

AUTODEAL | **MOTO**DEAL

INDUSTRY INSIGHTS 2020



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Inside The AutoDeal Group

Everything you need to know about the Philippines' no. 1 online automotive marketplace.

Important:

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New Normal?

It's a difficult time.

In recent weeks there's been a deluge of articles reflecting on the weakened state of the Philippine automotive industry as sales figures fall approximately fifty percent short year-on-year.

The slowdown is hardly unexpected. While there are indications of rallying consumer interest, the previously experienced pause in daily operations that occurred during enhanced community quarantine is not something that local automotive businesses – or any other business for that matter – are accustomed to.

Whether it be the T.R.A.I.N. induced sales reductions of 2018 or the 2008 global financial crisis, previous incumbencies were merely slowdowns, whereas the impact of COVID-19 brought things screaming to an abrupt halt with very little notice.

While the onset of the current crisis may have differed from those in the past, the route to recovery should look familiar. As sales pipelines grow, brands and dealers need to start evaluating the x's and the y's to optimize their recovery speed. This may, for the first time in their history, push different automotive groups to evaluate factors of their operations that they have never given much time to in the past.

That's the thing about being in the weeds. When everything is running smoothly, we tend to overlook micro-level factors that are contributing to our success. We feel like we're running well, but under the surface, we're not as optimized as we should be. When we run into trouble, it's only then that we begin to start picking fault with the way that we do things.

Thankfully, throughout this process, we find new opportunities at the same time, opportunities that may have been overlooked in the past.

This brings me to the notion of the 'new normal', a term which is widely being coined to describe social distancing within showrooms and contactless car-buying. If these items are now necessities to the survival of the current pandemic, shouldn't the optimization of data now be part of our new normal? Should this not be the compass to not only guide us through today's hardship but to also navigate us through the challenges of the future?

Welcome back to AutoDeal's Industry Insights Report; in this, our first report for 2020 we provide all of our routine data on new and used car-buying trends, we go in-depth to see how COVID-19 is changing the playing field and for the first time release data for the motorcycle industry courtesy of MotoDeal.com.ph.

To my friends in the industry both at home and abroad, stay safe and well.



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

Christopher L. Franks

AutoDeal Chief Operating Officer

H1 2020 SUMMARY

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



14,252,589
WEBSITE VISITS

By Car Buyers, Vehicle Owners, and Enthusiasts



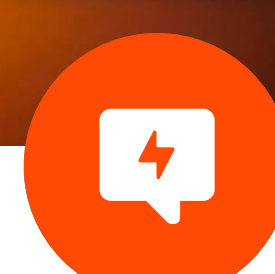
130,380
QUOTES &
TEST DRIVES

Serviced to dealers from buyers inquiring on AutoDeal & MotoDeal



11,441
CONFIRMED
PURCHASES

Tracked and confirmed from users who submitted leads in H1 2020



86,383
CONVERSATIONS

Back and forth messages between prospective car buyers and dealers

QUICK FACTS

Key take home points from our H1 2020 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



P1.30M

The Average price of vehicle sold on the AutoDeal.com.ph in 2019



30 minutes

The average industry response time of the top 50 fastest responding [AutoDeal](https://AutoDeal.com.ph) Partner Dealers

Note: Data indicated is from analysis of visitors accessing AutoDeal.com.ph from January 1, 2020 to June 30, 2020

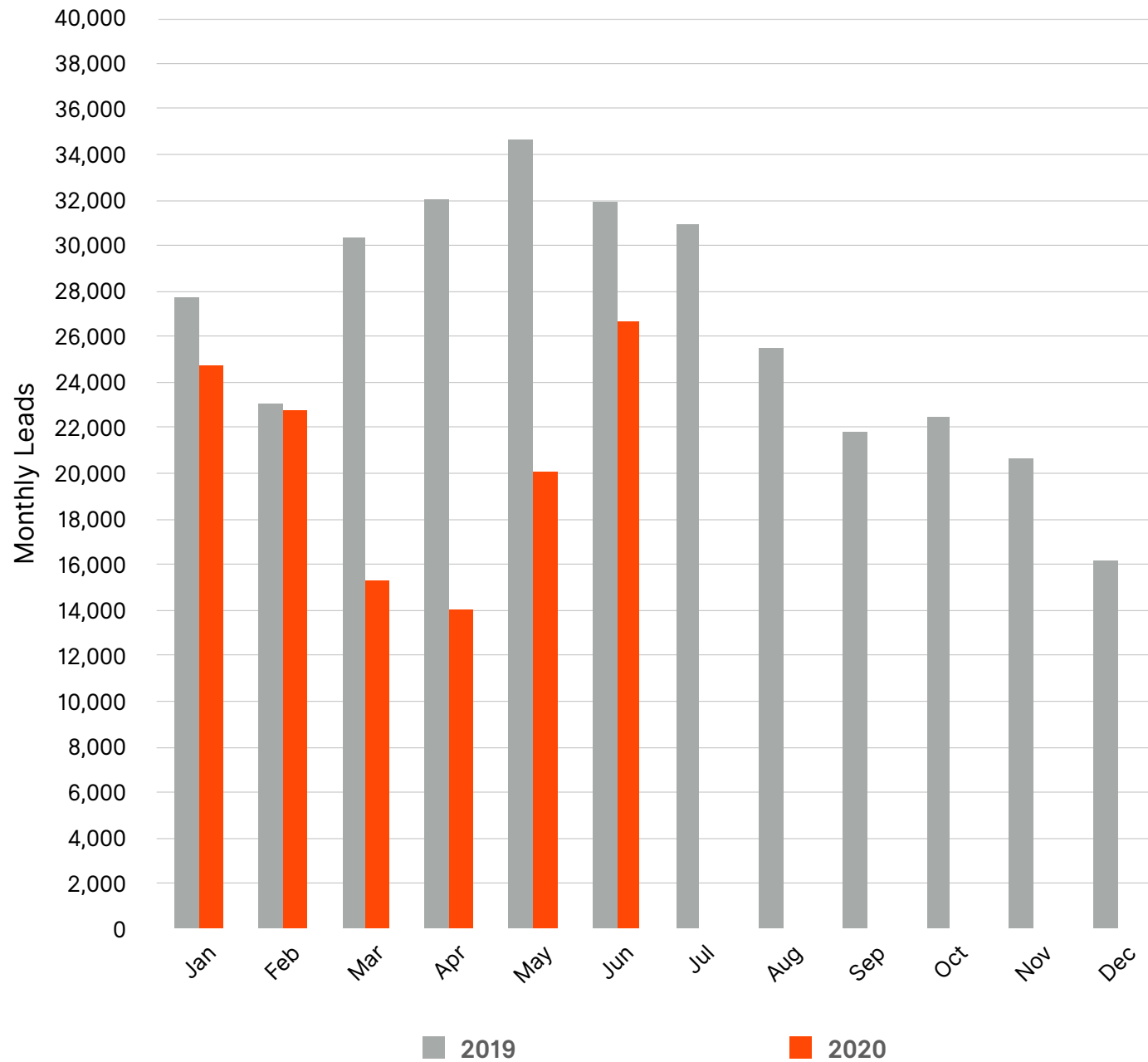


Consumer Interest

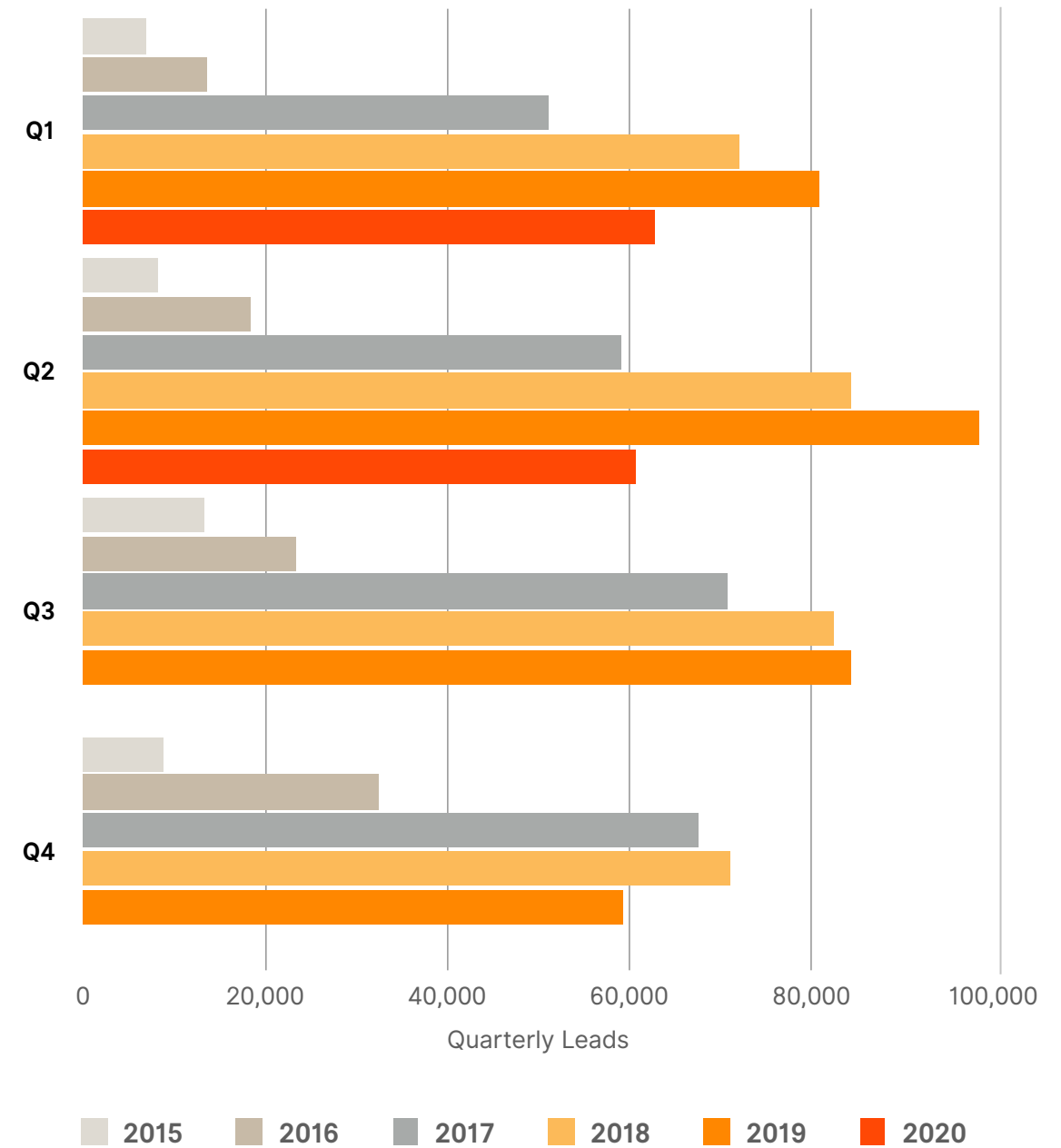
AUTODEAL

Quotes, Test-Drives & Inquiries

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

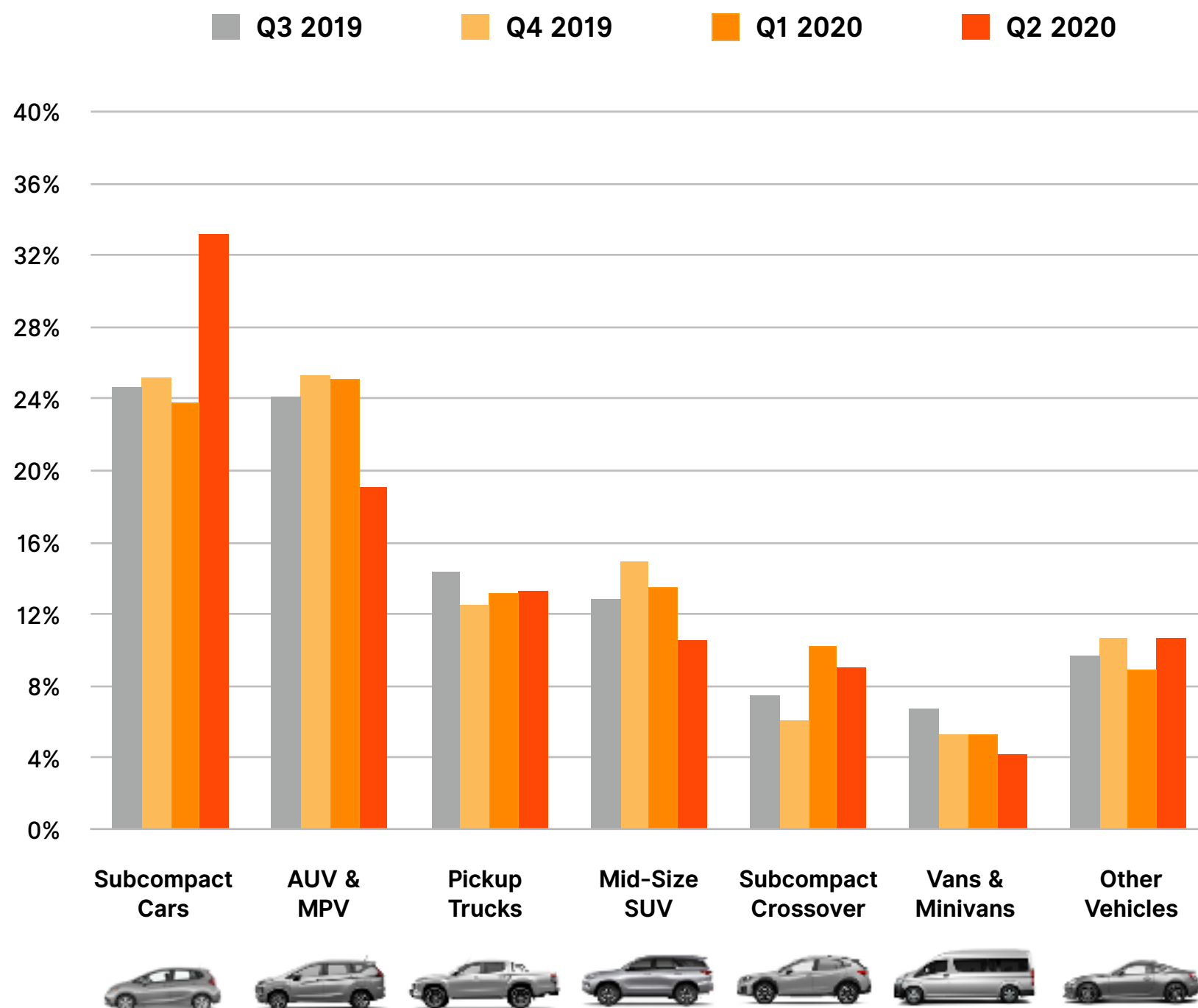


AutoDeal Leads (2015-2020)

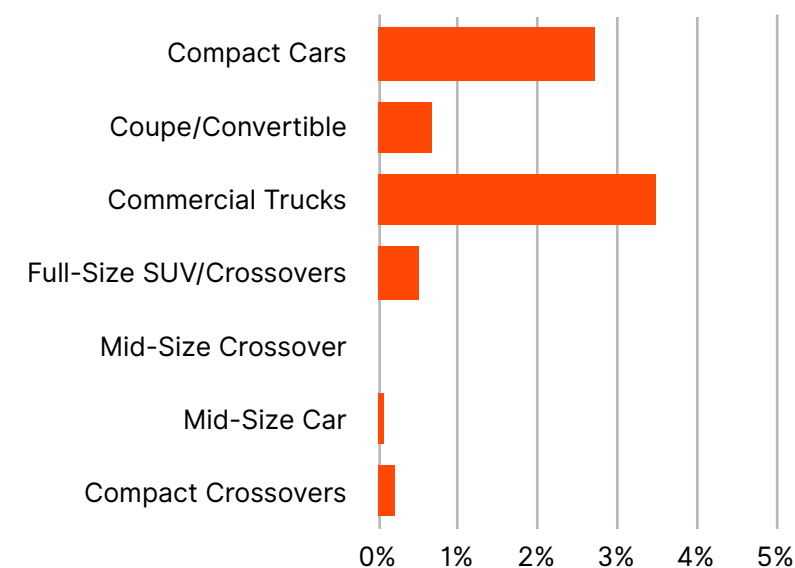


Leads by Market Segment

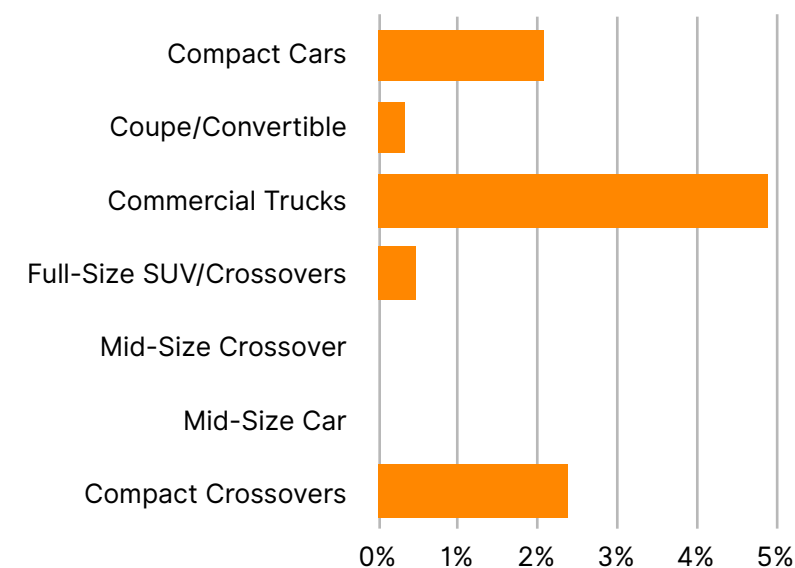
Based on AutoDeal inquiries for major vehicle categories



Other Vehicles (Q1 2020)



Other Vehicles (Q2 2020)

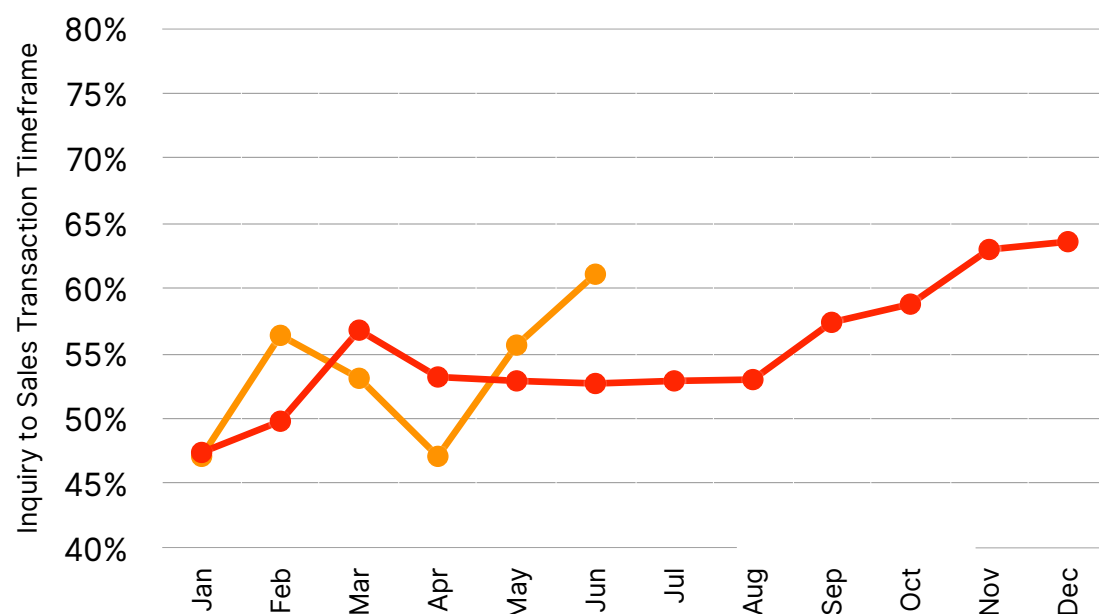


Data Source: Based on leads (quotes, inquiries, test drives) generated on AutoDeal.com.ph.

