

# INSIGHTS

AutoDeal.com.ph | Q2 2019 - Vol. IX  
Philippine Automotive Industry Report



**AUTODEAL**  
Cars Sold, Everyday.



# CONTENTS

2

## Introduction & Summary

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

5

## New Car Consumer Interest & Leads

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

15

## New Car Sales & Conversion

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

23

## New Car Dealer Talk

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

31

## Used Car Insights

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

35

## Inside AutoDeal

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

### Important:

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

This document must not be used for purposes other than that for which it has been supplied, or reproduced wholly or in part, without written permission of The SirQo Group, Inc.



# Switching Lanes

As we close the first half of the year, it's clear how the Philippine automotive industry has continued to evolve and the substantial role digital commerce has played in providing accessibility for consumers.

In the last quarter, buying trends have begun to suggest how some consumers are now switching lanes with a heightened interest in several Chinese brands such as MG, Foton, BAIC, GAC, and JAC. This has been particularly evident in the subcompact crossover segment where models like the MG ZS and the JAC S2 have given more established household brands a run for their money. With competitive price points, these nameplates have struck at the heart of a segment that is still recovering from a substantial drop in consumer interest following last year's increase in excise taxes.

While some market leaders continue to hold a dominant position, it is important to note how the growing number of choices and an increased amount of online information have enabled several new or revitalized brands to begin disrupting the status quo.

Furthermore, digital content in an online marketplace is now one of the most valuable research commodities for consumers. To support this claim, we recently analyzed the volume of pages



on AutoDeal that consumers visit before making a purchase. We then dissected that data based on if whether or not that the buyer was only interested in one specific brand or if they were interested in multiple brands. Results showed that on average, consumers with a single interest only navigated to three pages before making a purchase whereby in comparison, consumers who were interested in multiple brands visited sixty. This data is by no means insignificant since almost 70% of the entire car-buying audience who utilize an online marketplace are uncertain about what brand to choose. Moreover, each of these consumers will on average read content related to four brands before making a final purchase decision.

A stylized black ink signature of Christopher L. Franks.

**Christopher L. Franks**  
AutoDeal Chief Operating Officer



# Q2 SUMMARY

AutoDeal is the number one automotive marketplace in the Philippines



**6,684,708**  
**WEBSITE VISITS**

By Car Buyers, Vehicle Owners, and Enthusiasts



▲ 21.7%

**98,431**  
**QUOTES & TEST DRIVES**

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



▲ 21.2%

**4,119**  
**CONFIRMED PURCHASES**

Tracked and confirmed from users who submitted leads in Q2 2019



▲ 27.7%

**143,901**  
**CONVERSATIONS**

Back and forth messages between prospective car buyers and dealers

▲ ▼ Percentage change from Q2 2018

# QUICK FACTS

Key take home points from our Q2 Report



**76.29%**

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



**44 Days**

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



**P1.26M**

The average price of vehicles sold on AutoDeal.com.ph in Q2 2019



**30 minutes**

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



Note: Data indicated is from the analysis of visitors accessing AutoDeal.com.ph from April 1 to June 30, 2019.

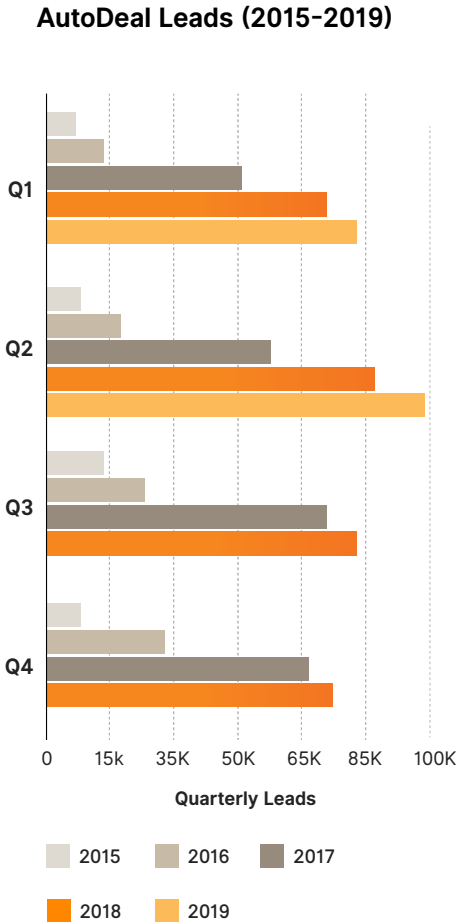
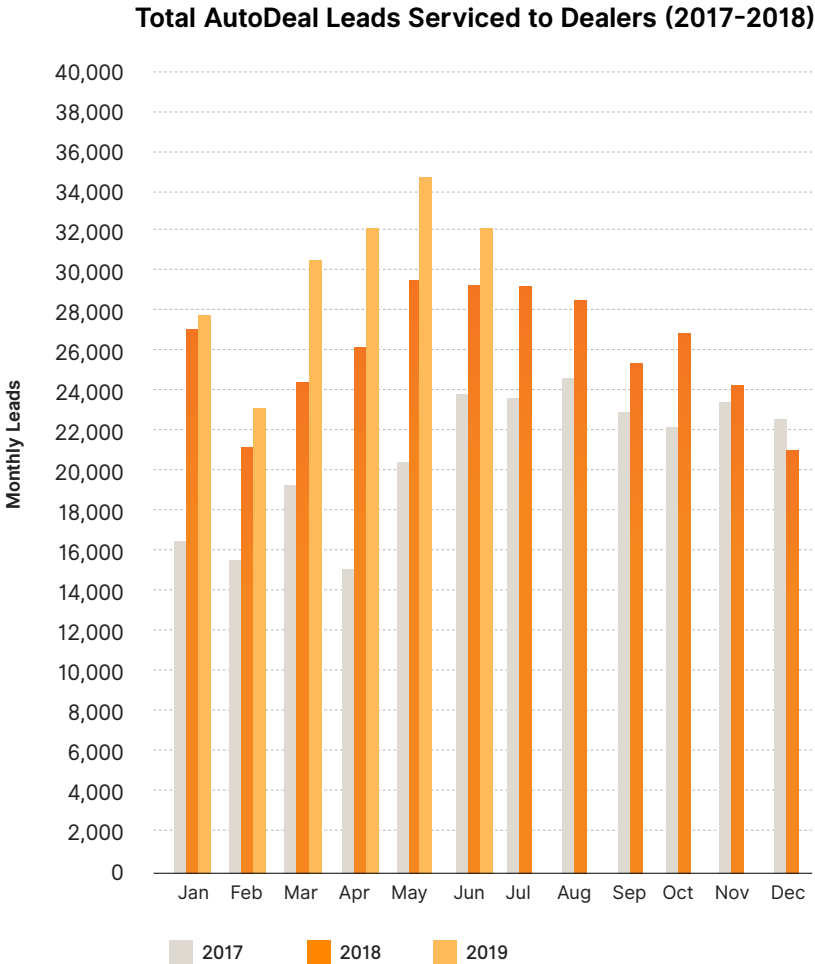
# CONSUMER INTEREST & LEADS





# QUOTES, TEST-DRIVES & INQUIRIES

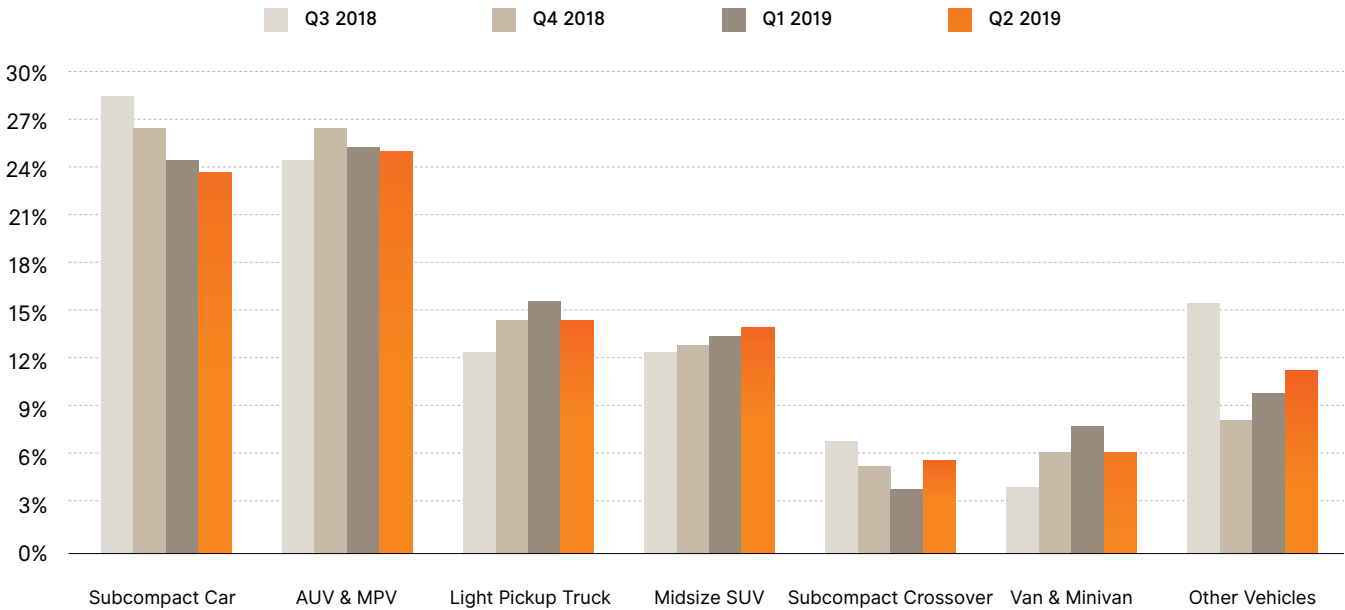
Total online car buying inquiries are up by 12% year on year, down by 2.05% from Q2 2018



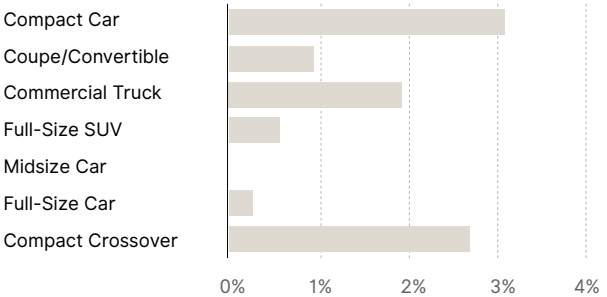
Data Source: Based on leads (quotes, inquiries, test drives) generated on AutoDeal.com.ph.

