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Introduction & Summary

A quick introduction and evaluation on industry progress in Q2 2018.

Consumer Interest & Leads

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

Sales & Conversion

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

Dealer Talk

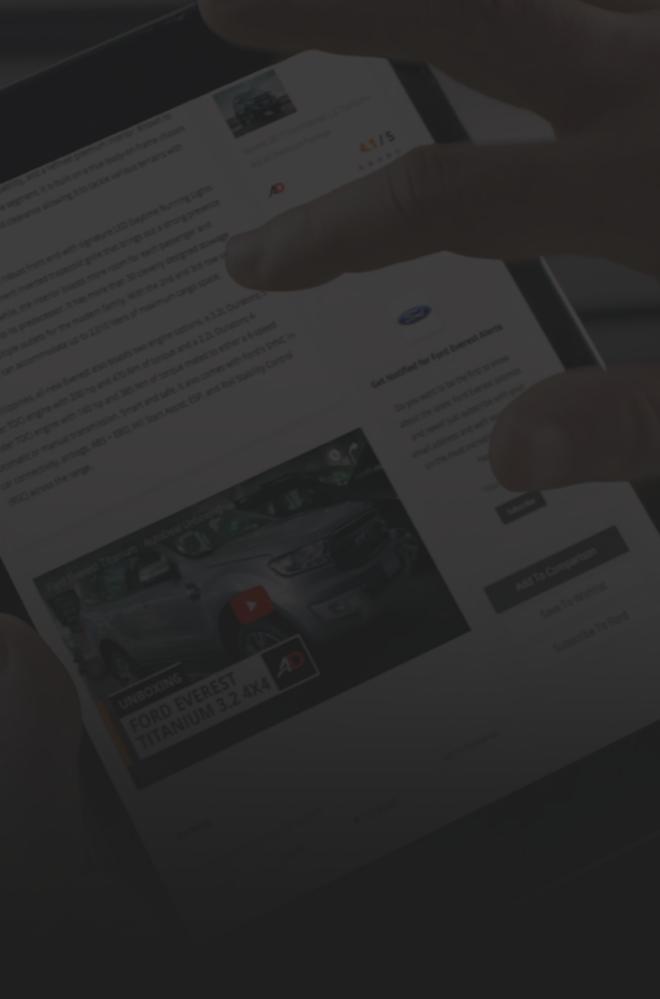
We put the spotlight on best performing dealers and explore data related to dealership engagement levels.

Important:

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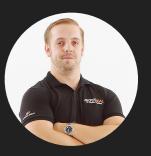
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Getting Down to Business

Christopher L. Franks I AutoDeal Chief Operating Officer



A lot has happened since our last *Insights* report. Whether it be new-product launches, dealership expansions, brand reinvention or new automakers coming into the market; one thing remains clear - the Philippine automotive-industry seems to have weathered the hard times that it experienced earlier in the year, and is finally getting down to business.

Some of the most notable events of the past quarter would have to be the introduction of the Toyota Rush, the Mitsubishi Xpander, and the long awaited Nissan Terra.

Bringing new products to the market is always a sure means to stimulate consumer interest; however Toyota and Mitsubishi's new nameplates are more than just new product entries. These new cars represent the brands' way to deal with the ever-changing requirements of the Philippine market. In this instance, more affordable rugged seven seaters are not only useful for buyers to face the challenges of Philippine roads, but these cars also pave the way to counter-combat the rise in SUV prices.

For Nissan, its entry into the mid-size SUV arena could be the final missing ingredient to propel the Philippines' fastest growing auto-brand into a serious top five contender. Nissan isn't scrimping it either, by media mileage alone the Nissan Terra has to be the most impactful product launch of 2018, not just locally, but regionally.

Volkswagen also won some of the recent limelight with what can only be described as a relaunch of the brand which will now see the Philippines be the first country in the region to bring in newly launched products from China, including the Santana, Lavida, Lamando and Tiguan. It's a milestone for Volkswagen, the Ayala Corporation and the Philippine automotive market as a whole.

Slowly but surely one thing is becoming clear: as the environment changes, brands are finding ways to evolve and overcome the challenges that face them as a result of changing business economics.

At AutoDeal, the increased competition in 2018 has been incredibly beneficial to car-buyers using our platform. Not only have we seen a phenomenal improvement in dealership engagement, marked by reduce response time; but the volume of positive testimonials from consumers steadily continue to rise through our buyer reviews feature.

It may have taken longer than usual, but the pieces seem to have finally been set, and the game is now on to see which brands will finish on top this year.



Q2 Summary AutoDeal is the number one automotive website in the Philippines.

7,328,162 10.38%

WEBSITE VISITS

By Car Buyers, Vehicle Owners, and Enthusiasts. 57,325

INQUIRIES

From car buyers requesting quotes, asking questions or booking test drives.

2,800 • 7.19%

PURCHASES

Tracked and confirmed from users who submitted leads in Q1 2018

120,098

33.20%

CONVERSATIONS

Back and forth messages between prospective car buyers and dealers.

Note: ▲ ▼ Indication of quarterly growth or reduction.

Key Findings

How have consumer trends shifted in Q2 2018? If at all.

1

Consumer Engagement

Those worried about the Mid-Size SUV market may take comfort in consumer interest levels in Q2; which saw a 10.59% jump compared to Q1.

Spurred by new product entries, dealers should anticipate increased sales opportunities throughout the Q3.

2

Product Preferences

Subcompact cars, light pickup trucks and compact crossovers continue to be the preferred purchases of choice as mid-size SUV numbers continue to struggle.

Steadfast interest in the MPV/AUV market could help fuel growth in the year for new market products like the Toyota Rush and Mitsubishi Xpander.

3

Purchase Urgency

In comparison to Q1, purchaseintent among Philippine car buyers is improving with more prospects targeting the completion of a purchase within the year. Likewise Q2 experienced a speed up in lead to sale conversion with the quarterly average dropping to just 43 days (7 days quicker than Q1)

Despite such improvements, purchase urgency still remains significantly lower when compared to the same period in 2017.





