

AUTODEAL INSIGHTS

AUTODEAL
Cars Sold, Everyday.

VOLUME IV | January - June 2017

TOP

10

Most Popular
Vehicles on
AutoDeal

BUYER ★★★★★
SATISFACTION

Best Customer Service Feedback

EDITORS' PICKS

Our editors favorite rides of H1 2017

**SALES TRENDS FOR
H1 2017**
Best Sellers on AutoDeal



CASE STUDY:
Gender Decision Making
Top Geo-Locations

How important is
VEHICLE SAFETY
to Philippine Car-Buyers?

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| DISCLAIMER

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| DISCLOSURE OF DATA SOURCES

The assumptions made in this report are based on quantitative transactional data retrieved from the AutoDeal.com.ph platform from January to June 2017. The sample size used in this study includes 9.65M users and 90,000 customer inquiries.

Our Updated Numbers

WEBSITE VISITS

42% ▲

vs. Jul - Dec 2016

TOTAL LEADS

36% ▲

vs. Jul - Dec 2016

VERIFIED SALES

40% ▲

from Jan - Jun 2017

PARTNER DEALERS

350+

from Jan - Jun 2017

January to June 2017

TOTAL VISITS

9.7 Million

TOTAL UNIQUE VISITS

6.1 Million

TOTAL PAGEVIEWS

37.5 Million

TOTAL LEADS

89,892



AVERAGE PRICE OF VEHICLE SOLD

P1,267,579 ▲

TOTAL CONVERSATIONS

168,595 ▲ 90% Increase from H2 2016



* Conversations are the total unique chat threads between sales agents and car-buyers.



Mobile

62.4%



Desktop

28.4%



Tablet

9.2%

INTRODUCING

AutoDeal Video

As a means of providing more content to our users, we recently released a wide-range of video offerings that are available for view on AutoDeal.com.ph and through our network of social media channels.

Headed by a familiar face in the automotive industry, AutoDeal's new video team aims to bring more content to car-buyers while at the same time offering new possibilities for our partners to expand their brand reach and develop new ways to generate leads.

CARLO TIRONA
Head of Video



Introduction



Given the huge amount of data, and incredibly fast-moving nature of the Philippine automotive industry; we made a decision late last year to move our insights report to a bi-annual format and to have them supported by the monthly sales insights that are featured in our corporate blog. With this new format, we aim to provide more regular concise monthly updates while at the same time providing more comprehensive reports like the one in which you're reading to consolidate data over a longer period of time.

Now that's out of the way, let me first thank the continued support from both our brand and dealer partners. As many of you may have already read, last June AutoDeal secured an investment of AUS\$ 3.1 Million from Frontier Digital Ventures as part of our plans to ramp up the AutoDeal brand in the Philippines. With this new investment you can expect many exciting things to come, including enhanced product features, new analytics and a bolstered market presence. Today AutoDeal works with more than 350 dealers in the field of lead-generation, lead-management and enterprise support. It's only through these relationships that we've been able to get to where we are as the Philippines' no.1 vehicle marketplace. For that, on behalf of everyone at AutoDeal — I'd like to sincerely thank you.

Over the last six months, online car-buying has continued to soar, with our tracked sales figures growing by a further 40% from January to June. While the daunting issue of increased excise tax lurks over the industry, AutoDeal remains focused to continue improving online sales efficiency whatever the final decision may be.

In recent months, AutoDeal has waded into new territories with the introduction of video reviews and a completely revamped news, reviews and lifestyle section which we hope will give further depth to the overall shopping experience on AutoDeal. We've also been fortunate to have been involved in introducing several new vehicles to the market with our product-activation services and to have supported real-world marketing exhibitions with some of our enterprise tools. In addition to this, our dealer liaison team has worked hand-in-hand with numerous dealers across the country to continue driving metrics to support a positive online car buying experience. With the support of our brand partners, we've made impressive steps to train dealer teams in improving response time, follow-up and sales conversion, which in part has led to an increased return in sales for our partners.

While 2018 might still seem a little uncertain, many of you still remain optimistic in the industry's ability to adapt to any situation. With this said, there's still much afoot before the end of 2017.

As usual, we hope that you find the information in this report insightful and wish you and your teams the best of luck for the remainder of the year.

With Regards,

A stylized, handwritten signature in black ink, appearing to be 'CF' or similar initials.

Christopher L. Franks

Co-Founder & Chief Operating Officer



DATA STUDY:

Do Response Time & Sales Conversion really correlate?

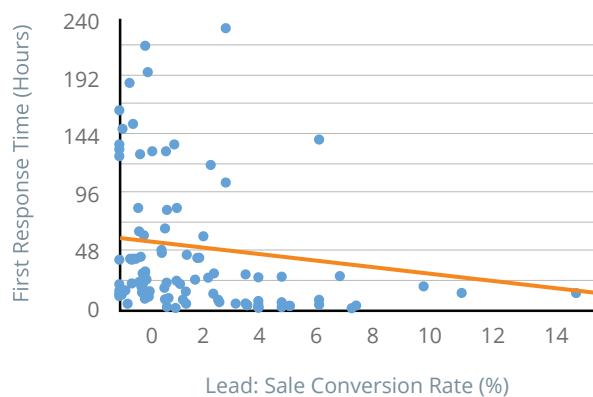
Until the day that robots rule the earth, the key to increasing lead to sale conversion will always vary due to a little thing called human nature. While many sales agents excel at using online methods to interact with customers, many others may not thoroughly understand the expectations or best practices. The result often leads to a huge performance gap between your top-achievers and the rest of your online sales force, that simply can't be understood by looking at surface-level data alone.