# LEADS BY MARKET SEGMENT

Based on AutoDeal inquiries for major vehicle categories



## OTHER VEHICLES

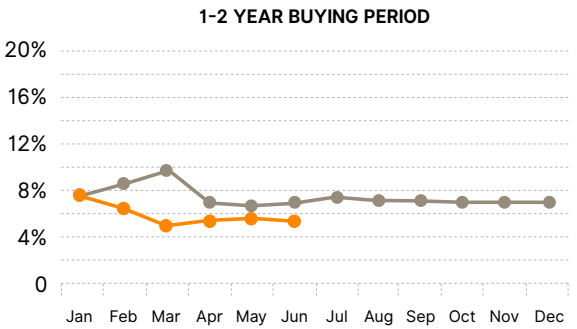
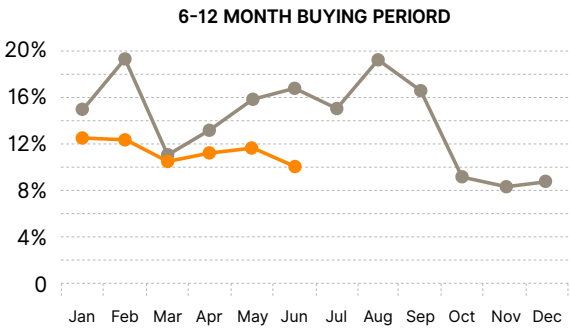
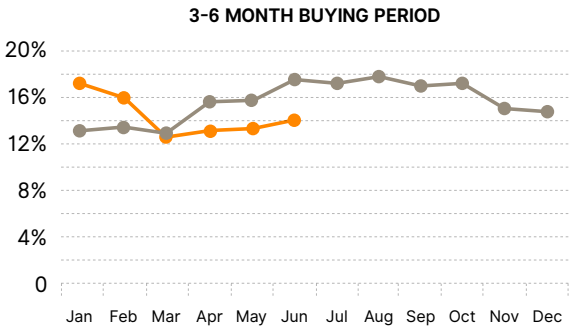
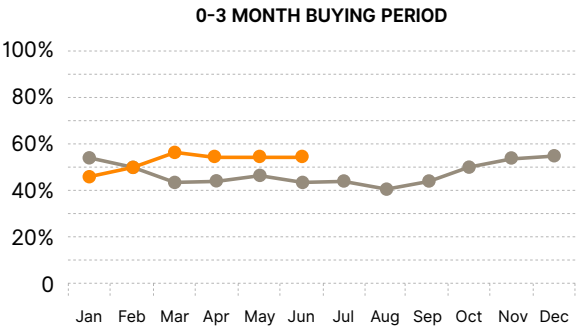


**Data Source:** Based on leads (quotes, inquiries, test drives) generated on AutoDeal.com.ph.

# INQUIRING & BUYING TRENDS

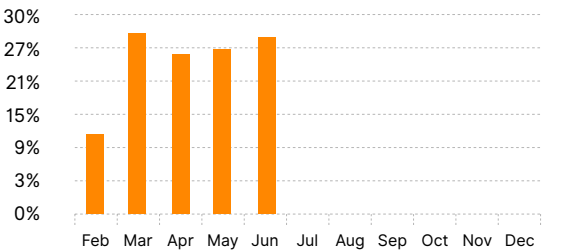
Purchase intent continues to be persistently faster than 2018

## Inquiry to Sale Transaction Timeframe



● 2018 ● 2019

## 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 1,156 towns or cities in Q2 2019

## Metro Manila

### 33.20%

% of Total Leads

1	Quezon City	7.37%	-
2	Manila City	4.24%	-
3	Makati City	3.27%	-
4	Pasig City	2.49%	-
5	Caloocan City	2.40%	▲
6	Taguig City	2.09%	▼
7	Parañaque City	1.95%	▼
8	Las Pinas City	1.84%	-
9	Mandaluyong City	1.63%	-
10	Marikina City	1.44%	-

## Luzon

### 45.29%

% of Total Leads

1	Bacoor City	1.74%	▲
2	Dasmariñas City	1.58%	▼
3	Angeles City	1.50%	▲
4	Imus City	1.50%	▼
5	General Trias City	1.40%	▲
6	Antipolo City	1.39%	▼
7	Calamba City	1.18%	▲
8	San Fernando City	1.05%	▲
9	Santa Rosa City	0.92%	▼
10	Baguio City	0.91%	▼

## Visayas

### 8.32%

% of Total Leads

1	Cebu City	1.41%	-
2	Iloilo City	1.03%	-
3	Bacolod City	0.84%	-
4	Tacloban City	0.47%	▲
5	Lapu-Lapu City	0.45%	▼
6	Mandaue City	0.42%	▼
7	Tagbilaran City	0.35%	-
8	Dumaguete City	0.27%	-
9	Talisay City	0.19%	-
10	Roxas City	0.17%	▲

## Mindanao

### 13.19%

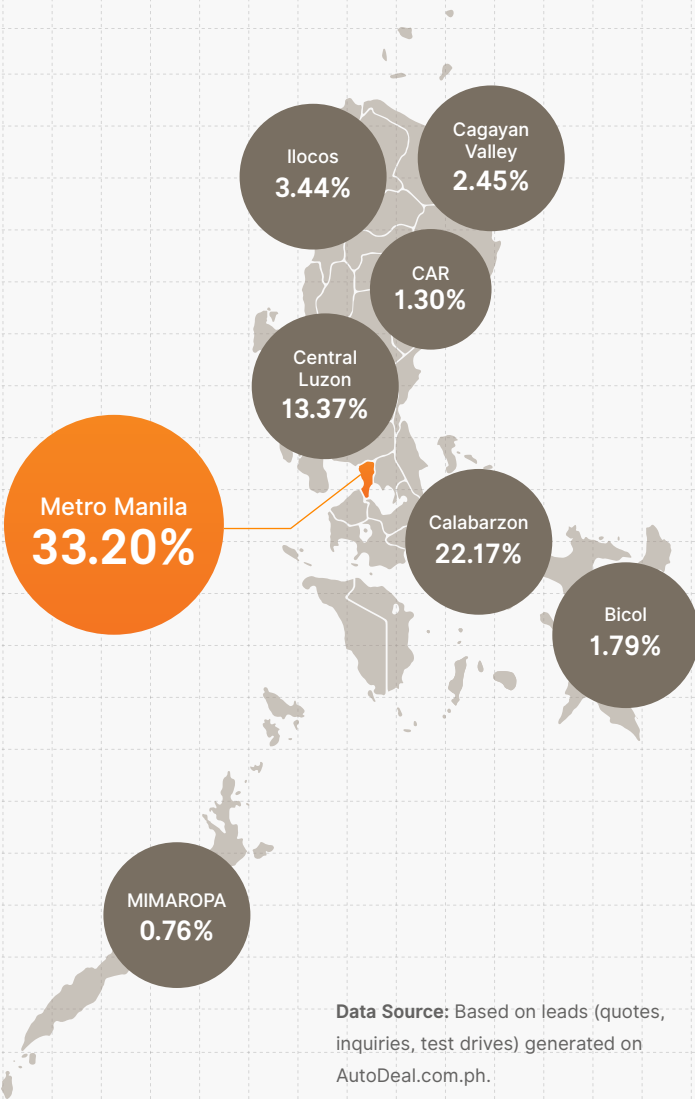
% of Total Leads

1	Davao City	2.95%	-
2	Cagayan De Oro City	1.64%	-
3	General Santos City	1.45%	-
4	Zamboanga City	0.75%	-
5	Butuan City	0.54%	▲
6	Tagum City	0.47%	▼
7	Koronadal City	0.46%	▲
8	Iligan City	0.45%	▼
9	Pagadian City	0.31%	▲
10	Cotabato City	0.29%	▼

