

# INSIGHTS

AutoDeal.com.ph | Q4 2019 - Vol. XI  
Philippine Automotive Industry Report



**AUTODEAL**  
Cars Sold, Everyday.





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### Important:

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

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# | A Fresh Start?

Change in all walks of life is inevitable, and like it or not change is constant in the automotive industry.

Last year saw the beginning of what I expect to be a prolonged period of change in the global and local automotive industry. Not only did we see a number of new brands dive into the Philippine market, but we also saw consumer activity that potentially marks the beginning of a paradigm shift in buying trends. While it is too early to say with certainty; one can speculate from the outcome of 2019 that consumers both at home and abroad are continuously becoming more open to explore new automotive brands and new methods of car buying.

While many may be anxious regarding this change cycle; the ongoing global evolution of the automotive industry may not only encourage new revenue, but may also spur on environmental benefits for humanity. Recently, Tesla overtook Volkswagen by exceeding a market cap of over \$USD 100 Billion - a remarkable feat for a brand that sells less than 5% of what VW does globally. To what extent its media dazzled CEO drives this value is beyond me; however it is inspiring to witness how certain financial institutions are now betting on companies who are challenging the status quo. To be perfectly clear, I'm not only talking about electric vehicles - Tesla are even leading a charge when it comes to in-cabin infotainment systems; first bringing on Netflix and recently making tongue-in-cheek remarks about adding *Minecraft* and *The Witcher* games to its lineup.

Outside of the vehicles themselves, Tesla's once controversial method of direct-to-consumer selling is now being eyed by other automakers and major automotive groups who see the economic and customer

service benefits of channel-based selling. Moreover there's a declined belief in the necessity for large brick and mortar dealership networks, especially in developed markets.

Locally, online customer penetration is growing; with brands investing more heavily in their online channel than ever before. New on-demand car-buying activities are not only beneficial for consumers, but can also massively contribute to combating the thin profit margins that are being experienced at new car dealerships. With historically low cost per acquisition rates; brands and dealers are now presented with a unique opportunity to attract more customers with lower overheads, provided they're investing in the right process and the right people.

2020 will be an interesting year for the Philippine automotive market. With more brands in town than ever before; the risk of market cannibalization is a clear and present danger for everyone. As such it may be worthwhile to not only measure success by a single sales success metric; but to examine the economics that are undertaken to achieve it.

Whether you're reading this as a company new to the market, a company reinventing themselves or a company venturing into new business opportunities; one thing is clear, as a new decade dawns, everyone will be undertaking fresh starts.



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

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



# Q4 SUMMARY

AutoDeal is the number one automotive marketplace in the Philippines



**5,739,517**  
**WEBSITE VISITS**

By Car Buyers, Vehicle Owners, and Enthusiasts



**59,277**  
**QUOTES & TEST DRIVES**

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



**5,079**  
**CONFIRMED PURCHASES**

Tracked and confirmed from users who submitted leads in Q4 2019



**86,383**  
**CONVERSATIONS**

Back and forth messages between prospective car buyers and dealers

Percentage change from Q3 2019

# QUICK FACTS

Key take home points from our Q4 Report



**80.56%**

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



**64 Days**

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



**P1.28M**

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 Partner Dealers



Note: Data indicated is from analysis for visitors accessing AutoDeal.com.ph from October 1 to December 31, 2019.

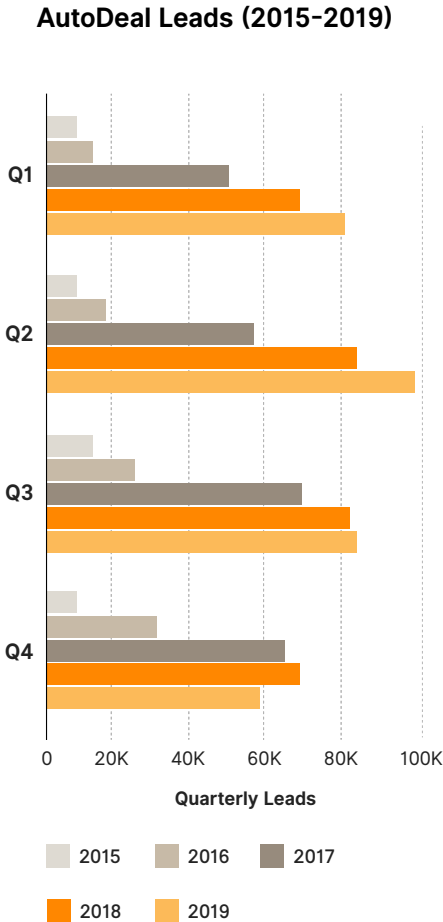
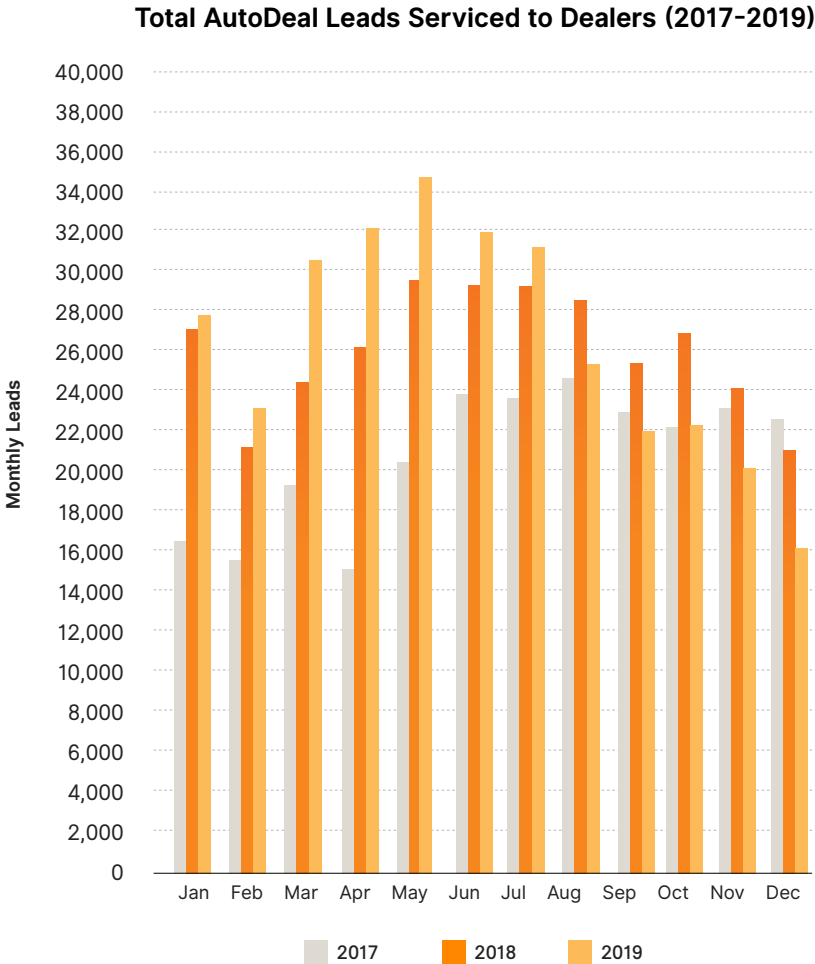
A high-angle photograph of a person's hands typing on a silver laptop. The person is wearing an orange and white checkered button-down shirt. Their left hand has a large, ornate ring on the ring finger. The entire image is covered with a semi-transparent orange-red gradient. In the bottom-left corner, the text 'CONSUMER INTEREST & LEADS' is written in a bold, white, sans-serif font.

# CONSUMER INTEREST & LEADS



# QUOTES, TEST-DRIVES & INQUIRIES

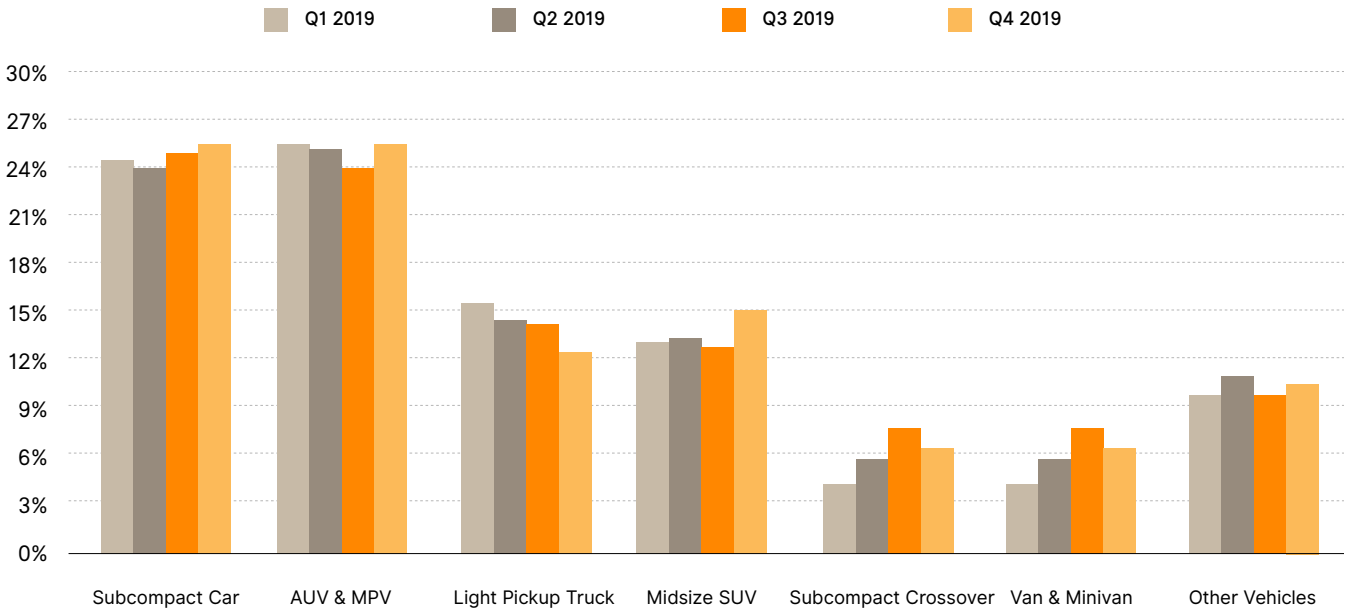
Total online car buying inquiries are up by 2.29% year on year, down by 14.2% from Q3 2019.