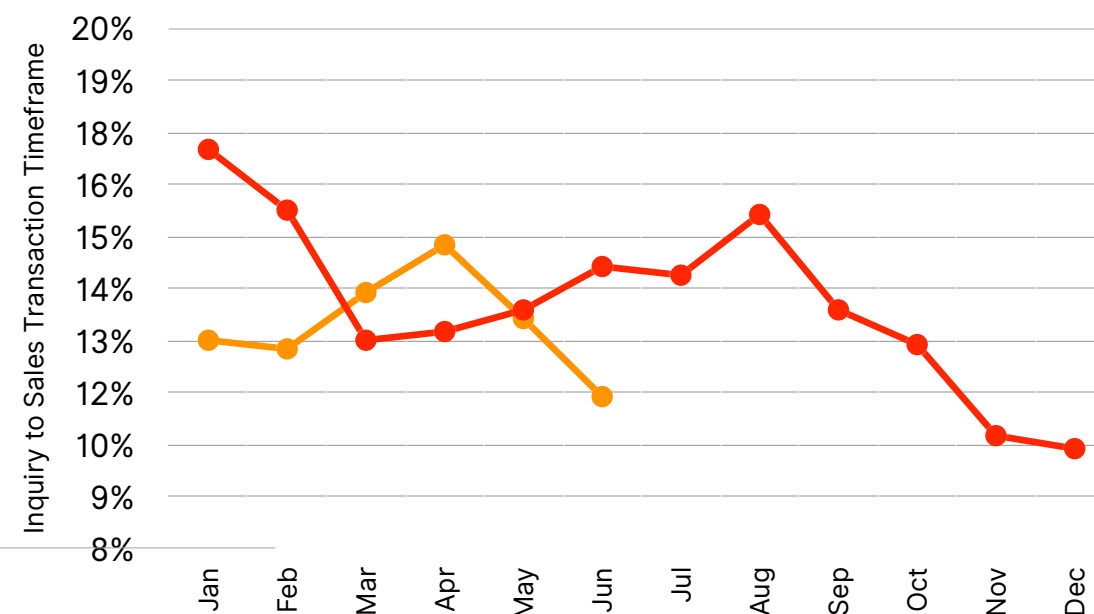
Inquiring & Buying Trends

How soon are consumers looking to buy?

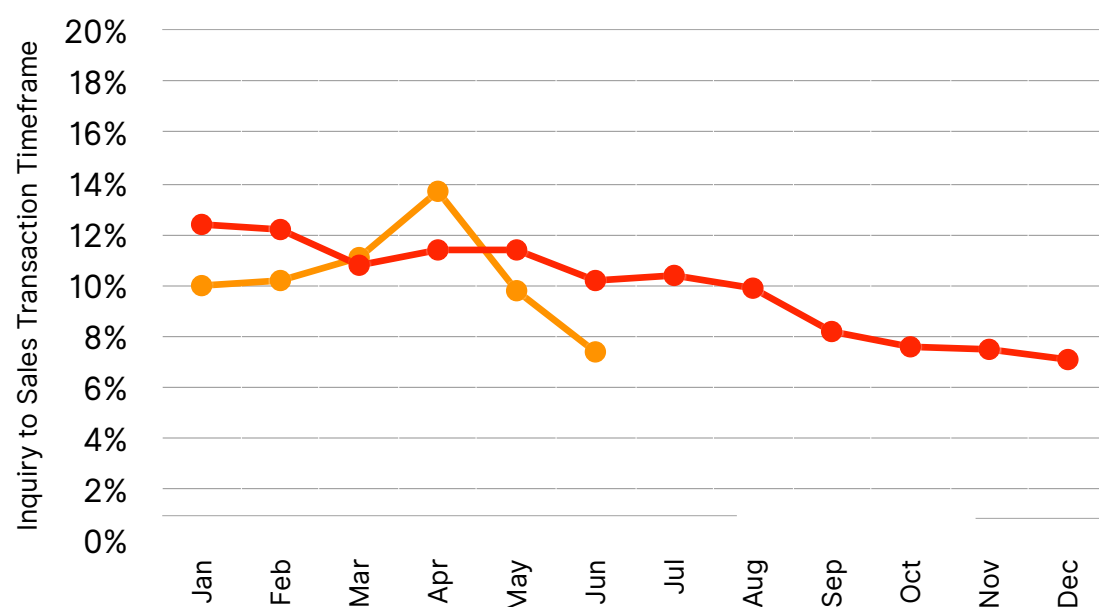
0-3 Month Buying Period



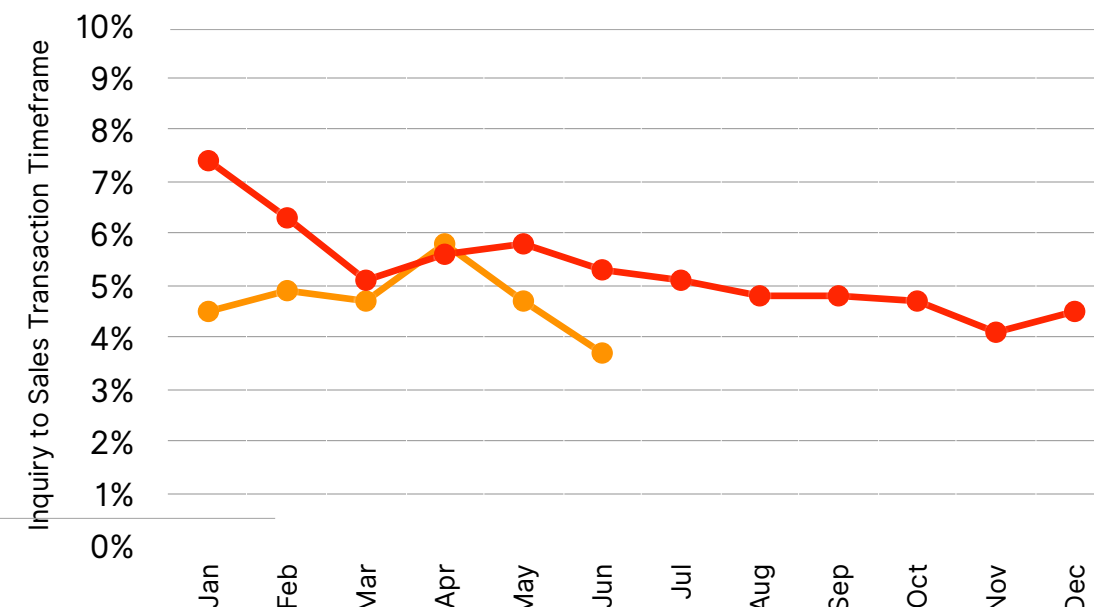
3-6 Month Buying Period



6-12 Months Buying Period



1-2 Year Buying Period



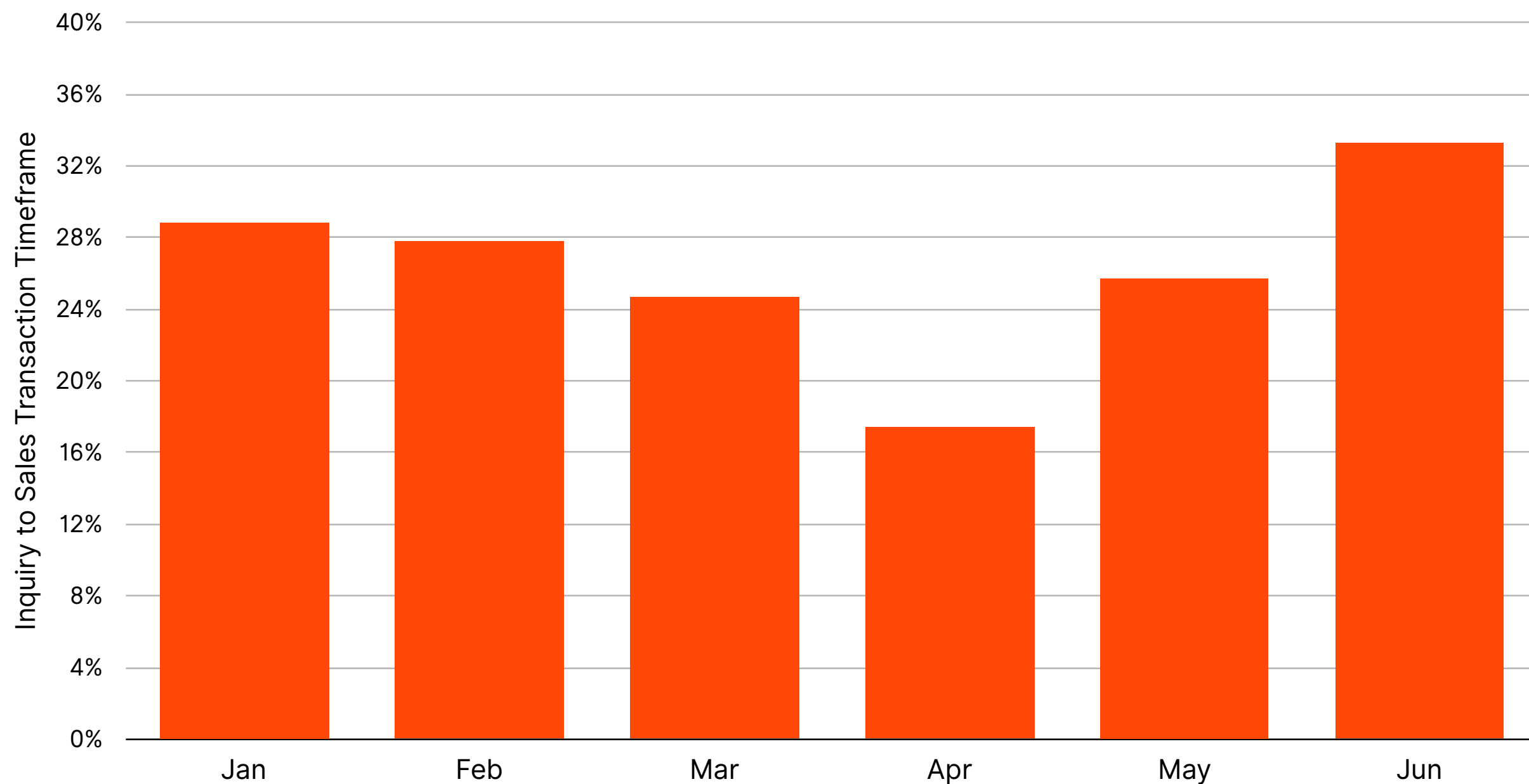
● 2019 ● 2020

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

Inquiring & Buying Trends

How soon are consumers looking to buy?

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 1,079 towns or cities in H1 2020

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

Metro Manila

33.49%

% of Total Leads

1	Quezon City	7.44%	-
2	Manila	3.99%	-
3	Makati City	3.28%	-
4	Pasig City	2.71%	-
5	Taguig City	2.39%	▲
6	Caloocan City	2.19%	▲
7	Paranaque City	2.04%	▼
8	Las Pinas City	1.85%	▼
9	Mandaluyong City	1.66%	-
10	Muntinlupa City	1.55%	▲

Luzon

47.72%

% of Total Leads

1	Imus City	1.88%	▲
2	Bacoor City	1.75%	▼
3	Dasmariñas City	1.71%	-
4	Antipolo City	1.49%	▲
5	General Trias City	1.47%	▼
6	Angeles City	1.42%	-
7	Calamba City	1.30%	-
8	Santa Rosa City	1.17%	-
9	San Fernando City	1.09%	▲
10	Baguio City	1.09%	▲

Visayas

7.90%

% of Total Leads

1	Cebu City	1.33%	-
2	Iloilo City	1.10%	-
3	Bacolod City	0.81%	-
4	Tacloban City	0.49%	-
5	Lapu-Lapu City	0.38%	-
6	Mandaue City	0.30%	-
7	Dumaguete City	0.25%	▲
8	Tagbilaran City	0.25%	▼
9	Roxas City	0.18%	▲
10	Talisay City	0.16%	▲

Mindanao

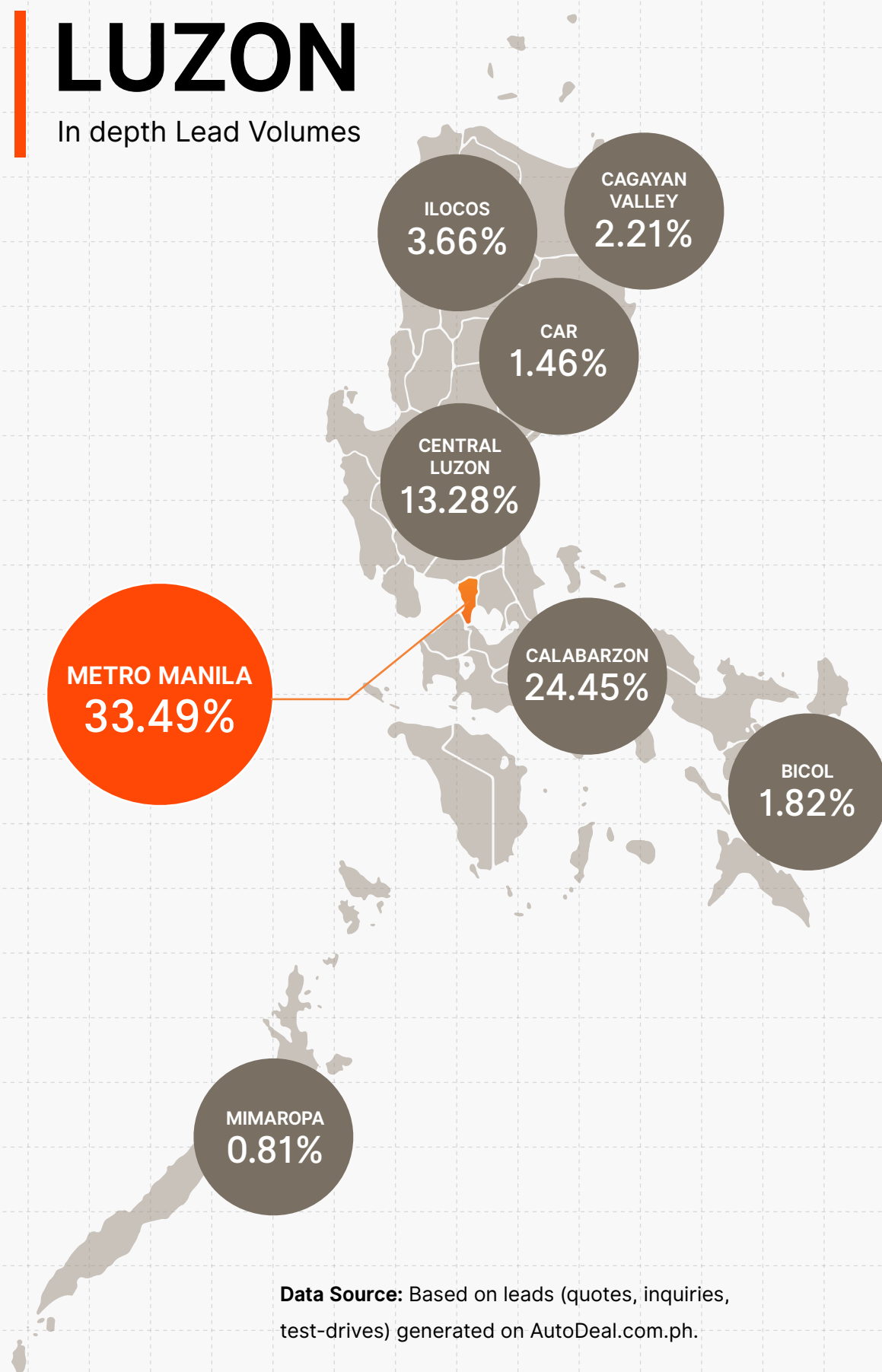
10.89%

% of Total Leads

1	Davao City	2.36%	-
2	Cagayan De Oro City	1.58%	-
3	General Santos City	0.84%	-
4	Zamboanga City	0.62%	-
5	Iligan City	0.45%	-
6	Butuan City	0.43%	-
7	Cotabato City	0.33%	-
8	Tagum City	0.29%	-
9	Koronadal City	0.28%	▲
10	Pagadian City	0.25%	▼

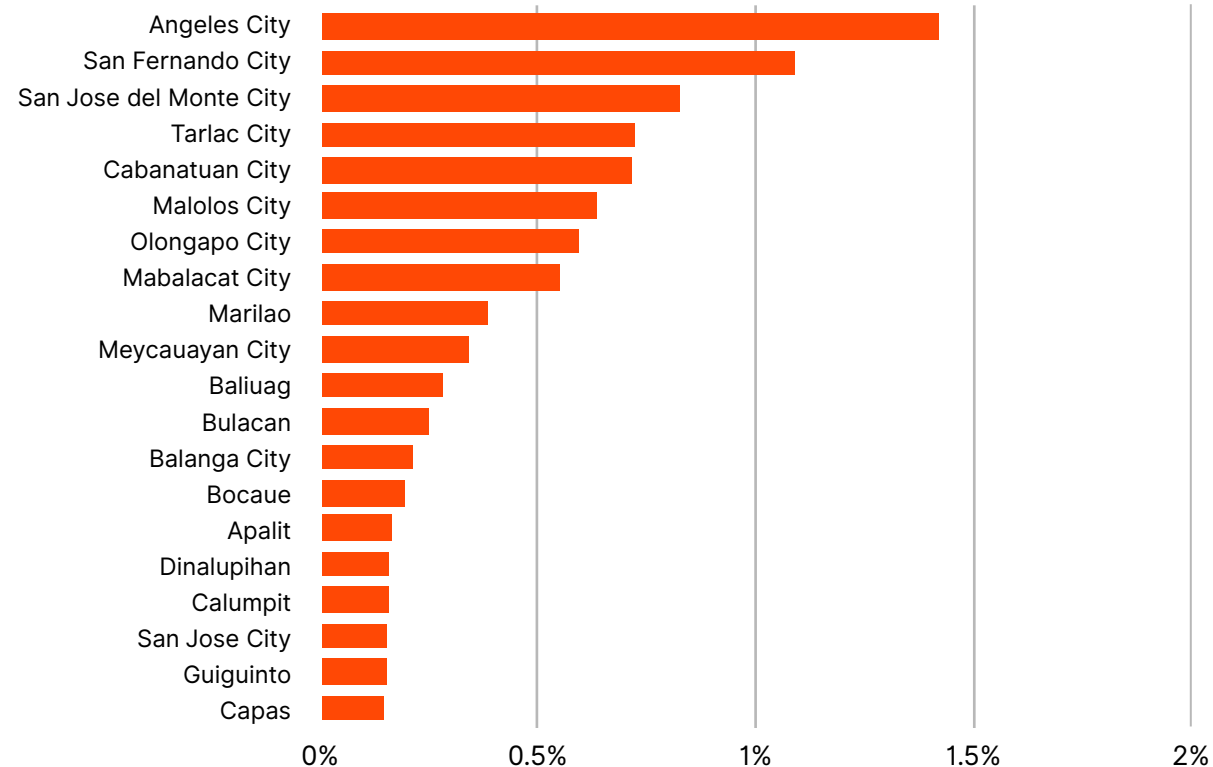
LUZON

In depth Lead Volumes

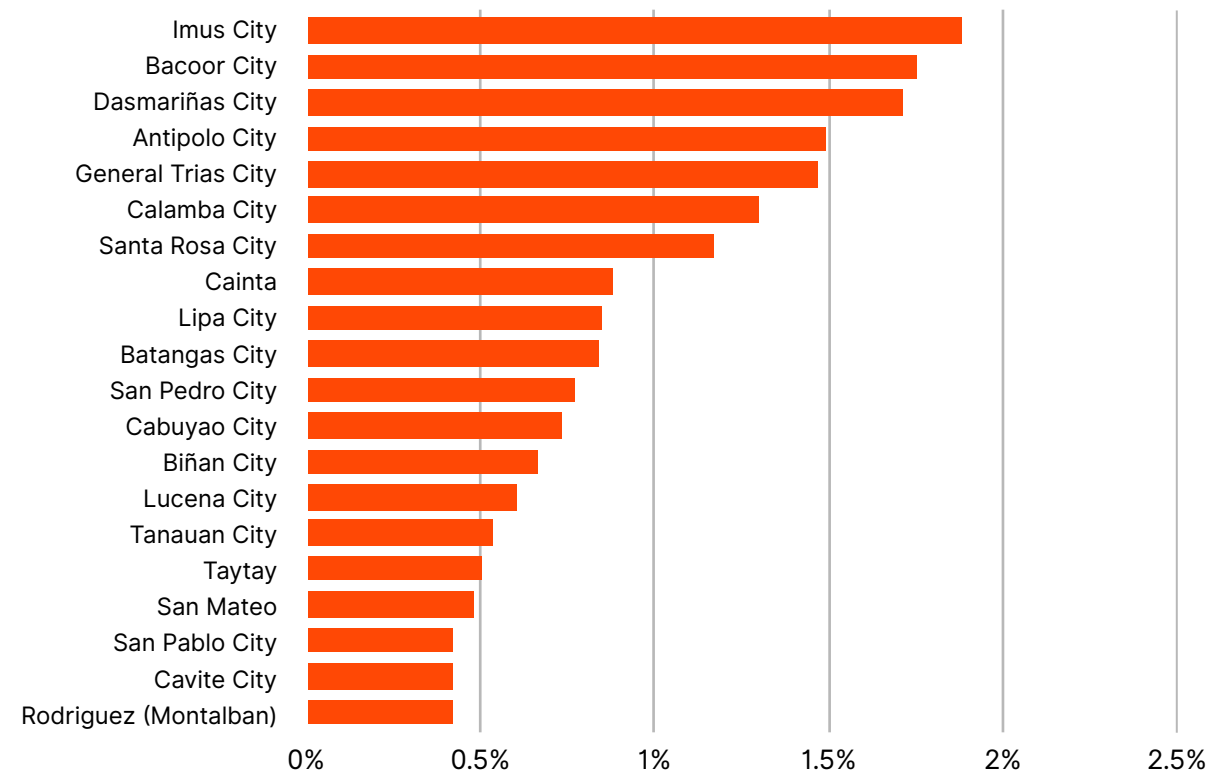


Data Source: Based on leads (quotes, inquiries, test-drives) generated on AutoDeal.com.ph.