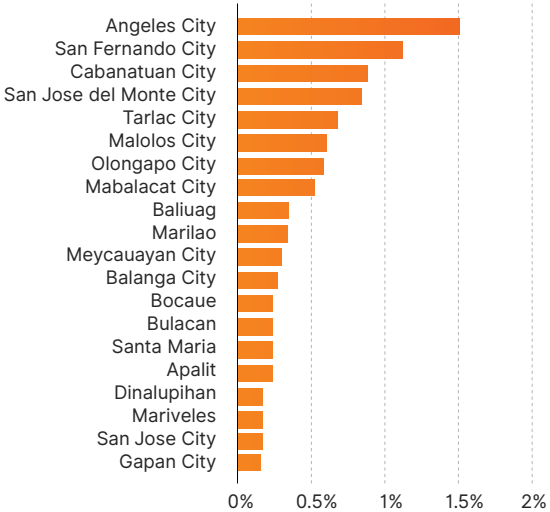


# LUZON

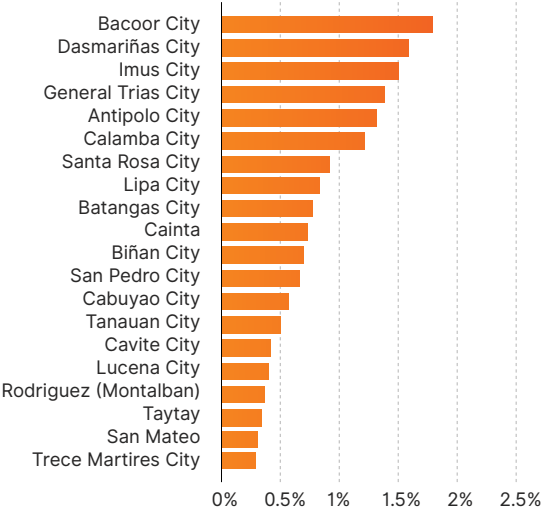
In-depth lead volumes



## Top 20 Locations - Central Luzon



## Top 20 Locations - Calabarzon

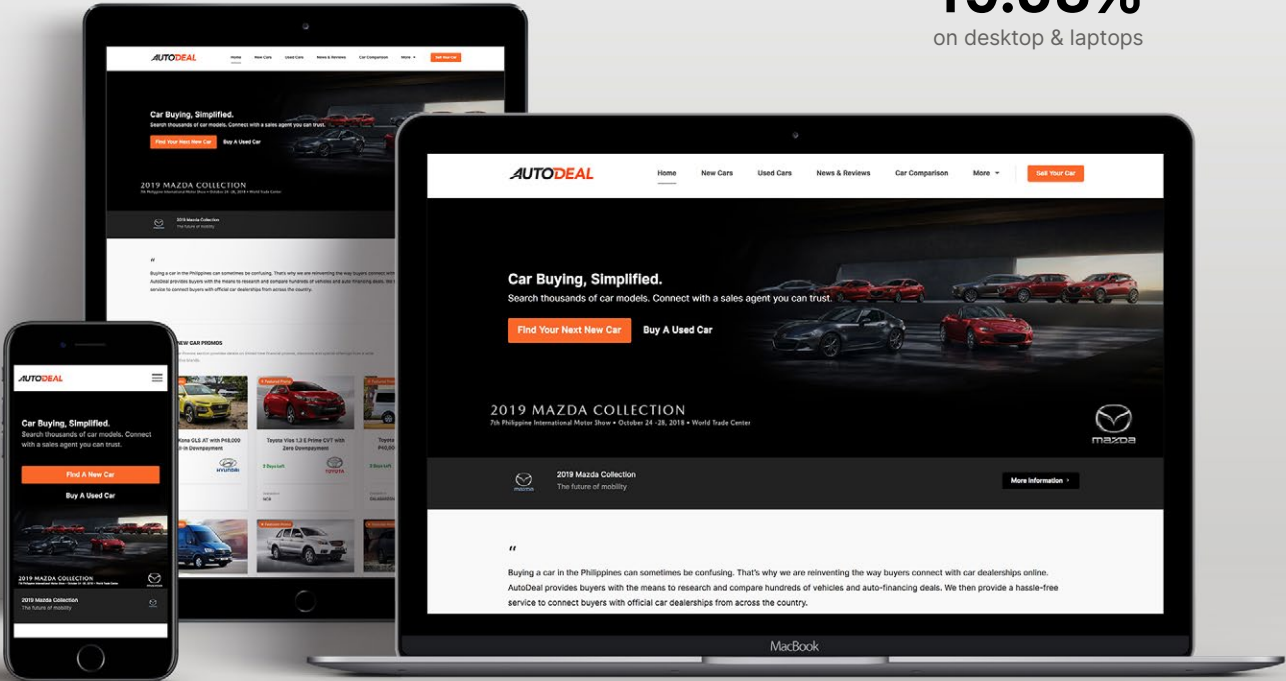


# LEADS BY DEVICE

Inquiries made via mobile devices continue to rise

▼ 0.37%  
**4.18%**  
on tablets

▼ 1.46%  
**19.53%**  
on desktop & laptops



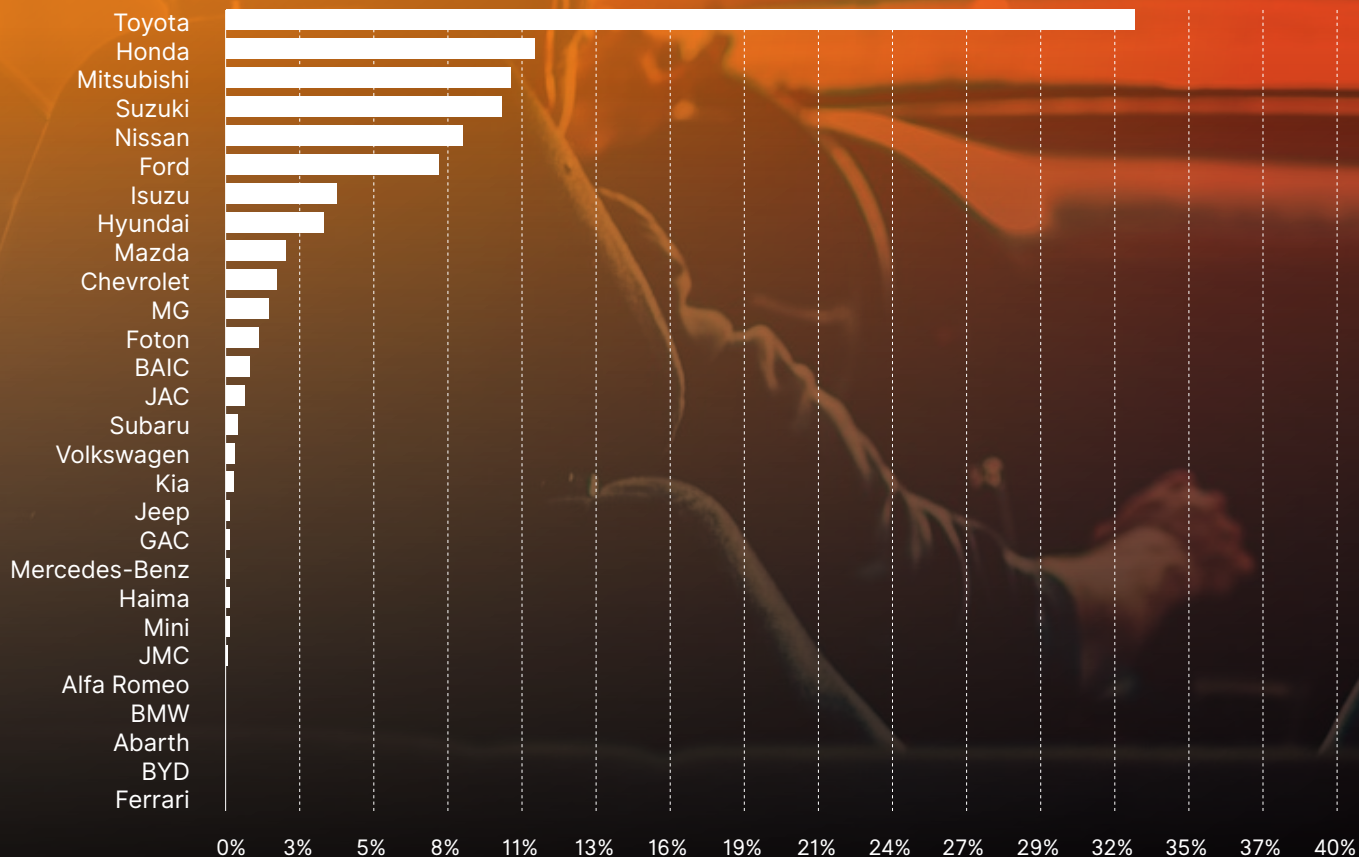
▲ 1.84%  
**76.29%**  
on mobile devices



# MOST INQUIRED FOR BRANDS

Which brands were online consumers drawn to in Q2 2019?

% of Total AutoDeal Inquiries (Q2 2019)



ISUZU

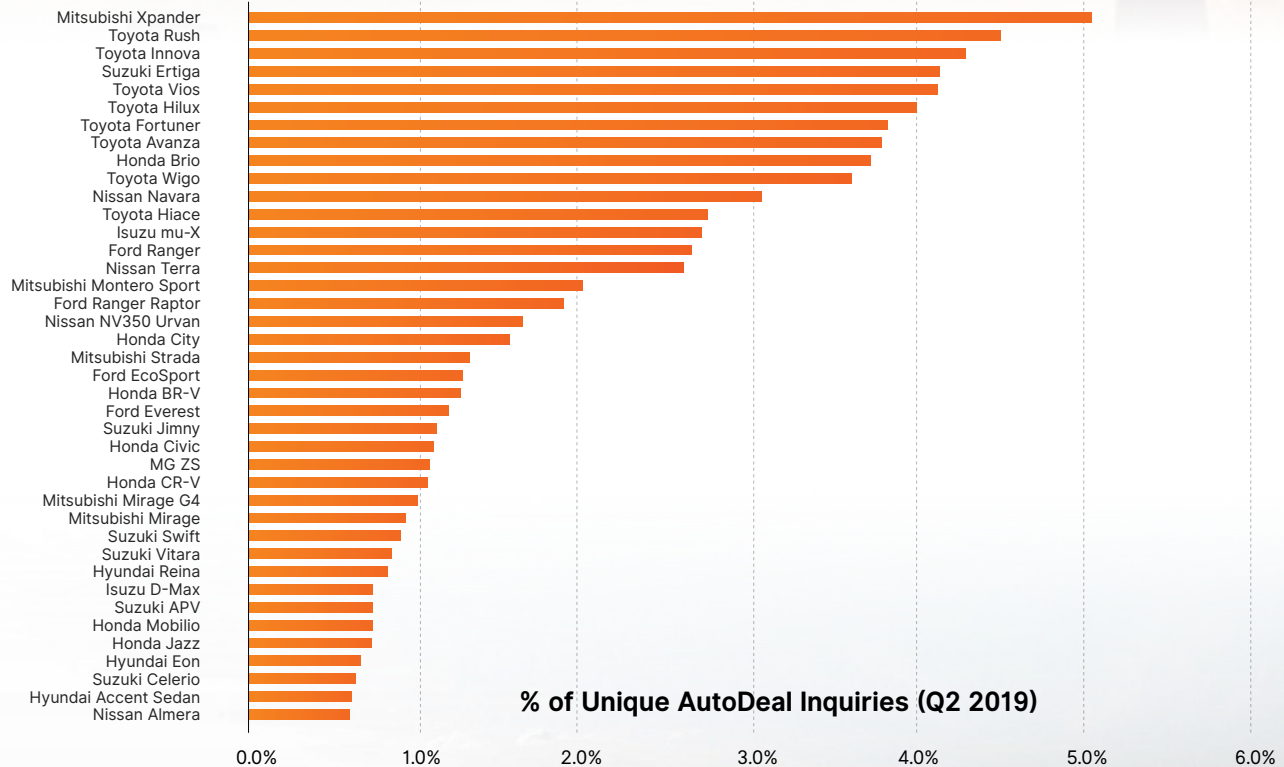


Data Source: Based on leads (quotes, inquiries, test drives) generated on AutoDeal.com.ph.