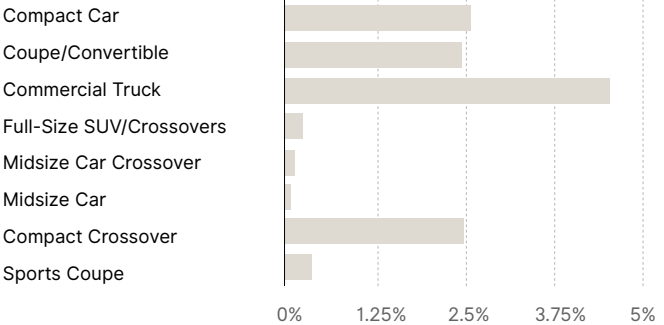
Data Source: Based on leads (quotes, inquiries, test drives) generated on AutoDeal.com.ph.

# LEADS BY MARKET SEGMENT

Based on AutoDeal inquiries for major vehicle categories



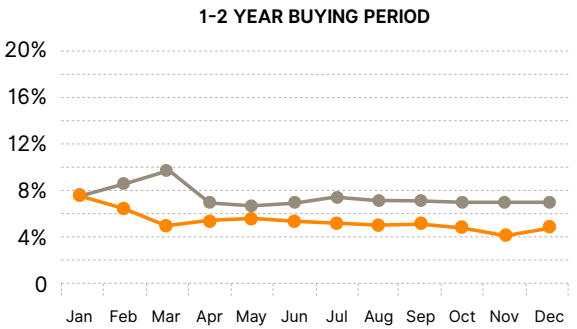
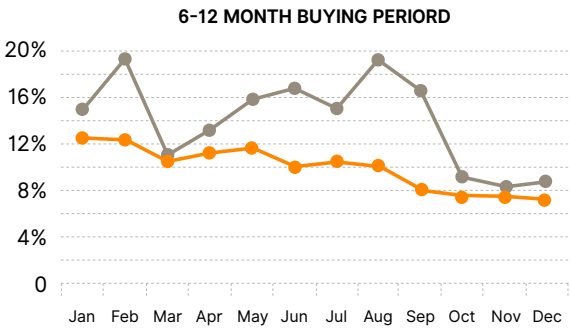
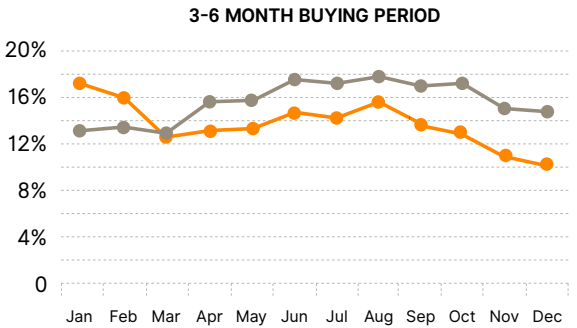
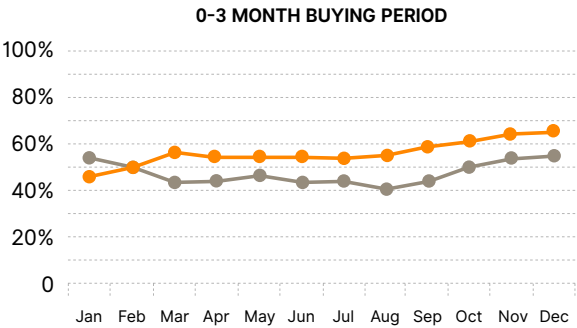
## OTHER VEHICLES



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

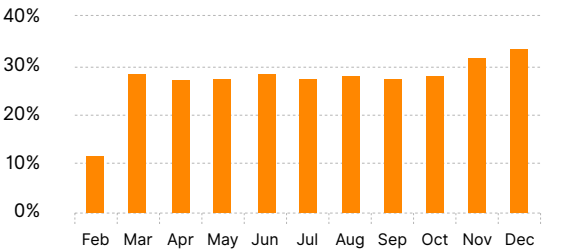
# INQUIRING & BUYING TRENDS

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 1,079 towns or cities in Q4 2019

## Metro Manila

### 35.04%

% of Total Leads

1	Quezon City	7.85%	-
2	Manila	4.21%	-
3	Makati City	3.00%	-
4	Pasig City	2.62%	-
5	Parañaque City	2.47%	▲
6	Taguig City	2.45%	▼
7	Las Piñas City	2.37%	▲
8	Caloocan City	2.31%	-
9	Mandaluyong City	1.62%	-
10	Marikina City	1.53%	▲

## Luzon

### 46.92%

% of Total Leads

1	Bacoor City	1.99%	-
2	Imus City	1.82%	▲
3	Dasmariñas City	1.76%	▼
4	General Trias City	1.65%	▲
5	Antipolo City	1.48%	-
6	Angeles City	1.39%	▼
7	Calamba City	1.16%	▲
8	Santa Rosa City	1.13%	-
9	Cainta	1.01%	-
10	San Fernando City	1.01%	▼

## Visayas

### 7.74%

% of Total Leads

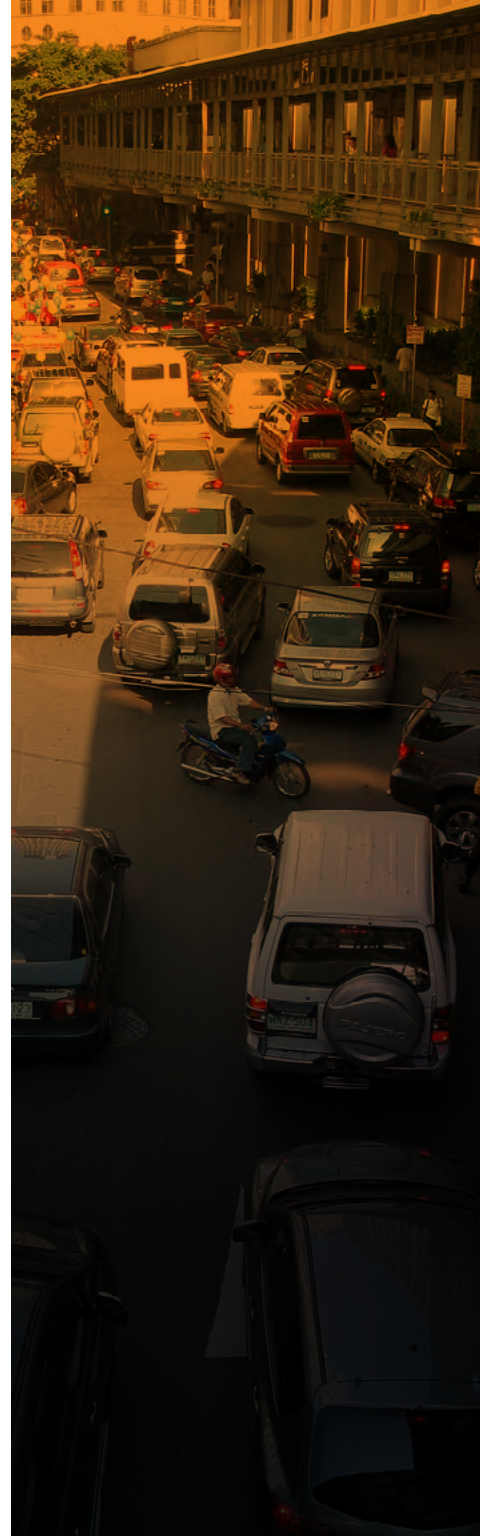
1	Cebu City	1.29%	-
2	Iloilo City	1.08%	-
3	Bacolod City	0.77%	-
4	Tacloban City	0.49%	-
5	Lapu-Lapu City	0.41%	-
6	Mandaue City	0.38%	-
7	Tagbilaran City	0.31%	-
8	Dumaguete City	0.24%	-
9	Ormoc City	0.14%	-
10	Roxas City	0.12%	-

## Mindanao

### 10.3%

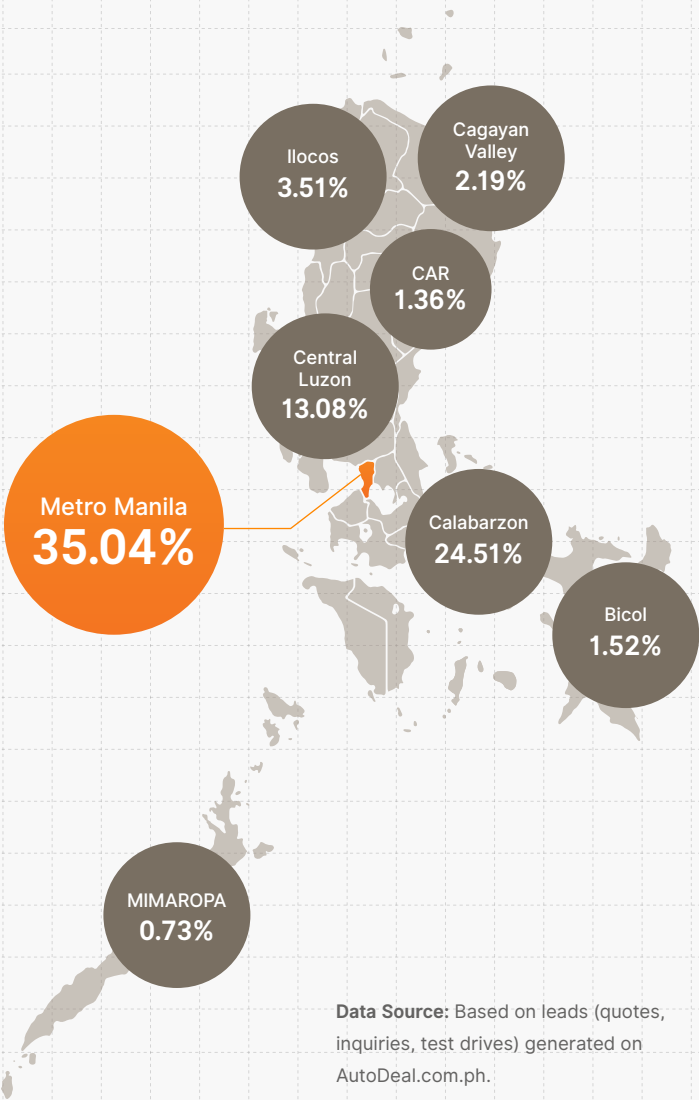
% of Total Leads

1	Davao City	2.16%	-
2	Cagayan De Oro City	1.48%	-
3	General Santos City	0.78%	-
4	Zamboanga City	0.68%	-
5	Butuan City	0.47%	▲
6	Iligan City	0.42%	▼
7	Cotabato City	0.39%	▲
8	Tagum City	0.29%	-
9	Pagadian City	0.21%	-
10	Koronadal City	0.21%	▼