TOP 20 LOCATIONS - CENTRAL LUZON



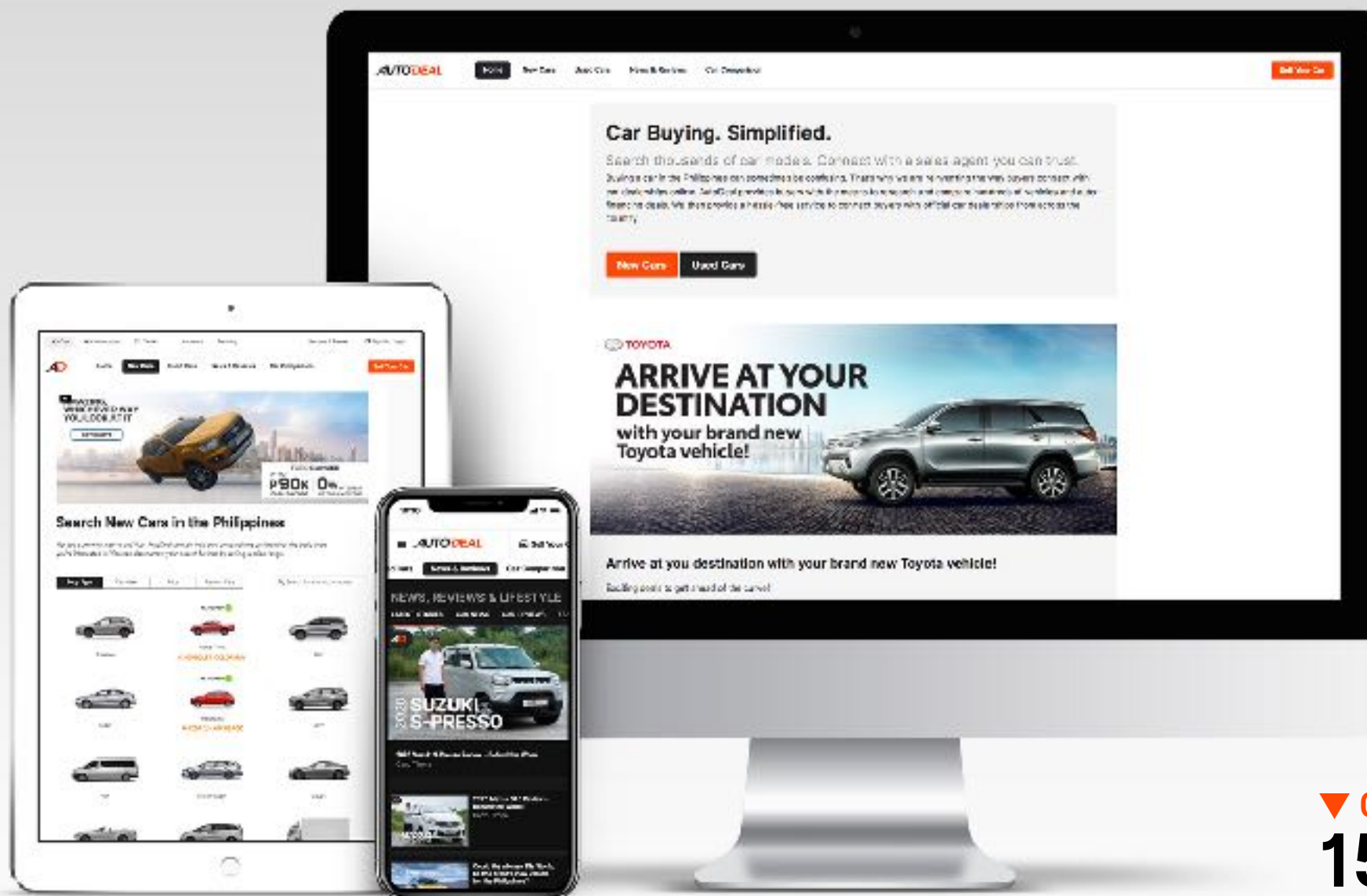
TOP 20 LOCATIONS - CALABARZON



H1 2020 Leads by Device

Inquiries made via mobile devices continue to rise

▼ 0.17%
2.95%
On Tablets



▼ 0.87%
15.44%
On Desktop & Laptops

▲ 0.95%
81.60%
On Mobile Devices

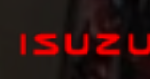
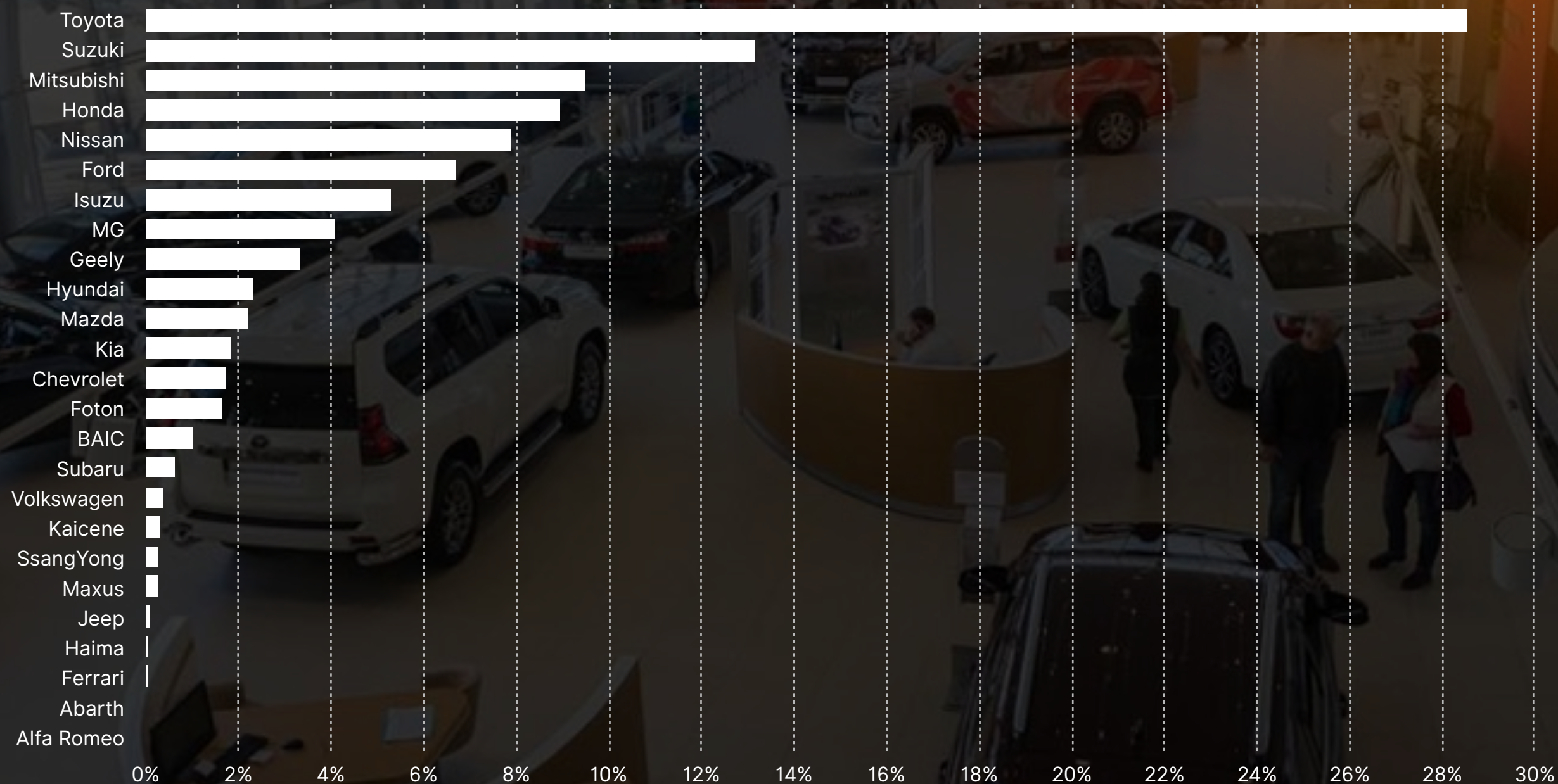
Data Source: Based on leads (quotes, inquiries, test drives) generated on AutoDeal.com.ph.

Most Inquired for Brands

Which brands were online consumers drawn to in H1 2020?

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

% of Total AutoDeal Inquiries (Q1 2020)

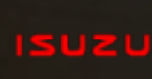
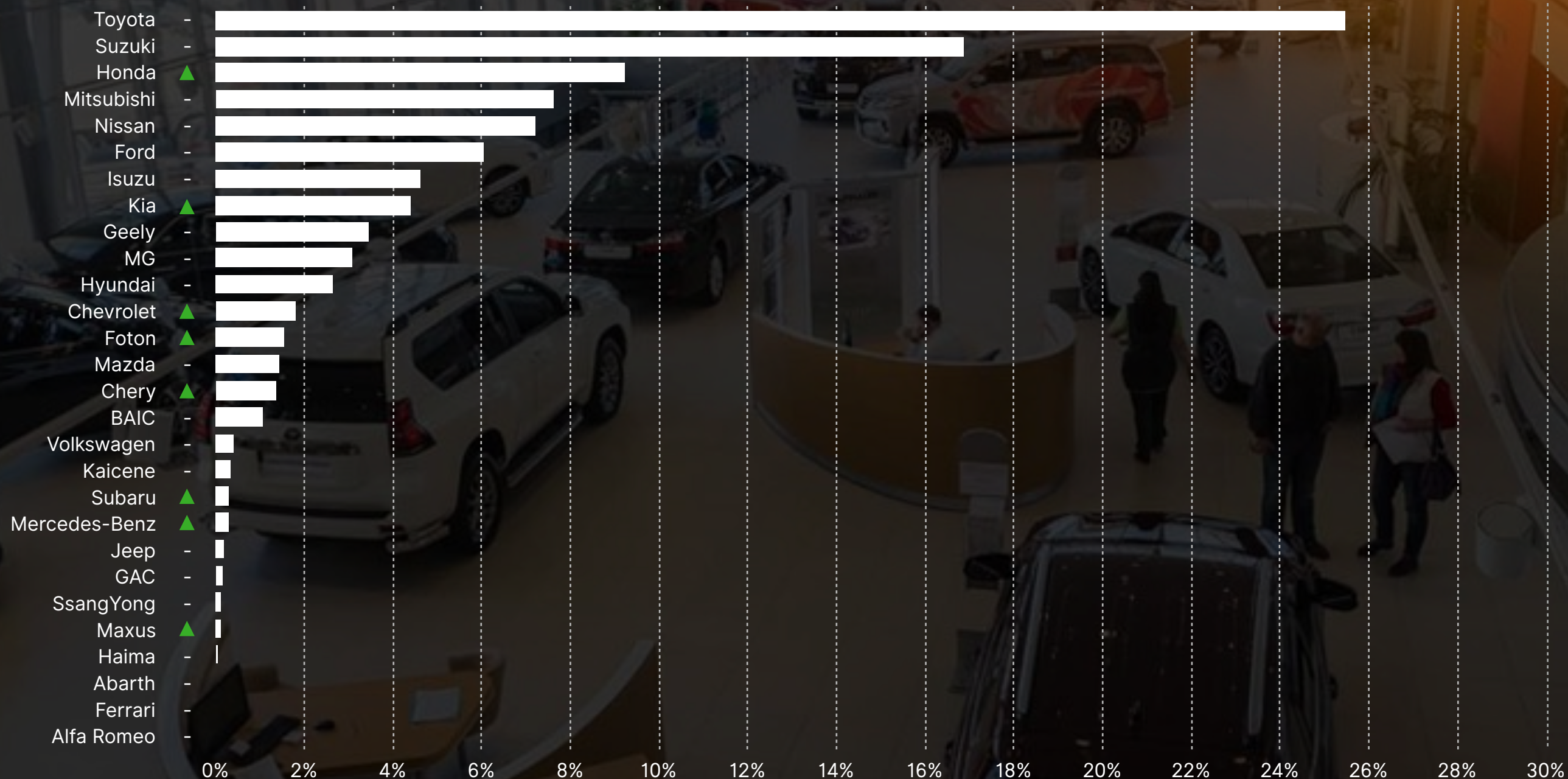


Most Inquired for Brands

Which brands were online consumers drawn to in H1 2020?

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

% of Total AutoDeal Inquiries (Q2 2020)