**AUTO**DEAL

# TOP 40

Most inquired for nameplates in Q2 2019



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

# MANAGE ALL YOUR LEADS WITH AUTODEAL ENTERPRISE

## Digital Lead Integration

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

## Event Registration & Event Analytics

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

## Contact Center

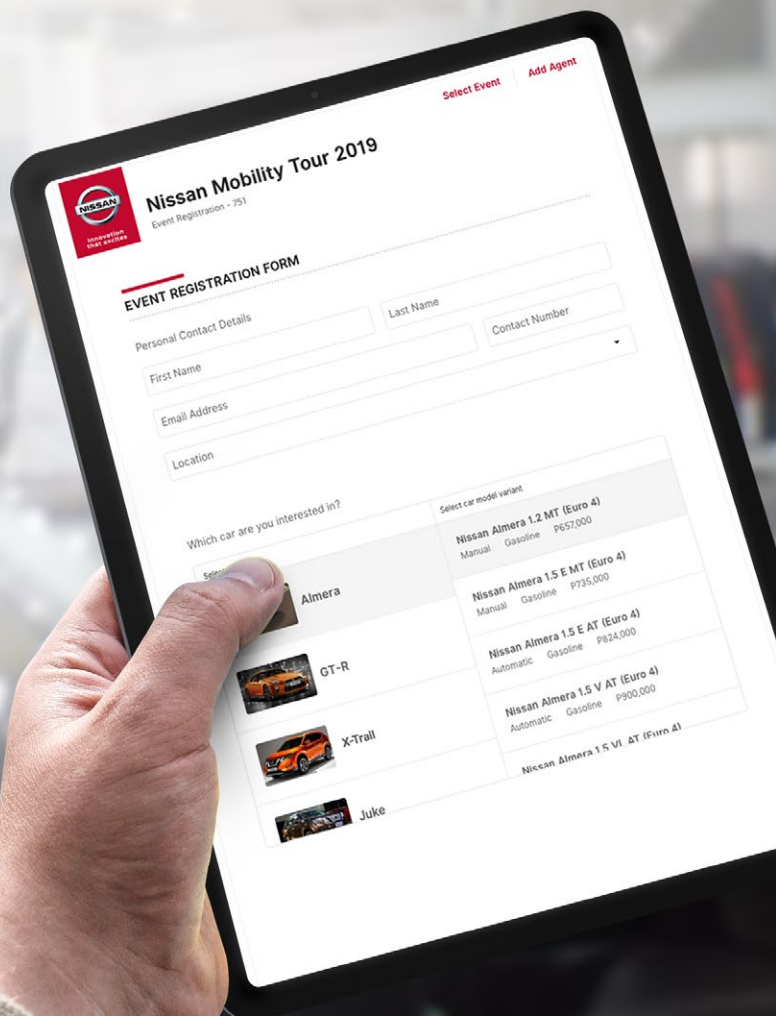
Keep in contact and up-sell to your prospective buyers using AutoDeal's cost-effect contact center solution. Use our proven model to help push more buyers into your pipeline while at the same providing vital statistics on customer satisfaction.

### ANNIE SANTOS

Head of Business Development

[annie@autodeal.com.ph](mailto:annie@autodeal.com.ph)

T: 0917-816-8941



**AUTODEAL**  
ENTERPRISE





New Car Dealer

# **SALES & CONVERSION**

# Q2 | TOP SELLING NEW VEHICLES

Top Selling Nameplates on the AutoDeal Platform for Q2 2019

## SUV



## Passenger Car



## Pickup



## MPV



## Crossover



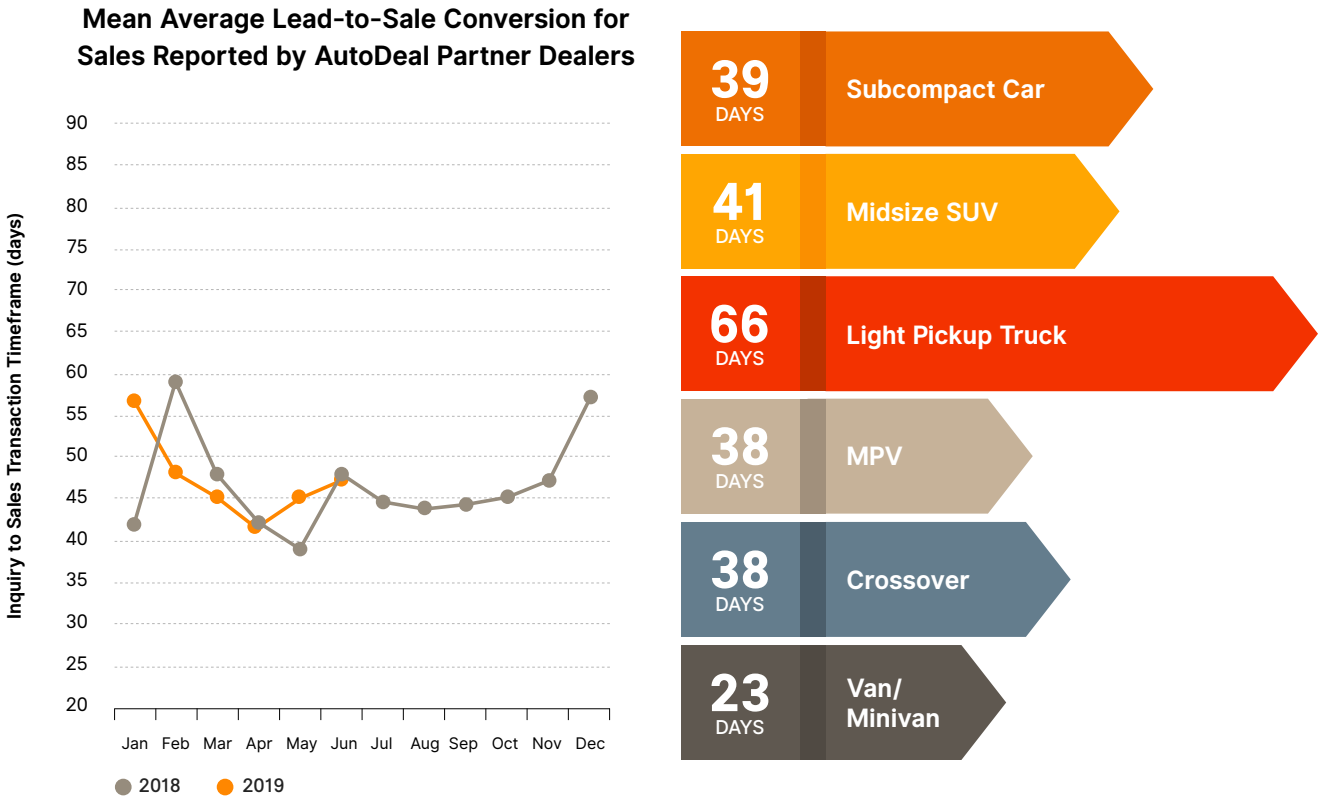
## Van / Minivan





# NEW CAR CONVERSION TIMELINE

AutoDeal customers, on average take 44 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 **44 days to complete a purchase** after their initial inquiry. From this data we can derive that speed of transactions on our platform is appearing to accelerate in comparison to the same period in 2018.

\*Based on 3,167 sales tracked in AutoDeal's Lead Management System from January 1 to March 31, 2019.

# NEW CAR SALES BY SEGMENT

Transaction proportions of vehicles sold on AutoDeal.com.ph

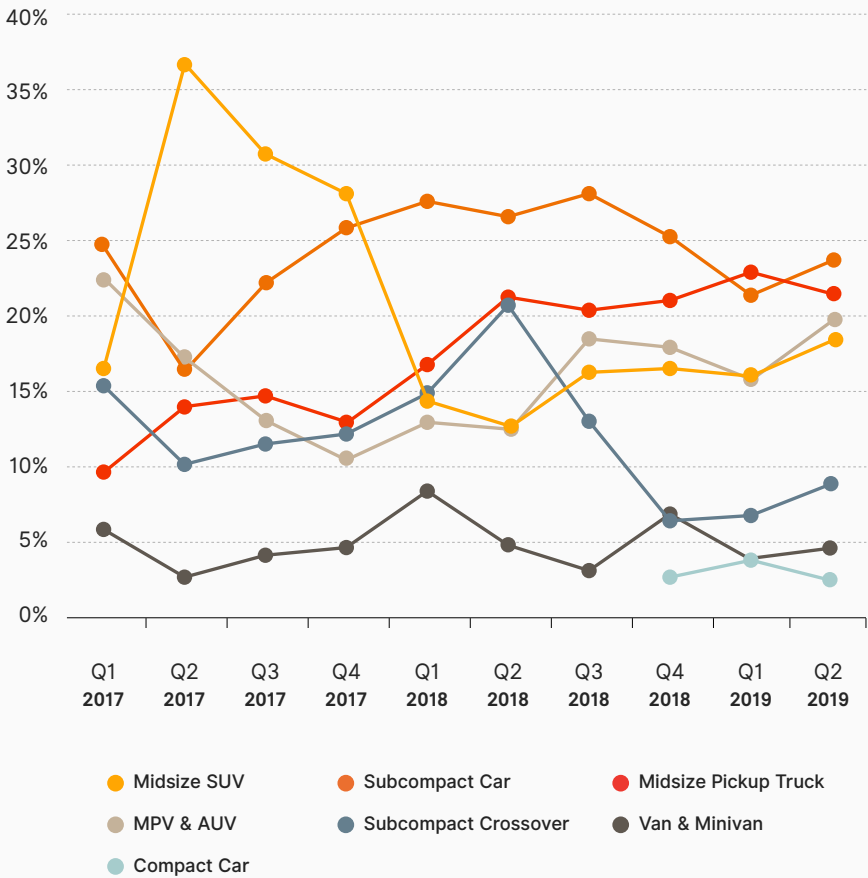


## Don't take your eyes off the newcomers

While there is little significant change in the distribution of sales by segment from Q1 to Q2 of 2019, it is important to take note that the volume of subcompact crossovers sales has continued to rise. Contributing to this is a good sales turnout for segment favorites like the Ford EcoSport and popular newcomers like the **MG ZS**. With an influx of sub-one-million-peso crossovers now on the market, it seems like life is once again being breathed into a segment that was significantly impacted by rising prices at the beginning of 2018.