Don't worry, we understand.

Today, AutoDeal has agents on the platform with conversion rates ranging from 0.1% all the way up to 33% and while many factors like buyer geo-location and product type might create some degrees of variance, the simple metric of response time continues to be the most significant contributor in affecting overall sales performance.

As a means to further explore this, we tracked data from AutoDeal's top 100 remitting partner dealers over the course of Q1 2017 to examine the correlation between response time and sales conversion.

RESPONSE TIME VS. CONVERSION RATE ANALYSIS FROM DEALERS ACTIVELY REMITTING FEEDBACK (Q1 2017)



While having dealers actively remit sales data is not the most accurate means of measuring conversion, initial data has shown a trend that sales conversion does improve as response time decreases. In addition, when examining changes in response time, we noted that dealers who made drastic changes over a 3-month period (reducing their response time by more than 80 hours) noted an increase in conversion rate by 3%. In comparison, those dealers whose response time increased by 12 hours or more, indicated an average drop in conversion by 0.5%.

A trend appears to be developing even if the coefficient of determination for this study is not yet incredibly high.

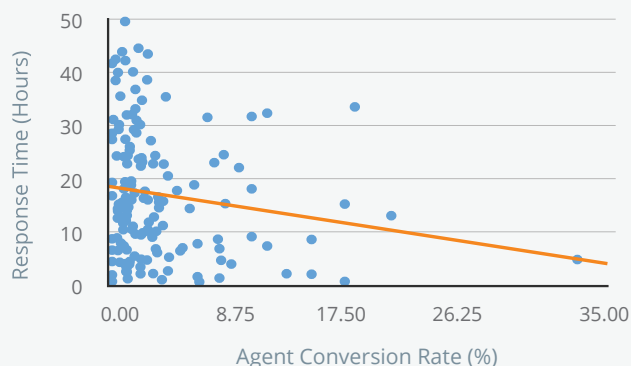
However, it may be prudent to suggest that additional variables will help plot an accurate game-plan for influencing conversion rate.

Agent Level Conversion

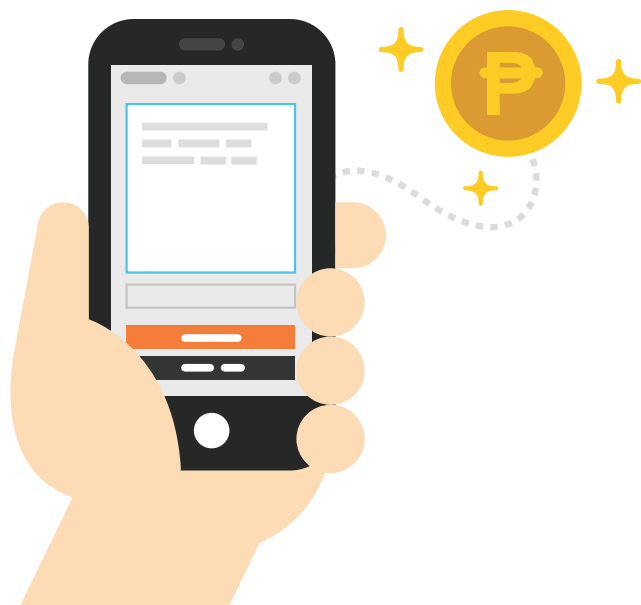
In addition to the dealer-level data, we also ran the same test on agent level data as a means to eradicate the influence of poorly performing agent accounts within dealer-level data sets (in short, to prevent agents with extremely poor engagement from influencing results). Data for this, was taken from 183 sales agents who actively remitted sales data during Q1 2017.

RESPONSE TIME VS. CONVERSION RATE ANALYSIS FROM AGENTS ACTIVELY REMITTING FEEDBACK (Q1 2017)

As similarly indicated in the dealer-level data, when correlating agent response time with agent sales conversion, we already begin to see a trend developing.



What other variables might be worth exploring?



Response Quality

While we respect the importance of response time, it is worth pointing out that it is a metric that can be very easily abused. Massively reducing response time by sacrificing the quality of your responses may lead to unnecessary frustration for the customer, resulting in detrimental conversion rates.


The ability to more accurately evaluate the quality of content being sent to prospective customers may help uncover more best practices.

Follow Up Protocol (Effort)

Essentially, some people are just better at sales than others. Being able to measure the effort and determination of your sales staff might be another variable to add to the formula. If sales agents are actively engaging in follow-up protocols, could this significantly influence end-goal conversion? The betting man would say yes.

Engagement

Ultimately finding end-goal sales conversion is a tricky business that requires a particular level of engagement in order to uncover the true metrics. With that said, we encourage our partners to only invite sales agents that are both optimistic and competent about the results they can generate for themselves from online sales leads. You will find that not every agent in your dealership will feel comfortable or possess the relevant skills to score well when it comes to conversion rate. Trimming down the herd to a select number of competent internet sales managers and investing thoroughly in their training should be top of mind for dealers looking to achieve the best actualized business results from their online campaigns.