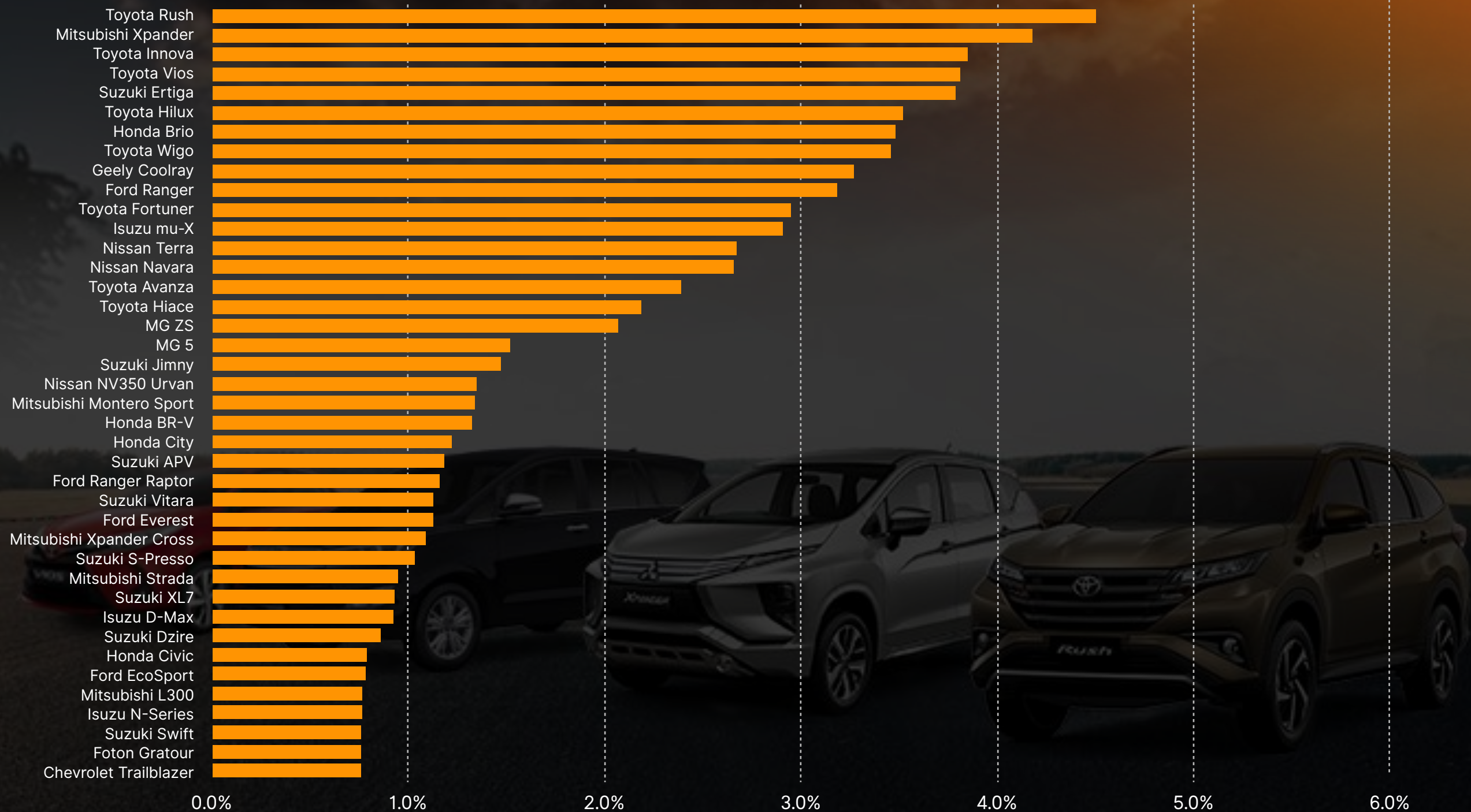


▲ Increased rank from Q1 2020

AutoDeal: Top 40

Top 40 most inquired for nameplates in Q1 2020

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

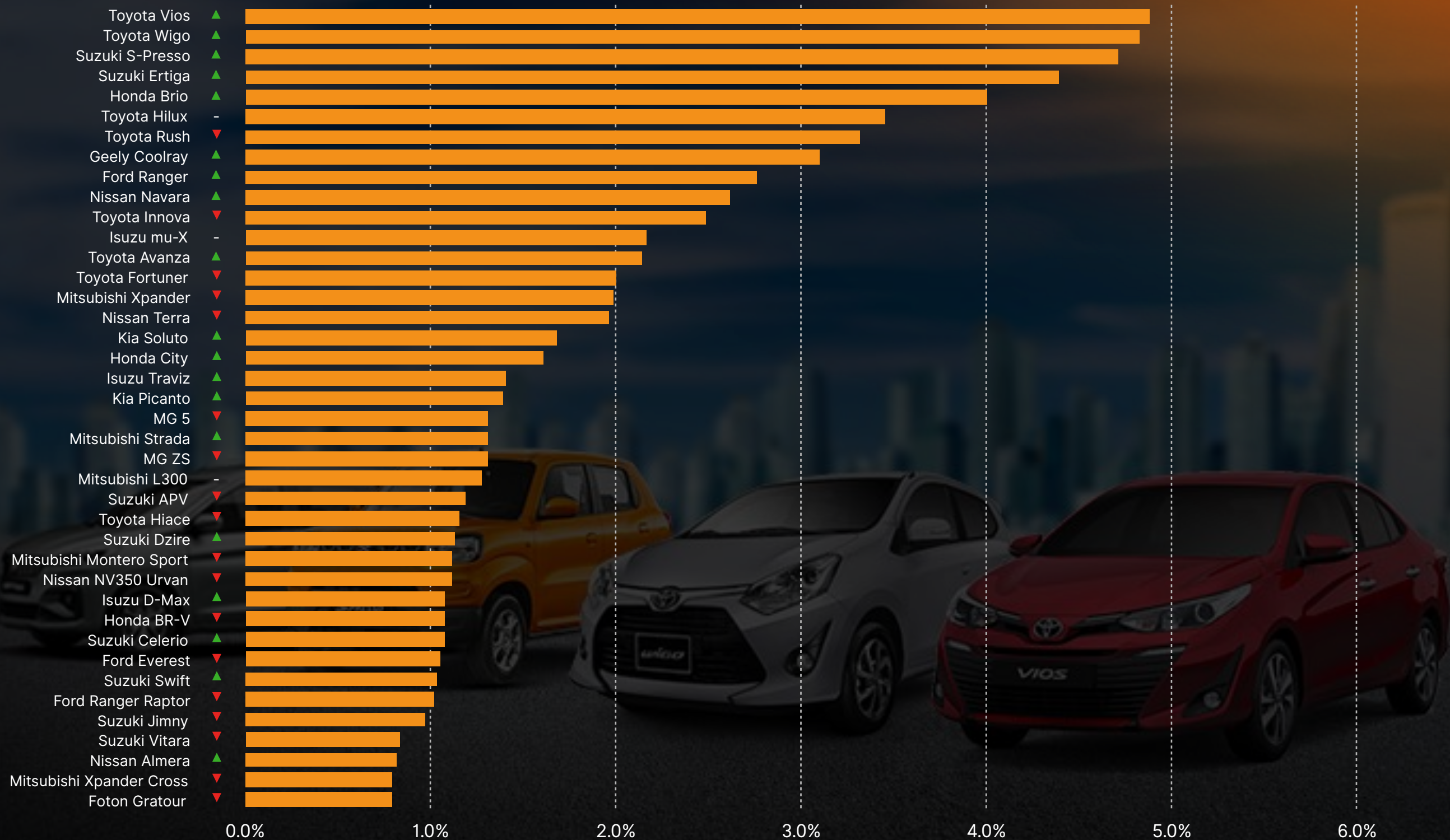


% of Total Inquiries on AutoDeal in Q1 2020

AutoDeal: Top 40

Top 40 most inquired for nameplates in Q2 2020

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



▲ ▼ Increased/Decreased rank from Q1 2020

% of Total Inquiries on AutoDeal in Q1 2020

The background is a dark, semi-transparent collage of business-related images. On the left, a portion of a laptop keyboard is visible. In the center, a notebook displays various charts, including a 'Morris Charts' section with line, area, bar, and donut charts, and a 'Pie Chart' section. A hand is seen writing on the notebook with a blue pen. The overall theme is data analysis and business performance.

Sales & Conversion

AUTODEAL

H1 TOP SELLING NEW VEHICLE

Top Selling Nameplates on the
AutoDeal Platform for H1 2020

Subcompact Car



TOYOTA
Vios



HONDA
Brio



TOYOTA
Wigo

Subcompact Crossover



FORD
Ecosport



MG
ZS



GEELY
Coolray

Mid-Size SUV



NISSAN
Terra



TOYOTA
Fortuner



FORD
Everest

MPV



MITSUBISHI
Xpander



TOYOTA
Rush



TOYOTA
Innova

H1 TOP SELLING NEW VEHICLE

Top Selling Nameplates on the
AutoDeal Platform for H1 2020

Pickup Truck



FORD
Ranger



NISSAN
Navara



FORD
Range Raptor

Compact Crossover



HONDA
CR-V



MG
RX5



MAZDA
CX-5

Compact Car



MAZDA
3



HONDA
Civic



TOYOTA
Altis

Van



NISSAN
Urvan



TOYOTA
Hiace



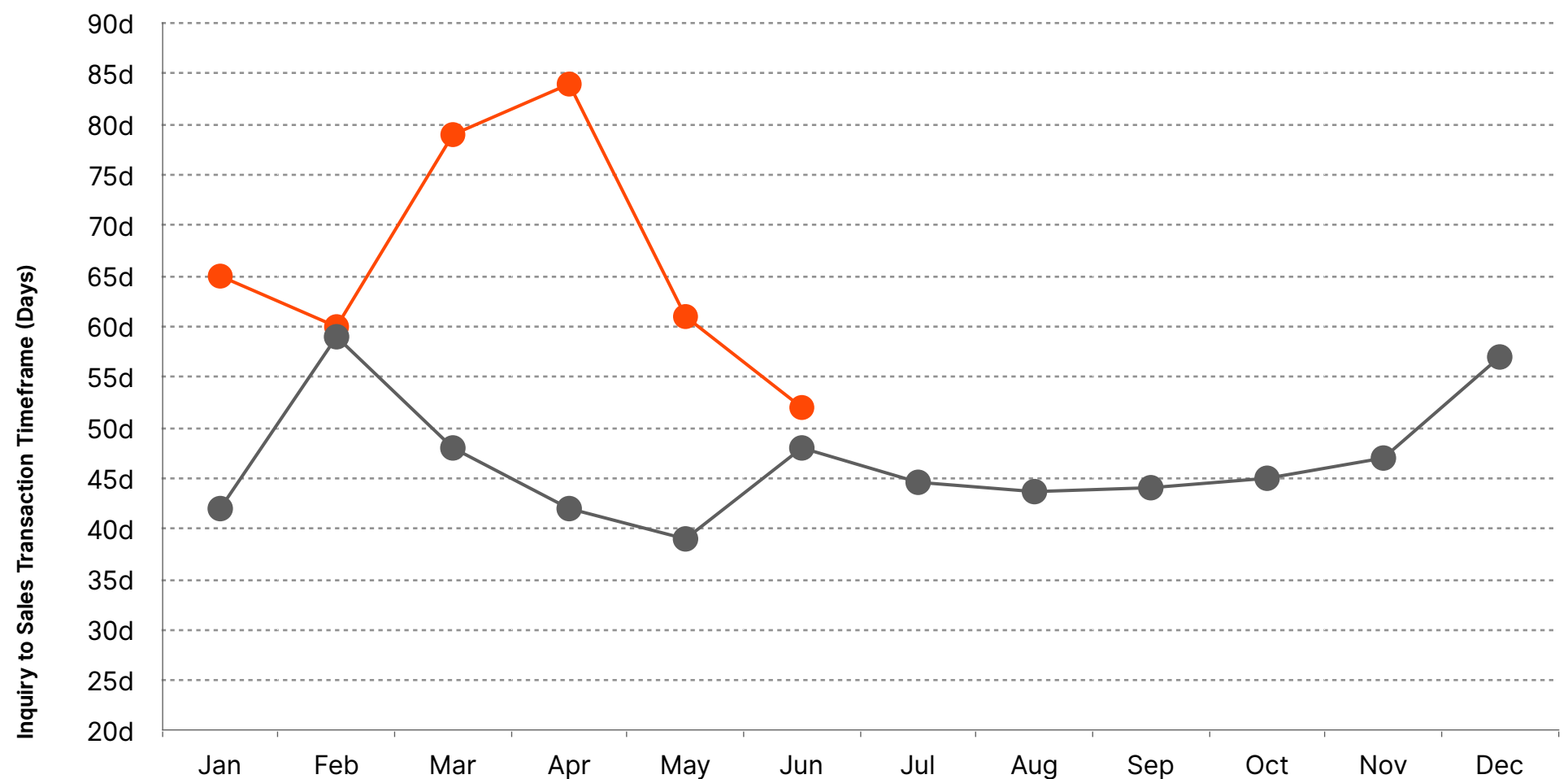
FOTON
Gratour

New Car Conversion Timeline

AutoDeal customers, on average take **63 days** to purchase after their initial inquiry

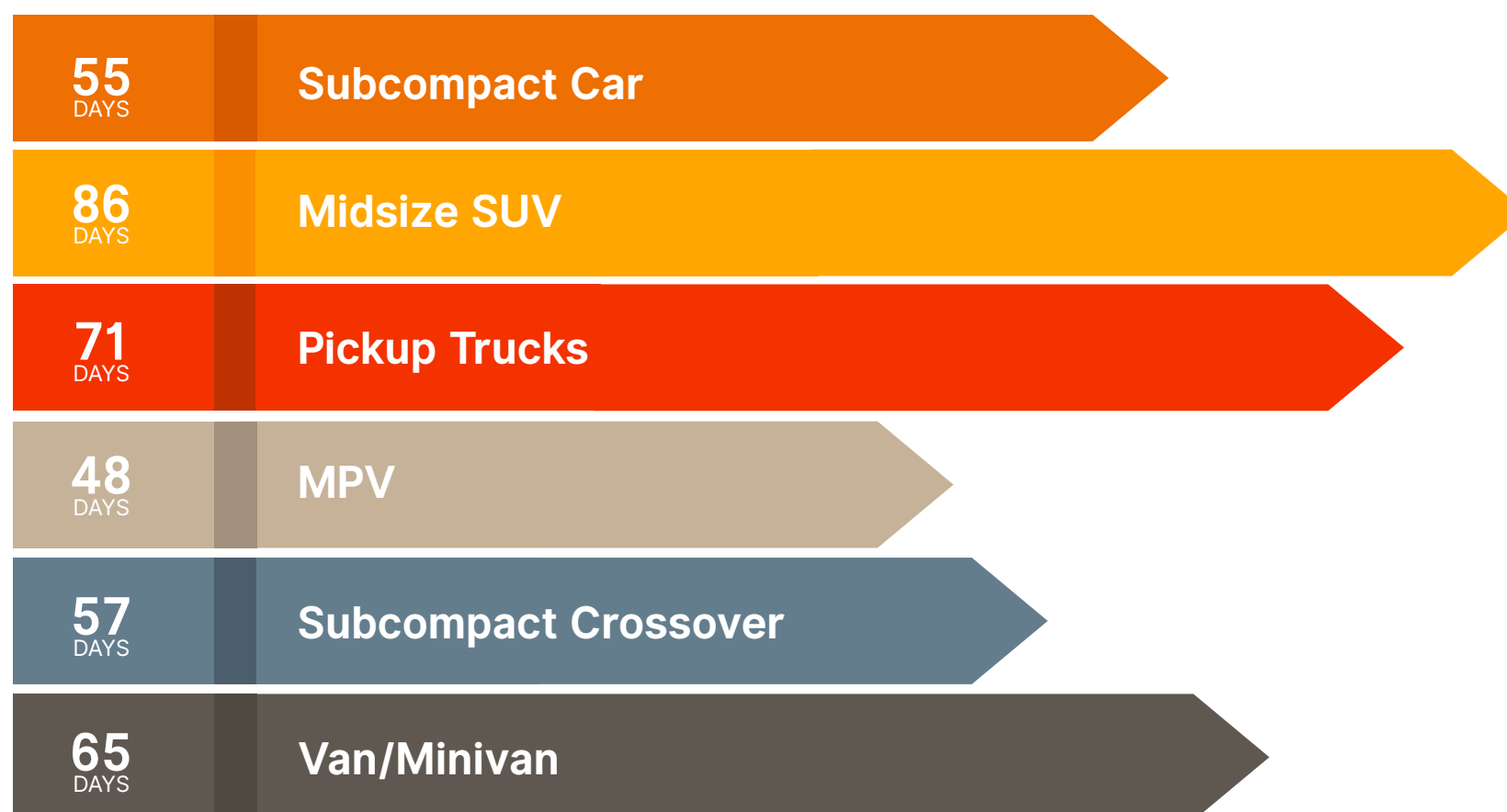
**Mean Average
Lead-to Sale
Conversion for
Sales Reported by
AutoDeal Partner
Dealers**

● 2019 ● 2020



New Car Conversion Timeline

AutoDeal customers, on average take **63 days** to purchase after their initial inquiry

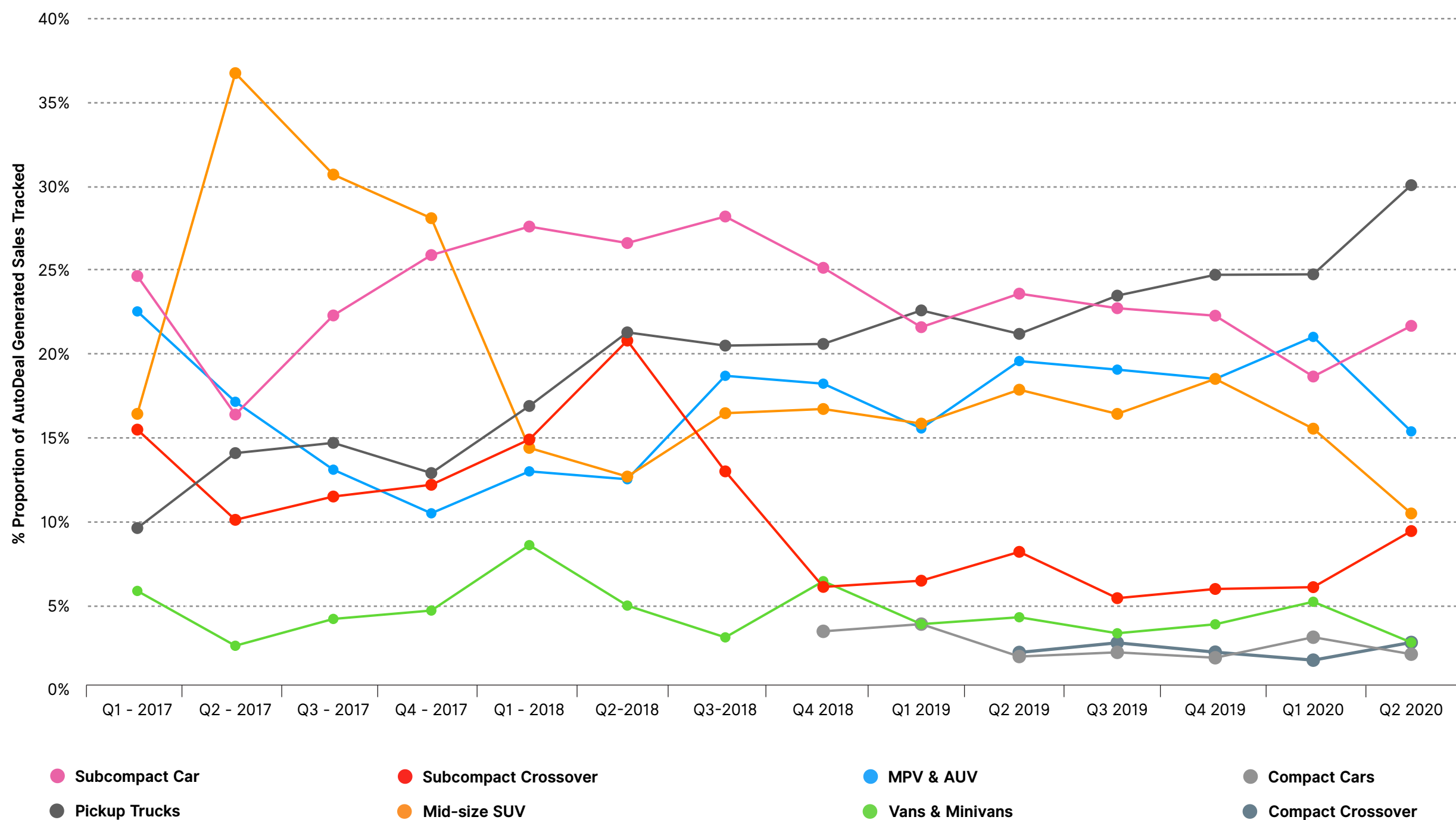


These charts indicate the time that is taken for a customer to complete a final sales transaction after they submit and online inquiry via AutoDeal.com.ph. The chart to the left indicates the average (mean) time taken for customers to complete a transaction whereas the diagram to the right indicates the average lead to conversion, by popular market segment. From this data, we see clear indication that the majority of online consumers take **63 days to complete a purchase** after their initial inquiry.

*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*

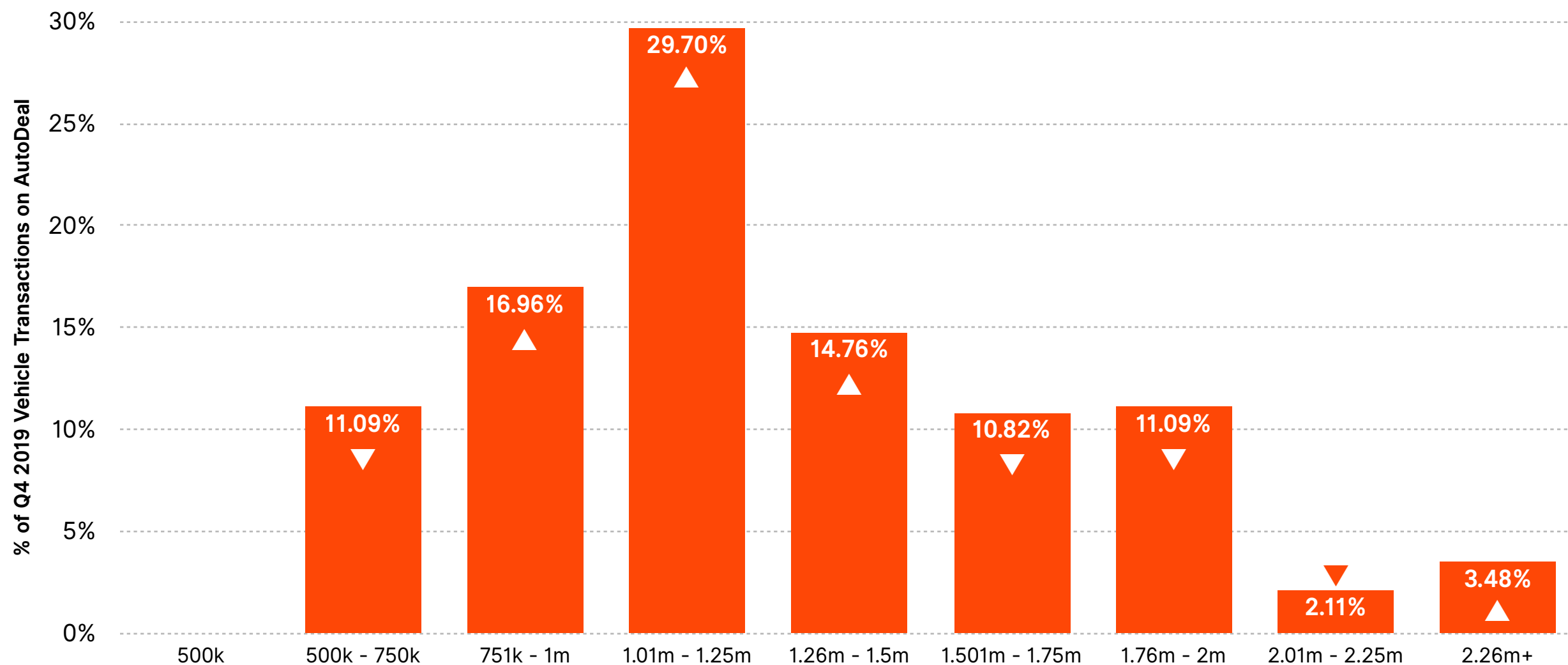


Note: This graph shows the breakdown of sales transactions recorded through the AutoDeal platform from 2017 to Q2 2020.