% Proportion of AutoDeal Generated Sales Tracked

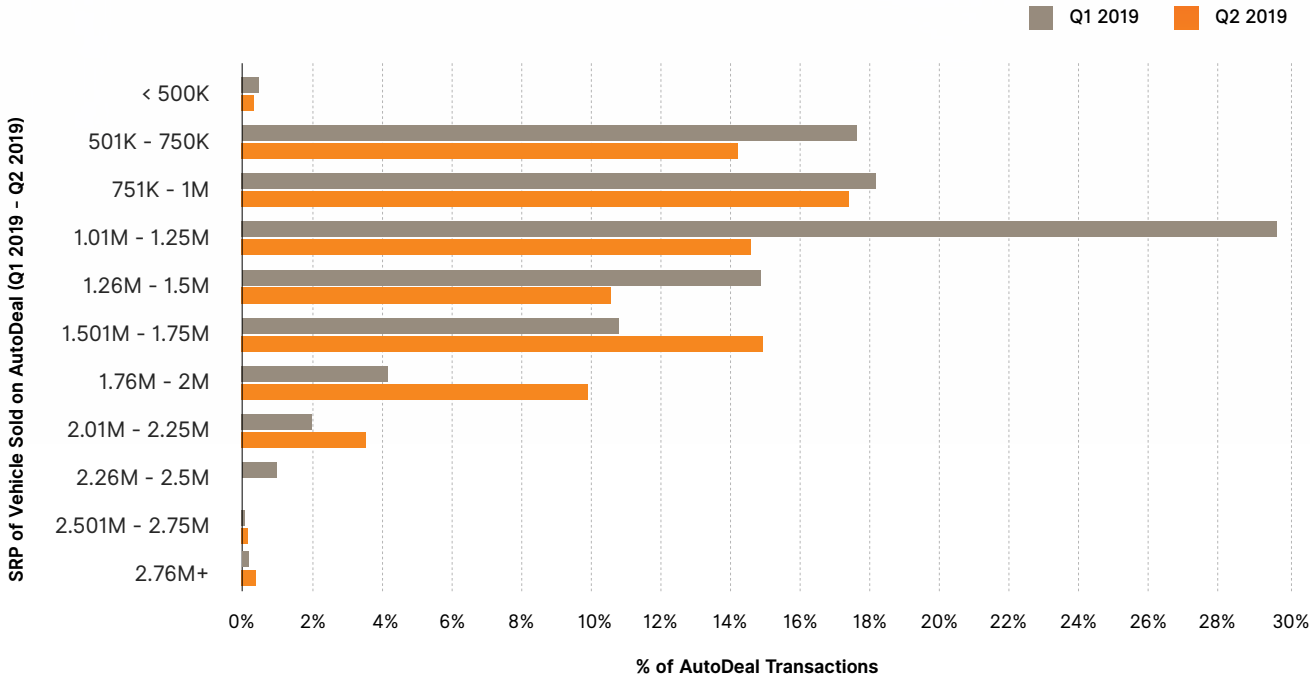


**Note:** This graph shows the breakdown of sales transactions recorded through the AutoDeal platform from 2017 to Q2 2019.



# NEW CAR SALES BY SRP

In light of higher prices, consumer spends are increasing

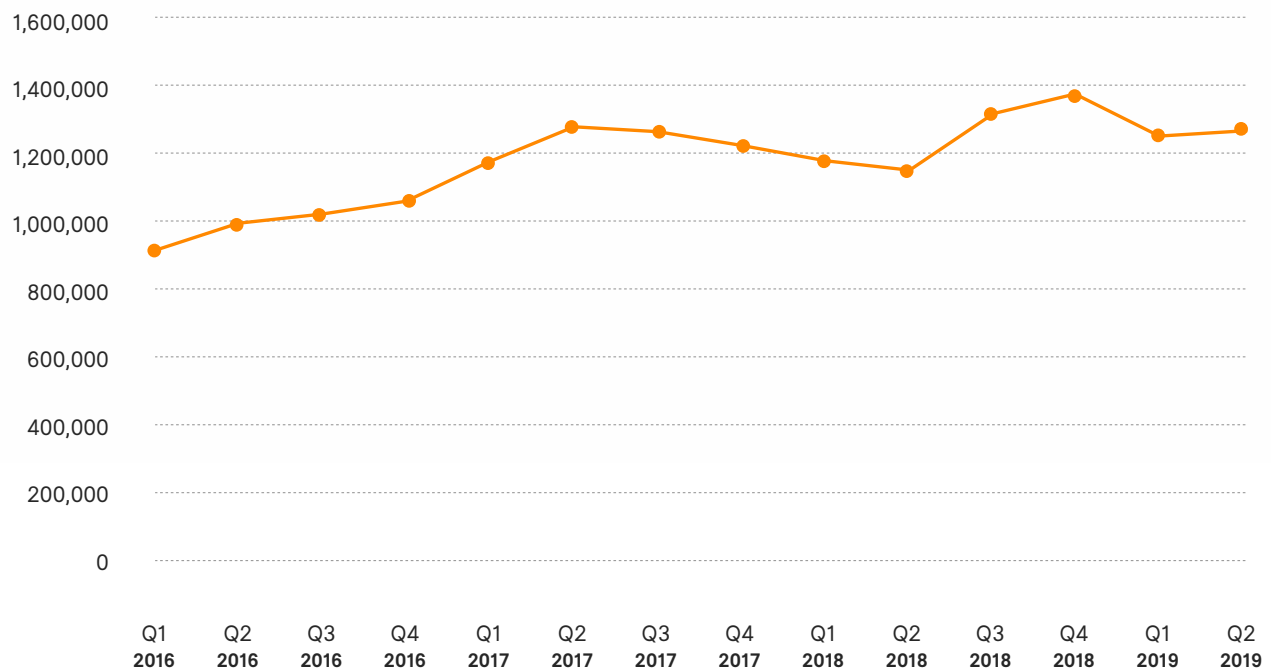




**P1,263,494**  
Average Price of Vehicle Sold  
on AutoDeal during Q2 2019

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

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





LAUNCHING  
OCTOBER 2019



MOTO**DEAL**





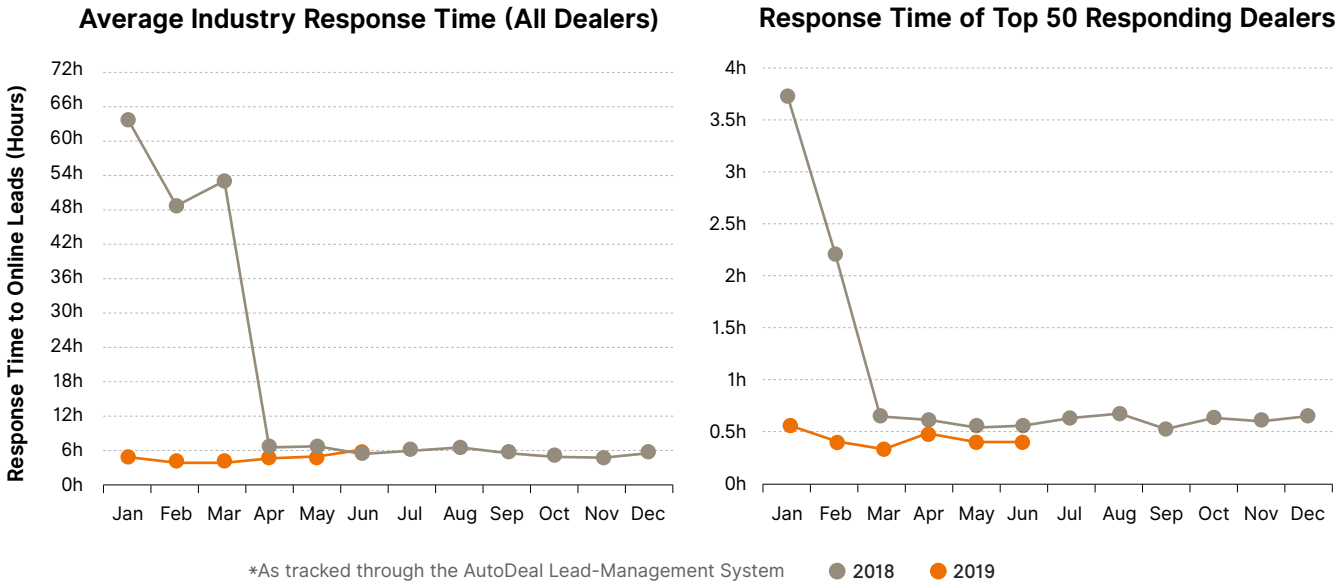
New Car Dealer

# DEALER TALK



# INDUSTRY RESPONSE TIME

AutoDeal continues to pioneer online customer service standards through



## TOP 10

Fastest Responding Dealers  
(Q2 2019)



