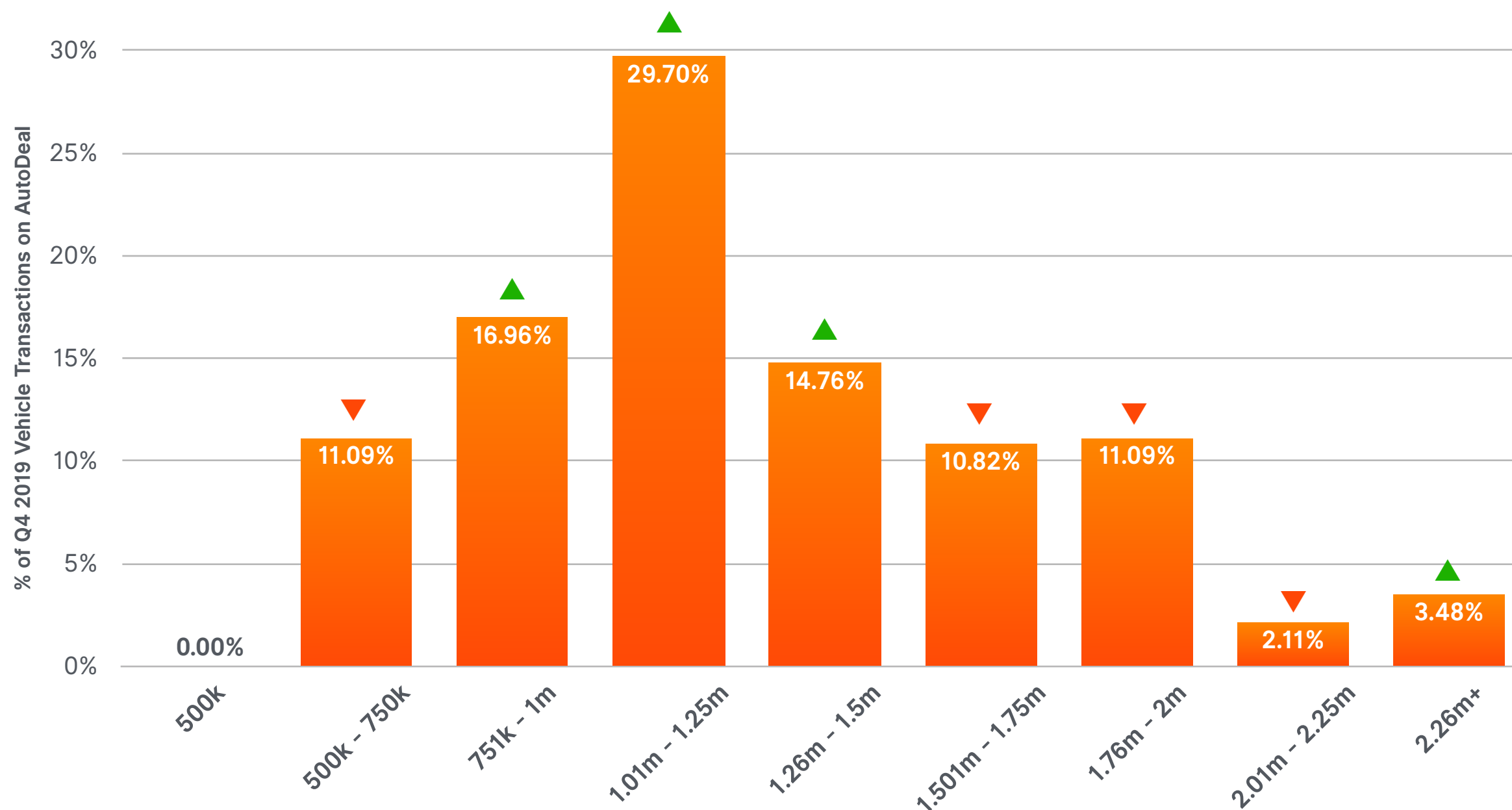


**Note:** This graph shows the breakdown of sales transactions recorded through the AutoDeal platform from 2017 to 2021.

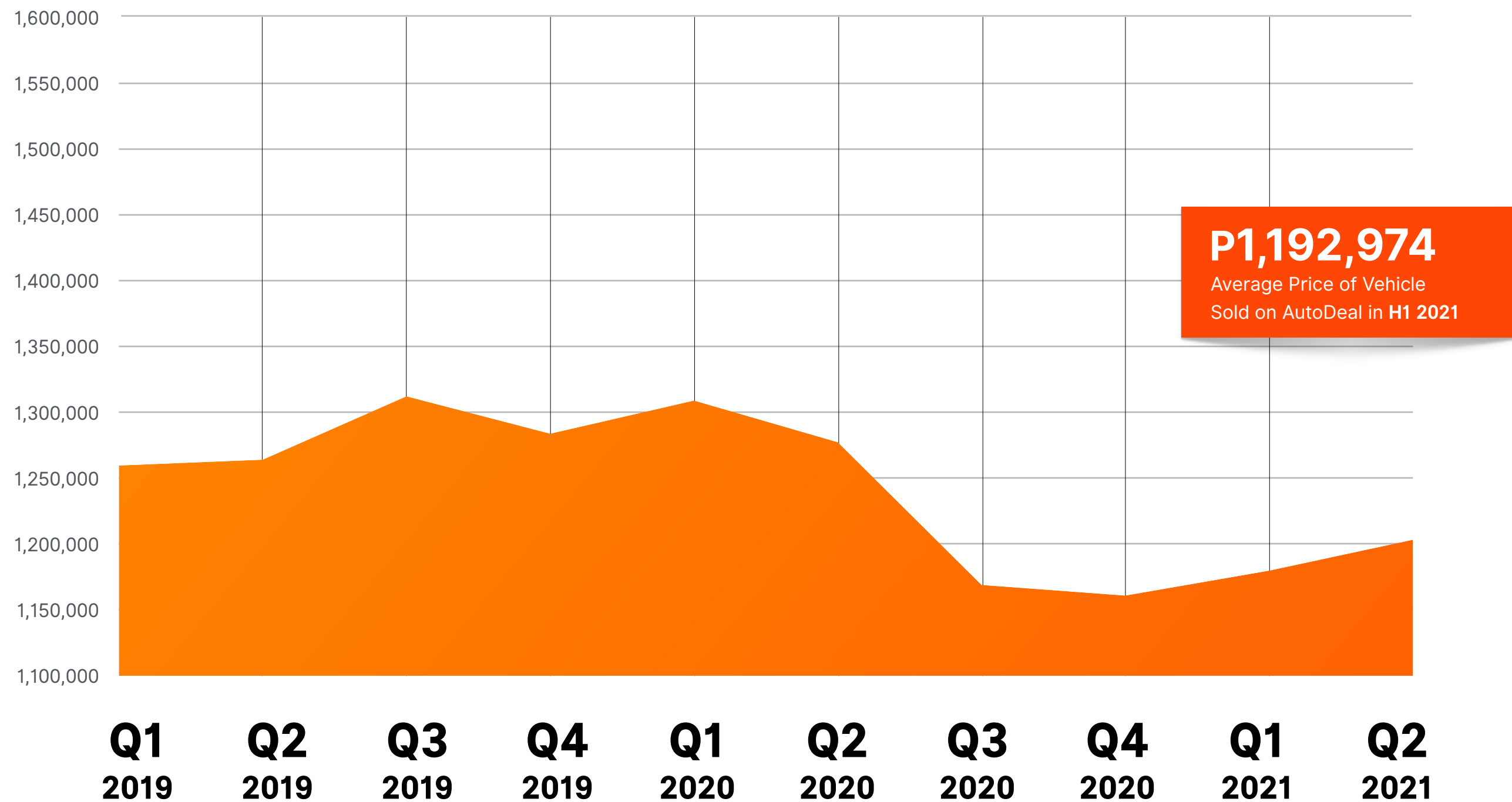
# New Car Sales by SRP

Despite higher interest in entry-level products; average final transaction prices continue to grow despite of higher interesting entry-level vehicles.

## H1 2021 AutoDeal Vehicle Transactions by Price Range



Average Price of Vehicle Sold on AutoDeal (2019 - 2021)