New Car Sales by SRP

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

H1 2020 AutoDeal Vehicle Transactions by Price Range



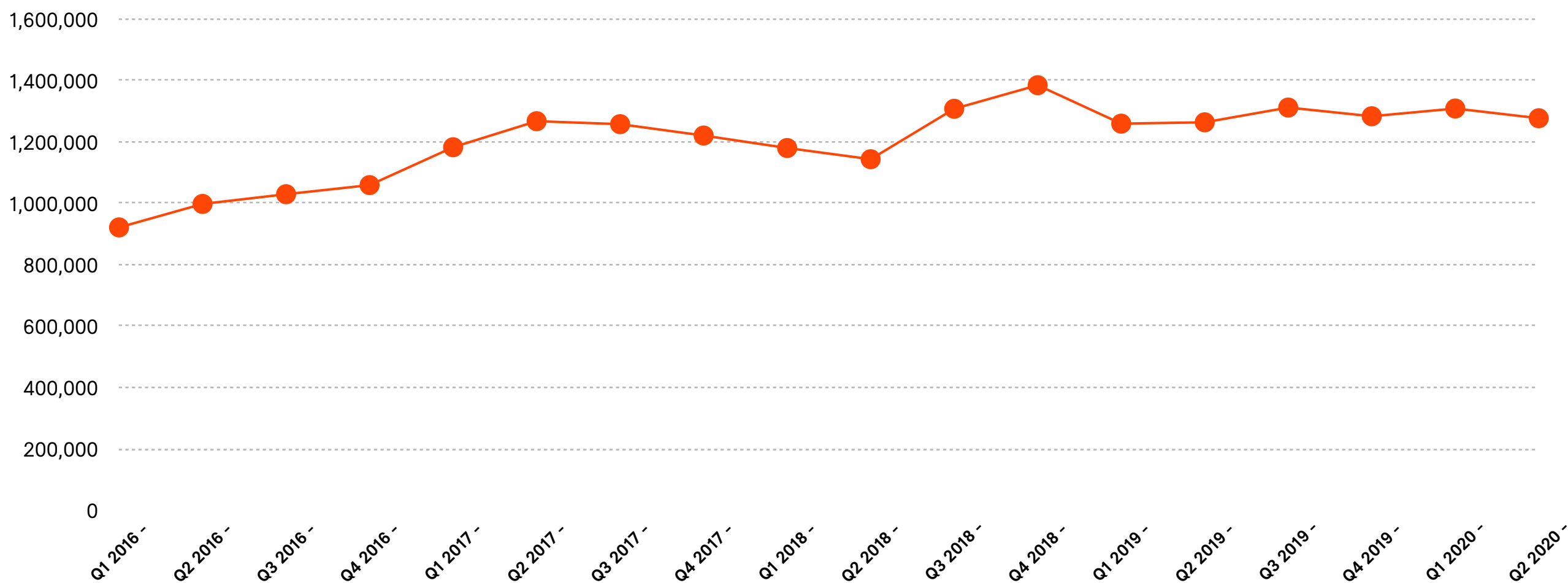
Data Source: Based on confirmed sales generated on AutoDeal.com.ph.

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)

P1,300,599
was the average price
sold in H1 2020



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



| Pandemic



What impact is COVID-19 having on consumer behavior?

The automotive industry is no stranger to changing consumer trends. Over time, gradual shifts in technology improved buying power, or even highly effective marketing campaigns can be enough to help contribute to a slow-changing shift in car-buying preferences.

Product planners are tasked with the difficult job of anticipating trends, conducting research, and analyzing data to help ensure that the products being bought to market will meet consumer expectations. It's a proverbial game of chess that not only relies on a constant evaluation of your own products but a cross-comparison against competitors in the market.

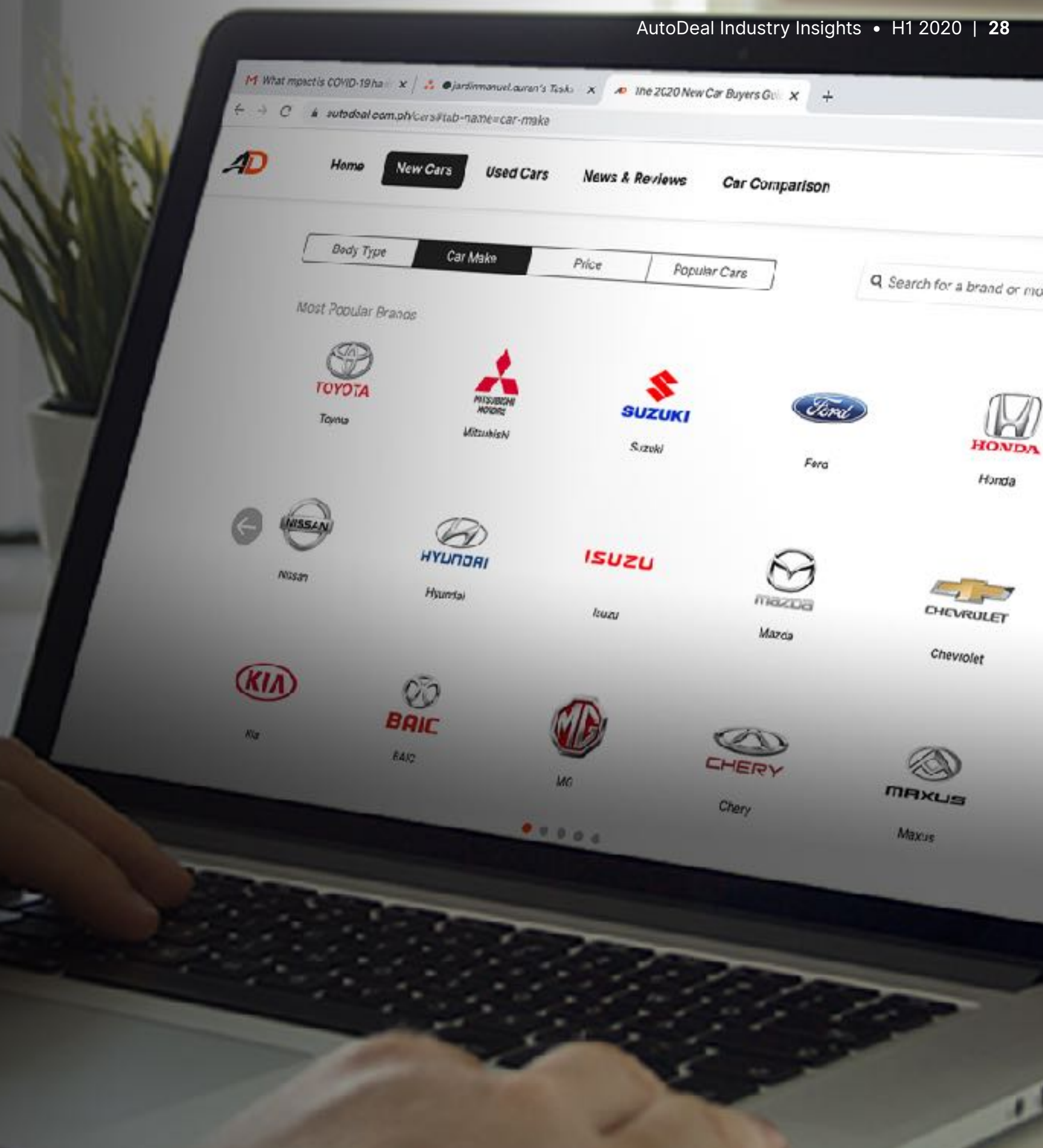
However, what happens when the game changes overnight? What happens when a global pandemic starts to rearrange the rules?

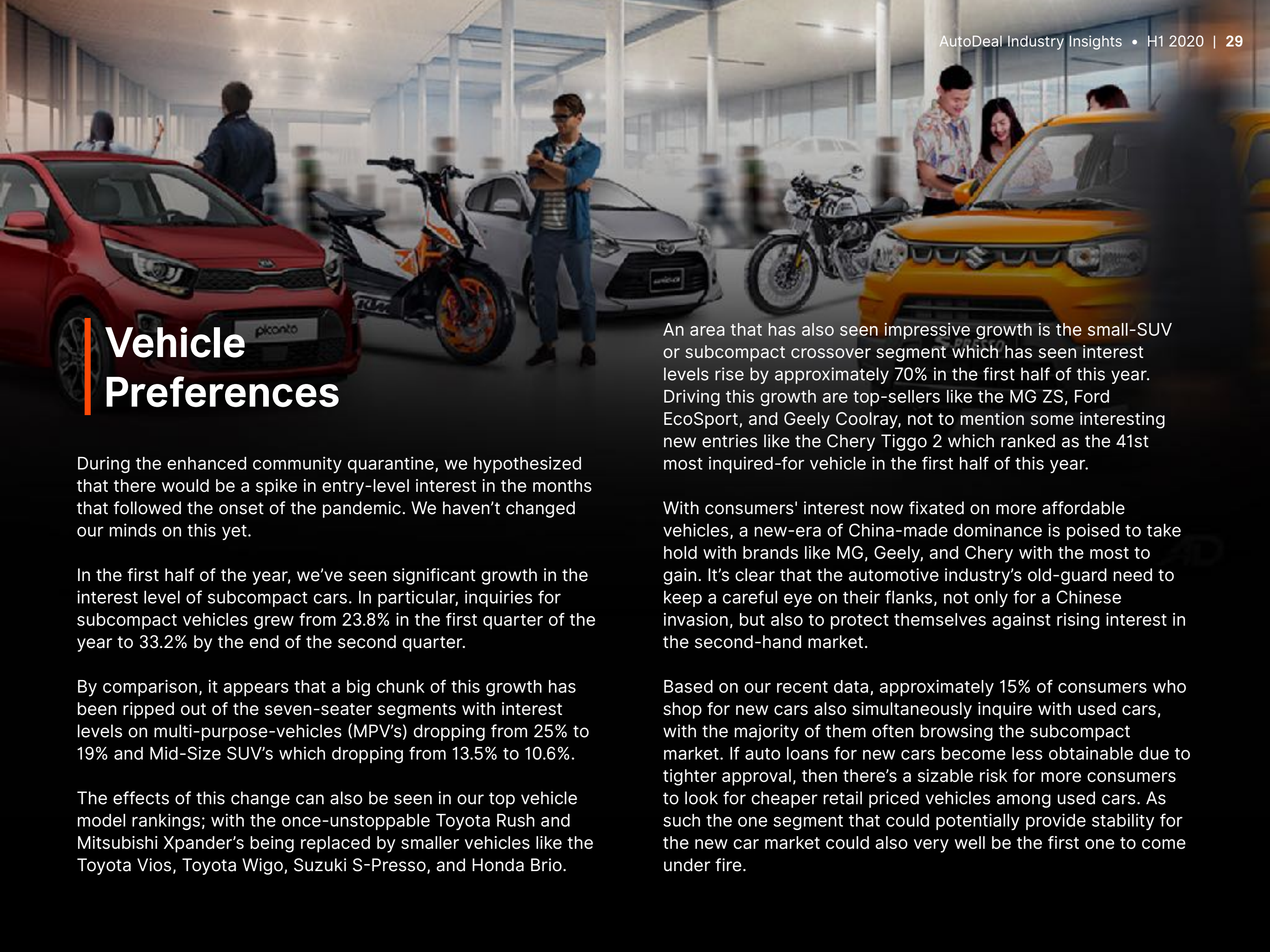
Here are just a few things that we've observed from data on how consumers and the car-buying journey are changing. ►

Increased transaction timelines

Consumers are spending longer durations in the car-buying process according to the average lead-to-sale conversion data from customers shopping on AutoDeal. In the first half of the year, the average lead-to-sale timeline took sixty-three (63) days from initial inquiry to final purchase compared to forty-six (46) days during the same period in 2019. Slower transaction periods could be occurring due to travel restrictions, slower bank approval rates, and increased consumer caution.

Dealers should be wary of increased purchase timeframes as they present a heightened risk of sales attrition to competitors. As more consumers shop multi-dealer; sales teams need to be prepped to manage leads over long periods of time to prevent unnecessary losses. ►





Vehicle Preferences

During the enhanced community quarantine, we hypothesized that there would be a spike in entry-level interest in the months that followed the onset of the pandemic. We haven't changed our minds on this yet.

In the first half of the year, we've seen significant growth in the interest level of subcompact cars. In particular, inquiries for subcompact vehicles grew from 23.8% in the first quarter of the year to 33.2% by the end of the second quarter.

By comparison, it appears that a big chunk of this growth has been ripped out of the seven-seater segments with interest levels on multi-purpose-vehicles (MPV's) dropping from 25% to 19% and Mid-Size SUV's which dropping from 13.5% to 10.6%.

The effects of this change can also be seen in our top vehicle model rankings; with the once-unstoppable Toyota Rush and Mitsubishi Xpander's being replaced by smaller vehicles like the Toyota Vios, Toyota Wigo, Suzuki S-Presso, and Honda Brio.

An area that has also seen impressive growth is the small-SUV or subcompact crossover segment which has seen interest levels rise by approximately 70% in the first half of this year. Driving this growth are top-sellers like the MG ZS, Ford EcoSport, and Geely Coolray, not to mention some interesting new entries like the Chery Tiggo 2 which ranked as the 41st most inquired-for vehicle in the first half of this year.

With consumers' interest now fixated on more affordable vehicles, a new-era of China-made dominance is poised to take hold with brands like MG, Geely, and Chery with the most to gain. It's clear that the automotive industry's old-guard need to keep a careful eye on their flanks, not only for a Chinese invasion, but also to protect themselves against rising interest in the second-hand market.

Based on our recent data, approximately 15% of consumers who shop for new cars also simultaneously inquire with used cars, with the majority of them often browsing the subcompact market. If auto loans for new cars become less obtainable due to tighter approval, then there's a sizable risk for more consumers to look for cheaper retail priced vehicles among used cars. As such the one segment that could potentially provide stability for the new car market could also very well be the first one to come under fire.

A row of cars parked in a lot, with the text 'New Car Dealer' overlaid.

New Car Dealer

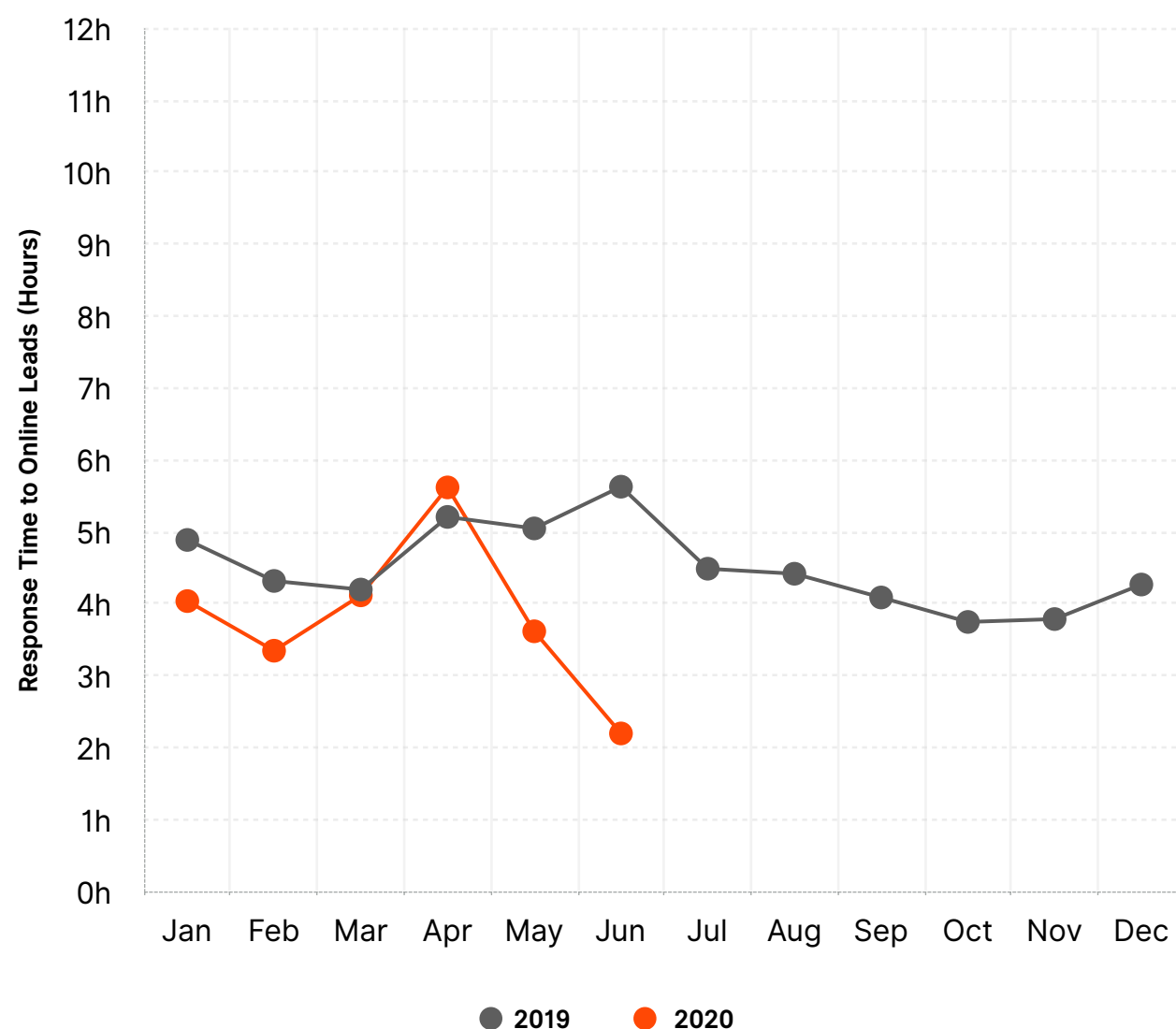
Dealer Talk

AUTODEAL

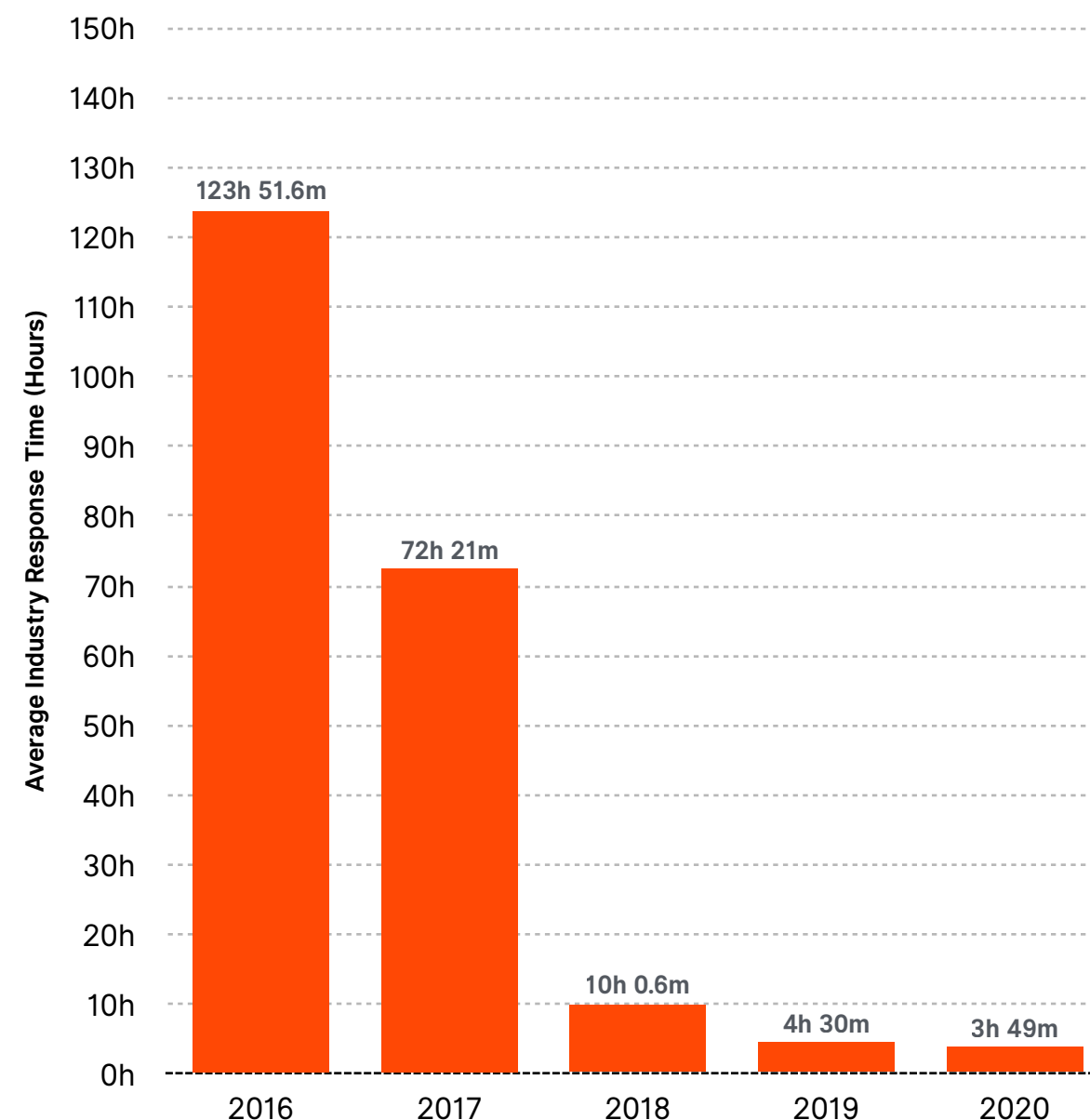
New Car Dealer Industry Response Time

AutoDeal continues to pioneer online customer service standards through

Average Industry Response Time (All Dealers)