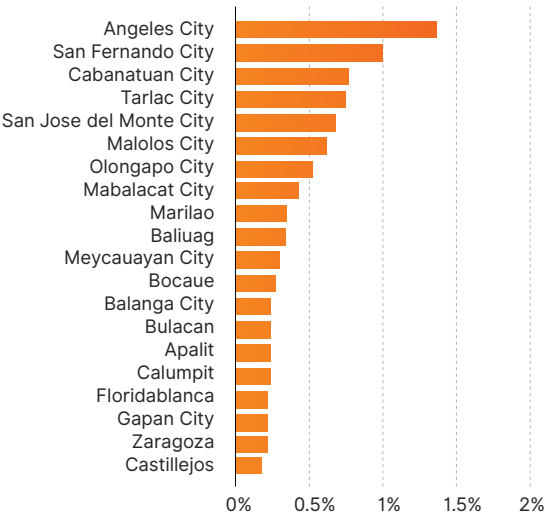


# LUZON

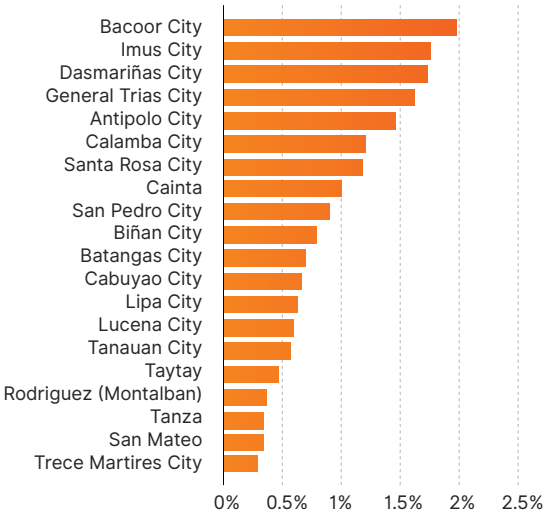
In-depth lead volumes



## Top 20 Locations - Central Luzon



## Top 20 Locations - Calabarzon



# LEADS BY DEVICE

Inquiries made via mobile devices continue to rise

▼ 2.22%

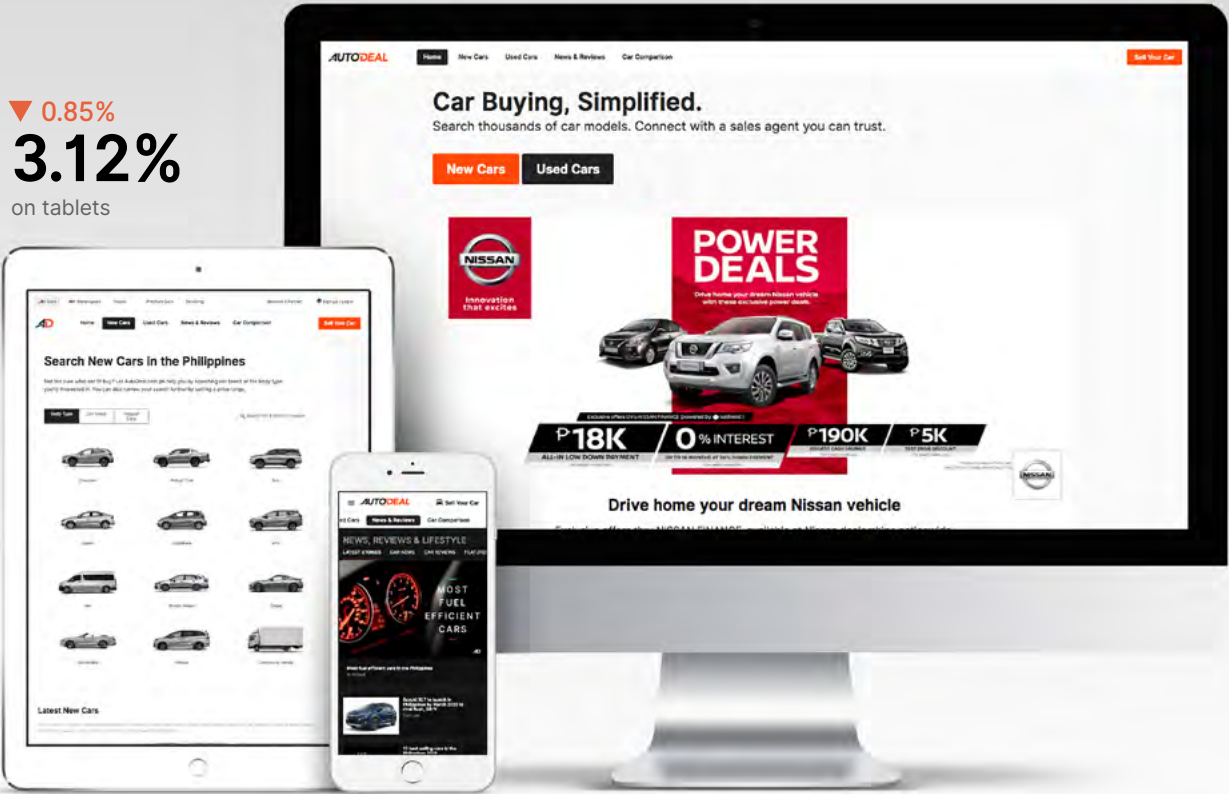
16.31%

on desktop & laptops

▼ 0.85%

3.12%

on tablets



▲ 3.06%

80.56%

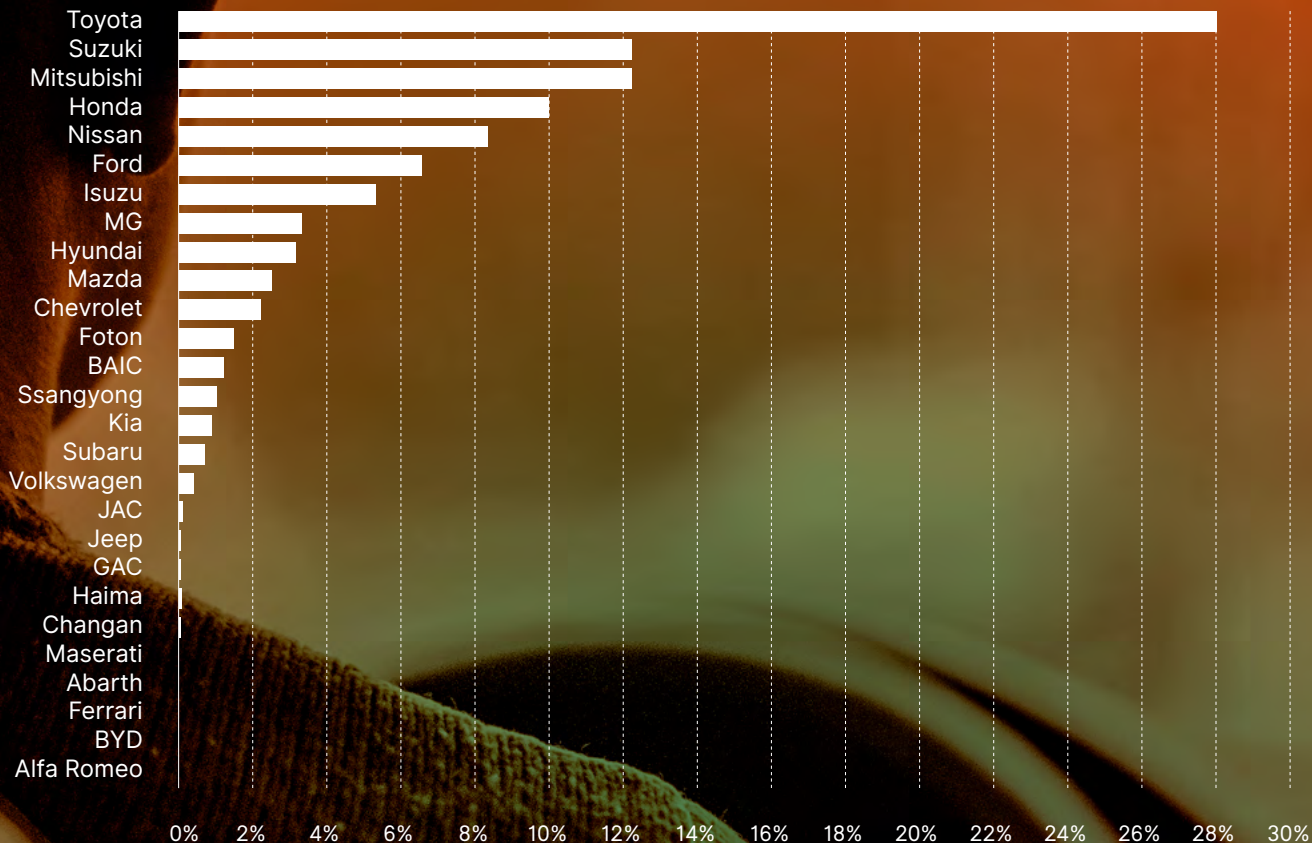
on mobile devices



# MOST INQUIRED FOR BRANDS

Which brands were online consumers drawn to in Q4 2019?

% of Total AutoDeal Inquiries (Q4 2019)



ISUZU

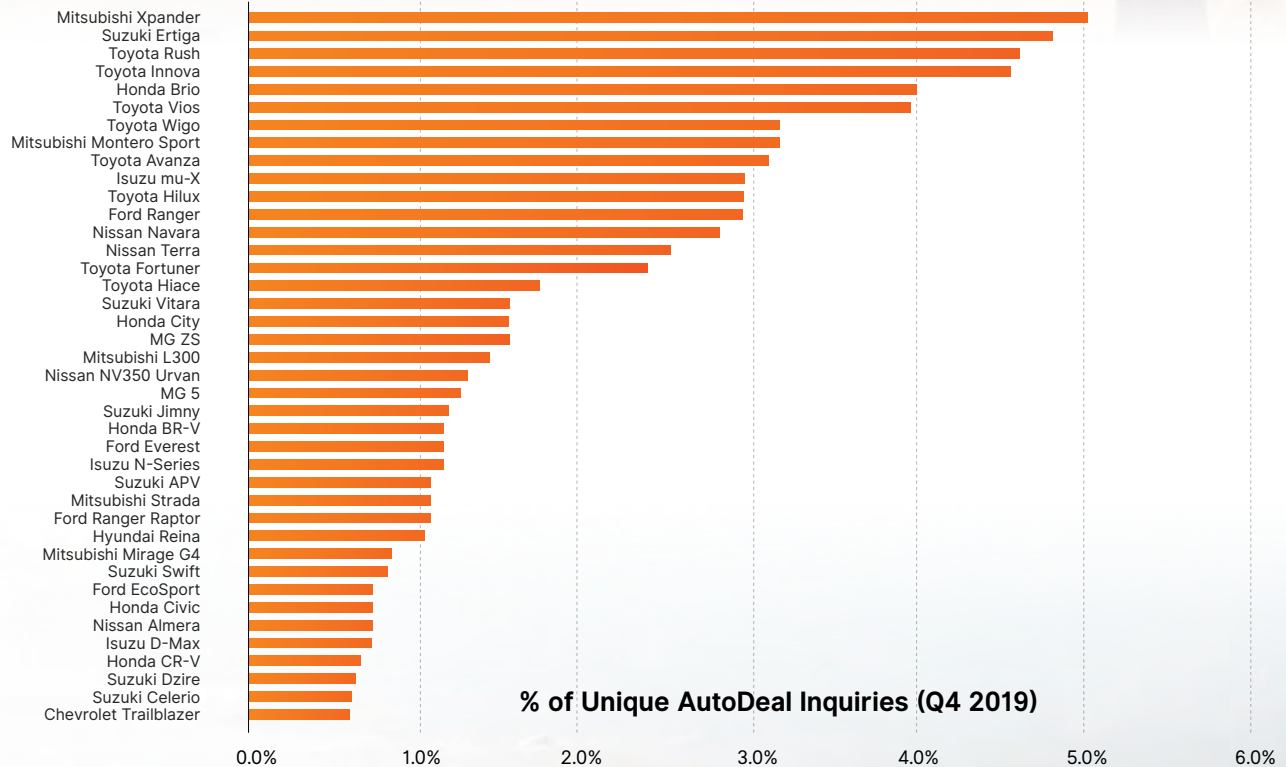


Data Source: Based on leads (quotes, inquiries, test drives) generated on AutoDeal.com.ph.