**CHEVROLET**, Isabela  
3 minutes



**CHEVROLET**, Quezon Avenue  
4 minutes



**FORD**, Cagayan De Oro  
4 minutes



**VOLKSWAGEN**, Iloilo  
5 minutes



**FORD**, General Santos  
5 minutes



**FORD**, Zamboanga  
8 minutes



**CHEVROLET**, Iloilo  
10 minutes



**FORD**, Balintawak  
11 minutes



**FORD**, Davao  
13 minutes



**MAZDA**, Greenhills  
14 minutes

# TOP DEALERS

In terms of Lead-to-Sales Conversion

April  
2019



**CHEVROLET**  
Iloilo

16.67%



**FORD**  
Cebu

7.14%



**NISSAN**  
Ilocos Norte

14.29%



**CHEVROLET**  
Cainta

6.67%



**VOLKSWAGEN**  
Iloilo

11.11%

May  
2019



**VOLKSWAGEN**  
Iloilo

33.33%



**CHEVROLET**  
General Santos

14.29%



**CHEVROLET**  
Batangas

25.00%



**FORD**  
Palawan

12.50%



**CHEVROLET**  
Ilocos Norte

20.00%

June  
2019



**CHEVROLET**  
Greenhills EDSA

33.33%



**CHEVROLET**  
Baliuag

10.00%



**CHEVROLET**  
Tarlac

14.29%



**CHEVROLET**  
Batangas

8.70%



**GAC**  
Pasig

13.33%

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



# TOP SALES AGENTS

AutoDeal Agents with the best Lead-to-Sale conversion

April  
2019



**Anthony Baula** 40%  
Commonwealth



**Lyndelou Jocson** 25%  
Iloilo



**Jorge Narte** 17%  
Iloilo



**Lovelaine Solomon** 12%  
Calamba



**Jan Rimando** 12%  
Metro Baguio

May  
2019



**Pauline Joy Gomez** 100%  
Iloilo



**Arline Aguirre** 25%  
Batangas



**Mark Jesus Anonuevo** 15%  
Marcos Hwy.



**Ellane Novida** 14%  
General Santos



**Regina de Ramos** 13%  
Cavite

June  
2019



**Sammy Siega** 100%  
Pasig



**Czarina De Jesus** 20%  
Bataan



**KC David** 17%  
Marcos Hwy.



**Eunice Kaye Ravanera** 16%  
Cagayan De Oro



**Adam Purkis** 16%  
Cebu Central

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

**AUTO**DEAL

# AMPLIFY YOUR SALES

WINNER OF DIVOOM VOOMBOX-POWER SPEAKER



**Gail Padaca**

Suzuki Auto Araneta Cubao

WINNERS OF MILI 10,000MAH POWERBANK



**Karlo Panaligan**

Toyota Bacoar



**Roval Buñag**

Nissan CamSur



**Thess Ibao**

Hyundai Quezon Ave.



**Rodolfo Bulan**

Ford Zamboanga



**Bernadette Pasay**

Toyota Mandaue North

# FIVE STARS

Here are some of our favorite buyer reviews of Q2 2019



**ANA CONDOLON**

Mazda, Greenhills



Ana went above and beyond during the processing of the documents she even went to bicol just to get my signature, she is really dedicated to her work. She did everything to fulfill her promise to get the unit in time.

**Alain John Gonzales**

purchased a Mazda CX-9 2.5 Signature AWD



**GAIL PADACA**

Suzuki Auto,  
Araneta Cubao



Ms. Gail Padaca is very friendly and accomodating to her clients. She ensures that clients are well-informed of the unit they wish to purchase. She advertise well the unit so that clients are encouraged to select and buy their dream car. Ms. Padaca deserves five stars.

**Jennifer Gamad**

purchased a Suzuki Ertiga GL 1.5 MT



**RODOLFO BULAN**

Ford, Zamboanga



Rod Bulan is the GO-TO guy i highly recommend for would be buyers of FORD products in this part of Zamboanga peninsula. Very professional in every respect. Thanks Auto-deal. Your web-presence gives credence to what you do best by helping undecided clients make the right choice and get the best value of their hard earned money . Keep it up and God bless!

**Maphilindo Magaso**

purchased a Ford Everest 2.2 Trend 4x2 AT

**MONETH ROSARIO**

Toyota, Quezon Ave.

**TOYOTA**

She is a very professional to do the task..very smooth on processing our application and she shares the idea to achieve our goal which means she cares for us. I had chosen the right person, all my inquiries has been entertained quickly. So I rate them more than excellent. Both Sir Fitz and Miss Moneth are very good employees and do believe they deserve to be the best. Congratulations and keep up the good work.

**Jhun Ramil**purchased a Toyota Hilux Conquest 2.4  
G DSL 4x2 MT**BRYAN ADAM  
MADROLEJOS**

MG, Alabang



Adam is a super sales person and an awesome human being. He genuinely understood my requirements and my need to ensure that I get the car within the committed time. A sales person promise is a rare one maybe because of MG as a brand is associated with trust and understanding. Super experience as of now.

**Ujjwal Majumder**

purchased a MG ZS 1.5 Alpha AT

## FIND YOUR AUTODEAL CUSTOMER REVIEWS

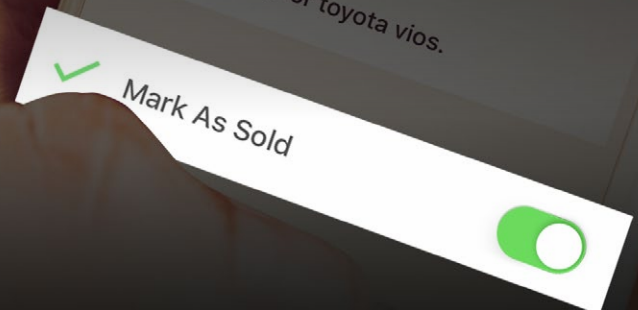
1. Log in to your AutoDeal Promoter Dashboard.
2. Click on the Sales Agents tab in the left sidebar menu.
3. Click on Reviews

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

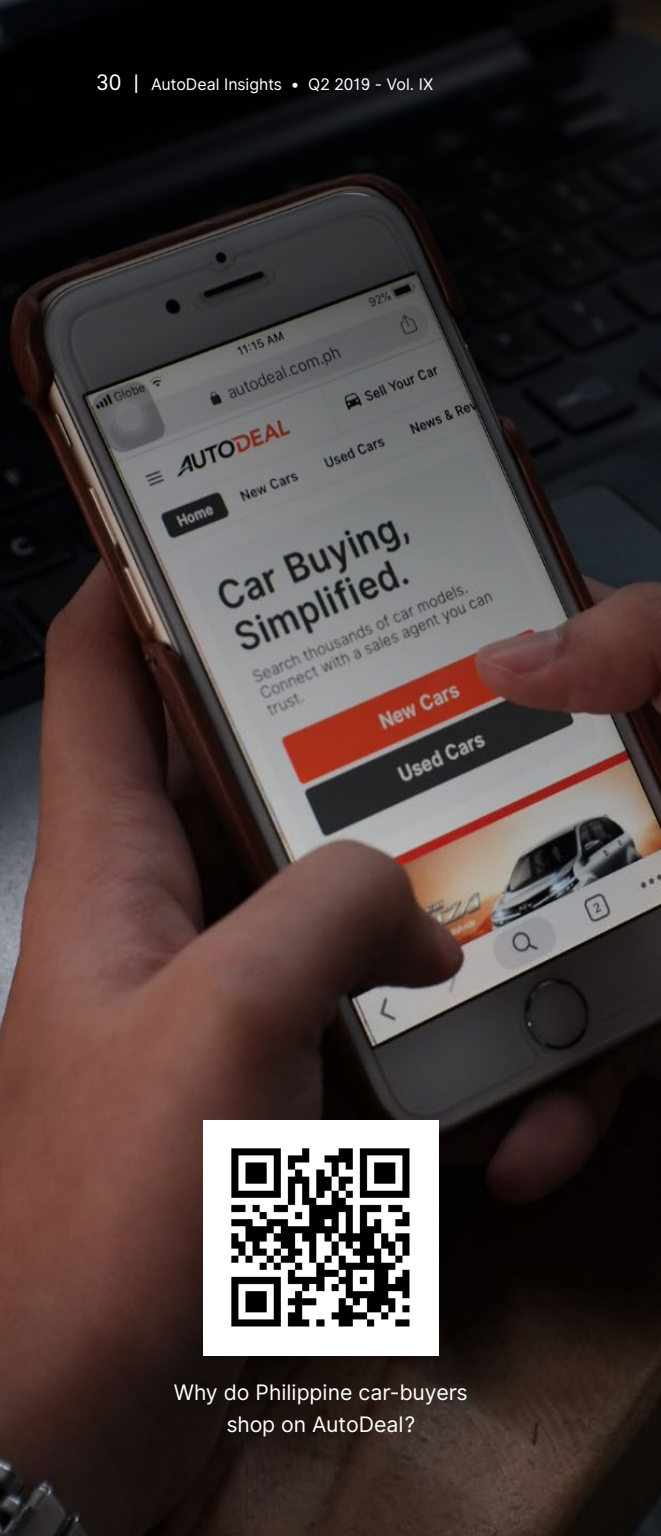


### Mark as Sold in the AutoDeal for agents app.

Customers will receive the opportunity to rate sales agents every time a sale is confirmed using the mark as sold function in the AutoDeal For Agents mobile application or in our web-based dealer or agent dashboards.







Why do Philippine car-buyers  
shop on AutoDeal?

# MORE LEADS ARE UP FOR GRABS

Put your brand or dealership in the spotlight with AutoDeal's new advertising offerings.