Average Industry Response Time (2016-2020)



*As tracked through the AutoDeal Lead-Management System

Industry Response Time

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

TOP 10

Fastest Responding New Car Dealers



1 FORD, Commonwealth
8 minutes



2 FORD, Cagayan De Oro
8 minutes



3 FORD, Davao
8 minutes



4 VOLKSWAGEN, BGC
12 minutes



5 FORD, Sta. Rosa
14 minutes



6 FORD, Balintawak
16 minutes



7 CHEVROLET, Quezon Ave.
17 minutes



8 FORD, Zamboanga
17 minutes



9 VOLKSWAGEN, Pampanga
18 minutes



10 NISSAN, General Santos
19 minutes

Industry Response Time

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

TOP 10

Fastest Responding Used Car Dealers



1 CAR EMPIRE
1hr 2mins



2 EAST CARS
1hr 14mins



3 SAMCARS TRADING
1hr 55mins



4 J.A. TAN CAR TRADING
4hr 5mins



5 NIX ASH OTO PWESTO
6hr 20mins



6 ALL CARS MANILA - CHUCK UGARTE
7hr 9mins



7 GOOD CARS TRADING
8hr 43mins



8 AUTO ROYALE CAR EXCHANGE - LITO NALUS
9hr 26mins



9 BDO PRE-OWNED CARS
11hr 23mins



10 HONDA YUCHENGCO PRE OWNED CARS
12hr 18mins

TOP DEALERS

In terms of Lead-to-Sales Conversion

January 2020



FORD, Bohol
22.2%



MITSUBISHI MOTORS, Pili
16.77%



HYUNDAI, Ilocos Norte
16.67%



FORD, Ormoc
14.29%



NISSAN, Palawan
14.29%

February 2020



FORD, Zamboanga
12.5%



MAZDA, Dagupan
11.76%



FORD, Negros Occidental
10%



NISSAN, Bataan
10%



CHEVROLET, Ilollo
9.09%

March 2020



HYUNDAI, Ilocos Norte
25%



NISSAN, Zamboanga
20%



FORD, Metro Baguio
11.11%



FORD, Ilocos Norte
11.11%



NISSAN, Cabanatuan
8.33%

Note: Sale conversion is recorded and presented as it stands on July 14, 2020. Conversion is based on the date in which the lead was generated.

TOP DEALERS

In terms of Lead-to-Sales Conversion

April 2020



CHEVROLET, Dagupan
18.67%



FORD, Naga
12.5%



FORD, Dumaguete
11.11%



NISSAN, Cagayan De Oro
7.69%



FORD, Commonwealth
6.45%

May 2020



FORD, Ilocos Norte
25%



FORD, Tacloban
22.22%



NISSAN, Isabela
11.11%



KIA, Pangasinan
8.7%



KIA, Butuan
8.3%

June 2020



SUZUKI AUTO, Roxas
33.33%



SUZUKI AUTO, West Ave.
25%



FORD, Subic
12.5%



KIA, Isabela
12.5%























FORD, Dipolog
7.14%

Note: Sale conversion is recorded and presented as it stands on July 14, 2020. Conversion is based on the date in which the lead was generated.

TOP Sales Agents

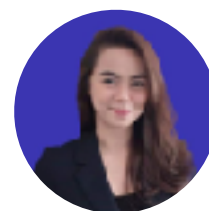
AutoDeal Agents with the best lead-to-sale conversion in H1 2020

1		Che Reguera Suzuki Auto, West Ave.	50%	11		Ivy Grace Balertie Nissan, Palawan	7.89%
2		Elyrose Mae Ignacio Ford, Subic	22.22%	12		Leones Batalla Nissan, Cagayan De Oro	7.38%
3		Gerald Meguillo Ford, Bohol	20%	13		Ivy Joy Currimao Hyundai, Ilocos Norte	6.82%
4		Maria Mercedes Santillana Ford, Subic	12.5%	14		Cirus Mindaros Kia, Isabel	6.67%
5		Jamaica Asico Ford, Libis	10%	15		Vanessa Cristobal Nissan, Ilocos Norte	6.25%
6		Jennifer Asebias Ford, Global City	10%	16		Rondell Relativo Mazda, Davao	6.17%
7		Ronald Pantanosas Ford Bohol	10%	17		Rhona Calvo Ford, Negros Occidental	5.56%
8		Arden Austria Toyota, Santa Rosa	9.3%	18		Erica Mae Castro Nissan, Zamboanga	5.56%
9		Jasmin Snyder Ford, Tacloban	8.7%	19		Wilson Jr Tello Nissan, Baguio	5.48%
10		Jomar Dumas Ford, Ilocos Norte	8.7%	20		Czarina De Jesus Nissan, Bataan	5.38%

Note: Sale conversion is recorded and presented as it stands on July 14, 2020. Conversion is based on the date in which the lead was generated.

5-Stars

Here are some of our favorite
buyer reviews of H1 2020



Dana Sandiko
Toyota, Manila Bay
★★★★★



Sourcing different deals from AutoDeal need extra help from expert. Dana, who's first to response provide different options and help me to decide with my car prospect. Convo never stop and until my approval, released day, she's there to assist me. Kudos to Ms Dana/TMB for SUPER fast transaction. Connect with her and don't hesitate to inquire. Thanks again

Ryan Flores

purchased a Toyota Avanza 1.3E AT



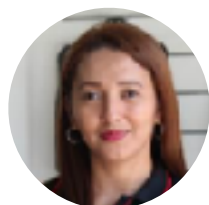
Maila Anne Ramirez
Ford, Metro Baguio
★★★★★



She has been so helpful from start to finish. We planned to have a car before the lockdown and she helped us from February to June. She followed up and constantly asked for our needs and wants and was also part of why we ultimately got the car. She was so helpful and the best sales agent I have ever worked with. Keep it up Ford! And thank you Mail!

Dianne Honorio

purchased a Ford Ranger 2.0. Biturbo Wildtrak 4x4 AT

**Salie Sabellano**

Isuzu Pasig

**ISUZU**

Salie responded to my quote request through Autodeal immediately. She is very courteous. She accomodated my questions even late at night. She sent me the quotation, complete with full specs of the unit and the freebies that comes with it. Isuzu Pasig is very lucky to have an agent like her.

Henry Domingo

purchased a Isuzu mu-X 3.0. LS-A 4x2 AT Blue Power

**Jowell Macario**

Toyota, Bacoor Cavite



Helpful, friendly and accomodating! Jowell was very diligent and attentive during the car purchase process. He answered all our questions and provided us a great deal. Customer service was exceptional. We had the best car buying experience ever!

Joyce Vianney Abando

purchased a Toyota Vios 1.3E Prime CVT

**Tanya Tupaz**

Ford, Global City



I am a 51 yr old American and have purchased many cars in my life, from Mercedes to Jaguar to Landrover. Having dealt with all of these dealerships I cannot tell you how amazed I was at the level of service provided to my wife and I by Tanya Topaz. I have spent literally days at some of the aforementioned dealerships trying to complete the purchase process. We were able to select our vehicle with Tanya guiding us the whole way and complete the entire sales process in under 2 total hours. I would never have thought my best car buying experience would happen Makati Philippines but that is exactly what is was. Ford should be extremely proud of the work they have done to select and train the very best agents I have met. I will be highly recommending Global City Ford and Tanya Topaz to all of my friends here in the Philippines. Thank you so much for providing such an enjoyable experience for my wife and I.

Guilo Family

Purchased a Ford Ranger 2.0 Bi-Turbo Wildtrak 4x4 AT

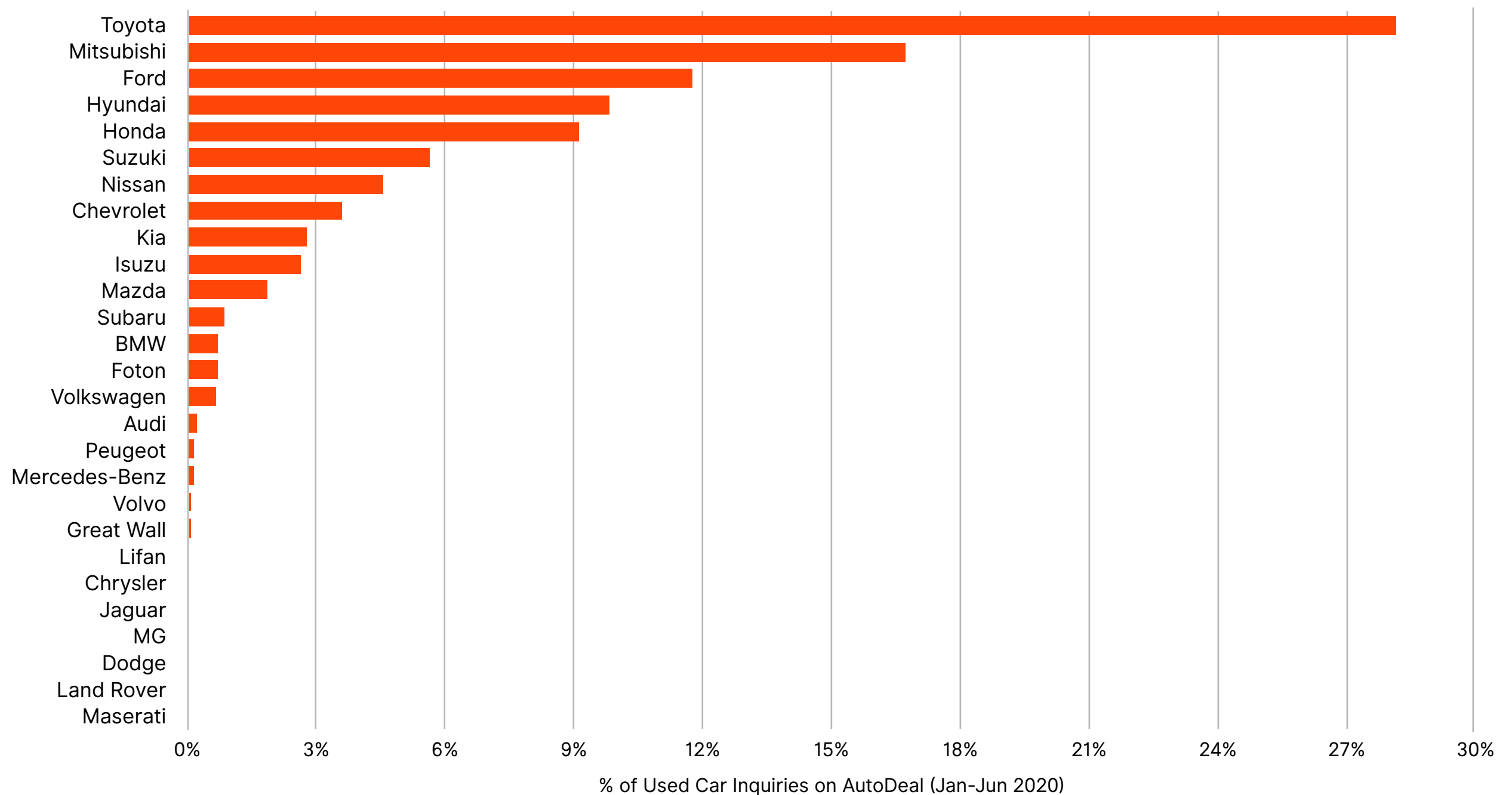
An aerial, high-angle photograph of a vast parking lot densely packed with hundreds of cars, mostly sedans and SUVs, arranged in neat rows. The image is dark and moody, with a semi-transparent dark overlay. The text 'Used Car' is prominently displayed in the center-left in a large, white, sans-serif font. A thin vertical orange line is positioned to the left of the text.

Used Car

AUTODEAL

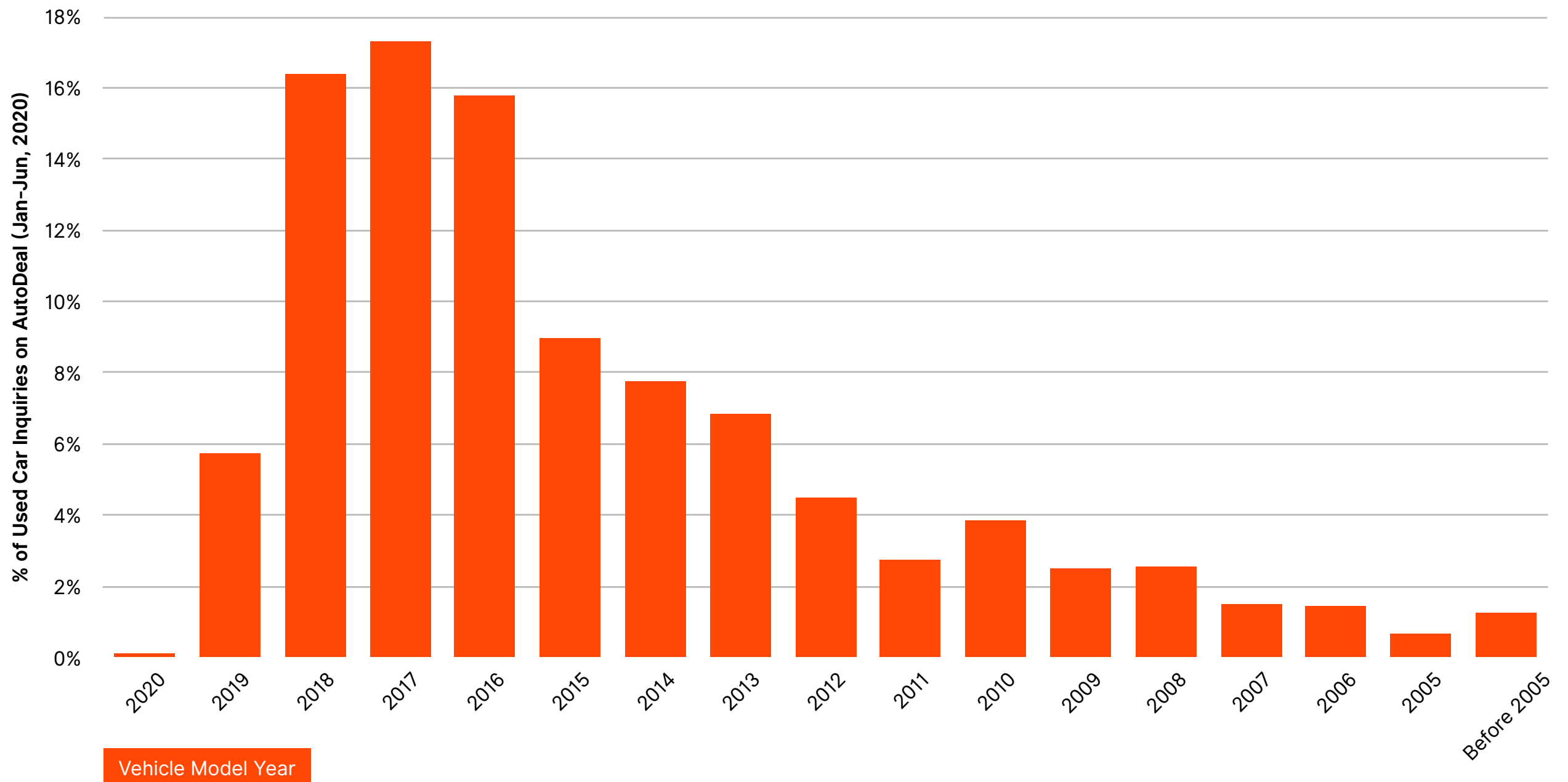
What are used car buyers shopping for?

AutoDeal Used Car Inquiries by Brand (H1 2020)

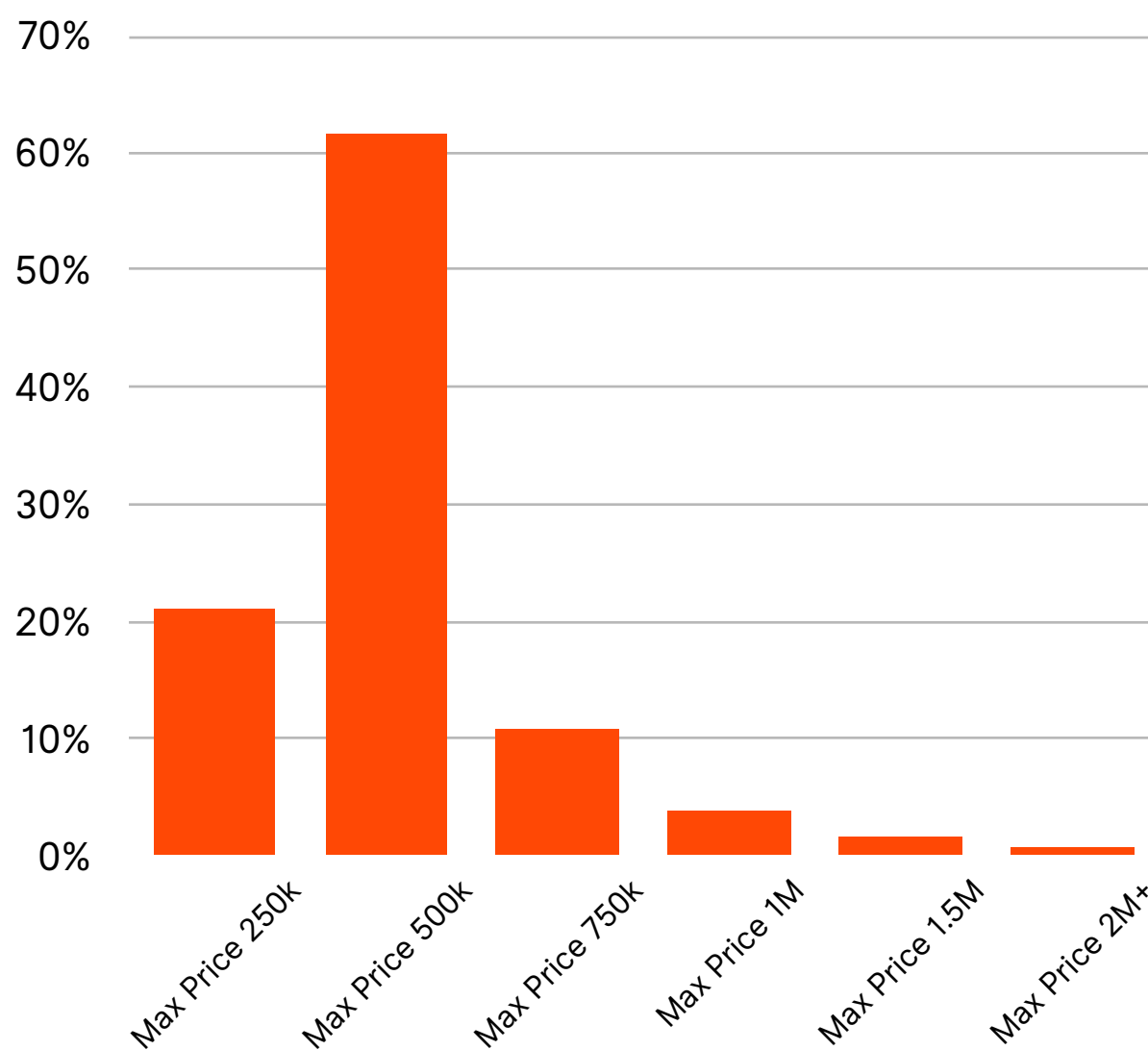


What are used car buyers shopping for?