**AUTO**DEAL

# TOP 40

Most inquired for nameplates in Q4 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

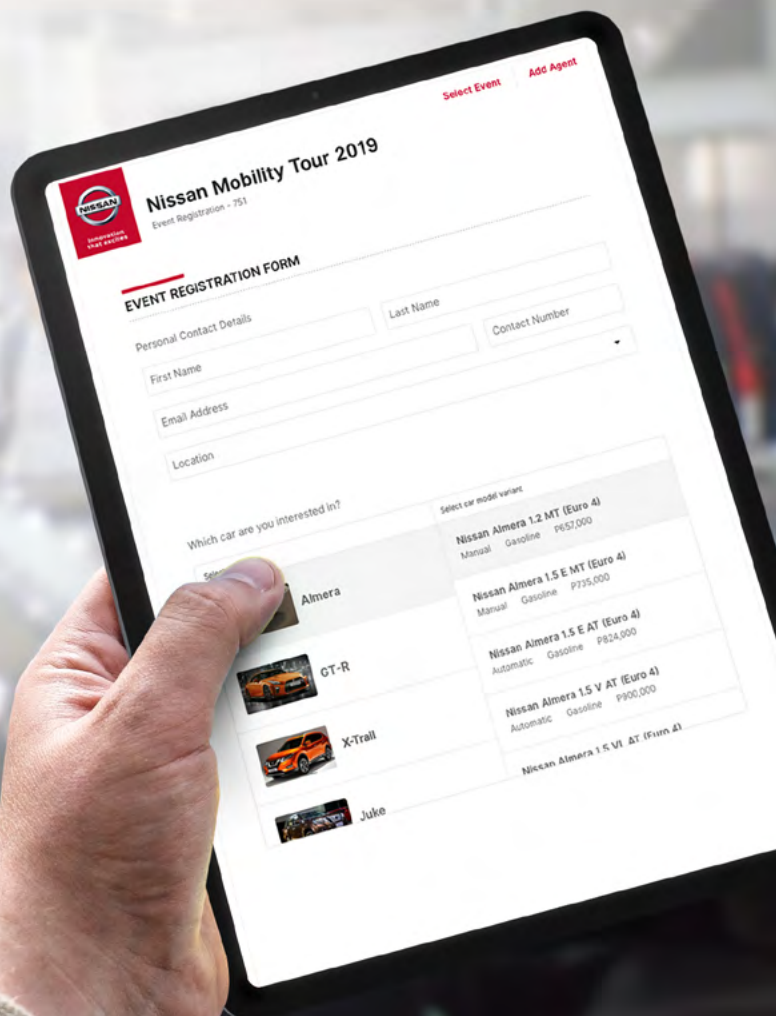
Keep in contact and up-sell to your prospective buyers using AutoDeal's cost-effect contact center solution. Use our proven model to help push more buyers into your pipeline while at the same providing vital statistics on customer satisfaction.

### 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**

# Q4 | TOP SELLING NEW VEHICLES

Top Selling Nameplates on the AutoDeal Platform for Q4 2019

## Compact Car



**HONDA**  
Civic



**MAZDA**  
3



**TOYOTA**  
Altis

## Subcompact Car



**TOYOTA**  
Vios



**HONDA**  
City



**TOYOTA**  
Wigo

## Coupe



**FORD**  
Mustang



**MAZDA**  
MX-5 RF



**TOYOTA**  
86

**Note:** Data indicated is from analysis for visitors accessing AutoDeal.com.ph from October 1 to December 31, 2019.

## MPV



**TOYOTA**  
Rush



**TOYOTA**  
Innova



**MITSUBISHI**  
Xpander

## Compact Crossover



**MAZDA**  
CX-5



**HONDA**  
CR-V



**MG**  
RX5

## Subcompact Crossover



**FORD**  
EcoSport



**MG**  
ZS



**HYUNDAI**  
Kona

## Mid-Size SUV



**NISSAN**  
Terra



**TOYOTA**  
Fortuner



**FORD**  
Everest

## Van



**NISSAN**  
Urvan



**TOYOTA**  
Hiace



**FOTON**  
Gratour

## Pickup Truck



**NISSAN**  
Navara



**FORD**  
Ranger



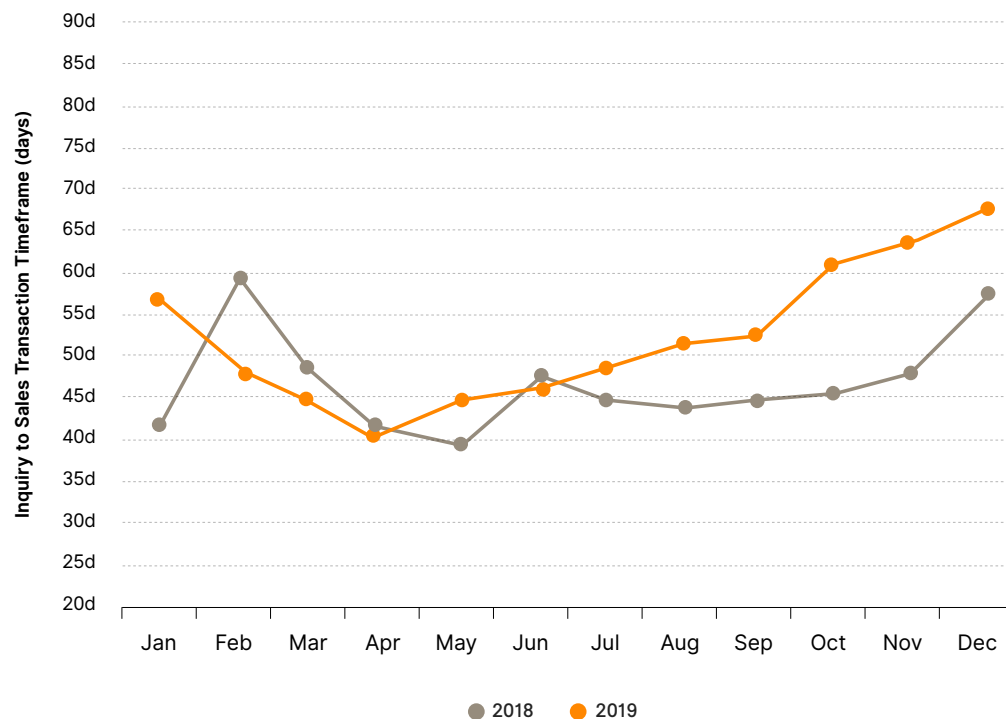
**FORD**  
Ranger Raptor



# NEW CAR CONVERSION TIMELINE

AutoDeal customers, on average take 64 days to purchase after their initial inquiry

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







**47**  
DAYS

Subcompact Car

**45**  
DAYS

Midsize SUV

**46**  
DAYS

Pickup Trucks

**50**  
DAYS

MPV

**45**  
DAYS

Subcompact  
Crossover

**45**  
DAYS

Van/Minivan

These charts indicate the time that is taken for a customer to complete a final sales transaction after they submit an online inquiry via AutoDeal.com.ph. 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 **64 days to complete a purchase** after their initial inquiry.

\*Based on 4,395 sales tracked in AutoDeal's Lead Management System from October 1, 2019 - December 31, 2019.

# NEW CAR SALES BY SEGMENT

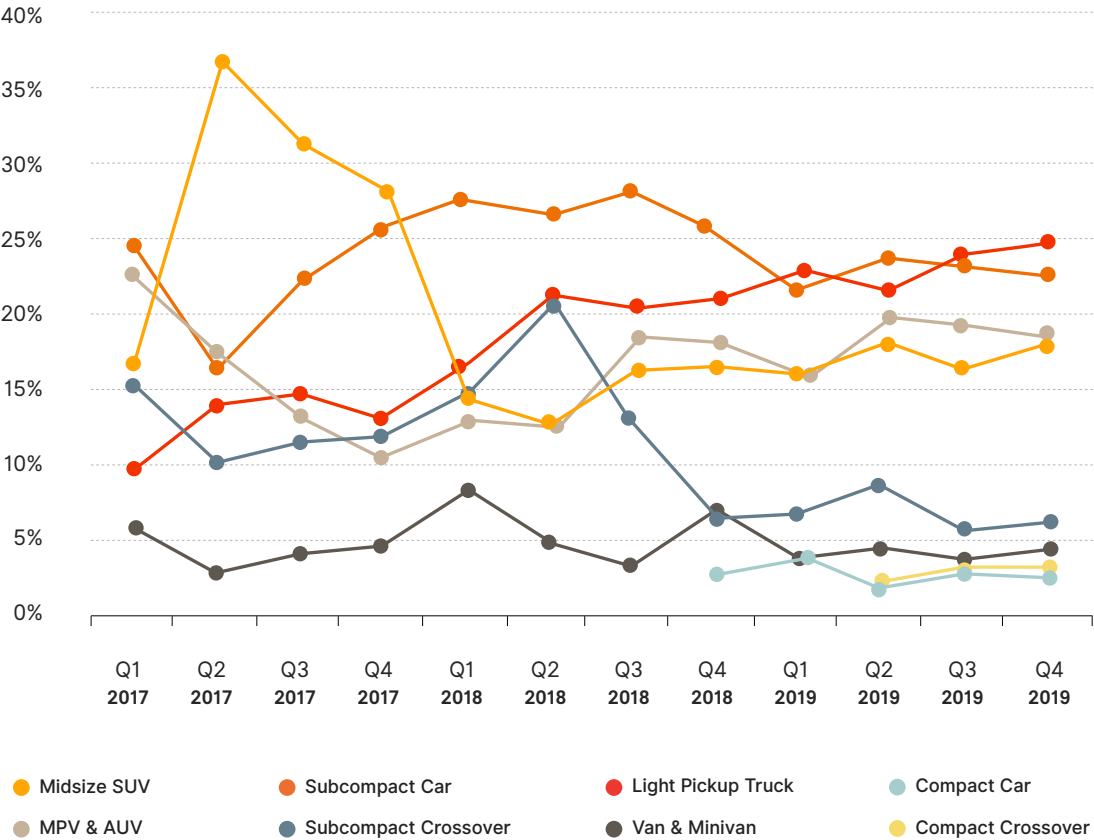
Transaction proportions of vehicles sold on AutoDeal.com.ph

## A pick up for Pickups

The Pickup truck category ended 2019 as strongly as it began; accumulating the highest portion of sales among AutoDeal buyers in Q4 2019. Contributing to this achievement were familiar favorites like the Nissan Navara, Ford Ranger and Ford Ranger Raptor. Other highly popular buying segments were the subcompact car, multi-purpose vehicles (MPV) and Mid-Size SUV categories, of which products like the Toyota Vios, Toyota Rush and Nissan Terra appeared to come out on top.