Consumer Interest & Leads

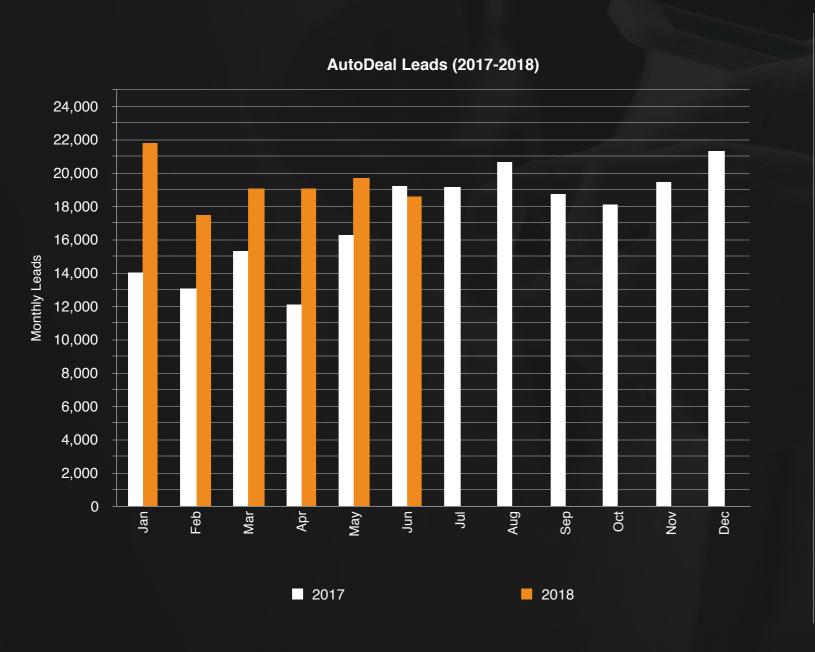
Find A New Car

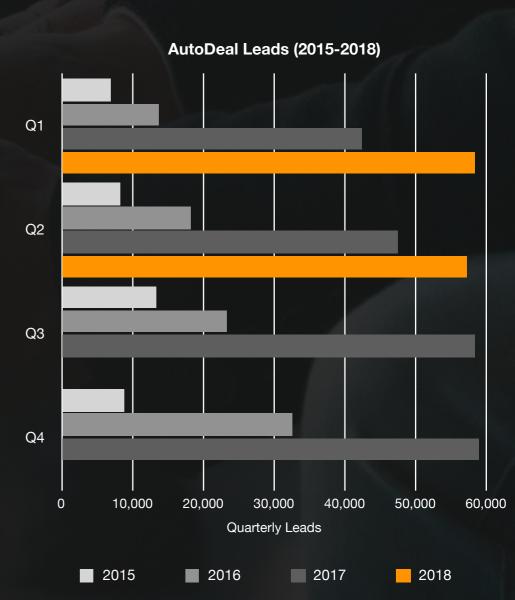
Buy A Used Car



Total Leads

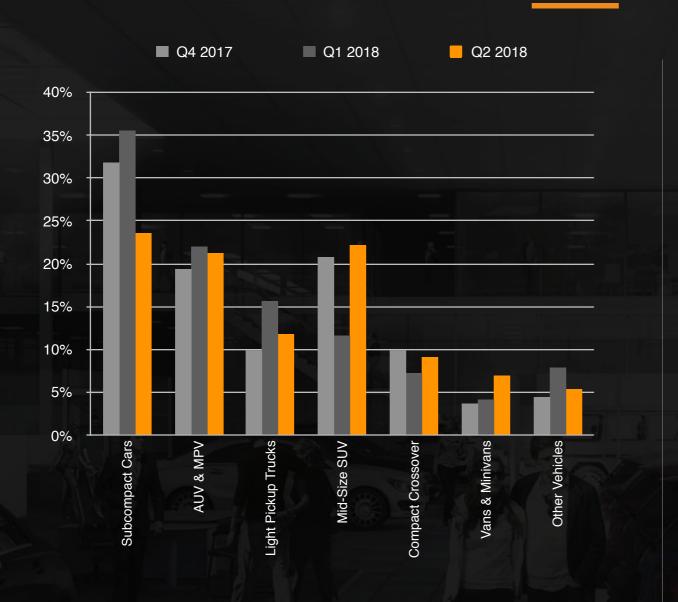
Total online car buying inquiries are up by 21% year on year, down by 1.65% from Q1 2018.

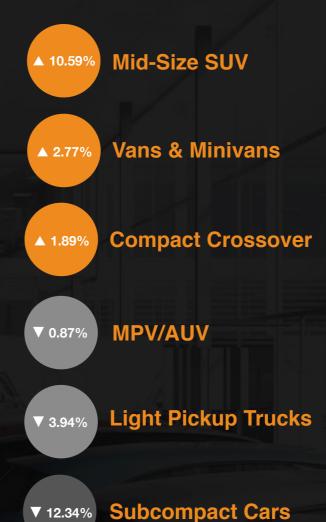






Leads by Market Segment Based on AutoDeal inquiries for major vehicle categories



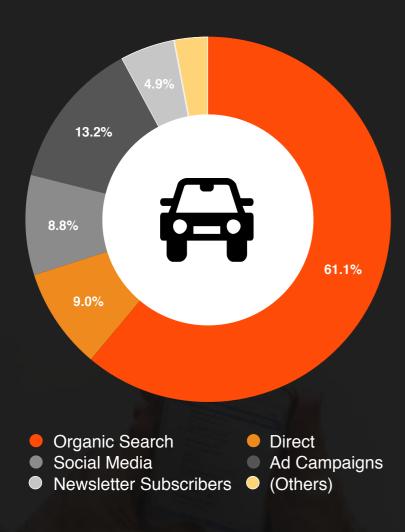


▼ 12.34%



Leads by Source

More car buyers than ever are visiting AutoDeal directly or via search engines.



61.13% of our inquiries are driven from high quality sessions that originate from search engines' queries. It's an increase of 5.55% from Q1 2018.

