

Philippines

# AUTO INDUSTRY INSIGHTS

JANUARY 1 - MARCH 31, 2016

**AUTO**DEAL

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## ■ DISCLAIMER

The content represented in this report has been prepared by AutoDeal.com.ph (The SirQo Group Inc.) to represent 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 readers own risk. Any data represented in this report should not be considered as advice or a recommendations. The SirQo Group Inc. will not be held responsible for any damages or loss of business caused by the interpretation of this document.

## ■ DATA SOURCES

The assumptions made in this report are made based on quantitative transactional data retrieved from the AutoDeal.com.ph platform from January 1, 2016 to March 31, 2016. The sample size used in this study includes 1.8M users and 25,000 transactional data points.



# QUARTERLY UPDATE

JANUARY 1 - MARCH 31, 2016

Our Numbers have **GROWN!** 

**1.8**

Million Visits

**25,000**

Verified Leads

**P2 Billion\***

Worth of vehicles sold

\*Figure is representative of confirmed sales tracked using the AutoDeal Platform or through customer feedback. Data is not reflective of the entire sample of sales generated.



Jan-March, 2016

**1.8M**

Jan-March, 2015

**575,000**



**57%**  
Mobile



55%  
are Apple  
Iphone Users



**30%**  
Tablet



**13%**  
Desktop



## DEALER RESPONSE RATE FEATURE LAUNCHED

Part of our commitment to online car-buyers is to help dealers maximize their response times. Data is now reflected in dashboards & those dealers with the best responses are being rewarded with response time badges and increased AutoDeal exposure.



## DEALERSHIP MICROSITES

Every partner dealer now has their own unique home on AutoDeal.



## IMPORT LEAD FUNCTION

OEMs and Dealers can now use our Lead Management System to manage leads that originate outside of AutoDeal.



**17,000**

conversations  
between sales people  
and car-buyers.



**45 DAYS**

Average time it takes to convert prospect from interest to final purchase.

Conversion Rate from 1 day to 246 days!



**P921,470**

Average Price of Vehicle Sold on AutoDeal.



85%  
of Buyers want  
an auto-loan.

70%  
are first-time  
buyers.



**300**

Partner  
Dealers



## Power PARTNERSHIP

Helping to accommodate the influx of requests, AutoDeal has signed up with Uber Manila Tips to help manage and distribute leads for wannabe UBER operators.



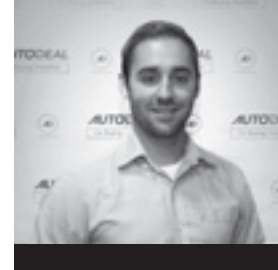
## A FIRST!

The first Maserati Ghibli was sold across AutoDeal in February 2016.

WANT TO FIND OUT MORE? CONTACT [INFO@AUTODEAL.COM.PH](mailto:INFO@AUTODEAL.COM.PH)



## ■ INTRODUCTION



It's hard not to get excited about the new year. 2015 brought with it developments for the Philippine automotive industry; around 70 new model launches, a 23% sales increase, and a commitment to turn the country into a manufacturing hub with the Comprehensive Automotive Resurgence Strategy (CARS) program. The results of which is fantastic news for the local economy and everyone involved in the industry.

As for 2016, it's set to be anything but dull. Over the last number of years, several automakers have invested heavily to revamp their brands. Japanese car makers like Honda, Nissan, and Mazda are coming to the table with an impressive and totally refreshed vehicle line-up. Meanwhile, Korean players like Kia, Hyundai, and newcomer Ssangyong are hoping to capitalize on the ASEAN Korea Free Trade Agreement (AKFTA) and lower their price-points. Steadfast Toyota also have a refreshed line-up, and together with first runner-up Mitsubishi, may look to their involvement in the CARS program to better match supply with local market demand.