% Proportion of AutoDeal Generated Sales Tracked



**Note:** This graph shows the breakdown of sales transactions recorded through the AutoDeal platform from 2017 to Q4 2019.

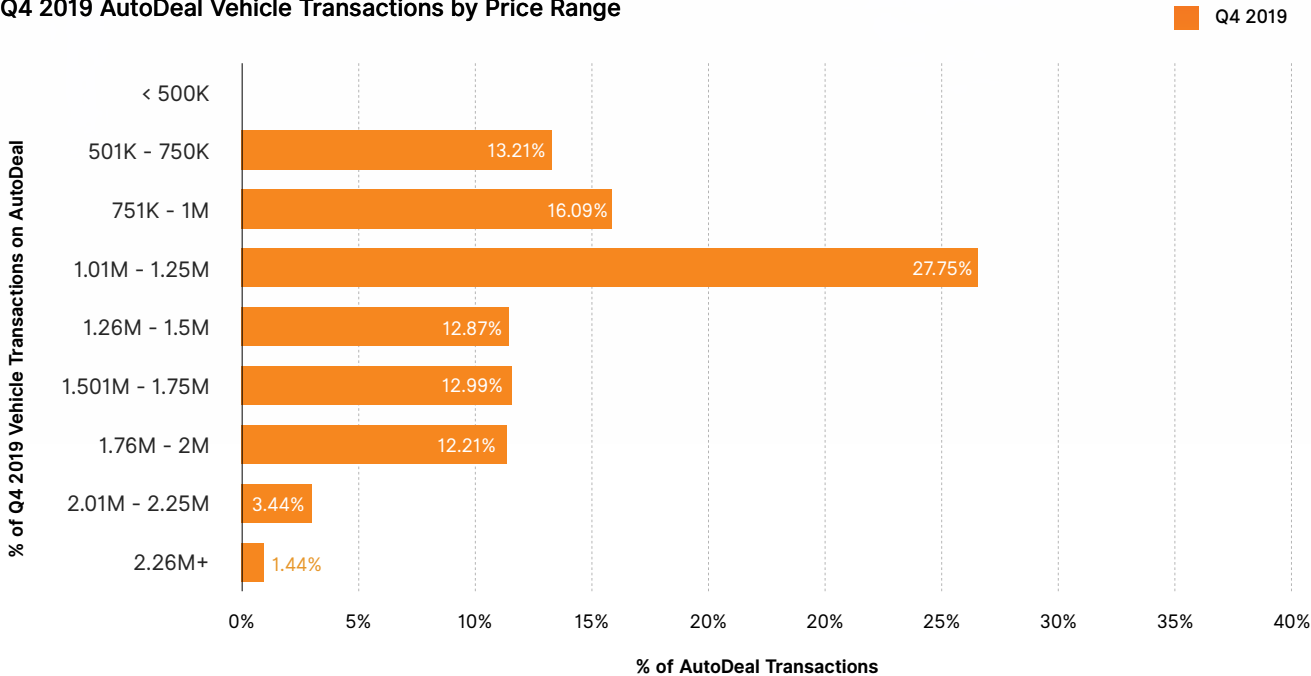




# NEW CAR SALES BY SRP

In light of higher prices, consumer spends are increasing

Q4 2019 AutoDeal Vehicle Transactions by Price Range

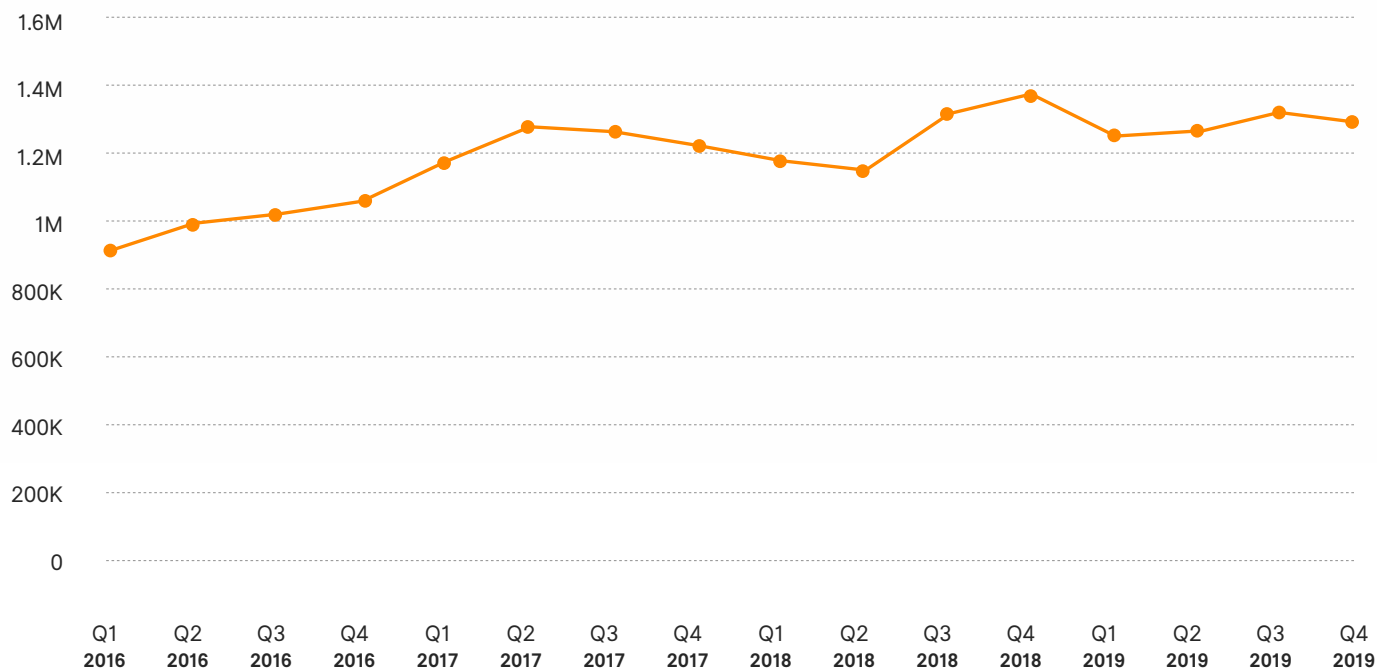


**P1,283,686**

Average Price of Vehicle Sold  
on AutoDeal during 2019

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

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





## New Car Dealer

# DEALER TALK

As 2019 comes to a close; we are given a unique opportunity to reflect on the work that has been achieved by AutoDeal.com.ph over the last 5 and a half years.

When we began as a new car lead-generation service in 2014; we never anticipated the manner in which we would become so heavily integrated into the success of our partner brands and dealers. Back then, we (rather naively) believed that our value to partners was the ability to simply generate names and contact information of prospective car-buyers. How wrong we were.

Fast forward to now and we bear witness to the fact that our current and future success will not only be driven by the ability to provide quality leads and best online environment for prospective car buyers; but by our continued close-quarter collaborations with partners to help them improve their online efficiency and level of online customer service. By doing so, we are investing in our partners by enabling them to essentially “mine” more sales at exponentially lower costs per acquisition.

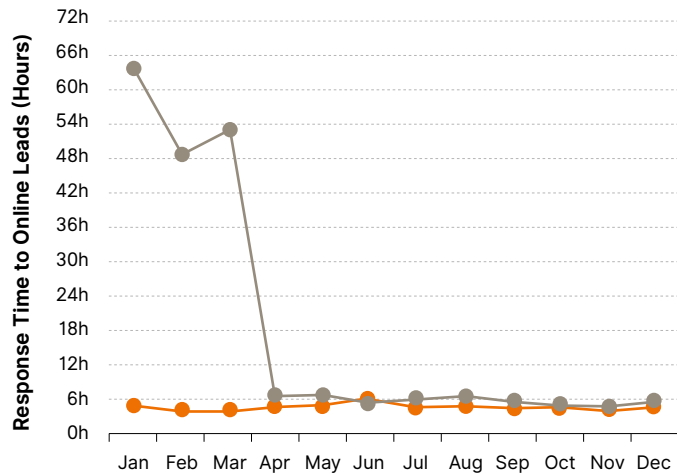
This is something we piloted in 2019 and will continue to strive for as a major pillar of our organization throughout 2020.

Among the metrics that have been most improved over the years are **dealership response times** and **overall lead conversion**. In 2016; we were tasked with the tall order of addressing the huge delays experienced by prospective buyers from dealers when they inquired online. Between then and now we have decreased the average response time of new car dealers from more than five days to less than four hours and thirty minutes on average. Today; a huge portion of our partner dealers are now able to successfully distribute a financing quotation to a prospective customer in under an hour.

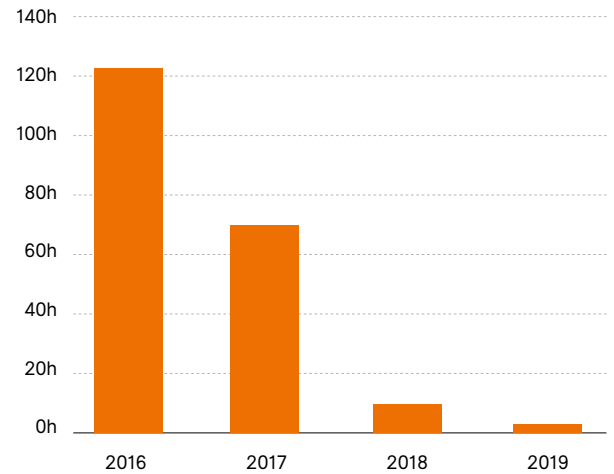
As a contrast to the steep decline in response time, comes a massive improvement in online lead to sale conversion, which as a platform has grown from 2% in 2016 to over 10% in 2019. With brands and dealers pushing more sales than ever before; it is clear that the experienced provided in unison between our partners and our selves has helped push better overall results.