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

## Partner with us.



### ANNIE SANTOS

Head of Business Development

**Email:** [annie@autodeal.com.ph](mailto:annie@autodeal.com.ph)  
0917-816-8941



### ROMMEL LIM

Head of Dealer Accounts

**Email:** [rommel.lim@autodeal.com.ph](mailto:rommel.lim@autodeal.com.ph)  
0999-220-6750 | 0917-122-9951

# USED CAR INSIGHTS



# USED CAR DEALER INDUSTRY RESPONSE TIME

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



## TOP 10 Fastest Responding Dealers (Q2 2019)

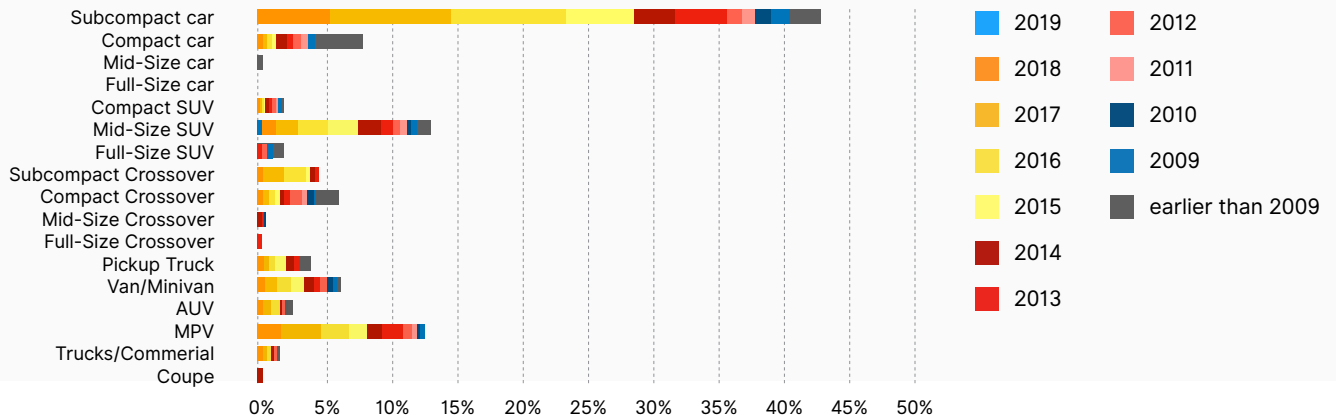
Dealer		Response Time
1	Central Auto Exchange	19 minutes
2	SamCars Trading	112 minutes
3	Nissan Intelligent Choice Cebu	178 minutes
4	Toyota Certified Pre-Owned, Balintawak	184 minutes
5	RL Cars	263 minutes
6	Guanzon Cartrade	386 minutes
7	Auto Boutique	456 minutes
8	Carmax Carmona	502 minutes
9	Automobilico, SM City Bicutan	532 minutes
10	PsBank Pre-Owned Auto Mart	658 minutes

# USED CARS IN DEMAND

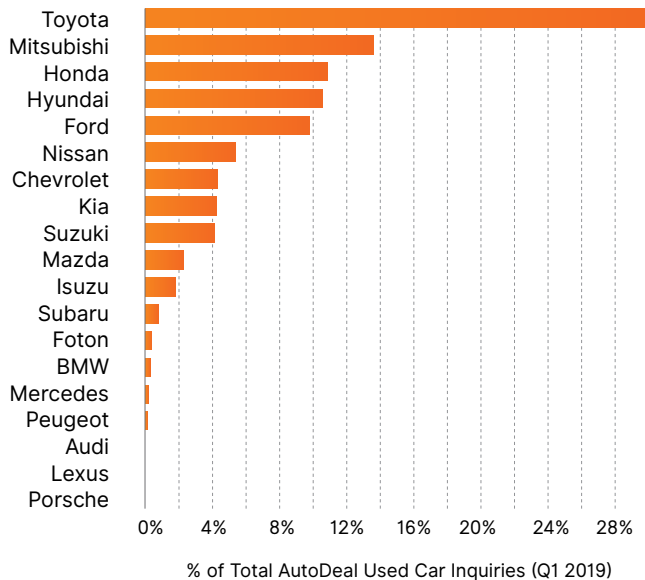
What kind of vehicles are used car buyers looking for?

Note: As tracked through the AutoDeal Lead Management System

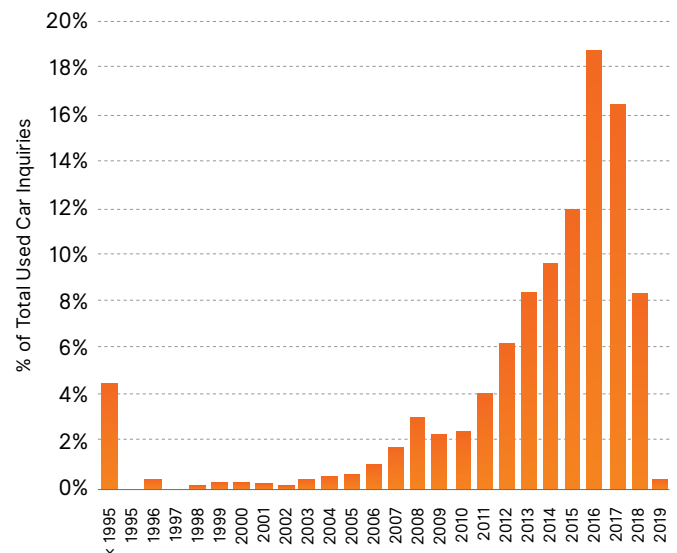
Used Car Inquiries by market segment & vehicle age



Most Inquired for Used Car Brands



Most Inquired for Model Years



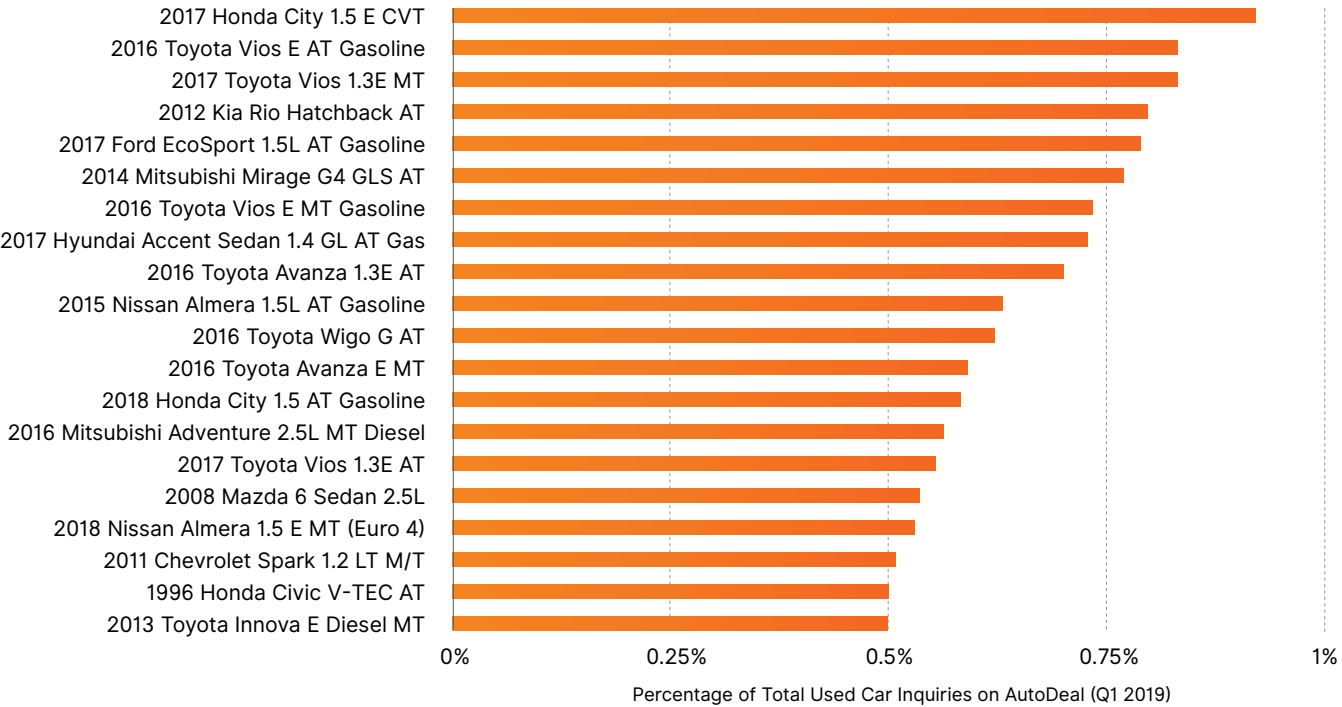


# USED CARS IN DEMAND

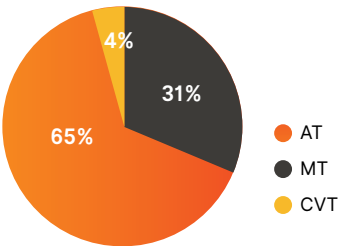
Note: As tracked through the AutoDeal Lead-Management System

What kind of vehicles are used car buyers looking for?

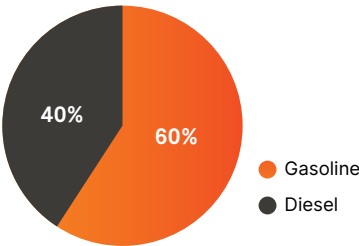
Most Inquired for Used Cars on AutoDeal (Q2 2019)



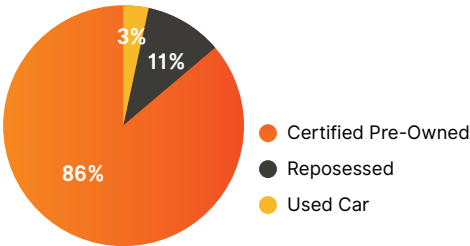
Most Inquired for Used Cars by Transmission Type