Capturing most of the media limelight is the aptly-dubbed "SUV Wars" that sees the all-new models of the Ford Everest, Toyota Fortuner, and Mitsubishi Montero Sport go toe-to-toe with the Isuzu mu-X and Chevrolet Trailblazer. Vehicles like the Chevrolet Trax and Nissan Juke are also hoping to challenge the Ford EcoSport's unrivaled dominance in the new subcompact crossover segment.

Elsewhere, the global automotive industry also experienced increased sales in 2015 with US and China leading much of the growth. Despite figures being up, it's clear that major brands are now laying foundations for the future of the on-demand and car-sharing economy which will potentially disrupt the traditional fabrics of the industry. In January, General Motors (GM) invested US\$ 500 million into Lyft and committed to assist the ride-hailing service to develop it's own network of self-driving cars. Ford also struck a similar deal with car-sharing marketplace Getaround and announced at the Detroit Motor Show their transition from a car company to a "personal mobility company." With the likes of Google and Apple now heavily investing in vehicle software, it's only a matter of time before the automobile becomes the hardware of a much larger technology platform. Locally, ride-sharing apps Grab (who raised US\$350 million to power their ASEAN expansion) and UBER (now valued at US\$51 billion) have spurred vehicle purchases in multiple segments. With UBER now moving into Cebu, it's apparent that this industry sales catalyst shall remain in play, at least for the short term.

More car-buyers are also now going online, continuing to spur global growth in the automotive e-commerce sector. Late last year, vehicle e-commerce juggernaut Cox Automotive (owners of AutoTrader.com) completed their acquisition of DealerTrack, the market-leaders in providing digital solutions for the retail automotive industry, for US\$4 billion. In the Philippines, smart phone penetration will reach 55% in 2016. Filipinos now spend on average 5.2 hours a day on the internet (3.2 hours through mobile), making Filipinos the second biggest internet users in the world after Brazil. As for social media, the country leads the world with an average 3.7 hours a day spent on the medium. With these trends, 2016 seems set to be the year for automotive e-commerce to truly explode. In this, the first of a regular series of reports, we will present data from the AutoDeal.com.ph platform to help identify industry insights and provide timely advice for manufacturers and dealers transitioning further into online lead-generation.

Have a great second quarter!

  
**DANIEL M. SCOTT**  
CO-FOUNDER



## ■ THERE'S NO SUCH THING AS A SURE THING.

by Christopher Franks

As digital marketing becomes more prominent in the mindset (and budgets) of major corporations, the opportunity for marketers to use 'Big Data' sources like Facebook and Google to uncover patterns and refine marketing strategies is becoming increasingly more commonplace. Rightfully so, the new era of smartphones, social media and platforms has not only made it important for brands to be represented online but for them to drive (and be able to measure) value from their plethora of online marketing activities. As the years progress, more and more marketers are grabbing their torches and pitchforks in the witch-hunt for the illusive sure thing.

Twenty years ago it may have been enough for Presidents, Chairman's and CEO's to be told how visible their brand was against their competitors, today that kind of information alone just doesn't cut it. Management nowadays wants to know how they can derive value x from marketing channel y or more precisely how a specific strategy can generate more sales. This is becoming so common that the digital marketing world even dubbed it with it's own little acronym: online to offline (O2O).

The automotive world is not much different and I believe it's only a matter of time until a percentage of the car-buying populace will log-on and order a Volkswagen Golf, much in the same way that they order DVD's and Books from Amazon. The American market is already pioneering such strategies and disruptive auto and technology brand like TESLA and Google are surely going to shake things up in this area as time goes on.