**Average Industry Response Time (All Dealers)**



**Average Industry Response Time (2016-2019)**



\*As tracked through the AutoDeal Lead-Management System

● 2018 ● 2019

# INDUSTRY RESPONSE TIME

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

## TOP 10

Fastest Responding  
New Car Dealers  
(Q4 2019)



**BYD**, Shaw Boulevard  
1 minute



**NISSAN**, Sumulong Highway  
1 minute



**VOLKSWAGEN**, Bacolod  
2 minutes



**FORD**, Zamboanga  
5 minutes



**HYUNDAI**, San Jose Del Monte  
6.5 minutes



**NISSAN**, General Santos  
6.5 minutes



**FORD**, Balintawak  
6.5 minutes



**MAZDA**, Cagayan De Oro  
7 minutes



**CHEVROLET**, Isabela  
8 minutes



**FORD**, Quezon Avenue  
8.5 minutes

# TOP 10

Fastest Responding  
Used Car Dealers  
(Q4 2019)



**CAR EMPIRE**  
25 minutes



**CARS UNLIMITED  
AUTO SALES**  
44 minutes



**SAMCARS TRADING CORP.**  
61 minutes



**EAST CARS**  
62 minutes



**J.A. TAN CAR TRADING**  
137 minutes



**RL CARS**  
153 minutes



**AUTOMOBILICO  
SM CITY BICUTAN**  
243 minutes



**TOYOTA CERTIFIED  
BALINTAWAK**  
254 minutes



**TOYOTA BACON  
USED CARS**  
265 minutes


















**SASAKYAN DEPOT -  
MERWIN MEDIANA**  
265 minutes



# TOP DEALERS

In terms of Lead-to-Sales Conversion

Oct 2019	 <b>CHEVROLET</b> Cainta	100%	 <b>CHEVROLET</b> Batangas	15%
	 <b>FORD</b> Palawan	25%	 <b>CHEVROLET</b> General Santos	12.50%
	 <b>CHEVROLET</b> Baliuag	15.38%		
Nov 2019	 <b>FORD</b> Palawan	25%	 <b>NISSAN</b> Bohol	14%
	 <b>FORD</b> Ormoc	14%	 <b>CHEVROLET</b> Iloilo	10%
	 <b>HYUNDAI</b> Ilocos Norte	14%		
Dec 2019	 <b>FORD</b> Palawan	33%	 <b>NISSAN</b> Baguio	10%
	 <b>HYUNDAI</b> Ilocos Norte	33%	 <b>FORD</b> Iloilo	9%
	 <b>FORD</b> Batangas	13%		

**Note:** Sale conversion is recorded and presented as it stands on January 23, 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

Oct  
2019



**Mimi Sio**  
Cainta

100%



**Beverly Anne Talabucon Tan**  
Palawan

100%



**Jorna Ikan**  
Manila Bay

33%



**Kate Pido**  
General Santos

25%



**Laurence Karl Pena**  
Manila Bay

25%



**Luis Rico**  
Manila Bay

25%



**Glenn Ecleo**  
Subic

25%

Nov  
2019



**Arnel Del Valle**  
Palawan

100%



**Marc Alvin Sy**  
Taytay

100%



**Armando Mula**  
Bohol

100%



**Eunice Kaye Ravanera**  
Cagayan De Oro

36%



**Lucille Manuel**  
Pampanga

33%

Dec  
2019



**Arnel Del Valle**  
Palawan

100%



**Arvin Lungay Uy**  
Bohol

50%



**Jaime Mena**  
Calamba

33%



**Ivy Joy Currimao**  
Ilocos Norte

33%



**Karen Biagtan**  
Baguio

33%

**Note:** Sale conversion is recorded and presented as it stands on January 23, 2020. Conversion is based on the date in which the lead was generated.

# FIVE STARS

Here are some of our favorite buyer reviews of Q4 2019



**PRINCESS MONTECILLO**  
Toyota, Sta. Rosa



Simply, Ms. Montecillo will make your dream car come true... from the day that I got my quotation up to the day I arrived in Manila...Ms. Montecillo is very helpful and accommodating... she even updated and followed us up even on plane. She will make sure that everything will be ok. During our application, she made us feel optimistic with our purchase...though every now and then we have some request or change of request... like one bank says "Ms. Montecillo will find ways". Thank you PAM! 5 stars is understatement. God bless you!

**Marvin Selda**  
purchased a Toyota Innova 2.8 E Diesel AT

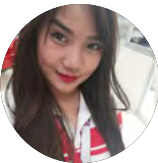


**MICHALE CENTENO**  
Toyota, Manila Bay



Blessed! 17th December when i scroll down Auto Deal for any zero downpayment Toyota Rush G unit, and with Michael Centeno's response in nearly 30 minutes after my inquiry online - i go home today - 23rd December with the exact same car we named Solomon (not to mention weekend was included in those days)! That is the way to work! You man is reliable and can make things happen. Of course, lots of your team behind you to be thank for especially Mr. Lao (and all from Toyota Manila Bay) but hey, you fronted all of it with messages and phone calls out of working hours. I hope more client get to meet you to experience the same blessings we had. I met a professional agent in the beggining but in the end i think i gain a friend. Goodluck to you and your wife with the upcoming 3rd gift of life. Godbless you bro. #salute!

**Joemar Almazan**  
purchased a Toyota Rush 1.5 G AT



**ABIGAIL HISPANO**  
MG, BF Paranaque



Highly recommended. We successfully received our fleet order (10 units) from October to December 2019. Also, she gave the best deal from all agents that I've spoke with.

**Ronald James Tuazon**  
purchased a MG ZS 1.5 Alpha AT's



**MIMI SIO**

Chevrolet, Cainta



Mimi did an outstanding! Her knowledge of the Trailblazer was exceptional, as was her follow-up with me exceeded and my expectations. While she she representrd the dealership she provided me with honest and complete information. She turned out to a very pleasant surprise. I will recommend her to others in the future.

**Raymond Talavera**

purchased a Chevrolet Trailblazer 2.8 4x2 LTX



**RYAN JOSEPH  
PESTAÑAS**

Hyundai, Biñan Laguna



I'm very happy with the service I got from Hyundai Biñan. My agent, Ryan is very polite and I appreciate his efforts to make my requests possible. He's been very attentive and accomodating from day one. Overall experience: very pleased and satisfied.

**Joanne Badlis**

purchased a Hyundai Tucson 2.0 GL AT

## FIND YOUR AUTODEAL CUSTOMER REVIEWS

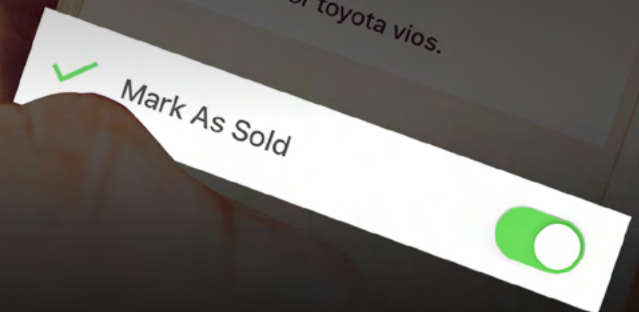
1. Log in to your AutoDeal Promoter Dashboard.
2. Click on the Sales Agents tab in the left sidebar menu.
3. Click on Reviews

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.





# INSIDE AUTODEAL





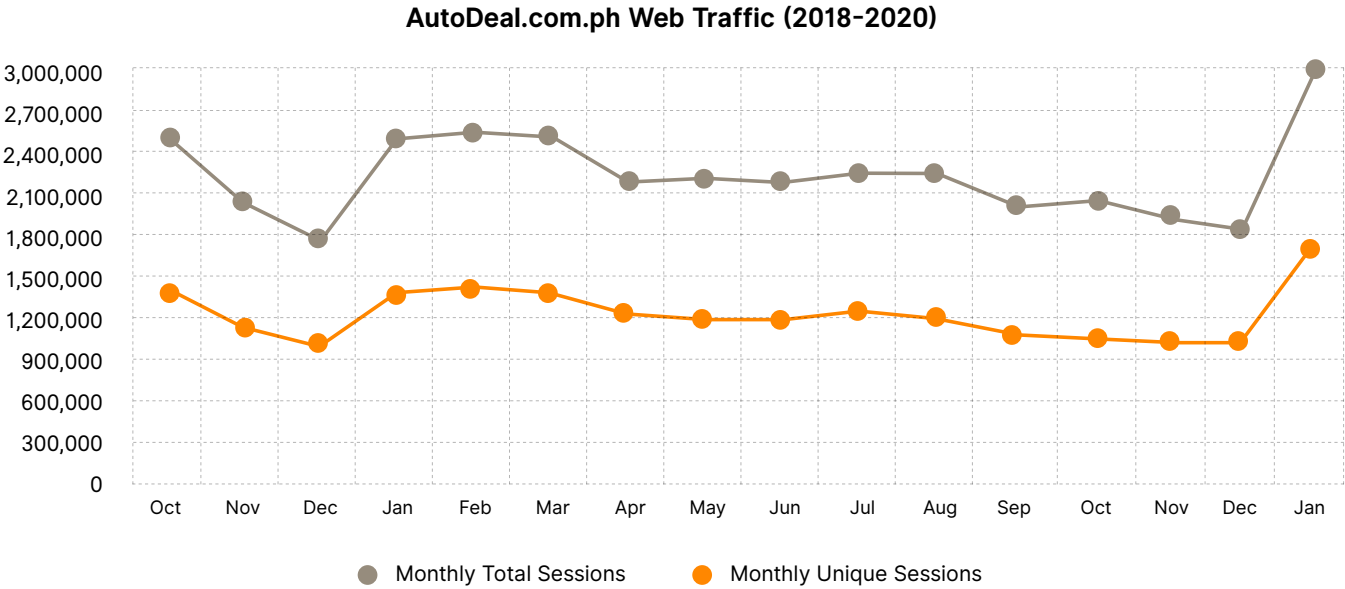




# AUTODEAL PROFILE

We are the no.1 automotive marketplace in the Philippines

	Total Visits	Unique Visits	Bounce Rate
OCT 2019	2,092,848	1,067,360	11.01%
NOV 2019	1,854,761	987,623	11.26%
DEC 2019	1,791,708	986,530	11.83%
TOTAL	5,739,317	3,041,513	11.37%