9.0% of inquiries come from users directly accessing the AutoDeal.com.ph website or revisiting from a browser bookmark. This is an increase of 2% form Q1 2018.

8.8% of inquiries derive from social media platforms like Facebook, Twitter, YouTube and Instagram.

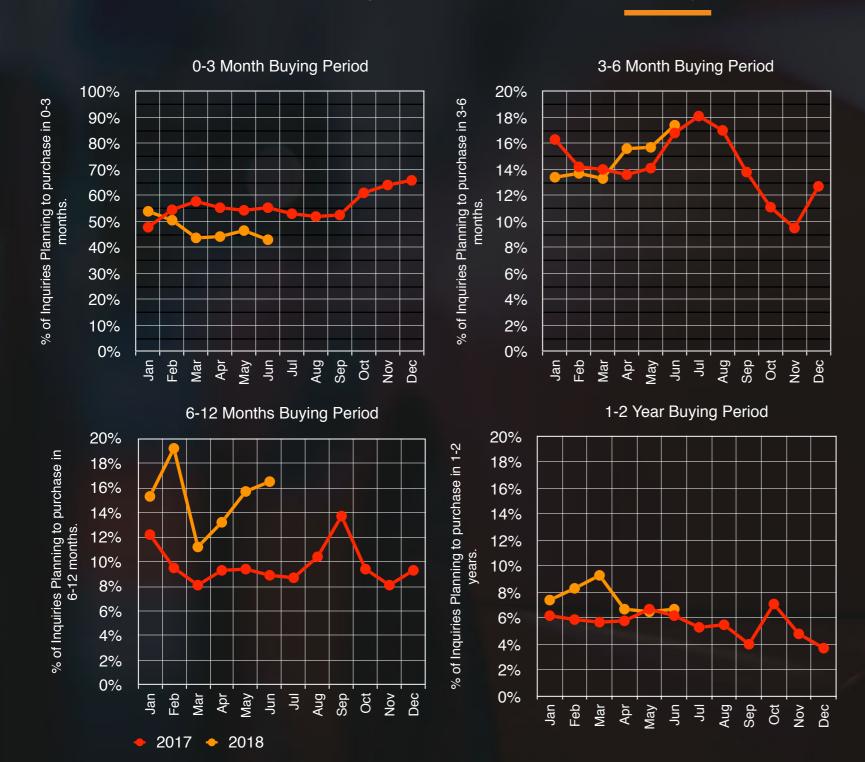
13.2% of inquiries come from users visited AutoDeal through our own digital advertising campaigns.

4.9% of inquiries are driven from our e-mail newsletter subscribers who receive our weekly content and promo eDMS.



Inquiring & Buying Trends

Buying intent sped up in Q2; pre-empting increased sales for Q3 & Q4.



Purchase intent accelerates in the second quarter of 2018.

In our last *Insights* report, we indicated how the expressed buying time of consumers significantly dropped in Q1 of 2018; an event which we believe was the result of consumer 'pull-back' due to the after-effects of heightened retail prices of many vehicles affected by the passing of the Tax Reform for Acceleration and Inclusion (TRAIN) Act.

Based on our data from Q2, we have identified that buyer purchase intent is beginning to accelerate with the volume of consumers looking to buy within the 3 to 12 month period showing steady improvement. While those looking to buy within 0 to 3 month period is lower year-on-year, it is still important to acknowledge that, on average, 44.56% of online inquiries are looking to purchase within three months of their quote request. This not only represents the largest portion of buyers but, given the recent increases in lead volumes, it should provide dealers something to smile about by the time we get to the end of this year.



Leads by Location Percentage of Total Inquiries from the Top 10 Locations in each major region.



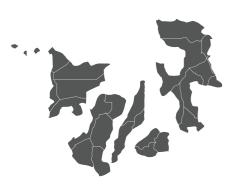
Metro Manila

		% of Total	
1	Quezon City	8.60%	-
2	Manila	6.12%	-
3	Makati City	3.58%	-
4	Pasig City	3.04%	<u> </u>
5	Taguig City	2.89%	V
6	Paranaque City	2.76%	<u> </u>
7	Caloocan City	2.34%	V
8	Las Pinas City	2.18%	-
9	Mandaluyong City	1.70%	<u> </u>
10	Pasay City	1.41%	V



Luzon

		% of Total Leads	
1	Bacoor City	2.23%	-
2	Angeles City	2.08%	<u> </u>
3	Imus City	2.03%	V
4	Dasmarinas City	1.90%	<u> </u>
5	General Trias	1.54%	<u> </u>
6	Calamba City	1.45%	<u> </u>
7	Antipolo City	1.43%	▼
8	Baguio City	1.34%	<u> </u>
9	Santa Rosa City	1.26%	V
10	San Pedro City	1.03%	-



Visayas

	% of Total Leads	
Cebu City	2.33%	-
Ilollo City	1.21%	-
Bacolod City	1.06%	-
Lapu-Lapu City	0.81%	A
Tacloban City	0.63%	V
Mandaue City	0.62%	-
Dumaguete City	0.34%	-
Tagbiliran City	0.32%	-
Talisay City	0.27%	-
Roxas City	0.22%	-
	Ilollo City Bacolod City Lapu-Lapu City Tacloban City Mandaue City Dumaguete City Tagbiliran City Talisay City	Cebu City 2.33% Ilollo City 1.21% Bacolod City 1.06% Lapu-Lapu City 0.81% Tacloban City 0.63% Mandaue City 0.62% Dumaguete City 0.34% Tagbiliran City 0.32% Talisay City 0.27%