Juan Dela Cruz
ID: 3784
Last Login: Jun 02, 2017 05:35 AM
Reply Rate: No replies so far.

Total Leads: 13	Hot Leads: 2
Answered Leads: 7	Total Sales:
Unanswered Leads: 6	6

[View Agent Profile](#)

As such, we strongly encourage all of partners at the manager level to regularly check sales agent performance data within your AutoDeal dashboard. These useful insights will enable you to check your agents response time, response quality, and end-goal conversion rate in real time at the click of a button. With the recent addition of additional lead-funnel features, such as the ability to monitor when prospects become loan approved or complete a test drive, AutoDeal can provide even more pressing data to help your dealership better understand how your prospects are behaving.

In closing, understand that these things do take time. As a whole, sales volumes are increasing and those dealers making active changes and enhancements to their processes are those that are constantly increasing their conversion.









Happy Selling!

TOP

10

Most Inquired About Vehicles on AutoDeal

Based on the number of inquiries made from January to June 2017

RANK	BRAND	MODEL	PERFORMANCE *
1		Avanza	▲
2		Vios	—
3		EcoSport	—
4		Innova	▲
5		Fortuner	▲
6	ISUZU	mu-X	▲
7		Wigo	▼
8	ISUZU	Crosswind	—
9		Ertiga	▲
10		Mirage G4	▲

12. Honda City ▲

17. Nissan NV350 Urvan ▲

28. Mazda2 ▲

15. Hyundai Accent Sedan ▼




















22. Chevrolet Trailblazer ▲

* Performance indicated is from last AutoDeal Insights Report



Buyer Satisfaction

These are the top 10 Dealers with the best average customer feedback score. The scores are provided by confirmed buyers who purchase across the AutoDeal.com.ph platform. (Maximum feedback score is 5.0.)

RANK	BRAND	DEALER	AVERAGE SCORE
1	 TOYOTA	Calamba	5.0 
1	 SUZUKI	Biñan	5.0 
1	NISSAN	San Pablo	5.0 
1	 MITSUBISHI MOTORS	Fairview	5.0 
5	 Ford	Global City	4.83 
6	 TOYOTA	Makati	4.8 
6	 SUZUKI	Kalookan	4.8 
6	 HYUNDAI	Quezon Avenue	4.8 
9	 H	Marcos Highway	4.75 
9	 Ford	Manila	4.75 

Gender Decision Making: ONLINE CAR SALES

For the longest time, men have predominantly been the sex that is most associated with car-buying. Over time, this has molded the automotive industry into a testosterone-pumped arena, which ultimately resulted in creating what can only be described as a very distinctive gender gap.

Whether it be attractive models flanking newly launched vehicles at motor shows or very distinctive inspiring James Bond-style commercials, brands have historically focused the brunt of their messaging to appeal more predominantly to men than women.

Thankfully, times are changing and the relevance of the buying power of female consumers is beginning to take center stage. In the Philippines, JD Power last year made several references to the increased volume and decreased satisfaction of female car buyers in the Philippines, which they reckon now accounted for 45% of all industry sales. In this most recent study, they indicated that while the volume of female consumers seemed to be increasing, their satisfaction in the buying process was much less than what it needs to be.



In addition to generating interest, sales teams should be expected to adjust in order to accommodate the needs and expectations of female buyers.

We, at AutoDeal, have also taken note of the increasing volume of female buyers, who between January & June 2017 accounted for 39% of purchases made across our platform. While it's unlikely that brands will abolish their traditional approaches of targeting male buyers, marketers do find themselves in a quandary as they try to understand the values and buying habits of female car-buyers that now represent a significant slice of prospective sales. In addition to generating interest, sales teams should be expected to adjust in order to accommodate the needs and expectations of female buyers.

■ Men vs. Women - General Differences in Gender Decision Making

The differences in marketing to men and women has long been an area of study for marketers, with e-commerce being no exception. Over time, various publications have suggested that men follow a more utilitarian approach to shopping whereas women are more hedonic and as such are attracted to a more emotive shopping experience.

An article by guide-selling.org indicates this well when highlighting fashion websites Zappos and Asos. As indicated in the article, brands like Zappos think distinctively about how they promote products to each gender, with the male section of their website focusing on clear navigation and product categories and the female section focusing on selling an emotion. Likewise the article also gives reference to Asos and showcases the different approaches it takes for advertising their Halloween campaign to both men and women. The author Anneke Van Aswegen further goes on to indicate further differences related to customer service; with men preferring a get-in and get-out approach and women preferring a high quality of service that makes them feel special.



Differences in Vehicle Research Habits

So what does this mean for car buying? Well, we recently analyzed the behavior of male and female shoppers when browsing through vehicle specifications in AutoDeal's online car guide. From this data suggests that women show greater interest in prioritizing vehicle features, vehicle dimensions and in-cabin technology while men spend more time reading technical information related to engine capacity, performance and economy.

Women Search More For Better Deals

On average, 50% of female buyers will bypass their local dealer in preference of getting a better deal, whereas only 30% of men will choose to buy from a dealer further afield. This suggests that either women are more likely to shop around in order to get the best possible experience, or that men prefer the more practical choice of availing from a dealer that is closer to home. In addition to this, we also found that a greater volume of females (8.26% of all female users) browse promos compared to men (6.6%), indicating a more price-focused or frugal approach by women.