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



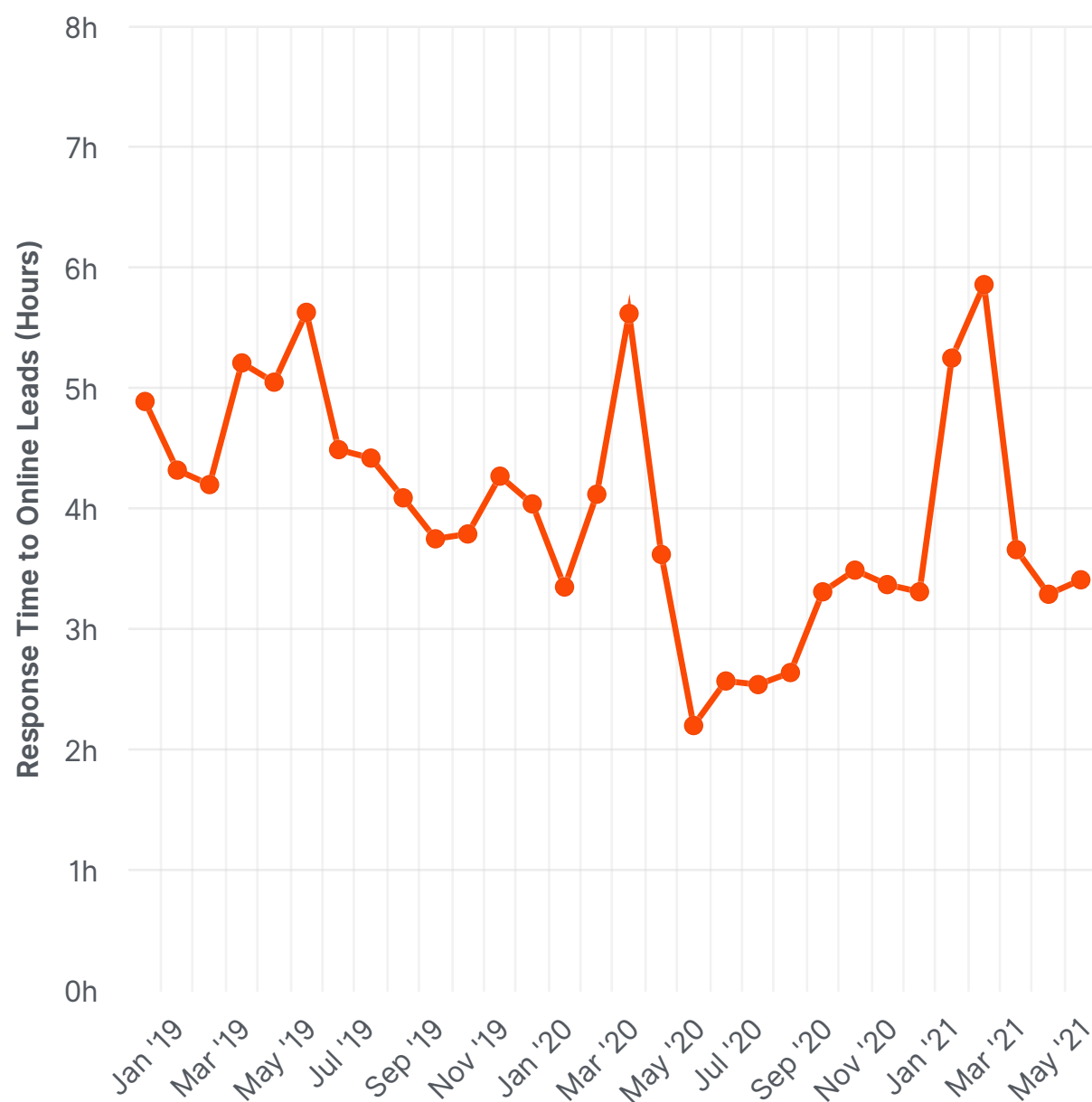
NEW CAR DEALER

# DEALER TALK

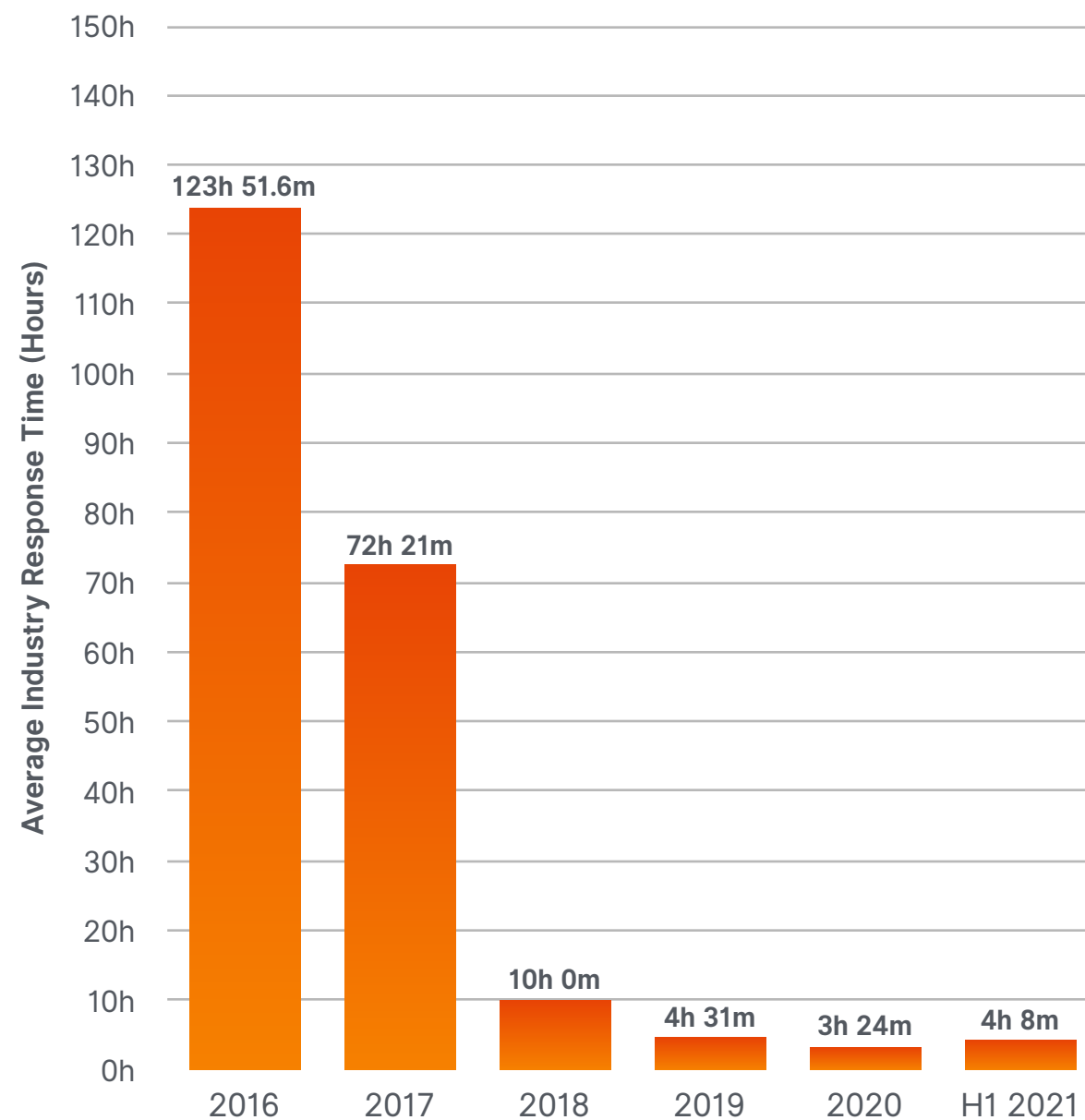
New Car Dealer Industry Response Time | 5 Star Agent Reviews of H1 2021

# New Car Dealer Industry Response Time

Average Industry Response Time (2019 - 2021)



Average Industry Response Time (2016-2021)



\*As tracked through the AutoDeal Lead-Management System



# 5

## STARS

Here are some of our favorite agent reviews of **H1 2021**



**Mary Rose Adriatico**

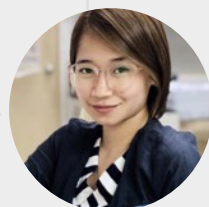
Kia, Sta. Rosa



I extremely appreciate the assistance of Rose. We had a very smooth transaction. She never failed to answer my questions and update me about the progress of my application. As a newbie, she really guided me very well. So, thank you.

**Anonymous**

purchased a Kia Seltos 2.0 LX IVT



**Khristine Manansala**

Ford, Otis Manila

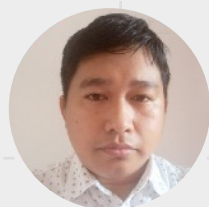


Khris Manansala is the kind of sales agent every car dealer should have. She was on top of the process in buying a car from day 1. You don't have to wonder what is the status of your purchase as she would give you the needed information even before you have the chance to ask. With her topnotch service she is on her way to achieving her first one hundred vehicles sold.

**Anonymous**

purchased a Ford Territory 1.5 EcoBoost Titanium





**Jonas Anub**  
Chery, Bacoor Cavite



Smooth transaction and very helpful! Sir Jonas made our first car buying experience easy and awesome. He has given us his full attention to all our car needs and inquiries. Thanks again for the great help!

**Kevin Castillo**

purchased a Chery Tiggo 2 AT



**Marry Gerodias**  
Honda Cars, Quezon City



5 stars for Ms. Marry Gerodias! Great service from start to finish. Polite, responsive, efficient and she also made sure that everything was covered at the best price. No doubt i choose QC dealership despite that i am from Laguna. I had great experience at my 1st car purchase! Highly recommended! May you have many more clients to serve. Thank you and God Bless!

**Bing Trilles**

purchased a Honda Brio 1.2 V CVT



**Avonne Guiyab**  
Geely, Lipa



Avonne has raised the bar of customer service to a whole new level. Not only did she go the extra mile to get us our dream car, she has gone to the moon and back just to make sure we were able to drive home our Geely Coolray and we did! My wife and I are truly grateful for the customer service extended to us by Avonne - she kept finding ways to make things possible. She deserves more than 5 stars! She's the epitome of excellent customer service.

**Ruben Casia**

purchased a Geely Coolray 1.5 Sport Turbo



**Mark Anthony Ramos**  
Mitsubishi Motors, Carmona



Very accommodating is sir sa mag questions ko, lalo na first time buyer and online pa. He assisted me although out the process hanggang madeliver sa house namin. He travelled almost 200km for delivery. Very trustworthy and reliable. Salamat Sir Mark.

**Christofferson Cabrera**  
purchased a Mitsubishi Xpander GLS AT



**Cassey Rose Everling**  
Honda Cars, Makati



"She was very attentive to my needs and wants and covered all the necessary details in her discussion that the transaction was smooth and efficient. More importantly, since she was aware that i was more accustomed to driving a manual, she took me for a test drive herself and ensured I would feel confident. I would definitely recommend her to friends looking to purchase.

**Anonymous**  
purchased a Honda HR-V 1.8 E CVT



**Tintin Bejar**  
Ford, Manila Bay



Ms. Tintin answers all queries promptly and appropriately. She is very professional and updates you whenever necessary. Highly recommended as agent for Ford. You won't go wrong with this agent. Hindi sya makulit tulad ng suki mo sa "Divi" at hindi sya nag gho-ghoting tulad ng ex mo. Nothing is more frustrating than an agent that leaves you with no answer and nothing is more annoying than one that keeps on pushing you to something that you don't want. I've experienced both from other agents but not from this agent. Ms. Tintin makes the client go home with his car of choice satisfied.

**C. Ang**  
purchased a Ford Territory 1.5 EcoBoost Titanium+ CVT



**Dianne Kaye Purisima**  
Nissan, Davao



Dianne Kaye was a 5 star Nissan agent from the start to finish. We asked for quotes from dozens of agents all across the Philippines. MOST gave me quotes where every single item was charged at FULL retail. NOT one free item included - Nothing that would have made their offer the winning sale. Yet Dianne, understood we had secured other offers and she wanted to give us the best deal, BUT MORE the best experience. She was kind and NOT pushy like the other agents. If your looking to buy ANY Nissan Car or Truck and you live anywhere in Mindanao its worth it to go to Davao. Not only was Dianne a 5 star agent I want to give our heartfelt thanks to her Sales Manager Rheca and also at the Davao dealership (Nap) - was a SuperStar - he gave a complete demo. [Even showed me from start to finish show to change the tire] Again, unlike other Nissan agents in the Philippines, HE knew everything about the Nissan Navara VL. Thank you Rheca and Nap! Our Deepest appreciation to-you-all for a wonderful and most positive experience. God Bless, J&R.

## Anonymous

purchased a Nissan Navara VL MT 4x4



**Christian Joseph Borja**  
Toyota, Makati



Very professional. Highly recommended to deal with. Chris delivered what was expected despite all the inconveniences of the pandemic restrictions. Thank you Chris.

## Anonymous

purchased a Toyota Hilux Conquest 2.4 DSL 4x2 AT



# USED CAR

What are used car buyers shopping for?

Autodeal Used Car Inquiries by Brand (H1 2021)

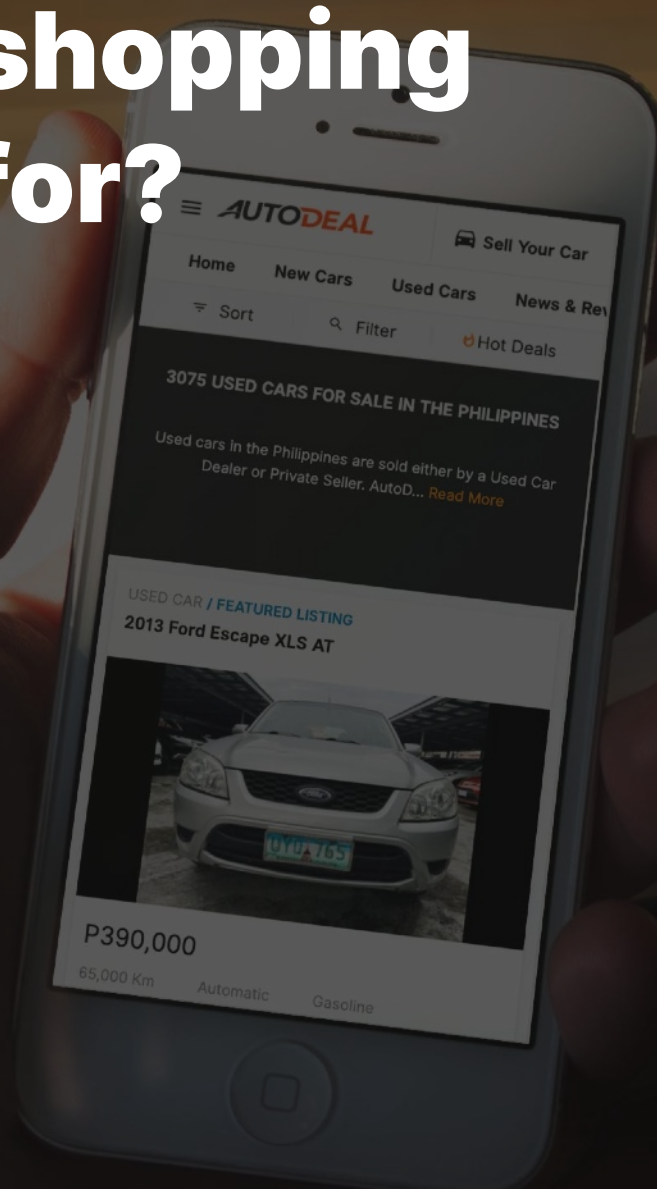
AutoDeal Used Car Inquiries by Vehicle Model Year (H1 2021)