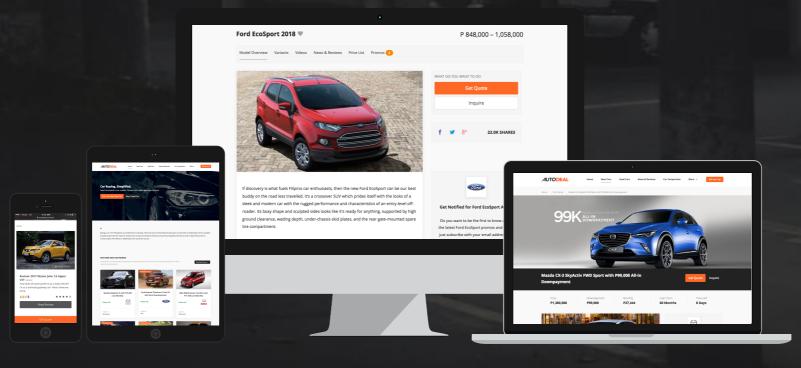


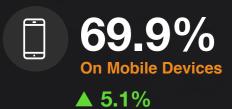
Mindanao

		% of Total Leads	
1	Davao City	3.45%	-
2	Cagayan De Oro	2.15%	-
3	General Santos	1.00%	-
4	Zamboanga City	0.73%	
5	Iligan City	0.63%	V
6	Butuan City	0.51%	-
7	Tagum City	0.47%	A
8	Koronadal City	0.34%	-
9	Paradigan City	0.31%	▼
10	Kidapawan City	0.25%	-















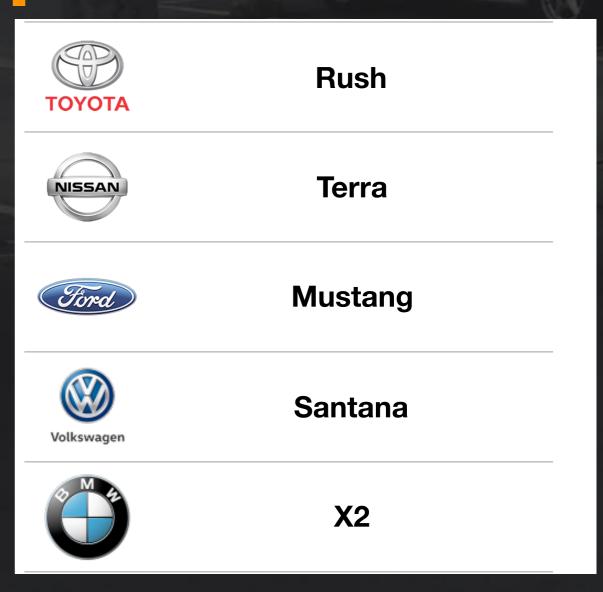
What's Hot?

Vehicles that seem to be getting all the limelight and most inquiries.

Top 10 Most Inquired Vehicles in Q2 2018

MITSUBISHI MOTORS	Xpander	
TOYOTA	Rush	
Tord)	Ranger	
TOYOTA	Vios	
TOYOTA	Wigo	
TOYOTA	Innova	
SUZUKI	Vitara	
TOYOTA	Hilux	
NISSAN	Navara	
ISUZU	mu-X	

Top 5 Most Inquired New Vehicles in Q2 2018





Sales & Conversion **AUTODEAL**

Q2 Best Sellers

Top Selling Vehicles on the AutoDeal Platform for Q2 2018



Subcompact Car

HONDA CITY



Mid-Size SUV

FORD EVEREST



Light Pickup

FORD RANGER



MPV/AUV

SUZUKI ERTIGA



Compact Crossover

FORD ECOSPORT

SUZUKI VITARA

SUBARU XV

TOYOTA WIGO

TOYOTA VIOS

MITSUBISHI MONTERO SPORT

TOYOTA FORTUNER

NISSAN NAVARA

TOYOTA HILUX

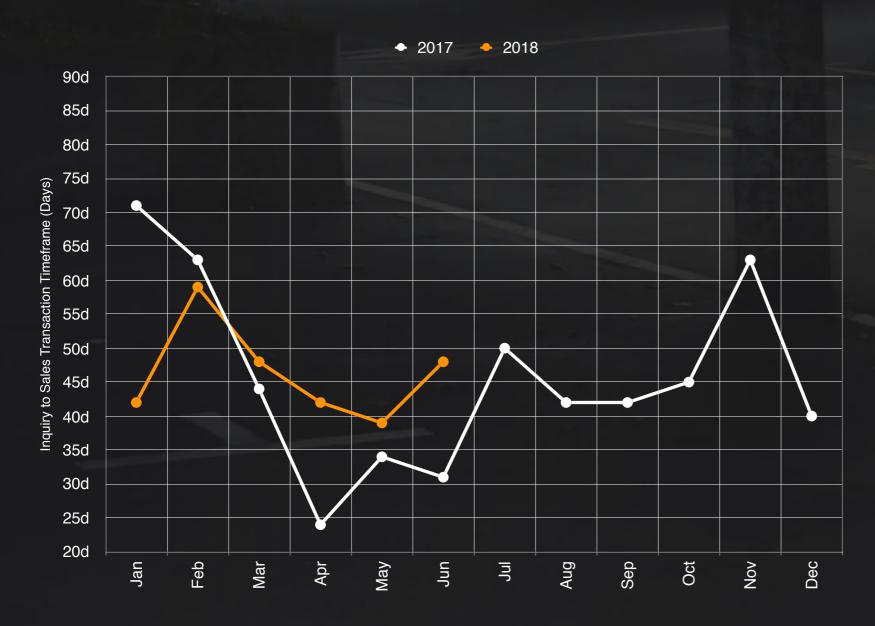
HONDA BR-V

TOYOTA AVANZA



Conversion Timeline

Average Inquiry to Closed Sale transaction timeline tracked on AutoDeal*

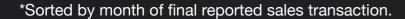


Lead-to-Sale Conversion speeds up in Q2.

The average lead-to-sale conversion time sped up in recent months dropping from an average of 50 days in the first quarter to 43 days in Q2.

Contributing to the speed up were the fast paced sales transactions in April and May.