AutoDeal Used Car Inquiries by Vehicle Model Year (H1 2020)

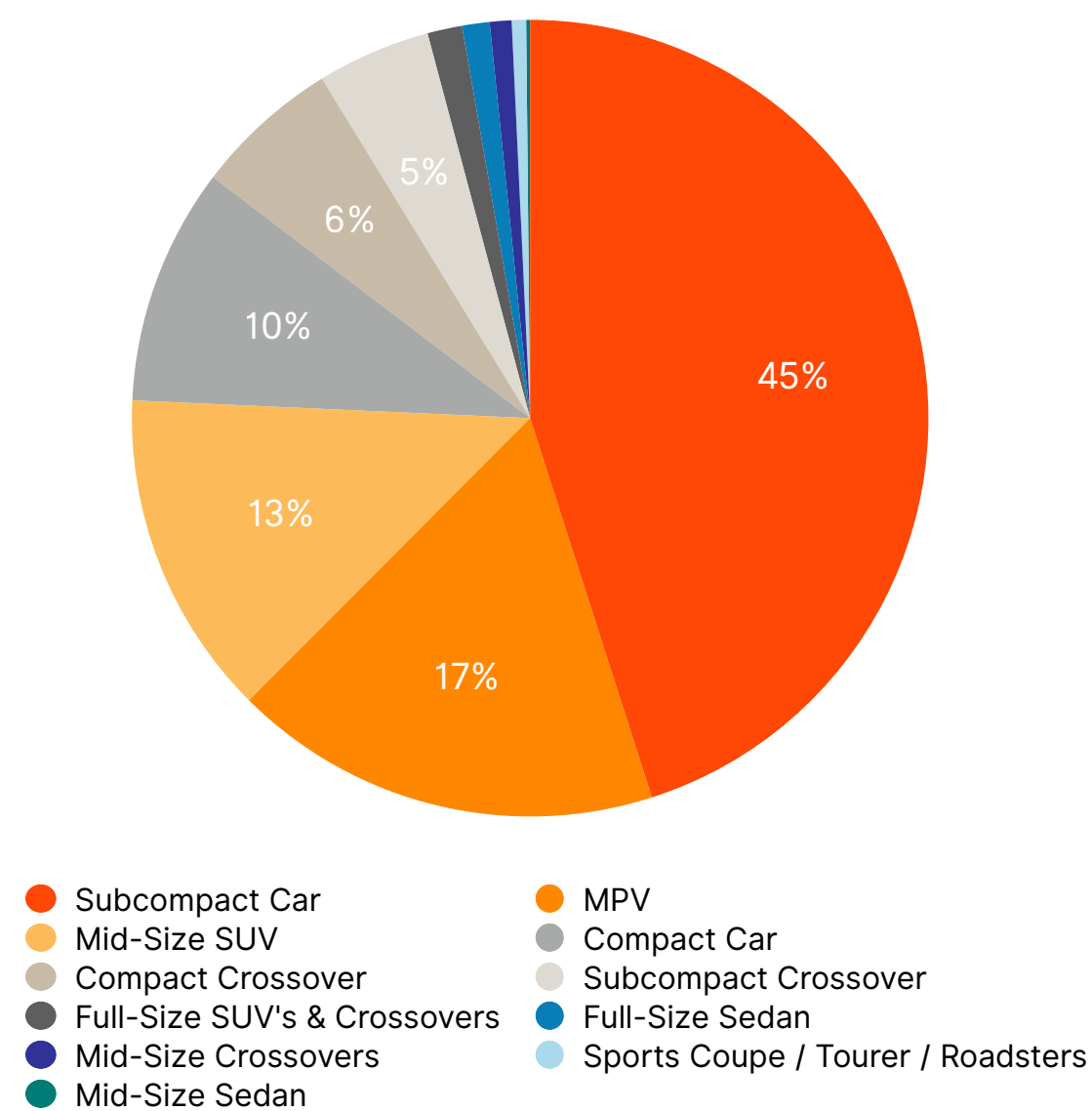


Used Car Searches by Price Range on AutoDeal.com.ph (H1 2020)

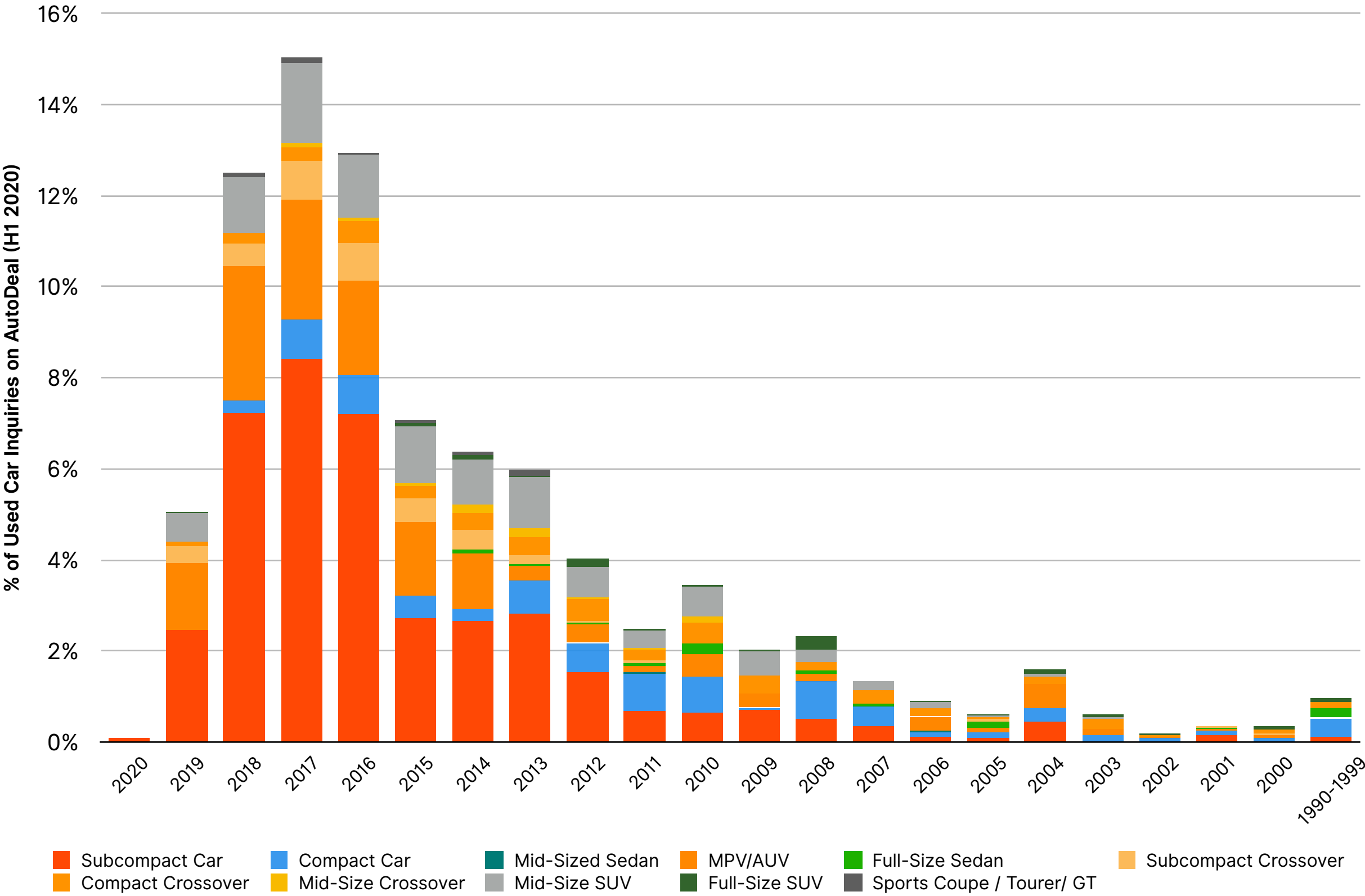


Data Source: Based on leads (quotes, inquiries, test-drives) generated on AutoDeal.com.ph.

Used Car Inquiries by Vehicle Segment on AutoDeal (H1 2020)



Used Car Inquiries by Market-Segment & Model Year





The image shows a spacious, modern exhibition hall with a high ceiling and industrial-style lighting. In the center, the 'MOTO DEAL' logo is prominently displayed on a large wall panel. To the left, a red and black motorcycle is parked. To the right, a white and yellow motorcycle is parked. In the background, a group of people is walking, and another motorcycle is visible. On the far right, a vertical banner for 'BMW R' is partially visible. The overall atmosphere is professional and focused on showcasing motorcycles.

MOTO DEAL

Motorcycle Buying, Simplified.

MOTODEAL

Join the Philippines no.1 online automotive marketplace.



8.9K

Facebook Likes

360,062

Monthly Visits



1.7K

E-Mail Subscribers

233,426

Monthly Unique



1.67K

YouTube Subscribers

1,018,632

Monthly Pageviews

00:02:00

Ave. Visit Duration



257

Instagram Followers

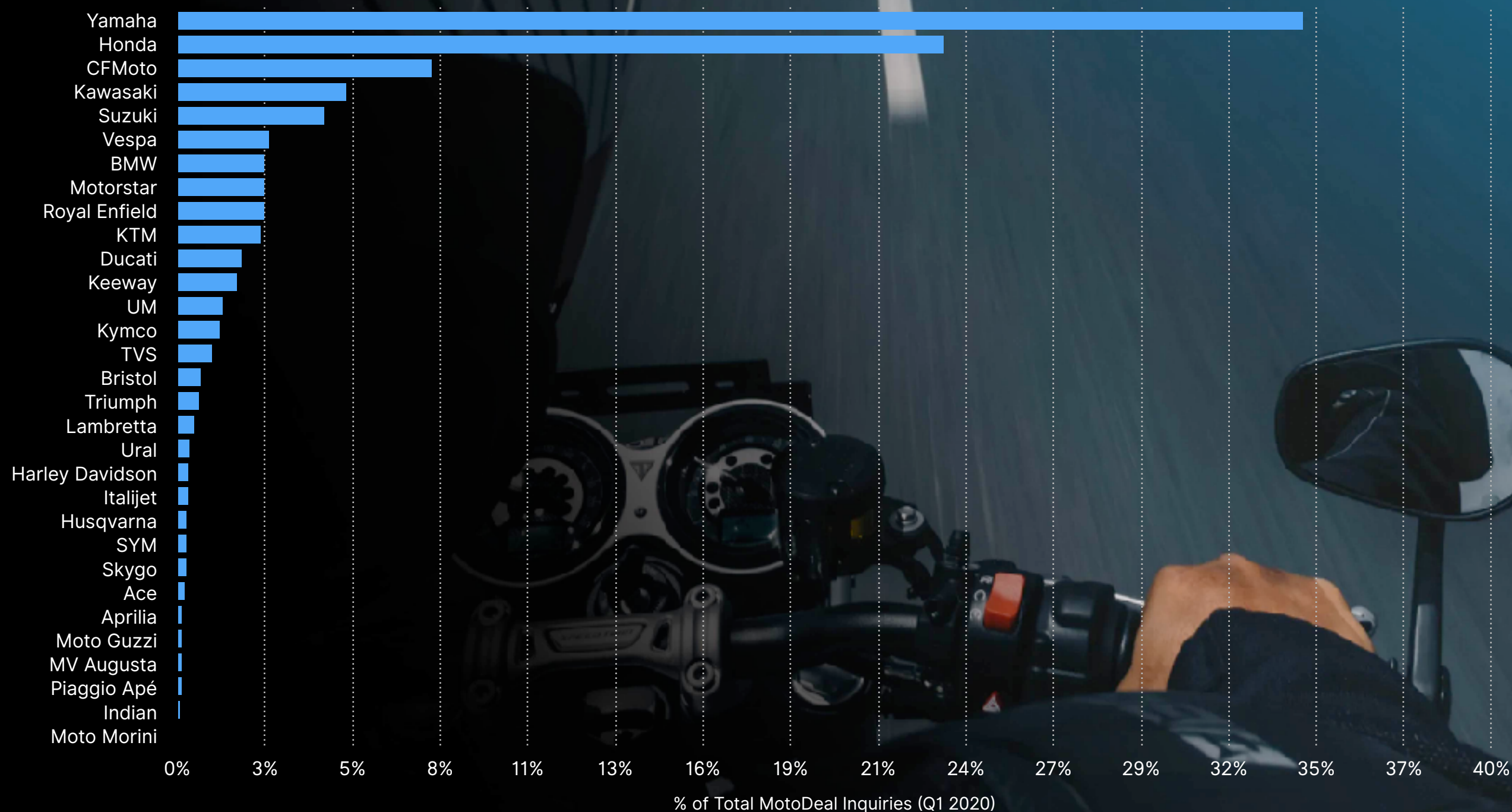
47.35%

Bounce Rate

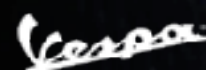


Most Inquired for Brands

Which brands were online consumers drawn to in H1 2020?