Women Transact Quicker

Despite searching further afield for the best deal, women (on average) complete transactions almost a week earlier than men, with the average inquiry to sale transaction time being approximately 50 days for females and 56 days for males*. This suggests that women either wait longer before making their initial inquiry (i.e. they inquire only when they're truly ready) or that they navigate the steps of the buying process at a faster speed than men.

Female Buyers Complete More Sales with Female Sales Agents

60% of female buyers complete sales when transacting with female sales agents. Men, on the other hand, show no difference in preference with a clean 50/50 split between both male and female sales agents. This data may suggest that there is an increased likelihood of a female customer completing a purchase if she's dealing directly with a female sales agent.

Vehicle Preferences

Females are more active in purchasing subcompact vehicles (accounting for 37.65% of their 2017 sales), MPVs (17.65%) and AUVs (7.06%). In comparison, men are more active in purchasing larger vehicles like midsize SUVs, pickup trucks, and vans.

Closing Thoughts

With female purchasing power now being stronger than ever before, automakers must accept the challenge of tailoring their brand messaging and sales process to accommodate women while at the same time continuing to appeal to men. There is no ideal 'playbook' for this process, but brands must be conscious of the wide-range of variable differences in each and every customer (regardless of gender) and expand these efforts through the wide variety of marketing tools now available to them.

*based on AutoDeal transaction data from January 1 to April 30 2017

TOP

20 Geo-Location

Based on the number of inquiries made from January to June 2017.

RANK	LOCATION	REGION	PERFORMANCE	% OF TOTAL LEADS
1	Quezon City	NCR	-	9.2%
2	Manila	NCR	-	4.8%
3	Makati City	NCR	-	3.2%
4	Pasig City	NCR	-	2.8%
5	Caloocan City	NCR	▲	2.6%
6	Taguig City	NCR	▲	2.4%
7	Bacoor City	CALABARZON		2.1%
8	Davao City	Davao	▼	2.1%
9	Parañaque City	NCR	▲	2.0%
10	Imus City	CALABARZON	▲	1.9%
11	Las Piñas City	NCR	-	1.8%
12	Cebu City	Central Visayas	▼	1.8%
13	Antipolo City	CALABARZON	-	1.6%
14	Mandaluyong City	NCR	▼	1.6%
15	Dasmariñas City	CALABARZON	-	1.6%
16	Pasay City	NCR	▲	1.4%
17	Marikina City	NCR	▲	1.3%
18	Cagayan De Oro City	Northern Mindanao	▼	1.3%
19	Angeles City	Central Luzon	▲	1.2%
20	Muntinlupa City	NCR	▼	1.2%

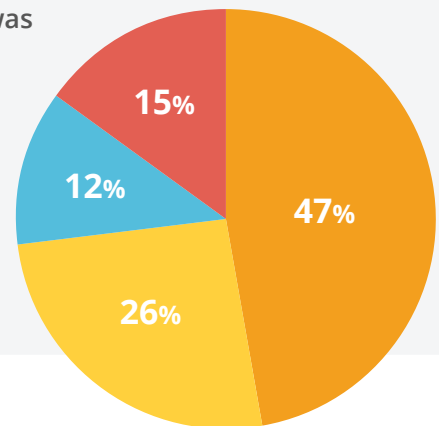
How important is **VEHICLE SAFETY** to Philippine car buyers?

In May, AutoDeal gave a presentation at the 7th ASEAN NCAP Automobile Safety Forum related to data surrounding the topic of vehicle safety and what impact it may or may not have on consumer decision making.

In other words, do Philippine consumers really compare differences in vehicle safety features when choosing what vehicle to purchase? The information that follows is a commentary on the findings of our case study; the data for which has been driven by consumer browsing behavior on AutoDeal.com.ph.

Respondents were asked to rate how important in car safety was in the decision making process of buying a new car.

- Single most important factor
- Important but not the most important
- Important but many other factors more important
- Not important at all



1. Consumer Survey & Consumer Response Bias

The first step taken when investigating this subject was to set-up a simple survey on our Facebook Page which directly asked respondents to rate how important vehicle safety was in their purchase decision making. Participants could choose from four (4) choices:

- Safety is the single most important factor.
- Safety is important, but not the most important factor.
- Safety is important, but many other factors are more important.
- Safety is not important at all.