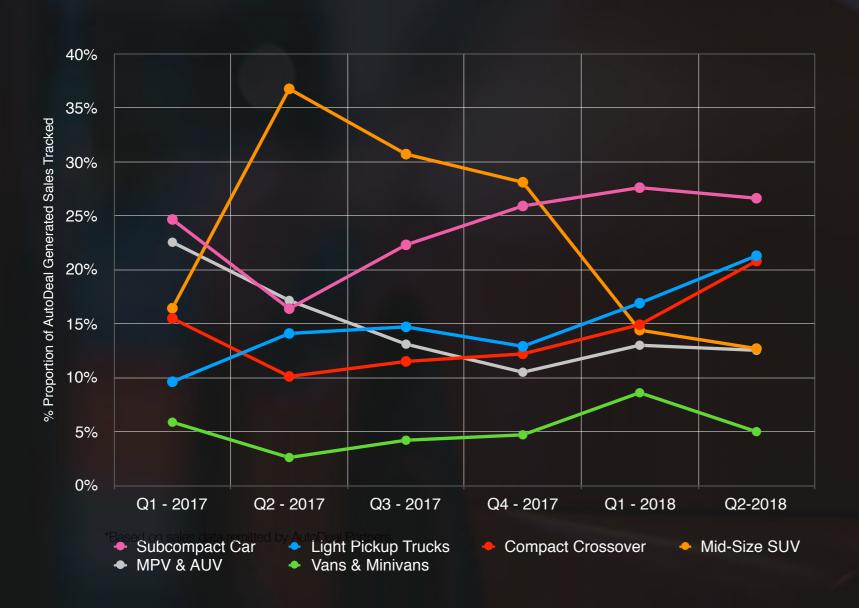
Longer transaction times could be expected throughout Q3 and Q4, given the large volume of prospective buyers who stated that they would purchase outside of 0 to 3 month buying period in both Q1 and Q2.





Sales by Segment

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



Pickup & Crossover purchases take another bite out of the SUV market.

The ratio of Mid-Size SUV to Pickup or Crossover sales continues to drop for a second consecutive quarter as the proportion of Mid-Size SUV sales on AutoDeal drops to an all-time low of 12.69%.

In return, both the Crossover and Pickup markets continue to rally, with Pickups now accounting for 21.29% of all AutoDeal Sales in Q2 and Crossovers accounting for 20.08%.

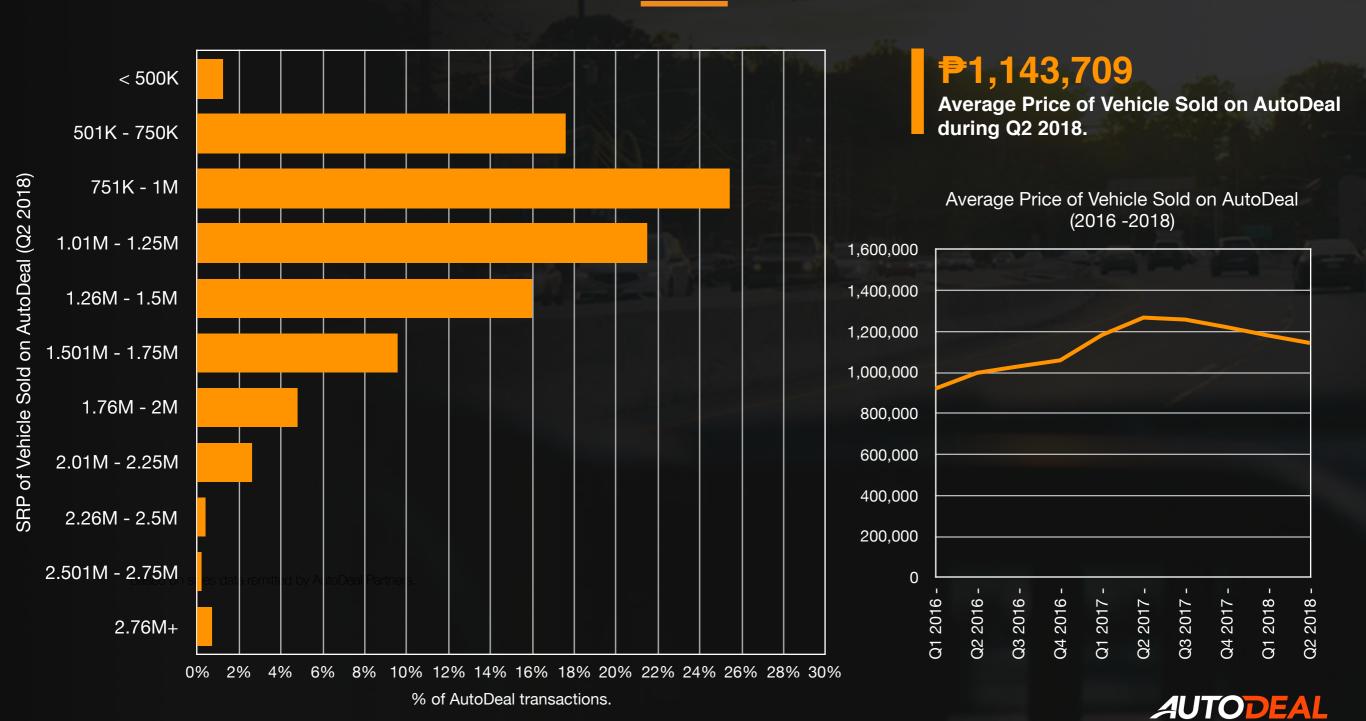
Subcompact sales also experienced a small decrease, dropping from 27.6% to 26.6%.

Note: This graph shows the breakdown of sales transactions recorded through the AutoDeal platform from 2017 to Q2 2018.



Sales by SRP

Volume of vehicles sold on AutoDeal in Q2 2018 based on SRP.



Segment Conversion Timeline

Average Inquiry to Sale conversion timeline by market category in Q2 2018.



60 days







Subcompact Car

Eg. Toyota Vios, Mitsubishi Mirage G4
▼3 Days

Mid-Size SUV

Eg. Toyota Fortuner, Ford Everest **2 Days**

Light Pickup Truck

Eg. Ford Ranger, Nissan Navara ▼6 Days

MPV & AUV

g. Toyota Innova, Suzuki Ertiga ▼7 Days

Compact Crossover

Eg. Ford Ecosport, Nissan Juke

8 Days

Faster purchase time

The lead-to-sale conversion rate has quickened for customers in all of our major focus segments; with the exception of the Mid-Size SUV Category which saw an average increase of two (2) days in the time spent between an inquiry and final purchase.