Used Car Inquiries by Listed Price in H1 2021

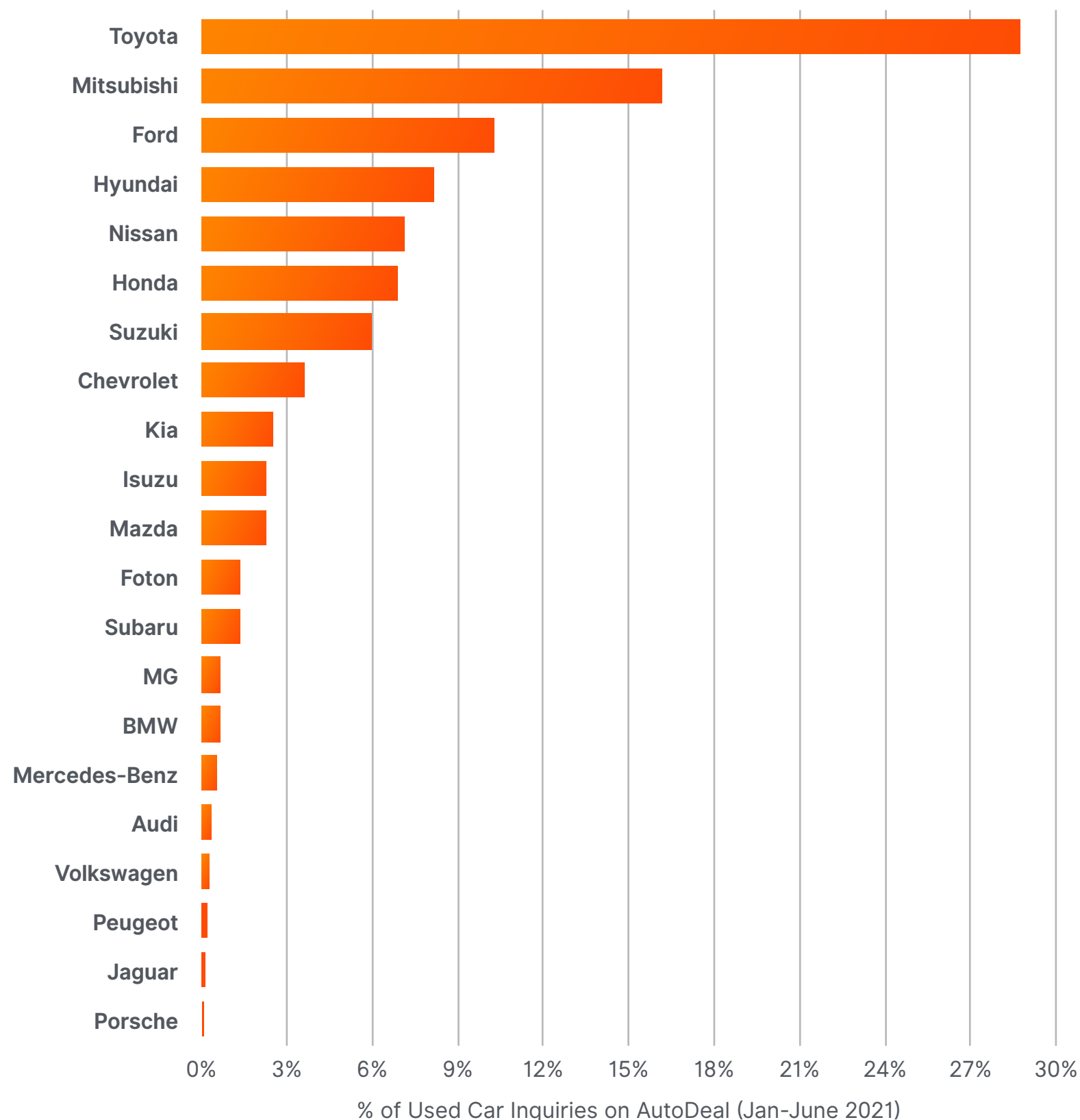
Top 40 Most Inquired for Used Car models in H1 2021



# What are used car buyers shopping for?



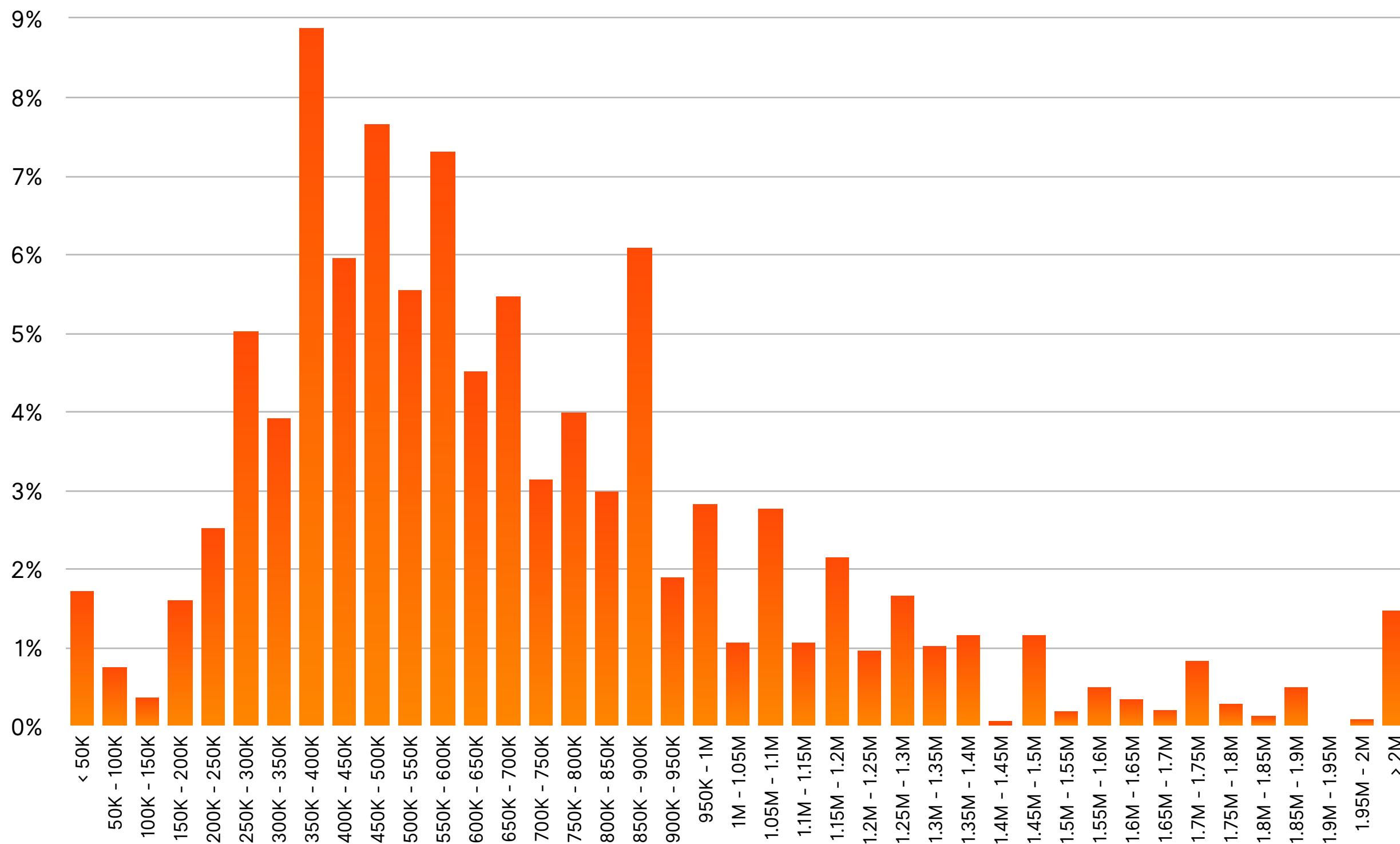
AutoDeal Used Car Inquiries by Brand (H1 2021)



## AutoDeal Used Car Inquiries by Vehicle Model Year (H1 2021)



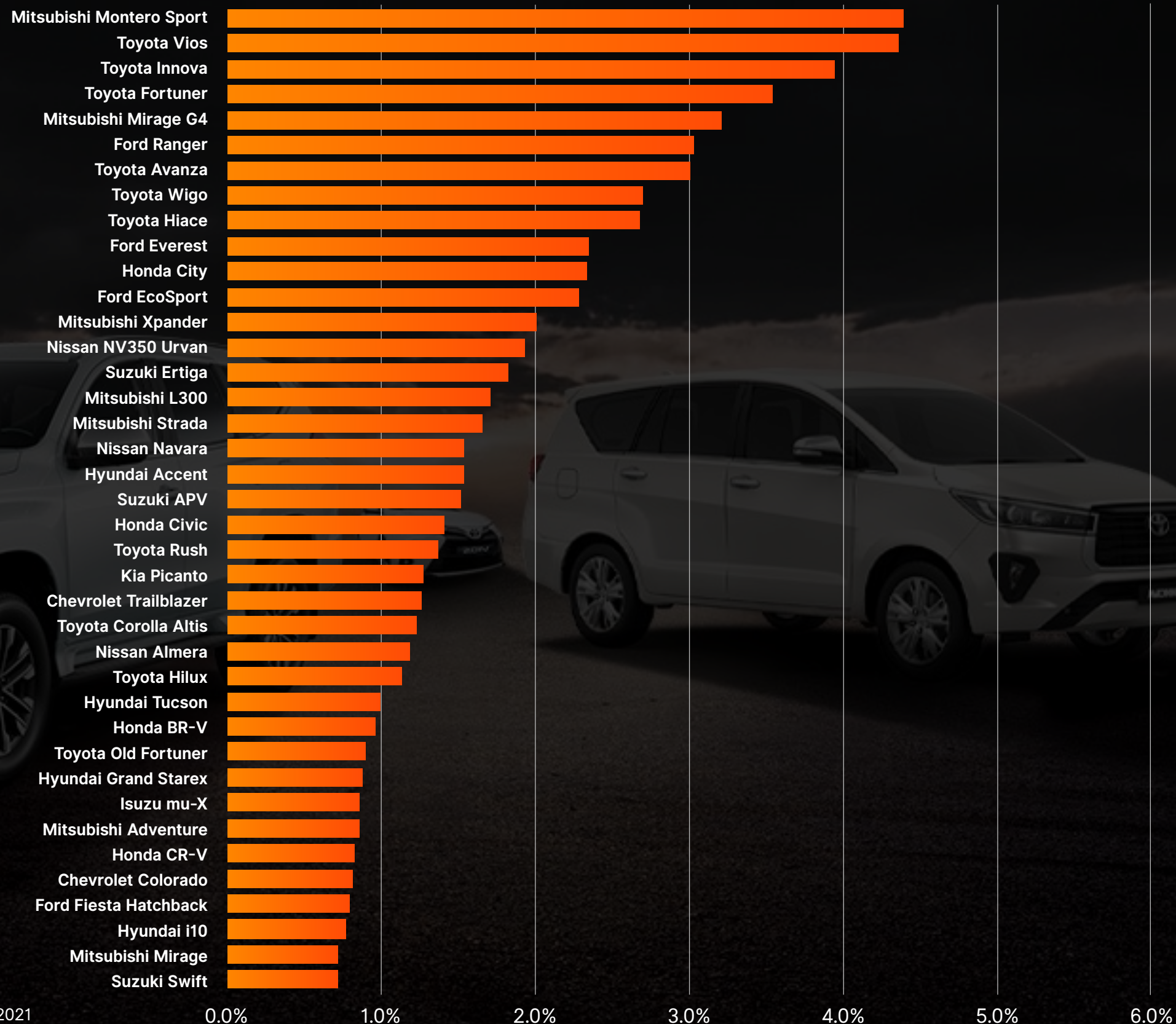
## Used Car Inquiries by Listed Price in H1 2021





# AutoDeal: Top 40

Top 40 most  
inquired used  
car models in  
**H1 2021**







# MOTO DEAL

Motorcycle Buying, Simplified.