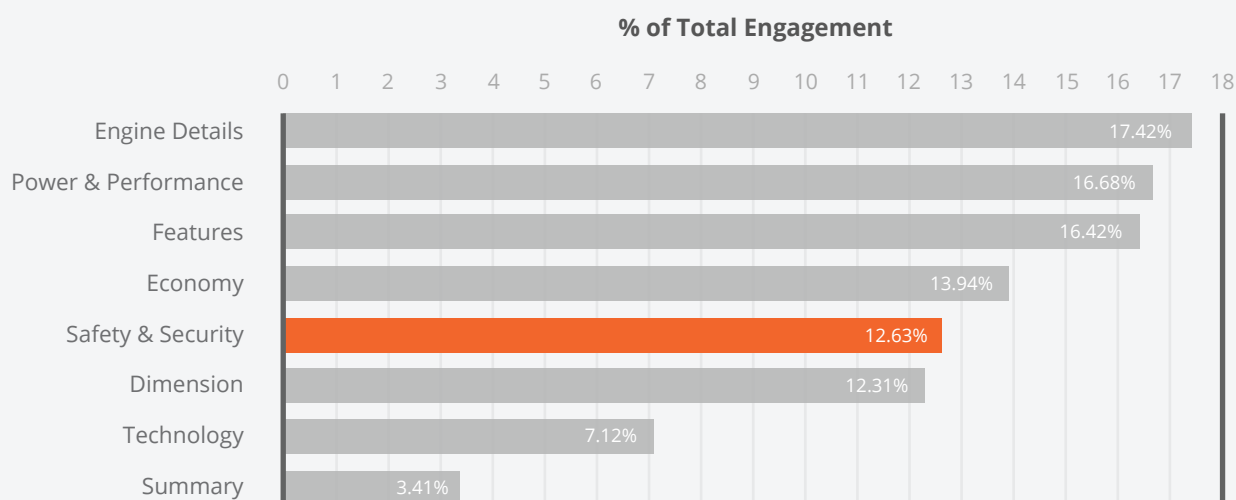
Pretty simple right? But ultimately flawed.



As expected, the results from the survey indicated that 47% of respondents agreed that safety was the single most important factor; 26% stated that it was important, but the most important; 12% indicated that it was important, but not as important as several other features; and 15% answered that safety was not an important factor in the decision making process.

While the data might appear to be somewhat conclusive, an evaluation of the survey left us with an assumption that the engagement was highly susceptible to response bias and that respondents were taking on the “good participant role” — a term in Psychology that refers to participants conforming to specific behaviors in order to deliver results that supported the expected hypothesis of the experiment. In addition to this, the process of directly addressing the topic of vehicle safety was likely to drive an incredibly emotive response since it touches on the topic of mortality and becomes related to our innate subconscious fear of death.

As such, we decided to look further into the topic of safety by monitoring the way in which online car buyers browse and research through vehicle specifications to discover if browsing trends supported or contested with the findings of the initial survey. A starting stage for this was to examine their levels of engagement in different types of content.



Breakdown of Spec Sheet Engagement by Spec Category (%)

2. Methodology

In order to further the experiment, we used our Google Event Tracking data from more than 6,000,000 users from the last 12 months who had browsed through vehicle specifications in the Car Guide section of the AutoDeal website. In particular, we monitored which areas of the vehicle specification page were expanded and engaged with. An engagement % score was then awarded based on the split of attention within the different categories.

Vehicle specification data is broken down into 7 core categories that include: Engine Details, Power & Performance, Economy & Environment, Safety & Security, Features, Dimensions and Technology.

3. Initial Findings

As demonstrated by the graph on the previous page, our initial findings indicated that overall safety and security ranked as the fifth highest consideration for car buyers with an engagement score of just 12.63%, falling short to Engine Details, Power & Performance, Features and Economy. As such, the initial findings already immediately contest the results of our customer survey. While safety appeared to be important, several other factors related to a vehicle were prioritized by car-buyers when browsing through the AutoDeal website. Increased engagement with safety features may (in some cases) appear to more commonly occur for brands that have been tainted by a negative incident related to their brand and safety.

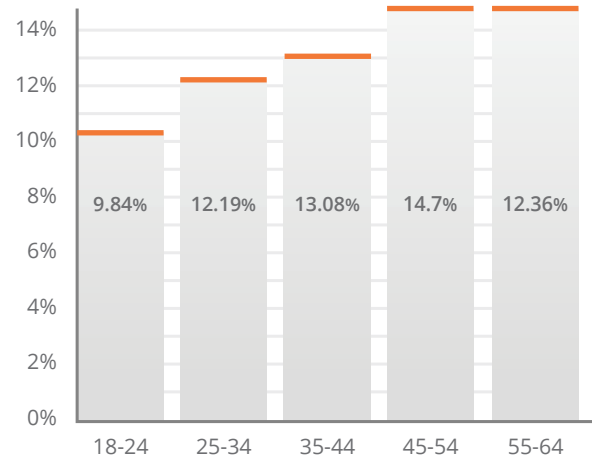
4. Demographic Findings

To further the research, we segmented our findings based on the age range of users (Sourced through Google's Demographic profiling in Google Analytics). With this, we discovered significant changes in engagement with safety depending on the users age range. We also examined gender, and found no significant difference in preference between males and females. In general, engagement in viewing safety feature information increased significantly as age ranges increased. This escalated up until the 55 to 64 age range, when the engagement % dropped slightly. On the other hand, the 45- to 54-year old range showed the highest engagement of 14.7% with safety, whereas the 18- to 24-year old range showed the lowest engagement with a score of just 9.84%. In addition to this, when we reviewed the Power & Performance category, we saw a stark polar contrast with safety as younger demographics prioritized information related to a vehicles output and speed over its incumbent safety features.