Most Inquired for Used Cars by Fuel Type



Most Inquired for Used Cars by Used Car Classification





# INSIDE AUTODEAL

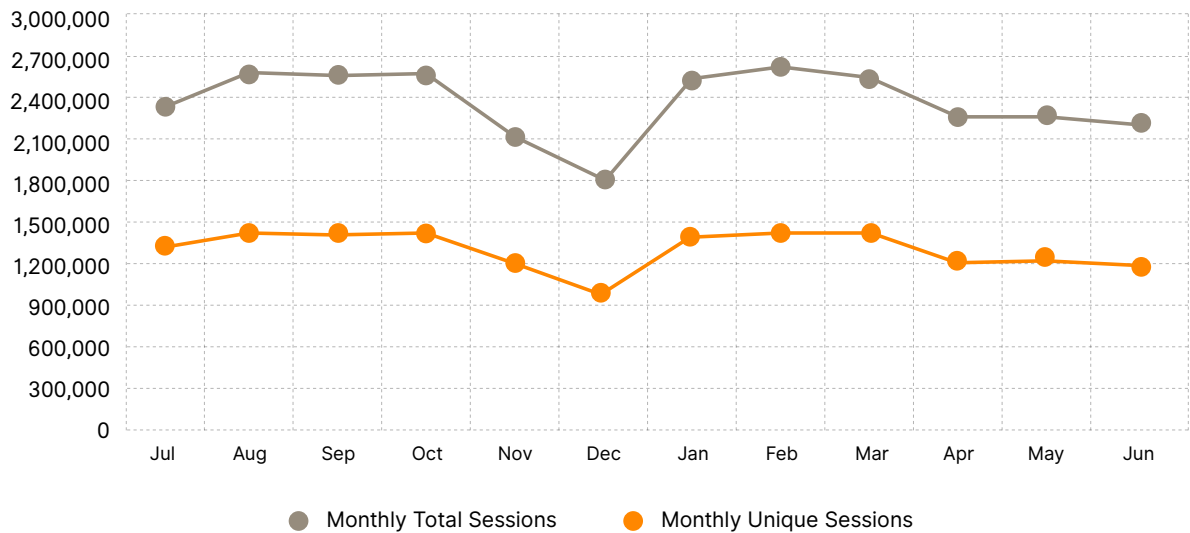


# AUTODEAL PROFILE

We are the no.1 automotive marketplace in the Philippines

	Total Visits	Unique Visits	Pageviews	Bounce Rate	Pages Per Session
APRIL 2019	2,248,622	1,211,076	7,408,833	16.43%	3.29
MAY 2019	2,238,420	1,216,994	7,569,134	12.35%	3.38
JUNE 2019	2,197,666	1,186,386	7,146,494	13.00%	3.25
TOTAL	6,684,708	3,614,708	22,124,461	13.93%	3.31

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



# We're multi-platform



**556K**

Facebook Likes



**10.4K**

Instagram Followers



**3.3K**

Twitter Followers



**98K**

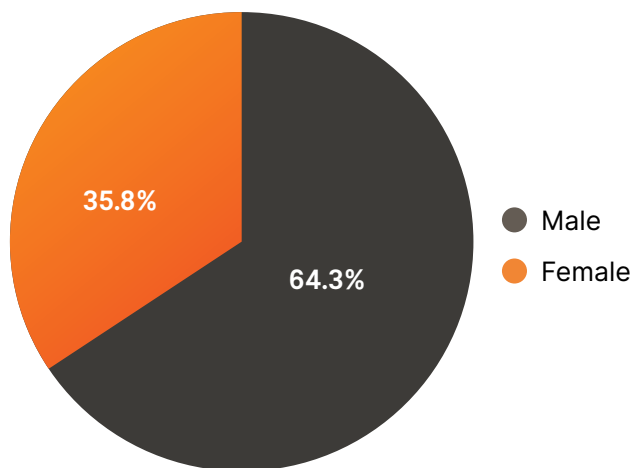
YouTube Subscribers



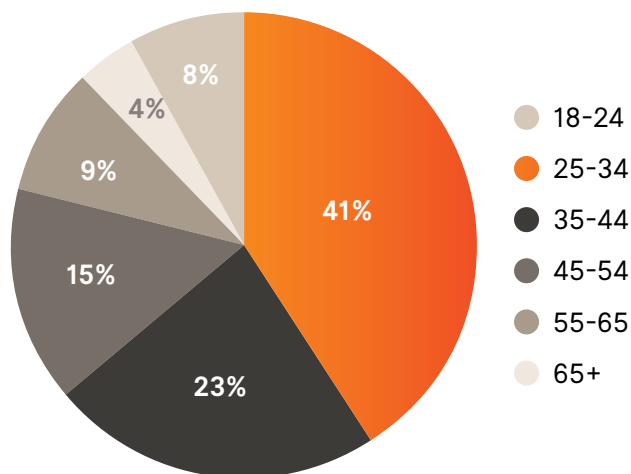
**229K**

E-mail Subscribers

## GENDER



## AGE RANGE





# TOP 5

Most Read Reviews of Q2 2019

Note: Click the images to read reviews.



1

**2019 KIA SOLUTO**  
[Full Review](#) | Published April 3, 2019

17,061  
Views

150  
Social Shares

4:02  
Average Read Time

2

**2019 FORD RANGER RAPTOR**  
Published May 23, 2019



11,592  
Views

346  
Social Shares

4:24  
Average Read Time



3

**2018 MITSUBISHI MIRAGE**  
Published April 12, 2019



9,646  
Views

53  
Social Shares

3:05  
Average Read Time



4

**2019 SUZUKI JIMNY**  
Published June 7, 2019



8,320  
Views

82  
Social Shares

4:21  
Average Read Time



5

**2019 CHEVROLET HIGH COUNTRY STORM**  
Published May 10, 2019



6,651  
Views

176  
Social Shares

3:37  
Average Read Time



# AUTODEAL VIDEO

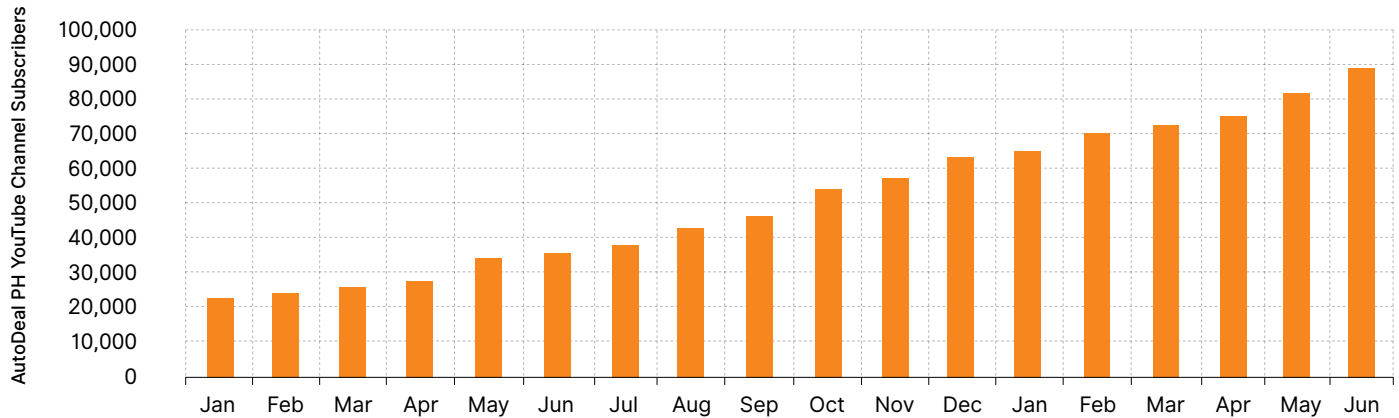
Now the no.1 automotive YouTube channel in the Philippines

Note: Data as of July 1, 2019

## AutoDeal YouTube Subscribers

■ **91,031**

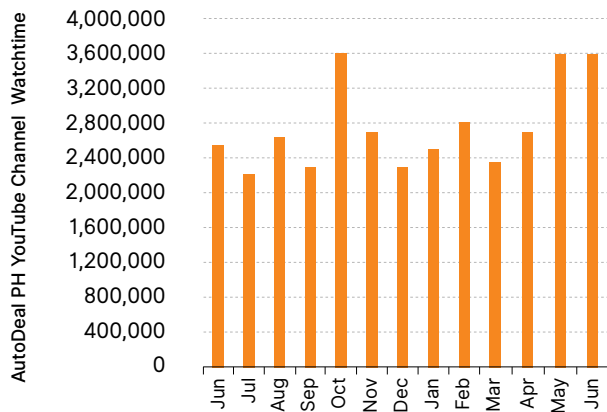
Total subscribers



## AutoDeal YouTube Monthly Watchtime

■ **46,400,000**

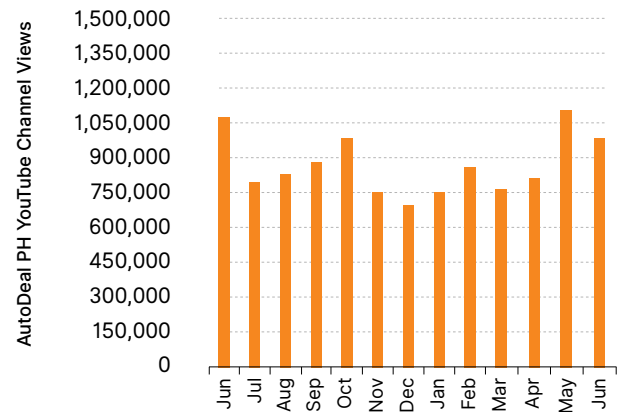
Total minutes of watchtime



## AutoDeal YouTube Monthly Views

■ **17,500,000**

Total video views



# TOP 5


Most Viewed Videos of Q2 2019


Note: Click the images to read reviews.


1

FORD RANGER RAPTOR

Behind The Wheel | Published May 10, 2019

 202,905 Views

 3,000 Likes


 401 Comments





2



2019 MG ZS ALPHA

Behind The Wheel | Published April 26, 2019

 107,736 Views

 818 Likes


 274 Comments





3



HONDA CB1000R

On The Saddle | Published May 17, 2019

 138,543 Views

 1,500 Likes


 154 Comments





4


SUZUKI DZIRE VS. HYUNDAI REINA VS. KIA SOLUTO

Three-Way Comparo | Published April 6, 2019

 87,502 Views

 1,300 Likes


 364 Comments





5



2019 HYUNDAI KONA

Behind The Wheel | Published June 14, 2019

 82,436 Views

 969 Likes

 251 Comments



Note: Data is reflected from AutoDeal YouTube channel as of July 1, 2019.



AutoDeal.com.ph

100,000 subscribers



# 100k

SUBSCRIBERS







## **THE PHILIPPINES' NO.1 ONLINE AUTOMOTIVE MARKETPLACE**

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

### **AutoDeal.com.ph**

10 Jupiter Street Bel-Air  
Makati City, Philippines

### **For OEM and Partnerships**

ANNIE SANTOS

Head of Business Development  
annie@autodeal.com.ph

### **For Dealer Inquiries**

ROMMEL LIM

Head of Dealer Accounts - Metro Manila & Luzon  
rommel.lim@autodeal.com.ph

### **All Other Inquiries**

info@autodeal.com.ph  
T: 894 18 91