# MOTODEAL

Join the Philippines no.1 online automotive marketplace.



18K

Facebook Likes

360,062

Monthly Visits



1.7K

E-Mail Subscribers

233,426

Monthly Unique



38.5K

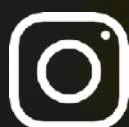
YouTube Subscribers

1,018,632

Monthly Pageviews

00:02:00

Ave. Visit Duration



2,148

Instagram Followers

47.35%

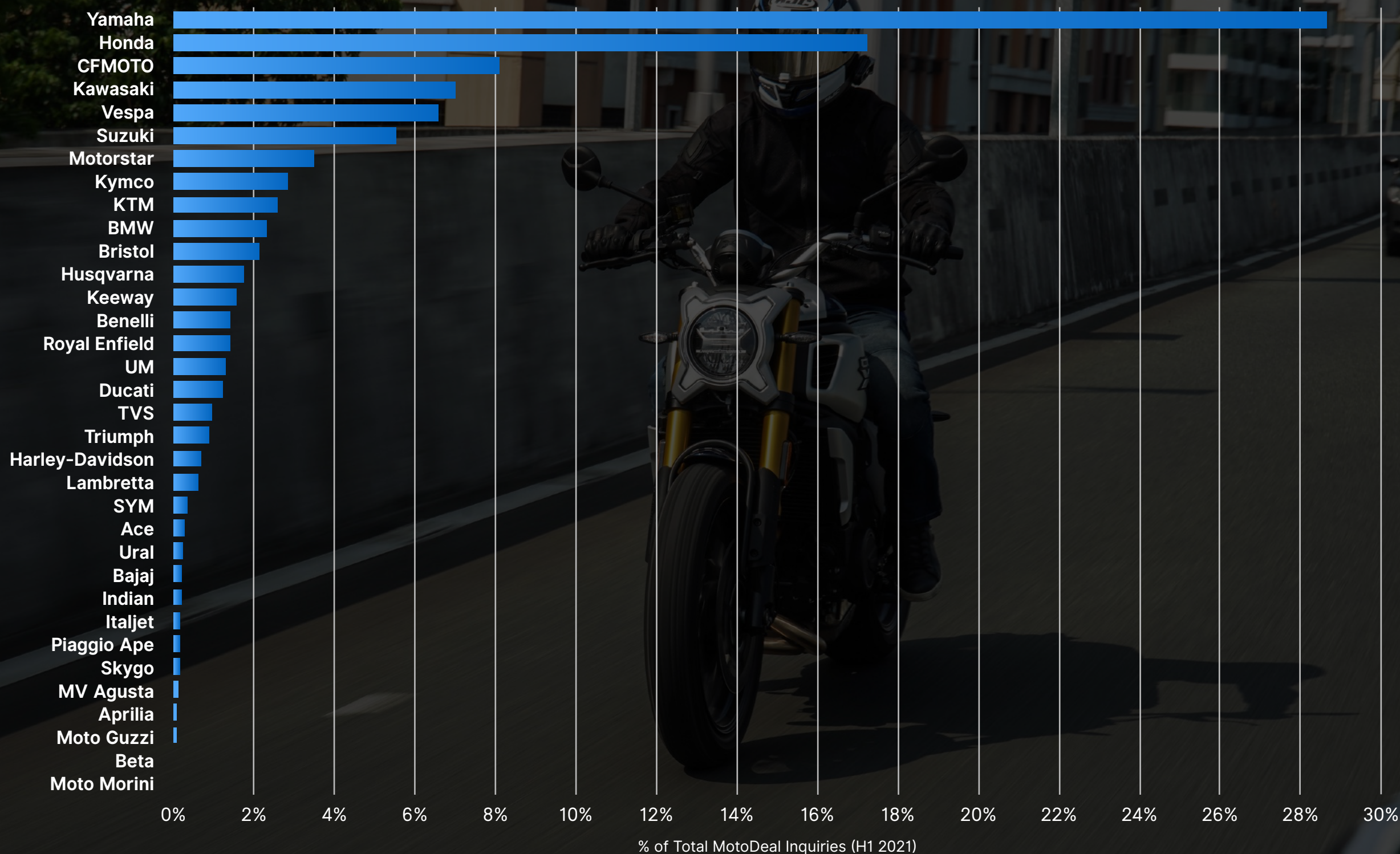
Bounce Rate





# Most Inquired for Brands

Which brands were online consumers drawn to in **H1 2021**?