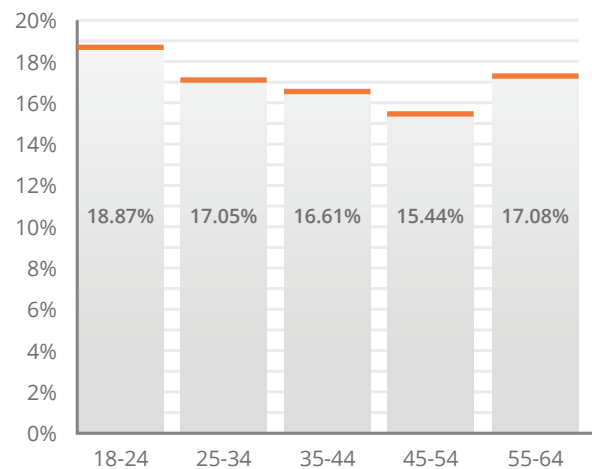
Some possible rationales for this behavior could be that attentiveness to safety features increases among age ranges. The higher age group are more likely to have an increased number of passengers due to factors like child rearing and the associated responsibilities of protecting the family unit. The drop in attentiveness to safety showcased by the 55- to 64-year olds could be the result of a transition out of this particular mindset. As children grow up and become more independent (and become vehicle owners themselves), parents might no longer have to persevere with practical choices like MPVs and may prioritize their buying habits to be focused more on features like comfort and technology.



ENGAGEMENT WITH 'SAFETY & SECURITY' SPECIFICATIONS BY USER AGE RANGE























ENGAGEMENT WITH 'POWER & PERFORMANCE' SPECIFICATIONS BY USER AGE RANGE



Likewise, the 18 to 24-year-old range show a lack of interest in vehicle safety and increased focus in power and performance. This could be related to a fallacy of invincibility, which is often related to increased risk taking or the adoption of the 'it won't happen to me' mentality by younger generations. Like many things in life, this is a sad irony as unintentional injuries such as automobile crashes remain to be one of the highest causes of morbidity and mortality in young people (based on US data).

ENGAGEMENT WITH 'SAFETY & SECURITY' SPECIFICATIONS BY BRAND

	6.9%		12.7%
	7.7%		12.9%
	8.7%		12.9%
	9.8%		12.9%
	10.4%		13.0%
	10.5%		13.1%
	12.0%		13.2%
	12.1%		13.5%
	12.4%		13.6%
	12.7%		13.7%

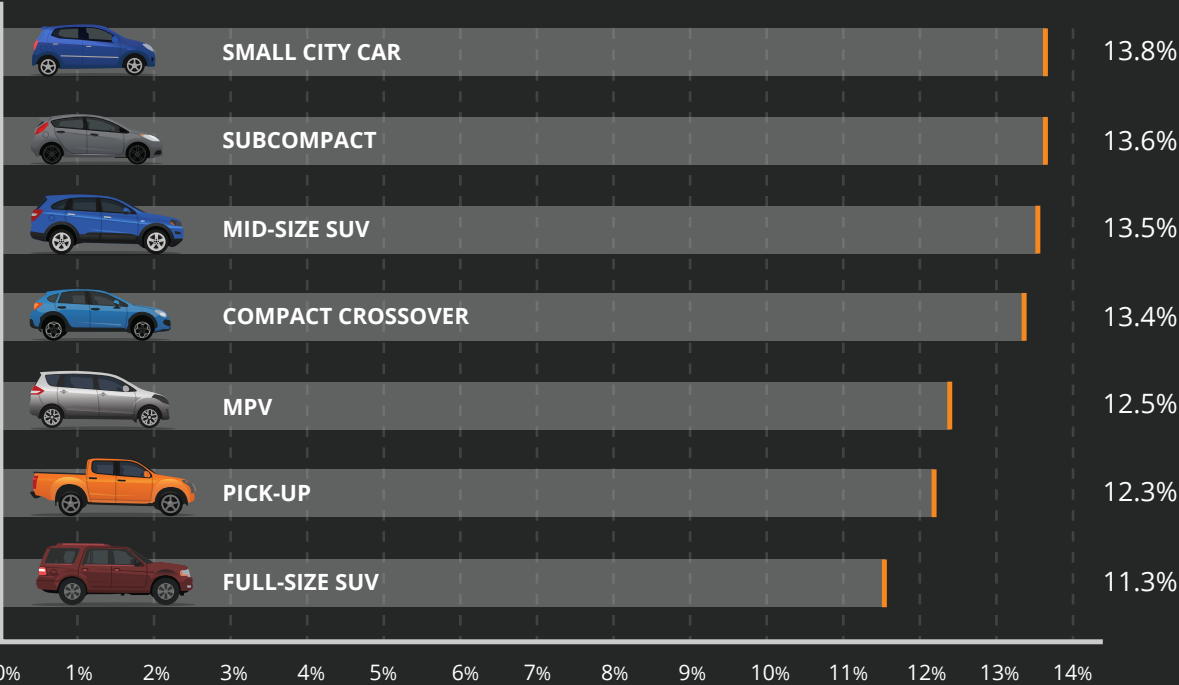


5. Brand & Vehicle Findings

We further cross referenced the data based on the brands in which consumers were viewing. Initial results showed that premium-level brands scored very low engagement rates with safety. This may have occurred possibly due to pre-conceived concepts about specific brands on the rationale that a premium level vehicle will surely come with premium level safety features. As such, the need for potential buyers to research about safety features may be redundant given their strong pre-conceptions.

In addition to this, we also noted that there were some minor differences in engagement between different vehicle categories; with lower priced vehicles often receiving increased engagement. AAs we've discussed in some of our previous industry reports, the Philippine car buyers are incredibly concerned over value for money. The apparent increased focus on vehicle safety among subcompacts and small city cars may be the result of consumers being conscious about cutting costs without sacrificing too heavily on safety features. As a result, consumers in this segment are more likely to expand the safety and security sections of our car variant pages to check on the volume of safety features, thus creating the higher engagement.