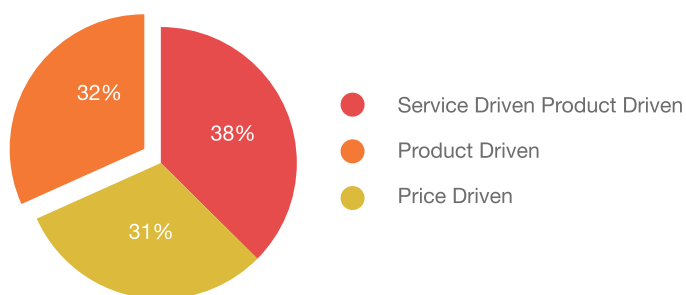
Locally, there's still some time before this opportunity represents itself in the Philippines. With that said, it doesn't mean that OEM and dealership marketing teams can abandon the chase of a sure thing. With 47 million people online and the auto-industry expected to hit 9.2 billion dollars in value by 2021, it is certain that brands are already strategizing methods to rope in first time buyers and grow their respective market shares.

At AutoDeal, we get asked a lot by OEMs and dealers alike about how they can generate more leads and more sales. Usually the dialogue revolves around trying to understand what features customers are looking for or what promos or advertising campaigns yield the best results. While much of this data is very important, I believe it's somewhat superficial to the fact that in order to be successful, your company needs to have the ability to make the transition from online to offline. Therefore it is no longer just important to create opportunities and raise awareness but to make sure that your front liners are equipped with the best possible resources and training to manage an online inquiry and convert it to real-world opportunities in the showroom. This is why we have spent much of this first quarter, drilling home the importance of metrics like inquiry response time and response quality. To further my commentary on this, the section that follows includes data which we hope will be insightful for brands to understand how they can maximize their online opportunities and get closer to that ever illusive sure thing.

**CHRISTOPHER FRANKS**  
CO-FOUNDER

## ■ WHY ARE CUSTOMERS USING AUTODEAL?

Car buyers visit AutoDeal for a variety of different reasons. As displayed in the data below, we have identified customers in three usage categories. Product Driven buyers, who use functionalities like our car guide and car comparison tool to compare options ahead of making an inquiry, Price Driven buyers who are looking for the best possible deal, whether it be low down payments, low monthly's or discounts and Service Driven buyers who are on the site with a pre-conceived preference to what vehicle they want to buy and want to use AutoDeal as an effective means to facilitate their communication and transaction with an official and accredited dealership representative.



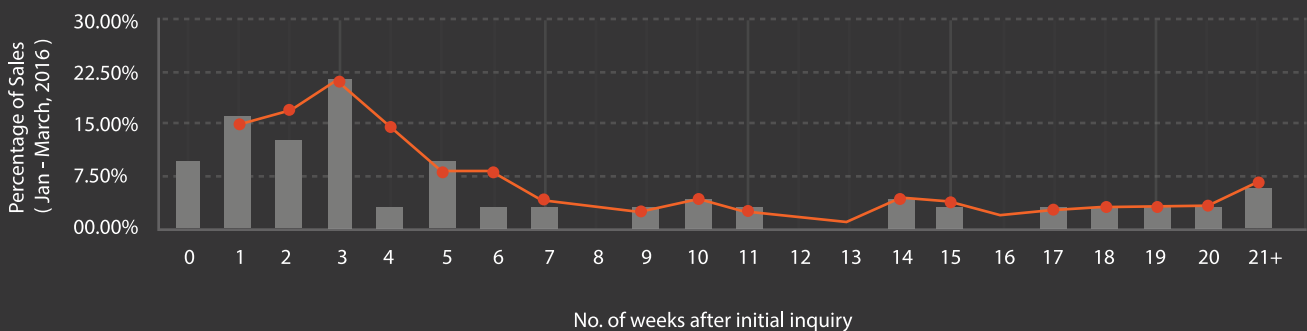
**Service Driven Buyers:** Looking for prompt feedback, usually only considering one-brand. Service Driven Buyers use AutoDeal as a tool to facilitate communication with official dealers.

**Price Driven Buyers:** Searching for Promos & Best Deals. Typically make inquiries with more than one brand.

**Product Driven Buyers:** Focused primarily on product features. Typically use the car comparison tool and make inquiries with more than one brand.