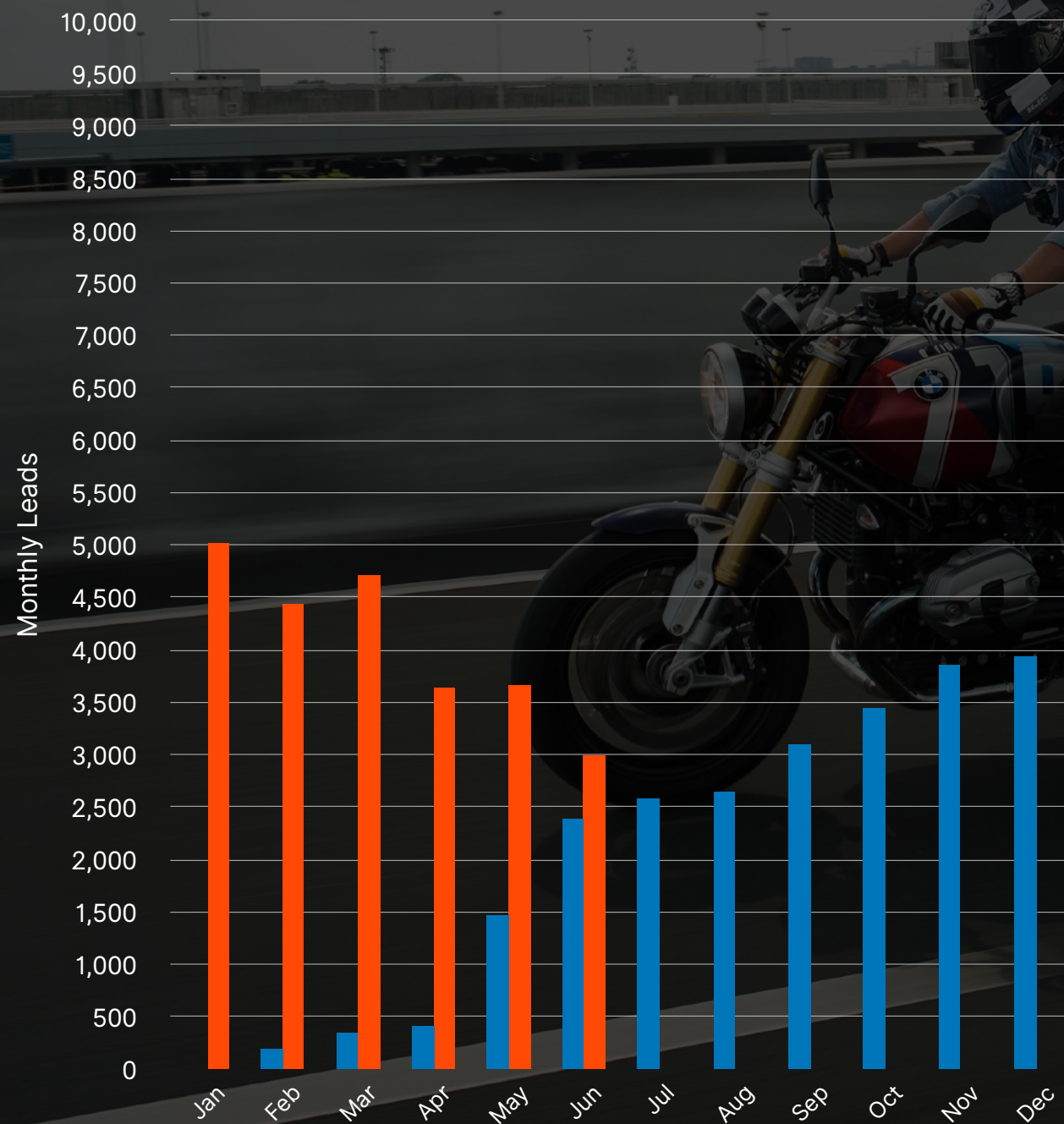
Kawasaki



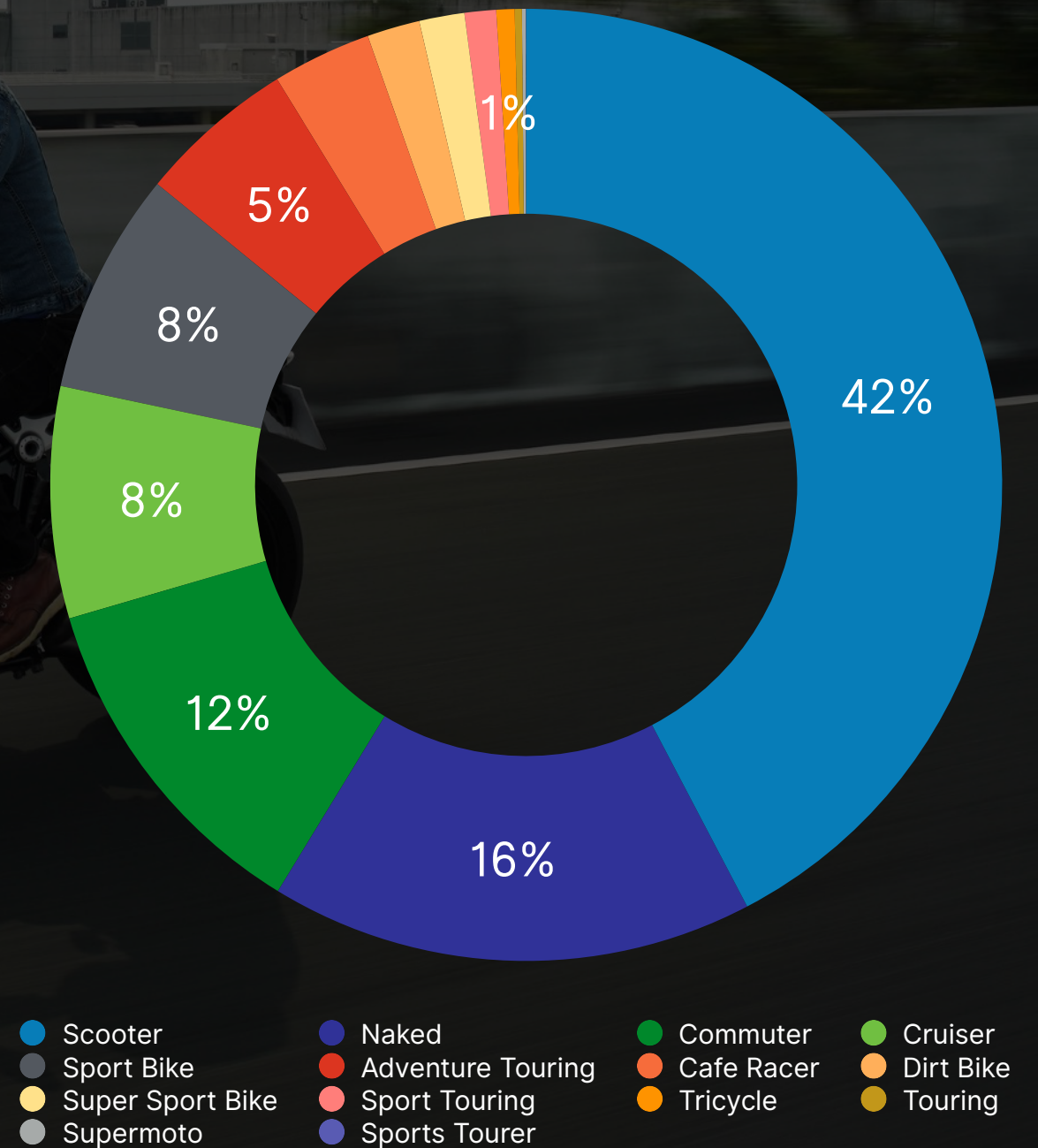


# Motorcycle Quotes & Inquiries

Total MotoDeal Inquiries Generated



MotoDeal Inquiries by motorcycle body type



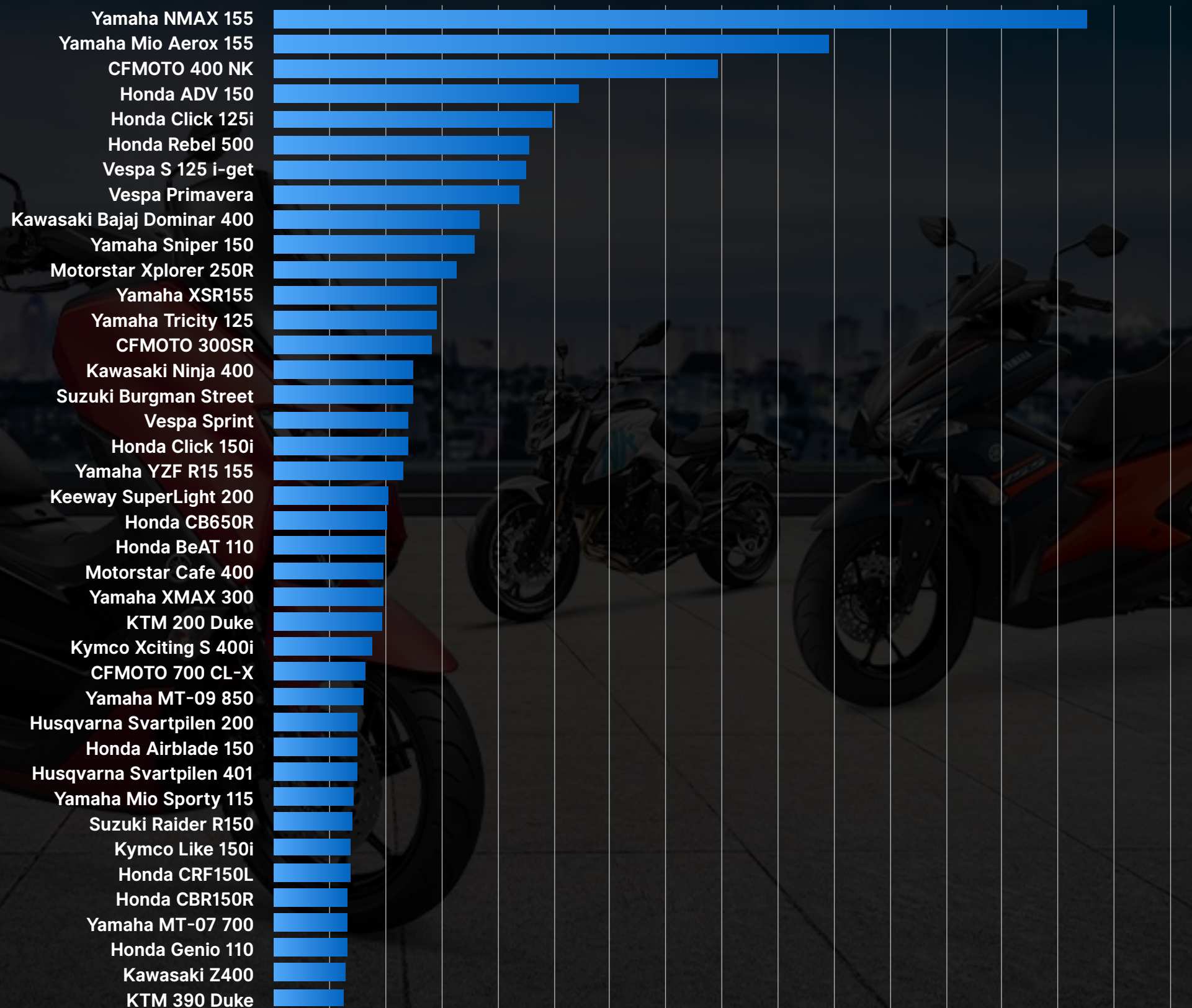
■ 2020 ■ 2021

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



## MotoDeal: Top 40

Top 40 most  
inquired  
nameplates in  
H1 2021



% of Total Used Car Inquiries on AutoDeal in H1 2021

0.0% 0.5% 1.0% 1.5% 2.0% 2.5% 3.0% 3.5% 4.0% 4.5% 5.0% 5.5% 6.0% 6.5% 7.0% 7.5% 8.0%



# ***INSIDE AUTODEAL***





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



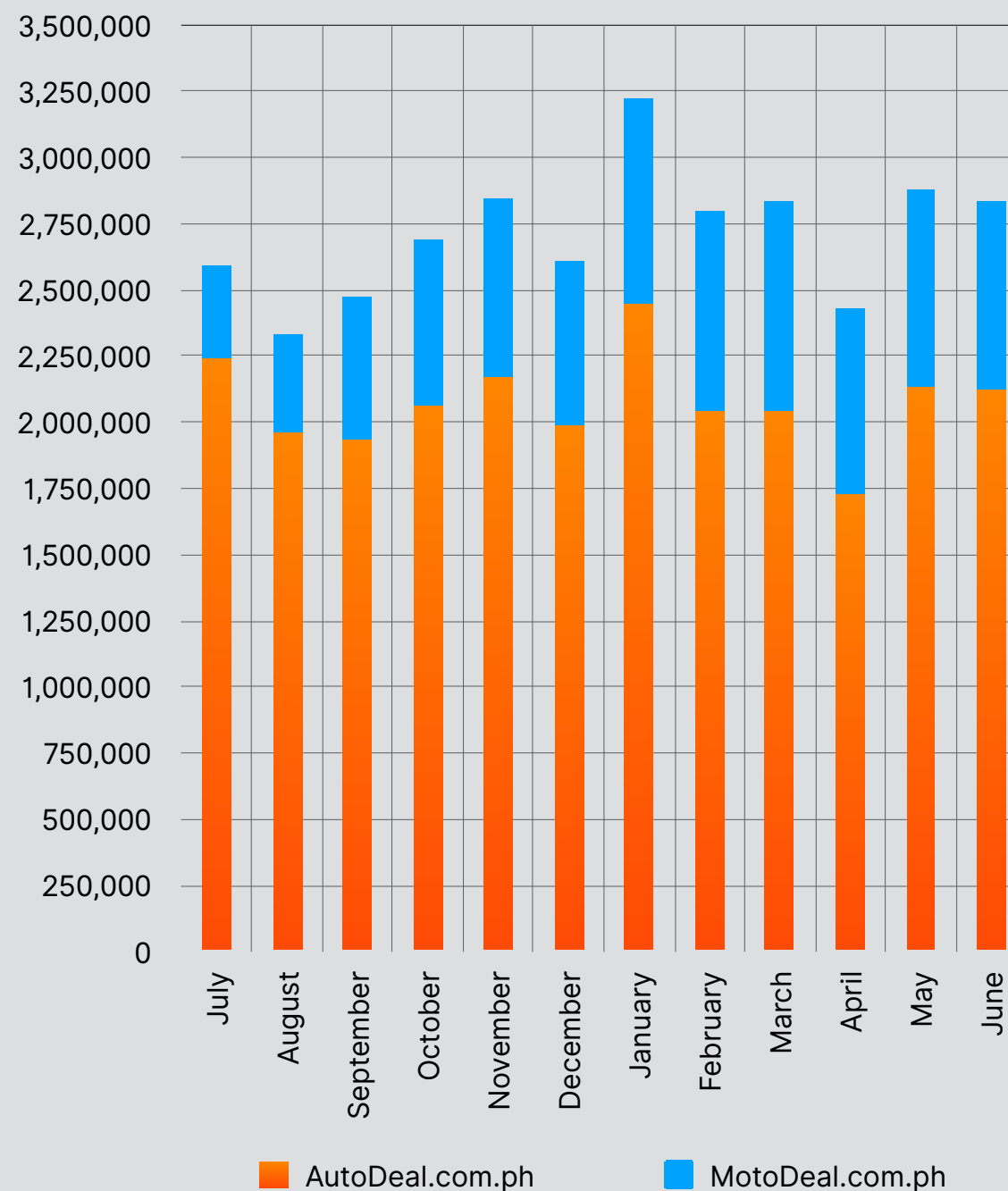
# AutoDeal Group Profile

We are the no.1 automotive marketplace in the Philippines.

	<b>AUTO</b> DEAL	<b>MOTO</b> DEAL	AD & MD Total
July 2020	2,241,217	352,546	2,593,763
August 2020	1,959,823	373,301	2,333,124
September 2020	1,931,577	542,539	2,474,116
October 2020	2,060,392	628,519	2,688,911
November 2020	2,170,470	672,313	2,842,783
December 2020	1,988,700	616,323	2,605,023
January 2021	2,447,499	773,802	3,221,301
February 2021	2,041,015	761,231	2,802,246
March 2021	2,038,415	797,045	2,835,460
April 2021	1,726,228	699,762	2,425,990
May 2021	2,128,698	750,751	2,879,449
June 2021	2,126,768	711,792	2,838,560
<b>Total:</b>	<b>24,860,802</b>	<b>7,679,924</b>	<b>32,540,726</b>

	Instagram Followers	<b>22.3K</b>	<b>2,128</b>
	YouTube Subscribers	<b>289K</b>	<b>37.4K</b>
	Facebook Followers	<b>627K</b>	<b>25K</b>
	E-Mail Subscribers	<b>210K</b>	

AutoDeal Group Web Traffic (H2 2020 - H1 2021)