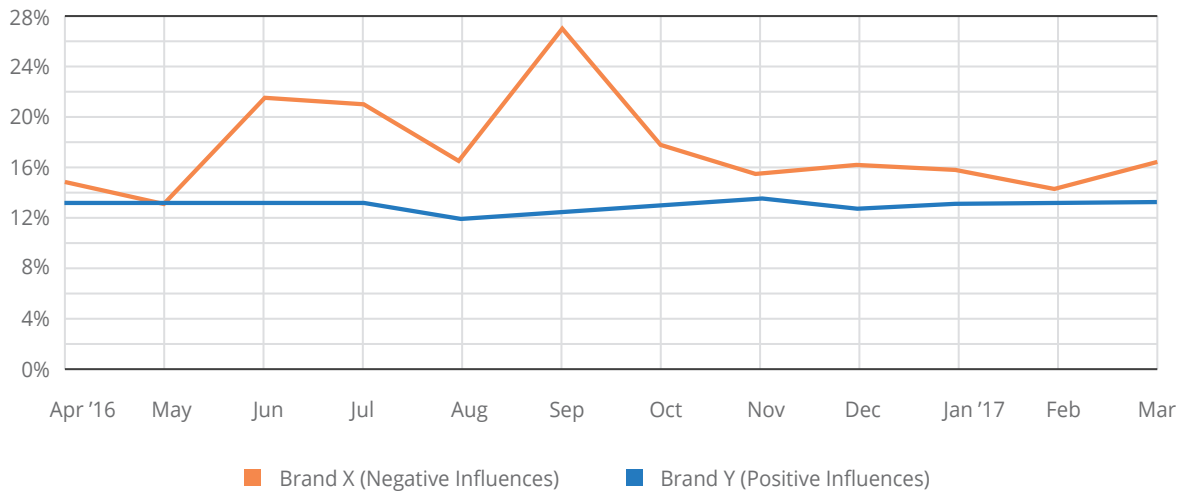
ENGAGEMENT WITH 'SAFETY & SECURITY' SPECIFICATIONS BY VEHICLE CATEGORY



6. Positive Reinforcement vs. Negative Influences

As a final test for this study, we examined the engagement in safety across two brands over a period of 12 months and calculated monthly variance in consumer engagement levels. For Brand X, we chose a brand that had over the course of the 12-month period, experienced negative media attention related to alleged safety issues. For Brand Y, we chose a brand that maintains a consistent marketing message on the integrity of its safety features.

ALTERING ENGAGEMENT WITH 'SAFETY & SECURITY' SPECIFICATIONS OVER 12-MONTH PERIOD



As shown by the graph above, Brand X experienced volatile changes to its user engagement at specific times of the year before eventually decreasing to more normal levels by the beginning of this year. Brand Y, however, had no significant changes in consumers engagement with its safety features. These findings lead us towards a hypothesis that negative connotations or crisis situations related to vehicle safety may have an increased impact on consumer behavior than maintained positive messaging. As such, since positive messaging appears to have no real impact on reducing engagement with safety features, the process of a brand recovering after an apparent safety crisis could be an incredibly complex (and costly) situation to reverse.

Final Thoughts & Future Studies

As demonstrated in the series of tests, it's apparent that vehicle safety does impact consumerism but has mixed relevance depending on consumer demographics and vehicle segments. Likewise, much in the same way that Airlines suffer losses following fatal crashes, automotive brands too risk increased concern over safety features when negative attention is drawn to their brand.

As motor vehicles continue to evolve, it may be prudent to suggest that consumers already come to the market with a pre-conceived notion that the vast majority of mainstream

vehicles come with a good standard of safety measures. This rationale is supported by our series of tests which indicate that consumers are often far more interested in other features like performance, economy, and comfort when comparing vehicles. Increased engagement with safety features commonly occur for brands that have been tainted by a negative incident related to their brand and safety. Drawing correlations between these figures and vehicle sales for a specific brand may be the logical next step for future studies in order to determine if these spikes in engagement have a positive or negative impact on retail sales. For now, it appears that consumers only become truly concerned about a vehicle's safety feature when they're paying for lower-priced vehicles or when a negative stigma is creating.

Using similar data sources, brands may (over time) be able to eventually build a forecast model that will enable them to measure the impact of a relevant crisis and predict how long it may disrupt their given market for and estimate what kind of financial liability it will create.

In closing, while day-to-day consumer interest might vary on a case-to-case basis, it is apparent that a brand's safety reputation is indeed a fragile thing that may only have real consequences with consumer decision making when the said reputation is brought into contest.