## WHAT'S THE AVERAGE TIME FOR A LEAD TO CONVERT TO A SALE?

Based on AutoDeal's own data, the average time it takes for a customer to convert from initial inquiry to closed sale (vehicle release) is 45 days. As demonstrated in the graph below, the opportunity to close the sale is maximized up until the third week, after which the probability of creating a conversion begins to decline. While it is still possible to close leads that are older than six weeks (and we've seen some buyers make a purchase up to 35 weeks after initial inquiry), you run the risk that initial interest may have decayed or that the customer has potentially gone to a competitor.



## HOW MANY BRANDS TO BUYERS INQUIRE ABOUT BEFORE PURCHASING?

On average, customers who are using AutoDeal are considering making a purchase with one of two different brands. In 10% of cases, customers will even inquire with up to five different vehicle choices.

### ■ WHAT FACTORS INFLUENCED A BUYERS DECISION?

In instances where customers inquired for two (or more) vehicles, we evaluated some of the reasons that may have contributed to the customer siding with a particular dealer.

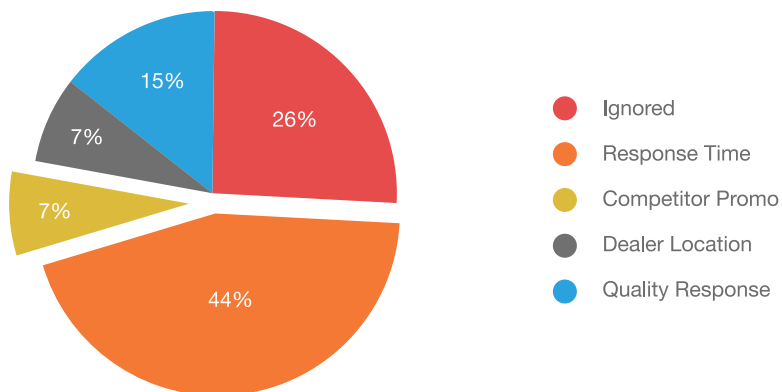
**Ignored:** The prospect did not receive any feedback by one (or more) of the competing dealerships.

**Response Time:** The prospect sided with the dealership that gave the fastest initial response.

**Competitor Promo:** The prospect chose the dealership with the lower downpayment.

**Dealer Location:** The prospect chose the dealership which was closest to their home.

**Quality Response:** The prospect chose the dealership which gave the most comprehensive response.



As indicated in the data, the response time of the dealer was the most frequent factor contributing to a customer's decision to side with a particular dealership. In fact, in 75% of cases where customers were presented with similar sized deals by two or more competing dealers, the customer chose to opt with the dealership that had responded with the first most comprehensive answer.



## ■ 2016 INDUSTRY PREDICTIONS FOR THE TOP BRANDS

By Christopher Kho



### Predictions for 2016

2015 marked another major milestone for the Philippine automotive industry as the Chamber of Automotive Manufacturers of the Philippines, Inc (CAMPI), the Truck Manufacturers Association (TMA), and the Association of Vehicle Importers and Distributors (AVID) tallied their data to bring the final number of vehicles sold in the country to 323,928 completing the year on an impressive 20% growth.

### Market Leaders

It comes as no real surprise that Toyota Motor Philippines (TMP), with their staggering 38.4% market share, set the bar as the only brand to reach six digit

sales in 2015 with a final score of 124,426 units sold - a 17.8% increase from the year earlier. The only thing that seems to be holding TMP back is being able to match supply with the Toyota-hungry demand of the local market. This growth could be further aided by the Philippine government's new Comprehensive Automotive Resurgence Strategy (CARS) program.

Equally less surprising, first runner up remain to be Mitsubishi Motors Philippines Corporation (MMPC) who rallied total sales of 54,087 units. This leaves them with a significant 16.7% of the industry and an 8% growth over their 2014 results.