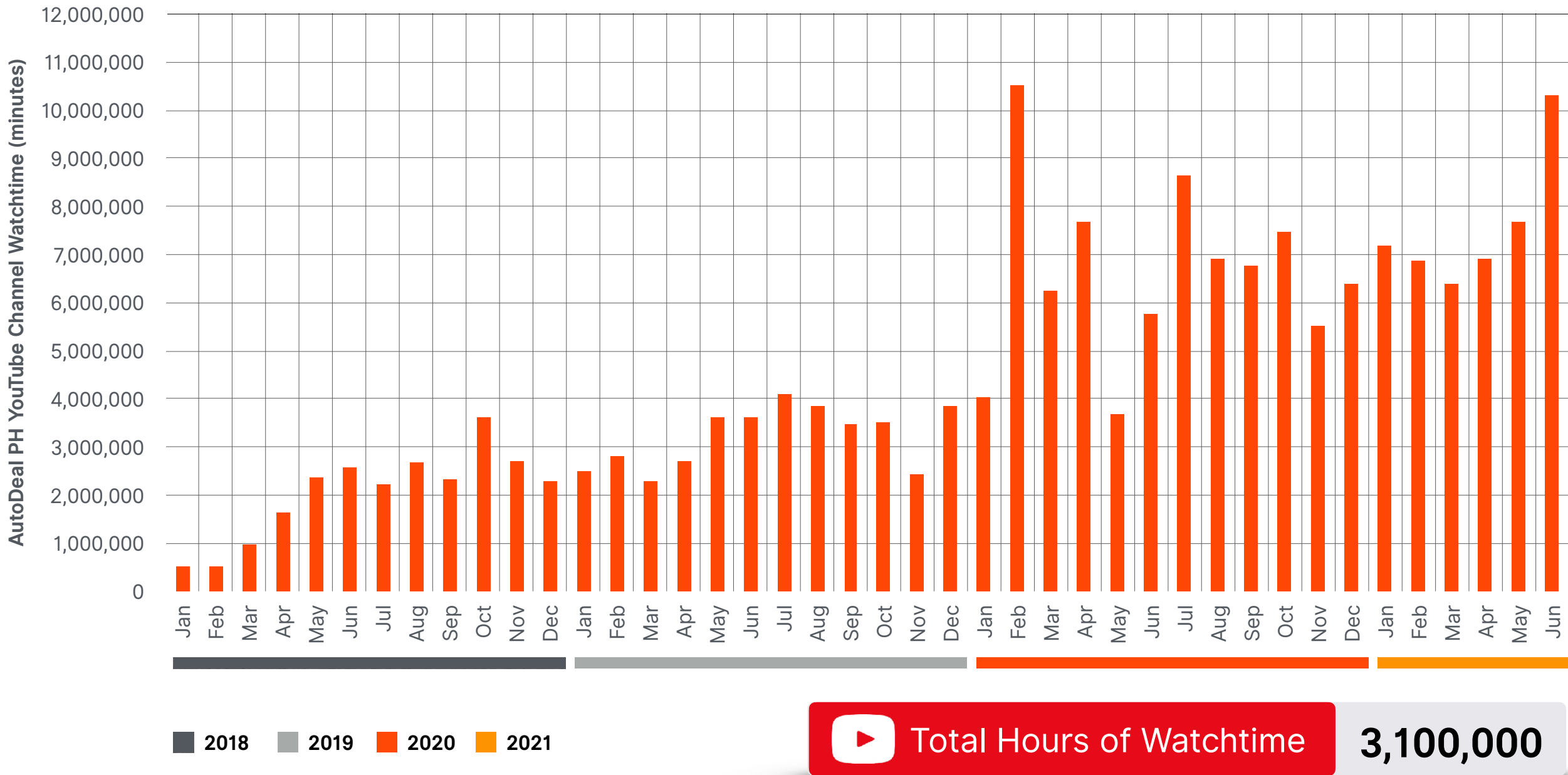




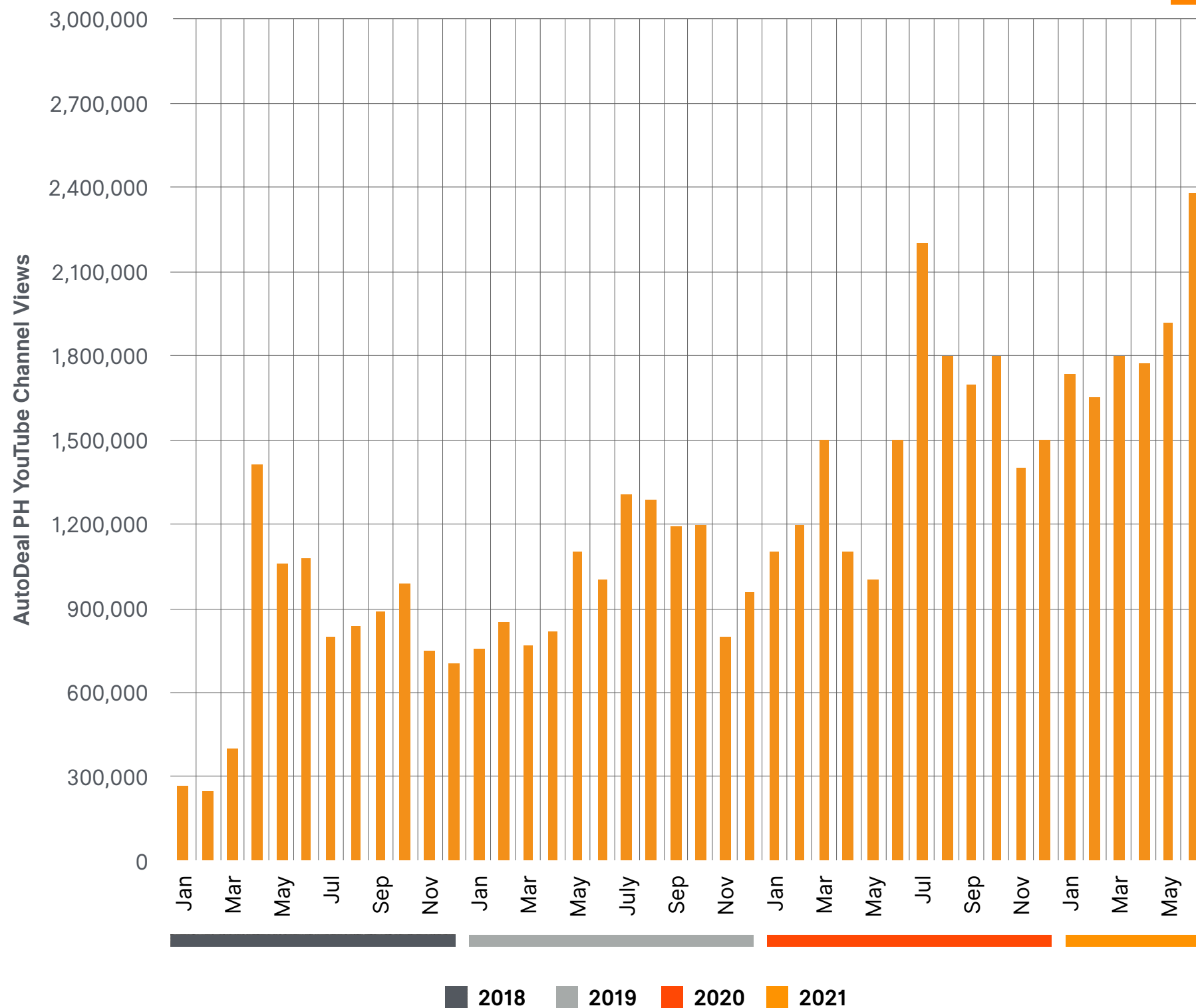
# AutoDeal Video

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

## AutoDeal YouTube Monthly Watchtime

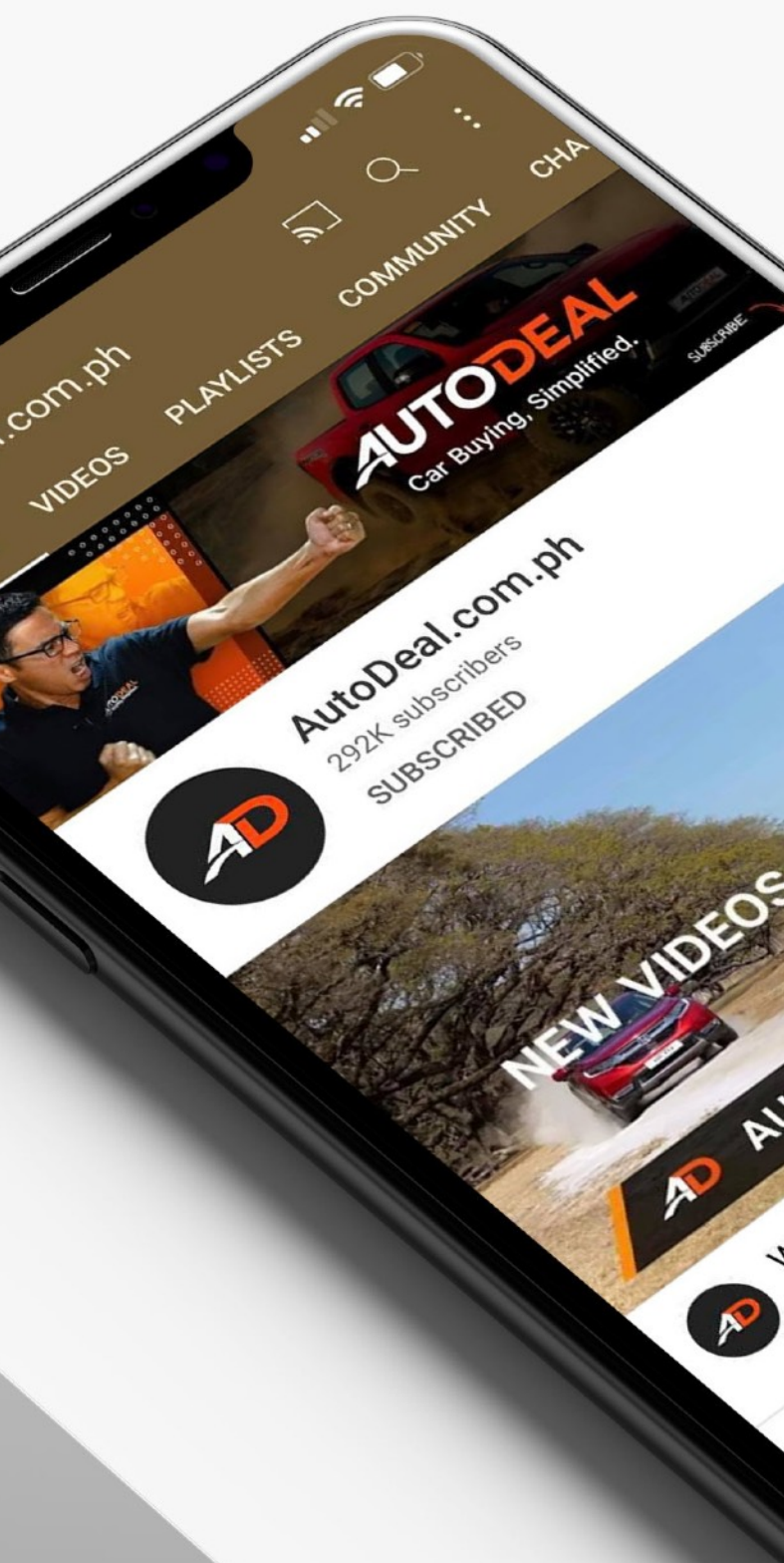


# AutoDeal YouTube Monthly Watchtime

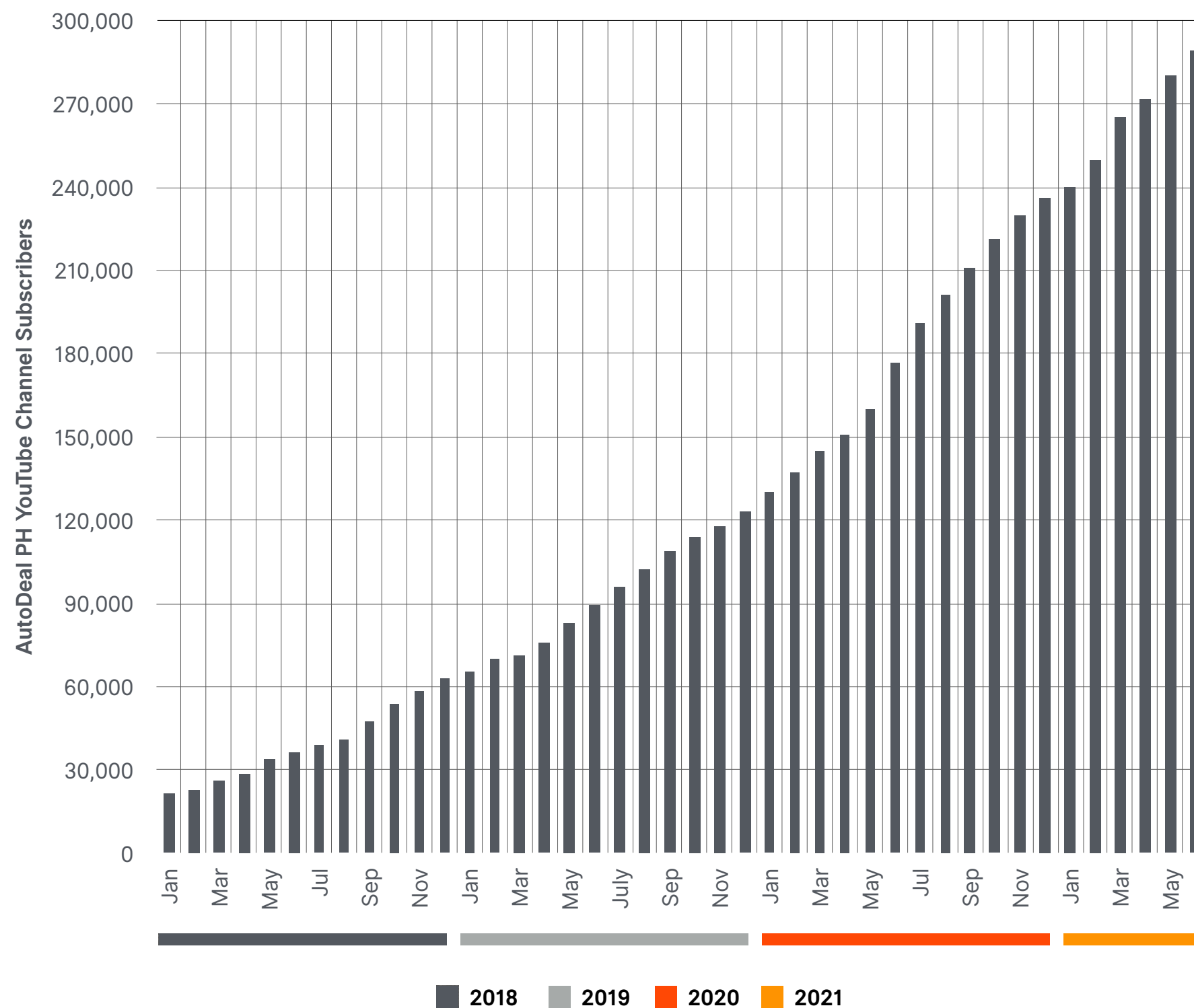


Total Lifetime Video Views

53,400,000



## AutoDeal YouTube Subscribers



Total Subscribers

292,000



# TOP 5

Most viewed  
videos of **H1 2021**



## 1 2021 ISUZU D-MAX

[Behind the Wheel](#) | Published 9th Apr, 2021



354,682  
views



4,267  
Likes



364  
Comments



## 2 2021 TOYOTA FORTUNER REVIEW

[Behind the Wheel](#) | Published 29th Jan, 2021



311,112  
views



3,238  
Likes



636  
Comments



## 4 TOP 10 7-SEATERS ON A BUDGET

[Behind a Desk](#) | Published 31st Mar, 2021



278,731  
views



3,433  
Likes



301  
Comments



## 3 2021 TOYOTA VIOS G VS. 2021 HONDA CITY RS

[AutoDeal Comparo](#) | Published 16th Jan, 2021



289,636  