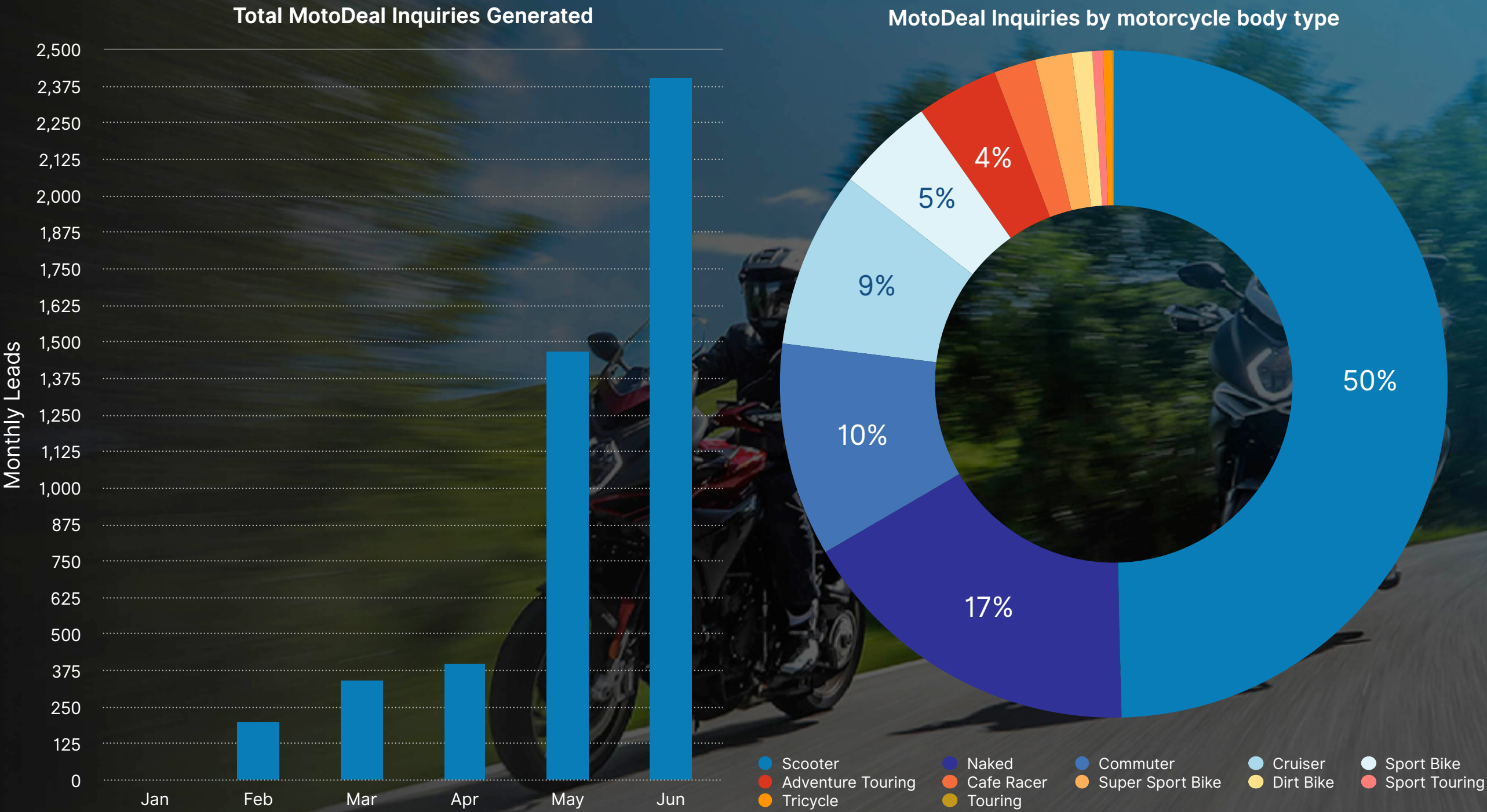
Kawasaki



ROYAL ENFIELD



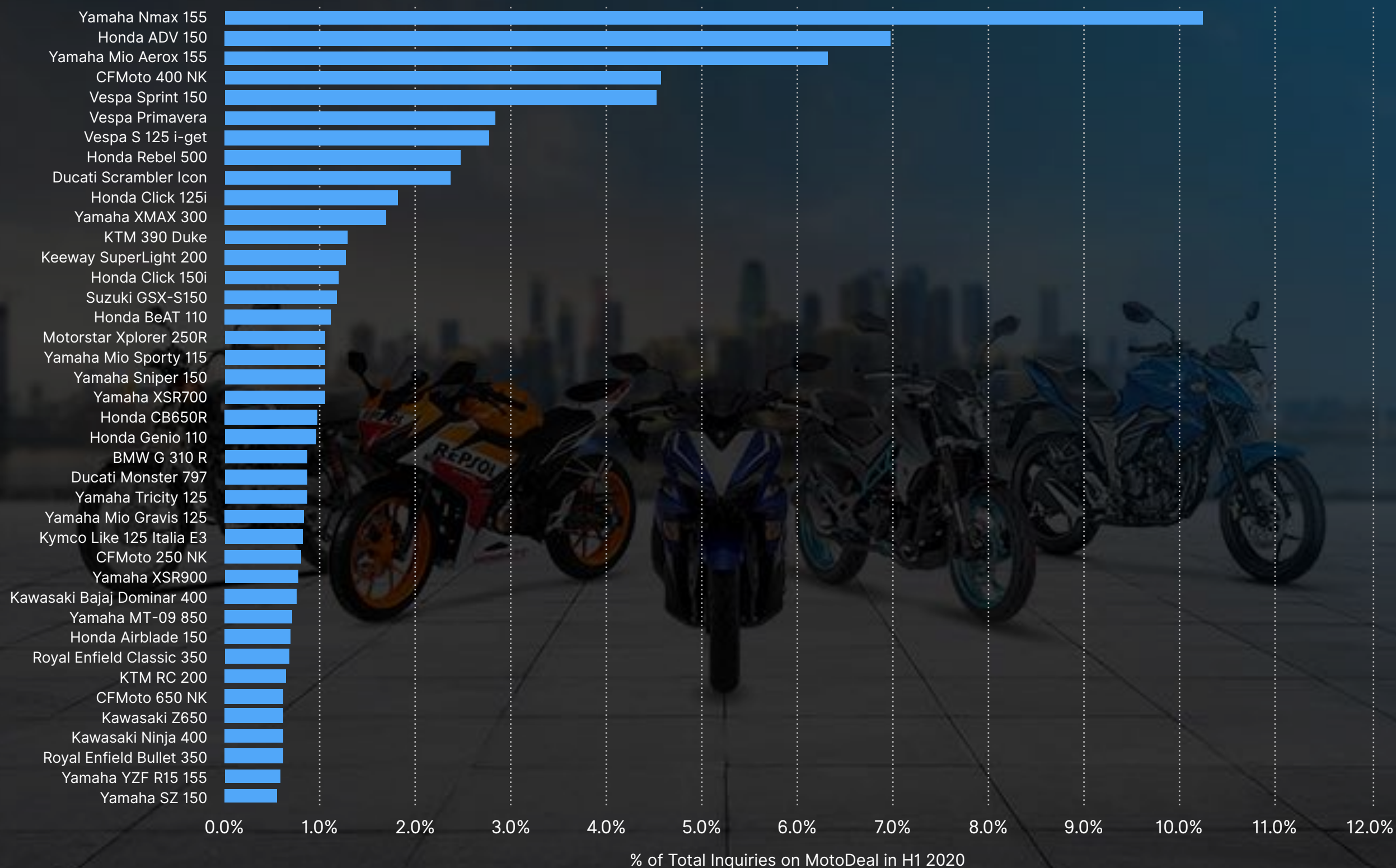
Motorcycle Quotes & Inquiries



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

MotoDeal: Top 40

Top 40 most inquired for nameplates in H1 2020





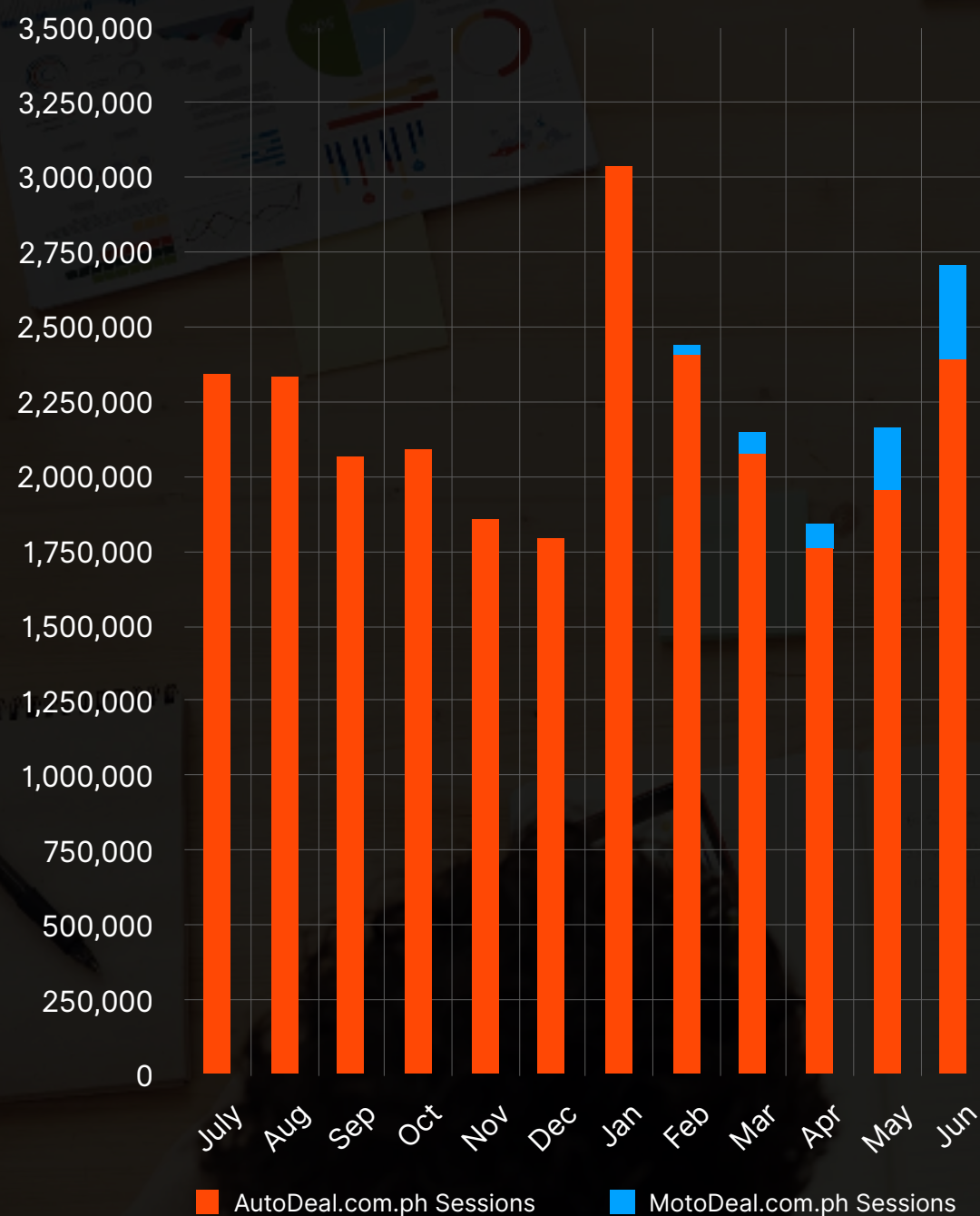
| Inside AutoDeal

AUTODEAL

AutoDeal Group Profile

We are the no.1 automotive marketplace in the Philippines

AutoDeal Group Web Traffic (2018-2020)



Website Visit and Social Media Figures

	<i>AUTO</i> DEAL	<i>MOTO</i> DEAL	TOTAL
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
Total:	13,541,207	710,382	14,251,589



Instagram Followers

17.3K

257



YouTube Subscribers

176K

1.67K



Facebook Followers

590K

8.9K



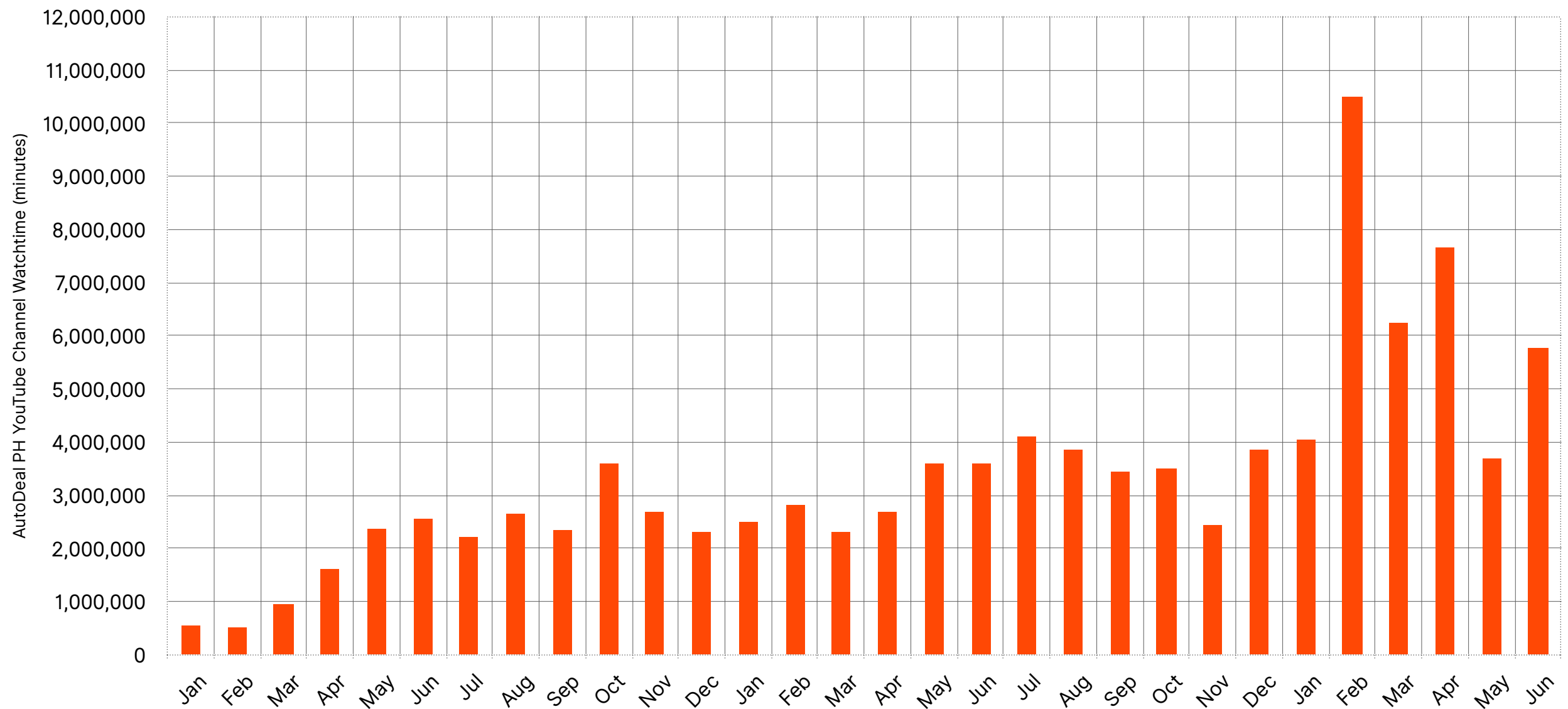
E-Mail Subscribers

210K

AutoDeal Video

Now the no. 1 automotive YouTube Channel in the Philippines

AutoDeal YouTube Monthly Watchtime



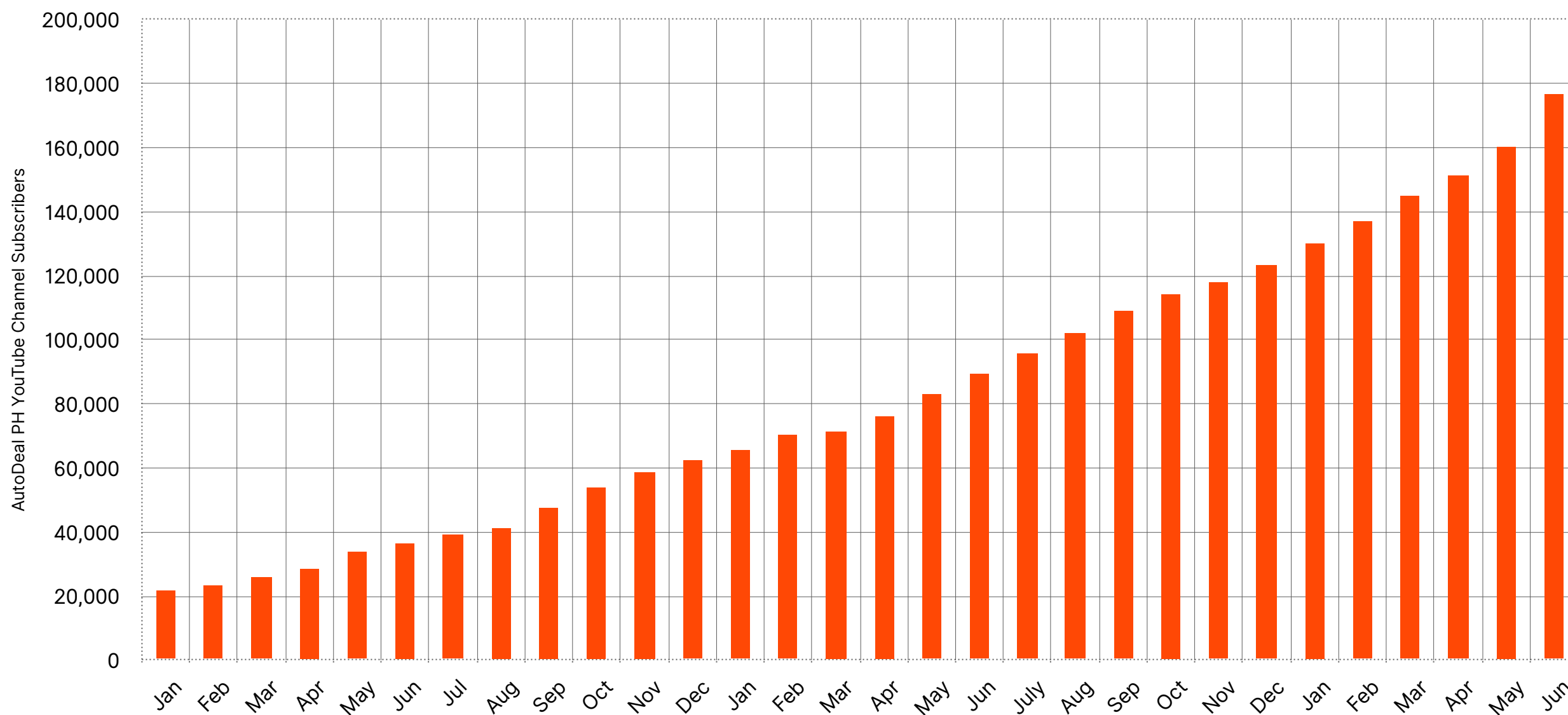
■ **1,600,000** Total Hours of Watchtime

Note: Data as of July 16, 2020

AutoDeal Video

Now the no. 1 automotive YouTube Channel in the Philippines

AutoDeal YouTube Subscribers



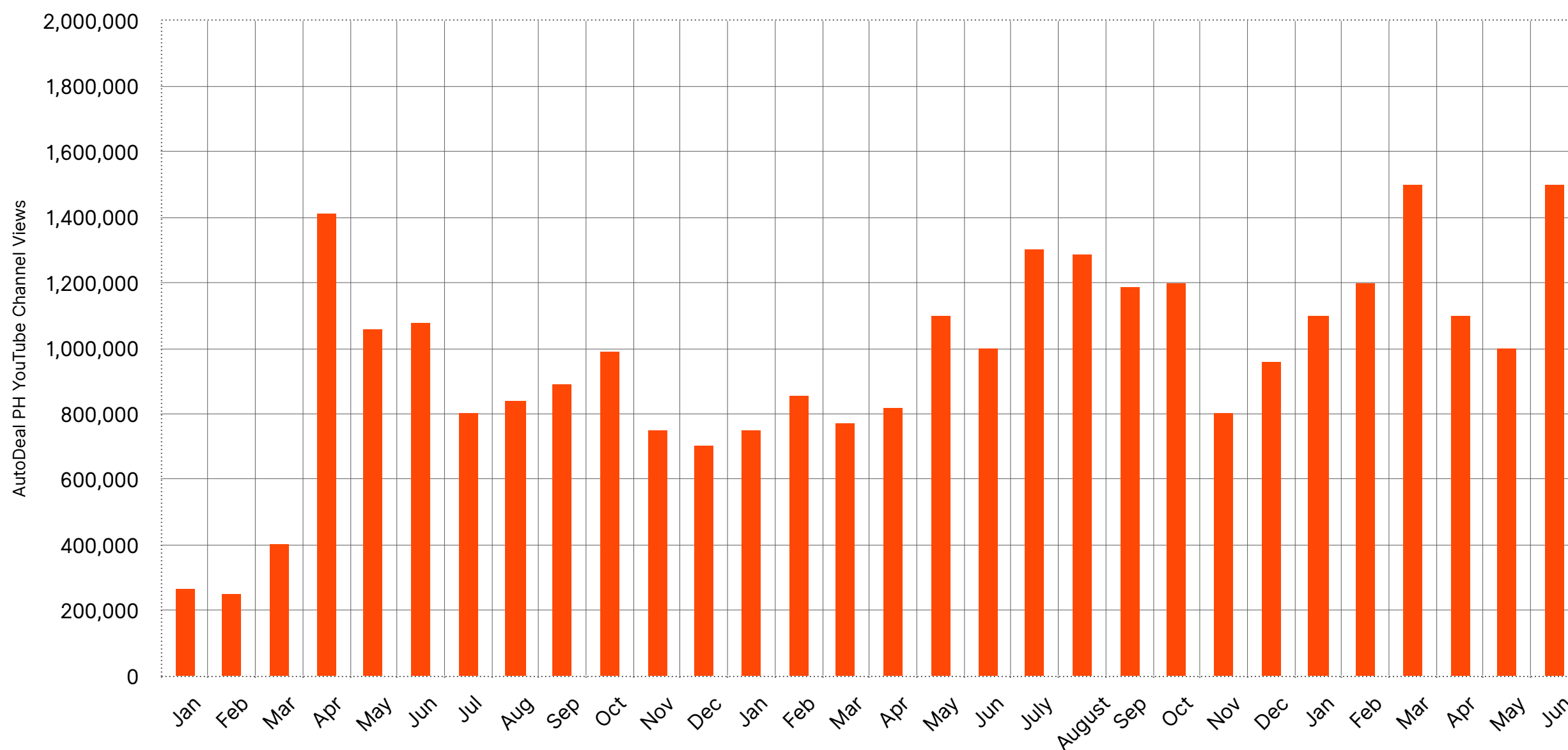
■ **32,000,000** Total Video Views

Note: Data as of July 16, 2020

AutoDeal Video

Now the no. 1 automotive YouTube Channel in the Philippines

AutoDeal YouTube Monthly Views



■ **176,659** Total Subscribers

Note: Data as of July 16, 2020

TOP 5 Most viewed videos of H1 2020



1 2020 TOYOTA HIACE SUPER GRANDIA ELITE AND GL GRANDIA TOURER

Behind the Wheel | Published 4th March, 2020



423,883
views



4,376
Likes



311
Comments



2 2020 GEELY COOLRAY

Behind the Wheel | Published January 31, 2020



361,691
views



3,560
Likes



715
Comments



3 2020 MAZDA 3 2.0 SKYACTIV PREMIUM AT

Behind the Wheel | Published January 28, 2020



220,822
views



4,077
Likes



441
Comments



4 2019 ISUZU D-MAX 4X4

Behind the Wheel | Published March 16, 2020



218,533
views



2,067
Likes



264
Comments

TOP MOTORCYCLE VIDEO



2019 VESPA GTS 300 SUPER SPORT

Published March 25, 2020



75,730
views

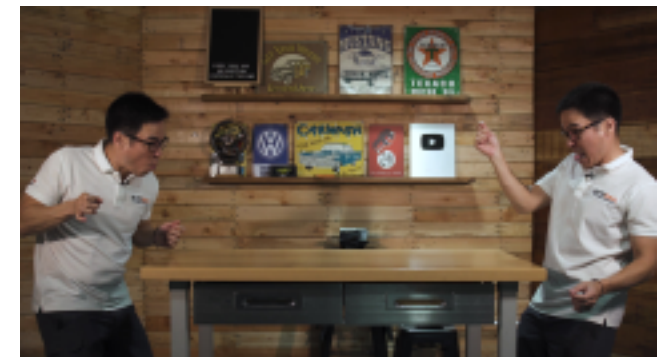


799
Likes



68
Comments

Note: Click the images to view videos



5 TOP 5 CARS UNDER P1M

Behind the Desk | Published February 29, 2020



172,457
views



3,463
Likes



614
Comments



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

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Makati City, Philippines

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