# We're multi-platform



**572K**

Facebook Likes



**14.6K**

Instagram Followers



**3.5K**

Twitter Followers



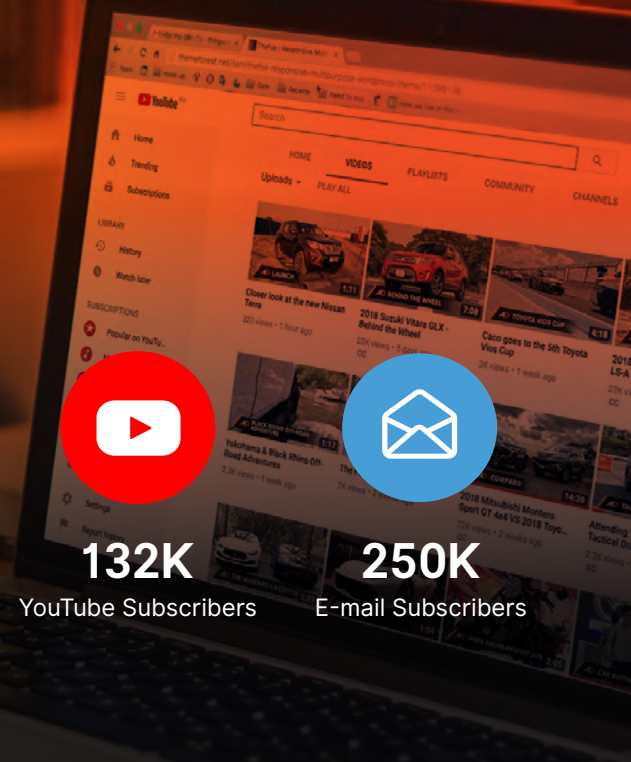
**132K**

YouTube Subscribers

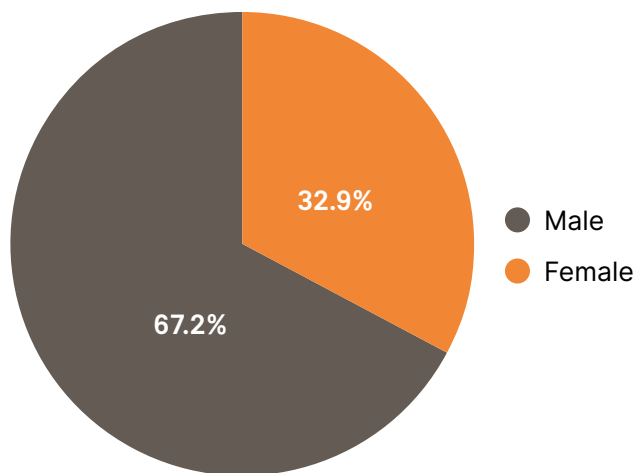


**250K**

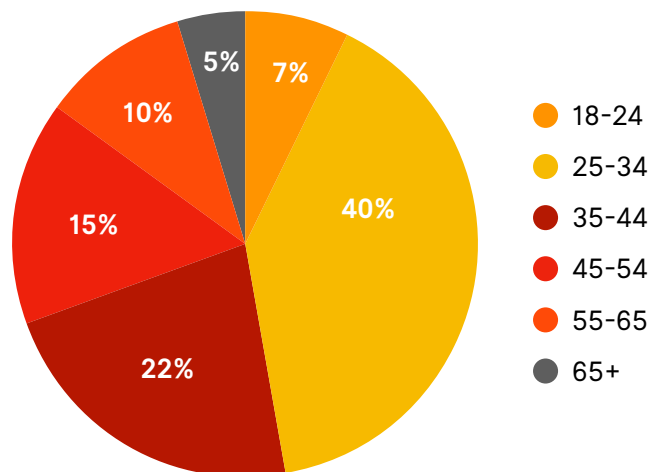
E-mail Subscribers



## GENDER



## AGE RANGE





# TOP 5

Most Viewed Videos of Q4 2019

Note: Click the Images to view videos.

1

**RANGER VS. STRADA VS. HILUX VS. COLORADO VS. MUSSO GRAND**  
[Pickup Comparo](#) | Published December 9, 2019

 176,700 Views


 3,500 Likes


 1,124 Comments





2


**2020 FORD EVEREST BITURBO TITANIUM REVIEW**  
[Behind The Wheel](#) | Published October 4, 2019

 155,300 Views

 1,500 Likes

 206 Comments





3

**2020 MITSUBISHI MONTERO SPORT GT 4X2 AT**  
[Unboxing](#) | Published October 3, 2019

 125,900 Views

 1,000 Likes


 250 Comments








4


**2019 HYUNDAI SANTA FE 2.2 GLS 4X2**  
[Behind The Wheel](#) | Published October 16, 2019

 66,900 Views

 1,000 Likes

 236 Comments





5


**2019 HYUNDAI TUCSON GLS**  
[Behind The Wheel](#) | Published October 25, 2019

 63,800 Views

 884 Likes

 202 Comments





Note: Video statistics are based on data from October 1, 2019 to December 31, 2019

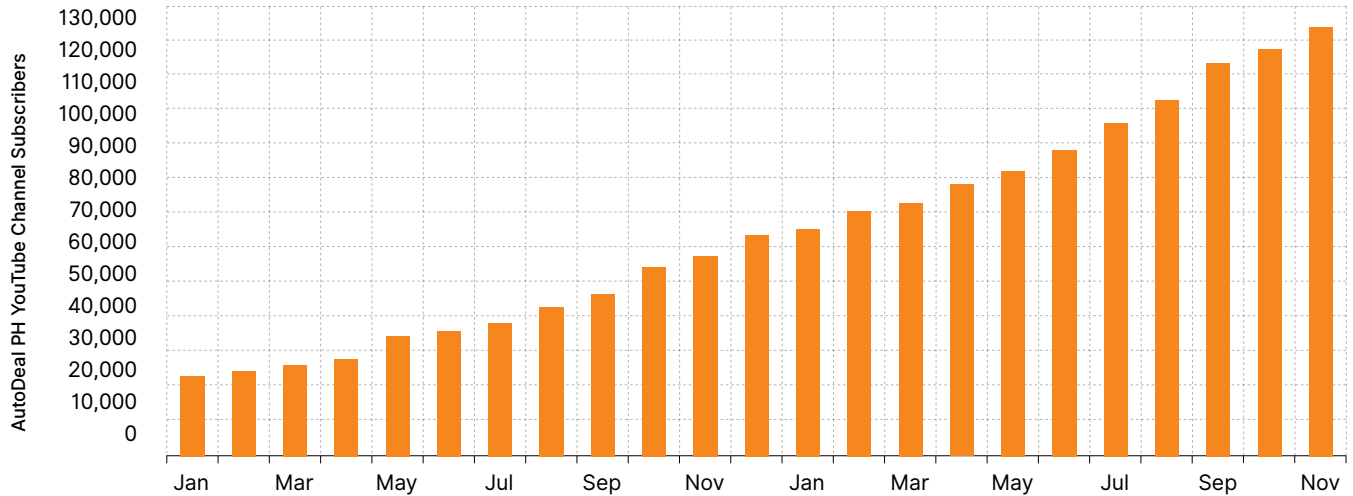
# AUTODEAL VIDEO

Now the no.1 automotive YouTube channel in the Philippines

Note: Data as of October 11, 2019

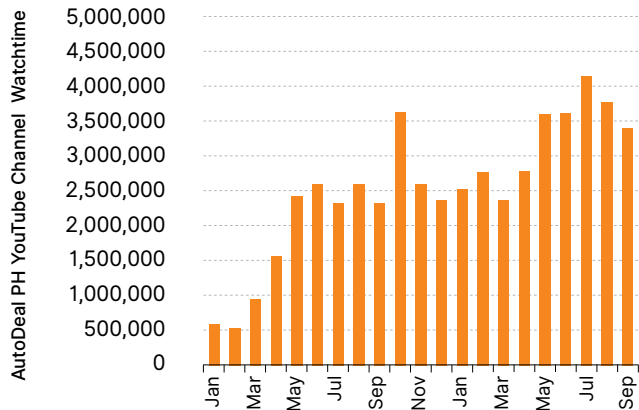
■ **127,000**  
Total subscribers

## AutoDeal YouTube Subscribers



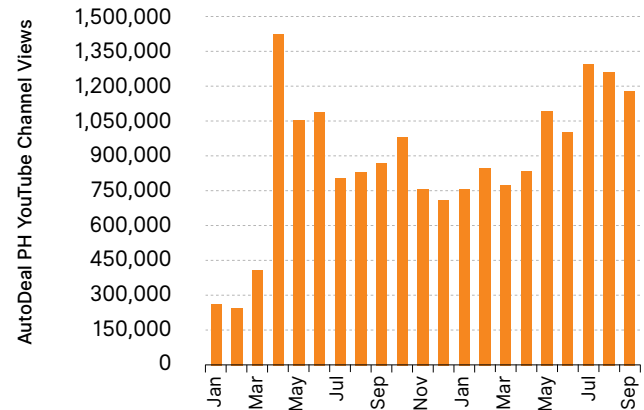
## AutoDeal YouTube Monthly Watchtime

■ **1,100,000**  
Total minutes of watchtime



## AutoDeal YouTube Monthly Views

■ **24,400,000**  
Total video views





# 2019 AUTODEAL AWARDS

To cap off another outstanding year at AutoDeal.com.ph, we have reflected on the past 365 days to find the best Agents, Dealers, and Brands of 2019.

What makes the AutoDeal Awards program especially unique and exciting is that the results are driven purely by online customer data - to find who excelled in converting online sales and provided the very best digital customer service experience through the AutoDeal platform.

As in previous years, the awards will pour through 12 months' worth of data from its 2,000+ agent and 300+ dealer partners in search of the top performers of 2019. It scores them on how well they interact with customers and how effective they are at closing sales, based on real-world transactions with actual car buyers who shop online.

Collated results then determine the winners of the 2019 AutoDeal Awards covering three (3) major awards: 2019 Sales Agent of the Year, 2019 Dealer of the Year, and the 2019 Online Customer Service Award.

While the criteria remains unchanged, the emphasis for 2019 is on an agent, dealer, and brand's ability to close sales.