views



3,210  
Likes



739  
Comments



## 5 NISSAN NAVARA VS. ISUZU D-MAX VS. FORD RANGER VS. TOYOTA HILUX

[Pickup Truck Comparo](#) | Published 22nd May, 2021



180,025  
views



3,202  
Likes

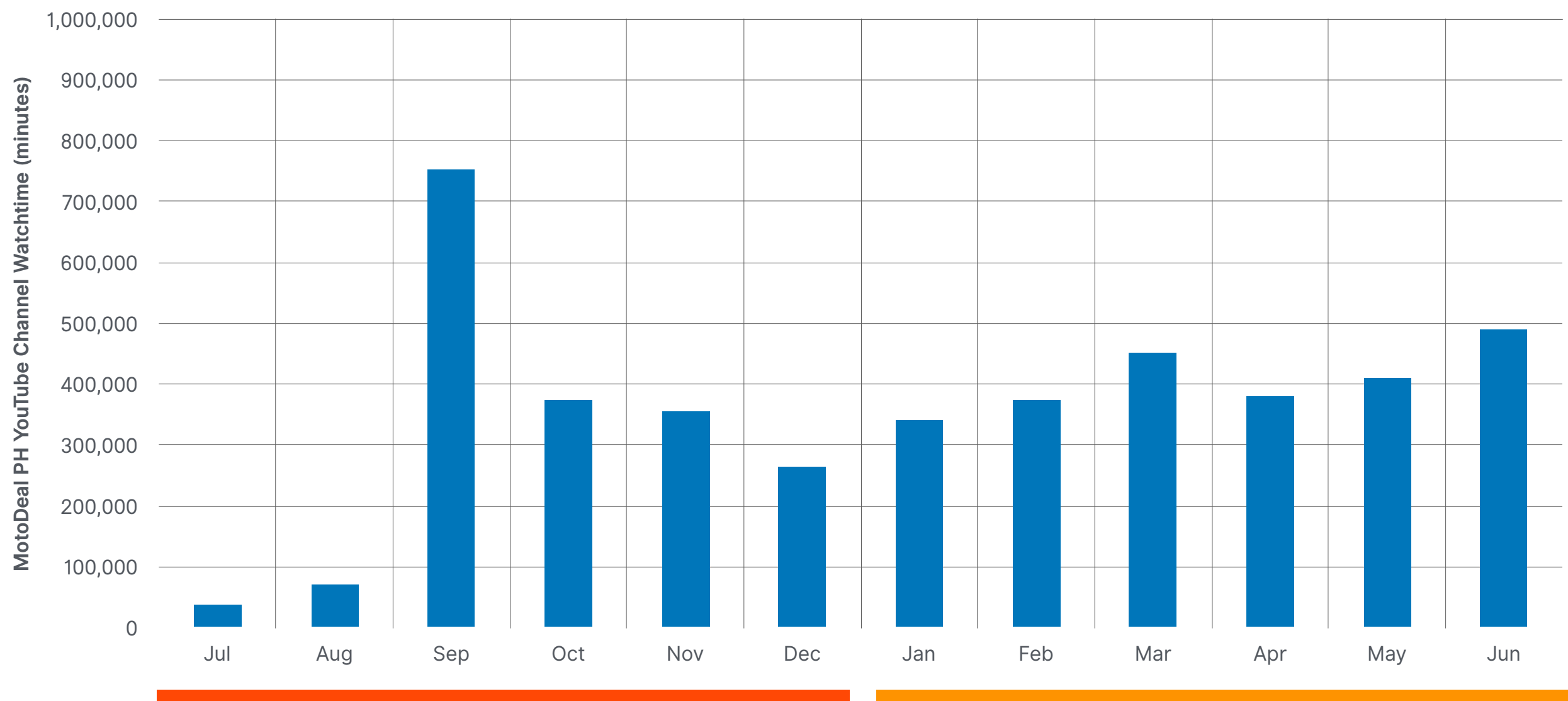


742  
Comments

**Note:** Video statistics are based on data from January 1, 2021 to June 30, 2021.



## MotoDeal YouTube Monthly Views



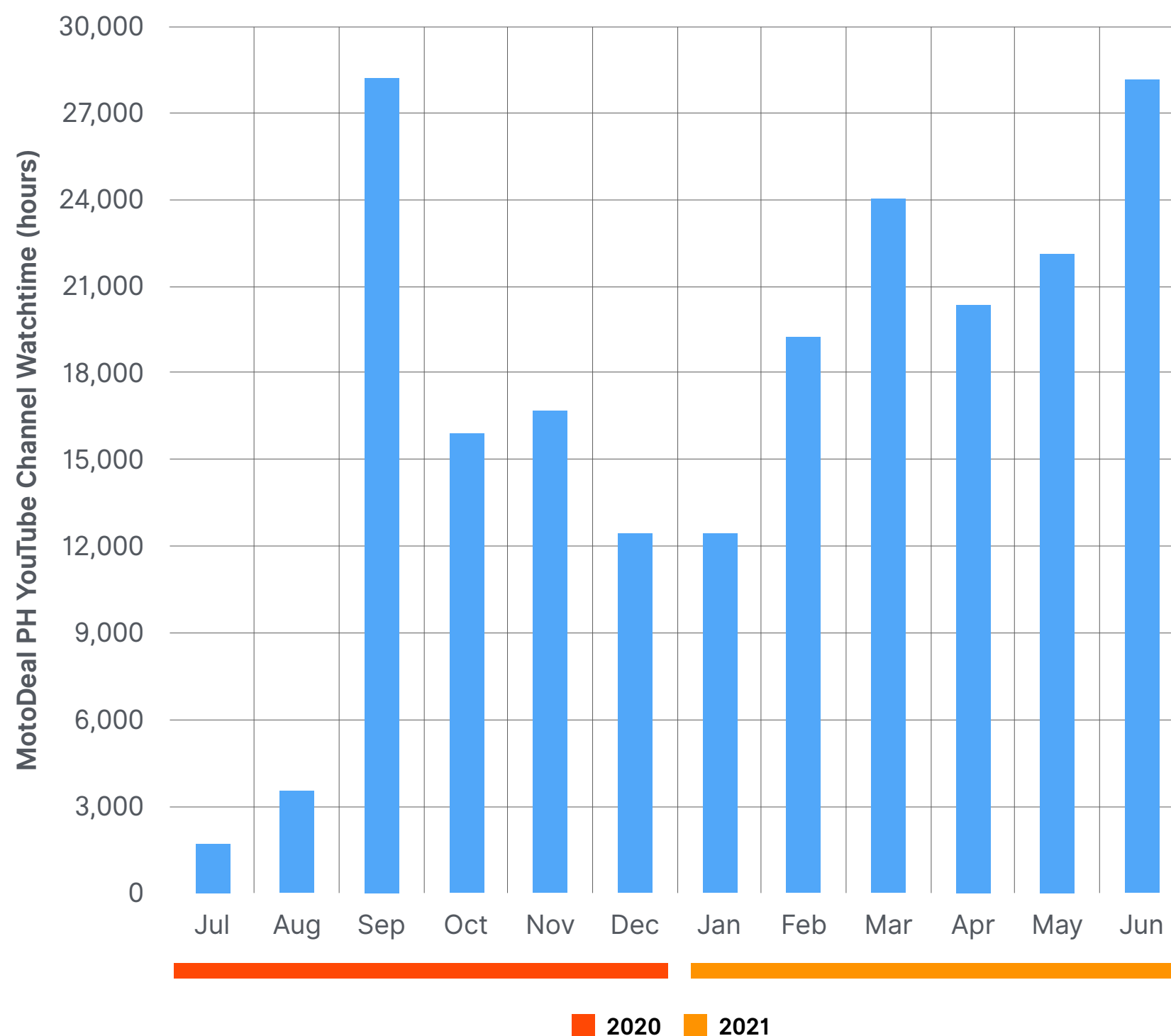
2020 2021

Total Hours of Watchtime

218,700

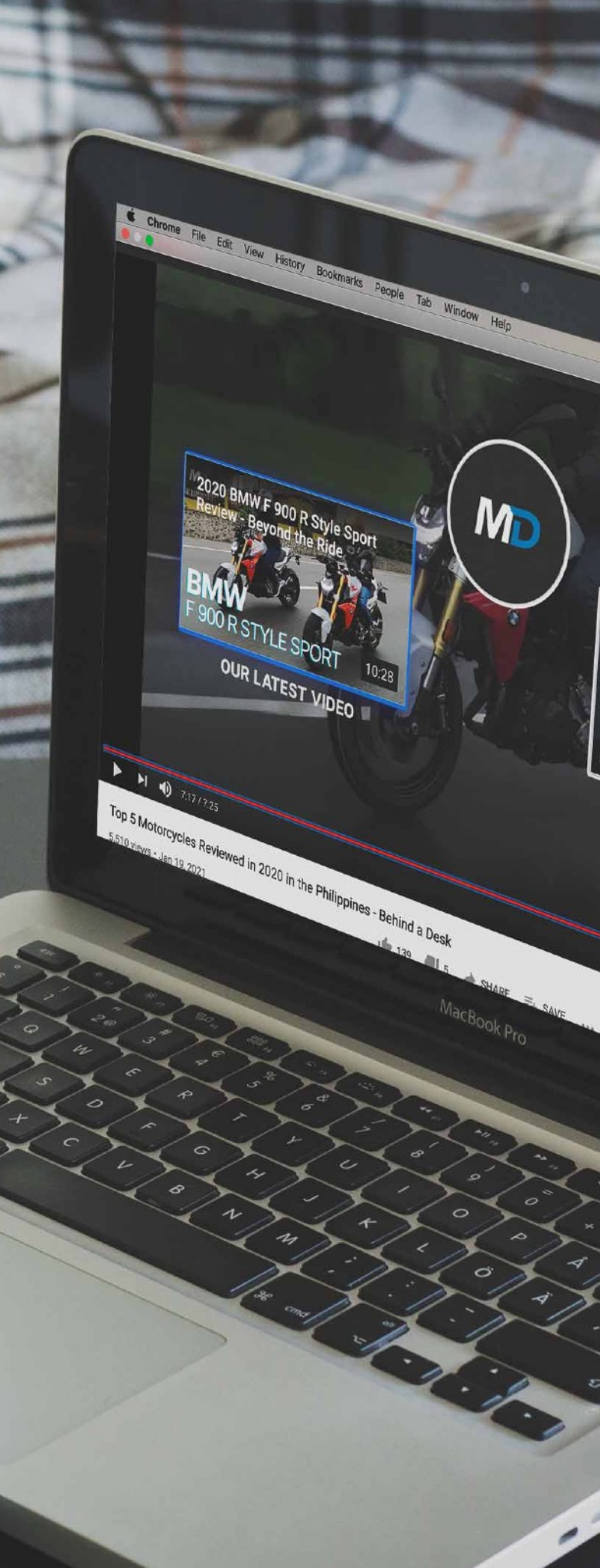


## MotoDeal YouTube Monthly Watchtime



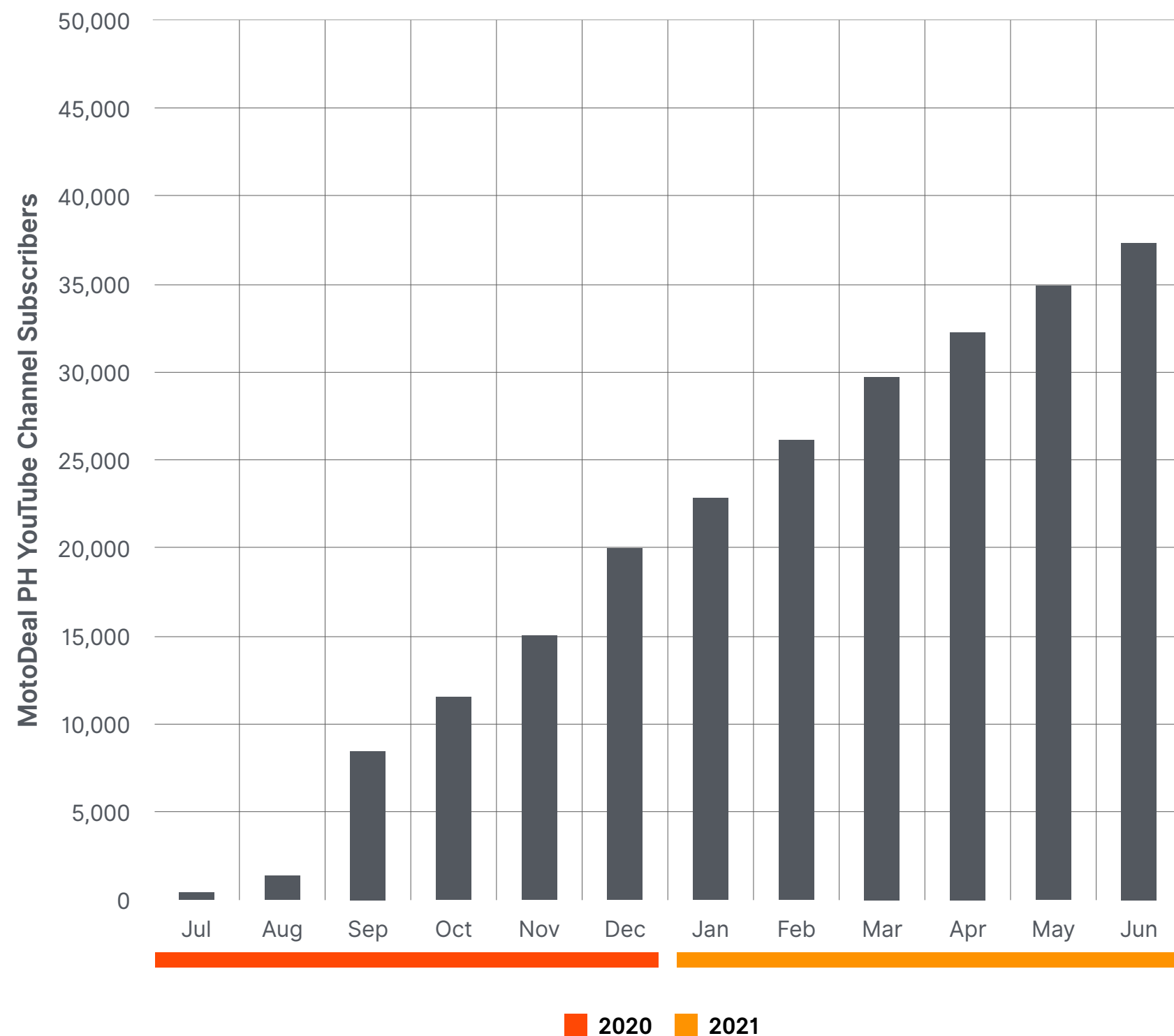
Total Lifetime Video Views

4,500,000



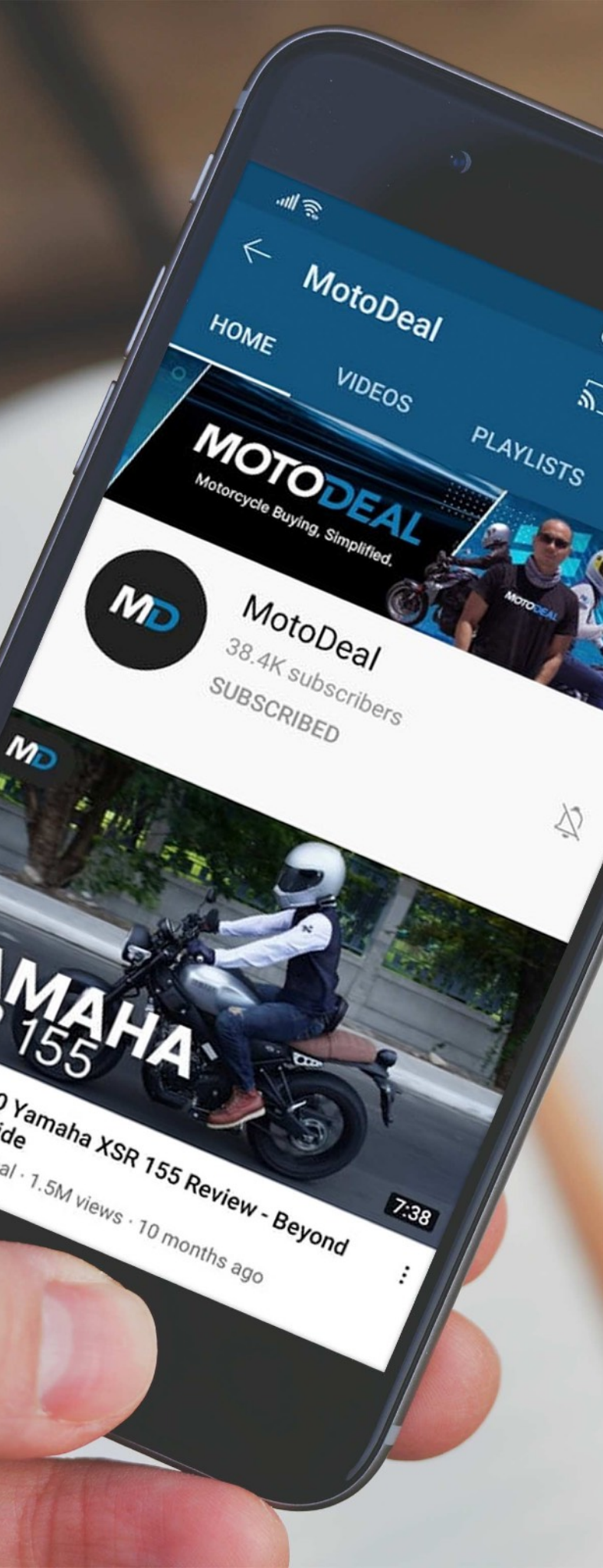


## MotoDeal YouTube Subscribers



Total Subscribers

38,400



# TOP 5

Most viewed  
videos of **H1 2021**



## 1 TOP 5 MOST AFFORDABLE 400CC BIKES

[Behind a Desk](#) | Published 18th Feb, 2021



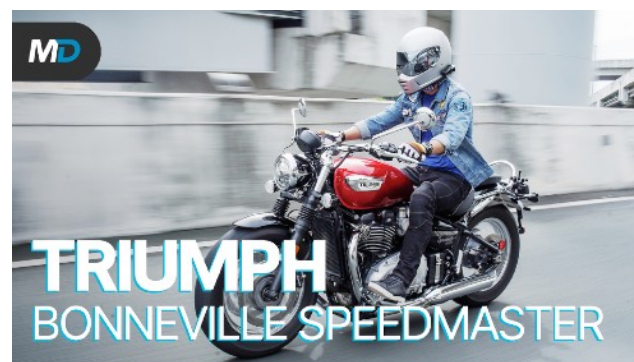
125,508  
views



1,500  
Likes



186  
Comments



## 2 TRIUMPH BONNEVILLE SPEEDMASTER

[Beyond the Ride](#) | Published 8th Jan, 2021



117,161  
views



1,600  
Likes



106  
Comments



## 3 2021 DUCATI SCRAMBLER NIGHTSHIFT

[Beyond the Ride](#) | Published 4th June, 2021



125,402  
views



1,600  
Likes



84  
Comments



## 4 BMW R NINET OPTION 719 REVIEW

[Beyond the Ride](#) | Published 3rd March, 2021



104,844  
views



1,230  
Likes



75  
Comments



## 4 HUSQVARNA SVARTPILEN 401

[Beyond the Ride](#) | Published 12th March, 2021



100,295  
views



1667  
Likes



250  
Comments

**Note:** Video statistics are based on data from January 1, 2021 to June 30, 2021.





## 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**

Unit 102 G/F UMC Building, 2232  
Chino Roces Avenue, Makati City

### **For Partnerships**

ANNIE SANTOS

Head of Business Development  
annie@autodeal.com.ph

ROMMEL LIM

Head of Dealer Accounts  
rommel.lim@autodeal.com.ph

### **All Other Inquiries**

info@autodeal.com.ph

T: 8894 18 91