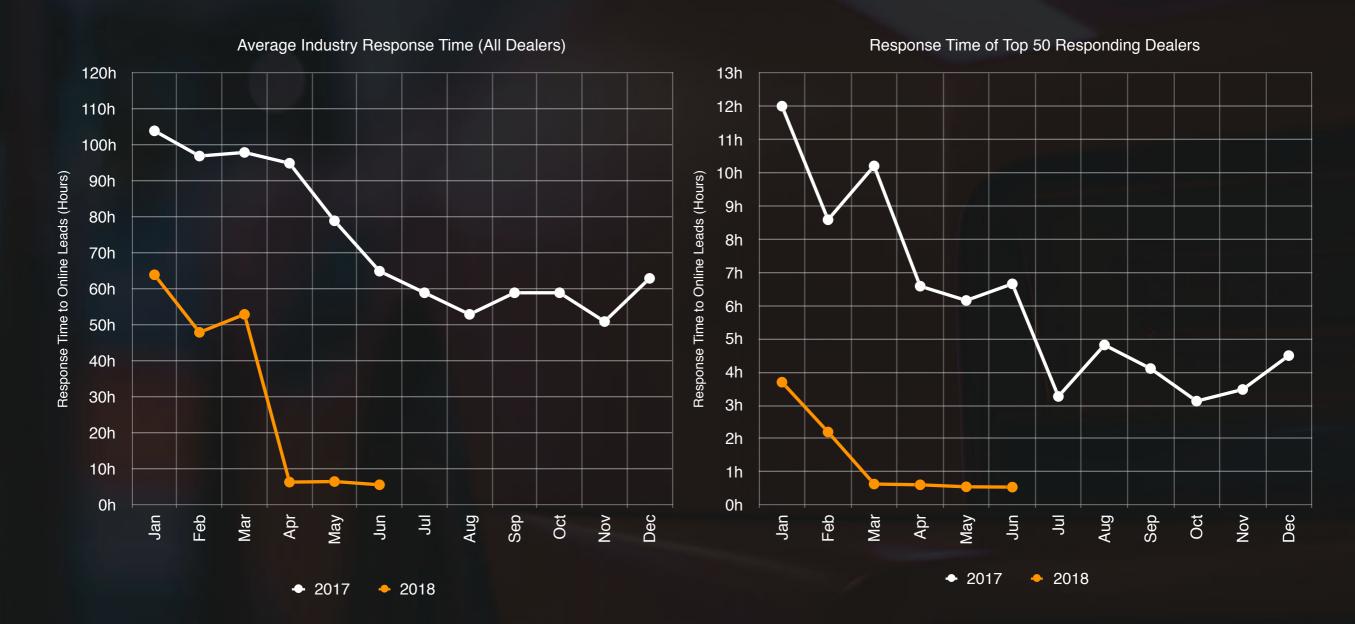
While we might derive that the increase is a result of a more active buying market, it may be wise to practice caution when analyzing these findings as external factors, like the access to inventory, which may also be a major contributor.





Industry Response Time

Q1 average response time to online inquiries has improved by 45 hours year on year.









Ford Global City | AutoDeal dedicated sales and marketing team.









Nikki is a very accommodating and well verse sales agent. She helps a lot on all customer's needs in regards to requirements and other privileges of owning a Ford Ranger Wildtrak. Me and my family are very lucky to have her as our sales agent. **J

Customer: Jeronimo Abuan

Purchased: Ford Ranger 2.2 Wildtrak 4x2 AT

June 12, 2018.

Ford Global City Q2 2018 | AutoDeal Sales Champion

When it comes to bagging awards, Ford Global City is no stranger to success. Having achieved the mantle of being Ford Philippines' top selling dealer since 1999, the team certainly feels at home when sitting on top.

Operated under the AutoHub Group of companies, Ford Global City is among one of the pioneers of the AutoDeal partnership program, and has systematically achieved exponential sales results year on year. It therefore comes as very little surprise that they were able to achieve recognition as the AutoDeal Sales Champion for Q2 2018.

Contributing to its success is a systematic and analytical approach to its AutoDeal performance which is supported from the sales team all the way through middle management and up to the AutoHub President, Willy Q. Tee Ten.

When it comes to performance; there are no cheap tricks or shortcuts. Its achievement stems from high quality engagement, attentive customer service and expert salesmanship.



55 Confirmed Sales



4.73% Ave. Q2 Conversion.



1hr 38m Ave. Response Time.



Top Dealers In terms of Lead-to-Sales Conversion

April 2018				
	Dealer	Conv.		
CHEVROLET	Chevrolet, Ilocos Norte	40.00%		
CHEVROLET	Chevrolet, Dagupan	20.00%		
NISSAN	Nissan Camsur	12.50%		
Mazpa	Mazda, Cabanatuan	12.50%		
NISSAN	Nissan Cebu South	8.33%		
NISSAN	Nissan Cebu North	7.69%		
NISSAN	Nissan Westgate Alabang	6.90%		
NISSAN	Nissan Cabanatuan	5.88%		
NISSAN	Nissan Sucat	5.56%		
Ford	Ford, Global City	5.28%		

	May 2018	
	Dealer	Conv.
Mazpa	Mazda, Cabanatuan	12.50%
CHEVROLET	Chevrolet, Cagayan De Oro	6.90%
Ford	Ford, General Santos City	5.66%
mazpa	Mazda, Davao	4.35%
SUBARU	Subaru, Davao	4.35%
Ford	Ford, Global City	4.21%
SUZUKI	Suzuki Auto, Sta Rosa	4.17%
SUZUKI	Suzuki Auto, Biñan	4.05%
Ford	Ford, Sta. Rosa	3.81%
CHEVROLET	Chevrolet, Iloilo	3.57%