Sales Trends for H1 2017

Best-Sellers on AutoDeal

FORD EVEREST
(SUV)

NISSAN NAVARA
(Pickup)

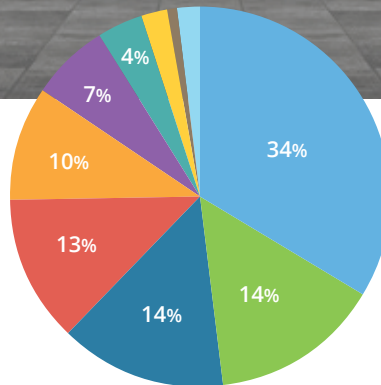
FORD ECOSPORT
(Crossover)

SUZUKI ERTIGA
(MPV)

TOYOTA VIOS
(Subcompact)



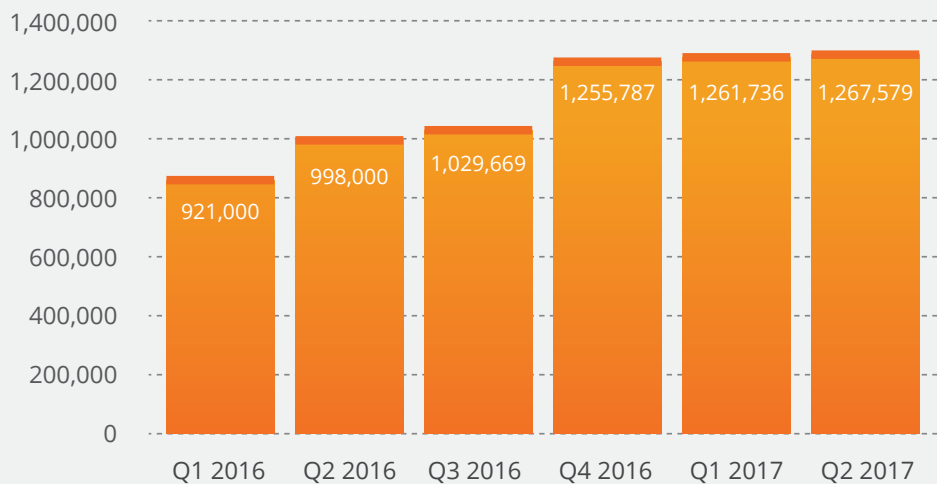
- Subcompact
- Pickup
- Commercial
- Mid-size SUV
- Van



- MPV
- AUV
- Crossover
- Compact
- Others

SALES BY VEHICLE TYPE ON AUTODEAL
(January - June 2017)

AVERAGE PRICE OF VEHICLE SOLD ON AUTODEAL



61%
OF CAR BUYERS
ON AUTODEAL ARE
MALE



Data represented on this page is reflective of vehicles marked as sold by sales consultants using the AutoDeal Lead-Management system through the months of January to June 2017. Data is reflected multi-brand from AutoDeal's wide network of partner dealers across the Philippines.

The Editors' Picks

These are the three vehicles that made our editors smile most.



MAZDA CX-3

Martin Aguilar



Picking a favorite isn't usually my thing but if I were to choose my top drive for this 1st half of the year it would be the Mazda CX-3. Its size, versatility, and ample cargo space gives you the freedom to do just about anything and everything. One more thing, the CX-3 comes with an all-wheel drive (AWD) system, allowing you to drive through rough terrain without hesitation.



MINI COOPER COUNTRYMAN

Jacob Oliva



If it's driving pleasure and confidence on the road that we're looking at, I would pick the MINI Cooper Countryman SD as my favorite among the cars I've tested. Don't get me wrong; it's not because it's premium or anything. The drive was effortless and pure fun. Having to go through both Metro Manila traffic and North Luzon Expressway every day for 2 hours sounds like a lot of work. With the Countryman SD, it didn't feel like a task, but rather a rewarding experience I would love to deal with every day.



MAZDA6 SPORTS WAGON

Carlo Tirona



As much as I'd like to say it's because we are a family of four, and pack like we're moving continents when heading out of town for the weekend; that I choose the Mazda6, there's more to it. Styling, comfort, performance and pricing draws it to me as my top drive for this 1st half of the year.



KING OF COMFORT

CHEVROLET TRAILBLAZER 4X4 Z71

Mark Vincent Villa



When it comes to falling asleep in cars, our videographer is something of a connoisseur. Getting the nod for this report was the Chevrolet Trailblazer 4x4 Z71.

Top-Trending Videos

Based on the social interactions of AutoDeal's featured videos.

01 Behind The Wheel: Ssangyong Rodius EX



Facebook Views: 97,000 +

Reactions: 1,220

Comments: 126

YouTube Views: 3,786 +

02 AutoDeal Unboxing: Mazda CX-3 Activ AWD



Facebook Views: 94,000 +

Reactions: 2,561

Comments: 31

YouTube Views: 2,400 +

03 Behind The Wheel: Nissan Navara 4x4 VL Sport



Facebook Views: 81,700 +

Reactions: 1,199











Comments: 53

YouTube Views: 3,240



The Hottest Used Cars

AutoDeal's fastest moving pre-owned cars, January to June 2017.

RANK	YEAR	BRAND	MODEL
1	2013	 TOYOTA	Innova E Dsl (AT)
2	2013	 HYUNDAI	Eon GLS
3	2016	 TOYOTA	Avanza 1.3 E (MT)
4	2015	 TOYOTA	Vios 1.3 E (MT)
5	2005		3 Sedan V
6	2007		CR-V 2.0 S AT
7	2013	 CHEVROLET	Colorado 2.5L 4x2 LT
8	2010	 TOYOTA	Vios 1.3 E (MT)
9	2013	 HYUNDAI	Tucson GL AT
10	2014	 TOYOTA	Wigo 1.0 E (MT)





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