Despite their comfortable position, there's no doubt that MMPC will be looking over their shoulder in 2016 as five of the brands ranked from third to fifth place in the rankings have all shown significant growth last year that is well above the industry average.



Those to keep a close eye on would be Ford Philippines, Isuzu Philippines and Honda Cars Philippines. Although Ford (who ranked third overall) still trail MMPC by approx. 29,000 units annually, their 2015 growth of 24.7% is something to take note of. The mid-size SUV segment, with the all-new Ford Everest going toe-to-toe with the all-new Mitsubishi Montero Sport, will be an important bout for Ford to win if they wish to gain any more ground.

MMPC on the other hand will be hoping that their entry to the CARS program, to locally produce the Mirage and Mirage G4 will help the Japanese brand, help boost their growth in 2016. To put things in perspective, if both MMPC and Ford were to maintain their current levels of growth, it would take Ford up to six years to get in contention for the no. 2 spot.

More impressively, Isuzu Philippines achieved 22,581 sales last year, up a staggering 59.8% on their 2014 results. Isuzu will very much be the dark horse to watch out for as Philippine GDP continues to spur the growth of the commercial vehicle market. Also don't forget about the Isuzu mu-X, which based on AutoDeal data and sales data clearly suggests that it's among the firm favorites for Filipinos in the mid-size SUV category. If Isuzu can continue their momentum, it's not far-fetched to say that they stand a very good chance of making it to the no. 3 spot by the end of 2016.

Hyundai Asia Resources Inc. (HARI) experienced a 4.2% drop in their vehicle sales last year which saw them slide two places on the industry rankings. With the ASEAN-Korea Free Trade Agreement now signed and their entry into the commercial bus segment secured, it will be interesting to see how Hyundai's extensive network of dealers can use improved price points and a new line of business to drive sales and compensate for a lack of new vehicles coming to their fleet this 2016.

Just 2,743 units behind Hyundai is Honda Cars Philippines Inc. (HCPI) who enjoyed a renaissance in 2015 with growth of 44% (compared to their somewhat stagnant growth of 2014). Spurring this were new vehicles like the Mobilio, which allowed Honda to burst into the competitive 7-seater MPV category and

the City, which is still one of the top sellers in the subcompact segment. With the all-new Honda Civic set to reach Philippine shores, it seems likely that Honda could continue to drive impressive growth throughout 2016, potentially seeing them close in and capture the no. 5 spot.

### Break-Through Brands

After their official restructure in 2014, Nissan Philippines Inc. achieved an commendable 52.8% growth with final sales reaching 11,420 units. This was not enough to just keep them ahead of Japanese rivals such as Suzuki, but also saw them surpass both Kia and Chevrolet. With a totally refreshed line-up, Nissan will be hoping to take chunks out of Ford's lifestyle pick-up dominance with the NP300 Navara and to close in and disrupt the Ford EcoSport's sales with the all-new Nissan Juke. Combine all this with a new Nissan NV350 Urvan, the recently launched Almera, and the highly anticipated GT-R and you've got a brand that is ready to tackle every demographic.

Suzuki Philippines Inc. also showcased splendid growth with 10,487 sales, up 52.3% on 2015. With aggressive marketing campaigns on the Swift, Celerio, and the freshly-launched Ciaz, it will be interesting to see what strategy Suzuki comes up with to further generate interest with first time buyers. Suzuki are another dark horse who's growing popularity is seeming to evade most people's radar.

Kia's growth in 2015 also reached an impressive 22.4%, but was not enough for them to maintain their seventh place ranking. Instead, the Korean brand slid to ninth after achieving 10,010 unit sales.

With only 1,410 units separating seventh to ninth place, the margin for error for Nissan, Suzuki, and Kia is incredibly small. Kia will be putting their chips on the benefits of the ASEAN-Korea Free Trade agreement, which will not only make their vehicles more



affordable, but will provide a platform for them to introduce more products within the year.