	40	
	June 2018	
	Dealer	Conv.
CHEVROLET	Chevrolet, Tarlac	11.76%
Ford	Ford, Global City	4.69%
Ford	Ford, Metro Baguio	3.39%
NISSAN	Nissan Isabela	3.08%
NISSAN	Nissan Tacloban	3.03%
NISSAN	Nissan Bataan	2.94%
Ford	Ford, Sta. Rosa	2.80%
TOYOTA	Toyota, Fairview	2.25%
NISSAN	Nissan Cebu South	2.13%
ISUZU	Isuzu Cabanatuan	1.85%

^{*}Sale conversion is recorded and presented as it stands on July 1, 2018. 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 2018					
	Dealer	Agent	Conv.		
CHEVROLET	Ilocos Norte	Frederick Cariaga	40.00%		
NISSAN	Cebu North	Kate Montesclaros	33.33%		
NISSAN	Cebu South	Shieldon Abobo	20.00%		
SUZUKI	Cagayan De Oro	Blas Babia	20.00%		
CHEVROLET	Dagupan	lan Mejia	20.00%		
mazpa	Cebu	Polo Congmon	16.67%		
mazpa	Cavite	Regina de Ramos	14.29%		
SUZUKI	Cagayan De Oro	Dison Segura	14.29%		
Tord	Libis	Maloy Apodaca	12.50%		
NISSAN	Sucat	Cheska Anton	12.50%		

May 2018					
	Dealer	Agent	Conv.		
TOYOTA	Global City	Eloisa Desierto	33.33%		
SUZUKI	Sta. Rosa	loannes Yisrael Pagana	25.00%		
Fird	Global City	Erwin Duran	15.00%		
SUZUKI	Biñan	Jerric Regis	13.33%		
TOYOTA	Bicutan	Aldon Marual	12.50%		
mazpa	Cabanatuan	M. B. Reyes	12.50%		
mazpa	Davao	Rondell Relativo	11.11%		
SUBARU	Davao	Kristine Ong	9.09%		
Ford	Dumaguete	Jesus Francis Miguel A. "JEPOY" Continente	9.09%		
Ford	Global City	Luigi Manlavi	9.09%		

-					
June 2018					
	Dealer	Agent	Conv.		
TOYOTA	Fairview	Ramonito Leonardo	35.71%		
NISSAN	Tacloban	Gerlyn Royeras	33.33%		
(Fird)	Global City	Jennifer Asebias	17.39%		
ISUZU	Bulacan	Macelle Caralde	12.50%		
CHEVROLET	Tarlac	Chester James Bugnot	11.76%		
(Fird)	Global City	Nikki Asne	11.11%		
ISUZU	Cabanatuan	Shayne Pascual	8.33%		
(Ford)	Metro Baguio	Marjorie Bueno	7.69%		
(Ford)	Manila Bay	Ms. June Tusing	7.14%		
(Ford)	Otis Manila	Frejen Capao	6.67%		

^{*}Sale conversion is recorded and presented as it stands on July 1, 2018. Conversion is based on the date in which the lead was generated.



Habits of Top Dealers

Success comes from within.



Initial Response Time

Remains one of the most critical factors for determining dealer success. Q2 top performing dealers maintained a combined average response time of 4.8 hours or less. 24% of the top performing dealers demonstrated a response time in less than one hour. 60% of the top converting dealers provided an initial quotation to customers within three hours.



Quality Responses

95% of top converting dealers regularly use the message template function in the AutoDeal for Agents mobile application. Those that respond directly with the information that is requested from the prospective customer are often most successful in closing sales at a quick pace. Dealers with short, vague and in-direct responses fail to be as successful as those who give detailed professional replies.



Engagement & Accountability

Successful dealers are using best practices to analyze the performance of their sales teams. By actively tracking the sales conversion, response time and attentiveness of individual agents; dealers can be selective on which personnel are part of their online sales generation programs. Support stemming from dealership ownership that is enforced by middle management consistently helps generate the best overall results for AutoDeal partners.



Customer Testimonials

Here are some of our favorite buyer reviews of Q2 2018.

Frej Capao i Ford Otis Manila * * * * *

Frej was very patient and good natured about our being undecided at the start. He gave us enough space to decide and did not push or pressure us whatsoever. He was very professional and helpful all throughout. His being accommodating paid off eventually after 2 months when our approval came out. He made sure to give us the best deal possible considering our present situation. I can say that Frej was heaven-sent. Maraming salamat, Frej. God bless you. •

Anonymous
Ford Ranger 2.2 Wildtrak 4x2 AT
June 21, 2018

LJ Concepcion i Toyota Balintawak ★ ★ ★ ★ ★

We are very contented with the services we received from our agent. Lj is a very diligent agent. She explained everything clearly. Our transactions with Toyota were very convenient even if we are all the way down here in South Cotabato and Toyota is in Balintawak. We are surely happy clients.

Donna Ria Canacan Toyota Fortuner 2.4 G Diesel 4x2 AT May 7, 2018

Edziel Abinion ı Mitsubishi Las Pinas 🛨 🛨 🛨 🛨

Edz is a fully committed, friendly Sales Agent in answering customer inquiry, very encouraging, assisting in selection of unit, processing and approval of documents, manner of payments, demonstration of autoparts functions, upto car releasing and giving freebies. I just got mine, while waiting for or/cr & policy meanwhile. Thank you.

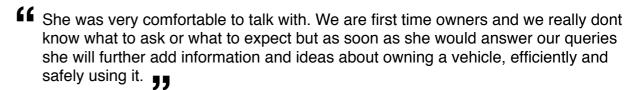
LUISA ATIENZA Mitsubishi Mirage G4 GLX 1.2 MT April 24, 2018

Love New I Mazda Greenhills * * * * *

This was not my first time to buy a car, but surely the best experience from start to finish. The whole transaction was a breeze and Lovely was very responsive and accommodating to queries and request. The transaction was handled with outmost professionalism. I highly recommend Lovely and the GH Branch.