# 2019 SALES AGENT OF THE YEAR

1<sup>ST</sup>



**ARLINE AGUIRRE**  
Chevrolet, Batangas



2019 PERFORMANCE SUMMARY

**1hr 43mins**  
REPLY SPEED

**11.32%**  
CONVERSION

**5.00**  
AVE. REVIEW SCORE

2<sup>ND</sup>



**EUNICE KAYE RAVANERA**  
Nissan, Cagayan De Oro

2019 PERFORMANCE SUMMARY

**26mins**  
REPLY SPEED

**6.47%**  
CONVERSION

**5.00**  
AVE. REVIEW SCORE

3<sup>RD</sup>



**JAMES BENEDICT DIMAL**  
Ford, Pampanga

2019 PERFORMANCE SUMMARY

**36mins**  
REPLY SPEED

**6.42%**  
CONVERSION

**5.00**  
AVE. REVIEW SCORE



# 2019 DEALER OF THE YEAR



## CHEVROLET BATANGAS



CHEVROLET



### 2019 PERFORMANCE SUMMARY

1hr 43mins

REPLY SPEED

11.32%

CONVERSION

5.00

AVE. REVIEW  
SCORE

### Chevrolet, Batangas Overview

Chevrolet Batangas opened its doors last 2015 and is marked as the brand's 24th full sales and service dealership in the Philippines. Currently, managed under Juno Cars Inc., its building is situated on a 3,500sqm located along Diversion Road, Balagtas, Batangas, 4200 Batangas. As for facilities, Chevrolet Batangas features a showroom area that can accommodate six to eight cars for display.





# 2019 CUSTOMER SERVICE AWARD



MAZDA

2019 PERFORMANCE SUMMARY



3hr  
33mins

REPLY  
SPEED

8.93%  
CONVERSION

4.90  
AVE. REVIEW  
SCORE

## SALES AGENT DETAILS

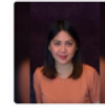


Name: Nathaniel Natanauan

Dealer: Mazda, Sta. Rosa

### Additional Comment

Very supportive and accommodating the request and inquiries prior and after sales. His respond always promptly, and straight forward this easy for the buyer to make decision which car would they purchase. Keep up a good work and keep customer satisfaction first...



Name: Ana Condolon

Dealer: Mazda, Greenhills

### Additional Comment

Ana is very accommodating. She is very patient and really talks and listen to her client. She is very client oriented, unlike other Agents who are more focus on making the sale, Ana patiently ask about our preferences and generously offered options that we can choose from. In the end, we got what we wanted with a very affordable DP and terms.



Name: Marnelli Pulga

Dealer: Mazda, Makati

### Additional Comment

Marnelli was my sales agent in Mazda Makati. She was extremely efficient and customer oriented. She responds in a timely manner and I like that she has solutions to all problems encountered. She works even on holidays and on weekends. If she is unable to take your call - she will still answer the call and let you know politely. Dealing with her was a breeze. I tried contacting mazda greenhills initially but since they weren't that accommodating, I decided to contact Mazda Makati and I'm glad I did! Thanks Marnelli!





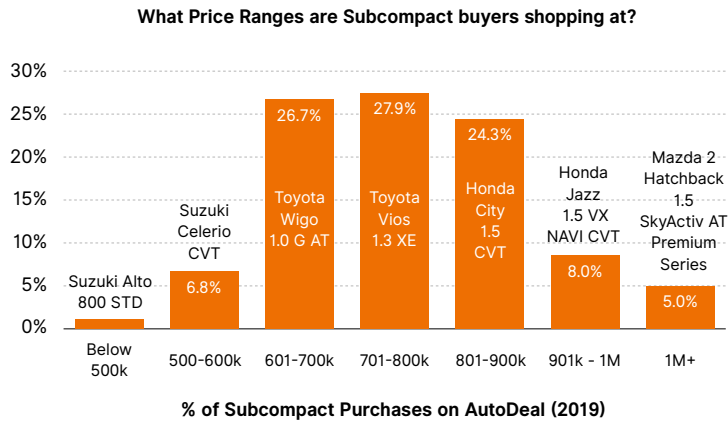
# SUBCOMPACT BUYERS


## A CLOSER LOOK


The subcompact segment has been pretty busy in recent years with a range of new model releases from multiple different brands. However as consumers grow more accustomed to shopping across numerous market-segments, subcompacts are no longer finding themselves being under fire from within, but also being impeached upon by vehicles with higher ground clearance and more seating.

With subcompact buyers now “shopping up” to Multi-Purpose Vehicles (MPVs), Subcompact crossovers and compact cars\* - we take a closer look at consumer data to explore why certain vehicles in this segment may be performing better than others and what are some of the key characteristics of the subcompact car sale.

\*based on transactions generated on AutoDeal.com.ph in 2019.



 **P 771,795**  
Average Price of Subcompact sold on AutoDeal in 2019

 **48 Days**  
Average Inquiry to sale timeline for a Subcompact vehicle



**Subcompact Top Seller\***  
**JOM DELGADO**  
Honda Cars, Rizal

\*Data based on Sales remitted through AutoDeal for Agents mobile application.

Most Popular Subcompact & City Car Variants on AutoDeal.com.ph in 2019.	
Name Plate/Variant	SRP
Toyota Wigo 1.0 G AT	631,000
Toyota Vios 1.3 XE	738,000
Honda City 1.5 E CVT	876,000
Toyota Vios 1.3 E CVT	881,000
Mitsubishi Mirage G4 GLX 1.2 CVT	785,000
Mitsubishi Mirage G4 GLS 1.2 CVT	869,000
Honda City 1.5 VX NAVI CVT	985,000
Mitsubishi Mirage G4 GLX 1.2 MT	735,000
Nissan Almera 1.5 E MT (Euro 4)	735,000
Honda Brio 1.2 RS Black Top CVT	735,000

# SUBCOMPACT BUYERS

## UPSELL & DOWNSELL

# 8.66%



of subcompact car buyers  
"shopped down" from higher priced  
vehicles in other segments.



**SUBCOMPACT  
CROSSOVER 0.43%**



**COMPACT  
CROSSOVER 0.32%**



**COMPACT CAR  
0.96%**



**PICKUP 1.07%**



**VAN 0.21%**



**MPV 5.9%**



**SUV 0.32%**

## SUBCOMPACT CAR

Prospects who commonly inquire for  
subcompacts may also subsequently  
shop up to other segments.



Subcompact Prospects are most Likely to shop up to:-

Vehicle Segment	% of Sample
MPV	45.23%
Subcompact Crossover	16.66%
Compact Car	11.9%
Pickup Trucks	11.9%
Compact Crossover	9.52%
Mid-Size SUV	2.38%



# 7.4%



of subcompact buyers "shopped up" from  
lower priced subcompact models/variants  
to higher priced ones.

# SUBCOMPACT

## Winning Formulas






Based on the specifications of vehicles sold on AutoDeal; what do customers expect in subcompacts at specific price ranges and what do the top selling variants have that very few competitors do? We speculate on what some of the winning formulas have been for subcompacts in 2019.



## Most Popular in Price Range

Consumer interest on AutoDeal for the vehicles mentioned below is considerably higher than other subcompacts in the same price range. Included are some specific features which we believe help them stand out from the rest of the pack.

*The vehicle specifications noted below are characteristics of vehicles that gain favorable interest levels at specific price range.*

Suzuki Celerio CVT	Toyota Wigo 1.0 G AT	Toyota Vios 1.3 XE	Honda City 1.5 E CVT	Honda Jazz 1.5 VX Navi CVT
				
<ul style="list-style-type: none"> <li>+ Parking Sensors</li> <li>+ Touchscreen Audio</li> <li>+ CVT</li> <li>+ 14" Alloy Wheels</li> </ul>	<ul style="list-style-type: none"> <li>+ Automatic Transmission</li> <li>+ Steering Wheel Mounted Audio Controls</li> <li>+ Touchscreen Audio</li> <li>+ 14" Alloy Wheels</li> </ul>	<ul style="list-style-type: none"> <li>+ 7 Airbags</li> <li>+ Stability Control</li> <li>+ Touchscreen Audio</li> </ul>	<ul style="list-style-type: none"> <li>+ 1.5L Gasoline Engine with Increased Horsepower</li> <li>+ Bluetooth Connectivity</li> <li>+ Touchscreen Audio</li> </ul>	<ul style="list-style-type: none"> <li>+ 16" Alloy Wheels</li> <li>+ 7-Inch Touchscreen with Navigation</li> <li>+ Hill Start Assist</li> <li>+ Automatic Climate Control</li> </ul>
P500k-P600k	P601K - P700k	P701K - P800k	P801K - P900k	P901K - P1M
1.0L Gasoline Engine	1.0L Gasoline Engine	At least 1.2L Gasoline Engine	At least 1.3L Gasoline Engine	1.5L Gasoline Engine
Manual Transmission	Manual Transmission	AT/CVT	AT/CVT	AT/CVT
14" Alloy Wheels	14" Alloy Wheels	14" Alloy Wheels	15" Alloy Wheels	15" Alloy Wheels
Manual A/C	MT/AT/CVT	Manual A/C	Manual A/C	Automatic Climate Control
USB/Aux-In Connectivity	USB/Aux-In Connectivity	USB/Aux-In/Bluetooth Connectivity	USB/Aux-In/Bluetooth Connectivity	USB/Aux-In/Bluetooth Connectivity
2 Airbags	2 Airbags	2 Airbags	2 Airbags	More Than 2 Airbags
Immobilizer	Immobilizer & Security Alarm	Immobilizer & Security Alarm	Immobilizer & Security Alarm	Immobilizer & Security Alarm
Electronic Door Lock	Electronic Door Lock	Electronic Door Lock	Electronic Door Lock	Electronic Door Lock
ABS	Touchscreen Audio	ABS with EBD	ABS with EBD	ABS with EBD
	ABS	Steering Wheel Mounted Audio Controls	Steering Wheel Mounted Audio Controls	Steering Wheel Mounted Audio Controls
			Keyless Entry	Keyless Entry
			Touchscreen Audio	Touchscreen Audio
			ISOFIX	ISOFIX
				Stability Control
				Rear Parking Sensors
				Push Start Button
				Touchscreen

**Note:** Information derived for this analysis is calculated from leads and sales generated on AutoDeal.com.ph from January 1, 2019 to December 31, 2019.



## Top Selling cars per segment on AutoDeal

Subcompact Car



TOYOTA  
Vios



Compact Car



HONDA  
Civic



Coupe



FORD  
Mustang



Pickup Truck



NISSAN  
Navara



SUV



NISSAN  
Terra



MPV



MITSUBISHI  
Xpander



Compact Crossover



MAZDA  
CX-5



**Subcompact  
Crossover**



FORD  
Ecosport



**Van**



NISSAN  
NV350 Urvan



**Commercial  
Vehicle**



ISUZU  
N-Series

**ISUZU**

Least expensive  
vehicle sold



**SUZUKI**

Alto 800 STD

Most expensive  
vehicle sold



**CHEVROLET**

Corvette Stingray 3LT

Fastest growing  
nameplate



**MG  
ZS**

More than

**28,000**

Sales tracked

**10.5M**

Unique  
Website  
Visitors

**26.03M**

Website  
Visits

**84M**

Pageviews

**13.02%**

Bounce Rate



## **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

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T: 8894 18 91