Chevrolet suffered a sales downturn in 2015 which was probably brought about by supply issues with their popular MPV, the Spin. While the Trailblazer remained popular in 2015, it may come under more pressure in 2016 as a result of new product launches by Ford, Toyota, and Mitsubishi. Saying that, the Trailblazer is still incredibly competitive against the competition, especially when taking into consideration its engine mechanics. Chevrolet's saving grace could be the all-new Trax which will be duking it out with the EcoSport and Juke in 2016.

Still a long way behind, but steadily gaining ground are Mazda and Subaru. Both trailed tenth placer Chevrolet by at least 3,000 units when the year ended, but their growing line-up and lifestyle-driven marketing campaigns will help them capture a younger, more active customer base. However, the lack of a mass-market or commercial model from their offering will make it more challenging to catch up to the top players.















TOP

10

## MOST POPULAR VEHICLES ON AUTODEAL

Based from the volume of inquiries made on AutoDeal.com.ph

Rank	Brand	Model	JAN Rank	FEB Rank	MAR Rank
1	 TOYOTA	Vios	4	2	2
2	 ISUZU	mu-X	2	3	6
3	 MITSUBISHI	Adventure	7	1	1
4	 TOYOTA	Wigo	1	4	9
5	 MITSUBISHI	Mirage G4	3	5	11
6	 ISUZU	Crosswind	5	8	7
7	 NISSAN	NV350 Urvan	34	7	4
8	 MITSUBISHI	Mirage	8	12	13
9	 SUZUKI	Ertiga	14	9	14
10	 CHEVROLET	Trailblazer	10	15	10

Honda City = 13 | Subaru XV = 15 | Ford EcoSport = 17 | Hyundai Accent Sedan = 18 | Mazda 2 = 31



# TOP 10

## MOST POPULAR NEW VEHICLES ON AUTODEAL

Most Popular full-model new entries based from the volume of inquiries made on AutoDeal.com.ph. (January 1 - March 31, 2016). Data is inclusive of pre-launch & post-launch.

Rank	Brand	Model	January	February	March
1	NISSAN	Juke	8	1	1
2	CHEVROLET	Trax	9	2	2
3	TOYOTA	Fortuner	2	3	4
4	MITSUBISHI MOTORS	Montero Sport	1	5	6
5	TOYOTA	Innova	4	6	3
6	TOYOTA	Hilux	3	4	5
7	SUZUKI	Ciaz	12	13	7
8	TOYOTA	Rav4	5	9	8
9	HYUNDAI	Elantra	7	8	11
10	SUBARU	Levorg	6	8	11

## ■ THE MOVERS AND SHAKERS

By Christopher Kho

### Toyota Wigo

New car buyers with a limited budget of around P500,000 have very little options to choose from, most of which are basic compact cars with minimal features, a cheap-looking interior, and questionable build quality. Then Toyota came up with the Wigo in 2014 and changed the market forever.

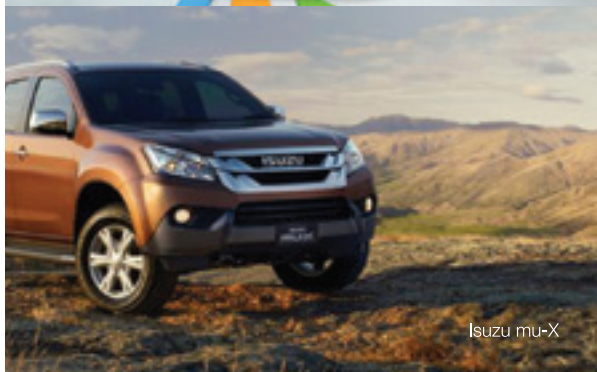
When it came out, the Wigo offered a modest 3-cylinder 1.0L engine, 5-passenger seating capacity, electric door locks and windows, and dual airbags. It even comes with a 2-DIN touch screen radio if you bought the top-of-the-line model. The interior is simple, but solid and best of all, it was a Toyota. This usually entails excellent build quality, abundance of service centers and spare parts, and impeccable reliability that will probably keep going for generations.