Jasper Vicencio Mazda CX-3 2.0 FWD Sport AT June 9, 2018

Annabelle Ortega i Nissan Isabela ★ 🖈 ★ 🖈



Christine Oandasan Nissan NV350 Urvan Shuttle 15-seater May 16, 2018

Jhoanna Marie Perolino I Nissan Shaw



Very tactful, helpful, respectful and energetic; ensures all required documents are complete re car loan applications; entertains and provides assistance to the client with a smile! Thank you for all the efforts in helping us bring home our dream car! Keep up the good work JM!

Manuel Castro Nissan Navara 4x2 EL Calibre AT April 26, 2018

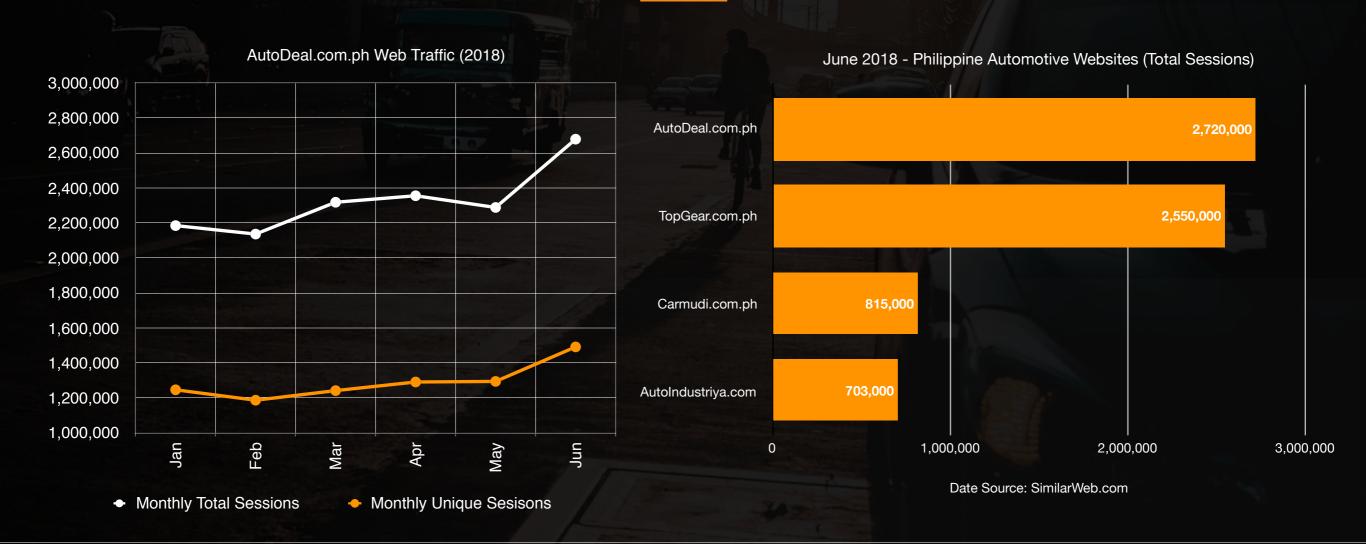


Inside AutoDeal



AutoDeal Profile

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



June 2018 Engagement Metrics

Monthly Pageviews	Bounce Rate	Avg. Session Duration	Pages Per Session	2.8K Instagram Followers	28K YouTube Subscribers	2.75K Twitter Followers	495K Facebook Likes	175 E-Mail Subscrib
8,600,000	15.63%	3:09	3.20	Ö	D	7	f	

Most Watched Video Content

AutoDeal has the fastest growing automotive video channel.



1 2018 Mitsubishi Montero Sport GT 4x4 vs. Toyota Fortuner V 4x4



142,566 views

f 106,000 views

Published May 10, 2018.

2. 2018 Suzuki Vitara GLX



136,625 views

29,000 views

Published May 22, 2018.

3 2018 Honda CR-V 1.6 SX CVT



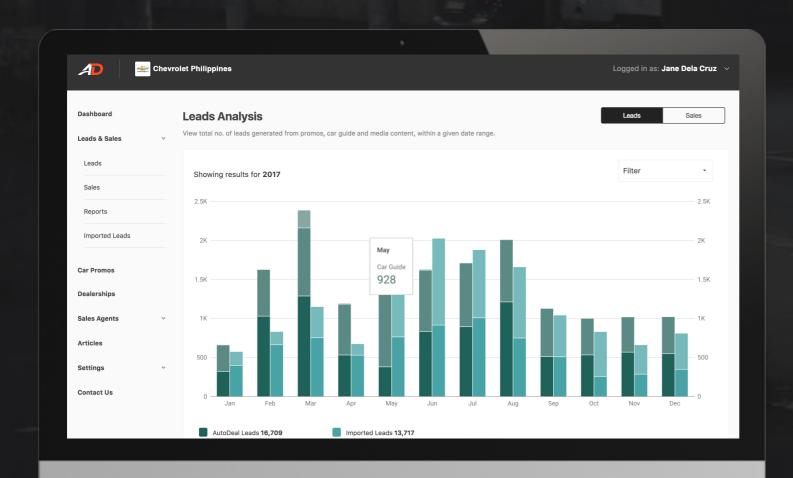
99,982 views

39,000 views

Published Mar 22, 2018.

Brand New Tech

We've upped our game with brand new dashboards for vehicle brands and dealer groups.



*Sorted by month of final reported sales

Track leads, sales and conversion with ease.

DISCOVER MORE

AutoDeal's New Brand and Dealership Group dashboards provide more insights on the performance of your campaigns than ever before. With our industry leading tool, you can now track a wide variety of important metrics,

LEAD ANALYSIS: Track how many leads you are generating and monitor which vehicles are receiving the most attention.

SALES TRACKING: Track sales volume and lead to sale conversion over time to see which campaign months generated the most sales over time.

TEAM PERFORMANCE: Monitor your dealers and sales agents based on inquiry response time, sales volume and sales conversion.

content analytics: See how reviews, editorials and advertorials are helping to generate more commercial value than simply pageviews.