Toyota was able to deliver an affordable car without skimping on the goodies, making it a popular choice for Filipinos.



### Isuzu mu-X

The mu-X may not always be top of mind in the on-going SUV wars, but it's still a firm favorite amongst Filipino car buyers. As a matter of fact, it's the most popular in its class on AutoDeal in terms of search inquiries and sales leads, easily beating the likes of the Everest, Montero Sport, and Fortuner.



Isuzu introduced their new SUV back in 2014, as a replacement to the equally-successful Alterra, and updated the line-up with a more powerful 3.0 VGS engine in late 2015. It may not have the fancy high-tech gadgets of the newer SUVs in the market, but it's easily a top pick when it comes to design, driving experience, build quality, and reliability.

## Montero Sport

Despite the controversy that surrounded the older model late last year, the all-new 2016 Montero Sport is making strides in the SUV segment. Mitsubishi Motors Philippines Corp. (MMPC) managed to book over 3,000 pre-orders before sales began, selling more than 800 units in January, and is on track to maintain its title as the best-selling SUV in the Philippines. This is strongly reflected in AutoDeal's shopper behavior as it and is the second most searched vehicle on the Car Guide.

The all-new Montero Sport clearly stands out in its segment. It has modern styling, an intelligent clean

diesel engine, and an array of safety features that makes it one of the most desirable SUVs in the market today.

## Toyota Fortuner

After spending a decade in the local market, Toyota finally unveiled the replacement to the Fortuner in early 2016 with stocks of the all-new model due to arrive in March. This sparked so much interest in local car buyers that it quickly ranked as one of the most popular searches on AutoDeal. However, it would still be interesting to see how it fairs against the mu-X and Montero Sport in the coming months. May the best SUV win.

## Nissan Juke/Chevrolet Trax

The concept behind the subcompact crossover is still relatively new in the country. It provides motorists the road presence (and some degree of off-road capability) of an SUV while maintaining a small and economical footprint of a sedan. Ford was the first to capitalize on the rising trend with the EcoSport, which quickly became one of the brand's best-selling nameplate. But now, there are new models that are trying to steal the show such as the recently-launched Nissan Juke and Chevrolet Trax.

The Juke is the flashier of the two, flaunting a very trendy, colorful, and sporty exterior that Nissan hopes to get the attention of the young and the young at heart. The Trax, on the other hand, is trying to woo buyers with its large interior room, efficient turbocharged engine, and plethora of safety equipment.



Mitsubishi Montero Sport



Toyota Fortuner







Nissan Juke



Chevrolet Trax

# TOP 10 MOST POPULAR PREMIUM & LUXURY VEHICLES

Most Popular premium and luxury vehicle models, based on inquiries made on AutoDeal.com.ph. (January 1 - March 31, 2016)

Rank	Brand	Model	January	February	March
1		1-Series	1	1	6
2		Range Rover	1	6	4
3	<b>Jeep</b>	Wrangler	3	5	4
4	<b>PORSCHE</b>	Macan	4	2	3
5		A3	18	20	6
6		X1	-	-	6
7	<b>VOLVO</b>	XC90	-	4	2
8	<b>JAGUAR</b>	F-Type	-	4	2
9		CLA-Class	12	10	8
10		2-Series	-	-	2





## TOP GEO LOCATIONS

Based on the geo-locations from which inquiries were made on AutoDeal from January 1 - March 31, 2016

	Location	Region	Jan %	Feb %	Mar %	TOTAL
1	Quezon City	NCR	8.91%	7.34%	8.23%	<b>7.93%</b>
2	Manila	NCR	7.59%	7.73%	7.77%	<b>7.77%</b>
3	Cavite	Luzon	6.76%	6.77%	4.96%	<b>6.16%</b>
4	Cebu	Visayas	4.76%	5.83%	5.30%	<b>5.32%</b>
5	Laguna	Luzon	4.26%	4.46%	4.57%	<b>4.46%</b>
6	Rizal	Luzon	4.56%	3.09%	3.60%	<b>3.71%</b>
7	Davao City	Mindanao	3.57%	3.32%	3.37%	<b>3.42%</b>
8	Makati	NCR	3.70%	3.19%	3.31%	<b>3.39%</b>
9	Pasig	NCR	3.10%	2.77%	3.16%	<b>3.01%</b>
10	Cagayan De Oro	Mindanao	2.76%	2.90%	1.94%	<b>2.85%</b>
11	Bulacan	Luzon	2.11%	3.12%	3.19%	<b>2.65%</b>
12	Batangas	Luzon	1.95%	3.04%	2.82%	<b>2.53%</b>
13	Paranaque	NCR	2.40%	1.92%	2.51%	<b>2.28%</b>
14	Mandaluyong	NCR	1.96%	1.96%	1.33%	<b>1.89%</b>
15	Pampanga	Luzon	1.70%	2.14%	1.77%	<b>1.86%</b>
16	Las Pinas	NCR	1.90%	1.91%	1.61%	<b>1.82%</b>
17	Taguig	NCR	1.64%	1.84%	1.92%	<b>1.81%</b>
18	Caloocan	NCR	1.88%	1.56%	2.13%	<b>1.75%</b>
19	Bacolod	Visayas	1.10%	1.36%	0.95%	<b>1.37%</b>
20	Marikina	NCR	1.43%	0.99%	0.95%	<b>1.14%</b>

## TOP 3 STORIES

by Hannah Gregorio

Social media platforms like Facebook, Instagram, and Twitter connect car buyers and the automotive industry. It helps build brand awareness, reach untapped audience, and can even influence purchase decisions.

### First impressions of the new Fortuner

On February, Japanese car manufacturer Toyota launched the all-new Fortuner. A month later contributor James Deakin wrote a blog entitled “First impressions of the new Fortuner.” In it, Deakin discussed his thoughts on the all-new Fortuner’s exterior, interior, features, and specifications and even the price range. AutoDeal shared the content to the brand’s Facebook page and it got an organic reach of 71,690.

### The all-new Toyota Innova: Four Upgrades That You Need to Know

To stand out from the usual press release, the article “The all-new Toyota Innova: Four Upgrades That You Need to Know” gave car buyers and enthusiasts an easy-to-read and informative article about the said Toyota vehicle. Sharing it on AutoDeal’s Facebook page, it garnered an organic reach of 46,720.

### Car Comparo: Which is the better choice, Chevrolet Trailblazer or Isuzu mu-X?

The article “Car Comparo: Which is the better choice, Chevrolet Trailblazer or Isuzu mu-X” discusses two of today’s popular midsize SUVs – the Trailblazer and the mu-X. With a short and informative write-up paired with an attractive infographic, which highlights the cars’ features, the Facebook post reached 31, 530 organic reach.



# TOP 10

## DEALERS FOR ONLINE CUSTOMER CARE

The dealers noted below have showcased exceptional levels of online customer care. Metrics used to measure their performance include average response time and average response length.

**1 ISUZU** ISUZU Cagayan De Oro

**6**  **MAZDA** Pampanga

**2**  **VOLKSWAGEN** Cebu

**7**  **VOLKSWAGEN** Quezon Avenue

**3**  **SUZUKI** Shaw

**8**  **MITSUBISHI** Fairview

**4**  **SUZUKI** Cebu

**9**  **SUBARU** Iloilo

**5**  **MAZDA** Tarlac

**10**  **MITSUBISHI** Quezon Ave

## TOP PERFORMING BRAND

On a brand level, Mazda Philippines (Berjaya Auto Philippines) lead the field with regards to setting a standard for online customer care. Collectively the Mazda brand achieved the highest online customer service metrics across their entire network of dealers.





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